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

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 1/4" to 5 1/2".

No more time loss worries in casing and hanging doors. One semiskilled 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.
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, 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.

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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 (1 3/8" 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.

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®

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JANUARY 1953
$1,000
defense bond
first prize

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

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

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

**Delco Heat helps make big sales success of Chicagoland building project**

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. Pautlitz 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

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 2 1/2" 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.

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

**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.*

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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.
Every Modern Home Needs All 3 NuTone Products

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

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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. 6 Models.

FREE

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

See the many features of the new Frantz 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 useful 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. F500 62-5A
"IN-WALL" AIR CONDITIONER A BORG-WARNER EXCLUSIVE!
This gas-fired Norge Heat space saver is only 12" deep—fits between the studing!—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.

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.

Living's a treat with Norge Heat

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. 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.
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.
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 Solderjoint 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.
HERE'S YOUR "Big Extra" AT MODEST COST

UPSON STRIATED PANELS

A contrasting wall surface lends your house 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.

THE UPSON COMPANY 911 Upson Point, Lockport, New York
Please send me booklet and full information on Upson Striated Panels.

[Address fields for Name, Firm, Address, City, State]

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.
The Lock with a Million Friends

FOR SCREEN AND COMBINATION DOORS
Easier to install — just bore two \( \frac{3}{16} \)" 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
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.”


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.
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.
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. Conventions 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)
Silent wheel of natural rubber will never lose its resiliency nor will it go flat. One strong steel track for all standard door thicknesses.

rubber wheel hardware

3000 series

silent rubber wheel

ACME for by-passing wardrobe doors

5000 series

"lift out" nylon wheel

nylon wheel hardware

Solid nylon wheel lifts in and out without removing hardware. Assures life time of satisfactory operation - no ball bearing service problem... one strong steel track for all standard door thicknesses.

guaranteed for the life of the building

ACME APPLIANCE MANUFACTURING CO.
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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 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.
The Original
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MOR-SUN GENERAL PURPOSE
FORCED WARM AIR FURNACES

Three dependable models for small and medium size homes. Can be installed in basement, utility room or closet area to suit any plan requirement. BTU output range from 52,000 to 95,200. Give more heat at lower fuel costs from the new Mor-Sun Heat Exchanger. Aluminum foil faced fiber glass cabinet insulation. Interchangeable for Gas or Oil. Complete units guaranteed for one year. Maximum floor space 24" x 25".

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Three quality furnaces for perimeter or spider heating layouts. Ideal for homes without basements. BTU output range from 52,000 to 95,200. Use Gas or Oil fuel. New Mor-Sun Heat Exchanger gives more heat at lower fuel consumption. Aluminum foil faced fiber glass cabinet insulation makes cooler cabinet walls and quieter operation—saves fuel. Complete units guaranteed for one year. Maximum floor space 24" x 18".

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Covers Optional.

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FULLY AUTOMATIC

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- New, more efficient Mor-Sun Heat Exchanger delivers more heat.
- Mor-Sun burners are designed and engineered to operate at top efficiency with Mor-Sun Furnaces.
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Booth 286—288

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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.

Write FOR SAMPLES AND COMPLETE INFORMATION
Get the story on the complete Stronghold Line. Samples, literature, technical data gladly sent without cost or obligation. Write us today.

INDEPENDENT NAIL and PACKING CO.
The Stronghold Line
BRIDGEWATER, MASSACHUSETTS, U.S.A.
Builders: when you specify

ELJER
PLUMBING FIXTURES

your Home Buyers Receive

Quality
THROUGH AND THROUGH

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).
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
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.
H. J. Munnerlyn 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. Munnerlyn of Bennettsville, S.C., as its president for 1953. Munnerlyn 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 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. Higginton, 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.) are: Thomas J. Buckley, Jr.; C. Henri Comfort, Comfort Distributing Co.; William J. Cassilly; Jerry Borgschulte, sergeant-at-arms; Ray Talhott, 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.
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.

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.

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.
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 Steudlein, 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 "Home-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 handcraft 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. Kimney, Dayton, second vice president; Lowell T. Blackman, Cleveland, treasurer; and Charles L. Clements, 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. Cottright, 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 turning 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
dealer's viewpoint

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

Dealer - Employee Training Manual Offered by NRDLA

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 practices 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, NRDLA 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 NRDLA 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.

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

SIMONDS

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" $2.45
7" 2.00 10" 3.15
8" 2.15 12" 4.35

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

SIMONDS SAW AND STEEL CO.
FITCHBURG, MASS.

LETTERS

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

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. Studelein, 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 Bundy-weld 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

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.

SEND FOR FREE LITERATURE!

Bundyweld Ceiling Radiant Heating

Send free 20-page nontechnical brochure explaining Bundyweld Ceiling Radiant Heating.

Radiant Heating Division
Bundy Tubing Company, Detroit 14, Mich.

Company
Address
City, Zone State
Letters...
(Continued from page 38)

who is to blame?

Sir: Regarding your editorial in the August issue (concerning substandard 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 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)
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

RENSSELAER, 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 smouldered 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.

Steel 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!

THE PHILIP CAREY MFG. COMPANY

JANUARY 1953
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.

Van-Packer Corporation
209 S. LaSalle St. • Chicago 4, Illinois

Van-Packer is tested and approved fire-safe by Underwriters’ Laboratories for all fuels. Also F.H.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.
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 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 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.

FOR SCREEN DOORS

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 EXTRA-SPECIAL, HIGH-FREQUENCY SERVICE . . .

the Russwin “400” 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.

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

AND A...

MASONRY SAW

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!

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

... 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. Saves, too, by saving construction joints—eliminate costly hand forming and spalling.

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Company

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SOLD ONLY DIRECT FROM FACTORY BRANCHES

JANUARY 1953
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.
3 BIG ways to cut construction costs with STEELCRAFT QUALITY BUILDING PRODUCTS

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

They're the talk of the building industry! A one-piece, all-welded steel door frame with hinges, adjustable strike plate, and dust box attached...completely fabricated at the factory ready to install in three easy steps. You simply set frame in place, level up and nail to studs...10 to a dozen one-piece Steelcraft door frames can be installed in the time required for one multiple unit frame and trim...and Steelcraft frames cost less to begin with than comparable jambs and trim of other materials.

WE'LL SEE YOU AT THE SHOW!

BOOTH NO'S 102, 103
CONRAD HILTON HOTEL
CHICAGO, ILLINOIS

The Steelcraft Spacemaker Sliding Doors can be installed in just 15 minutes...only tool needed is a screwdriver. 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.
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!

NEW! Extra-powerful brakes!
Stop easily on steep grades, fully loaded. Supersafe 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.

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

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, 20" x 32", 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 outdated. 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)
• 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, 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.

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
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

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 55 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.
“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?

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 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.

Modern homes corp. 7744 GREENFIELD ROAD • DEARBORN, MICHIGAN

JANUARY 1953
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.

BLUE RIBBON HOMES—First printing, 128 plans (32 in full color) of homes chosen most popular by actual sales

YOUR NEW HOME PLANS—First printing. Has 64 pages (16 in color) of excellent plans for houses for modern families

SUNSHINE HOMES—59 designs of pleasantly styled modern houses. Many without basements. Mostly two and three bedrooms

NEW BRICK HOMES—Presents 60 attractive homes. Styled for maximum value in many cost ranges

COLONIAL HOMES—A selection of fine 1½ and 2-story designs of Colonial homes of all types. Cape Cods, New England, Southern

BUDGET HOMES—Includes 78 fine houses (most of frame). For the families with moderate housing needs

SMALL HOMES—Contains 68 designs of small or medium homes of practical and popular styles for all areas

OUR FUTURE HOME—A large book containing 72 pages of residence designs. An excellent selection of all sizes and styles

DELUXE SMALL HOMES—Outstanding assortment of 200 modern and time-tested designs of popular priced homes

NEW AMERICAN HOMES—A most beautiful book of larger homes. Contains 98 designs of tested popularity

HOMES IN BRICK—An 80-page book of medium and large brick homes. Many in color

Order Books at Prices Shown or All the Above 22 Books in One Order, Only $10.00

ALL BOOKS MAILED POSTPAID

Your Best Investment
Complete working plans, specifications, lumber and mill lists are available for every design shown in any of the above books. The moderate price of these plan sets represents your best investment when building, since both you and your customer know in advance what is being offered, thus avoiding misunderstandings.

Complete plan sets when ordered will be sent by return mail. All transactions with The L. F. Garlinghouse Co., Inc., are on a money-back guarantee basis. If for any reason you are not satisfied, return the unused plans within five days and receive full credit on new plans or a refund.

Since 1910

THE L. F. GARLINGHOUSE CO., INC.
AMERICA'S LARGEST
DEPT. AM
TOPEKA, KANSAS

58 AMERICAN BUILDER
The new Insulux Panel-Vent is a hinged, aluminum-framed half section of an eight-inch Insulux Glass Block. It is mortared into a panel in much the same manner as glass block.

Because the Panel-Vent uses an actual half Insulux Glass Block, it fits and matches the panel into which it is set perfectly. Half blocks in any of six face designs are available. No special installation tools are needed.

Panel-Vent is operated from within by a stainless steel rod. When closed, it is completely weathertight. An aluminum screen keeps out insects.

Use Panel-Vent in existing block panels. Build it into new panel construction. Or, use it alone with concrete, brick or other materials.

**INSULUX PANEL-VENT**

**THE NEW WAY TO VENTILATE GLASS BLOCK PANELS**

Now there is a way you can ventilate Insulux Glass Block® panels without disrupting the symmetry of panel design. It's with the Insulux Panel-Vent.

Want more information? Our new folder gives complete details. Write for your copy and be ready with the answer when your customers ask how to combine the beauty and practicality of Insulux Glass Block with concealed ventilation.

Address: Insulux Glass Block Division, Kimble Glass Company, Department AB-1, Box 1035, Toledo 1, Ohio.

**KIMBLE GLASS COMPANY**

Subsidiary of Owens-Illinois Glass Company
Toledo 1, Ohio
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 TwinWindow—the window with built-in insulation—or Solex-TwinWindow, described below.

SOLEX-TWINDOW offers the dual advantages of Pittsburgh's TwinWindow, 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.

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

JANUARY 1953
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
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.

— the name to watch for great advances in AIR CONDITIONING + REFRIGERATION

JANUARY 1953
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

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
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.

**INFRA INSULATION, Inc., 525 Broadway, New York**

**THERMAL FACTORS, TYPE 6 INFRA**

<table>
<thead>
<tr>
<th>Heat Type</th>
<th>C Value</th>
<th>R Value</th>
<th>Thickness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up-Heat</td>
<td>0.089</td>
<td>11.23</td>
<td>4 1/4&quot;</td>
</tr>
<tr>
<td>Wall-Heat</td>
<td>0.073</td>
<td>13.69</td>
<td>5 1/4&quot;</td>
</tr>
<tr>
<td>Down Heat</td>
<td>0.044</td>
<td>22.72</td>
<td>9&quot;</td>
</tr>
</tbody>
</table>

**INFRA INSULATION, INC.**
525 B'way, N. Y. C. Dept. (B-1)
Please send FREE "Simplified Physics of Vapor and Thermal Insulation."

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

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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 into 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

Compact New Unit Reduces Heater Space Requirements

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

IT'S A CENTRALIZED HEATER!!!

IT'S A MODERNIZED UNIT HEATER!!!

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Remarkable new Reznor PAC simplifies heating problems, puts extra sales appeal in new buildings!
While not much bigger than the average console television set, this compact, automatic unit can be used with regular duct systems to supply plenty of heat for the home.
It's easy to install and completely guaranteed. Ideal for conventional, perimeter, microduct and other forced air heating requirements.
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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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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.

This is but one of ten fine softwoods from member mills of the Western Pine Association. All are manufactured, seasoned and graded to exacting Association standards. Lumber dealers, builders, architects and wood users have found them dependable and best for many construction uses.

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**THESE ARE THE ASSOCIATED WOODS**
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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 1½ 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.

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New Hyde Park, L. I., N. Y. 
New York 55, N. Y. ... 920 E. 149th St. Port Newark 3, N. J. ... 103 March St. 
Philadelphia 34, Pa., Richmond & Tioga St.
St. Louis 16, Mo. ... 2544 Morganford Road
San Antonio 6, Texas ... 727 N. Cherry St.
San Francisco 24, Cal. ... 245 Williams Ave.
San Leandro, Cal. ... 730 Williams St.

JANUARY 1953
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.
267 HOMES ANCHORED with DRIVE-IT

Kenbo Corp., builder of Rancho Monterey homes near Los Angeles, uses Drive-It "400" to fasten 2" x 4" 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.

- split-second fastening to concrete steel

Drive-It uses a small powder load to drive hardened steel pins into concrete or steel. No power lines! No drilling!

DRIVE-IT, the first powder actuated tool approved by Underwriters' Laboratory.

DRIVE-IT cannot be discharged accidentally due to the push and turn sequence. This, plus the large safety pad makes DRIVE-IT triple safe.

DRIVE-IT is the only powder-actuated tool which requires but one standard power load regardless of penetration desired.

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JANUARY 1953
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.

Quality
— SINCE 1795

Even as the U.S.S. Constitution gallantly fought for our future, Bird was busy with its own small contribution to our nation's early years.
And today, Bird offers you the high quality and massive wear of the finest asphalt shingles at any price!
* Thick butt construction, with extra layers of asphalt and firmly embedded mineral granules give added years of wear where it counts... on exposed tabs.
* New pastel colors!
* Fire-resistant, of course — certified by Underwriters' Laboratories.
* 215 lbs. of working weight protect every 100 square feet of roof.

For more information write Bird & Son, Inc., 1613 Beacon St., Boston 15, Mass.

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WATERPROOF PAPERS • ROLL ROOFINGS

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- Homasote Underlayment is nailed directly to the rough flooring. No felt or pad is needed.
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- Nova-Vita Horizontal-Sliding Windows are revolutionary — offer new advantages for every room.
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- Nova Precision-Built Wall and Furniture Units can save up to 5' in total length of a new house.
- Shingle and shingle in one operation with Nova Siding, and Roofs. Top quality: maximum economy.
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**JANUARY 1953**
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Thus, high-quality AETNA hollow metal doors, door frames and trim are found up and down the entire scale of American building—in a great 90-building (1223 garden apartment) home project such as Drexelbrook at Drexel Hill, Pennsylvania, as well as in the modest dream house of ex-GI Joe.

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So, take the guess-work out of your building problems by ordering high-quality mass-produced materials such as AETNA hollow metal doors, door frames and trim!
See the extra sales appeal G-E Light Conditioning adds to this kitchen for less than $50

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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That's the G-E light conditioned kitchen. It's brighter and more cheerful. It shows careful planning to make the housewife's work easier, less tiring. It shows off all the attractive details of the room at their very best. It even looks bigger!

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General Electric light conditioning ... the right lamp in the right fixture in the right location ... is easy to include in your plans. A kitchen like the one above requires four to six fixtures at a cost to you of less than $50. Every penny is worth dollars in extra appeal.

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FREE BOOKLET! For your free copy of "See Your Houses in a New Light", the new light conditioning booklet for builders, write General Electric, Nela Park, Dept. 166-AB-1, Cleveland 12, Ohio.

THE LIGHT CONDITIONING RECIPE ABOVE CALLS FOR:
1. Ceiling fixture with three 20-watt or two 25-watt fluorescent tubes.
2. Shielded wall fixture over range. Use 40-watt fluorescent tube.
3. Two 25-watt fluorescent tubes over sink mounted behind shielding boards.
4. 20-watt fluorescent tubes under cabinets.
PRODUCT NEWS from AMERICAN-Standard

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

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PAWNEE WINTER AIR CONDITIONER. This gas fired horizontal type unit is a space-saver in small homes, can be installed in out-of-the-way places. In attic installations, in suspended installations or installed in the crawl space under a basementless house, the Pawnee allows complete freedom of duct layout. It can be used for perimeter heating jobs, too.

AMERICAN-STANDARD KITCHEN CABINETS. The maker of the world's finest cast iron kitchen sinks now offers a complete line of all-steel kitchen cabinets . . . base, wall, utility and undersink cabinets. Convertibility feature permits changing shelf and drawer arrangements to meet individual storage needs. Finished in smooth, white, baked enamel.

HEATRIM PANELS. Specifically designed for forced circulation hot water heating, these baseboard heating panels provide convected warmth throughout each room. The panels take the place of regular wood baseboards, allow use of virtually all the floor area. Panels can be installed free standing or recessed . . . are ideal for use under picture windows.

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like
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Home-buying women look at kitchens first—gleaming Tracy stainless steel sinks or counter tops spell quality!—convenience!—style!—pride!—help to sell houses by the thousands yearly. Every year the nation's leading development builders repeat exclusively on Tracy stainless steel kitchens. They know what happens! They bank on it. They sell houses fast!

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We show this most masculine Formica Vanitory* only to prove a point. In the average one, or even two bathroom home, Dad is seldom lucky enough to have a bath to himself.

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With Formica there need be no restraint on creative imagination in the most lavish custom bath. At the same time Formica lends itself to inexpensive standard designs.

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for color folder of Vanitory design ideas.

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ALUMINUM

DOUBLE-HUNG  CASEMENT  PROJECTED  AWNING
**EXTRAORDINARY!**

Best Salesman you ever had—these smart looking, modern, new "Quality-Approved" aluminum windows.

Without saying a word they tell prospects more about you as a builder than you ever imagined. They fairly shout the fact that you're quality-minded—that you're right up-to-date in your thinking and planning—that you know what home buyers want and expect in their new homes.

With today's home buyers becoming more "choosy"—more "quality and value" conscious, it's time for every builder to build this kind of "Sales Appeal" into his houses.

Customer surveys show that home buyers want windows that never need painting or costly repairs and replacement... windows that cannot rust or rot... windows that always operate easily, effortlessly, efficiently... windows that will remain up-to-date and beautiful for the life of the building.

Cash in on this growing demand for aluminum windows on the part of home buyers. Install "Quality-Approved" aluminum windows in your new houses and see for yourself how they help stimulate sales.

The "Quality-Approved" Seal on the windows you buy and install protects you and your customers against inferior windows. It is your assurance of aluminum windows tested and approved by the independent Pittsburgh Testing Laboratory for strength of sections, quality of materials, sound construction and low air infiltration.

**WINDOWS**

- You can get "Quality-Approved" aluminum windows in all standard types—double-hung, casement, projected and awning. They are available for immediate delivery through many independent manufacturers. For additional information and names of approved manufacturers consult Sweet's Builders File (Section 3C/ALU) or write us direct at Dept. AB-1.

_Aluminum Window Manufacturers Association_

74 Trinity Place, New York 6, N.Y.
Nobody gets in a jam

WITH THIS DOOR

But nobody. Not the man who buys the Weldwood® Staved Lumber Core Door installed in the building you turn over to him. And certainly not the smart contractor or speculative builder who used it to build up his own reputation.

And build a reputation is what he does when every structure he puts up makes a good impression right at the front door. And why shouldn’t it? Look what this door offers him:

1. The Weldwood Staved Lumber Core Door is made with the finest hardwood face veneers available in any stock flush door. You can choose from many popular woods.
2. It is moderately priced and extremely durable, virtually warp-free.
3. It’s adaptable to custom-made lights and louvres and can be hung from either side.
4. Hardware goes on like a song—quickly, easily, permanently.
5. The bonding is 100 percent waterproof phenolic glue. So the Weldwood Staved Lumber Core Door serves efficiently in exterior as well as interior use.
6. A full line of sizes.

And last, but far from least: this Weldwood door is obtainable with faces of richly figured hardwood veneers—all the popular species. You can easily see why smart builders choose it for stores, banks, office buildings, hospitals and fine homes.

You certainly give yourself and your jobs a break when you use Weldwood Staved Lumber Core Doors.
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THOROSEALED
HOMES

"Beautiful Homes for Your Very Own"

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During the past five years we have built four hundred
homes in the greater Cincinnati area. I have to admit,
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troublesome leaks as most builders do, until we were at
our wits end and so to speak what to do.

The past winter and spring was about the coldest and
driest ever recorded in the state of Ohio. Having
tried just about every waterproothing on the market with-
out the best results, we decided to try Thoroseal.

We have built sixty-five homes so far this year. Each of
these homes were given a two coat application of Thoro-
seal. To date we have had but one complaint, which was
minor and easily stopped with Water Plug. I am thoroughly
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it is the best waterproofing on the market today. It is
superior to anything we have ever used.

Yours very truly,

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Noted home builder claims Thoroseal and Waterplug best
material on the market—

Here's a contractor who won't be an-
noyed with customer complaints again.
To be sure that all his homes are dry,
he uses the 40-year-old Thoro System
Products, a name top on the list with
famous contractors the world over.

Thoroseal comes in beautiful pastel
colors and can be applied also to the
interior surfaces of your basement
walls to seal and beautify.

Get our 20-page brochure, pictorially
described in detail
"HOW TO DO IT"

JANUARY 1953
Builder cuts after-rain

Celotex National Advertising Puts the Spotlight on you

"See your builder!" Today, as in years past, that's what Celotex is telling prospective home owners—in big, colorful, hard-selling ads in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME, SMALL HOMES GUIDE.

These impressive, full-page Celotex ads are designed to build business for you. Tie in with them by emphasizing to every prospect that your homes are built with genuine Celotex Products. This makes your selling job far easier. Because over a quarter century of national advertising has created unsurpassed public acceptance for the name Celotex!
delays one full day

SINCE SWITCHING TO DOUBLE-WATERPROOFED

CELOTTEX INSULATING SHEATHING

"Last year we changed to Celotex Double-Waterproofed Insulating Sheathing. Thanks to its asphalt coating, it sheds water so efficiently that we can resume work up to one day sooner after rain. Furthermore, we have found we can stack it in the open with no worry about moisture damage."

F. W. Lewis, General Contractor
Hayward, California

The story of Mr. Lewis, prominent builder in the greater Oakland-San Francisco area, is typical of the experience of scores of builders in every part of the country. They have found that Celotex Insulating Sheathing saves labor, materials and time—while making your homes stronger, more comfortable, more salable. Applied, it costs no more and usually LESS than ordinary sheathing. Yet it gives you all these EXTRA advantages...

1. **Insulates and Weatherproofs** as it builds. All at one cost. No building paper needed.

2. **No Corner Bracing Needed** to meet F.H.A. requirements, with 4 ft. wide, \( \frac{3}{4} \)" thick Celotex Insulating Sheathing. It is laminated for extra strength and rigidity. Has about 30% greater bracing power than ordinary sheathing.

3. ** Goes Up 30% Faster.** Easier to cut and fit. Up to 15% less waste. Siding or shingles can be applied direct, easily and quickly.

4. **Double-Waterproofed.** Inside, by integral treatment that coats every fibre; outside, by asphalt coating. Yet has high vapor permeability. Lets you resume work quicker after rain.

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.

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

CELOTTEX INSULATING SHEATHING

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

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.
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 4634S 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.

Write for our illustrated folder D.
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 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

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

BUILDERS EVERYWHERE

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

JANUARY 1953
"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."

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.
SEE THIS CROSLEY 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.

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!

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

CROSLEY DIVISION
American Colonial ASBESTOS SHINGLES

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

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.

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.
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!

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

RUSCO Galvanized Steel

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
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 uninsulated 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.


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. 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

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, III. 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?


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 3/16-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 60x110 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 cypros 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 Dam or Leaky Basements in Homes," and "Recommended Practice for Building Water-tight 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 raking, and then apply the 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

Seethe 2 New Apex Hour-Savers
The-New Matched Laundry Set

APEX WASH-A-MATIC
AUTOMATIC CLOTHES WASHER
AND THE
NEW APEX CLOTHES DRYER

(Apex WASH-A-MATIC
AUTOMATIC CLOTHES WASHER
AND THE
NEW APEX CLOTHES DRYER

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!

SEE THESE 2 NEW APEX HOUR-SAVERS
The-New Matched Laundry Set

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.

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.
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.
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.

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
Plastering Contractor: Matt Mayer, Gary, Indiana

You'll build or remodel better with Gold Bond

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
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 10 1/2 billion dollars of new home building, 3 billions of new commercial and other light non-residential structures built by private enterprise, 1 1/2 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...
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 4 1/4 per cent. From these yields the lending institution must deduct about 1 1/2 per cent which is the approximate cost of the monthly bookkeeping and service. That leaves them a net yield of 2 1/2 per cent on VA’s and 2 3/4 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 406,000 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 1 1/2 or 3 1/2 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 want to stay put. 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)
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 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 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 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 18 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.
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 12 1/2 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 Armor 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 26 1/2 feet in width for use over the fill prior to pouring concrete floors in basementless homes.

AB13044—Booth No. 173—Automatic Locking Windows—Ludman Corporation, Dept. AB, 1490 West 61 Street, 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 ratch-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, 600 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.

AB13001—Booth No. 212-214—Automatic Locking 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.

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-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 on counter tops, either adjacent to the oven or in other areas of the owner's kitchen.
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
4:00 P.M. Resolutions Committee

Monday, January 19

9:30 A.M. Nominating Committee
9:30 A.M. General Session
Presiding: Alan Brockbank, President, NAHB
Greetings: Joseph Meyerhoff
Address: President Alan Brockbank
1:00 P.M. First Inspection Tour of Chicago

Tuesday, January 20

9:30 A.M. Builders Shop Talk Session
Presiding: Edward G. Gavin, Editor, American Builder
Address: "What's Ahead for Home Builders in 1953—The Housing Job Its Size, Financing and Characteristics"

Wednesday, January 21

9:30 A.M. Annual Banquet

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. General Session
Presiding: Joseph H. Havens, Chicago
Residential Air Conditioning—The Features of the Future Presented by: Air Conditioning and Refrigerating Institute
Panel Discussion: "Better Merchandising for Home Builders"
Discussion Leader: James E. Lange, Editor, Practical Builder

2:00 P.M. Press Conference With New NAHB President
6:45 P.M. Annual Banquet

Thursday, January 22

10:00 A.M. General Session
Address: Clarence Manor, Dean Emeritus, Notre Dame School of Law
Statement by new NAHB president

Debate: "Private Enterprise Can Meet the Nation's Total Housing Need"
Phillip Kuhnstein, Chicago
Rodney Lockwood, Detroit
"Operation Trade Secrets" House Presentation
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 C. Clark, Memphis

8:00 P.M. Panel Discussion: "What's New in Land Planning"
Presiding: Albert Balm, Seattle
Better Ways to Process Your Applications For Financing
Discussion Leader: Frank Collins, Philadelphia

8:00 P.M. General Session
Presiding: Joseph M. Meyerhoff
Address on Economic Outlook
10:00 A.M. Discussion Group: "How To Do It"
1. How to Build Roof Trusses
2. 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

Statement by new NAHB president

Friday, January 23

9:30 A.M. General Session
Presiding: Joseph Meyerhoff
Address: "What's New in Land Planning"
Presentation: "How to Plan More Efficiently For The Use of Gas in Your Homes"
"How to Sell a House"

10:00 A.M. Press Conference With New NAHB President
3:00 P.M. Annual Banquet

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'/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.

GLASS FIBRE—International Molded Plastics, Inc., Dept. AB, 4357 W 35th St., Cleveland 9, Ohio. "Struc
taglass" 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 insulator, permitting only a small amount of heat radiation.

AMERICAN BUILDER
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, Falls, Iowa. Instead of swinging out, this door folds against the jamb; it consists of a series of wood panels 3½ inches wide by ½ 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.

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.

AB13026—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 NO. 21-22—TERRAZZO FLOOR GRID—Chase Bros. & 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 1½ 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.

AB13009—BOOTH NOS. 251-252—KITCHEN NOOK—Bianco Manufacturing Co., Dept. AB, 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.

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.

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 backsplash and front edge molded as an integral part of the work surface. Unit is 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
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:

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 Nelson, loans; secretary was Larry Johnson, 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
G. V. Burton, G. D. Stecker


AMERICAN CENTRAL DIV.—AVCO MFG.
Booth 3
A. M. Brumling, C. D. Hastings, W. Perin, S. E. Smolling, H. T. Stroop

AMERICAN GAS ASSOCIATION
Booth 299
N. D. Jennings, J. Beall, Dolores Jensen, H. V. Patter, C. Velti, F. W. Williams

V. E. ANDERSON MFG. CO.
Booth 633A
N. E. Anderson, V. E. Anderson, J. Fleming, N. J. Hoffman, W. Murphy

AMERICAN HOUSES, INC.
Booth 38

AMERICAN RADIATOR & STANDARD SANITARY CORP.
Booths 133-141
W. R. Barnhart, D. D. Couch, H. L. Maczko

AMERICAN WELDING & MFG. CO.
Booths 181-182

(Continued on page 111)
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 pune h 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 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 conclusion 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 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, displayed 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 Roman.

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 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

(AContinued 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. Jansen, G. F. Johnston,
R. L. Mullen, F. H. Simpson, E. B. Sterrett,
D. D. Woodward

ARNOLD PRODUCTS SALES CORP.
Booth 650A
R. T. Ashbaugh, R. F. Beruschene, R. V. Becker,
G. Burgess, G. Ether, T. Fulder, H. Keenan,
G. E. Scott, M. B. Morris, C. Park

BARBER-COLMAN CO.
Booths 189-190
J. Boggs, R. D. Day, C. Housh, H. V. Kelton, R. F.
Miller, R. W. Morgan, R. C. Nethercut, D. Ut-

BARRETT DIVISION
ALLIED CHEMICAL & DYE CORP.
Booth 659A
J. E. Denz, C. H. Hausmann, W. V. McCoy, G. H.
Mahns, A. E. Ross, E. A. Zipperer

BENDIX HOME APPLIANCES
Booth 14
T. F. Bayne, H. P. Bull, J. B. Clineborn, J. Egan,
G. W. Field, W. C. Faust, G. L. Hartman,
E. Isgrig, W. C. Jones, R. Knipschild, J. G.
Koontz, W. A. Mischuk, J. A. Musselman

BERNS MANUFACTURING CORPORATION
Booth 42A
S. Adler, L. Anderson, S. M. Bernstein,
G. Coleman, J. Grohs, L. Kafote, G.
Meyers, W. J. Rosen, W. I. Stobbe

W. G. BEST FACTORY-BUILT HOMES, INC.
Booth 244
W. V. Blackard, R. W. Ensmie, J. W. Harper

BILCO COMPANY, THE
Booth 603A
J. D. Connelly, J. M. Lyons, E. F. Lyons, G. W.
Lyon

BRAMMER MFG. CO.
Booth 64A
J. S. Greer, K. M. Clingman, Billie Giroux, F. E.
Hansell, E. C. Hawkins, J. F. Krause, J. J.
Maskel, J. Ruhi, D. Stoelting

BRIGGS MFG. COMPANY
Booths 701-702-703
R. F. Anthony, E. O. Brady, W. C. Briggs, Jr., F.
Dyres, W. B. Hess, A. Krueger, D. J.
Primeau, L. Schneider, R. B. Brindley, P. Col-
brooke, F. O. Cole, Jr., M. Malone, W. L.
Morriss, A. W. France, K. Seifert, H. J.
Temple, W. Wengren, H. C. Williams

E. L. BRUCE COMPANY
Booths 66-67
A. W. Crews, L. Grodof, S. R. McCull, L.
Myers, L. Smith, J. M. Tedford, W. J. Wood,
H. Creech, R. M. Magers, H. C. Rush

BRYANT HEATER DIV. A.G.E. INC.
Booths 601-602
D. K. Banger, R. Ruck, J. A. Cerny, P. V. Chel,
K. T. DAVIS, W. D. Dewey, D. Downey, D. Eaton,
M. Eck, R. Fairhead, J. A. Hughes, H. A. Ken-
edy, R. T. Killiam, P. W. Londgren, V. Mc-
Fadden, H. W. Milner, J. Mitcheltree, 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. H. Andrews, J. I. Joyner,
L. K. Whitcomb

(Continued on page 112)

JANUARY 1953
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 it a unanimous first place.

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 shoestring. 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.

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. Spiekelmier.

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.

(Continued from page 111)

Exhibitors Personnel

PHILIP CAREY MFG. CO. Booths 23-24
M. V. Coffey, G. Milner, R. F. Turner, C. Underwood

CASEMENT HARDWARE CO. Booths 642A-647A-648A

THE CELOTEX CORPORATION
Booth 4

CERTAIN-TEED PRODUCTS CORP.
Booth 247
A. L. Meyer, M. Meyer

CHAMBERS ILLINOIS CORP.
Booth 226

CHASE BRASS & COPPER CO., INC.
Booths 21-22

CHICAGO RUSS-STONE CO.
Booth 635A

CHRYSLER CORP.—AIREND DIV.
Booths 90-91

COLEMAN COMPANY, INC., THE
Booths 43-47

CONCO ENGINEERING WORKS
Booth 18

CONDENSATION ENGINEERING CORP.
Booth 105

CONNOR ENGINEERING CORP.
Booth 645A
H. A. Baker, E. E. Boston, W. W. Quitmeier, T. L. Smith

CRANE COMPANY
Booths 204-208

AMERICAN BUILDER
These steel cabinets with natural wood finishes lend variety to dual purpose rooms. Construction features rounded radius edges, nylon roller drawers, spring hinges, and recessed knee zone. Countertops are available in either Formica or inlaid linoleum.

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CRIBBEN AND SEXTON COMPANY
Booth 218
R. Friese, J. J. Furey, Jr., J. J. Brandt, B. Ulie, G. Weber

CROSLEY DIV., AVCO MFG. CORP.
Booths 158-163

CUMMINS-CHICAGO CORP.
Booths 299-300

CRAWFORD DOOR CO.
Booth 62

DE LUXE METAL TRIM CO.
Booths 35-36
D. Williams, L. Schmer, J. J. Steffen, N. J. Steffen

DELT STREEL PRODUCTS CO.
Booths 72-73

DEWALT, INC.
Booths 35-36
S. S. Archinac, D. Booth, J. Eigneberger, C. Hamilton, A. McMurray, E. Jones, T. Jones, D. Richardson, P. Smith, W. A. Stevens

DOUGLAS FIR PLYWOOD ASSN.
Booth 152
J. M. Hess, W. H. McCallum, S. A. Soville

DOWRY TRIM, INC.
Booth 354
W. R. Bordell, C. W. Wiegant

ELECTRIGLAS CORPORATION
Booth 609A
K. Appleman, A. M. Wyatt, L. Appleman, R. Carlson, R. Eck, H. Rowe, L. Terry

EL JER COMPANY
Booths 40-41-42

ELITING WINDOW
Booth 126
J. W. Colly, J. Bisig, S. W. Wright

EZ-WAY SALES, INC.
Booth 248
M. W. Axelrod, W. Bjerkuhl, P. Haley, J. Hansen, D. Guemmen

FEDDERS-GUIGAN CORPORATION
Booth 603A

FOLLANSBEE STEEL CORP.
Booth 644A
E. J. Bausch, C. Bell, J. Puhl, A. L. Veverka, W. R. Bausch

FORMICA COMPANY
Booth 197
M. Black, Flodelfelt, J. Hoppstrom, J. A. Healy, F. C. Noller

FREMONT RUBBER CO.
Booth 249
W. C. Gilbertson, R. F. Johnson, C. A. Maher

FRIGIDAIRE CORPORATION
Booths 96-97

GATE CITY SASH AND DOOR CO.
Booths 165-166
M. D. Ebert, Euckner, Hopkins, E. F. Jones, J. Fanciulli, A. E. Sanders, S. Whitlach

GATES & SONS, INC.
Booth 164
J. Berkwitz, R. C. Gates, D. G. Hill, H. Loomis

GENERAL BRONZE CORPORATION
Booths 301-304

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

GLIDE WINDOWS, INC.
Booth 613A

GRANT PULLEY & HARDWARE CO.
Booth 285
J. P. Cleveland, R. Eisen, J. Elling, W. Gibbon, N. A. Gussack, S. J. Gussack, J. Hildebrand, K. Kloostap, J. McKechnie

GUNNISON HOMES, INC.
Booth 17

HACMIEH-MERCIER INC.
Booth 17
W. H. Gray, W. George, A. G. Kennedy, G. N. Kennedy

HAGER & SONS HINGE MFG. CO.
Booths 275-276
A. W. Hager, C. C. Hager, C. M. Jones, W. B. Kennedy

HARNIESCHFINGER CORPORATION
(Heues Div.)
Booth 13
D. Auex, R. Brent, P. Hartung, E. Hwang, R. E. Ott, L. B. Price, W. Smith, A. Treid

HASKELITE MFG. CORP.
Booth 274

HEATLATOR, INC.
Booth 638A

HOLCOMB & HOKE MFG. CO., INC.

HIGGINS INCORPORATED
Booth 620A
A. J. Constantin, E. P. Grant

HOLLY MFG. COMPANY
Booth 238
J. Dregg, J. Cox, F. C. Farrar, J. S. Johnson, D. Kirltey

HOMASOTE CO.
Booths 56-57

HUNTINGTON INDUSTRIES, INC.
Booth 616A

INDUSTRIAL MACHINE TOOL CO., INC.
Booths 182-184

HUNTOUR INDUSTRIES, INC.
Booth 613A

HUNTER FAN AND VENTILATING CO.
Booths 267-268

INSULITE DIVISION
MINNESOTA & ONTARIO PAPER CO.
Booths 116-117

INTERCHEMICAL CORP.
Booth 632A

INTERNATIONAL MOLDED PLASTICS
Booths 270-271

INTERNATIONAL OIL MFG. CO.
Booths 54-55
A. Dunlop, R. K. Heiman, L. Heiman, S. J. Heiman, J. Heiman, R. Northwood, J. R. Younger

Directory continues on page 146
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.

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.


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 JOINT FILLER

SILICON STIPPLE TEXTURE: Brush, roll, trowel it on—then stipple. Possible to get a variety of tough, permanent finishes that hide imperfections.

SILICON STIPPLE TEXTURE

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!

SILICON MIX

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!

QUALI-KOTE WALL PAINT

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

JANUARY 1953
Shakertown 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


Write Today for folders, samples and complete information.
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 Gentilly 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.

SEE OUR BOOTH IN ROOM 620-A, NAHB

JANUARY 1953
NEW '53
General Electric

G-E REFRIGERATORS

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 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.

See the 1953 G-E line at the NAHB exhibit — Booth Numbers 87 & 88.

GENERAL ELECTRIC
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.
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.

stop at booths 43 to 47

NAHB CONVENTION CONRAD HILTON HOTEL

CHICAGO, JANUARY 18

and get your key to

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

AMERICAN BUILDER
THE PUBLIC BUILT

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.

Comfort costs so little with a

AMERICA'S LEADER
IN HOME HEATING

CONVENTION IN CHICAGO - JANUARY 18

JANUARY 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!

DON'T MISS OUR EXHIBIT!

FOLLANSBEE STEEL CORPORATION

GENERAL OFFICES, PITTSBURGH 30, PA.

POLISHED BLUE SHEETS AND COILS • SEAMLESS TERNE ROLL ROOFING
COLD ROLLED STRIP


Mills—Follansbee, West Virginia

FOLLANSBEE METAL WAREHOUSES
Pittsburgh, Pa. • Rochester, N.Y. • Fairfield, Conn.
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.
"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
Through these doors pass the most satisfied customers in the world

...there's a trouble-free **HASKO** door for every opening

Where strength, beauty and durability are a necessity — there are Hasko Doors. The engineering features of balanced construction, gained in Haskellite'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.

The NEW READY HUNG door unit

Entirely Complete — Jambs, stile, trim, locks — everything installed — only 2 parts to handle. Install in 30 minutes, using only hammers, nails and level.

SEE HASKO . . Booth 274
N.A.H.B. CONVENTION
Conrad Hilton Hotel

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.

HASKO ARCH-KOR — Unexcelled Quality. Applies the proven principle of the arch to rib construction for added strength.

HASKO SOLID-KOR — Exterior Interlocking brick-blok construction makes it impervious to weather conditions, provides perfect insulation, and sturdy dependability. Architectural inquiries invited.

HASKO MOBILE — Quality and Economy. Flex-core construction affords an unbelievable degree of warp resistance.
When they eye it...they buy it...

When Builders see WedgeWood they see SALES.
When prospects see WedgeWood they BUY.
So see YOUR Georgia-Pacific Representative today.
Georgia-Pacific's new low-cost textured plywood with the look of luxury . . . the touch of drama that SELLs ON SIGHT!

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 . . .

GEORGIA—PACIFIC
PLYWOOD COMPANY
617-B1 North Capitol Way, Olympia, Wash.

JANUARY 1953
Model 1021 "Cell-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 ¾" 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, 550 C.F.M.

Model 728 "Cell-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 4¼" 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 list and full line catalog sheets.

FASCO INDUSTRIES, INC.

213 AUGUSTA STREET

ROCHESTER 2, N. Y.
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.

Inside panels join projecting ties. Forms are aligned and braced with walsers.

Section showing inside and outside forms ready to pour.

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.

**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.
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 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 conventionalals, 89 Nationals.
1952: built over 300 Nationals, no conventionalals.

Aubrey W. Love
Charleston, West Virginia
Before the war: 50 conventionalals a year.
1945: took on Nationals, kept conventionalals; built 75 a year.
1949: dropped conventionalals 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.
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!

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.

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!
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

JANUARY 1953
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 $16,950 and requires a down payment of $4,150. This and other homes in the development, exclusive of land, cost $89 per square foot—a low figure for the type of construction and the high-priced land on which they are built.

The figure of $89 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 subassembly 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.
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.
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 mechanized 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 3x16-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.

STEEL INTERLOCKING FORMS for concrete walls. Note special leveling device

POURED CONCRETE CHIMNEY and fireplace using lightweight plaster aggregate

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.

A COMBINATION JAMB, casing and stop unit is milled from one piece of lumber

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
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"x6" CEILING FRAMING AND DRY WALLS
WALL BETWEEN KITCHEN, LIVING AND DINING IS FREE STANDING, 8' HIGH

DESIGN NO. A.B. 187
AMERICAN BUILDER BLUE PRINT SERIES
Designed By
Scholz Construction Corporation
3662 Kenwood Blvd. Toledo 6, Ohio
Simmons-Boardman Publ. Corp. 79 W Monroe St Chicago 3, II.
WOOD SHINGLES

FRONT ELEVATION

REAR ELEVATION

LEFT SIDE

RIGHT SIDE
FIRE PLACE AND CHIMNEY:

- SECTION A-A:
  - CONC. CHIMNEY EXPOSED ABOVE ROOF LINE
  - ROOF FRAMING
  - CEILING BEAMS
  - REINF. CONC. SHELL

- SECTION B-B:
  - INSUL. CONC.
  - 2"X2" REINF. MESH
  - PLASTER
  - 3"X3"X1/4" LINTEL
  - 3" PIPE COL.
  - STONE HEARTH
  - FIRE BRICK
  - 3" PIPE COL.
  - STONE
  - 4"X3" FIRE BRICK
  - 3" PIPE COL.

- ELEVATION:
  - 4"X3" FIRE BRICK
  - 3" PIPE COL.
  - STEEL DAMPER VENT
  - 3"X3" WOOD LEDGE
CONCRETE PIERS

FOUNDATION
SCALE: 3/8" = 1'-0"

CROSS TIES AND JOISTS
2"X4" - 48" O.C.

EXPOSED STUDS

PLASTER BOARD

ASBESTOS BOARD

4" CONCRETE SLAB

SAND FILL

ASPHALT IMPREGNATED INSULATION

POURED CONCRETE

DETAIL OF SLIDING SASH

WALL FRAMING ELEV.
SCALE: 3/4" = 1'-0"

FLOOR PLAN

TURN AND UNFOLD FOR ELEVATIONS, DETAILS AND QUANTITY LIST OF MATERIALS
## Quantity List of Materials

### For American Builder Blueprint House No. AB 187

Scholz Construction Corporation, Designer

### General Information

<table>
<thead>
<tr>
<th>Type</th>
<th>Area</th>
<th>Cube</th>
<th>Height taken for cube was 10 feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>House — Type</td>
<td>1,458 sq. ft.</td>
<td>14,580 cu. ft.</td>
<td></td>
</tr>
<tr>
<td>Garage — Area</td>
<td>430 sq. ft.</td>
<td>4,300 cu. ft.</td>
<td></td>
</tr>
</tbody>
</table>

### Excavating

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trench for foundation</td>
<td>192 lin. ft.</td>
</tr>
<tr>
<td>Chimney and column footings</td>
<td>16 cu. ft.</td>
</tr>
</tbody>
</table>

### Cement Work

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations</td>
<td>555 cu. ft.</td>
</tr>
<tr>
<td>Concrete Work</td>
<td>1,570 sq. ft.</td>
</tr>
<tr>
<td>Thickness</td>
<td>4 in. reinforced</td>
</tr>
<tr>
<td>Anchor Bolts</td>
<td>50 — 2&quot;x10&quot;</td>
</tr>
<tr>
<td>Sidewalks</td>
<td>36 sq. ft.</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>375 sq. ft.</td>
</tr>
</tbody>
</table>

### Masonry

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
<td>brick and stone</td>
</tr>
<tr>
<td>Walls</td>
<td>10 sq. ft. brick — 8 sq. ft. stone</td>
</tr>
<tr>
<td>Chimney</td>
<td>reinforced concrete</td>
</tr>
<tr>
<td>Fireplace</td>
<td>1</td>
</tr>
<tr>
<td>Throat and Damper</td>
<td>1</td>
</tr>
<tr>
<td>Lintel</td>
<td>2 lintels 3&quot; column</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>firebrick lining</td>
</tr>
</tbody>
</table>

### Millwork

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Windows — Type</td>
<td>sliding, fixed</td>
</tr>
<tr>
<td>Windows Glazed including trim</td>
<td>sliding 2 pair 48&quot;x36&quot;</td>
</tr>
<tr>
<td></td>
<td>1 pair 48&quot;x32&quot;</td>
</tr>
<tr>
<td></td>
<td>1 pair 48&quot;x30&quot;</td>
</tr>
<tr>
<td></td>
<td>1 pair 24&quot;x32&quot;</td>
</tr>
<tr>
<td>fixed insulating glass</td>
<td>2 — 6 ft. 46&quot;x26&quot;</td>
</tr>
<tr>
<td></td>
<td>1 — 12 ft. 46&quot;x26&quot;</td>
</tr>
<tr>
<td>Exterior Doors — Material</td>
<td>wood — slab</td>
</tr>
<tr>
<td>Exterior Doors</td>
<td>1 — 3&quot;x6&quot;x8&quot;</td>
</tr>
<tr>
<td>Garage Door</td>
<td>1 — 16&quot;x6&quot;x8&quot;</td>
</tr>
<tr>
<td>1 piece upswinging V-cut door</td>
<td></td>
</tr>
<tr>
<td>Interior Doors — including jambs and trim</td>
<td>6 — 2&quot;x6&quot;x8&quot;</td>
</tr>
<tr>
<td></td>
<td>1 — boiler room door  — 3&quot;x6&quot;x8&quot;</td>
</tr>
<tr>
<td>Special Interior Millwork</td>
<td>Shelf</td>
</tr>
<tr>
<td>Fireplace</td>
<td>4 sliding door wardrobe fronts, 1 china case, 1 set kitchen cases</td>
</tr>
</tbody>
</table>

### Carpenter

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beams and Girders</td>
<td>16 — 4&quot;x4&quot; — 8'</td>
</tr>
<tr>
<td>Foundation Plates</td>
<td>20 — 2&quot;x4&quot; — 10'</td>
</tr>
<tr>
<td>Studding and Plates</td>
<td>220 — 2&quot;x4&quot; — 8'</td>
</tr>
<tr>
<td>Ceiling Joists</td>
<td>20 — 2&quot;x4&quot; — 10'</td>
</tr>
<tr>
<td>Roof Rafter</td>
<td>42 — 2&quot;x4&quot; — 12'</td>
</tr>
<tr>
<td></td>
<td>18 — 2&quot;x4&quot; — 16'</td>
</tr>
<tr>
<td></td>
<td>34 — 2&quot;x6&quot; — 12'</td>
</tr>
<tr>
<td></td>
<td>23 — 4&quot;x6&quot; — 16'</td>
</tr>
<tr>
<td></td>
<td>8 — 4&quot;x6&quot; — 18'</td>
</tr>
<tr>
<td></td>
<td>6 — 4&quot;x6&quot; — 20'</td>
</tr>
<tr>
<td></td>
<td>4 — 2&quot;x8&quot; — 16'</td>
</tr>
<tr>
<td></td>
<td>3,800 lin. ft. 2&quot;x2&quot;</td>
</tr>
<tr>
<td>Framing Lintels</td>
<td>15 — 2&quot;x6&quot; — 10'</td>
</tr>
<tr>
<td></td>
<td>3 — 2&quot;x6&quot; — 18'</td>
</tr>
<tr>
<td></td>
<td>3 — 2&quot;x6&quot; — 6'</td>
</tr>
<tr>
<td></td>
<td>2 — 2&quot;x12&quot; — 12'</td>
</tr>
<tr>
<td>Roof Sheathing</td>
<td>See insulation</td>
</tr>
<tr>
<td>Side Wall Sheathing</td>
<td>1,250 sq. ft. insulant board sheathing</td>
</tr>
<tr>
<td>Side Wall Materials</td>
<td>1,250 sq. ft. asbestos board</td>
</tr>
<tr>
<td></td>
<td>600 lin. ft. 1x3 battens</td>
</tr>
<tr>
<td>Exterior Material</td>
<td>200 lin. ft. 1&quot;x3&quot;</td>
</tr>
<tr>
<td>Eaves</td>
<td>76 lin. ft. 1&quot;x6&quot;</td>
</tr>
<tr>
<td>Insulation</td>
<td>2,300 sq. ft. insulant board</td>
</tr>
<tr>
<td></td>
<td>2,300 sq. ft. reflective insulation</td>
</tr>
</tbody>
</table>

### Sheet Metal

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flashing</td>
<td></td>
</tr>
<tr>
<td>Chimney</td>
<td></td>
</tr>
</tbody>
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### Roofing

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type — Cedar Shingles</td>
<td>1&quot;x8&quot;x25 1/2&quot;</td>
</tr>
<tr>
<td>Area</td>
<td>23 squares</td>
</tr>
</tbody>
</table>

### Interior Walls

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area to be covered</td>
<td>2,400 sq. ft. drywall</td>
</tr>
<tr>
<td></td>
<td>1,400 sq. ft. asphalt tile floor</td>
</tr>
</tbody>
</table>

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*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 14

I-XL FURNITURE CO., INC.

Booths 293-294


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Booth 16

E. E. Carl, W. G. Kilgill

KENAROBE CORP.

Booth 653A

W. Hartnell, J. G. McKenna, C. Miller, W. C. Peterson

KENNATRACK CORPORATION

Booth 104


J. W. O’Harrow, Jr.


G. C. Sanderson, E. F. Thompson, R. W. Wood


W. P. Pribbanow, J. W. Willis, H. Wipperman

W. P. Pribbanow, J. W. Willis, H. Wipperman

LUMITE DIVISION

CHICOPEE MILLS INCORPORATED

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LYON METAL PRODUCTS, INC.

Booths 219-222


MAAS & WALDSTEIN COMPANY

Booth 624A

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MAGIC CHEF, INC.

Booth 230

W. T. Trueblood, Jr.

MAJESTIC MFG. COMPANY

Booth 374A


MALIBU MFG. CORP.

Booth 241

H. E. Shull, W. S. Williams

MARSHALL PRODUCTS, INC.


MASONITE CORPORATION

Booths 153-154


MASTRO PLASTICS CORP.

Booth 245

I. T. Kopelson, M. M. Ferri, F. Pohl

MEIGEL COMPANY

Booths 106-107-124-125


MEREDITH PUBLISHING CORP.

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R. J. Tieren, G. J. Brown, W. G. Pitzer, K. Van

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Booth 625

C. D. Monser, J. E. Moody, A. C. Waigand, M. L. Weiss

MORRISON STEEL PROD., INC.

Booths 286-287-288


MOSAIC TILE COMPANY

Booth 618A


MOSLEY ELECTRONICS

Booth 258

G. E. Mobus, A. Quockenbush

MUELLER BRASS CO.

Booths 176-177-178


MUELLER FURNACE COMPANY

Booths 68-69-70


MULLINS MFG. CORP.

Booths 109-113


MUTCHEL BROS. CO.

Booths 227-228

R. C. Chapman

NASH-KELVINATOR CORP.

Booth 1


NATIONAL DOOR COMPANY

Booths 277-278


NATIONAL ELECTRIC PRODUCTS CORP.

Booth 65


NATIONAL GYPSUM COMPANY

Booths 29-30

J. W. Brown, F. C. Egloff, W. W. Hildinger

NATIONAL HOMES CORPORATION

Booths 92-93


NEW CASTLE PRODUCTS CO.

Booth 114-115


NEW YORK WIRE CLOTH CO.

Booths 94-95


NORDHAU CORP.

Booth 240

H. R. Rudrud, A. Nordhau, R. M. Young

NUTONE, INC.

Booths 282-283

G. Scott, Jr., P. M. Venezia, D. Mellow, A. American Builder
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 653A

THORN, J. S. CO.
Booth 71

TYPHOON AIR CONDITIONING CO., INC.

UNITED STATES GYPSUM CO.
Booths 172-173

PRODUCTS EXHIBIT IN PRINT

AB13006—BOOTH NO. 185—PRE-FABRICATED HOMES—Lumber Engineering Co., Dept. AB, 7244 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-lab" 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.

AB13055—BOOTH NO. 12—STAINLESS STEEL SINKS—Edgewater Steel Co., Tracy Kitchens Div., 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.

AB13060—BOOTH NOS. 183-184—WINDOW FANS—Hunter Fan and Ventilating Co., Dept. AB, 371 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.

AB13032—BOOTH NO. 656A—VINYL FLOOR TILE—Robbins Floor Products, Inc., 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 sheets, 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.

AB13052—BOOTH NO. 94-95—ALUMINUM SCREEN—New York Wire Cloth Co., 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.

AB13035—BOOTH NO. 120—STAINLESS STEEL SINKS—Edgewater Steel Co., Tracy Kitchens Div., 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.

AB13035—BOOTH NO. 120—STAINLESS STEEL SINKS—Edgewater Steel Co., Tracy Kitchens Div., 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.

AB13035—BOOTH NO. 120—STAINLESS STEEL SINKS—Edgewater Steel Co., Tracy Kitchens Div., 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.

AB13035—BOOTH NO. 120—STAINLESS STEEL SINKS—Edgewater Steel Co., Tracy Kitchens Div., 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.

AB13035—BOOTH NO. 120—STAINLESS STEEL SINKS—Edgewater Steel Co., Tracy Kitchens Div., 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.

AB13035—BOOTH NO. 120—STAINLESS STEEL SINKS—Edgewater Steel Co., Tracy Kitchens Div., 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.
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. E. Eisen, F. Maviglia, A. Shectman, G. Swoboda

UNIVERSAL-RUNDLE CORPORATION  
Booths 8-9  
F. Alexander, S. C. Barkman, O. Garman,  
W. B. Kariker

UPSON CO., THE  
Booth 20  
G. A. Engel, R. D. Eastridge, A. C. Snyder, L. E.  
R. Gary, F. Gibbons, G. Gould

VAN-PACKER CORPORATION  
Booths 118-119  
L. P. Brown, W. J. Dane

VIKING AIR CONDITIONING CORP.  
Booth 660A  
R. Gory, F. Gibbons, G. Gould

VIKON TILE CORPORATION  
Booth 291  
H. A. Harrington, C. J. Jensen, H. W. Jensen,  
K. C. Riley

WADSWORTH, INC.,  
Booth 266  
Warren Atkins, Walter Atkins, G. Browning, Jr.,  
J. M. Gaughan, A. Kline, R. M. Lyons

WARE LABORATORIES, INC.  
Booth 615A  
F. Fogel, A. Hendrie, W. L. Hunter, G. Musuro,  
J. Scott

WARREN WEBSTER & CO.  
Booth 101  
D. F. Bennett, W. W. MacNichol, P. W. Stickney,  
L. P. Long, R. G. Gabater, W. D. Johnson

WASHINGTON STEEL PRODUCTS INC.  
Booths 297-298  
C. M. Johnson, D. M. Johnson, W. C. Carleton,  
D. F. Eschelman

WILLIAM WALLACE CO.  
Booth 292  
C. E. Blome, A. L. Hewley, C. A. Perry, E. D.  
Resendez

WOODALL INDUSTRIES, INC.  
Booths 210-211  
C. L. Binno, W. C. Gielow, R. E. Soffell, R. M.  
Shermet, S. H. Shermet, H. J. Slacum, R. M.  
York

YALE & TOWNE MFG. COMPANY  
Booths 142-143  
S. R. Antenlile, R. G. Dustin, L. Lee, L. A.  
Meister, A. J. Morgan, R. 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. Stroud, V. Swan, H. Tiemann

WESTINGHOUSE ELECTRIC  
CORPORATION  
Booths 43 through 53  
J. A. Basigler, A. C. Bredahl, T. Campbell,  
Myrtle Fabsnider, D. N. Feiser, R. Gilbert,  
C. H. Hipple, R. A. Houts, H. W. Hofeditz,  
J. Jennings, A. W. Jones, W. Kline, K. W.  
Knott, E. Koenhe, J. Lightcap, H. J. McClusky,  
J. G. McKinley, J. E. Nelson, J. B. Nolan,  
S. Popett, E. Pepper, A. G. Roa, F. R. Ridgell,  
J. E. Scherz, W. E. Slabaugh, R. W. Stewart,  
R. C. Stone, T. Thorp, J. S. Thrallkeid, F. Trapp

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PRODUCTS EXHIBIT IN PRINT

AB13257—BOOTH NO. 1—ELECTRIC  
RANGES—Nash-Kelvinator Corp., Dept. AB,  
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-  
STRIPE-SASH BALANCE—Zegers, Inc., Dept.  
AB, 8090 South Chicago Ave., Chicago 17, Ill.  
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  
jambs and extend full length of the sash run-  
ways, housing the springs while serving as  
efficient weatherstripping at the jambs. 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, 1230 Avenue of the Americas, New York 20, N.Y.  
This combination unit assures smooth, noiseless  
operation as well as complete protection  
against cold, dust or sand. Called "Dura-Seal,"  
it includes channel members which attach to the  
jambs and extend full length of the sash run-  
ways, housing the springs while serving as  
efficient weatherstripping at the jambs. Four  
cadmium-plated steel springs are used for each  
window. Unit is easily installed.

AB13020—BOOTH NO. 246—FIBRE CON-  
CRETE FORMS—Sonoco Products Co., Dept.  
AB, South St., Hartsville,  
Sonoco Products Co., Dept. AB, South St., Hartsville, SC.  
Sonoco Products Co., Dept. AB, South St., Hartsville, SC.  
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  
19 standard inside diameters from 3 to 24  
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 avail-  
able, for clean finish or form on column.

AB13059—BOOTH NO. 172—HEATING  
PANELS—United States Rubber Co., Dept. AB,  
1220 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 electric-  
cally conductive rubber. Panel sizes of 3x4, 4x4  
and 4x6 feet are available.

AB13021—BOOTH NO. 305—MODULAR  
DESIGN HOMES—Thyer Manufacturing Corp.,  
Dept. AB, 2857 Wayne St., Toledo, Ohio.  
Display units will show a small wall section of  
a typical exterior wall of a Poliman modular  
design home, showing wood shingles (applica-  
tion), 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  
Roofing: a sample fowler type window with  
Thermopane and aluminum screen.

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

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STREAMLINING DESIGN for '53

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.

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.
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.

AB13054—BOOTH NO. 284—STEEL WINDOW—Etling Window, Dept. AB, East River Road, Dixon, 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 disassembles when nailed or bolted to basement wall. Jambs. Two perforated straps on each side of frame permit it to be nailed or bolted to frame 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 3½ to 4½ inch drain opening. The rotor-shredder is made of corrosion-resisting alloy steel. A reversing action engages if motor is overloaded.

AB13021—BOOTH NO. 240—SLIDING DOOR FRAMES—F corridor 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.

AB13024—BOOTH NOS. 267-268—FOOD SERVICE—Beatrice West Studios, Inc., Dept. AB, 194 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.
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.

Martin Bartling Jr.,
Knoxville, Tenn.

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 Ceiling, Thermopane windows, terrazzo floors, blacktop driveway, and landscaping.
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 heavy-duty use do a fast washing of glassware, and pre-heating of rinses, washes, triple-rinses and dries dishes. A top-loading, front opening unit that pre-cools, washes, triple-rinses and dries plates for serving hot food. The dishwasher is a top-loading, front opening unit that pre-cools, washes, triple-rinses and dries plates for serving hot food. The dishwasher is a top-loading, front opening unit that pre-cools, washes, triple-rinses and dries plates for serving hot food.

AB13010—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 overhead tracks without the need for separators or grooves between closet floor and bottom. Doors operate with precision ball bearings on overhead tracks without the need for separators or grooves between closet floor and bottom. Doors operate with precision ball bearings on overhead tracks without the need for separators or grooves between closet floor and bottom. Doors operate with precision ball bearings on overhead tracks without the need for separators or grooves between closet floor and bottom.

AB13104—BOOTH NOS. 248—SLIDING STAIRWAY—E-Z-Way Sales, Inc., Dept. AB, 62 McDonald Ave., Brooklyn 18, N.Y. 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 24x26 inch panel opening accommodates the ladder. Steps measure 15x4x10 inches.

AB13107—BOOTH NOS. 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 1/4 h.p. motor, router base, plane attachment and a compact, easily adjusted door and jamb butt. A 24x26 inch panel is used.

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 "Duble Multi-Shingles" which have been twice-coated and twice mineral surfaced at the factory, which takes 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 weathertight finish.

AB13203—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.

AB13010—BOOTH NO. 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 predetermined 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. 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.
STREAMLINING DESIGN for '53

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

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.

The Flexabilt 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.

AB13101—BOOTH NO. 190—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.

AB13117—BOOTH NO. 630A—FIBER GLASS PANEL—Alynite Co., of America, Dept. AB, 4670 De Soto St., San Diego, Calif. A translucent, reinforced plastic building material. Alynite 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.

AB13109—BOOTH NO. 58—PUSH BUTTON DISHWASHER—Gerity-Michigan Corp., Dept. AB, 10 5th 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 or clear rinsing spray is sufficient for one day’s dishes in an average family. Manufacturer estimates over 300,000 units now in use.

AB13120—BOOTH NO. 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. Peninsula sections achieve additional counter and storage space while forming a separate breakfast area. L” or “U” shaped kitchens also prove efficient.

AB13102—BOOTH NOS. 152-154—RESIDENTIAL SIDING—Mazzonie Corp., Dept. AB, 111 W. Washington St., Chicago 2, Ill. These "Preswood" panels are furnished in widths of 12, 16 and 24 inches, in thicknesses of 1/8 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 rabbit 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.

AB13103—BOOTH NOS. 153-154—RESIDENTIAL SIDING—Mazzonie Corp., Dept. AB, 111 W. Washington St., Chicago 2, Ill. These "Preswood" panels are furnished in widths of 12, 16 and 24 inches, in thicknesses of 1/8 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 rabbit 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.

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.

AB13105—BOOTH NOS. 20-25—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.

AB13107—BOOTH NO. 630A—FIBER GLASS PANEL—Alynite Co., of America, Dept. AB, 4670 De Soto St., San Diego, Calif. A translucent, reinforced plastic building material. Alynite 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, 5500 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 Presswood. The material can be sawed, shaped, nailed, punched or drilled with ordinary woodworking tools on the job. It is easy to apply and requires no maintenance.

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

JANUARY 1953
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 equaled that of the corresponding month in 1951. Up to September we had been running about 20 per cent below per month.

### 1st award $500.00

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.

### NHW PARTICIPANTS

- American Builder's Editor
- Edward G. Gavin
- National Home Week
- Grand Rapids
- Modernization
- Edward G. Gavin
- National Home Week
- Edward G. Gavin
- Edward G. Gavin
AB1312—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 iron rolls out when in use. Corner sink utilizes advantage of corner windows. Under-counter dish-washer joins sink. Ample closet space exists.

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.

AB13206—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 mitered 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 1/2, 3/8 and 5/8 inch thick wallboards.

AB13298—BOOTH NO. 632—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.

AB13317—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 3/4 or 4-inch opening. Special adapter fitting permits installation in openings up to 5 1/2 inches. Safety stop 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.
Completing an attic expansion won the second award for Mr. and Mrs. Grey of Grandville, Mich. Orie 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.
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-imregnated 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.

AB13193—BOOTH NO. 652A—PLASTIC FLOOR TILES—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 subfloors. 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.

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-striped on all four sides. The bottom weatherstrip is of track and canopy type are weather-stripped RAGE DOOR—Steel Door Corp., Dept. AB, 359 S. Jessie St. Mich. All-steel doors side sway. Sponge rubber seals attached to door nut on either side of the door. Lifting springs is adjustable by turning a single jamb assure noiseless operation.

AB13195—BOOTH NOS. 263-264—LIGHTING FIXTURES—Swivelier 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 Swissmatic Joint. Card 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.

AB13200—BOOTH NOS. 23-24—"FIRE-CHEX" SHINGLES—the Philip Carey Mfg. Co., Dept. AB, 316 S. Wayne St., Cincinnati 15, Ohio. A Fort Dodge, lowa, 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.
An honorable mention award was given to Mr. E. Scott of Grand Rapids for his outdoor living-garage combination. The contractor was William M. Schapperkotter; 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.

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.
PRODUCTS EXHIBIT IN PRINT

AB13275—BOOTH NO. 62—DECORATED GARAGE DOORS—Crowford Door Co., Dept. AB, 120-401 S. Jem 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 NO. 198-199—SPACE SAVING BATHUB—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 receptacle. 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.

AB13296—BOOTH NO. 605A—CONVECTOR-RADARATOR—Fedders-Quigan Corp., Dept. AB, 70 Tonawanda St., Buffalo 7, N.Y. This unit has wide application for single and multiple housing units.

AB13041—BOOTH NO. 118-119—MASONRY CHIMNEY—Van Pocker Corp., Dept. AB, 209 S. LeSalle 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.

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.

AB13047—BOOTH NOS. 60-61—GARAGE DISPOSER—Given Manufacturing Co., Dept. AB, Alliance, Ohio. An inert gas port in the upper housing permits the use of a companion plunger 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. 222-233—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 Electri-conomy 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.
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 $2,625.
AB13022—BOOTH NOS. 72-73—COMPOUND WINDOW UNITS—Detroit Steel Products Co., Dept. AB, 2250 E. Grand Blvd., Detroit 11, Mich. Fenestra Wall Units are made from solid hot-rolled intermediate-window sections 1/4 inches deep. The flexibility of these units allows ventilators to be placed in any of the glass lights, or without ventilators. Top-hinged 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. Major conveniences in the fresh food zone are built into this unit. The refrigerator 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 left-over rack is deep enough to store additional articles. Freezer compartment maintains zero temperature.

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 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. Several features are claimed for this window unit: 7-inch glass louvers; a 5/8-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 pivot; 4-inch depth extruded aluminum frame.

AB13112—BOOTH NO. 238—FOLDING DOORS—Joseph Shade Corp., Dept. AB, 1203 S. Jackson St., Janesville, Wis. "Ro-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 hinging hardware. They can be installed in a few minutes in plastered opening, with no doorjamb trim needed. Doors are suitable for wardrobes, closets, or as room dividers.

AB13048—BOOTH NOS. 286-288—GAS/OIL FIRED FURNACES—Harrison Steel Products, Inc., Mar-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 ENCLOSURE—The Leward Co., Dept. AB, 5th & Oxford St., Philadelphia 32, Pa. Double-hung aluminum windows now made in the company's new plant shown here are fired with new furnaces and controlled later, avoiding pilferage. Features claimed include greater heating efficiencies, lower stack temperatures, larger filter areas, quiet, vibrationless operation.

AB13301—BOOTH NO. 629A—BATHTUB ENCLOSURE—The Leward Co., Dept. AB, 5th & Oxford St., Philadelphia 32, Pa. Double-hung aluminum windows now made in the company's new plant shown here are fired with new furnaces and controlled later, avoiding pilferage. Features claimed include greater heating efficiencies, lower stack temperatures, larger filter areas, quiet, vibrationless operation.

AB13214—BOOTH NO. 1—ELECTRIC REFRIGERATOR—Nosh-Kelvinator Corp., Kelvinator Div., Dept. AB, 14,250 Plymouth Road, Detroit 32, Mich. The "Magic Cycle" defrosting refrigerator unit for 1953 is in this 9.4 cubic foot model. It includes such features as full-size butter 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.
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.

A 10x10-foot screened porch was added to the right side of the structure. The complete remodeling project cost the VanderWerps $1,900.
The "Cosmopolitan" bath is available not only in the standard 60x30 inch dimension but in 4½ and 5½ foot lengths as well. It is made for corner installations to form a useful 4 74-76—BATH is also The tub rim widens nch bench at the middle, and further bathing comfort. The bath has one end slopes for showering been re- recently redesigned to make it easier for tiling in and cleaning.

Protectub Inc., Dept. AB, 71 Ludlow St, New York NLY. A modern protector for newly installed bathtubs is "Gum-A-Tub." Covers are made of sturdy heavy-duty gummed back kraft paper; they can be applied to any model tub of sizes 4, 5 or 5½ feet. They assure protection to tubs after new installations.

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 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.

Young Wood Products Co., Dept. AB, P.O. Box 166, Novi, Mich. A new low-priced, one-piece 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.

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, and 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.

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.
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 against 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 compartments, 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 24½ 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 300 degrees, also tilt up and down to permit direction of air to any location in the room without drafts.

AB13313—MINERAL PAINT—American Stod-Dri Co., Dept. AB, Brentwood, Md. Any basement wall can be made clean, dry and bright by the application of Stod-Dri mineral paint for masonry, the manufacturers claim. Many builders have realized the increased buyer acceptance of homes by giving basements a game room appearance with a coating of this economical product. Stod-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.

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.

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 2 x 4's for watertight corners. A crew of six can erect, pour and strip 2,000 square feet of form area in 40 man hours.

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 solid—ten in eleven colors, panels are made in seven easy-to-install sizes, 4 x 4 to 4 x 12 feet.

AB13141—PORTABLE HEATERS—Herman Nelson Division, American Air Filter Co., Inc., Dept. AB, Maline, 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 to 3,350 cubic feet per minute. Kerosene fuel consumption is 3.2 gallons per hour maximum. A 1 h.p., 60 cycle, 1 115/230 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. 56th St., Chicago 30, Ill. A new series of aluminum double-hung windows for residences, Ceco-Sterling Series 508, includes five groups of standard window styles. 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—Hager & Sons Hinge Mfg. Co., 183 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

JANUARY 1953
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.

“We save $125 homes like this with the Shingle-Backer

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.)
"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.

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 ½" and ¾" thickness, 4-foot widths and in lengths from 6 to 12 feet.

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.
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!

1 INSULATION VALUE
2 FIRE SAFETY
3 SOUND ABSORPTION

ZONOLITE AGGREGATES

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 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.

ZONOLITE COMPANY, Dept. AB-13
135 S. LaSalle St., Chicago 3, Illinois

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.

TESTED AND APPROVED

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
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.

A big savings for the builder. Place it, square it, nail it... and the job's done. Factory primed to cut painting costs.

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 Etling 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.

PUT THE ETLING WINDOW TO WORK FOR YOU

ETLING WINDOW
Barberton, Ohio

WRITE For Catalog, Specifications

BARBERTON OHIO

JANUARY 1953
Dealers and the "Do-It-Yourself" fraternity favor the simplicity of operation of the Howell-dor sectional Upsweep garage door. Every Howell-dor is a packaged product, drilled and ready to bolt together. Pictured above is the first of a series of steps illustrated in the Installation Instruction Sheet accompanying each Howell-dor.

Smart merchandisers are also stressing the many operational features of Howell-dor Electric Operators, four types, eleven models.

There are now 38 stock sizes of residential and commercial Howell-dors, including the popular new Picture Door.

The HOWELL Manufacturing Co.
7201 Hasbrook Ave. • Philadelphia 11, Pa.

FASTER THAN $100 ENGINEER INSTRUMENTS!
Packed in husky carrying case 12 x 11 3/4 x 3 1/4"

LEVELALL

THE NEW, IMPROVED WATER LEVEL FOR SIMPLEST ONE-MAN OPERATION

LEVELALL 83B Webster Street, Rockland, Mass.

Dealer inquiries invited

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.)

LEVELALL 83B Webster St., Rockland, Mass.

Mail me Levelall instruments at $8.95
Mail me Deluxe Levelall at $12.95
you guarantee satisfaction or money back upon return of Levelall within ten days.

Name
Address
City Zone State

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.)

LEVELALL 83B Webster Street, Rockland, Mass.

Dealer inquiries invited

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LEVELALL 83B Webster Street, Rockland, Mass.

Dealer inquiries invited

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.)
watch prospects nod approval when they see

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 3/8" Weldwood® Plywood; 24" x 96" ... 48" x 96" ... 30" x 60" ... 30" x 96" all 3/8" 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.

Westinghouse micarta®

Designed by Decorating Experts to Combine Beauty with Utility

UNITED STATES PLYWOOD CORPORATION
55 West 44th Street, New York 36, N. Y.

Please send color guidebook and full application information on MICARTA.

NAME

ADDRESS

CITY______ZONE______STATE______

JANUARY 1953

AB-1-53
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.
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 ¼" radius round corners. Eliminates hand mortising. Saves time and costs. Available in two sizes—3½ x 3½" and 4 x 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—3½ x 3½", 4 x 4" and 4½ x 4½".

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.
On-the-Job Sawing Center Costs Only

with DELTA Radial

"$1,300,000 CONSTRUCTION FOR $400"

—Metcalfe-Hamilton Construction Companies, Kansas City, Mo.
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 and thousands of dollars in additional labor."

Hear 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."

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 2 to 7½ H.P.

Delphi'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.
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°.

DELTA POWER TOOL DIVISION
ROCKWELL MANUFACTURING COMPANY
646A NORTH LEXINGTON AVENUE • PITTSBURGH 8, PA.

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.
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 boosts 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.

HIDALIFT DIVISION
THE TURNER & SEYMOUR MFG. CO., TORRINGTON, CONN.

Gentlemen:
Send complete literature and prices on Hidalift.
Please check [ ] Dealer [ ] Builder
Name
Address
City Zone State

182

AMERICAN BUILDER
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.

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.

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.

Curtis makes a complete line of architectural woodwork and Silentite windows for homes of all types and sizes. Make your next home “all Curtis.”

This wall corner spin shelf puts everything at the housewife’s finger tips. It can also be installed in a base corner unit.

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: __________

JANUARY 1953
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 tracks optional for indoor use.

PRICES F.O.B. FACTORY
4.6 H.P. Wisconsin Engine $300.00
7.7 H.P. Briggs & Stratton Engine $400.00

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

(Muller Machinery Co., Inc., Metuchen 4, New Jersey)

Mail coupon for descriptive folders

HOLT MANUFACTURING COMPANY
369 - 20TH ST.
OAKLAND 12, CALIF.

HOLT NMPL12 is ruggedly constructed, easy to handle, operates smoothly. Cut selector assures right tension for rough, medium or fine cut.

DEMONTABLE 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.
Extra Power... Extra Size... Extra Strength!

Here's what you've been asking for!... an agile, easy-to-maneuver 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!

DEARBORN MOTORS CORPORATION
Birmingham, Michigan

National Marketing Organization
for the Ford Tractor
and Dearborn Equipment

DEARBORN EQUIPMENT

JANUARY 1953
All over the country, builders told us, "We need a material with all the strength, paintability and long wear of Masonite Presdwood®, but in a size and shape that's easy to apply as siding."

Now there is such a product...we've been working on it for years. But we didn't want to announce it until it was thoroughly tested and we knew it was right!

Masonite Siding does all the things you asked...and more! Creates beautiful, permanent lap-siding for new homes and old. Comes with specially-designed Shadowline wood strips to create a distinctive deep shadow. This permits smaller overlap...puts more of the width to work.

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.

**out-weather the weather**  
Permanent protection in all climates. This durable all-wood hardboard never rots or corrodes.

**saves money**  

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
DANT & RUSSELL SALES CO. OFFICES

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Fort Everglades Station
CHICAGO AREA
4725 Railroad Ave
East Chicago, Indiana
CLEVELAND, OHIO
19115 Detroit Road
(Rocky River)
COLUMBUS, OHIO
483 Neilston Street

LOS ANGELES, CALIF.
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SAN FRANCISCO, CALIF.
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SAN DIEGO, CALIF.
1615 South 28th
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9225 San Leandro St.
VANCOUVER, B. C.
201 Royal Bank Bldg.

Representatives elsewhere throughout the United States.

DANT & RUSSELL, Inc.
EQUITABLE BUILDING, PORTLAND 4, OREGON

JANUARY 1953
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.


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

NEW CASTLE PRODUCTS
New Castle, Indiana
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

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.
For 30 Years America’s

Numetal Weather Strip
for windows and doors

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.

---

**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.**

**QUALITY BUILDING SPECIALTIES**
HOPE'S NEW COMBINATION INSIDE-OUTSIDE METAL TRIM

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
"Black & Decker Saws can't be beat!"

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

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!"


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!
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!"

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7 1/4" saw with full base adjustments; for 0° to 25° vertical depth of cut; 0° to 45° bevel adjustment; 1 1/4" depth of cut at 45°. Speed: 3200 r.p.m. no-load. Overall length: 17 1/2". Weight: 15 1/2 pounds.

SKIL Products are made only by SKIL Corporation formerly SKILSAW, Inc. 5033 Elston Avenue, Chicago 30, Illinois

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Member of the Metal Window Institute and Aluminum Window Manufacturers' Association
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Plastic-Faced
Plywood that’s
Engineered
for Painting

IT'S NEW! Now offered for the first time though years in the making, GPX GREEN is the ultimate in plastic-faced paint grade plywood. It combines the miracle of modern plastics with the structural strength of plywood. It offers an improved interior and exterior surface in one grade . . . another product in plywood pioneered by Georgia-Pacific.

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One inexpensive Electri-Center protects and controls all lights, range, washer, other appliances. If short circuit or overload strikes, Pushmatic circuit breaker automatically trips, breaks the circuit, and a clearly labeled button shows “off”. To restore circuit (unless trouble still exists) just push button ... electricity goes on again. What could be simpler or safer than that!

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Two types: The Streamlined Straight, especially advantageous where space adjoining the house is restricted. Round type, for installation wherever projection into yard is not a factor. Both types in complete range of sizes to fit all standard window openings.

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1. Any Crawford Marvel-Lift Door can be equipped for push-button control from your moving car.

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3. Safely inside, another touch on a button, in your car or in the house, closes the door, turns out the lights. When you go out, the process is reversed.

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HEAT MATERIALS. Concrete should be between 60° and 80°F. when placed in the forms. Be sure to heat sand and coarse aggregates separately until no frost, ice or snow remains. The water should never be hotter than 175°F. when it comes in contact with the portland cement in the mix—otherwise a flash set may result.

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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.

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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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Remember... FIRESTOP BESTWALL is the first wallboard to give 1 hour fire-resistance in single-layer application on both walls and ceilings—over both wood and metal framing.

FIRESTOP was the first gypsum wallboard manufactured under the Underwriters Laboratories Re-examination Service and stamped with the (UL) mark.

Already approved by Building Codes in over 200 communities, FIRESTOP BESTWALL can be used for any room—any building. It can be used in the home—on the farm—in office and factory. It can be used for new construction—or remodeling.

It will do everything ordinary gypsum wallboard can do—and do it better.

FIRESTOP BESTWALL is the greatest development in dry wall construction since the introduction of gypsum wallboard over 40 years ago. Recommend and promote this exclusive Certain-teed product! Your customers—and your customers' customers—will want its important safety features.
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 1/8 inches actual for 2-inch dimensions, 3 3/8 inches for 4-inch, 5 3/4 inches for 6-inch and 7 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 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 1/2-inch pitch for a 24-foot 4-inch area is desired, a 10-foot pitch will require a rafter 15 feet 8 3/4 inches with a K dimension of 2 5/8 inches, or a total of 15 feet 11 3/4 inches of stock is needed. This will allow use of a 16-foot piece of stock with only a 3 5/8-inch drop-off. A 13-foot pitch will utilize the entire length of an 18-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 3½-inches wall stud is used, the exterior surface of the wall stud is 3½-inches inside the nominal exterior wall line. One-half the thickness of a 2-inch ridge (which has an actual dimension of 1⁹/₁₆-inches) is 1³/₁₆ inch. The 13/₁₆ inch plus the 3½ 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 11½ 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 18 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 18-page table, known as the Wilson Rafter Table. This important timesaver 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 of as little as two inches up to as 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)
<table>
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<th>Rise</th>
<th>Common &amp; Jack Rafters</th>
<th>Hip &amp; Valley Rafters</th>
<th>Total Rise</th>
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**Note:** All figures except inches.
**RISE** "SAW SET" "FEET OR INCHES" ARE SIXTEENTHS OF AN INCH

<table>
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### GENERAL INSTRUCTIONS FOR USE OF TABLE

Suppose it is desired to find the length of a common rafter when the run equals 10'-10" and the rise equals 5½" in 12". Under column for "COMMON & JACK RAFTERS" opposite 5½" rise:

- **FEET** = 211.2
- **INCHES** = 17.6
- **16ths** = 1.10

Therefore:

- 10' x 211.2 = 2112
- 10" x 17.6 = 176
- 5½" (or 10/16") x 10 x 1.10 = 113

Total 2299

From column "E" subtract largest figures from "TOTAL" viz:

- 2299
- 2112 = 11
- 187
- 176 = 11
- 11 = 11/16

Length = 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:

- 5½" rise 16" centers
- 1.10 x 16 = 17.6 = 17¾"
Previously it was stated that a house 24 feet 4 inches wide, using a 6 1/2-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
24' 4" - 1" = 12' 1"

Reading in the line for a 6 1/2-inch rise, there appears the figure of 218.4 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 218.4 figure, multiply 1 inch by the 13.2 figure, and add the result:

\[
\begin{array}{ccc}
\text{218.4} & \times & \text{12} \\
\text{13.2} & \times & \text{1} \\
\hline
\text{2620.8} & \text{18.2} & \text{128.2} \\
\text{2639.0} & & \\
\end{array}
\]

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 123, 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 6 1/2 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 2 1/16 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 6 1/2-inch pitch.

F is 102
96 is 6"
6 is 6/16 or 3/8
Therefore, F equals 6 3/8 inches.

G is 49
48 is 3"
1 is 1/16
Therefore G is 3 1/16 inches.

J is 69
64 is 4"
5 is 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 Ao 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 6 1/2-inch rise:

1 foot x 218.4 = 218.4
3 inches x 18.2 = 54.6

Total 273.0

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 3/8 inch. Thus the length of the overhang to be added to the length of the common rafter is 1 foot 10 3/8 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 10 1/2 inches, then the length to be added to the common rafter would be computed from the rafter table as follows:

6 feet x 255.1 = 1530.6
8 inches x 21.3 = 170.4

Total 1701.0

Under feet in Column E, highest number below 1701 is 1536, which stands for 3 feet. Take the difference between 1701 and 1536, which is 165. Next highest number in inch
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 8 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:

\[
AL = \frac{R1 - R2}{2}
\]

\[
AL = \frac{12" - 4"}{2} = 4" = \frac{1}{2}" = 8/16".
\]

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.

Thus run is 133" 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.

15 feet × 202.4 = 3036
11 inches × 16.9 = 185.9
Total = 3222

The decimal is more than .5 so the final sum becomes 3223, the figure to be transposed into feet and inches in Column E, the sixteenths table. The nearest figure below 3223 is 3204, denoting 12 feet. The remainder, 24 (3204 minus 3204) is nearest to 16 in the inch column, which refers to one inch and leaves a balance of 8 or 8 1/16 inch. Thus, the length of the lean-to rafter is 12 feet 11 1/16 inches.
Since this length is so great, the dimension of stock will be a 2 x 8. 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 13.16 inches, which will cut from a 22-foot length. The F dimensions will be 98.5 inches long. G will be 61.4 inches and J, 69.16 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 2 x 8 stock, all J dimensions in this problem should be considered for 2 x 8 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 5 1/2 inches thick) is presumably nailed to 1-inch drywall sheathing. Thus:

\[
AP \text{ equals } d \text{ minus } 21 \frac{1}{8} \text{ inches}
\]

Therefore, run equals 3 feet 8 inches minus 21 1/8 inches or 3 feet 5 1/8 inches.

From the Wilson Rafter Table, transpose in the 10-inch rise line:

<table>
<thead>
<tr>
<th>Fraction</th>
<th>Decimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/16</td>
<td>.0625</td>
</tr>
<tr>
<td>1/8</td>
<td>.125</td>
</tr>
<tr>
<td>3/16</td>
<td>.1875</td>
</tr>
<tr>
<td>1/4</td>
<td>.250</td>
</tr>
<tr>
<td>5/16</td>
<td>.3125</td>
</tr>
<tr>
<td>3/8</td>
<td>.375</td>
</tr>
<tr>
<td>7/16</td>
<td>.4375</td>
</tr>
<tr>
<td>1/2</td>
<td>.500</td>
</tr>
<tr>
<td>9/16</td>
<td>.5625</td>
</tr>
<tr>
<td>5/8</td>
<td>.625</td>
</tr>
<tr>
<td>11/16</td>
<td>.6875</td>
</tr>
<tr>
<td>3/4</td>
<td>.750</td>
</tr>
<tr>
<td>7/8</td>
<td>.8125</td>
</tr>
<tr>
<td>15/16</td>
<td>.9375</td>
</tr>
</tbody>
</table>

Converting 10.5729 through these tables gives 10 feet 6 1/8 inches as the run for rafter #2.

Transposing figures in the 4-inch rise line of the rafter table:

<table>
<thead>
<tr>
<th>Feet</th>
<th>Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>202.4</td>
</tr>
<tr>
<td>6</td>
<td>16.9</td>
</tr>
<tr>
<td>14</td>
<td>106.0</td>
</tr>
</tbody>
</table>

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 13 1/2 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:

\[
AH \text{ equals } e - dR1 - R2
\]

In this formula, with a dropped plate detail, e equals section height plus 10 inches plus J2 minus J1, or 90° + 10° + 6 5/16" = 96.9° 16¼ inches.

Also in this formula, dR1 equals total rise for d, or for 3 feet 8 inches with 10-inch pitch. Consulting the table’s column for total rise along the 10-inch rise line:

<table>
<thead>
<tr>
<th>Feet</th>
<th>Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>160</td>
</tr>
<tr>
<td>3 inches</td>
<td>13.3</td>
</tr>
</tbody>
</table>

Total 356.4

Converting this to feet and inches in Column E, the highest number under 585 is 574, representing 3 feet. The remainder of 10 is less than lowest number in inch column, so it becomes 10 16 or 5 1/8 inches.

making dR1 equal 3 feet 0 inches. Therefore

\[
e - dR1 = 100.16 = 36.10 \quad 16\]

\[
R1 - R2 = 10° - 4° = 6.10\]

\[
63.7/16 = 63.4375 = 10.5729
\]

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 1/8 inches as the run for rafter #2.
From the conversion tables, run \( AH \) equals 16 feet 8\( ^\circ \)4 inches. Referring to the 4-inch rise line of the rafter table, the following factors are obtained:

- 16 feet x 202.4 is 3233.6
- 8 inches x 16.9 is 135.2
- 12 16th x 1.06 is 12.7

Total 3386.3

A check with Column E shows 3386 3264 (17 feet) 10 (10/16 inch)

Length of rafter is 17 feet 7\( ^\frac{1}{2} \) inches.

To calculate the run for rafter \#4, the formula is given as

\[
AR = 2 - \frac{3}{2} \left( \frac{3}{8} + \frac{10\,67}{6\,\text{in.}} + \frac{4\,4}{4\,\text{in.}} \right)
\]

Run AR is 1 foot 4\( ^\frac{1}{2} \) 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\( 15/16 \) inches.

\begin{align*}
\text{PRODUCTS EXHIBIT IN PRINT}
\end{align*}

\begin{align*}
\text{AB13222—PORTABLE HEATER—Silent Glow}
\text{Oil Burner Co., Dept. AB, 850 Windsor St.,}
\text{Hartford, Conn. This movable unit is stated}
\text{to provide immediate portable heat where and}
\text{when it is needed most. Through the scientific}
\text{application of a unique combustion prin-
\text{ciple in this heater, the manufacturer has}
\text{brought new efficiency and safety to portable}
\text{heat for pre-heating, space and spot heating,}
\text{drying, curing and thawing. It provides radiant}
\text{heat or forced air by means of an auxiliary}
\text{fan. Unit delivers 168,000 B.T.U.'s per hour.}
\end{align*}

\begin{align*}
\text{AB13322—GARAGE DOORS—Colder Mfg}
\text{Co., Dept. AB, 630 N. Prince St., Lancaster,}
\text{Pa. Upswinging sectional "Wedge Tight" doors}
\text{are rigid and durable; they operate smoothly}
\text{and quietly with minimum upkeep, since the}
\text{ball bearing cable sheaves are packed with}
\text{permanent grease. Doors are designed to har-
\text{monize with architecture of rest of building or}
\text{contrast well with it. Units fit tightly, yet do}
\text{not drag while opening or closing. Six handles}
\text{give operating convenience from any point.}
\text{Opening has full clearance when door is up.}
\end{align*}

\begin{align*}
\text{AB13242—WIRE LOCKING DEVICES—}
\text{The Arrow-Hart & Hegeman Electric Co., Dept.}
\text{AB, 103 Hawthorne St., Hartford 6, Conn. A cur-
\text{rent carrying device that locks in position, pre-
\text{venting accidental disconnection is installed in}
\text{the same manner as ordinary connecting de-
\text{vices but assures a positive lock by a twist of}
\text{the cap in the connector receptacle; a reverse}
\text{twist unlocks the device. It avoids accidental}
\text{interuption of electrical service. Device pro-
\text{vides assurance of constant current supply in}
\text{wide variety of applications.}
\end{align*}

\begin{align*}
\text{AB13243—FLOOR TILE—COUNTER TOP—}
\text{Sandura Co., Inc., Dept. AB, 17th and San-
\text{boron St., Philadelphia 3, Pa. The "Mother O'}
\\text{Pearl" design is available both as counter}
\text{topping and as floor tiles. The tiles are made of}
\text{extra heavy vinyl, 3%6 to 45-inch widths. Six colors}
\text{for both counter top and floor tiles are pro-
\text{vided. The counter top is also available in an}
\text{all-over marble design in six different colors.}
\text{Colors cannot fade as they are underlaid be-
\text{neath vinyl plastic.}
\end{align*}

\begin{align*}
\text{\textbf{NEXT MONTH'S ARTICLE}}
\text{\textbf{will demonstrate the use of the}}
\text{\textbf{Wilson Rafter Table in}}
\text{\textbf{calculations for hip and valley rafters.}}
\end{align*}
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JANUARY 1953 219
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AB13268—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 horse power, 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 plants, carpenter and patterns 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 18x30 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. Aluminized 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—Ivan 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 sideways, the 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.
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.

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 17½x6x2½ inches.

AB13063—GLASS BLOCK VENTILATORS—Westwood Engineering Co., Dept. AB, 3118 W. Lake St., Chicago 12, I11. The interior view of the new Blikvart 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 lower 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 t&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.

AB13090—BATHROOM CABINET—Ideal Cabinet Corp., Dept. AB, 722 Jay Rd., Detroit 4, Mich. The Bonnackurn 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 "view" mirror use. All mirrored surfaces are equipped with full stainless steel rails. Two adjustable glass shelves and latch-type lock are also provided.

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 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.

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.

USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 240A-B
AB13223—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 Colourundum. 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.

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, meter 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.

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 1/4 and 1/2 bends. These units are made in 4-inch diameter size only. All three fittings fit other makes of fiber pipe. Units are joined in similar manner to manufacturer’s pipe and couplings—a top or two produces a water-tight joint. No cement, compounds or calking is required at junction.

AB13196—BOW SAW—Henry Diston & Sons, Inc., Dept. AB, 80 W. 39th 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 as fast as 24 inches per minute on seasoned beech logs; it can be handled by one man.

AB13240—HEAT RADIATION FINs—Fin-Tube Radiator Co., Inc., Dept. AB, 10 Fair St., New Haven, Conn. These heat radiating devices with an extruded collar bonded to it become an integral part of the pipe. They provide 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.

AB13217—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 21/2-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.

AB13241—WATER SOFTENER—The Permunit Co., Dept. AB, 350 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.

AB13239—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 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 doors, locks and window frame mortises, grooving for weather stripping, cutting hinge and lock mortises, tongue grooves, and concealed hinges in cabinet work, fitting Formica sink tops, dovetailing, other uses.

AB13221—WATER SOFTENER—The Permunit Co., Dept. AB, 350 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.

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White Universal Level-Transit...

the most versatile instrument you can own!

Yes, the White "Universal" Level-Transit is the most practical, complete instrument on the market. Now available in a new improved model—the No. 3000—with internal focusing, coated optics, guarded vertical arc. In fact, every feature to assure you lifetime durability and accuracy. And the price is only $185*, complete with tripod. See your dealer, or write David White Company, 311 W. Court St., Milwaukee 12, Wis.

INDISPENSABLE FOR THESE JOBS—AND MANY MORE—

Plumb walls and uprights  Set stakes for grading  Set slope for tiling  Run property lines

Line up curb and sidewalk  Measure angles  Make stadia surveys  Level up foundations

*Price subject to change without notice.

We offer the most expert REPAIR SERVICE on all makes, all types of instruments.

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.

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.
NO. D-98 CIRCULAR FIREPLACE

Course 16
Course 13
Course 9
Course 19 and above

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.
NO. G-35 ENTRANCE DOOR REMODELING

Elevation

Section A-A

Section B-B
$2S 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.
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 5 1/4 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 interior 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-
Expansion Joint
2" Modern Grete i
§ Plat Felt—8Ga ate,
Sand —
% 3* Cone ~
< ; p . 4 4
REIT AIE
ar~insulation
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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.

Compressing 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.

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 Fiber-glas batt is wrapped in mesh and imbedded into the panel when it is 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.

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
AB13278 — BONDING PLASTIC — Nu-Wall Mfg. Co., Dept. AB, 923 N. 19th St., Milwaukee, Wis. The use of Nu-Wall in covering drywall 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 1/4-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.

AB13269 — PERIM-A-BASE HEATING — Berger Furnace Mfg. Co., Dept. AB, 893 N. 19th St., Milwaukee, Wis. An innovation in heating systems is the Perim-a-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 air 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 nailing the door. It is adjustable to fit doors from 1 1/2 to 3 inches in thickness. The escutcheons measure 3 1/2 inches wide. The device is available in seven standard finishes and is hand polished. Cutout template is furnished with each unit.

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: 3/32-inch, recommended for residential areas; and 3/16 and 5/32-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.

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.

AB13182 — PLASTIC SKYLIGHT — Resolite Corporation, Dept. AB, Zelienople, 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 buildings. Use of connel efficiency structures not wired for electricity panels in factory roofs increases per

AB13271 — PREFAB HOUSES — International Homes, Inc., Dept. AB, Mineral Ridge, Ohio. This company offers a 1953 line of conventionally built, fully panelized 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.

AB13139 — FIREPLACE — Readybuilt Products Co., Dept. AB, 17th 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-gloss ivory, it has red cast brick facing, lining and hearth. Installation is simple, requiring only an hour’s time of a handy man.

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

JANUARY 1953
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 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.
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.

AB13228—UTILITY PLUG—Molly Corp., Dept. AB, 524 Court St., Reading, Pa. This device is stated to stop permanently leaks in liquid containers. The plug's neoprene gasket is not affected by steam, oils, gasoline and many chemicals. It is 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 % inch washer.

AB13229—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 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 % inch washer.

AB13321—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, 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.

AB13231—BUILDING BLANKET INSULATION—Reflectacorp., 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 handling, storage and application savings which, by time study record, ranged to 87 per cent with the former 250 square foot rolls. Alfoil 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.

AB13232—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.

AB13245—ALUMINUM LOUVERS—Midcentury Louvers Co., Dept. AB, 8 Wall St., Norwalk, Conn. Essential ventilation for essential wall ventilation, these devices can be installed in gable ends, eaves, soffits, sidewalls or above the sill in excavated 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 1/2, 2, 2 1/2, 3 and 4 inches.
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 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

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.

This statement is borne out by the many visits of S.C.P.1. 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,
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 caulk- ing compound to obtain a simple, inexpensive and effective windstop. It provides a waterproof windstop which allows movement of the wind- (Continued on page 238)

Excavating dirt and rubble from old building and loading to trucks is one of many jobs this Allis-Chalmers HD-20G tractor shovel handles fast because of its 175 net engine hp., easy maneuvering ability and big 4-yd. bucket capacity. Working on large housing projects, the 61,600-lb. HD-20G's economically dig a basement an hour in any weather, clear out trees, move big rocks.

Handling bulk or solid materials. All four sizes of A-C tractor shovels lift, load or carry materials of any kind, feed hoppers, handle many other jobs. Work anywhere, including over muddy or rough ground. The HD-15G shown here weighs 40,000 lb., has 109 drawbar hp., 3-yd. standard bucket and dumping height of 12 ft. 8 in.

Loading fill sand for housing proj- ect 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 attach- ments — 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.

Let your Allis-Chalmers dealer show you how tractor shovels speed every phase of construction, from basement excavation to final landscaping — or write us for literature giving complete information.
Builders have found that home buyers are looking for indoor-outdoor living, and homes with Malibu steel-framed sliding glass doors sell faster. That's why more and more mass-production builders are installing Malibu.

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Send for free booklet and name of your nearest Malibu dealer.

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Los Angeles 48, Calif.
Please send me free booklet on types and sizes of Malibu sliding glass doors and name of my nearest Malibu dealer.

Name
Address
City

See our booth No. 241 at 1953 NAHB Show

‘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\(\frac{3}{4}\) inches. A 3\(\frac{3}{4}\)-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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FIG. 9—The brick mould is then attached, leaving at least 1/4-inch clearance between mould and masonry jamb.

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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'SCR BRICK'

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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AB13181—HOME DOOR LOCK—Technico! Glass Co., Inc., Dept. AB, 2050 E. 48th St., Los Angeles 58, Calif. 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 1/2 to 1 1/4-inch doors.

AB13263—METAL CORNERS FOR DRY WALL—The Richkraft Co., Dept. AB, 228 N. La Salle St., Chicago 1, Ill. Richhead 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 1/8-inch and 1/4-inch sizes. Richhead is simply cut and fitted, does not require special tools. Photo shows completed application at interior (left) and exterior (right) corners.
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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. Preststeel 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.
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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.

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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 2 x 4 beam. Each frame carries its own trim, inside and outside, for any wall treatment. Units are made of 18-gauge steel with corners mitered 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 embodied in the Leco-Flex latch. It consists of a 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.

AB13106 — STUD DRIVER — Remington Arms Co., Inc., Industrial Tool Div., Dept. AB, 936 Bank St., 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 10 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 9/16 to 2 1/4 inches.

AB13099 — CEMENT PAINT — Medusa Portland Cement Co., Dept. AB, 1000 Midland Bldg., Cleveland 15, Ohio. This new priming coat for porous masonry was developed primarily for block surfaces and absorption of water porous masonry, but it can be used on almost any surface where an improved appearance and workability of succeeding coats of paint is desired. It is easily mixed by adding water and is applied with a scrub brush.

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 Durashield. 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.

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 BUILDER'S 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.

JANUARY 1953 PAGE 240A
LUMBER MEANS...

WEYERHAEUSER

4-SQUARE

THIS BRAND NAME ON LUMBER MEANS...
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.
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.

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.

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 4½ x 9 inch sanding surface, the bottom plate extends beyond the body of the tool for sanding close to obstructions. Switch handle is located close to the housing for better control, less fatigue.

AB13136—GAS ENGINE-CHAIN SAW—All 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 ½ 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.

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.

AB13165—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 screwdriver, clinching the nail solid against sheathing.
NOW, for budget sized homes

See it at the
National Home Builders Show
January 18-22.*

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“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.

* Stanley Sliding Door Hardware at Booth 281
  Stanley Cabinet Hardware at Booth 257

The Stanley Works, New Britain, Conn.

STANLEY


HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL
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.

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.

What this mark **14K** means in jewelry

this mark means in redwood

the **GRADE-MARK** tells 'em
the **TRADE-MARK** sells 'em

CRA REDWOOD

There is no question of quality when your lumber bears the CRA grade-mark. The accurate grading, uniform milling, and proper seasoning set by CRA standards assure top performance on the job—every time. That's why it's good business to feature grade-marked, trade-marked, Certified Dry CRA Redwood—the lumber you can be sure of—the lumber processed by the reputable member firms of

CALIFORNIA REDWOOD ASSOCIATION 576 SACRAMENTO ST., SAN FRANCISCO 11
Arcata Redwood Co. • Coastal Plywood & Timber Co. • Eureka Redwood Lumber Co. • Hammond Lumber Co. • 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. 'Quikbrick' is a cement-bonded clay product which can be travelled 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 slats are 1½ inches wide formed of .017-gauge aluminum alloy, with baked-on enamel.

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This is the NEW

DELFAIR Multi-Wood BLOK FLOOR

- A HARDWOOD BLOCK designed especially for extra economy—that’s the new DELFAIR MULTI-WOOD BLOK FLOOR.

- MULTI-WOOD BLOK FLOORS are made from selected mixed hardwoods which have been prefinished at the factory for extra durability and beauty.

- DELFAIR MULTI-WOOD BLOK FLOORS are made in one grade only—No. 1 Common and Better.

- IDEALLY SUITED for installation in housing projects, apartments, office buildings, stores, schools, institutions, as well as in large and small homes.

- AVAILABLE IN THE FOLLOWING SIZES: 9 x 9 inches, 7 1/2 x 7 1/2 inches and 6 3/4 x 6 3/4 inches, with a thickness of 25/32 inches, and in 8 x 8 inches, 9 x 9 inches, and 10 x 10 inches in 1/2 inch thickness.

OTHER QUALITY DELFAIR FLOORING PRODUCTS:
- Standard Strip
- Oakblok
- Plank
- Prefinished
- Square Edge Strip

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Louisville, Mississippi

Please rush me complete information about the new DELFAIR MULTI-WOOD BLOK FLOORS.

NAME

ADDRESS
Important!
Investigate how FHA and VA regard all purpose rooms as 3rd bedrooms with resultant loan advantages.

Add an "EXTRA" Room without adding to building cost!

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SOLVED!
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.

STERLING — the nation's most complete caulking and sealing service.

In this particular layout has already been used by builders in over 500 homes.

Murphy Beds

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 15" 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 Cabrnette Complete Kitchens.

MURPHY BED AND KITCHEN COMPANY, INC.
19 West 44th St., New York 36, New York
Please send free information on Murphy Beds and Cabrnette Kitchens.

NAME
ADDRESS
CITY STATE

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 4½ 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.

AB13366—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, micro duct and special forced air heating requirements. The heater is AGA-approved.

AB13159—FREE-STANDING CONVECTORS—Young Radiator Co., Dept. AB, 709 S. Marquette St., Racine, Wis. Designed to provide an abundant supply of heat, this convector 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, Sliding Top, useful in institutions; and a Wall-Hung Flat Top type.

# USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 240A
AB13241—WICKET DOOR ON SECTIONAL DOORS—The Howell Mfg. Co., Dept. AB, Cohrman St. and Haybrook Ave., Philadelphia, 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. Grauer type shoes which dig into mud, ice, snow, hard or soft ground, provide 100 percent 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.

**PRODUCTS EXHIBIT...**

**More Speed... More Profits ON EVERY JOB with American!**

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, steelwooling 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.

**NATION-WIDE SERVICE**

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.

**FLOOR SANDERS**

Five models, a machine for every purpose. Sharpie 56; drum; Standard; 36" drum MG-8" drum; Little America—8" drum.

**FLOOR EDGERS**

Two models, 7" and 9" discs—for sanding edges, sidewalks, stairways, small halls.

**ABRASIVE PAPER**

New improved American Black Demon and American Combination high quality papers are scientifically improved to give longer life, faster cutting.

**FINISHES**

American Finishes are finest quality—complete line for all floors... seals, finishes, waxes, cleaners.

**FLOOR MAINTENANCE**

American Deluxe, for all floors—polishing, waxing, steelwooling, disc-sanding, grinding; 19", 16" and 14" sizes.

**PORTABLE ELECTRIC SAW**

9½" blade cuts 2½" plank at 45°, or 3½" boards. Motor develops 3½ H.P. Cuts fast, any position, one-hand operation.

**BELT SANDERS**

Portable... many uses, roughing to final finish... Sandeplaner is ten times faster than hand plane.

**LESTO SAW**

Portaeelectric lig or saber saw for scroll work, dovetailing, cutting openings, etc. Two models—7½ and 9½" capacity. Sold and serviced by American.

**50 YEARS OF PROGRESS**

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Please send latest catalog on the following, without obligation:

Floor Sanders Floor Edgers Abrasive Paper Belt Sanders
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JANUARY 1953

265
RESOLITE

That modern touch

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.

For complete information, and name of nearest distributor, write Dept. A-7

RESOLITE Corporation
ZELIENOPLE, PA.

PRODUCTS EXHIBIT IN PRINT

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.

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 3½-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 ½ or 1 h.p. motor.

AB13392—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.
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".

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)
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.

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.
Kennatrack offers low-cost K-Frame for pocket doors

It takes a carpenter several hours to frame-up a rough casing, 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, effortlessly, 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, bypassing 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.
Dur-O-wal 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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Dur-O-Wal Div., Dept. 658
Cedar Rapids Block Company
Cedar Rapids, Iowa

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 375 lbs. Other sets available for openings up to 10' wide x 10' high.

Allith

50-50 Push-Over Garage Door Hardware

American Builder for Forty-Five Years

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 3½ x 10 inch furnace pipe. The metal housing is permanently installed within the joist space. Size is 7½ x 9½ 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—Fogel 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.
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

METAL WEATHERSTRIPS — THRESHOLDS
MASTER NO-DRAFT SASH BALANCES

MASTER METAL STRIP SERVICE, INC.
1720 N. Kilbourn Ave., Chicago 39

AB13812 — 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 1/2 to 2 inches in thickness; 13 lock units to fit all types of installations are provided. The lock has a 1/8 inch throw. 100 percent reversibility, and five or six pin tumblers 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 operator to work with one hand free to hold material, the device drives 33 staples in 10 seconds. A 1/8-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.

PRODUCTS EXHIBIT....

WONDERDRAFT stops fireplaces from smoking because of "too air-tight" 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

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...no easy enough a child can operate it.

EZ-WAY SALES, INC.
Deport 5, Box 300
St. Paul Park, Minn.
Heres 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.

STERLING CASEMENT WINDOW HARDWARE

No. 190 EXTENSION HINGES
No. 61 CASEMENT WINDOW OPERATOR

STERLING HARDWARE MANUFACTURING CO.
2345 WEST NELSON STREET, CHICAGO 18, ILLINOIS

JANUARY 1953

* See our Catalog in SWEET'S Architectural File and Builders File
* See our display at THE ARCHITECTS SAMPLES CORPORATION New York, New York
IMMEDIATE DELIVERY!

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. Safety-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

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!

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.

PRODUCTS EXHIBITED....

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. Openings in two rooms; open two short, one long side; open two long, one short side; and open all around.

AB13286—PLASTIC SHEET—Cost 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 8x8-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.

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!
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 1/2 inch.

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 6, 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 resharpening. 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.

MORE PROFIT in the Job!

LESS DELAY on the Job!

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

PROFIT PROVEN

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

Gentlemen: Please send complete information on GATE CITY Awning Windows.

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JANUARY 1953
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, automatic transmission—all require minimum upkeep, give years of service free from breakdowns.

Available in 6, 11, and 165 sizes. Ask for Catalog M-10.

THE JAEGER MACHINE COMPANY
521 Dublin Avenue
Columbus 16, Ohio

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.

The Steel Scaffolding Company, Inc.
856 Humboldt Street
Brooklyn 22, New York
Telephone: EVergreen 3-5510

PRODUCTS EXHIBIT....

AB13068—ASBESTOS-CEMENT SHINGLES—Asbentone 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—Dolton 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 1/16-inch layers of Simpson insulating board laminated together with a water resistant adhesive. Standard thicknesses are 1/16-inch, 2-inch, and 3-inch. Standard size is 2x8 feet. A modified t&g joint is used on the long edges.

- USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 240A
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—Home-lite 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 8x7x2½ inches.

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! COMPLETLY 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
DO YOU HAVE A WINDOW PROBLEM

CONCERNING:

DESIGN
SPECIAL SIZES
APPEARANCE
ENGINEERING

COST
MAINTENANCE
INSTALLATION

OPERATION
VENTILATION
WEATHERING

Visit Booths 295-296 FOR THE ANSWER

PRODUCTS EXHIBIT....

F & W MEANS Flowing Water

for suburban homes beyond the water mains

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 ½-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 ½ inches long, weighs 8 ½ 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—Joeger 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.

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 "Speechange 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.

F & W Means Flowing Water by FLINT & WALLING MANUFACTURING CO., INC. 166 Oak Street, Kendallville, Indiana

F & W VARJET Shallow Well Pump Pumps 40 to 70% more water, yet reduces power consumption, an exclusive F & W patent!

F & W Multi-Purpose Jet Pump Change from shallow well to deep well at no extra cost, by moving jet off pump down into well.

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F & W WATER PUMPS

FARM-USED, FARM-PROVED FOR 87 YEARS

AMERICAN BUILDER
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

- 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.
- Many other features make the NATCCO Cabinets the leader.

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All mirrors are of "A" Quality Glass—and are unconditionally guaranteed against spoilage for five years.

YOUR COPY is Ready!

Your letterhead will bring you this new catalog on the complete line of NATCCO CABINETS.

Most models are IMMEDIATELY AVAILABLE in every major city.

NATIONAL STEEL CABINET CO.
2415 NORTH CRAWFORD AVENUE • 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 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

BOSTITCH
821 Mechanic Street
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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: □ Insulation □ Paneling
□ Building Paper □ Roofing □ Metal Lath and Cornerite

Name
Company Name
Address

City State
"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, weather-tight, 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....

Build a reputation for including a Scotts 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 Scotts velvety turf for little more than a short lived ordinary lawn.

Get all the facts about using Scotts LAWN CARE PRODUCTS at your local Scott dealer or write direct. Be sure to ask for a free volume of Lawn Care bulletins—yours for the asking.

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11 Spring St., Marysville, Ohio
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CAULKING COMPOUND

for EVERY caulking job

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.

Write today for complete details.

CALBAR PAINT & VARNISH CO.
Manufacturers of Technical Products
2613-26 N. Martha Street
Philadelphia 35, 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.

AB 13089—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.

It's no secret...

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A BETTER
FIREPLACE

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 orfitting. 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 "unalual" 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

BENNETT - IRELAND INC.
Chartered in 1806
NORWICH, NEW YORK

JANUARY 1953

281
PPT 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.

Balanced design — easy operation

Zip! Zip! Fast as you grip!

HANSEN the Tacker with 1001 uses — Tacks insulation, ceiling tile, metal lath, etc.

INSULATION of all types quickly and properly installed with Hansen, the Tacker you hold and operate with one hand — securely holding material and bracing self with other. Flanges on insulation are easily tacked securely in place. Reflective insulation looks and holds better when tacked with Hansen. Building paper, screens, ceiling tile, metal lath, cornerite, are among other time-saving uses of this modern tacking method.

REQUEST BOOKLET T-40
A. L. HANSEN MFG. CO.
5059 Ravenswood Ave.
CHICAGO 40, ILL.

PRODUCTS EXHIBIT....

AB13167—BATH ENCLOSURE—Fiat Metal Mfg. Co., Dept. AB, 9201 W. Belmont Ave., Franklin Park, Ill. The Cascade enclosure converts bathtubs into modern bathing units 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.

AB13214—ATTIC STAIRWAY—Wel-Bilt Products Co., 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 bond 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.

AB1355—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 bond 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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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.

Liberal discounts to Dealers . . . prepaid deliveries.
Write for free Catalog.

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BUILDERS AND HOME OWNERS ARE SOLD ON

New — Low Cost

Sturdee
ALL METAL PORCHES
AND
STEPS

• MODERN
• LIFE-TIME
• SUPER SAFE
• ECONOMICAL
• ATTRACTIVE
• EASILY INSTALLED

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.

WRITE FOR FREE LITERATURE

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CENTRIFUGAL BLOWERS
for discharge under pressure

The outstanding performance of Clipper Ventilators is due to their exclusive design, incorporating the use of genuine centrifugal blowers. Unlike blade-type fans, blowers move a large volume of air through a duct under pressure. This pressure is necessary to overcome the resistance set up by the walls, elbows and other obstructions in the duct system. You can count on quality performance.

The ONLY ventilator that gives you
- Centrifugal Blowers  
- Isolated Motor  
- Dripless Grille  
- Easier Installation  
- Five-year Guarantee

PRICE OFFERS AN INDUCEMENT  BUT QUALITY OFFERS A REASON

5705 S. Main St., Los Angeles 37, Calif.
I've got to hand it to you, Jones, you know more about the Building Business than I thought.

Jones gets his information here.

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.
Why contractors switch to Bostwick Corner Beads

**EXPANDED CORNER BEAD**
Scientifically formed throat located at proper angle to the tubular bead.

**TRUSS-WING CORNER BEAD**
Corrugations run full length of wing for rigidity and straightness. B.B perforations for perfect plaster key. Bead and throat combine for easy bending.

Contractors switch to Bostwick Corner Beads when they see the precision nose and throat construction of Bostwick beads which permit easy bending for arches and sure plaster key. And, contractors like the easy-to-handle, rugged cartons that carry the Bostwick bead straight and undamaged right to the job. Write for catalog C-50.

**Bostwick**
THE BOSTWICK STEEL LATH CO.
103 HEATON AVE. • NILLES, OHIO

**LUCKE LEAK-PROOF BATH-TUB HANGER**
For Housing | Specify | LUCKE
For Hospitals | LUCKE
For Homes | Leak-Proof Bath-Tub Hangers
No Leaks • No Cracks • No Repair Expenses

The Modern Way To Prevent Leaks
For Trouble-Free Bath Tub Edges
There is no excuse for cracks or leaks or repair expense in good building. LUCKE Bathtub Hangers are specified and used by leading architects and builders to overcome this problem. LUCKE Hangers build tubs into walls. Tub rests securely in hanger along each wall.

Sold by Leading Plumbing Supply Houses
Manufactured by
W. B. LUCKE, Inc.
Wilmette, Illinois

**PRODUCTS EXHIBIT...**

**AB13095—GAS-FIRED BOILER**—Norge Heat Div. of Borg-Warner Corp., Dept. AB, 346 E. South St., Kalamazoo, Mich. Three new series of these cast iron units cover a range of from 67,000 to 2,380,000 B.T.U. input per hour. Smaller boilers are available for hot water heating and the two large ones can be used with any steam, hot water or vapor system. Controls are automatic and are centrally grouped to facilitate inspection. Cast iron fins on both sides of sections offer maximum heating surface to the upward flow of hot gases.

**AB13360—TILE CLIPS**—G. Building Fasteners Corp., Dept. AB, 101 Park Ave., New York 17, N.Y. The "Loc-Clip" eliminates nailing of tile and can be used to apply ½-inch 16-gauge square edge and ¼-inch or thicker insulating board tiles. It can also be used with acoustical or decorative tile to 1½-inch or wider furring. Clips are slid and prongs pushed into tile with the thumb. Clips have holding power of approximately 33 pounds or a 60 to 1 safety ratio. For any size tile up to 12x12 inches, two clips are used.

**AB13069—BOOSTER PUMP**—Bell & Gossett Co., Dept. AB, Morton Grove, Ill. A unit which constitutes the "heart" of forced hot water heating systems, this compact booster pump features lighter weight and lower power consumption, according to its makers. Specially designed for quiet operation and durability, these units are said to be particularly suitable for small homes and multiple zone heating. The 1/15 h.p., single phase, 60 cycle, 1725 r.p.m., a.c. motor is equipped with an automatic built-in overload protector.

*USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 240A*
CUT ON SITE
ASSEMBLY TIME
AND COSTS!

VMP
All-Steel
Frames
Pre-Welded
into
One
Complete
Unit
Come
Ready
to
Install!

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.

VMP all-metal doors install quickly, easily. Permanent fit guaranteed! No mortising or fitting hardware, no fitting to frame.

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 ½” thick all-wood material are guaranteed not to warp more than ¼” 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.

A Big Hit

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.

VIRGINIA METAL
PRODUCTS CORPORATION
Dept. AB-1, 1112 First National Bank Bldg.
Pittsburgh 22, Pa.

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.

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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.

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World's Largest Plywood Organization
55 West 44th Street, New York 36, N.Y.

Please send me further information, dimensions, etc., on Novoply Sliding Door Units.

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Address

City Zone State

287
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 moldings 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

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. 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.

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HART CAST-BRASS ANDIRONS

HART PRODUCTS DIVISION
STRATTON & TERSTEGGE CO.
P. O. BOX 311
NEW ALBANY, IND.

IMMEDIATE SHIPMENT!

COMBINATION WEATHER STRIP AND SASH BALANCE

The sash balance with everything you need for fast, easy installation. Different types... special sizes to order. Simplified framing. Perfectly balanced with correct spring weight for each size. Gives you a low-cost, PROFIT-ABLE installation. Complete bulletin gives all details. Write today.

Send this coupon for your free copies of complete weatherstrip and sash balance bulletins.

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CENTRAL METAL STRIP COMPANY
4343 North Western Ave. Chicago 18, Ill.
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. Send for complete information and our new, free, illustrated catalog.
PRODUCTS EXHIBIT....

AB13075—GARAGE DOORS—Frantz Manufacturing Co., Dept. AB, Sterling, Ill. This sectional unit requires only 6 inches of headroom, 7 1/2 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 1 1/8-inch kiln dried fir or white pine with 1/4-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.

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.

Write today for new, free Plugmold 2000 book!

BENDIX
mouldings
rosettes & ornaments
designed to help the builder
SELL THE WOMAN!
for
FLUSH DOORS * CORNICES
CHAIR RAILS * WALL PANELS
MANTELS * CLOSET SHELVES

Write for illustrated catalog

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192 Lexington Avenue, New York 16
PRODUCTS EXHIBIT....

Place Homes
assure positive
profits from conventional
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More and more builders are turning to Place Homes for positive profits with lower overhead...lower inventories...lower investments. Designed by top architects, Place Homes are planned for contemporary living and modest budgets. Such features as Thermopane Windows throughout, Kitchen Maid Kitchens and Radair Heating plus a selection of two, three and four bedroom plans assure you of distinctive homes that sell.

Place Homes are shipped factory-cut with some vital pre-assembly to permit fast on-site construction by proved project methods.

Start saving through Place Homes' volume buying...factory-cutting...and labor specialization. Start taking advantage of Place Homes' complete program that includes sales and financial assistance. Thousands of homes already built and sold are proof of this fool-proof plan! Send coupon today for full details!

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Place Homes, Inc., 1212 S. Walnut St., South Bend, Indiana.
Rush full details on your positive Profit Plan for conventionally built Place Homes.

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They make homes more livable...

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**SLIDING DOOR FRAMES**

Cut Building Costs

- Quickly installed.
- Easily framed in.
- Finshed 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 3/4" (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.

**PRODUCTS EXHIBIT.....**

**The Milwaukee Combination**

SASH BALANCE and WEATHERSTRIP

**AB1317F—FIREFPLACE SCREEN**—Hart Products Div., Stratton & Tersteeg 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.

**AB13282—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. "KentSet," an adhesive created especially for cementing down KentRubber tile over concrete underfloors that are in direct contact with the earth, has been introduced. It is intended for floors at least 12 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.

**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.

**PERMITS REMOVAL OF SASH WEIGHTS, INSULATION OF MULLIONS.**

**Slash Labor Costs**

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!

**Tops in Operation!**

Smooth, positive action; accurate balance; finger-tip control plus the perfect seal against draft, dust, moisture. No wood-to-wood contact. Prevents sticking windows and window rattle.

**EFFICIENT FOR OLD LOW COST BUILDING**

**ATTENTION MILLS AND LUMBER YARDS**

IDEAL FOR PRE-FIT WINDOWS

Can Also Be Sold in Single Unit Packages

Mail this coupon today!

Milwaukee Strip Service, Inc. 4631-33 W. Lisbon Ave. Milwaukee 8, Wisconsin

Please rush me folder A-1 and price list of Milwaukee Combination Sash Balance Weatherstrip.

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GET HIGH
EARLY STRENGTH
WINTER CONCRETE
with Standard Cement
plus
Solvay Calcium Chloride

- Provides Additional Cold Weather Protection
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Address ............................................ 34-1
Our national 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.

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PRODUCT OF GEO. C. BROWN & CO., Inc.
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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.

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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.

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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-skid 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.

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.

FREE BOOK "MONEY MAKING FACTS"
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1922
31 YEARS OF PROGRESS
USE OUR EXPERIENCE TO YOUR ADVANTAGE!

1953
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AUTOMATIC INCINOR

THE GAS-FIRED INCINERATOR

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.

JANUARY 1953

BIANCO

READY BUILT NOOKS

MANY STYLES & EVERY SIZE TO MEET ALL NEEDS AT VERY LOW COST

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, 625-20 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 47 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—Schield 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 ½ cubic yard. Illustration shows the extended reach of one of these units beginning work on a basement for the construction of a new home.

ABIANCO 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.

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MANUFACTURING COMPANY

2734 Victor Street

St. Louis 4, Mo.
SEE NEW and DIFFERENT

BUILDER'S FRAMES


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 BUILDER'S FRAME for you.

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.

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.

YOU CAN RECOMMEND and satisfy your customers with BUILDERS 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 BUILDER'S FRAMES"

PRODUCTS EXHIBIT....

AB13183 — ALUMINUM NAILS — Nichols Wire & Aluminum Co., Dept. AB, 1729 Rockingham Road, Davenport, lowa. 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 Fireplaces

* No Home Complete Without a Fireplace!

* Shipped Complete, Ready to be Installed!

Add 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 and 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.

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.

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, tailored-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.

AUGUST 1953

PRODUCTS EXHIBIT....

AB13305—PLASTIC WALL TILE—Ameco Plastics, Dept. AB, 177 Broadway, New York 7, N. Y. A recently introduced plastic wall tile is Ameco, a precision-engineered tile which features a super-gloss finish and a non-slip back. The material is furnished in 17 modern decorators' colors, both plain and marbleized 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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CONDENSATION ENGINEERING CORPORATION
3551 W. POTOMAC AVE., CHICAGO 57 ILLs
FRAMING IS EASY

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.

Framing Square 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 into 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 237, Dept. L, Salem, Oregon

SHARP'S AUTOMATIC FRAMING SQUARE

LOUVEST 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!

Send coupon for descriptive literature and prices!

Selected territories open for Manufacturers' Representatives! Write for details!

AB13291—MAGNETIC DOOR LATCH—Heapner Sales Co., Dept. AB, Round Lake, III. 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 strike 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—CORNICE VENTILATOR—Damp Vent Co., Dept. AB, P.O. Box 203, Bettendorf, Iowa. These devices are small cost 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 excessive 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 sill. It forms a permanent seal which withstands temperature changes.

AB13307—MAGNETIC DOOR LATCH—Heapner 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 strike 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.

AB13309—ADHESIVE COMPOUND—Silver 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 sill. It forms a permanent seal which withstands temperature changes.

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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 Koraseal lip along bottom edge of storm sash and interior sash seals the space between sash and sill. Pile mohair 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 673/4 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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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 counterbalanced 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. per hour. Fuel consumption is less than one gallon per hour. Heat 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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JANUARY 1953
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