

AMERICAN BUILDER

THE WORLD'S GREATEST BUILDING PAPER

JANUARY 1953

PRICE 75 CENTS



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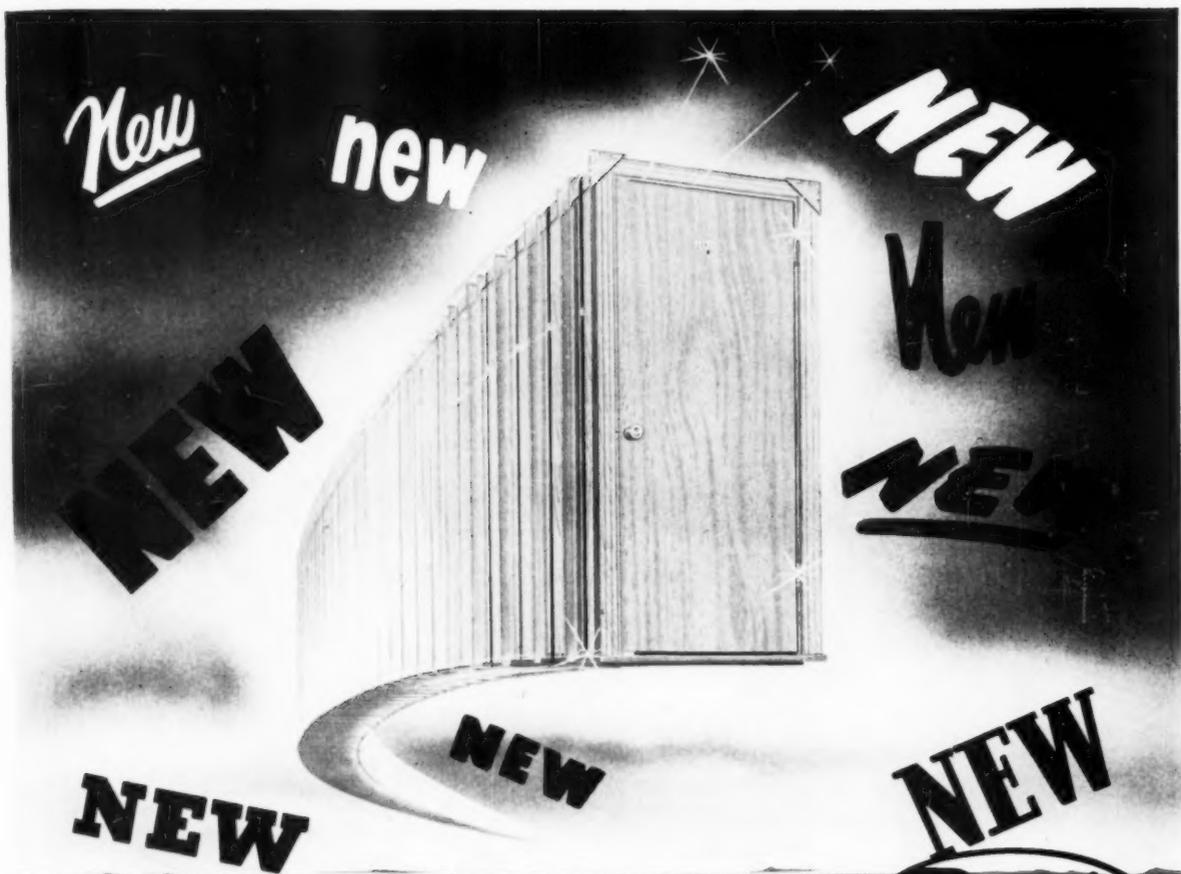


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NAHB Convention and Exposition Issue

PRODUCTS EXHIBIT in print

Regular Exclusive Blueprint House Feature
NOW Includes Full Color Illustrations



The NEW Door and Frame Packaged Unit



PAT. NO. 2489029

LOOK FOR THIS TRADE MARK*

SOLD THROUGH LUMBER DEALERS

For further information write the mill nearest you.

● At last, a packaged door unit is now available to speed home construction and solve finish carpentry problems . . . the READY HUNG DOOR Unit. These practical units serve the same purpose for hinged doors as the window unit does for windows.

Just what the name implies, the Ready Hung Door is a door and frame packaged unit having the door hinged, the lock installed and the frame trimmed both sides, ready to install in any inside wall opening. The jamb, with trim or casing attached, is made in two parts which slip apart for installation from opposite sides of the wall opening. Jambs are adjustable for wall thickness from 4 $\frac{1}{4}$ " to 5 $\frac{1}{2}$ ".

No more time loss worries in casing and hanging doors. One semi-skilled man can install 24 Ready Hung Door Units in a day, since there is nothing to saw, fit or plane to install it. The Ready Hung Door Unit, while assuring uniform high quality workmanship, looks identical to conventional frames when installed. Specify Ready Hung Doors to save Time, Labor, Money, Waste, Worry, and Skill.

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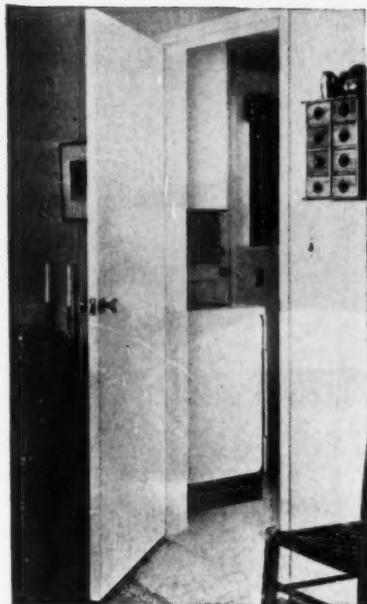
SIOUX FALLS, S. DAK. Ready Hung Door Mfg. Co.

TORONTO, CANADA Ready Hung Door Mfg. Corp.
222 24th St.

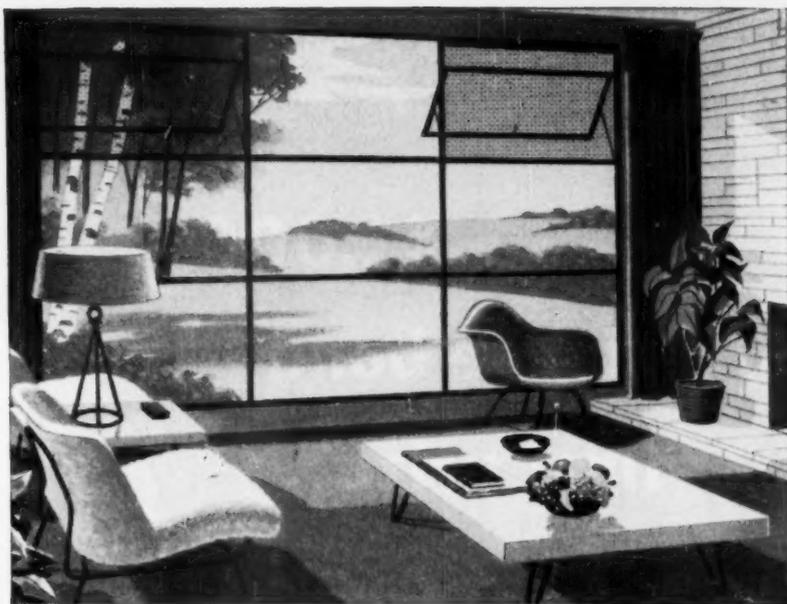
Ready Hung Door Corp., Fort Worth 2, Texas

Form 3100-1

*TD. MK. REG. U.S. PAT. OFF.



METAL SWING DOOR-FRAME-HARDWARE UNIT that combines sleek, luxurious beauty with the maintenance-free qualities of metal construction. Insulated for quiet performance. It can never warp, or swell, or shrink, splinter or stick.



NEW KIND OF PICTURE WINDOW, this Fenestra WindoWall† has slender steel frame and more glass area. More light, more view, more streamlined beauty inside and out. Awning-type ventilators give you fresh air even in downpouring rain—and protection

for your furnishings. Inside metal screens, top-hinged, go in simply, quickly. This beautiful new window is made of extra deep steel sections designed so that you can use ½" double-paned, insulating glass if you wish.

Latest Design Ideas . . .

NEW FENESTRA WINDOWALLS . . . SWING DOOR UNITS AND SLIDING CLOSET DOOR UNITS

Here's a wonderful new kind of picture window with a slender, graceful frame.

A sleek metal flush swing door (1¾" thick) that comes complete with prefitted frame and hardware.

Smoothly sliding metal closet doors, also complete with frames and hardware.

Fenestra* is the largest manufacturer of steel windows in America. The vast experience of their designers and craftsmen in metal fabrication is apparent in every Fenestra product.

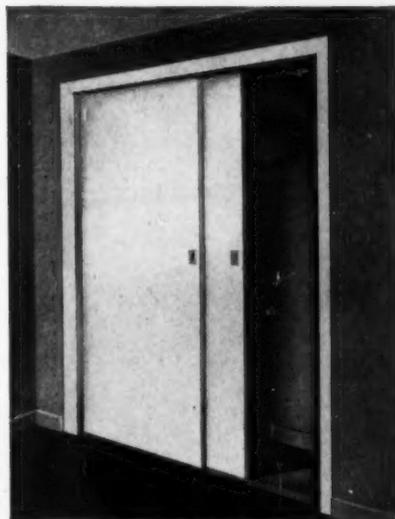
A house has to last a long, long time.

So remember the Fenestra name.

For further information write the Detroit Steel Products Company, Dept. AB-1, 2260 East Grand Blvd., Detroit 11, Michigan.

Be sure to visit the Fenestra Exhibit at the NAHB Convention.

† Trademark of DSP Co.
* ®



TROUBLE-FREE STEEL SLIDING CLOSET DOOR - FRAME - HARDWARE UNIT. This door will always glide smoothly, easily. Takes less floor space than a swinging door. Installed with a screwdriver. Comes with prime or birch finish.

Fenestra

WINDOWS AND DOORS FOR HOMES

\$1,000
defense bond
first prize



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KWIKSET'S INSTALLATION CONTEST

TO BE HELD AT
NAHB EXPOSITION IN CHICAGO, JANUARY 18-22

500 other valuable prizes
gifts to all contestants.

*Tiny Baker, General Superintendent for Diller and Gunther
Subdivision Developers of Los Angeles, California, warming up at California
Building Contractors' Association Convention at San Diego, November 14, 1952

kwikset sales & service company, anheim, calif.

kwikset
LOCK SETS



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*"We credit Delco-Heat as the sales clincher
on three-fourths of our homes!"*

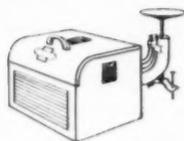
*— says JACK PAULTLITZ, General Sales Manager,
United Construction Corp., Lansing, Ill.*



Delco Heat helps make big sales success of Chicagoland building project



Gas-Fired Conditionairs



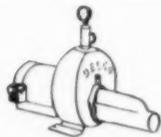
Conversion Gas Burners



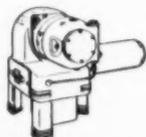
Oil-Fired Conditionairs



Oil or Gas Water Heaters



Electric Water Systems



Conversion Oil Burners

Two hundred homes planned, about fifty already completed . . . each heated by a Delco-Heat Oil Reverse Flow Conditionair Unit. The installation, a slab heating system — made by Ridge-way Heating Service, Lansing, Illinois — has helped move homes faster and build real buyer-satisfaction in this successful project.

"We discovered," Mr. Paulnitz adds, "we could pick up all the additional sales appeal and assurance of long, trouble-free service that goes with General Motors Delco-Heat and still actually pay less per unit installed."

Discover today how faith in the General Motors name . . . Delco's famous reputation for economy, service, real automatic comfort . . . big scale national advertising . . . all add up to real buyer demand. Warm air, hot water, or steam — gas or oil-fired — your Delco-Heat Distributor has the answer. See or phone him today. Or write: Delco Appliance Division, Dept. ABH, General Motors Corp., Rochester 1, N. Y.

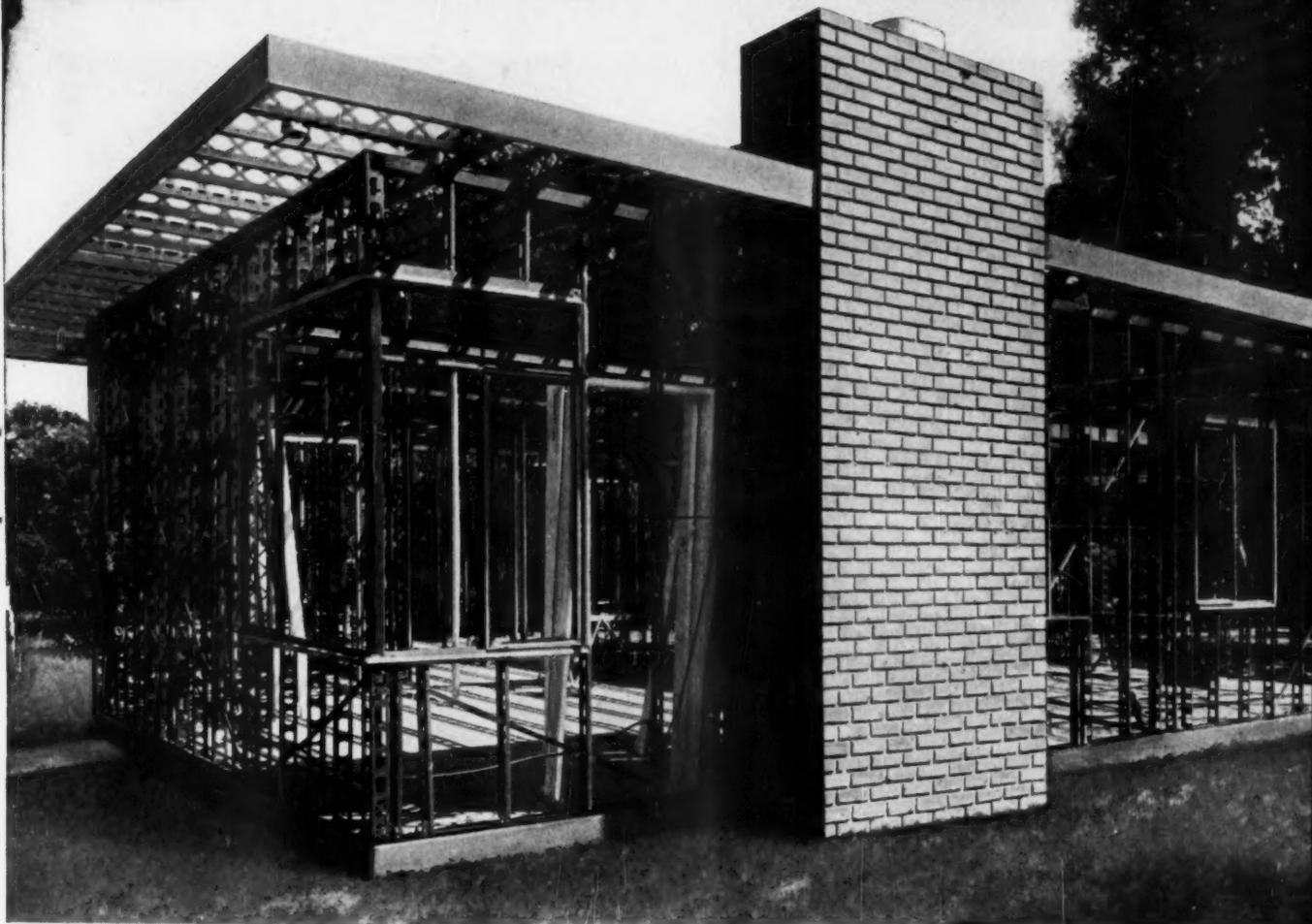
General Motors Engineering — Delco Production Skill

For a good deal — DEAL WITH DELCO

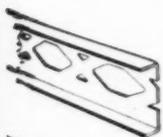
**GENERAL MOTORS
DELCO-HEAT**



. . . your keys to sales success



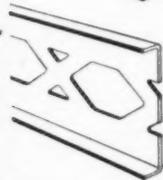
PENMETAL ANNOUNCES BRAND NEW Lightsteel STRUCTURAL SECTIONS



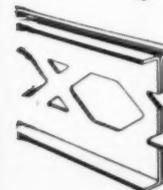
STUD
3/4" and 4"
16 and 14
gauge



**DOUBLE
STUD**
3/4" and 4"
16 and 14
gauge



JOIST
6" and 8"
16 and 14
gauge



**DOUBLE
JOIST**
6" and 8"
16 and 14
gauge

ASK THE typical building owner—whether commercial, industrial, institutional or residential—how he'd like to have a house with a steel frame. You'll get a quick "yes" for an answer.

The good news is that he can have it! He can forget about rot and termites. Penn Metal Company, Inc. has devised a system of Lightsteel structural sections that brings the strength and permanence of steel to light construction for an economical figure.

PENMETAL Lightsteel Structural Sections have already been widely tested and well received on the West coast. When used with pumice concrete and gypsum, architects and builders are finding that they provide a long life, low maintenance structure. They're particularly well suited to the requirements of modern design.

How about cost? Cost is the best part of the PENMETAL story. The cold-rolled sections are available at a total cost less than most competitive materials.

The *extra* benefits of PENMETAL Sections are substantial. Pre-cut lengths in a variety of stock, plus a complete line of accessories, speed the job. Openings in studs and joists make for rapid installation of conduit and piping. A high strength/weight ratio means easy, quick handling, fewer man hours.

Fire resistance is excellent. A 2½" concrete slab on PENMETAL Lightsteel Structural Sections with 1" of light-weight plaster on ceilings or walls wins a 4 hour rating, far above average. Insurance costs are reduced.



PENMETAL Sections are the ideal solution for the building owner who wants the satisfaction and comforting feeling

that his structure is framed with *steel*.

Our fact-filled catalog gives you complete specifications and data. It's yours for the asking. Address Penn Metal Company, Inc., 205 East 42nd Street, New York 17, New York. Ask for Catalog SS-30.



Modernize any bathroom...

with AllianceWare

From every viewpoint, AllianceWare offers you the ideal sanitary ware for bathroom modernization. With 1/3 the weight of ordinary tubs, there's no need of installing special floor supports when replacing an old-fashioned tub with an AllianceWare tub or when installing AllianceWare in an additional "extra" bathroom.

Lighter weight also means there's no problem in getting the AllianceWare tub into second-floor bathrooms. Two men easily carry an AllianceWare tub — upstairs and around corners — without straining.

And you can offer AllianceWare to the most color-conscious home-owner. AllianceWare fixtures are available in five wanted decorator colors — gleaming pink, blue, green, tan, and grey — as well as lustrous white. AllianceWare in color costs only 10% more than white so you can install — at little extra cost to the

home-owner — bathtubs, lavatories and toilet combinations in matching color . . . complete ensembles for bathrooms of luxurious, lifetime beauty.

For your remodeling jobs — and new jobs, too — there's profit for you in AllianceWare.

ALLIANCEWARE, INC. • Alliance, Ohio
Bathtubs • Lavatories • Toilet Combinations • Sinks



Reinforced construction assures maximum strength.



AllianceWare distinctive modern design complements any bathroom styling.

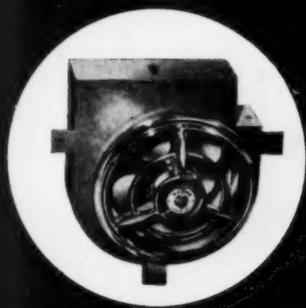


Gleaming, stainproof porcelain enamel surface cleans easily.



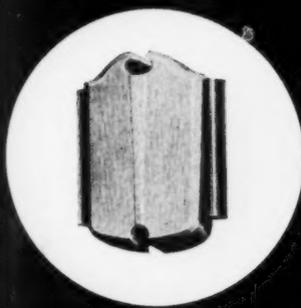
An integral wall guard prevents water seepage.

Every Modern Home Needs
All 3 NuTone Products



Fresh Clean Air

NUTONE VENTILATING FANS
NuTone's 7 basic models offer a choice of standard white or bright chrome finish.



"Cheerful Earful"

NUTONE DOOR CHIMES
For a friendly musical greeting at the door. 15 Models for Kitchen, Hall or Living Room.



"Toasty Warm"
Bathroom

NUTONE HEAT-A-LITE
The world's safest electric heater... built into the ceiling: No burns, no shocks. 8 Models.

NUTONE

VENTILATING FANS • DOOR CHIMES • ELECTRIC CEILING HEATERS

FREE

Complete details, literature, diagrams, specifications, installation data. Write
NUTONE, INC., Dept. AS-1, Cincinnati 27, Ohio

Announcing the New **FRANTZ**

No. 500 SERIES

FIVE-SECTION DOORS



MODERN STYLING

FAMOUS FRANTZ FEATURES

plus headroom requirement of only 6"

Here's an all new, smart looking sectional garage door that offers more distinctive features than any other door on the market! The Frantz No. 500 Series Doors give you the smoothest operation that money can buy, with the latest in modern panelled design! They are available in 8' x 7', 9' x 7' and 16' x 7' sizes.

Note these exclusive features: Only 6" of headroom for installation (16' x 7' requires 7 1/2"); adjustable brake prevents door rebound—holds door in open position; smooth, automatic latching using chrome outside handle—locks or unlocks from inside or outside. All this *plus* Frantz' famous "Glide-O-Matic," completely adjustable power springs which do *all* the lifting . . . steel ball bearing rollers and sheaves which provide smooth, quiet operation . . . and many other advantages which set a new pace in modern sectional door design, construction and beauty.

The Frantz No. 500 Series Doors have the fourth section open for glazing or panelling as desired. Write for full details . . . today!

A PRODUCT OF

FRANTZ MANUFACTURING COMPANY
STERLING, ILLINOIS



Frantz low-headroom bracket permits installation with only 6" headroom. An engineered component—not an attachment. Does not retard door operation.

See the many features of the new Franz 500 Series Doors at the following Conventions:

- Jan. 7-8-9 Ohio Assoc. Retail Lumber Dealers, Cincinnati. Booth Nos. 326-327
- Jan. 13-14-15 Northwestern Lumbermens Assoc., Minneapolis. Booth Nos. 5-6
- Feb. 3-4-5 Michigan Retail Lumber Dealers Assoc., Grand Rapids. Booth G-5
- Feb. 4-5 Lumber Dealers Assoc. of Western Penn., Pittsburgh. Booth 66
- Feb. 4-5-6 Middle Atlantic Lumbermens Assoc., Atlantic City. Booth 25
- Feb. 10-11-12 Illinois Lumber & Material Dealers Assoc., Chicago. Booth 1
- Feb. 17-18-19 Wisconsin Retail Lumbermens Assoc., Milwaukee. Booth No. 75
- Mar. 3-4-5 Indiana Lumber & Builders Supply Assoc., Indianapolis. Booths 60-61
- Mar. 11-12-13 Iowa Retail Lumbermens Assoc., Des Moines. Booth No. 179

"How in blazes do you save on heating?"

"It's a cinch! I use Norge Heat"



With today's higher cost of building, homes will sell only if they offer extra value and are otherwise packed with *extra purchase appeal*. Compact Norge Heat units save useable space and cut construction and heating costs—*add that extra purchase appeal to your building program!* For only a small fraction of over-all building cost, complete Norge Heat year 'round Air Conditioning Systems can be installed. Take your pick of any type gas, oil, or coal-fired heating equipment for any type of home. More and more prominent builders are turning to Norge Heat for low priced, factory tested "package" units—Here are just a few of our Builder "Specials."

Model No. GF700



LOW PRICE SPECIAL

Attention! Builders of basement homes! In spite of rising steel and labor costs, Norge Heat is offering quality oil and gas-fired warm air furnaces at the lowest price in its history. Fully automatic units—complete with burners and controls.

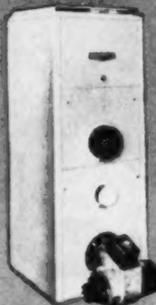
Model No. F500 62-5A



"IN-WALL" AIR CONDITIONER A BORG-WARNER EXCLUSIVE!

This gas-fired Norge Heat space saver is only 12 1/4" deep—fits between the studding!—so small, yet has filter and powerful Sirocco-type blower for full winter air conditioning. Use it as a wall furnace, space heater, or utility room furnace with ducts—built in plenum chambers cut installation costs to the bone.

Model No. F610-80CS



STOWAWAY PACKAGES

Only 22" x 24"—may be fired as a downflow furnace in vertical position for perimeter heating or, without change, as a horizontal unit for installation in attics, crawl spaces or suspended from the ceiling. A real first in the industry—knocks the bottom out of handling costs.

A UNIT FOR EVERY APPLICATION—EVERY FUEL

Winter Air Conditioners

Gravity furnaces . Stowaway "packages"
Convertible furnaces . Downflow furnaces
Boiler-Burner units . Water Heaters

For complete details see your local Norge Heat dealer, or write or wire direct: Norge Heat, 346 E. South St., Kalamazoo, Mich.

NORGE HEAT

BORG-WARNER CORPORATION

Manufactured in KALAMAZOO, MICH.



Living's a treat with Norge Heat



Whoo's from Missouri?



Construction men like to be shown!

. . . and whether your next concrete job is in Missouri or Mississippi . . . Montana or Minnesota, you'll see on these pages throughout this year how *air entrainment*—correctly used—can help you deliver concrete that's tailor made for your particular job . . . your particular location.

We've gone all across the country, and come back with a stack of stories telling how concrete men everywhere are using *correct* air entrainment to produce quality concrete every time . . . *every place*—in spite of local climatic extremes and the various complexities of the mix. In the coming months we will report the experiences of construction men who know the advantages of designing for particular conditions . . . and regulate the amount of air entrained in their concrete accordingly.

So keep your eye on Marquette's message every month, and you'll see—*wherever you are*—how simple it is . . . and how *sure!*

★ ★ ★

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.

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.

PORTLAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY



AMERICAN BUILDER

For a wonderful
house
warming!



Smart wife! No drafts, no chilly floors, no cold spots in her new home. Smart husband, too! He made sure they got Chase Copper Tube Radiant Heating.

Like a giant radiator hidden in the floor or ceiling, Chase Copper Tube heats every room evenly from top to bottom. No worry about leaks because Chase Copper Tube and Solder-joint Fittings resist corrosion. They last for years and *can't* clog with rust.

Ask your architect, builder or heating contractor about Chase Copper Tube and Fittings for radiant heating. They are available across the nation through recognized Chase plumbing and heating wholesalers.

**Telling Your Clients
About Radiant Heating**

This ad in the Saturday Evening Post and other leading consumer magazines is reaching 15,872,000 readers including most of your clients. Specify Chase on your next job.

Chase



The Nation's Headquarters for

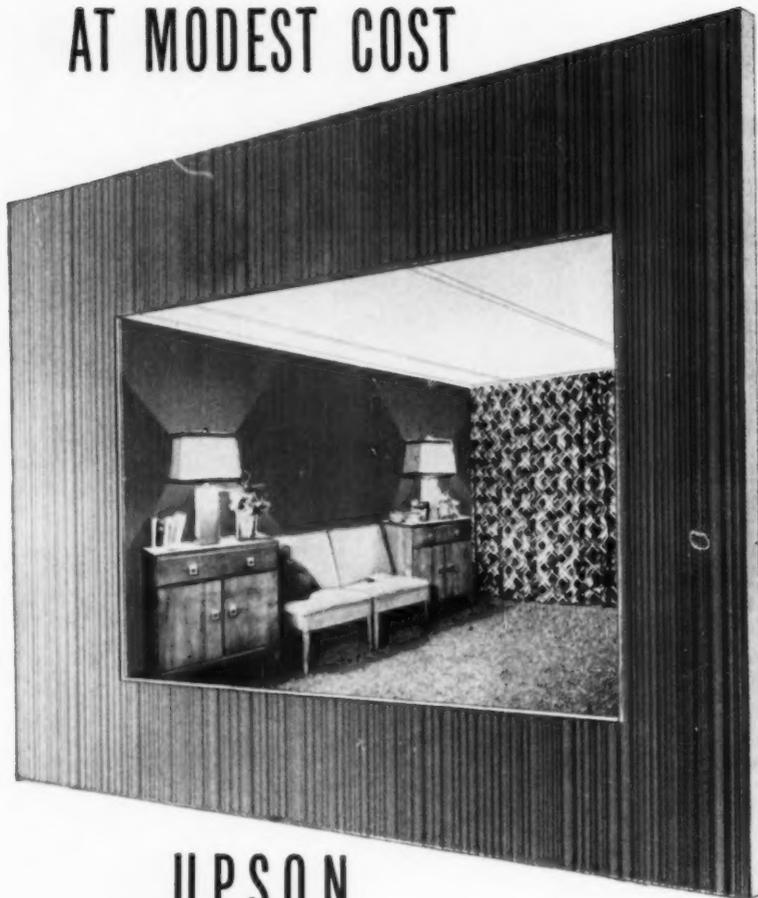
BRASS & COPPER

Subsidiary of

KENNECOTT COPPER CORPORATION

CHASE BRASS & COPPER CO., WATERBURY 20, CONN. Warehouses and Sales Offices at: — Albany† Atlanta Baltimore Boston Chicago Cincinnati Cleveland Dallas Denver† Detroit Houston† Indianapolis Kansas City, Mo. Los Angeles Milwaukee Minneapolis Newark New Orleans New York Philadelphia Pittsburgh Providence Rochester† St. Louis San Francisco Seattle Waterbury (†sales office only)

HERE'S YOUR
"Big Extra"
 AT MODEST COST



UPSON
Striated
 PANELS

A contrasting wall surface lends your houses an authentic contemporary feeling . . . suggests to prospective buyers an attention to fine points that wins their confidence . . . helps close sales. Sturdy Upson Striated Panels—with textured surface—will not crack, shatter or splinter. They take paint beautifully and withstand extreme impact tests. You'll find, what's more, that their "luxury look" is not reflected in their price.

Send coupon
 for detailed
 information

THE UPSON COMPANY 911 Upson Point, Lockport, New York

Please send me booklet and full information on Upson Striated Panels.

Name _____

Name of Firm _____

Street Address _____

City _____ State _____

Advertisement

Church Members Turn
 Carpenters to Complete
 Building Project



The Sunday School room of the new Baptist Church, Lockport, New York (shown above) is one of several rooms which members of the congregation helped finish with their own hands. Upson Ceiling Tile, asphalt floor tile and Upson Wall Panels were used in this room and in many places throughout the new church.

Many Dealers Report
 Striated Panel Boom

The increased popularity of modern interiors and the growing "do-it-yourself" trend is accelerating the demand for striated wall panels, according to dealer reports. Latest product in the field—Upson Striated Panels—is proving especially popular. Dealers attribute this popularity to the fact that in addition to making smart, contrasting walls, Upson Striated Panels are remarkably easy to apply. A patented device called a "floating fastener" anchors the panels securely from the back, permits application without visible face nailing. These 7-ply thick panels take paint readily and are exceptionally strong. They will not crack, shatter or splinter and they withstand extreme impact tests. Upson Striated Panels are also priced to save money for "do-it-yourself" customers.



A Customer Writes

The following is a letter from a homemaker in Elmira, New York. "The Upson panels you recommended were wonderful. We used them to recover a plaster ceiling which had fallen. There was no dirt or mess of any kind. Just think—if we had that mess of plaster to clean up! Thanks again!"

Upson Company Reports
 Extensive '53 Ad Schedule

An increased schedule of full color and black and white Upson advertisements has been released to fourteen consumer magazines for 1953, the company reports. As in the past, each advertisement is couponed and all inquiries will be passed on to dealers.

DEXTER

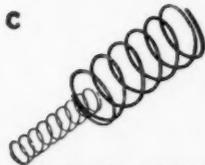
*The Lock with
a Million Friends*



FRENCH SHANK



FINGER TIP
POSITIVE LOCK



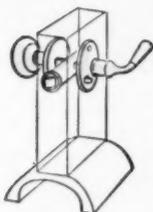
2 SPRINGS, FEATHER
TOUCH ACTION



STAY-TITE
SET SCREW



"JEWELER'S" FINISH



TRANSPARENT
DISPLAYS



**FOR SCREEN AND
COMBINATION DOORS**

Easier to install —

just bore two 5/8" diameter holes.



DEXTER LOCK COMPANY

GRAND RAPIDS, MICHIGAN

A SUBSIDIARY OF NATIONAL BRASS COMPANY

Manufacturers of America's Original Tubular Locks

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario



For cooling and ventilating

House Beautiful's 1953 Pace Setter House Uses Hunter Attic Fans

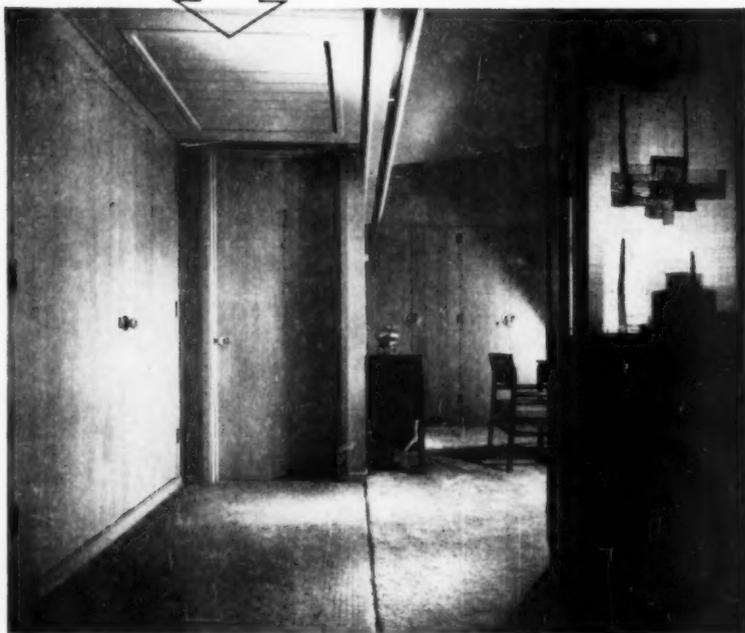
■ One of the many features of this beautiful new home in Bronxville, N. Y. is the use of Hunter Attic Fans for perfect ventilation and cool comfort in hot summer weather. This modern home-cooling system is low in cost and adaptable to any home. You have a choice of 5 sizes (from 4,700 to 16,000 CFM) to fit the home size and the climate. Easily installed fan unit is complete with automatic ceiling shutter and all accessories—no extras to build or buy.

For complete data, write for free copy of "How to Cool for Comfort."



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Compact Package Fan rests on attic floor of Pace Setter House. This unit is ideal for homes with low roofs as it requires less than 18" clearance.



Automatic Shutter harmonizes with modern interior of Pace Setter House. Easily installed by screw-fastening metal trim to edges of ceiling opening.



Hot air is exhausted through these louvers. Cool fresh outside air is pulled in through open windows. Result: temperature in house drops 10 to 20°.

SEE OUR EXHIBIT AT THE NAHB SHOW

What about power equipment?

TRACTS of land of sufficient size for project building inside of large cities, and inside of most suburbs are almost gone. In many localities there are none at all. Thus there are only two sources of land for project building of the future. The first of these is raw land parcels outside of the thickly settled areas. The second, and most of it in the future, comprises tracts that will be made available near the cores of cities when sizeable collections of slum dwellings are razed, and the land designated for redevelopment.

The first source, raw land beyond sewer and water facilities, is not new to hundreds of builders. They have been using such land increasingly in the past decade. With few exceptions, the preparation of such land poses problems involving costs in excess of what they would be if there were properly designed power machinery available at prices that would represent ultimate savings.

Most power machinery has been designed for one or possibly two purposes, and generally for very extensive and heavy operations, or for lighter work without regard to the problems of project home builders. So, the home builder who wishes to completely mechanize his material spotting operations and his grading, earth moving and trenching work has to pay the price for an imposing assembly of heavy expensive equipment which may or may not be economical in the long run, or adapt or improvise lighter pieces. Neither solution is ideal. What builders need is a basic, mobile power unit and changeable attachments, all designed to meet the specific

problems of project home builders. Home building is a power-conscious industry. Power tool manufacturers developed that consciousness with the products they have created to help combat rising labor costs.

The industry is ready for power equipment—not the equipment that has been developed for other types of construction—but equipment which can be designed for project home building requirements and can be sold at prices that will permit savings over the hand operations and mechanical improvisations they will displace.

For the redevelopment of land procured through razing slums, the power equipment designed for raw land can be used. It is important in the tightening competitive market that lies ahead that builders and manufacturers address themselves to the design of power machinery that will measurably decrease the development cost per building lot, and the handling of materials on the job site. It certainly is not too early to begin to think seriously of the home builder's power equipment needs. If anything it is a little late.

Last year NAHB held meetings with material manufacturers to discuss matters of mutual interest. It would seem to be even more profitable to hold similar meetings with equipment manufacturers. These manufacturers have very little idea of what the home builder needs, and it may not be unfair to say that the home builder hasn't given the matter enough thought to know much more. One or more meetings could develop some revolutionary machines and techniques.

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AB Washington News Letter

For the Light Construction Industry

A special service for American Builder readers. The latest Washington developments affecting the light construction industry assembled by special Washington correspondent and sent by wire to be printed and bound in your American Builder at the last minute before it is mailed. A regular monthly feature.

Washington, December 21, 1952

- ▶ THE YEAR 1953 will bring continued prosperity to the homebuilding industry. That's an official government forecast.
- ▶ ESTIMATES indicate another million-unit year. The prospects are for plentiful materials, relatively stable costs and adequate mortgage funds.
- ▶ "PREDICTION of an active homebuilding year is based primarily on the anticipated favorable economic climate and ready availability of mortgage funds." This was a joint statement issued by the Departments of Labor and Commerce.
- ▶ BARRING MAJOR INTERNATIONAL developments, construction activity may reach a new peak, the forecast said. Private dwelling starts are expected to equal or exceed 1952.
- ▶ PRIVATE STARTS in the first eleven months of 1952 totaled 1,300,000. December starts will bounce this even higher. It will take a prosperous 1953 to match this output.
- ▶ PUBLIC HOUSING next year will lag behind 1952. The forecast is for a 10.6 per cent drop. This reflects tighter limits set by Congress.
- ▶ EXPENDITURES on privately-constructed housing will be around \$10.2 billion. This 1953 estimate is slightly above 1952, because the new year will begin with a larger number of units already under way.
- ▶ "THE OUTLOOK for record construction activity in 1953 assumes that business will remain good, buoyed in part by increasing defense expenditures, at least in the early part of the year," the government agencies said.
- ▶ BUSINESS and government sources expect ample mortgage funds by late spring. No general increase in conventional interest rates is forecast. Insured or guaranteed loans with interest at 4 1/4 to 4 1/2 per cent may possibly be restored to favored positions during the year.
- ▶ LESS RESTRICTIVE controls on materials become effective January 1. NPA moved up its "relaxation date" on steel and copper, but not on aluminum.
- ▶ ALUMINUM will be "relaxed" May 1. This delay was necessary, NPA said, because water shortages in the Pacific Northwest and Tennessee Valley have resulted in big losses in aluminum production. These losses have been an estimated 40,000,000 pounds monthly.
- ▶ EFFECT of the January 1 "relaxations" is to permit more self-authorization of steel and copper. Home builders, for the first time since controls began, will be allowed to use structural steel, up to 1,500 pounds per dwelling unit. They get no more copper.
- ▶ BAN on recreational and amusement construction is lifted. After January 1, builders can self-certify five tons of carbon steel (no more than two tons of structural), and 500 pounds of copper per project per quarter. Beginning May 1, they will be allowed 300 pounds of aluminum on the same basis.
- ▶ SELF-CERTIFICATION is extended to multi-unit residences. Both walk-ups and elevator apartments are covered. The amounts of steel and copper to be self-authorized was announced by NPA last fall, and was reported in the November issue of American Builder.
- ▶ COMMERCIAL construction gets a break. After January 1, self-authorization quotas will allow 25 tons of carbon steel, including structural, and 5,000 pounds of copper (per project per quarter). The aluminum quota of 2,000 pounds remains unchanged until May 1. Then it will be doubled.

- ▶ THIS MORE FAVORABLE materials situation, and the termination of credit controls which has already occurred, should increase substantially the volume of commercial construction in 1953.
- ▶ A NEW government housing program may take shape in Congress. Its purpose: To remove the uncertainties which have plagued builder planning in recent years.
- ▶ REPRESENTATIVE WOLCOTT (R.-Mich.), incoming chairman of the House Banking Committee, is back of the idea. His plan would embody an annual goal in home construction — "perhaps a little over 1,000,000 units."
- ▶ GOVERNMENT ASSISTANCE in the housing field would be geared to this program. Mr. Wolcott said this would mean revamping FHA and FNMA. He would make Fannie Mae "an honest-to-goodness secondary market for home paper." The VA interest rate would be adjusted upward.
- ▶ AIDED by this program, the industry's job would be "to produce enough safe, sanitary livable homes to meet the demand at the lowest possible cost."
- ▶ MR. WOLCOTT plans conferences with President-elect Eisenhower to examine "the whole housing picture." He hopes to come out of these meetings with a "unified program" on housing, a program calling for government help without "interference."
- ▶ SENATOR TAFT has already met with Eisenhower. The Senator said they discussed creation of a "special commission" to study and make recommendations on various programs, including housing. This would be a long-range proposition; no report likely before 1954.
- ▶ A CONGRESSIONAL GROUP has once more recommended that builders be required to give a one-year warranty to buyers of FHA-insured or VA-guaranteed homes.
- ▶ THIS RECOMMENDATION was part of a subcommittee's report, based on a year's investigation of "defective" FHA and VA housing. The investigators, headed by Representative Rains (D.-Ala.), were members of the House Banking Committee.
- ▶ EMERGENCY HOUSING needs existing after World War II have been largely met, and emphasis should now be toward improvement of product and away from speed of output, the report said.
- ▶ "FHA AND VA SHOULD RE-EXAMINE their entire operations to place greater emphasis on raising housing standards with respect to site planning, size of rooms and other design features, and construction quality," it added.
- ▶ OTHER RECOMMENDATIONS in the report called for better land planning procedures; the use of full-time salaried personnel instead of fee appraisers by VA, and a bringing up to date of local building and health codes by local government action.
- ▶ DEFICIENCIES uncovered were not serious enough to raise doubts about the basic wisdom of the FHA- and VA-aided programs as a whole, the subcommittee said. Many complaints of shoddy housing were well founded, but the number of complaints in relation to the total number of housing units insured or guaranteed was "extremely small."
- ▶ NAHB denounced the group's recommendation of a one-year mandatory warranty. The association said it would "penalize unfairly" the vast majority of reputable builders. A better bet, NAHB said, would be a "voluntary warranty." Many builders already have adopted the latter.
- ▶ FRANK W. CORTRIGHT, executive vice president of NAHB, has resigned, effective March 1, 1953. Mr. Cortright has been a leader in the association since its beginning. He will remain on a consultant basis for three years, and has been elected a lifetime member of the association's Executive Committee.
- ▶ NOVEMBER HOUSING STARTS were estimated at 86,000 by the Bureau of Labor Statistics. This was 15 per cent higher than the same month last year. The November, 1952 figure included 82,800 private and 3,200 public starts. The seasonally adjusted annual rate for November was 1,160,000 units.

Here's the Home Building Picture Across the Nation

WHAT'S THE SCORE in home building for the next six months? Always an important question, this takes on added significance now, with a new administration poised to step into office at Washington.

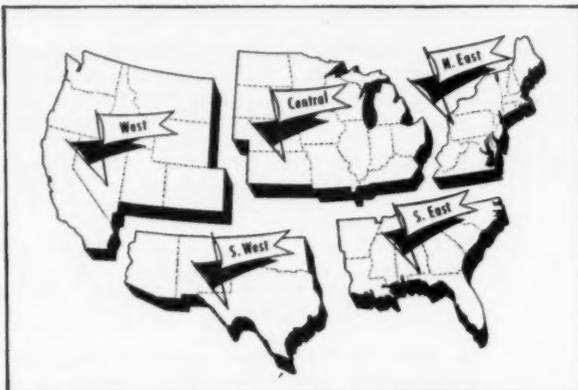
American Builder herewith provides seven important answers in its quarterly telegraphic survey of leading active builders from every area of the nation. This digest of top-drawer opinion provides a quick and thoroughly reliable check of latest available trends. The adjoining map shows position of states in the five sections.

Consensus:

The experts are painting their brightest picture in many months. Definite signs of an awakening mortgage market, including VA loans, are at last in evidence, particularly on the West Coast and in Florida. This appears to have a direct bearing on an improved outlook for new starts.

Sales resistance remains the same, but the level at which it is first felt has risen (\$12,000-\$15,000).

Building costs are expected to stabilize, with a few centers anticipating an increase or decrease averaging less



than 5 per cent. Labor and materials shortages are isolated exceptions; surpluses are becoming more common.

Air conditioning appears to be at least a year off for most builders, with notable exceptions in the East. South and, to a lesser extent, the Midwest.

What's the Mortgage Money Situation For New Home Financing?

Northeast

All-around loan supply now available throughout New York State, Hartford, Conn., Richmond, Va. VA money still missing in Washington, becoming harder to find in Boston and New Jersey, remains tight elsewhere. FHA and conventional loans generally satisfactory.

Southeast

Discount high as 7 per cent required to get VA loan in Jacksonville, Fla. Premium is 2½ per cent in Jackson, Miss. FHA money satisfactory, except in Memphis. Conventional generally in good shape. South Florida notes improvement in entire mortgage market, as does New Orleans.

Central

Virtually no VA money exists but FHA and conventional loans are fairly plentiful. Slow sales push some builders into accepting up to 5½ per cent discount to get VA mortgage, according to Madison, Wis. Conventional supply small in Topeka, Kans. All loans tight in Cincinnati.

Southwest

Conventional situation adequate. FHA reported tight in Texas Panhandle, at Tulsa, Okla., and Dallas. When available, VA money usually gets 4-5 per cent premium.

West

Coastal states report supply improving. San Mateo, Calif., predicts much better situation this year. Spokane, Wash., says limited amount of VA loans available first time in two years. Denver has some VA on discount basis.

Home Starts in Next Six Months—Increase or Decrease?

Northeast

Western New York anticipates sharp drop, possibly 40 per cent in Rochester, while Richmond, Va., and Washington see a 20 per cent cutback. New York City suburbs, including northern New Jersey, look for 10-20 per cent improvement; Albany, 20 per cent. New England expects to remain at par, with slight improvement in Massachusetts.

Southeast

Previous downward trend halted, except around Memphis. South Florida visualizes 20 per cent more starts.

Central

Most areas believe activity will remain the same or improve slightly. Nebraska looks for 20 per cent boost; Missouri and Michigan, 10-15 per cent. Central Illinois and Cincinnati starts may drop 10 per cent, Kansas, 20 per cent. 50-60 per cent slash facing Topeka, Kans., not as drastic as it seems, due to last year's record of 1700 defense and disaster homes.

Southwest

No change or rapid pace in sight for Texas, except Amarillo may face 20 per cent reduction. Houston, however banks on getting VA money; if not, warns rate will be cut in half. Oklahoma sees 20 per cent improvement.

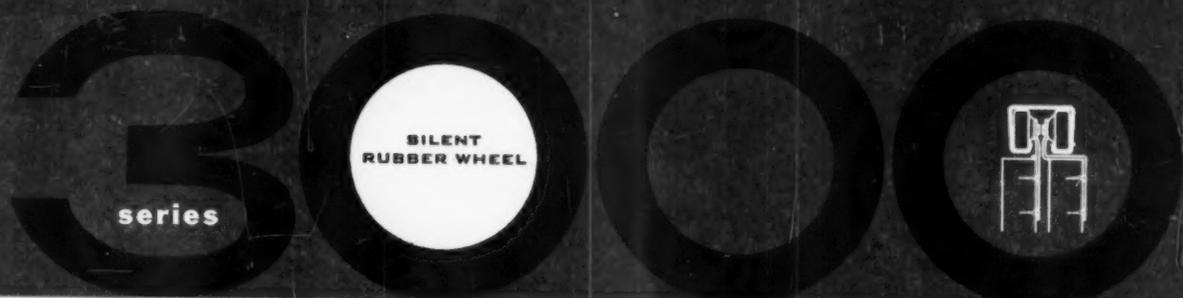
West

Sizable gains in prospect, with no region foreseeing any lessened activity. Spokane, Wash., looks for 30 per cent increase, Seattle, 15 per cent. Area around San Mateo, Calif., due for 40 per cent rise over last six months, or 25 per cent jump over comparable period last year.

(Continued on page 20)

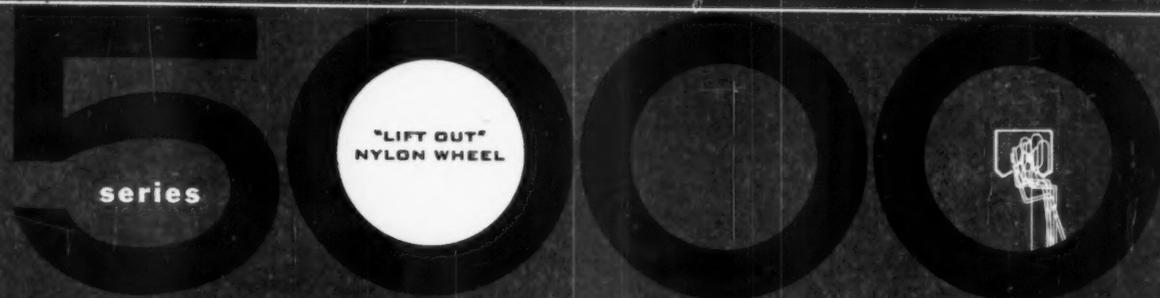
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TRENDS—

(Continued from page 18)

Is Sales Resistance Increasing? In What Price Brackets?

Northeast

Resistance noticeable in most centers at \$15,000 level; Springfield, Mass., sets it at \$10,500, New Jersey at \$12,000, Rochester at \$13,000, Washington at \$18,000, Richmond at \$20,000 and Long Island at \$30,000. Hartford, Conn., finds sales move well under \$16,000 and over \$19,000.

Southeast

No sales difficulties in South Florida under \$20,000. Other areas report sales speed depends directly on size of down payment. Above \$12,000, resistance is stiffening in north Florida, relaxing in Birmingham, Ala.

Central

Generally, resistance begins at \$12,000 level; is said to be increasing. Lincoln, Nebr., finds slowdown starting at \$10,000 and stiffening. Problem affects all brackets in St. Louis but is easing. No trouble in Sioux City, Iowa, below \$14,000; in Cleveland, below \$20,000.

Southwest

Tulsa, Okla., blames VA refusal to give commitments on homes in \$12,000-\$20,000 range for notable increase in sales resistance. Amarillo and Pampa, Texas, report slowdown from \$8,000, but decreasing. Other Texas centers find it increasingly hard to sell homes above \$15,000.

West

Consensus of areas establishes resistance beginning at around \$12,000, but sales troubles start around \$10,000 in Spokane, Wash. California cities note only spotty resistance below \$20,000, a stable situation.

Where Are Building Costs Headed In the Next Six Months?

Northeast

Corning, N.Y., and Springfield, Mass., see possible 10 per cent rise; Boston and northern New Jersey hint at 5 per cent. No other increases in sight. Hartford explains that while some material and all labor costs will be up a little, subcontractors will lower prices due to competition.

Southeast

Unanimous agreement that costs will not change.

Central

Small increase in the cards, from 2 per cent at Springfield, Ill., to 5 per cent at Madison, Wis., Battle Creek, Mich., and Wichita, Kans. Only Cleveland, Cincinnati, Minneapolis and Lincoln, Nebr., predict no change.

Southwest

Decrease of 5 per cent expected at Amarillo, Texas, while Tulsa, Okla., envisions as much as 7 per cent rise. No changes reported elsewhere.

West

Spokane, Wash., anticipates a 3 per cent cut. Seattle an increase of this amount. Denver predicts 5 per cent rise.

What About Use of Year-round Air Conditioning in 1953 Homes?

Northeast

Interest running high in Boston, Long Island, Westchester County, N. Y., and northern New Jersey, with several new \$13,000 and up projects to offer air conditioning as optional, a few as standard. Washington considering it at \$22,000 and up level.

Southeast

All Florida interested, with many homes planned for north half at \$15,000 up, in south from \$10,000. "Upper middle income" homes to offer cooling at Jackson, Miss.

Central

No definite trend in Midwest, though increasing number of builders plan pilot models for \$15,000-\$20,000 in Minneapolis and Cincinnati; above \$20,000 in Madison, Wis.

Southwest

Practically all homes to be built in Houston above \$18,000 level are to be air conditioned. Tulsa, Okla., reports four developers plan year-round conditioning for 1500 houses in \$15,000-\$20,000 range. Many more set for Dallas. Operating costs said to rule out low-cost home.

West

Says San Mateo, Calif.: "Our area has sufficient equable climate so that air conditioning is not a must." Tacoma and Seattle, Wash., echo sentiments.

Is the Labor Supply Adequate?

Northeast

Spotty shortages of three months ago gone, except temporary lack of plumbers in South Jersey. Washington has 15 per cent oversupply of carpenters, painters.

Southeast

Supply in all trades ranges from adequate to abundant.

Central

15 per cent shortage of cement finishers in Minneapolis and of plasterers in Battle Creek, Mich. Springfield, Ill., is long on carpenters by the same ratio.

Southwest

Amarillo, Texas, notes 5-10 per cent of all trades now idle part time; San Antonio finds labor "more plentiful."

West

Adequate now, but San Francisco and San Mateo, Calif., anticipate 15 per cent dearth of carpenters in spring.

Are Materials in Adequate Supply?

Northeast

Steel I-beams critically short in Rochester, N. Y.

Southeast

Stockpiles adequate, except steel pipe in New Orleans.

Central

Shortage of plumbing in Des Moines, Iowa; steel products in Wichita, Kans., and Battle Creek, Mich.

Southwest

Only problem is cement shortage at Dallas.

West

Furnaces short 15 per cent in Tacoma, Wash.

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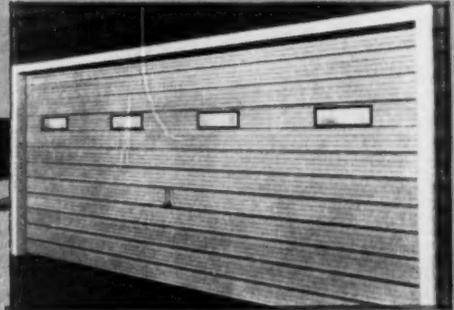
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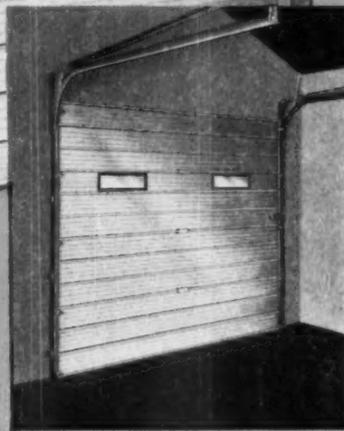


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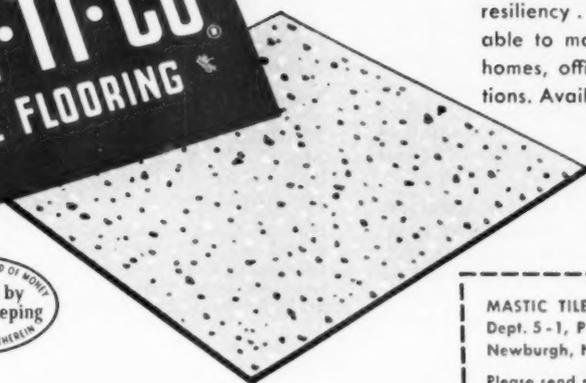
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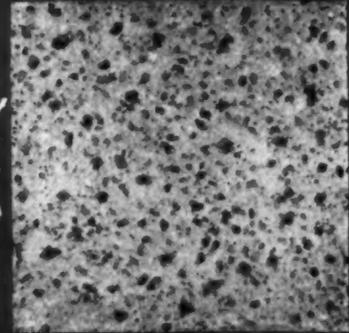
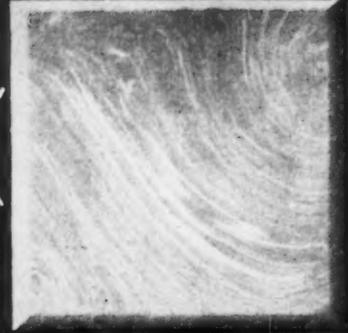
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And don't forget to see the quiet dignity and beauty of HAKO PARQUETRY with its natural oak color and hardwood parquetry appearance . . . perfect for home, institution, and commercial installations.

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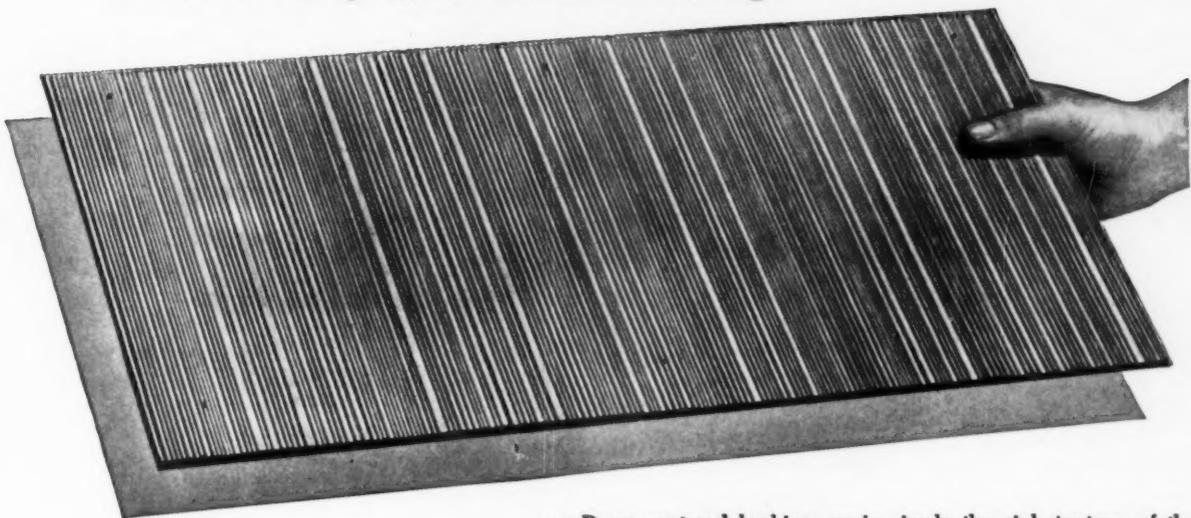
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Spring pressure construction insures snug-fit weather protection during all seasons of the year.

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Stronghold OR SCREW-TITE® NAILS

Hold Tighter—Longer



We pioneered the threaded nail, and revolutionized fastening methods. There's a Stronghold or Screw-Tite Nail for every application, each one engineered to do a specific job better than any nail ever did it before. Our 40 years' experience as nail makers is behind them—and our reputation as the largest manufacturers of threaded nails in the U. S.



STRONGHOLD NAILS

For Every Phase of Construction

Stronghold Nails add strength, hold permanently, save maintenance costs. Wood fibres "lock" with the scientifically designed threads. Nails can't loosen. Any length to 6"; any diameter to .310—in any metal, any finish, for any purpose.

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For "Squeak-Proof" Floors, Stairs

Floors laid with Screw-Tite Flooring Nails are tighter, smoother, longer lasting—never buckle, squeak or become springy. Screw-Tites are made of high carbon steel, heat treated and tempered—won't bend or break. A size for every floor.



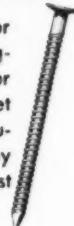
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FOR DRY WALL CONSTRUCTION

Give permanently trouble-free fastening for gypsum lath and Dry Wall construction. Never "pop" to cause plaster cracking or unsightly "bumps" under paper or paint; can't work out or loosen—ever! Treated to resist rust. Available in any size—any metal or finish.

STRONGHOLD UNDERLAY FLOOR NAILS

A "must" for laying smooth, tight underfloors for linoleum, asphalt or rubber tile or carpet. Stronghold Nails can't work up to cause "bumps" or make holes in floor covering. Floors never get squeaky or springy. Specified by leading manufacturers of floor covering materials—used by prominent floor covering applicators from coast to coast.



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For Fastening to Cinder and Concrete Blocks, Brick, Mortar and similar materials

Made of high-carbon steel, heat treated and tempered—won't bend or break in hardest materials. The scientifically designed threads aid driving—add to holding power.

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For Asbestos Siding Shingles, Cedar Shakes and Insulated Brick Siding

Never "pop" or loosen; hold permanently tight. In bronze, stainless steel, aluminum and other metals. Available in matching colors in baked-on lacquers that won't chip or come off.



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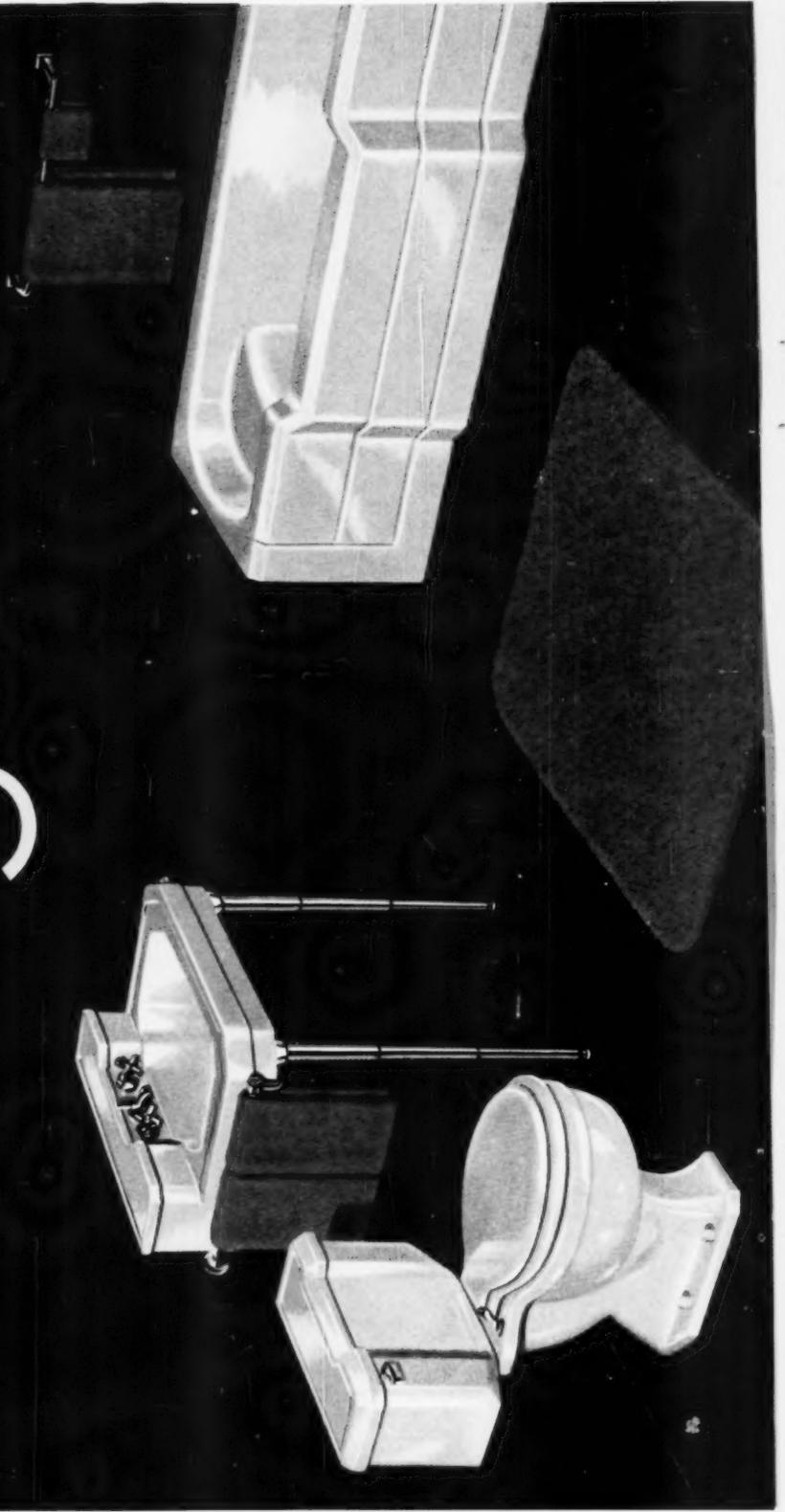
NOW! . . . as you're reading this, Eljer is conducting a spectacular **SATURATION BARRAGE** of **ADVERTISING** . . . reaching more than **50 MILLION** readers, in this **30-day** period, with full-color sales-making advertisements like that shown on the next page.

Many of your plumbing prospects, right in your neighborhood, will read about Eljer, not only at this time but during the remainder of 1953 as well, in *American Home*, *Better Homes & Gardens*, *House Beautiful*, *House & Garden*, *The Saturday Evening Post*, *House & Garden Book of Building*, *House Beautiful Home Maintenance and Building Manual*, and *Small Homes Guide (Modernization Issue)*.

**TURN
THE
PAGE**



ELJER



Color

STARTS IN THE PLANNING



If you want a bathroom that excites admiration, architects and builders will suggest that you use colored plumbing fixtures. We suggest that you specify Eljer . . . in one of our soft, pastel colors that make it easy to have whatever decorative scheme you want. You *will* get quality . . . because Eljer colors *cannot* fade, become dull or lifeless. Bathtubs have an extra-thick finish that is fused to a *rugged, rigid cast-iron* base. Vitreous China Lavatories and Closet Combinations resist stains and are impervious to all ordinary acids . . . because they are *real* china. And, you'll find the finish easy to clean and keep clean . . . with just the swish of a damp cloth. So, be *sure* . . . write Eljer's Colored Plumbing Fixtures into your plans.

Ask your plumbing contractor, builder or architect to help you select the exact combination of fixtures you want for bathroom, powder room, kitchen or laundry . . . and for helpful ideas on the use of color, write Eljer Co., Box 192, Ford City, Penna.

ELJER HAS MADE MORE THAN 15 MILLION PLUMBING FIXTURES SINCE 1904 . . . FACTORIES AT FORD CITY, PA., SALEM AND MARYSVILLE, OHIO

**PUBLIC PREFERENCE
FOR ELJER FIXTURES
KEEPS GROWING..
AND GROWING...**

**...and more and more builders are learning
that ELJER equipped Homes sell faster..
..give greater customer satisfaction**



Builders . . . **this bath will sell houses faster!**

Houses equipped with the Eljer Legation Bath offer special features found in *no other tub*. The *rugged, rigid, cast-iron* base has a thick coating of genuine vitreous enamel . . . for lustrous beauty *and* long life service. The bottom is flat, for safety's sake. The wide, low, front rim-seat (just 16" high) and integral end-seat mean extra convenience. Every surface is within reach for easy cleaning. Chrome-plated, *renewable* brass fittings are precision manufactured by Eljer to assure long, trouble-free service.

The Eljer Legation Bath is available in Eljer's Colonial Yellow, Twilight Blue, Pastel Green and Coral Blush as well as White. More and more builders are realizing that Eljer Bathroom Fixtures do add more appeal to houses, yet increase monthly payments only a few cents, over the average mortgage period. For more information about the Eljer Legation Bath or the complete Eljer Line of recessed and corner tubs, see the Eljer Distributor nearest you or write to Eljer Co., Box 192, Ford City, Pennsylvania.



.....NEWS OF ASSOCIATIONS

H. J. Munnerylyn Chosen New NRLDA Head at Annual Meeting

The annual meeting of the National Retail Lumber Dealers Association held in Washington, D.C., November 16-20, chose Henry J. Munnerylyn of Bennettsville, S.C., as its president for 1953. Munnerylyn has been prominently identified with the national scene for a number of years after having served as president of the Carolina Lumber & Building Supply Association. The new vice president is Watson Malone III of Philadelphia. Like the new president, Malone served his local association, the Middle Atlantic Lumbermen's Association, as president, and has been prominently identified in national councils the past several years. Fred R. Stair of Knoxville, Tenn., was reelected treasurer. Edward H. Libbey will continue as secretary and H. R. Northup as executive vice president.

The annual meeting opened formally on Monday after a series of committee meetings the preceding day. The final session on Thursday featured Miles Colean, well known



NEW OFFICERS of the National Retail Lumber Dealers Association elected at the recent annual meeting in Washington, D.C. are (l. to r.): Vice President Watson Malone III of Philadelphia and President Henry J. Munnerylyn of Bennettsville, S.C.

building economist, in a discussion on the outlook for mortgage money in 1953. Key committees reported their deliberations which were accepted as governing policy for the association in the coming year. The meeting was among the best attended in the past decade and reflected an awareness on the part of the dealers of the opportunities and responsibilities that confront them.



St. Louis "Bildors" Select 1953 Board of Directors

THE HOME BUILDERS' ASSOCIATION of Greater St. Louis installed a new Board of Directors for 1953 in November. All are "Bildors" unless otherwise indicated. Seated (l. to r.) are: Leon J. Paschal, Union Electric Co.; Richard G. Higginbotham, second vice president; Silvio Lombardi, third vice president; Charles S. Upson, president; Ben Goldberg, first vice president; and John Eckl, Laclede Gas Co. Standing (l. to r.): Thomas J. Buckley, Jr.; C. Henri Comfort, Comfort Distributing Co.; William J. Cassilly; Jerry Borgschulte, sergeant-at-arms; Ray Talbott, secretary; Frank B. J. Darr, Jr., treasurer; Adrian N. Baker, insurance broker; Clinton R. Schattgen, past president; and Elmer J. Wiehan, Frigidaire Sales Corp. Also on the Board but not present for the picture are "Bildors" John B. Herdlein, George McDonald, Bert Wenneker and Joseph H. Vatterott, preceding past president.

R. I. Builders Present First Home Owner's Service Policy

The first home owner's service policy sponsored by the Home Builders Association of Rhode Island was presented in October to Mr. and Mrs. Alvarez Marceau of Rumford, R. I., by Ernest Desmarais, builder of their new home. Present at a ceremony in the home were Anthony Viola, association president, and Charles R. Bragg, executive director.

The policy, which the association reports is being ordered in large numbers by its members, is "a written and signed statement by the builder disclosing his good intentions to take care of reasonable adjustments," according to Viola. He said it covered a period of one year after transfer of title.

With the adoption of this policy, Viola observed, "we enter a new era of self-imposed responsibility to the public. Responsibility of builder to buyer has always been assumed, but large-scale housing developments during the last few years, have, in most cases, prevented a personal buyer-builder relationship such as existed previously." The service policy will tend to overcome that impersonal barrier, he indicated, by adding tangible evidence of the builder's good faith.

Seattle Home Show to Take Place in February

Seattle's Ninth Annual Home Show, "The Show Case" of the building and allied industries, will be held in the New Field Artillery Armory, February 14-22, 1953, according to an announcement by W. G. McDonald, managing director, who again will head this important annual event sponsored each year jointly by the Seattle Master Builders and the Seattle Post Intelligencer.

Since the Home Show is an event which has created unusual interest among thousands of residents of the city and its suburbs, with keen anticipation in the new home improvements and building promotions, it is one of the most vital programs which this west coast group undertakes each year. Many innovations will be introduced at the new show to acquaint the public with what is new in the building field.

Transcontinental Panel Session

They talked . . .



They listened . . .
3000 miles away



OVER 300 MEMBERS of the Long Island Home Builders Institute "attended" the recent NAHB Board of Directors Meeting at Seattle through the magic of a direct telephone hook-up to four loud speakers in the Stewart Manor Country Club, Stewart Manor, N.Y. "Reporters" in the top photo (left to right) are Charles Jaeger, Fred Jackson, NAHB President Alan E. Brockbank, Walter G. Stackler and Leonard L. Frank. Quarterbacking the show is Otto J. Hartwig, Long Island executive vice president (rear). Rudolph A. Matern also participated. To make sure the message would get through, Emil Keen flew back to Long Island, arriving just in time to add his comments in person.

Oklahoma Lumbermen Hold 1952 Convention-Exhibition

The sixth annual convention of the Oklahoma Lumbermen's Association, held in Oklahoma City, October 21 and 22, is reported to have been the biggest and most interesting yet staged by this energetic young group. More than 2,000 state lumbermen and allied industry representatives registered for the two-day meeting.

The exhibit space in the Municipal Auditorium was completely sold out. More than 145 individual exhibitors used 180 booths to display their products. One enthusiastic exhibitor stated: "Never before was such interest shown in the exhibits, the displays and demonstrations of products and services. . . . When you combine the selling efforts of suppliers, by informing and demonstrating to the retail dealer how to better sell his products to the consumer, we have helped our industry tremendously."

Dale Carter, Carter Lumber Co., Tulsa, was elected president, succeeding R. A. Parker, R. A. Parker Lumber Co., Ponca City, Virgil



ATTENDING THE BANQUET at O.L.A.'s 6th annual convention were (l. to r.): Oklahoma Governor and Mrs. Johnston Murray, Mrs. R. A. Parker, R. A. Parker, retiring president of O.L.A., Mrs. Dale Carter, and Dale Carter, president-elect of O.L.A.

Steger, Steger Lumber Co., Durant, was named vice president, succeeding Carter, and George Futrell, Davidson & Case Lumber Co., Oklahoma City, was named treasurer, succeeding Alfred L. Leonhardt, Leonhardt Lumber Co., Oklahoma City, who has served as the association's treasurer since it was first organized. Convention director was Ed R. Henry, Spartan Lumber and Hardware Co., Tulsa.

Minneapolis Builders Aim at Tax Reductions

The Minneapolis Home Builders Association launched an extensive legislative program in October designed to relieve home owners of heavy tax liabilities for the maintenance of expensive governmental operations.

Target of the association's tax reducing measures will include:

1. Elimination of the state personal property tax.
2. Establishment of state income tax exemptions on profits from the sale of a home when the profits are re-invested in another home to parallel federal provisions.
3. Increase of maximum exemptions under the Homestead Act.

The association's legislative committee will give first consideration to removing the personal property tax which the builder representatives term "unjust and obsolete." In demanding the repeal of this tax, association officials cite the unfairness of the state holding a lifetime lien against household and business equipment.

St. Louis Builders Head Foresees Membership Rise

A sharp increase in the membership of the Home Builders Association of Greater St. Louis was told by C. S. Upson, new president of the organization. He reported that the "Bildors" number more than 400 members, including nearly 200 builders. Upson credited the increase to a renewed optimism on the part of builders, mortgage men and materials men. "They look for another boom year, if not a record year of home building in 1953," he said.

The "Bildor" Membership Committee will be headed in 1953 by Ben Goldberg, first vice president of the Home Builders, and a St. Louis area builder for more than 30 years. His reputation of many years standing as well as his enthusiastic recruiting of new members for the group has enhanced the status of the organization.

Los Angeles Home Builders Appoint O'Sullivan

Mark A. Thoreson, president of the Home Builders Institute of Los Angeles has announced the appointment of J. W. O'Sullivan as secretary of the Institute. He will assist Ray V. Carey, executive vice president. O'Sullivan leaves the position of sales manager of Westwood Building Materials, Los Angeles, to take over his new duties.

Building Prospects Bright For the Coming Year A. B. Editor Predicts

The year 1953 will be a better year for home building than most experts are predicting, *American Builder* Editor, Edward G. Gavin, told members of the Memphis Association of Home Builders at their November meeting. Housing starts should be above 900,000, and remodeling and slum clearance can take up the slack in the greater-than-a-million houses the industry is geared to produce, he stated.



From left, Frank Stuedlein, executive vice president of Memphis association; Chester A. Camp, chapter president, and Edward G. Gavin, *American Builder* editor, guest speaker

Taking old houses in trade for new ones is another trend in moving new houses which Gavin believes should and will become more widespread in 1953. The desire to own the latest and the best can be sold to home owners as well as car owners, he said. And builders can create that desire by selling the convenience features of a new house versus the old. Gavin's talk was titled "Bright Prospects for the Coming Year."

The proposal that the Memphis Association adopt the word "Hom-Bildor" as a trademark was defeated on the floor when put to a vote. The subject will be discussed further at a future meeting.

Florida Home Builders Granted Charter

A new association, the Home Builders of Greater Miami, was granted a charter by Circuit Judge George Holt in October, 1952. The group has recently moved into its new offices in the Pan American Bank Building at 150 S.E. Third Ave., Miami, Fla. The membership is limited to operative home builders, and the organization represents them on all matters of policy.

The executive secretary is S. A. Dansyear, Coral Gables, Fla., who formerly served in the same capacity with the Southwest Real Estate Brokers Association for eight years.

Cortright's Column

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



What Research Means To the Home Builder

Modern scientific research is the key to a future of unlimited progress for American builders and home owners. The benefits of research, which has paid such enormous dividends in medicine, physics, chemistry and other fields, already are reaching the individual builder through university, industrial and government laboratories. They have helped transform home building since World War II from a handicraft to a \$12 billion a year mass production industry.

Those benefits to the builder can be expected to multiply soon as a result of the formation of the "Home Builders Research Institute" within the National Association of Home Builders. The Institute will help in coordinating private and governmental research, as well as conducting field trials of its own, and relaying the results in practical, usable form to the builders.

The Institute's goal is to help the individual home builder to apply in his own construction newly developed materials, equipment and techniques that cut costs, improve design, and add to the durability and structural soundness of his housing.

Some long steps already have been taken toward that goal. Builders throughout the country, for example, have been introduced to newly-developed wood framing techniques for low cost houses and to simplified and improved foundation techniques, such as trench wall foundations without separate footings, pier and beam type foundations, and slab types. Research also has speeded the development of perimeter and plenum chamber types of heating systems and to baseboard panel heating which have been adopted with highly satisfactory results by the industry.

Intensive research also is going on in many other fields that mean dollars and cents to the builder and added value to the home buyer, including vapor barrier paints, insulation materials, electric heating systems, glass paneling, and year-around air conditioning for low cost homes.

As a direct result of research, some of the nation's leading manufacturers are preparing to introduce in 1953 mass produced air conditioning and heating systems for new homes priced as low as \$10,000. That development alone is expected to prove a potent sales tool for alert builders.

The Institute's research also promises to relieve one of the industry's biggest headaches—the conflicting and confusing maze of outmoded building codes in effect in many of our communities. Scientific investigation is demonstrating the advantages to be gained by changing these archaic codes to permit the use of modern, improved materials and techniques, and the Institute is hopeful that local authorities can be persuaded to make such changes when they see the research findings.

Hundreds of conveniences and comforts now considered standard in the average American home are the result of laboratory research carried out since World War II and adopted by wide awake builders. Among them are such push-button luxuries as indoor weather control, large glassed areas to bring the outdoors into the living room, built-in furniture, bold new coloring schemes, painted walls that can be scrubbed to erase children's scribbling without damaging the paint, labor-saving kitchens, and expandable rooms—all research products which have helped simplify the builder's sales job.

In addition to conducting its own field trials, the Institute will help builders get prompt access to all new developments by serving as a clearing house for information on the work done by private and government researchers. Periodic reports on all new research developments will be published and sent to the nation's builders to keep them up to date.

Coordinated research of the kind now under way will do more than any other single measure to improve our present housing pattern, lower the builder's costs, and provide better homes for better living.

Ohio Association Holds 9th Annual Convention

The 1952 Ohio Home Builders Convention and Exhibition, held November 23 through 25 at Cincinnati was termed the most successful ever held by the group, not only from the standpoint of attendance, number of exhibitors and the delegate support, but from the quality of tangible benefits to the members. This year's convention, under the chairmanship of Raymond D. Sharp, past president of the Home Builders Association of Greater Cincinnati, was the 9th annual affair of its kind. The concurrent exhibit attracted 35 companies, showing a variety of new products and materials, utilizing 42 booths in all.

New officers chosen to lead the Ohio association in 1953 are: Clinton R. Miller, Akron, president; A. B. Stanbery, Toledo, first vice president; Melvin E. Kimmey, Dayton, second vice president; Lowell T. Blackman, Cleveland, treasurer; and Charles Prior, Columbus, secretary. Anthony M. Falace will continue in his office as executive vice president, in which he has done such an outstanding job.

The keynote address of the convention was delivered by Edward G. Gavin, Chicago, editor of *American Builder*, who urged builders to sell new models provided with greater conveniences, just as the automobile industry has done. Gavin called for the discarding of the horse and buggy label which has plagued the home building industry. He suggested that greater study be given to new materials, new construction methods and better merchandising plans.

Other speakers in the 3-day session included Rodney M. Lockwood, past president of NAHB, Detroit; Hon. Myers Y. Cooper, former Ohio governor; and Frank W. Cortright, executive vice president of NAHB, Washington. On the final evening of the convention, following the installation of officers, Alan E. Brockbank, Salt Lake City, NAHB president, delivered the address.

Savings and Loan League Voices Optimism for '53

Home builders and lenders were warned not to repeat their mistakes of the late 1920's at the record-breaking convention of the United States Savings & Loan League held November 10-14 in the Hotel Statler, New York.

With a registration of 2,803 breaking the former attendance record by 600, the League's 60th annual meeting adopted a resolution complimenting the construction industry for turn-

Dealer's Viewpoint

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

Dealer - Employee Training Manual Offered by NRLDA



The thirst for information on the part of retail lumber and building materials dealers continues unabated. It covers a wide range of topics—financial management, personal relations, merchandising, and so on.

Since this trend was reported in this column several months ago (July, 1952 *American Builder*) there have been a number of new developments. Management workshops and conferences for yard owners and executives have been held at Cornell University, The University of Tennessee, and Purdue University and in Philadelphia and at several points in California, all as projects of state and regional dealer associations.

In every case, it was obvious that dealers are eager to trade ideas on good management and operating practice and to hear the opinions and advice of experts in almost any important field.

In addition, the 30-day courses for dealers' employees are being continued this year at 12 colleges and universities and a new training guide is being prepared for use by dealers and their employees by the National Retail Lumber Dealers Association.

No single preferred pattern has yet emerged for conducting management workshops but there seems to be rather general agreement that discussions in which dealers can participate liberally are especially well regarded.

On the theory that, if yard owners

are eager to acquire information for their own guidance, they also are interested in training their employees to do a better job. NRLDA will offer a two-phased training manual which will (1) show dealers how to conduct group training meetings among their employees as a means of helping them learn more about their jobs and about the products they sell and (2) show individual employees how to acquire the same information by themselves in cases where there are not enough employees doing the same sort of work to justify group training.

Ideal text material for both types of training is available in the Dealer Operating Guide which NRLDA is developing for its members and in the industry's counter sales book, the Building Products Dealer Data Book. The training manual will contain detailed, step-by-step plans for carrying out both types of training.

The general belief that an era of keener competition lies ahead for the retail lumber industry probably is at least partly responsible for the growing interest in workshops and training programs, but another factor undoubtedly is the success of the 30-day courses which now have been attended by some 5,500 employees from more than 3,000 separate yards.

Both the students and their employers have learned that practical experience is not the only way to find out how to make good in the retail lumber industry.

ing out a million new houses a year since 1949. It called this achievement "a testimony to the productive capacity of businesses operating with a minimum of regulation and with the



Charles L. Clements (left), 1953 president, and Ralph R. Crosby, 1953 vice president, United States Savings and Loan League

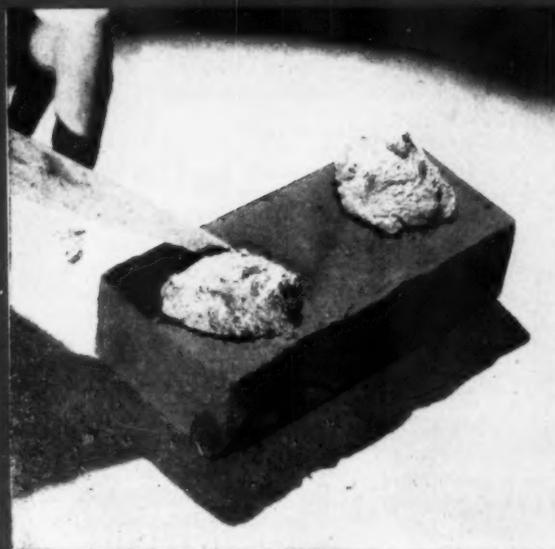
incentive of a reasonable profit. Careful observers of the demand which lies ahead see a continuing need for a large volume of homes each year for several years, and the nation may rest assured it has a construction industry able to meet that need."

In a postscript of caution to such optimism, the League said, "Over production of housing units and ill-advised high percentages of financing were pitfalls in the late 1920's and they always threaten the cause of home ownership and the well-being of the building industry. 1953 home building activity can be soundly sustained, we believe, near the levels which prevail today. We shall view the scene with more assurance if we know that builders and lenders are checking the signs of the times more frequently than has been necessary for many years."

The League elected Charles L. Clements, president of the Chase Federal Savings & Loan Association of Miami Beach to succeed Ben H. Hazen as president. Ralph R. Crosby, president of the Old Colony Co-operative Bank, Providence, R. I. was named vice president.

BRIXMENT MORTAR

has better water-retention



Here's the way to test for high water-retention. Slap a small dab of any two mortars onto a brick. Wait a minute, then feel



each dab. The one that stays plastic longest will be the one having the highest water-retention. Try this with Brixment mortar!

—AND HIGH WATER-RETENTION IS ESSENTIAL TO WELL-BONDED, WATERTIGHT MASONRY

Water-retaining capacity is the ability of a mortar to retain its moisture, and hence its plasticity, when spread out on porous brick. ● High water-retaining capacity is of *extreme importance* in mortar. If the mortar does not have high water-retaining capacity, it is too quickly sucked dry by the brick: the mortar stiffens too soon, the brick cannot be properly bedded, and a good bond cannot be obtained.

Brixment mortar has extremely high

water-retaining capacity. It strongly resists the sucking action of the brick. Brixment mortar therefore stays smooth and plastic longer, when spread out on the wall. *This permits a more thorough bedding of the brick, and a more complete contact between the brick and the mortar.* The result is a better bond, and hence a stronger and more *water-tight wall.*

Louisville Cement Company, *Incorporated*, Louisville 2, Kentucky.

Big Deal!



Yessir!...Your Hardware Dealer Has It for You NOW...

**SIMONDS
SI-CLONE
SAWS**

That's right — Simonds quality at pop prices! First time you've seen a line like this...13 saw-types up to 12" diam. (including dado heads and carbide-tipped saws). Round or special-shape center holes. Best saws made at these prices (look below) for home workshops, schools, contractors, and light industrial work. See your hardware dealer *now*.

RIP • CUT-OFF • EASY-CUT and COMBINATION	
6" - \$1.75	9" - \$2.65
7" - 2.00	10" - 3.15
8" - 2.15	12" - 4.35

GUARANTEE
Made of
SIMONDS STEEL
fully guaranteed
against any defect
in material or
workmanship.



**SIMONDS
SAW AND STEEL CO.**
FITCHBURG, MASS.
Factory Branches in Boston, Chicago, San Francisco, and
Portland, Ore. Canadian Factory in Montreal, Que.

LETTERS

hope to win

Sir: I am sure that early in the program I sent in our entry as we have been planning our National Home Week promotion since last June with two thoughts in mind— (1) to present to the public the best possible display of new homes and (2) to win first prize in the *American Builder* contest.

The first part of the program has been realized. We certainly did a big job here with more activity than ever before. We had 68 houses on display, thousands of people visited them, and 91 houses were actually sold in the eight day period. While this will not compare very favorably with other associations in Group 1, it must be remembered that we have only 550,000 persons in Hartford county which limits the number of interested people.

Insofar as the type of exhibit we are now arranging to send you is concerned, we do not consider it to be elaborate in any sense of the word. We do consider it to be most adequate in presenting our story as we did it in this area.

We have looked forward to this for a long time, so I assure you we shall be placing a most active entry in your contest. We all hope it will win a prize in Chicago.

Clayton W. Johnson,
Executive Director,
Home Builders Assn.,
Hartford County, Conn.

▶ *Your most active entry was awarded a Special Honorable Mention. The judges agreed with you!*

—The Editor

delighted, but

Sir: We were delighted to see the coverage of the Pemberton-Cadillac modernization of their buildings on page 128 and 129 of the October *American Builder*. This is one of the first outstanding overcoat jobs using Keymesh and we have pointed to it with pride across the country.

Accordingly, we were distressed to see that the reinforcing fabric was referred to on the drawing as expanded metal lath. Since then, we have contacted architect Hoke at Toledo who clarified the error.

Needless to say, this was welcome news to us for we have such a high regard for the accuracy of your articles that we actually feared that we were wrong in some of the statements we had made.

I write you now not to request a correction in your publication, but rather to set the record straight with you and your associates.

L. W. Hesse,
Director, Community Relations,
Keystone Steel and Wire Co.,
Peoria 7, Ill.

▶ *The drawing appearing in the October issue, page 128 bears "expanded metal lath." The correct material is Keystone Keymesh.*

—The Editor

hey! but they're good

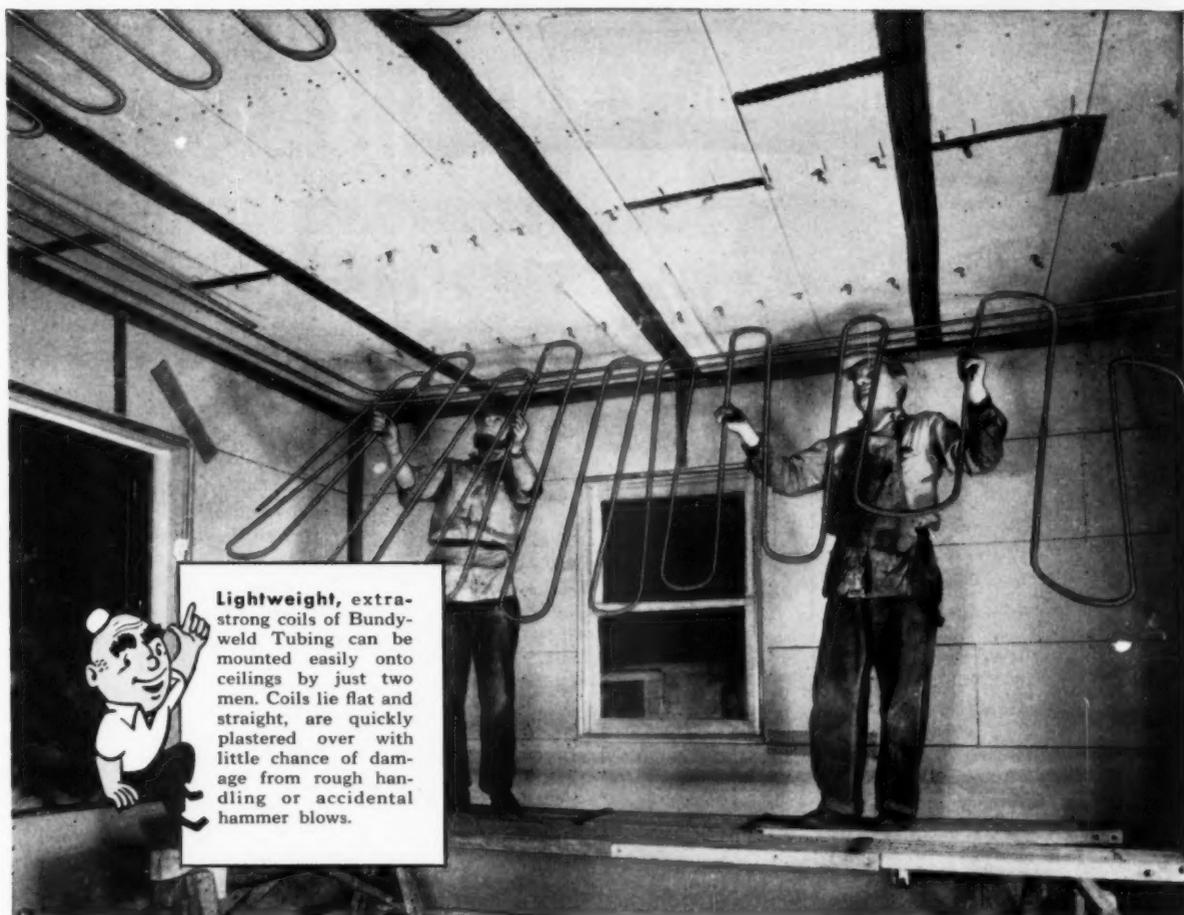
Sir: You are to be congratulated on the editorials in your July and September issues re developing a new building market.

Does your magazine have any information you can send me regarding items 3 and 4 of Brockbank's 6-point program, outlined in your July editorial? If any city administrations, or any civic groups have already worked out plans for the development and operation of plans to remodel substandard houses, we would like to hear about it. Such planning is an encouraging development in the face of a declining building market.

R. J. Griefen,
W. H. Sawyer Lumber Co.,
Worcester 5, Mass.

▶ *Thanks very much for your comments on the editorials in our July and September issues. In reply to your query whether any city administrations or civic groups have already worked out plans for the development and operation of substandard houses, we know of only two at this time. They are (1) Memphis, Tenn.—Frank C. Steudlein, Ex. Vice President, Home Builders Assn. of Memphis, 640 Sterick Building, Memphis 3, Tenn., and (2) Baltimore, Md.—C. Philip Pitt, Ex. Secy. Home Builders Assn. of Maryland, 7 St. Paul Street, Baltimore 2, Md.*

—The Editor
(Continued on page 40)



Lightweight, extra-strong coils of Bundyweld Tubing can be mounted easily onto ceilings by just two men. Coils lie flat and straight, are quickly plastered over with little chance of damage from rough handling or accidental hammer blows.



AT LAST: an exciting new sales feature for your houses ... Bundyweld Ceiling Radiant Heating



SIZES UP TO 3/4" O.D.

Key to Low Cost

Bundyweld is the only tubing double-walled from a single strip, copper-brazed through 360° of wall contact. It's leak-proof, thinner walled, yet stronger. It transmits heat quickly, has high bursting strength. It saves on material costs and installation time.

Standard 20' lengths of Bundyweld are easily formed into coils in shop or on job site. Expanded ends (furnished when specified) are quickly soldered into leak-proof union. Joined, lightweight coils are easily mounted onto ceiling, quickly plastered over.

Today, almost every worth-while new house offers a sleek, modern kitchen and bath. You'll need *more* than these "expected" features to sell houses to increasingly selective buyers.

But here, now, is an exciting new feature that will move your houses years ahead of competition—value-wise and sales-wise. It's Bundyweld Ceiling Radiant Heating.

Here's heating so clean, so comfortable and so inexpensive it's making all other home heating methods obsolete. Here's heating that's gaining

in popularity, day after day.

Millions of people read Bundy ads in *Better Homes & Gardens*, *American Home*, and *House Beautiful*. They're sending in a storm of coupons asking for literature. They're asking for names of builders and architects handling Bundyweld Ceiling Radiant Heating. Send coupon today for *your* free literature.

Radiant Heating Division

BUNDYWELD TUBING COMPANY
Detroit 14, Michigan

SEND FOR
FREE LITERATURE!



Bundyweld
Ceiling Radiant Heating

Radiant Heating Division, Dept. AB-153
Bundy Tubing Company, Detroit 14, Mich.

- Send free 20-page nontechnical brochure explaining Bundyweld Ceiling Radiant Heating.
- Send Bundy technical radiant heating pamphlet.

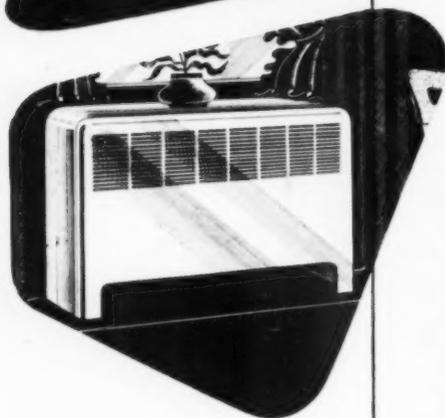
Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

For warmth...and Beauty



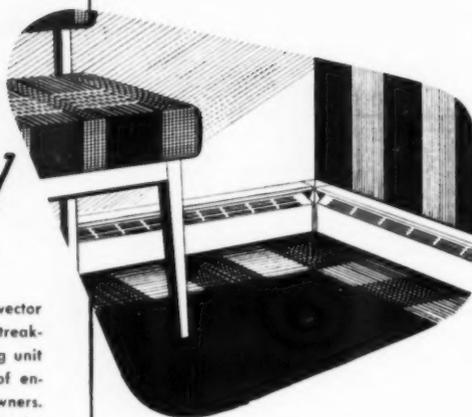
Rounded corner cabinets (prime coated) blend with any construction, any interior design. Elements for steam or hot water. Units from 16 to 64 inches long, 4 to 10 inches deep, 20 to 32 inches high.

Bush Convectors

Modern heating at its best! Builders have discovered the many advantages of the Bush line of convectors. . . . Recessed convectors maintain clean, unbroken lines of modern rooms, preserve free floor space. Aluminum and copper finned elements promote quicker response to heat needs, mean greater economy of operation. Placed under windows, these units diffuse a blanket of heat at such "cold spots". They insure draft-free as well as dust-free heating.

Bush Baseboard Radiation

Bush Baseboard, like Bush Convector radiation, eliminates "wall streaking". Here is a modern heating unit built to satisfy the demands of engineers, builders and homeowners. Aluminum and copper finned tube elements mean economy of operation, quick response to heat needs. Uniform heat spread along the outside walls eliminates concentrated blasts of heat and consequent drafts and dust.



Available in flush or recess type for use with either hot water or steam. Coils available in aluminum and copper or all steel. Light in weight, neat in appearance, Bush Baseboard Radiation assures convenience and flexibility to the builder, comfort and eye-appeal to the homeowner.

Write for free bulletins on baseboard radiation and convector radiators.



THE BUSH MANUFACTURING CO.

West Hartford 10, Connecticut

Send me complete information on your Baseboard and Convector lines.

NAME _____

STREET _____

CITY _____ STATE _____

BUSH MANUFACTURING COMPANY WEST HARTFORD 10, CONN.

Letters . . .

(Continued from page 38)

who is to blame?

Sir: Regarding your editorial in the August issue (*concerning sub-standard owner-built houses*) with which I agree whole heartedly, I would like to ask the following questions:

1. Who is to blame for these conditions?
2. Are the builders, in general, doing anything about it?
3. I am anticipating the start of a home building consultation service whereby local home owners and builders may get professional advice and building instructions as they progress with their homes.

I hope to start such a service in and around Tampa, Florida. I would appreciate your comments as to the feasibility of such an undertaking.

As to your splendid magazine, and the help it gives, I consider it unexcelled in its field. I certainly wouldn't be without it.

Charles C. Kent,
Rome, N.Y.

► We are greatly interested to learn that you are considering the establishment of a consultation service for owner-builders. It seems that an independent service of this kind, or a service offered by professional builders is the best answer that has been proposed thus far.

In answer to your question "Who is to blame for these conditions?", we believe it to be the home building industry, through circumstances over which they have no control. High labor costs in the manufacturing plants of building materials and the building trades themselves have priced the industry out of a measurable part of the market.

—The Editor

extremely complete

Sir: We have received your October, 1952 issue of the *American Builder* containing an article on our small alteration job for the Henderson and Mock Lumber Company at Osceola. Your article was well done and within the limits of available space, extremely complete. This office is well pleased with the handling of the story.

I am interested in securing at
(Continued on page 42)

AMERICAN BUILDER

30 DAY FIRE GUTS WAREHOUSE

FAILS TO DESTROY STOCK OF FIRE-CHEX ASBESTOS-PLASTIC SHINGLES STORED INSIDE

"We Saw it With Our Own Eyes! Carey Fire-Chex Shingles are Fireproof!", Say Officials of Mohawk Building Materials Corporation

RENSELAER, N. Y., December 6, 1951—The fire that broke out on November 6 and destroyed two sections of the Rensselaer warehouse, owned by the Mohawk Building Materials Corporation, was finally extinguished last night, 30 days after the alarm was turned in.

Although the fire in most sections of the building was brought under control within ten days, it smoldered in the insulation board and roofing section for a full month. In this section, eighteen inch brick walls collapsed during the early stages of the fire, burying the roofing and insulation to a depth of over ten feet. Firefighters scored complete victory last night, when they spread this mass with a bulldozer and extinguished the flames.



As the rubble was cleared away, several piles of Carey Fire-Chex shingles were observed to be still standing. The wood pallets on which the shingles were piled had burned away, and the paper cartons were gone, but the shingles were still in good condition. Officials of the Mohawk Building Materials Corporation stated that the Carey Fire-Chex shingles were just slightly stuck together on the 12" edges, but not enough to prevent sliding them out from beneath the wire ties. "We saw it with our own eyes. Carey Fire-Chex shingles are fireproof," said C. Lawrence Fenner, vice president of the firm.



Fire-Chex asbestos-plastic shingles are an exclusive product of the Philip Carey Mfg. Company, Lockland, Cincinnati 15, Ohio, widely known manufacturer of asbestos and asphalt building materials. Coated with a patented asbestos-plastic, Fire-Chex have been tested by Underwriters' Laboratories, Inc. and found to resist fire so effectively that they are rated "CLASS A" without underlayment by Underwriters'—the highest possible rating for fire protection. Fire-Chex are the only roofing material of any kind to carry this highest fire-protective classification.



Steel I Beams Twist Like Pretzels . . . But Fire-Chex Virtually Unscathed During "Baptism by Fire"

FIRE-CHEX are 'tops' for beauty, too! They're the only shingles designed for application in gorgeous Shadow Blend Roof Designs, copyrighted as 'works of art.' Ask your Carey representative to give you the profit-pyramiding facts about FIRE-CHEX—pronto! Or, mail coupon for sample of Fire-Chex and informative literature!

Carey

THE PHILIP CAREY MFG. COMPANY

Lockland, Cincinnati 15, Ohio

Visit us at the
N.A.H.B. Convention,
Chicago, Jan. 18-22,
Booth No. 23 & 24.



THE PHILIP CAREY MFG. COMPANY
Lockland, Cincinnati 15, Ohio
In Canada: The Philip Carey Co., Ltd.
Montreal 3, P. Q.

Gentlemen:

Please send me a sample of Carey Fire-Chex asbestos-plastic shingles and informative literature. I will not be obligated in any way.

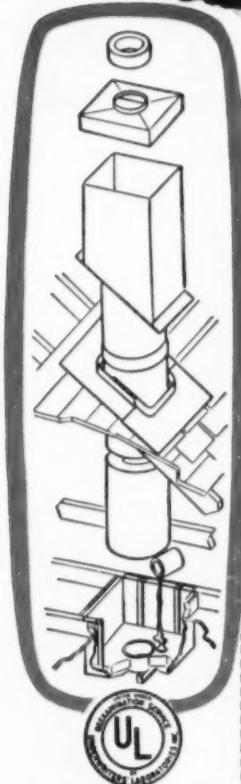
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How You Install a Complete Chimney In 97 Minutes



WITH VAN-PACKER PACKAGED MASONRY CHIMNEY

A complete Van-Packer Chimney can be installed by one man and a helper in 97 minutes. Here's how: 1. Nail chimney support in place. 2. Set each Van-Packer section and cement with prepared acid-proof cement furnished. 3. Nail flashing to roof, slide housing over sections, and cement rain cap in place. It's as easy to build as that. Everything furnished—nothing else to buy. Nationally distributed so you can get immediate delivery. Write for free folder and name of nearest dealer or jobber.

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Please send me additional information, free literature and the name of my local stocking dealer or jobber.

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Also Manufactured and Distributed in Canada by
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Van-Packer is tested and approved fire-safe by Underwriters' Laboratories for all fuels. Also F.M.A. accepted. Insulating vermiculite concrete wall and fire-clay tile liner equal in insulating value to 24" of brick or 70" of ordinary concrete. Approved for zero clearance at floor, ceiling and roof of house.



Letters . . .

(Continued from page 40)

least three more copies of this issue and would appreciate having them mailed to us. Please bill this office accordingly.

Paul Frank Jernegan, Architect,
Mishawaka, Ind.

put it in book form

Sir: I agree with some of your other subscribers. The paint articles that you have run for some months should be put in book form. They are very good, the best I have ever read, and I have been reading about paint and carpentry for so many years, perhaps 50.

Ira Roby,
Wabash, Ind.

your treatment was splendid

Sir: Your treatment of the 1952 Indianapolis Home Show "House For Moderns" was splendid. Our sincere thanks for honoring us in your publication.

You may be interested to know the house was rebuilt after the show. It drew many young couples during the eight days of the Parade of Homes, National Home Week.

This much was learned from the second showing. In the short time since the '52 Home Show in April, more and more Indianapolis people have learned to accept and admire this type of architecture. The house was highly controversial at the show . . . now it appears to "belong." We would appreciate receiving about 25 tear sheets of the home show article.

J. F. Cantwell,
Home Show Managing Director,
Indianapolis, Ind.

most profitable magazine

Sir: Enclosed is a check for my subscription for 3 years (\$5.00) to your magazine. I have received your wonderful magazine for the last three years as a gift from Dunbar and Wallace Lumber Co.

However since their subscription has lapsed, I am renewing as I find your magazine most profitable to my line of work. I have kept all my copies as a reference and use them frequently.

Robert Young,
Canonsburg, Pa.

AMERICAN BUILDER

Come

to the Westinghouse Exhibit Space at the NAHB's big Exposition and Convention, Chicago's Conrad Hilton Hotel, January 18-22. Some big surprises will be waiting for you.

See

new and exciting developments for the building field, engineered from the practical viewpoint and designed to help sell houses.

Look

at the newest in Westinghouse Appliances for 1953, with striking changes from the ground up, in design . . . in features . . . in styling . . . and in performance. Then, you'll know why we say

. . . of course, it's electric!



WESTINGHOUSE ELECTRIC CORPORATION
ELECTRIC APPLIANCE DIVISION • MANSFIELD, OHIO

"Meet every need for
automatic door closing . . .
with this *Russwin Line*

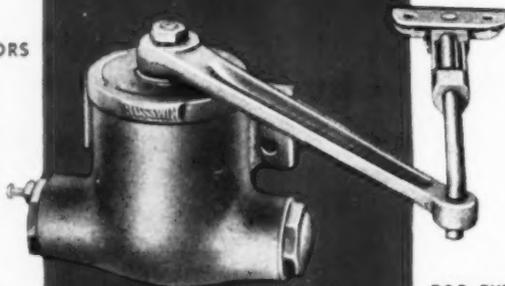


FOR STORES, OFFICES, SCHOOLS . . .

this Russwin Surface Door Closer offers outstanding value. Its four-bearing, one-piece crankshaft of drop forged steel and long, flat, helical-coiled spring of tempered steel reflect typical Russwin quality construction. The Russwin Surface Door Closer is reversible for right or left hand doors without reversing arm or spring. There are several sizes and weights available plus special length arms, friction hold-open arms, parallel arms, arms with fusible links and special brackets.

FOR SCREEN DOORS

This liquid door closer is comparable in quality of craftsmanship to the popular Russwin Surface Door Closer. It is compact, reversible . . . has a speed control adjustment. For smooth, dependable, long-life performance in high-frequency service, this liquid door closer is in a class by itself.

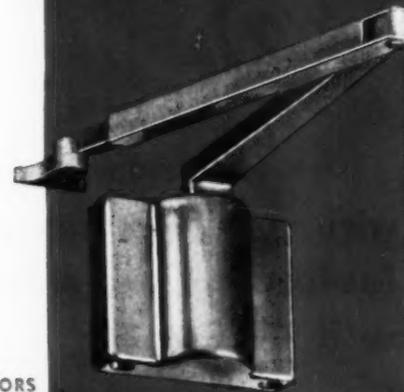


FOR EXTRA-SPECIAL,
HIGH-FREQUENCY SERVICE . . .

the Russwin "400" Door Closer is a logical selection. It is available as a Surface Door Closer or Semi-Concealed Door Closer. The "400" is the only door closer offering 4 combinations of speed control and "Silence" adjustment. It is made with one size of housing in five spring sizes. In strength of construction it has no equal. The "400" is a precision-made closer, designed to meet very exacting specifications.

FOR SCREEN DOORS

The Russwin No. 5 Air-Controlled Screen Door Closer is specifically designed for residential service. It's made of wrought tubing . . . equipped with wrought brackets. Reversible for right or left hand doors. Application may be on outside, inside or between doors. Through trouble-free, long-life performance this Russwin Screen Door Closer is building hosts of satisfied customers.



Russell & Erwin Division
The American Hardware Corporation
New Britain, Conn.



LOOK JOE!...in SECONDS

A... **Clipper** MASONRY SAW ... WILL CUT THE HARDEST **BRICK-STONE-TILE!***

*and at the lowest cost per cut



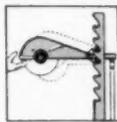
LOOK FOR THE BRIGHT ORANGE COLOR AND THE TRADE-MARK CLIPPER!



Only with These Patented Clipper Features is Masonry Cutting Economical ...



PRESSURE EQUALIZER



SELECT-A-NOTCH



WET OR DRY PUMP

TODAY!...Try the New—Faster Cutting—Economical CLIPPER SUPERIOR BLADES

... guaranteed to "Consistently Provide the fastest cut...at the lowest cost...with the greatest ease!" Clipper alone can supply all specifications of Abrasive, Diamond and "CBR" (Break-Resistant) Blades to accurately meet your requirements. INVEST IN CLIPPER and YOU'LL GET RESULTS!



AND A...

... will PAY FOR ITSELF from the SAVINGS in TIME and MATERIAL

HERE'S WHY!...The DUSTLESS Clipper operates right beside your bricklayers because the Clipper is PORTABLE... easily moved from basement to roof. One Clipper Model HD with a Clipper Diamond Blade will do the cutting of 3 ordinary abrasive saws! This is possible ONLY with such Patented Clipper features as...the Pressure Equalizer Spring, the Famous Select-A-Notch, Water Application System, and Adjust-A-Cut which makes possible One-Spot Operation.

IT'S YOURS ON...FREE TRIAL!

ORDER TODAY ... on FREE TRIAL. Discover for yourself how CLIPPER... will increase your profits by increasing your production at reduced costs. CLIPPER'S "On the Job" FREE TRIAL guarantees you satisfaction at no obligation!

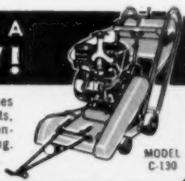
OUR ONLY BUSINESS FOR NEARLY 20 YEARS ... MASONRY & CONCRETE SAWING!

The unqualified Clipper guarantee of satisfaction is backed by world-wide experience, the ability to select the finest materials, and the "know-how" to put them together.

SAW BEFORE BREAKING WITH A CLIPPER CONSAW!

Save up to 50% in labor and material. Saw repair patches—gas, water, sewer and air line trenches in floors, streets, walks, runways and highways. Save, too, by sawing contraction joints—eliminate costly hand forming and spalling.

5 MODELS, GAS OR ELECTRIC POWERED



MODEL C-130



SAME DAY SERVICE FROM YOUR NEAREST FACTORY BRANCH—

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- ST. LOUIS
- CLEVELAND
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- CHICAGO
- LOS ANGELES

MR. CLIPPER

KANSAS CITY 8, MISSOURI
COAST TO COAST

- BOSTON
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- MILWAUKEE
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- INDIANAPOLIS
- NEW YORK
- PITTSBURG
- SAN FRANCISCO
- CINCINNATI
- ATLANTA
- WASHINGTON, D.C.
- BIRMINGHAM
- CHARLOTTE, N.C.
- DALLAS
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2808 N. WARWICK • KANSAS CITY 8, MO.

Send FREE Literature and Prices on:

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|---|--|
| <input type="checkbox"/> CLIPPER MASONRY SAWS | <input type="checkbox"/> CLIPPER ABRASIVE BLADES |
| <input type="checkbox"/> DUSTLESS MODELS | <input type="checkbox"/> WET |
| <input type="checkbox"/> DRY ONLY MODELS | <input type="checkbox"/> DRY |
| <input type="checkbox"/> CLIPPER CONSAWS | <input type="checkbox"/> CLIPPER DIAMOND BLADES |

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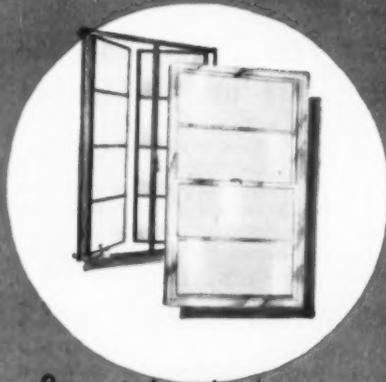
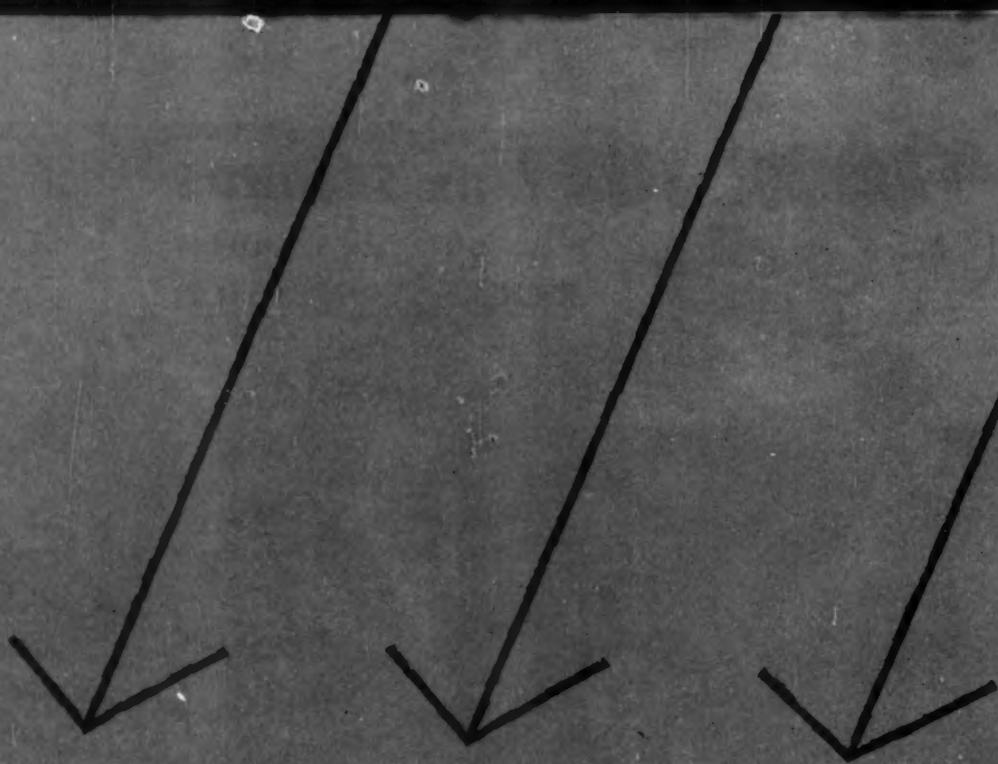
COMPANY _____

ADDRESS _____

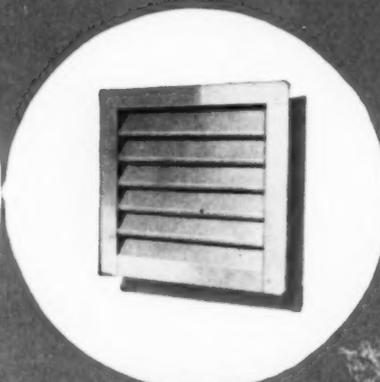
CITY _____

STATE _____

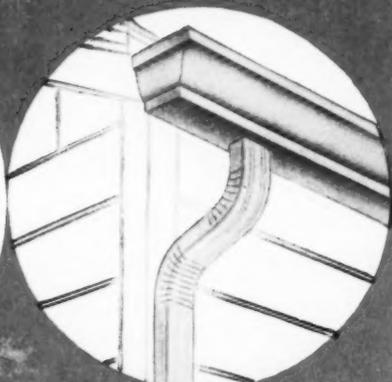
SOLD ONLY DIRECT FROM FACTORY BRANCHES



Ceco windows let dry air in
...moisture out



Ventilators circulate air
...reduce humidity



Rain goods drain roofs
...keep water outside

How CECO products

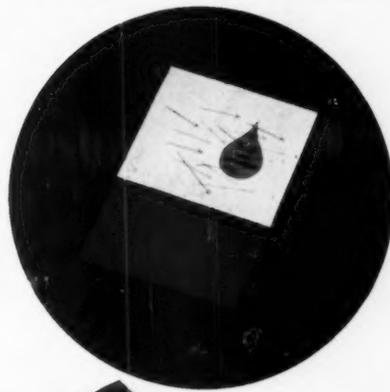
How many times have you heard
a home owner say . . .
"What can I do to stop condensation?"

Many times no doubt.

To help you answer this bothersome
question Ceco went to work.
The result . . . a comprehensive booklet
showing 10 ways to reduce excessive moisture vapor.
The booklet explains how modern
living conditions increase humidity.
It shows how Ceco products like metal windows
and ventilators reduce condensation
by circulating air . . . how rain goods
keep water out by properly draining roofs.

You'll want to pass on this helpful booklet
to your customers . . . use the
handy coupon for your free copies.

Write for this book...discover
10 ways to control condensation



control condensation

CECO STEEL PRODUCTS CORPORATION

General offices: 5601 West 26th St., Chicago 50, Illinois
Offices, warehouses and fabricating plants in principal cities

In construction products
CECO ENGINEERING
makes the big difference

JANUARY 1953

CECO STEEL PRODUCTS CORPORATION
CECO 5601 West 26th St., Chicago 50, Ill.
Rush me booklets on condensation titled
Water, Water, Everywhere.
Name.....
City.....
State.....

3 BIG ways to cut construction costs with STEELCRAFT QUALITY BUILDING PRODUCTS

SPACEMAKER STEEL SLIDING CLOSET DOORS

- Easy to install
- Won't stick, warp or sag
- Give added closet space
- Silent—glide on noise-free rollers
- Make homes easier to sell
- Bonderized



Steelcraft Spacemaker Sliding Doors can be installed in just 15 minutes . . . only tool needed is a screw driver. You *save time and money* on installation and add more usable space by eliminating old-style swinging doors . . . makes every inch of closet space easily accessible.

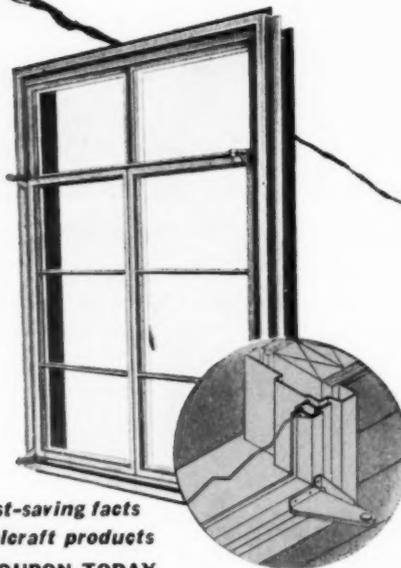
UNI-TRIM

(Complete Inside-Outside Trim)

You can install UniTrim in just a few minutes and the installed cost of UniTrim and casement window is considerably less than the multiple piece window frames and trim. There are no extras to buy . . . the window sill, the window stool, the inside moulding and the outside trim, the inside trim, the fins, the flashing—everything it takes to trim a window. *Galvanized and Bonderized for long-lasting protection.*



STEELCRAFT STEEL DOOR FRAMES
Bonderized



Get the cost-saving facts about Steelcraft products

MAIL THIS COUPON TODAY

The Steelcraft Manufacturing Co. Dept. AB-153
9017 Blue Ash Rd., Rossmoyne, Ohio (in Greater Cincinnati)

Please send me full information on item checked.

- Steelcraft Spacemaker Steel Sliding Closet Doors
- Steelcraft One-Piece Steel Door Frames
- Steelcraft UniTrim

NAME..... Title.....

COMPANY.....

CITY.....ZONE.....STATE.....



WE'LL SEE YOU AT THE SHOW!

BOOTH NO'S 102, 103

**CONRAD HILTON HOTEL
CHICAGO, ILLINOIS**

THE STEELCRAFT MANUFACTURING COMPANY
ROSSMOYNE, OHIO (IN GREATER CINCINNATI)

ANNOUNCING

A new Dodge truck parade of power!



NEW! More powerful engines!

A parade of power! See the new Dodge "Job-Rated" trucks at your Dodge dealer's today. A total of 7 big, rarin'-to-go engines, including 3 brand-new power plants with high compression ratios and higher horsepower, greater cooling capacity, increased displacement, twin carburetion available on larger models. Plus famous features like 4-ring pistons with chrome-plated top ring, exhaust valve seat inserts.

In addition, the new Dodge trucks offer outstanding new brakes, new no-shift transmission, and over 50 other new features. See your Dodge dealer for the biggest truck buy on record!

For a truck, ½-ton through 4-ton
that fits the job, see the NEW...



NEW! Extra-powerful brakes!

Stop easily on steep grades, fully loaded. Super-safe brakes give silky-smooth braking, reduced driver fatigue, greater load protection . . . new increased stopping ability on 1- through 2½-ton trucks! *PLUS* Dodge's oversize braking surface with Cyclebond linings.



NEW! Truck-o-matic transmission!

New Truck-o-matic transmission . . . available on ½- and ¾-ton models of Dodge "Job-Rated" trucks . . . saves shifting, cuts driver fatigue, lets you rock out of snow, mud, sand. Only Dodge offers shift-free Truck-o-matic! *PLUS* famous gyrol Fluid Drive, to lengthen truck life, protect your load.

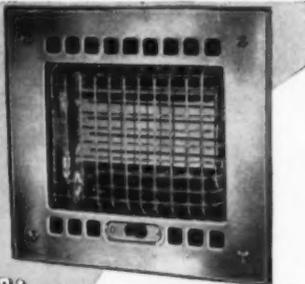


NEW! Over 50 features!

50 ways new! Reinforced cab construction, improved exhaust system, extra-capacity radiators. Tinted glass, heaters with stepped-up heat output available. *PLUS* moistureproof ignition, high-torque capacity starting motors, and other dependability features. See your Dodge dealer.

DODGE "Job-Rated" TRUCKS

Now on display at
Your Dodge Dealer's!



ELECTRIC WALL INSERT HEATERS

Here is a top-quality, economy line of Modern-design auxiliary heaters for any confined area where quick, efficient, low cost "extra heat" is required. Available in many styles, from 600 to 3000 watt capacity. All with new GLOBAL non-metallic 5-year heating elements having added Infra-Red health features. Finished to conform with any interior. UL listed and approved.

ALSO PORTABLE HEATERS & FIREPLACE LOGS

Specify **SHEPLER** for YEAR 'ROUND COMFORT...

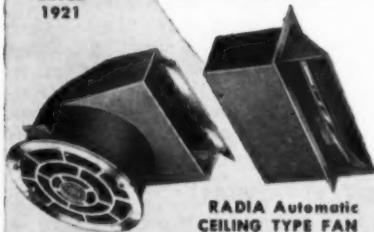
RADIA VENTILATING exhaust FANS HIGH QUALITY - LOW COST

Because they are designed to meet any installation requirement or space limitation, RADIA ventilating fans for kitchens, bathrooms, TV or other rooms have been the choice of leading architects, builders and homeowners for over 31 years! Ceiling, wall, duct, chimney or flue types, in many styles, sizes and outputs. Automatic, pull-chain or remote control operation.

Chrome, white Durenamel or cast aluminum polished grilles.

SEND FOR NEW COMPLETE CATALOG

FINEST QUALITY SINCE 1921



RADIA Automatic CEILING TYPE FAN

• DISTRIBUTORS ATTENTION For PROFITABLE additions to your present lines get the facts on Shepler Ventilating Fans and Heaters. Write for full information today.

SHEPLER
Manufacturing Company
1229 GOEBEL STREET
PITTSBURGH 33, PA.

ON and OFF the RECORD

BACK IN the post depression days, when the biggest problem facing home builders was to re-energize buying, the then editors and publisher of *American Builder* addressed themselves to the need of an editorial program designed to help.

THEY CAME UP with a historic issue that generally has been credited with playing a vital part in developing the market of the late 1930's. The issue was predicated on a slogan that they jointly coined.

"MORE HOUSE for the money" was the magic slogan around which was built an issue that dramatically showed the great advancements in living comfort offered by the houses of the time as compared with anything previously offered the buying public.

LIKE SO MANY SLOGANS it was freely copied, and widely used. More and more it is beginning to appear again today. *American Builder* brought it out again last year in promotional literature, and recently noted it in several other magazines.

IN OUR SHOP, the slogan hangs framed. It is par for the course, or at least par for one of the courses that editors continuously play for ideas.

A FEW DAYS AGO the principal subject at a staff meeting was *merchandising*. Somebody came up with a new slogan.

IT'S THIS. "There'll always be a market if the package is right." Somebody else offered this variation—"There'll always be a market for a package that is right."

EITHER WAY there is a lot to it, and there will be a lot more said about it in succeeding issues of *American Builder*. The coiners do not expect it to have the impact of the old par setter, "More House for the Money," but they do think it can be and probably will be the key phrase to selling in 1953.

WHAT IT GETS DOWN TO is that all the advertising, sales promotion and point-of-sale genius that

can be mustered is of less importance than the package itself.

NO MATTER WHAT happens there will always be people ready to buy a house that offers them more convenience and living comfort than they have.

SO THE NEED MARKET, to which so much attention is being given currently—that is, declining marriage rates—should not be regarded as a fixed market limit about which nothing can be done.

RECENTLY IN MEMPHIS, the editor of this magazine stated that by continuously improving design and livability the home building industry can sell obsolescence and dissatisfaction just as automobile and clothing producers do, and create a continuing market for a million or more houses a year.

HE POINTED OUT that such a program might be an automatic answer to the problem of sub-standard dwellings.

CARRIED TO A POINT, for example, where we might be building 1,000,000 new units during several years in which the net new family formations were only 750,000, we would be supplying 250,000 more units than there was an actual need for.

TO MOVE THEM it would be necessary to make the models of any given year so superior to those of two or three years before that buyers could be induced to trade them in on new models just as they trade serviceable but out-styled automobiles.

THIS IS NOT impractical, visionary or impossible. And if it can be brought about, as it has been in other industries, it would mean that the supply of livable used houses would force abandonment of the unlivable sub-standard units.

AN OBJECTION was raised on the ground that there would be investment losses all along the way. There is in the system of automobile trade-ins. Why not in houses? Isn't

(Continued on page 52)



"More than 4,000 homes I've built have Mosaic Clay Tile baths and kitchens

Norman R. Schuermann, Schuermann Building & Realty Co., St. Louis, Missouri. Mr. Schuermann's Bissell Hills homes have equipped kitchens, 2 and 3 bedrooms, full basements with poured foundations and Mosaic Clay Tile baths and kitchens.

... as a result, they've **sold faster,**" says Norman R. Schuermann, St. Louis builder.

"Since 1937, every house I've put up—over 4,000 houses—has had a Mosaic Clay Tile bath and kitchen. I've found that clay tile is a *big sales feature*. It's what my buyers want and expect. They like Mosaic Tile's good looks, its permanency, its easy cleaning.

"In my new Bissell Hills development I have

2,300 homes built or under construction. They'll sell for an average cost of \$11,400 each. And each one will have a Mosaic Tile bath and kitchen.

"I find that I can't go wrong on the real thing. And I should know, for I've spent far too much money repairing and replacing substitutes for real clay tile."

Mr. and Mrs. Merle Plitt, Bissell Hills, St. Louis, Mo., two-time purchasers of Schuermann-built homes.



"This is the second Schuermann-built house we've bought in twenty years," says Mr. Plitt. "We've been completely satisfied both times. Our present home is just what we want, and it's built with quality materials from one end to the other."

"I like the Mosaic Clay Tile on my kitchen walls," Mrs. Plitt points out to Mr. Schuermann. "It saves me a lot of work . . . will never need paint or repair . . . and it's a dream to clean. I'll never have to worry about splashing water or grease."

"My little boy is like all other boys," Mrs. Plitt adds, "boisterous and just a bit careless about where he puts his hands, and how he takes his bath. With Mosaic Clay Tile on my walls and floor, I don't have to scold, for nothing harms my Mosaic Tile."

Use Mosaic Clay Tile in your low-cost homes. See Mosaic Clay Tile at any Mosaic showroom, or at that of your local Tile Contractor. For helpful literature, write Department 35-8, The Mosaic Tile Company, Zanesville, Ohio.

Visit our N. A. H. B. Exhibit, Room 618-A, Conrad Hilton Hotel, Chicago.

THE MOSAIC TILE COMPANY

(Member—Tile Council of America)

Offices, Showrooms and Warehouses across the nation
Over 4000 Tile Contractors to serve you

For Free Estimates on MOSAIC Tile, see your phone book for the name of Your Tile Contractor (Ceramic)



Offices:
Atlanta • Boston • Buffalo • Chicago • Denver • Detroit • Greensboro • Hartford • Hollywood • Little Rock • Miami • Milwaukee • Minneapolis • New Orleans • New York • Philadelphia • Pittsburgh • Portland • St. Louis • Salt Lake City • San Francisco • Tampa • Washington, D. C. • Zanesville

FREE TO BUILDING PROFESSIONALS

(Architects, Builders, Contractors)



ENOUGH LUMITE SCREENING FOR ONE WINDOW—SO YOU CAN PROVE ITS SUPERIORITY FOR YOURSELF

Did you know that Lumite saran screening is superior for every exterior use—that it cannot rust, pit, corrode, stain sills and sidewalls—that it never needs protective painting—that it's actually *stronger*? Prove it for itself.

We'll send you, *free*, enough Lumite to screen one double-hung window (size 2'0" by 3'2"). Frame it. Leave it up all Winter. Examine it and your sills in the Spring. You'll see why Lumite screencloth stands up even under severest conditions such as salt air and industrial acid fumes—why it's best to use on your houses.

Just fill in the coupon. Attach to your letterhead or enclose in your business envelope. You'll get your free Lumite screening promptly, together with a specification brochure.



LUMITE DIVISION (Dept. AB-1)
CHICOPEE MILLS, INC., 47 Worth St., New York 13, N. Y.

I am a member of the home building industry and am interested in Lumite screening. Please send me enough Lumite to screen one (1) double hung, standard window, 2'0" x 3'2", and the new specification brochure.

Name _____

Address _____

City _____ State _____

ARCHITECT BUILDER CONTRACTOR SUB-CONTRACTOR
OTHER _____

On and Off the Record

(Continued from page 50)

it worth a premium to be living in a currently styled house, just as much as it is apparently worth a premium to be driving a new model automobile?

UNTIL VERY RECENTLY home builders have never tried creating a new model each year, and consequently have never been able to sell obsolescence.

THERE HAS NEVER been until very recently any reason to view the purchase of a house as anything but a long range investment in which it was hoped ultimately to get out of the house on re-sale about what was put into it.

WHY IS THERE any reason to believe that the visibly advanced annual model cannot change all this?

WHAT'S WRONG with a trade-in system for merchandising houses—a trade-in system with a markdown? We discard serviceable clothing because it doesn't look new and modern. We trade in serviceable automobiles because they appear outmoded. And we gladly take losses in both cases.

IT'S BEEN ARGUED that we cannot get people to move from house to house with the same periodicity that they change automobiles or discard clothing. That was true 25 years ago, or ten years ago, or even five years ago.

WITH ALMOST universal automobile ownership, radio, television, longer vacation periods, daylight saving, is there still the neighborhood attachment there once was? It's at least questionable.

THE TRAILER producers think, and with excellent reason, that all that has changed, or is rapidly changing.

IF WE WANT to maintain a 1,000,000 unit building program each year, regardless of the traditional factors that have established markets in the past, the new model trade-in system may be the answer.

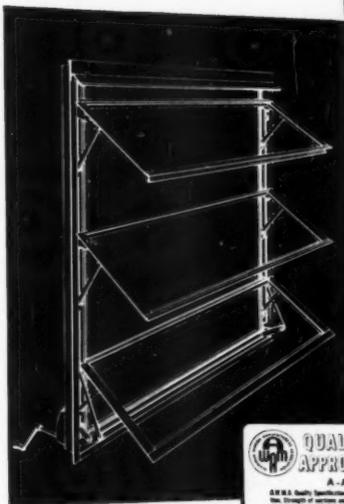
BUREAU OF CENSUS figures show that of 39,800,000 American
(Continued on page 54)

AMERICAN BUILDER

**men
who
know
windows
specify**

ALL-ALUMINUM MIAMI AWNING WINDOWS

• Builders buy products they believe in—products they can trust and depend upon—products that keep pace with new, improved building designs. That's why, builders are quick to specify all-aluminum Miami Awning Windows, dollar for dollar, feature for feature, the American builder's best buy.



When you consider windows, and are ready to specify, remember these features: • **Low Maintenance**—63-ST5 extruded aluminum alloy sections require no painting; stay clean, bright and beautiful year after year. No maintenance except for occasional oiling of operator. Vents can't warp, swell or stick. • **Easy Installation**—Window has standard half inch flange all the way around • **Sizes**—Made to fit any opening up to 6'2" wide and to any height • **Low Cost**—streamlined production techniques have cut costs and—effected remarkable savings for you. Find out about this popular priced, quality approved window . . . TODAY!

New air infiltration tests taken by Pittsburgh Testing Laboratories.
RESULTS: 0.069 C.F.M. per foot at 25 MPH—reports available upon request.



For further information see Sweet's Architectural File 17a MI or—write, wire or phone Miami Window Corporation, Dept. AB-1



Executive Offices:

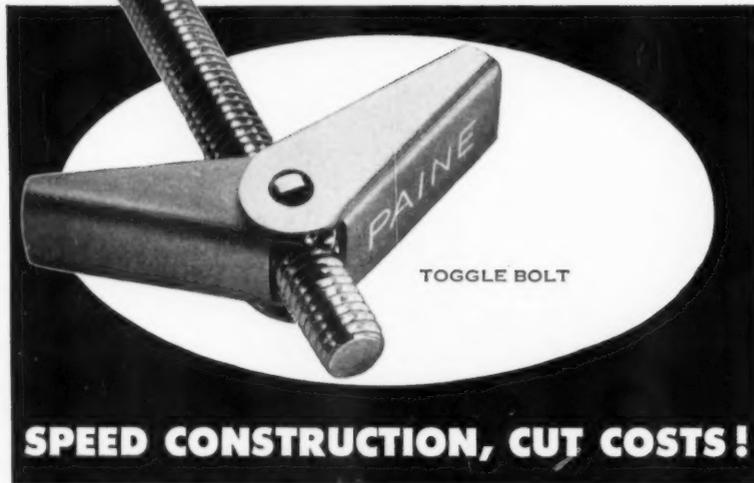
MIAMI WINDOW CORPORATION
5200 N. W. 37th Avenue • Miami, Florida
PLANT No. 2 — 4610 N. W. 37th AVENUE, MIAMI, FLORIDA
MIAMI WINDOW CORPORATION OF MISSISSIPPI
KEY FIELD, MERIDIAN, MISS.
MIAMI WINDOW CORPORATION OF PANAMA
PANAMA, CANAL ZONE

a growing

PAINE



helps you



TOGGLE BOLT

SPEED CONSTRUCTION, CUT COSTS!

We've made a huge investment that's for your benefit as well as ours. It's all tied up in our big new plant and facilities in Addison, Illinois, western suburb of Chicago. Your constantly increasing demand for the best in hanging and fastening devices allowed us to build this new Paine plant. You need no longer fear a shortage of easily installed, money-saving Paine products. Paine Spring Wing Toggle Bolts are a must when you are working with hollow walls and ceilings where you can't reach the other side.

They provide a sure and certain fastening, reduce installation time and improve the quality of your work. Write to our new location for a complete Paine products catalog.

THE PAINE COMPANY, 7 Westgate Road, Addison, Illinois

the best craftsmen always take

PAINE'S

Spring Wing Toggle Bolts
Expansion Anchors
"Sudden Depth" Drills
Wood Screw Anchors

Conduit Clamps
Pipe Hooks and Straps
Hanger Iron, perforated
Expansion Shells

Star Drills
Malleable Shields
Special Hanging and
Fastening Devices

On and Off the Record

(Continued from page 52)

families, 1,300,000 had incomes in excess of \$10,000 in 1950. Average was \$3,300, and 21 million families were in the \$2,000-\$5,000 range. Ten million families had incomes of less than \$2,000.

IT IS WELL KNOWN that it is the 21 million families that form the mass market. They can buy houses costing from \$4,000 to \$10,000.

PLEASING EFFECT with etched plywood on exteriors can be obtained by painting solid with a light color. Then go over the whole surface with a dark color. Before it dries, wipe off with an edge. The result is attractive highlighting. Authority—Kenneth Larsen, Seattle builder.

PRACTICING RESTRAINT is one of the best ways known to influence people and make friends. The example of the month was provided recently by Mrs. Dolores Williamson, advertising department. The Porter-Cable Machine Co., Syracuse, N.Y. The September issue of *American Builder* reported that the company's Model 503 Sander weighs 65 pounds. Says Mrs. Williamson, "We were pleased to note. . . . We were a little disappointed, though to find the weight of the machine was reported at 65 pounds instead of correct 15 pounds. . . . we feel sure that this error was merely a typographical slip." It was, Mrs. Williamson, and thank you for your gracious letter. Hope you sell a million 503's. You deserve it.

GUY HILL, our enterprising circulation man in the southwest, writes that Sam Garcia, Jr., manager of the Angelina Lumber Yard in Lufkin, Texas, has installed a simple coffee bar in one corner of the sales room. Rebecca Skelton, company bookkeeper, presides over the electric coffee maker twice a day. Shoppers, commercial travelers and employees enjoy this break in business hours, and contractors have come to accept it as part of their workday. At some time in the week every contractor in town visits the coffee bar, and most of them leave an order for a bill of materials.

AMERICAN BUILDER



"EVERYTHING HINGES ON HAGER!"*

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



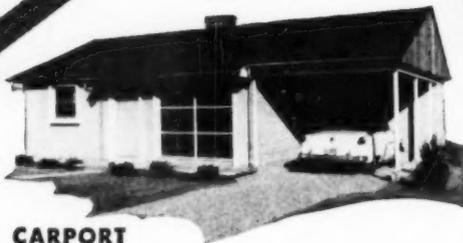
Could you offer such features
in an \$8,950 home?



WINDOW WALL



BUILT-IN
WARDROBE



CARPORT



PASS-THRU

You can, if you build P & H Homes

Build P & H Homes, and you offer these luxury features and top quality construction for as little as \$8,950—practically anywhere. No question you'll sell more homes. And, with the P & H near-complete prefab home package, your site costs are shaved to the bone. So you'll profit more, too.

To Help You Sell—P & H Homes are nationally advertised in *Better Homes & Gardens*, *Living for Young Homemakers* and *Household*.

Start your own building boom this year with P & H Homes. Send for details today. . . . Or learn about the P & H Builder Profit Plan at the NAHB Show, P & H Booth No. 13, Hilton Hotel, Chicago.

P & H HOMES DIVISION OF HARNISCHFEGER CORPORATION



11 Spring Street, Port Washington, Wis.

the **P&H** *Line*



TRUCK CRANES



DIESEL ENGINES



POWER SHOVELS



PRE-FABRICATED HOMES



ELECTRIC HOISTS



SOIL STABILIZERS

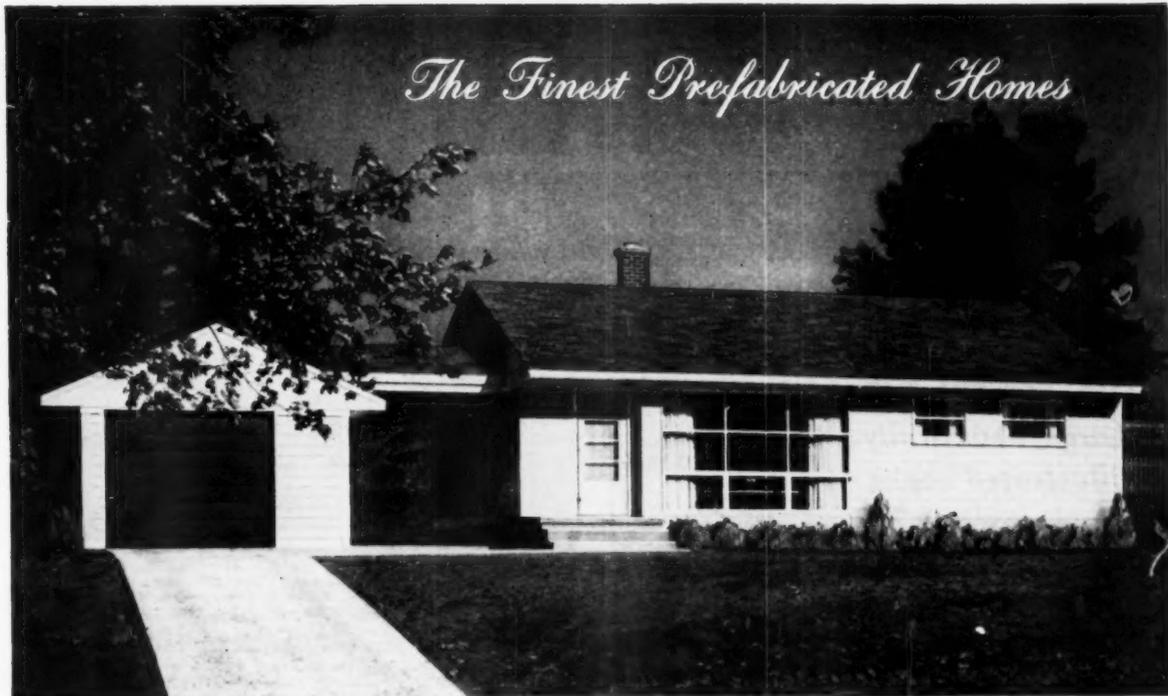


WELDING EQUIPMENT



OVERHEAD CRANES

The Finest Prefabricated Homes



Where Else Can You Get This Outstanding Combination?

Exceptional Quality • Conventional Construction
and Appearance • Architect Designed Homes
• Nationally Advertised Materials and Equipment
• Budget Prices • Fast Completion on the Site
• Fourteen Models • Five Front Elevations for
Every Model • Assistance in Site Planning—
Financing — Decorating • Nationally Advertised
Homes—FHA and GI Acceptable

Attention Builders

We have openings in a number of localities for qualified builders. If you have sound financial resources and an established reputation for building well-designed, high quality homes, this is an exceptional opportunity for you. Write today on your letterhead.



7744 GREENFIELD ROAD • DEARBORN, MICHIGAN



Booth
185
Conrad Hilton
Hotel

Let Your Customers
Select Their ...

NEW HOME

from these Popular **PLAN BOOKS**

For BUILDERS
and DEALERS

Large, beautifully
illustrated books
showing over 1,250
exteriors and floor
plans.

Published by THE L. F. GARLINGHOUSE CO., INC.



Ranch & Suburban
125 ranch plans most
practical for town and
country50¢



Choice Selected
Homes, over 75 designs,
32 in full color. All styles,
sizes50¢



America's Best
125 excellent designs,
Varied styles and sizes,
Many in full color ...50¢



All American
A big value—featuring 120
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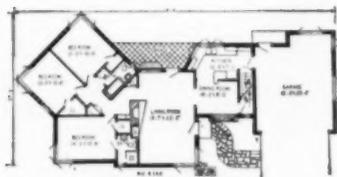
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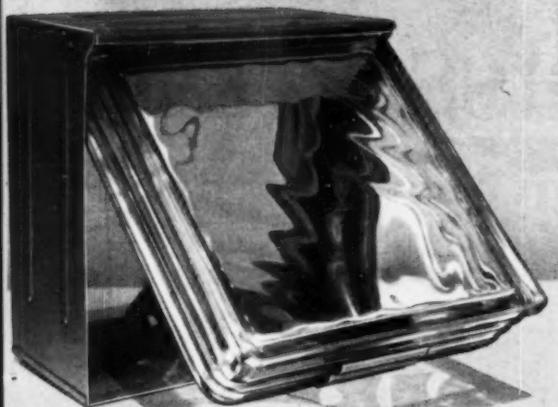
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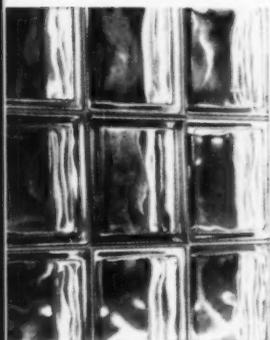
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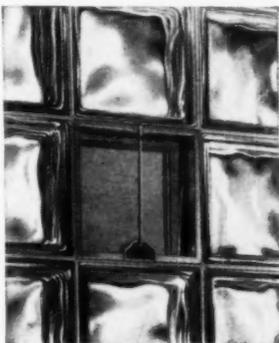
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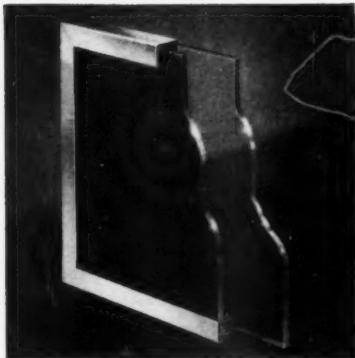


Pittsburgh Glass can help



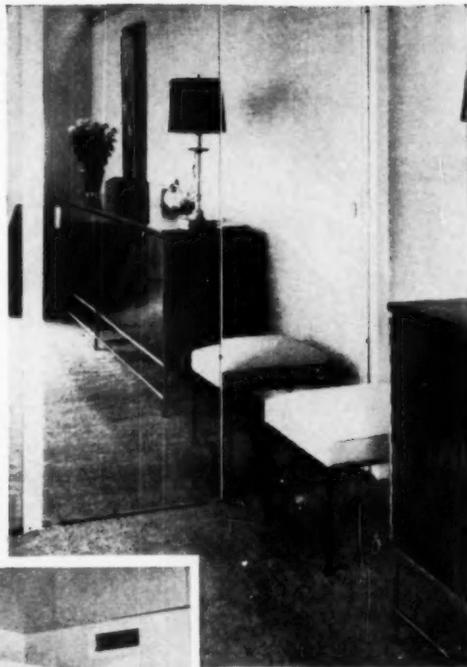
you get compliments instead of complaints

WHEN YOU INSTALL WINDOW WALLS like these—made of clear, beautiful Pittsburgh Glass—you are sure that home owners will be greatly satisfied. More and more people are demanding them in their homes—to frame a favorite view . . . to let them enjoy the outdoors while comfortably seated inside. But make sure the Plate Glass you use is Pittsburgh. And, where required, sell your customers the advantages of Twindow—the window with built-in insulation—or Solex-Twindow, described below.



SOLEX-TWINDOW offers the dual advantages of Pittsburgh's Twindow, plus the heat-absorbing, sun-glare-reducing properties of Solex—"the best glass under the sun!" These units consist of two panes of glass—the outer is Solex, the inner clear Plate Glass. In between is a sealed-in air space. To protect the seal and glass edges, and to make handling safe and easy, the units are enclosed by a stainless steel frame.

ANOTHER WAY you can give home owners real value and up-to-the-minute services is to install full-length mirror panels of Pittsburgh Plate Glass—like these which completely cover the sliding doors. There's nothing like full-length mirrors to give a room that spacious, airy feeling. Here, they do that and at the same time conceal the doors.



WALLS OF BEAUTIFUL CARRARA are the home owner's dream. There's no reason why you cannot include them in new homes and in your renovating work. A quality veneer material, it's easy to handle . . . usually can be applied over present walls without much fuss, muss or bother. Carrara Glass is easy to keep clean. All that's needed is a damp cloth. Occasional wipings will keep it fresh, sparkling and new-looking indefinitely.

A little extra glass means a lot of extra charm and buy-appeal, regardless of the style or price range of the homes you build or remodel.

Build it better with **Pittsburgh Glass**



See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass Company products.

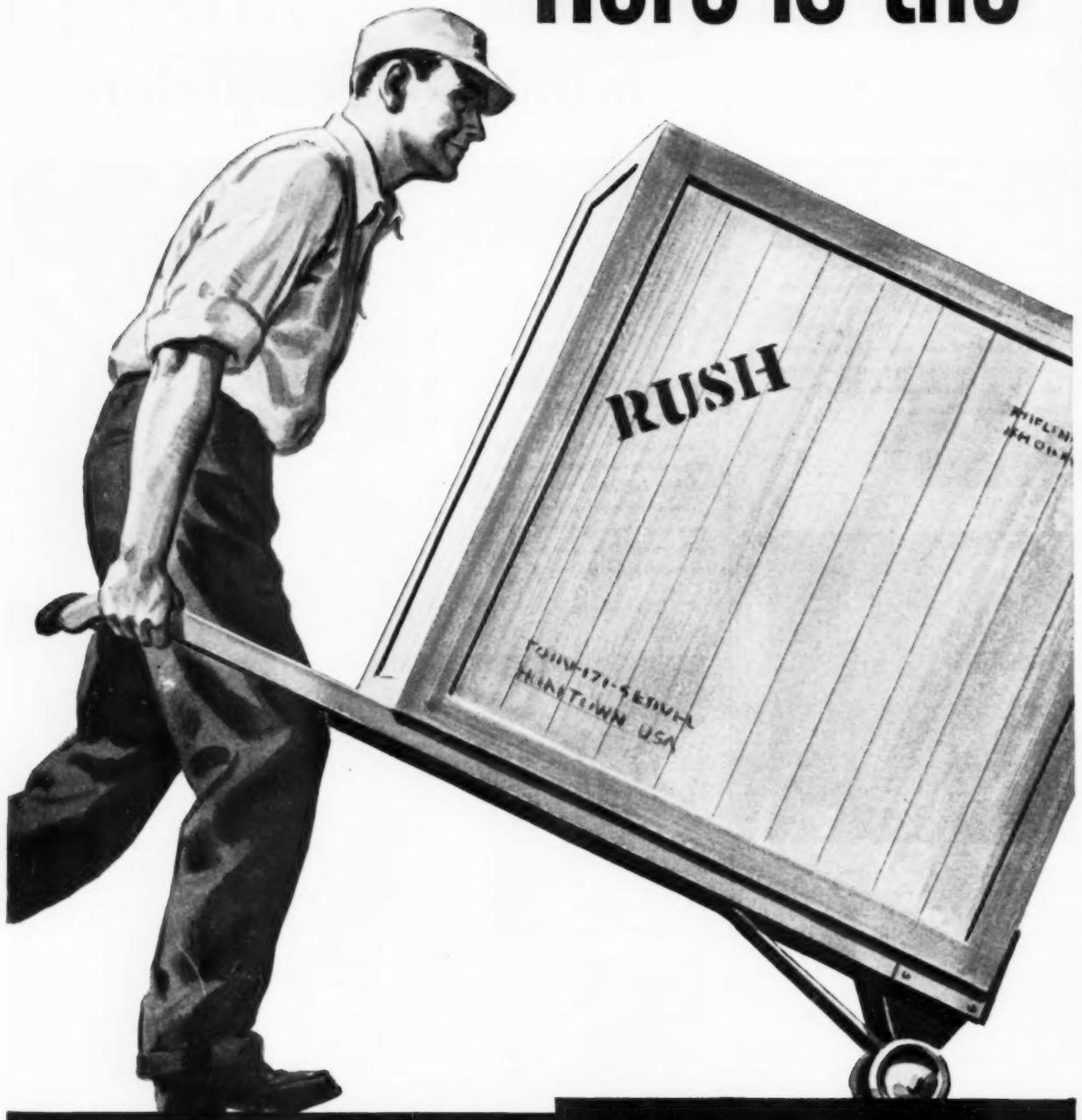
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PITTSBURGH PLATE GLASS COMPANY

JANUARY 1953

61

Here is the



Watch for SERVEL'S all-new
All-Year Air Conditioner
for small homes

See it at the N.A.H.B. Show
Conrad Hilton Hotel, Chicago
JANUARY 18-22, 1953

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air conditioning package you asked for!

**NOW Servel gives you packaged, All-Year
air conditioning to fit the needs
and the budget for low-cost homes**



All-Year air conditioning for the entire home—the biggest news in building—will be ready for the coming building season! Using clean, low-cost gas as fuel, Servel's revolutionary, entirely new, built-in Air Conditioner will be completely practical for the small-home building market.

It's the equipment you builders have asked to have designed—not just a smaller version of Servel's established line of *All-Year* Air Conditioning, but a pre-assembled package. Just wheel it in, set it down, make a few connections, and the home is air conditioned! And instead of presenting space and air-distribution problems, this compact heating-cooling package solves them, and allows new freedom of home layout besides!

You've asked for low price—This new unit is priced right—priced to fit the small-homes market, as small as five rooms. Furthermore, new savings in space and materials . . . plus the new freedom of room planning you'll get from the inherent advantages of summer cooling . . . can, in some cases, change your plans to the point where you may actually save money over the cost of heating alone!

You've asked for minimum use of space—Space is precious in a small home. It costs money. This amazing new Servel

All-Year Air Conditioner can be installed in a floor space of only about 8 square feet! And with some types of design, room-to-room return air duct-work can also be completely eliminated.

You've asked for low cost of operation and maintenance—Like all Servel Air Conditioners, this great new unit uses heat to produce warmth, or cold. It is most economical to operate . . . runs on clean, dependable gas. With no moving parts in the heating or cooling system, it is quiet, vibration-free (particularly important in small homes), presents no wiring or electrical load problems, and requires a minimum of servicing. It carries a five-year warranty, and is factory-inspected and factory-tested for trouble-free operation.

This newest member of the famous Servel line has all of the great features that have put Servel *All-Year* Air Conditioning in more homes than any other make. It can give you *all seven* benefits of true air conditioning:

1. Heats in winter.
2. Cools by refrigeration in summer.
3. Cleans the air.
4. Removes excess moisture on hot days.
5. Adds needed moisture on cold days.
6. Circulates the air.
7. Ventilates with outside air.

This Servel package will be in the hands of your Servel distributor in time for the coming building season. He's a good man to know, because he can help you sell more homes. See him, or write Servel, Inc., Dept. AB-1, Evansville, Indiana.

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AIR CONDITIONING



REFRIGERATION

technical guide

for builders and craftsmen

how to construct a flat locked seam roof

The popular ranch type homes of today, with their low pitched and exceptionally large roof surfaces, as well as other type buildings, are well adapted to the use of flat locked-seam roofs of terne metal.

The application of this type roof meets the primary requirement—protection against the weather. It also provides freedom in design and a wide latitude in the use of color. On a house of this type the roof might be the most conspicuous feature. Roofs of terne metal may be painted to harmonize with the

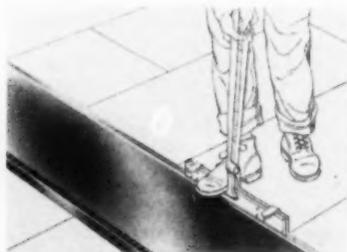
house and surroundings and may be kept fresh and new-looking by repainting whenever the house is painted.

Terne metal is made up of a steel base plate in accordance with specifications. It is annealed under controlled conditions to make it workable. Before the coating operation, it is pickled and cleaned. The terne metal coating—a mixture of tin and lead—is applied by the hot-dip process after which the entire roll is carefully inspected.

An old idea prevails that flat

locked seams allow for contraction and expansion. Obviously, a flat locked seam is even more rigid than an unsoldered standing seam, and would break rather than give. Expansion and contraction is not a problem. A change of 100 degrees in temperature changes the length of a 25-foot strip of terne metal roofing by only one-fifth inch, an amount easily absorbed by the elasticity of the metal.

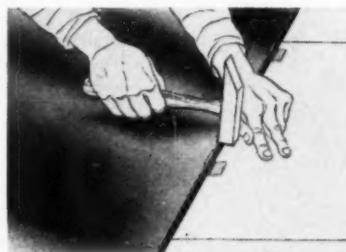
Step by step instructions for the making of flat locked seams are shown below and on next page.



1. Flanges are bent upward to 90 degrees on the long edges of the initial strip—one-half inch high on one edge and one inch high on the opposite edge. Continuous strips up to 50 feet long can be used without cross seams



2. The initial strip is laid on the roof and attached by cleats hooked on the half-inch flange of the initial strip, each cleat being fastened to the roof deck with two nails side-by-side on the width of each cleat

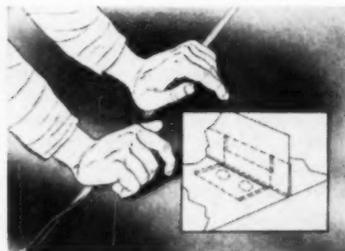


3. The back end-tab of each cleat is bent back over the nail heads and malleted flat to protect the nails and the terne metal strip subsequently laid over them

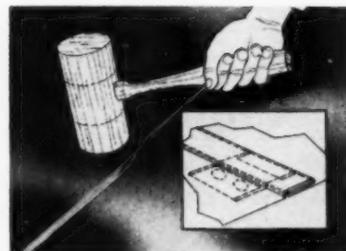
Photos and data courtesy Follansbee Steel Corp.



4. The second strip is installed with its one inch flange adjacent to the half-inch flange of the initial strip, and cleated down to the roof deck along its half-inch flanged edge



5. The top half inch of the one-inch flange on the second strip is bent down over the top of the half-inch flange of the initial strip



6. The single locked seam is now malleted, folded side down, flat against the roof, producing a flat locked seam

Story continues on page 66

AMERICAN BUILDER



are you a Rainmaker?



Vapor flows through Plaster, through Asphalt, into ordinary insulation and condenses. Also condenses on inner surface of cold outer walls and roofs.

If you permit vapor to strike the cold under-surface of a cold roof which continuously extracts heat from the contacting air beneath it by conduction, you will produce rain or condensation. In conduction, the flow is always from warm to cold. The same principle applies to any cold mass, including a mass above a ceiling which continuously extracts heat from ever-present contacting air and lowers its dewpoint.

Asphalt-coated papers permit vapor to pass through. At zero degrees, vapor, which is a gas, has almost one-millionth the density of water. Vapor flows through wood, plaster, stone, ordinary insulation, and most so called "vapor barriers," if they are not metal.

In winter, the crowded store, school or auditorium, and the home whose atmosphere is saturated with vapor from cooking, laundry, baths, humans, pets, create vexing condensation problems. Air-conditioned structures are also susceptible in summer as warm, moist, outside air comes into contact with cooler interior surfaces.

Thick, accordion multiple aluminum sheets have zero permeability to vapor. They will also gradually expel fortuitous vapors through exterior walls and roofs which (if not metal) have much greater permeability. They are non-condensation forming and can retain no moisture.

How effective is multiple accordion aluminum in winter-conserving or summer-repelling of heat? See Table of Thermal Values below. For additional facts on heat and vapor flow and on condensation, consult Schwartz's "Simplified Physics of Vapor and Thermal Insulation" and the U. S. Bureau of Standards report: "Moisture Condensation in Building Walls." Either or both sent free on request.

Available commercial forms of multiple accordion aluminum, are Infra Insulation Types 6, 4 and 4 Jr.

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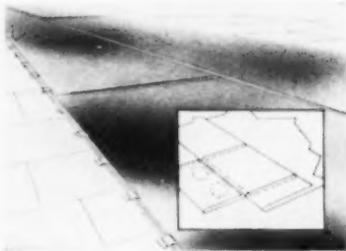
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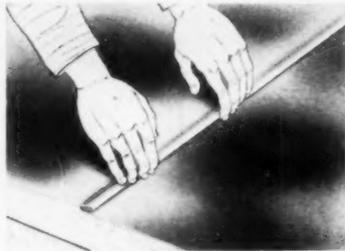
Send Prices Infra Insulations Sample

how to construct a flat locked seam roof

(Continued from page 64)



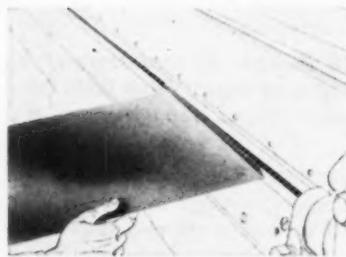
7. For shop fabrication, the strip may be cut into eight or ten foot-lengths, and formed on the brake. The half-inch flanges are bent on the long sides of each strip, and the flanges bent upward on one long edge—downward on the other long edge. Upturned flanges are cleated down



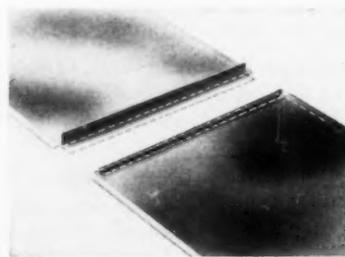
8. The next strip is laid overlapping the preceding strip with one half-inch flange facing downward, and the strips are locked together by sliding the downward turned flange of the second strip into the upward turned flange of the first strip, thus tightly locking strips together



9. This type of seam is malleted down flat against the roof, producing a flat locked seam of the same type as shown in the first six steps. The preferred method of seams is to cut the terne into strips as long as can be handled in a brake to make the bends shown in step one



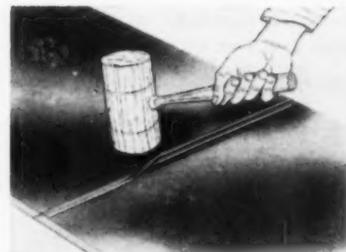
10. When a cross seam is unavoidable, one end of one strip is bent to a 90-degree flange one-half inch high, and one end of the other strip is bent to a 90-degree flange one inch high, using tongs or a cornice brake



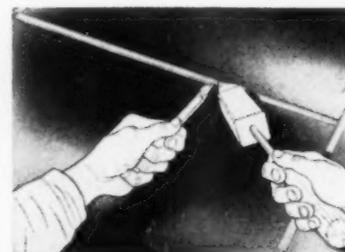
11. Trim the corners on the flanged end of each strip sufficiently to clear the end flange and the side flanges. This is indicated by the intersection of dotted lines shown in sketch above where two separate strips are placed



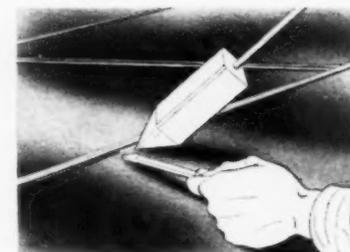
12. Position the two strips to be joined by the cross seam so that the half-inch flange of one strip is adjacent to the one-inch flange of the other strip, and the top half inch of the one-inch flange is bent down over the half-inch flange



13. The cross seam is malleted down flat, to produce a flat locked seam of the same type as the vertical seams of the roof. Cross seams must be staggered, as shown in step 7, to avoid undue thickness of terne metal roofing on the vertical flat locked seams of the roof



14. Solder all cross seams along the free edge, which must face downward with the flow of water on the roof

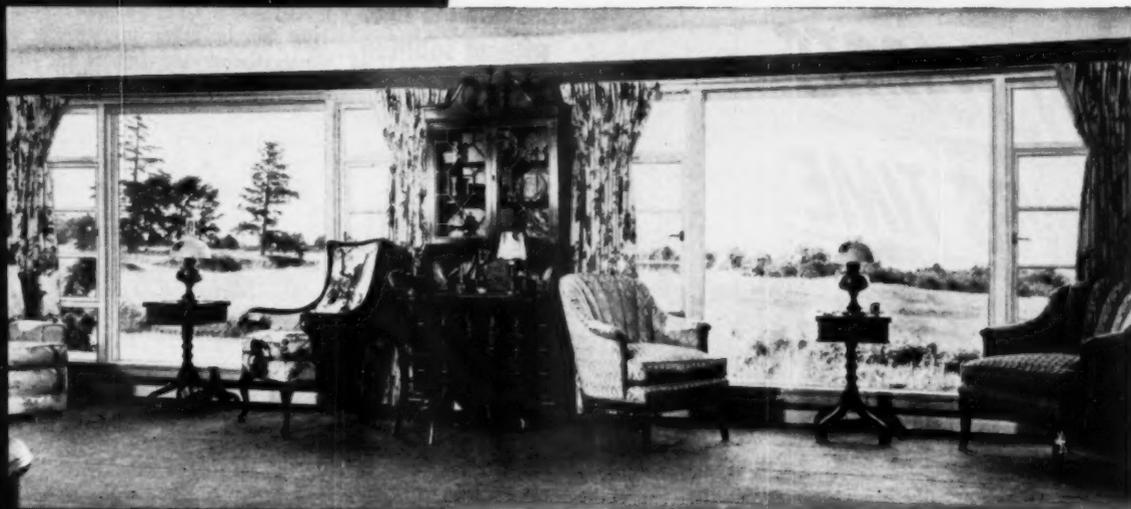


15. Solder all vertical flat locked seams along their free edges, and a finished leakproof metal roof results

See Blueprint House in 4-Colors, page 137

BEE GEE

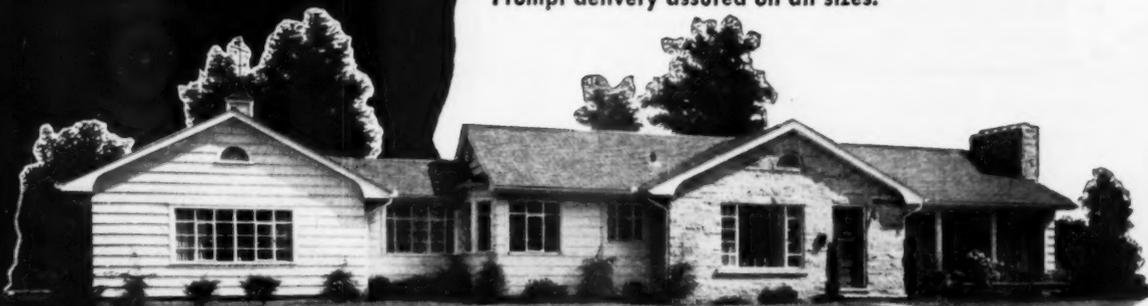
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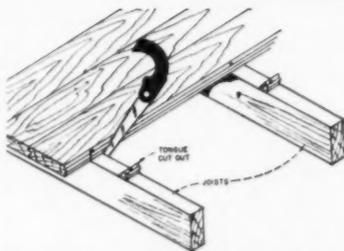
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The *R. G. Coffman Co. Inc.*

Dept. A-1, ORLANDO, FLORIDA

how would you do it? ideas for the man on the job

removing old floor without splitting

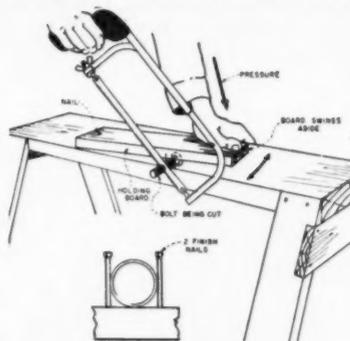


By using a keyhole saw, old flooring can be taken up without splitting, thereby saving it for re-use. After one board is removed to allow space for the saw, the latter is inverted and a cut is made at an angle in the underside of the adjoining board on each side of the joist. The cut portion then is chiseled just below the upper surface of the board to free it from the nail.—Herbert E. Fey, New Braunfels, Texas

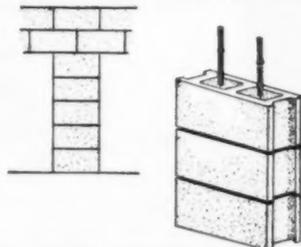
how to cut small bolts

A 1x2 inch board about 2 feet long is nailed at one end with one 3d nail to a sawhorse. The bolt is laid at right angles to the board with a 4d finish nail driven into the sawhorse on each side of the bolt to keep it from rolling.

The board is placed in position on top of the bolt and flush with the edge of the sawhorse. When pressure is exerted on the free end of the board, the bolt head countersinks into the under surface of board and sawhorse. While pressing on the board with one hand, a hacksaw is used to cut the bolt to

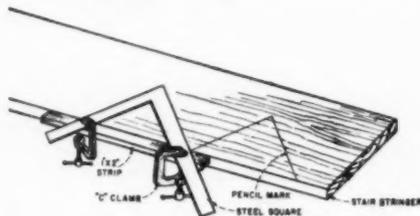


proper length. By using the same bolthead indentation, all bolts may be cut the same length.—Chas. O. Yankovich, Jensen Beach, Fla.



reinforcing a block pilaster

A cinder block pilaster can be greatly strengthened by placing a reinforcing rod in each hole and then filling the voids with a thin mixture of concrete.—Myron G. Miller, So. Williamsport, Pa.



laying out stair stringers

The following method can be used in laying out stair stringers to insure accurate marking: Fasten a 1x2 inch board diagonally to a

steel square with small "C" clamps. Secure it on the proper marks to give the desired rise and run.—Dick Sogge, Sioux Falls, So. Dak.

Important News for Builders

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A GREAT WAY TO MAKE HOMES - STORES - OFFICES MORE SALEABLE AND EFFICIENT



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Use without ducts and the Reznor PAC becomes the best looking unit heater on the market! It's completely enclosed (including controls) in a handsome louvered cabinet, ideal for fine stores, offices, etc.

The Reznor PAC ushers in a brand new era in modern heating . . . a versatile, efficient, space-saving unit practically priced to meet your building and merchandising problems. Get the facts now!

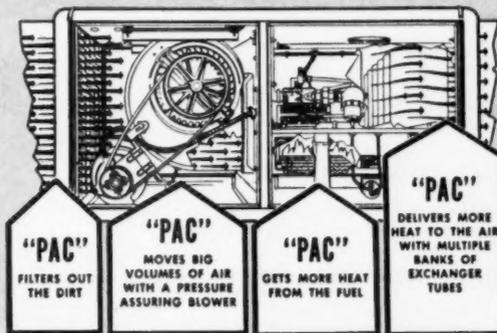
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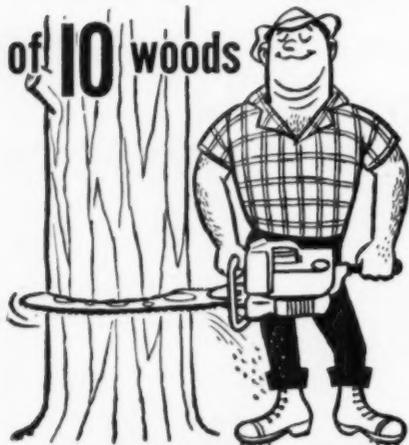
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Light weight, softness, straightness of grain and uniformity of texture make this lumber easy to handle, cut, saw, shape and nail — thus saving costs on the job. Widely used for framing, sheathing, subflooring, etc. Select grades are excellent for interior and exterior trim, millwork and many industrial uses.

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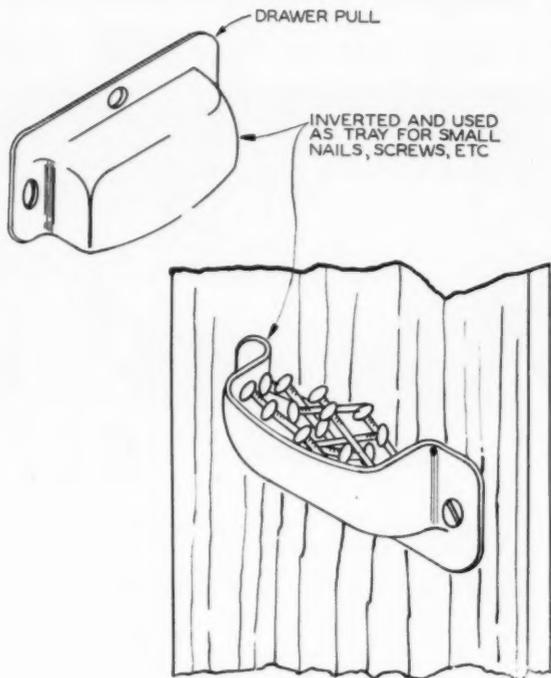
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LOGSPOLE PINE



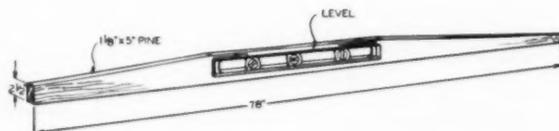
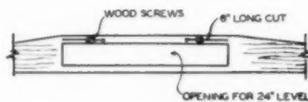
Write for free illustrated book about White Fir.
Address:
Western Pine Association,
Yeon Building,
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how would you do it? ideas for the man on the job



how to make nail trays

Old type drawer pulls are placed on the shop wall in an inverted position. They will serve as trays for small nails and screws.—Fred B. Chott, Cicero, Ill.



substitute for mason's level

A good substitute level can be made by dressing down a straight piece of 1 1/8 inch pine to dimensions as shown. Provide an opening in the board for a 2-foot aluminum level. Be sure to fit level snugly into opening and exactly parallel to straight edge. To hold level in place make two 6-inch saw cuts about one-half inch from level and use wood screws as wedges.—Wm. Antonen, Lake Norden, So. Dak.



Roddiscraft HOUSEMART HOLLOW CORE DOORS

*fit better, hang faster,
finish easier, last longer*

- fit better** — Roddiscraft doors are built straight and true—can be fitted to a properly prepared opening with a minimum of effort.
- hang faster** — Plenty of solid wood for the safe anchoring of hinges—big lock blocks both sides provide maximum number of hanging positions.
- finish easier** — Every Roddiscraft Housemart door is thoroughly belt sanded...edges are eased. Finish can be applied with a minimum of preparation.
- last longer** — Roddiscraft construction gives extra strength, great resistance to distortion, protection against core pattern ghosts. Urea Resin Glue cured under heat and pressure assures a permanent bond.
- Save time and trouble by using Roddiscraft Flush Veneered Doors
—the standard of quality for over half a century.

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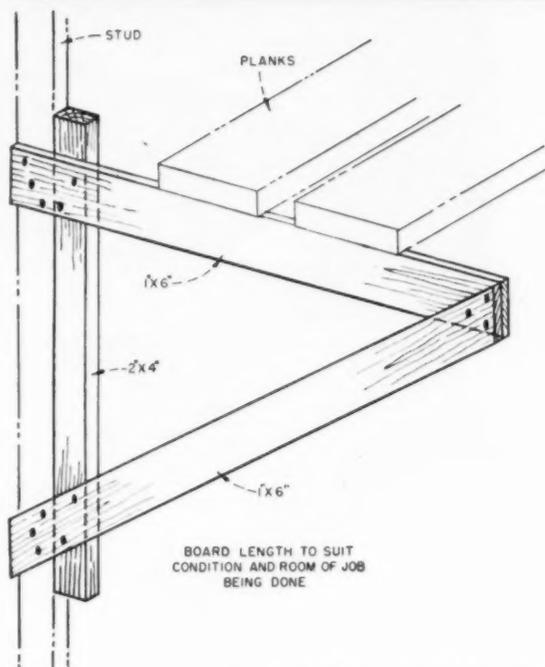
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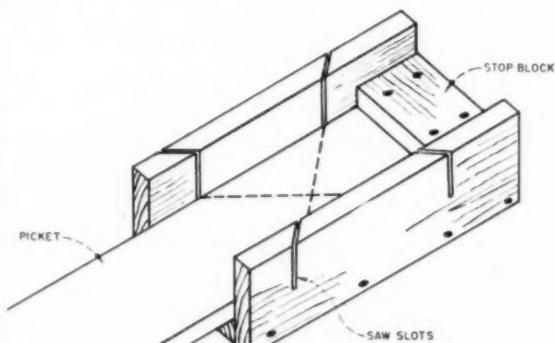


how would you do it? ideas for the man on the job



portable scaffold bracket

A portable wall bracket for cornice work can be made cheaply and easily of 1x6-inch members and 2x4-inch ties. These can be tacked on studs of house and do not require any bracing.—H. J. Ackerman, Monrovia, Calif.



jig for cutting pickets

This jig, which resembles a mitre box, will save time when cutting a large number of pickets. The jig is just wide enough to receive the boards to be used and the four saw slots are evenly spaced to give the proper angle of the cut. A stop block is then nailed to the jig as shown.

The picket is placed against the stop and one of the diagonal cuts is made part way through the wood. The other diagonal cut is made in the same way. The board is then taken out and both cuts finished in the usual way.—Herbert E. Fey, New Braunfels, Texas.

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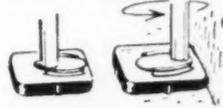


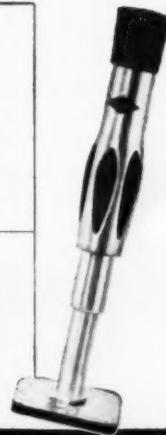
Kenbo Corp., builder of Rancho Monterey homes near Los Angeles, uses Drive-It "400" to fasten 2"x4" sleepers to the concrete floor slabs. Superintendents Walter Johnson and L. B. Swann, Drive-It users three years, say Drive-It fastenings are quick, dependable, economical.



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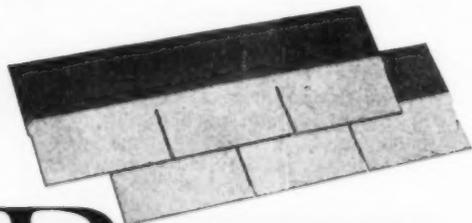


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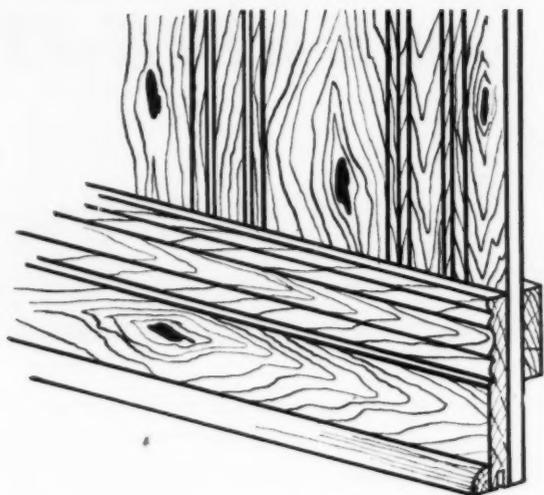
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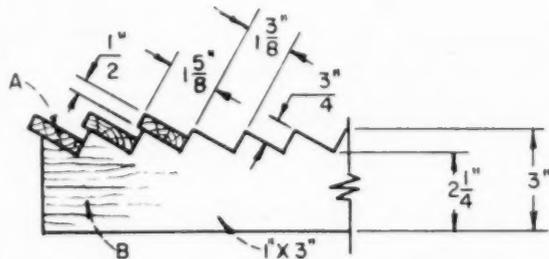
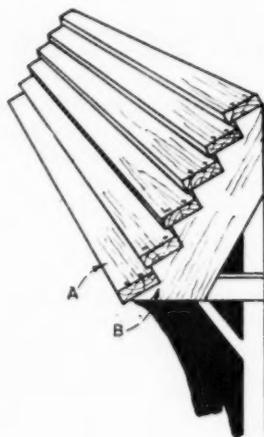
how would you do it?

ideas for the man on the job



improvising a base

A piece of knotty pine paneling with the tongue removed, makes an attractive base for a room paneled in knotty pine.—Myron G. Miller, So. Williamsport, Pa.



how to make wood awnings

Awnings may be made with wood slats ripped from 2-inch stock. Clear soft fir is best suited for this work. For the average sized window three supports (B) will be required.—M. J. Hiland, Lansing, Ill.

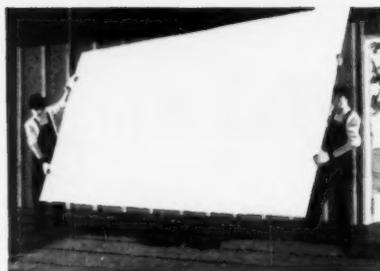
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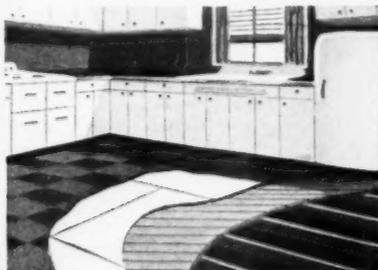
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PUT yourself in the place of a prospect for one of your houses. Which of the kitchens shown above would impress you more favorably, make you want to buy? The one on the right, of course!

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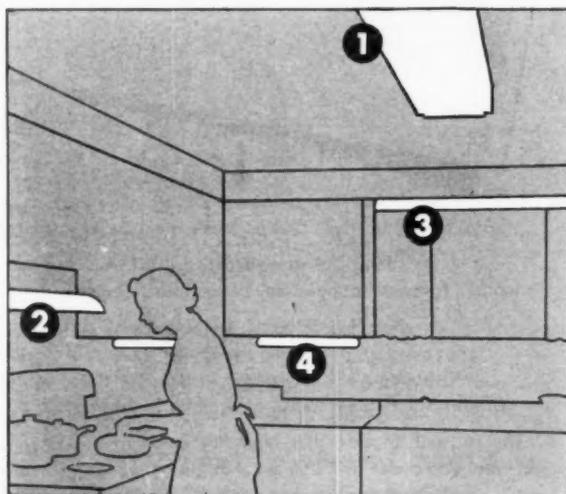
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3. Two 25-watt fluorescent tubes over sink mounted behind shielding boards.
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GENERAL  **ELECTRIC**

PRODUCT NEWS from AMERICAN-Standard

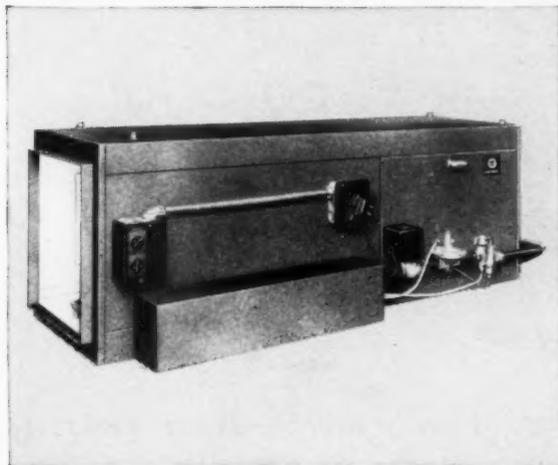
A review of products in the news and important features worth remembering



RESTAL RECEPTOR BATH. Here is complete bathing convenience in shower stall space. The 12" high Restal, with integral corner seat, fits a finished compartment approximately 36" x 38". In modernization, a closet or similar space often can be turned into an extra bathroom with the Restal. It's made of rigid cast iron with a thick enamel coating in white and five colors.



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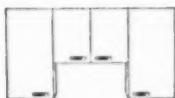
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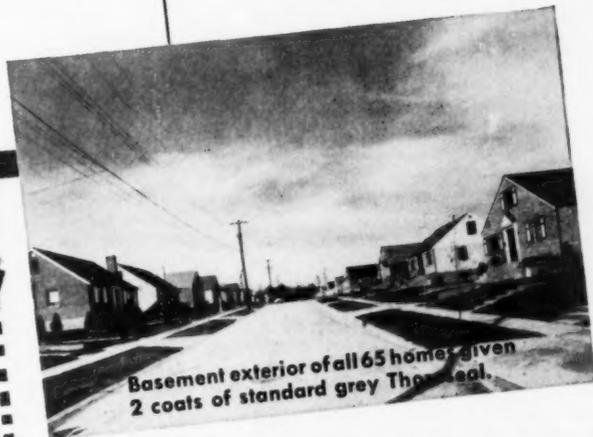
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5. It Is the Only Sheathing made of tougher, stronger, long Louisiana cane fibres—and protected by the patented Ferox® Process from dry rot and termites.

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And remember, architects prefer Celotex Insulating Sheathing 2 to 1 over the next leading brand, according to an impartial survey. Mail coupon for free booklet!

Build Better... Build with Genuine

CELOTEX INSULATING SHEATHING

REG. U. S. PAT. OFF.



It's double
waterproofed!

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

MAIL TODAY!

The Celotex Corporation, Dept. AB-13
120 S. LaSalle St., Chicago 3, Ill.

Please send me free the Celotex booklet, "How You Can Build Better Homes at Lower Cost."

Name

Address

City..... Zone..... State.....

WITH NEW MATERIALS AND METHODS
the Preference is for OAK FLOORING
... SAY CONTRACTORS



88%

of the Home Builders prefer Oak Flooring in the homes they build, according to the results of a recent study.

They know that Oak Flooring has high home-buyer appeal in any type of house in any city or town

of any size. Home buyers, too, know that Oak Flooring is unique in its combination of lasting beauty with durability.

Yes, for extra years of solid beauty with a

minimum of care, you can't beat Oak Flooring, whether you figure its cost by the board foot or the square yard.

And it's smart to remember that *nothing helps sell a house like a good oak floor.*

Oak Flooring can now be laid over concrete slabs, using screeds set in mastic. It's an FHA-approved method and there are grades of oak flooring to match almost every building budget.

National Oak Flooring Manufacturers' Association, Sterick Bldg., Memphis 3, Tenn.

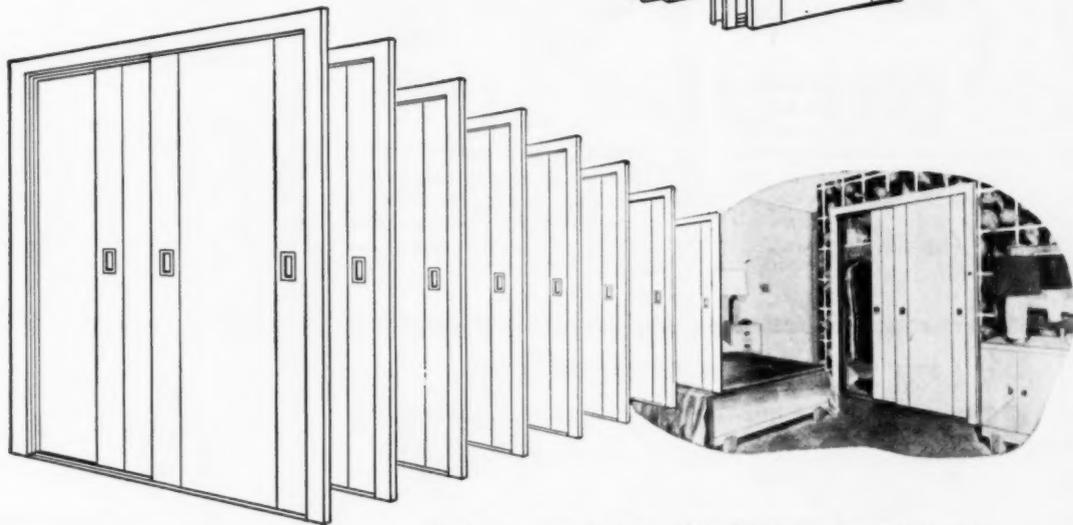
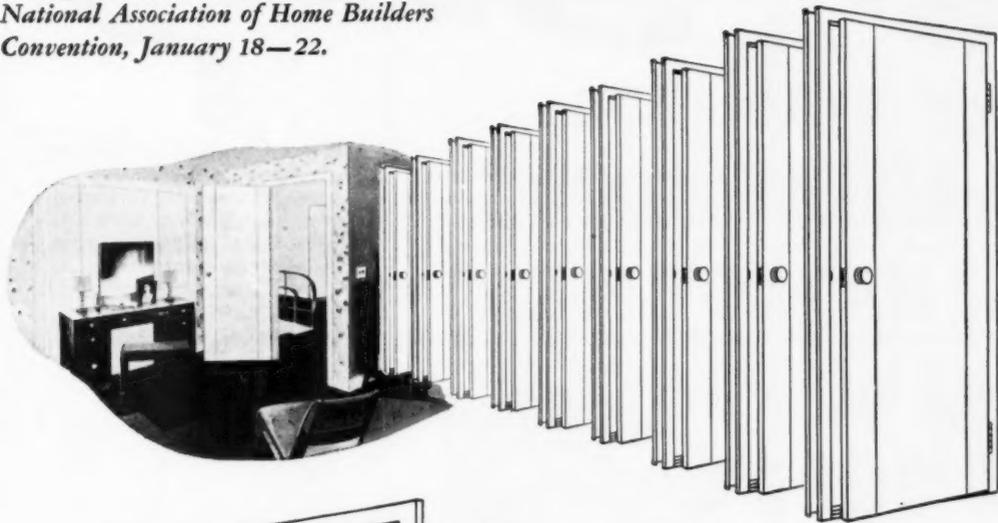


Overwhelming Preference... OAK'S 4th Dimension

- ARCHITECTS 80%
- REAL ESTATE AGENTS 96%
- CONTRACTORS 88%
- FUTURE HOME OWNERS 83%

TRUSCON RESIDENTIAL INTERIOR STEEL DOORS

See Truscon Steel Building Products
on display in booths 5, 6 and 7
National Association of Home Builders
Convention, January 18—22.



Now you can design and build into your residential projects these newest and smartest of all interior doors . . . and get prompt delivery from warehouse stocks to coincide with your building schedule!

Greatly increased production facilities enable Truscon to set larger manufacturing schedules for these strong, beautiful swing and slide steel doors. They offer these exceptional advantages: **STABLE DIMENSIONS.** Won't ever warp, twist, shrink or swell.

QUICK INSTALLATION. No fitting, cutting or planing at any time.
EVERYTHING FURNISHED. All hardware, hinges, locksets and frames supplied with each door.
LOW COST. Compete very favorably with doors of other materials when all factors are considered.

See SWEET'S for complete details on the entire line of Truscon Residential Steel Doors (Swing and Slide Types) for every purpose; and write for detailed literature on all other Truscon Steel Building Products. Truscon® Steel Division, Republic Steel Corporation, 1050 Albert Street, Youngstown 1, Ohio.



TRUSCON

a name you can build on



Operator 4703W, for heavy wood casements, embodies highest quality metals and workmanship. Its internal gearing was originated by, and is an exclusive feature of, The Getty Company. It operates through screens and on casements using butt or extension hinges—as do all Getty operators.



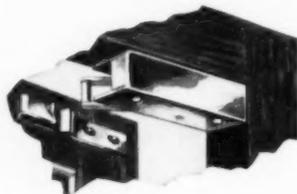
Operator 4715 is an inexpensive angle-drive operator for residential wood casements. It is precision-built, handsome of line, and lubricated for a lifetime of tough duty—as are all Getty operators.



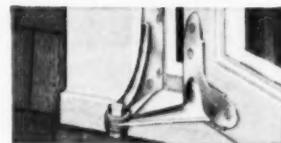
Heavy duty reversible operator 4700 embodies the horizontal worm-and-gear principle. This low-priced, sturdy operator is interchangeable for left or right hand wood casements. It is easily installed—as are all Getty operators.



Locking Fastener 4608W is ideally designed for screened wood casements. It locks and unlocks the window without disturbing the screen. Its graceful handle has minimum projection, assuring adequate clearance for Venetian blinds. It's one of a family of high-quality fasteners.



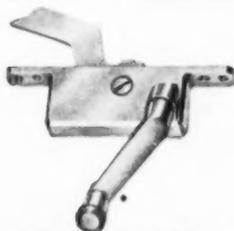
Automatic Closer 4649 pulls top of out-swinging wood sash snugly against the frame. It helps prevent warping, assures all-around tight contact. Easily installed—6 screws; no mortising required.



Extension Hinge 2529 provides a 4" sash clearance for maximum ventilation and permits cleaning of the outside casement from inside the room. Firm corner support of sash is assured by flange-type leaf of cold-rolled steel, cadmium plated.



Operator 4703AF is exactly like 4703W but drilled to accommodate metal casements. Its internal gear construction is designed for heavy-duty service on residential and commercial casements.



Replacement Operator 4706H, for metal casements, is the only replacement operator adaptable to nearly all metal casements. The specially drilled holes of this operator permit perfect installation on most metal frames, regardless of the type of operator being replaced.



Locking Handle 4634 1/2 S is made for metal casements. Its protective action and ample leverage—characteristic of all Getty fasteners—assure perfect snugness and protection against the elements. It's one of more than 50 different metal casement fasteners produced by Getty.

Getty Operators are found on more casement windows than all other operators combined.

3348 NORTH 10th STREET
PHILADELPHIA 40, PA.

H. S.



Write for our illustrated folder D.

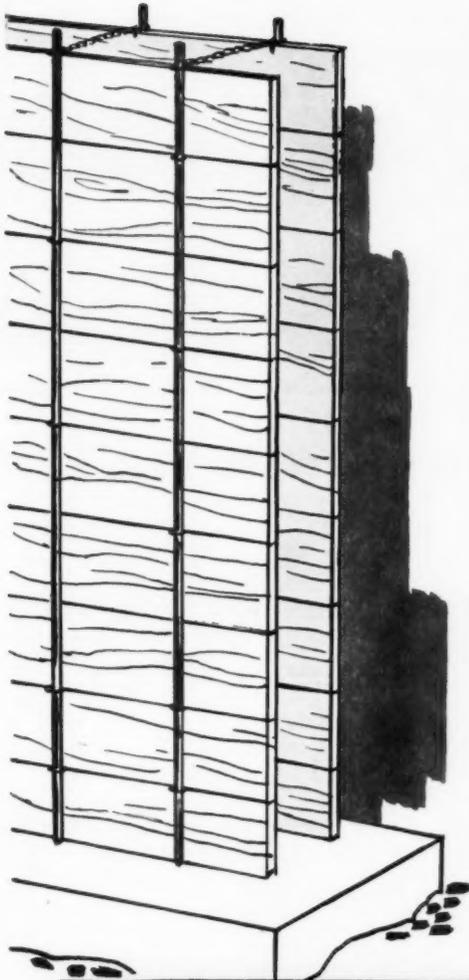
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AMERICAN BUILDER

At the NAHB Chicago Convention

see booth...164



...and learn what
2,000 builders already
know! **YOU CAN SAVE
UP TO 60% ON EVERY
FORMING JOB
WITH GATES TIES**



Practically eliminates nails. No spreaders. Use only $\frac{1}{4}$ the 2x4's and recover *all* lumber clean and unscarred. Erection is faster than any other method. Walls are smoother. Stripping and wrecking is absolutely the fastest. Finished walls clean up better.

IDEAL FOR LARGE PROJECTS

BUILDERS EVERYWHERE

Production runs really suit the Gates form tie with spreader. You'll be amazed at the speed and savings.

are switching to Gates. In Denver, Colorado, over 80% of all builders use the Gates method.

WRITE FOR COMPLETE DATA, DETAILS AND PLANS SENT BY RETURN MAIL

Gates & sons, inc.
80 So. Galapago • Denver, Colorado



Company _____
Street _____
City _____ State _____

BUILDER FAVORS TAKING PROSPECTS THROUGH BACK DOOR RIGHT INTO HEART OF NEW HOMES

Meet Mr. L. B. Lovitt, Jr., partner in the firm, Jacobson & Lovitt. Mr. Lovitt has spent many years in the homes construction business in and around Memphis.



Princeton Park, a new sub-division in Memphis,

"If you've ever had the opportunity to sell one of your new houses personally, you'll understand why I am highly in favor of the 'back door' selling approach," writes L. B. Lovitt, Jr., builder of the new Princeton Park development.

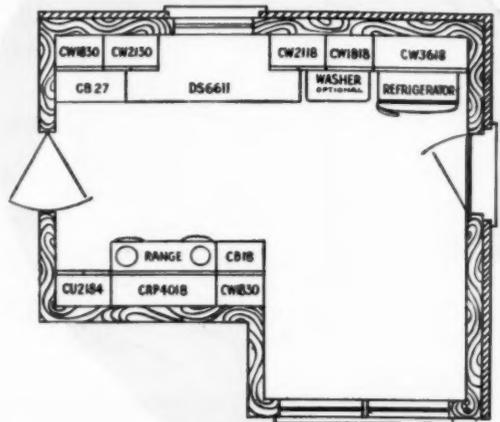
"These days, more than ever before, *both* prospects, husband *and* wife, are mighty interested in the kitchen and kitchen equipment. They know their brands of appliances, and they know what they want in their homes.

"That's why Mr. Jacobson and I decided to include Crosley Kitchens in *all* of our Princeton Park houses. We were impressed by the ease with which Crosley products adapt themselves to any floor plan. And we were especially pleased with the co-operation we received from the Crosley Distributor when it came down to the actual planning of the kitchens.

"At Princeton Park, when people come out to see the houses, they are taken in through the back door first, straight into the Crosley Kitchen.

"Once the Crosley Kitchen has put them into a buying mood, the final selling job is much, *much* easier."

SALES MADE EASIER WHEN PEOPLE



Here is just one of the Crosley Kitchens built into the Princeton Park houses. Remember, Crosley will be glad to help you plan a kitchen with sales-appeal that will be ideal for your requirements.

CROSLEY — BETTER PRODUCTS FOR HAPPIER LIVING



Tennessee, consists of eighty-six houses, priced from \$12,650.



Here's another side of the sales-making Crosley Kitchen, complete with a marvelous modern Shelvador® Refrigerator, Crosley Sink, Crosley Wall and Base Cabinets.

Crosley Shelvadors offer prospects such features as automatic defrosting, across-the-top freezer with real freezer-locker convenience, and roomy shelves-in-the-door!

SEE THIS CROSLY KITCHEN!

See how every piece of matching Crosley Kitchen equipment is styled for eye-appeal, engineered for adaptability and easy planning!

Mr. and Mrs. Prospect can see at a glance that *this* kitchen has everything . . . it's work-saving, step-saving, time-saving!

Don't forget to remind them that a wonderful Crosley Kitchen can be included right in their mortgage! It's a strong sales point!

Notice how conveniently the Crosley Steel Wall Cabinets may be grouped about the Crosley Electric Range at one side of the kitchen to provide truly generous storage space. Crosley Cabinets are available in many different sizes and may be combined to fit naturally into any size kitchen.

The Crosley Base Cabinet beside the range has a practical vinyl-on-steel counter top that resists heat and scratches.



Free Information for Builders and Architects!
CLIP AND MAIL TO:

Builder Sales, Dept. AB 13, Crosley Division
AVCO Manufacturing Corporation
1329 Arlington Street, Cincinnati 25, Ohio

Please send complete information on all Crosley products to:

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

CROSLY DIVISION 



Shelvador®
Refrigerators



Shelvador®
Freezers



Electric
Ranges



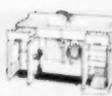
Electric
Water Heaters



Automatic
Dishwashers



Steel
Kitchen Cabinets



Sinks and Food
Waste Disposers



Radio
Receivers

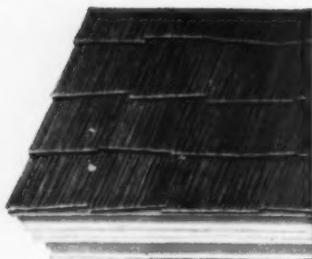


Television
Receivers



Room
Air Conditioners

American Colonial ASBESTOS SHINGLES



Each shingle is designed as a rigid asbestos-cement strip, covers as much area as 5 individual shingles. American Colonials are self-aligning, nail holes are pre-punched. Application is simple and rapid.

- ... add character to any home—
- ... wear like stone—
- ... applied like any strip shingle—

The finished roof has the pleasing horizontal shadow line and deep-grained texture desired by so many homeowners.



YOU LIFT your houses out of the ordinary when you give them a roof of Johns-Manville American Colonial shingles. These handsome, colorful shingles have the rugged, sturdy and fireproof qualities of asbestos and cement. In addition, they have new styling and striking new beauty.

In most areas, the applied cost of an American Colonial shingle roof is lower than any other *permanent type* of roof you can use. The shingles are readily available nationally, easy to handle, and any carpenter can apply them. Your choice of several attractive colors. For full information write Johns-Manville, Box 60, New York 16, N. Y.



Johns-Manville



Rusco picture window and flanker arrangement permits controlled ventilation with large fixed window area. Flanker arrangement may also be used effectively with doors.



On many small homes, such as this one in Houston, Texas, Rusco Prime Windows are used in single, double and triple arrangement to suit various room or design requirements.



Brewster Manor Homes, Hicksville, Long Island, feature Rusco Prime Windows throughout. Builder Lee Schoenfeld says, "Without qualification, we recommend Rusco Prime Windows as best for the home of today."

FOR GREATEST WINDOW VALUE AT LOWEST COST ... SPECIFY RUSCO

Unusual Cost-Saving Features of America's most Modern Window Permit Its Use in Virtually Every Type of Construction

The Rusco Prime Window sets an entirely new standard in complete window protection. It is precision-built of sturdy, tubular galvanized steel, bonderized and finished with baked-on outdoor enamel. Strong, rigid, fully weatherstripped, it provides smooth, effortless operation. Available with insulating sash that eliminates the storm window problem.

This unique, ready-to-install window makes truly remarkable savings in installation time and costs. Can be fully installed on many types of construction in as little as 5 minutes! No field glazing, painting, fitting of hardware, or call backs for adjustments and refitting. Many builders report that the installed cost on Rusco is less than that of the cheapest windows they can buy!



1. Rusco Prime Window, with glass and screen panels removed, is taken from stockpile...



2. ...placed in stud opening and plumbed...



3. ...nailed to studs...



4. ...glass and screen panels slipped into slides



5. ... and in less than 5 minutes the fully-installed window is ready for service!



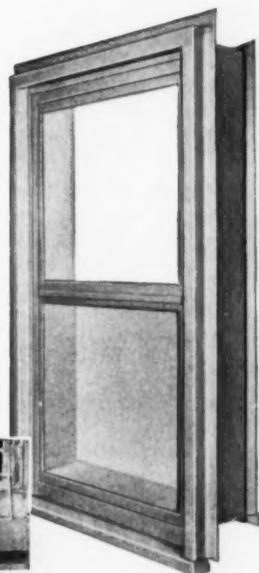
Wherry Housing Development, Selfridge Air Force Base, Mt. Clemens, Mich. Over 5,000 Rusco Prime Windows were used in this large housing project for Air Force personnel and their families.

A Fully Pre-Assembled Window Unit Factory-Painted, Hardware Attached— All Ready to Install in Window Opening!

GLASS • SCREEN • BUILT-IN WEATHERSTRIPPING
INSULATING SASH* • WOOD OR METAL CASING
...OR STEEL FINIS

*OPTIONAL

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.



RUSCO Galvanized Steel PRIME WINDOW

VERTICAL SLIDE

FOR FULL DETAILS, SEE SWEET'S CATALOGS OR WRITE

THE F. C. RUSSELL COMPANY

CLEVELAND 1, OHIO, DEPARTMENT 7-AB13
IN CANADA: TORONTO 13, ONTARIO

"Ask The Experts"

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

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

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

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

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

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

Cavity Wall Information

Do you have available details of window sill, jamb or head sections for this wall? Also a jamb or head section for a door opening? In 1948 I built my house using cavity wall construction and clear span roof trusses. The biggest problem encountered with the cavity wall was framing the openings to receive standard windows and door frames. There are several ways to do it, but I haven't yet seen what I consider a really good method for use with standard frames. That is why I am interested in seeing what you have to offer.

G.T.K., Minneapolis, Minn.

At the present time our engineering department is preparing a new pamphlet covering insulated and un-insulated cavity walls; however, it is our suggestion that you contact Mr. Richard A. Taylor, Regional Engineer, Structural Clay Products Institute, 402 Wesley Temple Building, Minneapolis 4, Minn., for any additional information which you may require.

Structural Clay Products Institute

Advice on Trusses

Would like to have some advice about a truss to be made on a 40 foot wide garage. Five-12 pitch covered with 1x8 shiplap and asphalt three-tab roofing. The party building the garage was told by a builder that the truss made of 2x4 will stand all the weight.

J.F.K., Prague, Nebr.

A competent source of information on truss design is the Timber Engineering Company, 1319 Eighteenth Street, N.W., Washington 6, D.C. They have developed typical designs for a variety of roof slopes and span

widths using retail lumber yard sizes of material. It is our opinion that a roof truss to cover a 40-foot garage would have top chord members of 2x8's, and that the 2x4's you mentioned would be wholly inadequate.

Weyerhaeuser Sales Company

Flooring Trouble

Can a cork floor covering be installed to adhere properly on top of concrete floors? I have a game room 16x24 feet located in the basement. The floor base is 4-inch concrete below which there is 6-inch crushed stone cinders and french drains. This concrete floor has not leaked since it was installed, about four years ago. Last fall I had a cork floor installed. The floor was first primed with asphalt thinned with naphtha. Upon drying, the cork floor was laid, using the recommended asphalt cement. The floor was joined expertly, rolled, waxed and has a beautiful appearance; however each 6x6 inch block is coming loose at the joints where the four blocks intersect. The center of each block adheres strongly to the concrete, but the four corners are loose and appear to be somewhat elevated. The room has electric heaters which are only employed periodically when the room is in use. Please advise me, should you have knowledge of a similar experience and what would be the best to do.

T.W.Z., Zerba, Pa.

Armstrong's Cork Tile is not recommended for installation over concrete slab on or below grade because the tile will loosen within a short period of time since there is no adhesive we know of on the market today that will bond the cork tile securely to the concrete slab. The moisture from beneath will cause the cork tile

to show signs of curling and loosening within a very short period of time. The only floor covering in our line of resilient materials that we recommend for installation over concrete slab in basement of homes is asphalt tile. It is the only floor covering that resists the alkaline moisture always found in concrete slab below grade that causes other types of resilient materials to eventually deteriorate. We have no solution for your problem except the possibility of taking up the cork tile and installing Armstrong's Asphalt Tile following our specifications when installing.

Armstrong Cork Company
Floor Division

Venting the Attic

Have you any facts on whether the installation of roof type louvers, in addition to the soffit type already installed in a one story hipped roof house, would reduce summer temperatures inside the house? Attic is insulated with four inches or more of "blown-in" rock wool pellets between ceiling joist.

F.J.K., Evansville, Ind.

We recommend that you install roof type louvers or gable end louvers in this house to help reduce summer temperature inside. The extreme heat confined in the attic space during summer, thoroughly penetrates any type of insulation and eventually makes a radiant heating panel of interior room ceiling areas. Lowering the attic temperature obviously lowers the temperature of the ceiling area.

Flat Roof Preferred

Will you please advise me where I can get cuts or information on flat roof residences in a price range around \$7,000 to \$10,000. Two bedrooms, probably brick veneer. We need more plans on two bedroom residences. Our city needs two or three hundred new houses. Can you give me any information on late type motels?

J.P.S., Greensburg, Ind.

One of the best examples of the flat roof house within a price range of \$10,000 is shown in the March, 1952 issue of the *American Builder* on pages 128, 129, 130, 131, 132 and 133. In connection with motels, I refer you to the *American Motel Magazine*, 5 W. Wabash Avenue, Chicago 3, Ill. This magazine carries the very latest information in regard to motels

and I am sure that you will be able to get a great deal of information from that source.

Treating the Cistern

I have a filter built in my cistern, laid up with white sand lime brick. Evidently the brick are not soft or porous enough as we consume the water from the filter side faster than it can seep through the brick. Can the brick be treated with some kind of acid to increase their porosity, or have you a recommendation to make? Would this acid treatment, if practical, be injurious to the plumbing?

R.M.L., St. Johns, Mich.

It appears that the brick has become coated on the filtering side with foreign matter to a point where it is retarding flow of the water. We suggest that you clean and flush the filtering side of the brick to remove this foreign matter. If this does not solve your problem then we advise you to contact the brick manufacturer, or his representative for a method to increase porosity of the brick.

Concrete Floors

Would you please send me information about concrete floors on ground for residential construction.

A.F.L., Hales Corners, Wis.

We are attaching one of our booklets, "Concrete Floors on ground," which covers specifically the subject on which you requested information.

Portland Cement Company

Bird Nesting Problem

Please advise if you have information on ridding buildings of the nuisance of pigeons and starlings nesting thereon or where we might obtain this information.

P.S., Winchester, Va.

For a solution of this problem I suggest you send details to the Journal of Property Management Institute of Real Estate Management, 22 W. Monroe Street, Chicago, Ill.

Applying Floor Coverings

We have a customer who has a roller skating rink, the floor of which is cement. He covered the cement with 1/8-inch tempered Masonite using the same adhesive that they use to put down rubber tile. This adhesive does not hold the edges of the Masonite but allows the edge to curl up. He removed all the Masonite and cleaned it, cut it up into foot squares, put a covering of #15 felt over the cement floor and tried using linoleum adhesive to put the Masonite back down. Now the Masonite is turning up

on the edges. Can you recommend an adhesive that will work on this kind of a job?

W.W.F., Torrington Wyo.

We are enclosing a copy of our booklet, "Applying Finishes and Coverings on Concrete Floors." Although this booklet goes into some detail on the methods of applying floor coverings to concrete, it points out that "floor surfacing materials . . . shall be applied in accordance with the manufacturer's recommendations."

Portland Cement Company

Finishing Concrete

I am building a community hall 68x110 feet for our volunteer fire company and planned to put in a concrete floor. Now some of the members think we should have it suitable for roller skating. Is there a way to finish concrete so it would stand up under roller skates? And if so, how? If not, and I must use lumber, will cypress flooring be free of termites? The floor will be quite close to the ground.

H.M.S., Delta, Pa.

We are attaching a copy of our booklet, "Concrete Floor Finishes" which goes into some detail on the construction and care of concrete floors. Because concrete is not widely used as a floor surface for indoor roller skating rinks, this specific use is not covered. However, the suggestions made in the booklet for heavy-duty floors would be applicable in this case. The floor should be constructed in two courses, with as few joints as possible in the top course and these joints made with an edging tool of small radius. After the floor has been constructed and cured, it would be advisable to scrub it thoroughly with steel wool pads to remove any dust, and then apply one of the proprietary hardening liquids according to the specifications of the manufacturer.

Portland Cement Company

Another Floor Problem

Due to the following conditions, I am plagued with the unpleasant situation of water (not dampness) in the cellar or basement. My home is a one-story ranch type with a concrete block foundation, built on a lowland and back-filled to the top of the foundation. Under ordinary conditions, if the foundation were plastered and coated with hydrocide or pitch on the outside, any seepage of water could be controlled by Aquella, Bardex, and most of similar products, applied on inside wall, however, I didn't have such success. I realize, I made a mistake by not laying drainage tile around the footing and now such an operation would be most expensive. I

am further handicapped by water under pressure. Either it is surface water or "winter springs" as the old timers call it, since this condition occurs between December and April. My neighbors suffer from the same condition and also failed in their efforts to eliminate this situation. Is it possible to lay another concrete floor on top of old concrete floor?

C.M., Egypt, Pa.

We are attaching three information sheets ("Resurfacing Concrete Floors," "Repairing Damp or Leaky Basements in Homes," and "Recommended Practice for Building Watertight Basements with Concrete"). The material contained in these information sheets will help answer the questions you raised in your letter. However, where unusual local soil or water conditions prevail, as you indicated, we suggest that you consult with a contractor familiar with local conditions who is a specialist in this type of work.

Portland Cement Company

Questions on Remodeling

I wish to add a 40x12 foot addition to my home. This addition is to rest on a concrete slab and I plan to add asbestos siding not only to this new addition, but also to completely cover the older portion of the house. However, the older section consists of stucco placed on red tile wall structure. How can I add new siding on top of the stucco? Is another type of wall covering better, brick for example? How do I place the new wall around windows and doors?

W. S. A., Trafford, Pa.

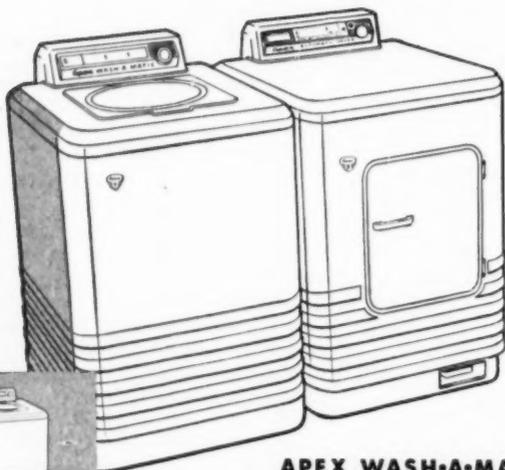
I would advise that you place the new addition not only on a concrete slab, but provide at least a grade beam and piers for a wall around the exterior of the new addition in order to get away from frost complications. I assume that your reference to a red tile wall structure for the older portion of the house would refer to a clay tile wall and that the stucco is applied directly to that. If this is the case, then it would be safe to leave the stucco on the existing tile, apply wood furring strips horizontally on the wall surface for railing, and then apply the asbestos siding or shingles directly to the furring strips. To accommodate the extra thickness of the exterior wall, it will be necessary to build out the window frames and provide a new casing around all of the openings to care for this addition. To provide brick veneer around the whole portion of the house would require foundation walls to receive the brick veneer. This might develop into a complicated affair and would be quite costly.

Only **APEX** hour-saving appliances have the extra features that sell homes *faster!*

Here's why Apex appliances are more popular with new home owners. Each has at least one exclusive feature that puts it in a class by itself for performance, convenience and economical operation. For greater buyer satisfaction install Apex appliances.

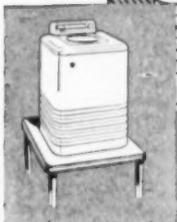
Visit Apex at the Builder's Show
JANUARY 18 TO 22—SUITE 610-A
CONRAD HILTON HOTEL
CHICAGO, ILLINOIS

See these 2 New Apex Hour-Savers The-New Matched Laundry Set



APEX WASH-A-MATIC AUTOMATIC CLOTHES WASHER AND THE NEW APEX CLOTHES DRYER (Gas or Electric)

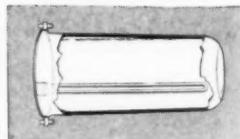
This handsome newly-styled matched Apex laundry set gives you the two biggest appliance values on the market today. The WASH-A-MATIC automatic clothes washer has the world's most gentle, most thorough, economical washing-action. And, the new Apex fully automatic electric clothes dryer has the new extra large "Sun Glow" element that gives the fastest, most economical clothes drying rate!



The "card table" test proves the superiority of the new vibration-free spring-mounted "floating" mechanism. Install on any floor... needs no bolting down!



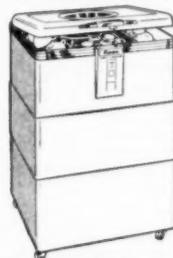
THE APEX DISH-A-MATIC SINK combines the beauty of a modern sink with the convenience of fully automatic, hygienic clean dishwashing and drying.



ALL APEX DISH-A-MATIC models have a built-in heater tank which superheats water to 180° for hygienic washing, rinsing and quick spotless drying.



THE APEX CABINET MODEL DISHWASHER is a popular unit for modernizing and is famous for its quiet, fully automatic operation.



NEW APEX DISH-A-MATIC ROLL-A-WAY can be installed as a permanent unit at very low cost. Casters can be removed and unit fits under regular 36" work surface height. Attaches easily to plumbing outlet. Washes service for 6.



APEX CUSTOMIZED MODEL is suitable for installation in present kitchen counters. It has all the convenience features that make APEX DISH-A-MATIC dishwashers more efficient and easier to operate.

SEND TODAY FOR FULL INFORMATION

Complete details and rough-in specifications for the Apex appliances shown above will be sent without obligation to you upon request. Write to Apex Electrical Manufacturing Company, 1020 East 152nd Street, Cleveland 10, Ohio.

Apex ELECTRICAL MANUFACTURING CO.
CLEVELAND 10, OHIO





"There's no fire—we just forgot to specify a Heatilator Fireplace!"

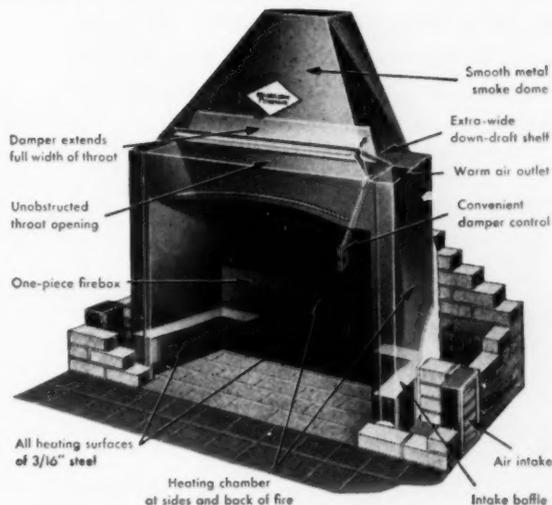
Heatilator unit ends fireplace grief ... sells homes faster!

It's easier to build a fireplace around a Heatilator* unit. It comes complete from floor to chimney flue—includes firebox, throat, downdraft shelf, damper and smoke dome.

Standardizes construction with no limit to mantel design or decorative treatment. You save labor, materials and supervision time with the Heatilator unit. Your choice of six sizes.

It's easier to sell a house with a Heatilator Fireplace. Scientific design assures trouble-free operation, eliminates common causes of smoking. Circulates heat throughout room instead of wasting it up chimney. Costs you *less* than almost any other important selling feature. Specify Heatilator Fireplace . . . proved 26 years . . . the name home buyers know and respect! Heatilator Inc., 631 E. Brighton Ave., Syracuse 5, N. Y.

*Heatilator is the reg. trademark of Heatilator, Inc.



HEATILATOR FIREPLACE

U. S. PAT. OFF.

It's Gold Bond across the board !



Gold Bond products used 100% in 272-unit Dorie Miller project

When Gold Bond building materials were specified 100% for the entire Dorie Miller project in Gary, Indiana, everybody involved got an important advantage. The responsibility for performance, durability and firesafe qualities of these building products was placed on one reputable manufacturer—National Gypsum Company.

It's an important advantage because the Gold Bond products that went into these units—Gold Bond Insulation, Sheathing, Gypsum Lath, Corner Bead and Cornerite, Steel Casings and Plaster—are made to work together, speed construction, cut costs and assure you of satisfied customers.

Use Gold Bond Products 100% on your next job and profit by this policy of undivided responsibility.



You are cordially invited to visit our exhibit in Booth 29 at the Conrad Hilton Hotel, Chicago, January 18-22.

You'll build or
remodel better with

Gold Bond



Fireproof Gold Bond Gypsum Lath, Corner Bead and Cornerite were used in the Dorie Miller Project to assure strong, durable walls and ceilings.



Gold Bond Finish Lime and Gauging Plaster being applied over a base coat of Gold Bond Plaster. This combination gives beautiful, long-lasting fireproof interiors.

Architect: Beine, Hall & Curran, Gary, Indiana

General Contractor: Paul E. Schleicher & Associates, Inc., Gary, Indiana

Plastering Contractor: Matt Mayer, Gary, Indiana

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

Lath, Plaster, Lime, Sheathing, Gypsum Roof Decks, Wall Paint, Textures, Rock Wool Insulation, Metal Lath, Sound Control Products, Fireproof Wallboards, Decorative Insulation Boards

Outlook for 1953 — 1,000,000 HOUSING UNITS

By William C. Bober

Economist, Johns-Manville Corporation

THE long-term prospects of the construction industry glow with the shining light of the limitless future of the United States. Growth is the keynote of our country. In this single decade, our population-increase will be equivalent to more than one-and-a-half times all the people who live in Canada. We are bursting at the seams and in a thousand ways our plant—residential, commercial, educational, social—is still far too small and much too old. So rapid is technological progress that an almost limitless capital flow is imperative for many years and a huge proportion is destined for construction. In a myriad of projects we are still way behind. In rebuilding our cities and adapting them to the automobile age, we have barely made a beginning.

But for the short term, the skies are far from cloudless. The length of the boom is without precedent. We would be blind indeed if we ignored the perfectly natural possibility of a setback.

Unless business in general really goes to pot in the latter half, we can expect in 1953 very roughly 22 billion dollars of what can be called "light" construction—the kind of stuff that constitutes the bread, butter, and marmalade of most readers of *American Builder*.

This is an enormous market, just about as big as in the huge boom year 1952. The sum is composed of approximately 10½ billion dollars of new home building, 3 billions of new commercial and other light non-residential structures built by private enterprise, 1½ billions of farm construction, and 7 billions of alteration-maintenance-repair construction of the lighter type. Excluded from these figures are factory, public utility, and publicly-financed construction.

But this 22 billion dollars isn't going to be handed to the construction industry on a silver platter. Not in 1953! People now aren't in anything like the desperate need for a roof over their heads or a new store front or a new dairy barn as in the first few years after the war. An awful lot of these things have been built. Backlogs have shrunk. **Now we have to work for the business we are entitled to hope for, and the tools for the job are twofold:** (1) Ideas. (2) Plain hard work, including genuine salesmanship.

But first the background: In spite of all obstacles, we started about 1,100,000 homes in 1952, best year on record except 1950. Two roadblocks have been almost completely swept aside. Regulation X is no more. Its demise will help home-building but even more the commercial field where the 50 per cent loan-to-value ratio was deadly to both small and large projects. Material controls, except in a very limited way, will be out early in 1953 and even the ban on recreational buildings is due to end in April or May.

In 1953, we should build over 1,000,000 homes if the business boom continues. But all won't be clear sailing. The real problems of 1953 center around the following: It costs a lot of money to build. Mortgage money is tight, and one main reason is that VA and FHA insist on keeping their interest rates frozen at levels that don't attract lenders. There is a developing inventory of existing homes that are sticky and hard to sell. Let's look at these things a little closer.

Building costs have risen anywhere from 9 to 13 per cent since the Korean war began. It's partly due to higher

1953 Outlook for Light Construction

The forecast:

A \$22,000,000,000 market

Where will the money go?

	billions of dollars
New home building (1,000,000 units)	10.5
New commercial and other light, non-residential structures	3
Farm construction	1.5
Alterations, repairs, maintenance	7
Total	22

The pitfalls:

1. High building costs
2. Tight mortgage money
3. Bigger inventory of hard-to-sell existing homes

The remedies:

1. Sell labor the fact that it is in danger of pricing itself into unemployment
2. Become more machine-minded
3. Urge VA and FHA to unfreeze interest rates to meet competition for money; make it worth the lender's while
4. Make obsolete the vast stockpile of old dwellings and commercial structures through new ideas in location, design, materials, methods, environment
5. Bring new ideas to modernize existing dwellings and lift them up to the standards of public demand.

material costs, but mainly to wage boosts and loss of labor efficiency because jobs on building projects have been so easy to get. Defense construction drained off great numbers of the best workers, but in this field the peak is now well behind us. Yet there is no sign of let-up in the demand for higher wages and, now, fringe benefits.

The basic remedy is twofold: (1) A very definite selling job that every one of us must undertake at the grass roots. We *must* get labor to understand that excessive building costs dry up volume. Look at the booming "build-it-yourself" market; it is significant. **Labor is in danger of pricing itself out of a job into unemployment, and us out of contracts into red ink.** (2) The contractor must become as machine-minded as the manager of an up-to-date factory—more power tools, more machinery at the site to replace human labor, more modern materials, more efficiency, an end to the sloppy traditional habits deeply ingrained since time immemorial in an ancient craft, real planning, buying in bigger quantity, and of course relentless battle with antiquated building codes.

Mortgage money is tight in many communities. This seriously offsets the lower down-payments made possible by the exit of Regulation X. A prospective veteran homeowner can now borrow up to 95 per cent of the price of a new low-cost home but this only gives him a hunting license to find a lender willing to put up the money. In the present tight money market, few lenders are willing to loan 95 per cent and many are not anxious to lend on any margin on VA and FHA insured homes. The trouble is the frozen low interest rates. On VA's the rate is 4 per cent, on FHA's 4¼ per cent. From these yields the lending institution must deduct about 1½ per cent which is the approximate cost of the monthly bookkeeping and service. That leaves them a net yield of 2½ per cent on VA's and 2¾ per cent on FHA's.

That is too low. It doesn't meet competition. The lender can get 3 per cent or so by loaning his money to industries and utilities without any fuss of monthly bookkeeping and service.

The National Association of Real Estate Boards recently reported that the proportion of surveyed communities in which money was readily available for VA mortgages shrank from 11.4 per cent in May to 4.2 per cent in September. Total volume of VA home loans closed during the first seven months of the year shrank from \$2,200,000,000 in 1951 to only \$1,600,000,000 in 1952. Right there is much over half a billion of lost potential business to home builders.

VA and FHA used to be powerful buttresses of the

homebuilding industry. In 1950, we built almost 1,400,000 homes and FHA accounted for 436,000 or about 35 per cent. In 1952 it was less than 25 per cent. VA accounted for over 200,000 new homes in 1950 or about 14 per cent. In 1952 it may be less than 10 per cent. Particularly serious is the withdrawal of the insurance companies from the VA and FHA mortgage market. In this field, they are actually lending a bare one-third of what they did a couple of years ago.

It is the conventional mortgages that are increasingly financing home construction and there is a very good reason. Their interest rates aren't frozen; they are flexible and move with the demands of the market. They are high enough to attract a flow of money that gets underway the bulldozers and hammers and saws.

Here too, in this matter of mortgage money, we have a selling job. Now with a new administration in Washington, we should be able to get VA and FHA to understand that interest rates are merely the price of hiring money. Keep the price too low, and the lender takes his funds elsewhere—as the insurance companies in particular are doing. Offer a price—that is, a rate of interest—high enough to make it worth the lender's while, and the problem of tight mortgage money largely solves itself. It is surely better to pay ½ or ¾ of 1 per cent more interest than to walk away from the lending counter with empty pockets.

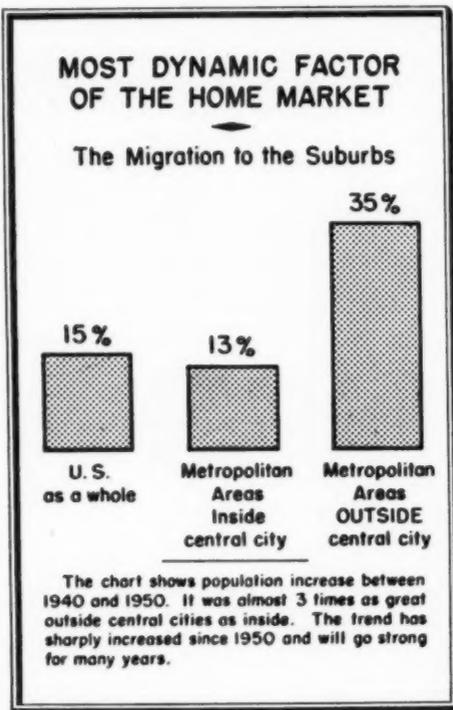
Now we come to the third point. There is no question that many existing homes in many communities are becoming hard to sell. But why must we, the builders of new homes, place ourselves in competition with existing houses that people don't seem to want. It is our job to produce and sell new ones, or to modernize and remodel homes where they want to stay put.

The day is over when the average American, even the unskilled laborer, is satisfied with hand-me-downs. During and since the war, there has

been a vast and revolutionary redistribution of income which expresses itself in the desire to buy new things. New automobiles, new refrigerators, new electric appliances, new television sets, new homes—these are the things that the common man and his wife of today in this country of ours are looking for.

True, there are around 47,000,000 existing dwelling units in the U. S. today. But, vast numbers of these homes are not where people want to live. We are an immensely mobile race. No matter how many houses stand idle or are "sticky" to sell near the center of cities, we insist on moving to the outskirts, to the suburbs, where we can spread out and feel some honest natural dirt beneath our feet. This urge is reinforced by

(Continued on page 103)



SIGNIFICANT QUOTES

Now we have to work for the business we are entitled to hope for, and the tools for the job are twofold: ideas, and plain hard work, including genuine salesmanship.

There is a developing inventory of existing homes that are sticky and hard to sell.

Labor is in danger of pricing itself out of a job into unemployment, and us (the building industry) out of contracts into red ink.

A prospective veteran home-owner can now borrow up to 95 per cent of the price of a new low-cost home, but this only gives him a hunting license to find a lender willing to put up the money.

With a new administration in Washington, we should be able to get VA and FHA to understand that interest rates are merely the price of hiring money. Keep the price too low, and the lender takes his funds elsewhere. . . . It is surely better to pay one-half or three-quarters of one per cent more interest than to walk away from the lending counter with empty pockets.

We are never in competition with the old, if we can produce something new that is better, that people will buy.

With the continued high birthrate, with a third child coming or already here in myriads of families, we have too many existing two-bedroom houses but far too few three- and four-bedroom homes.

(Continued from page 102)

the remarkably high birth rate that has given to this country a crop of children larger by the tens of millions than in the days of the Great Depression of the 1930's.

There are no more striking statistics in the whole realm of population growth, internal migration, and homebuilding trends than those that deal with the immense outflow of people to the suburbs. Space forbids citing more than a couple of examples. Between the census years 1940 and 1950, 180,000 more people moved out of New York City than moved in. But in the suburban counties that sprawl over three states almost half a million more people moved in than moved out. Thus the whole net movement of population into the Greater New York City area—and it was gigantic during and after the war—was really concentrated in the outskirts. And the suburbs pulled hundreds of thousands of old residents out of the city proper besides. Thus, the homebuilding industry of the metropolitan area wasn't really in competition with old existing dwellings. Its job was to create new ones in the new areas where people wanted to live.

At the other end of the continent, San Francisco teaches a similar lesson. In the decade ending 1950, only about 80,000 more people moved into than out of San Francisco proper. But over half a million more people moved into the metropolitan area of eight counties than moved out. Here, again, the homebuilding industry wasn't really in competition with existing dwellings.

We are never in competition with the old, if we can produce something new that is better, that people will buy. That brings me back to what I said at the beginning of this article. In 1953 we will have to earn the vast potential business that lies ahead of us. The tools for the job are hard work and new ideas.

Ideas rule the world. In the building industry, oldest of crafts, we have only begun to go modern. We need more ideas. One of them hit the public with a bang in the late hot summer. Everybody wanted air conditioning or some device to keep cool in his home. Room coolers were a complete sell-out. Factories, working day and night, couldn't keep up with orders. They were wholly unprepared. So was the building industry. Today we are beginning to realize that an air-conditioned house for \$14,000 or less is practicable. Here is a vast new mass market. Here is something that can put new or modernized homes far beyond reach of competition from old existing dwellings.

With the continued high birthrate, with a third child

coming or already here in myriads of families, we have too many existing two-bedroom houses but far too few three- and four-bedroom homes. Right there a great mass market looms ahead. Expandable houses and homes with movable partitions to give the folks a chance to make their own layout are a market barely tapped that is going to grow big. I have no room here to mention other ideas, but let all of us marshal our own. A single thought can be worth more than years of legwork and armwork.

We already have around 47,000,000 dwelling units in this country. But it is basic in creating new business that one *makes obsolete* the old existing stockpile of things *through new ideas*. That is how the automobile industry operates. That is how you build up a replacement market—which is exactly what we need and *must* have in the next 7 or 8 years when the young folks who will reach marriage and home-wanting age are going to be relatively few. The reason is they were born back in the Depression days of the 1930's when the birthrate was far lower than today or in the 1920's.

Remember this key point: Make obsolete the vast existing stockpile of old dwellings and old commercial structures through new ideas—which involve new location, new design, new materials, new methods. It is not merely the building that must be more modern, but the entire environment. The great new integrated shopping centers that are going up in the outskirts of cities are not merely groups of new buildings. They are so different in layout and in their approach to the parking and traffic-congestion problems that they actually change the environment. So must future home development projects do. Not merely the house but the entire environment of new homes must be so preferable to the old existing stockpile of dwellings that the construction industry will have nothing to fear from competition with the old.

But that is not saying that we must scrap our whole existing housing plant, even where it is of relatively ancient vintage. We can bring new ideas to the old and modernize existing dwellings and environment to bring them up to the standards of public demand in the second half of the Twentieth Century. That is where the gigantic modernization section of the construction industry comes in. Few people realize its immense size. In 1952 approximately \$10 billion—almost as big a sum as was spent on all new residential construction—was spent on modernizing, remodeling, and repairing existing structures. Out of this, about \$7 billions was spent on homes and commercial buildings. Here too, in this immense market, is ample room for new ideas.

PRODUCTS EXHIBIT IN PRINT

With the actual presentation of many of the following products at the 1953 Convention and Exposition of the National Association of Home Builders, the "Big Show" ties in with this annual feature of the *American Builder*. Over 220 companies will exhibit products at the Exposition at Chicago's Conrad Hilton Hotel from January 13 through 22. Most of these products will be found on the following pages of the "Products Exhibit in Print."

History has a tendency to repeat itself; the past success of this feature proves that it is no accident that most of the exhibitors who are showing their new wares at the Show have evidenced a desire to have one or more of their products reported in this annual section. There are over 300 items illustrated, each with a concise description of its salient features, representing a complete cross-section of the new products introduced by the manufacturers in the building field.

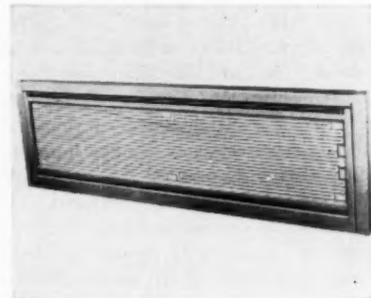
American ingenuity in the technological field obviously has no foreseeable limit; by taking the few minutes it would require to scan the following pages, the reader will discover literally scores of new products and methods, many of which have been until recently only in the idea stage on a draftsman's board. With the intensive development and research in consumer goods and services of every description since the war, there has been no time in our history when the individual citizen has benefited more, directly and personally, from the inventive skill resulting from this research. The building and construction field has derived particular benefit from it, owing to the tremendous postwar demand for new housing and all the accompanying products which followed it. The 1953 NAHB Exposition in particular will feature several new products of which there has been no previous announcement. Manufacturers have hastened completion of new items in order that they would be finished in time for inclusion in the show.

With the inclusion of these several hundred new building products, the *American Builder* feels that it has by now established an enviable precedent; this is the seventh annual issue in which the "Products Exhibit in Print" has become a looked-forward-to as well as a looked-back-at feature. This product preview is of proved reference value to builders and dealers.

For easier identification of each manufacturer's product, the exhibitor's booth number has this year been placed at the beginning of each description. For more complete information about any of the included products, use the coupon post card inserted for your convenience on page 240A. Also, for your mutual benefit, ask your lumber and building supply dealers about any of the products illustrated in which you have particular interest.



AB13011—BOOTH NO. 603A—STEEL CELLAR DOOR—The Bilco Company, Dept. AB, 164 Hallock Ave., New Haven 5, Conn. Direct access to the home basement is provided by the copper steel Celladour. It can be assembled and installed on a new home in approximately ten minutes. Its installation makes home basements safer, more useful and accessible to the family. With its all-steel frame and hinges, plus an overlapping flange and inside slide bolt, this lifetime home accessory is trouble-free, burglar and fire-proof.



AB13014—BOOTH NO. 609A—BASEBOARD PANEL—Electriglas Corporation, Dept. AB, Bergenfield, N.J. This is the newest of ten different types of the manufacturer's panels for wall, ceiling and baseboard. The radiant heat baseboard panel can be installed individually or in series. It has a 750 watt rating and measures 12x38½ inches. In new construction it is usually recess mounted, and in existing buildings, surface mounted. The panel provides rapid, efficient perimeter heating, with the glass unit enclosed in a steel frame.



AB13001—BOOTH NO. 13—THREE-BEDROOM MODEL HOME—Harnischfeger Corp., P & H Homes Div., Dept. AB, Port Washington, Wis. The living room interior of one of the P & H research homes is pictured, showing the effect of continuous window space in the living room and den-bedroom to the right. The home, a 36-foot model, has been tested in several cities, under the name of The Blackhawk. It is available in 28-foot (two bedroom) and 36-foot (three bedroom) sizes, with six standard elevations available in both sizes.

PRODUCTS EXHIBIT IN PRINT



AB13026—BOOTH NOS. 40-42—CHINA LAVATORY—Eljer Co., Dept. AB, Railroad St., Ford City, Pa. The "Terry" model is a compact, vitreous china lavatory designed for trailers, limited spaces in cabins, small homes and motels. It is 16 inches wide, projects only 12½ inches from the wall, and has a front overflow. The unit is recommended particularly for use in remodeling jobs in such spaces as in an expandable attic, in a downstairs powder room or adjoining a playroom. The vitreous china has a smooth lustrous surface, easy to clean.



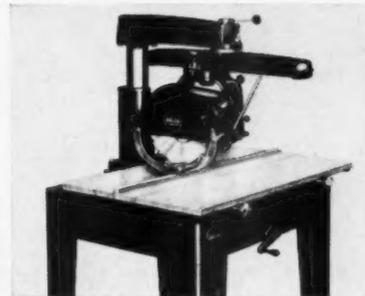
AB13008—BOOTH NO. 234—REINFORCED PROTECTIVE MATERIAL—The Sisalkraft Co., Dept. AB, 205 W. Wacker Drive, Chicago 6, Ill. A typical application of Copper Armored Sisalkraft is shown; it is used in construction applications for all types of concealed flashing. It is available in many widths in weights of one, two, and three ounces of pure copper per square foot. Sisalkraft is also available in blanket form in sizes up to 26½ feet in width for use over the fill prior to pouring concrete floors in basementless homes.



AB13010—BOOTH NOS. 212-214—ALUMINUM WINDOWS—Reynolds Metals Co., Building Products Div., Dept. AB, 2000 S. Ninth St., Louisville 1, Ky. These lightweight windows offer maintenance-free performance throughout their service life. Available in casement, awning and double-hung types, the aluminum frames require no painting. The Roto-operator, a standard feature, holds the window rigid in any desired position, working underneath fixed screen or storm sash. Wide-opening extension hinges facilitate cleaning.



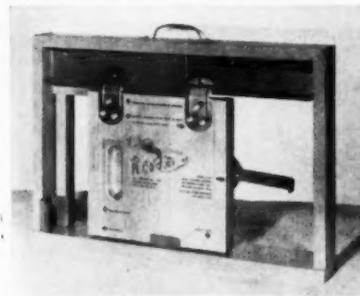
AB13044—BOOTH NO. 173—AUTOMATIC LOCKING WINDOWS—Ludman Corporation, Dept. AB, P.O. Box 4541, Miami, Fla. The "Auto-Lok" windows, with aluminum frames, are designed with a tight closing safety lock for extra protection. They open to any width by means of a roto-type handle which cannot interfere with drapes or blinds. Windows are easy to clean from the inside without reaching. They provide fresh air during rain, since rain cannot enter through the slanting sash. Bottom sash opens slightly for night ventilation.



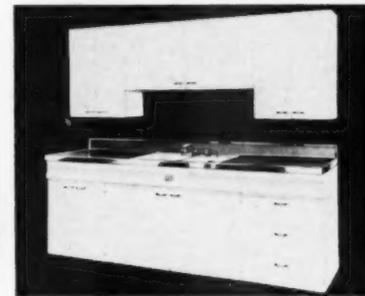
AB13030—BOOTH NO. 15—RADIAL SAW—Rockwell Manufacturing Co., Delta Power Tool Div., Dept. AB, 400 N. Lexington Ave., Pittsburgh 8, Pa. A medium duty, 12 or 14 inch diameter blade unit, this saw has all its controls in the front for operator safety and convenience. A miter pivot permits the arm to rotate 360 degrees above the work table; it swings either way to cut double miters from 0 to 90 degrees. Quick-set stops at 30, 45, 60 and 90 degrees are provided. Front guide fence controls offer positive locking action.



AB13015—BOOTH NO. 66-67—LAMINATED OAK BLOCKS—E. L. Bruce Co., Dept. AB, Memphis 1, Tenn. Homes built with concrete subfloors need not use a floor covering instead of a hardwood floor. The Laminated Block floor can be installed over concrete slab in a mastic; interlocking tongue and groove fit simplifies installation into floor pattern; mastic grooves insure proper bonding. No expansion spaces are needed. Blocks are ½ inch thick, 9 inches square, and are made of three plies, all oak. They are pressure laminated and are warp-proof.



AB13079—BOOTH NOS. 235-236—SLIDING DOOR HARDWARE—Sterling Hardware Mfg. Co., Dept. AB, 2345 W. Nelson St., Chicago 18, Ill. The sliding door set consists of a side-mounting track, adjustable hangers, door guides, a back stop and flush pulls. Use of the set helps eliminate space problems; door can be made as wide as desired so that large equipment can be moved in and out easily. Set is also useful for installing sliding doors in basement workshops, storerooms, barns, etc. Components are steel except aluminum pulls.



AB13028—BOOTH NOS. 106, 107, 124, 125—KITCHEN CABINETS—The Mengel Co., Cabinet Div., Dept. AB, 2302 S. Fourth St., Louisville 1, Ky. Combination kitchen wall cabinets and cabinet sinks, all of wood, are available in several styles and patterns, from 42 to 96 inches in length. They are finished in white or choice of four decorator colors. Counter tops are of Micarta plastic. Splashbacks are furnished in four heights. Wide flush doors open all the way. Chrome finished handles are used throughout. Adjustable hinges give perfect alignment.



AB13029—BOOTH NO. 226—BUILT-IN GAS OVEN—Chambers Corporation, Dept. AB, Shelbyville, Ind. Providing counter level, waist high cooking, this in-a-wall oven can be installed in any kitchen, new or remodeled, where 24 inches of wall space is available. The oven can be built into the wall or incorporated as part of a cabinet arrangement. Burner units are completely detached from the oven and can be built into cabinets or onto counter tops, either adjacent to the oven or in other areas of the owner's kitchen.

◆ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 240A-B

CONVENTION HIGHLIGHTS

Tentative Program

Annual NAHB Convention, Chicago, Illinois

January 18 - 22, 1953

Sunday, January 18

- 1:00 P.M. Opening of Exhibits at Conrad Hilton Hotel
- 2:30 P.M. Press Conference with President Brockbank
- 2:30 P.M. Nominating Committee (open meeting)
- 4:00 P.M. Resolutions Committee (open meeting)

Monday, January 19

- 9:30 A.M. Nominating Committee (open meeting)
- 9:30 A.M. General Session
Presiding: Alan Brockbank, President, NAHB
Greetings: Joseph Haverstick, Convention Chairman
Address: President Alan Brockbank
- 1:00 P.M. First Inspection Tour of Chicago Housing
- 2:00 P.M. General Session
Presiding: Joseph Meyerhoff
Address on Economic Outlook
Alan Stockdale, NAM
Panel Discussion:
"What's Ahead for Home Builders in 1953—The Housing Job; Its Size, Financing and Characteristics"
General Outlook:
Miles Colean, Washington, D.C.
Ewan Clague, Comm., Bureau of Labor Statistics
Dean Arthur Weimer, Indiana University
Presentation American Builder
Presiding: Edward G. Gavin, Editor
Discussion Panel:
Moderator: Franklin Burns, Denver, Colorado
Nominating Committee (open meeting)
- 6:00 P.M. Reception and Dinner for Press Convention and Exhibitors Dance and Entertainment

Tuesday, January 20

- 9:30 A.M. Builders Shop Talk Session
Earl Smith, Discussion Leader
- 9:30 A.M. General Session
Presiding: Leonard Frank, New York
Presentation Parent's Magazine Awards. Presiding: Maxine Livingston
Address: "Improving the Design of Your Houses" Nathaniel Owings, Skidmore, Owings and Merrill
Panel Discussion:
Moderator: Clarke Daniel, Washington
- 9:30 A.M. Discussion Groups
1. Tax Savings and Tax Planning for the Small Builder
Discussion Leader: Morris Macht, Baltimore, Md.
2. Paint Problems and Answers
Discussion Leader: Al Balch, Seattle
3. Cooperative Housing (213)
Discussion Leader: Wm. Guinan, Detroit
4. "A New Face For America"—Rehabilitation of Blighted Areas by Private Enterprise
Discussion Leader: M. M. Robinson, Detroit
- 10:00 A.M. Presentation: "How to Plan More Efficiently For The Use of Gas in Your Homes" (American Gas Association)
- 1:00 P.M. Second Inspection Tour of Chicago Housing
- 2:00 P.M. Discussion Group
"How to Sell a House"
Discussion Leader: Al LaPierre, Seattle
Assisted by: Sam Russell, Denver, Colo.
- 2:00 P.M. General Session
Presiding: E. M. Spiegel
Address: Joe Keenan, AF of L

Debate: "Private Enterprise Can Meet the Nation's Total Housing Need"
Philip Klutznick, Chicago
Rodney Lockwood, Detroit
"Operation Trade Secrets" House Presentation

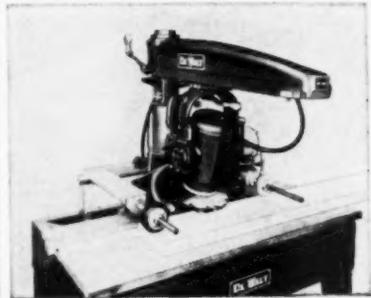
- Moderator: William P. "Bill" Atkinson, Oklahoma City, Okla.
- 2:00 P.M. Discussion Groups
1. Remodeling Clinic
Discussion Leader: Edward G. Gavin, Editor, American Builder
2. Low Rent Housing Clinic
Discussion Leader: William Clark, Memphis
- 8:00 P.M. Panel Discussion:
"What's New in Land Planning"
Presiding: Albert Balch, Seattle
Better Ways to Process Your Applications For Financing
Discussion Leader: Frank Collins, Philadelphia

Wednesday, January 21

- 9:30 A.M. Community Builders' Council Seminar on Site Plans
- 9:30 A.M. General Session
"How To Do It"
1. How to Build Roof Trusses
2. How Lumber is Graded and How to Use a Moisture Meter
3. How to Use Lumber
4. How to Get Good Masonry
5. How to Apply and Tape Dry Wall Construction
6. How to Apply Insulating Board Sheathing
7. How to Get Good Concrete
Presentation: "How to Get the Most Out of Electric Equipment For New Homes" (Edison Electric Institute)
- 10:00 A.M. Discussion Groups
1. FHA-VA Questions and Answers
Discussion Leader: Name not available
2. Tax Savings and Tax Planning for Large Home Builders and Developers
Discussion Leader: Morris Macht, Baltimore, Md.
- 10:00 A.M. NAHB Ladies Auxiliary Conference. Mrs. Lou Bettilyon
- 1:00 P.M. Third Inspection Tour of Chicago Housing
- 2:00 P.M. General Session
Presiding: Joseph B. Haverstick
Residential Air Conditioning—The Feature of the Future
Presented by: Air Conditioning and Refrigerating Machinery Assn.
Panel Discussion: "Better Merchandising for Home Builders"
Moderator: J. M. Lange, Editor, Practical Builder
- 2:00 P.M. Discussion Groups
1. FHA-VA Questions and Answers
Discussion Leader: Name not available
2. Tax Savings and Tax Planning for Large Home Builders and Developers
Discussion Leader: Morris Macht, Baltimore
3. Defense Housing
Discussion Leaders: R. G. Hughes, Pampa, Tex. Thomas P. Coogan, New York City
- 3:00 P.M. Press Conference With New NAHB President
- 6:45 P.M. Annual Banquet

Thursday, January 22

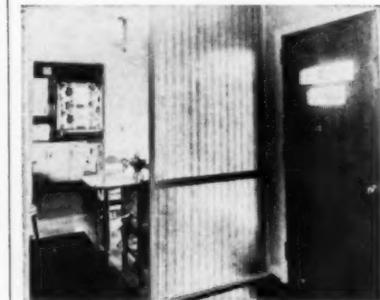
- 10:00 A.M. Discussion Group:
Air Conditioning Clinic
Discussion Leader: Name not available
- 10:00 A.M. General Session
Address: Clarence Manion, Dean Emeritus, Notre Dame School of Law
Statement by new NAHB president



AB13012—BOOTH NOS. 35-36—RADIAL ARM SAW—DeWalt Inc., Dept. AB, Box 540, Lancaster, Pa. The new Model GE "350" embraces the performance of seven power feed machines in one unit. A power feed ripping, bevel ripping, moulding, shaping, ploughing, rabbeting and a tongue and grooving unit are included in this woodworking machine. The operator starts the material and the machine does the rest. Material cannot be fed from wrong end. Cross-cutting, mitering, routing, and other standard operations can be run on this versatile unit.



AB13003—BOOTH NO. 620A—CELLULAR CONCRETE CONSTRUCTION—Higgins, Inc., Dept. AB, P.O. Box 8001, New Orleans 22, La. Thermo-Con is a patented gas expanded cellular cement product of constant structural properties, having tiny disconnected voids of uniform size. It is mixed in a special generator which pumps the batch into forms where the mass expands to about 2 1/2 times its original volume. The material is water resistant and a good insulator; it is fire, rot and vermin proof, and dust free. It weighs only 50 pounds per cubic foot.



AB13031—BOOTH NOS. 270-271—GLASS FIBRE—International Molded Plastics, Inc., Dept. AB, 4387 W 35th St., Cleveland 9, Ohio. "Structoglas" is a shatterproof glass fibre laminated building material that transmits light, yet can be sawed and nailed with ordinary tools. Possessing structural strength, elaborate framing is unnecessary. It is supplied in a variety of colors. The material filters out heat rays of the sun, providing a cool, diffused light. It is also an insulation, permitting only a small amount of heat radiation.

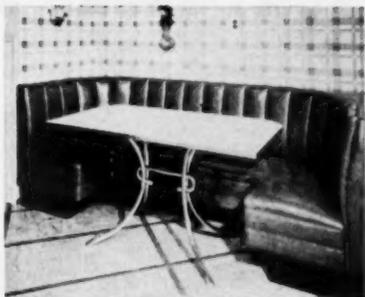
PRODUCTS EXHIBIT IN PRINT



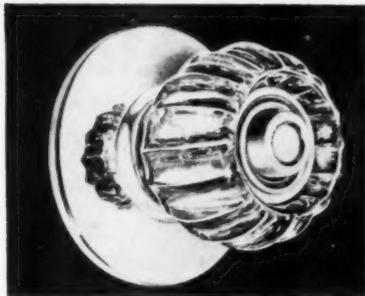
AB13013—BOOTH NO. 128—PANEL SHEETROCK—United States Gypsum Co., Dept. AB, 300 W. Adams St., Chicago 6, Ill. These panel units are manufactured in 16-inch widths, and are available in 8, 9, and 10-foot lengths in three finishes: plain panel, with a manila paper face suitable for any type of decorative treatment; knotty pine panel, with a quality paper surface on which a photographic reproduction of knotty pine is printed in color; and striated panel Sheetrock with a face surface of vertical grooves of different widths and depths.



AB13027—BOOTH NO. 132—WOOD FOLDING DOOR—Rolscreen Co., Dept. AB, Pella, Iowa. Instead of swinging out, this door folds against the jamb; it consists of a series of wood panels $3\frac{3}{4}$ inches wide by $\frac{3}{8}$ inch thick; a T-shaped wood piece fits between each panel. A series of concealed springs acting as hinges hold the door panels together; a metal track supports the door at the top. They are available up to 12 feet in height and up to 20 feet in width. They can also be used as movable partitions.



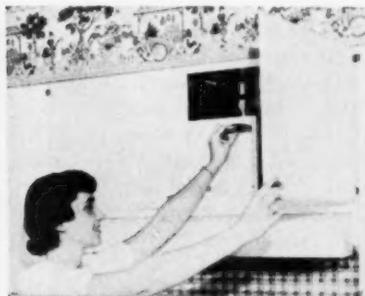
AB13009—BOOTH NOS. 251-252—KITCHEN NOOK—Bianco Manufacturing Co., Dept. AB, 2736 Victor St., St. Louis 4, Mo. These built-in units enhance the appearance of a normally dull room. They create, without special construction in the house itself, an attractive seating and dining space. The Kitchen Hostess Nook is one of nine different styles available, upholstered in a choice of 22 colors and textures of Duran plastic. No-sag springs and rubberized hair seats and backs are built over seasoned hardwood frames.



AB13215—BOOTH NO. 127—GLASS KNOB—Schlage Lock Co., Dept. AB, 2201 Bay Shore Blvd., San Francisco 19, Calif. The classic lines of the fluted knob against a brass or chrome rose will harmonize with any architectural style or color scheme. Called "Capri," this knob is designed for years of trouble-free service. It is solidly supported all the way through by a metal core, imparting double strength to the knob assembly. Knob is held permanently in place by two metal plates, front and back. Glass is tempered for strength.



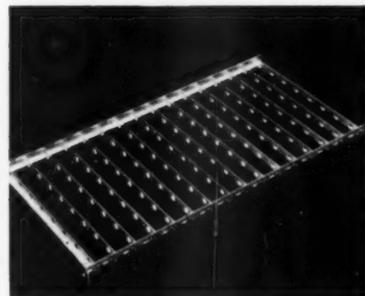
AB13025—BOOTH NO. 618A—WALL AND FLOOR TILE—The Mosaic Tile Co., 1949 Pershing Ave., Zanesville, Ohio. This 6x6 inch glazed ceramic tile comes in six designs, 12 color combinations. It is recommended for such areas as building entrances, corridors, galleries, and other residential and commercial areas. Its variety enables the architect to plan walls and floors that are attractive and durable. The random application of the Formfree patterns permits each installation to form a natural design, with no two of them identical.



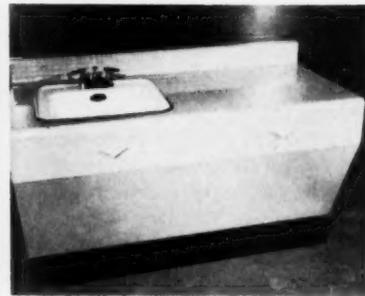
AB13046—BOOTH NOS. 219-222—AIR CONTROL UNIT—Lyon Metal Products, Inc., Dept. AB, 321 N. Madison St., Aurora, Ill. Furnished with a lifetime filter which is removable for easy cleaning, this air control unit fits above the range and keeps kitchens cleaner and cooler by removing steam, smoke and greasy vapors. The motor, which is started by lifting the hood, operates at variable speeds up to approximately 350 cubic feet per minute. The motor housing cabinet also provides extra storage space. Size of the unit is 42x13x24 inches.



AB13036—BOOTH NO. 290—CUSTOM PANELIZATION—Lumber Fabricators, Inc., Dept. AB, Fort Payne, Ala. This service offers various house components manufactured to the customer's own architectural specifications. The illustration is stated to be typical of these units, offering home builders wide flexibility in such units as panelized exterior walls, including gables, also partitioning, truss assemblies, or pre-cut roof and floor members to exact specifications, as well as providing for optional inclusion or deletion of components.



AB13002—BOOTH NOS. 21-22—TERRAZZO FLOOR GRID—Chase Brass & Copper Co., Dept. AB, 236 Grand St., Waterbury 20, Conn. This angle-type grounded grid is said to assure more complete grounding of operating room personnel and equipment in hospitals, eliminating danger of static electricity. Strips are placed to give maximum surface contact of $1\frac{1}{2}$ inches; grid sections are assembled by spotwelding to guarantee positive contact within each section. Standard sections are 24 inches wide by 48 inches long, with smaller sections available.



AB13053—BOOTH NOS. 3, 87-89, 98-100—PLASTIC COUNTER TOP—General Electric Co., Chemical Dept., Dept. AB, Pittsfield, Mass. Installation is simplified with the "Monotop," a seamless one-piece plastics kitchen counter top. It requires no metal trim and has the back-splash and front edge molded as an integral part of the work surface. Unit is $\frac{3}{16}$ inch thick, is self-supporting and does not require plywood to be bonded to the bottom for rigidity. Available in five colors, it is supplied in 6 foot lengths, 25 inches wide.

◆ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 240A-B

JURY PICKS home week contest WINNERS

1952 NATIONAL HOME WEEK CONTEST WINNERS

CONTEST A—FOR NAHB CHAPTERS

FIRST PRIZE

- Group I: Minneapolis Home Builders Association
- Group II: Home Builders Association of Memphis
- Group III: Home Builders Association of Lincoln, Nebr.
- Group IV: Home Builders Association of Metropolitan Grand Rapids

2ND PRIZE

- Group I: Builders Association of Metropolitan Detroit
- Group II: { Home Builders Association of Des Moines
Wichita Association of Home Builders
- Group III: Tacoma Master Builders Association

3RD PRIZE

- Group I: Columbus (Ohio) Home Builders Association
- Group II: Home Builders Association of New Orleans, Inc.

HONORABLE MENTION

- Home Builders Association of Hartford County (Conn.)
- Marion County Residential Builders (Indianapolis)
- Chicago Metropolitan Home Builders Association
- Niagara Frontier Builders Association (Buffalo)
- Long Island (N.Y.) Home Builders Institute

Note: Group I included associations having more than 250 members; Group II, from 101 to 249 members; Group III, from 50 to 100 members; Group IV, less than 50 members.

CONTEST B—FOR LUMBER DEALERS

FIRST PRIZE

- Group I: W. H. Sawyer Lumber Co., Worcester, Mass.
- Group II: Merritt Lumber Yards, Reading, Pa.

THE genius of the Minneapolis National Home Week Committee in stimulating and organizing industry-wide and community-wide support for National Home Week again won for it first place in Group I of the *American Builder's* 1952 contest. Minneapolis also won first prize in Group I in the 1951 contest.

Judges this year were: Clyde A. Fulton of Charlotte, Mich., president of the National Retail Lumber Dealers' Association; Roy V. Winters, president of the National Plan Service, Inc., Chicago; Andrew Place of Place & Co., builders, South Bend, Ind.; R. G. Hughes, builder, Pampa, Texas; Ray Schaub of the Lake Shore Realty Corp., Chicago; Philip J. Creden, advertising manager, Edward Hines Lumber Co., Chicago; and Paul S. Van Auken, NAHB convention and exposition director.

The judging was remarkably unanimous, first prizes in every instance resulting unanimously, from closed balloting.

The judges spent the day of November 6 in the editorial offices of the *American Builder*, where the entries were on display. A splendid collection of ten entries from Group I associations was judged first. It was soon apparent that the completeness with which the local association had provided coverage and promotion for National Home Week was the factor which counted most heavily in picking the winners.

In the case of Minneapolis, industry-wide participation in the Week had been stepped up from 16 groups in 1951 to 26 in 1952. The full roster of representation on the Minneapolis NHW Committee in 1952 included the following:

Home builders association, Independent Retail Lumber Dealers' Association, board of realtors, building material dealers, chamber of commerce, electrical appliance dealers, electrical contractors' association, gas company, heating—sheet metal—air conditioning association, house furnishings association, mill-work operators, mortgage bankers' association, nurserymen's association, retail plumbers' association, sand and gravel producers, sidewalk and masonry contractors, Minneapolis Star and Tribune, retail hardware dealers, North Central electrical industries, Northern States Power Co., Northwest Lumbermen's Association, Portland Cement Association, Savings and Loan League of Minn., Twin City Brick Co., Twin City Tile and Marble Contractors, Upper Midwest Oil Burners' Association.

A brief analysis of the Minneapolis pattern for National Home Week appears at the end of this article.

Chairman of the general committee which organized the Minneapolis promotion was J. E. Boran, builder; vice-chairman was Glenn W. Ross, lumberman; treasurer was Walter Johnson, loans; secretary was Larry Nelson, executive of the Minneapolis Home Builders Association. The executive committee, in addition to the above, included B. J. Rice of the Board of Realtors; H. R. Rosendahl, builder; S. G. Pearson, builder; Ross Spriggs, advertising executive; Roy West of the plumbers' association; and Al Kessler, representing the electrical interests.

Other Firsts

Headed by Lloyd B. Lovitt, Jr., the Group II winner, Memphis, worked out an effective tie-up with the Memphis Retail Furniture Dealers' Association, by which 11 model homes were fully furnished and opened to the public as the center of interest in a general showing of

(Continued on page 110)

DIRECTORY

OF NAHB CONVENTION

EXHIBITORS

Booth Numbers . . . Personnel

A-1 PLASTIC MOLDERS, INC.

Booths 187-188

A. A. Fella, C. Haedtler, R. M. Jungels, W. Kilduff, P. Makray, Patricia Stubbs, V. A. Thompson, Betty Ziober

AIR CONTROL PRODUCTS, INC.

Booths 202-203

K. L. Babcock, E. G. Biela, W. A. Clark, C. E. Denton, R. C. Hackenbruch, P. K. Schneider, D. E. Stoll, R. L. Leigh, K. M. Parsons

AKRON PRODUCTS CO., THE

Booth 179

C. Giegel, C. B. Houseworth, P. Lichty, C. R. Marshall

ALLIANCEWARE, INC.

Booths 198-199

K. E. Ewing, E. B. Gongaware, J. C. McIntosh, Y. C. Smith, W. H. Brett, L. D. Gray, W. F. McCutcheon, R. O. Mangum, C. B. Schmitz

ALSYNITE COMPANY OF AMERICA

Booth 630A

G. V. Burton, G. D. Stecker

AMERICAN BRASS COMPANY

Booths 145-146

W. H. Dowd, M. T. Longo, H. E. Voegeli

AMERICAN BUILDER

Booth 83

C. J. Wageman, E. G. Gavin, F. S. Clark, L. E. Arent, D. Brickner, Margaret Carroll, C. L. Conley, R. Deen, W. S. Gaskill, C. F. Geyer, Eleanor Hagerup, A. V. Hansen, Bernice Higgins, F. Kianer, Jr., R. Lavery, Dorothy Milchrist, Gertrude Peinar, H. L. Purdy, W. Reynolds, J. Sanders, B. A. Sparks, A. W. Stockdale, W. L. Taylor, R. Whittington, G. Winter, J. L. Zar, Estelle Reich

AMERICAN CENTRAL DIV.—AVCO MFG.

Booth 2

A. M. Bruninga, C. F. Hastings, W. Perin, S. E. Smalling, H. T. Stroop

AMERICAN GAS ASSOCIATION

Booth 229

N. D. Jennings, J. Beall, Dolores Jensen, H. V. Potter, C. Veltri, F. W. Williams

V. E. ANDERSON MFG. CO.

Booth 633A

H. E. Anderson, V. E. Anderson, J. Fleming, N. J. Hoffman, W. Murphy

AMERICAN HOUSES, INC.

Booth 38

M. Blouin, J. M. Daiger, E. L. Land, M. E. Talbert, J. C. Taylor, R. C. Thompson, O. F. Tyler, J. H. Wilson

AMERICAN RADIATOR & STANDARD SANITARY CORP.

Booths 133-141

W. R. Barnhart, D. D. Couch, N. L. Maczkov

AMERICAN WELDING & MFG. CO.

Booths 181-182

S. K. Cartwright, D. W. Dawson, T. Z. Herr, J. Messchaert, R. F. Rea, C. Sharp, T. A. Stratford, J. Kuzmack, C. D. Mills, W. Schaff, Jr.

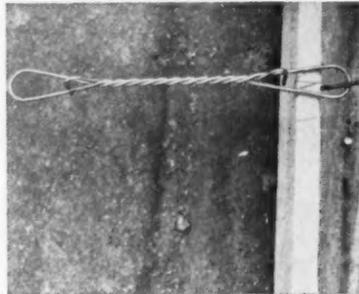
(Continued on page 111)

JANUARY 1953

PRODUCTS EXHIBIT IN PRINT



AB13049—BOOTH NOS. 31-32—CORK WALL AND FLOORING—Armstrong Cork Co., Dept. AB, 1010 Concord St., Lancaster, Pa. Shown above is the company's new M-67 Monowall, predecorated wall and ceiling material. Floor, wall, acoustical materials and building insulations in a wide correlation of patterns and colors will be displayed, showing the materials in their natural settings. Armstrong exhibit is divided into two sections, with building materials products featured in one, and resilient floors and walls dominating the other.



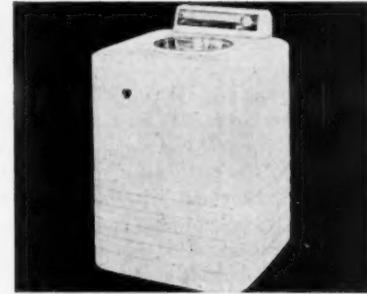
AB13035—BOOTH NO. 164—CONCRETE FORM TIES—Gates & Sons, Dept. AB, 80 S. Galapago St., Denver, Colo. Permitting easy assembly and dismantling of concrete forms, the one-piece combination tie and spreader is made of twisted wire with a loop at each end. Steel rods are dropped through the loops down each side of the concrete form, assuring foolproof fastening and perfect spreading. Ties are furnished in standard sizes from 6 to 60 inches; they may be used with any type of form—sheathing or panel.



AB13213—BOOTH NO. 59—PLASTIC SCREEN—Lumite Division, Chicopee Mills, Inc., Dept. AB, 47 Worth St., New York 13, N. Y. Demonstrating the strength of their plastic screening by the use of the above scale unit will highlight this firm's exhibit. Those attending the show will be given the opportunity of learning their weight by standing on a frame screened with Lumite, proving its strength and durability as well as its freedom from denting or bulging when properly framed. Also is rust and corrosion proof.



AB13016—BOOTH NO. 654A—MODERN KITCHENS—Curtis Companies, Inc., Dept. AB, 1200 S. Second Ave., Clinton, Iowa. A new line of sectional kitchen cabinets serves to enhance the 53 modern features embodying the manufacturer's wood kitchen units which are "styled by women for women." Such innovations as elimination of waste spaces by installation of swing shelves in wall and base units; front row storage, utilizing spin shelves in corner cabinets; step-saving hanging units; base "islands" with pass-through drawers, are among the new features.



AB13050—BOOTH NO. 610A—CLOTHES WASHER—Apex-Rotarex Corp., Dept. AB, Cleveland 10, Ohio. Five important features are stressed for the new "Wash-A-Matic": a fast, automatic cycle; low hot water and detergent requirements; clothes are fluffed after washing; Fiberglas agitator tub; lowest vibration factor of any spin type automatic washer. Complete cycle is completed in 27½ minutes, including washing, triple-rinsing, damp drying and fluffing of the clothes. Spring-mounting enables installation without bolting down.



AB13210—BOOTH NO. 79—STRIP DOUBLE-HUNG WINDOW—R. O. W. Sales Co., Dept. AB, 1365 Academy St., Royal Oak 3, Mich. The "Hi-Lite" window, shown above, is designed to permit maximum light, maximum wall space for furniture arrangement, and privacy, in bedroom construction. Also on display, R. O. W. "Pressure-Glide" window, now made with stronger springs to insure tighter seal under all conditions of seasonal expansion and contraction. Metal strip along window sides acts as spring. Windows are removable for cleaning.

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PAGE 240A-B

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JUDGES AT WORK



Paul Van Auken

(Continued from page 108)

new houses in 57 subdivisions. Supported by an excellent barrage of publicity and advertising engineered by the NHW Committee, the Week in Memphis sold 143 houses for a total value of \$1,838,875.

The Group III first prize-winner—Lincoln, Nebr.—built its campaign around a novel project. Donating time and materials, members and friends of the Home Builders Association built a 3-bedroom house, with full basement and attached garage, in five working days; then auctioned off the house to the highest bidder and gave the money (\$15,700) to a local charity. This venture gave unusual punch to publicity for the Week in Lincoln. Forty-seven new houses by HBA members were sold during the Week, for \$549,800. Chairman of the NHW Committee was Karl Witt.

The Group IV prize went to Grand Rapids, where the Allied Construction and Real Estate Council (of



Andy Place

which the HBA of Metropolitan Grand Rapids is a leading member) sponsored a campaign which featured a remodeling contest. Details on this project appear on page 160 of this issue. NHW chairman was William T. Broesma.

Good Ideas from NHW Promotion in 1952

Hartford's (1) selection of a "typical American family" as a foil for NHW publicity, this family being given a prize gift at the conclu-



Roy Winters

sion of the Week; (2) the presentation of a sterling silver service for eight to one of the families buying a house during the Week. This presentation took place at a meeting of such families on October 16, when all drew lots for the prize. Hartford chairman of Home Week was Paul B. Isham.

Long Island's distribution of 11,000 copies of the September issue of its monthly house organ, *The*



Clyde Fulton and Ray Schuab

Long Island Builder, through lending institutions and by request. This issue was a catalog which described the 231 subdivisions on view during the Week. Long Island chairman was Samuel Levin.

Detroit's photographic exhibits of Home Week model houses, dis-

played in the lobbies of 100 banks; also an architectural competition for student architects, on view in the Detroit Art Museum during the Week. NHW chairman was Covert Robertson, Jr.

Columbus's concentration of activity in a one-site group of 32 houses in the \$15,000-18,000 class, built for the occasion by HBA members, and heavily advertised with a budget of \$4000. Parade of Homes chairman was Marion Romas.

Wichita's special tour of furnished display houses, arranged for the public by the Wichita Eagle the last Sunday afternoon of the Week. NHW chairman was Earl T. Graves.

Des Moines' extension of its well-organized campaign to the city of Marshalltown, Iowa, 50 miles away. NHW chairman was William C. Leachman.

New Orleans' selection of a Home Week Queen, an attractive Mrs. (single girls don't usually buy



Dick Hughes

houses), who was crowned Queen by the Mayor the opening day of Home Week. Opening celebration also included a 46-truck parade showing various types of construction and home equipment. A Home Identification Contest based on the demonstration houses gave added color to the promotion in this city. NHW chairman was Emile Brehm.

Tacoma's full-page, well-illustrated newspaper advertisement on the opening day of Home Week, stressing the theme, "Your Only Real Security Is A Home of Your Own" and showing in actual dollars and cents what can be done with rent money toward buying a home.

(Continued on page 112)

Exhibitors Personnel

(Continued from page 109)

APEX ROTAREX CORPORATION Booth 610A

J. C. Frantz, H. K. Straw

ARMSTRONG CORK COMPANY Booths 31-32

J. V. Jones, F. O. Schweizer, J. A. Butler, Jr.,
L. H. Everhart, H. A. Jensen, G. F. Johnston,
R. L. Mullen, F. H. Simpson, E. B. Sterrett,
D. D. Woodward

ARNOLD PRODUCTS SALES CORP. Booth 650A

R. T. Ashbaugh, K. F. Beauchene, B. V. Becker,
G. Burgess, G. Eberle, T. Fuldner, H. Keenan,
G. E. Scott, M. B. Morris, C. Park

BARBER-COLMAN CO. Booths 189-190

J. Bogen, R. L. Day, C. Haub, H. V. Kelton, R. F.
Miller, R. W. Morgan, R. C. Nethercut, D. U-
ley

BARRETT DIVISION ALLIED CHEMICAL & DYE CORP. Booth 659A

J. E. Denz, C. B. Hausmann, V. W. McCoy, G. H.
Mohns, A. E. Ross, E. A. Zipperer

BENDIX HOME APPLIANCES Booth 14

T. F. Boyne, H. P. Bull, J. B. Claiborne, J. Egan,
G. W. Field, W. C. Foust, G. L. Hartman,
E. Isgrig, W. C. Jones, R. Knipschild, J. G.
Koontz, W. A. MacDonough, J. A. Musselman

BURNS MANUFACTURING CORPORATION Booth 643A

S. Adler, L. C. Anderson, S. M. Bernstein,
G. Coleman, W. Graebe, L. Katlove, G.
Meyers, W. J. Rosen, W. I. Stobbe

W. G. BEST FACTORY-BUILT HOMES, INC. Booth 244

W. V. Blackard, B. W. Enslin, J. W. Harper

BILCO COMPANY, THE Booth 603A

J. D. Connelly, J. M. Lyons, E. F. Lyons, G. W.
Lyons

BRAMMER MFG. CO. Booth 641A

J. R. Greer, K. M. Clingman, Billie Giroux, F. E.
Hansell, E. C. Hawkinson, J. F. Krause, J. J.
Maskel, J. Ruhl, D. Stoelting

BRIGGS MFG. COMPANY Booths 120-121-122

R. F. Anthony, E. O. Brady, W. O. Briggs, Jr., F.
Dysarz, W. B. Hess, A. Krueger, D. J.
Primeau, L. Schneider, R. B. Brindley, P. Col-
brooke, F. O. Cole, Jr., M. Malone, W. L.
Morris, A. W. Prance, K. Seiffert, H. J.
Temple, W. Wengren, H. C. Williams

E. L. BRUCE COMPANY Booths 66-67

A. W. Crowe, L. Grandstaff, S. R. McGill, L.
Myers, L. Smith, J. M. Tedford, W. J. Wood,
H. Creech, R. K. Magers, H. C. Rush

BRYANT HEATER DIV. A.G.E. INC. Booths 601-602

D. K. Bogart, R. Buck, J. A. Cerny, P. V. Cheli,
K. T. Davis, F. Deady, R. Downey, F. Eaton,
M. Eck, R. Fairhead, J. A. Hughes, H. A. Ken-
nedy, R. T. Killian, P. W. Landgren, V. Mc-
Fadden, H. W. Milner, J. Mitchelltree, R.
Mooney, H. Ruliffson, R. Schmidt, W. Teller,
L. W. Ward, C. H. Wilkinson

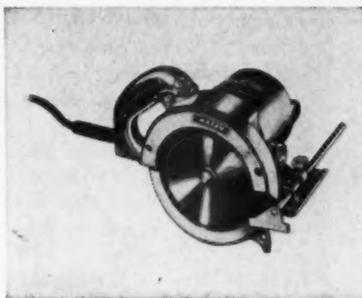
BUILDERS MANUFACTURING COMPANY (formerly Southern Wire & Steel Co.) Booth 651A

J. L. Andrews, M. N. Andrews, J. I. Joyner,
L. K. Whitcomb

(Continued on page 112)

JANUARY 1953

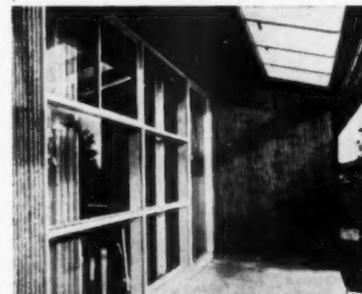
PRODUCTS EXHIBIT IN PRINT



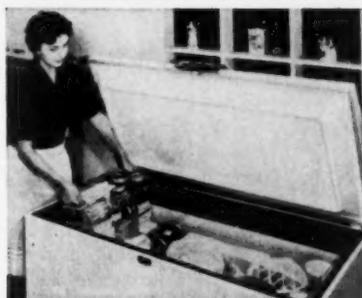
AB13024—BOOTH NOS. 299-300—INDUSTRIAL SAW—Cummins-Chicago Corp., Dept. AB, 4740 N. Ravenswood Ave., Chicago 40, Ill. This portable electric saw is provided with the "magic pivot," an exclusive feature which locates the pivot point as close as possible to the saw shaft to give deeper cuts at 45 degrees. The entire unit weighs only ten pounds and has a blade diameter of 6 $\frac{3}{8}$ inches. It will cut 1 $\frac{1}{8}$ inches deep at 45 degrees and 21/16 inches at 90 degrees. Unit has a no load speed of 5500 r.p.m.



AB13203—BOOTH NO. 129—GARAGE DOOR—Overhead Door Corp., Dept. AB, P.R.R. and Kickapoo St., Hartford City, Ind. Its modern design of flush steel construction enhances the appearance of any commercial or industrial structure in which this overhead door is installed. Horizontal sections are narrow, for smooth operation. Sections are rolled of 16-gauge steel, the joints weathertight. Door is reinforced on interior side with center and end stiles of 1/2-inch thick steel, spot-welded and arc-welded in place.



AB13038—BOOTH NO. 16—EXTERIOR SIDING—Johns-Manville Corp., Dept. AB, 22 E. 40th St., New York 16, N.Y. Color and pattern are incorporated into a large size asbestos-cement sheet for exterior siding. The "Colorbestos" sheets, 32x96 inches by approximately 3/16 inches, provide weather and fire protection, and can be used effectively on the soffits of overhangs, as above. Seven colors, made up of tiny ceramic granules are provided. The random-ribbed pattern makes joints and nail heads inconspicuous.



AB13045—BOOTH NOS. 96-97—FOOD FREEZER—Frigidaire Division (General Motors Corp.), Dept. AB, 300 Markham St., Dayton 1, Ohio. Reduced operating costs, lower freezing temperatures and more convenient food storage facilities are claimed for these new freezing units. The model above provides 9.2 cubic feet of storage space and will store up to 322 pounds of frozen food. Designed with counter-high flat tops, freezers will fit into a variety of cabinet and appliance arrangements. Larger model provides 13.2 cubic feet of storage.



AB13253—BOOTH NO. 266—PRE-BUILT MATERIALS—Wadsworth Homes, Inc., Dept. AB, 2949 Chrysler Road, Kansas City, Kans. This firm will take any architect's or builder's plan and produce it in modular frame sections delivered to the home site for easy erection. Builders using the system claim that they can build more houses, deliver them sooner and eliminate much of the materials waste that cuts into profits. The company also helps builders with hard-hitting merchandising plans, and promotional materials.



AB13058—BOOTH NOS. 120-122—PLUMBING FIXTURES—Briggs Manufacturing Co., Dept. AB, 3001 Miller Ave., Detroit 11, Mich. "Beautyware" formed steel bathtubs and lavatories, vitreous china lavatories and closet combinations have received modern functional styling and luxurious design. Improvements on bathtubs include vertical front panel edges to simplify fitting tile around the tub, and a slight sloping end to permit extra comfort. Lavatories have deeper bowls, offering greater water capacity, and wider aprons for appearance.

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JUDGES AT WORK.....

(Continued from page 110)

This advertisement was a cooperative venture, included 66 companies and groups in addition to the Tacoma Master Builders Association. Names of all were included in the ad. Norman Jardeen headed the NHW program.

Buffalo's practice of displaying on every demonstration house the HBA's label: "Your Seal of Reliability—This Home Built by a Member of the Niagara Frontier Builders Association." NHW chairman was Wilson Marks.

Indianapolis's Parade of Homes Headquarters set up in the L. S. Ayers department store to educate the public on the building program highlighted by NHW. A number of other groups joined the HBA in

sponsoring this headquarters, which included exhibits showing the rehabilitation of blighted areas, prevention of tuberculosis by better housing, and prevention of blighted areas, as well as a Library of Homes showing what Indianapolis builders have done since the war. Prominently displayed was a map of the 1952 Parade of Homes. Chairman was Carl F. Spickelmier.

The promotion by **Sawyer's** in Worcester, Mass. (a winner in the contest for lumber dealers) of a house opened in a semi-finished state to show the use of a new type of nail, as well as of other types; all trucks and salesmen's cars of this company carried NHW banners on front and rear bumpers.

what makes a blue-ribbon winner in a national home week contest?

It isn't the size or looks of the entry itself that counts in the judging of the National Home Week campaigns that are submitted annually in *American Builder's* contest. This year's top winner—Minneapolis, which took first prize in Group I—happened to be the biggest entry as well as the best; but last year Minneapolis was also top winner, yet was the smallest entry in physical size. Both times, it was the completeness with which the Minneapolis NHW Committee promoted the Week that won for it a unanimous first from the judges. Analysis of the Minneapolis pattern shows the following outline:

1. Organize early

In Minneapolis, the NHW Committee began in December 1951 to organize and plan for its 1952 promotion.

2. All-out representation from the light construction industry and from leading interests in the community

Twenty-six different groups actively participated in the Minneapolis program—a coverage of 85% of the industry. The General Committee was headed by a builder, a lumberman, a lender. The HBA secretary served as executive director of the NHW program.

3. Adequate financing

A first-rate job can't be done on a shoe-string. The Minneapolis NHW Finance Committee collected over \$13,000 in contributions from the various groups represented on it. This was added to \$1,500 left over from last year, left a balance of \$3,000 after 1952 expenses.

4. Full-scale promotion

These items are important:

- (A) Unusual publicity material.
- (B) Full cooperation from both daily and weekly newspapers.
- (C) Strategic advertising campaigns in newspapers, radio and TV.
- (D) Proclamations from mayors of communities and from governor of state.
- (E) Special events—the public forums held this year in Minneapolis on all aspects of home ownership struck a new and successful note in public relations for NHW.

5. Houses on view

Spearhead the showing of the new houses with some special promotion. Minneapolis organized a special "Parade of Homes" which included demonstration houses built especially for NHW by 26 different builders. The Parade was widely advertised.

Exhibitors Personnel.....

(Continued from page 111)

PHILIP CAREY MFG. CO.

Booths 23-24

M. V. Coffey, G. Milner, R. F. Turner, C. Underwood

CASEMENT HARDWARE CO.

Booths 642A-647A-648A

W. A. Andresen, W. A. Behel, D. I. Biggs, L. Boero, H. L. Clemons, F. Engel, C. Floyd, J. R. Kilgore, L. M. Lambertson, W. E. Lange, O. W. Roberts, A. Rumry, J. M. Schiller, C. E. Spencer, E. R. Starrett, R. B. Stevens, R. Wolfe, E. J. Wright, W. W. Yahnke, G. Zuba

THE CELOTEX CORPORATION

Booth 4

I. L. Birner, G. H. Burt, H. W. Collins, T. S. Cousins, E. E. Dierking, G. Ferguson, M. Greenwood, F. W. Lagerquist, M. M. Morris, G. G. Morrison, C. J. O'Brien, E. C. Rautenberg, B. A. Savage, G. I. Smith, J. E. Varlie, J. C. Whitney

CERTAIN-TEED PRODUCTS CORP.

Booth 247

A. L. Meyer, M. Meyer

CHAMBERS ILLINOIS CORP.

Booth 226

D. Brackett, M. A. Compton, Jr., A. Davis, F. Flato, R. Gardner, F. Hall, E. F. Mullen, C. E. Parson, A. H. Scheffer, C. W. Zemer

CHASE BRASS & COPPER CO., INC.

Booths 21-22

A. R. Armstrong, J. A. Babin, W. L. Brown, B. A. Dean, W. E. Evans, W. C. Gram, R. L. Maher, E. J. Malvey, W. M. Mulholland, G. T. Underhill

CHICAGO RUSS-STONE CO.

Booth 635A

P. Callhan, F. Culver, A. Smalley, E. Smalley, H. C. VanHook, J. H. VanHook, W. VanHook

CHRYSLER CORP.—AIRTEMP DIV.

Booths 90-91

C. Buchholzer, J. F. Knoff, W. B. Magill, J. M. Ferguson, F. J. Laughna, L. E. McKee, J. J. McMahon, R. C. Olsen, C. A. Palmer, D. E. Parke, W. H. Peet, Jr., A. J. Schiffmann, H. P. Young

COLEMAN COMPANY, INC., THE

Booths 43-47

H. W. Morton, R. Atherton, W. W. Boyce, A. W. Boyer, C. L. Burrows, S. Coleman, H. Eberdorf, J. D. Eckles, S. Harrington, W. Hattan, J. Holub, E. Johnson, A. O. Kelly, J. Kice, J. R. MacDowell, L. M. Marks, C. Mattingly, J. R. Montgomery, J. L. Moore, F. W. Richards, P. Rubie

CONCO ENGINEERING WORKS

Booth 18

J. W. Burch, A. B. Carlson, R. W. Conkey, L. A. Page, W. G. Van Etten, J. T. Wells

CONDENSATION ENGINEERING CORP.

Booth 105

W. Limbert, B. Teeters, G. Anderson, W. Aschliman, T. Jones, B. A. Johnson, R. Wasson

CONNOR ENGINEERING CORP.

Booth 645A

H. A. Baker, E. B. Boston, W. W. Quitmeier, T. L. Smith

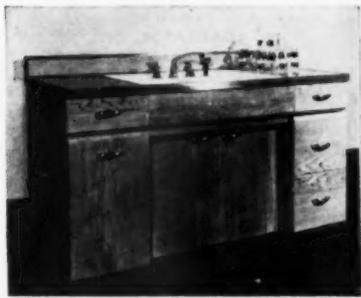
CRANE COMPANY

Booths 204-208

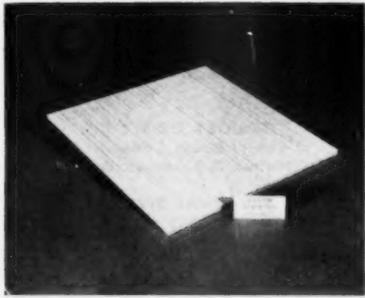
J. M. Bradbury, W. O. Brown, W. A. Burbino, W. P. Burton, H. C. Campbell, D. A. Canavan, R. B. Crane, G. L. Erwin, T. J. Fitzgerald, T. J. Fuquay, T. W. Henricks, F. W. Huit, L. R. Kapp, G. G. Lindholm, F. J. MacKenzie, E. J. Martin, A. W. Michael, C. J. Michael, R. C. Nelson, G. G. O'Rourke, C. T. Pollock, C. T. Rydalek, H. H. Simmons, J. C. Spencer, H. H. Stift, H. J. Wulf, J. H. Zimmerman

AMERICAN BUILDER

PRODUCTS EXHIBIT IN PRINT



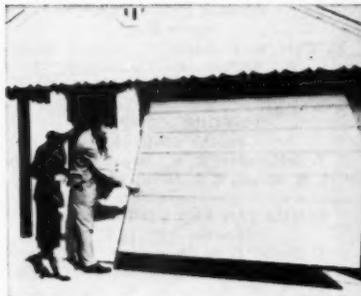
AB13007—BOOTH NO. 37—STEEL KITCHEN CABINETS—Harrison Steel Cabinet Co., Dept. AB, 4718 W. Fifth Ave., Chicago 44, Ill. These steel cabinets with natural wood finishes are available in a wide range of wood grains, including oak, maple, birch and pine. They offer a solution to the decorator problem of designing dual purpose rooms. Construction features rounded radius edges, nylon roller drawers, spring hinges, and recessed knee zone. Counter tops are available in either Formica or inlaid linoleum.



AB13037—BOOTH NO. 20—STRIATED PANELS—The Upton Co., Dept. AB, 43 Upton St., Lockport, N.Y. Seven-ply, 1/4 inch thick panels are available in 4x8 foot sizes. The rigid, crack-proof panels have a striated surface which may be painted. Panels can be applied to studding in new construction or on furring in remodeling. Use of the company's Floating Fasteners in anchoring the panels to walls eliminates visible nails or unsightly nailholes. The panels are stated to lend variety to interior walls in dens, rumpus rooms, etc.



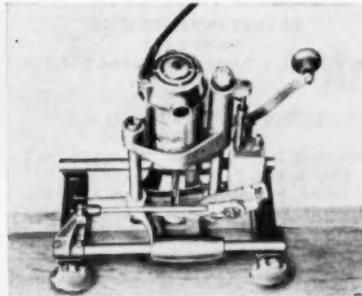
AB13251—GLASS DOORWALLS—Steelbilt, Inc., Dept. AB, 4801 E. Washington Blvd., Los Angeles 22, Calif. These sliding glass units maintain perfect alignment independent of possible future warpage or misalignment of studs. Unit shown above is bottom roller type. The jamb section is designed to receive a 1/4-inch filler. Installation screws pass through the filler into solid trim stud. A flange on jamb section is adaptable to steel or masonry construction. Units are shipped assembled, without loose parts, ready to set in opening.



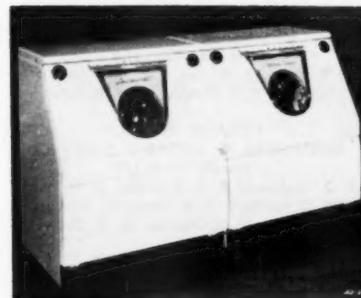
AB13212—BOOTH NOS. 72-73—GARAGE DOOR—Strand Garage Door Div., Detroit Steel Products Co., Dept. AB, 2242 E. Grand Blvd., Detroit 11, Mich. An extra 12 inches of clearance between the door jamb and the car is provided by this 9 foot wide door, designed to make parking the car easier now that cars are wider. The wider door often prevents damaged fenders, keeping the car in better condition. Styling is on horizontal lines. All-steel door is galvanized for rust protection, oven-baked to provide paint base.



AB13250—PLASTIC SURFACED PLYWOOD St. Paul & Tacoma Lumber Co., Dept. AB, 1220 St. Paul Ave., Tacoma, Wash. "Plyaloy" siding is a Douglas fir exterior type plywood overlaid with resin-impregnated fiber sheets of medium density, resulting in smooth, durable paint base surface. The overlay minimizes checking and grain raise. The material is strongly water resistant and weatherproof, as it resists dampness, moisture and temperature fluctuations. The plastic surfacing increases the strength of the lightweight plywood base.



AB13056—BOOTH NO. 19—PORTABLE ELECTRIC TOOLS—The Porter-Cable Machine Co., Dept. AB, 1714 N. Salina St., Syracuse 8, N. Y. Two routers, a plane and a lock mortiser for the use of building contractors and other woodworking industries are introduced. The plane (above) removes up to 3/32-inch of stock at a single pass, producing a smooth level surface that requires no further finishing. Cutting depth is set directly by a thumb lever which can be varied while the plane is in operation. Maximum width of cut is 2 7/16 inches.



AB13057—BOOTH NOS. 48-53—WASHER AND DRYER—Westinghouse Electric Corp., Appliance Div., Dept. AB, 246 E. Fourth St., Mansfield, Ohio. The dial-controlled mechanism of the Laundromat (left) is said to be so flexible that any part of the washing cycle can be started, stopped, repeated or eliminated to conform to the type of washing load. The clothes dryer (right) has a three-way dial for control of all types of drying action, including special settings for synthetic fabrics that require minimum time and temperature.



AB13033—BOOTH NOS. 181-182—STEEL DOOR FRAMES—The American Welding & Manufacturing Co., Dept. AB, 190 Dietz Road, Warren, Ohio. Made with mitered corners, the Inter-Lok steel door frame is designed so that one man can handle and assemble the new frame on the job. The units do not require any open corners to fasten the assembly together. Frames are available for jamb thicknesses of 4 1/4, 5 1/4 and 6 1/4 inches, and door widths of from 2 to 3 feet. A hammer is the only tool required for the erection of the new Inter-Lok frame.



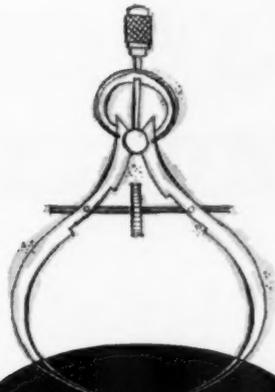
AB13019—BOOTH NO. 622A—ALUMINUM WINDOWS—Per-Fit Products Corp., Dept. AB, 1200 E. 52nd St., Indianapolis 5, Ind. These double-hung aluminum windows, called "Best-Vent," were designed for use in low cost residential construction of any type or style of architecture. Controlled ventilation is engineered into these windows; with a single, gentle operation, windows open equally and simultaneously from top and bottom. Units are available in 16 modular sizes and two styles—1/1 and 2/2. Storm sash also available.

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Exhibitors Personnel —continued from page 112.....

- CRAWFORD DOOR CO.**
Booth 62
D. C. Crawford, R. A. Hackathorn, E. M. Jefferson, W. Messer, G. Crawford, F. M. Howe, L. V. Robinson, W. L. Woodlock
- CRIBBEN AND SEXTON COMPANY**
Booth 218
R. Friese, J. J. Furey, Jr., J. J. Brandt, B. Uile, G. Waber
- CROSLY DIV., AVCO MFG. CORP.**
Booths 158-163
E. J. Beinforde, F. Carlin, E. Collins, F. F. Dugan, R. Farris, J. E. Guertin, Doris Piper, P. A. Ryan, C. L. Stoup
- CUMMINS-CHICAGO CORP.**
Booths 299-300
J. Beat, P. Jones, L. Kabis, S. McPartlin, O. F. Matson, R. E. Mitchell, W. Segersten
- CURTIS COMPANIES, INC.**
Booth 654A
F. J. Banker, G. M. Curtis, N. H. McCullough, H. N. Owen, J. H. Ramsey, J. R. Stooks, S. S. Cook, C. J. Dombek
- DE LUXE METAL TRIM CO.**
Booth 649A
D. Williams, L. Schmer, J. J. Steffan, N. J. Stefan
- DETROIT STEEL PRODUCTS CO.**
Booths 72-73
D. Carroll, D. C. Bruce, F. J. Deberge, Jr., R. F. Fite, G. Hall, E. Hodges, B. Kirkman, R. T. Knight, D. Palmer, L. S. Reese, A. G. Ricketts, F. Rowell, H. J. Travis, T. A. Ellington, J. Haffard, Clare Howell, E. Schott
- DEWALT, INC.**
Booths 35-36
S. S. Auchincloss, D. Beath, J. Eigneberger, C. Hamilton, A. McMurray, E. Jones, T. Jones, D. Richardson, P. Smith, W. R. Stevens
- DOUGLAS FIR PLYWOOD ASSN.**
Booth 152
J. M. Hess, W. H. McCallum, S. A. Scoville
- DRYWALL TRIM, INC.**
Booth 254
W. R. Dordell, C. G. Wollaeger
- ELECTRIGLAS CORPORATION**
Booth 609A
K. Appleman, A. M. Wyatt, L. Appleman, R. Carlson, R. Eck, H. Rowe, L. Terry
- ELJER COMPANY**
Booths 40-41-42
C. R. Caldwell, D. J. Crane, A. E. Thiesfeldt, L. H. Bonnett, W. A. Carey, E. Devar, M. Hart, J. H. Ireland, J. C. Latimer, W. W. Presmeyer, J. J. Rardin, E. E. Schaeffer
- ETLING WINDOW**
Booth 126
J. W. Cully, J. Bisig, S. W. Wright
- EZ-WAY SALES, INC.**
Booth 248
M. W. Axelrod, W. Bjorklund, P. Haley, J. Hansen, D. Quammen
- FEDDERS-QUIGAN CORP.**
Booth 605A
C. Brigance, T. E. Brockway, I. Corwin, F. De-Roberts, L. LaRusso, C. W. Little, T. Mc-Morough, F. Mitchell, J. Seippel, W. K. Smith, J. I. Woolwerth
- FOLLANSBEE STEEL CORP.**
Booth 664A
E. J. Bausch, C. Bell, J. Puhl, A. L. Veverka, W. M. Bausch
- FORMICA COMPANY**
Booth 197
M. Block, Fiadelfter, J. Hagstrom, J. A. Healy, F. C. Walter
- FREMONT RUBBER CO.**
Booth 249
W. C. Gilbertson, R. P. Johnson, C. A. Maher
- FRIGIDAIRE DIVISION
GENERAL MOTORS CORPORATION**
Booths 96-97
E. A. Deck, D. M. Johnston, R. A. Kramer, R. A. Larson, V. W. McAfee, F. A. Mueller, W. B. Pritchett, Jr., C. E. Reed, R. F. Salak, W. F. Schelain, W. H. Smith, W. W. Ware, W. H. Winn, F. A. Zboril
- GATE CITY SASH AND DOOR CO.**
Booths 168-169
M. D. Ebert, Euchner, Hopkins, E. P. Jones, J. Fanciulli, A. E. Sanders, S. Whitlach
- GATES & SONS, INC.**
Booth 164
J. Berkowitz, R. C. Gates, D. G. Hill, H. Loomis
- GENERAL BRONZE CORPORATION
ALWINTITE DIVISION**
Booths 301-304
T. C. Carter, J. Cochran, W. W. Gaw, E. J. Hikec, R. Lischer, L. McBaron, B. I. McGowan, A. Meyers, D. Neal, V. C. Petersen, D. R. Rubey, D. F. Shiffette, T. Van Dam, R. Dunwoodie, T. F. Harkins, T. Wagner
- GENERAL DOOR MFG. CO.**
Booth 644A
P. J. Gentelene
- GEORGIA-PACIFIC PLYWOOD CO.**
Booth 269
J. J. Hickey, W. Merigold, G. Rohrer, H. Wilson
- GERITY-MICHIGAN CORP.**
Booth 58
P. L. Day, D. Hickey, T. O. McCullough, R. J. Witry
- GLIDE WINDOWS, INC.**
Booth 613A
N. Beris, E. Biesek, A. S. Grossman, J. L. Grossman, A. Janotta, J. L. Reznick, R. Reznick
- GRANT PULLEY & HARDWARE CO.**
Booth 285
J. P. Cleveland, R. Eisen, J. Elling, W. Gibbon, N. A. Gussack, S. I. Gussack, J. Hildebrand, K. Klopstock, J. McKechnie
- GUNNISON HOMES, INC.**
Booth 17
H. Borntraeger, C. B. Brewer, J. D. Durbin, J. M. Gable, H. Goff, C. Landers, Jr., E. L. Landen, W. K. Markwell, M. R. Smith, S. H. Watts, D. Yasaika, J. J. O'Brien, L. R. O'Hern
- HACHMEISTER-INC.**
W. H. Gray, W. George, A. G. Kennedy, G. Milner, J. Rihn
- C. HAGER & SONS HINGE MFG. CO.**
Booths 275-276
A. W. Hager, C. C. Hager, C. M. Jones, W. B. Kennedy
- HARNISCHFEGER CORPORATION
(Houses Div.)**
Booth 13
D. Auer, R. Brent, P. Hartung, E. Hwass, R. E. Ott, L. B. Price, W. Smith, A. Treid
- HASKELITE MFG. CORP.**
Booth 274
R. D. Burkhead, J. A. Knappen, J. T. Wentink, C. W. Yung, E. W. Stone
- HEATILATOR, INC.**
Booth 638A
T. G. Corbett, R. E. Fellows, D. H. Jaquith, G. E. Tomb, J. H. Van Allen
- HOLCOMB & HOKE MFG. CO., INC.**
B. Bruckman, C. Johnson, H. Gebel, F. Hoke, S. J. McCarthy, R. Oliver, J. Rynearson, N. F. Sicksels, E. J. Wolf, Jr.
- HIGGINS INCORPORATED**
Booth 620A
A. J. Constantin, E. P. Crozat
- HOLLY MFG. COMPANY**
Booth 231
J. Droge, J. Cox, F. C. Farmer, J. S. Johnson, D. Kirtley
- HOMASOTE CO.**
Booths 56-57
F. Baker, M. J. Bliss, E. Chappel, G. J. Drury, T. H. Hammer, A. N. Harvey, W. J. Kerfin, G. McKee, E. Nelson, A. J. Novello, N. A. Ot-tavi, G. J. Ringwald, J. L. Sennett, P. J. Wilkin, F. V. Wilson
- HOUGH SHADE CORP.**
Booth 238
W. Alger, H. V. Cranin, J. Funke, J. Gilman, L. W. Hatfield, C. B. Jennings, R. J. Mergener, D. Tobin, L. Ward, V. E. Franzen
- HOTPOINT COMPANY**
Booths 80-81-82
J. E. Brickenden, A. H. Jaeger, E. J. Malin, C. W. Meade, R. R. Smith, E. J. Sorensen
- HUNTER FAN AND VENTILATING CO.**
Booths 183-184
F. S. Brady, F. W. Burmeister, P. T. Finch, W. H. Harwood, W. J. Helmer, V. L. Huddleston, H. M. Hunter, W. W. Huyler, J. J. Lepperl, G. B. Richmond, K. M. Spurrier, O. H. van Tellingen
- HUNTINGTON INDUSTRIES, INC.**
Booth 616A
D. B. Cox, H. Van Dresser, P. L. Gallina, J. J. Kaptur, M. Murdaugh, C. H. Rice
- INDUSTRIAL MACHINE TOOL CO., INC.
WINDOW DIVISION**
Booths 295-296
R. Bass, G. Bateman, G. Eades, A. Westman, E. Westman, J. Sortman
- IN-SINK-ERATOR MFG. CO.**
Booths 267-268
A. R. Calob, R. M. Cox, E. J. Hammes, O. A. Hammes, R. J. Hammes, E. R. Hansen
- INSULITE DIVISION
MINNESOTA & ONTARIO PAPER CO.**
Booths 116-117
L. D. Anderson, R. L. Anderson, B. W. Evans, M. C. Fairfield, G. G. Hoppe, E. E. Merrick, U. L. Plain, J. C. Stimson, M. W. Wright
- INTERCHEMICAL CORP.**
Booth 632A
E. A. Davis, D. L. Gray, M. Kennedy, C. M. Lake, L. C. Wallace, J. J. Wilson
- INTERNATIONAL MOLDED PLASTICS**
Booths 270-271
D. Fairchild, R. J. Goulder, F. Kesselem, F. M. Mitchell, O. E. Steizer, H. H. Zabor
- INTERNATIONAL OIL BURNER CO.**
Booths 54-55
A. Dunlap, B. K. Heiman, L. Heiman, S. J. Heiman, J. Heiman, R. Northwood, J. R. Younger

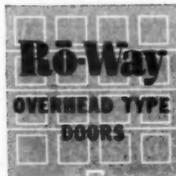
Directory continues on page 146
AMERICAN BUILDER



How **GOOD** can we make it?

In the design, engineering and building of every Ro-Way overhead type garage door, the guiding principle is simply this:

to make it as good as it can be made.



Nationwide sales and installation services. See your classified telephone directory for nearest Ro-Way distributor



there's a Ro-Way for every Doorway!

Take Ro-Way appearance, for example. Clean, simple, functional lines that blend unobtrusively with the building design. Lines that bespeak the thoroughbred quality built into every Ro-Way door.

Take Ro-Way construction. Mortise and tenon joints are not only glued, but steel doweled as well. Muntins, rails, and stiles are *precision-squared*. Sections are *rabbeted* to assure weather-tight joints. Millwork is both *drum* and *hand sanded* for extra smoothness. Heavy gauge steel hardware is fabricated on special machines right in the Ro-Way plant—then *Parkerized and painted* for lasting protection.

Take Ro-Way operation. Easy, quiet opening and closing. Smooth-running, ball bearing Double-Thick Tread rollers glide easily through the track. Springs are *Power-Metered*—individually matched to the weight of each door. Taper-Tite track and graduated Seal-A-Matic hinges assure snug, weather-proof closing.

Finally, Ro-Way designers and engineers are constantly striving to make Ro-Way doors even better. In this way we make certain the name Ro-Way identifies the finest in overhead type garage doors.

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

Add "Sales Appeal" to Your Kitchens, with

WASHINGTON LINE'S



**NEW
MIXER
SHELF
HARDWARE**



- Factory Assembled for Easy Installation
- Positive Action, Rigid Support
- Completely Adjustable for Any Width Shelf
- Adjustable Spring Tension for Variable Weights

WASHINGTON'S New Mixer Shelf Hardware will be demonstrated at the National Home Builders' Show in Chicago, January 18 to 22, in Booth Nos. 297 and 298.

WASHINGTON STEEL PRODUCTS, INC.

Dept. AB-1, 1940 East 11th Street, Tacoma 2, Washington



NEW **SHERWIN-WILLIAMS** PRODUCTS FOR DRY WALL FINISHING FASTER...PERMANENT...BETTER-LOOKING



SILICON JOINT FILLER: Ready-to-use . . . eliminates wasteful joint cement mixing. Works easily . . . requires minimum sanding! This filler adds tensile strength to joints.

SILICON STIPPLE TEXTURE: Brush, roll, trowel it on—then stipple. Possible to get a variety of tough, permanent finishes that hide imperfections.



SILICON MIX: Add to primer and finish coat for sand finish. Consists of specially prepared silica beads that stay in suspension. For best results use in **QUALI-KOTE!**

QUALI-KOTE WALL PAINT: Fast drying, washable, provides a vapor seal. Adds the final touch of beauty to your dry wall job. Available in an array of colors and white!



**THESE SHERWIN-WILLIAMS PRODUCTS
SAVE MOTIONS, MIXING, MONEY!**

- Hide joints and nailheads permanently
- Save time and labor
- Eliminate waste
- Do away with joint shadows

Now you can recommend and use dry wall construction and be sure of a good finished job that will stay beautiful! Five years of research—two years of tests—have proved the Sherwin-Williams Dry Wall Finishing Systems superior! When used as recommended over properly prepared surfaces, these systems provide a permanently sealed joint . . . a durable, washable wall coating in your choice of textures . . . plus a variety of beautiful colors.

SEE SHERWIN-WILLIAMS
DRY WALL FINISHING DEMONSTRATIONS
AT N. A. H. B. SHOW IN CHICAGO, JAN. 18th THROUGH 22nd.
EXHIBIT SPACE 617A CONRAD HILTON HOTEL

For a copy of our booklet, "Sherwin-Williams Dry Wall Finishing Systems", write . . .

THE SHERWIN-WILLIAMS Co.

101 Prospect Ave., Cleveland 1, Ohio



Perma Products

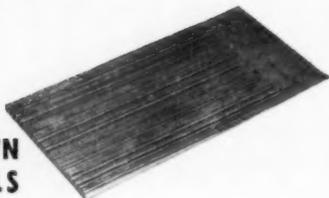
Offer your customers these 5 leaders
for **FASTER, BETTER PROFITS**

Shakertown GLUMAC Units



The modern, time-saving way to apply weathertight cedar shake sidewalls. Save up to 70% in application costs. Unit consists of famous Shakertown Sidewalls electronically bonded to waterproof backer board. Only 22 pieces cover 100 sq. ft. at 14" exposure. Packed 11 units per carton. A quality product priced for today's market.

SHAKERTOWN SIDEWALLS



America's most-imitated sidewall material. Finest quality Certigrade shakes with deep-grooved surface, color-treated and machine brushed for uniform quality and appearance. Nine architect-selected colors to blend with any design or structural material, for new construction or remodeling. Over 30 years of outstanding reliability. Carton protected; packed one half square per carton.

PERMA- STAIN for Shingles



Especially formulated for cedar shingles and shakes. Brings out the natural beauty of wood texture; adds years of service life. Has balanced capacity to penetrate for preservation and cover for beauty and protection. Smooth, even flow to the touch of the brush — saves labor cost, speeds application. Nine popular colors.

PERMA-STAIN SHINGLES



The standard of quality in smooth-surfaced cedar shingles for roofs and sidewalls. Color-treated with a balanced blending of finest pigments and oils. Combining modern styling and beauty with extreme long life, light weight and extra insulating properties. Ideal for re-styling and modernizing. In eight standard colors and prime white. Packed four cartons per square at standard roof exposure.

JIFFY CORNERS



New, lifetime, metal corners to protect cedar shingles and shakes. Concealed spring clip at base holds metal corner tight against wood surface. Pre-drilled nail holes permit quick, simple installation. Eliminate lacing, jointing, time-wasting fitting. Speeds construction. Adds protection. Improves finished sidewall appearance. Packed one gross per carton.

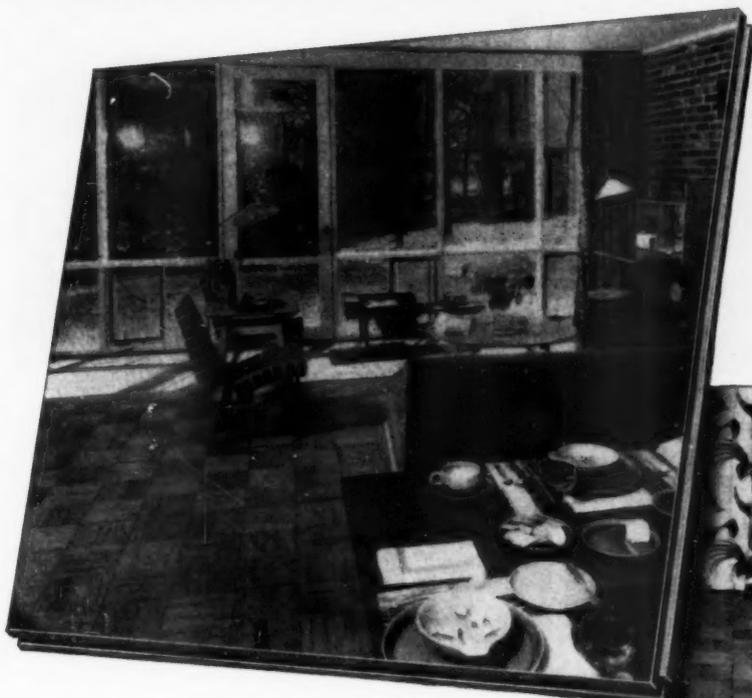
*Write Today for folders, samples
and complete information.*

The **PERMA**
PRODUCTS Company



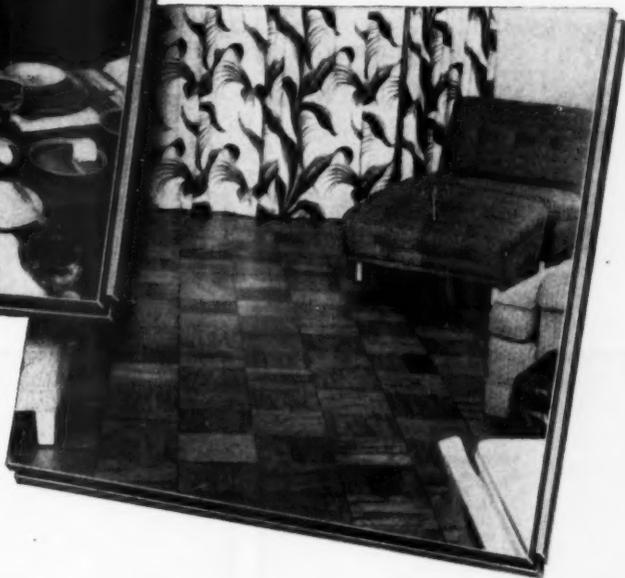
5455 BROADWAY AVE. CLEVELAND 27, OHIO

PRIZEWINNERS WIN CUSTOMERS...



◀ Wins Parents' Magazine "Merit Award"

Note how Higgins Bonded Hardwood Block Flooring underscores a look of quality which helped win a *Parents' Magazine* Merit Award for this home by Hollin Hills, Inc., in Alexandria, Va. The mellow oak surface blends perfectly with contemporary or period design.



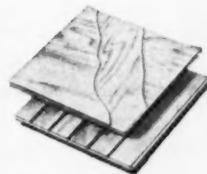
Wins Practical Builder "Oscar" ▶

Typical interior of Gently Woods homes in New Orleans, which won builder Crawford a *Practical Builder* "Oscar." Many of the 1,065 homes have Higgins Bonded Hardwood Block Flooring—the choice of customers who wanted a quiet, comfortable floor, easy to keep looking beautiful, year after year.

... CUSTOMERS PRIZE HIGGINS BONDED HARDWOOD BLOCK FLOORING

More and more merchant builders are finding that the rich, distinctive good looks and practical advantages of *Higgins Floors* help sell homes. The specifications show why:

- 3-ply cross-grain construction—comes with final finish
- Selected oak face—beauty that adds distinction
- Pressure bonded with marine-type glue—water-repellent, climate-proof
- Toxic impregnated—rot-proof, termite-proof
- When properly installed will not warp, buckle, cup or crack
- Grooved back anchors into adhesive—quiet and comfortable



Higgins INC. BONDED HARDWOOD BLOCK FLOORING

USE THIS COUPON FOR FREE SAMPLE BLOCK AND LITERATURE

SEE OUR BOOTH
IN
ROOM 620-A, NAHB

Higgins, Inc., Dept. A-1 New Orleans, La.
Gentlemen: Please send sample block and literature to:
Firm Name
Address
City Zone State



NEW '53 General Electric



G-E REFRIGERATORS

Seven new beautiful General Electric models—completely new inside and out. New Roto-Cold Refrigerators with automatic defrosting. New combination refrigerator-freezer models.



G-E RANGES

This is the "Beacon," a brand-new full-sized model that supplements others in the low price field, and priced even lower. The General Electric range line for 1953 is new in design!



G-E ELECTRIC SINK-DISHWASHER

Brand-new design. Models of special interest to builders will be basically the same as de luxe models, but with modifications to *pare costs*.

New G-E Laundry equipment, too!

New Automatic Washer and new Automatic Clothes Dryer—matched in appearance and in performance. Also: Wringer Washers and Toe-Touch Automatic Ironer.

New G-E Steel Base and wall Cabinets!

Designed to blend with the new matched line of General Electric appliances. White baked-on enamel. Steel specially processed for resistance to rust.

Again this year, lines like this one will form in front of the builder's model house that is equipped with a General Electric Kitchen-Laundry. Will they line up like this in front of yours?

From where you sit, as a builder, it's as simple as this:

You get faster turnover when your houses are General Electric equipped. Your buyers will be more pleased. You make an extra profit. And the cost to the homeowner is only a few dollars more a month for all the G-E appliances installed.

Here's why:

Your houses will sell faster because women want all-electric appliances in the kitchens and laundries of their new homes—and most women prefer General Electric equipment to any other brand. Furthermore, you don't have to worry about "luxury price-tags."

A G-E Kitchen-Laundry can be built right into your \$10,000 or \$12,000 house—and the monthly cost to the homeowner will be no more than a regular telephone bill because under modern home financing the cost of these dependable appliances can usually be included right in the regular mortgage.

Isn't it time you took a good look at the facts, *and* the new General Electric '53 line?

Start selling your houses faster—just as many other alert builders are doing, from coast to coast.

See your local G-E distributor or write to General Electric Company, Louisville 2, Kentucky.

Builders' Line

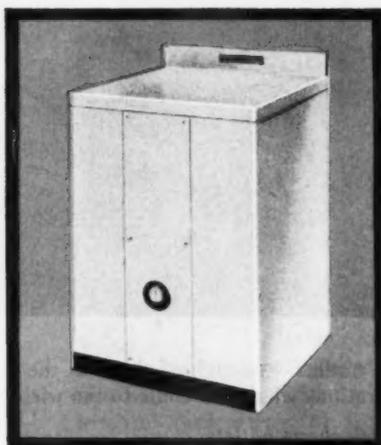
"No doubt about it," you will say when you see it. "The 1953 line is the finest and most glamorous group of appliances General Electric—or any other manufacturer—has ever produced!"

Furthermore, when prospects see these matched General Electric appliances in your new houses, they will be delighted, and they will associate the quality of the appliances with the entire construction of your houses.



G-E DISPOSALL®

General Electric is first with a 5-year protection plan on the Disposall. It's something brand-new in the industry. General Electric builds dependable appliances.



G-E WATER HEATERS

New top-connecting table-top model is designed to save installation costs. All connections are located at *top of tank for easy installation*. Up to 82-gal capacity.

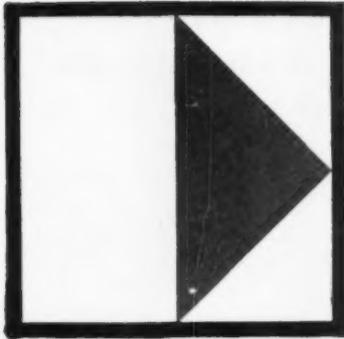


G-E FOOD FREEZERS

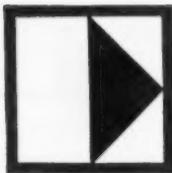
New 7-cu-ft freezer above takes minimum kitchen space. Also available in 11-cu-ft size. New 14-cu-ft *upright* freezer takes little more space than a G-E Refrigerator.

See the 1953 G-E line at the NAHB exhibit—Booth Numbers 87 & 88.

GENERAL  **ELECTRIC**



*as fundamental as
electric outlets*



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

Electric outlets — enough of them in the right places — are important considerations when you come to the wiring of a house.

So are telephone outlets.

By having outlets and telephone raceways built in during construction, you help protect the appearance of beautifully finished walls and woodwork.

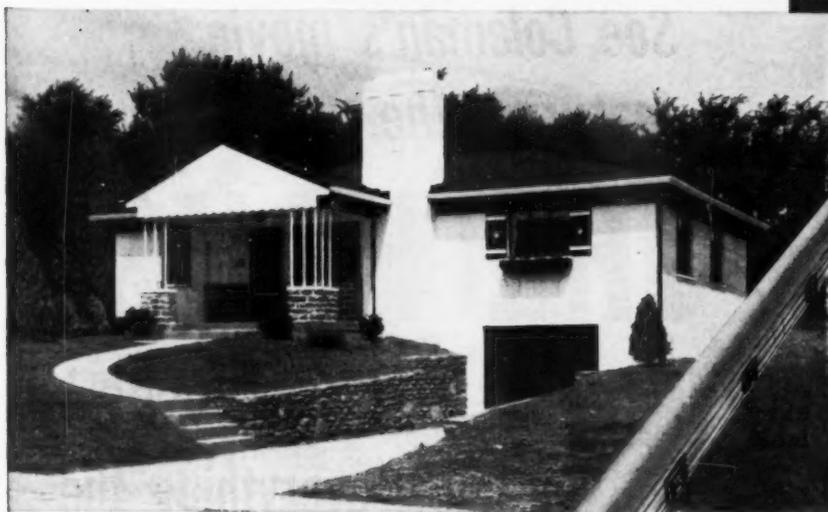
It's a good practice to make provision for concealed telephone wiring in every house you build. Your Bell Telephone Company will be glad to help you work out the details. Just call your nearest Business Office.

BELL TELEPHONE SYSTEM



CINCINNATI BUILDER* PROVES:

there's profit in wiring with "PLUG-IN" STRIP



... and
"PLUG-IN" STRIP
helps sell
HOMES!

This builder, like so many others, discovered that "Plug-In" Strip helps sell his homes over competition. Home owners want more outlets . . . BUT they want them where they are *convenient to use*.

That's why architects and builders are including National Electric "Plug-In" Strip in their building plans. It provides a spread of electric outlets—every 18"—all around the room . . . allows perfect freedom in furniture arrangement and plenty of outlets for radio, TV, lamps, etc. It gives any home *added sales appeal* . . . a luxury touch for pennies more.

Three-wire "Plug-In" Strip (Type CF-3) is ideal for living rooms, bedrooms, den or library. It provides constant service plus wall switch control *from the same outlet*. Standard two-wire "Plug-In" Strip (Type CF-2) is a must for the modern kitchen—outlets every 6" around the work area.

Listed by Underwriters' Laboratories, Inc. Write for our catalog for complete details. NATIONAL ELECTRIC PRODUCTS CORPORATION, 1329 Chamber of Commerce Building, Pittsburgh 19, Pennsylvania.

EVERYTHING IN WIRING POINTS TO

National Electric Products

Largest complete line of roughing-in wiring materials. Sold through leading electrical wholesalers everywhere. Offices in all principal cities. Plants in Ambridge, Pa., Torrance, Calif. and Elizabeth, N.J.



stop at booths 43 to 47

NAHB CONVENTION CONRAD HILTON HOTEL
CHICAGO, JANUARY 18

and get your key to

"IT'S COLOSSAL!"

"IT'S STUPENDOUS!"

"A THRILLER-DILLER!"



See Coleman's movie
featuring the new Wonder...

"THE HOUSE

...designed by

Do you know everything the
public wants in a home?

We had ideas, but we wanted to be sure—so we made a survey. We discovered the 15 Major Trends (plus many others) which the public is dictating—in construction, architectural style, roofing, windows, heating and cooling systems, storage space, carports and other preferences.

We found out what home-buyers would put into a home if *they* were building it. Then we asked Ned Cole, nationally known architect, to design a house to these specifications. We built the home—in Wichita near our home office.

We can't bring it to Chicago but we're going to show you a scale model and a short, exciting movie on its new construction features. You'll pick up valuable tips on public taste—to confirm your opinions, maybe add to them. So whatever you do in the big city, be sure to see "The House the Public Built." Call at Booths 43 to 47 and ask for your key to the Coleman Trend Home. The Coleman Company, Inc., Wichita 1, Kansas.

SEE YOU AT THE NAHB



THE PUBLIC BUILT^{II}

NED COLE

Coleman is first with all these features

THEY HELP SELL HOMES FASTER

FIRST



15 MAJOR TRENDS

The complete story, in quick capsule form, on what Mr. and Mrs. America are specifying in the homes they will buy. Find out more about it at the Chicago NAHB show.

FIRST



BLEND-AIR COMFORT BOND

Now a Coleman Comfort Bond gives "winter comfort insurance" guaranteeing complete heating satisfaction with Blend-Air. Learn its sales advantages in Chicago.

FIRST



BLEND-AIR CONDITIONING

Scientifically the most advanced year-round comfort system. Add Coleman's new air-cooling unit to Blend-Air heating — *when ready for it!* See it in action at our NAHB show.

THE COLEMAN COMPANY, INC., WICHITA 1, KANSAS

Comfort costs so little with a

AMERICA'S LEADER
IN HOME HEATING



CONVENTION IN CHICAGO — JANUARY 18

See us at the
N.A.H.B. EXPOSITION!
ROOM 664-A
 Conrad Hilton Hotel, Chicago
 January 18-22, 1953

Discuss your roofing problems with our experienced representatives. Bring your plans and drawings. There's no obligation for this service!



We'll be there to show you how
FOLLANSBEE TERNE METAL ROOFS
HELP YOU SELL HOUSES!



BEAUTIFUL

There's real sales appeal in Follansbee Terne Metal roofs. They're rich, attractive, *quality* roofs . . . and their beauty lasts for life!



PERMANENT PROTECTION

No roofing protects like the solid blanket of Terne metal. Can't burn. Windproof . . . weatherproof. Many Terne roofs are 50 or more years old . . . still good as new!

SMART . . . COLORFUL

Terne Metal is ideal for flat or low-pitch roofs. Architecturally correct for any style. Distinctive shadow lines appeal to home buyers. And Terne can be painted any color, any time the owner chooses!



**QUALITY ROOF
 WITH SALES APPEAL**

With Follansbee Terne Metal you can offer *finest quality* roofing . . . eye appeal . . . that added extra that makes sales!



Follansbee 40 lb. Terne is available now in convenient 50-foot continuous, seamless rolls and is a lifetime roofing material. Follansbee Terne is the original weathersealing material . . . for valleys, gutters, flashings.

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 INFORMATION
 SEE OUR
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DON'T MISS OUR EXHIBIT!

FOLLANSBEE STEEL CORPORATION

GENERAL OFFICES, PITTSBURGH 30, PA.

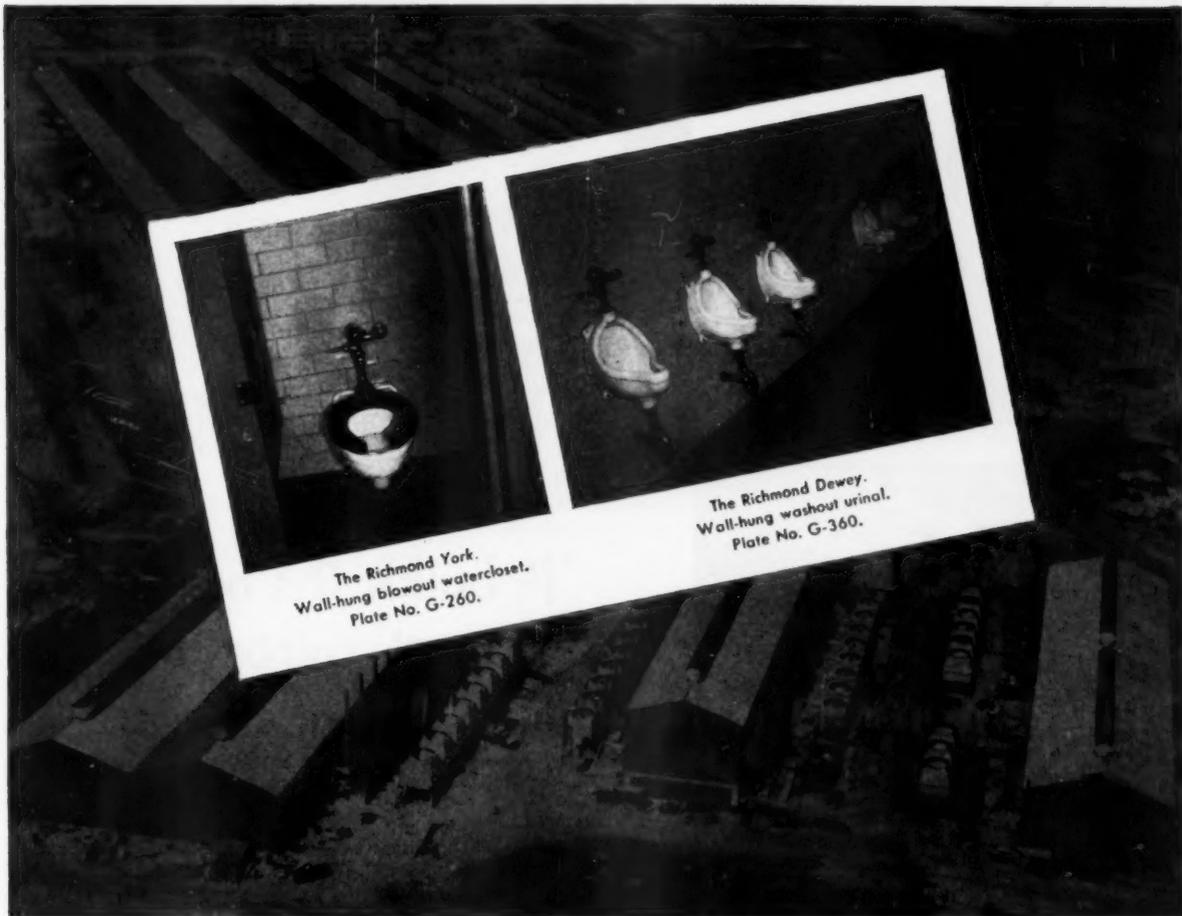
POLISHED BLUE SHEETS AND COILS • SEAMLESS TERNE ROLL ROOFING
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The Richmond York.
Wall-hung blowout water closet.
Plate No. G-260.

The Richmond Dewey.
Wall-hung washout urinal.
Plate No. G-360.

New Industrial Plant Specifies **RICHMOND**

For industrial, commercial and institutional rest rooms the fixtures selected must be rugged, durable, compact and efficient to function with a minimum of sanitary maintenance. To meet the sanitary requirements of this great plant, Richmond plumbing fixtures were specified.

Richmond's complete line includes vitreous china wall-hung and floor-type water closets . . . wall-

hung, stall and pedestal urinals . . . drinking fountains . . . flat-top, wall-hung and dental lavatories . . . and enameled cast-iron service sinks.

For any installation, Richmond can furnish plumbing fixtures to fit your requirements in vitreous china and enamel cast-iron, acid-resisting or regular enamel, in any of Richmond's modern, lustrous colors or "whiter-white".

By providing better sanitation, Richmond fixtures promote better health.



Richmond Radiator Company AB-1
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Please send me more information and literature on the
Richmond Plumbing Fixtures. No obligation, of course.

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We are plumbing wholesalers plumbing contractors building contractors.

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sold on SCR brick*



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Hutchinson Carey Homes, Denver, Colorado

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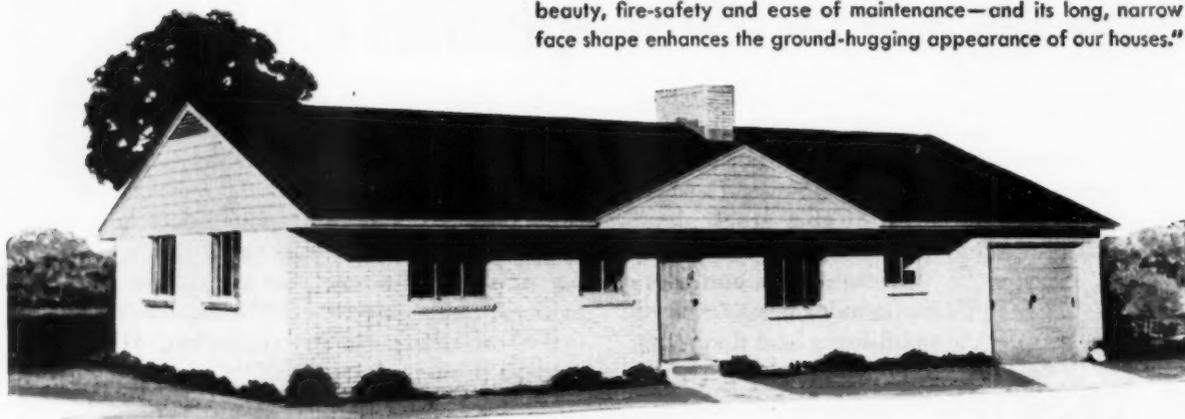


"SCR brick"—the THRU-THE-WALL unit that builds solid brick homes for the cost of frame. Developed by the Structural Clay Products Research Foundation.

"It builds the best
and most competitive
house for the money"

"Before the first units of this 56-house 'SCR brick' project were completed and priced—even before any publicity or advertising had been released—12 prospective buyers had placed deposits.

"'SCR brick' is the key—it satisfies peoples' basic desire for brick's lasting beauty, fire-safety and ease of maintenance—and its long, narrow face shape enhances the ground-hugging appearance of our houses."



free booklet "HOW TO BUILD BRICK HOMES THAT SELL WITH THE SCR BRICK" gives full construction details. To get one, just write us on your own letterhead. Address: Dept. AB-1.

▲ Hutchinson Carey "SCR brick" homes vary in style from two-bedroom to four-bedroom models. All have attached garage, full height "Norman" brick fireplaces, clay tile sills, forced hot-water baseboard heat, large picture windows, and most have full basements.

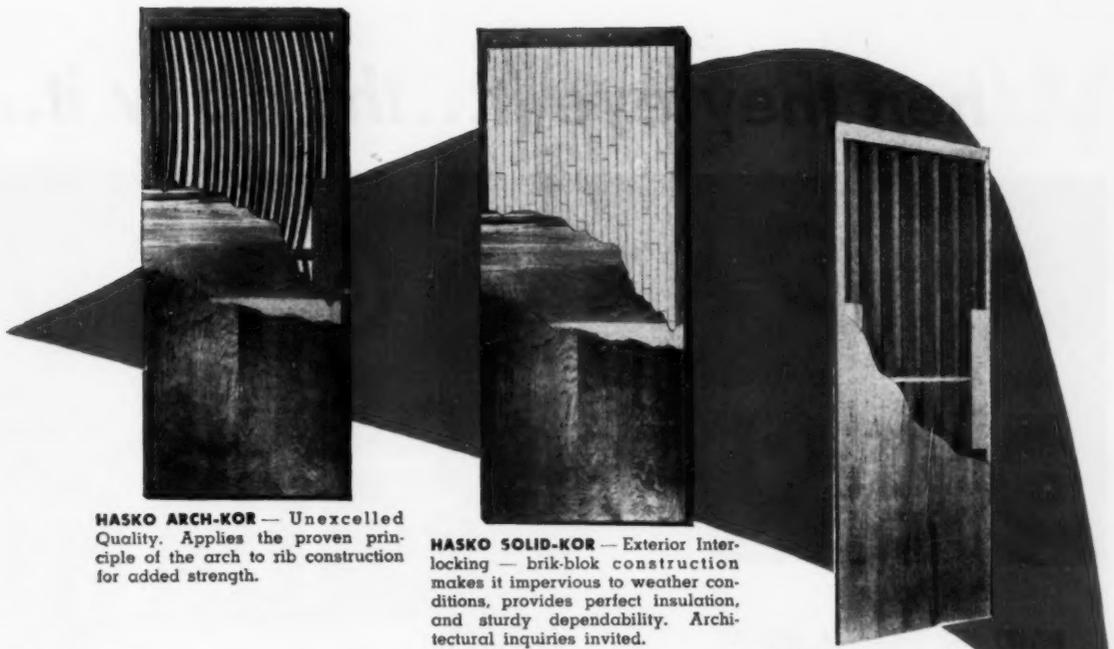
*Reg. TM, SCPRF, Patents Pending



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HASKO ARCH-KOR — Unexcelled Quality. Applies the proven principle of the arch to rib construction for added strength.

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HASKO MOBILE — Quality and Economy. Flex-core construction affords an unbelievable degree of warp resistance.

Through these doors pass the most satisfied customers in the world

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Where strength, beauty and durability are a necessity — there are Hasko Doors. The engineering features of balanced construction, gained in Haskelite's 27 years of wood lamination experience, insures you a door that is warp-resistant, has long life, and is of lasting beauty. You may buy cheaper doors, but none are more inexpensive in the long run than Hasko Doors.

Write today for catalog on any of the Hasko doors that interest you.



CLOSET

PASSAGEWAY

HASKO ROLLER DOOR — Another new Hasko packaged unit. Comes in single or multiple sliding door K-D units. Can be easily installed in any rough opening in about a half hour.

**The NEW
READY HUNG
door unit**

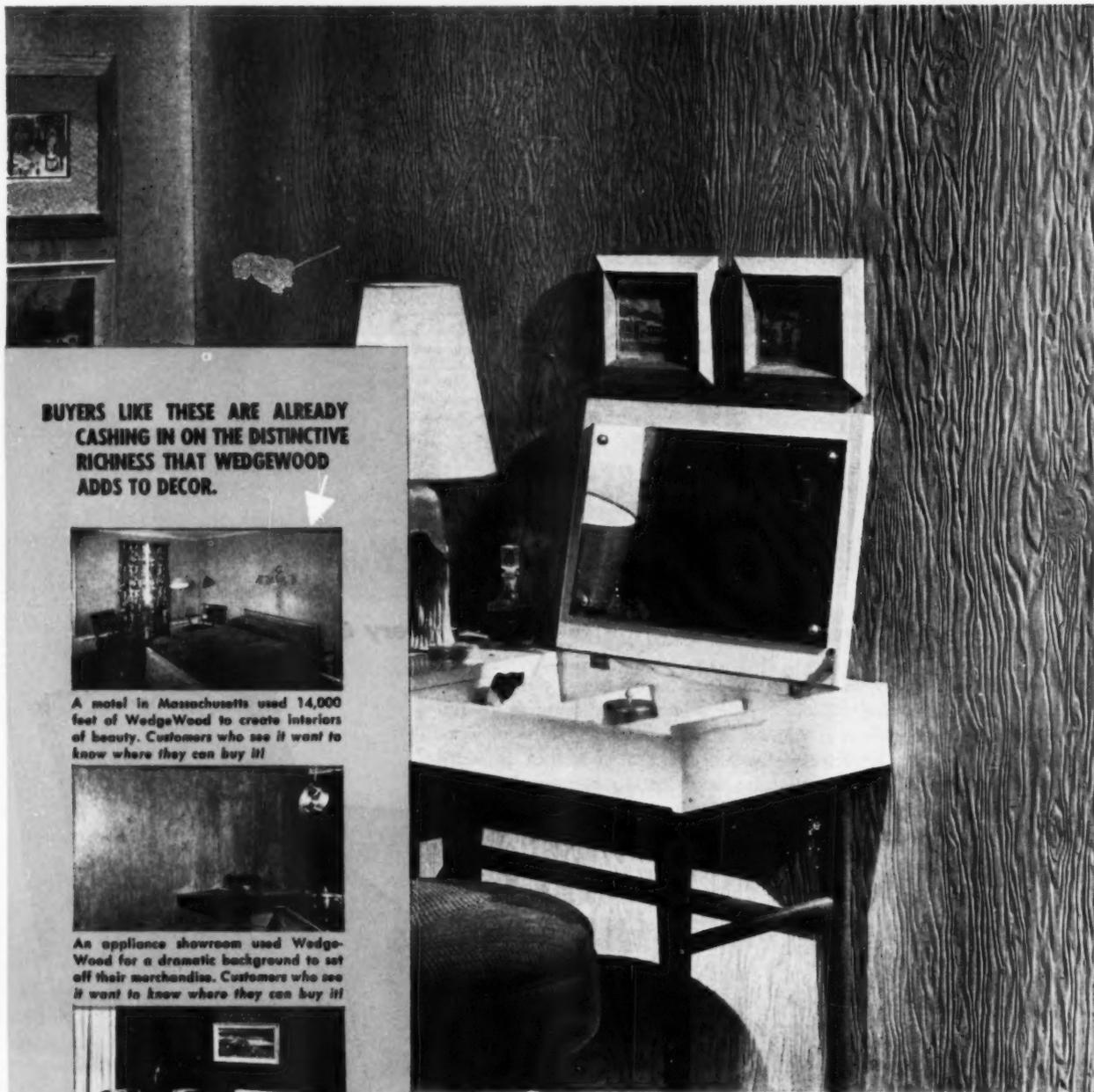
Entirely complete — Jambs, stop, trim, bolts, lock — everything installed — only 2 parts to handle. Install in 30 minutes using only hammer, nails and level.

SEE HASKO . . . Booth 274
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HASKELITE MFG. CORP.
Grand Rapids, Michigan

When they eye it...they buy it...



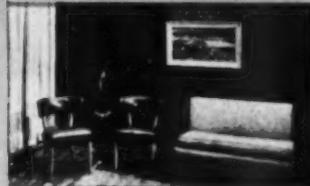
BUYERS LIKE THESE ARE ALREADY CASHING IN ON THE DISTINCTIVE RICHNESS THAT WEDGEWOOD ADDS TO DECOR.



A motel in Massachusetts used 14,000 feet of WedgeWood to create interiors of beauty. Customers who see it want to know where they can buy it!



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So see YOUR Georgia-Pacific Representative today.

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Georgia-Pacific's new low-cost textured plywood with the look of luxury . . . the touch of drama that

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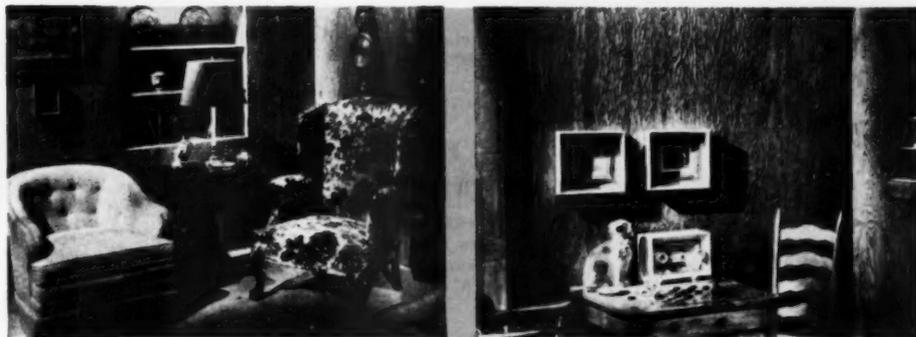
WedgeWood creates new beauty . . . new texture . . . new design . . . for your homes that spells *SELL* in any kind of styling. Excitingly effective in full room treatment . . . dramatic when used occasionally . . . WedgeWood has created new buyer interest, appreciation and *desire* wherever it has been used. With WedgeWood all the elegance and charm of fine wood paneling is yours at low, low cost.

Surround your prospects with the beauty that adds to the market value of your homes.



WedgeWood fits with timeless ease into modern or traditional settings.

WedgeWood puts new "buy appeal" into den or dining room, lounge or living room . . .



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FASCO

ALL NEW

home ventilating fans

Model 1021 "Coil-N-Wall" Deluxe

FOR LARGE AND MEDIUM SIZED KITCHENS

This FASCO Kitchen Ventilating fan is adaptable for a wide range of installations—inside wall above stove—thru cabinets—in ceiling. Housing $3\frac{1}{4}$ " thick. Engineered for most difficult type of exhausting—by pressure, thru ducts. New FASCO Turbo-Radial Impeller develops pressures unobtainable by ordinary fan blades. 10" Impeller, 930 C.F.M.

Model 728 "Coil-N-Wall" Bantam

FOR SMALL KITCHENS, BATHROOMS, ETC.

This new intermediate size ventilating fan has all the advantages of its big brother, the 1021. More versatile because of its small size, it can be used in places where space is a limiting factor. 7" Turbo-Radial Impeller, 325 C.F.M.

Model 880 Ceiling Ventilating Fan

Designed especially for single story construction. Simple to install—mount in ceiling and attach to standard 8" round duct which is extended through the roof. Low cost and high efficiency make the 880 extremely popular. 8" blade, 475 C.F.M.

Model 847-1047 Outside Wall Ventilating Fan

Operates automatically—release chain, door opens, fan starts; pull chain, fan stops, door closes. Weather-proof, insect-proof, and rust-proof. Designed for outside walls $4\frac{1}{4}$ " to 15" thick. Builders everywhere are adopting this sturdy efficient low cost ventilating fan. 847-8" blade, 475 C.F.M.; 1047-10" blade, 650 C.F.M.

Model 882-1082 Automatic Wall Ventilating Fan

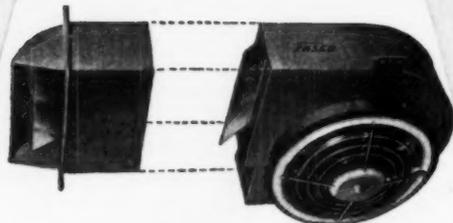
For completely automatic ventilation at the flick of a switch. Wherever placement of the fan rules out a pull chain, choose this type. Flick a wall switch—the powerful fan opens the outside door. Turn it off—and a perfectly counterbalanced spring snaps the door closed, weather-tight. Model 882—8" blade, 375 C.F.M.; 1082—10" blade, 550 C.F.M.

Write for price lists and full line catalog sheets.

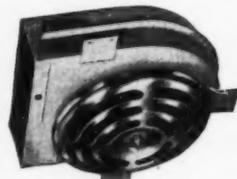
FASCO INDUSTRIES, INC.

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ROCHESTER 2, N. Y.



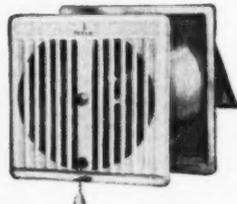
Model 1021—for inside walls and ceilings



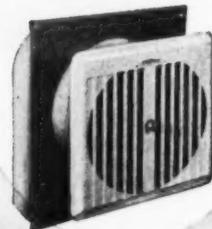
Model 728—for inside walls and ceilings



Model 880—for installation through ceiling and roof



Model 847 - 1047—for outside wall, chain operated

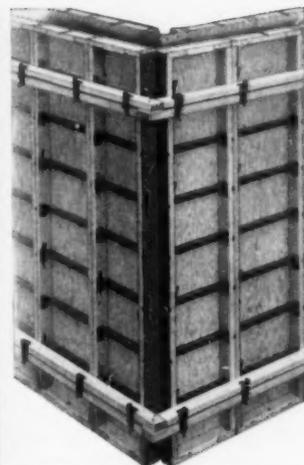


Model 882 - 1082—for outside walls, wall switch operation

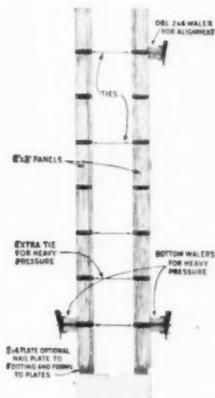
HOW SYMONS FORMS

Help To Build Better Foundations

—Easily and Economically

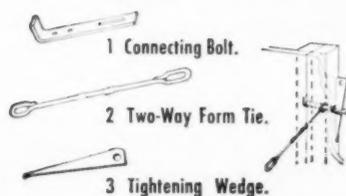


1 Starting at a corner, panels of the outside form are erected. Spreader ties are placed in position and anchored on the same connecting bolt, locking panels together. **2** Inside panels join projecting ties. Forms are aligned and braced with walers.



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. Wall is smooth, strong and waterproof.

JUST 3 PIECES



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.



Symons

CLAMP & MANUFACTURING COMPANY

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Information regarding Symons Panel Forms

Information regarding column clamps, shores, bar ties.

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Address _____

City _____ Zone _____ State _____

Start Building **NATIONAL**

for **BIGGER PROFITS** in '53!



National Homes builders earn *more money faster*, for several important reasons.

Quoting a typical dealer, Don C. Maxon of Barrington, Illinois, who until recently was strictly a conventional home builder, Mr. Maxon says that "with costs going up all the time we were being priced out of business. Too many prospective buyers were coming in with only \$500 to \$3000 in their pockets, and we couldn't do anything for them. So we had to find something that could be within the means of the

Learn How National Homes Builders Make Up to 5 Times More Profit! Visit Us at the Home Builders Show in **SPACE 94-95!**

average individual. National Homes seemed to be the answer.

"With labor and administrative costs on a National house only about one third what they would be for the same size 'conventional' home, we can take much less gross on each house and still come out with the same net.

"With Nationals we get the same 'quality brand name' materials in a complete package from one single responsible source. We can put up a National at a *cost savings* of 20% or more, and erect many more houses a year."

what these **NATIONAL BUILDERS** have Done, You Can Do!



R. M. Alexander
Alexander Construction Co.
Colorado Springs, Colorado

Average of 50 homes per year from 1946 to 1951.

1951: took on National franchise; built 11 conventionals, 89 Nationals,
1952: built over 300 Nationals, no conventionals.



Aubrey W. Love
Charleston, West Virginia

Before the war: 50 conventionals a year.

1945: took on Nationals, kept conventionals; built 75 a year.

1949: dropped conventionals and has averaged 132 National Homes per year since.

NATIONAL HOMES Pre-selling through Advertising and promotion help its builders sell houses at a profit than all other producers combined.

HOMES . . .



SEE THIS NEW MONTEREY IN CHICAGO!

This newest 1953 National home will be erected and completely furnished, directly opposite the south entrance of the Conrad Hilton Hotel. Open for inspection to NAHB Registrants only, all during National Home Builders Show, January 18-22. Don't miss it!

The same "Quality Brand-Name" Materials go into National Homes as are used for the Better Homes Built Conventionally

Material and equipment suppliers for National Homes include such famous names as Crosley, Bendix, U. S. Gypsum, Upson, Owens-Corning, Libby-Owens-Ford, Masonite, Winkler Furnaces, Flintkote, Adams & Westlake, Arco, Delfair Lumber, Anderson Wood Work, Perma Products and many others. You can readily see why Nationals are quality homes—only the best of materials are used throughout. They are homes you can well be proud to build!

does more to
Investigate!



FREE!

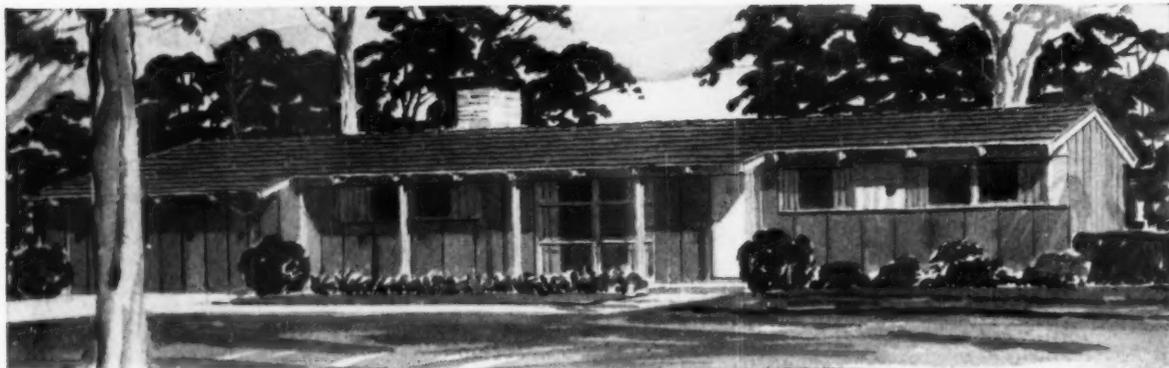
"Greatest selling tool in the home-building field" is how experts describe Your *National Home Magazine*. Latest 64-page edition just off the press. Regular price 25¢ — write for free copy or get one at our booth.

National HOMES

NATIONAL HOMES CORPORATION

147 FIFTH AVENUE, NEW YORK 17, N. Y.

BUILDERS— WHY EXPERIMENT ?



When **Scholz Designed** "California Contemporary" units enable you to take advantage of the terrific pent-up demand for contemporary design by giving you—

1. **SURE COST and PROFIT FIGURES BEFORE YOU START**
2. **UNPRECEDENTED SALES APPEAL**
3. **AT A COST WHICH IMMEDIATELY PLACES YOU AT AN ADVANTAGE OVER COMPETITION**



See feature article in this issue which gives complete details on the **Scholz Designed** "California Contemporary" homes which sold out original project of 43 homes in 9 days and an additional 60 homes in 60 days in Toledo. These homes are being built for \$9 a sq. ft., an unmatched figure today in the Mid-West and are complete, including tile baths, woodburning fireplaces, thermopane, complete insulation, vent fans, hot water-radiant heat. This record is in the process of being duplicated in other cities. Midwest Millwork and Supply Corp. is now shipping these same units along with complete cost estimates,



engineered procedures, and cost-cutting techniques, to builders throughout the middle-west. Progressive builders can not afford to fail to investigate this combination of rock bottom controlled costs, building know-how and sales appeal.

Write today on your letterhead for complete information to

Scholz Designed CALIFORNIA CONTEMPORARY HOMES
BY MIDWEST MILLWORK & SUPPLY CORPORATION
3662 KENWOOD BLVD. TOLEDO, OHIO



LIVING ROOM in model home of functional design located in suburb of Toledo. Open end fireplace separates living room from study

AMERICAN BUILDER BLUEPRINT HOUSE

DESIGNER: *Donald J. Scholz, Toledo, Ohio*

BUILDER: *Scholz Construction Corporation,
Toledo, Ohio*

INTERIOR DECORATOR: *Dorothea Seeley Davis,
LaSalle & Koch Department Store,
Toledo, Ohio*

LANDSCAPE ARCHITECT: *Leonard Auwe,
Toledo, Ohio*

**FUNCTIONAL
DESIGN
can be truly
inexpensive**

MORE

BLUEPRINT HOUSE

**good contemporary
architecture
appeals to
buyers of
ready-built houses**



BATHROOM features 4x4-inch ceramic tile on walls. Built-in vanity is capped with a clay tile counter of same pattern as walls. Over-sized medicine cabinet above has full sized mirror doors

This contemporary house is one of three model homes opened to the public as part of a 250-house project in Lincolnshire, a community of contemporary-styled homes in Toledo, Ohio. The house contains 1,200 square feet of living area, exclusive of garage and storage. It is priced to sell for \$18,950 and requires a down payment of \$4,150. This and other homes in the development, exclusive of land, cost \$9 per square foot—a low figure for the type of construction and the high-priced land on which they are built.

The figure of \$9 per square foot was made possible by a number of cost-saving factors. First, the houses were thoroughly engineered—eight months of continuous work went into their planning. Every board, nail, and pipe was considered, and, where necessary, was completely detailed. Every operation was analyzed for the development of labor saving techniques. As a result a great number of cost-saving innovations in construction and operating methods were obtained.

Next, all lumber was cut and considerable sub-assembly work done at the job-site shop. Material for one house, completely cataloged and itemized, was shipped to the site on one truck. All sash, frames and ready-hung door units were assembled in the shop.



FRONT VIEW: low sweeping lines dominate the exterior. Vertical wood battens on walls cover joint of asbestos board siding. An arresting motif is found in the brick pier adjoining the front door

An ingenious combination jamb, casing and stop unit was developed. This unit is milled from one piece of lumber and used for the large sash openings in walls of living-dining room. A sliding-type of double-glazed strip window was used in the bedrooms and kitchens.

On-site mechanization was carried to a high degree. Foundations were dug with a trenching machine at a saving of 24 man-hours per job over hand trenching. Foundations are of concrete poured directly into the trench up to natural grade with an interlocking steel form that the builder has devised. It is placed over the excavation from grade to floor line permitting a continuous pour for all foundation walls. Three men set forms for a 66x30-foot house in four hours. A special device levels the forms in a matter of minutes. Under-floor grading is done with a motor



HOUSE in process of construction. Sandwich-type of roof in process of development



**OPEN GATEFOLD
BLUEPRINT**
for complete
working plans

DINING END of living room looking into kitchen. Note that exposed roof beams of living room extend into portion of kitchen. Kitchen partitions are free standing

grader, providing a uniform base for a constant slab thickness in much less time than hand grading. A plastic coated steel pipe is used for hot water radiant heat. Plumbing is all pre-assembled in the job-site shops on jigs and dropped into place on the job.

A poured reinforced concrete chimney and fireplace using a lightweight plaster aggregate (derived from a perlite ore) in the mix does away with the conventionally laid up masonry fireplace. This technique, made possible by specially developed forms, enables the builder to include a fireplace at less cost than a single masonry chimney without fireplace. The method eliminates subcontractor's delays since chimney and fireplace can be poured in half an hour with a high lift loader.

Exterior walls are composed of

asbestos board applied over a rigid 4x8-foot insulating board sheathing. The asbestos board is the paint base. The large asbestos sheets with vertical wood battens over the joints save about 33-1/3 per cent in installation costs.

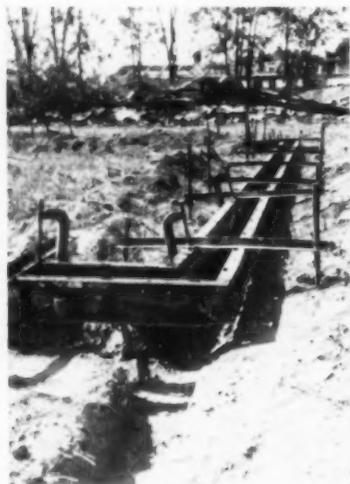
All exterior walls are laid out on a four-foot module. This reduces to a minimum the cutting of asbestos board, exterior insulating sheathing and interior dry wall sheets. For example, the aforementioned sliding windows are designed to take a full 4x8-foot sheet under them with no job-site cutting for either the interior or exterior of the house.

Dry wall taping is also mechan-

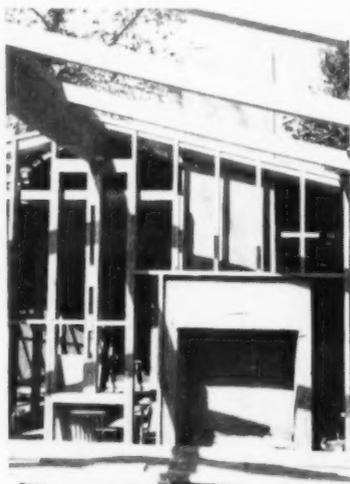
ized through the use of taping machines. This device permits two men to install the dry wall interiors in just two days. The hand method, Mr. Scholz said, required four days by four men.

Roof construction is 4x6-inch rafters spaced four feet on centers. Each rafter is seated in a specially designed eave beam and rests on a heavy ridge beam at the peak. Over this is used a sandwich-type ceiling and roof section composed of a conductive insulating board, air space and an aluminum reflective insulation. This section is shipped from the mill in 8x16-foot panels. The panels provide both interior ceiling and a three-foot overhang outside the wall of the house. Roofing is either one-inch cedar shakes or white asphalt laid four inches to the weather with a triple lap.

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



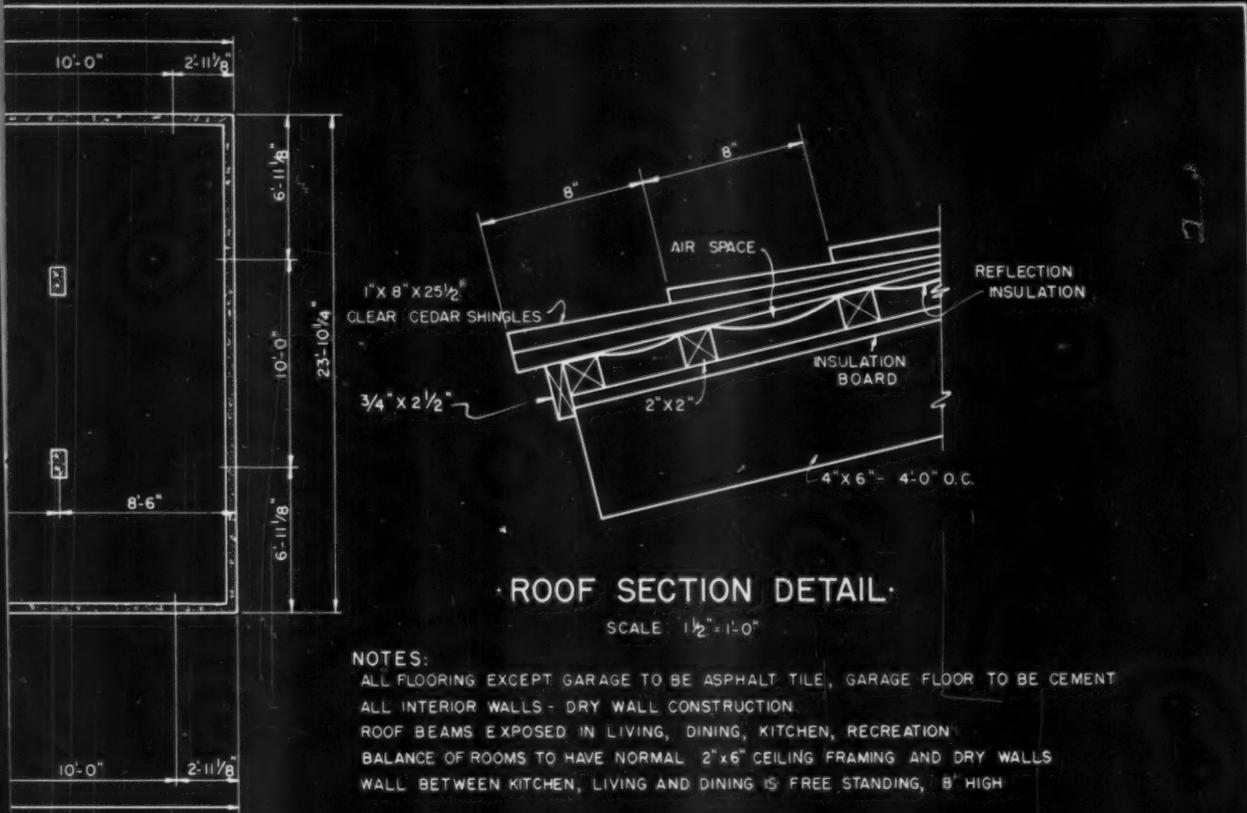
STEEL INTERLOCKING FORMS for concrete walls. Note special leveling device



POURED CONCRETE CHIMNEY and fireplace using lightweight plaster aggregate



A COMBINATION JAMB, casing and stop unit is milled from one piece of lumber

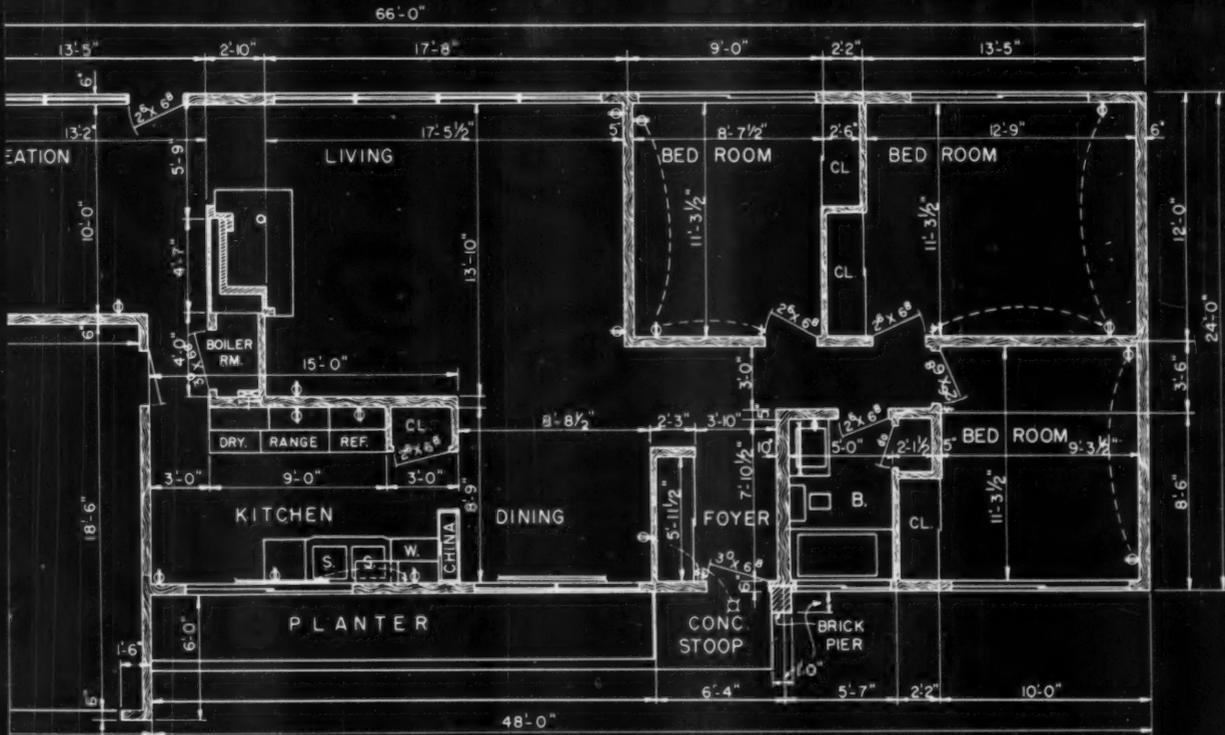


· ROOF SECTION DETAIL ·

SCALE: 1/2" = 1'-0"

NOTES:

- ALL FLOORING EXCEPT GARAGE TO BE ASPHALT TILE, GARAGE FLOOR TO BE CEMENT
- ALL INTERIOR WALLS - DRY WALL CONSTRUCTION
- ROOF BEAMS EXPOSED IN LIVING, DINING, KITCHEN, RECREATION
- BALANCE OF ROOMS TO HAVE NORMAL 2" x 6" CEILING FRAMING AND DRY WALLS
- WALL BETWEEN KITCHEN, LIVING AND DINING IS FREE STANDING, 8' HIGH



SCALE: 1/8" = 1'-0"

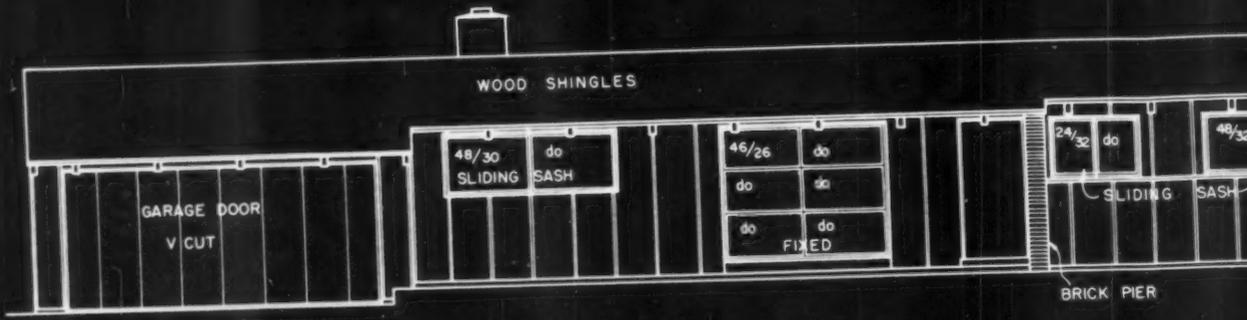
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AMERICAN BUILDER BLUE PRINT SERIES

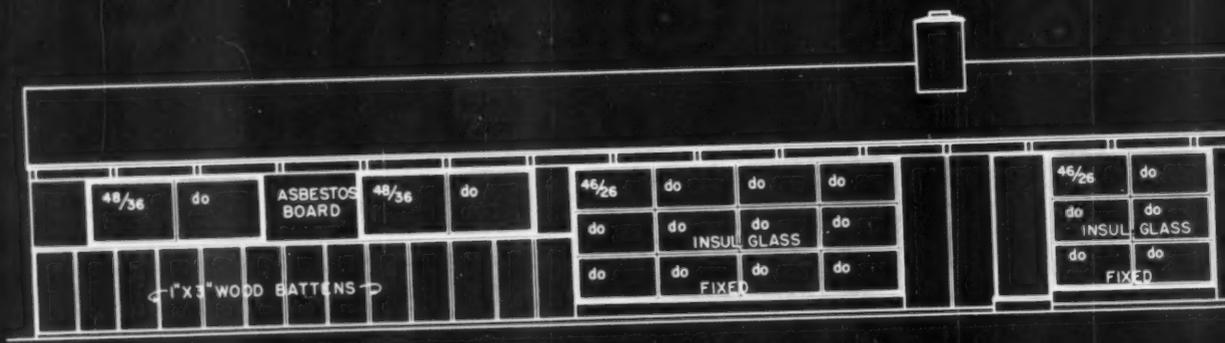
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Scholz Construction Corporation

3662 Kenwood Blvd. Toledo 6, Ohio

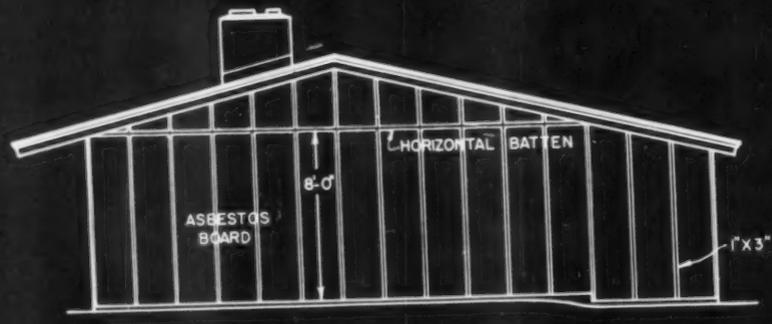
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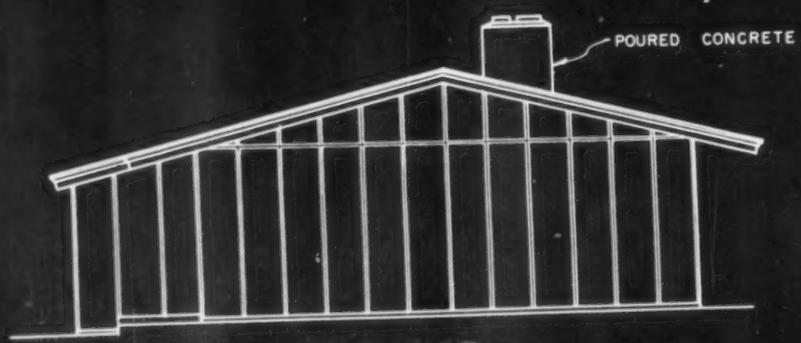
FRONT ELEVATION



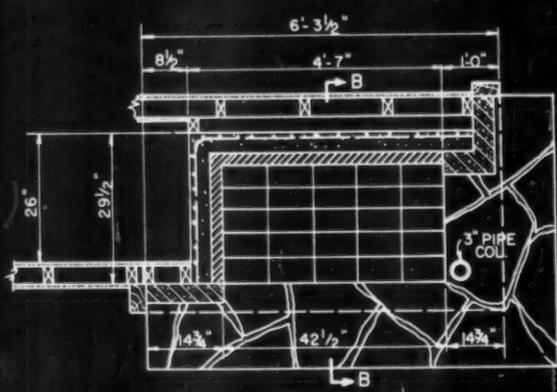
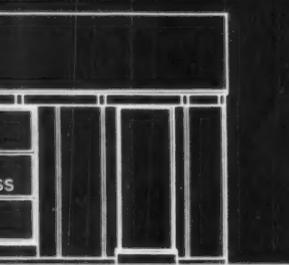
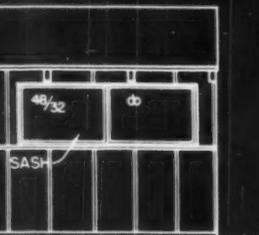
REAR ELEVATION



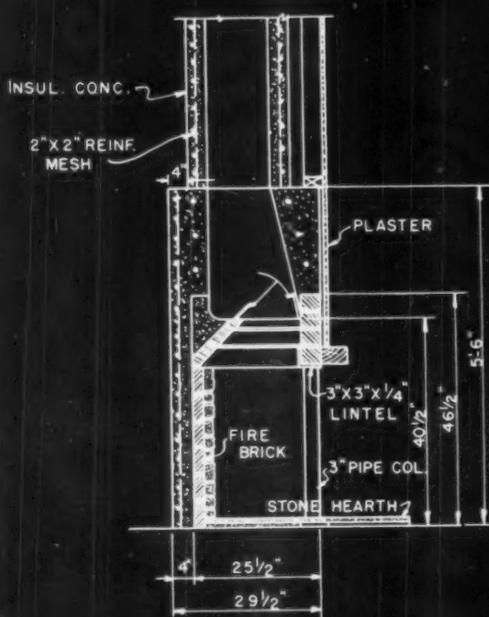
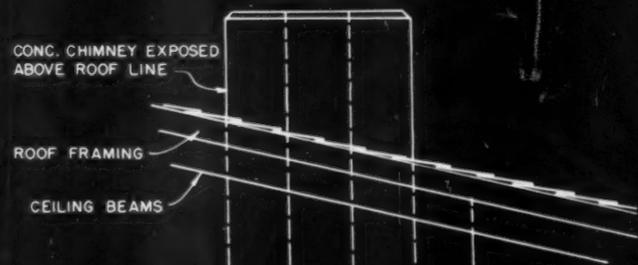
LEFT SIDE



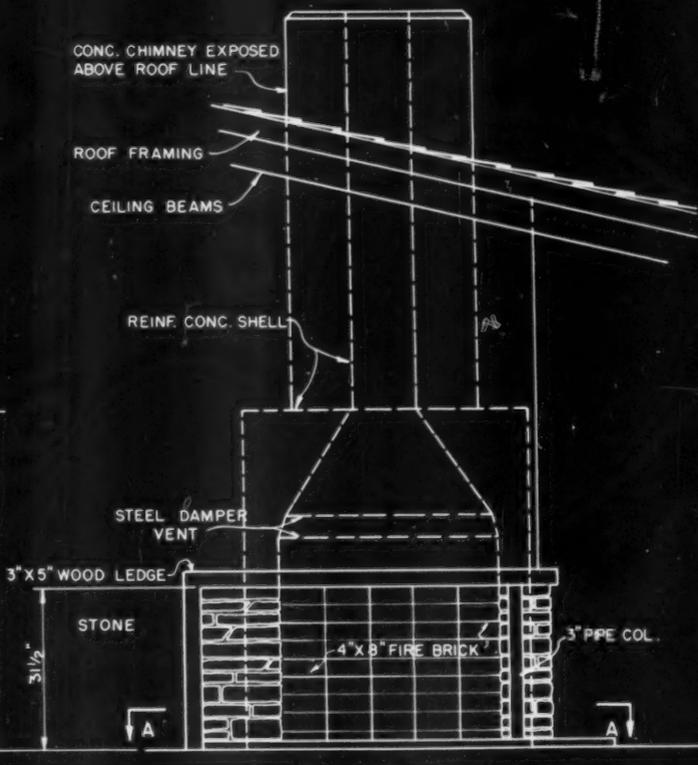
RIGHT SIDE



SECTION A-A



SECTION B-B



ELEVATION

FIRE PLACE AND CHIMNEY

Quantity List of Materials

For American Builder Blueprint House No. AB 187

Scholz Construction Corporation, Designer

General Information

House — Type	frame
Area	1,458 sq. ft.
Cube	14,580 cu. ft.
Height taken for cube was 10 feet	
Garage — Area	430 sq. ft.
Cube	4,300 cu. ft.
Height taken for cube was 10 feet	

Excavating

Trench for foundation	192 lin. ft.
Chimney and column footings	16 cu. ft.

Cement Work

Foundations	555 cu. ft.
Concrete Work	1,570 sq. ft.
Thickness	4 in. reinforced
Anchor Bolts	50 — 1/2" x 10"
Sidewalks	36 sq. ft.
Miscellaneous	375 sq. ft.
wall insulation	

Masonry

Type	brick and stone
Walls	10 sq. ft. brick — 8 sq. ft. stone
Chimney	reinforced concrete
Fireplace	1
Throat and Damper	1
Lintels	2 lintels 3" column
Miscellaneous	firebrick lining

Millwork

Windows — Type	sliding, fixed
Windows Glazed including trim	sliding 2 pair 48" x 36"
	1 pair 48" x 32"
	1 pair 48" x 30"
	1 pair 24" x 32"
fixed insulating glass 2	6 ft. 46" x 26"
	1 — 12 ft. 46" x 26"
Exterior Doors — Material	wood — slab
Exterior Doors	1 — 3'0" x 6'8"
	2 — 2'6" x 6'8"
Garage Door	1 — 16'0" x 6'8"
	1 piece upswinging V-cut door
Interior Doors — including jambs and trim	6 — 2'6" x 6'8"
	1 — boiler room door — 3'0" x 6'8"
	1 — door to garage — 3'0" x 6'8"
Special Interior Millwork	
Fireplace	Shelf
	4 sliding door wardrobe fronts,
	1 china case, 1 set kitchen cases

Carpentry

Beams and Girders	16 — 4" x 4" — 8'
Foundation Plates	20 — 2" x 4" — 10'
Studding and Plates	220 — 2" x 4" — 8'
	20 — 2" x 4" — 10'
	42 — 2" x 4" — 12'
Ceiling Joist	18 — 2" x 4" — 16'
	34 — 2" x 6" — 12'
Roof Rafters	23 — 4" x 6" — 16'
	8 — 4" x 6" — 18'
	6 — 4" x 6" — 20'
	4 — 2" x 8" — 16'
	3,800 lin. ft. 2" x 2"
Framing Lintels	15 — 2" x 8" — 10'
	3 — 2" x 8" — 18'
	3 — 2" x 6" — 6'
	2 — 2" x 12" — 20'
Roof Sheathing	See insulation
Side Wall Sheathing	1,250 sq. ft. insulation board sheathing
Side Wall Materials	1,250 sq. ft. asbestos board
	600 lin. ft. 1 x 3 battens
Exterior Material	
Eaves	200 lin. ft. 1" x 3"
	76 lin. ft. 1" x 6"
Insulation	2,300 sq. ft. insulation board
	2,300 sq. ft. reflective insulation

Sheet Metal

Flashing	Chimney
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Roofing

Type — Cedar Shingles	1" x 8" x 25 1/2"
Area	23 squares

Interior Walls

Area to be covered	2,400 sq. ft. drywall
	1,400 sq. ft. asphalt tile floor

● This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.

Exhibitors Personnel — continued from page 114.....

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AMERICAN BUILDER

Green, G. Peterson, M. Kasaness, P. Bilthelser, J. R. Corbett, B. L. Corbett, L. B. Dreifus, F. B. Marple, W. Spear, H. Bladh, C. Lutz

OVERHEAD DOOR CORP.

Booth 129

T. Biggs, D. Crandall, J. Creager, D. Kasler, R. Myers, W. B. Rosenbaum, N. W. Stewart

PARENTS' MAGAZINE

Booth 86

M. Livingston, E. Fryk, G. Hadlock, J. Hahn, W. Baylor, R. Lockridge

PHILCO CORPORATION

Booth 663A

J. M. Hufnagel, E. B. Bailey, E. B. Mercer, A. J. Rosebraugh, J. M. Otter, R. J. White, J. Cherry

PEASE WOODWORK CO., INC.

Booth 250

R. B. Banker, D. H. Pease, J. V. Rico, W. Stricker

PER-FIT PRODUCTS CORP.

Booth 622A

L. Abbett, D. Gaskill, C. E. Kirk, C. MacMahan, R. Secrest, P. Shouffer, J. M. Watkins, K. Wilson

PORTER-CABLE MACHINE CO.

Booth 19

W. Isgar, J. D. Pomanaw, C. F. Wheeler, R. R. Bernier, R. A. Hummert, O. Johnson, J. Kotlarz, R. Mostue, M. A. Patulski, J. A. Proven, W. Regan

PRACTICAL BUILDER

Booth 123

R. L. Dewey, H. V. Kaeppl, G. Labaw, J. M. Lange, R. E. Linder, E. R. Novak, J. R. Peskin, R. C. Reschke, E. G. Schau

PRATT & LAMBERT, INCORPORATED

Booth 63

J. R. Bowling, F. A. Bauer, A. A. Koeber, W. W. Schroeder, H. W. Struck, W. H. Tamm

PRECISION PARTS CORP.

Booth 196

P. V. Harmon, W. T. Goodwin, P. V. Harmon, Jr., G. H. Harmon

PRIMA PRODUCTS, INC.

Booths 255-256

M. Michaels, R. Michaels, S. S. Schulman, G. T. McAllister, C. Conklin, R. J. Vandemoore

PROTECTUB, INC.

Booth 602A

I. Finkel, A. Yormack

PRYNE-RITTENHOUSE SALES CORPORATION

Booth 151

R. S. Allen, F. R. Campbell, P. E. Maynard

RAYNOR MFG. CO.

Booth 623A

E. W. Goddard, G. K. Carlson, H. T. Byer, J. C. Paterson, W. F. Wadsworth, D. P. Emmert, L. F. Glass, A. K. Swan, R. A. Bogan

RCS TOOL SALES CORP.

Booth 259

C. R. Langanecker, T. M. Sweeney, G. E. Schultze

REMINGTON RAND, INCORPORATED

Booths 232-233

M. M. Harris, D. Northup, L. Raymond, C. Wakefield

RHEEM MANUFACTURING COMPANY

Booths 174-175

A. F. Cassidy, W. S. Goodfellow, R. O. Pallin, A. Welge

REYNOLDS METALS CO.

Booths 212-213-214

R. Olson, A. Kirtner, E. Schultz, D. Gott, A. Morey, W. Maile, J. G. Bennett

RICHMOND BUILDERS, INC.

Booth 636A

R. E. Bassen, C. B. Brooks, P. B. Henderson, R. E. Lester, W. O. Manley, W. H. Offutt, E. B. Osterhout, C. F. Travers

ROBBINS FLOOR PRODUCTS INC.

Booth 656A

M. LaCroix, W. F. MacQueen, P. A. Berry, J. H. Glover, R. T. Johnson, R. Berman, L. Sewell

ROCFORM CORPORATION

Booth 657A

A. Arrighini, J. Augugliaro, R. Bell, G. H. Cole, E. Elliot, M. Leo, G. W. Schier, G. Van Sickle

ROCKWELL MFG. CO.

DELTA POWER TOOL DIV.

Booth 15

R. J. Brown, J. E. Greguric, G. J. Groya, R. P. Mellus, I. G. Meyer, E. W. Ristau, O. Schmidt, J. Stolarz

RODDIS CO.

Booths 200-201

R. Andresen, R. Clarke, J. Crocker, N. Ley, R. Frankenberg, T. Rockwood, H. Stromsen, M. W. Day, S. Walsh, E. Picklesimer

R. O. W. SALES CO.

Booth 79

V. E. Anderson, J. Biernes, A. E. Blow, H. E. Chupik, T. Engleman, A. H. Harvey, P. E. Hodges, C. K. Imso, A. C. Kindem, R. Lineberger, G. W. Love, E. Mahoney, A. Mainieri, C. Pellzarri, T. C. Stangel, C. Vaughan

ROYAL HEATERS, INC.

Booth 150

L. Glascock, N. M. Londaiche, R. T. Lowrie, J. H. Scruton, H. Wilson, G. Wookey

RUDIGER-LANG CO.

Booth 289

J. Disimone, M. Levin, L. Tudor

F. C. RUSSELL CO.

Booth 209

M. R. Ayers, J. E. Connolly, V. R. Daley, N. D. Hardy, D. H. Martin, Jr., F. E. Miller, Jr., L. R. Mucci, C. R. Raquet, F. C. Russell, E. R. Sharkey, K. D. Shoudy, F. F. Stoddard, G. H. Wicker

SAWHILL MFG. CO., THE

Booth 265

P. Shaffer, J. Meany, F. Smith, G. Mowry, T. Evans, E. F. Resch

SCHLAGE LOCK COMPANY

Booth 127

L. J. Du Fresne, J. E. Hubka, R. A. Kuehn, B. M. Levinger, R. F. Murch, P. Walker

SCOTTSBLUFF SASH & DOOR CO.

Booth 661A

L. C. Herhahn, G. Lillie, W. W. Moore, P. R.

SERVEL, INC.

Booths 191-195

E. P. Nensel, M. E. Schuman, G. H. Christine, W. E. McEwen, J. T. Mooney, R. C. Marbach, E. A. Dunham, C. W. Hedmar, J. E. Currie, S. J. Kennedy, V. C. Laurence, D. P. Finney, H. G. Hayes, G. Beyers, E. E. Cunningham, C. H. Pugh, L. E. Libby

SHERWIN-WILLIAMS CO., THE

Booth 617A

D. L. Clark, C. W. Gatewood, P. R. Bewie, E. T. Herzog, R. A. MacCaa, J. P. Patterson, D. J. Thompson

SISALKRAFT CO., THE

Booth 234

R. H. Anderson, B. K. Fitzgerald, T. Kearney, B. McDonald, G. Gallivan, T. Cherry, P. Burke

SKIL CORPORATION

Booths 27-28

J. Carlsen, R. McGee, P. Boehne, J. Carrigan, J. Mast, B. Kelley, E. Sterba, W. Auburn, C. McWade, P. Watts

SLIDE-VIEW STEEL DOOR & WINDOW CO.

Booth 239

D. D. Foss

SMALL HOMES GUIDE, INC.

Booth 180

W. R. Harvey, F. A. Kelley, D. Allen, F. C. Miller

SONOCO PRODUCTS CO.

Booth 246

J. A. Durkin, J. A. Reagan, Jr.

STAMPING PRODS. & MFG. CO.

Booth 10

J. Morgan, R. Stewart

STANDARD BLDG. PRODUCTS CO.

Booth 604A

D. K. Kaplan, M. K. Katzman, A. L. Skoller, D. W. Witkin

STANDARD DRY MALL PRODUCTS, INC.

Booths 156-157

E. H. Canon, P. C. Donnelly, R. C. Saunders, C. F. Bentley, R. S. Williams

STANLEY WORKS, THE

Booth 257

J. F. Moseley, W. G. Saunders, E. F. Alcina, C. S. Bauman, M. V. Lynch, S. G. Nurzyk, G. H. Wade, G. G. Young

STEELCRAFT MFG. CO., THE

Booths 102-103

J. Back, S. Eisenberg, D. Liebman, Jr., M. Michelson, R. Scallan, E. F. Schutze, W. Leeser, C. B. Levinson, R. L. Levinson, A. Levinson, M. Bizzari, W. I. Campfield, M. J. Richmond, N. L. Lehman

STEEL DOOR CORPORATION

Booths 130-131

G. Berry, D. Casey, F. Howard, G. Ilseing, D. Kenealy, R. Kirkpatrick, G. McCartney, H. Robinson, C. Smith, N. Waters

STERLING HARDWARE MFG. CO.

Booths 235-236

C. A. Lenzion, J. Lloyd, L. LaPole, T. Mainiero, T. Ohman, J. L. Sterling

STEWART WARNER CORPORATION

Booth 39

R. F. DeVaney, J. Gregg, W. E. Judd, R. C. Overmyer, W. Pace, G. Wolf

O. A. SUTTON CORP.

Booth 619A

O. A. Sutton, A. Rising, E. H. Renfro, F. Kathis, A. B. Chadrow, J. Kenney, W. B. Farley, R. Thompson

SWEDISH CRUCIBLE STEEL CO.

Booth 237

W. E. Balfrey, R. R. Rourke, O. L. Olson, H. A. Jay

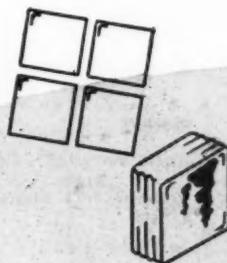
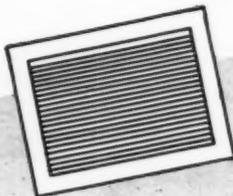
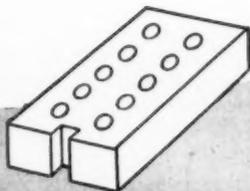
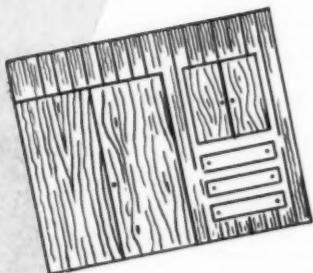
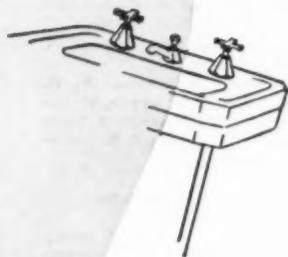
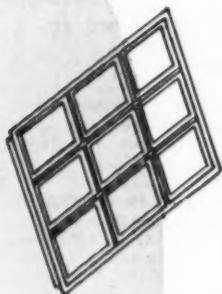
SYMONS CLAMP & MFG. CO.

Booths 277-278

J. G. Symons, H. Phillips, J. Iomenetti, R. Terry, C. Rudolph, V. Schimmel, W. Williamsen, E. W. Plane

(Continued on page 151)

they're STREAMLINING DESIGN for '53



Builders in increasing numbers are beginning to announce annual models, in which are incorporated the latest construction techniques, building products and design developments. This is a highly significant trend, since it reflects a rapidly growing style consciousness on the part of home builders, and may indicate the beginning of selling new style instead of need, as the automobile industry has done for years.

Whether the trend will bring about a revolutionary change in the concept of selling homes is probably debatable, but there is no question that styling is of utmost importance in the years that lie ahead.

On the pages that follow, *American Builder's* editors have assembled a group of typical 1953 models that home builders will offer. They indicate that ranch type architecture was an interim style between prewar houses and the so-called contemporary designs of late 1952 and 1953. The chief characteristic of the contemporary, which might better be known as mid-twentieth century, is lowered roof pitches. It may be that this so-called contemporary is also an interim style between the ranch type and the flat or one-plane roof.

Other notable characteristics of the contemporary are long, low exteriors; storage walls, often movable; open planning to give an illusion of greater space, particularly in smaller houses; and complete equipment and appliance packages.

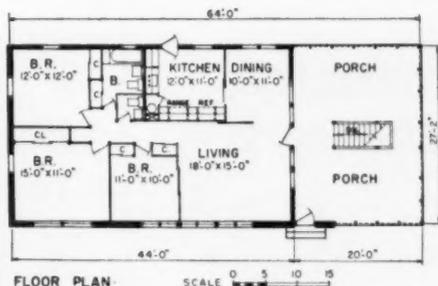
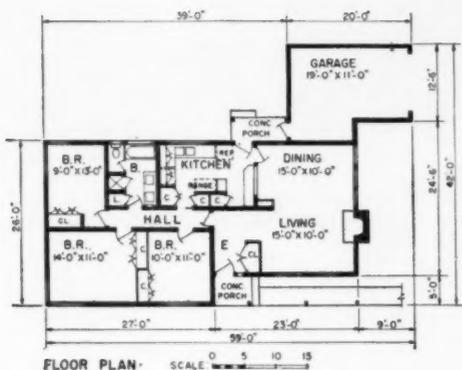
Kitchens are scientifically planned with factory made cabinets, and equipped with range, refrigerator, dishwasher, garbage disposal, vent fan, and, in many cases, food freezers. Laundries are complete with washers, dryers and ironers.

Year-round air conditioning is a "must" with many builders, even in low price houses, and this development may well rank with television in its importance in modern American living. Modular dimensioning is beginning to find acceptance, with factory-made window units and many clay products already being made as modular dimension products.



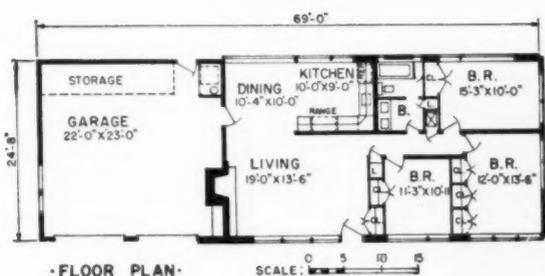
Fritz Burns, Los Angeles, Calif.

Here is one of the four new houses to be launched in 1953 by the Fritz Burns organization of Los Angeles. The striking architectural lines of this house blend well with its California setting. A "Rush-Hour" bath, so named by Burns, partitions the various bathroom fixtures one from the other in an 8x10-foot space.



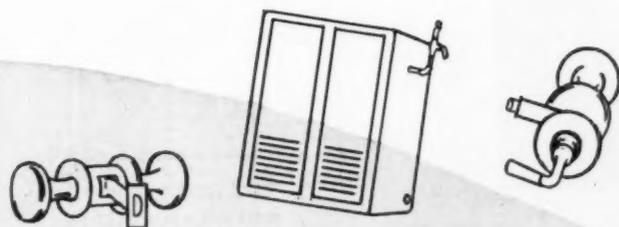
Richard Hail Brown, Birmingham, Ala.

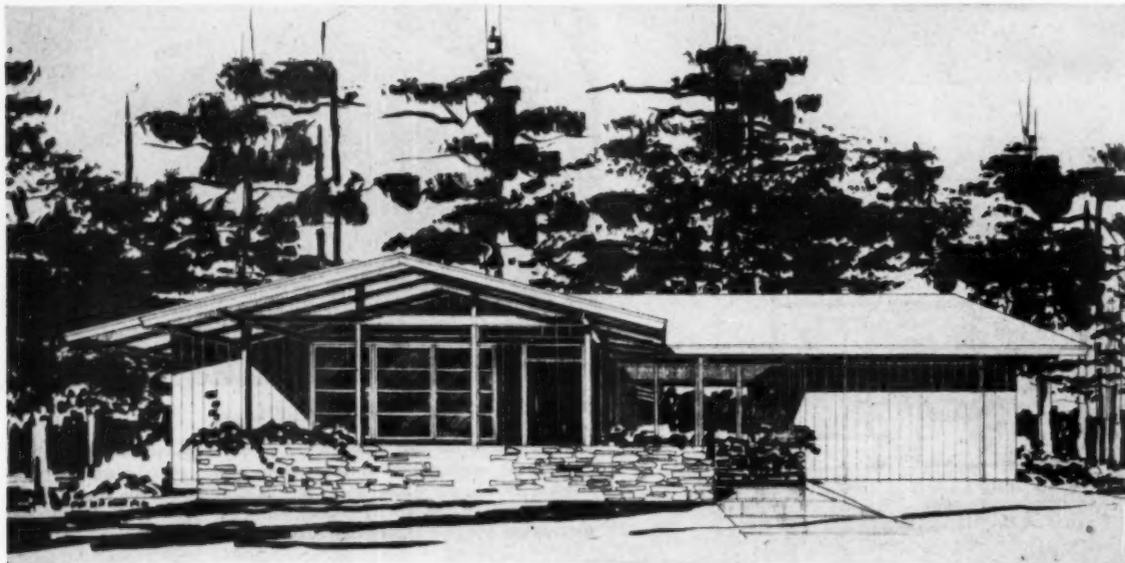
Brown has taken advantage of the terrain in his 1953 house. Carport and storage facilities are cut into the hill while a large 20x27-foot porch was built above. A convertible den to the right of the living room can be closed to make a third bedroom. Brown places his furnace in the attic, groups his plumbing to make a bath and a half. He also includes an attic fan and low voltage wiring.



W. P. "Bill" Atkinson, Midwest City, Okla.

The long low exterior and open plan interior are the distinguishing features of the 1953 house being offered by W. P. "Bill" Atkinson. Storage walls used as room separators and a double vanity-lavatory in the bathroom are other modern features of this '53 house.



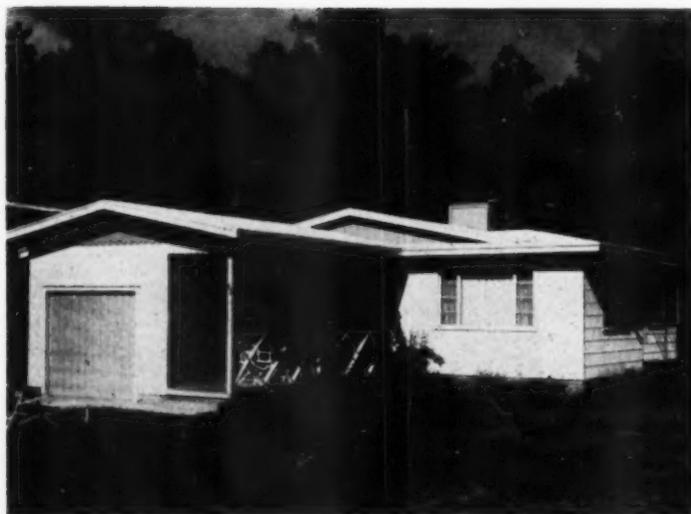


STREAMLINING DESIGN for '53



Ned Cole, Austin, Texas

Wood and stone are combined for this low pitched contemporary designed by Ned Cole. Storage walls, strong point of this architect, received prior planning. A double vanity-lavatory, huge breezeway and storage garage are the big selling features. Open planning enhances spaciousness.



Floyd Kimbrough, Jackson, Miss.

This three-bedroom Mississippi house can be built on a narrow lot. The low-pitched roof is in keeping with the latest trends. Asbestos and vertical wood siding are combined on the exterior. Other features include a separate dining room, garage, rough-in for the washer, outside storage space, and wall heater in the bathroom.



Exhibitors Personnel

(Continued from page 147)

SWIVELIER Booths 263-264

W. C. Foss, I. M. Kuchar, I. Newman, A. W. Schwind

R. L. TAYLOR, INC. Booth 655A

T. K. Connellan, H. Johannsen, R. G. Johannsen, J. Mazzeo, J. Mendlesohn, R. L. Taylor

THORN, J. S. CO. Booth 71

A. B. Saeks, C. Pester, R. Sanborn, N. Gordon, H. Ogalnick, E. Temmel, V. Jensen, H. Willis, L. Charles, S. Schindler, J. Allinson, J. Doering, A. Doering, Jr.

THYER MANUFACTURING CORP. Booth 305

G. Boole, E. P. Doerr, R. Hall, H. G. Leggett, E. L. Niles, W. Pollard, R. Pollman, R. Powers, C. H. Renner, W. Shipman, D. Spanley, E. Swanson, F. Thyer, L. Thyer, E. A. Wiegand

TIMBER ENGINEERING CO. Booths 33-34

R. L. Fletcher, W. R. Ganser, Jr., A. K. Smith, H. G. Uhl, G. T. O'Neill, Shirley Nash, L. P. Keith, C. Wilcox, Laurette Lohsland

TOLEDO DESK & FIXTURE CO., THE Booths 215-216-217

C. H. Beckwith, J. Cartwright, F. Crook, G. Honner, L. Diamond, B. Nagel, H. Baker, W. Sims, R. Krogh, T. Shaner

TRACY MFG. CO. Booth 12

W. Blasgen, D. S. Bell, A. Johns, J. Lochrie, B. T. Roe, W. Scanlan

TRADE-WIND MOTORFANS, INC. Booth 631A

W. O. Armour, E. R. Church, C. H. Conrad, H. E. Djerf, L. C. Hardie, J. B. Hess, W. M. Marker, G. F. Sleight

TYPHOON AIR CONDITIONING CO., INC. Booth 612A

R. B. Cherry, R. P. Cook, D. J. Dailey, J. F. Dailey, A. G. Farr, E. L. Garfield, J. Graham, H. Gray, S. Graziano, S. Hurd, Jr., B. Leventhal, D. V. Petrone, F. Varney, P. T. Walton, J. E. York, W. York

TRUSCON STEEL CO. Booths 5-6-7

R. H. Sartor, A. L. Munsell, J. P. Curley, P. L. Callahan, W. D. George, F. A. McKee, R. A. Bimm, K. J. Shallenberger, R. A. Oechsner, R. Crozier, C. A. Wiseman, W. Zukas, D. Stevenson, D. O. Marquis, A. F. Schweser

UNITED STATES GYPSUM CO. Booth 128

R. R. McClayton, G. J. Morgan, B. G. Pomfret

UNITED STATES PLYWOOD CORP. Booths 147-148-149

W. M. Boos, G. I. Fischer, A. H. Frost, J. Gottschalk, W. H. Hunt, A. W. Jarr, W. V. Krueger, R. S. Lowell, B. P. McGuire, G. A. Mason, P. Mixsell, J. B. Payne, A. J. Rascoff, F. F. Roeding, N. Schumaker, A. W. Teichmeier, L. Welk

UNITED STATES RUBBER CO. Booth 172

R. C. Cassidy, J. S. Clarkson, L. L. Cole, H. E. Dadson, H. G. Kieswetter, E. J. Maas, E. J. McDermott, C. C. Moore, C. R. Weimer

(Continued on page 153)

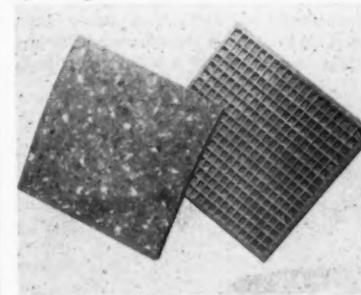
PRODUCTS EXHIBIT IN PRINT



AB13006—BOOTH NO. 185—PREFABRICATED HOMES—Lumber Engineering Co., Dept. AB, 7744 Greenfield Road, Dearborn, Mich. The two-bedroom "Reliance" model shown above is a typical example of the 14 models in the 1953 line of "Modern Homes." These prefabricated homes are unique in that they do not have a "pre-fab" appearance, since they are built with standard materials and conventional methods. Optional features include five front elevations for every model; utility room or full basement; breezeway and garage.



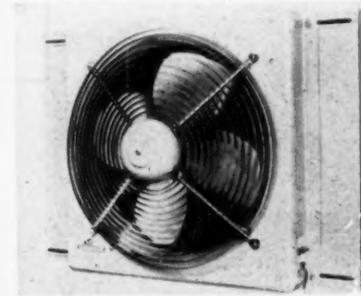
AB13208—BOOTH NO. 4—ROOF DECK PANELS—The Celotex Corp., Dept. AB, 120 S. La Salle St., Chicago 3, Ill. "Cemesto" panels, consisting of a core of Celotex cane fibre-board surfaced on both sides with light gray cement-asbestos insulation, provide a structural roof deck, thermal insulation, and finished ceiling, all in one single-thickness material. Said to be ideal for ranch-type home construction. One unit covers up to 32 square feet of roof area. Top side offers smooth deck for application of built-up roofing.



AB13032—BOOTH NO. 656A—VINYL FLOOR TILE—Robbins Floor Products, Inc., Dept. AB, Tuscumbia, Ala. All-purpose "Terra-Tile" can be installed without the use of adhesives. The tile back is honeycombed, giving it great resiliency. Pockets formed by the honeycomb construction exert a suction cup effect that helps hold tiles in place, prevents moisture seepage and traps air which insulates against temperature extremes. The tile can be installed over uneven wood floors and still achieve a level surface without other preparation.



AB13055—BOOTH NO. 12—STAINLESS STEEL SINKS—Edgewater Steel Co., Tracy Kitchens Div., Dept. AB, P.O. Box 1137, Pittsburgh 33, Pa. Tracy's "Value-Line" stainless steel sinks are available in 54 and 66-inch sizes, with either deluxe or standard model cabinets. The line is claimed to have created a sensation wherever shown, as they represent a milestone in the development of stainless steel manufacture. Due to cost-saving production methods, the manufacturer is able to offer the new line to homeowners at competitive prices.

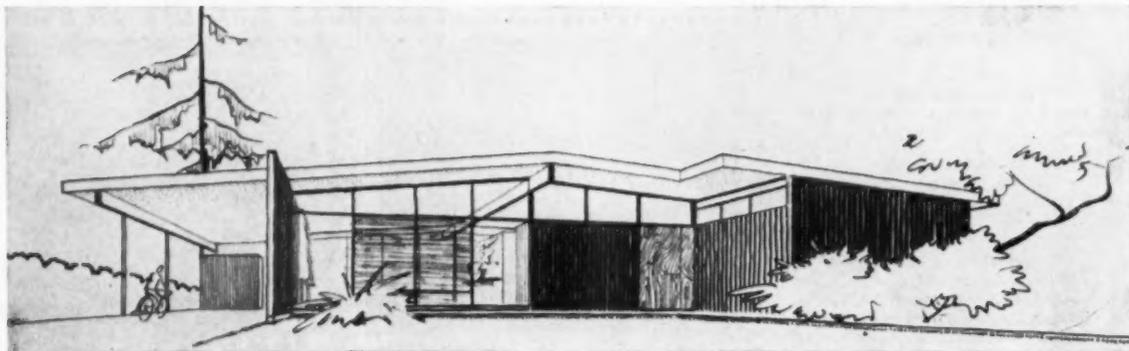


AB13060—BOOTH NOS. 183-184—WINDOW FANS—Hunter Fan and Ventilating Co., Dept. AB, 381 S. Front St., Memphis 2, Tenn. Portable 18- and 22-inch window fans provide ample air movement for the cooling and ventilating needs of small homes, apartments and offices. An electrically reversible motor changes air flow direction; used as exhaust fans to draw in fresh air, a flick of the switch reverses blade rotation, circulating air at high velocity. High and low speeds in both forward and reverse permit regulation of air-flow.

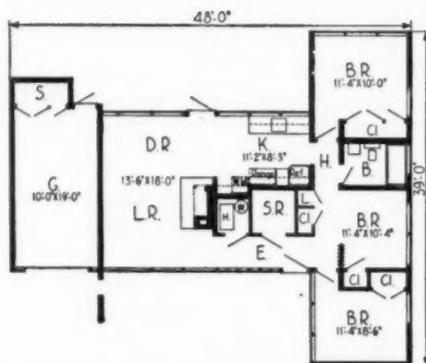


AB13052—BOOTH NOS. 94-95—ALUMINUM SCREEN—New York Wire Cloth Co., Dept. AB, New Canaan, Conn. Fast installation, convenience and eye appeal are features of this Dur-all aluminum tension screen. It is put up from inside the house; two side clamps lock the screen into place at the bottom in two easy motions. Since clamps are on the screen itself, window sill hardware is eliminated. The screen can be installed and secured in a few seconds. It requires no painting or further maintenance after its installation.

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STREAMLINING DESIGN for '53



Albert Balch, Seattle, Wash.

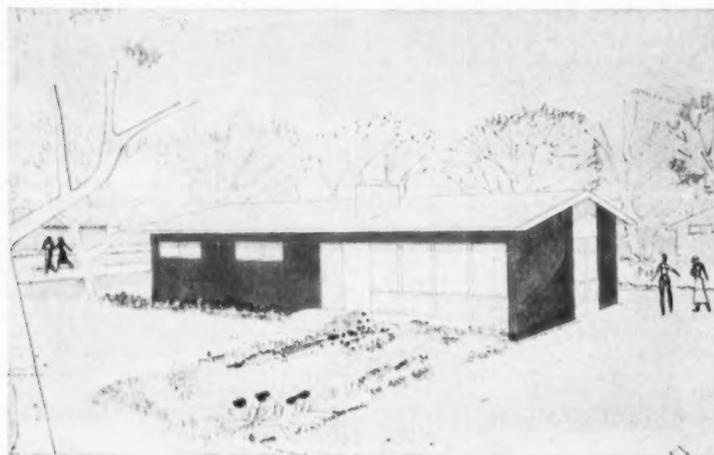
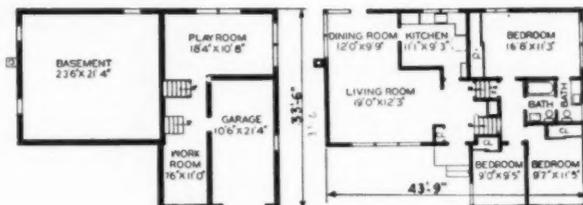
Balch's '53 design has a new idea in convertible bedrooms. The open area can be closed off with a folding door for bedroom use or used for other purposes without closing it off. A large 4x5-foot storage area fronts on the foyer. Open planning is another feature in the new design. Design-wise the house is sparked by a great deal of glass area.



Klein and Teicholz, East Meadows, Long Island

The split level is by far outdistancing the other designs produced by these builders. This is their big seller for 1953. Basement area is 21x23 feet. Ground level has a

garage, work room, and playroom. The living level has living room, dining room, and kitchen, while the sleeping level has three bedrooms and a bath and a half.



Jack Boran, Minneapolis, Minn.

The low-pitched Minneapolis contemporary features a convertible 10x20-foot bedroom which can be divided with a folding partition if a third bedroom is needed. Open planning is featured in the living, dining, kitchen area. The entrance hall is separated from the living room by a plant and fireplace. Vanity-lavatory is a bathroom feature. Heating plant and laundry facilities are in the basement.

Exhibitors Personnel

(Continued from page 151)

UNITED STATES SLIDING DOOR CORP.

Booths 170-171

E. Eisen, F. Maviglia, A. Sheckman, G. Swoboda

UNIVERSAL-RUNDLE CORPORATION

Booths 8-9

F. Alexander, S. S. Backner, Q. B. Garmand, W. B. Kariher

UPSON CO., THE

Booth 20

G. A. Engel, R. D. Eastridge, A. C. Snyder, L. E. Keeler, H. O. Parry, W. W. Suttle, R. W. Ainley, H. A. Snyder, F. A. Krech, J. S. Halvorsen

VAN-PACKER CORPORATION

Booths 118-119

I. P. Brown, W. J. Dane

VIKING AIR CONDITIONING CORP.

Booth 660A

R. Gary, F. Gibbons, G. Gould

VIKON TILE CORPORATION

Booth 291

H. A. Harrington, C. J. Jensen, H. W. Jensen, K. C. Riley

WADSWORTH HOMES, INC.

Booth 266

Warren Atkins, Walter Atkins, G. Browning, Jr., J. M. Gaughan, A. Kline, R. M. Lyons

WARE LABORATORIES, INC.

Booth 615A

F. Fogde, A. Hendrie, W. L. Hunter, G. Munro, J. Scott

WARREN WEBSTER & CO.

Booth 101

D. F. Bennett, M. W. MacNichol, P. W. Stickney, L. P. Lang, R. G. Gabalec, W. D. Johnson

WASHINGTON STEEL PRODUCTS INC.

Booths 297-298

C. M. Johnson, D. M. Johnson, W. C. Carleton, D. F. Eshelman

WILLIAM WALLACE CO.

Booth 292

C. E. Blome, A. L. Hawley, C. A. Perry, E. D. Resendez

WOODALL INDUSTRIES, INC.

Booths 210-211

C. L. Binna, W. C. Gielow, R. E. Saffell, R. M. Shermet, S. H. Shermet, J. H. Stocum, R. M. York

YALE & TOWNE MFG. COMPANY

Booths 142-143

S. R. Antonille, R. G. Dustin, L. Lee, L. A. Meister, A. J. Morganroth, T. A. Morris, B. J. Simpson, J. Schuster, A. G. West, J. D. Young

ZEGERS, INC.

Booth 11

E. A. Zegers, H. J. Zegers, Jr.

ZONOLITE COMPANY

Booth 64

J. Hilkin, P. Strand, V. Swan, H. Tiemann

WESTINGHOUSE ELECTRIC CORPORATION

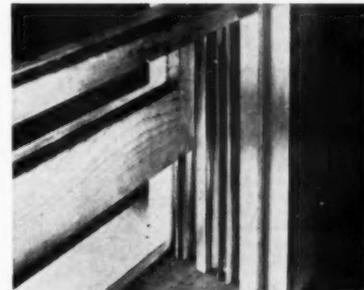
Booths 48 through 53

J. A. Basiger, A. C. Brødahl, T. Campbell, Myrtle Fahsbecker, D. N. Feiser, R. Gilbert, C. H. Hipsley, R. A. Houtz, H. W. Hofeditz, J. Jennings, A. W. Jones, W. Kline, K. W. Knott, E. Koehne, J. Lightcap, H. J. McCluski, J. G. McKinley, J. E. Nelson, J. B. Nolan, S. Pagett, G. Popper, A. G. Rea, P. F. Ridgell, J. E. Sherch, W. E. Stabaugh, R. W. Stewart, R. C. Stone, T. Thorp, J. S. Threlkeld, F. Trapp

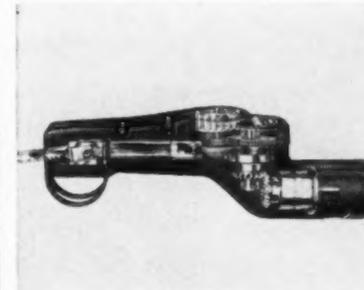
PRODUCTS EXHIBIT IN PRINT



AB13257—BOOTH NO. 1—ELECTRIC RANGES—Nash-Kelvinator Corp., Dept. AB, 14250 Plymouth Rd., Detroit 32, Mich. Kelvinator's ten electric ranges for 1953 include a new middle-of-the-line model, the ER-53 (shown in photo), designed to provide builders with a 40-inch deluxe range at the price level of many standard models. The ER-53 features an automatic oven timer and electric clock, deep well cooker, top light, and full-width storage drawer plus an extra compartment at left of oven. *



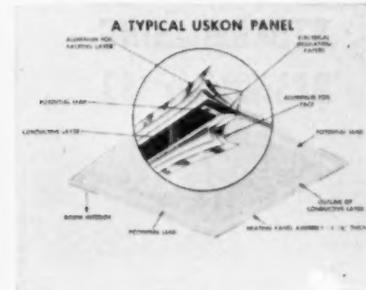
AB13204—BOOTH NO. 11—WEATHER-STRIP-SASH BALANCE—Zegers, Inc., Dept. AB, 8090 South Chicago Ave., Chicago 17, Ill. This combination unit assures smooth, noiseless window operation as well as complete protection against cold, dust or sand. Called "Dura-Seal," it includes channel members which attach to the jamba and extend full length of the sash runways, housing the springs while serving as efficient weatherstripping at the jamba. Four cadmium-plated steel springs are used for each window. Unit is easily installed.



AB13018—BOOTH NO. 259—SUPER SAW—R. C. S. Tool Sales Corp., Dept. AB, Box 1434, Joliet, Ill. Shown is a phantom view of the Super Saw. A one-piece, heat treated, alloy steel piston with separate clamping jaw, hardened drive gears, insert type piston bearings, a one-piece connecting rod with 30 per cent more bearing area add to the saw's performance. The unit is sealed against grease leakage, and a new grip and redesigned shank of the blades prevent slippage and chatter.



AB13211—BOOTH NO. 305—MODULAR DESIGN HOMES—Thyer Manufacturing Corp., Dept. AB, 2857 Wayne St., Toledo 9, Ohio. Display units will show a small wall section of a typical exterior wall of a Pullman modular design home, showing wood shingles (application), wood sheet, corner bracing, interior wall treatment, etc. A floor section will show in cut-away form, firm's sheathing joists, bridging, subfloor, felt paper and finished white oak flooring; a sample louver type window with Thermopane and aluminum screen.

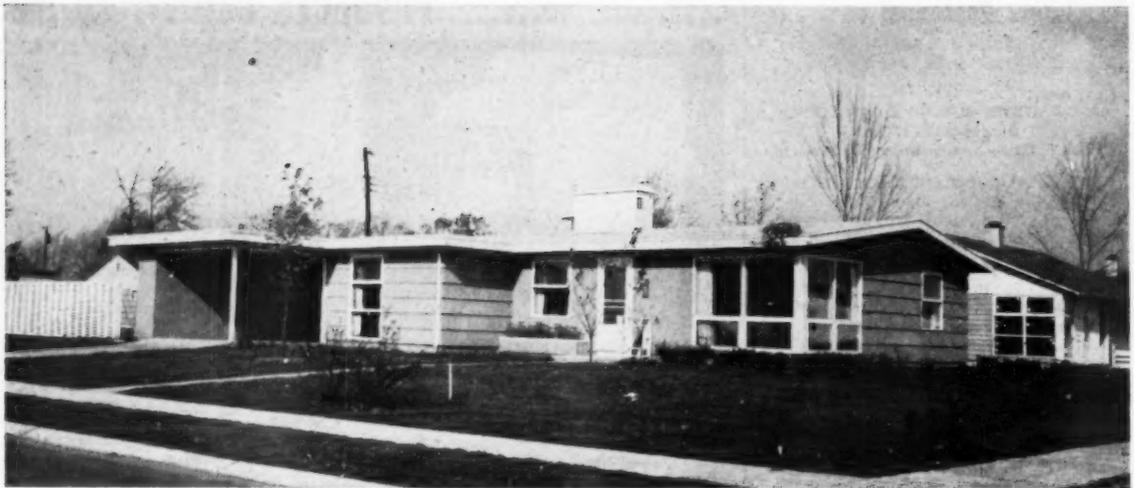


AB13059—BOOTH NO. 172—HEATING PANELS—United States Rubber Co., Dept. AB, 1230 Avenue of the Americas, New York 20, N.Y. Uskon electrically heated panels are applied in sheet form, 1/16 inch thick, with an adhesive, to ceilings or walls. No structural changes such as rebuilding or plastering are required, since sheets are applied to the surface. The panels contain no wires. Rooms are heated by low-temperature radiant heat. The panels are heated by electrically conductive rubber. Panel sizes of 3x4, 4x4 and 4x6 feet are available.



AB13020—BOOTH NO. 246—FIBRE CONCRETE FORMS—Sonoco Products Co., Dept. AB, South St., Hartsville, S.C. "Sonotube" concrete forms made of laminated fibre provide a fast, economical method of constructing concrete columns, cylindrical voids. They are furnished in 19 standard inside diameters from 3 to 24 inches. The forms can also be used for upright piping by pouring concrete between two tubes of different diameters. Two coatings are available, for clean finish or form on column.

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PAGE 240A-B



STREAMLINING DESIGN for '53



Place and Company, South Bend, Ind.

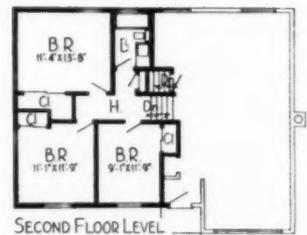
This South Bend contemporary has many of the features that buyers will want in 1953. Included in the floor plan is a bath and a half, an all purpose room, and the large convertible bedroom. Storage walls were used to increase the amount of closet space. Extra storage facilities were placed in the all purpose room and the carport.



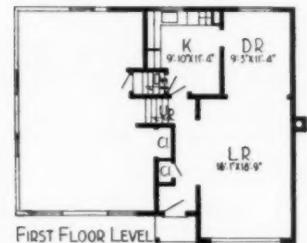
Samuel Levin, Joseph Carillo, Joseph Wanes, Hicksville, L. I.

Another fast selling split-level in Long Island is built by this trio of builders. This seven room house, including the finished playroom, is priced at \$14,590. Basement and grade level include basement,

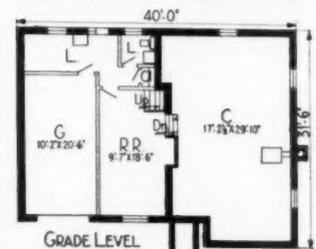
garage, playroom, laundry, and lavatory. The first floor area includes living room, dining room, and kitchen. The upper level has three bedrooms, and full bath.



SECOND FLOOR LEVEL



FIRST FLOOR LEVEL



GRADE LEVEL

AMERICAN BUILDER

PRODUCTS EXHIBIT IN PRINT



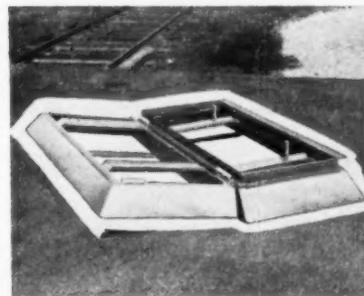
AB13039—BOOTH NO. 165—WOOD PANELS—Marsh Wall Products, Inc., Dept. AB, 268 Main St., Dover, Ohio. Marlite Woodpanels are furnished in seven fully finished, authentic wood grains. They are made with a permanent, baked-on finish which is easily cleaned; the plastic surface seals out grease, moisture and stains. The panels are stated to be easy to install over old or new walls. Marlite is easy to cut with ordinary carpenters' tools and is installed without difficulty. Rooms remain in service without interruption.



AB13051—BOOTH NOS. 158-163—REFRIGERATOR—Crosley Division, Avco Mfg. Corp., Dept. AB, 1329 Arlington St., Cincinnati 25, Ohio. Automatic defrosting is a feature of this 11 cubic foot unit in the 1953 Shelvador line. The 11 and 12 cubic foot models are controlled by a clock and thermostat to defrost automatically at 3 a.m. The 8 and 9.5 cubic foot models are push-button controlled to defrost at owner's convenience. Above unit includes a meat holder, 50-pound horizontal freezer, five recessed door shelves, more bottle space.



AB13202—BOOTH NO. 126—DOUBLE HUNG WINDOW—Etling Window, Dept. AB, 24 Huston St., Barberton, Ohio. This window swings into the room by pressing a thumb tab on each sash, both of which can be raised or lowered when open or closed, and hung in suspension at any height. A vertical ejector bar is released when tabs are depressed, permitting sash to swing in. Bar locks automatically when sash is closed. Kiln-dried redwood frame is easily adjustable for proper fit; window has spring balances and steel cables.



AB13054—BOOTH NO. 284—STEEL WINDOW BUCK—Kewanee Manufacturing Co., Dept. AB, 150 Burlington Ave., Kewanee, Ill. This device is used to install steel basement windows in poured concrete foundations. Its use eliminates the need for wood forms and gives a cleaner finish around the opening. The buck away with leaky mortar joints at the sill and jamb. Two perforated straps on each side of the buck permit it to be nailed or bolted to forms on either the inside or outside of the basement wall.



AB13042—BOOTH NO. 623A—CARVED PANEL DOORS—Raynor Manufacturing Co., Dept. AB, East River Road, Dixon, Ill. The design in each panel of these doors is carved into 1-inch thick blanks and built into the door sections complete at the factory. There is a large selection of designs to choose; the panels are also available in two sizes—the standard square panel size, approximately 15 inches square, and a narrow size, about 42x15 inches. The doors also offer wide latitude in the finished paint job, due to door panel design.



AB13034—BOOTH NOS. 267-268—FOOD WASTE DISPOSER—In-Sink-Erator Manufacturing Co., Dept. AB, 1231 14th St., Racine, Wis. The "Telex 99" In-Sink-Erator is designed with a telescoping mechanism that permits adjustment on the job to any roughing-in dimension between 6 and 11 inches. It also has a simple mounting permitting easy installation under any sink with a standard 3 1/2 to 4 1/2 inch drain opening. The rotor-shredder is made of corrosion-resisting alloy steel. A reversing action engages if motor is overloaded.



AB13252—BOOTH NO. 247—WALLBOARD—Certain-teed Products Corp., Dept. AB, 120 E. Lancaster Ave., Ardmore, Pa. This company's 3/8-inch Firestop Bestwall is a gypsum wallboard rated by Underwriters' Laboratories as one-hour fire resistant in single layer application. Photo shows how fire was confined to bathroom where it started and raged for over an hour. Firestop Bestwall is also available in 1/2-inch and 3/8-inch thicknesses and is rated 45 minutes and 30 minutes fire resistant respectively.

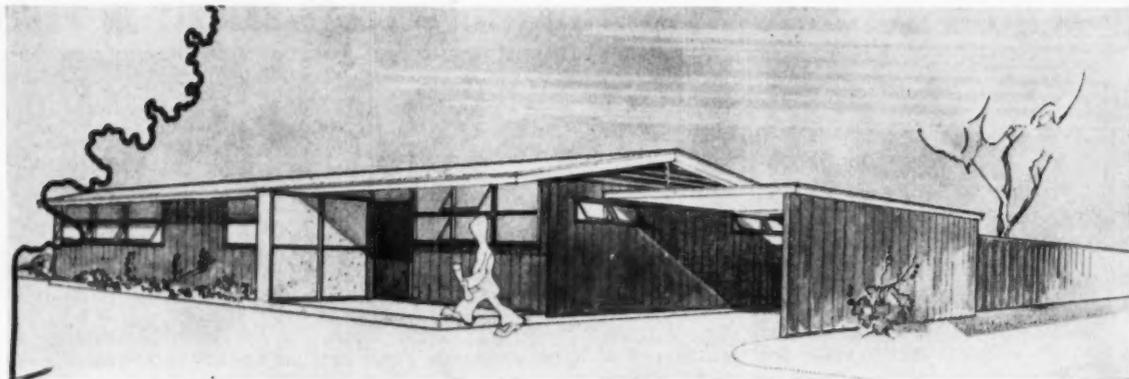


AB13206—BOOTH NO. 611A—COLOR SERVICE—Beatrice West Studios, Inc., Dept. AB, 104 E. 72nd St., New York 21, N.Y. A program to assist the builder in color styling model homes and entire developments, relieves him of the intricate problems involved, and eliminates the possibility of costly errors. Using the builder's plot plan, blueprints and elevations, the organization determines the color scheme to be applied to each development in the unit. A careful coordination of colors selected serves to individualize each unit.

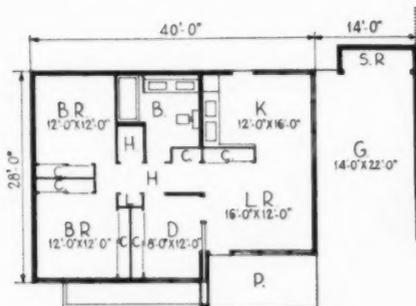


AB13021—BOOTH NO. 240—SLIDING DOOR FRAMES—Nordahl Manufacturing Co., Dept. AB, 180 W. Alameda Ave., Burbank, Calif. Sliding door frames and wardrobe hardware provide sliding door units which save valuable floor space. Quiet nylon rollers with ball bearings ride on aluminum tracks to provide fingertip control. There is no bottom track to act as a dust-catcher. The hardware is easily installed, the manufacturer states, and any thickness of wood panel or plywood door is suitable to use with these frames.

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STREAMLINING DESIGN for '53



R. G. "Dick" Hughes Pampa, Texas

Hughes' low pitched contemporary is built on a 4-foot module with a great deal of open-planning. A sliding wall converts the den into a third bedroom. Good use of storage walls lowers the cost of construction. The bath has a double vanity-lavatory. The water heater is a table-top model and the oven is built over it. The house has air conditioning.



Rodney M. Lockwood, Detroit, Mich.

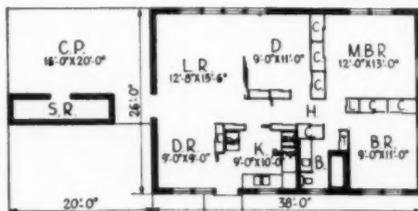


Massive fireplace and kitchen receive the emphasis in this Detroit house. The kitchen is enlarged to include a breakfast area, yet the house has a separate dining room. The house is of brick veneer construction with a full basement. The dining room opens to a terrace for summer use.



A unique sliding wall arrangement closes off the den for its use as a third bedroom. Storage walls are used throughout for bedroom partitions. Extra '53 features include radiant Ceilheat, Thermopane windows, terrazzo floors, blacktop driveway, and landscaping.

Martin Bartling Jr., Knoxville, Tenn.



PRODUCTS EXHIBIT IN PRINT



AB13004—BOOTH NOS. 3, 87-89, 98-100
—ELECTRIC DISHWASHER-SINK—General Electric Co., Major Appliance Div., Dept AB, 310 W. Liberty St., Louisville 2, Ky. G-E dishwashers for 1953 incorporate a control mechanism which enables any stage in the automatic cycle to be repeated, skipped or interrupted. This permits double washing of heavily soiled pots and pans, fast washing of glassware, and pre-heating of plates for serving hot food. The dishwasher is a top-loading, front opening unit that pre-rinses, washes, triple-rinses and dries dishes.



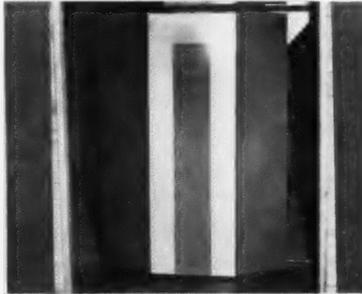
AB13158—BOOTH NO. 604A—BATH-ROOM CABINETS—Standard Building Products Co., 62 McDonald Ave., Brooklyn 18, N.Y. Designed to enhance the beauty of the room, the "Twin-Slide" cabinet is functional as well as decorative. Wide, plate glass mirrors slide horizontally to reveal the interior which contains several times the shelf space of many large cabinets. Available in three sizes, the cabinet is constructed of heavy gauge furniture steel, enclosed in polished chromium frame. Six bulb edge shelves are furnished.



AB13109—BOOTH NO. 659A—ASPHALT SHINGLES—The Barrett Division, Allied Chemical & Dye Corp., Dept. AB, 40 Rector St., New York 6, N. Y. Illustrated are the manufacturer's "Dublecote Multi-Shingles" which have been twice-coated and twice mineral surfaced at the butts, which take the brunt of weather attacks. New blue, green, red and white pastels are being used by architects for modern style houses. Also furnished in solid colors as well as blends of deep shades; blends and pastels are supplied in weathergrain finish.



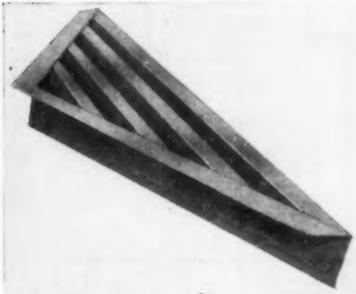
AB13104—BOOTH NOS. 272-273—SLIDING DOORS—National Door Co., Dept. AB, Bayonne, N. J. Sliding closet doors made of non-warping Novoply have the same thickness throughout, and are banded on the long edges and bottom. Doors operate with precision ball bearings on an overhead tracks without the need for separators or grooves between closet floor and room floor. Combined with the door is a closet-front combination consisting of wardrobe and cupboard sliding doors. Doors are supplied as a complete package, with jambs and header.



AB13125—BOOTH NOS. 191-195—AIR CONDITIONER—Servel, Inc., Air Conditioning Div., Dept. AB, Evansville 20, Ind. This unit performs the functions of year-round air conditioning; in winter it humidifies, cleans and circulates the air and maintains rooms at a pre-determined temperature level; in summer, it cools the air, also performing above functions. Both heating and cooling cycles are controlled by a steam generator which develops steam at various atmospheric pressures to produce desired temperatures. Gas flame heat makes steam.



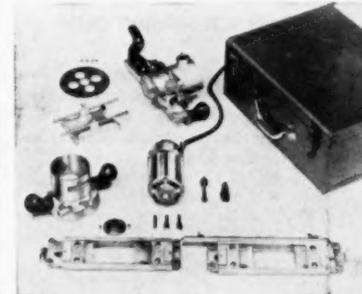
AB13105—BOOTH NO. 248—SLIDING STAIRWAY—EZ-Way Sales, Inc., Dept. AB, Box 300-H, St. Paul Park, Minn. Unit consists of a ladder that travels vertically in wooden tracks, secured to the top of a hinged ceiling panel. Closed, the stairway lies flush on the attic floor. When ceiling panel is opened with a hook-end dowel and a catch is released, the ladder slides down into open position. Unit requires no additional balancing apparatus. A 24x36 inch panel opening accommodates the ladder. Steps measure 15x4x10 inches.



AB13120—BOOTH NO. 658A—TRIANGULAR LOUVERS—Leslie Welding Co., Inc., Dept. AB, 2943 Carroll Ave., Chicago 12, Ill. Designed for gable installation on new construction, this all-aluminum adjustable louver fits any roof pitch from 5-12 through 10-12, and is made in two sizes, with a maximum base of 54 inches. The "frameless" construction of this unit permits its installation behind rake moulding or fascia, to produce an appearance similar to the wooden triangular louver. Vane mounting limits vertical deflection.

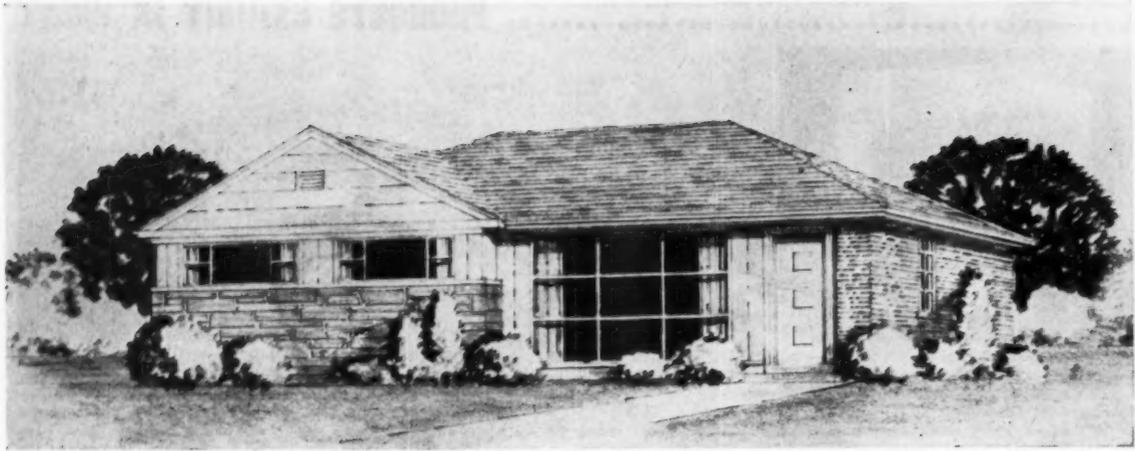


AB13023—BOOTH NOS. 174-175—WATER HEATER—Rheem Manufacturing Co., Dept. AB, 570 Lexington Ave., New York 22, N.Y. The "Coppermatic" automatic storage water heater is built on the principle of a solid tank of rust proof copper, silver brazed along a continuous seam, then expanded in tight contact with and inside a solid tank of steel. Copper flanges extend from the inner copper tank directly to the outer brass fittings; water never touches the steel. Both tanks are tested to 300 pounds p.s.i. by hydrostatic pressure.



AB13107—BOOTH NO. 257—BUILDERS KIT—The Stanley Works, Electric Tool Div., Dept. AB, New Britain, Conn. A compact kit for the small contractor contains all necessary equipment for hanging doors. It includes a 3/8 h.p. motor, router base, plane attachment and a compact, easily adjusted door and jamb butt joint which is made to allow mortising for either two or three hinges on doors 1 3/8 to 2 inches thick. The motor used in the plane attachment, handling doors up to 1 13/16 inches, is convertible to a hinge butt router.

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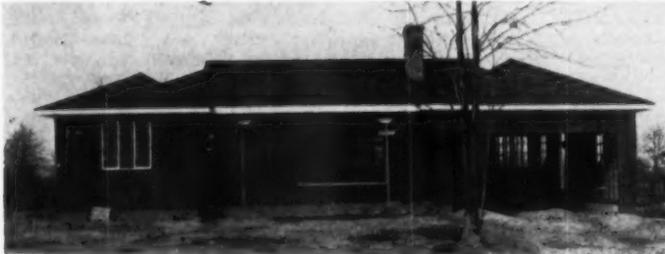


**STREAMLINING
DESIGN for '53**



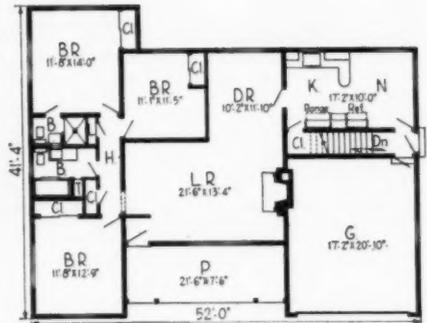
**Nathan Manilow,
Chicago, Ill.**

An all-purpose room plus a highly stylized exterior of brick and stone await 1953 Chicago buyers of this Manilow house. Other features include a bath and a half, three bedrooms, and adequate closets. The washer and dryer find space in the kitchen.

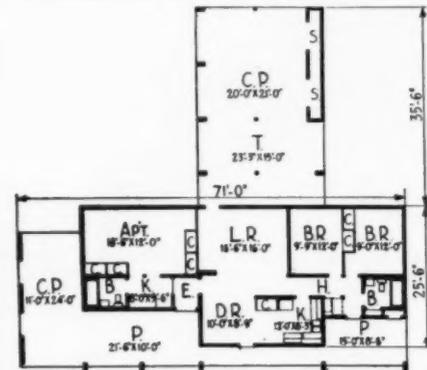


N. F. Molnar, Cleveland, Ohio

The 52x35 foot Ohio house has two dining areas. The plan includes a 10x11-foot dining room and a 9x10-foot breakfast area to the right of the kitchen. Two baths comprise another feature. One has a shower, the other a tub and vanity-lavatory. Basements are offered; however, the builder will construct the house without the basement.

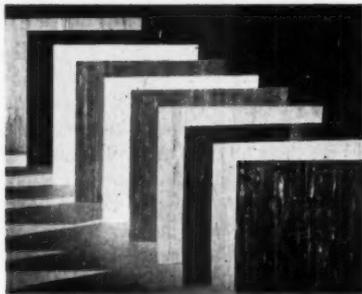


Frank Robertson, San Antonio, Texas



The Flexibilit house features movable storage walls and air conditioning. It can be converted from a one or two bedroom unit into a three or four bedroom unit or a two bedroom house with an efficiency apartment.

PRODUCTS EXHIBIT IN PRINT



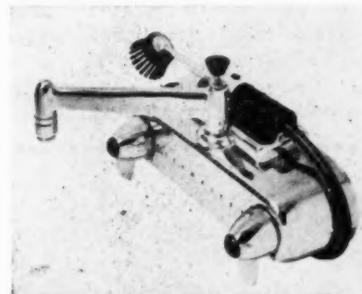
AB13124—BOOTH NO. 249—PLASTIC FLOORING—Fremont Rubber Co., Dept. AB, McPherson Highway, Fremont, Ohio. The vinyl plastic flooring called Vinatile is made in 6x6 or 9x9 inch individual tiles. It consists of tough plastic over a felt base backing. It is furnished in ten different colors. Companion product, Vinatop which is supplied in a roll, is otherwise the same. Ease of installation is stressed, as material requires only an adhesive and a paste which may be applied by the homeowner without difficulty.



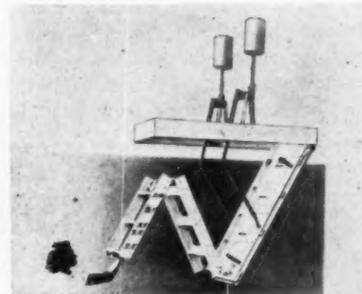
AB13102—BOOTH NOS. 153-154—RESIDENTIAL SIDING—Masonite Corp., Dept. AB, 111 W. Washington St., Chicago 2, Ill. These "Presdwood" panels are furnished in widths of 12, 16 and 24 inches, in thicknesses of 1/4 and 5/16 inches and in lengths of 8, 10 and 12 feet, with or without a specially designed shadow strip. The latter are shaped pieces of lumber with a rabbet in one edge, designed to fit any of the board widths. The house is built of 16-inch material with a lap every 14 inches. Material is moisture-resistant, easy to construct.



AB13123—BOOTH NOS. 223-225—KITCHEN UNITS—Kitchen Maid Corp., Dept. AB, Andrews, Ind. The efficient arrangements of modern, well planned and equipped kitchens combine specific home needs with the specialized knowledge of expert kitchen planners and builders. Displays showing most suitable arrangements of kitchens of various sizes and shapes permit the best use of all units. Peninsular sections achieve additional counter and storage space while forming a separate breakfast area. "L" or "U" shaped kitchens also prove efficient.



AB13103—BOOTH NO. 58—PUSH BUTTON DISHWASHER—Gerity-Michigan Corp., Dept. AB, 10 S. Superior St., Toledo 4, Ohio. Quickly installed on any sink, this ingenious device uses either liquid or granulated detergent. Finger-tip control gives choice of aerated suds or clear rinsing spray. Water or suds flow through the nylon brush, sweeping away food stains and dissolving grease. Two teaspoons of detergent are sufficient for one day's dishes in an average family. Manufacturer estimates over 300,000 units now in use.



AB13110—BOOTH NO. 196—FOLDING STAIRWAY—Precision Parts Corp., Dept. AB, 402 N. First St., Nashville 7, Tenn. Actuated by counterweights, this unit operates on roller bearings which permit silent, effortless raising and lowering. Door panel is insulated to prevent heat loss. Steps are protected with composition safety treads. Construction is of No. 1 kiln dried poplar; brackets, rocker arms and hinges are of aluminum alloy, secured by bolts and screws. Stairway is furnished in two sizes, 8 feet 9 inches, and 9 feet 9 inches.



AB13101—BOOTH NOS. 25-26—ALKYD MOLDING COMPOUND—Libby-Owens-Ford Glass Co., Plaskon Div., Dept. AB, Toledo 6, Ohio. Glass reinforced alkyd molding compound is now being used in the aviation industry for scrolls (housings) which must withstand high pressures built up by the motor blowers dispersing the heat generated by aircraft electronic gear. Equipment is exposed to temperature extremes of from 125 to -55 degrees C. The material possesses the impact strength and ability to withstand shocks without damage.



AB13108—BOOTH NOS. 3, 87-89, 98-100—FLUORESCENT LAMP—General Electric Co., Lamp Dept., Dept. AB, Nela Park, Cleveland 12, Ohio. Pictured above is a cutaway view of the end of a new "Rapid Start" fluorescent lamp, showing a closeup of the complex, triple-coiled cathode, which contributes to its improved performance. It permits smaller ballast size, since it requires less energy to preheat. Due to absence of starters, the new lamps will light within about one second after being turned on. Available in 40-watt size in "cool white" color.



AB13117—BOOTH NO. 630A—FIBER GLASS PANEL—Alsynite Co. of America, Dept. AB, 4670 De Soto St., San Diego, Calif. A translucent, reinforced plastic building material, Alsynite is made by combining resins and glass fibers under heat and pressure into sheets of permanence and strength. It is used in a variety of structural and decorative applications, such as for skylights, for store and office fronts, and lobby panels; it has particular use in greenhouses, both for its shatterproof qualities and its strength.



AB13121—BOOTH NOS. 210-211—PLASTIC LAMINATE—Woodall Industries, Inc., Dept. AB, 3500 Oakton St., Skokie, Ill. Used as both a top surface and wall covering, this laminated plastic is made in 1/8-inch thick panels up to 4x12 feet in size. It is furnished in natural wood grains and colorful patterns. The plastic surface is permanently bonded to Tempered Presdwood. The material can be sawed, shaped, nailed, punched or drilled with ordinary wood-working tools on the job. It is easy to apply and requires no maintenance.

◆ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 240A-B

it's a first for
**GRAND
 RAPIDS**
 ... modernization
 was the
NHW feature

Modernization took the spotlight this year in Grand Rapids' (Michigan) National Home Week promotion. The big event had tremendous appeal to home owners, builders,

and realtors. Newspapers and radio and television stations recognized the news value of the program and gave it plenty of publicity.

When *American Builder's* Editor Edward G. Gavin first proposed National Home Week, modernization was emphasized as a part of the program. Grand Rapids is the first city to see the opportunity in promoting modernization as a major part of a National Home Week program.

National Home Week, of which modernization was only a part, was sponsored by the Allied Construction and Real Estate Council in cooperation with six other organizations. William T. Broersma of the Real Estate Board was the general chairman of the NHW observance this year.

The modernizing contest seemed to be the answer to stimulating interest among all participating organizations, stated the chairman. The contest was first publicized in May. Entries were received from June 1

to September 10. Winners were announced during National Home Week.

Local authorities, John E. Vanden Berg, president of the Home Builders Association of Metropolitan Grand Rapids; Garrit Gritter, president of the Grand Rapids Real Estate Board, and Harry L. Colton, FHA architect were the judges. They based their decisions on community improvement, raising the value of the structure, and bettering living conditions.

Cash awards totaling \$1,000 were given to the winners. First award was \$500, second, \$250, and five honorable mentions of \$50 each.

"It was worth the money and effort," stated Chairman Broersma. "The month of September, which embraces National Home Week, was the only month in which sales volume equalled that of the corresponding month in 1951. Up to September we had been running about 20 per cent below per month.



BEFORE

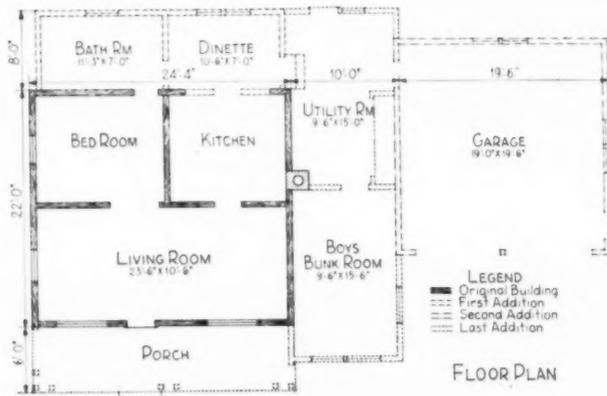
A small, old structure, the exterior of which was virtually left unchanged won the first award for Mr. and Mrs. Versluis of Grand Rapids. William Kniff was the builder, and the material was purchased from the Miller-Zeilstra Lumber Company.

A new porch was the only remodeling done to the old structure. Yet the living area was increased by the addition of a room to the right of the original building and the addition of a breezeway and garage.

1st award \$500⁰⁰



AFTER



FLOOR PLAN

NHW PARTICIPANTS

- Home Builders Association of Metropolitan Grand Rapids
- Builders and Traders Exchange
- Real Estate Board
- Lumber Dealers
- Hard Material Dealers
- Concrete Block Association
- Warm Air Heating Dealers
- Plumbing Dealers

PRODUCTS EXHIBIT IN PRINT



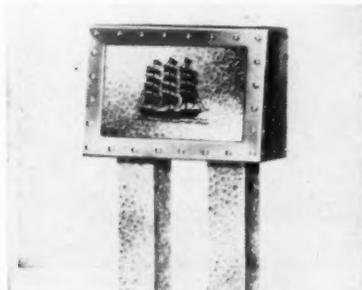
AB13122—BOOTH NO. 241—SLIDING GLASS DOORS—Malibu Mfg. Corp., Dept. AB, 521 N. La Cienega Blvd., Los Angeles 48, Calif. Suitable for residential, industrial and commercial installations, these units feature unrestricted glass area, assured weather tightness, removable sliding sections and steel framework. The doors are adaptable to new construction or remodeling. Constructed with galvanized reinforced sill and ball bearing adjustable rollers, they are available in widths from 5 to 24 feet, heights of 6 feet 10 inches.



AB13189—BOOTH NOS. 227-228—KITCHEN-LAUNDRY—Mutschler Brothers Co., Dept. AB, Nappanee, Ind. All details of this combination room were designed for economy of space; a place has been planned for each unit of kitchen and laundry equipment; also, each work area is planned for the jobs done in that space. Compact gas range fits next to peninsula-counter. Recessed ironer rolls out when in use. Corner sink utilizes advantage of corner windows. Under-counter dish-washer adjoins sink. Ample closet space exists.



AB13298—BOOTH NO. 632A—FABRIC WALL COVERING—Interchemical Corp., Coated Products Div., Dept. AB, 67 W. 44th St., New York 18, N.Y. The strong fabric base of this material, with five coats of baked-on paint, is permanently washable. Ten years' service is not unusual. "Sanitas" covering is flexible; it bridges over and hides hairline cracks and prevents new ones from forming, since it becomes an integral part of the wall. It has also become accepted as an efficient vapor barrier. Available in 24 and 48-inch widths.



AB13199—BOOTH NOS. 282-283—DOOR CHIME—NuTone, Inc., Dept. AB, Red Bank & Madison Roads, Cincinnati 27, Ohio. Available in several models and types, a two-note, non-electrical chime is adaptable to all standard door materials and thicknesses, including screen doors. Hammered copper model illustrated is styled for ranch type and colonial homes. It has two notes for front door, one for rear door. Other models available with personalized name-plate panel, some with electrical connections. Chime operated by lever outside door.



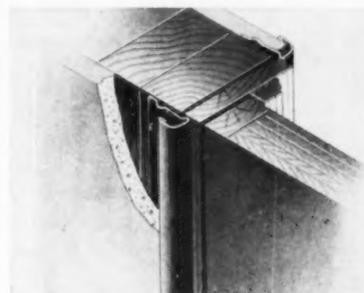
AB13017—BOOTH NO. 614A—ELECTRIC RANGE—A. J. Lindemann & Hoverson Co., Dept. AB, 601 W. Cleveland Ave., Milwaukee 15, Wis. This custom-built range consists of a separate oven which can be built into a wall cabinet at any convenient height to suit the user, and the surface units in multiples of two can be located anywhere within easy reach. Oven has automatic time and temperature controls, interval timer, appliance outlet and light insulated with Fiberglas in a single ready-to-install unit. Interior is porcelain enameled.



AB13197—BOOTH NOS. 133 through 141—FOOD WASTE DISPOSER—American Radiator & Standard Sanitary Corp., Dept. AB, P.O. Box 1226, Pittsburgh 30, Pa. This easily-installed unit can be connected to any standard sink drain with a 3 1/2 or 4-inch opening. Special adapter fitting permits installation in openings up to 5 1/2 inches. Safety top control handle acts as drain, seal and operating control and protection while running. Double-edged, alloy steel blades shred food waste, washing it down drain. Reversing switch optional.



AB13200—BOOTH NO. 253—LEVELING INSTRUMENT—Levelall, Dept. AB, Rockland, Mass. Using the proper amount of fluid and accessories, this instrument can replace a transit in most leveling operations. In the above picture, one end of the device is fastened to the platform as a reference point. Other end is fastened to the board, placed in a spot that is correct height, and a mark placed upon board at the liquid level. As board is moved, difference between liquid and mark will show when material is out of level.



AB13297—BOOTH NO. 254—DRYWALL STEEL CASING—Drywall Trim, Inc., Dept. AB, 2408 N. Farwell Ave., Milwaukee 11, Wis. The steel casing for doors and windows in drywall jobs called "Edge Guard" is now available in factory mitred stock lengths, saving valuable installation time. The product is known for its spring-tight action that draws the wallboard snugly into position, resulting in a tight, clamping fit. Casing is easily applied by nailing it to framing. It is made for 3/8, 1/2 and 5/8 inch thick wallboards.



AB13116—BOOTH NO. 3. 168-169—AWN-ING WINDOWS—Gate City Sash & Door Co., Dept. AB, 15 S. W. Third Ave., Fort Lauderdale, Fla. Exhaustive tests indicate that these units are weathertight in any climate. The frame is cushion seal weatherstripped and the horizontal sash is spring bronze weatherstripped. Each unit is completely assembled including hardware and glazing before shipment. Thermopane glazing is available. Inside Lumite screens are interchangeable with storm sash. Wide range of stock sizes available.

◆ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 240A-B



BEFORE

Completing an attic expansion won the second award for Mr. and Mrs. Grey of Grandville, Mich. Oris Zandee was the builder and Miller-Zeilstra Lumber Company furnished the materials. Cost of the modernization was \$3,500.

Two front dormers were added to the exterior. The attic was insulated and partitioned off into two bedrooms, bath, and storage space. Entrance to the under-eave storage is through the closets. The corner bathtub is warmed by a heating duct.

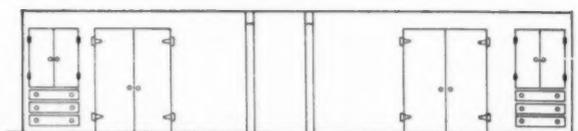
The knotty pine storage wall has large closets, drawers, and cabinet storage.

GRAND RAPIDS

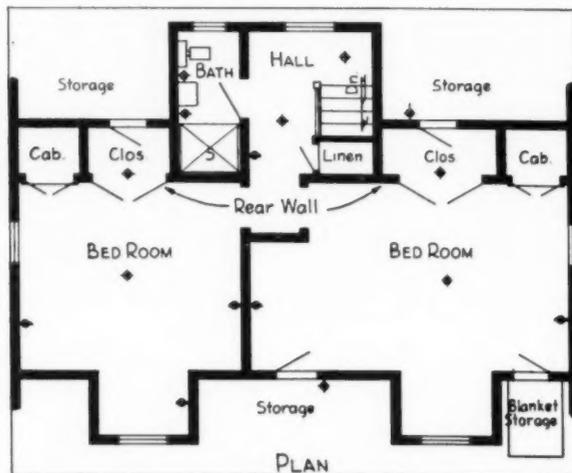
2nd award \$250⁰⁰



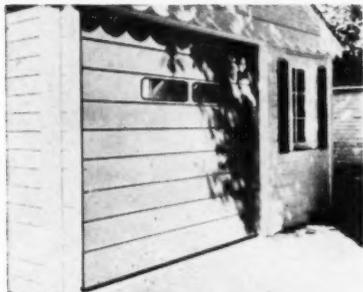
AFTER



ELEVATION OF REAR WALL



PRODUCTS EXHIBIT IN PRINT



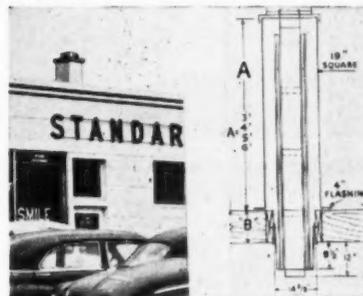
AB13196—BOOTH NOS. 130-131—GARAGE DOOR—Steel Door Corp., Dept. AB, 359 S. Jessie St., Pontiac, Mich. All-steel doors of track and canopy type are weather-stripped on all four sides. The bottom weather-strip is completely adjustable. New type bracing and all-welded construction, coupled with new hardware and track innovations, have eliminated side sway. Sponge rubber seals attached to door jamb assure noiseless operation. Tension of door lifting springs is adjustable by turning a single nut on either side of the door.



AB13195—BOOTH NOS. 263-264—LIGHTING FIXTURES—Swiveller Co., Inc., Dept. AB, 30 Irving Place, New York 3, N. Y. Adjustable fixtures in colors that blend with modern interiors feature a spring tension socket which remains at any angle to which it is adjusted. New variations include a Wallite Swivel and the Swivomatic Joint. Cord and plug lights for wall mounting are available with a new mounting device assuring more secure attachment of fixture with a minimum of chipping plaster. 26 models, six new colors.



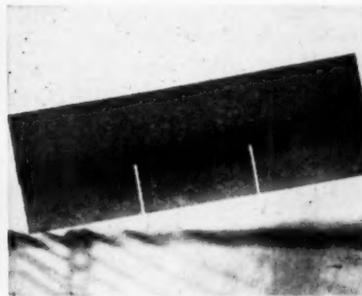
AB13190—BOOTH NOS. 114-115—FOLDING DOOR—New Castle Products Co., Dept. AB, New Castle, Ind. The "Spacemaster" accordion type folding door is said to be ideally suited for use by the large scale small home builder. It is a simple unit to install and lends itself both to large and small closet openings and room openings. The door has a steel frame with pantograph action plates at both top and bottom. It is covered with a washable vinyl-impregnated plastic. It is available in one neutral color and three sizes.



AB13192—BOOTH NO. 105—PREFABRICATED CHIMNEY—Condensation Engineering Corp., Dept. AB, 3511 W. Potomac Ave., Chicago 51, Ill. A light-weight, packaged unit, this chimney can now be installed in flat roof buildings. It is supported in the ceiling joists. The top extends not less than three or more than six feet above the roof. Flue housing top can be provided without rain caps and baffle ring so that down draft cap can be attached. The chimney is available in 6, 7, 8, and 10-inch diameter sizes.



AB13307—BOOTH NO. 250—FABRICATED HOMES—Pease Woodwork Co., Dept. AB, Blue Rock & Turrill Sts., Cincinnati 23, Ohio. The 1953 line of "Pease-Fabricated" homes will make its debut along with standard models. Featuring two, three and four-bedroom homes in a wide range of sizes, styles and designs, these homes are being sold to builders anywhere without a franchise, or sold directly to home-owner-builders. Builders are advised to request copies of the Pease Pricer No. 323 for 1953, a complete carpenter's handbook.



AB13308—BOOTH NOS. 23-24—"FIRE-CHEX" SHINGLES—The Philip Carey Mfg. Co., Dept. AB, 316 S. Wayne St., Cincinnati 15, Ohio. A Fort Dodge, Iowa, architect recently completed work on 19 churches, all with a closed specification calling for these shingles. He stated in part, "It is no secret that we have settled on the Fire-Chex as the best roof . . . (with) freedom from repair or leakage or physical damage from the elements." This shingle has been awarded a Class A rating by Underwriters' Laboratories, Inc.



AB13118—BOOTH NOS. 301-304—SLIDING WINDOWS—General Bronze Corp., Alwintite Div., Dept. AB, Stewart Ave., Garden City, N. Y. Made from extruded aluminum sections, these windows have stainless steel hardware and weatherstrip to give positive locking and weather-tight draft protection. The sash slides horizontally from side to side. It can be lifted out from the inside for cleaning or to provide 100 per cent ventilation. Windows are supplied in 15 standard sizes and can be used for ventilating units in window panel systems.



AB13193—BOOTH NO. 617A—DRY WALL FINISHING SYSTEM—The Sherwin-Williams Co., PMI Division, Dept. AB, 101 Prospect Ave., Cleveland 1, Ohio. Four recently-developed products comprise this system which conceals joints and nailheads permanently and produces a wall finish in smooth, stipple or sand textures in any of 144 colors. Basis of system is silicon joint filler, ready-mixed for filling joints and nailheads; also a silicon mix, added to paint to produce a sand finish, and silicon stipple texture for stipple finish.



AB13191—BOOTH NO. 652A—PLASTIC FLOOR TILE—Hochmeister-Inc., 2338 Forbes St., Pittsburgh 13, Pa. "Vinyflex" floor tile has wide application in homes as well as in institutions and business installations. It is made in 9x9-inch squares with clean edges to provide a tightly seamed surface to wood or concrete sub-floors. It can be trimmed with ordinary shears to fit at doorways, walls and pipes. No special cement is necessary for installation; tile can be laid with inexpensive adhesives. Thirteen colors available.

◆ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 240A-B



An honorable mention award was given to Mr. E. Scott of Grand Rapids for his outdoor living-garage combination. The contractor was William M. Schapperkoter; material is from the Miller-Zeilstra Lumber Company.

The garage-living unit is 22x20 feet of which 8x20 feet comprises the outdoor living area. The garage is 14x20 feet. The interior wall of the living area has a fireplace grill for outdoor meals. Above the ceiling of the living area is storage space for screens and storm windows.

GRAND RAPIDS

honorable mentions



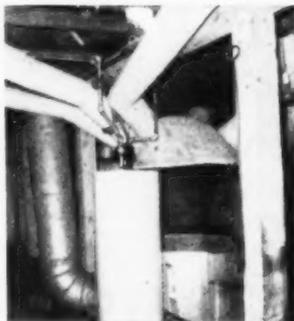
The kitchen and brick veneer (not shown) remodeling project of Mr and Mrs. J. E. St. Charles won an honorable mention award. A. Bente was the contractor. Spears Lumber Company furnished the materials. J. Hiddema was the mason for the veneer work. Suburban Fuel and Materials supplied the hard materials.

The kitchen was enlarged and new cabinets were installed. A counter type gas cooking appliance with a built-in oven was used in the new kitchen.

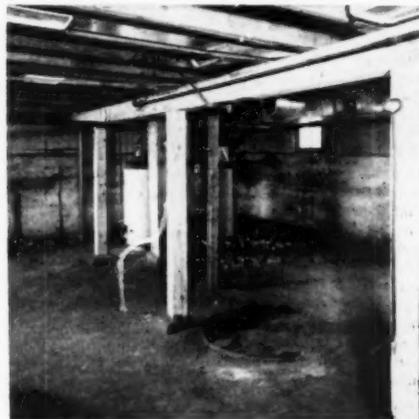
Additional eating space was made available in the enlarged kitchen.

The removal of the old octopus type gravity warm air heating system won an honorable mention for Mr. and Mrs. Parsh of Grand Rapids. The new installation offset into a corner of the basement was made by the Jacobson Heating Company.

The imprint of the old circular heater is visible on the floor. Now, the basement area can be finished into a recreation room.

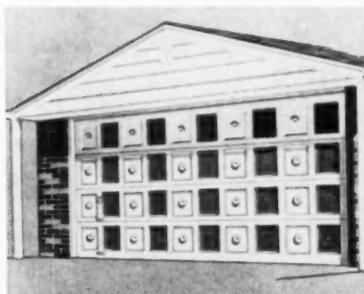


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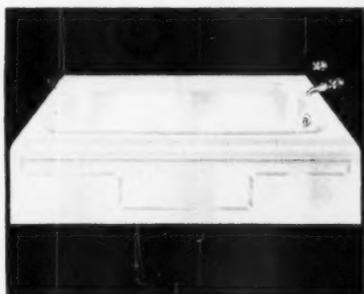


AFTER

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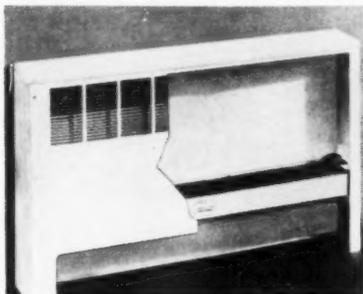
AB13275—BOOTH NO. 62—DECORATED GARAGE DOORS—Crawford Door Co., Dept. AB, 120-401 St. Jean Ave., Detroit 14, Mich. New decorative effects are now obtainable on any stock "Marvel-Lift" door by means of the manufacturer's customized design accessories. These have been introduced in response to demands from architects, builders and home owners for a means of creating individuality in the garage door without resorting to custom building. Decorative rosettes, shadow moldings and false louvers are applied to door panels.



AB13040—BOOTH NOS. 198-199—SPACE SAVING BATHTUB—Alliance Ware, Inc., Dept. AB, Alliance, Ohio. With an overall length of 42 inches, this tub is designed especially for small bathrooms, for extra bathrooms, or where the primary use may be for a shower receptor. Tub's width is 30 inches, and the bottom is flat so that the tub is suitable both for tub bathing and showering. The low front, 12 inches, makes the tub convenient for bathing small children. Tub's outer rim forms a wide seat, with a wall guard around other three sides.



AB13119—BOOTH NO. 239—SLIDING GLASS DOORS—Slide-View Steel Door and Window Co., Dept. AB, 521 N. La Cienega Blvd., Los Angeles 48, Calif. The frames of all fixed sections and the sliding sections of these units line up horizontally at top and bottom to create a uniform sight line. Ball bearing sheaves roll smoothly and quietly at a slight touch. Heavy stainless steel track assures long service life. Complete weatherstripping gives year-around avoidance of drafts. Doors are adaptable to all types of construction.



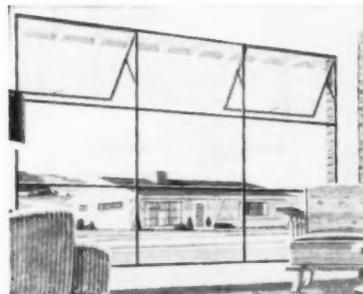
AB13296—BOOTH NO. 605A—CONVECTOR-RADIATOR—Fedderson-Quigan Corp., Dept. AB, 70 Tonawanda St., Buffalo 7, N.Y. This unit is adaptable for home installation under picture windows for the elimination of cold areas as well as preventing condensation regardless of exposure. Flexibility of arrangement enables home owners to enjoy comfort of steam or hot water heating while simplifying the placing of furniture, drapes and wall-to-wall carpeting. The unit has wide application for single and multiple housing units.



AB13041—BOOTH NOS. 118-119—MASONRY CHIMNEY—Van Packer Corp., Dept. AB, 209 S. LaSalle St., Chicago 4, Ill. An all-fuel packaged masonry chimney, this unit is designed with unusual safety features. It can be installed in three hours or less by one man. It offers fuel savings, made possible by better draft and more complete use of heat. The chimney is fire-safe for use with gas, oil, coal or wood. The fire-clay lining is acid-proof and capable of withstanding 2000 degrees F. No clearance to wood construction is needed.



AB13047—BOOTH NOS. 60-61—GARBAGE DISPOSER—Given Manufacturing Co., Dept. 3855 Santa Fe Ave., Los Angeles 58, Calif. An inlet part in the upper housing permits this device to be installed as a companion plumbing fixture with any automatic self-pumping dishwasher, saving the expense of double trap installation. The new model, H700, is provided with an automatic stop in case of motor overload. The unit has been made available to builders in quantity and has also been released to the plumbing trade.



AB13114—BOOTH NOS. 5-6-7—RANCH WINDOW—Truscon Steel Co., Dept. AB, 6100 Truscon Ave., Youngstown 1, Ohio. In the larger sizes, this assembly provides a picture window which, when viewed from the outside, tends to minimize the "wide open" effect characteristic of an undivided glass area. The medium size units fit into window openings for dining rooms and libraries. In the smaller units, windows are suited for sleeping rooms where ventilation and proper use of wall space are important. Frames are of heavy steel sections.



AB13115—BOOTH NO. 612A—AIR CONDITIONERS—Typhoon Air Conditioning Co., Dept. AB, 794 Union St., Brooklyn 15, N. Y. This model is designed for use in a new home or as a replacement for present heating equipment. Over-all dimensions are 50x37x70 inches. The cooling section alone can be supplied for connection with existing warm air units. Models are in capacities of three and five tons on the cooling side, with a minimum heating output of 80,000, maximum of 112,000 B.T.U.'s per hour. Use natural, manufactured, mixed or L.P. gas.



AB13005—BOOTH NOS. 232-233—PRINTING CALCULATOR—Remington Rand Inc., Dept. AB, 315 Fourth Ave., New York 10, N.Y. This device performs extension processes; it prints quantity and prices, computes and prints answers at high speed, and provides a printed tape for checking every element. Its companion unit, the Electric-economy Typewriter then takes over by typing invoices with extensions from the original order and printed tape, and with a single typing can provide up to 20 clear carbons. These units designed for all typing and figuring.

◆ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 240A-B



BEFORE

An honorable mention award was given to Mr. and Mrs. M. L. Bauman of Grand Rapids. Their contractor was Orrie Martin.

The old structure was typical of many pre-World War I houses. It had its face lifted by first removing the old porch roof and the lower half of the horizontal siding. A new shed porch roof and vertical siding were applied. Shutters were added to the upstairs windows. A stone planter and circular steps were also added. At the rear of the house the old porch was enclosed and a new foundation and steps were built.

On the interior the owners modernized the kitchen, removed the partition between the living and dining room, and built a new back entrance hall and bath.

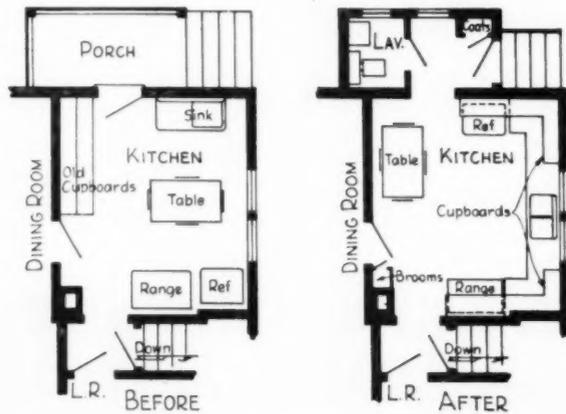
Extras such as bookcases, planter, carpets, and linoleum completed the remodeling job. The cost of the extensive work was \$2,825.

GRAND RAPIDS

honorable mentions



AFTER

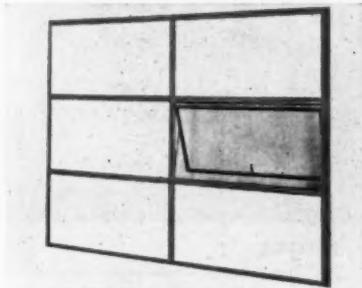


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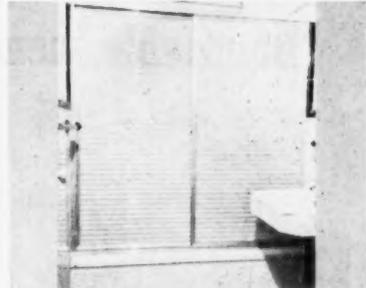
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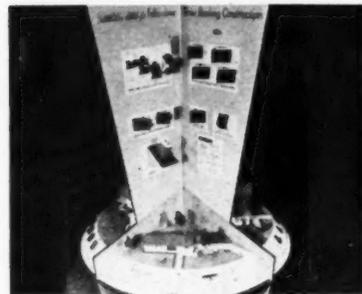
AB13022—BOOTH NOS. 72-73—COMPOUND WINDOW UNITS—Detroit Steel Products Co., Dept. AB, 2250 E. Grand Blvd., Detroit 11, Mich. Fenestra Window Units are made from solid hot-rolled intermediate window sections 1 1/4 inches deep. The flexibility of these units allows ventilators to be placed in any of the glass lights, or without ventilators. Top hinging permits free swinging for access to the ventilator lock. Two sizes and two types (six or nine window lights) are available. Plate glass can also be used.



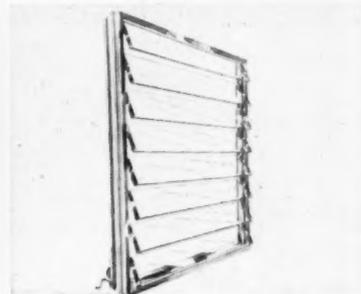
AB13111—BOOTH NOS. 80, 81, 82—REFRIGERATOR-FREEZER—Hotpoint Co., Dept. AB, 5600 W. Taylor St., Chicago 44, Ill. Five major conveniences in the fresh food zone are built into this unit. The aluminum evaporator of the automatic defrost system prevents frost build-up and assures correct humidity. Adjustable aluminum shelves slide out so user can reach foods at back. Top door shelf is designed for egg storage. Swinging leftover rack is deep enough to store additional articles. Freezer compartment maintains zero temperature.



AB13201—BOOTH NO. 629A—BATHTUB ENCLOSURE—The Leward Co., Dept. AB, 9 S. Clinton St., Chicago 6, Ill. This new unit, called the "Shower-Master," is constructed principally of SpunLite, a new corrugated construction material made with polyester resin reinforced with Fiberglas. It transmits light freely but will not crack, shatter or break. The framework is of anodized extruded aluminum. Panels move freely in double tracks on nylon rollers to either end of the tub. The unit is manufactured by Hoffman Products, Miami, Fla.



AB13194—BOOTH NO. 664A—TERNE ROLL ROOFING—Follansbee Steel Corp., Dept. AB, 3rd and Liberty St., Pittsburgh 30, Pa. Latest techniques in the application of terne metal for roofing are being stressed by the manufacturer. Seamless terne roll roofing is stated to be durable, convenient to install, suitable for all types of architecture and capable of being painted to suit any color scheme. Display will show model homes using the three distinctive designs of terne roof: batten, standing and flat locked seams.



AB13113—BOOTH NO. 633A—WINDOW JALOUSIE—V. E. Anderson Mfg. Co., Inc., Dept. AB, Storm St., Owensboro, Ky. Seven features are claimed for this window unit: 7-inch glass louvres; a 7/8-inch glass overlap which is weathertight; feather-light balance requiring no excessive cranking to open or close; phenolic washers and bushings on the driving linkage, eliminating metal to metal contact; shoulder rivets with built-in clearance, avoiding the possibility of freeze up; stainless steel pivots; 4-inch depth extruded aluminum frame.



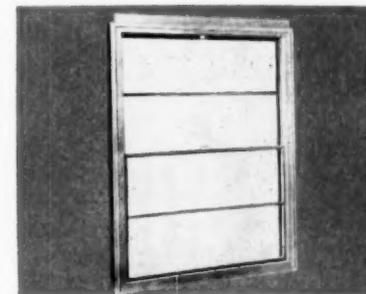
AB13214—BOOTH NO. 1—ELECTRIC REFRIGERATOR—Nash-Kelvinator Corp., Kelvinator Div., Dept. AB, 14,250 Plymouth Road, Detroit 32, Mich. The "Magic Cycle" defrosting refrigeration unit for 1953 is this 9.4 cubic foot model. It includes such features as rollout dairy shelf, built-in butter chest, shelves in the door, large capacity horizontal freezer, Colonial Blue interior styling and cold-clear-to-the floor design. The "Magic Cycle" method defrosts the frozen food chest rapidly without using hot electric elements.



AB13112—BOOTH NO. 238—FOLDING DOORS—Hough Shade Corp., Dept. AB, 1203 S. Jackson St., Janesville, Wis. "Ra-Tox" doors are supplied in all door sizes and as room dividers. Doors hang from overhead track, fold to the side for opening. Made of woven wood slats, they permit air circulation. Supplied complete in choice of colors or natural finish, with all hanging hardware. They can be installed in a few minutes time in plastered opening, with no doorway trim needed. Doors are suitable for wardrobes, closets, or as room dividers.



AB13048—BOOTH NOS. 286-288—GAS/OIL FIRED FURNACES—Morrison Steel Products, Inc., Mor-Sun Furnace Div., Dept. AB, 601 Amherst St., Buffalo 7, N.Y. With bonnet output capacities from 52,000 to 152,000 B.T.U.'s, these new furnaces can be fired with natural, mixed, manufactured or L.P. gas, or with petroleum fuel oil. Basic unit is installed in new home with burner and controls later, avoiding pilferage. Features claimed include greater heating efficiencies, lower stack temperatures, larger filter areas, quiet, vibrationless operation.



AB13309—BOOTH NO. 71—ALUMINUM WINDOW—J. S. Thorn Co., Dept. AB, Allegheny Ave. & 20th St., Philadelphia 32, Pa. Double-hung aluminum windows now made in the company's new plant will be shown. The firm produces a complete line of steel and aluminum windows; the new plant allows greatly increased production facilities. New equipment, including the most modern types of machinery for aluminum extrusion permits complete control over all manufacturing processes, from raw material to shipping platform.

◆ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 240A-B

GRAND RAPIDS

honorable mentions



AFTER



BEFORE

BEFORE



AFTER



A new dining area, an enlarged bath, and a screened porch were the additions that won an honorable mention for Mr. and Mrs. George VanderWerp of Grand Rapids, Mich. Walburg Brothers were the contractors. Materials were obtained from the Stiles Lumber Co.

The house became too small; the family needed the downstairs bedroom that they were using as a dining room. They added a 13x8-foot addition to the rear of the house.

This was partitioned off into an 8x8-foot dining area and a 5x8-foot addition to the bathroom. The bath addition allowed the family to have a complete downstairs bath in place of the former bath.



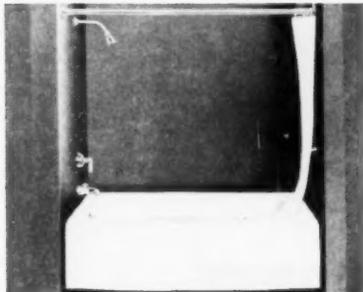
BEFORE

A 10x10-foot screened porch was added to the right side of the structure. The complete remodeling project cost the VanderWerps \$1,900.

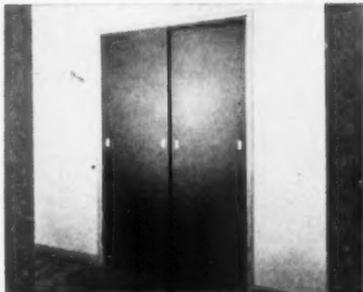
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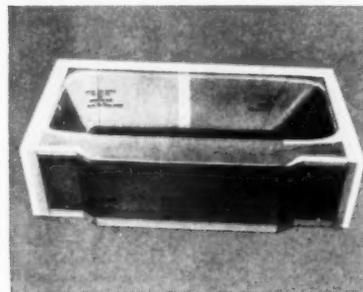
AB13043—BOOTH NOS. 74-76—BATH TUB—Kohler Co., Dept. AB, 44 Highes St., Kohler, Wis. The "Cosmopolitan" bath is available not only in the standard 60x30 inch dimension but in 4½ and 5½ foot lengths as well. It is also made for corner installations. The tub rim widens to form a useful 4-inch bench at the middle, and one end slopes for further bathing comfort. The bottom is flat and wide to provide safety when the bather is showering. The tub has been recently redesigned to make it easier for tiling in and cleaning.



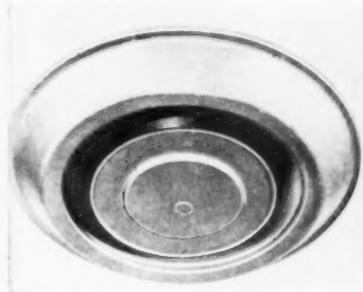
AB13205—BOOTH NOS. 102-103—SLIDING CLOSET DOORS—Steelcraft Manufacturing Co., 9017 Blue Ash Road, Rossmaoyne, Ohio. Steel doors assure trouble-free operation. They slide on four nylon plastic rollers for silent operation. Units are made of 20-gauge, furniture grade cold rolled steel; each unit consists of two flush panels formed on all four edges with spot welded reinforcements for rigidity. Steel is bonderized and given a prime coat of paint, baked on. Available in standard sizes of 3, 4, 5 and 6 foot widths.



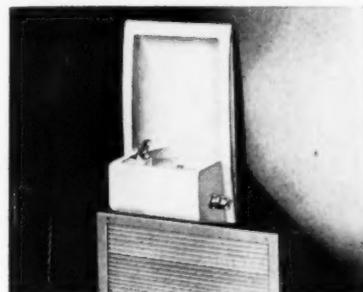
AB13254—BOOTH NO. 662A—FLUSH DOOR—Young Wood Products Co., Dept. AB, P.O. Box 166, Novi, Mich. A new low-priced, paint finish, flush door, developed especially for low-cost houses and housing projects. Faces are hardboard which is resistant to moisture and said to be practically warp proof. The door is installed with regular tools and equipment. The hardboard works as easily as wood. Two coats of pastel paint will cover it. The company claims a saving of from 15 per cent to 20 per cent in price.



AB13299—BOOTH NO. 602A—BATHTUB LINING—Protectub Inc., Dept. AB, 71 Ludlow St., New York, N.Y. A modern protector for newly installed bathtubs is "Gum-A-Tub." Covers are made of sturdy heavy-duty gummed back kraft paper; they are installed quickly by wetting the gummed side with a damp cloth. No paste or other adhesive is necessary to stick the lining in place. Covers are preshaped and cut to mold themselves to any model tub of sizes 4½, 5 or 5½ feet. They assure protection to tubs after new installations.



AB13310—BOOTH NO. 645A—AIR DEFUSER—W. B. Connor Engineering Corp., Dept. AB, 500 Fifth Ave., New York 18, N. Y. Stripped of non-essential controls, this unit is designed for homes, while retaining performance characteristics of industrial models. An inconspicuous dome-shaped outlet, it consists mainly of a collar and an inner and outer deflector. Inner deflector is positioned so that air is discharged outward and downward; outer deflector further diverts air from adjacent ceiling area.



AB13311—BOOTH NOS. 204-208 — WATER COOLER—Crane Co., Dept. AB, 836 S. Michigan Ave., Chicago 5, Ill. A self-contained unit designed for in-the-wall mounting combines the Filtrine Wal-Pak with any Crane wall drinking fountain. It saves valuable floor space while enhancing interior design. Furnishing chilled water without exposed piping, unit also eliminates uncleanable recesses since the louvered panel is only evidence of chilled water source. Available in one or two fountain service.



AB13207—BOOTH NO. 209—HOME WINDOWS—The F. C. Russell Co., Dept. AB, 1100 Chester Ave., Cleveland 1, Ohio. These residence and commercial-type "Prime" windows are said to be meeting with increased favor among builders and architects, due to their ease of installation and low maintenance costs. Home owners, also, are enthusiastic over the simplified inside removal of panels for cleaning, their streamlined appearance and more complete weatherproofing of window openings. Units provide good visibility and ventilation.



AB13106—BOOTH NOS. 277-278—CONCRETE FORMS—Symans Clamp and Mfg. Co., Dept. AB, 4261 Diversey Ave., Chicago 39, Ill. Prefabricated plywood forms for home building contractors are furnished in three standard sizes, 2x8, 2x6 and 2x4 feet, with steel cross members on 24-inch centers. Panel ties are inserted every 24 inches and act as spreaders as well as ties. Forms may also be rented on a rental purchase plan, or hardware may be purchased and forms constructed in the contractor's shop. Form building specifications furnished at booth.



AB13209—BOOTH NOS. 99-100—AIR CONDITIONER—General Electric Co., Air Conditioning Div., Dept. AB, 5 Lawrence St., Bloomfield, N. J. This integrated, year-round air conditioning unit combines the manufacturer's quick comfort oil or gas furnace and refrigerated cooling unit. The compact, attractive unit is available in a wide range of heating and cooling capacities to meet the requirements of any type of home. Illustrated is the Type FE-30 Form J, connected in parallel with a G-E warm air furnace, LG-20, Form J.

◆ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 240A-B

IDEA of the month



homey theme for a MODERN KITCHEN

Here's an up-to-the-minute kitchen that gets back to the informal, homey feeling kitchens used to have in the leisurely days before the planners took over. Not that we're agin today's kitchen, with its clinical passion for closing everything away behind doors, panels, "units" of one sort or another. Far from it.

But there's something kind of nice about open shelves, for instance, if handled with restraint. They give comforting evidence that this kitchen is a going department, relaxed but efficient. And every wall doesn't *have* to be covered with cabinets or shelves. Sometimes letting in clerestory light is better.

Other good points demonstrated in this custom-built kitchen from a house designed by Foster Rhodes Jackson of Chino, Calif.:

- circular or half-circular holes instead of pulls for doors and drawers (all with 2-inch radius);

- fluorescent lighting under shelves over range and sink, enclosed behind slanting frame with obscured glass face;

- special compartment for trays, behind hinged door under range;

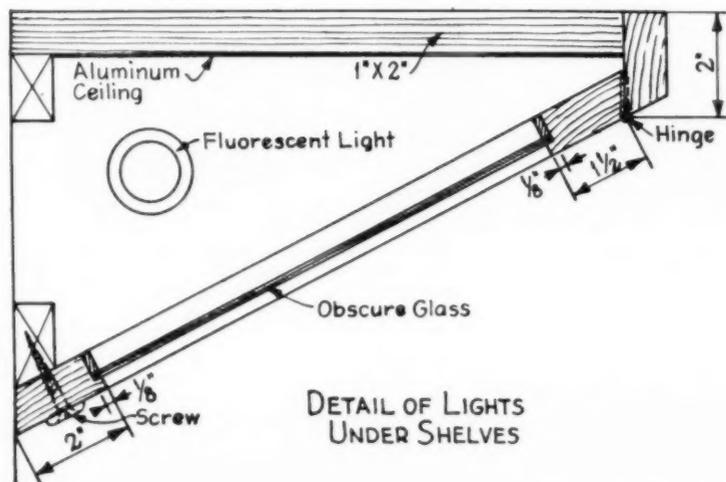
- warming oven just above Thermador oven unit, with hinged door of 2-inch plywood to harmonize with rest of cabinet work;

- three shelf lazy susan with a shelf radius 1 foot 9 inches, and bottom shelf with three compart-

- ments, vented, for vegetable storage; the curved door slides.

- chopping board on counter left of range above drawers for utensils.

Lower part of space under range contains slots for pot covers, made of 1/2-inch plywood inserted in pieces 12 inches high, 3 inches on center.



PRODUCTS EXHIBIT IN PRINT



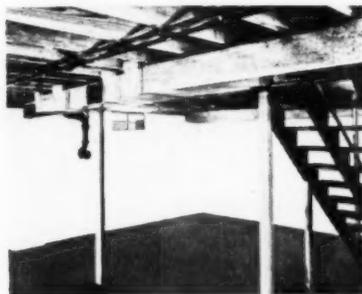
AB13312—BOOTH NO. 619A—AIR CONDITIONER—O. A. Sutton Corp., Dept. AB, 1812 W. 2nd St., Wichita 1, Kan. This new addition to the Vornado line will fit into windows as narrow as 24 $\frac{1}{2}$ inches; adjustable panels are available to adapt it to any window size. Device features high velocity, deep penetration and better circulation of the cool air emanating from air circulators which rotate through 360 degrees, also tilt up and down to permit direction of air to any location in the room without drafts.



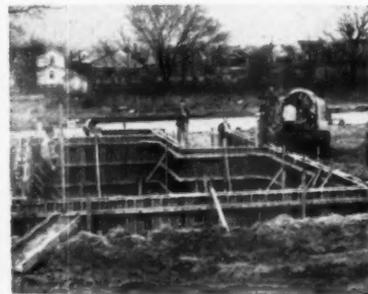
AB13256—BOOTH NOS. 260-261-262—LOUVERED WINDOWS—Sun-Sash Co., Dept. AB, 38 Park Row, New York 7, N.Y. These windows give controlled ventilation, consist of a pair of galvanized steel uprights with from three to 14 6-inch steel pockets on each, depending on the height. A wood or rubber stop is used at head and sill for sealing. The left-hand upright has a single operating handle which when pulled down rotates all the pockets simultaneously through a 105 degree turn. Sash stays open in any position.



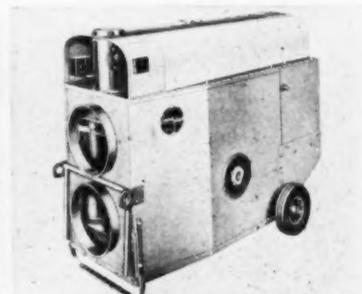
AB13220—WALL PANELING—Barclay Manufacturing Co., Dept. AB, 385 Gerard Ave., New York, N.Y. Suitable for walls or ceilings of bathrooms, kitchens and playrooms, these panels with Melamine finish stress durability and beauty. They will not stain, chip, break or crack. Panels have a three-dimensional appearance and a completely washable surface. Available in three patterns—streamlined, tile (illustrated) and solidtone—and in eleven colors, panels are made in seven easy-to-install sizes, 4x4 to 4x12 feet.



AB13313—MINERAL PAINT—American Sta-Dri Co., Dept. AB, Brentwood, Md. Any basement wall can be made clean, dry and bright by the application of Sta-Dri mineral paint for masonry, the manufacturers claim. Many builders have realized the increased buyer acceptability of homes by giving basements a game-room appearance with a coating of this economical product. Sta-Dri holds a wall of water nine feet high, contains a mold and mildew inhibitor and is available in a variety of colors and white.



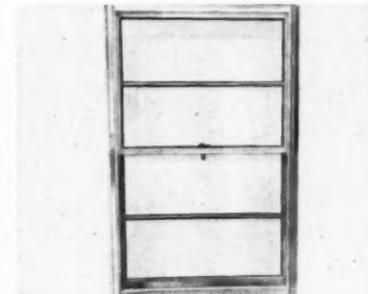
AB13236—BUILDING FORMS—Irvington Form & Tank Corp., Dept. AB, 20 Vesey St., New York 7, N.Y. "Atlas Speed Forms" are supplied in 6 and 8-inch steel channel sections, in lengths of from 4 to 8 feet. They can be quickly assembled with wedge clips in large or small size panels for crane or hand handling. A worker using an ordinary hammer can erect or strip the forms. Standard snap ties are used with ordinary 2x4's for walers. A crew of six can erect, pour and strip 2,000 square feet of form area in 40 man hours.



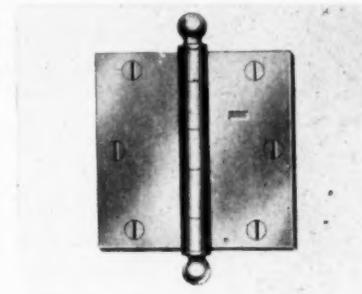
AB13141—PORTABLE HEATERS—Herman Nelson Division, American Air Filter Co., Inc., Dept. AB, Moline, Ill. Featuring a totally enclosed steel combustion chamber and automatic operation, assuring freedom from fire, smoke or carbon monoxide poisoning, this unit has a heat output of from 280,000 to 450,000 B.T.U.'s per hour. Its ventilating air output is 2,000-2,350 cubic feet per minute. Kerosene fuel consumption is 3.2 gallons per hour maximum. A 1 h.p., 60 cycle, 1 phase, 115/230 volt motor furnishes necessary power. Canvas ducts optional.



AB13198—BOOTH NOS. 29-30—METAL LATH—National Gypsum Co., Dept. AB, 325 Delaware Ave., Buffalo 2, N. Y. This smooth-edged metal lath product is stated to assure lath installers and warehousemen freedom from cuts and scratches. It is used to reinforce plaster and prevent cracks at all interior corners. Called "Safe-Edge Cornerite," it is mainly applied over gypsum lath. It is smooth-edged and formed at the factory. Smooth surface speeds plaster application and cuts waste. Available in two sizes.



AB13255—BOOTH NOS. 77-78—ALUMINUM WINDOWS. Ceco Steel Products Corp., Dept. AB, 5601 W. 26th St., Chicago 50, Ill. A new series of aluminum double-hung windows for residences, Ceco-Sterling Series 50-B, includes five groups of standard window stylings. Over 20 picture window sizes are included. These windows come packaged, all corners and joints welded. Nothing but glazing remains to be done, before or after installation. Stainless steel weather-stripping is built into the units.

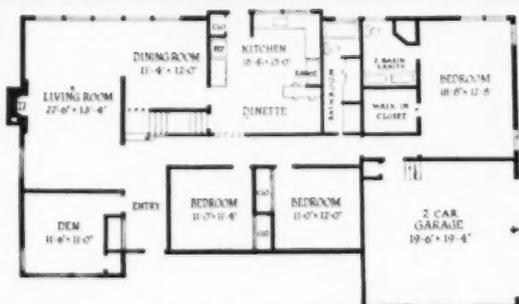


AB13315—BOOTH NOS. 275-276—BUTT HINGE—C. Hager & Sons Hinge Mfg. Co., 139 Victor St., St. Louis 4, Mo. The model No. 1241 Full Mortise Butt Hinge illustrated is designed for general interior application on doors of residences and other medium weight doors receiving average service. Hinges are furnished either with ball tip or button tip; they are made of wrought steel in nine different finishes. Recommended for use where a high grade of hardware is desired.

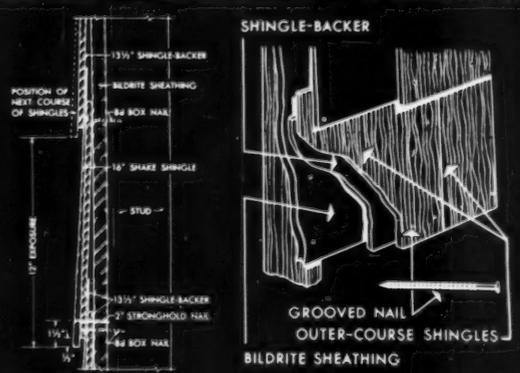
◆ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 240A-B

"We save \$125 homes like this with the Shingle-Backer

Booth Nos. 116 and 117.



This \$29,000 model is one of thirty homes planned by Miller Homes in their Pine Ridge development. It contains three bedrooms, den, two tile baths, living room with fireplace. Kitchen is equipped with range, dishwasher and refrigerator. Full basement has washing machine and dryer.



This new sidewall system resists 250 M.P.H. winds. Tests at the University of Minnesota proved Shingle-Backer System's tremendous holding power. Test wall was exposed to winds far in excess of hurricane velocity. Not a shingle came loose! (Write Insulite for actual test data.)

per job on new Insulite System!"



Ira Miller, Miller Homes, Glen Cove, New York

"Sheathing and under-coursing labor costs can be cut almost in half, costly matching loss and waste is practically eliminated, insulation value of the sidewalls is increased without extra expense. That's why we're using the new Insulite Shingle-Backer System," says builder Ira Miller, Glen Cove, N. Y.

Build and insulate with double-duty

INSULITE



Made of hardy Northern wood



INSULITE DIVISION,

Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota



Free kit for builders tells you in detail how Bildrite Sheathing and Insulite Shingle-Backer can help you save on your next job. Contains Insulite's Cost-Comparison folder so you can figure your own actual savings. Write Insulite, Minneapolis 2, Minnesota.



First, apply Bildrite Sheathing—cut sheathing time as much as 43%. One carpenter can sheath 1,000 sq. ft. in 8 hours or less. Saves corner-bracing (4-foot Bildrite was the first insulating sheathing to be accepted by F.H.A. for use without corner-bracing). No building paper needed . . . Bildrite is waterproofed throughout. Saves material—no matching loss or waste.

Next, apply Shingle-Backer in half the time required by wood under-course shingles. Handy 4-foot panels produce smooth, deep shadow line. Practically eliminate waste. Can be used or stored anywhere in any weather because Insulite Shingle-Backer is waterproofed throughout. Comes in easy-to-handle packages.

Another way to save. For soffits and porch ceilings, Miller Homes use completely weatherproofed Primed Graylite Building Board. Surface is primed and ready for easy, economical painting. Available in 1/2" and 3/4" thickness, 4-foot widths and in lengths from 6 to 12 feet.

Builders, Designers — Get

3 Plus Benefits

for all types of light construction!

Parkview School, New Bedford, Ind. Use of Zonolite Acoustical Plastic in all classrooms, corridors and auditorium give maximum fire protection, 0.65 noise reduction—at low cost!

GRADE SCHOOL



- 1 **INSULATION VALUE**
- 2 **FIRE SAFETY**
- 3 **SOUND ABSORPTION**

ZONOLITE[®] AGGREGATES



CHURCHES

Lincoln Park Community Church, Lincoln Park, Pa. Architect: George Savage. Zonolite plaster used.



OFFICE • STORE

Charles J. Schuh Building, St. Petersburg, Fla., Architect: Wm. B. Harvard. Zonolite plaster, insulating concrete roof fill, acoustical plastic used throughout.

ZONOLITE PLASTER AGGREGATE
—Used by more plasterers than any other aggregate! Uniform, easy to use, saves valuable construction time. Affords highest fire ratings, provides added insulation.

ZONOLITE CONCRETE AGGREGATE
—Gives concrete up to 16 times the insulating value of ordinary concrete in roofs and floors. Minimizes danger of condensation—ideal for radiant heating. Cuts heat loss.

ZONOLITE ACOUSTICAL PLASTIC
—Lowest cost acoustical treatment to apply—0.65 noise reduction. 100% fire proof. Attractive textured finishes may be decorated without affecting efficiency.

FREE BOOKLET! Mail coupon today for booklet G-24 with full data on Zonolite insulation and lightweight aggregates.

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Please rush me your new interesting booklet, G-24, that shows how to get plus benefits in light construction with Zonolite Aggregates.

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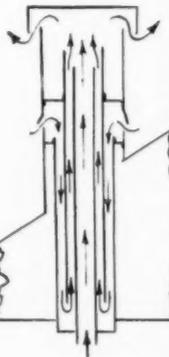
AIR-JET PACKAGED CHIMNEYS

- INSTALLATION IN ONE (1) MAN HOUR
- EXCLUSIVE NEW CHIMNEY PRINCIPLE
- UNDERWRITERS TESTED AND APPROVED



AIR-JET is the new word... the last word in a **PACKAGED CHIMNEY!** New Jet boosted air-cooled principle affords light yet sturdy construction. Saves enough space for an average linen closet! Saves time and money on-the-job.

SPECIFICATIONS (TYPE "O" FOR ALL FUELS)



IT COSTS LESS

Only 1 man hour labor required for average installation...no cement...no special tools...nothing extra is needed for installation...no assembling—**READY TO INSTALL**... factory painted.

STURDY CONSTRUCTION

Lightweight aluminum with shock-proof, high temperature porcelain steel smoke pipe. Weighs less than 100 pounds... Anti-downdraft top... raingroove flashing built-in.

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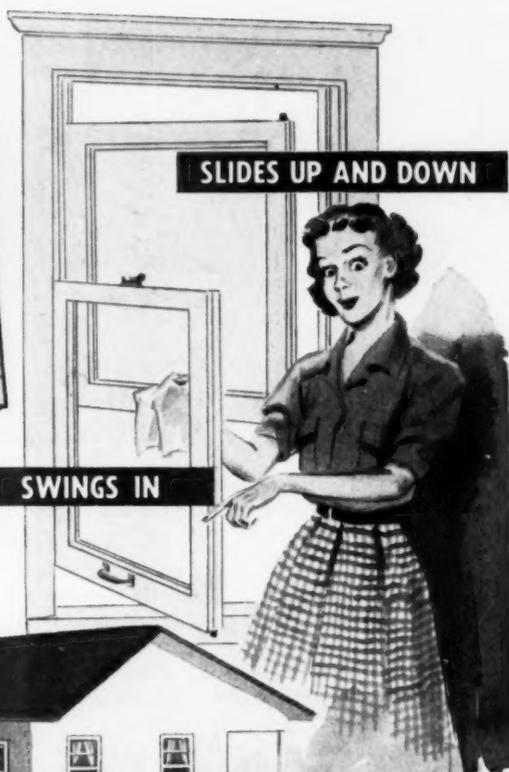
by Underwriters Laboratories for zero clearance from wood... windload tested for 25 pounds per sq. foot.

Above left is the airflow diagram. AIR-JET chimneys are available in standard 17" square and deluxe 17"x34" sizes. 6" smoke pipe. Write for further order information.

GENERAL PRODUCTS COMPANY
FREDERICKSBURG, VIRGINIA



by
**ETLING WINDOW
SALES APPEAL**



EASY TO CLEAN

That's what sells the home-maker. Just press a tab and both sash swing in for easy cleaning. A variety of styles, including picture windows.

QUICK INSTALLATION

A big savings for the builder. Place it, square it, nail it . . . and the job's done. Factory primed to cut painting costs.

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Saves time and money in handling, warehousing. Each window packed in a mar-proof carton or crate. Always clean, ready to use.

The in-swinging Eting Window is jam-packed with extra features that attract home buyers, put bonus profits in the builders' pockets. Top quality materials throughout. Competitively priced. Quick delivery.



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WRITE For Catalog, Specifications

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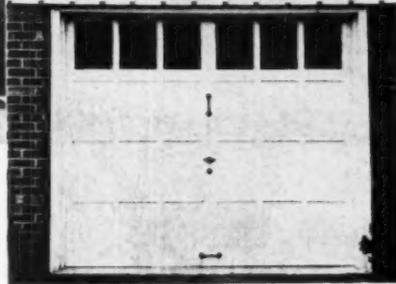
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YOU'LL GET MORE CALL FOR THE GARAGE DOOR THAT'S EASY TO INSTALL. . .



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Dealers and the "Do-It-Yourself" fraternity favor the simplicity of operation of the How-ell-dor sectional Upsweep garage door. Every How-ell-dor is a packaged product, drilled and ready to bolt together. Pictured above is the first of a series of steps illus-

trated in the Installation Instruction Sheet accompanying each How-ell-dor.

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There are now 38 stock sizes of residential and commercial How-ell-dors, including the popular new Picture Door.

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FASTER THAN \$100 ENGINEER INSTRUMENTS!
Packed in husky carrying case 12 x 11 3/4 x 3 1/4"

← **UP TO 50 FEET OR MORE** →

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**THE NEW, IMPROVED WATER LEVEL
FOR SIMPLEST ONE-MAN OPERATION**

Regular
50 Feet
\$8.95

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Anything you need level

LEVELALL does it

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Dealer inquiries invited

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75 Feet
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Mail me Levelall Instruments at \$8.95

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you guarantee satisfaction or money back upon return of Levelall within ten days.

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Send C.O.D. I will pay postman full purchase price plus delivery charge on arrival.

Full purchase price is enclosed. Send postpaid. (Postage prepaid on orders in U.S.A. only.)

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nod approval when they see



NEW micarta
PLASTIC SURFACE

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Designed by Decorating Experts to Combine Beauty with Utility

**MICARTA is Easy to Work With
Available in Economical Sizes**

Easily installed MICARTA panels are available in four sizes to eliminate almost all waste. For your convenience, they are pre-bonded to $\frac{3}{4}$ " Weldwood® Plywood; 24" x 96" . . . 48" x 96" . . . 30" x 60" . . . 30" x 96" all $\frac{7}{8}$ " thick. Ask your lumber dealer about MICARTA. For more information, fill out and mail the coupon below.

Builders are becoming increasingly conscious of the *new importance* taken on by kitchens, breakfast bars, dinettes, and bathrooms. That's why they are seeking new, efficient, economical and convenient ways to impress new home prospects with these rooms.

New MICARTA® "Mardi Gras" adds a gay, colorful, festive spirit to whatever surface it covers. What's more, its beauty is protected for years and years against normal household abuse. Long after other surfacing materials have been replaced, MICARTA continues to resist scuffs, scratches, chipping, cracking and burning. In line with its bright, cheerful appearance, "Mardi Gras" leaves housewives carefree and workfree . . . with plenty of time to praise the intelligent long-range planning of their builders. J-06506

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largest plywood organization in the world
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AIR TIGHT

WATER TIGHT

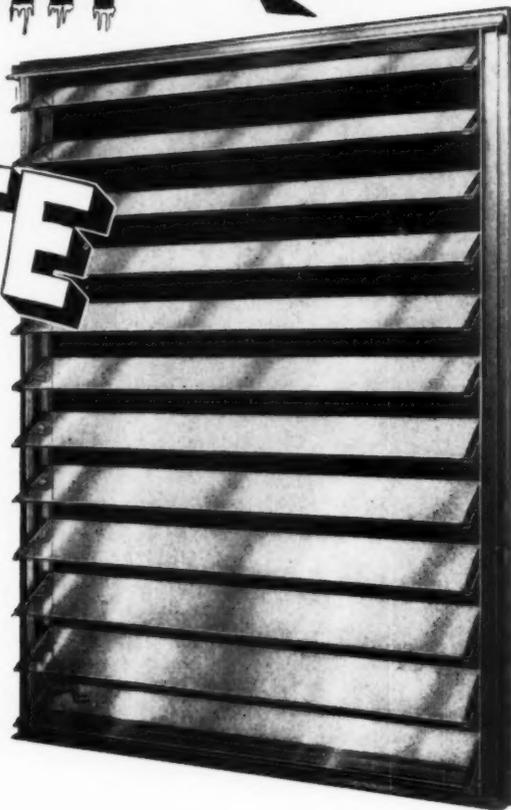
WEATHER TIGHT

See the PREMIER showing of the CURV-TITE JALOUSIE at the convention of the National Association of Home Builders, Room 626A Conrad Hilton Hotel, Chicago, Illinois - January 18-22, 1953.

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Curv-TITE

*comfort supreme!
the owner's dream!*



Porches, breezeways and seldom-used areas can become warm, sunlit havens during winter's severest months and enjoyable, controllably-ventilated private lounging areas during summer's searing heat. Areas that sit idle during half of the year now can be converted into dens, television rooms, children's play rooms, additional sleeping quarters and summertime dining space. The ultimate in design, field experience and purchaser demand have been incorporated in the CURV-TITE glass jalousie to assure you of correct positive weather protection and trouble-free service. Competitively priced, it is the builder's innovation for 1953.

Silent, insulated, frictionless, finger-tip controllable linkage with the balanced floating CURV-TITE glass holders assures trouble-free, effortless action under severest weather conditions. Recessed screens are replaceable by storm sash from the inside to provide added double glass insulation. The CURV-TITE glass holder incorporates built-in compensating glass variation springs and rear locking springs to prevent glass rattle. Both the head and sill are weather-stripped for positive sealing action. Adaptable to all types of installation, it is the builder's dream.

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AMERICAN BUILDER

Profitable
BUTT HINGES
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NATIONAL LOCK

Regular Butts

The popular regular BUTT HINGE; also available in half surface type. A quality item proved in the field by "the man on the job". Packed one pair with screws in a rugged, easily handled box. A steady sales producer.

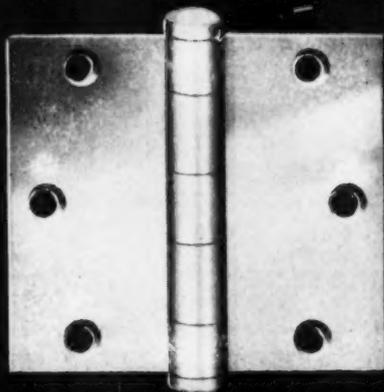
Round Cornered Butts

Same high quality as the Regular Butt Hinge. Has added feature of $\frac{1}{4}$ " radius round corners. Eliminates hand mortising. Saves time and costs. Available in two sizes— $3\frac{1}{2} \times 3\frac{1}{2}$ " and 4×4 ". Neatly and conveniently packaged.

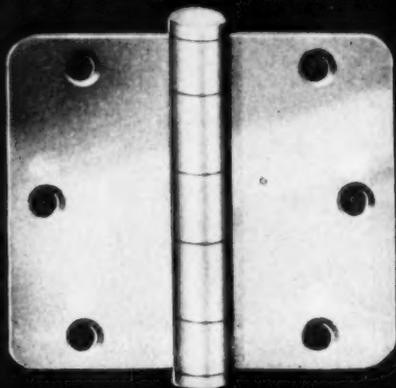
Template Butts

For use with steel frames and either steel or wood doors. Machine screws furnished for steel frame—steel door installations; both machine and wood screws supplied for steel frame-wood door combinations. Available in the three most popular sizes— $3\frac{1}{2} \times 3\frac{1}{2}$ ", 4×4 " and $4\frac{1}{2} \times 4\frac{1}{2}$ ".

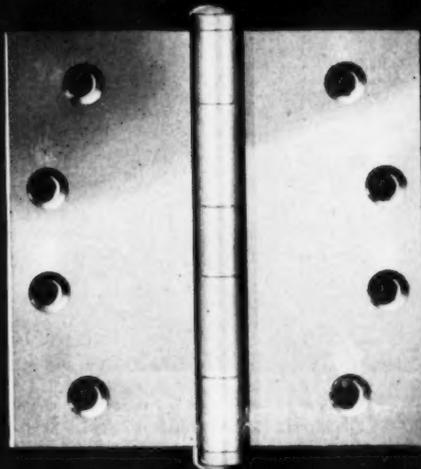
NATIONAL LOCK Regular Butts, Round Cornered Butts, and Template Butts are available in all standard finishes . . . ball tip or button tip . . . loose pins. NATIONAL LOCK Butts are always uniform in size, conveniently, attractively packaged and profitable to sell. Ask your jobber for complete details or write for Builder's Hardware Catalog.



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 $3\frac{1}{2} \times 3\frac{1}{2}$ " regular butt



No. A65-025R
 $3\frac{1}{2} \times 3\frac{1}{2}$ " round cornered butt



No. A65-026T
 4×4 " template butt



distinctive hardware... all from 1 source

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Rockford, Illinois • Merchant Sales Division

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On-the-Job Sawing Center Costs Only

with **DELTA Radial**

"\$1,300,000 CONSTRUCTION FOR \$400"

—Metcalfe-Hamilton Construction Companies, Kansas City, Mo.



DELTA
MILWAUKEE

QUALITY MAKES THE DIFFERENCE

EVANS ELECTRICAL
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10¢ per hour Saw

Over \$1,300,000 worth of construction with a radial saw expenditure of less than \$400 . . . three apartment buildings with 172 units built with an on-the-job-sawing center and a saw cost of only 10¢ per hour . . .

That's the experience of the Metcalfe-Hamilton Construction Companies in Kansas City, Missouri, who put a Delta radial saw at the job site to reduce costs by mass cutting, thus freeing carpenters for fitting, nailing and finishing.

HEAR WHAT OTHER BUILDERS SAY ABOUT DELTA

E. H. Moldenhauer & Sons, Cedarburg, Wis.—"Using the Delta radial saw in our shop we pre-cut all structural members for a complete house in a few hours."

Arthur Weeast, Florence, N. J.—"I can think of no other power tool to compare with Delta"

Woodbine Mill and Lumber Co., Nashville, Tenn.—"It is the best saw I ever ran."

Hunkin-Conkey Construction Co., Cleveland—"This saw does it easier, better, and quicker. It's a safe saw to use"

Allen Chambers, Kansas City, Mo.—"If it weren't for Delta radial saws we'd have to spend thousands of dollars in additional labor"

And here's what Project Manager **Raymond D. Sharpe** says about Delta radial saws: "For performance, ease of operation, versatility, and economy, the Delta radial saws can't be beat."

No wonder Metcalfe-Hamilton wants Delta radial saws. They use Delta radials for ripping, cross cutting, beveling, dadoing and general mill work. In

4000 hours of hard use, the only maintenance they've had, except for blade wear, was one new switch.

Here's the way to cut costs, and step up production. Portable power saws are no substitute for real mass production sawing on the versatile Delta radial. Use the coupon below for more information on the complete line of Delta radial saws—8", 10", 12", 14" and 16" sizes. From ½ to 7½ H.P.

ONLY COMPLETELY NEW RADIAL SAW ON THE MARKET



Delta's different—the saw blade stays above the work table on full 360° swing, so you can cut any angle, get really full capacity.

1. All Controls in front—safer, easier to operate.
2. Bigger capacity.
3. Completely guarded spindle.

4. Hardened, life-time trackways.
5. New "Lo-Rise" motor—direct drive, fan cooled.
6. Quick set stops at 30°, 45°, 60° and 90°.
7. Quick change front guide fence control.

And—Delta's exclusive "turret" action above the work table, permits cutting in all directions—360°.



On-the-Job Sawing center builds profits for Metcalfe-Hamilton, Kansas City builders. Close up shows typical sawing shed at apartment house project. Delta radial saws, because they are more versatile, make more cuts, need less maintenance, are ideal for construction work.

DELTA POWER TOOL DIVISION

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Another  Product

Please send me full catalog data on Delta radial saws.

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 City _____ Zone _____ State _____

HIDALIFT

the completely
modern
SASH BALANCE

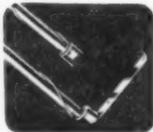


speeds up new construction sales!

New construction really sells faster when you add Hidalift's exclusive "sell" features to your buildings. And no wonder! 100% concealed — it boasts positive lifting power provided by the highest quality coil spring. Smooth-as-silk in operation, the new, improved Hidalift is designed for easy, fast installation. Truly the most modern sash balance ever made . . . acclaimed by builders, contractors and homeowners — everywhere!

TWO TYPES OF ATTACHING BRACKET

Tension is applied DURING installation by winding hinged bracket arm (on "L" type); AFTER installation by turning tensioning screw on both "L" and "Cup" types.



Quality Products
For Over A Century

HIDALIFT DIVISION
THE TURNER & SEYMOUR MFG. CO., TORRINGTON, CONN.

Gentlemen:
Send complete literature and prices on Hidalift.

Please check Dealer Builder

Name _____

Address _____

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Accent ON HEAT!

LOW INSTALLATION AND-
OPERATING COSTS, TOO



THE BRILLIANT FIRE installs readily in standard studding, inside or outside walls. Designed for the remodel job as well as new construction. Engineered for All Gases, in Single-Room or Dual-Room models.

• More "protective shielding" for Safety. More insulation to prevent overheated walls that so commonly mar wall finishes.

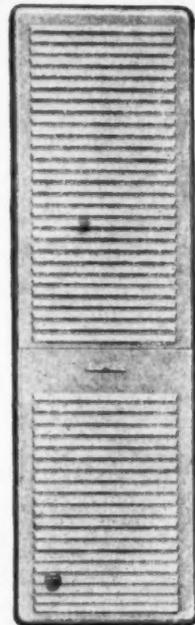
• Wall Box "telescopes" to exact wall thickness (plaster, fiberboard, etc.) without extra parts.

• Heating Section is "gas-tight" from burner to flue (100% welded). No odor, no sweating.

• Combustion Chamber is of lifetime construction, has cast-iron head. Burner is non-clog.

• Draft Diverter and Safety Pilot built in. Auto-controls optional. Convenient Service Panel for lighting, snaps on.

• Dual-Room models are no mere 2-way heaters but 2 complete heaters in single wall box. Vision-proofed and sound-proofed.



Uses
NO
FLOOR
SPACE



Wall Panel projects but 3 1/2" from wall. Provides low-level heat delivery for Living Zone comfort. A.G.A. Approved . . . and for High Altitude operation.

WRITE FOR
CATALOG NO. 5WB.

SINGLE
ROOM
MODELS

Brilliant Fire
Vented Recessed
WALL HEATER

DUAL
ROOM
MODELS

THE OHIO FOUNDRY & MANUFACTURING COMPANY
STEUBENVILLE, OHIO

Styled by Women to please the "boss"
...NEW Curtis Kitchens



Here, at last, are kitchens designed and styled by women to please the supreme "boss" of the kitchen—Mrs. Housewife! In the new Curtis kitchens, swing-out shelves, tray units, sliding bins and many other new features combine to make kitchen work easier than it has ever been before. And to top it all, there's fresh, modern design—with flush-surface wood cabinets available either in *natural birch* or finish coated in white, ready for decorating to suit the owner's taste.

Embodying 53 features women want, the new Curtis woman-planned wood kitchen cabinets fit any size or shape of kitchen.



Here are just a few of the reasons why the new Curtis kitchens make such an instant appeal to women



What to do with trays and cookie sheets is effectively solved by this Curtis storage unit for vertical filing. Note the convenient sliding tray at top.



The new Curtis cabinets provide space for *everything*. Here is a special drawer unit, with deep bread drawer.



Plenty of room for fruits and vegetables here! See how these sliding bins tilt out for easy access. Bins may also be used for pans or other storage.



This wall corner spin shelf puts everything at the housewife's finger tips. It can also be installed in a base corner unit.

Curtis makes a complete line of architectural wood-work and Silentite windows for homes of all types and sizes. Make your next home "all Curtis."



Get All of the "News" About the New Curtis Kitchens—Mail the Coupon!

Curtis Companies Service Bureau
 AB-1 Curtis Building
 Clinton, Iowa

Gentlemen: Please send booklet on the new Curtis woman-styled kitchens.

Name.....

Address.....

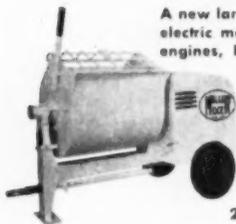
City.....State.....

These NEW MULLER PLASTER and MORTAR MIXERS "have everything"!

These new Muller Mixers, with new money-saving features, live up to the well known Muller tradition for high quality with low price and low upkeep. All sizes now have the Muller Paddle Shaft Seal (Pat. Pdg.) for positive bearing protection, guaranteed for the life of the mixer!

THE 3½' MODEL—

A new larger drum for light materials . . . choice of electric motor or either of the two best air-cooled engines, large enough to stand plenty of overload . . . power throw-out . . . hinged engine housing . . . self-lubricating self-aligning bearings . . . ball thrust on paddle shaft . . . new safety grid.



PRICES F.O.B. FACTORY

1 H.P. Electric Motor	\$312.00
2.7 H.P. Briggs & Stratton Engine	330.00
3.1 H.P. Wisconsin Engine	360.00

THE 6' MODEL—

Large heavy duty drum . . . double V belt drive from engine to countershaft with simple power throw-out (on gasoline models), avoiding all need for clutch adjustments . . . drive from countershaft to paddle shaft through machine cut gears . . . narrow trucks optional for indoor use.



PRICES F.O.B. FACTORY

3 H.P. Electric Motor	4.6 H.P. Wisconsin Engine	530.00
220/440 3 Ph.	7.7 H.P. Briggs & Stratton Engine	540.00
\$580.00		

THE 6' TO 8' HEAVY DUTY MODEL—

This size for large jobs requiring extra capacity, or where mixer encounters extra severe service . . . regularly equipped with 7 H.P.

Wisconsin Air-Cooled Engine with built-in disc type clutch running in oil . . . drive from engine to countershaft is heavy duty roller chain and machine cut gears to paddle shaft.



PRICES F.O.B. FACTORY

7 H.P. Wisconsin Engine	\$650.00
5 H.P. Electric Motor 220/440 V	680.00

(Standard 9 Cubic Foot 3 Bagger also available)



MULLER MACHINERY COMPANY, Inc.

Mail coupon for descriptive folders

Muller Machinery Co., Inc., Metuchen 4, New Jersey

Please send me descriptive folder(s) checked below:

- 3½' Plaster and Mortar Mixer
 6' Plaster and Mortar Mixer
 6'-8' Plaster and Mortar Mixer

NAME.....TITLE.....

COMPANY.....

STREET.....

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

HOLT Floor Sander

*Keeps Earning Money
FOR YOU*



HOLT NMPL12 is ruggedly constructed, easy to handle, operates smoothly. Cut selector assures right tension for rough, medium or fine cut.

DEMOUNTABLE DRUM CUSHION CHANGES IN MINUTES

Why let damaged drum cushions tie-up floor sanding 12 to 24 hours? HOLT demountable drum cushion (patented) can be replaced in minutes by the operator right on the job . . . so sanding goes on almost without interruption.

You cover more floor, too, with HOLT high-speed cutting. Sure-grip clamps keep paper "in." Self-adjusting, double belts stay tight. Correct design and dynamic balance eliminate chatter and vibration . . . assure smooth, craftsman-like work.

Do floor jobs the easy, time-saving HOLT way. For further information and name of nearest dealer, write your name and address in margin of this ad and mail TODAY.



For floors that make happy home owners, wax and polish with HOLT floor machines.



It's easy to sand edges, corners, stairs, closets, etc., with HOLT Rotary Edgers.



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COMPANY**

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**It's NEW
and it's a
FORD!**



TRACTOR

Extra Power... Extra Size... Extra Strength!

Here's what you've been asking for! . . . an agile, easy-to-manuever tractor, yet powerful and ruggedly built. That's the new Ford Tractor. Its extra power puts new push into material handling jobs behind the Dearborn Angle Dozer and Dearborn Industrial Loader. Its longer wheelbase gives a firm footing to heavy overhanging loads. Its added strength stands up under gruelling construction and maintenance work. And the new Ford Tractor maintains all the advantages of quick, easy attaching of rear mounted tools. You can change from rear-mounted scraper, to scoop, to post hole digger, to disc, to mower . . . all in a matter of minutes!

Live-Action Speeds Tool Control!

You have faster, surer control of rear mounted tools with the new Ford Tractor *Live-Action* Hydraulic System. The instant you nudge the handy Touch Control lever, you get immediate response . . . no waiting for action! And, with Ford Tractor's new *Hy-Trol*, you can change hydraulic speed to fit the job. Ford Tractor's exclusive Proof-Meter and fast transport gear are among other advantages your nearby Ford Tractor dealer will be glad to show you. And for all it has, you'll be surprised at the low price of the new Ford Tractor!



Power to push! Ford's new powerful "Red Tiger" engine helps you get more work done faster. Shown above is the Dearborn Industrial Loader. It can lift 1000 pounds as high as 10' 8"!



Power to pull! Watch the new Ford Tractor "buckle down" on tough pulls. The low priced Dearborn Rear Mounted Scoop attaches to the Ford Tractor in less than 60 seconds.



Power to lift and lower rear mounted tools. *Live-Action* hydraulic power from Ford Tractor's built-in hydraulic system gives you fast, sure control of rear mounted equipment.

DEARBORN MOTORS CORPORATION

Birmingham, Michigan

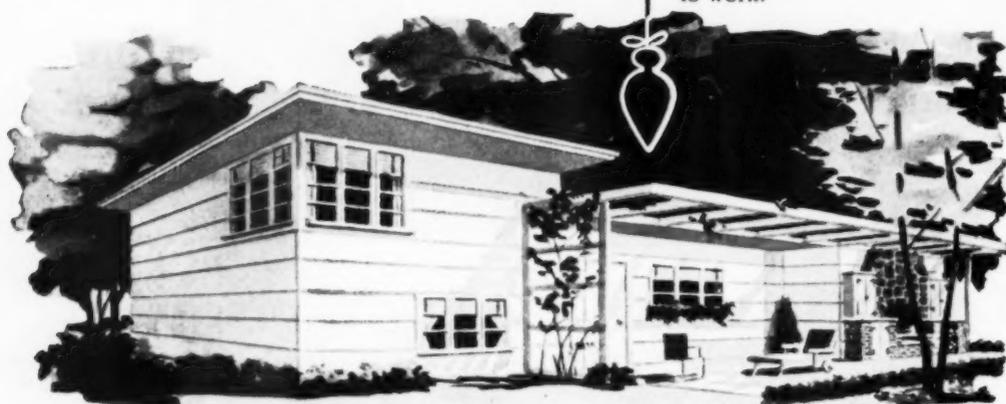
National Marketing Organization
for the Ford Tractor
and Dearborn Equipment



you asked for it...
here it is!

MASONITE SIDING

the new, packaged Presdwood product



Here are just a few of the advantages of this new Presdwood® product that'll bring you more jobs and more profits:

smoother

No knots or grain to rise and check the smooth finishes so easily applied. Takes less paint to cover; each painting lasts years longer!

stronger

Resists bumps, scrapes, other surface hazards. Won't split, splinter or crack. Won't push nails out.

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Permanent protection in all climates. This durable all-wood hardboard never rots or corrodes.

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No short lengths! Packaged in convenient 8', 10' and 12' lengths. Conventional 12", wider 16" and extra-wide 24" widths at no premium. 5/16" and 1/4" thicknesses.

You cannot apply a finer, more durable siding on any type of home. See your building materials dealer today, or send coupon for further information.

Please tell me more about Masonite Siding and the 23 other Masonite Presdwood Products.

Name.....

Address.....

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

better hardboards for better homes



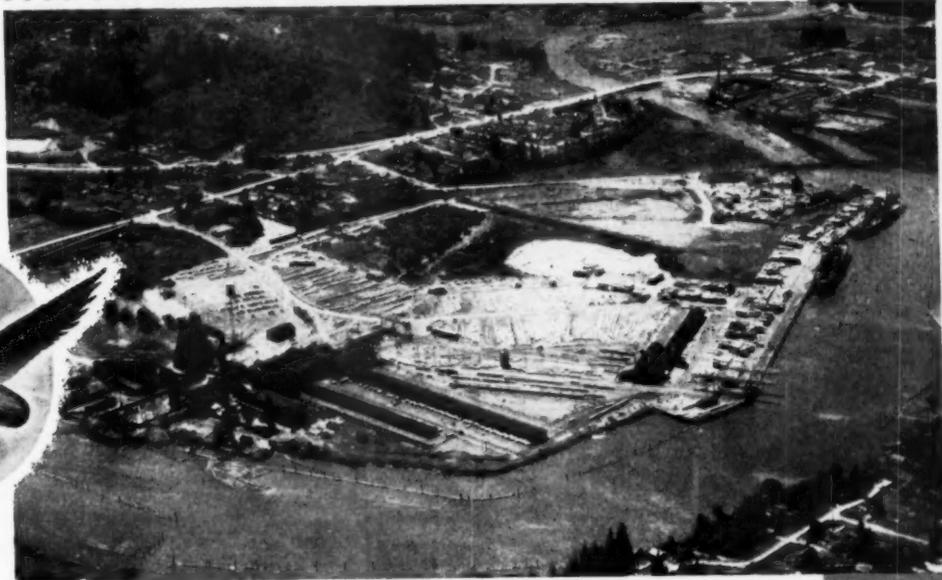
MASONITE® CORPORATION

Dept. AB-1, Box 777, Chicago 90, Illinois

"Masonite" signifies that Masonite Corporation is the source of the product

AMERICAN BUILDER

COOS BAY LUMBER COMPANY...COOS BAY, OREGON



From the Lumber Empire

... Dant & Russell are manufacturers and general sales agents for a diversity of building materials—the finest of Pacific Coast woods...the best in building materials...important products for most construction needs. Your needs can be supplied from company-owned warehouses throughout America.

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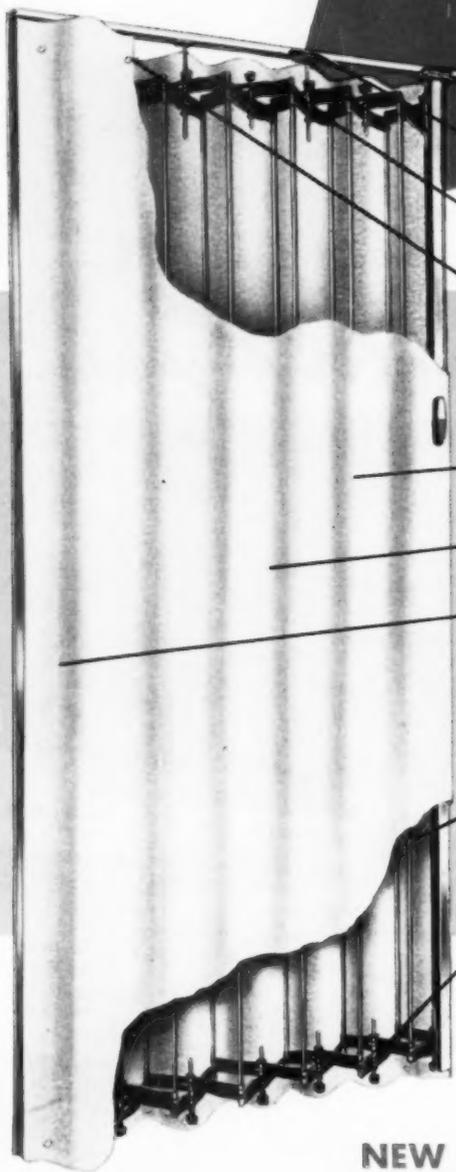
Now...for the **FIRST TIME** in

NEW **SPACEMASTER** DOORS

BY "modernfold"

LONG ON QUALITY FEATURES

...LOW ON PRICE



Quiet, "Sure-Stop" Slides carry door along track. Door can't "Creep" away from fully open or closed positions.

Balanced Hinge Construction both top and bottom for long life, easy opening and closing.

Fabric Covering Easily Removed, snap fasteners attach fabric to frame. No glue.

Vinyl Coated Fabric Covering, durable, fade-proof, easy to wash.

More Folds Per Opening for better appearance.

Smaller Stack Space when door is closed ... for bigger "pass through" area.

Shallow Metal Track, covered when door is closed. Almost invisible when door is open.

Vertical Steel Rods, two to each hinge, welded not crimped.

Compression Springs at bottom of door equalize fabric tension—reduces chance of fabric "wrinkling."

Sizes: 2'-6", 3'-0", and 4'-0" (rolling post only). Doors can be used as pairs.

SPACEMASTER folding doors
by

NEW CASTLE PRODUCTS
New Castle, Indiana



COPYRIGHTED NEW CASTLE PRODUCTS 1953

AMERICAN BUILDER

housing history

YOU CAN OFFER

BUYERS Quality Folding Doors

AND CUT YOUR 'PER OPENING' COSTS, TOO!

New "Spacemaster" doors by "Modernfold" now make it possible for you to offer buyers all the space-saving advantages of folding doors even in the most modestly priced home you build.

That's because "Spacemasters" are the lowest price *Quality Folding Doors* on the market... with exclusive design features that drastically cut your installation time, and your need for materials.

"SPACEMASTER" DOORS SAVE INSTALLATION TIME AND MATERIALS



Step 1. Cut drilled track to door opening width. Mark and drill holes in header. Average tested time for this operation, four minutes.

Step 2. Slide track onto door, lift into opening and insert only 4 screws. Average tested time for this operation, three minutes.



Step 3. Screw 4 spring steel jamb clips to jamb in line with slots in jamb post. Average tested time for this operation, three minutes.

Step 4. Snap jamb post over jamb clips. That's all! Average tested time for this operation, one minute.

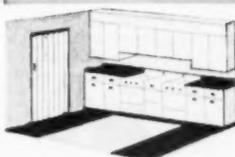


You can hang a "Spacemaster" Door with just eight screws, in 15 minutes or less. "Spacemaster" doors come as a complete package unit... in one carton.

There are no hinges, or other hardware to buy. No finishing materials such as paint, stain, wax, etc. No trimming, planing, fitting. No trouble setting door hinges so they line up with jamb hinges.

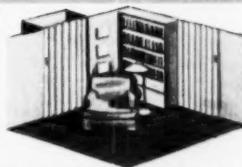
"Spacemaster"—the easiest of all doors to install—saves time, saves tools, saves materials... and, of course, saves the space a swinging door wastes.

Available soon at your local lumber yard
or see your
"Modernfold" Distributor



More Work Space In Kitchens. Put in "Spacemaster" and even the smallest kitchen becomes more workable—a good sales point to hammer home with housewives.

Bigger Bedrooms Help Sell Homes. No need to enlarge floor plans. Just cover closet openings with "Spacemasters." "Spacemaster's" 4-foot rolling post door folds from each end to give "checkroom efficiency."



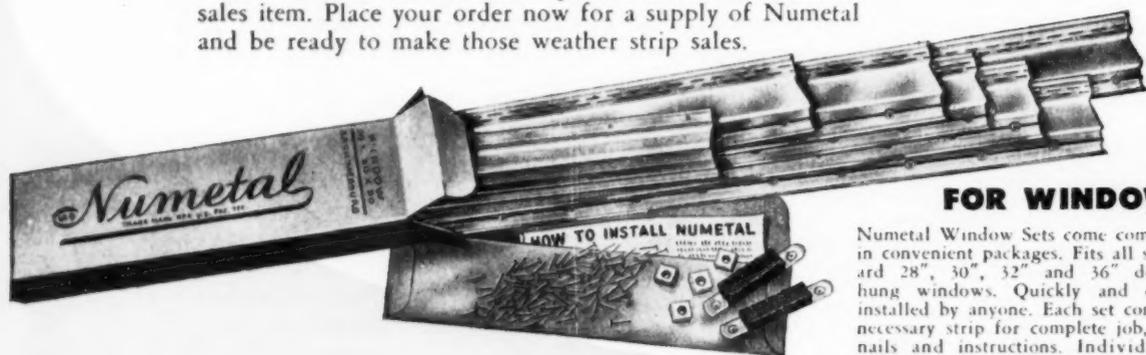
Dead Corner Comes To Life. "Spacemaster" doors actually make rooms larger, more livable... your homes more salable. That's because no valuable floor, and wall space is wasted on "door swing."



For 30 Years America's



An old friend, and a leader in weather strip sales for 30 years. Conveniently packaged in sets for windows or doors in individual cartons. A perfect over-the-counter sales item. Place your order now for a supply of Numetal and be ready to make those weather strip sales.



FOR WINDOWS

Numetal Window Sets come complete in convenient packages. Fits all standard 28", 30", 32", and 36" double hung windows. Quickly and easily installed by anyone. Each set contains necessary strip for complete job, plus nails and instructions. Individually packaged — ready to hand customer!

Nu-WAY WEATHER STRIP Easiest in the world to put on

Any clerk, regardless of experience, can sell Nu-Way Weather Strip! That's because any customer can put it on quickly and easily.

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.

Yes, Nu-Way keeps out cold — saves fuel. And sells at a low price that really brings in sales!



This colorful, attractive display carton really sells the goods! Contains one individual 18 ft. roll of Nu-WAY, with sufficient nails and instructions for easy installing. Stock up today!



Mac says "Be prepared for COLD WEATHER SALES!"

ORDER NOW — your order will be shipped same day received

Leading WEATHER STRIPS!

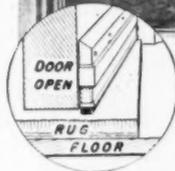
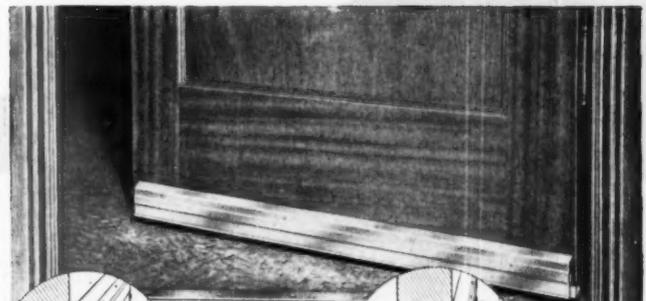
FOR DOORS

Numetal Weather Strip comes in handy sets for almost all standard doors. Available with regular stainless steel and felt door bottom strip, or with threshold and exposed hook. Easily installed—no special skill or tools needed. Comes complete. All ready to install.



Nu GARD Automatic DOOR BOTTOM & DRAFT ELIMINATOR

Show customers how it works, and this automatic door bottom sells itself. It's the perfect answer for all drafty doors — inside or outside! Completely solves the old problem of clearing rug or carpet every time door opens. Nu-GARD is beautifully designed with smart, silvery-satin finish and easily installed. Will not rust or tarnish. Furnished in 28", 32", 36", 42" and 48" lengths. May be shortened approximately 2". Packed in individual cartons.



UP
automatically
when door
opens
Felt bottom
raises to clear
carpets and rugs.



DOWN
snugly when
door closes
Thick felt
bottom now
hugs floor to
seal out drafts,
noises, odors.

Numetal DOOR BOTTOM STRIP



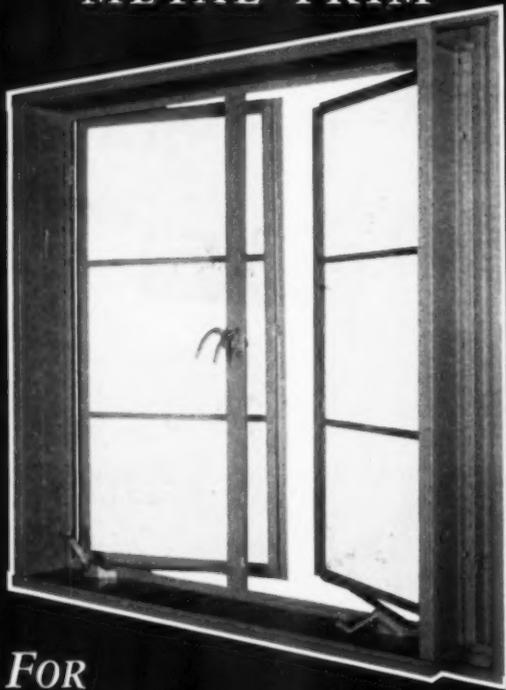
Here's a fast-selling weatherproof item that is tops in the field! Made of thick, wool felt and heavy gauge stainless steel. Furnished in standard lengths — 28", 30", 32", 36", 42" and 48" — packed 1/2 dozen same length to carton. Also furnished in special lengths.

MACKLANBURG DUNCAN CO.

OKLAHOMA CITY, OKLAHOMA

**MACKLANBURG
DUNCAN CO.**
MANUFACTURERS OF
QUALITY
BUILDING
SPECIALTIES

HOPE'S NEW COMBINATION INSIDE-OUTSIDE METAL TRIM



FOR HOPE'S STEEL RESIDENCE CASEMENT WINDOWS

Hope's new Inside-Outside trim combination saves you money, time and effort installing Hope's Steel Windows. Rough openings easily prepared; no sheathing to cut back or notch; you install trim without need for any finished carpentry whatever, either inside or out.

This solid steel trim construction makes window frames that never warp, shrink or swell and are fire, insect and vermin proof, adding extra value to the home... with lower costs to the builder.

Hope's new Metal Trim combinations assemble completely in a few minutes either at the warehouse or on the job. They accommodate all standard sizes of Hope's Steel Windows. For complete information write for Brochure No. 132.

HOPE'S WINDOWS, Inc.

Jamestown, N. Y.

THE FINEST BUILDINGS IN THE WORLD ARE
FITTED WITH HOPE'S WINDOWS

Amazing DISPOSABLE Blade

Super-Hard Teeth

Patent Applied For

HEINEMANN'S New HARD-TIP Saw

Throw Away When Dull
Stays Sharp 5 Times Longer
Sensational Low Price
Reduces Costs 50% to 60%
Cuts Smoother and Faster

Ends Your Saw Troubles

Remarkable... this new DISPOSABLE Heinemann "Hard-Tip" Blade. Short teeth, specially hardened, stay sharp many times longer - cut faster, smoother, quieter. Short teeth can't grab - safer to operate - requires less power. Always round and efficient - never develops cracks. Saws fine on any type machine, all kinds of work. The low price will astonish you - \$1.77 for Standard Type "C" 6 inch. Equally low prices on all sizes up to 16 inch.

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THE F. HEINEMANN SAW AND MFG. COMPANY
CANTON 6, OHIO

when there's more than one floor...



DUMB WAITER



CORRESPONDENCE LIFT



SIDEWALK ELEVATOR



FREIGHT-WAITER



RESIDENCE ELEVATOR



STAIR-TRAVELER

Sedgwick EQUIPMENT is needed

Many new jobs, as well as alterations, can benefit by the inclusion of dependable Sedgwick Elevators, Dumb Waiters and Dumb Waiter Doors. Standard sizes. Prompt shipment. Nationwide representation. Contact:

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Specialists in Vertical Transportation Since 1893

"Black & Decker Saws can't be beat!"

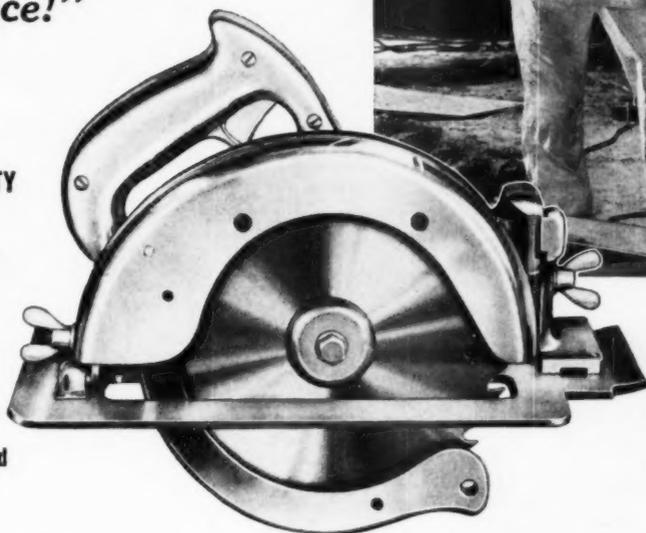
says Foreman Joe Solko,
Harris Construction Co.,
Fresno, California.

*Construction company uses
21 B&D Saws "because
they're fast and safe
and require very little
maintenance!"*



**COMPLETE SAFETY
IS BUILT-INTO
EVERY BLACK &
DECKER SAW!**

- Instant-release trigger switch
- Perfect balance
- Telescoping guard



▲
Cutting wood with an 8" Black & Decker Saw on the job site at Yosemite Junior High School; Fresno, Calif. In addition, B&D Drills and Hammers help speed the job for Harris Construction Company.

For speedy, accurate, safe sawing on *your* jobs, follow the lead of construction men everywhere who're switching to Black & Decker power. At the Harris Construction Company, for example, 21 B&D saws have been in use for the past year, working 8 hours a day, day after day. Foreman and superintendent agree: "Black & Decker saws can't be beat!"

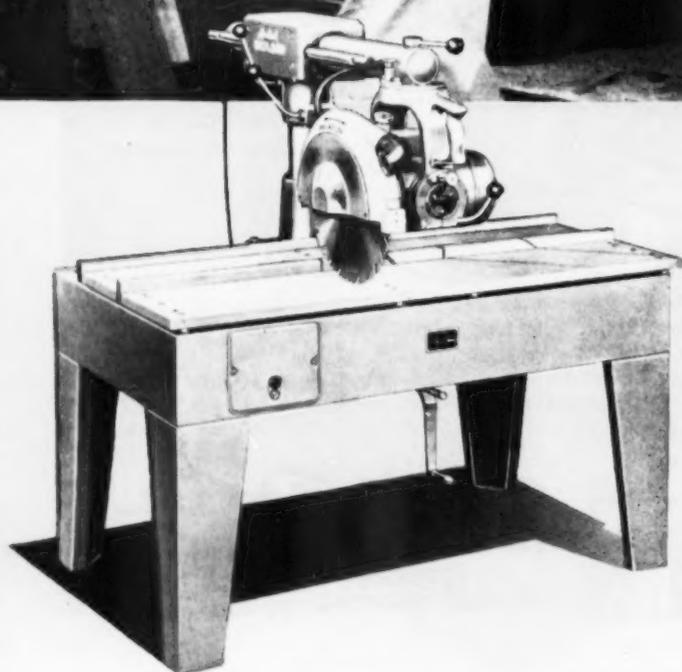
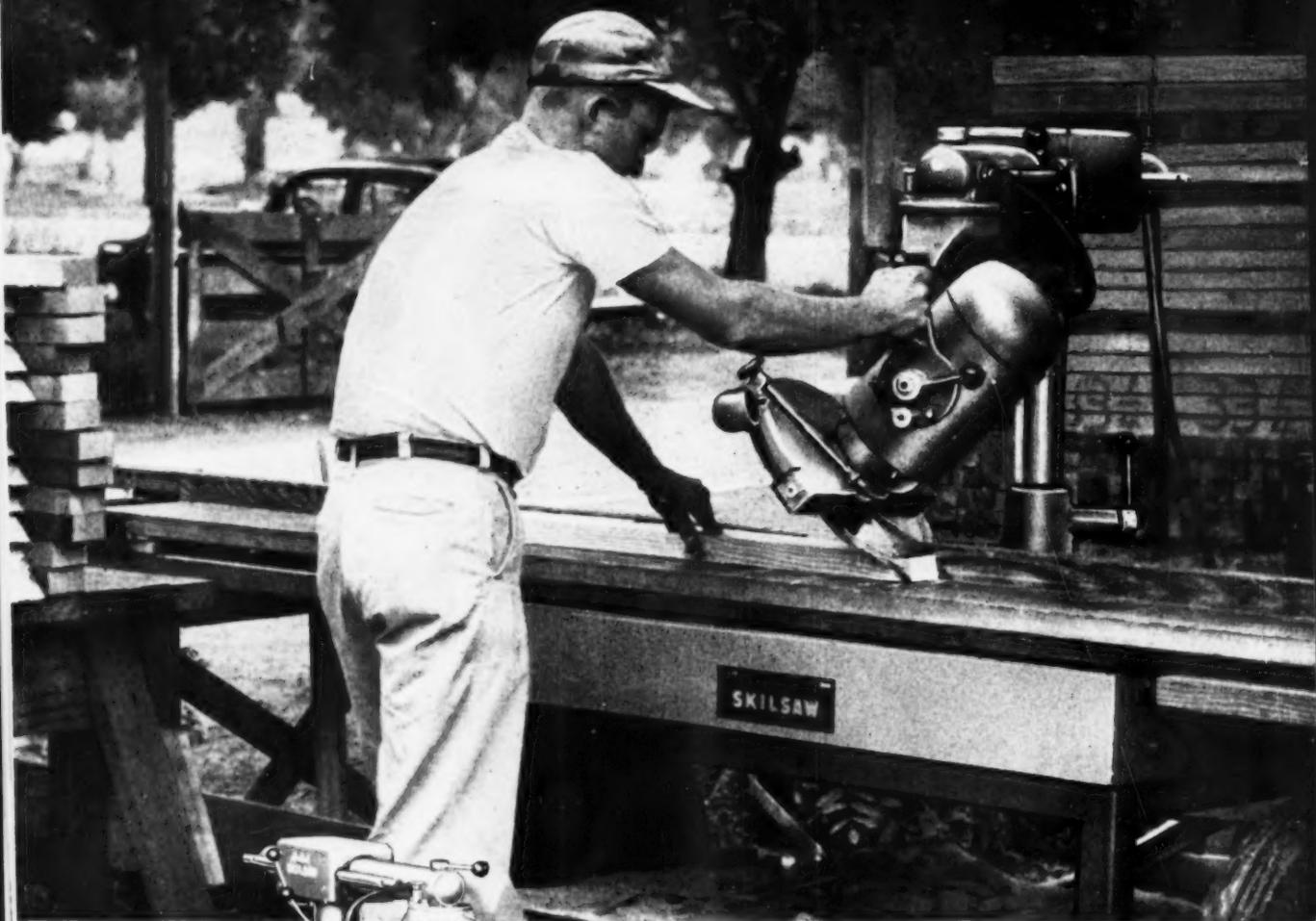
Check these features for yourself: Special B&D-built universal motor for abundant power. Cutting depth

and bevel angle quickly adjustable. Foolproof telescoping guard and instant-release trigger switch for complete safety. Husky gears and housings! Available in 6" and 8" models. See your nearby B&D Utility Dealer for a free demonstration. For complete catalog, write: THE BLACK & DECKER MFG. Co., Dept. 663, Towson 4, Maryland.



New B & D Utility No. 44 Sander (\$46.95) is a real finish sander that requires no final hand sanding! Gives satin-smooth finish ten times faster than by hand. Light weight, easy to use, many exclusive features!

Black & Decker
ELECTRIC
UTILITY TOOLS
**PORTABLE
ELECTRIC
TOOLS**



Liberty Building Cuts Lumber for Five Houses Per Day with three of their four SKIL Radials set up for production sawing. Wilbur Mitchell, lead-man on the radials, says, "For this rate of production sawing we selected the radial that makes set-up time fast and easy. Naturally, SKIL got the job because of its retractable arm."

SKIL Radial Saws make a complete construction workshop easy to set up for all cuts. All mechanical and electrical controls are accessible from in front. Available in 2, 3, 5 and 7½ hp., with 14" and 16" blades, 1 or 3 phase, all voltages, manual or magnetic control.

*"At Kellogg Park, West Pomona,
we're building a \$100,000,000 development,*

4000 HOMES WITH 94 SKIL SAWS

—says **George Momme**, construction superintendent,
LIBERTY BUILDING COMPANY, West Pomona, California

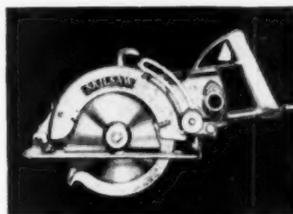
Liberty Building Company is working on a development of 4000 homes, plus commercial and industrial installations in West Pomona, California. They are using 40 model 77 SKIL saws, 50 of model 825, and 4 SKIL Radials. Mr. Momme says, "The power and balance of our portable SKIL Saws are proving the value of

SKIL quality on the job. But all the work that can be pre-cut—such as rafters, studs, joists—is done on our SKIL Radials. In the three years we've used them, our SKIL Radials have proved that their retractable arm is *best* for production sawing. It's faster, more accurate and really speeds set-up time."



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

—says D. M. Perez, using a model 77. "And you never have to 'baby' this great tool, because it's got plenty of reserve power."



SKIL Saw—Model 77

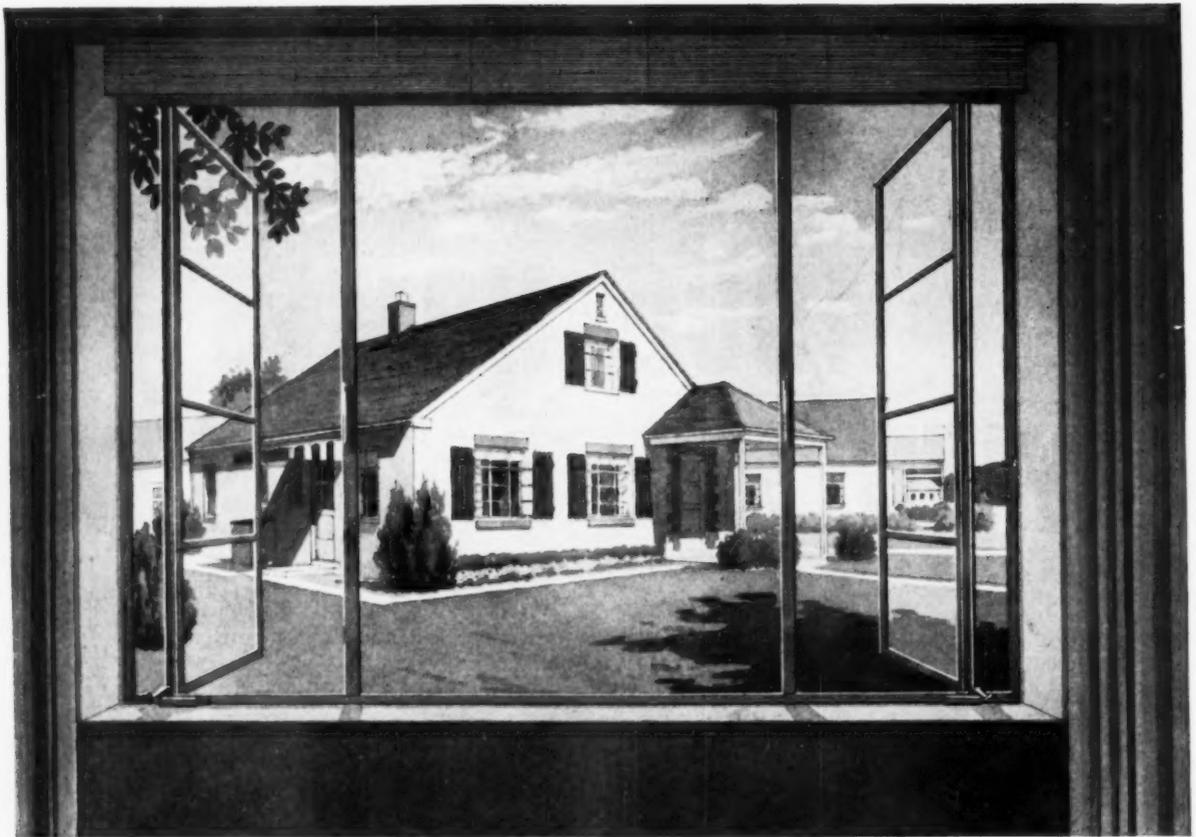
7 $\frac{1}{4}$ " saw with full base adjustments for 0° to 23 $\frac{1}{2}$ " vertical depth of cut, 0° to 45° bevel adjustment; 1 $\frac{3}{4}$ " depth of cut at 45°. Speed: 3200 r.p.m. no-load. Overall length: 17 $\frac{1}{4}$ ". Weight: 15 $\frac{3}{4}$ pounds.

SKIL
PORTABLE TOOLS

SKIL Products are made only by SKIL Corporation
formerly SKILSAW, Inc.
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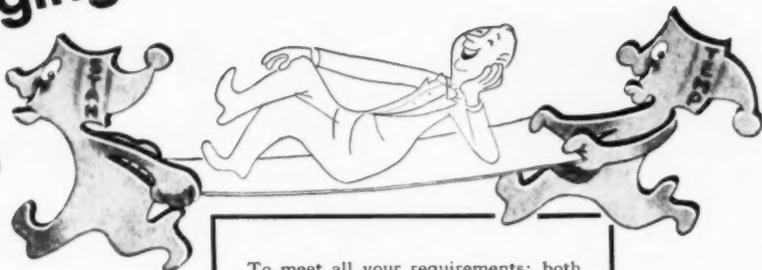
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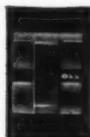
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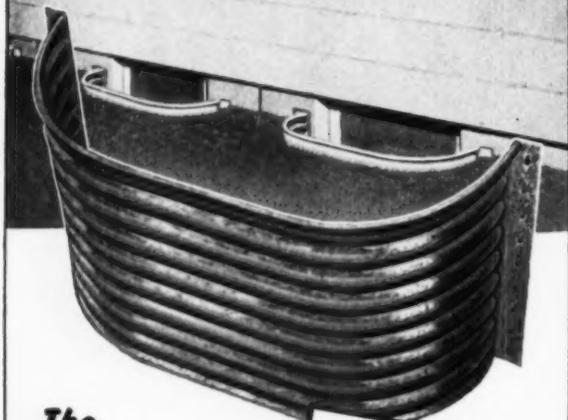
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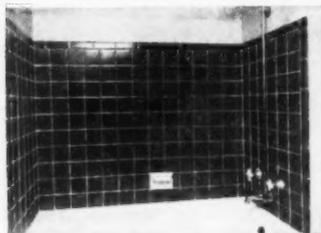
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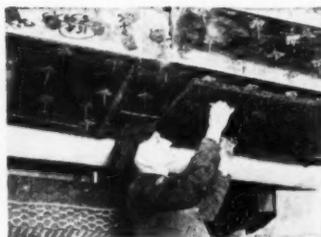


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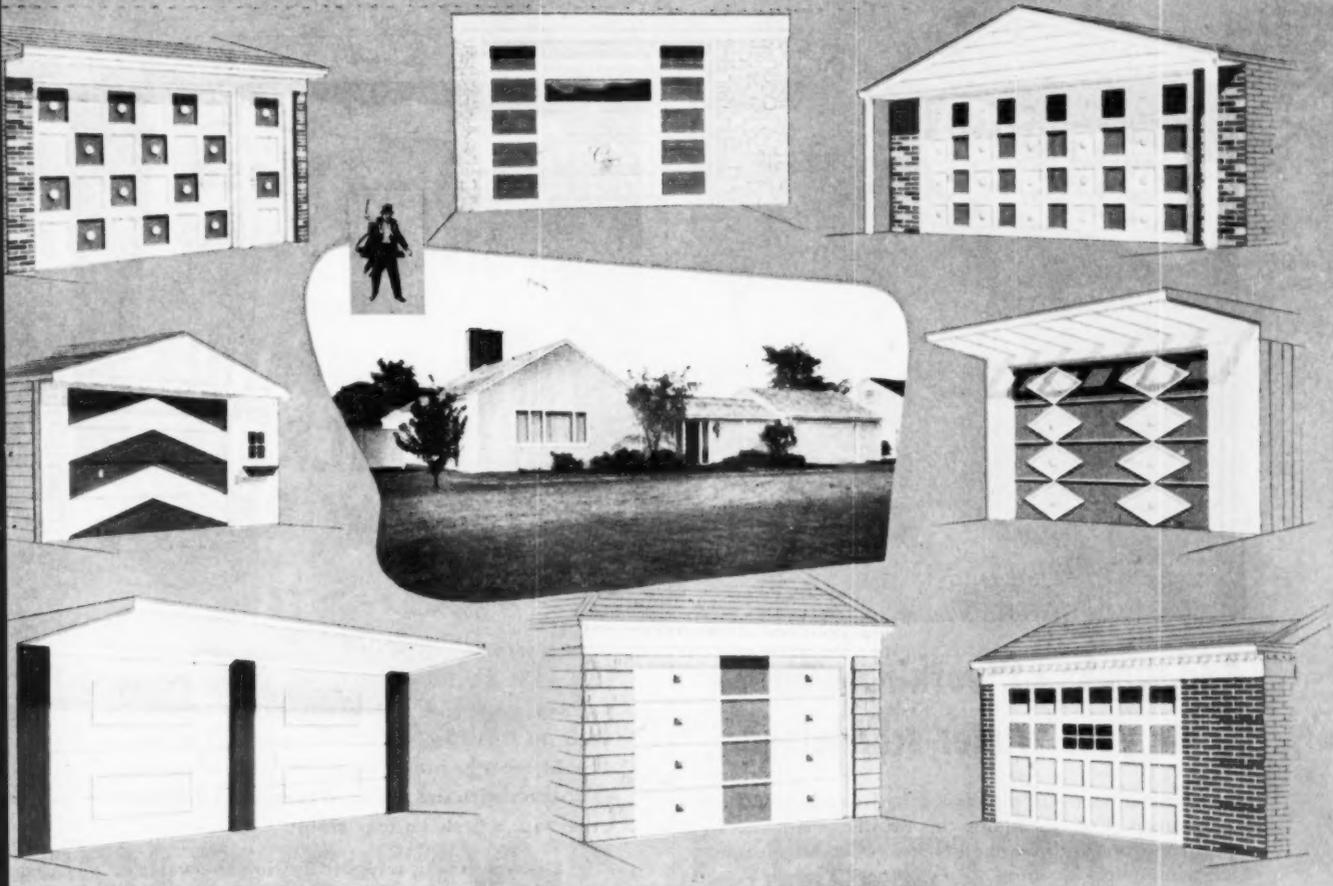
WOOD RUNNERS installed on concrete floors with MIRACLE ADHESIVE and MIRACLE ANCHOR NAILS to support 2" solid partitions. Washington Circle Apartments, Washington, D. C. GENERAL CONTRACTOR, Charles H. Tompkins Company.



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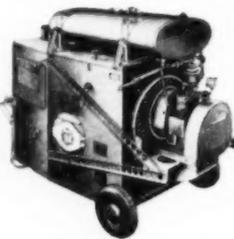
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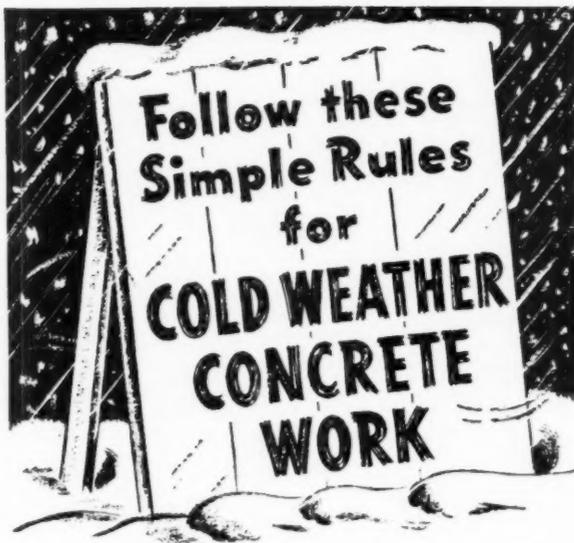
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In above-freezing weather heating the water or putting a heater on the mixer may be all that's necessary to bring up the temperature of the mix.

MIX CAREFULLY so that concrete is as stiff as possible and yet will place and finish properly. Never add salts, chemicals or other foreign matter to prevent freezing. Small amounts of calcium chloride (2 lb. per sack of cement) may be used to accelerate the hardening.

CLEAN FORMS of all ice and snow.

THAW GROUND if it is frozen. Never place concrete on frozen ground.

PROTECT CONCRETE FROM FREEZING. Normally concrete must be maintained at 50°F. or higher for five days after placing. However, with high-early-strength concrete this time period may be reduced. Flat work can be protected with heavy paper and 10 to 12 in. of hay or straw. Walls and other structural members must be enclosed with canvas and kept warm. Do not remove forms until concrete has had time to harden properly.

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MODULAR PRINCIPLES

chapter 13—common rafter calculations

By Griffith S. Clark

The common rafter extends in one continuous piece from the ridge to the upper plate of the transverse wall sections. Size of the stock in depth and the pitch assigned control the various end cuts and dimensions.

All details pertinent to the common rafter are shown in Figure 1. The *run* of a rafter is the horizontal distance covered by the length of that rafter. The *rise* of a rafter is the vertical distance in elevation enclosed by that rafter. Rise is designated in inches of rise per foot (pitch) and is usually signified by a right triangle, the base of which is represented as 12 inches and the altitude denotes rise in inches (see Figure 2). If there are two or more rises assigned in roofs of different pitches, the rises are numbered R1, R2, etc.

The dimensions of F, G, J and K in Figure 1 are based upon American standard lumber sizes, which are $1\frac{5}{8}$ inches actual for 2-inch dimensions, $3\frac{5}{8}$ inches for 4-inch, $5\frac{5}{8}$ inches for 6-inch and $7\frac{1}{2}$ inches for 8-inch nominal stock sizes.

F denotes the plumb cut at the ridge. This cut should be in constant contact with the ridge over its entire depth.

G is the distance of a right angle intersection from the top chord of the rafter at the base of the F cut. This dimension is used to check accuracy in precutting.

J is the length of the parallel cut to the plumb cut, occurring at the eaves end of the rafter, when the level cut is $3\frac{13}{16}$ inches.

K represents the length of stock to be added to the rafter length to determine the actual length of stock required.

Best Use of Stock Sizes

Engineering of design requires, among other things, the best use of stock sizes of materials. Applying this theory to roof pitches, we find that unoccupied attic spaces used for storage only will allow a $6\frac{1}{2}$ -inch pitch for a 24-foot 4-inch

area is desired, a 10-foot pitch will require a rafter 15 feet $8\frac{3}{4}$ -inches with a K dimension of $2\frac{5}{8}$ inches, or a total of 15 feet $11\frac{3}{8}$ inches of stock is needed. This will allow use of a 16-foot piece of stock with only a $\frac{3}{8}$ -inch drop-off. A 13-foot pitch will utilize the entire length of an

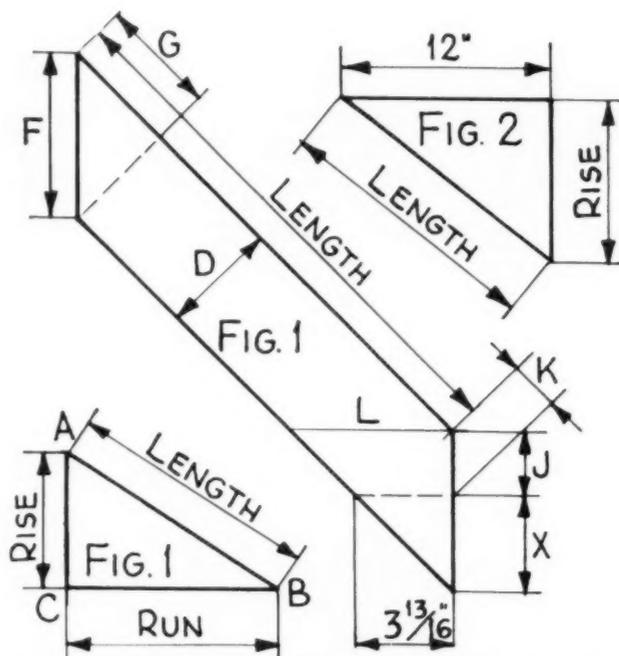


FIG. 1.—Showing the difference between the run and rise of a rafter; also some important dimensions in rafter cutting

FIG. 2.—Right triangle used to indicate rise of rafters and pitch of roof

width house. The length of the rafter will be 13 feet $8\frac{15}{16}$ inches and its K dimension will be $2\frac{1}{16}$ inches. These two dimensions add up to 13 feet 11 inches, leaving a minimum drop-off of one inch which is the waste from a 14-foot piece of stock dimension lumber.

When occupancy of the attic

13-foot stock size rafter. These dimensions should be borne in mind to obtain the maximum cubage for appraisal purposes.

The actual horizontal run for the common rafter is equal to one-half the nominal span of the roof minus one inch. When the house is designed on the 4-inch module, the

horizontal runs for this type of rafter will always be in whole inches. When $3\frac{5}{8}$ -inch wall studing is used, the exterior surface of the wall stud is $3/16$ -inch inside the nominal exterior wall line. One-half the thickness of a 2-inch ridge (which has an actual dimension of $1\frac{5}{8}$ -inches) is $13/16$ inch. The $13/16$ inch plus the $3/16$ inch equal 1 inch.

This simplified the process for determining rafter runs from a roof table. A dimension containing whole inches, for example 11 feet 11 inches, requires only two figures to be obtained from the table and added together, whereas a fractional dimension such as 11 feet $11\frac{3}{4}$ inches requires three figures to be thus obtained and added.

When a builder reaches the point where he must determine all the rafter cuts for a house, he can dope out the answers himself if he's a math shark who knows how to juggle square root, handle a slide rule, and read charts converting fractions to decimals and back again to fractions. But the chances are he'll either spread out some 13 pages of rafter tables to search for the answers or wait until his construction reaches the point where he can mark off each cut individually. No matter which method he uses, he's bound to spend many tedious hours assembling the necessary data.

One Table for All Rafter Cuts

There is a much simpler way to do the whole job, in minutes instead of hours, with complete accuracy. It is through the use of an ingenious set of figures, containing all the information provided in the aforementioned 13-page table, known as the Wilson Rafter Table.* This important time-saver was copyrighted in 1945 but, until now, it has never been made public.

This concise chart is published for the first time anywhere on pages 208 and 209. It enables any builder or architect to easily find out the length of every common, jack, hip or valley rafter in his home, whether 2x4's, 2x6's or 2x8's are used. Any roof pitch with a rise of as little as two inches up to as

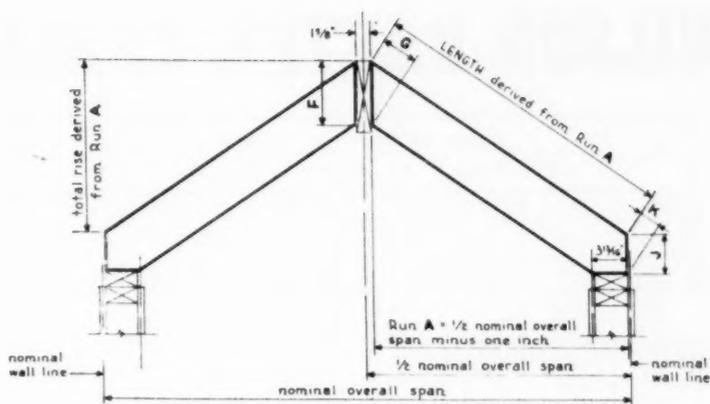


FIG. 3—Details of common rafter calculation

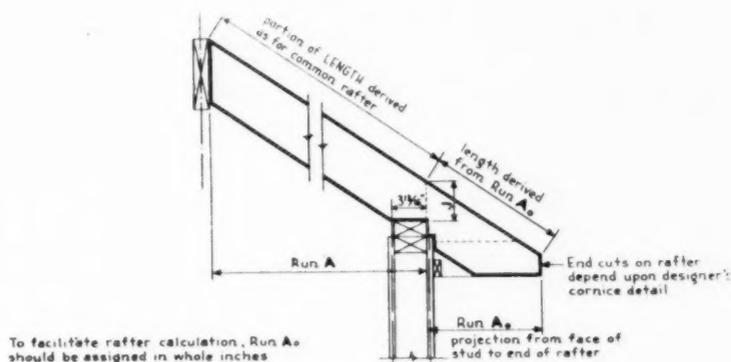


FIG. 4—Common rafter with overhang

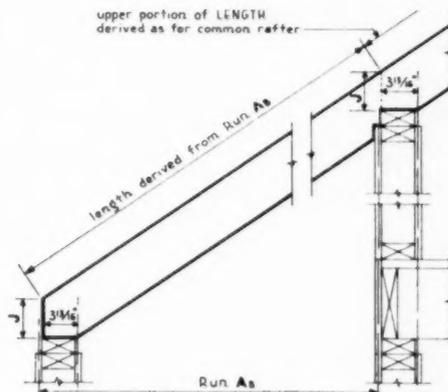


FIG. 5—Rafter with double bearing

much as 24 inches rise per foot of run can be given.

He will also receive the saw set angle for each piece correct to the nearest degree and minute. His only requirement is a knowledge of simple arithmetic. Though his known dimensions are in feet and inches, the table converts these to the sixteenth system, determines the correct rafter lengths and reveals them

to the nearest sixteenth of an inch. This is the smallest measurement of accuracy required in framing procedure.

The Wilson Rafter Table was arranged to simplify procedure in modular construction. However, its benefits apply equally to all builders, whether they elect to work on a modular basis or not.

(Continued on page 210)

* The Wilson Rafter Table was copyrighted in January, 1945, by the Precision-Built Homes Corp. of Trenton, N. J. It was named for its creator, F. Vaux Wilson, Jr., president of the corporation and vice president of its parent organization, the Homasote Company and the Nova Sales Company, a wholly-owned Homasote subsidiary.

WILSON RAFTER TABLES ALL FIGURES EXCEPT

Rise	Common & Jack Rafters				Hip & Valley Rafters				Total Rise		
	Feet	Inches	16ths	Saw Set	Feet	Inches	16ths	Saw Set	Feet	Inches	16ths
2"	194.7	16.2	1.01	9° 27'	273.4	22.8	1.42	6° 44'	32	2.7	.1667
2½"	196.1	16.4	1.02	11° 46'	274.5	22.9	1.43	8° 23'	40	3.3	.2083
3"	197.9	16.5	1.03	14° 2'	275.7	23.0	1.44	10° 11'	48	4.0	.2500
3½"	200.0	16.7	1.04	16° 16'	277.2	23.1	1.44	11° 39'	56	4.7	.2917
4"	202.4	16.9	1.06	18° 26'	279.0	23.2	1.45	13° 38'	64	5.3	.3333
4½"	205.1	17.1	1.07	20° 33'	280.9	23.4	1.46	14° 51'	72	6.0	.3750
5"	208.0	17.3	1.08	22° 37'	283.1	23.6	1.48	16° 24'	80	6.7	.4167
5½"	211.2	17.6	1.10	24° 37'	285.4	23.8	1.49	17° 57'	88	7.3	.4583
6"	214.7	17.9	1.12	26° 34'	288.0	24.0	1.50	19° 29'	96	8.0	.5000
6½"	218.4	18.2	1.14	28° 27'	290.8	24.2	1.51	20° 57'	104	8.7	.5417
7"	222.3	18.5	1.16	30° 16'	293.3	24.5	1.53	22° 25'	112	9.3	.5833
7½"	226.4	18.9	1.18	32° 0'	296.9	24.7	1.54	23° 51'	120	10.0	.6250
8"	230.8	19.2	1.20	33° 41'	300.2	25.0	1.56	25° 14'	128	10.7	.6667
8½"	235.3	19.6	1.23	35° 19'	303.7	25.3	1.58	26° 37'	136	11.3	.7083
9"	240.0	20.0	1.25	36° 52'	307.4	25.6	1.60	27° 55'	144	12.0	.7500
9½"	244.9	20.4	1.28	38° 22'	311.2	25.9	1.62	29° 14'	152	12.7	.7917
10"	249.9	20.8	1.30	39° 48'	315.2	26.3	1.64	30° 31'	160	13.3	.8333
10½"	255.1	21.3	1.33	41° 11'	319.3	26.6	1.66	31° 42'	168	14.0	.8750
11"	260.5	21.7	1.36	42° 31'	323.6	27.0	1.69	32° 56'	176	14.7	.9167
11½"	265.9	22.2	1.39	43° 47'	328.0	27.3	1.71	34° 6'	184	15.3	.9583
12"	271.5	22.6	1.42	45° 0'	332.6	27.7	1.73	35° 14'	192	16.0	1.0000
12½"	277.2	23.1	1.45	46° 10'	337.2	28.1	1.76	36° 19'	200	16.7	1.0417
13"	283.1	23.6	1.48	47° 17'	342.0	28.5	1.78	37° 25'	208	17.3	1.0833
13½"	289.0	24.1	1.51	48° 22'	347.0	28.9	1.81	38° 29'	216	18.0	1.1250
14"	295.0	24.6	1.54	49° 24'	352.0	29.3	1.83	39° 31'	224	18.7	1.1667
14½"	301.2	25.1	1.57	50° 24'	357.2	29.8	1.86	40° 30'	232	19.3	1.2083
15"	307.4	25.6	1.60	51° 21'	362.4	30.2	1.89	41° 27'	240	20.0	1.2500
15½"	313.6	26.1	1.63	52° 15'	367.8	30.7	1.92	42° 23'	248	20.7	1.2917
16"	320.0	26.7	1.67	53° 8'	373.2	31.1	1.95	43° 18'	256	21.3	1.3333
16½"	326.4	27.2	1.70	53° 58'	378.7	31.6	1.98	43° 52'	264	22.0	1.3750
17"	332.9	27.8	1.74	54° 47'	384.3	32.0	2.00	45° 2'	272	22.7	1.4167
17½"	339.5	28.3	1.77	55° 34'	390.0	32.5	2.03	45° 52'	280	23.3	1.4583
18"	346.1	28.8	1.80	56° 19'	395.8	33.0	2.06	46° 41'	288	24.0	1.5000
18½"	352.8	29.4	1.84	57° 2'	402.0	33.5	2.09	47° 27'	296	24.7	1.5417
19"	359.6	30.0	1.88	57° 44'	407.6	34.0	2.12	48° 13'	304	25.3	1.5833
19½"	366.3	30.5	1.91	58° 24'	413.6	34.5	2.16	48° 58'	312	26.0	1.6250
20"	373.2	31.1	1.94	59° 2'	419.7	35.0	2.19	49° 42'	320	26.7	1.6667
20½"	380.1	31.7	1.98	59° 39'	425.8	35.5	2.22	50° 25'	328	27.3	1.7083
21"	387.0	32.3	2.02	60° 15'	432.0	36.0	2.25	51° 5'	336	28.0	1.7500
21½"	394.0	32.8	2.05	60° 50'	438.3	36.5	2.28	51° 41'	344	28.7	1.7917
22"	401.0	33.4	2.09	61° 23'	444.6	37.1	2.32	52° 19'	352	29.3	1.8333
22½"	408.0	34.0	2.13	61° 56'	450.9	37.6	2.35	52° 58'	360	30.0	1.8750
23"	415.1	34.6	2.16	62° 27'	415.3	38.1	2.38	53° 32'	368	30.7	1.9167
23½"	422.2	35.2	2.20	62° 57'	463.8	38.7	2.42	54° 7'	376	31.3	1.9583
24"	429.3	35.8	2.24	63° 26'	470.3	39.2	2.45	54° 42'	384	32.0	2.0000

"RISE" "SAW SET" "FEET OR INCHES" ARE SIXTEENTHS OF AN INCH

Feet or Inches	Sixteenths		2 x 4 Rafters				2 x 6 Rafters				2 x 8 Rafters			
	Feet	Inches	F	G	J	K	F	G	J	K	F	G	J	K
1	192	16	59	10	49	8	91	15	81	13	122	20	111	18
2	384	32	59	12	47	9	92	19	79	16	123	25	110	22
3	576	48	60	15	45	11	93	23	78	19	124	30	108	26
4	768	64	60	17	43	12	94	26	76	21	125	35	107	30
5	960	80	61	19	41	13	95	30	75	24	126	40	106	34
6	1152	96	62	22	39	14	96	34	73	26	128	45	105	37
7	1344	112	63	24	37	14	98	38	72	28	130	50	105	40
8	1536	128	64	27	36	15	99	41	71	30	132	55	104	43
9	1728	144	65	29	34	15	101	45	70	31	134	60	104	46
10	1920	160	66	31	33	16	102	49	69	33	137	65	104	49
11	2112	176	67	34	32	16	104	53	69	35	139	70	103	52
12	2304	192	68	36	30	16	106	56	68	36	142	75	103	55
13	2496	208	70	39	29	16	108	60	68	37	144	80	104	51
14	2688	224	71	41	28	16	110	64	67	39	147	85	104	60
15	2880	240	73	44	27	16	113	68	67	40	150	90	104	63
16	3072	256	74	46	26	16	115	71	67	41	153	95	105	65
17	3264	272	76	48	25	16	117	75	66	42	156	100	105	67
18	3456	288	77	51	24	16	120	79	66	44	159	105	106	70
19	3648	304	79	53	23	15	122	83	66	45	163	110	107	72
20	3840	320	80	56	22	15	125	86	66	46	166	115	108	75
21	4032	336	82	58	21	15	127	90	66	47	170	120	109	77
22	4224	352	84	60	20	15	130	94	66	48	173	125	110	79
23	4416	368	86	63	19	14	133	98	67	49	177	130	111	81
24	4608	384	87	65	19	14	136	101	67	50	181	135	112	84
25	4800		89	68	18	14	138	105	67	51	185	140	113	86
26	4992		91	70	17	13	141	109	67	52	188	145	114	88
27	5184		93	73	17	13	144	113	68	53	192	150	116	90
28	5376		95	75	16	13	147	116	68	54	196	155	117	93
29	5568		97	77	15	12	150	120	69	55	200	160	119	95
30	5760		99	80	15	12	153	124	69	56	204	165	120	97
			101	82	14	12	156	128	70	57	208	170	122	99
			103	85	14	11	159	131	70	58	212	175	123	102
			105	87	13	11	162	135	71	59	216	180	125	104
			107	89	13	10	165	139	71	60	221	185	126	106
			109	92	12	10	169	143	72	61	225	190	128	105
			111	94	12	10	172	146	73	62	229	195	130	111
			113	97	11	10	175	150	73	63	233	200	132	113
			115	99	11	9	178	154	74	64	238	205	133	115
			117	102	10	9	181	158	75	65	242	210	135	117
			119	104	10	8	185	161	75	66	246	215	137	120
			121	106	9	8	188	165	76	67	251	220	139	122
			123	109	9	8	191	169	77	68	255	225	141	124
			125	111	8	8	195	173	78	69	259	230	143	126
			128	114	8	7	198	176	78	70	264	235	144	129
			130	116	8	7	201	180	79	71	268	240	146	131

COLUMN "E"

**here's a
time saving
RAFTER TABLE
all builders
can use**

**GENERAL INSTRUCTIONS
FOR USE OF TABLE**

Suppose it is desired to find the length of a common rafter when the run equals 10'-10⁵/₁₆" and the rise equals 5¹/₂" in 12". Under column for "COMMON & JACK RAFTERS" opposite 5¹/₂" rise

FEET = 211.2
INCHES = 17.6
16ths = 1.10

Therefore

10' x 211.2 = 2112
10" x 17.6 = 176
5" (or 10/16") 10 x 1.10 = 11

Total 2299

From column "E" subtract largest figures from "TOTAL," viz:

2299
2112 = 11'
187

176 = 11"
11 = 11/16"
Length = 11' 11-11/16"

To find the increment by which adjacent hip or valley jack rafters vary for a given rafter spacing, multiply figures in "16ths" column under "COMMON & JACK RAFTERS" by rafter spacing for particular rise, viz:

5¹/₂" rise 16" centers
1.10 x 16 = 17.6 = 17⁵/₁₆"

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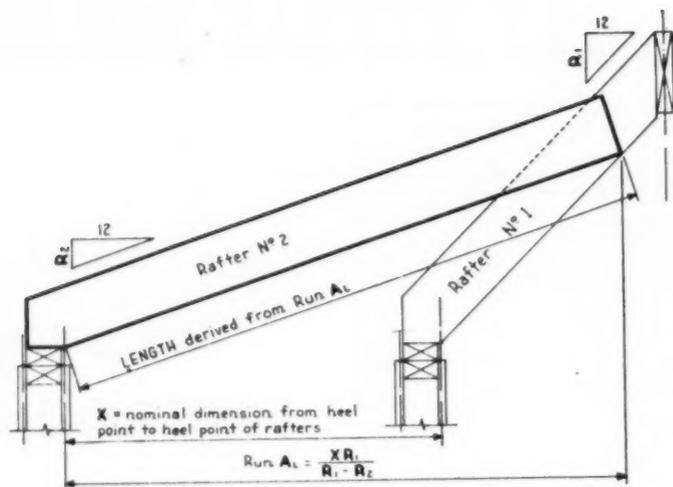


FIG. 6—Lean-to roof rafter

(Continued from page 207)

Previously it was stated that a house 24 feet 4 inches wide, using a 6½-inch pitch, had a common rafter which was cut from a 14-foot stock length with a 1-inch drop-off. Let us support this condition from the Wilson Rafter Table.

Total span is 24 feet 4 inches

Run of the rafter is

$$\frac{24' 4'' \quad 1''}{2} \quad \text{or } 12' 1''$$

Reading in the line for a 6½-inch rise, there appears the figure of 213.4 under feet in the common rafter column, while 13.2 is listed under inches in the same column. Following the same procedure as outlined in the example given under the rafter table, multiply 12 feet by the 213.4 figure, multiply 1 inch by the 13.2 figure, and add the result:

213.4	13.2
x 12	x 1
2200.8	13.2
2200.8	13.2
18.2	
2639.0	

From Column E (the sixteenths table), select the nearest number under this total and note its equivalent in feet. That nearest number is 2496, representing 13 feet. Subtracting 2496 from 2639 leaves a remainder of 143. Highest number below 143 under inches in Column E is 128, which corresponds to 8 inches. The remainder of 15 represents sixteenths of an inch. Thus the length of this common rafter is 13 feet 8 15/16 inches.

To check the length of K, read along the line for a 6½ pitch to the K column under 2x6 rafters. The

figure 33, again representing sixteenths of an inch, is just one more than 32, equivalent to two inches in the inch table of Column E, so that K is 21/16 inches long. Adding this length to that of the rafter (13 feet 8 15/16 inches) gives the result as 13 feet 11 inches or 1 inch short of the 14-foot stock piece. Thus, this 1-inch drop-off checks with the earlier statement.

Figures for F, G and J dimensions are found the same way as K; that is, by checking the proper column under 2x6 rafters in the line for 6½-inch pitch.

F is 102

$$\frac{96}{16} \text{ is } 6''$$

$$6 \text{ is } \frac{6}{16} \text{ or } \frac{3}{8}$$

Therefore, F equals 6⅜ inches.

G is 49

$$\frac{48}{16} \text{ is } 3''$$

$$1 \text{ is } \frac{1}{16}$$

Therefore G is 3 1/16 inches.

J is 69

$$\frac{64}{16} \text{ is } 4''$$

$$5 \text{ is } \frac{5}{16}$$

Therefore, J is 4 5/16 inches.

Figure 3 clearly illustrates the common rafter cuts determined by these calculations.

Checking Length of Overhang

If the common rafter has an overhang or extension beyond the exterior wall, the distance of the projection from the outside stud face to the end of the rafter, extended in a horizontal plane, becomes the run to be added to the common rafter (see Figure 4.) This run must be assigned in order to calculate the total length of the rafter. The level

cut which rests on the continuous plate will still be 3 13/16 inches long and the birdsmouth should conform to the sheathing thickness. This will make a double plumb cut at the base, which is required only in case of the dropped plate detail, in order that the plumb cut may fit against the face of the plate without necessitating cutting out the sheathing at each rafter position.

For an example, assume that the run A₀ in Figure 4 is 1 foot 3 inches. By reference to the common rafter column in the rafter table and still reading along the line for a 6½-inch rise:

$$1 \text{ foot} \times 213.4 \text{ is } 213.4$$

$$3 \text{ inches} \times 13.2 \text{ is } 39.6$$

$$\text{Total } 364.0$$

Remembering that this total is in sixteenths of an inch, consult the tables under Column E. Highest number under 364 is 192 which stands for 1 foot. Subtract 192 from 364 to get a remainder of 172. Highest number in table under inches is 160 or 10 inches, with a remainder of 12 which is 12/16 or ¾ inch. Thus the length of the overhang to be added to the length of the common rafter is 1 foot 10¾ inches.

Double Bearing Condition

Dimensional depth of stock used for rafters will depend upon the width of the span. Use of heavier materials can sometimes be avoided with double bearing. The intermediate bearing wall or purlin should fall in 4-inch increments from the outside nominal wall line. The rafter length over the second run will then be calculated exactly as the overhang was determined. Figure 5 shows a typical condition in which the supporting wall may be a standard height, a dwarf wall section or even a purlin properly supported. If the run at AB is assigned at 6 feet 8 inches and the pitch at 10½ inches, then the length to be added to the common rafter would be computed from the rafter table as follows:

$$6 \text{ feet} \times 255.1 \text{ is } 1530.6$$

$$8 \text{ inches} \times 21.3 \text{ is } 170.4$$

$$\text{Total } 1701.0$$

Under feet in Column E, highest number below 1701 is 1536, which stands for 6 feet. Take the difference between 1701 and 1536, which is 165. Next highest number in inch

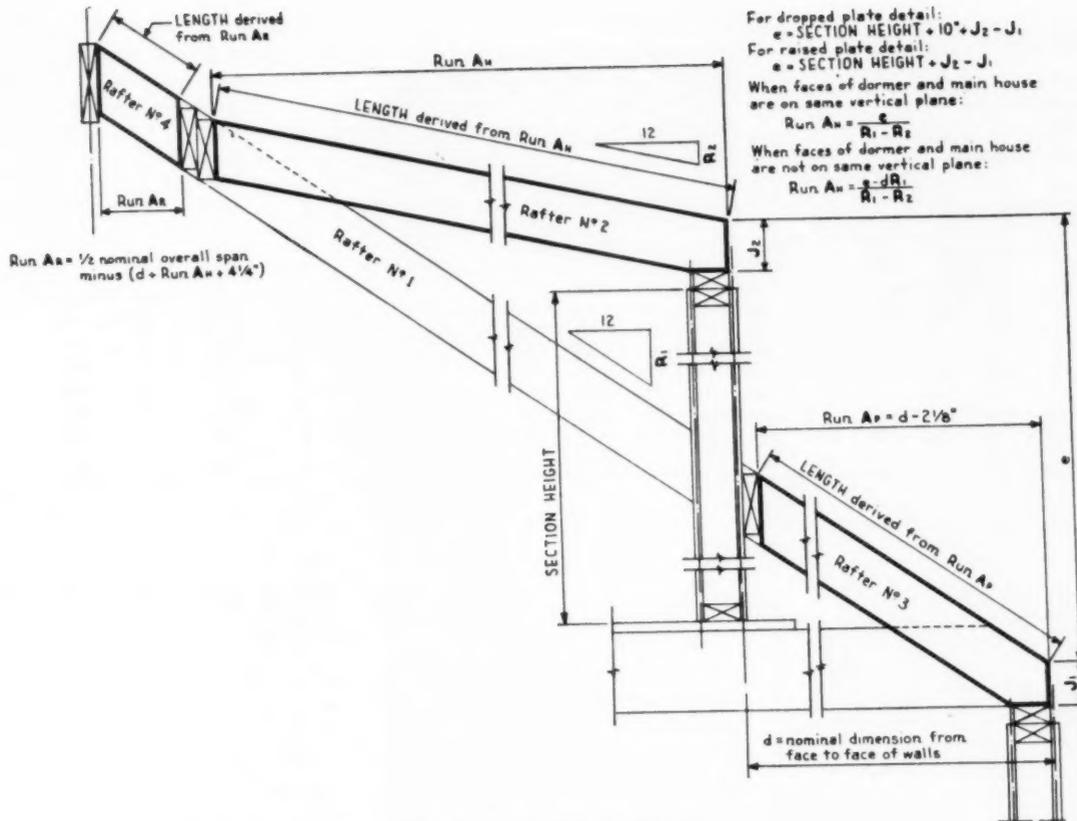


FIG. 7—Shed dormer roof rafters

column is 160, which stands for 10 inches, with 5 or 5/16 inch left over. Thus AB, the length to be added to the common rafter is 3 feet 10 5/16 inches.

Lean-to Rafter Length

Figure 6 explains the necessary calculations to determine length of lean-to rafters. In this instance, they have an assigned pitch, as do the rafters to which they are attached. The difference between the supporting walls is also given. Control point on all rafters is the point of intersection of the interior modular line with the level cut of the rafter, which is referred to as the heel point.

For example, assume the rise of rafter #1 (R1) is 12 inches to the foot and that of rafter #2 (R2) is 4 inches to the foot; also that the nominal dimension from heel point to heel point of rafters (X) is 7 feet 3 inches. The problem is to determine the run (AL) rafter #2 and after that, its length.

The following formula determines the run of the rafter:

$$AL \text{ equals } \frac{NR1}{R1 - R2}$$

$$R1 - R2$$

Reduce all dimensions to inches:

$$AL \text{ equals } \frac{92'' \times 12''}{12'' - 4''} \text{ or } \frac{1104''}{8''}$$

Thus run is 138'' or 11'6''.

Turn to the rafter table to find the length of this lean-to rafter. Since its pitch was assigned at 4 inches, read along this line in the common rafter columns. The factor for feet is 202.4, and that for inches is 16.9.

$$11 \text{ feet } \times 202.4 \text{ is } 2226.4$$

$$6 \text{ inches } \times 16.9 \text{ is } 101.4$$

$$\text{Total } 2327.8$$

The decimal is more than .5 so the final sum becomes 2328, the figure to be transposed into feet and inches in Column E, the sixteenths table. The nearest figure below 2328 is 2304, denoting 12 feet. The remainder, 24 (2328 minus 2304) is nearest to 16 in the inch column, which refers to one inch and leaves a balance of 8 or 8/16 inch. Thus, the length of the lean-to rafter is 12 feet 1 1/2 inches.

Shed Dormer Calculations

Figure 7 outlines a more interesting set of calculations. Rafter #1 is a common rafter and its length will depend upon the nominal overall width of the house. Assume this to be 32 feet. From Figure 3, it was learned that the length of this run will be one-half the nominal overall span, minus 1 inch. Therefore, half the span would be 16 feet and that minus 1 inch equals 15 feet 11 inches. Assuming the rise to be 10 inches per foot, the factors in the rafter table are 249.9 for feet and 20.8 for inches.

$$15 \text{ feet } \times 249.9 \text{ is } 3748.5$$

$$11 \text{ inches } \times 20.8 \text{ is } 228.8$$

$$\text{Total } 3977.3$$

Drop the decimal since it is less than .5 and transpose the 3977 into feet and inches from Column E.

$$3977$$

$$3340 \text{ (20 feet)}$$

$$137$$

$$128 \text{ (8 inches)}$$

$$9 \text{ (9/16 inch)}$$

Length of rafter #1 is 20 feet 8 9/16 inches.

ROOF TABLES

(Decimals of a Foot and Inch for Each 1/16th of an Inch)

DECIMALS OF A FOOT FOR EACH 1/16th OF AN INCH

Inch	0"	1"	2"	3"	4"	5"	6"	7"	8"	9"	10"	11"
0"	0	.0833	.1667	.2500	.3333	.4167	.5000	.5833	.6667	.7500	.8333	.9167
1/16	.0052	.0885	.1719	.2552	.3385	.4219	.5052	.5885	.6719	.7552	.8385	.9219
1/8	.0104	.0938	.1771	.2604	.3438	.4271	.5104	.5938	.6771	.7604	.8438	.9271
3/16	.0156	.0990	.1823	.2656	.3490	.4323	.5156	.5990	.6823	.7656	.8490	.9323
1/4	.0208	.1042	.1875	.2708	.3542	.4375	.5208	.6042	.6875	.7708	.8542	.9375
5/16	.0260	.1094	.1927	.2760	.3594	.4427	.5260	.6094	.6927	.7760	.8594	.9427
3/8	.0313	.1146	.1979	.2812	.3646	.4479	.5313	.6146	.6979	.7813	.8646	.9479
7/16	.0365	.1198	.2031	.2865	.3698	.4531	.5365	.6198	.7031	.7865	.8698	.9531
1/2	.0417	.1250	.2083	.2917	.3750	.4583	.5417	.6250	.7083	.7917	.8750	.9583
9/16	.0469	.1302	.2135	.2969	.3802	.4635	.5469	.6302	.7135	.7969	.8802	.9635
5/8	.0521	.1354	.2188	.3021	.3854	.4688	.5521	.6354	.7188	.8021	.8854	.9688
11/16	.0573	.1406	.2240	.3073	.3906	.4740	.5573	.6406	.7240	.8073	.8906	.9740
3/4	.0625	.1458	.2292	.3125	.3958	.4792	.5625	.6458	.7292	.8125	.8958	.9792
13/16	.0677	.1510	.2344	.3177	.4010	.4844	.5677	.6510	.7344	.8177	.9010	.9844
7/8	.0729	.1563	.2396	.3229	.4063	.4896	.5729	.6563	.7396	.8229	.9063	.9896
15/16	.0781	.1615	.2448	.3281	.4115	.4948	.5781	.6615	.7448	.8281	.9115	.9948

FIG. 8—Standard conversion table listing decimals of a foot for each sixteenth of an inch

DECIMALS OF AN INCH FOR EACH 1/16th OF AN INCH

Fraction	Decimal
1/16	.0625
1/8	.125
3/16	.1875
1/4	.250
5/16	.3125
3/8	.375
7/16	.4375
1/2	.500
9/16	.5625
5/8	.625
11/16	.6875
3/4	.750
13/16	.8125
7/8	.875
15/16	.9375

FIG. 9—Similar table listing decimals of an inch for each sixteenth of an inch

Since this length is so great, the dimension of stock will be a 2x3. The K dimension is listed in the table as 67, which transposed in Column E is 43 16 inches. When K is added to the rafter length, the length of stock required will be 21 feet 0 13/16 inch, which will cut from a 22-foot length. The F dimension will be 9 3/4 inches long. G will be 6 1/4 inches and J, 6 9/16 inches.

Note that the shed dormer rafters are attached to a header and do not connect directly with the ridge. In this type of construction, the architect assigns the pitch to the shed dormer roof, which we will assume to be a 4-inch rise in 12 inches. Also note that the outside face of the shed dormer is set back from the vertical face of the house. Presume this setback is 3 feet 3 inches and the section height is 7 feet 6 inches. Since the common rafter #1 is of 2x3 stock, all J dimensions in this problem should be considered for 2x3 rafters.

Rafter #3 in Figure 7 will be calculated from the run AP. In the formula below, d is the nominal dimension from face to face of walls (assigned here as a 3-foot 8-inch setback) and the header (actually 1 1/2 inches thick) is presumably nailed to 1/2-inch drywall sheathing. Thus:

AP equals d minus 2 1/8 inches

Therefore, run equals 3 feet 3 inches minus 2 1/8 inches or 3 feet 5 7/8 inches.

From the Wilson Rafter Table, transpose in the 10-inch rise line:

3 feet x 249.9 is 749.7
5 inches x 20.3 is 104.0
14 16ths x 1.30 is 18.2

Total 871.9 or 872

Convert to feet and inches in Column E:

872
768 (4 feet)
104
96 (6 inches)
8 (3 16 inch)

Length of rafter #3 is 4 feet 6 1/2 inches.

The J1 dimension in the table is 105, which equals 6 9/16 inches.

For rafter #2 in Figure 7, the run AH must be determined. Because the dormer face is set back from the face of the main house, the formula to use is

$$AH \text{ equals } \frac{e - dR1}{R1 - R2}$$

In this formula, with a dropped plate detail, e equals section height plus 10 inches plus J2 minus J1, or 90" + 10" + 6 3/8" = 6 9/16" or e equals 100 1/16 inches.

Also in this formula, dR1 equals total rise for d, or for 3 feet 3 inches with 10-inch pitch. Consulting the table's column for total rise along the 10-inch rise line:

3 feet x 160 is 480
3 inches x 13.3 is 106.4
Total 586.4

Converting this to feet and inches in Column E, the highest number under 586 is 574, representing 3 feet. The remainder of 10 is less than lowest number in inch column, so it becomes 10/16 or 5/8 inch,

making dR1 equal 3 feet 0 5/8 inch. Therefore

$$e - dR1 \quad 100 \frac{1}{16} - 36 \frac{10}{16} \\ R1 - R2 \quad 10 - 4 \\ 63 \frac{7}{16} = \frac{63.4375}{6} = 10.5729$$

The decimals above are obtained through use of standard conversion tables which appear at the end of this article.

Converting 10.5729 through these tables gives 10 feet 6 7/8 inches as the run for rafter #2.

Transposing figures in the 4-inch rise line of the rafter table:

10 feet x 202.4 is 2024.0
6 inches x 16.9 is 101.4
14 16ths x 1.06 is 14.8

Total 2140.2

In Column E, highest number under 2140 is 2112, for 11 feet, while remainder of 28 represents 1 12/16 inches. Length of rafter #2 is therefore 11 feet 1 3/4 inches.

While working out this detail, suppose it is assumed that the face of the dormer is not set back but rather is flush with the exterior wall. The formula for the run AH is then expressed as

$$AH \text{ equals } \frac{e}{R1 - R2}$$

Previously, the value of e was found to be 100 1/16 inches; R1 (pitch of rafter #1) was given as 10 inches and R2 was 4 inches.

$$AH = \frac{100 \frac{1}{16}}{10 - 4} = \frac{100 \frac{1}{16}}{6} \\ = \frac{10 - 4}{100.0625} = \frac{6}{16.6771} \\ = 6$$

From the conversion tables, run AH equals 16 feet $8\frac{3}{4}$ inches. Referring to the 4-inch rise line of the rafter table, the following factors are obtained:

16 feet x 202.4 is 3238.4
 8 inches x 16.9 is 135.2
 12 16ths x 1.06 is 12.7

Total 3386.3

A check with Column E shows

3386
 3264 (17 feet)
 122
 112 (7 inches)
 10 (10/16 inch)

Length of rafter is 17 feet $7\frac{3}{8}$ inches.

To calculate the run for rafter #4, the formula is given as AR equals one-half the nominal overall span minus (d plus run AH plus $4\frac{1}{4}$ inches). Previously, the overall span was assumed to be 32 feet, d to be 3 feet 8 inches and run AH was computed as 10 feet $6\frac{7}{8}$ inches. The $4\frac{1}{4}$ inches comes from the combined thickness of two $1\frac{5}{8}$ -inch headers plus half the thickness of the ridge member, or $13/16$ inch plus the $3/16$ difference between the nominal and actual exterior wall line.

32

AR = 2 =

($3'8" + 10'6\frac{7}{8}" + 4\frac{1}{4}"$)

Run AR is 1 foot $4\frac{7}{8}$ inches.

Reading along the 10-inch rise line in the Wilson Rafter Table,

1 foot x 249.9 is 249.9
 4 inches x 20.8 is 83.2
 14 16ths x 1.30 is 18.2

Total 351.3

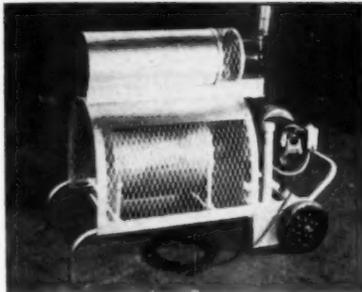
Converting to feet and inches in Column E:

351
 192 (1 foot)
 159
 144 (9 inches)
 15 (15/16 inches)

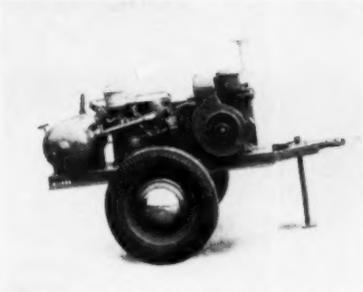
Length of rafter #4 is 1 foot $9\frac{15}{16}$ inches.

NEXT MONTH'S ARTICLE will demonstrate the use of the Wilson Rafter Table in calculations for hip and valley rafters.

PRODUCTS EXHIBIT IN PRINT



AB13222—PORTABLE HEATER—Silent Glow Oil Burner Co., Dept. AB, 850 Windsor St., Hartford, Conn. This movable unit is stated to provide immediate portable heat where and when it is needed most. Through the scientific application of a unique combustion principle in this heater, the manufacturer has brought new efficiency and safety to portable heat for pre-heating, space and spot heating, drying, curing and thawing. It provides radiant heat or forced air by means of an auxiliary fan. Unit delivers 168,000 B.T.U.'s per hour.



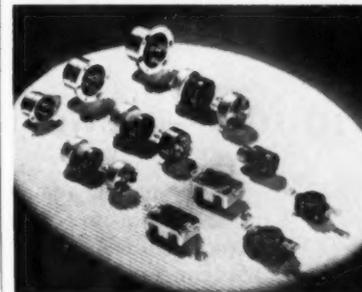
AB13087—AIR COMPRESSOR—Worthington Corp., Dept. AB, Harrison, N.J. Two-staged and air-cooled, this portable unit has a maximum operating pressure of 150 pounds and a capacity of 30 cubic feet. It is equipped with an ASME air receiver, oil bath air cleaners and a protective v-belt guard. Circumferential cooling fins, a tube and fin type air cooled intercooler, a positive by-pass unloader which holds the inlet valve open during idling period, separate cast iron honed cylinders, are among the compressor's features.



AB13232—GARAGE DOORS—Calder Mfg. Co., Dept. AB, 630 N. Prince St., Lancaster, Pa. Unswinging sectional "Wedge Tight" doors are rigid and durable; they operate smoothly and quietly with minimum upkeep, since the ball bearing cable sheaves are packed with permanent grease. Doors are designed to harmonize with architecture of rest of building or contrast well with it. Units fit tightly, yet do not drag while opening or closing. Six handles give operating convenience from any point. Opening has full clearance when door is up.



AB13140—TILE WORK AREA—Tile Council of America, Dept. AB, 10 E. 40th St., New York 16, N.Y. This kitchen "island," designed by architect George Nelson, combines a range, clay tile work area and storage cabinet in a single unit. Hot pots and pans can be set directly from the range onto the clay tile counter top, since it is fireproof. Clay tile is used also for floor and walls, since it cleans easily and cannot be damaged by water. Floor and wall tiles are available in a variety of colors and patterns, giving wide design scope.



AB13242—WIRE LOCKING DEVICES—The Arrow-Hart & Hegeman Electric Co., Dept. AB, 103 Hawthorne St., Hartford 6, Conn. A current carrying device that locks in position, preventing accidental disconnections is installed in the same manner as ordinary connecting devices but assures a positive lock by a twist of the cap in the connector receptacle; a reverse twist unlocks the device. It avoids accidental interruption of electrical service. Device provides assurance of constant current supply in wide variety of applications.

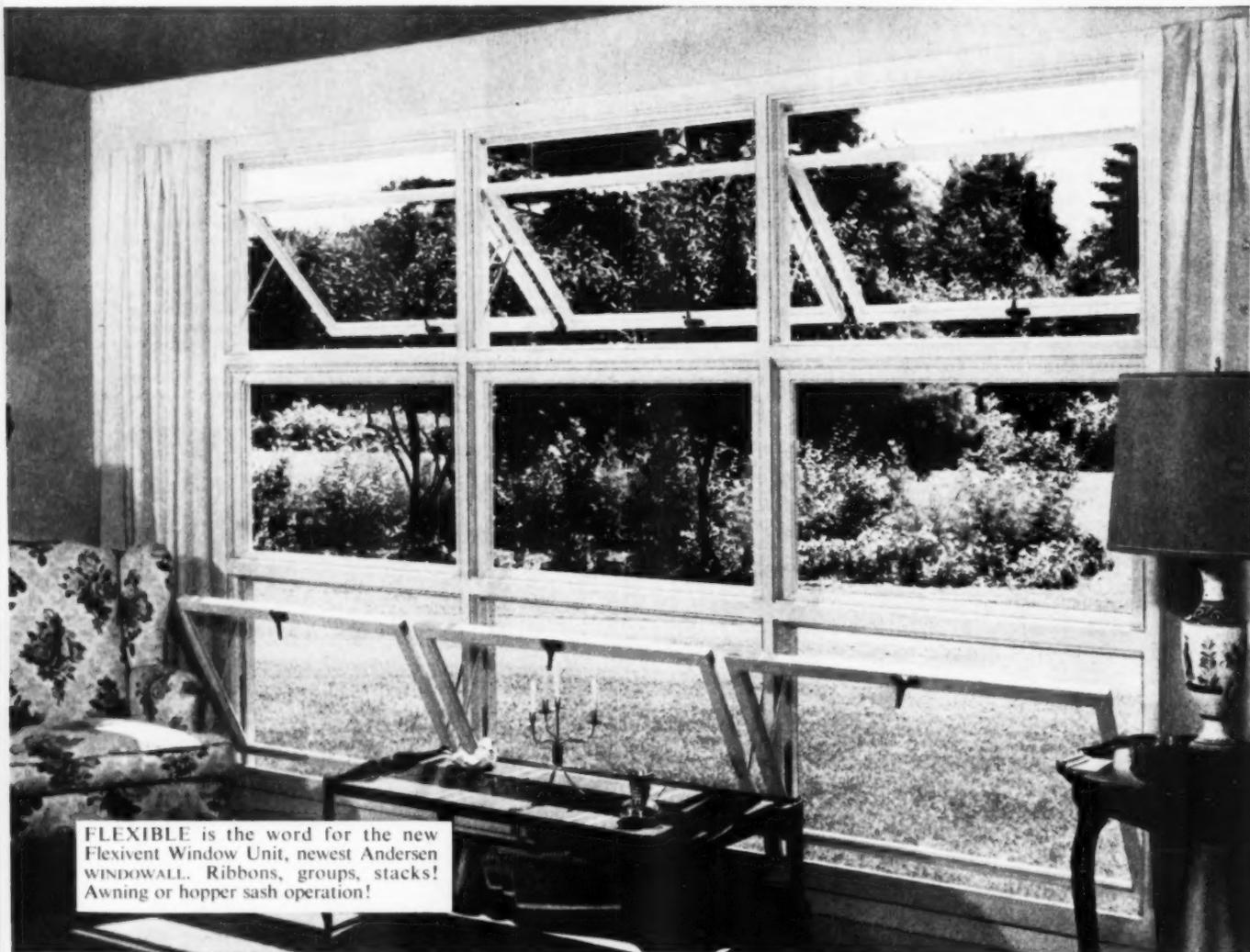


AB13243—FLOOR TILE-COUNTER TOP—Sandura Co., Inc., Dept. AB, 17th and Sansom St., Philadelphia 3, Pa. The "Mother O' Pearl" design is available both as counter topping and as 9-inch tiles. The tiles are made of extra heavy vinyl layer. Counter top material comes in 27, 36 and 45-inch widths. Six colors for both counter top and floor tiles are provided. The counter top is also available in an all-over marble design in six different colors. Colors cannot fade as they are underlaid beneath vinyl plastic.

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 PAGE 240A-B

Choice of 4 complete
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FLEXIBLE is the word for the new Flexivent Window Unit, newest Andersen WINDOWALL. Ribbons, groups, stacks! Awning or hopper sash operation!

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3. Outswinging casement sash

VERSATILE—You never saw a window with more uses than the new Andersen Flexivent. Hundreds of combinations possible from 9 sizes of units.

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many uses!

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Andersen WINDOWALLS are *complete* wood window units . . . carefully engineered and precisely manufactured from beautiful *insulating* wood. Sold only through millwork dealers. For specification data and details, see your millwork dealer, consult Sweet's Light Construction File, or write Andersen Corporation.

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Write Dept. AB-1 for information and samples.



THE SISALKRAFT CO. 205 West Wacker Drive, Chicago 6, Ill.
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and efficiency**

Here is the PLACID. Low—top of tank is only 25" from floor. Modern, clean-cut design. Free standing for easy installation. The siphonic flushing action is thorough, quiet, and water conserving. Elongated bowl has a large water area and efficient rim flush for maximum cleanliness. The deep water seal and large trapway assure complete sanitation and trouble-free operation. Special flush valve and anti-siphon float valve safeguard the water supply from contamination through back-siphonage.

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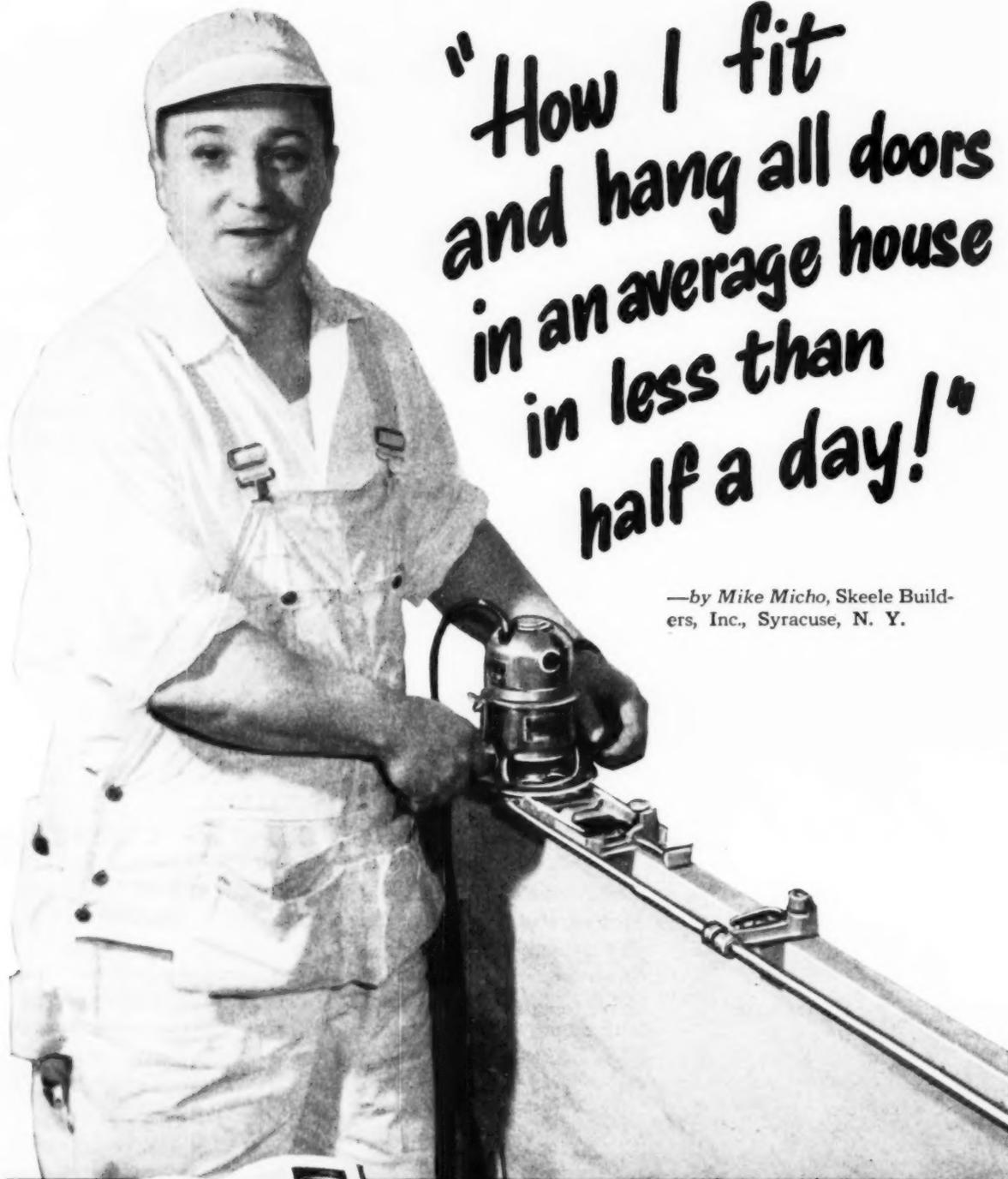
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"How I fit
and hang all doors
in an average house
in less than
half a day!"

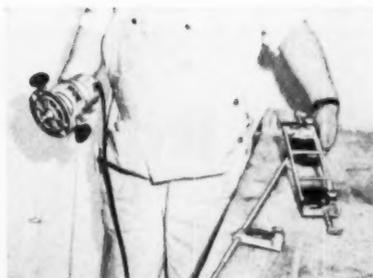
—by Mike Micho, Skeele Builders, Inc., Syracuse, N. Y.



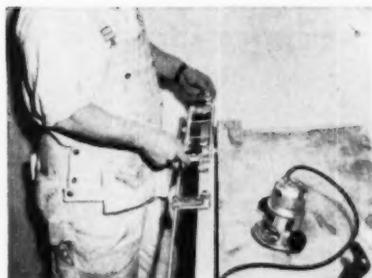
See your Porter-Cable Dealer for full details. Send today for free illustrated Router Operating Manuals containing time and money-saving construction tips on stairs, doors, sink tops, etc.



■ "I figure a ranch-type house has about 10 doors, a two-story house about 20. Hanging doors with a hammer and chisel used to take up to 3 days."



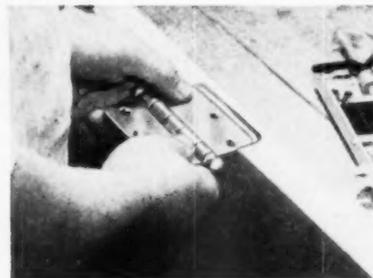
■ "Now we hang all doors in the average house in less than half a day. It's simple when you use a portable router and a hinge butt templet."



■ "With these two tools, any carpenter can mortise for a hinge butt in less than 1 minute."



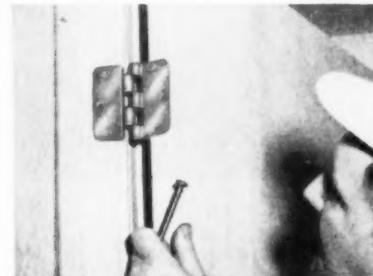
■ "You can forget all about hand chiseling and shims. You don't even have to figure out the location for the hinges. The templet does it for you."



■ "The butt itself is perfect. There's no splitting of the wood, no rough spots. It's the right depth and size so the hinge snaps in without further work."



■ "I figure a door and jamb with 3 hinges takes 2 minutes to fit, 6 minutes to mortise and another 2 minutes to screw hinges. That's 10 minutes a door — 6 doors hung an hour."



■ "And on every installation, you're sure that all door and jamb butts are right on the button."



■ "Even with normal interruptions, we can fit and hang 20 doors in less than four hours."



■ "You can see how these savings in time mount up. I figure my router and templet paid for themselves along about the third house."

PORTABLE ROUTER. Latest tool used by builders to cut costs. Model 100, shown above, only \$49.50 — Hinge Butt Templet Model 5006, only \$34.50.

Porter-Cable's heavier-duty Routers feature a new and exclusive Kamgrip† Chuck which prevents slippage and galling of the bit shank — keeps the bit perfectly aligned — abolishes work-spoiling "run out". Faster, more powerful motors and oversized sealed bearings provide the speed and stamina needed for long years of heavy-duty operation. Model 511 — \$119.00, Model 514 — \$199.00.



†Patent Applied For

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SYRACUSE, NEW YORK

Manufacturers of SPEEDMATIC AND GUILD Electric Tools

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When a midwestern architect set out to reproduce the charm of a traditional style, he got the results shown in the picture above. Aiding his efforts was the special design of the Barcol OVERdoor sections, with vertical grooves suggesting the boards in barn doors of a by-gone day. But back of this beautiful facing is solid, up-to-date mechanism that makes the Barcol OVERdoor "an *improved* overhead door" — a pleasure to own and use. We suggest you visit with your Barber-Colman representative on the subject of Barcol OVERdoors, electric door operators, and the Radio Control. He can give you full details and tell you the many advantages of these modern products, which are so useful toward improving the pleasure of good living.

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THAT GIVE

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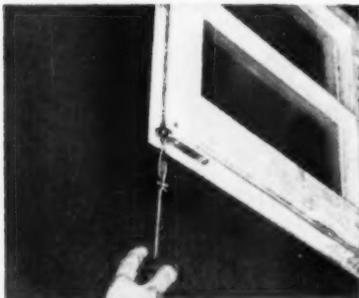
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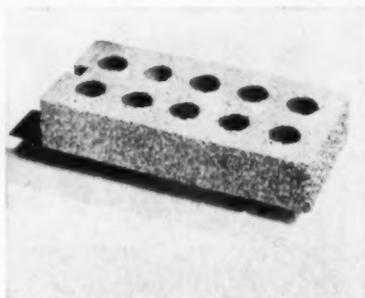
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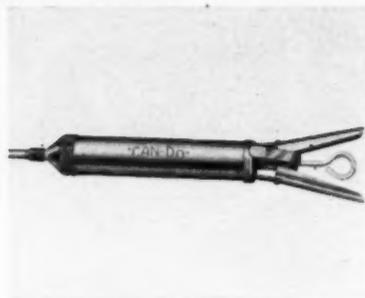
PRODUCTS EXHIBIT IN PRINT



AB13157—WINDOW SASH BALANCE—Caldwell Mfg. Co., Dept. AB, 56 Industrial St., Rochester 14, N.Y. This spiral-type sash balance is designed to fit new narrow mullioned panes as well as conventional quick window sash. The device can be tensioned quickly after installation to provide positive lifting power. The balances fit any standard groove, round or square, and can be installed while sash is in or out of the frame. Flat steel spring construction eliminates friction, while zinc and cadmium coating insulates parts against rust.



AB13163—RESIDENTIAL WALL BRICK—Structural Clay Products Institute, Dept. AB, 1520 18th St., N.W., Washington 6, D.C. A new structural clay product, the "SCR" brick is stated to be able to reduce the cost of masonry walls considerably. It is nearly 6 inches thick and is a through-the-wall unit, requiring no back-up materials. In appearance and face size, it is the same as standard Norman brick, widely accepted for modern home design. The unit is 2-1/6x11 1/2x5 1/2 inches in size. It is made by more than 50 brick and tile works.



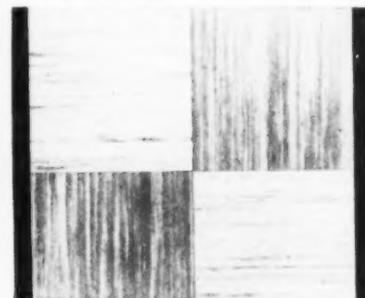
AB13162—CAULKING GUN—Western Reserve Mfg. Co., Dept. AB, 3711 E. 93rd St., Cleveland 5, Ohio. A plier grip caulking tool, used in the same manner as a pair of pliers, this lightweight unit can be operated with either hand and simplifies caulking operations. The feed rod extends under the arm, thus is out of the way when the plunger is extended. The gun makes possible caulking in crevices and corners with greater ease, with less effort for the operator. A finger tip pressure release stops the flow of materials instantly.



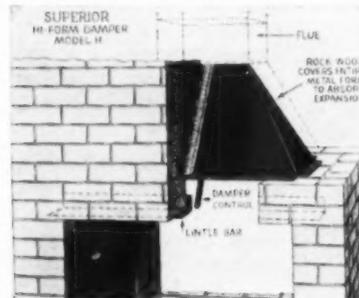
AB13237—INLAID LINOLEUM TILE—Sloane-Blabon Corp., Dept. AB, 295 Fifth Ave., New York 16, N.Y. An exclusive texture in inlaid linoleum called "Fineline" creates an unusual design effect. It derives its name from a random line of accent color that contrasts with deeper values in the graining. The material is easy to clean and stays clean. It is appropriate for use in any room. Fineline is available in 9x9 inch tile or in roll goods 2 yards wide; it is now furnished in ten different colorings and a variety of applications.



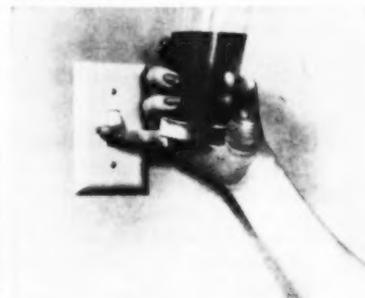
AB13247—BASEBOARD HEATING—Gerwin Industries, Dept. AB, 214 Spring St., Michigan City, Ind. This simplified system of baseboard warm air heating, called "Thermo-Base" is offered in three sizes, 8-, 5- and 3-foot units, accurately rated for all static pressures and air temperatures. Units are suited to new small pipe distribution systems. Drapes do not interfere with operation as all velocity pressures are converted to static pressures in the units and air is uniformly discharged over the entire length of the unit.



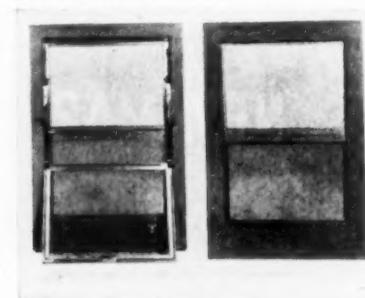
AB13234—RUBBER TILE—Congoleum-Nairn, Inc., Dept. AB, 195 Belgrove Drive, Kearny, N.J. The new Gold Seal rubber tiles are at present available in 9x9 inch squares. There are 20 patterns in the 1/8-inch thick tiles, ten of which are also supplied in 3/82-inch thick tiles. Illustrated is example of Vinyltile, supplied in eight colors. Any two or three of these can be combined to make effective and attractive floor patterns, which blend well with light wood finishes and harmonize with draperies and upholstery fabrics.



AB13188—FIREPLACE DAMPERS—Superior Fireplace Co., Dept. AB, 1708 E. 15th St., Los Angeles 21, Calif. Adaptable for fireplaces with openings on front and sides, or opening into two rooms, the "Hi-Form" damper guarantees the proper construction of the fireplace throat. It serves as a guide, around which the masonry is built. The damper, when in open position, does not swing back beneath smoke flue, preventing downdraft winds from entering the throat, forming a perfect draft for the fireplace unit.



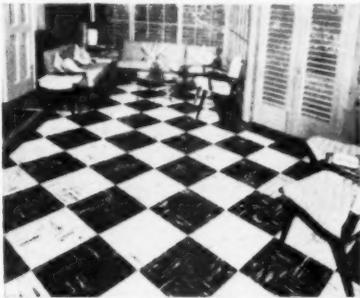
AB13229—SENSITIVE SWITCH—H. J. Theiler Corp., Dept. AB, Whitinsville, Mass. An electric switch so sensitive that the lightest touch will click it on or off is called the Feller Feather-Touch Switch. It responds easily to the pressure of elbow, arm or other part of the body—an advantage when carrying trays or other objects. The cover plate and switch segments are made from ivory plastic that is easy to clean and long lasting. The switch is used with 12 amps., 110 volts; it contains sterling silver contacts.



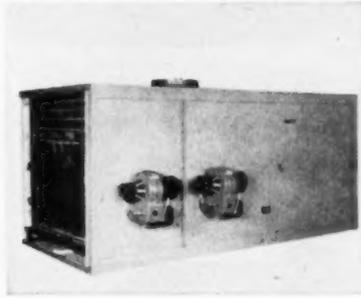
AB13151—COMBINATION WINDOWS—Self Storing Window Co., Dept. AB, 2613 Stevens Ave., S., Minneapolis, Minn. These "DeVac" windows are claimed to end the often dangerous job of changing screens and storm windows. The outside view (right) shows the simple lines which harmonize with any style of residential architecture. Inside view shows the "Sto-Glide" construction, permitting easier cleaning. These windows provide rain-proof ventilation in the summer, as well as weather-sealed, fuel saving comfort in the winter.

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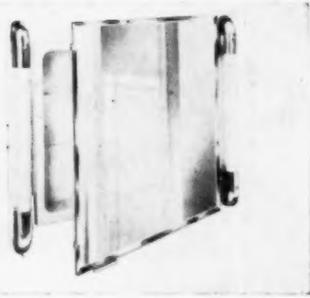
PRODUCTS EXHIBIT IN PRINT



AB13281—VINYL TILE—Uvalde Rock Asphalt Co., Dept. AB, P.O. Box 531, San Antonio, Tex. A flexible, smooth surfaced floor tile called "Vina-Lux," this material combines the virtues of vinyl resin with the fire resistance and abrasive wear resistance of asbestos fibre and the inert filler used. It is highly resilient and unaffected by greases and solvents. Easy to clean, no wax is necessary for its maintenance. Its strength permits safe installation in $\frac{1}{8}$ inch thickness over wood sub-floors. Tile is available in 18 colors.



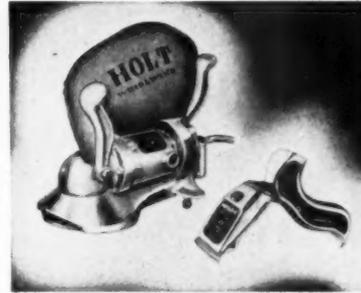
AB13292—SUSPENSION FURNACE—Jackson & Church Co., Dept. AB, Saginaw, Mich. This warm air unit can produce 1,000,000 B.T.U. at the bonnet and handle 12,500 c.f.m. of tempered air. A twin burner arrangement is used, with each burner firing into a separate stainless steel combustion chamber at the rate of $4\frac{1}{2}$ gallons per hour. During mild weather, operating with only one burner conserves fuel. Burners are controlled with electric eye protection. Units may be used singly or in batteries for space heating jobs.



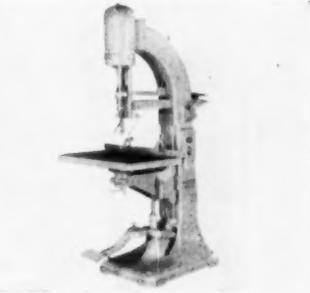
AB13077—BATHROOM CABINET—F. H. Lawson Co., Dept. AB, Evans & Whately Sts., Cincinnati 4, Ohio. Because of its extra width of 23 inches at the door, this "Ranch Type" cabinet is adaptable for use with vanity-lavatory combinations. The unit consists of a seamless, one-piece drawn steel body which is bonderized after forming and coated with a high-lustre baked enamel finish. It is equipped with a polished bevel plate glass mirror, full length piano type hinge, glass shelves, adjustable shelf supports, convenient electrical outlets.



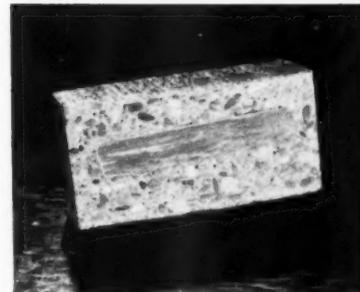
AB13258—MAPLE FLOORING—Connor Lumber and Land Co., Dept. AB, 400 S. Central Ave., Marshfield, Wis. Photo shows "Laylite" maple flooring laid on the floor and one side wall in the University of North Dakota field house and gymnasium. Flooring used was $\frac{25}{32}$ by $1\frac{1}{2}$ inch face 1st grade 1&g. A combination grade of second and better maple can also be used, resulting in a beautiful floor at lower cost. Connor maple and birch flooring comes in cartons which keep the material dry and clean.



AB13268—SANDER AND SCRAPER—Holt Mfg. Co., Dept. AB, 651 20th St., Oakland 12, Calif. Photo shows the Holt Rotary Edger and Holt Hand Scraper. The edger is both a for-sale item to builders and a rental unit for homeowners. It makes easy work of sanding floor edges, corners, stairs, closets, etc. The hand scraper blades are easily file sharpened. Holt also makes a large sanding machine with patented demountable drum cushion which can be replaced in a matter of minutes by the operator on the job.



AB13218—BORING-MORTISING MACHINE—B. M. Root Co., Dept. AB, York, Pa. Formerly a plain foot feed boring machine, this unit now has provision for mortising. A three h.p., two speed motor assures larger and deeper holes. The table has a graduated scale for compound tilt; table also has vertical adjustment; an adjustable foot treadle, chip blower, work hold-downs and table gauges are standard equipment. The machine has wide applications in lumber mills, sash and door plants, carpenter and pattern shops.



AB13150—INSULATED SANDWICH WALL—Owens-Corning Fiberglas Corp., Dept. AB, Toledo 1, Ohio. Masonry construction costs have been reduced as much as 40 per cent with the introduction of this sandwich wall. It is made of concrete, Fiberglas insulation and wire mesh. Material is for commercial, industrial and residential use and may be used as a curtain wall to be attached to structural iron or as a load-bearing wall. Panels come in sizes from eight feet square up to 8x30 feet, all five inches thick. Edges have tongues and grooves.



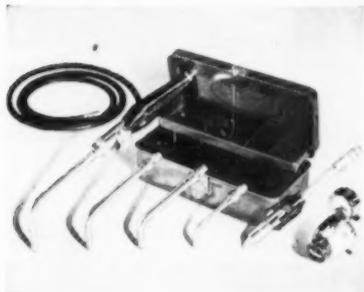
AB13171—SHEET ALUMINUM FINISH—The Kawneer Co., Dept. AB, 714 N. Front St., Niles, Mich. Zourite, rolled from aluminum is used on factories and warehouses. The above picture shows a factory which has been remodeled with the use of Zourite. Alumilited Zourite is used at the top of the building and between floors; green Zourite between window openings dramatizes the changes. No structural changes were made; the material is face-applied to the masonry and fastened by clips in the furring channels of the building.



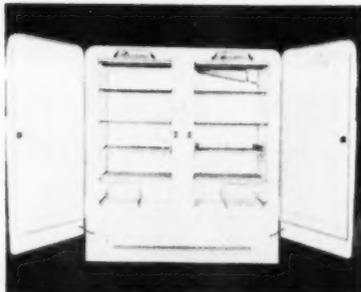
AB13126—FACTORY BUILT HOMES—Ivon R. Ford, Inc., Dept. AB, McDonough, N. Y. Floors are made in section the complete depth of the house; hardwood flooring is factory applied, sanded and finished. For sidewalls, the wallboard is nailed and glued both sides of the section, complete with wiring, insulation, windows and doors. For partitions, wallboard is nailed and glued to both sides of section, complete with doors and wiring. Ceilings, wall board is nailed and glued to one side, with insulation and wiring. Delivered to site.

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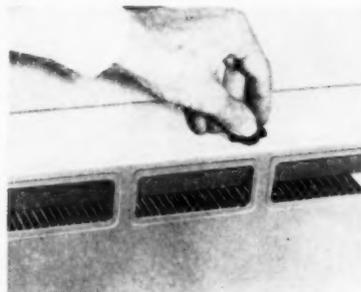
PRODUCTS EXHIBIT IN PRINT



AB13244—AIR-ACETYLENE OUTFIT—Linde Air Products Co., Dept. AB, 30 E. 42nd St., New York 17, N.Y. Full capacities of five separate devices for soldering, heating and light brazing are combined in this unit. A variety of work from fine soldering to thawing frozen pipes can be handled. Four open-flame torch stems and a copper soldering iron attach interchangeably to a control handle equipped with a pilot needle valve in the shut-off valve. Regulator delivers acetylene to pressures up to 13 pounds per square inch.



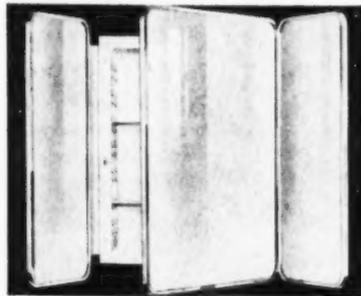
AB13300—DOUBLE DOOR FREEZER—Norge Division, Borg-Warner Corp., Dept. AB, 670 E. Woodbridge Ave., Detroit 26, Mich. This new upright model has a capacity for 725 pounds of frozen food in its 21 cubic foot interior. "Jet freeze" shelves which provide fast freezing on both upper and lower surfaces are featured. It has also two five-position adjustable shelves and two roll-out baskets on nylon rollers, each with a 21 pound frozen food capacity. Thermostatic control permits adjustment of temperature to -20 degrees.



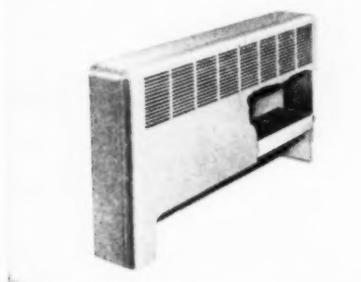
AB13168—BASEBOARD DAMPERS—The Vulcan Radiator Co., Dept. AB, 26 Francis Ave., Hartford, Conn. A new knob-operated damper for each type, and nearly every style of the manufacturer's baseboard radiation covers, has recently been introduced. Flipping the smooth-acting, plastic control knob is the only manual effort needed to operate the spring-lever damper. When closed, the damper cuts off convection heat for the amount of radiation controlled by each damper unit, permitting only radiation heat energy to be given off.



AB13148—LADDER BRACKET—Steadfast Equipment Co., Dept. AB, 874 Franklin Ave., Thornwood, N.Y. Consisting of a double truss steel grip, this bracket transmits ladder load from rungs to rails. The all-steel unit slips on any standard ladder in a few seconds. The offset feature protects against damage to gutters and cornices, as ladders secure their stance from a swivel bearing plate on roof slopes regardless of roof pitch, keeping ladder rails free of cornices. Used in pairs, the brackets also serve as efficient scaffold supports.



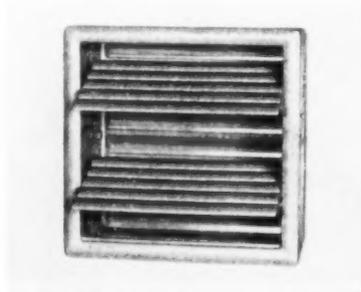
AB13090—BATHROOM CABINET—Ideal Cabinet Corp., Dept. AB, 7722 Joy Rd., Detroit 4, Mich. The "Bannockburn" medicine cabinet has been designed for beauty as well as practical utility. Its design includes two large 8x22-inch plate glass mirrors in addition to the plate glass center mirror, 16x22 inches. Full length chrome plated piano hinges on the two side mirrors permit "full view" mirror use. All mirrored surfaces are equipped with full stainless steel rims. Two adjustable glass shelves and latch-type lock are also provided.



AB13143—CONVECTOR RADIATORS—Bush Manufacturing Co., Dept. AB, West Hartford 10, Conn. Elements are made entirely of non-ferrous materials: seamless copper tubes, aluminum fins, heavy copper tubular headers. Tappings are available for use with two-pipe steam (vapor-vacuum) and two-pipe hotwater heating systems; also special elements for one pipe steam systems. Cabinets are suitable for free standing or semi-recess installations; made of heavy gauge steel with rounded corners. Grilles have large free area, directional louvers.



AB13270—GAS FURNACE—Armstrong Furnace Co., Dept. AB, 851 W. Third Ave., Columbus 8, Ohio. A new 65,000 B.T.U. gas-fired counterflow furnace is offered this year by Armstrong. It has been designed particularly for the small basementless one-floor house. Return air is brought in from the top of the unit, and warm air is discharged through the bottom into an under-the-floor heat distribution system. Hence it is ideally suited for use in perimeter heating. Size is 17x26x62 1/2 inches.



AB13063—GLASS BLOCK VENTILATORS—Westwood Engineering Co., Dept. AB, 3118 W. Lake St., Chicago 12, Ill. The interior view of the new Blokvent design is shown above. The entire unit is made of cast aluminum, with two adjustable doors for the interior which are designed to match the average glass block panel. The unit is finished in a durable baked-on silver finish said to be easy to keep clean. The ventilator is equipped with built-in screens and has a louver exterior. Sizes 6x6, 8x8 or 12x12 inches.



AB13085—REDWOOD SIDING—California Redwood Association, Dept. AB, 576 Sacramento St., San Francisco 11, Calif. For restraint in design while presenting an attractive appearance, the redwood standard pattern shown above is recommended. This siding consists of 4 or 6-inch wide 1&g boards with the edge of each piece slightly rounder-eased. The pattern offers ease of handling plus the wood's appearance and durability. It is a double-purpose pattern, useful either as exterior siding or interior paneling.

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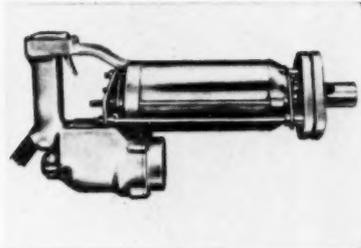
PRODUCTS EXHIBIT IN PRINT



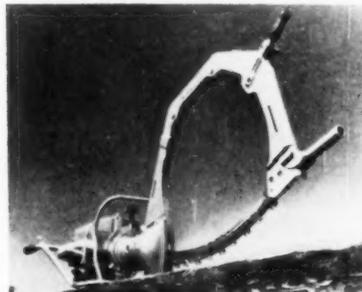
AB13233—COLORED SIDEWALKS—A. C. Horn Co., Inc., Dept. AB, 43-42 Tenth St., Long Island City 1, N.Y. Communities and home owners are installing increasing quantities of colored concrete sidewalks made of Colorundum. Also recommended for interior or exterior concrete floors, this material furnishes a wear-resistant topping of long life. It is a dry powder, composed of coloring mediums, fused aggregates, water-repellent compounds and hardening elements. It is applied by floating and troweling into fresh cement as floor is laid.



AB13224—PIPE WYE FITTING—Orangeburg Manufacturing Co., Inc., Dept. AB, 488 Madison Ave., New York 22, N.Y. Illustrated is one of the manufacturer's three new fittings developed for use with their Root-Proof pipe. Also available are $\frac{1}{4}$ and $\frac{1}{2}$ bends. These units are made in 4-inch diameter size only. All three fittings fit other makes of fibre pipe. Units are joined in similar manner to manufacturer's pipe and couplings—a tap or two produces a water-tight joint. No cement, compounds or calking is required at junction.



AB13187—ELECTRIC HAMMER DRILL—Syntron Co., Dept. AB, 618 Lexington Ave., Homer City, Pa. Designed to speed up quantity hole drilling in concrete and masonry, this 2-inch capacity heavy duty tool combines the power of a large electromagnet hammer with the automatic rotation of a spiral fluted, carbide tipped drill bit. Rotation is accomplished by a rubber ratchet mechanism which utilizes the recoil of each hammer piston blow to turn the bit slightly; at 3,600 blows per minute of hammer piston, bit rotates at correct speed.



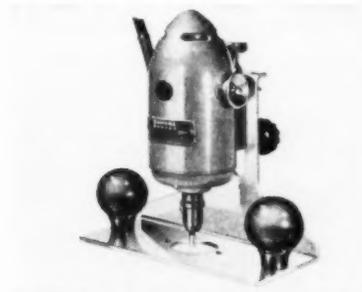
AB13169—BOW SAW—Henry Disston & Sons, Inc., Dept. AB, Tacony Sta., Unruh & Milnor St., Philadelphia 35, Pa. Several developments in chain saw design are incorporated in this free-flow bow saw. The 9 h.p. unit has a 25 inch bite which eases sawing labor. The free-flow feature speeds up cutting while reducing friction. Close-lying logs can be bucked without having first to move them. The saw is said to cut at the rate of better than 1 inch a second on 17-inch seasoned beech logs; it can be handled by one man.



AB13221—WATER SOFTENER—The Permutit Co., Dept. AB, 330 W. 42nd St., New York 36, N. Y. This automatic household device increases softening efficiency by forcing the raw water through synthetic resins. It enables the homemaker to reduce soap consumption by as much as 80 per cent, depending upon the hardness of the water supply. Unit embodies a valve assembly which reduces the number of moving parts and simplifies service problems. Made in 9 and 12-inch diameter sizes, the device occupies small space in kitchen or cellar.



AB13240—HEAT RADIATION FINS—Fin-Tube Radiator Co., Inc., Dept. AB, 10 Fair St., New Haven, Conn. These heat radiating devices are made with an extruded collar bonded to it to become an integral part. This provides greater radiation surface, higher heating capacity and quicker heat. The collar acts as a heat conductor to the fins, as they contact the entire circumference and length of the pipe to which they are fastened. Applications shown include industrial (left), residential baseboard (right) and radiators.



AB13289—ROUTER—The Dumore Company, Dept. AB, 1300 17th St., Racine, Wis. A versatile tool with a rating of 1/16 h.p. at full load, the router has a speed of 19,000 r.p.m. It is provided with a $\frac{1}{4}$ -inch quick change chuck, set screw depth adjustment, greased sealed bearings and operates on both a.c. or d.c. It is useful for making door, lock and window frame mortises, grooving for weather stripping, cutting hinge and lock mortises, tongue grooves, and concealed handles in cabinet work, fitting Formica sink tops, dovetailing, other uses.



AB13173—TILTING ARBOR SAW—Heston & Anderson, Dept. AB, 620 Kirkwood Ave., Fairfield, Iowa. Constructed of heavy grey iron, this 8 inch tilting arbor saw features a motor that tilts with the saw. This keeps the same tension on the belt and makes possible complete alignment of parts at all times. Life sealed ball bearings, miter gauge slots on both sides of saw, a steel floor stand, easily accessible controls, a sawdust chute, large 26x20 inch cast iron table top, are among the features of this new tool.

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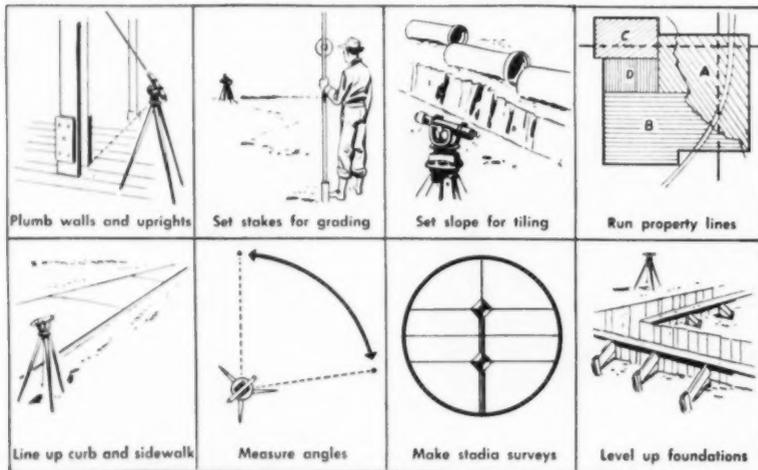
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7196

No. D-98 CIRCULAR FIREPLACE

This unusual fireplace is a feature of a large circular living room in a house located at Ontario, Calif., designed by Foster Rhodes Jackson, architect, Chino, Calif.

The fireplace forms a separation between the living and dining-kitchen areas. This position in relation to the rooms, permits the fireplace and barbecue which adjoins, to be served by two flues in a single chimney.

The details and brief specifications listed on the adjoining page clearly outline the character of the construction and the materials used.



ORIGINAL SHAPE



RESHAPED FASTENER

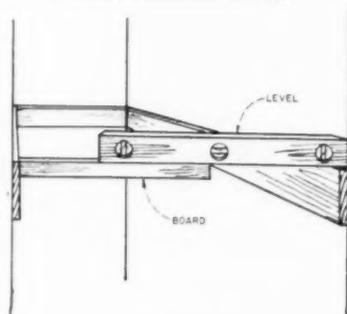


BOARD BEING DRAWN TOGETHER BY FASTENER ENDS AFTER CENTER HAS BEEN IMBEDDED

using corrugated fasteners

Corrugated fasteners are ineffective in joining boards together unless they are properly used.

The center part of the fastener should be hit a rather hard blow with the hammer. This will distort the fastener so that when the fastener is driven into the wood the raised corners will pull the joint to a tight fit.—Werner Kraatz, Santa Cruz, Calif.



extending the level

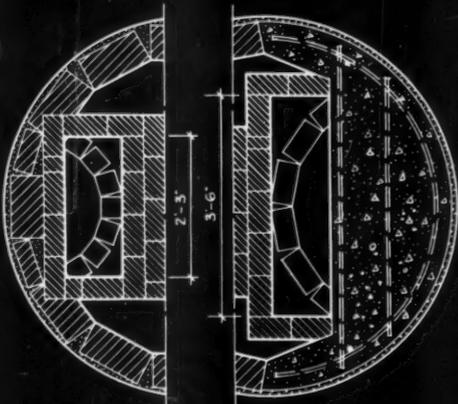
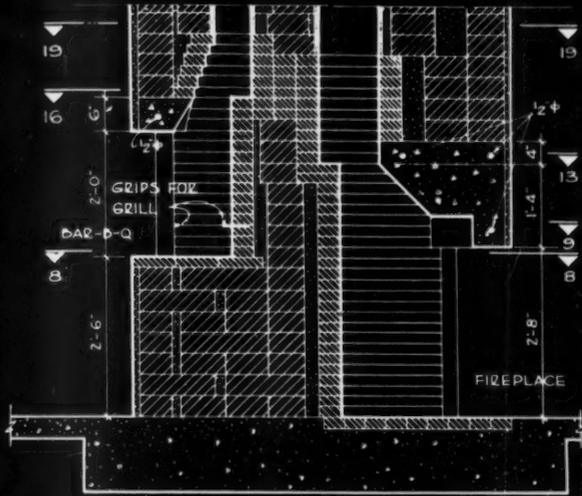
When a level proves too short to level the distance between two points, place a straight piece of board under the level to reach the opposite point.—Myron G. Miller, So. Williamsport, Pa.

AMERICAN BUILDER

AMERICAN BUILDER'S BETTER DETAIL PLATE

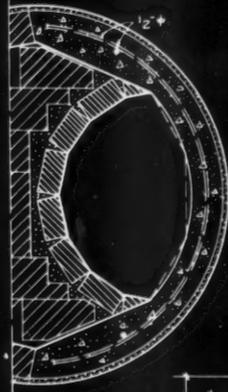
Detailed by K. Roderick O'Neal A.I.A. for American Builder

NO. D-98 CIRCULAR FIREPLACE

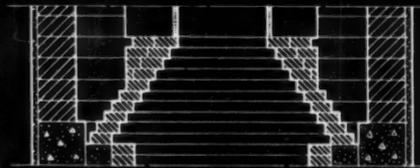


Course 16

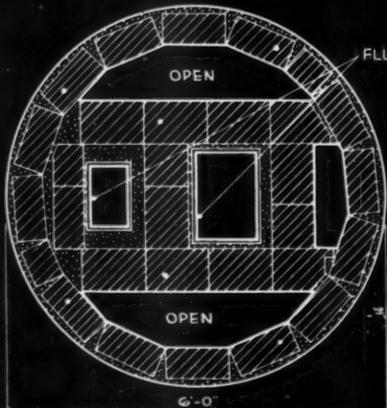
Course 13



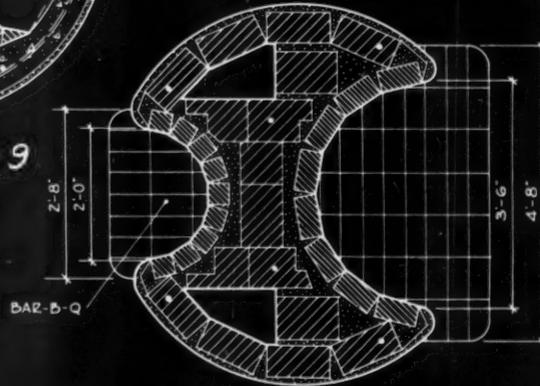
Course 9



Sec. thru fireplace throat



Course 19 and above



Course 8

THE CHIMNEY CONSISTS OF A CIRCLE OF 6" X 4" X 12" CONCRETE BLOCKS WITH A CENTRAL CORE OF 8" X 4" X 12" CONCRETE BLOCKS (WITH SOME 6" BLOCKS AND BRICKS AS NECESSARY). BOND CIRCLE TO CORE WITH HEADERS AT LEAST EVERY 4TH COURSE. THE FIREPLACES, THROATS AND HEARTH ARE LINED WITH FIREBRICK AND THE FLUES ARE LINED WITH T.C. FLUE LINING. BOTH LINTELS ARE REINFORCED CONC. THE CHIMNEY IS FINISHED WITH A TWO COAT PLASTER FINISH IN THE HOUSE AND A THREE COAT STUCCO FINISH ABOVE THE ROOF TO BRING THE WHOLE TO A 6'-0" DIAM. THE CHIMNEY CAP IS A 4" CONC. SLAB WITH 2-1/2" RINGS NEAR THE OUTSIDE EDGE. FORMS FOR CAP OVER OPEN SPACES IN CHIMNEY TO BE METAL AND WILL BE LEFT IN PLACE. ALL STEEL 1/2" EXCEPT 3-5/8" HORIZONTAL RINGS BETWEEN COURSES 9 & 10, 19 & 20 AND 29 & 30.

SPEEDS ACCURATE SURFACING!

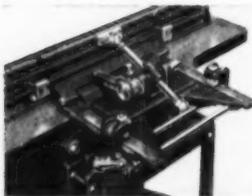
ON THE JOB!

IN THE SHOP!



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New 3-point fence mount assures greater rigidity and accuracy!



Cutter head removes to sharpen blades without disturbing setting.

Take this Atlas 6" jointer right to the job (2 men carry it easily)—and you cut time costs on almost every surfacing operation. It handles planing, edging, truing, beveling, and rabbeting much faster and more accurately. It cuts costs on cabinet work, fine finishing of all kinds, planing doors, windows, as well as mass producing built-in units.

You'll like its size, speed, and smoothness. Table is 42" long with a precision ground surface! The solid ground two-way tilting fence is 32" long, 4½" high. The heavy 2¾" diameter cutter head spins on large sealed-for-life ball bearings. Exclusive features include a time-saving width-of-rabbit scale, and simultaneous blade positioning.

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DEPENDABLE QUALITY TOOLS SINCE 1911

No. G-35

ENTRANCE DOOR REMODELING

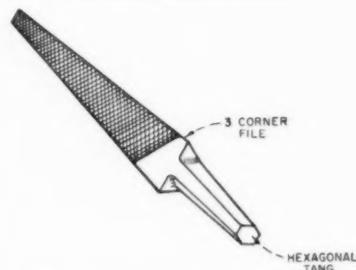
The remodeling of the exterior of this building, of which the entrance is shown in photograph and detail, is confined to the area between the sidewalk line and the sills of the second floor windows. The terra cotta facing shown around the entrance also covers the balance of the first floor wall surface.

The design of the entrance is simple and effective. Its sturdy lines add character to the business carried on within the building. The signs on either side and above the entrance motif are kept in scale to the balance of the design. This applies particularly to the markers, which conform in size to the raised panels extending vertically on each side.

The sections forming the frame for door and sidelights are made of aluminum in a rectangular shape. The entrance door is of plate glass set in an aluminum frame. The soffit of entrance is cement plaster on metal lath. Wood framing above plaster is provided for support of recessed lighting.

In providing a short canopy over the entrance feature, several things were accomplished. (1) A proper terminus for the terra cotta detail below was provided. (2) A place for the advertising sign of the company was made available without cluttering up or defacing the front of the new remodeled structure.

The entrance floor is of terrazzo of color to match the terra cotta. A 3/16-inch white metal stripping is used for panels and outlining the large inserted letter.



The handle end of a saw file makes a satisfactory substitute for an "Allen" wrench when cut to the size of the wrench desired.

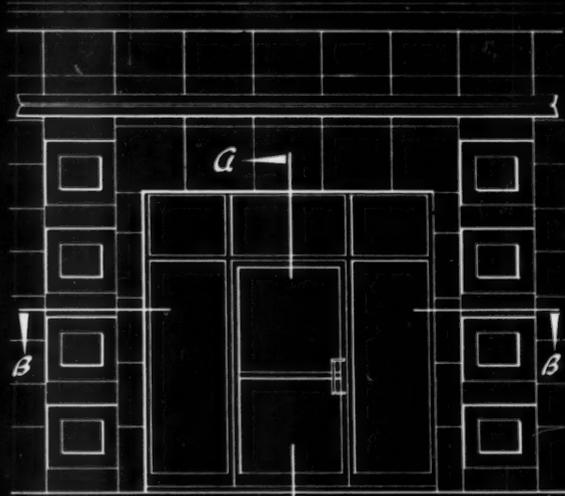
AMERICAN BUILDER

AMERICAN BUILDER'S STORE FRONT DETAILS

Designed by Sidney C. Finck, A.I.A., Chicago, Ill.

Detailed by K. Roderick O'Neal, A.I.A. for American Builder

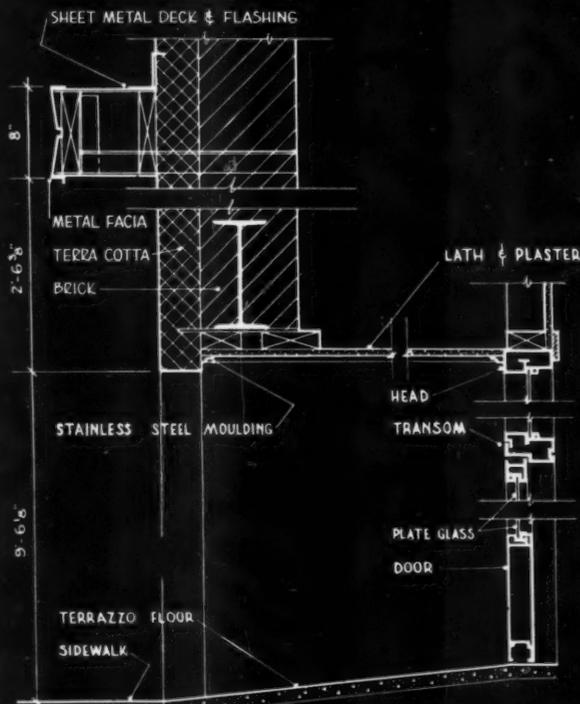
NO. G-35 ENTRANCE DOOR REMODELING



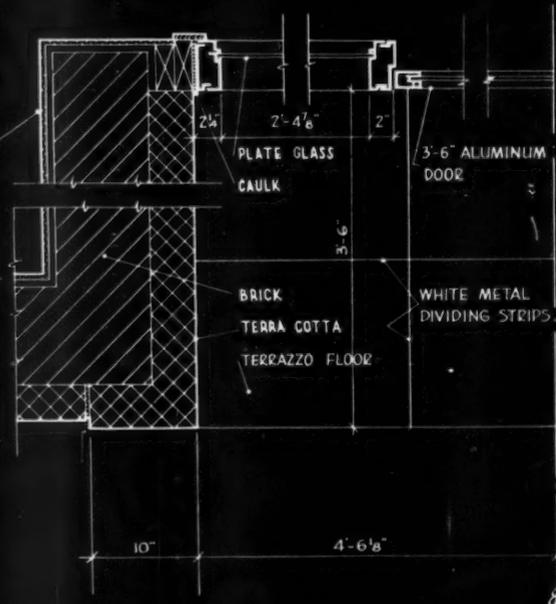
Elevation



Plan



Section A-A



Section B-B



new

S2S panel tips into position. Normally two or three men tip the 250 pound unit into place. Each panel completes 16 inches of wall on both sides. Painting is the only other operation to be completed

construction technique

finished walls in one operation

Lightweight aggregate panels butt together producing a finished surface on both sides of the wall. Costs compare with frame construction



It's a two man load to carry the panels from the stockpile to the nearby building site

New products bring new construction techniques. Builders can now look forward to a building panel of lightweight masonry construction with both sides of the wall finished. Known as the S2S panel, the material has been developed by Modern Crete, Inc. of Flint, Michigan. The first licensed producer is Rodney M. Lockwood, Detroit builder, and past president of the NAHB. Lockwood has started

his first homes using the material.

The panel is made of lightweight concrete aggregates with a center core of Fiberglas insulation. It is 5¼ inches thick, 16 inches wide, and 8 feet long. It has passed the experimental stages. Though the S2S panel is a new development, Modern Crete has produced a single surface panel for over six years. The single surface unit required conventional treatment of the inte-

rior walls. This panel was reported to *American Builder* readers in the March, 1950 issue. The new panel does away with any further wall treatment by the builder after the panel is erected.

The manufacturer who has documentary evidence to back up his statement, claims the material to save 73 per cent of the site labor costs. Tests by the Small Homes Council of the University of Illi-



Detroit builder, Rodney Lockwood's panelized three bedroom house sells for \$10,900



Metal channel, fastened to the foundation, aligns the panels. A similar channel is also at the top of the panels

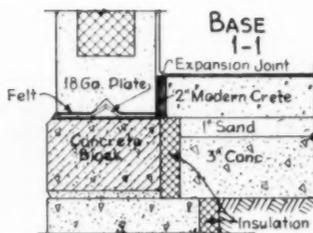
nois show the 73 per cent savings over standard framing methods using the same floor plan. Seventeen exterior operations are eliminated with the new construction method.

Technical Information

The insulating qualities of the panel are one-third better than the FHA requirement. University of Michigan researchers have given the panel a "U" factor of 0.194 B.T.U. per hour per square foot. FHA requires a 0.27 "U" factor. The material has the insulation built into the panel. A 3-inch Fiberglas batt is wrapped in mesh and imbedded into the panel when it is



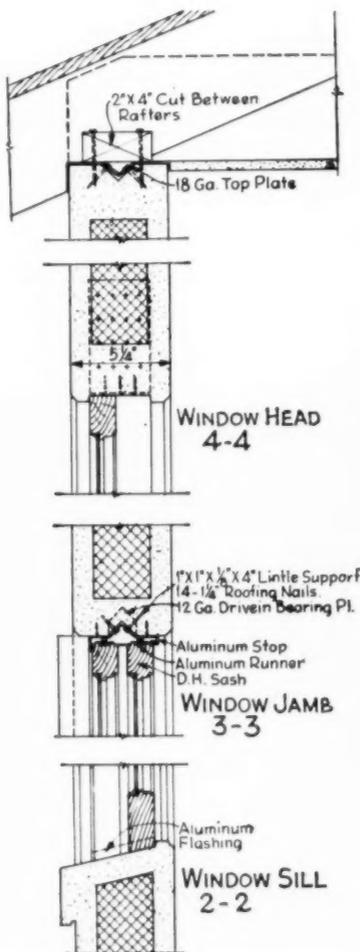
Interior photograph of the window shows that frames are eliminated. Wood sill and window stop are the only trim items. Stop covers pressure type sash balance



cast. Further tests by the University of Michigan show the material to have a four degree difference in temperature between the insulated portion and the solid end. This test was performed at a 70 degree difference in outside-inside temperature and a 15 MPH wind.

Compression Tests

Structural compression tests conducted at the University of Michigan give the panel a structural strength of 44,500 pounds. This axial compression figure is about 44 times that of the average house.



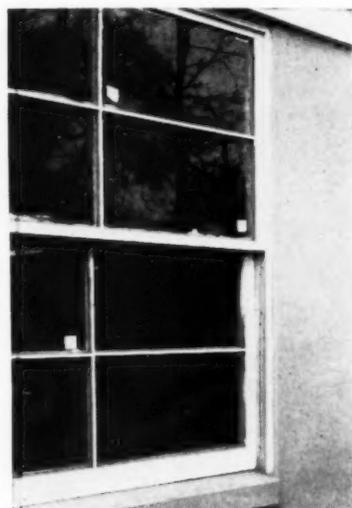
Tubular spline between the panels eliminates shear stresses

Construction Technique

Jurisdiction for the material has been given to the carpenters as the lightweight aggregate can be sawed, nailed, drilled, etc., as in wood construction. No mortar is used in the erection of the panels.

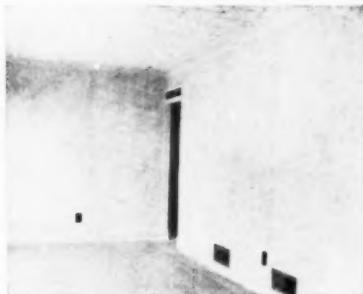
The units are set on a metal channel which has been fastened to the foundation. Another channel is placed along the top of the panel the full length of the wall. Together both steel members align the panels. Shear stresses are eliminated by tubular splines that fit between the panels. Four mastic operations seal the butt joints.

The panels can be erected by unskilled labor under the direction of

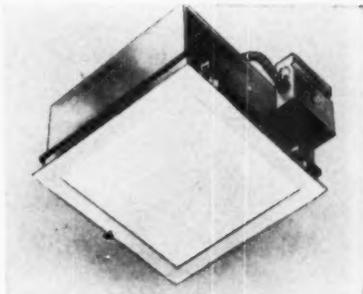


Exterior of window shows the stop in place. Sill and header units are precast. Builder does no cutting of the panels

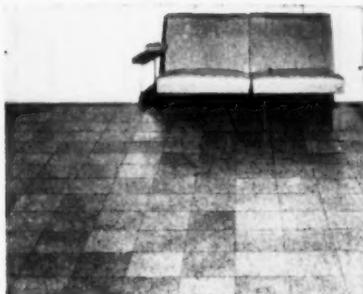
PRODUCTS EXHIBIT IN PRINT



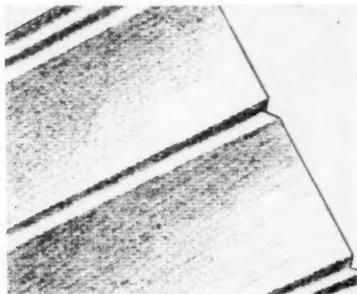
AB13278 — BONDING PLASTIC — Nu-Wall Mfg. Co., Dept. AB, 923 N. 19th St., Milwaukee 3, Wis. The use of Nu-Wall in covering dry-wall to obtain a superior plaster finish is stated to be easier, quicker and more economical. Picture shows a gypsum board wall which has had the joints taped and nail holes spotted without particular care. A $\frac{1}{8}$ -inch plaster band has then been applied after the wood trim received a prime coat of paint to protect it from plaster moisture. Plaster seals all cracks and crevices, covers all imperfections.



AB13223 — LIGHTING FIXTURE — Lightolier, Inc., Dept. AB, 11 E. 36th St., New York, N.Y. This square "Calculite" ceiling fixture spreads a glare-free flood of diffused light. It is one of five new models just introduced. Fixture blends into the ceiling, and smooth wide flange simplifies plastering. Glass diffuser is frosted all the way through, creating more thorough light diffusion. Fixture is prewired, requires no additional junction boxes, and is installed by simply nailing to ceiling joists and splicing circuit wires into the fixture.



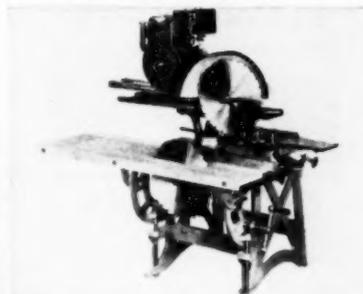
AB13217 — CORK TILE — Dodge Cork Co., Inc., Dept. AB, 664 Manor St., Lancaster, Pa. Plain cork floor tile, made in light and dark random shades is available in three thicknesses: $\frac{1}{8}$ -inch, recommended for residential area; and $\frac{3}{16}$ and $\frac{5}{16}$ -inch for heavier commercial uses. The coarse natural granules of cork give the floor an attractive appearance, as the color is relatively uniform and wearing surface is smooth and durable. Tile is offered in eight standard sizes from 6x6 to 36x36 inches, with straight or beveled edges.



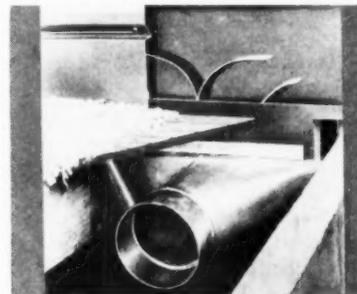
AB13182 — PLASTIC SKYLIGHT — Resolite Corporation, Dept. AB, Zelenople, Pa. Structural sheets of translucent Fiberglas-reinforced resin plastic to match the manufacturer's crimp metal roofing and siding sheets are applied in the same manner as their metal counterparts, with which they are made to nest. Fastenings are made by nail, screw or bolt. Sheets are useful for daylighting such buildings as warehouses and farm structures not wired for electricity. Use of panels in factory roofs increases personnel efficiency.



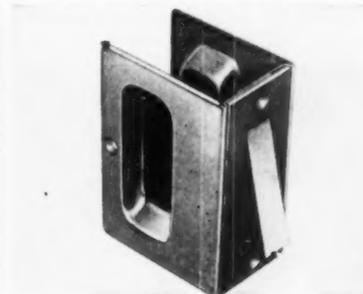
AB13271 — PREFAB HOUSES — International Homes, Inc., Dept. AB, Mineral Ridge, Ohio. This company offers a 1953 line of conventionally built, fully paneled houses. They feature: gas-fired, warm air, perimeter heating; Thermopane picture windows; porcelain enamel kitchen cabinets; modern breakfast bar; Hollywood flush doors; expandable second story (in some models). International Homes are sold only through qualified dealer-builders, are priced under \$10,000 and are approved for FHA-VA financing. Photo shows duplex model.



AB13065 — WOODWORKING MILL — The Master Woodworker Mfg. Co., Dept. AB, E. Fort at Brush St., Detroit 26, Mich. The Master Universal Power Mill, gas driven, is stated to be the only three-way unit combining 12 machines in one; it is equipped with an overhead radial saw, underslung rip saw and jointer, operated with only one power unit. Called a complete woodworking shop in itself, it can perform such practical operations as crosscutting, cutting off and dadoing, mitering, routing, tenoning, and others.



AB13269 — PERIM-A-BASE HEATING — Berger Furnace Mfg. Co., Dept. AB, Pittsburgh, Pa. An innovation in heating systems is the Perim-a-base baseboard heating system now offered by Berger Furnace. The design combines a special metal baseboard panel with the principle of perimeter heating. The baseboard panel provides radiant heating. Convected heat and conditioned air are introduced into the rooms through the baseboard panels placed along the entire length of the outside walls. There are no cold air returns.

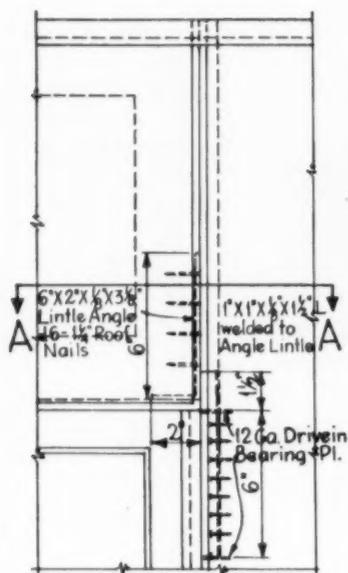


AB13265 — SLIDING DOOR PULL — Adams-Rite Mfg. Co., Dept. AB, 540 W. Chevy Chase Drive, Glendale 4, Calif. A solid brass combination pull incorporates two flush pulls and an edge pull for use on sliding doors. Edge pull has a spring return. The assembly is easily installed by notching the door. It is adjustable to fit doors from $1\frac{1}{8}$ to $1\frac{3}{8}$ inches in thickness. The escutcheons measure $3\frac{3}{8} \times 2\frac{1}{4}$ inches. The device is available in seven standard finishes and is hand polished. Cutout template is furnished with each unit.

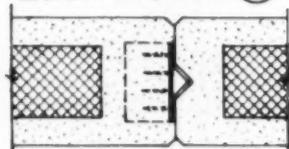


AB13139 — FIREPLACE — Readybuilt Products Co., Dept. AB, 1705 McHenry St., Baltimore 23, Md. These units are available in a wide variety of fireplace models in brick, stone or wood and are furnished complete. They can be used effectively with gas or electricity. Illustrated model measures 4 feet 9 inches in width, has wood mantel appealing to home owners with decorative tastes. Furnished in semi-glass ivory, it has red cast brick facing, lining and hearth. Installation is simple, requiring only an hour's time of a handy man.

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ELEVATION AT ⑤



SECTION A-A

a carpenter. Two or three of the non-skilled workmen can tip the 250 pound panels into position. The carpenter plumbs the panels.

Special Castings

Window and door headers are cast in various sizes to accommodate all window and door sizes. In the headers the V-joint is cast to match the other pieces. Special steel reinforcing is given these units. The headers are hung by a



The kitchen soffit has a frame skeleton and is covered with plaster board. The metal cabinets are fastened to the panels as in standard framing



Header is cast with V-joints to match panels. Special hangers are nailed to a full size panel and support the header. The header has the necessary steel reinforcing cast into it

special bracket which is nailed to the header and the abutting full size panel. Sill units are also available. The panels can be used on the interior for partition walls and bearing walls.

Construction Costs and Savings

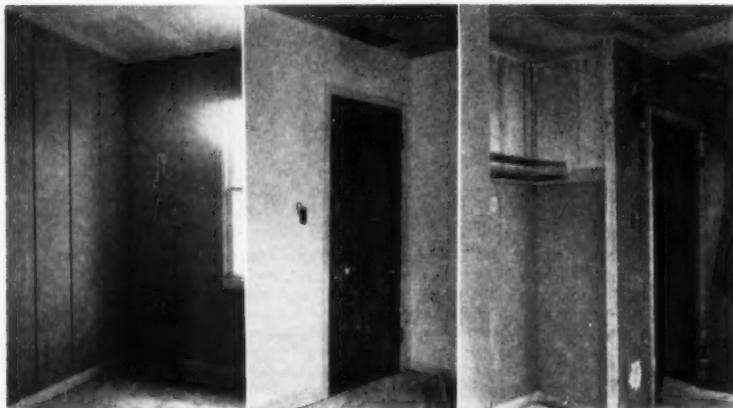
Cost of the panels erected is around \$1.20 per square foot for the exterior wall against \$1.16 for frame and \$2.30 for brick. Further savings are realized as no door or window frames are needed.

Windows are hung in weather-strip type pressure sash balances. These are fastened to the panel. Door butts can also be fastened to the material.

Electrical switches and outlets are run overhead and down through the hollow splines. The outlet boxes are cut into the panel.

Warm air heating registers can be installed in the slab floor or cut into the panel. Water and drain pipes are installed on the outside of the utility room wall through to the bath and kitchen.

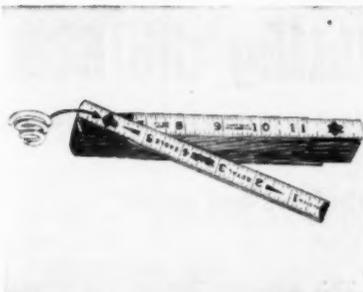
The panel is at this time produced by the one Modern Crete licensee and available in the Detroit area in limited quantities. Other now existing licensed manufacturers of the single surface panel will add to the new double surface panels availability.



The living room interior wall shows the V-joints. The panels are 16 inches on center. Heating registers are cut into the floor. One room of Lockwood's house was

plastered. Only the finish coat was applied to the insulated material. Panels can be used for interior partitions. Folding doors will cover the closet opening

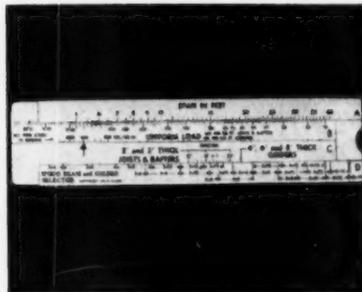
PRODUCTS EXHIBIT IN PRINT



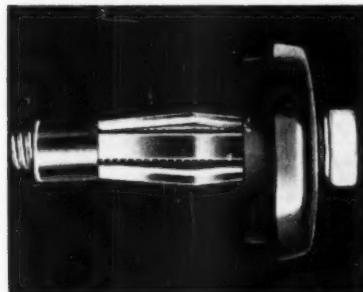
AB13227—FOLDING RULE—Eagle Rule Mfg. Co., Dept. AB, 510 Hunts Point Ave., New York 59, N.Y. The inclusion of a coil spring in the interior mechanism of every joint of this wood folding rule results in smoother folding action, greater accuracy and joints that do not become loose. A new testing machine which cycles the joints to reproduce the wear incurred in a rule's normal use has indicated that after 75,000 cycles, the coil spring joint is still like new; this is the equivalent of using the rule 50 times a day for six years.



AB13231—TUB ENCLOSURE—American Shower Door Co., Dept. AB, 1028 La Brea Ave., Hollywood, Calif. Shatterproof, translucent plastic panels comprise the wall of this enclosure; extruded aluminum frame cannot rust or corrode. Doors glide on roller bearings. This unit, called the "Shower Maid," is adjustable to any standard recessed tub that extends from wall to wall. A packaged item, it can be installed in about 20 minutes by the home-owner. Styrene plastic panels are color-fast, supplied in coral, ivory, sea green and sky blue.



AB13245—WOOD BEAM AND GIRDER SELECTOR—Everett Radar Co., Dept. AB, P. O. Box 122, Bowling Green Sta., New York 4, N.Y. A wood joist, rafter or girder can be selected in 20 seconds with the aid of this folded plastic slide rule. Two scales used for members in bending where deflection is not a factor slide separately; reverse sides of these scales are used for members where deflection must not be excessive. Various scales on selector indicate the fiber stress in bending, span in feet. Device operates like slide rule.



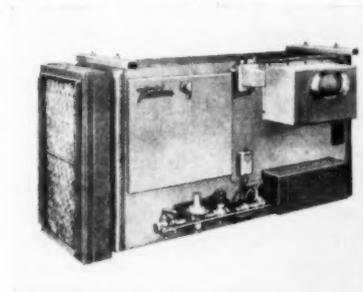
AB13238—UTILITY PLUG—Molly Corp., Dept. AB, 524 Court St., Reading, Pa. This device is stated to stop permanently leaks in hot water tanks, metal pipe from 1 1/2 inches up, oil and gasoline drums and other types of liquid containers. The plug's neoprene gasket is not affected by steam, oils, gasoline and many chemicals. It can also be used as an all-purpose fastener in blind areas where it is impossible to hold a nut when applying a bolt. Installation is comparable to using a 1/4-inch bolt and nut with a 1 1/8-inch washer.



AB13228—BUILDING BLANKET INSULATION—Reflectal Corp., Dept. AB, 155 E. 44th St., New York 17, N.Y. This multiple-layer aluminum foil product is now available in 500 square foot rolls. The new package increases the handling, storage and application savings which, by time study record, ranged to 87 per cent with the former 250 square foot rolls. Alfol insulation also provides a positive, continuous vapor barrier. It is clean and non-irritating. Available in five types, made for 12, 16, 20 and 24 inch centers.



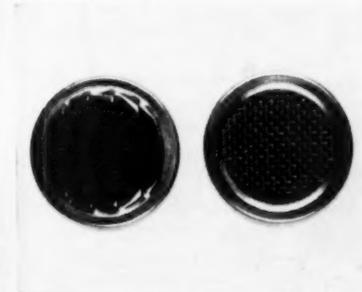
AB13066—FOLDING SCAFFOLD—The Patent Scaffolding Co., Inc., Dept. AB, 3821 Twelfth St., Long Island City 1, N. Y. The "Fold-A-Way" is a folding aluminum rolling scaffold designed for easy erection and carrying. It is made of tubular frames, with end frames hinged so that the unit opens sideways, with no member swinging more than 90 degrees. One man can erect or dismantle the base section while standing within the base area in less than a minute. The unit includes an internal stairway and adjustable legs on the base.



AB13225—AIR CONDITIONER—Thatcher Furnace Co., Dept. AB, Center St., Garwood, N. J. This horizontal type, gas fired winter air conditioner is a compact unit, just over 13 inches wide. It can be installed with its case to fit under joists. Installation costs can be kept down, since unit is factory assembled, only requirements being the hook-up of gas and power lines and the thermostat. All parts are accessible from the front which allows installation to be made a minimum distance from walls. Leakproof seams are welded tight.



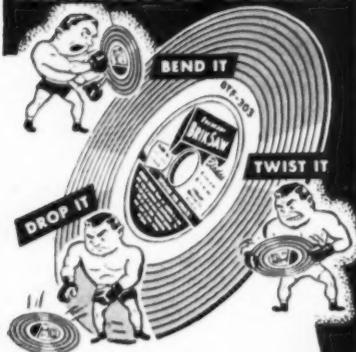
AB13177—PLYWOOD PANELING—Associated Plywood Mills, Inc., Dept. AB, Eugene, Ore. A new decorative plywood called "Sea Swirl" is made into panels from superior grades of Douglas fir plywood. Two types are available, for interior and exterior use, in 4x8 foot size, 5/16 inch thickness. Surface pattern has a three dimensional effect, with natural grain patterns of the wood forming attractive swirls and contours. This material is durable, splinter-proof, easily applied. It has wide use in remodeling or construction.



AB13219—ALUMINUM LOUVERS—Midget Louver Co., Dept. AB, 8 Wall St., Norwalk, Conn. For essential wall ventilation, these devices can be installed in gable ends, eaves, soffits, sidewalls or above the sill in unexcavated cellar areas. Installation is simple; drilling required diameter holes with an electric drill and hole saw, then tapping louvers in place; no nails or screws are needed. Removal of siding and sheathing is eliminated. Devices are available in two types and six diameters: 1, 1 1/2, 2, 2 1/2, 3 and 4 inches.

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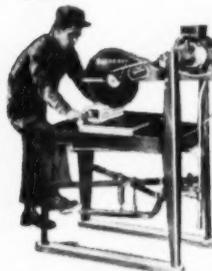
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building the SCR

openings for wood windows and doors

In the November, 1952 issue of *American Builder*, the first in a series of articles on building the "SCR brick" wall outlined the several ways of starting the "SCR brick" wall. Once the foundation problems have been licked, the new 6-inch, through-the-wall clay product presents few actual building difficulties. Bricklayers say the unit

This statement is borne out by the many visits of S.C.P.I. engineers to jobs where builders are using this new brick unit. In most instances, stock wood frames are used with no necessary changes and in others with only minor alterations, such as cutting off the blind stop extension or trimming it down.

In Figure 1 is shown the head,

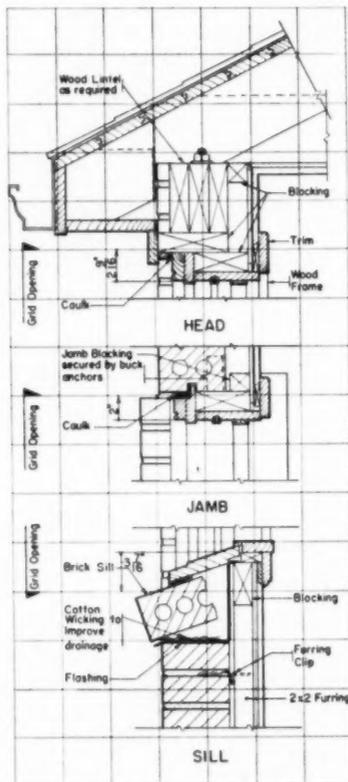


FIG. 1—Standard modular double-hung wood window detail with patented side balances

practically lays itself, offering no bonding or coursing obstacles, and turning corners nicely.

The installation of stock modular window and door frames in "SCR brick" walls presents no particular problem to the competent builder.

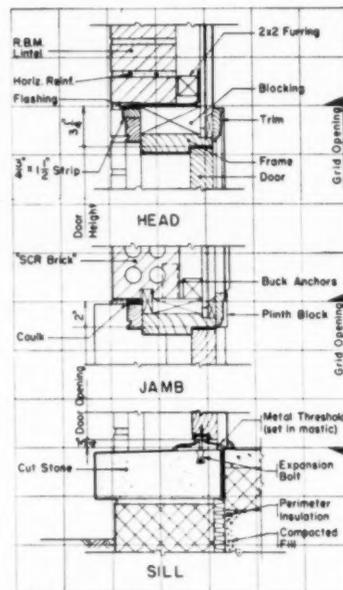


FIG. 2—Modular wood exterior door detail in "SCR brick" wall

jamb and sill detail for a standard modular double-hung window installed in an "SCR brick" wall. Figure 2 shows a similar detail for a wood door frame. Both wood and reinforced brick lintels are shown. In subsequent details steel angle lintels are shown. These lintels are interchangeable and the selection of the type to be used on any particular job will depend primarily on the design and the availability of materials.

In Figures 1 and 2 the jamb slot provided in each "SCR brick" is used to permit a wind or blind stop to

BRICK wall

extend into it, thus providing a positive seal against air infiltration around the perimeter of the frame. In the window details appearing in Figures 11 to 14, inclusive, another method of providing a windstop is shown.

This method utilizes a combination of flashing material and caulking compound to obtain a simple, inexpensive and effective windstop. It provides a waterproof windstop which allows movement of the win-

(Continued on page 238)



FIG. 3—Rough buck with flashing material stapled to it and buck anchors attached

*Reg. TM, SCPRF, Pats. Pend.

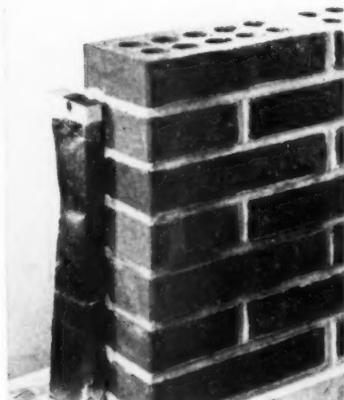


FIG. 4—Rough buck built into wall. Note that flashing material has been temporarily stapled back against the rough buck to keep it out of the way

JANUARY 1953

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Loading fill sand for housing project

is another job on which A-C tractor shovels save time and money. They excavate basements with sides so straight and bottoms so level that no handwork is required—also build roads and driveways, maintain yards, clear away snow, handle all kinds of cut and fill work, are all-round, all-season workers. The Model HD-9G seen here has 72 hp. and 2-yd. bucket, weighs 29,900 lb.



Leveling, landscaping, backfilling

can be done with either blade or bucket. Usefulness of the 1-yd., 40-hp. HD-5G shown here, is multiplied by the 13 interchangeable Tracto-Shovel attachments—trench-hoe for digging footings and trenches—lift fork for handling lumber, pipe, etc.—plus 2-yd. bucket for light materials, drag bucket, etc. Easily transported from job to job on trailer.

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'SCR BRICK'

dow frame in the opening without disturbing the caulking. Since there is no rigid member of the frame held in place by the masonry jamb slot, the window or door frame can be easily adjusted by shimming or blocking to accommodate different jamb widths and interior finishes.

The photographs in Figures 3 to 10, inclusive, illustrate clearly the step-by-step procedure in installing such a combination windstop and flashing. Sisalkraft or Wasco flashing or any good grade of building felt can be used as the flashing material.

In Figure 11 is illustrated a detail for a wood double-hung window



FIG. 5—Applying bead of caulking compound between the flashing and brickwork. Since the jamb slots in the "SCR brick" are not used here, they may be filled with mortar by the mason as he builds the wall

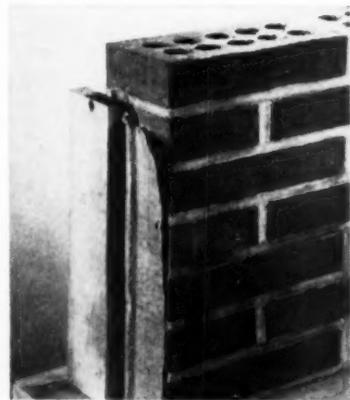


FIG. 6—Flashing material straightened out and formed around caulking bead

with overhead balances. In conventional construction, the window head is recessed to accommodate the overhead balances. This is accomplished in "SCR brick" construction by increasing the distance between the masonry head and the sash opening to $3\frac{1}{4}$ inches. A $3\frac{1}{4}$ -inch wood strip is used to fill in between the brick mould and the lintel.

As shown in Figure 12, modular wood casement windows present no problem when installed in 6-inch masonry walls. Since the same sash openings are standard for wood casements as for wood double-hung

(Continued on page 241)

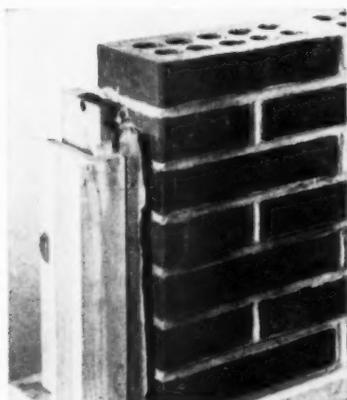


FIG. 7—Window frame is then put into position, plumbed and shimmed if necessary

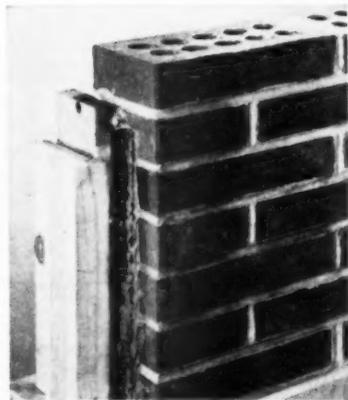


FIG. 8—Flashing material is then doubled back to form a loop and tacked or stapled to the face of the window frame

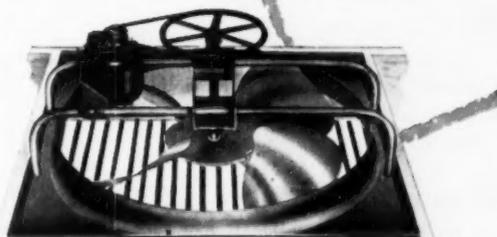
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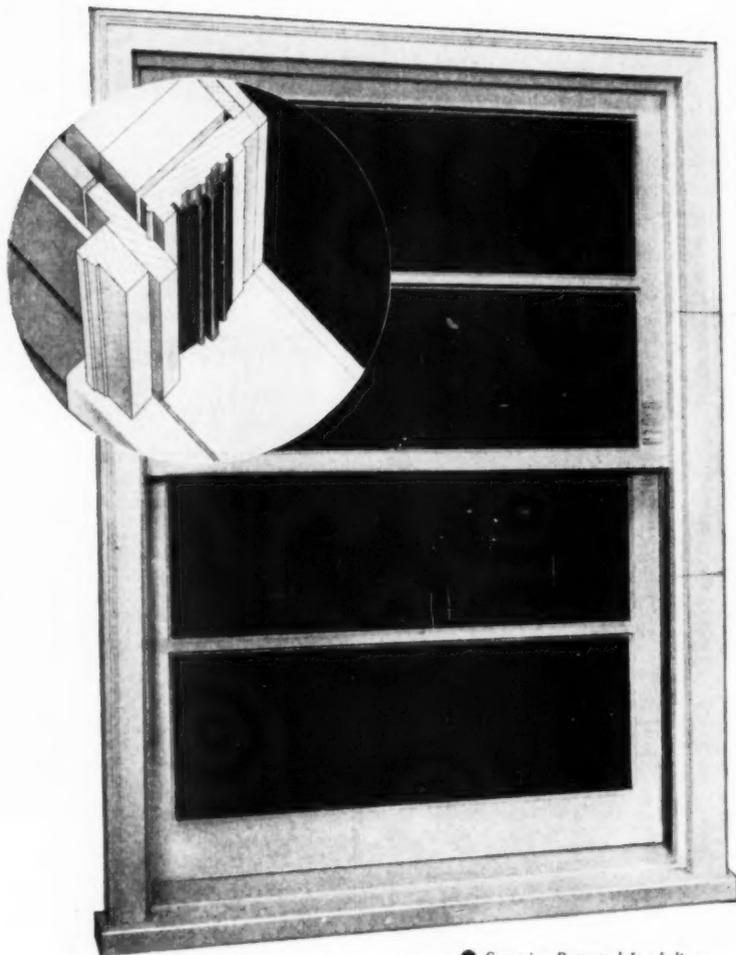
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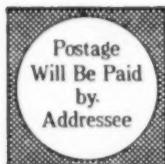
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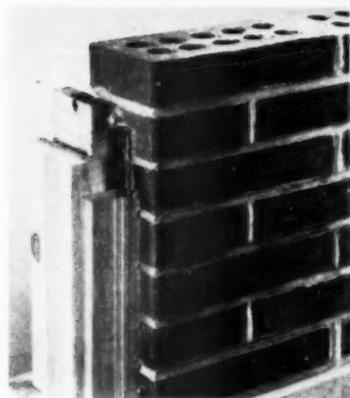


FIG. 9—The brick mould is then attached, leaving at least 1/4-inch clearance between mould and masonry jamb

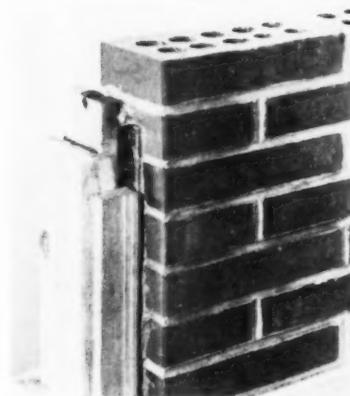


FIG. 10—The space between the brick mould and masonry jamb is then filled with caulking

windows, the same head, jamb and sill clearances may be used.

In Figures 13 and 14 are shown the head, jamb and sill details for two patented special windows. The Andersen "Gliding" window is shown in Figure 13. This is a modular window which fits into a modular masonry opening very simply.

Another type of window that is becoming popular in modern design, particularly in the south, is the so-called "awning" type. One of these types is that manufactured by the Gate City Sash and Door Company and shown in Figure 14. Since the Gate City awning window is not modular, varying sill conditions are necessary when a standardized head

(Continued on page 243)

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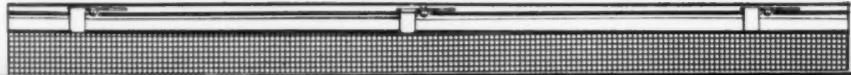


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INSIDE TOP
DETAIL



SLOT (A) ENGAGES SCREWS IN TOP OF WINDOW FRAME BY PUSHING TAB ON FITTING (B) WHICH SLIDES IN SLOT (C)



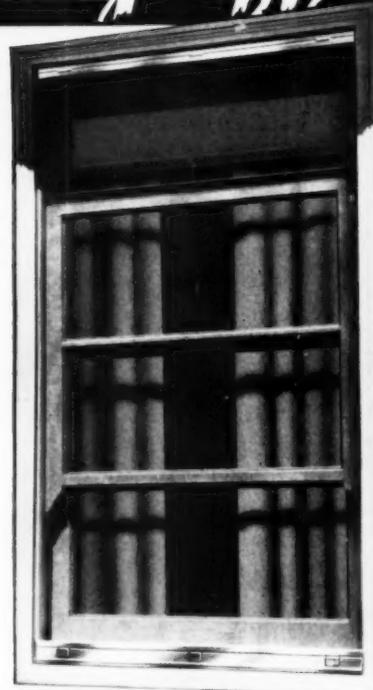
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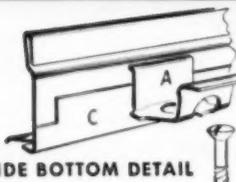


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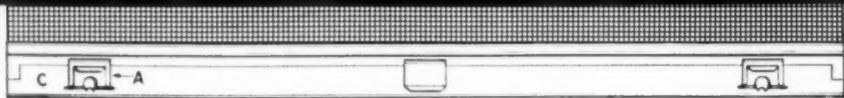
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INSIDE BOTTOM DETAIL



CATCH (A) ENGAGES SCREW (B) ON SILL. THIS CATCH ALSO HOLDS THE ADJUSTMENT BAR (C) WHICH IS PUSHED DOWN ON SILL FOR INSECT-TIGHT FIT. BAR (C) ALSO SERVES AS A TEMPLATE OR GUIDE, LOCATING THE CORRECT POSITION OF THE SCREWS WHEN INSTALLING SCREEN.

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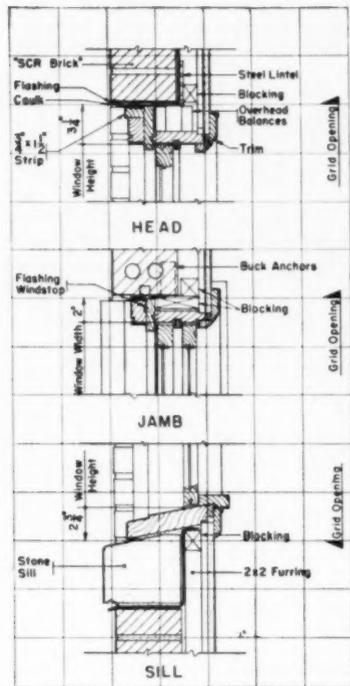


FIG. 11—Modular wood double-hung window detail with overhead balances

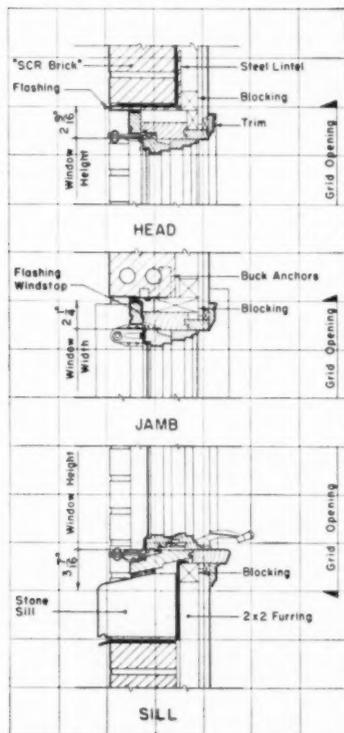
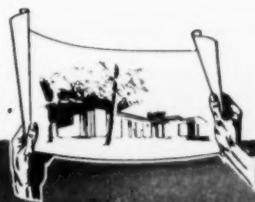


FIG. 12—Modular wood casement window detail

(Continued on page 245)

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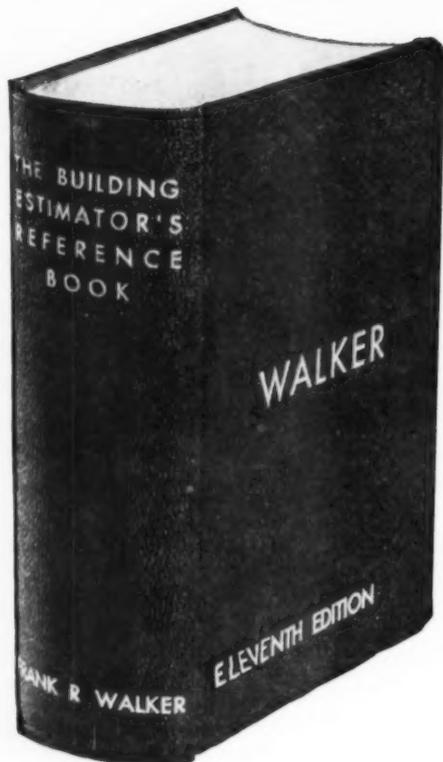
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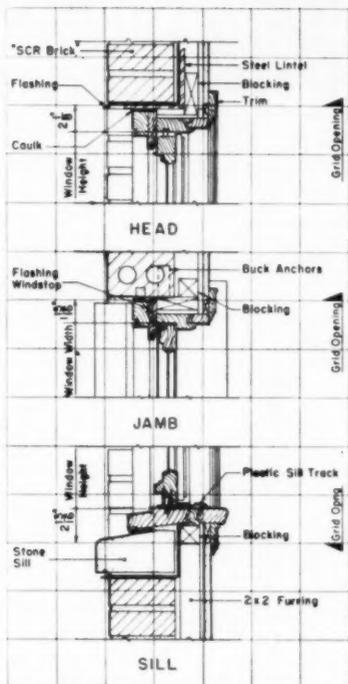


FIG. 13—Modular wood "Gliding" window as produced by Andersen Corp.

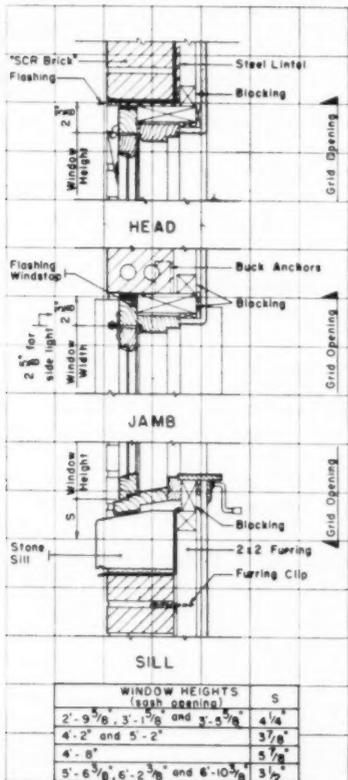


FIG. 14—Wood awning type window as produced by Gate City Sash and Door Co. (Continued on page 247)

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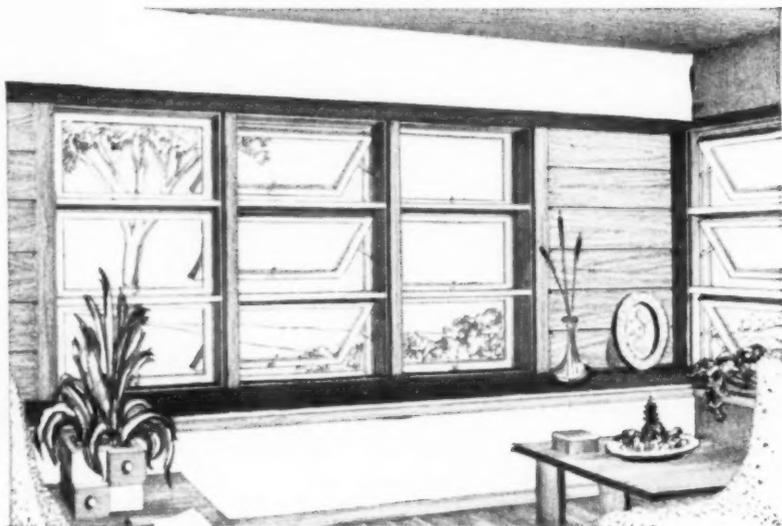
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detail is used. The reference dimensions between the grid sill opening and the sash openings for the different window heights are shown in the table at the bottom of the detail.

With the exception of Figure 1, all of the details show a stone or cast stone sill. In most cases, however, rowlock brick sills may be used if preferred.

In the next article of this series, the installation of metal windows will be discussed from the standpoint of actual job experience. In future months, S.C.P.I.'s field engineers will outline various suggestions for building problems encountered from foundation to roof, since it is anticipated that more than 5,000 "SCR brick" homes will be started in 1953.

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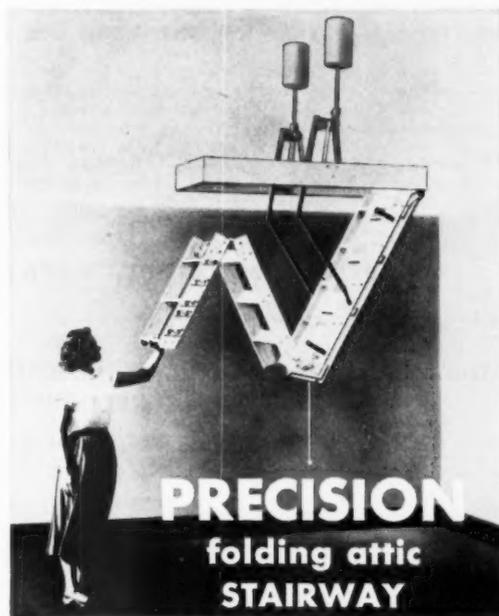
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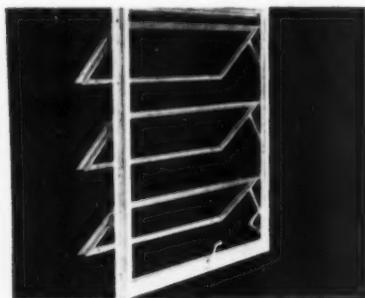
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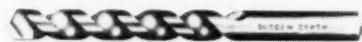
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AB13246—AWNING WINDOW—Mainguy Industries, Dept. AB, 8163 N.E. 2nd Ave., Miami, Fla. The Ware Intermediate Awning Window is now offered with center-sill operation, eliminating the necessity of determining right and left hand operator during construction. Precision worm gear operates in an oil bath sealed against dirt and foreign substances. Tilted operator handle eliminates long and short cranks due to thickness of wall structure or furniture below the window. Crank slant clears venetian blinds, drapes, etc.



AB13080—DOOR AND FRAME UNIT—Ready Hung Door Corp., Dept. AB, Neil P. Anderson Bldg., Fort Worth 2, Tex. A door and frame packaged unit, having the door hinged, the lock installed and the frame trimmed on both sides, is ready to install in any inside wall opening. The jamb, with trim or casing attached, is made in two parts which slip apart for installation from opposite sides of the wall opening. Jamb is adjustable for wall thicknesses of from 4 1/4 to 5 1/2 inches. Unit can be installed in 20 minutes by non-skilled labor.



AB13149—CARBOLOY-TIPPED DRILL—The Paine Co., Dept. AB, Addison, Ill. These new drill bits, called "Sudden Depth," are stated to drill masonry faster and easier. Additional backing for the diamond-hard Carboloy tip creates a faster, freer action. The new design, with 44 degree spiral, wider flute and narrow land, provides a path for automatic dust ejection. Fast, cool operation permits maximum drill speeds, yet without damage to glazed surfaces and other fragile materials. Bit sizes from 3/16 to one inch, with spiral flutes.

◆ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 240A

APRIL is the month for AMERICAN BUILDER'S GIANT BUILDER-DEALER CATALOG DIRECTORY ISSUE

If you are looking for something Completely New and Exciting in Wood Sectional Overhead Doors—

Don't Miss the RAYNOR Carved Raised Panel Exhibit at the 1953 NAHB Convention

The Raynor Display located in Room 623-A, Conrad Hilton Hotel



You are cordially invited to visit our display and inspect at your leisure our Square and Streamlined Carved Raised Panel Doors. We also invite you to acquaint yourself with the Raynor complete line of residential, commercial and industrial wood sectional overhead doors—all equipped with Raynor Patented Graduated Seal.



RAYNOR Manufacturing Co.
DIXON, ILL.

Builders of a Complete Line of WOOD SECTIONAL OVERHEAD DOORS

THE ROCKET 1000 HAS EVERYTHING!

FEATURES



ROCKET CARRIER

Nylon Ball Bearing Rollers for lifetime service. No metal to metal contact. Adjusting slot allows 1/2" different height adjustments.



DOUBLE TRACK

Available in two different sizes, for all doors up to 1 1/2". Rollers cannot jump track! Track can be used as trim and painted to match room colors!



SINGLE TRACK

For all door sizes up to 50 lbs. Can be used as trim.



DOUBLE FLOOR GUIDE U shaped guide for by-passing door installations.



SINGLE FLOOR GUIDE L shaped guide for single sliding and bi-parting doors.

NEW-LOW COST-PACKAGED SLIDING DOOR HANGER

3 MODELS

No. 1040 SERIES

For By-Passing Multiple Doors up to 1 1/2" thick. (50 lbs. per door)

No. 1030 SERIES

For By-Passing Multiple Doors up to 1 1/2" thick. (50 lbs. per door)

No. 1020 SERIES

For Single Sliding and Bi-Parting Door Installations. (all door sizes to 50 lbs. per door)

LOW PRICE

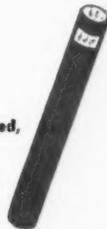
Priced for quick turnover, ROCKET Hardware is Quality Hardware at down-to-earth prices. Write today for complete Price List!

DEALER AIDS!

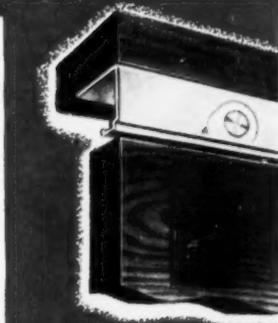
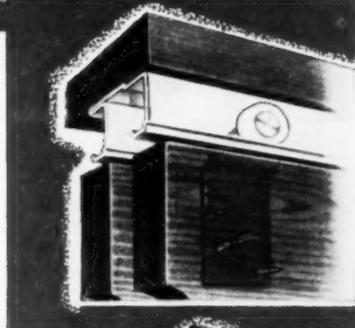
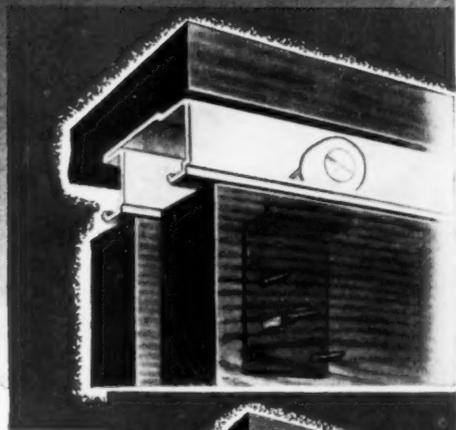
Merchandising material includes stuffers, ad mats, catalogue sheets, broadsides, window streamers. Powerful trade and consumer advertising. Working models for your counter or shelf!

PACKAGED!

ROCKET Hardware is packaged in bright red, eye-appealing tubes. Color coded labels result in upon-sight selection of proper hardware by dealer. It's both profitable and convenient to stock and sell ROCKET Hardware!



Write today for immediate action from your supplier!



GRANT PULLEY & HARDWARE CO.

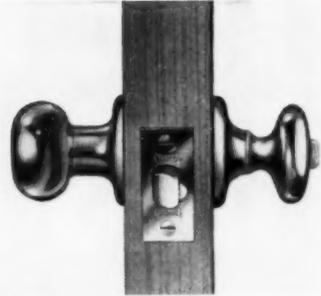
31-89 Whitestone Parkway, Flushing, L.I., N.Y.

.....**PRODUCTS EXHIBIT IN PRINT**



AB13078—BULLET PUMP—Flint & Walling Manufacturing Co., Inc., Dept. AB, Kendallville, Ind. The "Varijet" pump delivers from 660 to 1,800 gallons of water per hour at a suction head of 15 feet, according to selection of 1/4, 1/3, 1/2 or 3/4 h.p. motor, depending upon user's requirements. Pressure and air control and foot valve are included; 42 gallon tanks are also standard. The pump automatically adjusts for every discharge pressure. The unit is stated to deliver from 40 to 70 per cent more water.

◆ **USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION**
Page 240A



AB13181—HOME DOOR LOCK—Technical Glass Co., Inc., Dept. AB, 2050 E. 48th St., Los Angeles 58, Calif. The new "Shur-Lok 600" offers a factory-installed aligning feature, an automatic door thickness adjustment and a heavy-duty latch with a 1/8-inch thick brass face plate. The entire latch is of steel and brass construction. Units provide for a rapid installation, since there are only three main assemblies to install. Lock sets fit all standard door thicknesses. Indoor sets fit on all 1 1/8 to 1 3/4-inch doors.

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YOU CAN COVER
THE KITCHEN FIELD
BY ADDING **BRAMMER**

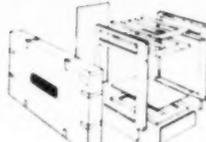
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Assembled
and lacquered



Assembled
unfinished



Semi-
Assembled



When in Chicago
Don't fail to see Brammer
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in the luxury of Natural **BIRCH**

Brammer is the fast moving kitchen in Natural Birch that answers the ever increasing demand.

Brammer is the kitchen designed for easier-faster selling, because it is more profitable to the dealer and more appealing to the customer.

Complete your line
Be a Brammer distributor



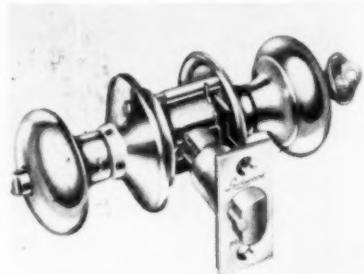
Living Kitchens

Write today for complete details.

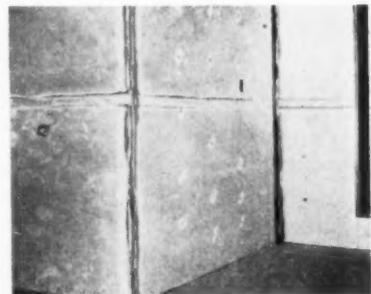
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BRAMMER MANUFACTURING COMPANY, DAVENPORT, IOWA

SHOWROOMS: PHILADELPHIA: 5521 WAYNE AVE. CHICAGO: THE MERCHANDISE MART
SAN FRANCISCO: WESTERN MERCHANDISE MART



AB13152—CYLINDRICAL LOCKSETS—Lockwood Hardware Mfg. Co., Dept. AB, 1950 Cleghorn St., Fitchburg, Mass. Light duty locksets designed for low-cost housing, this new series contains only solid brass and steel components. Key-in-knob sets contain full-size, all brass, five-pin tumbler cylinders that offer maximum security. All sets are ready for installation, right or left hand, as furnished. No mechanical changes of parts are required. Cylinder sets for exterior doors, privacy locking sets and latch sets available.



AB13263—METAL CORNERS FOR DRY WALL—The Rickraft Co., Dept. AB, 228 N. La Salle St., Chicago 1, Ill. Richbead consists of a metal angle glued to joint tape. It comes in two types, one for exterior corners and one for interior corners, giving a lasting finish, clean lines and true angles to corners. Available in 1/2-inch and 3/8-inch sizes, Richbead is simply cut and fitted, does not require special tools. Photo shows completed application at interior (left) and exterior (right) corners.

AMERICAN BUILDER

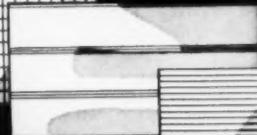
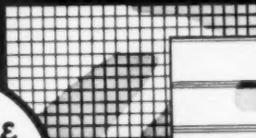
"...It's a Miracle"



"...it's Tylac"

IT'S A TYLAC MIRACLE WALL
So Quick, So Easy to Install

Tylac makes every builder a "Miracle Man" — 4 modern patterns, 18 appealing decorator colors, a mirror-smooth, lustrous finish that will not crack, craze, peel, chip. Just wipe it clean for ever-new beauty! Be a miracle man. Write today for the Tylac "Color Charm" folder, full details. Tylac has the exclusive Hi-Baked Plastic Enamel Surface, the Contour Bevel Score Line — for lasting beauty.



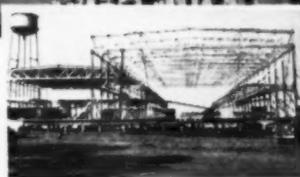
with the
CONTOUR BEVEL
SCORE LINE

TYLAC COMPANY MONTICELLO, ILLINOIS

Pioneers in the Pre-Finished Wall Panel Industry



Photographs show how engineered timber construction is used in Crossett's new mill building.



Crossett's New Oak Flooring Mill Demonstrates Efficiency and Economy of Wood Truss Construction

Crossett is taking its own recommendation by using wood construction exclusively in the new Crossett oak flooring mill. Construction shown above adequately meets load specifications — and at a substantial saving.

Architects, engineers and contractors find that timbers fit today's needs. Engineered timber construction withstands emergency winds and seismic loads. It resists combustion, free from the hazards of load-bearing collapse under extreme heat. It possesses all the elements essential to permanent construction.

Crossett timbers are engineered to specific stress values. Augmented with Teco ring connectors and grids, load bearings provide excess safety factors. Available in untreated, WOLMANIZED* treated and creosoted stock, they qualify under Southern Pine Inspection Bureau standards as well as Federal Specifications MM-L-751b.

*Trade-mark, Reg. U.S. Pat. Off.

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



CROSSETT LUMBER COMPANY
CROSSETT, ARKANSAS

Catalogs — and Manufacturers Literature

320—ALUMINUM WINDOWS—A 16 page catalog describing extruded aluminum residential windows, with detailed sectional drawings of individual features, specifications, charts of glass dimensions, and full-scale details of different types, including standard mullion and picture windows, as well as modular types. Full-scale cross sectional drawings aid installation charts. Metal Arts Mfg. Co., Inc., Dept. AB, P.O. Box 4144, Atlanta, Ga.



321—LIGHTING FIXTURES—pre-wired, ceiling recessed fixtures, U. L. approved for ordinary wire, are fully described and illustrated in this eight page folder. A patented hinge permits cleaning and installation of new lamps in just a few seconds. A choice of four types of lenses is available with each fixture. Individual photographs, with candlepower distribution curve of each fixture enhances the booklet's value. Pressteel Co., Dept. AB, 300 Bancroft Way, Berkeley, Calif.



322—AIR CLEANERS—Electronic units for filtering and cleaning of indoor air are described in this 12 page booklet, containing principles of operation, aerosol chart, filter test methods, engineering data, illustrations and suggested specifications for both packaged and vertical cleaners. Useful information on units for residential and small commercial installations is included. Trion, Inc., Dept. AB, 1000 Island Ave., McKees Rocks, Pittsburgh, Pa.



323—3-TON TRUCK CRANE—Versatility of this truck crane on building jobs is shown in this 12 page booklet. The well illustrated booklet diagrams the various hydraulic operations. Attachments and accessories for the machine are also described. Hydrocrane Division, Bucyrus-Erie Company, Dept. AB, 1046 Monroe Ave., South Milwaukee, Wis.



Mr. Builder:



The Name

Vornado®

for years has symbolized
the **BEST** in room cooling
Over 5,000,000 Satisfied Users

Vornado is a name in cooling appliances that means something to the prospective buyer because of an earned reputation for design—for convenient features and outstanding performance...

When builders think of room air conditioning for new homes, more and more they are selecting Vornado—the undisputed leader in the field.

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SPACE 619-A**

CONRAD HILTON — CHICAGO
National Association of Home
Builders Convention and Exposition
JANUARY 18 - 22



MODEL 75WAC
AIR CONDITIONER

A VORNADO AIR CONDITIONER IS YOUR BEST APPLIANCE BET!

When "added features" are needed to close home sales, you can depend on Vornado Air Conditioning to add that "extra appeal" to do the job.

Of all the appliances available for new home construction today, "Air Conditioned" is the magic word that sells homes. More people want it and fewer have it.

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SPECIALISTS IN COOLING APPLIANCES

OUR VORNADO DISTRIBUTOR HAS A DEAL FOR YOU!

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I am interested in knowing more about Vornado Room Air Conditioners for new housing. Please give me additional information on your special plan for builders.

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Bilco[®]
CELLADOOR

A proven fact! Ask any builder who installs BILCO Doors. He'll tell you it's the best selling feature he ever used. Home buyers sign up fast when basements are useful, livable and safe.

Don't "date" your homes — investigate America's fastest growing building product . . . the BILCO metal Celladoor.



GIVE YOUR CUSTOMERS THESE BILCO BENEFITS

- WEATHER-TIGHT
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- ATTRACTIVE
- BURGLAR-PROOF
- ECONOMICAL

SEE US AT THE NAHB CONVENTION — CHICAGO — BOOTH 603-A

THE BILCO CO., 108 HALLOCK AVE., NEW HAVEN, CONN.

Gentlemen: Please send me more facts about this selling feature for new homes.

NAME _____

ADDRESS _____

CITY _____ STATE _____

Catalogs

(Continued from page 252)

324—LIGHTING FIXTURES—An eight page catalog introduces 48 new Skandia directional fixtures. Metal accent lights adjust for direct and indirect lighting, wall or ceiling mounting. Bullet, diagonal, commercial or megaphone cones are available in individual units or clusters. Many residential and commercial lighting possibilities are suggested. Lamps are finished in natural aluminum, brass or copper. Eagle Mfg. Co., Dept. AB, 3508 Avalon Blvd., Los Angeles 11, Calif.



325—UNIT HEATERS—An easy-to-use reference tool, this 16 page catalog is useful to anyone making calculations and layouts for heating installations. Much technical data is contained in the brochure, including such points as heater location, various types of unit heater wiring diagrams, steam pipe sizes, capacity data and all necessary technical information for making unit heater layouts. U.S. Radiator Corp., Dept. AB, Buhl Bldg., Detroit 31, Mich.



326—GARAGE DOORS—a full-color envelope stuffer presenting the Howell-dor residential garage story is suitable for direct mail and over-the-counter distribution. It illustrates the construction features and lists the sizes stocked for delivery. Pictures show how attractive garage doors add to home value. The Howell Manufacturing Co., Dept. AB, Cottman St. and Hasbrook Ave., Philadelphia 11, Pa.



SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department
American Builder
79 W. Monroe St., Chicago 3, Ill.

January, 1953

Please send me additional information on the following product items, or catalogs, listed in this department:

Numbers

Name

Street

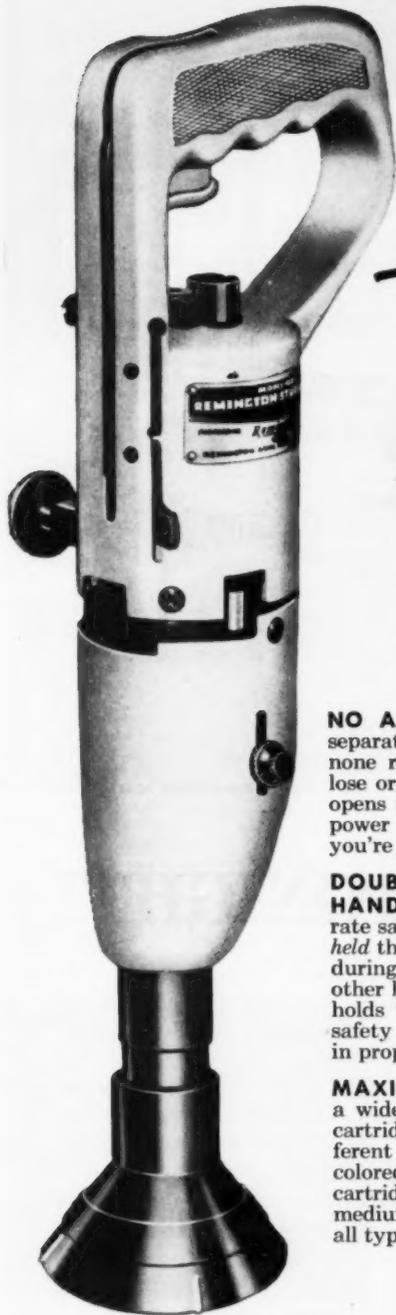
City State

OCCUPATION*

*Please note that occupation must be stated if full service is given.

AMERICAN BUILDER

MODEL 450 REMINGTON STUD DRIVER



-the ONLY powder-actuated fastening tool with ALL these advantages—

The Model 450 Remington Stud Driver sets up to 5 fastening studs per minute—a speed unmatched by other powder-actuated tools. Completely self-powered, this amazing tool fastens steel or wood structural pieces to concrete or steel surfaces in seconds. Its light weight—only 5½ pounds—makes it ideal for use overhead or in confined spaces. Check these other exclusive Remington Stud Driver features:

NO ACCESSORIES REQUIRED. No separate parts needed to control power, none required for loading—nothing to lose or break. Just a twist of the wrist opens the Model 450. Insert stud and power cartridge as a unit...close and you're ready! Whole job takes seconds.

DOUBLE-SAFE—REQUIRES BOTH HANDS FOR OPERATION. A separate safety lever must be depressed and held that way with one hand before and during squeezing of the trigger with the other hand. Safe, two-handed operation holds the tool steady. Two additional safety devices prevent operation except in proper fastening position.

MAXIMUM POWER RANGE. You get a wide choice of power in Remington cartridges. They're available in six different loads, each clearly marked by colored plastic heel caps. The 32 caliber cartridge gives you extra power in this medium-duty tool...helps you speed all types of fastening jobs.

ARROW-STRAIGHT DRIVING—BETTER GAS SEAL. New, long plastic heel cap on all Remington cartridges provides perfect gas seal...gives the Model 450 more power. Assures controlled, consistently straight driving.

FAST, POSITIVE EJECTION. Exclusive ejector snaps fired case out of tool instantly—no fumbling, no tools needed.

Test-proved to be the world's finest and speediest fastening system, the Model 450 Remington Stud Driver is made by the Remington Arms Company, Inc., America's oldest and foremost sporting arms manufacturer.

NEW, FREE BOOKLET shows you a hundred different ways the Model 450 Remington Stud Driver can speed your construction fastening. Packed with illustrations, it tells you where and how this tool can save time, reduce fatigue and cut costs. Send in the coupon below for your copy.



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"If It's Remington—It's Right!"

Remington



MAIL THIS COUPON TODAY

Industrial Sales Division, Dept. AB-1
Remington Arms Company, Inc.
939 Barnum Ave., Bridgeport 2, Connecticut

Please send me my free copy of the new booklet showing how I can cut my fastening costs.

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DOUBLE FEATURE TONIGHT

BEAUTY . . . DURABILITY . . . that's a double feature too—a double feature of reinforced concrete construction for theatres. And it pays off in lower operation costs. For reinforced concrete can provide the fire protection that reduces insurance premiums. It requires little maintenance and fewer repairs. It has superior insulating properties that cut air conditioning and heating bills. It's storm-safe, watertight and termiteproof.

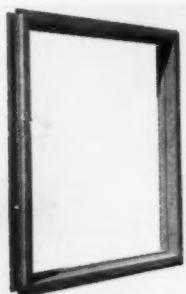
For theatre construction and other commercial building, nothing else provides the advantages of concrete reinforced with welded wire fabric. But specify your reinforcing fabric with the same care as you order your concrete mix. Ask for Clinton Welded Wire Fabric by name. You'll find it meets all A.S.T.M. specifications and is available in a wide range of sizes and weights for any concrete reinforcing job.

THE CALIFORNIA WIRE CLOTH CORPORATION, Oakland
 THE COLORADO FUEL AND IRON CORPORATION, Denver
 WICKWIRE SPENCER STEEL DIVISION, New York 22, N. Y.

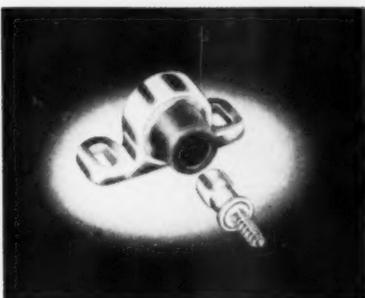


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PRODUCTS EXHIBIT IN PRINT



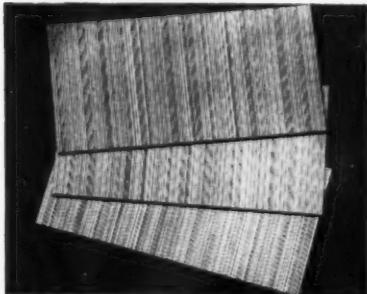
AB13276—METAL WINDOW AND DOOR FRAMES—One-Der Frame Corp., Dept. AB, 2109 Third Ave., N., Birmingham 3, Ala. Each frame is a complete one-piece unit ready to set in the wall; there are no pieces to assemble. Frame is simply slipped into the 2x4 buck. Each frame carries its own trim, inside and outside, for any wall treatment. Units are made of 18-gauge steel with corners milled and welded, the exposed surfaces dressed. Frames are primed with rust inhibitive, zinc chromate, need only one paint coat.



AB13156 — DOOR LATCH — Laboratory Equipment Corp., Dept. AB, St. Joseph, Mich. A new principle in cupboard door latches is carried out in the "Leco-Flex"; it consists of a flexible Neoprene cylinder mounted inside of the cupboard, with a plunger screwed into the door. When closed, the door is held securely in place by the flexing action of the Neoprene on the plunger. Since there are no springs or moving parts, the device lasts indefinitely. It keeps warped doors closed. The adjustable tension keeps heavy doors securely closed.



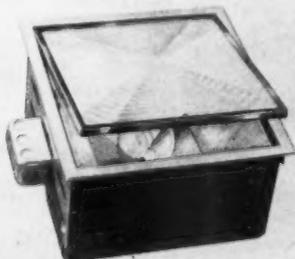
AB13100—STUD DRIVER—Remington Arms Co., Inc., Industrial Tool Div., Dept. AB, 936 Barnum Ave., Bridgeport 2, Conn. Operating completely independent of outside power sources, this tool is cartridge-powered, portable and easily operated by one man. Its designers claim that it will reduce labor costs as much as 75 per cent, as it is from five to 50 times faster than some methods. The tool can set five or more studs a minute in concrete, steel, wood, brick and other materials. Studs vary from $\frac{3}{8}$ to 2 $\frac{1}{4}$ inches.



AB13071—ASBESTOS-CEMENT SIDING—The Flintkote Co., Inc., Dept. AB, 30 Rockefeller Plaza, New York 20, N.Y. A striated embossed design and a color choice of brown, green or gray, are featured in this new asbestos-cement siding. The "Stri-Color" siding shingles also incorporate a new treatment known as Dura-Shield. This finish enriches the color tones and accentuates the striations. It makes the shingle more water repellent and gives an improved protective finish which helps to resist staining.



AB13099—CEMENT PAINT—Medusa Portland Cement Co., Dept. AB, 1000 Midland Bldg., Cleveland 15, Ohio. This new prime coat for porous masonry was developed primarily for lightweight aggregate concrete block surfaces. The high degree of porosity and absorption of these masonry surfaces has in some cases made good paint jobs difficult; this cement paint fills pores and voids thoroughly, improving appearance and workability of succeeding coats of paint. It is easily mixed by adding water and is applied with a scrub brush.



AB13262—RECESSED LIGHTING—The Kirlin Co., Dept. AB, 3435 E. Jefferson Ave., Detroit 7, Mich. Recessed fixtures are made in square or rectangular models, and with fluorescent lamps. All parts required for installation are furnished with the fixture. Units have heat-resisting moulded glass prism lenses for widest possible spread of light. The frame is aluminum alloy with hinged stainless steel door, and is adjustable for perfect fit against the ceiling. Fixtures are rust-proof for use in bathroom or outdoors.



Here's a

DOUBLE FEATURE

for **BUILDERS**

using

CLINTON
WELDED WIRE FABRIC

Concrete and Gypsum . . . reinforce both with Clinton Welded Wire Fabric. It is available in weights suitable for concrete floors, walls and sidewalks; and light weight aggregate roof-decking.

Another double feature of Clinton Welded Wire Fabric is its ease and economy of installation. It's no wonder that Clinton Fabric is a favorite with builders everywhere...and here's why:

Simple to Form and Shape. Clinton Welded Wire Fabric possesses the proper ductility to make it easy to bend, form or shape right on the job. It is sufficiently rigid, however, to hold its shape after forming.

Easy to Handle and Place. Both the heavy and light gauges of Clinton Welded Wire Fabric flatten quickly and easily from the roll.

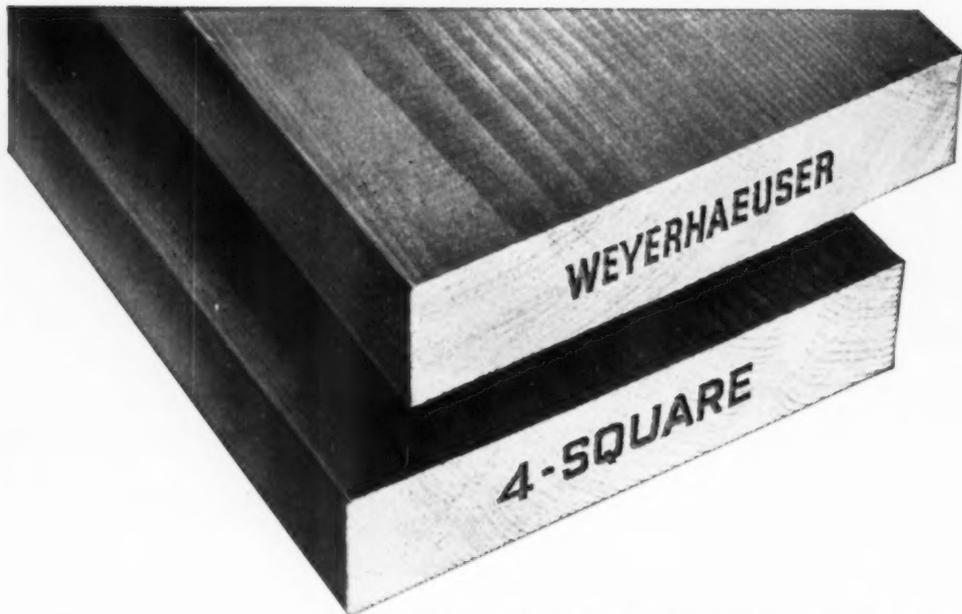
Investigate the savings of Clinton Welded Wire Fabric for your next concrete or roof-decking job. Get full information from your building supply dealer or jobber or write the office nearest you.

THE CALIFORNIA WIRE CLOTH CORPORATION • Oakland
THE COLORADO FUEL AND IRON CORPORATION • Denver
WICKWIRE SPENCER STEEL DIVISION • New York 22, N. Y.

CLINTON

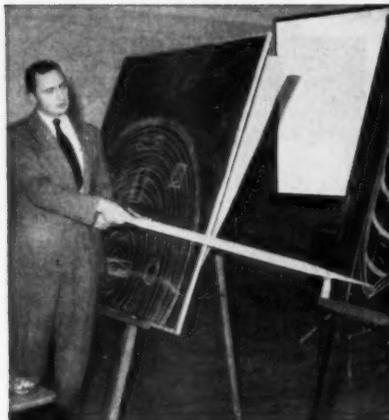
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PAGE 240A



THIS BRAND NAME ON LUMBER MEANS . . .





SCHOOLDAYS are never over for a good lumberman. Here instructor points out important facts concerning lumber and its handling.



THERE'S A RIGHT and a wrong way to plant trees. This man knows the right way because of training in the proper handling of seedlings.



"PIANO PLAYER" this man is called. He operates a team of high speed saws, individually controlled from the "keyboard."

Good Lumber... *produced by* Trained Personnel

How many feet of clear lumber can be obtained from a 40 foot Douglas Fir log?

The answer to that question depends in part on the skill, the training, the experience of many different men doing many different jobs. Each log must be appraised as an individual problem by men with the know-how needed to get the most out of it, with the least waste and in the least amount of time.

In a Weyerhaeuser mill, for example, a single man, the head sawyer, makes thousands of decisions in a single day . . . determining where and how to cut to secure the greatest yield of good lumber from every log. This is just one example of why Weyerhaeuser places such emphasis on getting the best men in the industry for each of the many dozens of highly technical operations necessary to the job of producing high quality Weyerhaeuser 4-Square Lumber.

In addition to the selection of top personnel, Weyerhaeuser conducts a broad program of training designed to sharpen the skills and aptitudes of its men to the utmost.

Add together all the men who contribute to the quality of the finished product . . . the fellers, scalers, hookers, loaders, buckers, crane and bulldozer operators, linemen and section hands . . . everyone from brush monkey to mill mechanic . . . and you will get some idea of the army of technicians needed to make that famous brand, "Weyerhaeuser 4-Square" mean greater lumber value to you.



The Coos Bay, Oregon, Mill

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

Weyerhaeuser 4-Square Lumber and Services

WEYERHAEUSER SALES COMPANY • ST. PAUL 1, MINNESOTA

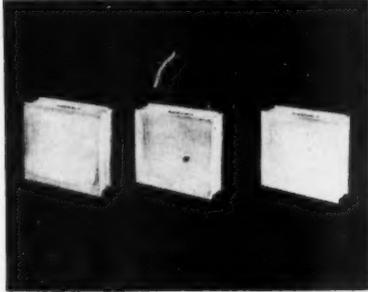
PRODUCTS EXHIBIT IN PRINT



AB13226—CEILING LIGHT—Silvray Lighting, Inc., Dept. AB, 1270 Sixth Ave., New York, N.Y. A typical home kitchen lighting installation, the above fixture illuminates the room completely, eliminating glare and hot spots. The fixture is easily cleaned and maintained, since the design leaves no place for accumulation of dust or cooking grease. Silvered bowl lamp can be replaced simply by unscrewing it from the socket without disturbing other parts of the fixture. Each lamp contains its own reflector for greater efficiency.



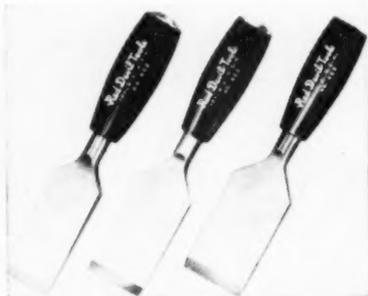
AB13073—RESIDENTIAL LOCK—Sargent & Co., Dept. AB, New Haven 9, Conn. New Integralock residential lockset for entrance doors features a "sentry bolt" for extra security. The dead bolt is in horizontal position, thus providing nearly an inch of extruded brass protection. If subjected to extreme torsion, the shear pin (lower pin under magnifier) in the knob breaks, allowing the knob to spin without operating the lock mechanism. The lock offers single unit construction, key-in-knob convenience and quick installation.



AB13072—FUNCTIONAL GLASS BLOCKS—Pittsburgh Corning Corp., Dept. AB, 307 Fourth Ave., Pittsburgh 22, Pa. For light control in critical seeing areas, these three 12-inch blocks include (left to right): Prism A 55, a light-directing glass block for highest light transmittance in non-sun elevations; Prism B 55 LX, a light-directing block for use in sun elevations offers greater brightness control and reduces heat gain; and the Soft-Lite Essex for use in stairwells and other areas where well diffused light is required.



AB13134—CAULKING CARTRIDGE—Calbar Paint & Varnish Co., Dept. AB, 2612 N. Martha St., Philadelphia, Pa. This unit consists of a standard Calbar hole-in-cap cartridge of non-hardening, non-staining, plastic caulking material, plus a snap-in plastic nozzle. It can be used in all types of cartridge caulking guns. Compounds are made in 26 colors to match brick, asbestos-cement siding, shingles, metal or wood, in any required color, including black and aluminum. These units facilitate caulking and eliminate after-cleaning of guns.



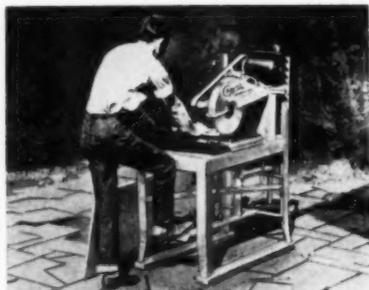
AB13133—GLAZIERS' CHISELS—Red Devil Tools, Dept. AB, Irvington 11, N. J. Chisels are available in three widths—1½, 1¾, and 2 inches; over-all length is 9 inches. Tools are designed for removing old putty, glaziers' points and small nails from sash when replacing broken panes; they are heavy enough to use for driving glaziers' points. The blade is made of high grade steel and the handle of ethyl cellulose. The blade shank extends through the handle so that the tool can be tapped with a hammer if desired.



AB13165—GAS ENGINE-CHAIN SAW—Mall Tool Co., Dept. AB, 7725 South Chicago Ave., Chicago 19, Ill. Attachments for this combination unit assemble quickly and convert the chain saw to an earth auger for digging post holes, boring grease traps, etc. Also can be transformed into a wood drill, using ¼ to ¾-inch chucks, for construction jobs. Can be made a concrete vibrator for rapid compaction or a concrete surfacer for smoothing hardened concrete, or a sump pump for draining excavations at 5,000 gallons per hour.



AB13132—UTILITY SANDER—The Black & Decker Mfg. Co., Dept. AB, Towson 4, Md. This sander produces 5,000 orbits per minute to give a satin-like finish; it will not track, score nor burn, and eliminates the need for final hand sanding. With a 4½x9 inch sanding surface, the bottom plate extends beyond the body of the tool for sanding in close quarters. An auxiliary knob handle gives a choice of three positions for sanding close to obstructions. Switch handle is located close to the housing for better control, less fatigue.



AB13130—MASONRY SAW—Clipper Mfg. Co., Dept. AB, 2800 Warwick St., Kansas City 8, Mo. Dustless, wet cutting saw is stated to be ideal for cutting patio stone. With this saw and the manufacturer's diamond or abrasive blades, contractors and builders cut tile blocks, stone veneer, concrete blocks, brick, regardless of hardness. Cutting to exact shapes and sizes reduces time and labor on the job, while resulting in more attractive finished product. Saw is a rugged unit, with steel angle frame, reinforced with angle braces on legs.



AB13135—TWIST NAIL—The Ruberoid Co., Dept. AB, 500 Fifth Ave., New York 36, N. Y. Contractors faced with the problem of how to fasten asbestos siding easily and securely to non-lumber sheathing can now use the twist nail. Made of a special alloy, and having needle point heads, these nails are driven in the usual manner through the face nail holes in the siding and the sheathing, protruding to about an inch on the inside. There they are given two twists with a tool like a slotted screw driver, clinching the nail solid against sheathing.

◆ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 240A

NOW, for budget sized homes

See it at the
National Home Builders Show
January 18-22.*

STANLEY

"Budgeteer"

**SLIDING DOOR
HARDWARE**

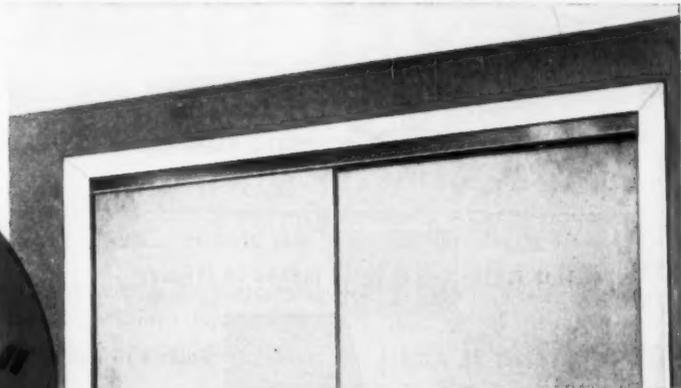


the space-saving,
cost-saving PLUS
that makes
selling easier

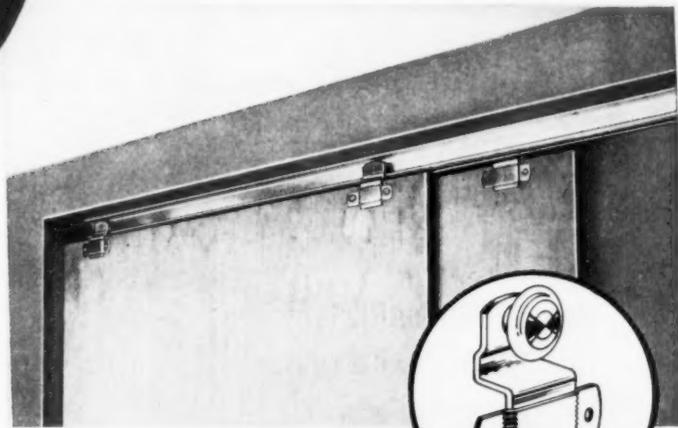
Where living space is needed most—in today's small homes—you can now offer home-buyers the many space-saving advantages of sliding doors with Stanley's new "Budgeteer".

The "Budgeteer" combines in one complete, budget-priced package all the quality features of more expensive sliding door hardware—sturdy one-piece, double-V aluminum track (cuts friction to the minimum), nylon rimmed ball bearing wheels (for smooth, *whisper-quiet* door operation), plus a simplified device for providing easy, perfect fit.

Here is a low-cost way to make your homes more desirable and easier to sell. Write for full details on the new Stanley "Budgeteer" No. 2692-D Sliding Door Hardware.



Note metal header trim in this typical installation. Saves installation time and material. Ideal for dry wall construction.



From inside closet or wardrobe, track and hangers look like this. New Stanley-designed "Micro-Just" Hanger (inset) provides for quicker, easier adjustment of sliding doors to desired fit.

* Stanley Sliding Door Hardware at Booth 281
Stanley Cabinet Hardware at Booth 257

The Stanley Works, New Britain, Conn.

STANLEY

Reg. U.S. Pat. Off.

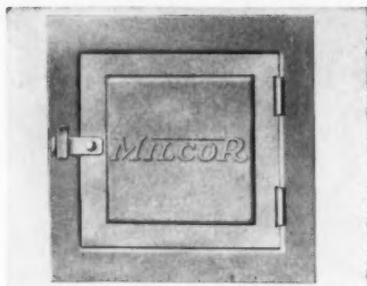
HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

.....**PRODUCTS EXHIBIT IN PRINT**



AB13128—WIDE FLANGE TILE—Wood Conversion Co., Dept. AB, First National Bank Bldg., St. Paul 1, Minn. With the addition of this product, the manufacturer now offers two popular types of tile application: wide flange tile and tongue and groove tile. The wide flange type comes predecorated in a Sta-Lite white finish and a fine shadow-line beveled edge. The white finish distributes light evenly without glare. Tile may be applied easily with staples, nails or adhesive. It offers excellent acoustical correction.

◆ **USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION PAGE 240A**



AB13064—CLEAN OUT DOOR—Inland Steel Products Co., Dept. AB, 4025 W. Burnham St., Milwaukee 1, Wis. The new door catch on the Milcor clean out door provides a positive locking action, preventing the door from being blown open. The new door hinge assures lasting freedom of operation, according to its manufacturer. The unit is stamped from 16-gauge copper alloy steel. It is furnished painted. Size is 8 inches square. The clean out door is one of the many products in the Milcor building line.

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this mark  means in redwood

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the **TRADE-MARK** sells 'em

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Holmes Eureka Lumber Co • Northern Redwood Lumber Co • Pacific Lumber Co • Rockport Redwood Co
Simpson Logging Co • Union Lumber Co • Warm Springs Redwood Co • Willits Redwood Products Co



AB13138—BRICK VENEER—American Cement Products, Dept. AB, 15946 Livernois Ave., Detroit 21, Mich. "Quikbrik" is a cement-bonded clay product which can be trowelled on any type of building. It is waterproof, fireproof and vermin proof, and forms a solid, permanent finish. The veneer is made from crushed face brick and Portland cement, achieving a sturdiness which lasts the lifetime of a building. After foundation coating is applied, cutting machines cut the brick overlay to the desired natural brick pattern, with usual mortar lines.



AB13239—ROLL-UP ALUMINUM DOOR—Orchard Brothers, Inc., Dept. AB, 63 Meadow Road, Rutherford, N.J. This unit is designed primarily for efficiency kitchens in apartment houses. Door fastens to the top of the kitchenette opening and rides in wooden side rails, permitting vertical operation. Unit is mounted on a counterbalance spring roller and occupies little space. Raised to full height, it forms a 6-inch diameter roll. Individual slots are 1½ inches wide formed of .017-gauge aluminum alloy, with baked-on enamel.

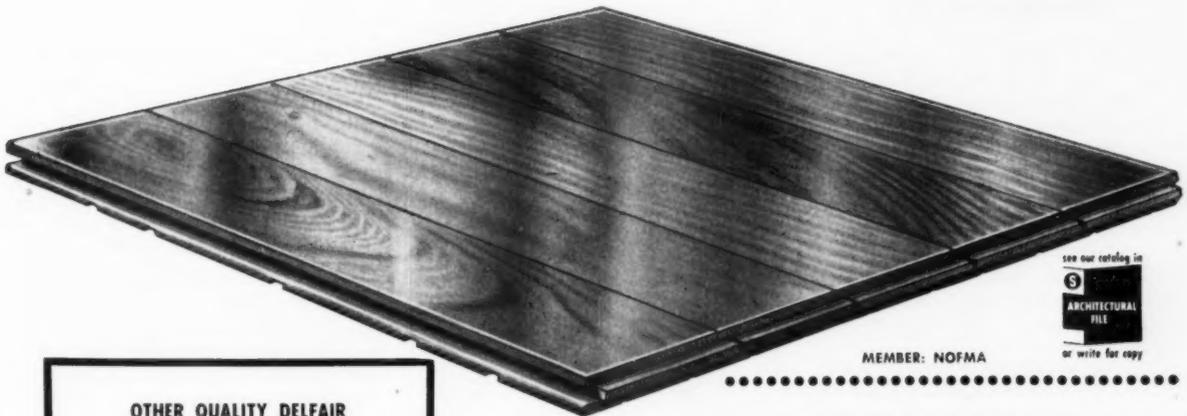
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FLOORING PRODUCTS:
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Plank
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**Add an "EXTRA" Room
without adding to
building cost!**



**LIVING SPACE
BY DAY...**

**SLUMBER
LUXURY AT
NIGHT!**

This particular layout has already been used by builders in over 500 homes.



Illustrated above is one of many examples of how ingenious builders everywhere are using Murphy Beds as the answer to the popular demand for an "extra" room.

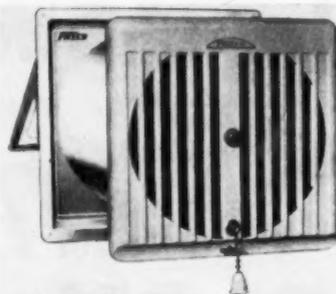
The Murphy Bed illustrated is only one of several Recess Models, some requiring as little as 13" depth. Other models include Pivot and Roller types. All are built to receive standard mattresses to assure maximum sleeping comfort.

Send today for complete details on all Murphy Bed Models and Murphy Cabranette Complete Kitchens.

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19 West 44th St., New York 36, New York
Please send free information on Murphy Beds and Cabranette Kitchens.

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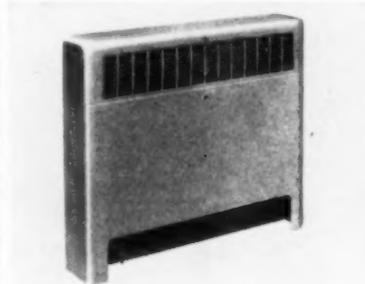
PRODUCTS EXHIBIT



AB13178—HOME VENTILATING FANS—
Fasco Industries, Inc., Dept. AB, N. Union at Augusta St., Rochester 2, N.Y. The outside wall ventilating unit, above, operates automatically. Releasing the chain opens the door and starts the fan; pulling the chain stops the fan and closes the door. The fan is weather, insect and rust-proof. It is designed for outside walls from 4 1/4 to 15 inches thick. Unit has an 8-inch diameter blade and a capacity of 475 cubic feet per minute; larger model, same type, 10-inch blade, 650 c.f.m.



AB13266—COMPACT GAS FURNACE—
Reznor Mfg. Co., Dept. AB, Mercer, Pa. Here a Reznor PAC gas heater prepared with hanger boards over cleats is being tucked up under the basement ceiling, out of the way. The Reznor PAC (100,000 B.T.U.) will deliver completely automatic heat from this 2-foot square by 4 foot area. PAC is also designed to perform equally well in under-roof or crawl spaces, and is built for use with all conventional, perimeter, microduct and special forced air heating requirements. The heater is AGA-approved.



AB13159—FREE-STANDING CONVACTORS
—Young Radiator Co., Dept. AB, 709 S. Marquette St., Racine, Wis. Designed to provide an abundant supply of heat, this convactor also offers attractive cabinet styling. It is one of six standard models which include a Low-Level type for installation beneath picture windows; a Partially Recessed type where the wall permits partial recess beneath windows; a Fully Recessed type in the wall, giving full use of floor space; a Wall-Hung, Sloping Top, useful in institutions; and a Wall-Hung Flat Top type.

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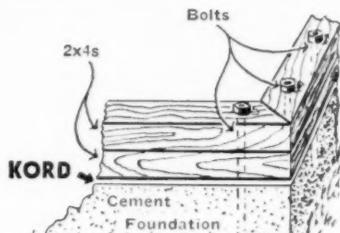
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BY STERLING...

Another Weatherproofing Problem



KORD is the prefabricated caulking compound designed to reduce waste and labor costs. One of its many uses is to permanently seal sills.



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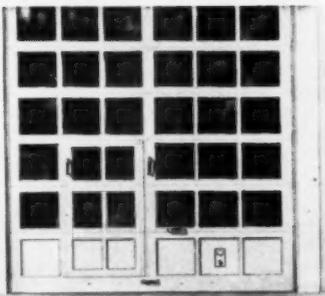
STERLING — the nation's most complete caulking and sealing service.

KORD is produced by the makers of the well-known Sterling Elastic Glazing Compound.

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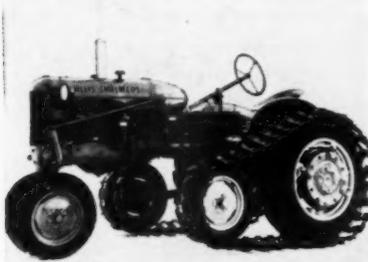
PRODUCTS EXHIBIT....



AB13241—WICKET DOOR ON SECTIONAL DOORS—The Howell Mfg. Co., Dept. AB, Cottman St. and Hasbrook Ave., Philadelphia, 11, Pa. A perfect fitting wicket door has been added to the manufacturer's sectional upswing doors. Wicket door sections are now bolted to the parent door sections with 12-gauge steel hinges, with complete attachment from top to bottom of wicket door, capable of holding door in position with a 200-pound man swinging on it. Wicket door is 30x65 inches, standard construction, is easily installed.



AB13280—WALL RECESS BED—The Murphy Door Bed Co., Inc., Dept. AB, 19 W. 44th St., New York, N.Y. The above illustrated bed is one of several new models recently introduced. Although it requires a wall recess only 13 inches deep, it features the same durable construction and sleeping comfort that are typical of the manufacturer's product. Small home builders have expressed enthusiasm for the model because, with its use in an all-purpose room, builder can maintain FHA and VA loan advantages of three bedrooms at no extra cost.



AB13175—TRACTOR HALF-TRACKS—Arps Corporation, Dept. AB, New Holstein, Wis. Units of all-steel construction with connecting links and link straps, case hardened for maximum wear, built for heavy duty service are manufactured for standard makes of tractors. Grouser type shoes which dig into mud, ice, snow, hard or soft ground, provide 100 per cent traction, with extra stability. Self-cleaning lugs prevent clogging to reduce traction. Inside grip lugs match tire lugs, preventing slippage between tires and track shoes.

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JANUARY 1953

More Speed... More Profits
ON EVERY JOB
with American!



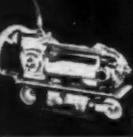
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American Distributors in principal cities furnish quick service by factory-trained men when repairs are needed. Main office of R. N. Forrester, Chicago area distributor, shown here.

Big job or small job—you'll do it faster and better and **MAKE THE MOST PROFIT** with an All-American line-up of machines and materials! They're performance-proved on finest floors . . . save labor and insure best results from start to finish!

Depend on American Machines and Abrasives to put a beautiful, super-smooth surface on floors with rapid and efficient sanding, steel wooling and polishing. Use American quality finishes and cleaning materials for wood, cork, concrete, terrazzo, asphalt, rubber, linoleum or plastic. Speed up small tool jobs with American belt sanders, and portable electric saws.

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	<p>FLOOR SANDERS Five models, a machine for every purpose. Super 8—8" drum; Standard—8" and 12" drums; AMR—8" drum; Little American—8" drum.</p>		<p>FLOOR EDGERS Two models, 7" and 5 1/2" discs—for sanding edges, closets, stairs, small halls.</p>
	<p>ABRASIVE PAPER New improved American Black Demon and American Combination high quality papers are scientifically improved to give longer life, faster cutting.</p>		<p>FINISHES American Finishes are finest quality—complete line for all floors . . . seals, finishes, waxes, cleaners.</p>
	<p>FLOOR MAINTENANCE American Deluxe, for all floors—polishing, waxing, steel wooling, disc sanding, grinding. 19", 16" and 14" sizes.</p>		<p>PORTABLE ELECTRIC SAW 8 1/2" blade cuts 2 1/4" plank at 45°, or 3/8" straight cut. Motor develops 2 1/2 H.P. Cuts fast, any position, one-hand operation.</p>
	<p>BELT SANDERS Portable . . . many uses, roughing to final finish . . . Sanderplane is ten times faster than hand plane.</p>		<p>LESTO SAW Portable electric jig or saber saw for scroll work, dovetailing, cutting openings, etc. Two models—2 1/2" and 2" capacity. Sold and serviced by American.</p>

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FLOOR MACHINES • PORTABLE TOOLS



AB13285—COUNTER END UNIT—Berger Mfg. Div., Republic Steel Corp., Dept. AB, 1038 Belden Ave., N.E., Canton 5, Ohio. This "What-Not" unit comprises an attractive shelf area with adequate height for a radio or other useful equipment, utilizing a minimum of space. This unit is a perfect adjunct for a snack bar, or will add a finishing touch to an installation of the manufacturer's counter cabinets. Shelf edges are trimmed in stainless steel and are separated by a chrome-plated steel tube, adding to unit's attractiveness.

◆ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION PAGE 240A



AB13293 — MAGNESIUM LEVEL — Mayes Brothers Tool Mfg. Co., Dept. AB, Port Austin, Mich. This die cast level in standard size offers a combination of light weight, dimensional stability and rugged construction. It features permanent set vials which are moisture, dust and dirt free. The tool is finished in gold bronze, with royal blue putty sealing the vials. The vial fluid in the new level has been especially designed to withstand greater extremes of temperature. Tool is guaranteed as to accuracy, workmanship and material.

That modern touch

RESOLITE

Shade from the sun, but with bright daylight inside — that's why Resolite translucent structural panels are bringing the modern home closer to the outdoors. Resolite is better for skylighting because it filters out much of the heat, gives a soft, restful daylighted interior, as in this weather-tight, Resolite-roofed patio of a Florida residence.



Resolite is a rugged structural sheet of Fiberglas-reinforced resin plastic, flat or corrugated for added structural strength. The material is unaffected by weather extremes of heat, cold or moisture. It will not rust, oxidize, mildew or rot. It is simple to apply with screws or nails and with ordinary tools and skill; it is easily adapted to roof, wall or partition.

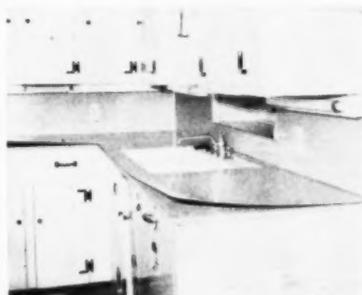
A wide variety of color and corrugation patterns lends Resolite easily to endless possibilities in interior or exterior decoration.



Beautifying the interior or exterior by either reflected or transmitted light, Resolite panels are ideal for decorative and utility partitions, with a selection of color for any motif. The effect of length and height is enhanced by utilizing the corrugation patterns.

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AB13303 — LAMINATED PANELING — St. Regis Paper Co., Dept. AB, 230 Park Ave., New York 17, N.Y. In the new decorative Panelyte 1/10-inch thick panels, residential and industrial builders have an all-plastic laminated paneling that can be applied without adhesives. It is no longer necessary to subcontract surfacing of sink or vanity tops and other work surfaces to applicators. Material is easy to handle and work; added rigidity of the sheet eliminates buckling when handling large sheets or saw chatter when cutting.



AB13301—FLOOR SAW—Atlas Press Co., Dept. AB, 1973 N. Pitcher St., Kalamazoo, Mich. Furnished with two solid, precision-ground side table extensions giving a 35x27½-inch work surface, this versatile unit offers a variety of operations. The 10-inch diameter combination rip-crosscut blade has a 3¼-inch maximum depth of cut. Blade tilts, table remains flat for greater accuracy and safety on angle cuts. Rip fence locks at both ends, releases instantly for removal or positioning. Dual V-belt drive operates from ¾ or 1 h.p. motor.

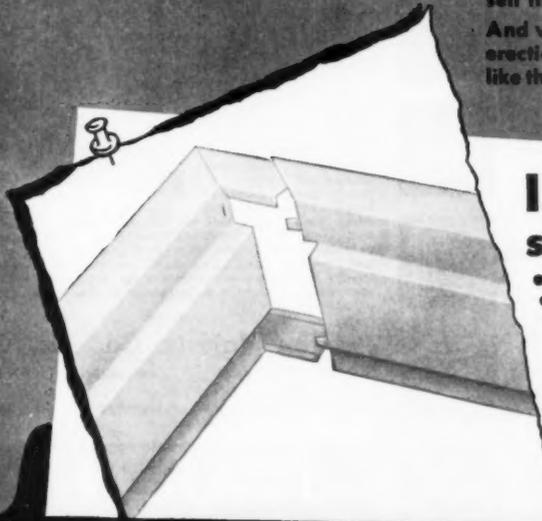
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Check for yourself the engineered details that practically sell themselves to your customers.

And while you make satisfied customers, you also reduce erection time and save on storage space. There's no time like the present to put these AMWELD K-D's to work for you.

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INTER-LOK steel door frame

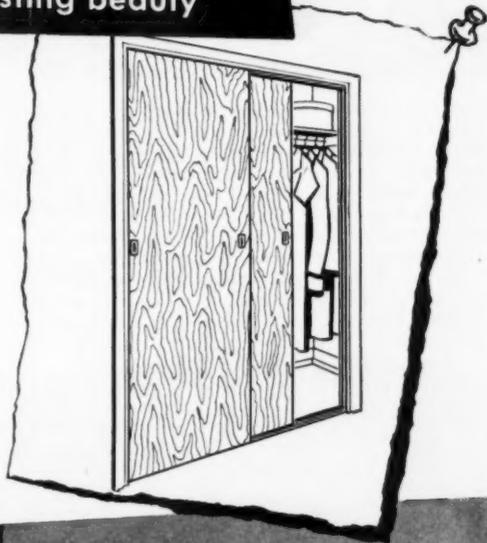
- Takes one man only 11 minutes to erect—only 5 easy steps.
- Saves storage and freight.
- No screws or bolts needed. Only assembly tool required is a hammer.
- Reinforced header provides sturdy assembly—no twisting or buckling.
- Spreaders snap on to keep frame in alignment during erection.
- Corners are mitred—open corners not required to fasten assembly together.
- Supplied for 4-1/4", 5-1/4", 6-1/4" jamb thickness . . . door widths—2'0", 2'4", 2'6", 2'8" and 3'0".

designed to cut costs and give lasting beauty

birch finish* "K-D" sliding closet doors

- Sturdy welded steel construction . . . no warp or sag.
- Natural birch finish.
- Easy to install—instructions included in kit.
- All hardware snaps in place.
- Lifetime nylon rollers make operation of doors easy, silent. Self-adjusting keepers prevent sway and derailing.
- Four widths to choose from—3, 4, 5 and 6 ft. openings.

*(Patent Applied For)



AMWELD® BUILDING PRODUCTS DIVISION

THE AMERICAN WELDING
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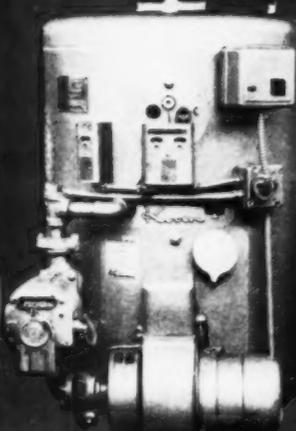
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From start to finish, Venko benefits both buyer and seller. First, its two sensitive aquastats and finest controls assure you of a real sales story because they assure your customer of lowest cost heat and hot water. Second, making delivery easier for you, Venko's especially designed crate which fits through a 30 inch door, saves muss and fuss for your customer, too. And naturally since Venko arrives fully equipped with all wiring in place—all parts properly installed—all controls thoroughly tested—it promises you more profit through more and speedier installations. No wonder you can promise immediate service and turn savings such as this into sales.

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pre-wired, fully wired and assembled

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designed in an especially designed crate

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2 sensitive aquastats

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78" Aluminum LEVEL \$14⁸⁵

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NO FACTORY REPAIRS NEEDED

Spirit tube-holder (50c) replaced in a minute with an ordinary screw-driver. New design has double-grip—locks positively in position. 72" Level—\$14.35. Levels express paid—Cash with order.

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This instrument gives you what you have always wanted in a low priced instrument—high power telescope—close focus—vertical arc with clamp and tangent—sensitive level—compass—plate level—protected circle—vernier reading to one minute—extra large shift—sturdy construction—U. S. Standard Thread—low maintenance costs.

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For complete details write for new Bulletin F-210 Liberal allowance for your old instrument!

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 136 N. 12th St. Philadelphia 7, Pa.

Made also without compass and arc at lower prices.

Transit-Level No. 38-b \$275

(Advertisement)

Kennatrack offers low-cost K-Frame for pocket doors



It takes a carpenter several hours to frame-up a rough opening, and install hardware for a disappearing door. But at best, he can't guarantee the job, simply because warpage often ruins the installation. Exposed to the ravages of heat and humidity, horizontal wood members—and the door itself—tend to buckle and bind.

K-Frame eliminates warpage

The old fashioned, all-wood frame, and the risks that are involved, are now a thing of the past. The secret is to install a complete, prefabricated K-Frame. It's the one way to make sure the door will operate perfectly for years to come. As the illustration reveals, the K-Frame vertical members are of heavy gauge steel (with wood inserts for nailing). What's more, the installation is so simple, so foolproof, even an apprentice carpenter can do the complete job—from assembling the frame to hanging the door—in 15 or 20 minutes. Track is factory installed in the header. Door rides smoothly, effortless, on not two, not four, but eight lifetime nylon wheels. Final adjustments for clearance can be made in a jiffy—another time-saving feature. It is also to be noted that the K-Frame can be installed in any type 2 x 4 wet or dry wall construction.

Every builder owes it to himself—and to his customers—to install a K-Frame just once, for conclusive proof that the K-Frame way is not only the best, but often the least expensive. Presently available from all Kennatrack suppliers, the K-Frame is an exclusive product of the Kennatrack Corporation, Elkhart, Indiana.

FREE BOOK EXPLAINS HOW TO SELECT BEST TRACK FOR JOB

Thick doors, thin doors, heavy doors, light doors... 2, 3, 4 or more doors, by-passing or pocket doors... All these factors must be taken into consideration when you select sliding door hardware. Kennatrack's new "Buyers Guide" takes the guesswork out of your decision. Free of charge to builders and architects, copies may be obtained from Kennatrack suppliers or by writing Kennatrack Corporation, Elkhart, Indiana.

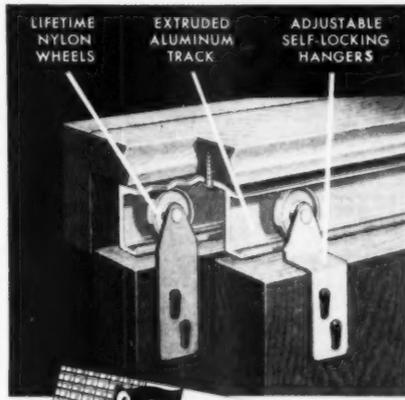


\$550

LIST

for complete 2-door packaged kit, 48" opening.
See your supplier for prices on other sizes.

is the new low price for quality sliding door hardware



Here for the first time is low-priced sliding door hardware with Kennatrack quality features. Track, with center mounting, is easily installed. No fascia board needed. Doors can be hung or removed without detaching hangers. Performance is smooth, quiet, effortless. For use with closet, wardrobe or kitchen cabinet doors, 3/4" to 1 1/8" thick, 2, 3, or 4-door installations. *Scottie hardware is now available from your supplier. Look for the distinctive triangular plaid package.*



NEW Scottie

Look at the Pedigree!



KENNRATRACK CORPORATION, ELKHART, INDIANA
World's largest exclusive manufacturer of sliding door hardware

See us in booth 103 at NAHB Convention

DUR-O-WAL

WITH TRUSSED

Design

... the Backbone of Steel for Every Masonry Wall!

ANNOUNCES

NEW Flush-Weld CONSTRUCTION



"FOR TIGHTER
Mortar Joints"

Enduring, crack-free beauty is built in every wall where Dur-O-wal is used as a backbone of steel. Patented, custom-designed Dur-O-wal is now available with both lap and butt weld to provide vertical and horizontal reinforcing for block, brick and tile and as a tie unit for face brick and backup block.

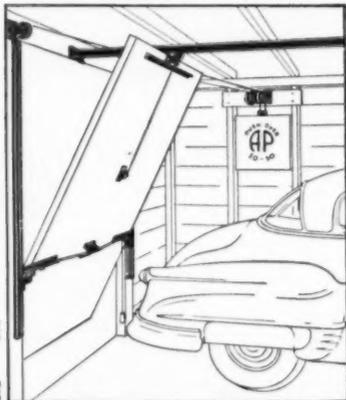
Write plant nearest you

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P. O. Box 628
Syracuse 1, New York

Dur-O-wal Div., Dept. 658
Cedar Rapids Block Company
Cedar Rapids, Iowa

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GARAGE
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HARDWARE

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.

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-PROUTY, INC
DANVILLE, ILLINOIS
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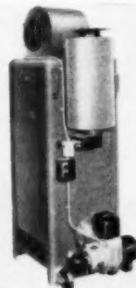
PRODUCTS EXHIBIT....



AB13081—BOOTH NO. 631A—KITCHEN VENTILATOR—Trade-Wind Motorfans, Inc., Dept. AB, 5725 S. Main St., Los Angeles 37, Calif. The above unit delivers 300 c.f.m. of air and is recommended for rooms up to 1,000 cubic feet in area. It has dual centrifugal blowers and interchangeable horizontal and vertical discharge. Motor is completely isolated from the air stream. The discharge duct takes a standard 3 1/2 x 10 inch furnace pipe. The metal housing is permanently installed within the joist space. Size is 7 1/4 x 9 1/4 x 14 inches.



AB13279—RESIDENTIAL STEEL FRAMING—Penn Metal Co., Inc., Dept. AB, 205 E. 42nd St., New York 17, N.Y. The light building field can now adopt steel framework; this Lightsteel Framing System is said to be ideal for single and multiple residences, other structures up to three stories in height. Components are a complete range of studs, joists and accessories for erection. Sections are made from strip steel, designed for strength, light weight and low cost. A custom framing system, it avoids limitations imposed by prefabrication.



AB13176—FACTORY HEATER—Fageal Heat Machine Co., Dept. AB, 5725 Mt. Elliott Ave., Detroit 11, Mich. A new 168,000 B.T.U. unit with an adjustable vent for permanent installation or portable on-the-job use operates on the counterflow principle of spraying heated air out across floor areas to form a 6-foot high blanket of warmth in the work zone. Used with a flue and vented outside, unit can be used in confined areas such as small plants, factories, etc. Heat output vented is 130,000 B.T.U. per hour; without flue, 168,000 B.T.U.

◆ USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 240A

AMERICAN BUILDER

Your Customers Get the Best with Chrysler Airtemp

House buyers keep a sharp lookout for PLUS features in a house. Year 'Round Air Conditioning is a potent sales point. Particularly when it costs so little more.

But that's not all! Every builder wants satisfied customers and a minimum of service "call-backs." That's where it pays to have Chrysler Airtemp in the homes you build. Here are just *four* of the many reasons why you should get Chrysler Airtemp Comfort Zone Air Conditioning:



- **CHRYSLER AIRTEMP NAME IS KNOWN!**

Your selling job is easier because the name means quality.

- **CHRYSLER AIRTEMP STANDS BEHIND ITS PRODUCT!**

A complete authorized dealer network assures your customers of Chrysler Airtemp integrity and high standards.

- **OVER 15 YEARS OF RESIDENTIAL INSTALLATION EXPERIENCE!**

Chrysler Airtemp offers a time-tested package. Can be installed with most forced warm air furnaces, regardless of fuel.

- **CHRYSLER AIRTEMP WARRANTS COMPRESSORS FOR 5 YEARS!**

Here's a strong selling point that creates confidence in your prospects.

You owe it to yourself to get ALL the facts today! Get in touch with your local Chrysler Airtemp dealer or write THE AIRTEMP DIVISION OF CHRYSLER CORPORATION, DAYTON 1, OHIO

Comfort Zone



Chrysler Airtemp

HEATING • AIR CONDITIONING
for HOMES, BUSINESS, INDUSTRY

Airtemp Division of Chrysler Corporation, Dayton 1, Ohio

Airtemp Division of Chrysler Corporation

AB-1-53

P.O. Box 1037, Dayton 1, Ohio

Please send full details on Chrysler Airtemp Comfort Zone "Packaged" Air Conditioners.

Name _____

Address _____ Phone _____

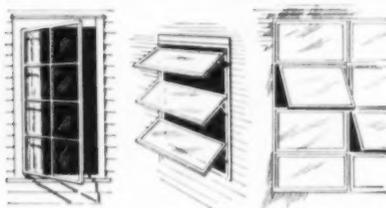
City _____ Zone _____ State _____



cross off 30% heat loss
and
60% wind infiltration!

with MASTER bronze
or aluminum alloy
weatherstrips

These spring bronze or aluminum alloy weatherstrips make a perfect seal for ALL types of HINGED METAL windows . . . steel and aluminum casements . . . awning style windows . . . projected windows . . . metal ventilators in picture windows.



Countless thousands of installations have proved the effectiveness of MASTER Weatherstrips in keeping out those enemies of the home: dirt, dust, rain, and cold. Strips are fastened to the frame and sash is sealed tight under tension when closed. Many territories still available for competent dealers. Write today for full information and catalog of all MASTER products.

MASTER METAL STRIP SERVICE, INC.
1720 N. Kilbourn Ave., Chicago 39, Ill.

**METAL WEATHERSTRIPS—THRESHOLDS
MASTER NO-DRAFT SASH BALANCES**

MASTER METAL STRIP SERVICE, INC.
1720 N. Kilbourn Ave., Chicago 39, Ill.

Please send free information and
mention of Master products.

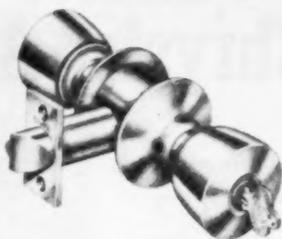
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Address _____

City _____

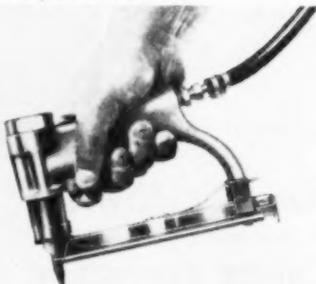
State _____

PRODUCTS EXHIBIT....



AB13172—CYLINDRICAL TYPE LOCKS—

Russell & Erwin Div., American Hardware Corp., Dept. AB, 102 Washington St., New Britain, Conn. Distinctive features of these new units include a roll-back latch, mechanism adjustable to fit doors 1 1/8 to 2 inches in thickness; 13 lock units to fit all types of installations are provided. The lock has a 3/8 inch throw, 100 per cent reversibility, and five or six pin tumbler cylinders. The lock needs only the drilling of two holes and a shallow mortise for the face plate for installation.



AB13097—AIR-DRIVEN TACKER—Fastener

Corp., Dept. AB, 860 Fletcher St., Chicago 14, Ill. A direct-drive machine, this unit will operate on any airline pressure of from 50 to 110 pounds. This permits its use with portable air compressors or air tanks. Weighing only two pounds, enabling the operators to work with one hand free to hold material, the device drives 33 staples in 10 seconds. A 3/4-inch driving lip extension permits operation of the tacker in close corners, recessed areas or over a beading. Unit loads in three seconds.

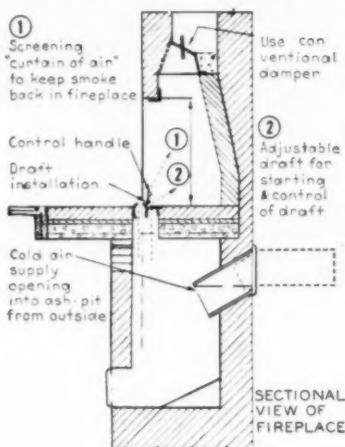


AB13249—WALL FURNACE—H. C. Little

Burner Co., Dept. AB, 2nd and Lincoln Sts., San Rafael, Calif. Dual type wall furnaces equipped with automatic controls and ready to install in a partition wall without ducts or sheet metal work have return-air intake and warm-air discharge grilles located on both sides of the unit, with a large radiant panel on the living room side. Stack outlet at the top saves floor space by eliminating need for a chimney at the side. Electric ignition and control system provide automatic operation.

◆ USE JUMBO POSTCARD FOR MORE
INFORMATION, PAGE 240A

WONDERDRAFT



WONDERDRAFT stops fireplaces from smoking because of "too air-light" modern houses. Starts fires quickly with practically no kindling.

You can control your fire to burn hotter or slower. Increases fireplace efficiency. Stops fireplace from pulling all the warm air out of your house. Doubles the pleasure of an open fire. (See diagram)

Send for free descriptive circular.

Carter Engineering Co.

Warrenton, Virginia

Dorflo
floating action
door hangers

for
RECESSED DOORS

the *Modern* way

DORFLO is a new concept of door function and design . . . a simple, fool-proof, scissor-like mechanism, cantilevered from within the wall. DORFLO makes sliding doors literally float in and out of their pockets with just a gentle pressure of the finger-tips . . . so easy even a child can operate it.

- No complicated overhead tracks
- No noisy floor runners to clog and jam
- Simple installation
- Available in
 - X-D wall sections
 - Packaged hardware
 - Ready-Unit sections—completely assembled wall sections including all hardware, finished split jamb with built in steel stiffeners.

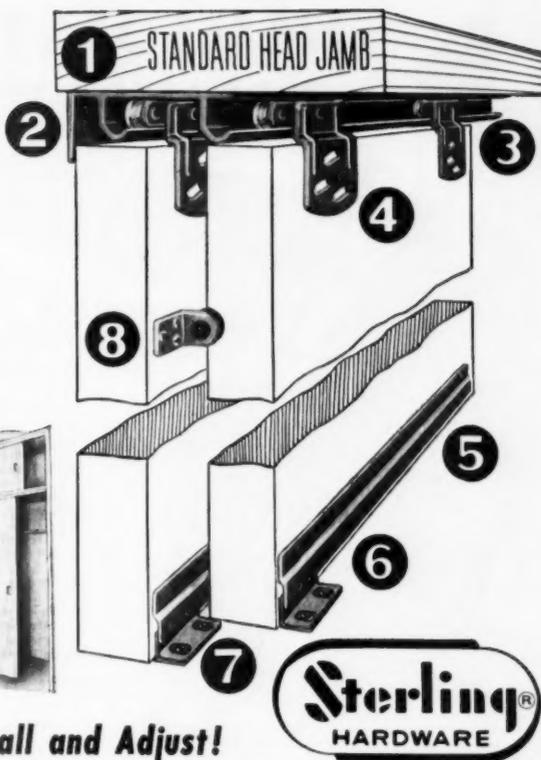
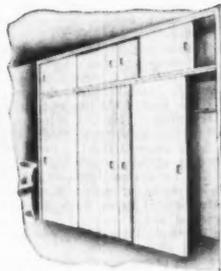
Write for name of
Nearest distributor

EZ-WAY SALES, INC.
Dept. 5, Box 300 St. Paul Park, Minn.

Here's Why

**LEADING ARCHITECTS
AND BUILDERS
USE AND RECOMMEND**

Sterling® 600 SERIES SLIDING DOOR HARDWARE



Saves Time! Saves Money! Easy to Install and Adjust!

- 1** **USE STANDARD DOOR FRAME.** No special header construction needed. No grooving!
- 2** **APRON CONCEALS HANGERS AND TRACK.** May be painted if desired. No extra trim necessary.
- 3** **ONLY ONE INCH HEADROOM REQUIRED.** No need for extra headroom for hardware.
- 4** **ADJUSTABLE HANGERS.** Slotted screw holes make it easy to plumb door with jamb.
- 5** **GUIDE STRIPS** eliminate troublesome grooving of doors. Not visible from the outside.
- 6** **DOOR GUIDES** can be installed after doors are hung. Slotted screw holes permit easy adjustment.
- 7** **NO TRACK ON THE FLOOR** to catch dust and dirt ... floor is clear and clean at all times.
- 8** **DOOR STOP** keeps flush pull on rear door always accessible. Fingers can't get pinched.

Write for Catalog on Sterling line of Sliding Door Hardware for wardrobes, pocket doors, side doors in home garages and other Sterling products.



Nationally Advertised

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Read by **ARCHITECTS,
BUILDERS and
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STERLING CASEMENT WINDOW HARDWARE



No. 190
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PULL-TITE
CLOSER



No. 61
CASEMENT
WINDOW OPERATOR

- ★ See our Catalog in SWEET'S Architectural File and Builders File
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STERLING HARDWARE MANUFACTURING CO.

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IMMEDIATE DELIVERY!



See Sweet's

FREE!
New Catalog!

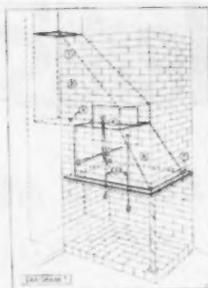
Illustrates and describes complete line of seven Bessler Disappearing Stairway Models to meet all your needs. This new catalog should be in your files for ready reference—write for your copy now!

Build More Saleable Area into Homes with BESSLER Disappearing Stairways

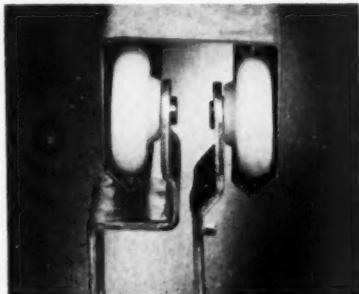
1. The ORIGINAL disappearing stairway—made for over 40 years.
2. A real stairway—not a ladder.
3. Seven well-engineered models—for every need.
4. Safely designed in every detail for your protection.
5. Suitable for the finest homes—old and new.
6. Operates from above and below.
7. Full width treads—SAFE for everyone.
8. ALL steps are of equal height.
9. Treads and stringers are made of Sitka Spruce.
10. Full door width provides ample access for large objects.
11. Full length SAFE hand rail.
12. Accurate architectural design assures easy and SAFE ascending and descending.
13. All metal parts are made of strong, SAFE pressed steel.
14. Repairs always available on quick notice for all models—no "orphans."
15. Doors made of White Pine and Fir in two-panel type: flush doors in hardwood only.
16. Tailor-made for all heights—no short or long steps.
17. Proved in performance—hundreds of thousands in constant daily use.
18. IMMEDIATE DELIVERY!
19. Meets all building codes.

The Bessler Disappearing Stairway Co.
1900 East Market St., Akron 5, Ohio
BESSLER—best for over 40 years!

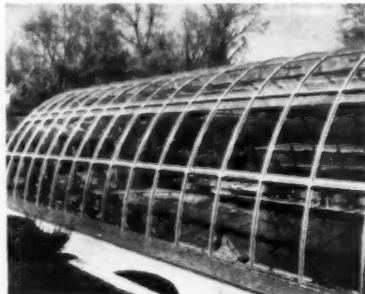
PRODUCTS EXHIBIT....



AB13174—FIREPLACE DAMPER—Bennett-Ireland, Inc., Dept. AB, 1151 Market St., Norwich, N.Y. The "Beneform" universal damper combines the design freedom of unusual styling with construction economy. Latitude of design expression can be had whether building one or 100 homes. Any one of six basic fireplace types in several sizes can be built around this unit; conventional single opening; projecting corner; openings in two rooms; open two short, one long side; open two long, one short side; and open all around.



AB13261—SLIDING DOOR HARDWARE—Acme Appliance Manufacturing Co., Dept. AB, 35 S. Raymond Ave., Pasadena 1, Calif. The Acme Bi-Rail 5,000 is new hardware used for by-passing wardrobe doors. Wheels are made from wear-resistant nylon that does not require lubrication. Packaged with every set is Acme's all-steel door guide with dimpled edges designed for medium contact with sides of slot in base of door. Track is made from rust-resistant heavy gauge steel. One size can be used for all door thicknesses.

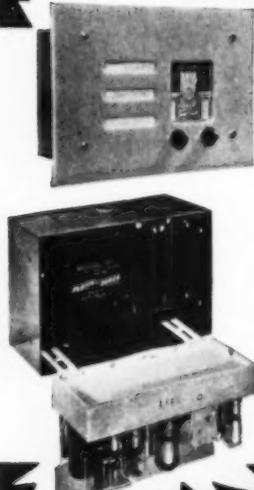


AB13286—PLASTIC SHEET—Cast Optics Corp., Dept. AB, Riverside, Conn. A rigid cast plastic sheet designated as "Cocor CR-39" is used as the glazing material in a 25x28-foot swimming pool cover recently erected on a Connecticut estate. Sheets of 4x8-foot plastic, 0.250 inch thick were curved to 18-foot radius and mounted in an aluminum framework to form the structure, converting the one-season pool into a year-round solarium. The plastic has complete freedom from crazing as well as from adverse effects of impact.

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BUILT-IN RADIOS

help sell your homes!



FLUSH-WALL appeals to prospective home buyers—it's novel and saves valuable space.

Easy for builders and electricians to install—fits in standard 4" partition. As easy to install as any electrical receptacle outlet.

Radio is 5-tube AC-DC. Panels to match color scheme of room.

LOW COST! Retail price only \$34.95 plus installation. Special trade prices on request. Panels extra: Masonite \$2.45. Plastic colors \$4.45.

Write for descriptive folder and specifications.

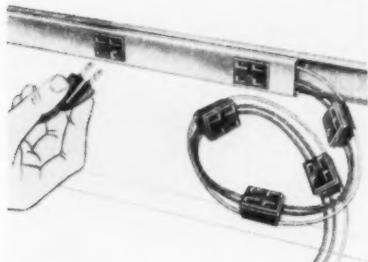
Territory franchises available to qualified jobbers and dealers.

FLUSH-WALL

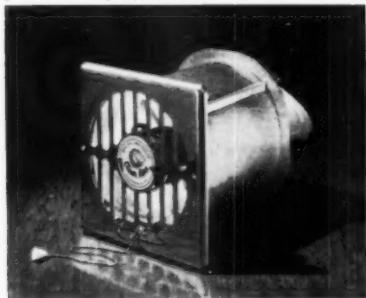
RADIO COMPANY

Dept. AJ3, 1012 Cleveland Street, Clearwater, Florida

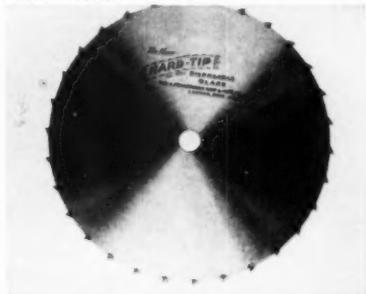
PRODUCTS EXHIBIT....



AB13094—MULTI-OUTLET RACEWAY—The Wiremold Co., Dept. AB, Hartford 10, Conn. The assembly consists of a steel raceway base and a steel raceway cover, holecut to receive the pre-wired receptacles. These are snapped into the cover, which with receptacles inserted, is snapped into the base. Receptacles are pre-wired in 50-foot lengths so that they can be installed in one continuous run, eliminating multiple connections between short lengths. Unit is easily mounted; knockouts for screws are provided every 1 1/4 inches.



AB13091—EXHAUST FANS—Sin-Jin Products Co., Dept. AB, 5236 Fairlawn Ave., Baltimore 15, Md. Two-unit construction permits easy installation for these wall and ceiling type kitchen fans. Powered with G.E. oil-sealed motors, the fans are fully automatic. They have a bright chrome mirror finish. Since they require only one square foot of wall space they can be installed over cabinets and through walls of any thickness. Fans are available in 8 and 10-inch wall or ceiling types in both standard or deluxe models.



AB13290—DISPOSABLE SAW BLADE—Heinemann Saw and Mfg. Co., Dept. AB, Canton 8, Ohio. An exclusive process of manufacturing and hardening enables these saws to stay sharp from four to six times longer than conventional saws. This saves time required for re-sharpening. Short, super-hard teeth cut faster and smoother; they cannot grab, thus are safer to operate. According to their makers, the "Hard-Tip" saws never develop cracks, and work equally well on any type saw machine. They are available in sizes from 6 to 16 inches.

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**LESS DELAY on the Job!
MORE PROFIT in the Job!**

WITH **Gate City**
AWNING WINDOWS

DELIVERED TO THE JOB
COMPLETELY ASSEMBLED
FOR FAST, EASY
INSTALLATION

STOCK SIZES AND
STYLES TO FIT
EVERY NEED

FULLY WEATHERSTRIPPED

INSIDE SCREENS
STORM SASH

QUALITY PROVEN

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Remember GATE CITY from the land of the Seminoles? We'll be seeing you again at the
NAHB CONVENTION
CHICAGO
Booths 168-169

Refer to Sweet's Builders' File 4-d GA

More and more builders are discovering this popular "packaged" top-quality wood awning window—so easy and economical to install—and so profitable to handle.

GATE CITY SASH & DOOR CO. "Wood Window Craftsmen Since 1910"

P. O. Box 901, Fort Lauderdale, Florida

AB-1

Gentlemen: Please send complete information on GATE CITY Awning Windows.

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JAEGER'S shorter mixing cycle increases daily yardage

Jaeger's shorter mixing cycle means more batches-per-day with no increase in crew and payroll. Here's how it's done—charge and discharge have both been cut to only 5 to 7 seconds. The original Skip Shaker throws its load

into the drum in one swift slide. Extra big bucket and flight blades and specially designed "catch-all" spoon discharge it with equal speed.

What's more, Jaeger's rugged design stands up to the pace. Heavy drum with high carbon machined tracks, Timken bearing rollers, engines with power to spare, automotive transmission—all require minimum upkeep, give years of service free from breakdowns.

Available in 6, 11, and 16S sizes. Ask for Catalog M-10.



3 1/2 S Auto-Loader, with Power-Shaker Hopper, loads while mixing, produces 12 to 15 more yds. daily.

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Columbus 16, Ohio

PUMPS • COMPRESSORS • HOISTS • PAVING EQUIPMENT • TRUCK MIXERS

only **ONE** easy Adjustment to
put Men at the Right Height **QUICKLY!**

**"TROUBLE SAVER"
ADJUSTABLE
STEEL TRESTLES**

- Your men can do more work because they will spend less time in erecting and moving "Trouble Saver" Steel Trestles.
- Only one, easy, positive adjustment—no tools, triggers or gadgets required.
- "Trouble Savers" are made of carbon steel . . . in eight handy sizes.

Write for literature—giving complete information on all "Trouble Saver" scaffolding accessories.



Manufacturers of
"Trouble Savers" since 1912

The Steel Scaffolding Company, Inc.

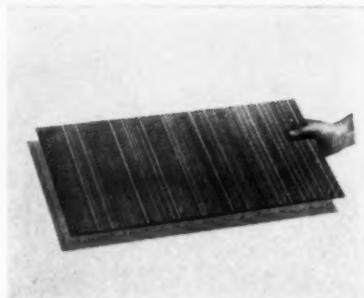
856 Humboldt Street

Dept. AB

Brooklyn 22, New York

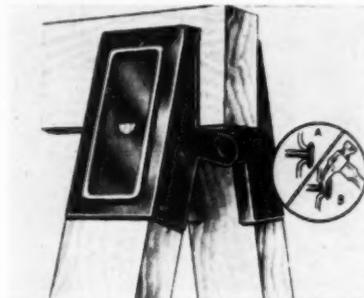
Telephone: EVergreen 3-5510

PRODUCTS EXHIBIT....



AB13068—ASBESTOS-CEMENT SHINGLES—

Asbestone Corp., Dept. AB, 5380 Tchoupitoulas St., New Orleans 15, La. Deep-grained texture and rich colors are combined with the lasting qualities of asbestos-cement in the "Chroma-Tex" siding shingles. Produced in five colors, the siding is two-toned—dark in the indentations, lighter on the ridges, giving a "weathered" appearance. Shingles can be applied over any sidewall surface, either for exterior remodeling jobs or new construction. Siding is fire, rot, and termite-proof.



AB13083—SAWHORSE BRACKET—

Dalton Manufacturing Co., Dept. AB, 20 S. Central Ave., St. Louis (Clayton) 5, Mo. The bracket features flanged nail holes that allow disassembly of a sawhorse for storage or transporting. To dismantle the horse, the carpenter slips a claw hammer under the raised nail head (see inset) and pulls it out. This saves hammering on the brackets to loosen nails as well as simplifying and speeding up the job. The legs and rail of the horse cannot slip nor work loose, but remain rigid.

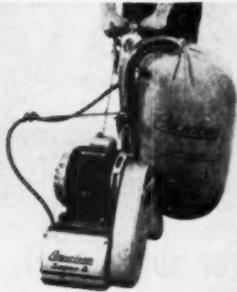


AB13264—ROOF SLAB—

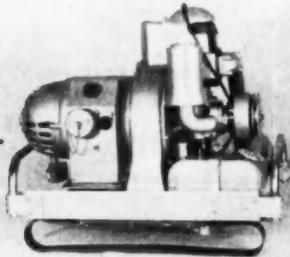
Simpson Logging Co., Dept. AB, 1065 Stuart Bldg., Seattle 1, Wash. A 3-in-1 material which provides a durable roof deck, insulates against heat and cold, and supplies a finished ceiling when applied over exposed beams. The panel is composed of multiple 1/2-inch layers of Simpson insulating board laminated together with a water resistant adhesive. Standard thicknesses are 1 1/2-inch, 2-inch, and 3-inch. Standard size is 2x8 feet. A modified t&g joint is used on the long edges.

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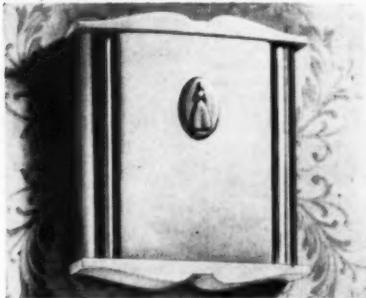
PRODUCTS EXHIBIT....



AB13086—FLOOR SANDER—American Floor Surfacing Machine Co., Dept. AB, 515 S. St. Clair St., Toledo 3, Ohio. The high speed "Super 8" is a lever type machine powered by a motor that develops 2 h.p. with operating speed of 1,750 r.p.m. Drum speeds can be adjusted in a range from 1,600 to 2,800 r.p.m. for maximum efficiency under varying conditions of voltage, flooring surface, abrasive paper, etc. V-belt power with an automatic take-up enables the motor to start under a no-load condition, lessening chances of blowing a fuse.



AB13061—PORTABLE GENERATOR—Homelite Corp., Dept. AB, Port Chester, N.Y. This 5 kilowatt heavy duty unit delivers a maximum of 5,000 watts at 115/230 volt, single phase, 60 cycle, a.c. Voltage regulation from no to full load is about 6 per cent. The generator is driven by a Homelite gasoline engine. Special armature and coils give high resistance to oil, moisture and abrasive dust. Two or more a.c. or universal type saws, grinders, or routers can be operated from this unit. Weight, with engine, 228 pounds.



AB13093—DOOR CHIMES—The Rittenhouse Co., Inc., Dept. AB, Honeoye Falls, N. Y. The "Colonial" model, illustrated, comprises an authentic colonial-modern pattern suitable for present-day homes. The ivory housing is made of hard-surfaced plastic that is lustrous, washable, and has permanent molded-in color. Chime tube finish is lacquered, brushed brass. The device sounds two notes for front door, a single note for the rear. It operates on standard 10-volt bell transformer or 16-volt chime transformer. Overall size is 8x7x2 1/4 inches.

◆ USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 240A

JANUARY 1953

Compare the New, Low-Cost HAR-VEY ^{ROLLING} _{DOOR} HARDWARE CHALLENGER Series for

Quality

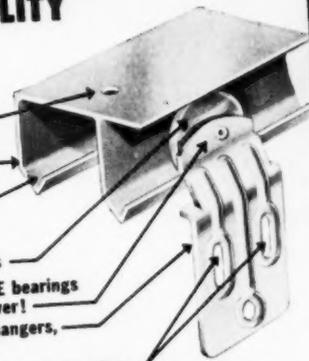
Economy

Performance

These features assure famous HAR-VEY QUALITY

RUSTPROOF ALUMINUM Track
Top-mounted for easy installation — no mortising
Track serves as trim—no painting necessary
V-groove design prevents "chattering"
Low headroom, 1" — 1 1/4"

Durable NYLON rollers
Self-lubricating OILITE bearings — no maintenance, ever!
Sturdy, ribbed-steel hangers, cadmium-plated
ADJUSTABLE for quick, easy hanging



3 models meet all needs for doors up to 70 lbs.

- Top-mounted hanger for single pocket or bi-parting doors 3/4" — 1 1/4"
- Side-mounted adjustable hangers for 3/4" and for 1 1/4" by-passing closet doors — all with ALUMINUM extruded track (single and double)!

Look at this typical, low delivered price: Complete packaged set for 2' pocket door, including track, 2 hangers, plastic flush door pull, and all screws, Only \$2.70 List, FOB Destination.

New Convenience
in buying and
handling!

COMPLETELY PACKAGED sets of hardware and track are available for standard size doors — contain everything you need for a complete installation! FREE plastic flush door pull included!

Just COMPARE this new Challenger Series on every count — and see how it scores first every time!

Available NOW—See your supplier or write Dept. O

METAL PRODUCTS CORPORATION

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West. Div.: Calmetco, Inc., 609 S. Anderson, Los Angeles, Calif.

DO YOU HAVE A WINDOW PROBLEM

CONCERNING:

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SPECIAL SIZES

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ENGINEERING

COST

MAINTENANCE

INSTALLATION

OPERATION

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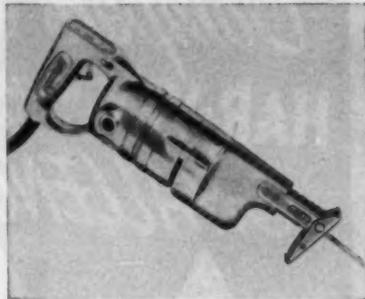
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Visit Booths
295-296
FOR THE

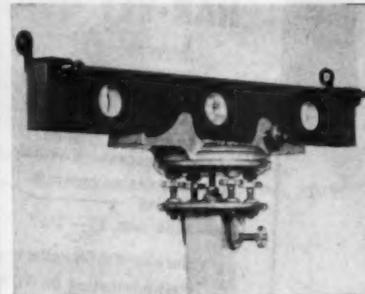


ANSWER

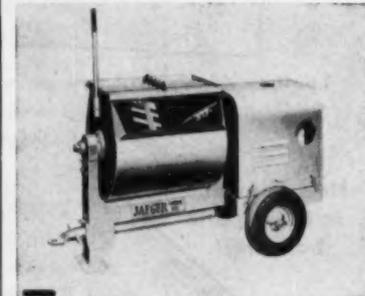
PRODUCTS EXHIBIT....



AB13161—PORTABLE POWER SAW—Milwaukee Electric Tool Corp., Dept. AB, 5368 W. State St., Milwaukee 8, Wis. This heavy duty reciprocating type tool is compact, light in weight and balanced. It can be easily maneuvered about by one hand. No chucking problems or coupling difficulties exist. Tool has a 3/4-inch stroke, and operates at 2,250 strokes per minute. It cuts through wood, galvanized sheet and other metals, wire nails, Formica, Masonite and numerous other materials. Unit measures 14 1/2 inches long, weighs 6 3/4 pounds.



AB13127—LEVEL SUPPORT—The R. G. Coffman Co., Inc., Dept. AB, P.O. Box 1113, Orlando, Fla. This leveling device converts an ordinary carpenter's level into a sight level for use by builders and architects in establishing foundations, grades, walls, sidewalks, etc. Average set-up time is three minutes. A 2x4 is used for support. The carpenter level clamps in the device; peep sights furnished with the support attach to the level. Testing proves 1/16-inch accuracy at 80 foot distance, accepted as adequate for construction.



AB13084—POWER HOE—Jaeger Machine Co., Dept. AB, 500 W. Spring St., Columbus 16, Ohio. This unit is engineered with end-to-center pug mill mixing action with extra wiper blades at both ends of the drum. It is stated to be able to turn out smooth, even material that lays up easier, or sprays without clogging guns. A compact, easy to operate device, it is rugged enough to withstand heavy usage. Timken bearing blade shafts with leak-proof seals, heavy-gauge drums, extra power engines are standard equipment.

◆ USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 240A



...for suburban homes
beyond the water mains



Multi-Stage,
Deep Well Jet

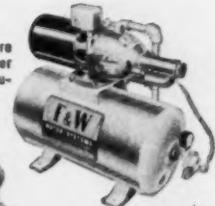
F&W Deep Well Pump Gives Greater Capacities at Greater Depths

► For deep well service F & W Water Pumps bring your customers *exclusive* advantages that mean better performance and greater dependability at lower cost. For instance the patented automatic control valve keeps pump at top efficiency throughout its pumping range. And the patented F & W "Speedi-change Rotary Seal" permits pump servicing without disconnecting pipe lines or disassembling pump. Add to these F&W's "matched engineering"—the perfect balancing and blending of all parts in the design—and you get more depth and capacity per dollar! Specify F & W... there's a pump for every need.

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Pumps 40 to 70% more water, yet reduces power consumption, an exclusive F & W patent!



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Change from shallow well to deep well at no extra cost, by moving jet off pump down into well.

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Beauty*
by NATCCO of course!

Model 1102FL
Illustrated

There's a reason why National Steel Cabinets are leaders. Architects and home builders know they are getting quality at a reasonable cost and each cabinet model has individual features that make it attractive for any home—whether it is the beautiful Ambassador Model 1000—or the Budgeteer Model 400.

NATCCO gives you these features



Model 1102

- ★ Exclusive seamless and one piece deep drawn bodies.
- ★ All cabinets are completely rust-proof treated before enameling for long life.
- ★ All lighted models have an inside night light.
- ★ Tooth brush recess.
- ★ Adjustable bulb edge shelves.



Model 802

5 YEAR GUARANTEE!

All mirrors are of "A" Quality Glass—and are unconditionally guaranteed against spoilage for five years.

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Most models are IMMEDIATELY AVAILABLE in every major city

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CHICAGO 39, ILL.

JANUARY 1953

BOSTITCH Stapling Hammer



**DRIVES
HOME TWO
BIG POINTS**

1

BOSTITCH

SAVES YOU MONEY

Up to 30% in fastening costs—on building jobs like these: holding down felt in laying built-up roofing, applying asphalt shingles to new roofs, putting up insulating siding, sheathing paper, insulation and heavy mesh lath.

2

BOSTITCH SAVES YOU TIME

Bostitch H4 Stapling Hammer is three times faster than hammer and nails. One blow drives $\frac{3}{4}$ " staple all the way home, spreading legs inside work (as shown) for maximum holding power. Workers like the H4's one-hand, long-reach operation.



SEND COUPON FOR FREE BULLETIN ON H4 STAPLING HAMMER AND APPLICATION DETAILS

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AND FASTER

fastens it better with wire

I'm interested in more information about how Bostitch can help me save time and money on applying:

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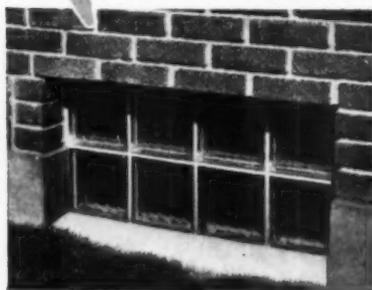
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"We push
glass block
for basement
windows"

says a typical
glass block dealer



"WHEN customers come to us with replacement problems for rotted, or broken basement windows, we always suggest replacement with Insulux Glass Block."

Make the comparison! Figure it out for yourself! Compare the cost of sash, screen, storm window and maintenance against that of a lifetime panel of maintenance-free Insulux Glass Block.

A panel of Insulux Glass Block can't rust nor rot; never needs painting. Glass block is extremely hard to break . . . makes a sound, weathertight, insulating panel. And glass block lets in all the light yet blocks out sight.

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

Want more information about the use of Insulux Glass Block? Just write: Insulux Glass Block Division, Kimble Glass Company, Dept. AB-1, Box 1035, Toledo 1, Ohio.



**KIMBLE GLASS
COMPANY**

Subsidiary of Owens-Illinois Glass Company
Toledo 1, Ohio

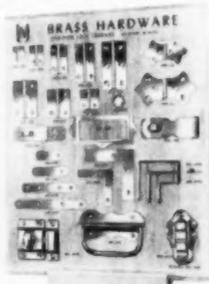
PRODUCTS EXHIBIT....



AB13248—WALL FURNACE—Kresky Mfg. Co., Inc., Dept. AB, 2nd & H Sts., Petaluma, Calif. An oil burning central heating plant with an output of 57,500 B.T.U. per hour is adaptable for houses with slab floors or low foundations. Continuous air circulation is accomplished by means of a fan coupled to a variable speed control; this enables a large volume flow of air at a low temperature rise to be maintained, eliminating drafts, hot zones and cold floors. Exterior panels are cool to touch. Unit requires 18 inch wall depth.



AB13062—SINK-RANGE-REFRIGERATOR—General Air Conditioning Corp., Dept. AB, 4542 E. Dunham St., Los Angeles 23, Calif. This combination unit is provided with three gas burners (adjustable for natural, L.P., or manufactured gas) or three seven-speed electric burners for 220 volt installation; it may also be had with two three-speed burners with automatic load limiter for 110 volt use. Horizontal type freezer accommodates nine ice cube trays or twelve frozen food cartons. Inner door shelf, two-phase timer are now included.



AB13160—BRASS ASSORTMENT—National Lock Co., Dept. AB, 1902 Seventh St., Rockford, Ill. This brass hardware consists of a selected group of the manufacturer's fastest moving items of this type. Included are several sizes of narrow butts, broad butts, mending plates, angle irons, hasps, butterfly hinges, label holders and similar merchandise. The assortment is accompanied by a natural birch finished display board. It has been brought out because of numerous requests for a compact, convenient hardware assortment.

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**Build a reputation
for including a
Scott's
LAWN**



It's a "plus value" that moves homes and contributes toward satisfaction for years to come. Best of all you can furnish a carpet of Scott's velvety turf for little more than a short lived ordinary lawn.

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CALBAR is now available in 26 colors to match or harmonize with every building material on the market. It's elasticized, non-staining and complies with Federal Specifications and those of the Asbestos-Cement Products Association.

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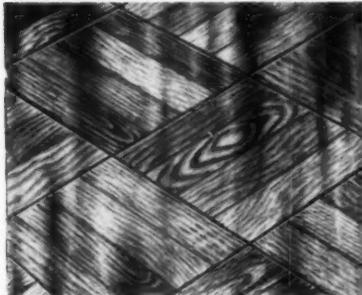
CALBAR PAINT & VARNISH CO.
Manufacturers of Technical Products
2612-26 N. Martha Street
Philadelphia 25, Penna.



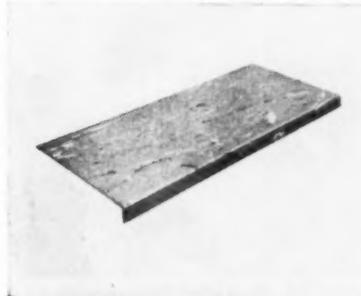
PRODUCTS EXHIBIT....



AB 13074—MIRROR BRACKETS—Pittsburgh Plate Glass Co., Dept. AB, 632 Duquesne Way, Pittsburgh 22, Pa. These useful devices simplify mantel and other structural mirror installations for homeowners. Brackets are packaged with each custom-made mirror and are supplied with necessary hardware. Brackets are supplied in three lengths to accommodate mirrors ranging from 28 to 80 inches in length. Felt-padded clips are attached to the perforated metal backing of the brackets which may be fastened to the wall by wood screws or other means.



AB13088—OAK FLOORING—D. L. Fair Lumber Co., Dept. AB, Louisville, Miss. "Delfair Oakblok" is becoming increasingly popular with architects, builders and homeowners, according to its manufacturer. It is equally appropriate in small or large homes, commercial structures, housing projects, schools and institutions. The flooring is available either unfinished or pre-finished in both Red Oak and White Oak. It lends itself to distinctive and decorative design and is said to be especially adaptable to installation over concrete.



AB13089—RUBBER STAIR TREAD—R.C.A. Rubber Co., Dept. AB, 1833 E. Market St., Akron 5, Ohio. Designed especially for installations that are subject to heavy traffic and wear requirements, this heavy duty tread is said to be useful in such locations as industrial plants, hotels, hospitals and schools. The tread is full molded, 1/4-inch thick, with a smooth top face and square or round nosing; tread width is 13 inches; standard lengths of 36, 48, 60 and 72 inches are available, in six color combinations.

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JANUARY 1953

It's no secret...



Thousands of experienced builders and architects depend upon the complete line of Bennett Fireplace Supplies — to save construction time, cut building costs and assure *full satisfaction* on every job! Every piece of Bennett fireplace equipment is designed from the builder's viewpoint . . . engineered for ease of installation, economy and top performance in the home. Build with Bennett — and you'll build a better fireplace!

Benefire® Fireplace Unit — for a perfect fireplace every time

The simplified, standardized, recirculating fireplace form that includes scientifically designed firebox, throat, damper, down-draft shelf, heating chambers and smoke dome—all combined into *one* fool-proof unit! Heavy boiler plate construction throughout, in 6 sizes—every size lays up with standard brick, with no costly cutting or fitting. Fits any mantel design . . . circulates heat evenly . . . guaranteed not to smoke. To build your next fireplace quicker, easier, at less cost—build it around a Benefire Unit!



Bennett Standard Dampers



Bennett fireplace engineers . . . specialists in fireplace design for over 25 years . . . have built into these Bennett throat dampers *dozens* of proven performance and construction features! Two types available . . . of boiler plate steel or lifetime cast iron—both make your job easier, produce a *finer* fireplace at lower cost. See these Bennett Dampers—and the complete Bennett line of ash dumps, clean-out doors, lintel bars, etc.—at your supplier's.

The amazing new *Beneform* Universal Damper



The exclusive new damper that puts "unusual" fireplace design within the reach of all! Any one of six basic fireplace types, including projecting corner, three sided openings, etc.—in a full range of sizes—can be economically built around BENEFORM. Gives plenty of added sales appeal to your homes—at very little added cost!

See your supplier . . .
or write Dept. C for catalog

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Chartered in 1906
NORWICH, NEW YORK

WHERE VENTILATION AND VISION...

ARE NEEDED IN
GLASS BLOCK
CONSTRUCTION...

Install

MARMET

**GLASS BLOCK
VENTILATORS**

Enhance the beauty as well as the utility of glass block panels and walls . . . install the MARMET Ventilator, the practical window that provides ventilation and vision for glass block construction . . . can be used in groups, side by side or one above the other . . . available in stock sizes, but special sizes can be built to your specifications. MARMET Aluminum Louver Block may be used to replace a single 8" by 8" glass block panel . . . a self contained unit, glazed and screened with a metal louver on the exterior surface.

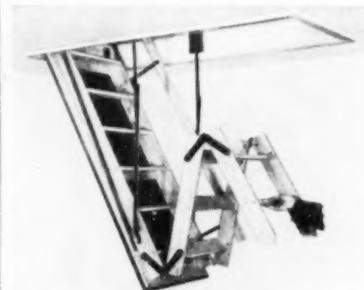
Complete catalogs of information upon request. Write for them today.

MARMET Corporation WAUSAU • WISCONSIN

PRODUCTS EXHIBIT....



AB13167—BATH ENCLOSURE—Fiat Metal Mfg. Co., Dept. AB, 9301 W. Belmont Ave., Franklin Park, Ill. The Cascade enclosure converts bathtubs into modern bathing space by eliminating the shower curtain. The unit consists of two rigid, sliding Plexiglass panels that move easily in the metal track cemented to the tub rim. Panels are supplied in crystal, pink and gold, fluted to enhance appearance and increase light reflection. Assembly is easy to install, as only two wall fastenings are required.



AB13314 — ATTIC STAIRWAY — Wel-Bilt Products Co., Dept. AB, P.O. Box 95, Memphis 1, Tenn. Otherwise wasted attic space can be put to good usage as storage space, a playroom or an extra bedroom by installing a Fold-Away stair. These strong, efficient and safe devices can be folded up into the ceiling when not in use, permitting use of further house space which a permanent stair would occupy. The folding stairway can be installed in bedrooms, kitchens, and in small homes without difficulty.



AB13155—CAULKING COMPOUND—Miracle Adhesives Corp., Dept. AB, 214 E. 53rd St., New York 22, N. Y. Caulking around bathtubs and shower enclosures is a quick and permanent process with "Tub-Caulk" which is squeezed out of a tube, like toothpaste. It dries in one hour, leaving a tough, waterproof and greaseproof band that cannot shrink or crumble. The product is an all-plastic substance with a white, smooth finish which remains sufficiently pliable to stay in the joint. Also used for filling cracks in tile or plaster.

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AMERICAN BUILDER

Balanced design — easy operation

HANSEN

the Tacker with 1001 uses —

Tacks insulation, ceiling tile, metal lath, etc.

Zip! Zip!
Fast as you grip!

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.

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5059 Ravenswood Ave.
CHICAGO 40, ILL.

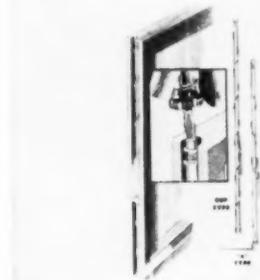
PRODUCTS EXHIBIT....



AB13272—OIL-FIRED FURNACE—Kaustine Co., Inc., Dept. AB, Perry, N. Y. The "Jersey 75" unit is offered as being suitable to cover the heating requirements of the small house. It has a capacity of 75,000 B.T.U.'s at the bonnet, and covers only 3½ square feet of floor space. The unit incorporates a new "air-way" combustion chamber with chrome steel fire pot liner and aluminum foil inner insulation. The furnace measures 21 inches wide, 24 inches deep and 60 inches high.



AB13235—HEATING SYSTEM AIR REMOVER—Taco Heaters, Inc., Dept. AB, 137 South St., Providence 3, R. I. This device, called "Air-Scoop" is for removing air from hot water heating systems. As air and water enter the unit, air bubbles are scooped up by a baffle and rise into upper chambers. The bubbles escaping first baffle are caught by later ones. Air accumulation is removed by the air valve or passes into an expansion tank to act as an air cushion. Should air fill tank, excess passes out through valve.



AB13180—WINDOW SASH BALANCE—Turner & Seymour Mfg. Co., Dept. AB, Lawton St., Torrington, Conn. This compact, quiet-operating device can be installed without marring the appearance of attractive windows, as it is completely concealed. It fits double-hung windows of many sizes, with or without weatherstripping. The balance can be tensioned according to window size and weight either before it is placed in the groove or after installation is completed. Tensioning can be increased or released with a screwdriver.

◆ USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 240A

JANUARY 1953

For 1953 . . .

Attractive Ornamental Railings, Porch Columns & Misc. Metal Work by METAL CRAFTERS

"Railing Specialists" since 1925"

Expert fabricators of ornamental railings, porch columns, steel stairs, fire escapes, and miscellaneous metal work . . . built-to-order and stock designs. Sell your customers the best in design and workmanship . . . backed by 27 years' experience.

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ALL METAL
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STEPS



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CONRAD HILTON

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- LIFE-TIME
- SUPER SAFE
- ECONOMICAL
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Sturdee Metal Porches & Steps are a new, low cost, easily installed, modern home improvement. They are a clinching feature on individual or group house. 15 stock size porches are available with 30" or 36" steps. Steel or aluminum.

The non-skid deck & steps of a Sturdee Metal Porch Assembly are super-safe for children & adults. It offers a lifetime of service, never requires repairing or replacing.

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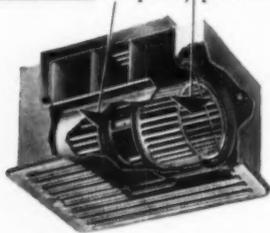
THE *Best*
IN KITCHEN VENTILATION

EXCLUSIVE
in
TRADE-WIND
VENTILATORS



CENTRIFUGAL BLOWERS
for discharge under pressure

The outstanding performance of **TRADE-WIND** Clipper Ventilators is due to their exclusive design, incorporating the use of genuine centrifugal blowers. Unlike blade-type fans, **TRADE-WIND** 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 **TRADE-WIND** for quality performance.



The ONLY ventilator that gives you

- Centrifugal Blowers
- Isolated Motor
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- Interchangeable Horizontal and Vertical Discharge
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PRICE OFFERS AN INDUCEMENT
BUT QUALITY OFFERS A REASON



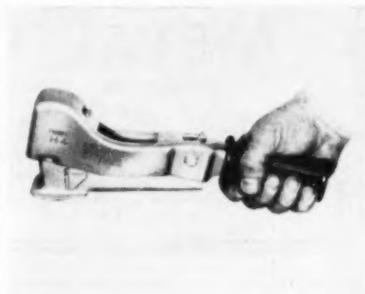
5705 S. Main St., Los Angeles 37, Calif.

284

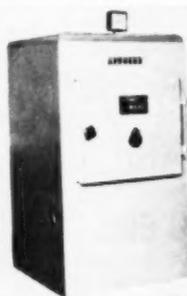
PRODUCTS EXHIBIT....



AB13067—VENETIAN BLIND—Hunter Douglas Corp., Dept. AB, 150 Broadway, New York 38, N.Y. The all "Flexalum" venetian blind is engineered so that each integral part functions with exact precision in its relationship to all other parts of the blind. Its manufacturers state that it is a versatile unit, offering many functional and decorating advantages as well as a complete range of colors from which to select. It is the only blind of its type in which all components are made by a single organization.



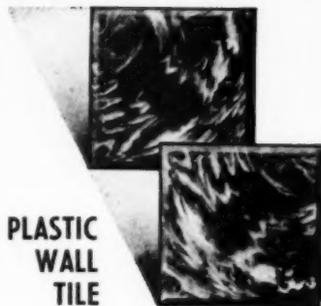
AB13070—STAPLING HAMMER—Bostitch, Inc., Dept. AB, Westerly, R. I. Featuring one-hand operation, the model H4 heavy duty stapling hammer drives 3/4-inch staples made from 1/16-inch wire, flattened to .070x.050 inches. One staple is equivalent to two 3/4-inch nails of 1/16-inch wire. The staple legs diverge inside the work, putting them under tension and increasing their holding power. A single blow from the scientifically balanced stapling hammer drives the staples all the way home. Tool can be operated at arm's length.



AB13230—RESIDENTIAL BOILER—Lycam-ing-Spencer Div., AVCO Mfg. Corp., Dept. AB, Williamsport, Pa. The Spencer "R" series boiler with standard jacket is adaptable to either front, rear or side firing. It is available in six models ranging from 320 to 1,100 square feet, net SBI rating, and comparable water sizes. All sizes are now supplied with integral 15-inch bases. Precision ground steel door is insulated with rock wool and steel flame plate. Tubes are cleaned from front of the boiler. Smoke box is entirely 3/4-inch steel.

◆ USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 240A

NEW NAME in
QUALITY TILE!
AMERCO



PLASTIC
WALL
TILE

- Precision-Engineered!
- Non-Slip Back!
- Easier Installation!
- Minimum Clean-up!
- 17 Decorator Colors!
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- Top Quality-Low Cost!

BEST VALUE!

You be the judge! Finest tile quality . . . at the right price. Send for price lists and FREE SAMPLES of AMERCO Plastic Wall Tile. Convince yourself!

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Annular-threaded
metal weather
strip nails . . .
**FOR GREATER
HOLDING POWER**



USERS REPORT, Apr. 4—
"Fast replacing the old fashioned unthreaded nail!"

Plated for maximum rust resistance. Early delivery in packages and in bulk. Write for prices and samples.

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Brooklyn 22, N. Y.

AMERICAN BUILDER



I've got to hand it to you, Jones, you know more about the Building Business than I thought



Jones gets his information



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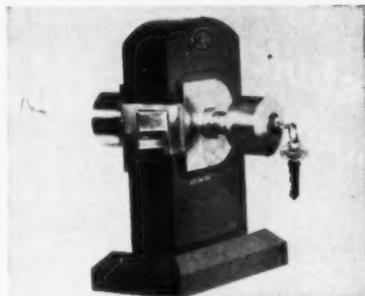


It isn't what you know that is so important—it's knowing WHERE to go to get the information you need to do a job or solve a problem.

Builders and Dealers keep their **AMERICAN BUILDER CATALOG-DIRECTORY** handy so they can refer to it frequently.

AMERICAN BUILDER
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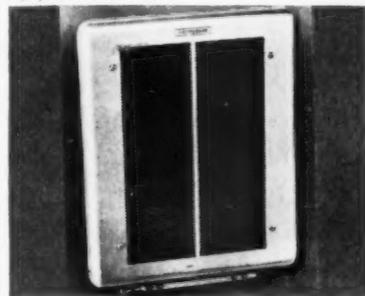
PRODUCTS EXHIBIT....



AB13185—LOCK SET—P.&F. Corbin Div., The American Hardware Corp., 67 Park Ave., New Britain, Conn. A new design for the manufacturer's Unit line of lock sets is available in 11 functions for use on both exterior and interior doors. The latch has a 3/8-inch throw. All models fit universal cut-out in edge of door. The Unit locks are also available in the "900" design with round knob and escutcheon. Units are strong, durable, rust-proof, attractively styled, and can be used in a wide variety of locking applications.



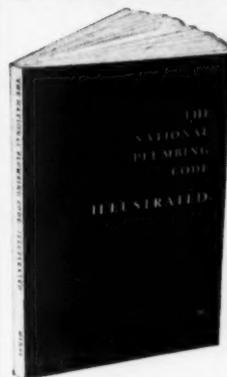
AB13259—GAS FURNACE—Timken Silent Automatic Division, Dept. AB, Jackson, Mich. Shown here is this company's model GFJ gas-fired furnace. This is one of a complete new line of sectional, forced warm air furnaces, now being introduced. Included in the line are high-furnaces, low-furnaces, and counter-flow furnaces. Capacities (input) range from 75,000 B.T.U.'s up to 200,000 B.T.U.'s. Timken, part of the Timken-Detroit Axle Co., has been manufacturing automatic home heating equipment since 1925.



AB13273 — WALL HEATERS — Electromode Corp., Dept. AB, 45 Crouch St., Rochester 3, N.Y. A cast aluminum totally enclosed heating element, steel cabinet, factory-sealed motor and fan and built-in power cut-off safety switch to prevent overheating are among the features of these automatic devices. The down-flo principle distributes heat evenly at the floor level and the built-in thermostat provides automatic room temperature control within an adjustable range from 55 to 85 degrees. Full length louvered grille enhances appearance.

◆ **USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 240A**

PLUMBING SIMPLIFIED



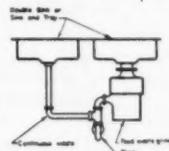
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by **VINCENT T. MANAS**
Executive Secretary

National Plumbing Code Committee

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Bottom of pipe corner, including 45° arc from center, should be in firm contact with solid ground.

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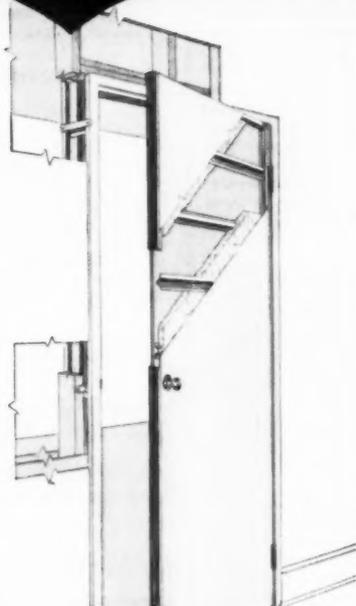
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Perfectly Matching Flush Steel Doors Installed in Minutes, Too!

VMP "Orange" Brand quality precision-engineered buck and frames are welded into one complete unit. No on-the-site assembly required. No special skills required. Cut labor time and costs to minimum. Frames available for every type of construction—every requirement. On dry wall construction, frame hides any inaccurate cutting of wallboard, speeds installation. Tack-welded spreader channels hold frame to perfect shape during shipment. Stud clips or masonry anchors.

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VIRGINIA METAL PRODUCTS CORPORATION

Dept. AB-1, 1112 First National Bank Bldg.
Pittsburgh 22, Pa.



JANUARY 1953



These units put a STOP to sliding door complaints...

Pre-packaged, Ready-to-Install
Novoply* Sliding Door Units
can't warp, swell, rattle or stick!

The most completely satisfactory sliding doors available anywhere, these new Novoply Sliding Door Units are precision-built to assure remarkably simple installation, easy adjustment and permanently s-m-o-o-t-h trouble-free service.

These units are made of Novoply, the flattest paneling ever produced. Doors made of this beautiful $\frac{3}{4}$ " thick all-wood material are guaranteed not to warp more than $\frac{1}{8}$ " if properly installed. Novoply's natural wood mosaic beauty can be preserved with a simple wax finish, or it can be readily stained or painted.

Novoply Sliding Door Units come to you pre-packaged, with pre-cut jambs and header as well as all necessary hardware, including ball bearing top guide rollers and overhead track.

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Novoply Sliding Door Units are ideal for closets and as non-load bearing partitions between rooms. And they are wanted for new homes . . . remodeled homes . . . apartment houses . . . office buildings . . . hospitals . . . schools . . . motels . . . yes, even trailers!

Recommend and install these Novoply Sliding Door Units. Our warehouses carry these units in stock and will be glad to supply complete details. If you would prefer to fill in the coupon below we will see that information is sent to you.

*Trade Mark Registered
Patented: other patents pending.



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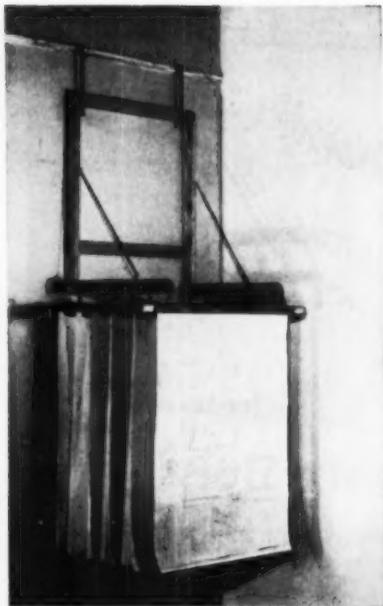
AR-1-53

Please send me further information, dimensions, etc., on Novoply Sliding Door Units.

Name _____

Address _____

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National



FOLDING WALL RACK AND PRESTO BLUEPRINT AND DRAWING PAPER HOLDER

Ideal for drafting rooms, construction jobs, libraries, offices or any place where drawings, blueprints, records, charts or schedules must be neatly and efficiently filed.

Picture shows wall rack and 6 Presto holders with a capacity of 500 prints, drawings or papers. Any length Presto holder may be used and any holder may be taken from the rack without disturbing the others. Index card on each holder classifies contents.

Wall rack is furnished with adjustable hooks for suspension from mouldings or can be fastened to wall. Measures 24" wide, 20" deep, 30" high, when opened up (24" x 4" x 30" when folded). Both rack and holders are made of varnished oak with nickel plated metal parts. Cost is low.

Write for bulletin and prices to Dept. 830



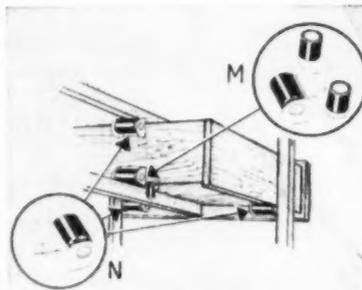
PRODUCTS EXHIBIT



AB13267—STRIP FLOORING—Bradley Lumber Co., Dept. AB, Warren, Ark. Bradley Straight-Line strip flooring is produced in both finished and unfinished lines. It comes in oak, beech and pecan. Finished flooring is installed by the same standard practices followed for unfinished strip flooring. The company accomplishes straight-line ripping of the strips with specially designed equipment. Other features are precision right angle end-trimming, exact end match; no crooked strips; improved t&g design for rapid laying.



AB13302 — INCINERATOR — The Majestic Co., Dept. AB, Brown St., Huntington, Ind. This automatic gas-fired indoor appliance incinerates all wet and dry garbage and trash. The housewife simply loads the unit with the daily accumulation of household refuse and sets the burner control. No preparation of refuse is necessary. Vent pipe taps into the furnace flue. Operation is noiseless. Actual burning takes place within inner shell; air entering bottom of the unit rises between two casings, providing oxygen.



AB13082—ROLLER BEARINGS—Junior-Pro Products Co., Dept. AB, 3206 Morganford Rd., St. Louis 16, Mo. These devices are designed to prevent wooden drawers from sticking and binding, enabling them to be opened and closed with fingertip pressure, even in humid weather. Bearings consist of a plastic roller mounted on a steel pin and frame. Metal parts are cadmium plated to resist rust; each unit comes factory lubricated. Cement coated nails are furnished for on-the-spot installation.

◆ USE JUMBO POST CARD FOR MORE INFORMATION, PAGE 240A



Practical . . .

Made of rust-proof cast grey iron, the HART Damper with Worm Gear Rotary Control is designed to give permanently efficient operation. Consists of only three parts — frame or throat, door, and control. Sturdy construction, simplicity of maintenance provide lifetime, trouble-free performance.

And Ornamental!

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Here's a brand new line of doors that has *everything*. Made by a manufacturer with over half a century of designing and engineering experience, the new Calder doors are available in every conceivable size and style for every conceivable need. Special designs and sizes to order and for extra appeal to the customer and extra profit for you—all Calder doors can be equipped with radio controlled electric operators.

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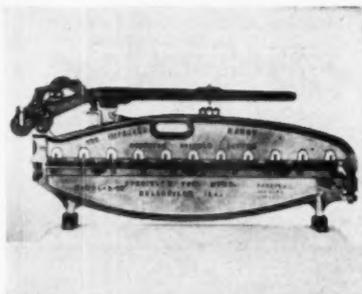


calder
 MANUFACTURING CO.
 LANCASTER 12, PENNA.

PRODUCTS EXHIBIT....



AB13142—SANDING BLOCK—Behr-Manning Corp., Div. of Norton Co., Dept. AB, Troy, N.Y. Resilient, rubber blocks for hand sanding wood, metal, plastic or plaster for use with the manufacturer's sanding sheets, have wide application. They are also useful for refinishing automobiles and furniture. Packed six in a colorful display box, taking up only 5 1/2 x 8 3/4 inches of counter space, these blocks give dealers additional profits by increasing sales of sanders, of sandpaper, and repeat sales of sandpaper. Block uses 2 1/4 x 9 inch sheets.



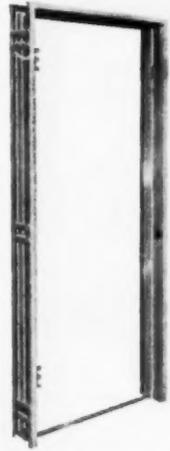
AB13096—ASBESTOS SHINGLE CUTTER—Specialty Tool Manufacturers, Dept. AB, 732 S. Illinois St., Belleville, Ill. Featuring 43 per cent less weight with an optional aluminum alloy knife bar, this unit is mounted in a handy operating position. The leverage of its long handle provides greater operating efficiency. The throat depth offers a fixed gauge for placing the nail holes in alignment. A notching attachment permits making all angle and irregular cuts. The tool can be adjusted to allow for varying shingle thicknesses.



AB13216—CABINET-SINK—The Murray Corporation of America, Dept. AB, 1900 S. Washington St., Scranton, Pa. Each of the two tubs in this unit is 6 1/8 inches deep, with a cabinet under it. Provision has been made for a hose-spray mounting. Sinks are of 14-gauge steel with acid and stain-resistant porcelain enamel. The Bonderite cabinet is of 20-gauge steel with baked enamel surface. Three types—double-shallow, double-deep and shallow-deep, both right and left, are available. Outside dimensions are 42x25x39 inches.

◆ USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 240A

**Smart Builders
 Cut Costs With
 ONE-DER METAL
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 FRAMES**



**One-Piece
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 Any Type
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Completely assembled—ready to install—nothing else to buy! For brick, block or frame; all Metal Window Institute standard sizes.

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FRAMES FIT THEM ALL!



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2000** with **SNAPICOIL**
by **WIREMOLD**

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receptacles snap into cover . . .
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SNAPICOIL
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BASE
mounts in a continuous run

Installing multiple convenience outlets is a real "snap" with Plugmold 2000 and Snapicoil! You snap the receptacles into the cover and snap the cover into the base—a few simple snap-over fittings complete the job! Takes minutes instead of hours.

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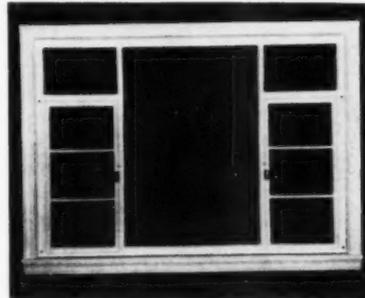
WIREMOLD'S *New*
multi-outlet system

THE WIREMOLD COMPANY
Hartford 10, Connecticut

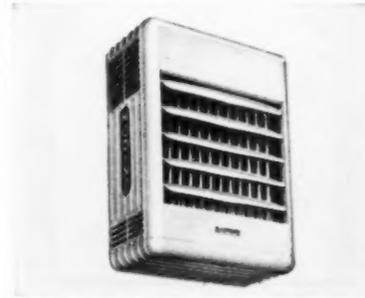
PRODUCTS EXHIBIT....



AB13075—GARAGE DOORS—Frantz Manufacturing Co., Dept. AB, Sterling, Ill. This sectional unit requires only 6 inches of headroom, 7½ inches for double-widths. This permits some installations previously considered impossible because of high headroom requirements. The five-sectioned door is shipped with the fourth panel row left open for glazing or completing with solid panels. It is made of 1½-inch kiln dried fir or white pine with ¼-inch fir plywood paneling. Three openings, 8x7, 9x7 and 16x7 feet are provided.



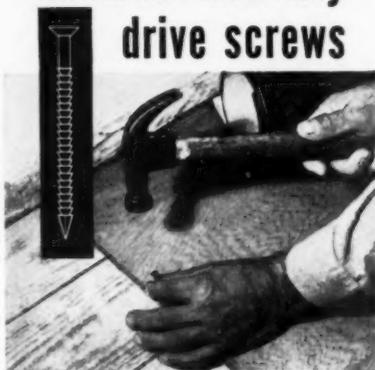
AB13076—PICTURE WINDOW—Brown-Graves Co., Dept. AB, Akron 1, Ohio. This window features a new sash design, supplied ready-glazed with double-strength "A" glass. It is a complete unit ready to set in the wall, with frame, fitted sash, copper screen and hardware installed at the factory. Automatic storm sash is also available for this window. The manufacturer's line consists of 179 styles and sizes of modern all-wood picture and casement windows to fit every room and a variety of architectural types.



AB13092—GAS-FIRED UNIT HEATERS—Modine Manufacturing Co., Dept. AB, 1300 De-Koven Ave., Racine, Wis. A reduction in weight and bulk, fast response to thermostatic control, balanced heating performance and longer service life are among this unit's advantages. Stainless steel heat exchanger and burners give maximum resistance to rust and acid action of gases. Tubes are die-formed to provide their own combustion chambers. Unit above has an input of 105,000 B.T.U. per hour, weighs 106 pounds, is 30x21½x12½ inches in size.

◆ **USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 240A**

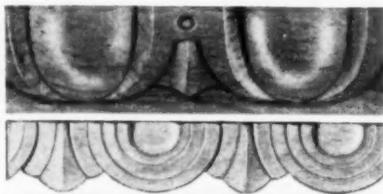
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linoleum underlay
drive screws**



To make your linoleum underlays hold tightly and lie flat permanently, secure them with Hassall annular-threaded linoleum underlay drive screws. They are cement-coated for maximum gripping power. Heads are flat countersunk type. Size: 1¼" x #3 gauge. State quantity when writing for prices to:

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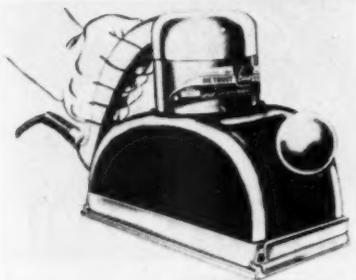
186 Clay Street
Brooklyn 22, N. Y.
Established 1850



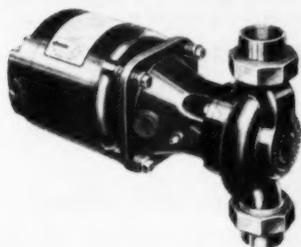
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rosettes & ornaments
designed to help the builder
SELL THE WOMAN!
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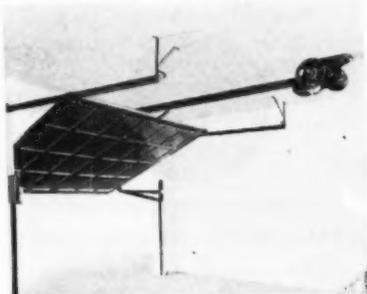
PRODUCTS EXHIBIT....



AB13288—SURFACE FINISHERS—Detroit Surfacing Machine Co., Dept. AB, 1333 E. 8-Mile Road, Detroit 20, Mich. Both electric (shown) and air-powered models provide important back-and-forth straight-line sanding action which permits sanding flush to moldings and right angles, stair treads, cabinets, dry wall seams and other finishing applications. Reciprocating action does not cut swirls, etchings or other hard to cover abrasive scratches. Units are designed to stand up on heavy-duty multi-shift production jobs.



AB13184—WATER CIRCULATORS—H. A. Thrush & Co., Dept. AB, Peru, Ind. Low delivery circulators designed for smaller installations requiring lower capacities are made in three sizes, $\frac{3}{8}$, 1, and $1\frac{1}{4}$ inch. These units are compact and light in weight; they are powered by $\frac{1}{6}$ h.p. motors. Lower capacities are not attained by sacrificing power but by the design of the unit itself. Rated for the smaller job, these circulators have a delivery capacity at head of from 22 to 27 gallons per minute, with quiet, smooth operation.



AB13186—ELECTRIC DOOR OPERATOR—Richards-Wilcox Mfg. Co., Dept. AB, 174 Third St., Aurora, Ill. A compact, easily installed factory assembled unit, this device is recommended for garage openings not over 16 feet wide and 8 feet high with sectional overhead doors or one section turnover doors, weighing not over 400 pounds. It is equipped with self-lubricating oilite bearings throughout. A large friction clutch prevents damage to persons or cars. Unit operates on a.c. current either by toggle switch or by radio control device in car.

◆ USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 240A

JANUARY 1953

Place Homes

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**5 FLOOR PLANS
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**They make homes
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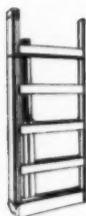
SLIDING DOOR FRAMES

Cut Building Costs



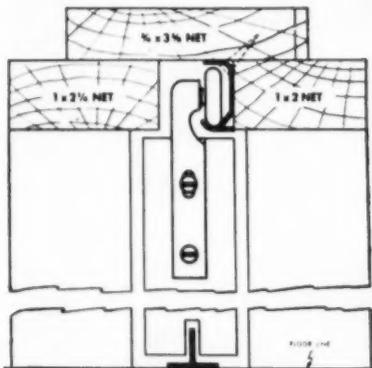
- ★ Quickly installed.
- ★ Easily framed in.
- ★ Finished jambs — no stops required.
- ★ Assembled in hydraulic jigs to assure perfect alignment.
- ★ Metal-reinforced jambs hold door pocket rigid and true.

Shipped as Packaged Unit



- ★ Ready for installation upon arrival.
- ★ Frames shipped with head inside and jamb fastened to side.
- ★ Saves valuable living space otherwise wasted by swinging doors.

Quiet Easy Sliding Action



- ★ Nylon ball-bearing rollers and aluminum overhead track assure easy "Feather-Glide" operation.
- ★ Made in two widths of jamb: Type "A" 5 3/8" (for lath and plaster) and Type "B" 4 3/4" (for dry wall).

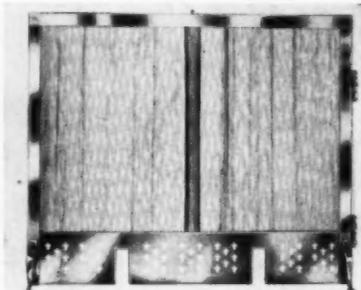
For long, trouble-free service and better living in every type and size of house, use the proven Sliding Door Frames by Nordahl.

Also, specify and use Nordahl Wardrobe Hardware. See our booth No. 240 at the 1953 NAHB Show.

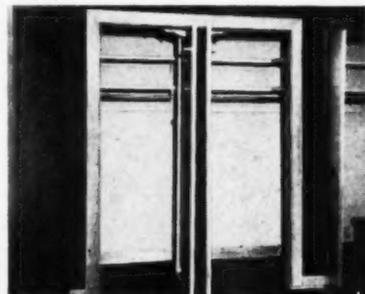


172 WEST ALAMEDA AVE., BURBANK, CALIF.

PRODUCTS EXHIBIT....



AB13179—FIREPLACE SCREEN—Hart Products Div., Stratton & Terstegge Co., Dept. AB, P.O. Box 311, New Albany, Ind. Among the items of its complete line of fireplace equipment is the Hart "E-Z-Flex" curtain screen, shown above. Solid brass frame with a pierced brass fender panel serves to hide unsightly ashes. Andiron cutouts open all the way to the floor, obviating the need to move andirons to remove screen. Black curtain screen hangs in folds, contrasting with the brass frame. Unit has brass chain pulls and handles.



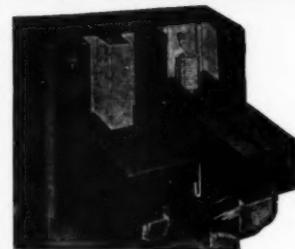
AB13283—HOME WARDROBE—Equipment Mfg. Co., Inc., Dept. AB, 1208-10 E. Ninth St., Kansas City 6, Mo. The "Spacemaster Twin" wardrobe closet offers divided space for use where a room will have double occupancy; the doors act as dividers when open, allowing each occupant individual closet space. Doors swing to the center and recede nearly the full width of the door. Both lateral and vertical adjustments are incorporated into the hardware to compensate for warpage in door or settlement of jambs. Veneers match other room doors.



AB13166—TILE ADHESIVE—Kentile, Inc., Dept. AB, 58 Second Ave., Brooklyn, N.Y. "KenSet," an adhesive created especially for cementing down the manufacturer's KenRubber tile over concrete underfloors that are in direct contact with the earth, has been introduced. It is intended for floors at least 1/2 inches above the surrounding ground level, and with drainage away from the building. The adhesive is prepared by mixing a can of powder with a can of special liquid, using a trowel. Each unit covers approximately 180 square feet.

◆ USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 240A

*The Milwaukee
Combination*
**SASH BALANCE
and
WEATHERSTRIP**



Available with or without bronze covers that completely hide spring, as shown above.

**PERMITS REMOVAL OF
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Simple installation allows one man to easily install 30 or more windows in 8 hours. No high-priced skilled labor needed. This means you can get more satisfied customers at lower cost . . . higher profit!

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LOW
COST**



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Milwaukee 8, Wisconsin

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HAVE **ELECTROMODE** HEATERS
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Completely SAFE

Only Electromode has the sealed-in CAST-ALUMINUM HEATING ELEMENT. No danger of fire, shock or burn. Automatic safety switch prevents overheating.

For BIG COLD ROOMS

Model WA Electromode Automatic Down-Flo Wall Heaters. Handsome silver grey hammertone finish. 1500 to 4000 watts.



**MODEL WJA
BATHROOM HEATER**

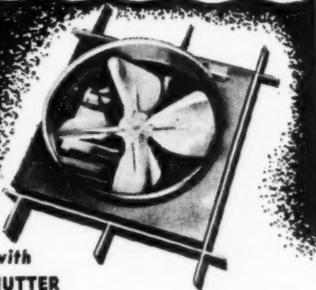
For BEAUTIFUL BATHROOMS—that add sales-appeal to your houses—install Electromode Automatic Wall Heaters. Choice of gleaming chrome or baked-on white enamel finish to harmonize with other fixtures. Also ideal for nursery or any small room.

Approved by Underwriters' Laboratories

ELECTROMODE CORPORATION

45 Crouch St. Dept. AB-153 Rochester 3, N. Y.

FRIGID
helps you with
that extra
selling feature...



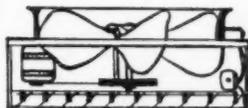
FRIGID FAV-36"

**Package Unit ATTIC FAN with
Built-in Automatic SHUTTER**

Builders are finding that they need extra selling features to interest buyers—the Low Cost 'FRIGID' FAV-36" ATTIC FAN was designed to answer this need.

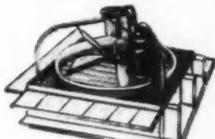
A complete package unit Attic Fan, easy to install and ideally suited to give the future home owners hot weather comfort.

The FAV-36" Fan requires but a minimum of attic space and affords maximum air delivery



'FRIGID' Fans are
Unconditionally Guaranteed.

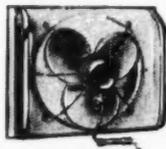
Here are some fans of the
'FRIGID' line



LAYDOWN FANS



BELT-DRIVE EXHAUST FANS



REVERSIBLE WINDOW FANS

Write for the new Descriptive 1953 Catalog & Low Prices.

CIRCULATORS & DEVICES MFG. CORP.

128-168 THIRTY-SECOND STREET, BROOKLYN 32, N. Y.



**GET HIGH
EARLY STRENGTH
WINTER CONCRETE**
with *Standard Cement*
plus
Solvay Calcium Chloride

- Provides Additional Cold Weather Protection
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- Assures High Ultimate Strength
- Avoids the Need for Special Cement
- Includes "Built-in" Curing
- Lowers Your Costs

To speed up operations and permit use of concrete in shorter time—especially in cold weather—add Solvay Calcium Chloride to your Portland Cement concrete mixes. Works equally well with all Portland Cements, including standard, high early, air entrained and low heat cements. It helps lengthen the pouring day and cuts costly protection time in half.

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Containing **Full Details**

"The Effects of Calcium Chloride on Portland Cement" is filled with important information and answers to your questions about the use of calcium chloride in concrete. For your free copy, mail coupon below.

When Ordering
**READY MIXED CONCRETE
IN COLD WEATHER—**
Be Sure to Specify
Concrete with
**SOLVAY
CALCIUM CHLORIDE**



DEALER INQUIRY INVITED

**CALCIUM
CHLORIDE**

SOLVAY PROCESS DIVISION, Allied Chemical & Dye Corporation
61 Broadway, New York 6, N. Y.

Please send me, without any obligation, your free book,
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Company

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Nationally Advertised

RED CEDAR CLOSET LINING

BROWN'S

SUPERCEDAR

SEAL-PACKAGED
ALL WIDTHS 40"
TO PKG.



GUARANTEED 90% RED HEART—100% OIL CONTENT

Continual advertising is currently producing thousands of customer inquiries which are turned over to our dealers for follow-up. This interest in cedar closet lining represents a growing and active market. Brown's Super-Cedar is a fast-moving, profitable item as produced by the largest and oldest experts in the business. Sold only through leading jobbers and millwork distributors.

Write for Builders Folder and Consumer Booklet

PRODUCT OF
GEO. C. BROWN & CO., Inc.
GREENSBORO, N. C. Established 1896
LARGEST MANUFACTURERS OF
AROMATIC RED CEDAR IN THE WORLD

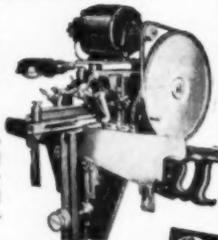
Made **\$900**
IN SPARE TIME

"I did very well last year with my Foley equipment, about 950 saws in my spare time. About \$900 for me."—Leo H. Mix

Carpenters make up to \$3 or \$4 an hour in Spare time. With a Foley Automatic saw Filer you can file hand, band and circular saws better than the most expert hand filer. Cash business—no canvassing. No eyestrain. No experience needed.

FREE BOOK "MONEY MAKING FACTS"

shows just how you can start at home in spare time, with small investment, no overhead—and develop into a full-time repair shop. Send coupon today for this practical plan. No salesman will call.



Send Coupon for **FREE BOOK**

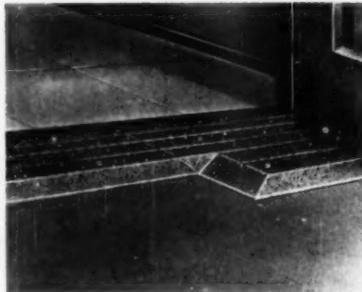
FOLEY MFG. CO., 124-3 Foley Bldg.
Minneapolis 18, Minn.

Send Free Book "MONEY MAKING FACTS"

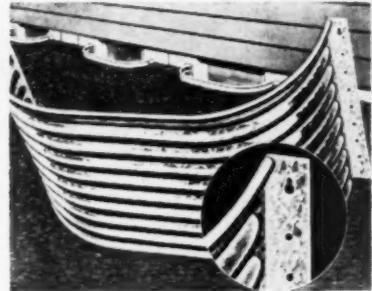
Name

Address

.....**PRODUCTS EXHIBIT IN PRINT**



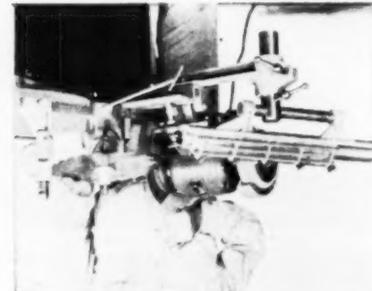
AB13136—DOORSTEP THRESHOLD—
Wooster Products, Inc., Dept. AB, Wooster, Ohio. This threshold is made of abrasive iron and aluminum, and is also available in bronze and nickel, when permitted. It has a non-slip surface and beveled edges on both front and back. Standard widths are 4, 5 and 6 inches, with a maximum length of 6 feet. Other widths and lengths to 8 feet 6 inches require special patterns. The threshold forms a short ridge or "step," on the outside edge of the inside section, forming an abutment to the door.



AB13098—BASEMENT WINDOW WALL—
St. Paul Corrugating Co., Dept. AB, 5. End Wabasha Bridge, St. Paul 1, Minn. A one-piece window well wall is made of heavy gauge corrugated sheet steel with added rigidity and safety provided by a top bead on all sizes. The bottom edge also has a bead on all heights of 3 feet and over. All edges and surfaces are protected from corrosion by a hand-dipped hot zinc coating added after all forming, pressing and punching is completed. Two types—a streamlined straight or a round are available.



AB13144—PLASTIC WALL TILE—The Dow Chemical Co., Dept. AB, Midland, Mich. "Styron" (polystyrene) plastic has low water absorption and good dimensional stability as well as heat resistance. Tiles made of it are suitable for application on plaster, plasterboard, wood, plywood and other surfaces. A popular size is 4 1/4 x 4 1/4 inches; other sizes are available. No special metal trims are necessary. Tiles adhere to wall by using a standard mastic. Cleaning is done with ordinary household detergent; tile will take a high gloss polish.



AB13146—SAW AND KNIFE SHARPENER—
Belsaw Machinery Co., Dept. AB, 315 Westport Road, Kansas City 11, Mo. Called the "Sharp-Smith," this machine sharpens and sets circular saws as well as planer and jointer knives, hand plane irons and other cutting tools. It bevel grinds and sets all circular saw blades from four to 48 inches in diameter. It sharpens planer and jointer knives up to 24 inches in length. Positive settings assure jointing of circular saw teeth to perfect round or for grinding to uniform depth, eliminating wobble.

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PAGE 240A

1922



31 YEARS OF PROGRESS
USE OUR EXPERIENCE
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Your new ideas on buildings save money for clients . . . mean better quality construction. Select from New, economical American truss designs. Popular—used by building men since 1922, they are shipped direct to your new job. Ready for quick, easy installation. Write today to—

1953

AMERICAN Roof Truss

1038 East 87th



Chicago

Est. 1922

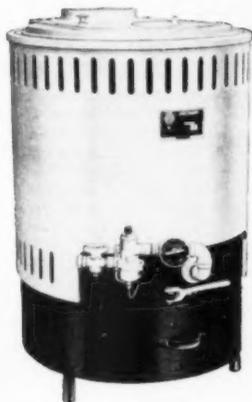
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AUTOMATIC INCINOR

THE GAS-FIRED INCINERATOR



A.G.A. APPROVED

Approved by A.G.A. for use with natural, manufactured or mixed gases, or liquefied petroleum gases.

A "MUST" in homes with automatic heat—a great convenience in any home.

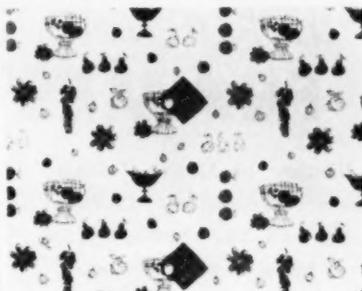
Automatic Incinor gives you FULL PROFIT—NO TRADE-INS.

ACT NOW
for complete details

INCINERATION DIVISION

BOWSER, INC., CAIRO, ILL.

PRODUCTS EXHIBIT....



AB13287—FABRIC WALL COVERING—

Columbus Coated Fabrics Corp., Dept. AB, E. 7th St. and Big Four Road, Columbus, Ohio. Wall decorating is simplified by pre-trimmed Wall-Tex fabric covering, now available in rolls 24 inches wide. Factory pre-trimming assures straight, true edges with seams that butt edge to edge without gaps or overlaps. Non-tearing fabric back makes application easier; material can be safely moved by hand on the wall before paste dries. Material withstands repeated washings with soap and water.



AB13282—LIGHT DUTY TRENCHER—

The Charles Machine Works, Dept. AB, 625-30 Birch St., Perry, Okla. Shown above is the Super E model of the "Ditch-Witch," a larger model of the manufacturers' lightweight trenchers. It is completely self-contained and operates under its own power to dig a trench 6 inches wide to a depth of 42 inches. Operating and maintenance costs are low. The machine has wide adaptability in the light construction industry, for use in and around building projects, burying electric cable and small diameter pipe.



AB13284 — DIGGING MACHINE —

Schild Bantam Co., Dept. AB, Waverly, Iowa. A versatile unit which has wide adaptability in basement digging operations is called the Bantam Back Hoe. Mounted on a truck it is an essential unit to the volume builder of small homes. Moving ahead of building crews, these excavators dig accurately and fast to expedite the job. Their capacity is 3/8 cubic yard. Illustration shows the extended reach of one of these units beginning work on a basement for the construction of a new home.

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BIANCO

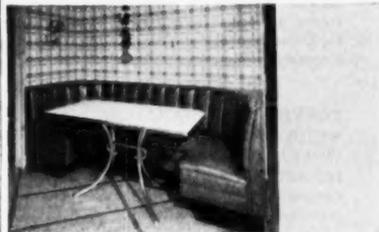
Kitchen Hostess

READY BUILT
NOOKS

**MANY STYLES & EVERY SIZE
TO MEET ALL NEEDS
AT VERY LOW COST**



READY BUILT available for easy, quick installation. Solves the "problem" kitchen. Helps create a modern, desirable, work-saver kitchen. Provides dining area yet makes average kitchen look larger.



LOW COST . . . Kitchen Hostess Nooks actually often cost no more than tiling and flooring work you eliminate. They add smartness, utility and extra eye appeal to home. Speed sales.



BIANCO BUILT rigid, hardwood frames. Heavy layer of rubberized hair upholstered over No-Sag springs on seat and back. Duran plastic in your color scheme. Durable, stainproof plastic table top. Triple-chrome-coated base.

NEW CATALOG JUST OUT. Write for it on your business letterhead. Learn how you can add value and sales appeal to homes without burdensome cost.

DISTRIBUTORS: Some territories still open.

Write

Bianco

Member of N.A.H.B.

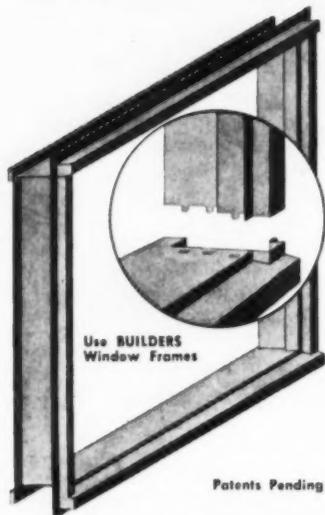
MANUFACTURING COMPANY

2734 Victor Street

St. Louis 4, Mo.

BUILDERS • DISTRIBUTORS • ARCHITECTS

SEE NEW and DIFFERENT BUILDER'S FRAMES



Patents Pending

On Display at National Home Builders Exposition, Chicago, January 18-22, 1953, Room 651-A, Hotel Conrad Hilton.

FIRST TIME SHOWN ANYWHERE

NEVER BEFORE a knocked down metal window frame absolutely waterproof in all corners and NEVER BEFORE available in all three corrosion-resistant materials—GALVANITE STEEL, ALUMINUM AND STAINLESS STEEL. Whatever your corrosion problem, there is a **BUILDERS FRAME** for you.

NEVER BEFORE a steel knocked down door frame so easy to assemble and actually more rigid than a tabbed frame with welded corners. Beautiful new curved line design.

BUILDERS ADVANTAGES

CONVENIENT INSTALLATION before or after wall is raised. Drive a dozen nails and you are through.

NO ADDITIONAL LABOR. **BUILDERS FRAMES** are complete through-the-wall construction. No trim required inside or outside.

SAVE PAINT, only one coat needed.

SAVE TIME, many hours per house, many days per project.

BUILDERS FRAMES were designed for Builders, after exhaustive studies with Builders, Architects and Dealers, to help you meet the requirements of your customers—**HOME BUYERS.**

Remember: See them at Room 651 Conrad Hilton Hotel

DEALER ADVANTAGES

MINIMUM SPACE required for warehousing.

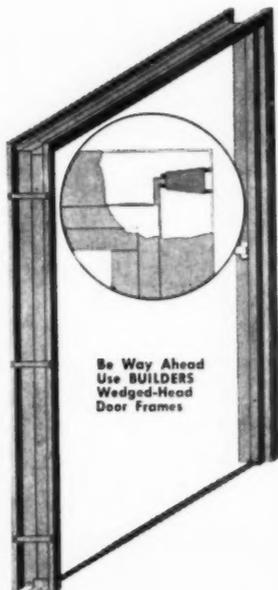
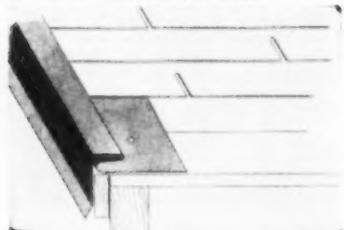
NO LOST SALES due to wrong size in stock.

NO DEAD INVENTORY. Small stock heads, sills and jambs make up into all standard sizes.

BIG SAVINGS ON FREIGHT over assembled units.

EASILY ASSEMBLED in your warehouse.

YOU CAN RECOMMEND and satisfy your customers with **BUILDERS FRAMES.**



Be Way Ahead Use **BUILDERS** Wedged-Head Door Frames

"STEEL SEAL" ROOF EDGING

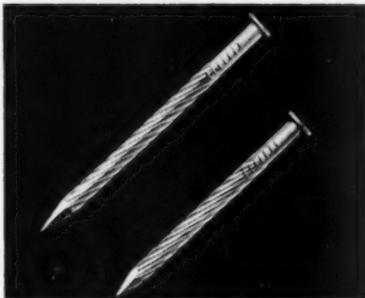
Brand new gable roof edging. Nail to decking, slide roofing into place. Protects barge board from rotting, prevents wind from getting under roofing.

BUILDERS MANUFACTURING CO.

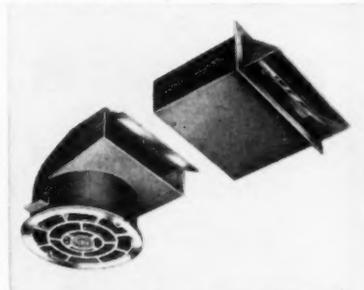
1514 Brown-Marx Building, Birmingham, Alabama

"BETTER BUILDERS BUY BUILDERS FRAMES"

PRODUCTS EXHIBIT....



AB13183 — ALUMINUM NAILS—Nichols Wire & Aluminum Co., Dept. AB, 1729 Rockingham Road, Davenport, Iowa. As fasteners for asbestos siding, the "File-Grip" aluminum nails have durability as well as freedom from causing rust spots and stains. Made of 615 alloy aluminum, the nails are stated to have excellent holding power and corrosion resistance. Laboratory tests and exposures to relatively severe industrial and marine atmospheres have proved the nails' suitability for use with asbestos and also with wood siding.



AB13274 — EXHAUST FAN—Shepler Mfg. Co., Dept. AB, 1229-43 Goebel St., Pittsburgh 33, Pa. Adaptable for kitchens, bathrooms and other areas where wall space is limited, this compact ceiling type ventilator can be quickly installed in a minimum of joist space. Only the polished aluminum grille is visible. Completely automatic, the fan operates from a regular wall switch or manufacturer's "S" switch on three-way speed control. Motor and blade assembly are attached to grille for easy removal and cleaning. Unit ventilates upward.



AB13304 — DUMB WAITERS—Sedgewick Machine Works, Dept. AB, 90 Eighth Ave., New York 11, N. Y. Two new electric lifts designed to carry light loads between floors in banks, multi-floor offices and similar institutions. An electric correspondence lift (shown) with 25-pound capacity provides an efficient method of transporting small packages. The compact unit requires little space for installation. It travels 45 feet a minute. Push-button operation is fully automatic. Lift will not move when a station door is open.

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AMERICAN BUILDER

READYBUILT

Reg. U.S. Pat. Off.

Fireplaces

★
No Home Complete Without a Fireplace!



★
Shipped Complete, Ready to be Installed!

★
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.

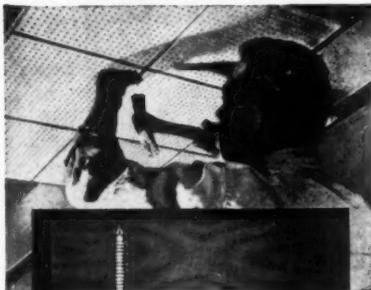
Furnished complete—ready to be installed by a handy man—shipped anywhere.

DEALERS, BUILDERS and HOMEOWNERS write for catalog and full information.

The **READYBUILT PRODUCTS COMPANY**
1705-23 McHenry Street Baltimore 23, Md.

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.



JOHN HASSALL, INC.

182 Clay Street
Brooklyn 22, N. Y.

JANUARY 1953

PRODUCTS EXHIBIT....



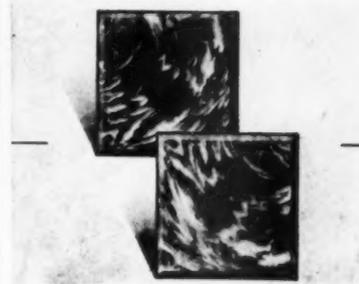
AB13294—SECTIONAL GARAGE DOORS—

McKee Door Co., Dept. AB, P.O. Box 471, Aurora, Ill. Standard overhead doors are now available in a choice of two panel arrangements. In addition to the doors with approximately square panels, the same size door is available with panels approximately twice as wide as they are high. Picture shows garage fitted with two-car door. Doors now being furnished with nylon rollers in conjunction with twin roller bracket at each section joint. Long-wearing nylon rollers have quieter, easier operation.



AB13277—DOOR AND WINDOW TRIM—

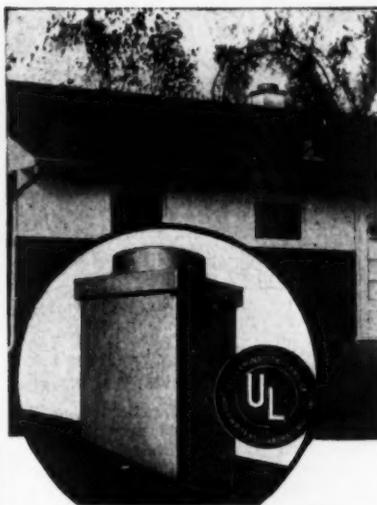
Oregon Lumber Co., Dept. AB, Baker, Ore. The John Day packaged door and window trim has a smooth finish which takes stains, varnish or enamel quickly and with excellent results. All parts needed for a job are included in one pack. Made from "A" grade Ponderosa Pine, the trim has close, straight grain, kiln dried, square cut on ends, long enough to mitre, with stools and aprons long enough to return. The trim pack was developed to save builders losses from damage suffered in open stock.



AB13305—PLASTIC WALL TILE—

Amerco Plastics, Dept. AB, 177 Broadway, New York 7, N.Y. A recently introduced plastic wall tile is Amerco, a precision-engineered tile which features a super-glass finish and a non-slip back. The material is furnished in 17 modern decorators' colors, both plain and marbled surfaces. All tiles are provided with contour edges. Since these plastic wall tiles are engineered to exceptionally high tolerances, they are said to be easier to install and require a minimum of clean-up.

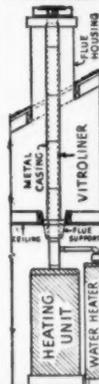
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VITROLINER PREFABRICATED CHIMNEYS

VITROLINER CHIMNEYS ARE TODAY'S BEST BUY FOR THE MODERN '53 HOME OR BUILDING. WHY?

- THE INITIAL PRICE is low—approximately half the cost of a masonry chimney. The quality is high.
- THE ARCHITECT has greater flexibility of design and space saving features.
- THE BUILDER saves time and money and has less installation labor.
- THE LOWEST INSTALLATION TIME—because Vitroliner is pre cut at the factory, tailor-made for each job and lightweight.
- PROVEN SUCCESSFUL because it is nationally accepted by—leading home project builders and single contractors: Approved by F.H.A.—and listed by Underwriters Laboratories for all fuels in 1 or 2 story construction.
- ENGINEERED for better performance—improves chimney draft—eliminates condensation trouble—and is impervious to modern fuel combustion gases.



Investigate this fast selling, well designed chimney today. Write for literature and quotations.

CONDENSATION

ENGINEERING CORPORATION
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**NOW!
ROOF
FRAMING
IS EASY**

WITH SHARP'S
AUTOMATIC
FRAMING
SQUARE



**ALL YOU NEED TO KNOW IS THE WIDTH
OF BUILDING AND PITCH OF THE ROOF**

No more bulky squares, rafter tables, slide rules and other extras to carry while figuring roofs. Just set Sharp's Automatic Framing Square to pitch of roof and it automatically solves every problem and provides direct marking guide for all cuts. Gives exact figures for length of rafters. Cuts given in square readings and in degrees for power saw work. Opens to 90-degree angle.

A sturdy, all-metal tool that folds up in to one compact unit...1 foot long, 2 inches wide. Fits in pocket easily. Full money-back guarantee.

Order today direct from
Sharp's Manufacturing Co.
Box 332, Dept. 1,
Salem, Oregon

SHARP'S
Automatic FRAMING SQUARE



**LOWEST PRICED
FIRST-QUALITY
EXHAUST FANS
on the market!**

Clear-Aire

Fully automatic Clear-Aire Kitchen Exhaust Fans help sell more new homes faster! In 8 and 10-inch standard and deluxe wall and ceiling models, for brick or frame construction. G. E. Motor, two-unit construction, mirror-bright chrome finish! Compare quality, compare price—you'll choose CLEAR-AIRE! Send coupon for descriptive literature and prices!

Selected territories open for
Manufacturer's Representatives!
Write for
details!



SIN-JIN PRODUCTS CO
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"Clear-Aire—you see them everywhere!"

Sin-Jin Products
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Gentlemen:

Please send literature and prices on Clear-Aire
Kitchen Exhaust Fans.

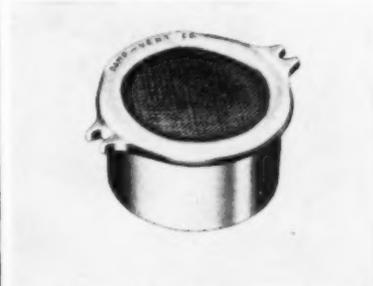
Name _____
Address _____
City _____ State _____

PRODUCTS EXHIBIT....



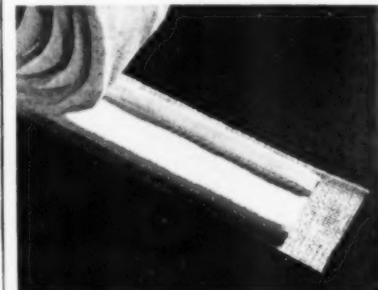
AB13291—MAGNETIC DOOR LATCH—

Heppner Sales Co., Dept. AB, Round Lake, Ill. Due to the holding power of the Alnico permanent magnet built into the design of this device, the latch keeps even warped or sagging doors firmly closed. Cabinet doors open and close silently and easily due to a spring action obtained by mounting the striker plate on a phosphor bronze leaf spring. Magnet is kept at peak of its efficiency curve by means of a fixed air-gap. Device lasts indefinitely because there are no working parts to wear out.



AB13295—CORNICHE VENTILATOR—

Damp Vent Co., Dept. AB, P.O. Box 203, Bettendorf, Iowa. These devices are small cast aluminum units which, when installed in the cornice, cause an equal distribution of air in the attic area. This free air circulation is of year round benefit to the house, acting to remove the harmful excess moisture condensation generated in a closed house during cold weather. The device cannot rust or corrode, and withstands all weather conditions. A fine mesh copper screen serves to keep out insects.



AB13306—CAULKING COMPOUND—

Sterling Paint & Varnish Co., Dept. AB, 184 Commercial St., Malden 48, Mass. A prefabricated compound designated as "Kord" has been created for use by contractors and builders for sealing foundation sills from the harmful effects of moisture, seepage or the effects of contraction and expansion. Channelled for uniform pressure distribution, the compound, furnished in rolls, is used between the cement foundation and the sills. It forms a permanent seal which withstands temperature changes.

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New BEVIL-DEVIL
Insulation Board Set

ALL-PURPOSE SET... the tools you need for insulation board jobs. Sharp, strong, specially ground blades cut through toughest insulation boards leaving clean, smooth edges. Three tools—five blades.

All for \$5.85

Sent postage paid
anywhere in U.S.A.

Extra Bevil-Devil Blades, of selected steel, ground to cut insulation board—package of 100 for \$4.00, postage paid.



KIMBALL MANUFACTURING
COMPANY, INC.
1629 SYCAMORE ROYAL OAK, MICH.

**Here's Your Off-Season
BIG MONEY MAKER**

Assemble & Sell
These Top Quality
Storm Windows
in your spare time!



Screen and Glass Combination

Yes, it's true! You can buy the very finest knocked-down, kiln-dried redwood storm windows from Buckeye for about 1/3 the assembled and installed price. Put them together yourself and make \$10.00, \$12.00, even \$15.00 profit on each window you install. Shipped to you complete with simple-to-follow assembly instructions in each carton—only glass and screen need be purchased locally.

Buckeye also has machine-finished aluminum storm windows available in knocked-down form. Remember—All those homes you've built are prospects for Storm Windows!

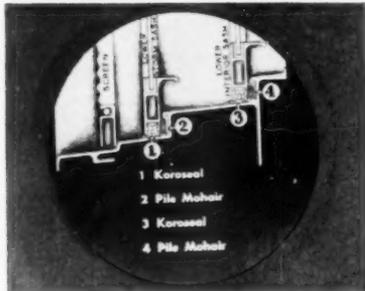
As an introductory offer, we will send you a Buckeye Screen and Glass Combination Storm Window in any size you want—at 40% off list price. Write us today for literature and price list. We'll rush you your Buckeye Storm Window. For example, a 24/24 redwood storm window (standard for most houses) is yours for only \$3.99. Send check or money order for the amount of the window and pay the small express charge on delivery. Aluminum self-storing storm windows are slightly higher.

WHY NOT PUT THEM ON YOUR NEXT HOUSE

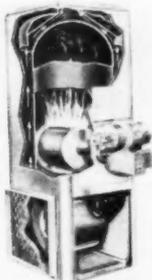
BUCKEYE SCREEN & WEATHERSTRIP CO.
1371 So. 22nd St., Columbus, Ohio

AMERICAN BUILDER

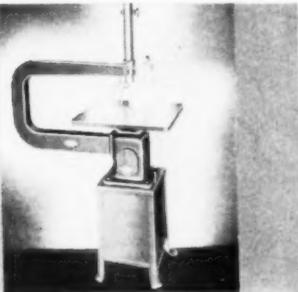
PRODUCTS EXHIBIT....



AB13131—DOUBLE HUNG WINDOWS—
Fleet of America, Inc., Dept. AB, 110 Pearl St., Buffalo 2, N.Y. Four points of protection against wind and rain are features of an extruded aluminum sill on these windows. A Koroseal lip along bottom edge of storm sash and interior sash seals the space between sash and sill. Pile mahair weatherstripping on vertical surfaces of the sill, as shown above, abuts the inside edge of sash for snug fit. Three vertical steps inside the screen, storm sash and interior sash, are further protection.



AB13147—OIL FURNACE—Delco Appliance Div., General Motors Corp., Dept. AB, Rochester 1, N.Y. This unit is designed for utility rooms, alcoves, or basement installations. Panels enclose furnace and blower in a single compact unit, 25 inches square and 67 1/4 inches high. Knockout panels permit attachment of return air filter assembly to either side. Floor filter assembly is also available for installations where return air is brought up through the floor directly into the bottom of the unit. Capacity is 75,000 B.T.U.'s per hour output.



AB13153—JIG SAW—Boice Crane Co., Dept. AB, 966 Central Ave., Toledo 6, Ohio. New design improvements feature this machine: a U-shaped frame with larger diameter arcs and rounded edges; a larger mounting flange bolts the arm directly to the pad on the base. This, together with wider bolt spacing, gives the machine greater strength and rigidity. Precision machining insures a higher degree of lineup of all working components without lineup adjusting means of any kind. Possibility of the arm shifting or bolts loosening is eliminated.

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JANUARY 1953

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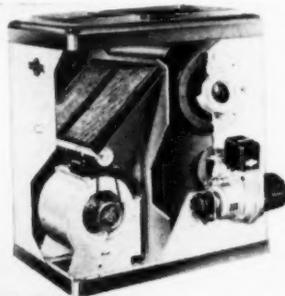
AMERICAN BUILDER

79 WEST MONROE STREET, CHICAGO 3, ILLINOIS

PRODUCTS EXHIBIT....



AB13137—BOILER-BURNER—Aldrich Co., Dept. AB, Wyoming, Ill. Standard unit, pictured, furnishes a compact hot water heating system, saves space and installation costs. Five sizes, from 440 to 1,120 square feet of water radiation, are available. Multiple flue tube construction, with baffles installed inside each tube to force hot gases into contact with tube walls, permits maximum heat extraction and quick transfer of heat to the boiler water. The tankless hot water coil provides quick hot water regardless of season.



AB13154—OIL FIRED FURNACE—Williamson Heater Co., Dept. AB, 4558 Marburg Ave., Cincinnati 9, Ohio. The "Low-Boy" furnace measures 41x27x45 inches, yet has a 105,000 B.T.U. input, an 84,000 B.T.U. output and delivers 71,400 B.T.U. at the register. The 1/4 h.p. blower delivers from 800 to 1,000 cubic feet per minute. Cutaway view above shows the oil heat exchanger, constructed of 10-gauge rolled, hand-welded steel. This design features a 100 per cent primary radiating surface which eliminates the need for a radiator.



AB13164—DISAPPEARING STAIRWAY—Bessler Disappearing Stairway Co., Dept. AB, 1900 E. Market St., Akron 5, Ohio. A sturdy and safe staircase unit for one or two-story homes and other types of buildings, it provides access to an upper floor when desired, leaving floor space ordinarily occupied by stairs clear, when desired. While not in use, the stair slides into the ceiling out of the way. Full-length hand rail on all models. Treads are secured to heavy string pieces with open risers. Simple, spring drum mechanism operates units.

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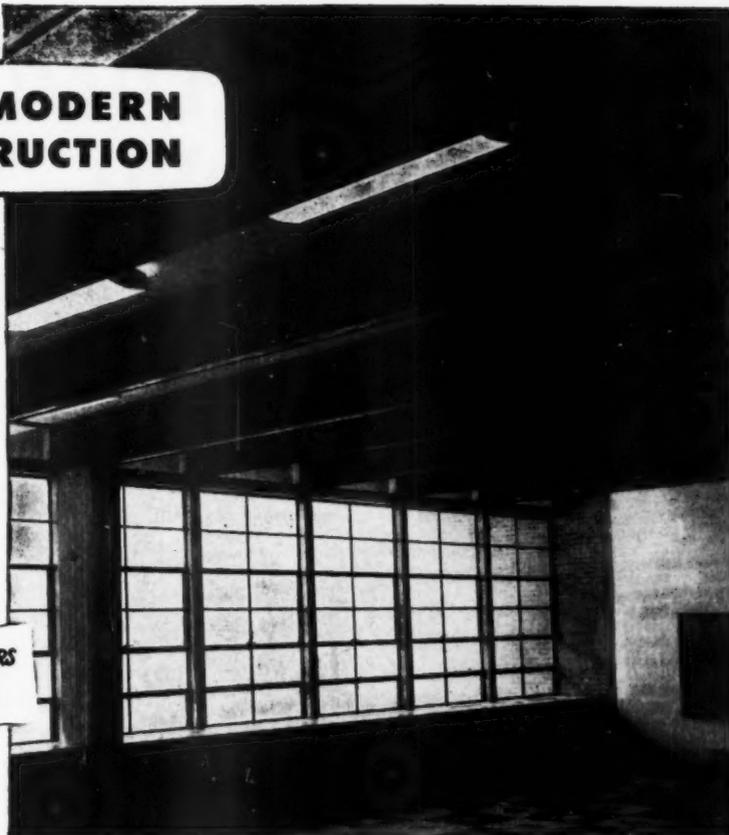
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PRODUCTS EXHIBIT....



AB13145—INCINERATOR UNIT—Bowser, Inc., Incinerator Div., Dept. AB, Sycamore at 42nd St., Cairo, Ill. For homes with automatic heat, this unit provides a simple way of disposing of garbage, trash, paper and other combustible refuse. With a two bushel capacity, it operates on natural, manufactured, mixed or L.P. gases. Owner sets the clock dial for burning time which turns on the gas and lights the burner automatically; after combustion process, the burner is turned off. A thermomagnetic valve controls the pilot.



AB13170—FOLD-AWAY TABLE—Carr, Adams & Collier Co., Dept. AB, Dubuque, Iowa. The device is simple to operate, being counter-balanced with concealed tension springs. After opening the cabinet doors, one pulls out the table leg which works on a hinge, and swings the table into the "down" position. Cabinet doors will close when the table is down and set for a meal. Storage space is provided at both top and bottom. The Vinyl table top requires no care to maintain its finish. Interiors finished to blend with home.



AB13129—OIL SALAMANDERS—C. R. Daniels, Inc., Dept. AB, 4900 Block Wetheredsville Road, Hillsdale, Baltimore 16, Md. Using kerosene fuel with automatic feed, these units produce 175,000 B.T.U.'s per hour. Fuel consumption is less than one gallon per hour. Hot fire builds up in a few moments, yet can be extinguished in 30 seconds. Heat is constant and adjustable to whatever degree required. Units burn without smoke or ashes. The square bottom prevents tipping. Constructed of seamless, folded steel, drawn to shape.

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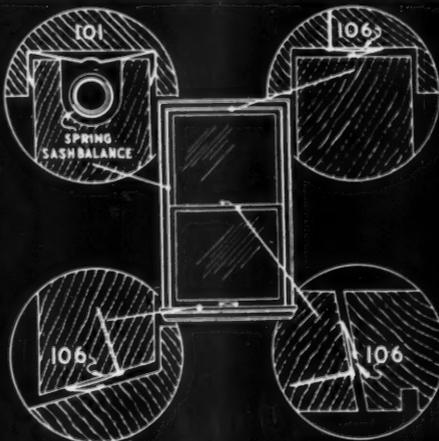
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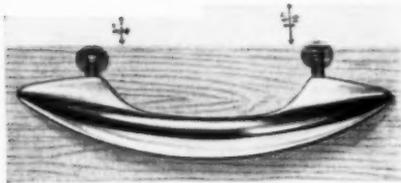


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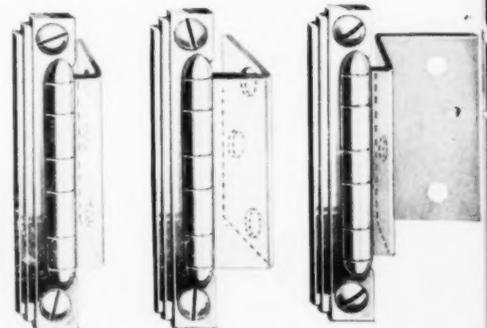
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