For Remodeling or Modernizing —

**Outside and In**

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use **FLINTKOTE Building Materials**

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...Ready to help on any job — big or small —
a complete line of well-known, reliable products

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**Flintkote Asphalt Roofing**

*Tops in roofs!*... for beauty, long life, fire resistance. That's what you get in Flintkote Asphalt Shingles, individual or strip. A colorful Flintkote roof stands out, stands up ... and gives lasting economy. *The extra years of service cost no more!*

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**Flintkote Asbestos-Cement Sidings**

Flintkote's beautiful Stri-Color* Asbestos-Cement Sidings ... with the famous Dura-Shield* water-repellent, stain-resistant, protective finish ... can give a house a *brand new appearance!* Their handsome new colors can be used for monotone or duotone effects ... or for effective combinations with stone, brick, stucco. Available in gray, green, brown, or in Weathered White, Green and Coral. *The extra years of service cost no more!*

---

**Flintkote Insulating Sidings**

For putting new life ... and new economy ... into homes, choose from Flintkote's colorful insulating sidings.

Flintkote Roman Brick is the modern aristocrat of brick design.

Flintkote Shake Design offers Colonial beauty in cream, red, brown, green, gray and white.

Flintkote Narro-Lap comes in a variety of rich, new colors for jobs calling for a handsome narrow siding.

Flintkote Ledge Rock makes sidewalls look like stone walls! *The extra years of service cost no more!*

---

There are many other Flintkote Building Products, too, for repairing, remodeling and modernizing. Write for catalog.

---

*FLINTKOTE Building Materials — Style and Color Leader since 1901*

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The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.
This handsome six-light Fenestra WindoWall will bring light and view to the dinner table. This window is glazed with Thermopane.

Here's the beautiful nine-light Fenestra WindoWall in the living room. It's glazed also with Thermopane. Note the ventilator and Fenestra Metal Screen.

LOOK how this top builder put "Fenestra" Sales Appeal in his homes

Why is G. H. Pastor Company, house builders for 30 years, an enthusiastic user of Fenestra Steel Windows? Here's what George Pastor says he particularly likes about Fenestra: "General appearance, visibility, light, ventilation, ease of installing, ease of operation, low maintenance, and Fenestra Windows are a nationally advertised product." What more can be said! This top builder has built 600 homes in the last four years. Price range: $12,250 to $15,500. Why not put "Fenestra" sales appeal in your homes?

For information on Fenestra WindoWalls, Casements, Residential Projected Windows, Residential-Type Interior Doors or Sliding Closet Doors, write Detroit Steel Products Co., AB-12, 2260 E. Grand Blvd., Detroit 11, Mich.

Here, fresh air is brought into the bedroom and controlled by the swing leaves of modern Fenestra Ready-Trimmed Casement Windows.

This is G. H. Pastor Company's beautiful "Valley View Rambler" model in Valley View Subdivision, Detroit, Michigan. Priced at $14,500.

Fenestra RESIDENTIAL STEEL WINDOWS
- WINDOWS - HARDWARE - CASINGS - SCREENS - STORM SASH -

DECEMBER 1953
A finer lock for finer homes

Distinctive Styling
Dependable Performance
Moderately Priced

FIRST IN FEATURES
- Six pin tumbler security.
- Unique, dual-locking, “push-turn” button.
- Exclusive adjustable strike.
- All steel and brass construction.
- Full 1/2 inch latch bolt throw.
- Feather-touch knob action.
- Equi-distant knob projection.
- Unconditionally guaranteed.

Available in all popular functions and finishes for finer residential and commercial building.

The New KWIKSET 600° Line

Kwikset Sales and Service Company
Anaheim, California

The New "600" Line will be sold under the same unparalleled sales policy as the Kwikset "400" Line.
ON THE COVER—The Christmas card house at Barrington, Illinois, is not only very pleasing to look at in its snow-bonded setting, but if you will kindly turn to p. 42 you will see that it is also a "working" house with an important secret to impart.

During September, long queue of interested visitors lined up to inspect and appreciate houses presented from Maine to California, from Florida to the state of Washington. It was National Home Month (and Week), the year's greatest Open House celebration. Builders everywhere showed their best, and the buying public responded with enthusiasm. Our record of what happened during National Home Month includes not only vital statistics (pp. 44-45), but a portfolio of some of the houses that have proved their sales leadership in today's market.

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FIRST CHOICE

OF

ARCHITECTS

ELECTRICIANS

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HOMEOWNERS

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FOR LIGHTING

FOR HEATING

BLO-FAN
Electric Exhaust Ventilators
For kitchen, bath, game room, laundry

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Recessed Lighting Fixtures
For homes and commercial buildings

GLOMASTER
Infrared recessed wall heaters
For auxiliary heat wherever needed

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rhymes with FINE... and means it!

pryne
rhymes with FINE... and means it!

Eastern Factory: Keyser, West Virginia
Warehouse: Los Angeles, San Francisco, Chicago, Boston, N. Y.
Distributed by electrical wholesalers everywhere in the U. S. and Canada
Who will handle the SLUM JOB?

ALMOST from the inception of NAHB, committees of the association have been discussing the twin problems of arresting decay and rehabilitating slums. For various and good reasons, however, these discussions were still largely talk (excepting only the now famous Baltimore plan) until past president Brockbank campaigned for action.

Finally, G. Yates Cook of Baltimore plan fame was added to the association staff to head an action program. Surmounting almost impossible obstacles, and with the invaluable aid of Ivan Foley and other lumber dealers of New Orleans, Cook, with the help of Clifford Favrot, acting as a public spirited citizen, made a start by rehabilitating a pilot block in the Crescent City.

The lessons learned are numerous and mostly positive. They prove that in spite of inadequate legislation, lack of proper organization in city government to meet the problem, and public apathy, slum rehabilitation is morally, socially, economically and politically possible and desirable. But, one great problem arises. That problem is where to get the directional forces to multiply the pilot block by hundreds in New Orleans, and by hundreds of thousands throughout the land!

It remained for NAHB, composed almost entirely of builders of new houses, to meet the problem and set a pattern for its solution. For that the association cannot be given too much credit. But, can the principal membership of NAHB, as at present constituted, implement the program on a broad national basis?

Home builders are geared to build new houses. Their operation, personnel, overhead, training, experience and thinking are aimed at the construction of new houses, and not, with only a few exceptions, at the sometimes disagreeable, often hazardous, and generally less dramatic business of repairing and remodeling. Asking a home builder to think in terms of small repair and rehabilitation jobs is like asking the production superintendent of General Motors to take over the maintenance and repair of automobiles, and the restoration of smashed ones while continuing to turn out new cars.

To do the slum job this industry needs a vocal and aggressive “service station” branch, the sole function of which should be to maintain, modernize and rehabilitate. It may be argued that that is already one of the functions of the retail lumber dealer, who lives close to his building trades craftsmen customers. Perhaps, then, it is the business of the retailer to step up his selling to handle both the problems of arresting decay and rehabilitating run-down properties.

Or, is it up to each NAHB chapter to promote modernizing and rehabilitation departments among its builder members, and to set up a separate division in each association to encourage a new type of member specializing in that kind of work? Rehabilitation is being sold with zeal to the public and to municipal governments. To date, no branch of the industry has indicated that it is ready, willing and able to handle the job. Who is going to do it?
further rise in costs during 1953

There was an eight per cent decrease in the number of dwelling units started in September, as compared with 100,600 a year ago. Starts for the year to date were 863,400—only slightly under the 867,100 a year ago. It is estimated that 1,100,000 non-farm dwelling units will be started this year, a slight decrease from last year.

Forecasts for 1954 anticipate an equal or possibly greater volume of residential construction, provided an adequate supply of mortgage money actually develops.

Expenditures for construction this year are expected to reach $35 billion, exceeding last year's record by six per cent, or $2 billion, according to joint estimates of the Department of Commerce and the Bureau of Labor Statistics.

The continuation of the steady postwar climb in construction activity through 1953 is a result primarily of a sharp rise in commercial building, and substantial increases in expenditures for private housing, schools and highway work. The only major types of construction for which expenditures are expected to decline are private industrial construction, and farm and hospital building.

HOW'S BUSINESS?

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N.C. = No Change
Modern Materials Merchandising

in a Lone Star Masonry Frame

With product displays as attractive as any department store, the new salesroom, office and warehouse of R. L. Sweet Lumber Company, Kansas City, Kansas, illustrates the trend toward incorporating merchandising know-how into sound design and sturdy, fire-safe construction.

By way of practicing what they preach eye-pleasing masonry walls are laid up with Lone Star Masonry Cement...choice of masons everywhere, for quality work with efficient job speed:

SAVES TIME AT MIXING BOX: One ready-to-use cementing material instead of two, no lime or portland cement to add, no soaking or slaking—uniform mixes throughout the job:

SAVES TIME ON SCAFFOLD: Extra plastic mortar, long mortar beds, help mason bed more brick or block in given time:

QUALITY WORK: Low absorption high water repellency and chemical soundness assure joints of utmost durability.

"Best mortar I ever used!" is the way Masons sum it up. The mortar that earns and holds friends through quality performance.

LONE STAR CEMENT CORPORATION

LONE STAR CEMENTS COVER THE ENTIRE CONSTRUCTION FIELD

DECEMBER 1953
SYMONG FORMS
with
STEEL RIBS

for HIGH WALLS - FAST POURS

SYMONG CLAMP & MFG. CO., Dept. L-3
4261 DIVERSEY AVE., CHICAGO 39, ILL.

TOM POORE, well known Tulsa home builder, came up with a suggestion which we believe deserves serious consideration by government and builders.

TOM CALLS ATTENTION to the fact that the laws and regulations under which local FHA and VA offices have to work leave room for a great deal of interpretation. Very often, too, there is need for applying the spirit of a regulation rather than the letter.

FHA AND VA personnel in the local offices often would like to interpret on a basis of what their good judgment and firsthand knowledge of local conditions and needs dictate.

ON THE OTHER HAND, it has been rumored that at times some of them have been under pressure from holders of elective offices in the cities and states in which they are located.

THE NET RESULT is that the only safe procedure for these FHA and VA offices, as far as the preservation of their own jobs is concerned, is to "go by the book," and in case of doubt, play safe.

SAYS TOM POORE, what these people need is a buffer between them and the people outside their own organizations who are apt to make their lives miserable or take their jobs away if they guess wrong.

THAT BUFFER, suggests the Tulsa builder, should be a local committee of builders, architects, distributors, engineers, civic-minded laymen, labor leaders, leaders of veterans' organizations, financing agencies, and possibly others.

THE COMMITTEE should be selected carefully from individuals recommended by local people of stature, and then it should be endorsed by both Guy Hollyday and Bert King.

FUNCTION of the committee would be purely advisory.

AFTER ALL, says Poore, there is nothing new in the idea. It sets no precedent. President Eisenhower has such a committee in connection with housing problems at the national level. The arrangement seems to be working well. Why should it not work equally well at the local levels?

WHY CAN'T it change some of the negative thinking enforced on the local FHA and VA offices to a positive approach?

WELL, WHAT DO YOU think? Both Tom Poore and American Builder would like to hear some reactions.

ONE OF THE IRONIES of slums, says Ivan Foley, New Orleans lumber dealer, is that the city and parish jail in New Orleans represent some of the best and most modern housing in the city.

HIGHLY POLISHED asphalt tile floors, 34 different colors of paint, ice water in every tier, attic fans in every tier, an air-conditioned chapel in which the walls are draped to hide the bars, and spotless housekeeping.

IT'S A MODEL of good housing and immaculate housekeeping, says Foley.

WHAT'S THE LESSON from this? Impose a jail sentence on all slum dwellers to teach them how to live cleanly?

OR SHALL WE FIND a way to just teach slum dwellers some of the lessons their incarcerated contemporaries are forced to learn while guests of the law? If it can be done in jail it can be done outside of jail.

SAYS A CALIFORNIA builder, "Get rid of the flat tops in hilly country. They don't fit, don't sell." Anybody want to quarrel with that?

HERE'S AN IDEA to cut costs, keep the buyer happy, and avoid delays in the installation of electric lighting fixtures.
THE BUILDER installs the fixtures he wants in the house, without consulting the buyer. At the time of sale he tells the buyer that if, after 30 days, said buyer wants them changed, the change will be made.

THEY VERY SELDOM ask for any change, says the builder. He holds prices down, speeds up the work.

BOARDED ILLINOIS CENTRAL's famed Panama Limited recently, and found a card at the table in the dining car.

ONE SIDE OF the card carried this message: "No nation has ever endured and become truly great which did not accept God as the Creative Genius of all good things which man enjoys." Wayne A. Johnston, President.

THE OTHER SIDE carried three short prayers of thanksgiving, appropriate as pre-meal expressions of faith. One was by a Catholic bishop, one by a Methodist minister, and the third by a Jewish Rabbi.

THE CARD INSPIRED a letter of thanks and appreciation to Mr. Johnston, and did not mention public relations.

BUT WHAT COULD be devised more perfectly to give a soul and a personality to a railroad?

ONE OF THE PRAYERS struck home with special impact and inspiration, because its writer knew that it would be read by travelers whose hearts are always home. Here it is:

HEAVENLY FATHER, guard Thou my dear ones at home and accept my humble thanks for this food and all the blessings of this bountiful land. Amen.

REPORTS FROM National Home Week and National Home Month centers state that in many cases demonstration houses attracted visitors from as far as 350 miles away.

THIS INDICATES two things: The first is that newspaper promotion of the event draws visitors from the outer edge of the newspaper circulation radius.

THE OTHER is that there is a great desire on the part of the public (Continued on page 12)
You KNOW they're

**Numetal**

WEATHER STRIP

for Windows and Doors

FOR WINDOWS

Packaged for all standard 28", 30", 32" and 36" double hung windows, complete with nails and instructions. Quickly and easily installed by anyone. Makes a complete weather-tight seal.

FOR DOORS

Numetal Weather Strip comes in handy sets for almost all standard doors. Available in stainless steel and felt door bottom strip—or with threshold and exposed hook. Sets come complete, ready for easy installation.

MACKLANBURG-DUNCAN CO.
OKLAHOMA CITY, OKLAHOMA
dependable...Macklanburg-Duncan products!

Nu-GARD Automatic
DOOR BOTTOM & DRAFT ELIMINATOR
The perfect answer to drafty doors—inside or outside. Nu-GARD is beautiful with smart, silvery-satin finish—and easily installed, too. Packed in individual cartons in lengths 28", 32", 36", 42" and 48". May be shortened approximately 2". Year-round value stops draft-loss of heating or air conditioning.

Nu-WAY WEATHER STRIP
Easiest in the world to put on. Carton contains one 18-ft. roll, with nails and instructions for easy installing. Made of moth-proof, pre-shrunk colorfast wool felt and white metal. Works perfectly on most any type window, storm sash or door.

Nu-CALK CALKING COMPOUND
The "standard of quality" in the calking field, available in ½-pint, pint, quart, gallon, 5-gallon cans. Also in 55-gallon drums.

Nu-Glaze GLAZING COMPOUND
Use Nu-Glaze instead of putty—it's not oily, needs no working up, will not dry out, harden, crack or peel. Packed in cans—1/2-pint, pint, quart, 5 pounds; in drums from 50 pounds to 880 pounds.

Nu-Phalt PLASTIC ASPHALT CEMENT
Used for sticking down shingles, setting loose floor tiles and dozens of other jobs! Comes in handy load form or in 2½ lb., 10 lb., 50 lb., and 55 gal. containers.

NUMETAL
DOOR BOTTOM STRIPS
Thick wool felt and heavy gauge brass, alacrome or stainless steel—in lengths 28", 30", 32", 36", 42" and 48". Packed 6 of same length per carton.

CALKING COMPOUND
The "standard of quality" in the calking field, available in ½-pint, pint, quart, gallon, 5-gallon cans. Also in 55-gallon drums.

SPEED LOAD
The world's best calking compound in a ready-for-action load. Non-staining, always pliable, smooth even flow.

PLASTIC ASPHALT CEMENT
Used for sticking down shingles, setting loose floor tiles and dozens of other jobs! Comes in handy load form or in 2½ lb., 10 lb., 50 lb., and 55 gal. containers.

BUILDERS
Order now! Your order will be shipped the same day it is received. Macklanburg-Duncan products are fast sellers, nationally advertised.

DEALERS
Look to Macklanburg-Duncan for products of quality—always dependable. Sold at all Hardware, Lumber and Building Supply Dealers!
For beauty that attracts buyers...durability that keeps them sold -

Specify PLYALOY®

pre-cut overlaid plywood

SIDING

"Definite Sales Feature", says Fargo-Moorhead Home Builder

Buland Construction Co., Moorhead, Minn., have used over 50,000 sq. ft. of Plyaloy for siding and exterior trim. They report it offers unusual flexibility of design, is perfect paint base, cuts labor costs, gives excellent performance.

PLYALOY siding helps build your reputation right along with your sales.

The clean-cut good looks of this quality siding material adds visible value to any home you put on the market. The smooth, durable, fused resin-fiber surface is a perfect base for long-lasting paint jobs. Gives maximum protection against grain raise or surface checking. Plyaloy stands up where other materials "go to seed."

That's why so many builders have found that in addition to immediate sales and cost-cutting features, the way Plyaloy keeps its beauty is a continuing credit to your good judgment...and to your reputation.


On and Off the Record

(Continued from page 9)

to see what is new in housing. Why does this public have to travel 350 miles to see new homes open for inspection?

RARELY ARE these visitors from afar prospects for homes in the cities to which they journey.

THE ONLY ANSWER that comes to mind is that they travel because the smaller towns and cities in which they live have nothing to show.

WHY DON'T the retail lumber dealers and builders in the smaller communities realize their opportunity and organize National Home Month or National Home Week demonstrations?

IT'S SIMPLE, inexpensive, and extremely profitable. The experience of C. I. Cheyney, Bluefield, West Virginia lumber dealer, this year offers most eloquent testimony of how quickly and easily sales can be made to soar through National Home Week in a small city.

NOT ONLY did sales in Bluefield soar, but so did sales in several other Cheyney yards located in nearby villages where nothing was done about National Home Week. Cheyney's NHW in Bluefield had its effect for miles around the vicinity.

BE YOU DEALER or builder in a small city where there is no NAHB chapter, why not sit down now and write for American Builder's booklet on how to organize a National Home Week program to fit your own individual operation.

THERE'S NO COST. With the book as a guide, and a little planning and work between now and next September you can set up a NHW program, and see the effort repaid a hundred times in tangible sales increases.

K. T. OLSEN, carpentry department, The Stout Institute, Menomonee, Wis., wrote and supplied the photographs for both How to Build A Grade "A" Milk House and Stout Institute Learns About Modular Methods, articles which appeared in the August issue of American Builder. Inadvertently, credit was omitted.
RICHMOND SR-G

A profitable addition to your gas heating line

Here's a brand-new steel winter air conditioner—the Richmond SR-50-G—that's ideal for heating basementless homes with panel or sub-floor duct systems. This latest addition to Richmond's modern heating line fits easily and compactly into alcove, closet or utility room.

The Richmond SR-50-G is a fully automatic, factory-assembled counterflow unit with a 85,000 BTU/hr. input...a 12 gauge steel heat exchanger...a smart, light green hammer tone casing...AGA approved. It is also available with oil burner controls (SR-50-P).

Quality-engineered with customary Richmond precision...designed to deliver maximum heat at minimum cost, the SR-G provides your customers with an outstanding value...provides you with a sure-fire seller.

It pays to push Richmond
Now you can SEE interiors created

with Roddiscraft

PANAWALL
MAHOGANY * WALNUT * OAK
CHERRY * BLONDE LIMBA

Your Roddiscraft representative invites you to see the beauty PANAWALL gives to interiors . . . both residential and commercial

You’ve heard about Panawall . . . you’ve read about Panawall. Now you can see how others are creating outstanding interiors with this genuine hardwood paneling. You can see distinctive modern interiors . . . warm, friendly, “personality” interiors. And, once you see what others are doing with Panawall, you’ll know there is no limit to what you can accomplish with this versatile plywood paneling!

Panawall interiors stay beautiful!
You provide lasting beauty in your homes with Panawall interiors . . . put an end to costly repainting, messy papering. And Panawall interiors will add to the value and saleability of the homes you build.

Get the facts from your dealer now and ask him to show you samples of other Roddiscraft decorative paneling—Craftwall, Parquetwall, Cedrela and Plyweave.
Style has a definite place in today's bathroom design—for the bathroom accessories you choose today will do much to determine the appearance and convenience of your bathroom for years to come.

This new Crystalcrome towel ring is the latest addition to Hall-Mack's Crystalcrome line of bathroom accessories—and it combines sparkling beauty and sensible utility in a new styling that adds a dramatic touch to bathrooms.

The large stirrup-type towel ring is made of solid, crystal clear Lucite which will not break or discolor—and has a chrome plated base. Two rings—fastened to the wall or door—a "Mr." and "Mrs." pair—will add beauty and convenience to any bathroom.

This is but another example of Hall-Mack quality—expressed "style"—another reason why Hall-Mack is the only answer to Quality Bathroom Accessories.

It's important to you that Hall-Mack is recognized as "the best answer to quality bathroom accessories"—for it means quality materials and fine construction—it means that the accessories you choose will have lasting style and enduring beauty—it means that whatever your taste, whatever your budget—Hall-Mack has the right accessory to supply every bathroom need.

Within four popular lines—Crystalcrome, Coronado, Tempo and China-Vogue—you can select Hall-Mack accessories for every bathroom style and budget!

HALL-MACK COMPANY
1344 W. Washington Blvd., Los Angeles 7, California
7455 Exchange Ave., Chicago 49, Illinois
1000 Main Avenue, Clifton, New Jersey
Eljer plumbing fixtures endure the constant use of millions of spectators in the stadiums shown here, and in others all over the globe. They were specified because they are top quality.

Architects and builders select Eljer products for many reasons besides durability. The Eljer line is unmatched for beauty, style and color variety. It offers the widest choice of materials anywhere—cast iron, formed steel, vitreous china, brass goods . . . for all public and residential plumbing.

Next time you plan any commercial building, institution, or home, specify Eljer. You'll build complete client satisfaction for years to come. Write for condensed catalog. Eljer Co., Box 192, Ford City, Pa.
Hollyday Outlines FHA Legislative Proposals

Broad outlines of some legislative proposals which FHA will submit to Congress in January were revealed last month by Commissioner Guy T. O. Hollyday.

In a New York speech, the commissioner said FHA will ask, among other things, that the maximum loan-value ratio of mortgages on existing homes be placed on a parity with new homes. This would be helpful, he said, in carrying out rehabilitation programs in urban areas.

The agency also will seek an increase in present statutory limits on multi-family project mortgages to an amount which will permit the construction of fireproof elevator buildings. Hollyday said present limitations are not realistic for high-cost metropolitan areas.

Still another matter which Hollyday favors is elimination of statutory controls in order to simplify insuring standards and maximum mortgage limits. Permissible mortgage amounts could then be more easily determined.

“The basic objective of proposed legislative changes is the administration of a program that will be sound and self-supporting, provide for more efficient operations, and at the same time accomplish the objective of providing more and better housing,” Hollyday declared.

(Meanwhile, more specific terms of the FHA program will not be revealed until the Administration’s housing pro-

Housing Market Likely To Stay Good—Cole

The basic market for housing is strong and is likely to continue so, Albert M. Cole, HHFA administrator, declared in a recent speech in Atlanta, Georgia.

Cole advised building material dealers from Southeastern states that the character of housing demand is changing because the nation has caught up with the World War II backlog. There is less pressure, he said, for concentration on the production of new houses alone.

The HHFA administrator said this situation gives the building industry a chance “to capitalize on some of the most basic opportunities in housing in the country today.”

Among these opportunities, Cole said, are the clearing of slums, providing housing for minority groups, and the rehabilitation of sound but older housing.

If dealers and others in the building field aggressively develop the rehabilitation market, there should be no decline whatever in construction activity where housing is concerned. Cole said.

Slusser Will Fight To Keep Public Housing

Charles E. Slusser, commissioner of the Public Housing Administration, has warned that he will fight to preserve the federal government’s low-rent public housing program.

“I am going to fight for it—not for its mistakes, not for its apologists, but for the great good that it has done—the great good that it will do—and for the people who so greatly need it,” Slusser declared in a speech before the National Association of Housing Officials in Milwaukee.

“President Eisenhower did not appoint me for the purpose of liquidating this program,” Slusser added. He said he definitely is sympathetic to low-rent public housing.

At the same time, Slusser said the “entire responsibility” for clearing slums cannot and must not be placed on the federal government.

“Fundamentally, low-rent public housing is something for the people of the community,” he said. “It cannot be forced upon them by bureaucratic decision. There must be a need and desire for it in every community that obtains it.

“Where these basic conditions exist, I intend, as long as I am commissioner of PHA, to do my best to see that decent homes are provided for those who would otherwise not have them.”

Defense Housing Program Is 55 Per Cent Complete

Latest figures on the status of the defense housing program show that 55 per cent of the programmed housing units have now been completed.

HHFA reported that 99,614 units were programmed in 210 so-called critical areas. Of this number, 73,466 units were either under construction or already completed by October 1. The number completed totaled 54,561.

While HHFA programmed under 100,000 units in the defense housing program, builder applications (for authority to participate in the program) totaled nearly 400,000.
Nothing is more precious to a quality builder than his reputation. Community respect is earned by good workmanship and quality materials—products like R-O-Ws Removable Wood Windows. R-O-Ws have the charm of carefully milled wood, plus the lift-out feature and pressure-fit construction.

See your local lumber dealer or write

R-O-W SALES COMPANY 1334 • 66 ACADEMY AVENUE • FERNDALE 20, MICHIGAN
YOUR R-O-W MANUFACTURER IS...

NEW YORK
GENERAL WOODCRAFT, INC.
A. ROBERSON & SONS, INC.
BUFFALO, ROCHESTER, NEW YORK

NORTH CAROLINA
DALTON-BUNDY LUMBER CO., INC.
Charlotte, North Carolina

NORTH DAKOTA
JACK R. KINNARD & CO.
Moorhead, North Dakota

OHIO
FABROW MFG., INC.
Toledo, Ohio

OREGON
ACME MILLWORK, INC.
Kirkland, Washington

OKLAHOMA
LUMBERMEN'S SUPPLY CO.
Oklahoma City, Oklahoma

 PENNSYLVANIA
ADELMAN LUMBER CO.
Pittsburgh, Pennsylvania

PENNSYLVANIA
JOHNSTON & WIMSATT, INC.
Westfield, New Jersey

RHODE ISLAND
GENERAL WOODCRAFT, INC.
North Bergen, New Jersey

SOUTH CAROLINA
E. FABROW DISTRIBUTORS
Rocky Mount, Virginia

SOUTH DAKOTA
WATERTOWN SASH & DOOR CO.
Watertown, South Dakota

TENNESSEE
V. E. ANDERSON MFG. CO., INC.
Owensboro, Kentucky

TEXAS
CHUPIK WOOD MFG. CO., INC.
Corpus Christi, Texas

UTAH
R. W. FRANK & CO.
Salt Lake City, Utah

VERMONT
GENERAL-WOODCRAFT CO., INC.
North Bergen, New Jersey

VIRGINIA
DALTON-BUNDY LUMBER CO., INC.
Norfolk, Virginia

WASHINGTON
ACME MILLWORK, INC.
Kirkland, Washington

WEST VIRGINIA
R-O-W DISTRIBUTORS
Rocky Mount, Virginia

WISCONSIN
WISCONSIN WINDOW UNIT CO.
Merrill, Wisconsin

WYOMING
FOOKER & PETH
Cheyenne, Wyoming

CANADA
CALGARY SASH & DOOR CO.
Calgary, Alberta, Canada

CRANBROOK SASH & DOOR CO.
Cranbrook, B. C., Canada

HAYWARD BUILDING SUPPLIES, LTD.
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MT. PLEASANT SASH & DOOR CO.
Vancouver, B. C., Canada

D. PORTER & SON
Shelton, Nova Scotia

SUSHING MILL'S, LTD.
Calgary, Alberta, Canada

Good contemporary homes must be both beautiful and functional. The primary functions of windows are to let in light and to permit a free choice between ventilation or weather protection. No windows are more beautiful or more functional than R-O-Ws. Only R-O-Ws have the patented R-O-W feature.

See your local lumber dealer or write
R-O-W SALES COMPANY 1334 - 66 ACADEMY AVENUE FERNADEL 20, MICHIGAN

DECEMBER 1953
"Acapulco Derby" Winners Announced at New Orleans

Minneapolis-Honeywell has just announced the names of the 20 winners of the nine-day, all-expenses-paid trip to Mexico City and Acapulco offered to builder-members in each of the 20 regions of the National Association of Home Builders. The contest, sponsored jointly by the Minneapolis-Honeywell Regulator Co. and the NAHB, was open to any builder-member of any of the NAHB chapters which sponsored a National Home Week observance. Regional winners won their Mexico trips on the basis of having done an outstanding promotional job for National Home Week in their respective communities, while promoting and merchandising their own homes. The winners were picked at the recent Board of Directors meeting held in New Orleans.


The winners will leave Dallas by air on November 29, traveling first to Acapulco for fishing, then to Mexico City where they will meet Mexican city officials and enjoy the hospitality of the Mexican capital.

Mortgage Outlook Improves

Government officials in Washington are getting more and more optimistic about the mortgage money outlook.

T. B. King, the VA loan guaranty officer, sees "signs in the wind" that by next spring the supply of GI loan money will be better than at any time since the housing boom of 1950. FHA officials echo this sentiment.

A spokesman for the Home Loan Bank Board has predicted that savings and loan associations will be competing for good mortgages in "six to eight months." He doubts that interest rates will "soften," but he thinks discounts will be sharply reduced or disappear.

Many industry spokesmen also see better days ahead, including the mortgage bankers. NAHB says indications point to an improvement, although, as of November 1, the money supply was still "far from normal."

Long Island House Prices Up $500 Due to Strike

A price increase averaging $500 a house will occur on Long Island by the end of the year as a result of last summer's nine-week strike by 1,200 sand and gravel truck drivers, according to Anthony S. Zummo, Brooklyn-Queens vice president of the Long Island Home Builders Institute.

Ready-mixed concrete in Nassau and Suffolk Counties, L. I., is $1 to $1.25 per cubic yard higher than it was at pre-strike rates, said Zummo, who heads the association's labor committee. During the strike, he added, wage scales of the 23 trades representing on-site labor were raised about 10 per cent and material suppliers warned that lumber and millwork prices were to advance.

Zummo charged that the teamsters' strike brought enforced idleness to nearly 100,000 workmen in the building trades, with a loss of approximately $100,000,000 in wages. Construction in New York City and Long Island valued at $600,000,000 was halted, including badly needed schools and shopping centers in rapidly expanding areas. Thousands of buyers were forced into makeshift arrangements as occupancy dates turned up with their homes barely started.

The teamsters' local had struck for a wage increase of 75 cents an hour, plus additional welfare, pension and vacation benefits. After two months, the employers' representatives were offering 40 cents per hour increase and the union had scaled its demand down to 50 cents per hour; then the dispute was turned over to arbitration which is still under way at this writing. Drivers, now averaging $16.20 a day plus overtime, would get about $132 per week under conditions sought by the employers; $137 per week if all their own terms are met.

Wage Rates for Building Trades Are Still Rising

Average union wages in the building trades continue to rise slowly, having gone up 4 per cent in the first nine months of 1953, the Bureau of Labor Statistics reported.

The bureau made its regular 85-city survey and found the average wage on October 1 was $2.71 an hour—up 10 cents an hour since January 1, 1953.

While wage rates have gone up in 1953, the increase has been smaller than last year, the bureau said. In the first nine months of 1952, the increase was 6 per cent.

The B.L.S. survey covers seven major building trades.
DOUGLAS FIR

one of 10 woods from the WESTERN PINE REGION

This strong, tough, straight-grained softwood is a first choice for any lumber use where unusual strength, stiffness, load-bearing capacity and nail-holding power are important. Popular, too, for paneling and interior trim and cabinetwork.

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.

THESE ARE THE WESTERN PINES
IDAHO WHITE PINE
PONDEROSA PINE • SUGAR PINE

THESE ARE THE ASSOCIATED WOODS
LARCH • DOUGLAS FIR
WHITE FIR • ENCELAMANN SPRUCE
INCENSE CEDAR • RED CEDAR
LODGEPOLE PINE

Write for free illustrated book about Douglas Fir.
Address: Western Pine Association, Yeon Building, Portland 4, Oregon.

DECEMBER 1953
Fall Board Meeting
of NRLDA Forsees
Profitable 1954

Progressive merchandising and sensible housing legislation were stressed at the recent annual meeting of the Board of Directors of the National Retail Lumber Dealers Association held at Las Vegas, Nevada.

Stimulated by the reception given the new NRLDA Merchandising Calendar, made public for the first time at the meeting, the Merchandising Committee decided to develop the Calendar further in the immediate future, and recommended staff studies of sales incentives, the how-to-do-it movement and practical methods of cashing in on the home improvement market.

President Henry J. Munnerlyn and Vice President Watson Malone III were re-elected, as were H. R. Northup, executive vice president, and Edward H. Libbey, secretary. H. W. Blackstock, Seattle, was elected treasurer.

Another good year was predicted for the retail lumber industry in 1954, based on continued high employment, heavy consumer savings and the survey of business conditions conducted by members of the Executive Committee in which 54 per cent of the reporting dealers stated that their volume for 1953 to date was as high or higher than a year ago, and 47 per cent reported that their profits were the same or higher than in 1952.

The Association will concentrate in 1954 on problems of mortgage financing and consumer credit, the definition of retail trade by the Bureau of the Budget, solution of wage-hour problems, recognition of distribution problems by the Department of Commerce and relations with other federal agencies.

Management conferences moderated by some of the leading figures in the retail lumber field added to the value and success of the Las Vegas meeting.

A Restless Population
Helps Housing Market

The restless movement of people in and around the cities, and from city to city, must not be overlooked in predicting future housing demand.

American families engage in a "gigantic game of musical chairs" that plays a major role in creating market demand for housing, both old and new. An article in the latest issue of "Housing Research," published by the Housing and Home Finance Agency, discusses this matter of mobility.

E. Everett Ashley, chief of the Housing Economics Branch, prepared the article. As an example, Ashley cited a recent study made in Philadelphia. There it was found that more than half the families interviewed had lived at three different places since the family was created.

"For any of a host of reasons—the desire for bigger or newer or more accessible quarters, to be closer to work or to schools and stores, to get an inside toilet or private bath, the wish for a home of one's own or for a house in the country, the need for a home without stairs or with automatic heating, to be near friends or relatives, to mention only a few—some 78 million people or nearly half the population, while not moving great distances, changed their residence during the four-year period April, 1947, to April, 1951." Ashley said.

The HHFA official said that, in the light of present conditions, some decline in new home building seems to be in prospect, but he added that when mobility of population is considered, "it is unlikely that the decline will be as severe as that suggested by the drop in family formation."

Dealer’s Viewpoint

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

How-to-Do-It Market Will Keep
1954 Retail Lumber Sales High

There is every reason to expect that retail sales of lumber and building materials will be at least as high in 1954 as in the year just ending. Even if new housing starts should drop 10 per cent or so, a corresponding gain easily can be made by more intensive development of the home modernization and how-to-do-it markets. For every retail lumber and building materials dealer who has been making the most of those markets in recent months, there are at least ten others who have not been going out on business as aggressively as they will if they see their volume starting to drop.

Many dealers admit readily that they have been doing business as much as they were prepared to handle in the months since materials shortages and emergency controls disappeared. Taking care of the customers who came to them has kept them plenty busy, without looking around for more customers.

The situation in the retail lumber business is quite different from that faced by retailers of other lines. Automobile and appliance dealers apparently have reached a peak in their volume, and the number of failures has started to climb as it becomes more and more difficult to keep volume up to a profitable level even with high-pressure selling of a type almost unknown in the retail lumber business.

No one will argue, however, that the retail lumber industry has come anywhere near its potential sales peak. Literally millions of home owners can be persuaded to modernize older homes or to add to the new ones which have been built in the last eight years.

This is particularly true of thousands of GI’s who have purchased so-called “economy” homes that were built for them when they first came home back from World War II. It will be found that most of these GI’s have had substantial family increases and, strangely enough, most of them have had substantial increases in wages, so they are good risks. Literally thousands of them need an additional room and bath to take care of this increase in families.

One of the troubles the retail lumber dealer encounters in trying to take care of this desire for larger living accommodations is the financing of the additions. We feel that a great deal of this work needs more attractive financing than is available under Title I of FHA—a longer repayment period and an interest rate that is a bit more reasonable than that attached to Title I.

The truth is that the volume of residential repair and modernization work done in 1953 could have increased by 50 per cent if dealers had been in a position where they could provide the type of credit facility their customers need.

Consumer savings are at a high level, and there is no indication that there will be any important reduction in their ability to spend for necessary and desirable purposes during the year ahead if the terms are right.

Guided by NRLDA’s new Merchandising Calendar, listing 33 major themes retail lumber dealers are in better position than ever to go out after the extra sales they need to keep their volume and profits up to the level enjoyed so far in the 1950’s.

One prediction we safely can make for 1954 is that home owners are going to be hearing from their local lumber dealer much more often than in the past.
It's made to order for today's discriminating home buyers—this powerful "convincer." The Curtis Woodwork certificate, guaranteeing materials and workmanship, is proof positive of window value. Builders and contractors are using it to sell the entire house. They find homeowners respond quickly to this extra assurance that they are getting their money's worth in windows and other woodwork.

Today, a well-known name like Curtis—and a guarantee such as this—count more than ever in creating buyer preference. That's why Curtis Silentite windows are more popular than ever today.

Curtis Woodwork will be on display at the NAHB show in Chicago—January 17-21—Booths 407 and 408—at the Sherman Hotel. See the new Curtis products in 1954.
NAHB Executive Officers Hold
"Trade Secret" Meeting in Biloxi

Seeking to improve services to members, sixty-three executive officers of local NAHB chapters met at Biloxi, October 7-9. The meeting, called by Lawrence Nelson, executive vice president of the Minneapolis Home Builders Association and president of the Executive Officers Council, was the 4th annual affair to be held.

The 3-day meeting was a "trade secret" type of session, designed as a short course in association management for new executive officers and a refresher course for veteran members. Discussion sessions covered every phase of association management.

Biggest emphasis for 1954 was running an association as a business. Definite programs, goals and strict budgets were stressed. Other subjects discussed were public relations, magazines and bulletins, home shows, bonded builder programs, National Home Week, legislation, labor relations, and membership.

Execs “Wheel Horses of Association” — Spiegel

Emanuel M. Spiegel, president of the National Association of Home Builders, lauded executive officers for the services they performed for their local association members. “Direct your energies to the servicing of the little guys,” stated the NAHB president. “The big guys can take care of themselves. They have organizations to find out their own answers.” Spiegel went on to assure the executive officers that the National Association is out to do a better job for the local chapters.

Execs Pick Council Officers for ’54

H. William Hanna, Pittsburgh, (fourth from left) was elected president of the Executive Officers Council of NAHB for 1954. The election changed the procedure whereby officers were elected at the NAHB annual convention held in January. In the future officers will be chosen at the fall conference of the executive officers and installed at the national convention. Other officers to serve with Hanna are, left to right, Luther B. Stephens, Atlanta, delegate-at-large; Harry E. Smith, San Mateo, Calif., secretary; Frank Steudlein, Memphis, vice president; Hanna and Leo D. Mullin, Kansas City, treasurer.
Money Market Major Concern
At NAHB Directors Meeting

Major emphasis was placed on the present mortgage market by the NAHB directors at their fall meeting held October 7 to 15 in New Orleans, La. There was a growing confidence among the directors that the end of 1953 would see a somewhat better mortgage picture for government-insured loans. At the same time, Emanuel M. Spiegel, NAHB president, warned builders to travel cautiously. Spiegel advised builders not to start large scale developments without firm financing commitments.

It was pointed out at the meeting that there have been many hopeful signs in recent weeks of an improvement in the market, though it has not as yet been reflected at the builder end. Spiegel pointed out that government long term, 3½ per cent bonds are now selling above par as a result of market support by the Federal Reserve Board. This action, stated the NAHB president, appears to indicate that federal action in the coming months may be directed toward an easing of credit supply.

President Eisenhower’s advisory committee on housing was praised by Spiegel. He believes it to be an acknowledgment that a strong home building industry is essential to national prosperity. It was also hinted that the association was preparing a detailed legislative program to be presented to Congress when it convenes in January. The program is confidential, but described as a charter for the nation’s housing future.

Rehabilitation Highlight of Meeting

The New Orleans’ rehabilitation program, where directors and visitors could see graphic examples of NAHB’s rehabilitation work, was the highlight of the directors meeting. New Orleans, according to Alan Brockbank, past president of NAHB and currently head of NAHB’s rehabilitation committee, is the first city to follow the principles of G. Yates Cook, rehabilitation director of NAHB.

Visiting directors were able to see, at first hand, a pilot block where New Orleans has started its rehabilitation work. During their meeting, Brockbank’s committee sponsored a panel conference which outlined the step-by-step procedure for starting such a program in any city.

Panel members included Ivan Foley, president, New Orleans’ lumber dealer association; Clifford C. Favrot, head of New Orleans’ citizen’s committee; Walter C. Barnett, New Orleans lawyer; F. Poche Waguespack, New Orleans realtor; Commissioner Schiro of New Orleans city council; Fred Loucks, New Orleans’ builder; Manny Dlugach, Memphis builder; Joe Driskell, Fort Worth builder; J. L. Zar, American Builder field editor.

Rehabilitation committee hears from (l. to r.) John Dickerman, executive director of NAHB; G. Yates Cook, director of rehabilitation for NAHB; Alan Brockbank, chairman, rehabilitation committee: Admiral Riggs, director of the New Orleans Chamber of Commerce; and Clifford F. Favrot, head of the mayor’s committee for the New Orleans rehabilitation program.

Committees Report
On Their Activities

Public Relations Committee
H. Leslie Hill, Chairman

The committee plans a 1954 convention record of informative material pertaining to the various segments of the industry. The book will cost $7.50. A merchandising panel for convention presentation is also planned.

Labor Committee
Nicholas Molnar, Chairman

The labor committee recommended that the NAHB labor department be reactivated so as to assist local associations with their labor problems. The committee also recommended that local associations better labor relations through public relations.

National Housing Center
Nathan Manilow, Chairman

NAHB’s proposed new Washington office building is now entering its second phase, that of selling exhibit space. Manufacturers, stated Manilow, are interested in the building and praise the association for its housing center.

Technical Committee
Earl W. Smith, Chairman

Building codes, FHA and VA technical problems, markets, electrical wiring, and construction techniques were discussed by the committee. Approval was given to NAHB’s Neighborhood and Design Award programs.

Tax Committee
Frank Burns, Chairman

The committee will study income tax as it pertains to the home building industry. The committee will also sponsor tax legislation but will not concern itself with local taxation problems.

Educational Committee
Leonard Frank, Chairman

The increased demand from schools and colleges for study material has necessitated the hiring of Elizabeth W. Robinson as educational director. Plans are under way to issue new books, films, etc., pertaining to the industry.

NAHB leaders R. G. "Dick" Hughes and Emanuel M. "Manny" Spiegel reporting to the directors re the mortgage market.
New Orleans Takes Steps to Rehabilitate Slums

New Orleans is ready to attack slums after passing through the organizational phases. With the aid of G. Yates Cook, director of rehabilitation for NAHB, the city has set up the necessary machinery for inspection and enforcement, and is ready now for action.

Prior to an all-out campaign, a "pilot block" of five houses is being rehabilitated to show what can be done with substandard dwellings.

The job is being done by New Orleans home builders at an approximate cost of $2,400 per duplex unit. Rents will be increased proportionately. Negro tenants interviewed by an American Builder editor indicated they were willing and able to pay more for better housing.

NAHB, lumber Dealers, Suppliers, Political Fathers and Private Citizens Did This

This job required the collective talents of leading citizens clamouring for action. The political fathers were quick to realize the impact such a program would have on the welfare of the city. It has been estimated that over 40,000 living units are substandard in New Orleans.

Builders, lumber dealers, suppliers, and the city pooled their collective talents to create habitable dwellings that were slums. Much of the material and labor has been donated to complete this "pilot block." It will serve as a guide to others.
AWNING WINDOWS
make houses sell faster
because they give visible
evidence of quality
construction!

Residence of Mr. and Mrs. Eugene Hubbard, Kalamazoo, Michigan.
Builder, John Kaaiesteker; Ludman supplier, Miller Sash and Door Company.

What a difference Ludman Auto-Lok windows make! Houses equipped with Ludman Auto-Lok windows actually bring a higher price and sell easier — yet cost you no more to build!

You save both time and money. No costly time consuming installation adjustments are necessary. And costly call-backs are eliminated because Ludman Auto-Lok windows never need adjustment after installation.

Your houses sell faster because Ludman Auto-Lok windows add extra value home-buyers want, and are willing to pay for. Ludman Auto-Lok windows feature automatic locking . . . Floating-Seal weatherstripping . . . a self-locking device that automatically seals the window like a refrigerator when it's closed . . . Never sticks, never rattles . . . finger-tip control that's so easy to operate, a child can open or close even the largest windows with ease.

Add your savings to the plus features of Ludman Auto-Lok windows and you'll find they are the most economical windows you can use.

Try Ludman Auto-Lok Windows in your next house. See for yourself what a big difference they really will make!

Tightest closing window ever made
Ludman Auto-Lok Windows close ten times tighter than generally accepted standards . . . have the lowest air infiltration of any window made! Many beautiful window arrangements are possible using standard Auto-Lok units.

LUDMAN Corporation
NORTH MIAMI, FLORIDA

LUDMAN LEADS THE WORLD IN WINDOW ENGINEERING

DECEMBER 1953
for absolute top quality

**SPOT SASH CORD**

identified by the colored spots, our trademark. High quality fine cotton yarn, braided with an even pull on each strand for extra strength.

for quality

**AETNA SASH CORD**

a reliable, dependable tough cord — in demand for many general uses. Write for FREE Samples and information or see your jobber.

**LETTERS**

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**dimension figure omitted from solar control query**

Sir: I answered a letter for your *Ask the Experts* column, appearing on page 156 of your September issue. Unfortunately, in your column you have not stated the problem in its entirety, and, as a result, the answer is of little value.

The amount of overhang required depends upon the height that is to be shaded, as well as other factors. The height given was six feet, eight inches, measured from the bottom of the overhang.

Rudard A. Jones,
Assistant Director,
Small Homes Council,
Champaign, Ill.

Original query was for proper roof overhang to shade windows from summer sun; arbitrary figures were presented to coincide with various morning hours of the day to afford complete shade.

Dimension from underside of roof soffit to sill of window, which is six feet, eight inches, was omitted in the computation in connection with the solar control query. Drawing is hereby reproduced, with addition of correct dimension.

—The Editor

---

**interest in NHW extends into following weeks**

Sir: There has really been more interest from an actual sales standpoint in the week following than there was during National Home Week itself. It seems that the interest developed during the Week is extending over, and building up at our Bluefield yard. There were more home prospects this week than last, and there have been sales of complete homes every day. On one day, four complete homes were sold.

This interest has extended to our yards in towns where no organized campaigns were put on, but which received some benefit from our Bluefield advertising.

Clyde I. Cheyney, President,
Bailey Lumber Co.,
Bluefield, W. Va.

---

**how-to-do-it material of interest to agency**

Sir: On page 20 of the June issue of *American Builder* there appears an article by H. R. Northup, executive vice president of the National Retail Lumber Dealers Association. The last paragraph, referring to the dissemination of how-to-do-it instructional material to home owners by local lumber dealers in a community is particularly interesting to us since it describes literature we have just distributed to dealers.

We are writing for permission to reprint this article with the proper credit line. We will use it in a mailing to dealers.

James C. Brown,
G. F. Sweet & Co., Inc.,
Hartford 3, Conn.

(Continued on page 29)
Builders Large or Small
Cut Costs With
ONE-DER METAL
Door & Window
FRAMES

More builders are insisting on
One-Der metal door and window
frames. The one piece frame that
easily fits any type of construction
-brick, block or frame - complete
assembly makes installing an ease.

FOR BUILDINGS LARGE OR SMALL
ONE-DER
FRAMES FIT THEM ALL!

Quick, easy installation makes
One-Der Metal Frames a boon to
big or small builders alike — less
carpenter labor! And pre-priming
means less painting!

For further details see
Sweet's File 15 a/On and 16b/On
Order TODAY from your dealer,
listed in Yellow Pages of Telephone
Directory, or write—

ONE-DER FRAME
Corporation

P.O. Box 3068—Birmingham 6, Ala.

letters ...
(Continued from page 28)

modern Yankee invasion
of Virginia is welcomed

Sir: Northern builders alone have
completed 32,000 new homes in the
Greater Norfolk area and have
promised to build 22,000 more
homes for the industrial workers
who will operate the new Norfolk
industries.

We salute the Yankee as he has
initiative and know-how to wake up
the South, and he has surely awak-
ened this quaint old Southern city.
Some of them have made themselves
a million apiece, but we do not be-
grudge it to them, as they are help-
ing us as well. I have worked for
this very thing for 38 years.

What the South needs is sound
and live promoters, and most of
them subscribe to the American
Builder.

W. B. Shafer, Jr., Fiscal Agent,
Norfolk H.M.D.I Corp.,
Norfolk, Va.

distribution article
rings bell

Sir: Congratulations on the fine ar-
ticle Is the Distribution System of
Building Products Outmoded? ap-
pearing in your October issue.

This is one of the finest articles
on this subject which we have seen
and I am calling the attention of all
of our members to it.

S. M. Van Kirk, Gen'l Mgr.,
Nat'l Bldg., Material Distrib. Assn.,
Chicago 2, Ill.

trade series
useful to realtor

Sir: As a realtor and builder I have
found your magazine most helpful,
especially your current articles on
trade-ins. The information found in
these articles has helped keep our
sales volume up during the slack
months. While primarily realtors, we
are now building homes. The simple
direct approach of your magazine
toward building problems is easily
understood by us with just a work-
ing knowledge of building construc-
tion and techniques.

Homer R. Akins, Manager,
Lutz Realty Co.,
Fort Worth 2, Texas

(Continued on page 30)
Here’s a new exclusive feature for Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance! Counterbalancing springs are Si-Vel processed and coated to eliminate all noises. A velvet-like finish, actually baked on the galvanized steel springs, assures absolutely silent opening and closing of wood windows. It’s the most important window equipment development since the one-piece jamb member... another Zegers “first”!

Get complete information on this remarkable innovation now! Builders, see your Lumber Dealer;—Lumber Dealers, see your Sash and Door Jobber or Millwork Manufacturer.

letters...

(Continued from page 29)

architect spots drafting error in floor plan drawing

Sir: A confusing and amusing error was made in the first floor plan of the two-level house on page 60 of the August issue of American Builder.

The two arrows on the stairway in the first floor plan are marked “Dn” (down). Please don’t let anyone try to build the house that way! Correct designation is “Up” for both arrows and flights—then it will work, and tie in with the “Dn” indication on the second floor.

C. Sedgewick Moss,
Registered Architect,
Washington 16, D.C.

liked the winter building story

Sir: That was an excellent article on winter building at the White Pine project near Ontonagon, Michigan, in the October issue of American Builder. We furnished some of the material for this project, and naturally we were very interested. Some of our employees would like copies; therefore, will you send me twelve copies of this issue.

John N. Hamar,
Hamar-Quandt Co.,
Houghton, Mich.

contractors' customers need American Builder

Sir: I have been looking over your magazine at our lumber dealer’s and would like very much to subscribe.

We are small contractors and our work covers mostly building, repairs and remodeling. Your magazine has just the things we need because our customers want to make their homes up-to-date.

W. A. Marquart,
A. H. Marquart & Son,
Houston 7, Texas

rocks up seventh renewal

Sir: If I remember correctly, this is my seventh three-year subscription. I enjoy the American Builder very much. Your “Helps” help out a lot, and I am always looking for something new—methods or materials.

George W. Stout,
Contractor and Builder,
Elwood, Indiana
At last, Pella Folding Doors in Natural Wood! Solidly-built folding doors with all the stability and lasting value of conventional swing doors. Paint to match or harmonize with walls or woodwork. Varnish finish to blend with wood paneling or trim.

**LAMINATED CONSTRUCTION** — Individual wood panels (3/4" thick and 3 1/2" wide) joined by continuous spring hinging, fold to only 6" in the average opening. Built-up wood block cores are laminated with matching sliced veneers to assure vertical alignment.

**STOCK SIZES** Pella Wood Folding Doors in Pine — Paint Grade or Varnish Grade, Finished or Unfinished. Easily painted or finished to match or blend with surrounding woodwork. 2'4", 2'6", 2'8" and 3'0" widths; all 6'8" height.

CUSTOM sizes available in three grades: (1) Varnish Grade Pine; (2) Paint Grade Pine; (3) Hardwood Veneer (Red Oak, Unselected Birch, or Philippine Mahogany).

Substantial savings on inside wall construction can be effected by installing Pella Doors as movable partitions, ceiling to floor and across entire closet fronts. Costly double wall construction for recessed sliding doors can be eliminated. Pella Doors may also be used for kitchen cupboards, snack bars, broom closets — wherever space is at a premium. Be first in your area to realize their extra savings and sales appeal. Investigate today.

**PELLA DISTRIBUTORS CONVENIENTLY LOCATED THROUGHOUT THE COUNTRY**

Add extra sales appeal with **Pella**

WOOD FOLDING DOORS • WOOD CASEMENTS
ROLScreens • MULTI-PURPOSE WINDOWS
VENETIAN BLINDS
Unsealed plywood blotches when stain is applied

Since all wood surfaces have unequal porosity, they should be sealed before staining. If not, the stain soaks deeper into soft areas than hard areas. This causes blotching and streaking, permits uncontrolled grain raise through the stain—often ruins the appearance of the wood.

Rez-sealed plywood stains evenly, without blotching

Clear Rez Sealer and Primer equalizes wood porosity—actually penetrates and seals the surface pores so that stain coats "lay" evenly without a streak or blotch. Clear Rez and White Rez are wood sealers. The five Rez Color Tones are sealers and will provide finish coats as well.

10 Places to Add Beauty—Protection—Sales Appeal

- Wood siding
- Wood frames
- Cabinets
- Shingles
- Beams
- Flush doors
- Paneling
- Wood fence
- Trellis
- Woodwork

Rez Sealer and Primer
Clear Synthetic Resin

Unsmear color tones and clear
Cedar—Driftwood—Sage
Mahogany—Redwood
White Rez for 1-coat bleached effect
At paint, hardware, lumber dealers


Monsanto Chemical Company
Merchandising Div., St. Louis 4, Mo.
New 10' x 10' room serves as master bath, guest bath, and powder rooms

Here's a room that serves as both a master bathroom and separate guest bath... and as twin powder rooms too, when party crowds gather.

It's a model of versatile efficiency... the kind of room that can help sell any house.

Basically, the room consists of two sections, each with its own Crane lavatory and water closet, and a bathing compartment with Crane tub and shower. The bathing compartment is so designed that by sliding a door, it becomes an exclusive part of either section.

This is just one of many original room ideas that have been developed as part of Crane's service to builders. 46 such ideas are now available in the Crane Sketchbook of Ideas—all colorfully illustrated to help you show prospects your new room suggestions. Ask your Crane Branch or Crane Wholesaler for your free copy of this big, helpful book today.
The rear view shows the terrain and how the two porches were positioned to take advantage of the drop in grade.

designing the house to site conditions
The design of this house, built in Richmond Heights, Missouri, was determined by the contour of the lot, which is approximately level across the front and drops six feet to the rear. The house was also designed to harmonize with the structures on the adjoining lots. The result is a modern adaptation of a traditional colonial.

Professional restraint has been exercised in the use of exterior materials. The two end walls, including the wing extensions, a portion of the rear, the planter in front and the curtain wall up to bedroom window sill in front are all built up of red face brick laid up in flush white mortar joints. The balance of the walls, including gable ends, are faced with 1x10-inch vertical boards and battens. The roof is green asphalt shingle.

The plan is a two bedroom arrangement with a number of features that remove it from the ordinary. Chief among these features is a stair leading directly to the basement, with top riser about three feet from the front entrance door. This makes it possible to have direct access to the recreation room at a lower level, which is six inches above grade at rear. Windows and doors, which occur in a series on the side wall of this room, overlook or lead to the lower level open porch. Garage with turn-around space in front of door adjoins this area.

On the main floor level a planter and built-in seat adjoin the stair. While the plan does not indicate it, a fireplace is built integral with the furnace flue, extending from the indicated flue on the plan over to the living room wall. On the opposite wall a battery of windows and doors provides access to the adjoining top level porch.

The ceiling of the living room follows the slope of the roof with built-up wood beams placed at regular intervals. The light trough is formed on both sides by extending ceiling rafters of the porch and of the low (Continued on page 36a)

DECEMBER 1953
ceiling over the stair beyond the high point of the living area ceiling.

The plan provides for good circulation from the living to the quiet area of house. The several zones of living and service are well separated. The fireplace forms the separation between kitchen and dining space with a four-foot opening between it and the outside wall. All brick walls of the fireplace are left exposed in the rooms in which they occur. Position of kitchen service door opening onto the adjoining platform facilitates deliveries.

This house was placed on a 65x120-foot lot and was completed and offered for sale by the builder in 1953 for $26,500.

For complete one-quarter-inch working plans of this house, write American Builder Home Plan Service, 79 West Monroe Street, Chicago 3, Illinois.

Built-up wood beams that produce a truss effect are used in ceiling of living-dining area. Plaster surface follows contour of roof. Light troughs on both sides are extensions of framing for low ceilings.

See Gatefold Blueprint
for complete working drawings
—quantity list of materials

Gray clay tile walls provide the background for white bathroom fixtures and floor

AMERICAN BUILDER

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BRAND NAME PRODUCTS USED
Armstrong floor tile
Baldwin water heater
Bennett-Ireland fireplace damper
Bryant warm-air gas furnace
Elgin steel kitchen cabinets
In-sink-erator garbage disposer
Old American asphalt shingles
Overhead garage door
Phelan-Faust paint
Kwikset hardware
Richmond plumbing fixtures
Rock-Wool insulation
B-O-W windows
Schlage hardware
Stilecraft aluminum screens
Temlak sheathing
SECTION THRU STAIR WELL

BLANKET TYPE INSULATION

DUCT SPACE

PLASTER

MODERN FOLD DOOR

SEE DETAIL

TWO COATS ASPHALTIC WATER PROOFING BELOW GRADE

4" CONCRETE SLAB OVER CINDER FILL

12" CONCRETE FOUNDATION

FLASHING

1" X 10" BOARDS & BATTENS

BRICK

CONCRETE

RETAINING WALL

RIGHT SIDE ELEV.
BASEMENT PLAN

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

For American Builder Blueprint House No. AB 197

Bernard McMahon, Architect

## General Information

- **House — Type**: frame and masonry combination
- **Area**: 1,400 sq. ft.
- **Cube**: 28,000 cu. ft.
- **Height taken for cube was 20 feet**
- **Garage and porch area**: included in house

## Excavating

- **Trench for footings**: 164 lin. ft.
- **Column footings**: 5
- **Excavation for basement**: 370 yds.

## Cement Work

- **Foundations**: 1,500 cu. ft.
- **Concrete work**: 1,338 sq. ft.
- **Thickness**: 4 in.
- **Stoops**: 53 sq. ft.
- **Anchor bolts**: 24 — 6” x 8”
- **Excavation for basement**: 350 ft.
- **Miscellaneous**: no retaining walls included

## Masonry

- **Type**: brick
- **Walls**: 800 sq. ft.
- **Window sills**: flat bricks
- **Chimney**: package
- **Lintels**: 1 — 10’ WF beam — 10 lin. ft.

## Iron Work

- **Structural**: 1,937 lbs.
- **Columns**: 2 — 6” H columns — 8’0”
- **Miscellaneous**: 10’ WF beam — 33 lin. ft.

## Millwork

- **Windows — Type**: double hung and fixed
- **Material**: wood
- **Windows — Glazed including trim**: 1 — 9 ft. — 36” x 24”
- **Fixed**: 1 — 1 ft. — 48” x 46”
- **Double hung**: 1 — 2 ft. — 36” x 26”
- **1 ft. French doors**: 2 pair — 24” x 6’8”
- **1 ft. cross panel**: 3 — 2’8” x 6’8”
- **Garage door — upward acting**: 3 — 1’ — 8’ x 7’
- **Exterior doors — Material**: wood
- **Exterior doors Flush entrance door**: 1 pair — 78” x 42”
- **1 fl. French doors**: 2 pair — 2’4” x 6’8”
- **1 fl. cross panel**: 3 — 2’8” x 6’8”
- **Garage door — upward acting**: 3 — 1’ — 8’ x 7’
- **Exterior millwork Shutters**: 1 pair — 18” x 60”
- **Louveres**: 1 — 36” x 36”
- **Special egg crate screens**: 3 — 1’0” x 7’0”
- **Carpenters stairs (14 risers)**
- **Interior doors — including jambs and trim**: 1 pair — 18” x 42”
- **Special interior millwork**: 1 pair — 18” x 60”
- **Interior doors — including jambs and trim**: 1 — 2’8” x 6’8”
- **Special interior millwork**: 1 — 2’4” x 6’8”
- **Special interior millwork Stairs — Disappearing stairs**: 1
- **Carpenters stairs**: 1
- **Strings**: 1

## Carpentry

- **Beams and girders**: 4 — 2” x 10” — 26’0”
- **Joists**: 13 — 2” x 10” — 10’0”
- **Bridging**: 1” x 3” — 300 lin. ft.
- **Studling and plates — Studs**: 120 — 2” x 4” — 8’0”
- **Ceiling joists**: 14 — 2” x 6” — 20’0”
- **Roof rafters**: 34 — 2” x 6” — 18’0”
- **Framing lintels (for 2 pieces, 9’0”)**: 1 — 2” x 6” — 18’0”

## Sheet Metal

- **Subfloor — to be covered**: 1,300 sq. ft.
- **Roof sheathing — to be covered**: 1,600 sq. ft.
- **Side wall sheathing — to be covered**: 500 sq. ft.
- **Side wall materials**: 1” x 10’0” beards — 700 bd. ft.
- **Special interior millwork**: 1” x 2” batts — 500 lin. ft.
- **Furring — required 1” x 4” on 16” centers — 900 lin. ft.
- **Carpenter stairs — Stringers**: 2 — 1’ x 12” — 26’0”
- **Treads**: 12 — 1’ x 10” — 3’6”
- **Flooring — Hardwood**: 850 sq. ft.
- **Softwood**: 150 sq. ft.
- **Exterior material**: 200 sq. ft.
- **Insulation — 4” batts**: 1,428 sq. ft.
- **2” blankets (front wall only)** — 300 sq. ft.

## Roofing

- **Type**: composition asphalt shingles
- **Area**: 16 squares

## Interior Walls

- **Wall area to be covered — Redwood**: 275 sq. ft.
- **Plaster**: 3,000 sq. ft.
- **Ceiling area to be covered — plaster**: 1,200 sq. ft.

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*This quantity list will be subject to variation depending on the common practice 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.*
how to get good circulation and an open plan
Usually good circulation is sacrificed for open planning, or, if open planning is the basic approach, good circulation is compromised. Generally, the former affords privacy in individual rooms through hallway traffic lanes, while open planning, with large areas, makes a thoroughfare of the room itself.

In this custom-built house, Maxon Construction Company, Barrington, Illinois, architects and builders, have achieved good circulation and open planning. The secret is a design featuring short hallways leading into a large foyer. Room openings to the foyer or hallway are larger than usual, permitting clear views from one room to another.

The hallways afford a workable traffic pattern because circulation from one room to the other is through a short, easy route that assures privacy to the individual room.
here’s the rundown on

NATIONAL HOME MONTH

NATIONAL HOME WEEK

celebrations of 1953

Once again—during the month of September—home builders, contractors, lumber dealers, manufacturers and suppliers joined hands in a gigantic festival celebrating American home building skill and ingenuity. From all sections of the nation we have gathered facts and figures to make this summation of what was accomplished during the red-letter month of the year in light construction.

(See also the portfolio of leading houses built for National Home showing, beginning on page 46.)
DEMONSTRATION HOUSES PREPARED FOR NATIONAL HOME SHOWING

= 400

VISITORS

= 500,000

NUCLEOUS SALES MADE DURING THE CELEBRATION*

= $5,000,000

In addition, an incalculable volume made later as National Home Month’s influence spread.

DECEMBER 1953
House production for the National Home Month and National Home Week programs this year reached an unusually high level of excellence in design and construction. Rarely has the American Builder seen as fine a collection of merchant-built houses. In the following pages is presented a round-up of some of the leaders. Space in this issue prohibits the publication of the many more that deserve recognition.
ONE of the most elaborate and best organized of the one-street Parades of Homes was staged in Houston by the Home Builders Association. This Parade included 31 furnished houses, all designed for better living in the gulf coast area, and represented an investment in excess of $500,000. A remarkable variety in design was achieved, from house to house, yet the overall effect of the street was one of harmony and good taste. Design features that stood out:

- Air conditioning: indoor-outdoor living features including facilities for outdoor cookery; family entertainment center; built-ins and emphasis on closet and storage facilities; counter-top ranges and separate built-in ovens; area for breakfast dining in the kitchen; open planning whereby the wall of one room can be folded back or slid back to open up one large area; use of tile, rubber tile, cork and brick as flooring materials; attached garages—all the houses have them; outside materials brought inside; emphasis on full tile baths in color.
Cabinet partition of living room is not only functional (for storage) and decorative (shelves for books and bric-a-brac) but is designed to give feeling of light and spaciousness to hall leading to bedrooms.
One of a group of five houses of similar design being built by Trezevant & Kelly in Memphis. This one, the first completed, sold at NHW time for $34,000, including carpeting and drapes. A truss roof design with a clear span of 32 feet 6 inches has allowed complete freedom of wall design. Roof is 6-ply built-up tar and felt topped with marble and stone which reflects heat and helps the all-year air conditioning system.

The return air system takes advantage of the space between the concrete floor slab and the wood finish floor, which is on 2x4 sleepers. By returning the air through this space a more uniform floor temperature is obtained, and the chance of the floor cupping or opening up has been minimized.

The amount and variety of wall paneling is unusual: den is in Parana pine from Brazil, guest room is in oak, living room in walnut, children's room in cherry, master bedroom in red gum. Fluted glass floor-to-ceiling panels enclose dining area on two sides. Also unusual is the cabinet which functions as a wall between living room and corridor to bedrooms.

Robert H. McCarty, Jr., was the architect.
Little Rock turned out full force to look at 16 models. One builder counted 20,000 visitors; others had between 10-15,000.

Little Rock's Parade of Homes was not concentrated on one street, as was the case last year, but was scattered all over town. "The public liked this better, since the price range could vary, from $14,250 to $45,000. Everybody was pleased with the results." Eighteen direct sales were credited to the Parade, with dollar volume of $365,750; orders to build amounted to $400,000. Two popular models:

Top: all-year air conditioning in a middle income house. This house sold for $19,950 including lot in a tract of others like it, an eventual total of 700 such houses, reputedly one of the largest air conditioned projects. Fausett & Company is the builder. Architects were William Van Vaikenburg and Birch Henry.

Bottom: A small 3-bedroom house built and designed by Roland R. Keesee in the $15,500 bracket.
FOLLOW-THROUGH

that's good for you!

...you really get it from your RO-WAY Distributor!

Your RO-WAY Distributor has the finest overhead type doors for all your jobs—residential, commercial and industrial. He's proud to bring you such outstanding RO-WAY features as: Taper-Tite tracks and Seal-A-Matic hinges; Double-Thick tread rollers; famous Power-Metered springs; the better designing, engineering and construction that give RO-WAY doors their exceptional long life of easy-up, easy-down operation.

But he has something else to offer which is just as vital to customer satisfaction. That's the extra care with which he handles every installation detail!

Call it "follow-through" or "thoroughness" or "pride in a job well done." It's all these things and it's mighty important to you. It means you can save time by depending on your RO-WAY Distributor to help select the proper size and type of RO-WAY door for the appearance and service requirements of each installation. It means you always know your RO-WAY Distributor shares your own interest in seeing that every job is done right!

We think that's the kind of man you like to do business with. So remember—on your next job call your RO-WAY Distributor for "follow-through" that's good for you.

ROWE MANUFACTURING CO.
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there's a Ro-Way for every Doorway!

It Pays to Call Your RO-WAY Distributor First—On Any Job!

Look in your classified telephone directory, or write for his name and address. He's an important member of a nationwide network of selected sales and installation engineers.

He has a wide choice of RO-WAY doors to show you, in both standard and special sizes and styles—for practically every residential, commercial and industrial need.
DELTA Tools on the job save us

BUYS ROUGH LUMBER, DOES ALL FINISHING AND DELTA CIRCULAR SAW AND JOINTER. Savings

Look inside this luxury home costing roughly $75,000, and you'll find a Delta Circular Saw and Jointer turning rough lumber into accurately sized finished stock, cabinet work, mill work and special items.

DELTA QUALITY MAKES THE DIFFERENCE
In building custom-designed homes ranging in price up to $75,000, we put our Delta Tools right into the house, move them from room to room, and fabricate the whole job from the inside,” says Sheldon.

“To keep our costs in line, in building these fine homes, we employ a handful of highly skilled carpenters and turn out a tremendous amount of precision work fast—all the finishing, many cabinets, all mill-work, numerous complicated details. Our method cuts the carpentry cost by at least one-third; and enables us to pass a substantial saving to the owner. We have used Delta Tools for years—and couldn’t get along without them.”

This is the non-secret “trade secret” of lower costs being achieved today by leading contractors in growing numbers—a cost-cutting, job-improving secret that can be yours!

Look into it, as a matter of basic “good business.” Talk to your Delta dealer, listed in the Classified Phone Directory under “Tools” or “Machinery.” Also use the coupon to get the new Delta Catalog.

DELTA QUALITY POWER TOOLS
Another Product of Rockwell

DELTA POWER TOOL DIVISION
Rockwell Manufacturing Company
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Address ____________________________
City __________________ Zone ______ State ______
Andersen Casements now available in sash width 4½" wider than illustrated here.

For built-in beauty and comfort...

Andersen Windowwalls
A CHANGING PICTURE of nature's beauty always greets the home owner at this desk. Architects Thorshov & Cerny, Inc., planned it that way, when they specified a WINDOWALL—an Andersen Casement Picture Window Unit. They planned for comfort, too. Andersen WINDOWALLS are famous for their beauty as windows, famous for their weathertightness when they serve as wall sections.

Andersen Corporation · BAYPORT · MINNESOTA
COMPLETE WOOD WINDOW UNITS

For specification data see your millwork dealer, Sweet's Light Construction File or write Andersen Corporation.
TO CONVENTIONAL BUILDERS
MODERN HOMES CORPORATION PRESENTS...

A MODERN HOMES ORIGINAL

A new brilliantly styled Contemporary created for the area from Maine to Montana and planned for a gala introduction in spring through selected builders.

The CAPRI by Modern Homes Corporation, is a new, brilliantly styled Contemporary in the popular 1500 square foot class, designed, not by factory men but by architects; not a modification of California architecture or construction but designed for year 'round comfort in the northern half of the United States.

It combines the economies of pre-fabrication with good, conventional construction, full insulation, all large glass Thermopane, storms and screens, louvered cross ventilation, deep solar canopy, new concealed attic ventilation.

The CAPRI is intelligent, Contemporary. An island fireplace with corner opening serves both living and dining areas. Free-standing closet and shelf units serve as mobile walls. Three big bedrooms all take twin beds. Vanity-lavatories with mirrored double cabinets in bath AND in master bedrooms are tops in style and convenience.

Big kitchen takes all appliances plus breakfast set. Closets and storage space are exceptional.

Plans are completely flexible with four orientations for wide lots and four for narrow lots, all retaining the beauty of the unique CAPRI design. Slab, crawl space or basement construction with the new, thrifty Klear-Span Floor System.

This is a home you can build with pride and sell with confidence. It has custom design and custom quality throughout, yet, you can price it at up to 20% less than a comparable site-built home and still make your full profit.

This is your Golden Opportunity.
...AND THE Capri GOLDEN OPPORTUNITY PROGRAM

offering to selected builders a GOLDEN OPPORTUNITY to . . .

1 Discover the QUALITY and ECONOMY of CONVENTIONAL pre-fabrication.

2 Build and sell the beautiful, new CAPRI—a brilliantly styled Contemporary, created for YOUR local climate—not for California.

3 Cash in on the CAPRI ADVERTISING CAMPAIGN in leading big-circulation, home magazines.

4 Cash in on LOCAL publicity, advertising, sales promotion, sales training, ALL PREPARED AND PACKAGED FOR YOU.

5 Cash in on the sales appeal of a GALA PUBLIC PRESENTATION of the CAPRI—COMPLETELY FURNISHED TO THE LAST DETAIL by a famous interior decorating studio.

The CAPRI GOLDEN OPPORTUNITY PROGRAM is probably the most complete merchandising activity ever offered to conventional builders.

It will bring you thousands of dollars worth of advertising and publicity in national magazines and local newspapers. It will bring you thousands of visitors, scores of leads and dozens of live prospects for the CAPRI and for the other fine two, three and four bedroom homes by Modern Homes.

If you are equipped to handle a deal like this and if you are interested in offering excellent conventional construction at up to 20% less than on-the-site built homes cost, this is indeed your Golden Opportunity and we are interested in hearing from you.

Effective tie-in with the Golden Opportunity Program requires immediate enrollment. Therefore, we suggest that you write, wire or phone us right now, or fly up here, see the CAPRI and talk it over. Call Dearborn, Michigan, LUzon 4-1550.

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7744 Greenfield Road • Dearborn, Michigan

Manufacturing Plants at Dearborn, Michigan and Port Jervis, New York

DECEMBER 1953
Sure — it depends upon what you want the door for. That's how you pick. But there are so many different doors for so many different purposes, that the best way to do is pick your source for all doors. Atlas Plywood is the preferred source for flush doors of all types: hollow or solid core, high grade or inexpensive. Atlas Plywood makes flush doors and panels its chief business... controls their kind and quality at each step from forest to finished product.

So tell your supply dealer you want Atlas Plywood; he can get just what you order. Atlas Plywood is one of the world's oldest and largest makers of plywood and its products.

**Atlas Plywood**

**Corporation**

**From Forest to Finished Product**

Boston 16, Mass. Distributors in all principal cities

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**ALL THE WOODS
ALL THE GRADES
ALL THE SERVICE**

Whatever you specify in "Atlas Plywood or equivalent" in doors, dealers can get exactly and speedily from Atlas Plywood jobbers. You get all the advantages of flush doors for modernity, beauty and ease of cleaning and maintenance PLUS the advantage of Atlas Plywood's continuous supervision from tree to the point of hanging.
CHASE® copper water tube
goes in for good!

See that shiny Chase Copper Water Tube! Smart plumbers choose it every time. They know it’s lightweight, easy to handle, and it makes satisfied customers for years to come.

Chase Copper Water Tube is corrosion-resistant...won’t clog with rust and always gives a full flow of rust-free water.

Chase Copper Water Tube and Chase Solder-Joint Fittings are a combination that just can’t be beat for hot and cold water lines, radiant panel heating and for drainage lines, too. Sold by Chase plumbing and heating wholesalers.
4000 new homes in Fairless Hills Development built stronger to last longer with AMERICAN WELDED WIRE FABRIC

At Fairless Hills (midway between Philadelphia and Trenton) they are building 4000 fine, modern, medium-priced homes with concrete floors reinforced with American Welded Wire Fabric. Their extra dollar value and promise of longer-lasting beauty make these homes especially attractive to discriminating—but price-conscious—buyers.

You, too, can build stronger sales appeal into your homes by making full use of concrete construction reinforced with U-S-S American Welded Wire Fabric. Its small, evenly spaced steel members bind foundations, walls and floors into a solid unit, thereby control cracking, warping and sagging, minimize seepage, dampness and other value-decreasing damage. Welded Wire Fabric reinforcement also keeps sidewalks, curbs and driveways looking their best, without undue maintenance expense, for years on end.

So you can build a lot of extra value into your homes and their surroundings with American Welded Wire Fabric. And that means quicker closings of profitable sales.

American Welded Wire Fabric is available from conveniently located jobbers' and dealers' stocks. Drop a line today for illustrated folders to our nearest sales office.
BASEBOARD HEATING PANELS

THREE GREAT SALES FEATURES!

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

Consider these features: Radiant sunny warmth from heating units which look like conventional wooden baseboards and are just as unobtrusive!

No over or under-heating—the B & G Hydro-Flo System automatically adjusts the heat supply to the weather! Heat is evenly distributed—draftless—virtually the same temperature from floor to ceiling!

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

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

Write for descriptive literature.

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

1 B & G Booster—An electrically operated pump which circulates hot water through the baseboards.

2 B & G Flo-Control Valve—Helps keep home temperature constantly at the comfort level.

3 B & G Water Heater—Provides an abundance of year 'round, low-cost hot water.

Bell & Gossett Company

DECEMBER 1953
"Our #1 sales feature was the complete

RESULT: "We sold

MR. D. M. CAPPS SAYS: "Before signing the contract with General Electric, we contacted many other appliance manufacturers and finally decided to go all General Electric because we realized that we would have much better customer acceptance with General Electric Appliances.

"The decision was a wise one then, and is still paying dividends in continuing sales through satisfied homeowners—owners who don't hesitate to tell their friends how much they enjoy their new home, and their G-E Kitchen-Laundry."

Shown above, Mrs. Hazel J. Spoerlein, a "Golden Glades Estates" homeowner, demonstrates to Mr. Capps how pleased she is with her G-E Kitchen-Laundry equipment.

D. M. CAPPS, general manager, Gaines Construction Co., Miami, Florida.
NO QUESTION ABOUT IT. The General Electric Kitchen-Laundry helps to sell houses faster.

Houses have much greater acceptane when women see all the wonderful, timesaving General Electric Kitchen-Laundry equipment, and learn that it adds as little as $5.82 a month extra to regular monthly mortgage payments.

WE WILL WORK WITH YOU
Your G-E distributor builder specialist will work with you, and place before you all the builder sales experience of the General Electric Home Bureau.

He has complete promotion plans for the opening of your model house—plans that have helped other builders merchandise their homes so successfully. Take advantage of this merchandising program to sell your houses faster in today's competitive market.

See your G-E distributor, or write to: Home Bureau, General Electric Company, Louisville 2, Kentucky.
Packaged Masonry Chimney Economy . . . Plus Sales Appeal of a Brick Housing

REPAINTED on this $26,000 ranch home to match light yellow brick, the Van-Packer "brick" housing can be easily matched to any exterior face brick color. Housing is cut to fit any roof ridge or pitch.

SECTIONAL CONSTRUCTION (shown above in cut-away) saves 30% to 50% on time and material over brick chimney cost. The Van-Packer may be placed directly over furnace in center of house as easily and inexpensively as against a wall.

SIMULATED BRICK Van-Packer Chimney Housing looks like brick when assembled. Cement asbestos panels are pre-painted brick-red (shown above), with natural color mortar lines. Embossed design makes possible realistic repainting to match other brick colors.

Virtual Brick Housing brings permanent safety, low construction cost of a Van-Packer Chimney to all homes

Non-brick appearance no longer need prevent any builder from taking advantage of the Van-Packer Packaged Masonry Chimney as a permanently safer, 30% to 50% less expensive chimney than conventional brick. The massive Van-Packer Simulated Brick Housing is the answer.

The housing is 16½" wide by 24" deep. It is assembled on the job from molded cement asbestos panels, embossed to simulate brick. Panels are supplied pre-painted brick-red, with natural color mortar lines. Embossed design of panels permits easy repainting, if desired, to realistically match other brick colors.

The Van-Packer Chimney is listed for all home heating plants and incinerators, by U.L., F.H.A., A.G.A. and all major building codes. Complete chimney can be completely assembled in 3 man hours or less.

Nationally distributed, immediate delivery. Contact your local heating supply or building material dealer or jobber. See your classified telephone directory for local listings.

Van-Packer
PACKAGED MASONRY CHIMNEY WITH SIMULATED BRICK HOUSING
Van-Packer Corporation
Dept. 5 — 209 S. LaSalle Street, Chicago 4, Ill.

Also manufactured and distributed in Canada by
C. A. McRobert and Son, Ltd., St. Laurent, Quebec
Do you and everybody else in your organization know what causes leaky brick walls, and how they can be prevented?

Do you know about all the extensive research done by the U. S. Bureau of Standards and other organizations on this subject—the findings of the research—the recommendations that have resulted?

The two books pictured above tell the story, with profuse illustrations. Each book has received a citation of merit from the Producers' Council and the A.I.A. Each has been approved by many foremost authorities. Each is a real "must" for anybody concerned with permanently-satisfactory masonry work.

These books are not advertisements for our product, Brixment. They are published as a service to the building trades. We urge you to mail the coupon, below, for your free copies.

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2nd and Walnut Streets, Louisville 2, Kentucky

Gentlemen:
Without cost or obligation, please send me a copy of each of the two books illustrated above.

Name:

Firm:

Street:

City:

State:

DECEMBER 1953
LEADERS
IN '53

biggest turnout yet
in Minneapolis

MINNEAPOLIS, twice winner in Class I in American Builder's annual NHW contest for chapters of NAHB, this year had "the biggest turnout of home viewers in our history—upwards of 180,000 through 32 demonstration houses, with 20,000 more through other open houses." Sales reached 210, for $4,575,000. Among them was this Parade house shown by Roy E. Olson. It was sold for $25,000 without appliances to the first interested couple to whom the builder spoke on the opening Sunday of Home Week.

a fast selling cape codder
on Long Island

This house by Reginald T. Watson's Gulf Construction Company turned out to be one of the big merchandising jobs on Long Island during Home Week. Watson offered it as the basic house in a 440-unit development which he opened at Massapequa on the opening day of NHW. The price was $12,490, with a lot 70 by 100 and full basement. During the first nine days, Watson took 316 deposits. In three weeks the figure rose to 390.
good crowds, three buyers
at Great Neck, L. I.

ON KINGS POINT, Great Neck, L. I., Herbert Silman is building luxury split-levels on one-acre plots, priced from $39,000. During NHW the crowds visiting Silman’s Northside development were large in size but slow to buy. Three houses were sold during the Week, which Silman considers good in view of the tight mortgage market.
How do
SUB-CONTRACTORS
profit by using
DODGE REPORTS

By learning daily who is going to build and what jobs are out for bids. They get the contracts they want because they can get their bids in on time—on the jobs they want.

How do
SUPPLY MEN
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How do
BUILDERS
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For 63 years leading firms in the construction industry have depended on Dodge Reports to help them do business throughout the 37 Eastern States.

If you are a sub-contractor or dealer write or call nearest office, listed in Classified Telephone Directory, for your free copy of: “Dodge Reports—How to use them effectively.”

DODGE REPORTS
Dept. AB1253, 119 W. 40th St., New York 18, N. Y.
Timely, accurate, comprehensive construction news service
THE FIRST STEP IN EVERY SALE
Builders and contractors all over the country are discovering for themselves that cut stone — the real thing — is now competitively priced with other building materials. You'll find quarried stone the best salesman you ever had — because where there's a choice, the home buyer chooses natural STONE! Call your local stone contractor or quarryman for samples or information.
Maryland builder tells how...

"4 ways to save cut costs"

C. E. Burgdorf, project manager and Monroe Warren, Jr., ass't treasurer for Meadowbrook, Inc., look over plans on the site of their new 550-home Rockcrest project. With them is Bill Aitcheson, sales manager for dealer, Frank M. Ewing Co., Inc., Washington, D.C.

"With more than 1,000 houses being built in this area in the $10,000 class, we knew we had to offer a better deal at $500 to $1,000 less. Our supplier, Frank M. Ewing Co., Inc., came up with these money-saving Insulite ideas that give us better construction plus a project saving of more than $39,000."

Monroe Warren, Jr. and C. E. Burgdorf, Meadowbrook, Inc., Chevy Chase, Md.

1. Bildrite saves $21 per home. By using 4' x 9' Bildrite instead of 2' x 8', Meadowbrook, Inc. saves $5 per house in labor. Tremendous bracing strength eliminates need for corner-bracing (F.H.A. accepted), saves extra $16. Compared with wood, Bildrite can cut sheathing costs $80 to $120 per home.
with Insulite $71 per home

2. Shingle-Backer saves $23 per home. Compared with No. 3 under-course shingles formerly used, Shingle-Backer reduced application time on the Rockcrest project 14 man-hours per home by actual time-study tests. At the same time, Shingle-Backer increases insulation value, produces deep, shadow-line.

3. Primed Graylite soffits save $11 per home, compared with exterior plywood formerly used for this 16” overhang. Made of the same material as tough, weather-resistant Bildrite, Primed Graylite is primed at the factory. It’s easy to cut, easy to handle, easy to nail and takes paint perfectly.

4. Insulite cuts porch ceiling costs $16 per home. One 6’ x 9’ sheet of Insulite Building Board covers this ceiling in a single operation. Costs $16 less applied than 1” x 4” beaded ceiling formerly used. One coat of rubber base paint covers it handsomely. Cove molding is applied around the edges.

Free Idea Kit Explains Each Money-Saving Idea in Detail! Mail Coupon Today!

INSULITE, Minneapolis 2, Minnesota
Please send me the Insulite Idea Kit with full information on these 4 ways to build better and save.
1. How to cut sheathing costs with Bildrite.
2. How Shingle-Backer cuts under-course time.
3. How Primed Graylite cuts soffit costs.
4. How to cut porch ceiling costs with Insulite.

Name ____________________________
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Address __________________________
City ____________________________ State __________________________

Build and insulate with double-duty

INSULITE
Made of hardy Northern wood

INSULITE DIVISION, Minneapolis and Ontario Paper Company, Minneapolis 2, Minnesota
RADIANT PANEL HEATING

USE PG's ON YOUR NEXT JOB

PG's weigh 10 pounds each and are packed 4 to a carton for easy handling or storing. Tied in a figure 8 bundle, a PG readily opens to a flat sinuous coil pattern.

Lightweight PG's are easily installed. Trim, straight grids fasten tightly to ceiling—permitting a minimum, even thickness of plaster.

All PG's are furnished with one end of the tube expanded. After cleaning and fluxing, PG's are connected by soldering or brazing. Many fittings are eliminated.

Note close tube spacing near outside wall where heat loss is greatest. Tube spacing is progressively increased as grids are installed nearer the inside wall.

PG's are supplied in one standard size. They are made of 3/8 in. Type L copper tube. Each panel grid contains 50 linear feet of tube. At normal 6 in. spacing PG's are rated at 1800 Btu hr and measure about 56 in. wide by 60 in. long... serving a ceiling area of 30 square feet. But you can readily contract or extend a PG by hand so that the tube spacing meets all design requirements—from 4 1/2 in. up to 12 in. centers. This flexibility means that one PG can be installed so that it will serve an area within the range of 22 1/2 to 60 square feet.

Nationwide distribution isn't complete as yet. We are increasing production and getting PG's to Anaconda Distributors just as fast as possible. You will want to know more about this new product; so send for Publication C-6, which shows why it is easier to design and faster to install a panel system with PG's. Write today to: The American Brass Company, Waterbury 20, Conn.

PG's — NEWEST DEVELOPMENT IN RADIANT HEATING BY ANACONDA

PG's (Panel Grids) are accurately PRE-FORMED, compactly packaged radiant heating coils made of ANACONDA Copper Tubes.
Redwood is recognized as a premium quality lumber. Yet there's no extra premium charged for Palco Redwood's extra high uniformity of quality and grade. This is possible only through multiple economies and savings effected from the most up-to-date methods and equipment in Pacific's modernly equipped mills. Greatest care is taken throughout each step of manufacturing and shipping to avoid blemishes and imperfections in the finished product. Palco Architectural Quality is that extra premium quality and uniformity in Redwood that assures extra value at no extra cost. Specify Palco Certified Dry—it's a real buy.

Palco Redwood is "tops" in these outstanding qualities

- High Dimensional Stability
- Low Swelling and Shrinkage
- Finest Paint Retention
- Greatest Durability
- Good Workability
- Glue-holding Ability

The Pacific Lumber Company
The best in Redwood—Since 1869
Mills at Scotia, California
100 Bush St., San Francisco 4 • 35 East Wacker Drive, Chicago 1 • 2185 Huntington Drive, San Marino 9, Calif.
Member of California Redwood Association
a steady seller from North Carolina

In Charlotte, North Carolina, George S. Goodyear entered the Parade of Homes with this model and sold it during the Parade for $12,500. "This is one of our standard houses, has always been a good house and continues to be." Architect was R. Emory Holroyd, Jr.

3 sold in 4 days in Nashville

Charles A. Wheeler, Jr., built this 1,145-square-foot house (plus 322 in garage) to VA specifications and offered it built on a level lot 85 by 180 feet, at $12,950. Included as standard equipment are storm windows and doors, 10-inch kitchen exhaust fan, Formica cabinet top, select hardwood floors, ceramic tile bath, flush doors, venetian blinds, plastered garage, paneled den. Three sales were made during the first four days of NHW. Total number of visitors was 2,500 of whom 300 registered as prospective home buyers.
FULLY PRE-ASSEMBLED RUSCO PRIME WINDOWS PROVIDE THE ANSWER TO TOP QUALITY AT LOW COST

Rusco Prime Windows make possible very substantial savings in labor, installation time and maintenance. Because they are fully pre-assembled units—glazed, finish-painted, with surround and hardware attached—they reduce field work and installation time to a minimum.

Tubular construction of hot-dipped galvanized steel, bonderized and finished with baked-on outdoor enamel, plus the complete elimination of sash cords, weights and balances, assures smooth, easy operation and lower maintenance.

In addition to these important cost and quality features, Rusco Prime Windows offer advantages found in no other window. They are fully weatherstripped and may be specified with Rusco’s all-year Fiberglas screen panels and with insulating sash as an integral part of the unit.
ask your dealer for

KEYCORNER

Pre-formed to fit snug in corners
Gives multi-directional reinforcement
Quick and easy to lath
Lays tight against flat surfaces
Trowels over smoothly and easily
Provides a minimum of waste material
Galvanized to prevent rust streaks
Comes in easy to handle, easy to store 150 ft. rolls.

Easy to handle... Easy to store 150-foot rolls, 4", 5" 6", 12" and other widths. Ask your dealer for details.
KEYCORNER
GALVANIZED PLASTER-REINFORCING

...ask for it by name

THE LOW-COST, MORE EFFICIENT PLASTER REINFORCING LATH FOR
INSIDE PLASTER CORNERS, JOINTS AND CEILING-WALL JUNCTURES

PRE-FORMED FOR CORNERS Keycorner is
pre-formed; manufactured to fit snugly
into corners. It forms the corner shape by
merely flexing the cut piece. Inside plas-
tered wall corners and ceiling-wall junct-
tures remain crack-resistant when rein-
forced with Keycorner.

LIES FLAT FOR STRIPPING Keycorner
comes out of the roll flat and stays flat
when applied on flat surfaces. It won't
form the corner shape until you flex it.
Keycorner used as stripping around win-
dows, doors and other large openings pro-
vides lasting plaster beauty.

by the makers of KEYMESH and KEYBEAD GALVANIZED PLASTER-REINFORCING

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

KEYMESH • KEYCORNER • KEYBEAD • KEYSTONE NAILS • KEYSTONE WELDED WIRE FABRIC
KEYSTONE TIE WIRE • KEYSTONE NON-CLIMBABLE FENCE • KEYSTONE ORNAMENTAL FENCE
for New Yorkers, a well-sited split-level

Ten houses were sold during NHW by builders Leo Dwire, Earle Nelson and Leo Hart in their Northdale Estates tract in White Plains, New York. The project features houses at prices ranging from $20,990 to $24,990. This is the $24,990 model. G-E air conditioning is offered as an extra.

in Oregon, the low roof line

Built as a model in the one-site Parade of Homes in Portland, Oregon, this house by Herlen Homes, Inc., has the look which is setting a prevailing trend. It was sold for $15,150 during Home Week and stimulated five additional sales for the builder.

Herlen offers the house built on the owner's lot at a basic price of $12,250. Extras are presented as follows:

- Oak plank flooring in living room, dining room, entry and hall ............... 250
- Micarta cabinet tops in kitchen and bathroom .................. 150
- Colored bath fixtures .................. 40
- Kitchen exhaust fan .................. 75
- Vanity and 4-foot 9-inch mirror in bathroom ............... 100
- Patio with redwood strips ............... 100
- Lamp and post in front of house ............ 50
- Full cement basement of approximately 1,104 square feet and fireplace, approximately ............... 1,500
ALUMINUM HARDWARE™ HELPS YOU BUILD BETTER, SELL QUICKER!

Aluminum hardware completes the white metal theme in modern design—adds an inexpensive touch of luxury to help make that important first impression so vital in turning home "lookers" into buyers. Like other aluminum trim, the lustrous natural color of aluminum hardware, in a wide range of finishes, harmonizes with all decorative schemes. Aluminum hardware won't rust or corrode—stays attractive. You can choose from a full line of aluminum hardware including closers, escutcheons, knobs, strike plates, push bars, kick plates, hinges, stops and other items made by leading manufacturers.

Aluminum's strength, light weight, long life, low cost, attractive appearance, ease of fabrication with regular carpenter tools and other advantages work two ways—benefit both builder and buyer.

Remember—for help on your building material problems, call your nearby Reynolds Architectural Distributor listed under "Aluminum" in the classified telephone directory. For more information on the many uses and advantages of architectural aluminum in home construction, write Reynolds Metals Company, 2530 South Third Street, Louisville 1, Kentucky.

*Aluminum siding is easy to work with and apply. Won't rot, warp, shrink, swell or crack. Fire resistant.

Send for free Architectural Aluminum catalog. For quick reference, see catalog A in Sweet's Architectural File.

SEE "Mister Peepers" Sundays NBC-TV. Consult local listing for time and station.

REYNOLDS ALUMINUM

MODERN DESIGN HAS ALUMINUM IN MIND

DECEMBER 1953
reasons why it will
PAY YOU MORE
to equip new houses
with CHRYSLER AIRTEMP
YEAR 'ROUND AIR CONDITIONING

PRESTIGE—People know and respect the Chrysler Airtemp name—have confidence in the products which carry it.

EXPERIENCE—Chrysler Airtemp has had over 15 years of residential year 'round air conditioning experience—offers you a time-tested "package."

CONFIDENCE—To protect and promote your good reputation, exclusive developments of Chrysler Airtemp engineering provide the most efficient, most economical and most dependable year 'round air conditioning you can install.

COMPLETE LINE—Every year 'round air conditioning requirement can be met by Chrysler Airtemp, with its complete line of furnaces for winter heating and equipment for summer cooling.

NO WATER NEEDED—Chrysler Airtemp introduced the first air-cooled system for homes, a system which uses no water—makes cooling practical in any location.

LOWER INSTALLATION COST—The Air-Cooled System provided by Chrysler Airtemp requires no plumbing—costs less to install—uses no living area floor space.

WATER-COOLED UNITS AVAILABLE—For locations where water is plentiful, you have a choice of Chrysler Airtemp Water-Cooled Units in capacities to meet the needs of any home.

NATION-WIDE SERVICE—A nation-wide network of authorized Chrysler Airtemp Dealers provides prompt, efficient service whenever and wherever it is required, eliminating troublesome service "callbacks" for you.

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Send full details about Chrysler Airtemp Year 'Round Air Conditioning.

Name
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City
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Chrysler Airtemp
HEATING • AIR CONDITIONING
for HOMES, BUSINESS, INDUSTRY
Airtemp Division, Chrysler Corporation, Dayton 1, Ohio

AMERICAN BUILDER
PC GLASS BLOCKS for interior partitions

mean • brighter, more modern rooms
• more attractive, easier-to-sell homes

In this modern home, a panel of PC Glass Blocks was used as a divider between the living room and the adjoining dining room. Because PC Glass Blocks are translucent, but not transparent, both rooms can "share" available daylight—yet lends the effect of each room being a completely separate unit.

There are many places in any home where a builder can use PC Glass Blocks to good advantage. PC Glass Block panels add much to the salability of houses. When PC Glass Blocks are used in kitchen, basement and garage windows there is no sash to rot, rust or require frequent repainting; they are easy to clean; and they insulate against heat in summer and cold in winter.

Send in the convenient coupon for more suggestions on Glass Block use and installation.

Pittsburgh Corning Corporation
PITTSBURGH, PA.

Only PC Glass Blocks give you all these advantages

- KEY-LOCK MORTAR JOINT exclusive edge contour creates double wedge-shaped mortar joint—locks each block in place.
- DISTINCTIVE MARKINGS on top edge of functional block make pattern identification easy, assure proper setting.
- FINGER-FEEL RIDGES along top edge of functional blocks are an added guide to setting blocks correctly.
- PLASTIC BOND COATING with heavy grit application provides tight bond between glass and mortar.
- "CLEAN-EASY" FACE FINISH—special factory-applied coating protects block face from mortar and dirt. Gives neater installation. Available in certain styles.

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Pittsburgh 22, Pa.

Please send me more information on PC Glass Blocks.

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City Zone State

DECEMBER 1953 81
Winners of the

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New Britain, Conn.

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Tuckahoe, N. Y.

3rd Region
Robert B. Houston
Pittsburgh, Pa.

4th Region
I. H. Hammerman II
Baltimore, Md.

5th Region
George Goodyear
Charlotte, N. C.

6th Region
Fred G. Fett, Jr.
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7th Region
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8th Region
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Fort Wayne, Ind.

9th Region
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10th Region
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11th Region
Frank Robertson
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12th Region
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Salt Lake City, Utah

13th Region
Bill Weaver
Denver, Colo.

14th Region
Albert Balch
Seattle, Wash.

15th Region
R. W. Kurth
Van Nuys, Cal.

16th Region
Charles Freeburg
Memphis, Tenn.

17th Region
Louis J. Zollinger
New Orleans, La.

18th Region
John C. Hall
Phoenix, Ariz.

19th Region
Rollin E. Meyer
San Francisco, Cal.

20th Region
Earl R. Simpson
Brigantine, N. J.
Here they are...

NAHB Acapulco Derby

20 regional winners, master merchandisers all, leave for expense-free 9-day fisherman's holiday at famous Mexican resort

Your NAHB judges have spoken. From nationwide entries they've picked the top twenty. And the hard working, quick thinking builders you see at left are enjoying the trip of their lives.

The prize-winning entries are now being assembled in individual well illustrated booklets. They'll be available to you, free of charge, at the Honeywell booth in the Sherman Hotel in Chicago during the NAHB annual convention and exposition, January 17-21.

Be sure to pick up your copies and learn the details of these prize-winning merchandising and sales programs. The booklets will be well illustrated and will give you many ideas to use in promoting the sale of your own houses.

The twenty winners are enjoying a free Acapulco holiday for promoting, publicizing and encouraging prospects to visit a model home during National Home Week. And for doing the best job of it in their region.

The contest was conducted by NAHB and sponsored by Honeywell, leader in the field of automatic home heating controls—including Electronic Moduflow and Zone Controls—to help maintain and promote the continued prosperity of the home building industry.

+++

Winners of local association awards

E. Badanes, S. Orange, New Jersey
D. S. Barry, Cedar Rapids, Iowa
R. Barry, Columbus, O.
D. J. Bellamy, Albuquerque, N. M.
J. L. Bellinger, Syracuse, New York
F. A. Benson, Sodet, Mass.
R. L. Bettsion, Salt Lake City, Utah
R. J. Bonac, Minneapolis, Minn.
L. V. Boort, Hamilton Square, N. J.
A. J. Boyer, Indiana Orchard, Mass.
P. W. Braun, Buffalo, N. Y.
V. C. Back, Spokane, Wash.
C. R. Byrd, Burlington, Ala.
G. G. Byrd, Westerville, O.
R. F. Carlin, Syracuse, N. Y.
M. Critt, Bostont, Mass.
A. C. Crop, South Bend, Ind.
E. A. Corum, Sacramento, Calif.
H. S. Calai, Salt Lake City, Utah
C. B. Daniels, Jr., Kansas City, Mo.
J. W. Darien, Jacksonville, Fla.
F. P. Dellman, Rochester, N. Y.
R. Dehnmann, Sioux City, Ia.
M. L. Eakin, Albany, Cal.
D. A. Evans, Texas City, Tex.
E. L. Fassett, Little Rock, Ark.
M. Fersfeld, Miami, Fla.
E. Feller, Verna, Wyo.
J. E. Fraktzien, Elkhorn, N. J.
C. M. Freeman, Bethesda, Md.
D. Gaster, Milwaukee, Wis.
W. C. Garcia, Santa Clara, Cal.
E. Garrett, Harbord, Mich.
R. Gilbert, Texas City, Tex.

J. W. Heil, Akron, O.
B. Holman, Austin, Tex.
R. L. Houser, Springfield, O.
R. E. Hugger, Greenville, S. C.
R. G. Hugger, Pampa, Tex.
J. W. Johnson, Oklahoma City, Okla.
L. L. Lineberger, Spokane, Wash.
G. Marcro, Rapid City, S. D.
E. K. McGraw, Indianapolis, Ind.
W. H. McGraw, Dallas, Tex.
H. V. McIntosh, Allentown, Pa.
J. E. Melo, Louisville, Ky.
W. A. Newman, Portland, O.
J. E. Nash, Tulsa, Okla.
P. A. Orton, Houston, Tex.
S. J. Padula, Bergenfield, N. J.
E. E. Peterson, Lincoln, Neb.
R. J. Plott, Canton, O.

A. H. Rabkins, Oakland, Cal.
R. Rhea, Colorado Springs, Colo.
J. Robinson, Lynnwood, Cal.
J. R. Ruest, Detroit, Mich.
H. Sackovitz, Tacoma, Wash.
J. M. Singer, Cleveland, O.
H. W. Simon, Yorkstown, O.
R. E. Smith, Grafton, O.
R. Smelitz, Wheaton, Ill.
K. Smoll, Wichita, Kans.
V. Steiner, St. Louis, Mo.
A. A. Westsizer, Dayton, O.
C. A. Wheeler, Jr., Nashville, Tenn.
E. W. White, Portland, Ore.
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E. Wright, Columbus, O.
This pegged oak floor has style and beauty far beyond its cost

Home owners are looking for those distinctive touches that give a home more livability and enduring charm.

Dollar for dollar, there just isn't anything that will add more beauty of style and harmony to a home than a Bruce Ranch Plank Floor. Walnut pegs, alternate widths of solid oak, and the mellow Decorator Finish give this floor charm and appeal far beyond its cost. That cost is only slightly more than for a regular hardwood strip floor.

In a Ranch Plank Floor, the owner also gains lifetime service... solid floor construction... simple maintenance. There's usually a saving in room decoration, too, because no one wants to cover a beautiful Ranch Plank Floor with large rugs and carpets.

You'll attract more prospects... and turn more of them into buyers... when you advertise that your homes have Bruce Ranch Plank Floors.

It's pegged and finished at the factory!

See our catalog in Sweet's Files.
For color literature, write
E. L. BRUCE CO., MEMPHIS 1, TENN.
NOW

Pella

MULTI-PURPOSE WINDOWS

available with new UNDERSCREEN OPERATOR

Now, in the low-cost awning window field, an extra sales feature, instantly recognized and appreciated by prospects. Pella's UNDERSCREEN OPERATOR, available at slight extra cost, is just one of many functional advantages which sell prospective home builders and buyers on Pella Multi-Purpose Windows. You'll be sold on their quality, low cost and quick, easy installation.

Pella Multi-Purpose Windows come completely assembled and fitted, projecting in or out or for right or left hand casement opening. Screens, removable from inside, available for all ventilating units. Dual glazing panel optional. Investigate now.

Window is closed by swinging bar-type sash operator against bottom screen rail. Catch holds operator in place and provides powerful locking.

Window is opened by swinging bar-type sash operator to right angle with window and pushing sash out to desired distance.

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By Makers of Famous Pella Wood Casements • Rolsscreens • Wood Folding Doors • Venetian Blinds

DECEMBER 1953
ONLY...

LITH-I-BLOCK

GIVES YOU

MORE

MORE SAVINGS...

It's a lot easier to lay block that's "true", like Lith-I-Block. Easier to work, it goes faster — Masons like it better. The result is lower labor costs, more savings for you with dimensionally accurate Lith-I-Block.

MORE EYE APPEAL...

You want good looking structure for customer satisfaction. You want to avoid costly hours of touch-up work. That's what the uniform color and texture of Lith-I-Block gives you. This better looking block creates still more sales.

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MORE VALUE...

The clean, accurate surfaces you need in block can only come from a Lith-I-Block machine. Lith-I-Block beats all standards for strength and uniformity — lays easier, looks better, lasts longer. Best yet, Lith-I-Block costs no more.

See your local Lith-I-Block Producer

Lith-I-Block is produced only on machines made by the . . .

LITH-I-BAR COMPANY
Holland, Michigan
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.
Detroit builders and lenders prove that housing for lower income families can be successfully produced using the financing tool provided by Section 8, Title I of the National Housing Act.

Since 1950, when Section 8 was added to Title I of the National Housing Act, smart builders and lenders here and there have begun to see that this mortgage is the most lucrative in the insured mortgage portfolio. To its interest rate of 41/2 per cent is added a service charge of 1/2 of one per cent monthly on the outstanding balance. Thus a holding mortgagee can net five per cent.

Since delinquencies for this type of mortgage have proved to be practically zero, its position is even more attractive. After all, which is the most secure? A $20,000 mortgage on a fancy house which, should hard times come, may be the first to go bad; or a $5,700 mortgage on a minimum house which is being carried by a young family at monthly payments of $40 or less (low enough even to fit into a pattern of unemployment compensation payments)?

From the lender's point of view the small dollar amount of a Section 8 loan may seem somewhat disadvantageous. He has to run twice
as fast to invest the same amount, so to speak. But the advantages of yield, extremely low delinquency and almost nonexistent service charges would seem to outweigh this consideration by far.

Naturally lenders and builders are in business to make a little money, and a builder without larceny in his heart can make about 10 per cent gross profit on a house insured under Section 8, Title I. But a Section 8 operation also carries with it, for builder and lender alike, the tremendous inner satisfaction of rendering a true public service.

A builder who has produced a group of houses under Section 8 has made a contribution to the welfare of our national life. He has made it possible for a newly established family to get started in home ownership. Generally speaking, he has taken a family out of inferior rental housing, for which a high rate is paid, and provided new, healthful, well-built living space which can be purchased with a low down payment and carried at monthly payments which are far lower than market rent for the same amount of space or even less.

For the builder who has a good sense of human relations—and who enjoys the challenge of streamlined construction efficiency—all this adds up to a lot of fun.

**A Short History of Section 8**

Section 8 was added to Title I in order to extend the advantages of insured financing to the lower-income brackets not reached by Title II operations. The low-cost house envisioned by Section 8 was based on the idea that the buyer could himself complete some of the finish work. This was not, however, a "shell house." Rather, FHA has always interpreted it as an owner-occupied house, and has emphasized that the lender's security is immediately increased by the action of the owner in adding to the property. Originally, Section 8 allowed a maximum insurable mortgage on an owner-occupied house of $4,750, or up to 95 per cent of FHA's value of the house and lot. (If the builder was the mortgagor, the limit was $4,250.) The maximum term was set at 30 years and the interest rate at 4 1/4 per cent. The only location requirement was that the site had to be suitable for building. Each house had to be finished to the point where the family could comfortably live in it while doing the finish work. This work, as permitted by the law, included in the main, laying finish flooring, trimming out the house, doing inside painting, instal-
building under Section 8

Section 8 houses built by Sidney C. Barnes and Morton Graddis in Warren Township, a highly industrial area on Detroit's fringe.

Under Section 8's original $4,750 mortgage, these houses sold on $800 lots for $5,750 for the 1-story model and $6,250 for the 1½-story. Down payments for the two types were $1,000 plus $250 in closing costs and $1,500 plus $250 in closing costs. Monthly payments on the one-story house, including everything, were $41. On both deals, the buyer laid flooring, did trim, ceiling insulation, decoration, sidewalks and landscaping.

Under the new $5,700 mortgage allowed by Section 8, Barnes and Graddis are striking for a one-story house which can be sold for $6,400, thus making possible a down payment of under $1,000—$700 plus $250 in closing costs. Monthly payments will run around $47. Cost of a 1½-story model will be $500 more. Only finish work done by the buyer will be decoration, walks and landscaping.

Barnes and Graddis have produced 500 Section 8's, finding that these houses sell themselves, from $4 worth of classified newspaper space per house.

From the inception of Section 8 operations in April, 1950 through 1952, 12,175 houses were built, their mortgages aggregating $59,800,000. By August 31, 1953, the Section 8 mortgages had increased in number to 14,931 and in total volume to $73,602,000.

The average Section 8 house has been a 2-bedroom model of about 720 square feet, built on slab or crawl space, and sold in the $5,200-$6,500 range on 20- or 25-year mortgages with average down payment of around $1,000 and monthly payments, including everything, in the $34-$40 bracket. The builder cleared about $500 a house.

On the whole, though, lenders persisted in viewing the whole proposition as a shell-house deal and declined to show much enthusiasm, in spite of the fact that the record of buyer interest and alacrity in completing the finish work is excellent. To break down apathy in lenders, three important changes have been made in Section 8.

First, in January, 1953, a service charge of one-half of one per cent monthly on the declining balance of the mortgage was permitted. Then in May, 1953, the interest rate was raised to 4½ per cent. Finally, the work which the buyer is permitted to finish has been cut down. In actual practice, this meant—and means—that the builder produces a house complete up to the point of interior painting. It was soon seen, however, that this put too great a squeeze on the builder, costs being what they are, and on June 30, 1953, came the approval to raise the Section 8 maximum insurable mortgage to $5,700 (still a maximum loan of 95 per cent of FHA's valuation of house and lot).

Today, the profile of the Section 8, Title I house as allowed by the law looks like this:

Detroit Leads the Way

Michigan and Texas have headed the list of states in production volume of Section 8's. As of August 31, this year, FHA had insured 2,565 mortgages totaling $12,037,000, secured against properties in Michigan—almost all located within the jurisdiction of the Detroit insuring office. In Texas, the score was 2,497 mortgages totaling $11,738,000.

The Michigan record has been due primarily to the crusading zeal
Pene L. Curran and Clifford B. Johnson (Fort Dearborn Building Co.) have built some 500 houses under Section 8 in and around Dearborn, Michigan. Their version has considerable architectural appeal, also a clever floor plan. Note vestibule arrangement and the space-saving diagonal hall. Siding is an insulating type—Nu-Lap. Under Section 8’s former $4,750 mortgage, Curran’s product sold for $5,700 with $1,000 down and monthly payments of $38, including everything. The buyer installed finish flooring, trim, did the decorating, walks, landscaping.

Under the new $5,700 mortgage permitted by Section 8, the buyer will do only decorating, sanding floors, walks and landscaping. House will be priced at $6,950. will be completely trimmed and will include cabinets in kitchen, hardwood floors, linoleum in kitchen and utility room, rubber tile in bathroom. A disappearing stairway will be installed by the builder (roof pitch having been raised from 5:12 to 7:12 for better attic storage space). The builders have begun a subdivision of 42 of these new-style Section 8’s on raw land lotted to provide average sites of 6,500 square feet.

Fort Dearborn’s sales experience with Section 8’s has been excellent. Says Curran: “We’ve never had a house sit vacant after completion.”

of Harry M. Steffey, assistant district director of FHA’s Detroit office. Enjoying close contact both with lending institutions and the Detroit builders’ association, he has carried on a persistent campaign to create understanding and action in behalf of housing for low-income families through Section 8. As a result, the Detroit FHA office has received over 4,000 individual applications for Section 8 mortgages, and has received applications for such business from some 30 lending agencies (but no insurance companies yet).

The First Federal Savings and Loan Association of Detroit has been one of the largest lending agencies in this field. Hans Gehrke, the Association’s head, reports an even lower delinquency on Section 8’s than on mortgages under Title II. Another such agency is the Runkle Mortgage Company of Detroit whose president, C. E. Runkle, recently wrote Steffey: “I thought you might be interested to know that as of today, making our remittances to our principal, we did not have a delinquent account on any of our FHA Title I, Section 8’s. Some of these accounts are nearly a year old and it is quite interesting to go out and see how these people are improving their houses by putting in lawns and shrubbery.”

On these pages are displayed examples of what builders in the Detroit area have accomplished under this type of financing. One of them—the Wilcox Company of Dearborn—lists the following as the best reasons to use in presenting Section 8 possibilities to loan sources:

(1) The mortgagee can secure a substantial processing fee for Section 8 loans; (2) Section 8 loans are in one economically uniform amount—$5,700—with identical amortization schedules; (3) only under Section 8 does the mortgage security increase in value during the first five years of the loan—so these mortgages season twice as fast as the usual mortgages; (4) experience has proved that Section 8’s produce greater net yield than any other insured loan, because servicing costs are less, delinquencies are lower, and foreclosures are almost unknown; (5) Section 8 mortgagees are usually newly formed family units, and new families on the way up are the depositors and insureds of the future.

The Answer to Public Housing?

Everyone who gets interested in Section 8 begins sooner or later to see it rosyly as the answer to public housing. While it would hardly seem to be the answer, it certainly has a vital part to play in working out the full answer. A recent study of slum clearance and rebuilding involving the relocation of 2,100 families showed that 14 per cent of these families could actually manage to buy a house, when forced into it. For such persons, Section 8 housing is a perfect answer.
SCIENTIFIC HARVESTING — Production of quality lumber products begins with progressive forest management and scientific harvesting. Weyerhaeuser practices continuous restocking of forest lands through natural re-seeding, or the transplanting of "superseedings" such as those shown above.

CAREFUL GRADING AND HANDLING — Extensive training courses are given to Weyerhaeuser grading and handling personnel. Skilled graders above are working on the "green chain". In handling, lumber is constantly safeguarded against damage to appearance or effectiveness.

EFFICIENT LOGGING — Modern logging is truly on the grand scale. Loads weighing up to 125 tons are carried in one trip on this mammoth truck unit, typical of modern Weyerhaeuser equipment. Logs reach Weyerhaeuser mills in prime condition to produce maximum lumber footage.

Grade for grade and species for species, the brand name "Weyerhaeuser 4-Square" is the mark of reliable quality in the lumber field.

This brand name on lumber also means the coordination of modern timber harvesting, modern reforestation, and efficient, modern manufacturing methods. The result is high quality, properly seasoned lumber, which produces the utmost in sound, economical construction.
Quality control as practiced by Weyerhaeuser means that builders can enjoy full confidence in this dependable brand name on the lumber they use. It means lasting satisfaction for owners ... and better business for builders who use dependable Weyerhaeuser 4-Square Lumber.

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DECEMBER 1953
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Here's a big program to help you get your share of the big remodeling market...and help you sell new homes faster in the 1954 buyers' market. Through lumber dealers all over the country, Wood Conversion Company, manufacturer of Balsam-Wool insulation and Nu-Wood insulation board products—offers you a host of selling aids—a complete, well-rounded program aimed at your prospects in your locality.

The program includes a brand-new, Hollywood-produced movie; practical "product demonstrations" staged in your meetings with prospective homeowners; personally staged for you by our representatives in cooperation with lumber dealers.

See YOUR lumber dealer now about the 1954 Wood Conversion "3-D" Program...designed for the homeowner, your lumber dealer, and you!
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Smart Contour Styling

with instant appeal to the feminine eye

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66" DELUXE TWIN — also available in standard model with two drawers.
54" DOuble-DRAINBOARD Deluxe Sink—also available in two drawer model.
42" TWIN— also available with deep bowl on left; with two deep bowls; with two shallow bowls; with single bowl, left or right.
UNDERSINK FALSE cabinet converts sink to cabinet sink.

MURRAY BASE CABINETS

TWO-DOOR CABINETS also in 21", 24", 27", and 36" widths; SINGLE-DOOR Cabinets also available in 15" width.

MURRAY WALL CABINETS

27"-HIGH WALL CABINETS — 2-door models also in 21", 24", 27", and 36" widths; 1-door models also in 15" width. Single doors hinged left or right.
18"-HIGH WALL CABINETS — single-door model hinged left or right; 2-door models also in 21", 24", 30" widths.

BROOM CLOSET — 15" deep.

PLUS GLASS END SHELVES, BASE AND WALL FILLERS, FALSE CORNERS AND END PANELS, AND A FULL LINE OF FLAT-RIM AND ROLL-RIM SINKS.

MURRAY FOOD WASTE DISPOSER

Continuous feed, extremely quiet. Small, lightweight. Simple, one-man installation!

NEW WOOD COUNTER TOP

15" or 18" wide with 3" integral back-splash. One-piece laminated edge-grain maple. Also regular plastic cabinet tops, 15" to 36" wide, in wide range of colors.

NEW! MURRAY FOOD WASTE DISPOSER CONTAINER

Mounts under wall cabinet. Two sliding doors with chrome knobs. Also available in 30" width.

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Four doors, two solid fixed shelves, plus exterior utility shelf. 30" height, 13" depth — matches other wall cabinets' dimensions.
builder department

Geared to give your houses extra sales appeal!

Builders across the country hail new program of co-operation in planning, promoting and pricing Murray kitchens for new construction.

Murray’s new Builder Department is staffed by men of sound practical experience. Headed by the well-known C. J. ("Phil") Filson, these experts can really do a job on a builder’s planning and selling problems. Depend on them to come up with a winning answer!

Builders can turn to these able Murray men for real help in planning outstanding sales appeal for small space and limited budget—for aid in getting out the right promotional material on a building project, large or small—and for co-operation in speeding the supply and streamlining the price of Murray kitchen units.

See—compare—the Murray line before you decide. In styling these modern beauties we’ve taken to heart the popular slogan “Never underestimate the power of a woman.” You’ve got to sell a woman if you’re going to sell a home—so send coupon today and see what an edge Murray gives you in style and sales appeal!

Murray
The Murray Corporation of America

NEW! "LAZY SUSAN" CORNER BASE CABINET

Three 20½"-diameter revolving shelves with vertical flange at outer edge. Semicircular door is mounted on shelves.

NEW! "LAZY SUSAN" CORNER WALL CABINET

Three 20½"-diameter revolving shelves with vertical flange at outer edge. 15” door. Also available: corner wall cabinet with fixed shelves.

The Murray Corporation of America
Home Appliance Div. Sales Offices, 7700 Russell, Detroit 11, Michigan

Please let me know in detail how the Murray Builder Dept. is geared to help me.

Name

Firm

Address

City Zone State
this motel is home to the owner

Eighteen rental units and a comfortable second floor apartment for the owner are features of this modern motel.

Comfortable living quarters for the owner is a feature of this motel. The structure includes the rentals, office-utility area, and the apartment. The architect, Walter Kroeber of Arlington Heights, Illinois, planned the motel for a triangular plot. The legs of the triangle are the rental units and the apex is the two story office-living unit. The architect chose the two story apartment for the economies found in that type of construction.

The 18 unit roadside hostelry is owned by Leonard Keyes and is located on highway U.S. 12, east of Arlington Heights.

The apartment has 1,120 square feet of living area. The living room is 15x22 feet, the kitchen is 12x15 feet and the two bedrooms are 13x14 feet each. The stairway to the apartment is through the office area.

On the income producing side, each rental has 228 square feet of floor space. Each has its own private clay tile bath.

The shower construction is unique as the front ledge of the shower stall has been raised 12 inches to provide a shallow bathtub for children. The ledge was covered with three courses of clay tile.
A 4-foot overhang shelters guests and employees arriving in bad weather. Exterior is brick and redwood.

### Brand Name Products Used

- American Standard plumbing fixtures
- Carey shingles
- Crane hot water heater
- Enterprise paint
- Faries bathroom mirror
- Fiberglas insulation
- Kentile asphalt tile
- Kewanee boiler
- Libbey-Owens-Ford Thermopane
- Minneapolis-Honeywell heating controls
- National hardware
- Truscon door bucks and windows

Office at the apex of triangular structure commands a good view of front. Raised ledge of shower creates shallow bathtub. Walls and ceilings of rooms are plaster. Floors are covered with asphalt tile. Windows are steel double hung units.

DECEMBER 1953
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In the heat of summer or the cold of winter,Clinton Welded Wire Fabric reinforcement protects concrete; makes it last longer and gives the life that you expect from concrete.

But be sure to specify Clinton Welded Wire Fabric as your concrete reinforcement. It meets all A.S.T.M. specifications and is available in proportions and weights for all reinforcing requirements.

Fiberglass plastic panels are used in an interesting way as part of the balustrade guardrails in the Sunset Lanai apartment building recently constructed in Los Angeles, California.

The panels are both translucent and colorful and form one of the most striking architectural features of the balustrade in the inner court below.

The space below the handrail. The panels fit the requirement and also offer the advantage of diffused colored light.

The panels are constructed of the Sunset Lanai installation so that the lining would harmonize with the swimming pool in the inner court below.

Another use for GEFS are safety rails in an interesting way as part of the balcony guardrails in the Sunset Lanai apartment building recently constructed in Los Angeles, Calif.
The modern era of home lighting is at your fingertips. Gone is the "on-off" lighting of the ordinary wall-switch. A new concept in light control, the powerstat Wallbox Dimmer, replaces the wall-switch to permit the control of light from complete darkness to full brightness. Simply turning a knob brightens or softens light "silently and smoothly" — selects the amount of light just right for any occasion or activity — for the reflection of every mood — the ideal brightness for every seeing task.

Any amount of light from darkness to full brightness.

Installed as easily as the ordinary wall-switch.

Complete information about Controlled Light is available in Bulletin D653WBT. And for your customers, a simple, non-technical Bulletin D253WBC.

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BRISTOL, CONNECTICUT

DECEMBER 1953

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Easy, fool-proof assembly of all parts to the door plus a revolutionary new combination jig and boring tool reduces boring time as much as 75% below previous hand methods...guarantees smooth holes in perfect alignment...ensures rapid assembly of lock to door without rasping or whittling: Door requires only two bored holes and shallow mortise and all sets are ready for installation on right or left-hand doors without any mechanical change. Slip outer knob into position and, with inner knob removed, attach with machine screws. Slip outer knob into position and, with inner knob removed, attach with machine screws. Distributed through leading jobbers.

FINEST QUALITY IN LOW-PRICE FIELD

A complete line
Cylinder locks have full-size, solid brass, 5-pin cylinders, assuring full protection, continuous performance and secure master-keying.
All parts are made of solid brass or steel — no substitute metals are used.
'V' Series is designed on the sound principles originally developed for heavier, more costly cylindrical hardware.
All functions have been field-tested and proved under the most severe conditions.
There's a way to save money in a shopping center before the doors open for business. Ralph M. Speck, mason contractor on this Akron, Ohio Shopping Center, did it with Lehigh Mortar Cement—and got a better masonry job.

Here's what he found: "We could lay more blocks per sack of Lehigh Mortar Cement than with other brands...with others we could lay approximately 40 per sack. With Lehigh Mortar Cement we laid up to 48. It holds at least two more shovels of sand and the masonry really mounts up to a big saving on jobs of this size."

Use Lehigh Mortar Cement on your next masonry job and discover its qualities for yourself. Your Lehigh Dealer will explain how it will save you time and money.

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ALLENTOWN, PA. • CHICAGO, ILL. • SPokane, wASH.

LEHIGH PORTLAND CEMENT • LEHIGH EARLY STRENGTH CEMENT • LEHIGH AIR-ENTRAINING CEMENTS • LEHIGH MORTAR CEMENT

This article on new developments in hot water heating is the first of a series of four devoted to this subject. The other two will discuss new developments in piping systems, and "plus values" obtainable with hot water heating from both an engineering and an economic standpoint.

by Warren S. Harris
Research Professor of Mechanical Engineering; University of Illinois

The house being built today is not the same as the one that was built in the early 1940's. Since then there have been many advances in the design and the construction of houses; it is only reasonable to expect similar improvements in the heating of these houses. In fact, some of the changes in house design and construction have created new heating problems which have made necessary certain changes in the heating system in order to produce the degree of comfort which Americans expect. In a large part of the United States a comfortable home, and in some sections of the country a comfortable floor, requires in today's homes. The steam and hot water heating industry has met this challenge in the following ways:

1. Design of equipment has been improved. Boilers are more compact and efficient so as to require a minimum of floor space and to keep operating costs low.

2. New equipment and heating methods have been developed.

3. Improvements have been made in the design and installation of steam and water systems. The Institute of Radiator and Boiler Manufacturers has published a series of I-B-R Installation Guides* which describe in detail the design procedure for all types of steam and hot water systems. This same Institute is also sponsoring a series of I-B-R Installation Guides obtainable at nominal cost from the Institute of Boiler and Radiator Manufacturers, 60 East 42nd Street, New York 17, New York.

4. Certain "plus" values are now available, such as indirect heating of domestic hot water, snow melting for sidewalks and driveways, and summer cooling. These are usually thought of as expensive items to be enjoyed only in a few, but frequently they may be obtained at very little increase in cost.

In the remainder of this article and in articles to follow in this series, the author wishes to discuss in detail the operating advantages of baseboard and panel heating as well as installation methods which will insure peak performance and low installation costs. "Plus values" will be discussed in the final article.

The major problem in the heating of a basementless house is to obtain warm, draft-free conditions near the floor. Regardless of the type of heating to be used, the first step in this direction is the sub-ergound type of house to provide some type of insulation under the floor or along the foundation wall. As a minimum, this insulation should be one inch thick. It should prevent direct contact of concrete floor slab and foundation soil, and should extend down along the foundation to at least 12 inches below the grade level or under the floor for a minimum distance of two feet. It is also advisable to provide a waterproofo membrane under the entire floor area. For crawl space houses, especially if the crawl space is ventilated, the underside of the floor should be insulated.

Installation alone will not guarantee a warm floor. One of the "plus" values that can be obtained is indirect heating of domestic hot water which is stored in a large water Heater. This Hot Water Heating will be discussed in detail in a later article.

A typical floor heating coil installation. The serpentine turns of the coil are made of %″ black iron pipe on 12″ centers. Joints are welded. Gravel fill is covered with a weatherproof membrane. L-type insulation is used along the sides and under the pipes with at least 1″ of concrete over top of pipe. New developments in HOT WATER heating

* "I-B-R" Installation Guides are obtainable at nominal cost from the Institute of Boiler and Radiator Manufacturers, 60 East 42nd Street, New York 17, New York.

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Easy, fool-proof assembly of all parts to the door plus a revolutionary new combination jig and boring tool reduces boring time as much as 75% below previous hand methods. Guarantees smooth holes in perfect alignment... ensures rapid assembly of lock to door without rasping or whittling. Door requires only two bored holes and shallow mortise and all sets are ready for installation on right or left-hand doors without any mechanical change. Slip outer knob into position and, with inner knob removed, attach with machine screws. Depress retaining and slip inside knob over screws.

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Fitchburg, Mass.

Back view of typical Type R radiant baseboard
Back section of typical finned tube type baseboard

of the first ways of insuring warm floors is to install floor panel systems consisting of hot water heating pipes in the floors so that the heat is supplied to the room through the floor. Although many persons are not aware of it, heating pipes embedded in concrete are not only effective but will also maintain a floor temperature warmer than the temperature of the air above it. Some of the advantages of panel heating are:

1. It is out of sight.
2. It is clean in operation.
3. It provides uniform air temperatures throughout the heated space.
4. It maintains warm floors.

Among the disadvantages are:

1. The heating coils are inaccessible, making repairs difficult if a leak should occur.
2. In houses having very large glass areas, the panel system may not entirely prevent drafts across the floor.
3. Many panel systems are inherently slow to respond to changes in load and, therefore, they may be difficult to control if installed in houses in which the load may change rapidly, as in large glass areas. This trouble is experienced more with baseboard systems than with ceiling panels.

Baseboard radiation, a more recent development in hot water heating, also has proved highly successful in the heating of the basementless house. Baseboard radiation consists of long, low units roughly approximating the conventional wooden baseboard in size and appearance. The units are designed so that hot water or steam can be circulated through them. There are three basic types of baseboard units. The radiant type (Type R) is made of cast iron or steel and utilizes only the front face as the heating surface. The output of this unit per lineal foot is somewhat limited, but since over 75% of the heat transfer is by radiation, there is a minimum of air circulation and the unit is exceptionally clean in operation.

The radiant convector type (Type RC) is also made of cast iron or steel. This type differs from the Type R in that air spaces for the circulation of air are provided between the bottom of the unit and the floor and at the top of the unit. The wall side of the Type RC unit is provided with fins to increase the transfer of heat. There is a large group of manufacturers making baseboard units of mixed tubing. These units consist of a mixed tube heating element within a sheet metal enclosure designed to admit air near the floor and to prevent the heated air to leave the unit at the top. Baseboard heating was introduced to the public in the early 1940's and since that time it has steadily increased in popularity until now well over 15,000,000 square feet of baseboard radiation is sold each year. So popularity has justified the publication of "1-B-R Installation Guide No. 5, 'Baseboard Heating Systems," containing the step-by-step design procedure for these particular systems. Factors contributing to the popularity of baseboard heating are:

1. The general appearance of baseboard appeals to the home owner and particularly to his wife.
2. Aside from panel heating, baseboard radiation is the only radiation which can be installed in existing buildings, both old and new, and can be installed in existing buildings, both old and new.
new developments in HOT WATER heating

This article on new developments in hot water heating is the first of a series of three. The other two will discuss new developments in piping systems, and heating... (text continues)
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- An even more important factor than any of those

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- To obtain the baseboard system warm the air, but it also warms the floor itself. Tests

- In a well built house, baseboard heating, properly

- Suitable for under many of the large glass areas which are

- Recommended method of insulating floors in basementless houses

- House Textured Panels (0 Homasote Underlayment

- This resilient %" material is nailed to rough flooring or

- Of the top of the unit. The wall side of the Type BC unit

- Baseboard heating was introduced to the public in the early 1900's and since that time it has steadily

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EXPERIENCED MANUFACTURE. Associated is a pioneer in the plywood industry, with a third of a century of plywood manufacturing experience. This know-how is an important value of the APMI trademark.

EFFICIENT DISTRIBUTION. Associated maintains its own warehouses in major building areas. This insure quick, efficient service from adequate stocks plus intelligence on the general construction from experienced APMI salesmen.

INTEGRITY OF MANAGEMENT. Honest prices and fair dealing is a basic Associated policy—always has been and always will be.

PRODUCT DEVELOPMENT. Recent new Associated products that have opened up new opportunities include Sea Swirl decorative fir plywood (Select and Knotty), Vertical Grain plywood, Plyron, Hardwood-faced plywood in Birch and Lauan Mahogany.

ASSOCIATED PLYWOOD MILLS, Inc.
General Offices: Eugene, Oregon • Plywood plants at Eugene and Willamina. Lumber mill at Roseburg.
### HEATING

(Continued from page 107)

under many of the large glass areas which are being built into the modern home today. 3. Backboards do not interfere with furniture placement.

### Wood-Textured HOMASOTE Panels

for interior and exterior use

### Guarantee capacity with a DELCO WATER SYSTEM

Give your homes a real sales plus with all the convenience and luxury of dependable Delco Water Systems. The Delco Water System is the best assurance in the world of plenty of water to fill every need, for automatic hot- and cold-water faucets, baths and showers, washing machines, everything that makes for healthful living. Every Delco water system is a reliable delivery of every gallon promised and more, now and years hence. Easy to install, easy to service, built for continuous peak performance year after year.

This resilient 1/4" material is tough floating or cemented to rough flooring or nailed to studs and joists in basementless construction. It has the beauty and strength of natural wood. These panels have all the advantages of Delco Hot Water Baseboard and Panel heating, coupled with an automatic water service, built for continuous Appliance Division of General Motors, Dept. ABW, Rochester 1, New York.

### HOMASOTE COMPANY

Trenton 3, New Jersey

For a good deal Deal with Delco

![HOMASOTE Underlayment](image1)

---

### Baseline Home Floor Temperatures

**DECEMBER 1953**

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Temperature (F)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slab</td>
<td>67</td>
</tr>
<tr>
<td>Baseboard</td>
<td>74</td>
</tr>
</tbody>
</table>

**BASEMENTLESS HOME FLOOR TEMPERATURES**

<table>
<thead>
<tr>
<th>Glass Area</th>
<th>Homasote Panels</th>
<th>Linoleum, Waterproof</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5-in.</td>
<td>72 F</td>
<td>74 F</td>
</tr>
<tr>
<td>1-in.</td>
<td>75 F</td>
<td>74 F</td>
</tr>
<tr>
<td>1.5-in.</td>
<td>77 F</td>
<td>74 F</td>
</tr>
</tbody>
</table>

**BASEMENTLESS HOME AIR TEMPERATURE DIFFERENTIALS**

<table>
<thead>
<tr>
<th>Distance from Edge of Wall (Ft.)</th>
<th>Temperature Differential (F)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>18</td>
<td>10</td>
</tr>
</tbody>
</table>

**BASEMENTLESS HOME HEATING SYSTEMS**

These curves were obtained from tests in a basementless house. Basements were not used, the room was the only part of the house heated, and no window was opened. Baseboard was not installed.

---

(Continued on page 111)
Lowest priced Delco forced air furnace ever made reduces new home costs!

NEW DELCO-HEAT
OIL-FIRED FORCED AIR FURNACE
FEATURES NEW, MODERN,
MASS PRODUCTION
WRAP-AROUND DESIGN FOR
LOWEST BIDDING PRICE
EVER OFFERED
BUILDERS!

Costly frills and extras
eliminated without sacrificing quality

To offset rising costs, General Motors Delco-Heat now offers you top-quality, top-performance heating units at new, low prices for truly profitable installation. The new economy OBC75-H oil-fired Conditionair is compact — only 25x25x66½ for use in closets or other small out-of-the-way spots. 75,000 Btu Hr. output. Has new wrap-around steel cabinet with Delco Green enamel finish. The 16 ga. steel heat transfer unit is seam welded to eliminate combustion leaks. The Circle-Air Radiator adds an extra heating surface — improves efficiency. Other great Delco features are the Quik-Action stainless steel combustion chamber; Delco-Heat Pressure Oil Burner powered by the vibration-free Rigidframe Motor; centrifugal blower; replaceable air filter; wrap-around wipe sheets; knockouts in side panels that permit installation of filter at either position; and base pan with knockout for floor return.

Similar in every detail, the new Model GBC90-H answers all your needs for an economy Gas-Fired Conditionair. Both models shipped assembled.

For warm air, hot water or steam installations — gas- or oil-fired — for every kind of heating problem, contact your Delco-Heat Distributor. Or write Delco-Heat, Dept. ABH, Rochester 1, N. Y. In Canada, Toronto 13, Ontario.

For a good deal —
DEAL WITH DELCO

... your keys to Sales Success

General Motors Engineering
Delco Production Skill
article of this series the author will discuss piping systems for hot water heating and will describe simplifications in piping details which can reduce piping costs by as much as 50 per cent. In the final article some of the “plus values” obtainable with hot water heating will be discussed from both the engineering and economic standpoints.

**SURFACE TEMPERATURES**

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>TEMPERATURE DEG. F.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kitchen</td>
<td></td>
</tr>
<tr>
<td>Living RM</td>
<td></td>
</tr>
</tbody>
</table>

**SLAB TEMPERATURES**

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>TEMPERATURE DEG. F.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kitchen</td>
<td></td>
</tr>
<tr>
<td>Living RM</td>
<td></td>
</tr>
</tbody>
</table>

**DISTANCE FROM EDGE OF WALL IN FEET**

<table>
<thead>
<tr>
<th>BASEMENTLESS HOME FLOOR TEMPERATURES</th>
</tr>
</thead>
</table>

These curves were obtained from tests in a basementless house. Baseboard was used along the wall in the living room but not in the kitchen. The baseboard in the living room made the floor near the outside wall as much as 20 degrees F warmer than the kitchen wall where the baseboard was not installed.

**THERMOSTAT SETTING - 72 DEG. F.**

**OUTDOOR TEMP - 0 DEG. F.**

**BASEMENTLESS HOME FLOOR TEMPERATURES**

Tests made in the I-B-R Research home show that regardless of outdoor temperature, baseboards maintain higher air temperatures near the floor than do the more conventional room heating units. The above results were obtained in the first story lavatory with slab-on-ground construction. In cold weather floors were 3 to 5 degrees warmer.

**GUARANTEE CAPACITY WITH A DELCO WATER SYSTEM**

Give your homes a real sales plus with all the convenience and luxury of dependable running water under pressure. A General Motors backed Delco Water System is the best assurance in the world of plenty of water to fill every need... for automatic laundry, baths and showers, watering lawns, everything that means better, more healthful living. Every Delco pump is test rated to deliver every gallon promised and more, now and years from now. Easy to install, easy to service, built for continuous peak performance year after year.

This convertible jet pump is super-simple, super-powerful. Converts quickly and easily to deep well operation if water table falls. For complete information about all pumps, contact your Delco Dealer. Or write: Delco Appliance Division of General Motors, Dept. ABW, Rochester 1, N. Y.

**DEAL WITH DELCO**
The exclusive features of Ripplewood

are the BEST SALES MEN
A BUILDER EVER HAD

IT’S NEW... IT’S BOLD... IT’S BEAUTIFUL... BUILDERS HAVE PROVED ITS SELLING POWER IN THOUSANDS OF INSTALLATIONS

Here is the touch of home selling magic that has made prospects say “Sold” in every state. Magnificent in rippling texture... striking in dramatic beauty... its sculptured surface transforms ordinary walls into breath-taking backgrounds. The thousands of G-P Ripplewood installations prove that texture is a potent sales force... that thousands of prospects want the luxury of genuine wood walls... that houses sell faster and easier with this great product. The selling points that make this possible are:

It’s low in cost...
Low-cost G-P Ripplewood is packed with buy appeal. No other wood wall paneling offers such beauty at such savings.

It creates new styling ideas that sell...
Used in full room treatment, or on one wall, G-P Ripplewood adds elegance and charm to conventional surfaces.

It is inexpensive to install...
4’ x 8’ panels, or full sized 12” x 12” or 16” x 16” squares go up fast, right on the studs, or nail to furring strips.

It is easy to finish in your choice of thousands of dramatic color combinations
Every G-P Ripplewood panel is factory-sealed with a resin primer coat, ready to install and finish. One coat covers. A second color, wiped on, accents the texture. Paint or stain can be used.

HERE ARE THE PROFITABLE FACTS REPORTED BY BUILDERS WHO HAVE SEEN IT SELL

Says W. J. Chambers
Texas
Our model G-P Ripplewood installation at Modernaire Homes has received outstanding interest from homeowners, other contractors and commercial interests. It is a great sales force that is mighty profitable for us.

Says Haskel Gordon
Long Island
G-P Ripplewood added extra value and strong sales appeal to our Old Oaks at Syosset model home.

Says Herbert J. Kendall
New Jersey
We have found G-P Ripplewood to be a definite sales advantage in our Laurel Park Homes selling at $10,900. Our first 170 dwellings sold out and we plan to use Ripplewood in 400 additional homes.
G-P Ripplewood Knotty adds mellow warmth to this contemporary living room.

UPGRADE YOUR HOUSES WITH G-P RIPPLEWOOD...IT HAS THE EYE APPEAL AND BUY APPEAL THAT SELLS

G-P Ripplewood extends a warm welcome from the mellow interiors of this traditional setting.

Dignity and distinction are added to commonplace commercial settings with G-P Ripplewood.

Diners in this fashionable restaurant almost inevitably want to know "Where can I get this wall paneling?"

The dramatic touch of showmanship that G-P Ripplewood adds to this showroom makes it an inviting place to do business in.

GEORGIA—PACIFIC PLYWOOD COMPANY

Debt. AB-12, 270 Park Avenue, New York 17, N.Y.

DECEMBER 1953
Sales-minded contractors are looking at

**OAK FLOORING'S New 4th Dimension**

Oak's 4th Dimension is something new we know about Oak Flooring...something known about no other building material, let alone other floorings.

From a nation-wide study, we know now that 80% of all architects, 88% of all contractors, 96% of all real estate agents and 83% of all future homeowners prefer Oak Flooring over all other flooring materials.

What does this 4th Dimension—Oak's overwhelming preference—mean to you?

**As an operative builder**, you are concerned with selling as well as building.

With the knowledge that 83% of all future homeowners want Oak Flooring in their homes, you know that your homes will have a big sales advantage.

88% of all contractors agree that nothing helps to sell a house faster than a good Oak Floor.

**As a custom builder**, your counsel on building materials is valued by your customers. More persons every day are becoming sold on beautiful, durable Oak.

They know that Oak gives walking comfort...insulating qualities, too.

These facts are proved by 96% of all real estate agents, who agree that houses with Oak sell faster.

So, you see, Oak's 4th Dimension means more than the attractiveness and structural worth you have always provided with Oak Flooring.

National Oak Flooring Manufacturers' Assn., Sterick Building, Memphis 3, Tenn.

This mark on Oak Flooring is your assurance that it meets NOFMA standards.
Here's a window you can sell for all weather conditions. Once installed, there will be no service calls, no complaints—just profits! Head, sill, and both sides are completely weatherstripped, making the "Sureseal" jalousie the perfect all-weather window for all-America. Stock "Sureseal"—TODAY!

CROSPLY WINDOW CORP., Dept. AB-12
3550 N.W. 71st St., Miami, Florida
Check one: Builder [ ] Dealer [ ] Distributor [ ]
Gentlemen: Please send me information on your All-Aluminum Crossly Window. Thank you.
Name
Address
City Zone State

Christmas comes 365 times a year...

with CROSSLY "SURESEAL" JALOUSIES

DEALERS - DISTRIBUTORS:
Write, wire or phone for details

Crosly WINDOW CORP.
3550 N.W. 71ST STREET, MIAMI, FLORIDA

DECEMBER 1953
...for a SOUTHERN point of view

Richard B. Pollman, noted residential designer of Pollman Homes, has designed a line of houses specifically suited to Southern and Gulf Coast areas. The ground hugging lines and livable floor plans are outstanding examples of contemporary Southern styling. Awning type windows, deep overhanging eaves and louvered sliding closet doors are some of the special climate control features included for comfortable and gracious Southern living. Many models are designed to accommodate air conditioning.

Constructed of the finest building materials available, these Southerner Line houses are factory assembled in Collins, Mississippi. They meet building codes throughout the South, and are acceptable for both G. I. and F. H. A. financing.

If you are a Southern builder or an investor who would like more information about the Southerner Line, write to Pollman Homes Southern sales headquarters in Jackson, Mississippi. If you are a builder in other parts of the United States, write care of Toledo, Ohio. We will be glad to have a local factory representative call at your convenience.

Model 647 with attached carport, Mobile, Alabama.
B. J. Carpenter, Builder.

Popular L-type floor plan features 3 bedrooms, entrance hall, 1032 feet of floor space. Left or right hand floor plans available, as well as alternate orientation with living room to front or at side. Several distinctive elevations—make this Pollman Home ideal for the builder who wants to concentrate on one basic floor plan yet avoid that "peas in a pod" look.

66 DIFFERENT SOUTHERNER VARIATIONS
AVAILABLE IN—

THE THYER MANUFACTURING CORP.

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THE THYER MANUFACTURING CORP.

2834 Wayne St. 418½ E. Pearl St., Dept. S
Toledo 9, Ohio Jackson, Miss.

American Builder
Dollars and Cents Wise...

American Kitchens

5 WAYS BETTER THAN OTHER STEEL KITCHENS
10 WAYS BETTER THAN WOOD

Sell your homes faster with American Kitchens!

COMPARÉ
AMERICAN KITCHENS WITH
OTHER STEEL KITCHENS!
1. cost no more, yet are of higher
grade steel, finest construction
2. beautiful design; well-known
name indicates to your cus-
tomers that hidden construction
is also of finest materials
3. easiest kitchen to clean—round-
ed corners, smooth surfaces with
no dirt-catching handles
4. exclusive features that sell
homes faster include the 15%
larger sink bowl with no dirt-
catching ledge, rounded drawers
that clean as easily as a bowl
5. exclusive Roto-Tray dishwasher
—the one really work-free dis-
washer that women want most.

COMPARÉ
AMERICAN KITCHENS WITH
WOOD KITCHEN CABINETS!
1. less costly than quality wooden
cabinets
2. require less installation time,
less planning time
3. no finishing, no painting, no
staining required
4. no call-backs or complaints be-
cause of warping or swelling
5. no complaints because of faulty
catches or doors that stay half
open or sag
6. perfect uniformity of sizes means
perfect fitting
7. odor-proof, vermin-proof
8. can’t rot, can’t absorb moisture
9. fireproof, stain-resistant
10. drawers and cabinets far easier
to clean with no seams and
cracks found in wooden cabinets.

DECEMBER 1953

American Kitchens Division
AVCO Manufacturing Corp.
Connersville, Ind., Dept. AB-12
Please send me complete information about
American Kitchens and your new Architects’
and Builders’ File.
Name
Address
City Zone State

American Kitchens DIVISION

117
leaks like a sieve

Our house was built in 1946 and the basement was well tarred on the outside at that time. Tiling, however, was not placed on the exterior at the footing. I have applied various types of water repellent and paint to the interior surface of the basement walls and to the basement floor—all to no avail. The basement still leaks like a sieve. Please advise as to what I can do.

C. A. C., Good Thunder, Minn.

It would seem that water must be accumulating against the outside walls of the basement to such an extent as to produce hydrostatic pressure. If this be the case, it is unlikely that anything more applied to the inside surfaces would accomplish the desired results.

Since the several coats of material you have already applied to the walls have failed to stop the leakage, the only permanent cure is to install tiling on the outside of the footings and perhaps apply a good membranous waterproofing to the outside of the walls.

wants truss for 3-12 pitch

I am planning to build an addition to my home. A trussed roof would give me freedom in planning my interior partitions. I was greatly interested in your article about roof trusses in the American Builder for August, 1953. However, these trusses are all developed on the basis of a 5-12 pitch to the roof.

In my case, I will have to limit my roof pitch to 3-12. Can you help me design a truss like this? My main concern is that the "W" type truss with framing members as set forth in the sketch enclosed may be safely used.

J. J. K., Pleasantville, N. Y.

The change of pitch requested introduces some major design changes. Reducing the pitch has the effect of adding approximately 50 per cent to the truss requirements. Note that the truss designed for a 3-12 pitch consists of a double set of members which will mean that more lumber is necessary. It has also been necessary to increase the number of split-ring connectors.

All in all the opinion is that the use of the pitch modification shown here would raise the cost per truss so much that the use of it would be unreasonable.

Wilbur Tuggle, Structural Engineer

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."
"For the best in HEATING DUCT SYSTEMS at the lowest cost

I RECOMMEND CLAY PIPE"

says V. A. PLACE, President, Place & Co., South Bend, Ind.

Clay Pipe Heating Ducts are a selling feature of more than 600 concrete floor-slab homes built by Place & Co. since 1949. The company experimented with various duct materials, but now uses Clay Pipe exclusively. Mr. Place recommends Clay Pipe because:

* Clay Pipe is permanent ... it's sure to last as long as the house itself.
* Clay Pipe requires no anchoring ... it won't squash or float when the concrete slab is poured.
* Less concrete is needed for the floor slab when Clay Pipe Heating Ducts are used.

Clay Pipe Heating Ducts provide warm, dry floors in every basementless home you build. Take advantage of this cost-cutting new construction method, and be sure to specify Vitrified Clay Pipe. It never wears out.

ESSENTIAL · ECONOMICAL · EVERLASTING

DECEMBER 1953
ask the experts

which is the stronger?

Of the two types of construction shown in Figures A and B, which is the stronger kind of construction to use for a knee wall?

R. L. W., Glen Burnie, Md.

In the two figures shown here, it is more likely that the condition shown in Figure A is stronger since at the point of support at the knee wall there is no tendency of thrust as in the case of Figure B. The arrow indicates the direction of the superimposed loads.

painting asbestos board

For the gulf coast area, what type of paint would you recommend for exterior walls of asbestos board applied over rigid 4x8-foot insulating board sheathing?

R. D. H., Pensacola, Fla.

Best results are obtained with a good quality exterior house paint as a finish coat over a specially prepared primer, designed for this particular surface. "Masonry and asbestos siding primer" seals the surface, resists alkali and produces a suitable undercoat over which to apply either house paint or brick and stucco paint.

This primer should be applied at package consistency or reduced slightly if necessary with turpentine. Allow two to four days' drying time. Then apply the finish coat. The primer will probably cover about 200-500 square feet per gallon, one coat.

A finish coat of house paint produces a higher gloss surface than brick and stucco paint and is slightly superior in durability.

The Sherman-Williams Co.

panel right over block?

I plan to apply pine paneling directly to pumice block to a distance of four feet above the floor line. What would you suggest for treating blocks to prevent condensation behind paneling? In this type of wall where would the dew point or line of condensation take place? Is any particular type of nail required for applying paneling to block?

G. M. Jr., Chesterfield, Mo.

Do not nail paneling directly to the pumice block wall. Furr out from the block wall and then nail the paneling to the furring strips. This will allow for an air space between the paneling and the block.

Since pumice block is a comparatively soft material, any nail of sufficient length would be applicable. In very hard concrete surfaces the use of a cut nail is recommended.

To be doubly sure of preventing any damage from possible condensation, several things can be done. Either the reverse side of the paneling can be painted with a waterproofing paint or a waterproofing building paper can be nailed to the furring strips over which the paneling can then be nailed. If building paper is used, get a permeable type which will allow for breathing.
Buying a home is the biggest single purchase the average American family will ever make. To pay for that home will take at least ten to fifteen percent of the buyer's net lifetime earnings. It's only natural for him to demand that you, the builder, use only the highest grade materials.

In every industry, every type of product, there is always one outstanding symbol of quality. Like "Sterling" on silver, the name "MALTA" on wood window frames and units means there is nothing better. Architects and builders who specify and use MALTA windows will benefit from steadily increasing customer satisfaction. See your nearest MALTA dealer or write for complete details.

MALT-A-MATIC windows have ALL the wanted features - easily removable sash, full weatherstripping, adjustable tension on guides eliminates rattling and assures easy, fingertip operation.

Sterling means Quality

NATIONALLY ADVERTISED in Leading Magazines
SEE OUR CATALOG IN SWEET'S:
Architectural File + Light Construction File
VISIT OUR DISPLAYS:
Architects Samples Corporation, N.Y.C.
Chicago Home Building Center
"And they said cheap roofing saves money!"

This is common sense

Cheap roofing material forces the builder to use twice as much sheathing lumber and twice as much labor applying sheathing. This fellow could have had a genuine CERTIGRADE cedar shingle roof, on spaced sheathing, for less cost!

This proves it

CERTIGRADE cedar shingles, because of their great strength and rigidity, can be applied on spaced rather than solid sheathing. You can count on saving about half the sheathing materials cost, and much of the cost of sheathing application, when you use cedar shingles. Let us send you a free estimating form so that you can accurately check the comparative cost of roof construction including sheathing. Your own check, in your own area, will prove that cedar shingle roofs are your best buy. Write today, ask for "Roof Cost Estimating Form."

RED CEDAR SHINGLE BUREAU
3510 White Building, Seattle 1, Wash.
425 Howe Street, Vancouver, B. C.

445—AIR CONDITIONING UNITS—12-page bulletin presents manufacturer's line of fully automatic residential units, for heating and humidifying homes in winter, cooling and dehumidifying in summer. Various types of Model S.W line are described in detail with cutaway drawings, complete specifications of each; these include upright, counterflow and back-to-back units, both gas- and oil-burning units of two, three, and five h.p. Typhoon Air Conditioning Co., Inc., Dept. AB, 794 Union St., Brooklyn 15, N. Y.

446—WOOD DOOR DISPLAY—four-page folder introduces novel method of displaying manufacturer's standard door designs, shown in wood miniatures on a 17-inch high revolving display selector. Miniature doors, made on 1/16-inch scale, are precision cut, finished in natural wood tones and lacquered. Drum has plastic pocket to hold descriptive literature. Unit eliminates need for cumbersome full-size door display racks, saves space. Ponderosa Pine Woodwork, Dept. AB, 38 S. Dearborn St., Chicago 3, Ill.

447—LAMINATED PLASTIC—six-page folder in full color describes many uses of 1/10-inch Panelyte for kitchen and bathroom surfaces, such as counter tops and dinette tables. Folder gives detailed steps for installing sink tops, also presents other uses, with on-the-spot photographs of material when used for kitchen and bathroom walls. Manufacturer also offers a Do-It-Yourself booklet. Panelyte Division, St. Regis Paper Co., 230 Park Ave., New York 17, N. Y.

448—DUCT INSULATIONS—16-page design data booklet for Fiberglas duct insulations contains more than 40 photographs and drawings of the various rigid and flexible insulations for the exterior of warm and cold air ducts. Booklet gives data on the flexible duct liner, a material which may be installed on metal sheets before they are bent to form ducts. Complete specifications for insulation of duct system are included. Owens-Corning Fiberglas Corp., Dept. AB, Toledo 1, Ohio.
DON'T JUST CROSS YOUR FINGERS and HOPE to get your share of the available business. Get the facts about quality products that can play a big part in obtaining business for you. BUILDING BUY-WORDS brings you such products each month and you can get information about them by sending in the coupon on this page. Don't forget to visit the exhibits at the NAHB Convention and Exposition to be held January 17-21, 1954 at the Conrad Hilton Hotel and the Sherman Hotel in Chicago. A well informed builder is a better builder with the welcome result—a prosperous builder.

WINTER'S COMING! That means time to order the portable heaters you'll need to prevent cold weather work slowdowns. Believe me, you'll do well if you specify Herman Nelson Portable Air Heaters. Herman Nelson heat is safe heat, efficient heat. There's no danger from combustion fumes, smoke or carbon monoxide. Exclusive "sealed flame" principle on all three models vents combustion products outside where they can do no harm. Flexible canvas ducts direct only clean, heated air to the working area. Get the facts on the difference in portable heaters. SEND FOR FREE BOOKLET TODAY. Herman Nelson Division, American Air Filter Company, Inc., Dept. 401, Moline, Illinois.

GENEVA'S KITCHEN DESIGN DEPARTMENT is another service GENEVA makes available to its builder customers. This department, staffed by kitchen specialists thoroughly familiar with construction as well as designing problems is equipped to render unique yet practical kitchen design suggestions from your blueprints. Ideas are submitted promptly and the charge is nominal. Why not put these men to work for you? And remember GENEVA offers the most extensive variety of stock size base and wall cabinets in the industry...plus special cabinets to order. For complete details write...GENEVA MODERN KITCHENS, Dept. BG 5, Geneva, Illinois.

3-D IS EVERYWHERE, and you can see it, even feel it in Tilemaster Plastic Wall Tile! (note illustration). The 3-D comparison concerns the patented, arched-construction feature—BEV-ALL. You know the pull that mastic exerts on any tile—it sucks the center in and creates unsightly "dishing." BEV-ALL is designed with sound engineering principles that prevent excessive pull of the mastic. BEV-ALL's smooth, graduated curve eliminates "dishing in" or cupping. This exclusive BEV-ALL feature of Tilemaster is designed to withstand hard knocks or blows, gives extra depth and added thickness for real 3-D beauty! Take it from me, Tilemaster Plastic Wall Tile can take it! Get in touch with A-1 Plastic Molders, Inc., 1415 Diversey Pkwy., Chicago 14, Ill.

SINCE FREMONT RUBBER ANNOUNCED their SOFT-GLO finish, for Vinatile and Vinatop, I've checked reactions. They're terrific! SOFT-GLO sells houses. Sells remodeling jobs too. What does the trick? Simply the SOFT-GLO finish and matching colors for tile and counter top. With Vinatop used on kitchen counters, home-buyers can even feel the difference SOFT-GLO makes. It's a smooth, hard surface that a housewife can clean in a minute. SOFT-GLO saves her long hours and gives her counters and floors that look bright without wax. Vinatile comes in 6" x 6" and 9" x 9" Tru-Cut Squares. Matching Vinatop comes in rolls, 30", 36" and 42" wide. Write for samples. Fremont Rubber Company, 334 McPherson Highway, Fremont, Ohio.

GENEVA MODERN KITCHENS... Mutschler... Tilemaster... Fremont Rubber... BUILDING BUY-WORDS... See them in Chicago...
Catalogs

449—PERFORATED HARDBOARD—"Peg-Board" panels, available in a variety of sizes and finishes, are described in this four-page folder. Over 60 hanging fixtures for domestic use can be used with Peg-Board backing. Available in three types in ¼-inch thickness and in one type ½ inch thick, the hardboard is supplied in eight standard sizes for reduction of material and labor waste and to facilitate installation. Wall installation details and line drawings give further data. B. B. Butler Mfg. Co., Inc., Dept. AB, Bellwood, Ill.

450—ELECTRIC TOOLS—new 28-page catalog lists 52 portable electric tools and kits with over 400 attachments for use in contracting, woodworking and industrial fields. Book clearly illustrates tools and their uses. Included are complete data and prices for electric saws, sanders, grinders, drills, planes, routers, shapers, combo-tools, radial arms, blades, abrasive wheels, discs and tool accessories. Porter-Cable Machine Co., Dept. AB, 24 Exchange St., Syracuse 8, N. Y.

451—DOUBLE-GLAZED WINDOW—eight-page brochure called "Twindow, the Window with Built-In Insulation," contains dimensions, specifications and installation information for these double-glazed units. Booklet describes the product in detail and gives instructions on how it should be installed. Listing of 47 available standard sizes is included. Surface temperature chart, humidity and condensation protection charts also given. Pittsburgh Plate Glass Co., Dept. AB, 632 Duquesne Way, Pittsburgh 19, Pa.

452—TRENCH DIGGER—eight-page bulletin describes improved "Baby Digger" now equipped with a four-speed motor transmission, with double the number of digging wheel and traction speeds previously available. Unit is designed for use on city and suburban jobs. Speed combinations give 30 or more usable digging speed combinations providing proper speed and power for all types of soil conditions. Complete data on design and construction is included. Cleveland Trencher Co., Dept. AB, 20100 St. Clair Ave., Cleveland 17, Ohio.

Announcing...

A CHANGE IN OUR NAME

The Kaustine Company originally manufactured chemical toilet systems in which caustic soda was used. The name "Kaustine" was coined as being descriptive of these products. Since discontinuing their manufacture we have decided to change our company name so that it will be more descriptive of our general line. After careful consideration we have selected the following signature:

KAUSTINE FURNACE & TANK CORP.

Our trademark of many years remains the same and there is no change in management or company policies.
COMPACT KAUSTINE UNITS PROVIDE EXTRA LIVING SPACE AT LOWER COST...

- Faced with constantly increasing building costs, more and more builders are turning to Kaustine Engineered Heating to help them sell homes.

  With Kaustine they cut construction and installation costs...save usable space...and offer their prospects the finest and most economical heating equipment.

  Here are four hundred quality homes equipped with Kaustine fully automatic oil fired "Counter-Flo" Units delivering 75,000 B.T.U.'s that need only 3½ square feet of floor space to operate efficiently.

WRITE FOR FULL INFORMATION TO DEPT. AB-12

There is a Kaustine Furnace or Winter Air Conditioner for every type of home.
Approved by architects and school authorities in leading cities for gymnasium floors, this fine (and relatively new) "combination grade," officially known as Second and Better, is fast becoming a favorite school specification. It matches MFMA First Grade in every performance attribute, yet sells for less—actually consists of 50% or better of First Grade, blended in the strip with the Second Grade areas. Stock and sell Second and Better, the ideal "gymnasium" grade, with fullest confidence. It makes a splendid floor of enduring beauty—competitive on EVERY basis!

WRITE for copy of MFMA grading rules and new 1953 MFMA-approved list of floor finishes.

MAPLE FLOORING MANUFACTURERS ASSOCIATION
Suite 396, Pure Oil Building, 35 E. Wacker Drive
CHICAGO 1, ILLINOIS

FLOOR WITH NORTHERN HARD MAPLE
BEECH AND BIRCH

EZ-WAY Folding Stairways
Sturdily built, modern in appearance. EZ-Way features touch-control, balanced spring action. Stairways to fit all ceiling heights from 7' to 10'. Close study of EZ-Way Folding Stairway specifications will prove to you the way to best please your customers on auxiliary, low cost storage space.

WRITE today for the illustrated brochure providing information and specifications on EZ-Way products. EZ-Way products are manufactured by EZ-Way Sales, Inc., Box 300-7, St. Paul Park, Minnesota.

"MANY OF OUR APPLICATORS USE THE Arrow Gun Tacker"
says the BALDWIN HILL COMPANY, Manufacturers of Insulation.

CEILING TILE INSULATION BUILDING PAPER BATT WOOL FOIL CANVAS ROOFING FELT UNDERDECKING SHINGLES SIDING CORNERITE

SOLD ONLY THRU DEALERS WE DO NOT SELL DIRECT TO CONSUMER

ARROW FASTENER CO., INC.
ONE JUNIUS STREET, BROOKLYN 12, N. Y
This modern, attractive drive-in theatre owes much of its inviting appearance to "Century" APAC sheets!

Year after year, this material will protect the structure it covers, needing practically no maintenance to keep it attractive, and never requiring protective paint. That's service!

These 4 x 8 foot sheets are made of two almost indestructible materials— asbestos fiber and portland cement. That means they are permanently fire- and weather-resistant, and proof against insects and rodents.

Add to these features the facts that "Century" APAC is low in cost and goes in place quickly and easily and you see why it is such a popular building material—for both inside and outside uses!

Keep "Century" APAC in mind for future projects. You and your men will like working with it, and you can be certain of customer satisfaction for years to come. Your K&M distributor will gladly give you detailed information about "Century" APAC or write directly to us.
WOOD FINISH STAIN  AB125304
Olympic Wood Blend is a semi-transparent, lightly pigmented wood finish which provides a staining medium that can be used both to beautify and protect soft and hard woods. It is made to meet decorating situations in which the textural beauty of the wood suggests that the grain be accented. The finish is said to be especially effective over redwood and red cedar. It is adapted both for interior and exterior use, on sidewalks and paneling, and is available in a six-color range of pastel tones as well as in a clear type which, when applied over a first coat of the Wood Blend in a color, provides a durable surface. Olympic Stained Products Co., Dept. AB, 1118 Leary Way, Seattle 7, Wash.

POWER SAW ATTACHMENT  AB125303
The "Key-Hak" saw attachment fits any ¼-inch electric or air drill or motor driven flexible shaft. Drills with chuck speeds of 2,000 to 3,000 r.p.m. are recommended power units. The attachment is suitable for all types of installation work, and is said to be useful as a maintenance and production tool. Its in-line mechanism affords the operator complete cutting control in any direction. The attachment is designed to cut directly, without the aid of a starting hole, into 20-gauge or lighter sheet metal, as well as into wood of any thickness. Special saw blades are available for cutting stainless steel, Monel, Chromoloy and chrome vanadium as well as non-ferrous metals. Scroll and straight cuts can be made in a variety of building materials, including wood, Transite, gypsum block, etc. Producers and Distributors, Inc., Dept. AB, 714 S. Sixth St., Allentown, Pa.

EARTH-MOVING EQUIPMENT
Five new attachments to increase the job flexibility of two Scoopmobile front-end loader units have been introduced. Included are lift forks, backfill blade (shown above), crane boom, concrete hopper and a dozer blade. These attachments are designed to utilize the heavy-duty power of the four-wheel drive and four-wheel power-steer loaders for various specialized construction jobs. The lift forks, backfill blade and concrete hopper mount directly on the hydraulic boom, replacing the scoop and

CONVEYOR UNIT  AB125310
A practical conveyor for on-the-job use at construction projects, this unit is designed to carry bricks, concrete blocks, shingle bundles, etc., to various points of work as a level conveyor or as a lift conveyor at angles up to 44 degrees. The 12-inch rough-top rubber belt grips the items, moving them along at a standard belt speed of 60 feet per minute (other speeds as required), operating on cast aluminum pulleys with crowned and link belt grease-sealed ball bearings. All-steel frame is welded for strength. Standard lengths are 10 to 20 feet. Unit can be powered either with electric motor or gasoline engine. Optional equipment includes side rails, cleated belt and portable undercarriage. New London Engineering Co., Dept. AB, 1700 S. Division St., New London, Wis.

STUD SETTER  AB125305
A recent design feature of the Velocity-Power Driver, cartridge-actuated tool for setting studs in concrete or steel, is a permanently attached protective shield. For close-to-the-wall jobs, a section of the shield may be lifted and turned out of the way. The manufacturer will also continue to offer a model of the tool with a separate shield. The tool is used on construction and maintenance jobs in electrical, heating and air conditioning installations. It enables the user to set a stud within seconds; the worker simply loads, positions and fires the tool. Use of an integral cartridge eliminates need for matching and fitting. Interchangeable barrels per-
SEE THE
Ready Hung Door
AT THE
National Home Builders Show
Booth 363, HOTEL SHERMAN
Chicago

SOLD THROUGH LUMBER DEALERS
For further information write the mill nearest you.

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200 South Victory Blvd.

Dallas, Texas
Ready Hung Door Mfg. Corp.
P. O. Box 10025

Denver, Colorado
Prefabricators Incorporated
P. O. Box 6893

Grand Rapids, Mich.
Haskellite Mfg. Corp.
701 Ann St., NW

Houston, Texas
Ready Hung Door Mfg. Co.
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Acme Millwork, Inc.
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Kirkland, Wash.

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Jordan Millwork Co.

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READY HUNG DOOR CORP.
Fort Worth 2, Texas
When open plans open up new sales problems, there's one way to close the sale . . .

...that's the beauty of Higgins Block

Open plans shift customers' attention from walls and windows to large floor areas. Turn this into a competitive advantage for your houses: Sell the rich, quality look of Higgins Block! And just look at these practical advantages:

* SPECIFICATIONS:
  9" x 9" net face hardwood blocks — easy to install
  3-ply cross-grain construction — when properly installed will not warp, buckle, cup or crack
  Selected oak face — ready finished
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FOR MORE INFORMATION USE COUPON, PAGE 150

AMERICAN BUILDER
When the job calls for the finest in roofing...

Johns-Manville

ASBESTOS SHINGLES

The J-M American Colonial Shingle gives you a permanent type of roof, economically priced, that will add character and distinction to any home!

These Johns-Manville Asbestos Shingles have the same rich graining as weathered wood shingles, cast the same interesting shadow line. You have a choice of beautiful colors and blends.

Made of asbestos and cement they are as permanent as stone. They give lasting protection against fire, and weather.

In most areas the applied cost of an American Colonial roof is lower than any other permanent type roof the homeowner can buy.

For full details and a free brochure showing the full color range of American Colonial Shingles write Johns-Manville, Box 60, New York 16, New York.
Silent Automatic's

5 PROFIT POINTS

mean more and faster home sales for you!

1. FAMOUS NAME — Silent Automatic Heating Equipment is produced by Timken Silent Automatic Division, famous for nearly thirty years as a leader in automatic home heating. Customers will recognize the Silent Automatic name because they know its reputation for dependability!

2. QUALITY PRODUCT — You lay a solid foundation of customer satisfaction when you install Silent Automatic Heating Equipment in the homes you build. No other heating equipment performs better, has better engineering or better manufacturer's reputation behind it!

3. COMPLETE LINE — No matter what type of homes you build, there's a Silent Automatic model just right for the installation. You can choose from multi-element gas-fired furnaces, hi-furnaces, lo-furnaces and counter-flo furnaces; gas boilers, optional oil-or-gas hi-furnaces, lo-furnaces, counter-flo furnaces and gravity furnaces; gas conversion burners and oil conversion burners.

4. AVAILABILITY — You can get the Silent Automatic model you need, when and where you need it. Silent Automatic Heating Equipment is sold nation-wide through wholesalers who stock the complete line of furnaces, boilers and conversion burners.

5. EASY INSTALLATION — Most Silent Automatic Equipment comes factory-assembled. This handling of complete packages cuts down installation time—saves labor costs! Add up all the advantages. You'll find it good building business to install Silent Automatic in all your homes!

Always specify...

Silent Automatic

HEATING EQUIPMENT

TIMKEN SILENT AUTOMATIC DIVISION
ROCKWELL SPRING AND AXLE COMPANY
Jackson, Michigan

WRITE NOW FOR THE NAME OF YOUR NEAREST SILENT AUTOMATIC WHOLESALER!
LOOK JOE!...in SECONDS
A... Clipper ... WILL CUT THE HARDEST
BRICK- STONE- TILE! *

and at the lowest
cost per cut

AND A...

Clipper
MASONRY SAW

... 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
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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.

SAVE 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,
walls, runways and highways. Save, too, by saving con-
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Send Free Literature and Prices on:
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Combat Rising Building Costs
With a Crane-Excavator

To cut your development costs per building lot, investigate the cost-saving possibilities a crawler-mounted Bucyrus-Erie crane-excavator holds for you. Highly mobile and quickly convertible to various front ends, it can handle numerous excavating and material handling jobs with a measurable decrease in time and labor costs. Here's how:

CRAWLER MOUNTINGS are designed to travel over the uneven, soft, or muddy ground often encountered on a building project or over pavements.

EASE OF CONTROL and full visibility plus an independent boom hoist which provides high accuracy boom control for crane work make Bucyrus-Eries excellent for close quarter operation.

QUICK, EASY CONVERTIBILITY to shovel, dragshovel, dragline, clamshell or crane front end. You can clear land, dig basements and trenches for gas lines, sewers and other utilities, erect pre-fab sections, and set roof trusses—all with the same machine.

It will pay you to look into the cost-savings that could be yours with your own crane-excavator. Write for complete information.

BUCYRUS-ERIE COMPANY
SOUTH MILWAUKEE, WISCONSIN

new products

UNIT HEATER AB125312
Made in a wide range of capacities from 21,600 to 36,000 Btu's per hour, this horizontal unit heater features an exclusive ripple fin construction which is stated to offer more heat transfer surface, greater flexible strength and cleaner operation. Flexible copper tube headers accommodate unequal expansion and contraction. Tubes are expanded into the fins by means of hydraulic expansion, eliminating low conductivity bonding agents.

Other features include rugged cabinet styling, quiet motor fan assembly and test code ratings. McQuay, Inc., Dept. AB, 1600 Broadway, N.E., Minneapolis 13, Minn.

ALUMINUM INSULATION AB125307
Insulating against heat loss or intrusion and condensation formation and complete insulation coverage between studs and joists are the features of a new multiple-accordion aluminum. The multi-layered blanket of aluminum, fiber and air spaces is made to be of uniform depth throughout, including the area immediately adjacent to the beam or joist.

With a reflectivity of heat rays of 97 per cent and an emissivity of only three per cent, this insulation is effective against radiation. Its low mass, plus its air cells, keep down conduction flow to little more than that in an empty air space. The compartmentation blocks outer and inner convection. The product is stated to be practically non-condensation forming. The aluminum sheets interpose an impervious barrier to water vapor or any other gas, including warm or cold air. Infra Insulation, Inc., Dept. AB, 525 Broadway, New York, N.Y.

FOR MORE INFORMATION USE COUPON, PAGE 150

AMERICAN BUILDER
LEADERS THAT SPEED THE JOB
...AND SPEED THE SALE!

REYNOLDS Lifetime ALUMINUM GUTTERS AND DOWNSPOUTS

Call them leaders and troughs, or downspouts and gutters...you'll find them real sales-leaders because they mean rustproof beauty that never needs painting. And they lead in speed of installation...adding extra labor-saving to the lowest cost of any rustproof material. Slip connectors—no soldering. Compared to rustable gutters soldered and painted, they give you a visibly superior sales feature at an actual saving! Ogee or Half-Round, stipple-embossed (shown) or smooth finish. Write for literature.

Reynolds Metals Company, Building Products Division, 2002 South Ninth Street, Louisville 1, Ky.

REYNOLDS ALUMINUM RESIDENTIAL WINDOWS

REYNOLDS Lifetime ALUMINUM FLASHING
Lowest in cost of rustproof materials, easiest to work—and the best-looking! In 50-foot rolls, 14", 20" and 28" wide; also flat sheet 28" by 6', 8', 10', 12'. Thickness .019".

REYNOLDS ALUMINUM REFLECTIVE INSULATION
High efficiency at less cost than most bulk insulations. Perfect vapor barrier. Embossed foil on two sides of tough kraft paper (Type B) and one side (Type C). In rolls of 250 sq. ft., 25", 33" and 26" wide.
The permanent charm and beauty of VIBRAPAC Premium Block are not limited to the exterior of a building. Interior walls and partitions are made with VIBRAPAC Block, in a variety of distinctive designs and patterns. Modern, low-cost floors are built with fire-safe Floor Filler Block.

Prominent architects and builders are constantly proving that VIBRAPAC Premium Block can easily be worked into new, attractive designs not obtainable with other building materials. The cozy livability, in all seasons of the year... plus the economy, lifetime durability, fire-safety, insulation value and low upkeep of VIBRAPAC Block... make it today's popular building material.

Ask your nearby VIBRAPAC-equipped plant for bulletin illustrating VIBRAPAC Premium Block available.
PRODUCT NEWS from AMERICAN-Standard

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

NEW-DESIGN PLUMBING FIXTURES. Styled to match the trim, horizontal lines of American-Standard cast iron bathtubs, new-design vitreous china lavatories and toilets are more beautiful and more convenient than ever. All embody the same top quality that your customers have come to expect from American-Standard.

CONVERTIBLE KITCHEN CABINETS. American-Standard all-steel cabinets are the only kitchen cabinets with interchangeable drawers and shelves. You can install an economical package kitchen in the homes you build. By adding extra shelves and drawers to the cabinets at any time, buyers can create deluxe kitchens to fit their particular needs.

AMERICAN-STANDARD DISPOSER. A work-saving partner for famous American-Standard sinks, this quiet-operating disposer is also ideal for modernization as it can be easily fitted in any sink with standard drain opening. Has reversible, double-edged shredders of rustproof chrome steel, and unique safety top control.

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

For further information on American-Standard products see Sweet's Light Construction File.


Serving home and industry

DECEMBER 1953
CUT "On-Job Damage"
with Gold Bond exclusive Hard-Edge Wallboard!

PROVE IT WITH THIS SMASH TEST! Smash a piece of standard Gold Bond Gypsum Wallboard against a piece of any other production-run gypsum wallboard. Note Gold Bond Hard-Edge is merely dented while the ordinary wallboard edge crumbles and gives way under the impact.

GOLD BOND Hard-Edge Gypsum Wallboard gives you the kind of ruggedness you need on the job. Exclusive processing creates an exceptionally hard panel edge. Helps reduce expensive replacement costs caused by rough handling in unloading and stacking. Test (above, left) proves that Hard-Edge is the toughest wallboard edge on the market... and it's standard on all Gold Bond Gypsum Wallboard!

Gold Bond Hard-Edge speeds construction with faster, easier handling. Stronger edges permit nailing closer to panel edge without crumbling. You get added strength with no increase in weight... no increase in cost!

Have your Gold Bond dealer show you this test. Use Gold Bond Hard-Edge Gypsum Wallboard on your next job.

You'll build or remodel better with Gold Bond
Radiant Hot Water Heat

THRUSH Forced Circulation makes any type of automatic hot water heating better . . . more uniform . . . more economical . . . more satisfying in the homes you plan or build. Whether invisible radiant coils, radiant baseboards or convectors are used, radiant warmth is continuous with Thrush products on the job. There is no noticeable variation in room temperature. Plenty of hot water for kitchen, laundry and bath is provided by the same heating boiler, winter or summer. Thrush System is ideal for modernizing existing hot water heating plants when converting to automatic firing. See our catalog in Sweet's or write Department G-12.

H. A. THRUSH & COMPANY
PERU - INDIANA
You can't sand floors with a "GHOST" Machine! GONE FOR REPAIRS!

Remember!

American Service Keeps Your Machines Producing

... Means MORE PROFIT HOURS for You!

Look behind the machine when you buy any floor sander today... find out about facilities for service!

This is important because sanders get heavy use—just like your car does—and may require service from time to time. With quality-built AMERICAN Machines you probably won't need repair parts or service very often—but if service is needed, you can get help pronto from your nearby American Distributor! This avoids costly delays.

Friendly and able American distributors are in principal cities throughout the U.S. He specializes in American equipment for your convenience and protection. He maintains a thoroughly equipped service department manned by factory-trained mechanics and he carries a complete stock of American floor machines, genuine factory repair parts, abrasive paper and floor finishes for all floor maintenance requirements.

Your best buy is American—for top performance, dependability and service!

The American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo 3, Ohio.

Please send latest catalog on the following, without obligation:

- Floor Sanders
- Floor Edgers
- Floor Finishes
- Abrasive Paper
- Floor Maintenance Machines

Name: ____________________________
Street: __________________________
City: ____________________________ State: ____________

The American Super 8... sands floors nearly twice as fast as standard machines!

American Super 8

For more information use coupon, page 150

AMERICAN FLOOR MACHINES

140

NEW PRODUCTS

CHIMNEY HOUSING AB125308

This rectangular, above-the-roof chimney housing is made of 3/16-inch cement asbestos panels. The unit measures 24x16½ inches, giving it the desired, massive chimney appearance. The panel thickness and special manufacturing process include a brick design with a soft, red color and well defined mortar lines. The preprinted housing is shipped in knocked-down panels with angle iron supports. Panels, supports and housing cap have predrilled holes for the furnished sheet metal screws. Panels cut easily to fit any roof pitch.

Use of these chimney housings is said to eliminate job delays, permit fast installation, flexibility in location of heating plant, provide fire safety and better draft for heating performance. Units are listed by Underwriters' Laboratories, accepted by FHA and approved by national building codes. Van Packer Corp., Dept. AB, 809 S. La Salle St., Chicago 4, Ill.

GLASS FIBER BATT AB125320

This insulation is sold under the trade name of Sealglas, and is made from a blend of silica quartz and chemically stable minerals. The product is a resilient, light weight batt which has sufficient density to make it easy to install even in overhead work, its makers state.

The fiber is available both in Kraft paper backing and pure aluminum foil backing. The product is said to be priced comparable to ordinary batts and is virtually free of shot. Glass fibers are fabricated into batt form by a process which eliminates skin irritations. Sealite Insulation Mfg. Corp., Dept. AB, 115 Madison Ave., Waukesha, Wis.
COST CUTTER

LION UNIVERSAL TRIMMER

Accurate, razor-like cut any way of grain. Quick adjustments to 45 degrees or 90 degrees. Miter, bevel, square—hundreds of uses! A time saver on every job.

WRITE FOR FULL INFORMATION

POOTATUCK CORP.

i. What a difference it makes when you use PERMALITE

What a difference it makes when you use PERMALITE

FOR FLOOR SLABS...

Permalite perlite aggregate concrete is ideal for making insulating concrete floor slabs. Permalite concrete has up to 10 times the insulating value of conventional concrete; used as a sub-base slab, it minimizes heat loss into the ground. Hence, it makes the ideal foundation for floor radiant heating systems. With any type of heating system, a sub-base slab of Permalite concrete helps to effect fuel savings and increase comfort. Sub-base slabs of Permalite concrete are usually covered with an abrasion-resistant layer of conventional concrete, although some builders omit this when asphalt or rubber tile, or other flooring, is to be laid on the slab.

FOR PLASTERING...

Permalite perlite aggregate plaster is the ideal base coat plaster for walls and ceilings. Light-weight, it is only ½ the weight of ordinary sanded plaster, saving in dead-load about one ton per 100 sq. yds., ½ inch thick; prevents unnecessary settling and cracking; and enables the plasterer to maintain optimum production throughout the entire day, with much less effort. Insulating, it adds three to four times more thermal insulation than ordinary plaster. Fire-resistant, it adds greater fire-protection. Better workability plus unsurpassed ease of handling and ease and speed of application are additional plus values of Permalite plaster.

To get the full story on Permalite’s many advantages, send today for your free bulletin on Permalite, the largest-selling perlite aggregate in the world. Write Great Lakes Carbon Corporation, Dept. J-4112, So. Flower St., Los Angeles 17.
KORINA... the beautiful blond hardwood that comes from our plant in the Belgian Congo. It's a decorator's joy because it complements any type of furnishings, traditional or modern. The above illustration will be seen in full color by more than 15 million readers in the January issues of leading magazines.

HOW TO HELP A HOUSE SELL ITSELF

Weldwood wall paneling immediately lights up prospect's eyes, yet keeps costs well within your budget.

Watch a woman when she walks into a sample house which has Weldwood wall paneling. Right away she sees how well her furnishings will look against such a beautiful background, how charming and hospitable this house will be to live in—she's impressed!

Now take the man who signs the contract. Weldwood hardwood paneled walls mean quality—which implies quality construction throughout the house so—he's impressed.

Many builders report that home buyers are becoming more and more selective. They want the extras that add so much to gracious living. Surprisingly enough you can offer these extras without unduly raising your building costs by using Weldwood hardwoods.

A fireplace wall in rich mahogany Plankweld, a playroom in rippling Surfwood, a TV nook in Weldtex pre-cut squares, a dining room walled in rich Korina or any of several other luxurious hardwoods—yes, it’s extras like these that help you close sales.

IMPORTANT NOTE: All Weldwood hardwoods are guaranteed for the life of the building! So if you offer your home buyers a "time-guarantee"—which many builders have found productive—this strong Weldwood guarantee stands back of you.

Weldwood

United States Plywood Corporation

WORLD'S LARGEST PLYWOOD ORGANIZATION

55 West 44th Street, New York 36, N. Y.

U.S.-Mengel Plywoods, Inc.

Louisville, Ky.

DISTRIBUTING UNITS IN 60 PRINCIPAL CITIES

FREE: Please send me 24-page Contractors and Builders Book packed full of Weldwood data and specifications. ( )

NAME ____________

ADDRESS ____________________________

CITY ____________ STATE ____________

United States Plywood Corporation

55 West 44th Street, New York 36, N. Y.

AB-12-53

NOVOPLY, the flattest panel ever made. Novoply sliding doors are virtually warp-free. Good two sides, it's the perfect material for partitions, walls or built-ins. Comes in handy sizes.

MENDEL DOORS are a hallmark of quality in any home. Engineered for strength, they are guaranteed to give lasting satisfaction. Special sizes and faces to order. They are economical.
**NEW PRODUCTS**

**HARDBOARD PANELING** AB125316

Marlite Plank and Block, a new type of prefinished hardboard paneling, requires no adhesive or division moldings. It can be installed easily in either new construction or in remodeling. The products feature what is stated to be the first successful tongue and groove joint for materials of 3/16 inch or less in thickness. Panels are made in two 16-inch modular sizes for easy handling and fast installation. Planks are 16 inches wide and eight feet long. Blocks are 16 inches square. Both are 3/16 inch thick.

A new line of ten companion colors has been styled for Marlite Plank and Block; they are also available in four authentic wood patterns. Planks and blocks are installed by using clips or nails. The t&g joint conceals nails or clips in the finished installation. Application may be made directly to existing walls, or over furring strips. Moldings for corners, edge, casing and base are available in colors and patterns to match panels. Marsh Wall Products, Inc., Dept. AB, Dover, Ohio.

**RESIDENTIAL LOCKSET** AB125321

According to its manufacturer, the Series 440 lockset is engineered with skill and precision craftsmanship and styled to complement every type of architecture. A wide selection of finishes and split finishes is offered. Wear-resistant lacquer baked on at a high temperature assures lasting finish.

Key, turn button, push button and privacy locks and knob latches are all available in the new series. Knob and rose are made of brass, bronze or aluminum. All working parts are selected, cold rolled steel. The cylinder is five-pin tumbler-type. National Lock Co., Dept. AB, Rockford, III.

For more information, use coupon, page 150

**ACOUSTICAL TILE NAILS**

When installing acoustical tile choose a job-designed nail that combines ease of application with these special features: a head end which allows the nail to be driven home without damaging the tiles, ...a collar which holds the tiles firmly in place...annular threading which gives superior holding power. The nails are furnished with a plated finish to prevent rust streaks where moisture is present. Send for free samples and descriptive literature.

John Hassall, Inc.
P.O. Box 2150
Westbury, New York

**PRODUCT OF**

Geo. C. Brown & Co., Inc.
Greensboro, N. C.
Largest Manufacturers of Aromatic Red Cedar in the World

Guaranteed 90% Red Heart—100% Oil Content

Our national advertising annually produces thousands of customer inquiries which are turned over to our dealers for follow-up. Here is an active market for cedar closet lining. Brown's SUPER-CEDAR is a fast-moving, profitable item and is produced by the largest and oldest experts in the business. Sold only through leading jobbers and millwork distributors.

Write for Builders Folder and Consumer Booklet

**PRODUCT OF**

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Write for Builders Folder and Consumer Booklet

**NEW PRODUCTS**

**HARDBOARD PANELING** AB125316

Marlite Plank and Block, a new type of prefinished hardboard paneling, requires no adhesive or division moldings. It can be installed easily in either new construction or in remodeling. The products feature what is stated to be the first successful tongue and groove joint for materials of 3/16 inch or less in thickness. Panels are made in two 16-inch modular sizes for easy handling and fast installation. Planks are 16 inches wide and eight feet long. Blocks are 16 inches square. Both are 3/16 inch thick.

A new line of ten companion colors has been styled for Marlite Plank and Block; they are also available in four authentic wood patterns. Planks and blocks are installed by using clips or nails. The t&g joint conceals nails or clips in the finished installation. Application may be made directly to existing walls, or over furring strips. Moldings for corners, edge, casing and base are available in colors and patterns to match panels. Marsh Wall Products, Inc., Dept. AB, Dover, Ohio.

**RESIDENTIAL LOCKSET** AB125321

According to its manufacturer, the Series 440 lockset is engineered with skill and precision craftsmanship and styled to complement every type of architecture. A wide selection of finishes and split finishes is offered. Wear-resistant lacquer baked on at a high temperature assures lasting finish.

Key, turn button, push button and privacy locks and knob latches are all available in the new series. Knob and rose are made of brass, bronze or aluminum. All working parts are selected, cold rolled steel. The cylinder is five-pin tumbler-type. National Lock Co., Dept. AB, Rockford, III.

For more information, use coupon, page 150
The dining room, though near the entrance, has privacy and protection with plenty of light. Insulux interior partitions help you gain maximum utility from every square foot of area.

BUILDINGS, PLANNED OR BUILT, ARE GOOD PROSPECTS FOR Daylight Engineering

Planning new building? Find out how Insulux Walls of Daylight add beauty and efficiency to any type of structure.

If you wish to build a bigger volume of modernization work, practically every building you see—house, store, office or industrial—is a good prospect for a Daylight Engineering job.

Dark places, hallways, stairwells, etc., can be daylighted with privacy. Rooms that neighbors can see into, or windows that frame unsightly views can be day-lighted freely, vision blocked.

For beauty, privacy, efficiency for your customers, and profit for yourself, give your homes the benefits of panels of Insulux Glass Block®.

Start to plan now to use this versatile, practical building material in your homes. Write to Insulux Glass Block Division, Kimble Glass Company, Department AB-12, Box 1035, Toledo 1, Ohio, and get complete information about the many advantages Insulux can bring to the homes you build.
**KOHLER ELECTRIC PLANTS**

**Independent Source of Electricity**

**Save time and cost**

Move jobs faster with electricity wherever the work is done—save expense and bother of temporary power line hook-ups. Portable, low-cost model operates saws, drills, grinders, pipe threaders and cutters, other tools. Develops 1500 watts AC. Engineered throughout by Kohler. Rubber-tired two-wheel cart available. Other sizes 500 watts to 30 KW. Write for folder 23-K.

Model 1.5M25, 1500 watts, 115 volt AC. Manual control. Weight 130 lbs. Also 115 volt DC weighing 101 lbs.

Kohler Co., Kohler, Wisconsin. Established 1873

KOHLER OF KOHLER
PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

**JAEGGER'S shorter mixing cycle increases daily yardage**

Jaeger's shorter mixing cycle means more batches per day with no increase in crew and payroll. Here's how it's done—charge and discharge have both been cut to only 5 to 7 seconds. The original Skip Shaker throws its load into the drum in one swift slide. Extra big bucket and flight blades and specially designed "catch-all" spoon discharge it with equal speed.

What's more, Jaeger's rugged design stands up to the pace. Heavy drum with high carbon machined tracks, Timken bearing rollers, engines with power to spare, automotive transmission—all require minimum upkeep, give years of service free from breakdowns.

Available in 6, 11, and 16S sizes. Ask for Catalog M-10.

**new products**

**SUMMER-WINTER UNIT** AB125318

Designed for basementless homes selling for under $15,000, these new air conditioning units use only about five square feet of floor area. They are rated at two and three tons of cooling capacity, with 140,000 and output between 60,000 and 112,000 Btu's per hour. Models are available for use with both gas and oil, and all can be furnished for use with either water-cooled or air-cooled condensers.

The "Upright" model, shown, is designed for overhead air distribution. Floor dimensions are 28½x29½ inches, useful for installation in utility rooms or closets. Over-all height is 80 inches. For installations using the perimeter system of air distribution, the 12x includes a "Counterflow" model with same floor dimensions. All models feature automatic changewear design, allowing shift from heating to cooling by the turn of a switch. Typhoon Air Conditioning Co., Inc., Dept. AB, 794 Union St., Brooklyn 15, N. Y.

**FRICION CATCH** AB125319

This device is made of paraffin-based polyethylene. It is breakproof, since there are no moving parts to break, and is silent, since the polyethylene acts as a cushion.

The catch will hold cabinet doors with a positive gripping action, by adjustable tension. The catch fastens to the under-

THE JAEGGER MACHINE COMPANY 521 Dublin Avenue Columbus 16, Ohio

PUMPS • COMPRESSORS • HOISTS • PAVING EQUIPMENT • TRUCK MIXERS
LIVING AREAS! The beauty of this distinctive wall is that it can be rearranged without fuss any way and any time the householder feels like it.

Working Walls of MASONITE PEG-BOARD* PANELS and changeable metal hangers that lock on without tools!

Here's the exciting new decorative feature that'll sell more homes faster in 1954 and many years more!

You've read about the wonder-working walls of Masonite Peg-Board panels. And so have your prospects. In scores of home-magazine articles, in newspapers, over the radio and on TV, they've learned how attractive a living room can be...how efficient a working area becomes with the aid of these perforated all-wood hardboard panels.

Working walls and partitions of this dense, grainless material will firmly support paintings, books, plants and objets d'art. Homeowner can rearrange them at will, easily, and with no muss or fuss, without defacing the wall. Wide variety of hangers lock into holes (1" on centers), lift off instantly without nails, screws, bolts or any tools.

Like all other Presdwood® Products, Masonite Peg-Board panels are easy to paint and repaint. Won't split, splinter or crack. Resist changes of temperature and humidity. Readily cut and fit into place.

Don't miss this sales winner! Plan now to put Peg-Board panels to work in your next house. For complete information, see your local building materials dealer, or send the coupon now!

better hardboards for better buildings

**MASONITE® CORPORATION**

Dept. AB-12, Box 777, Chicago 90, Ill.

Please send me a complete description of Masonite Peg-Board panels and fixtures and suggestions for their use.

Name............

Firm.............

Address...........

City..............

County...........

State...........

Zone...........

Visit our display—BOOTH 247
CONRAD HILTON HOTEL
and see why
SONOAIRDUCK
FIBRE DUCT
Saves TIME! Saves MONEY! Saves LABOR!

For Perimeter Heating

27 SIZES
2" TO 36" I.D.

SONOAIRDUCK was specifically designed for use in loop, radial and lateral slab-on-ground heating systems. Widely used and approved by builders all over the country. This light weight duct comes in 27 sizes—2" to 36" I.D., up to 24' long or longer on special order.

SONOAIRDUCK-XP is available for installation in attic and crawl space.

Write for Complete Details and Prices

new products

WINDOW SURROUND AB125309
New redwood surround for the manufacturer's "Best-Vent" aluminum windows is designed especially for drywall or gypsum lath construction. It provides wood return, interior and exterior trim, the sill and stool in one complete package. Shipped knocked-down, the surround may be completely caulked and assembled on the job, even by inexperienced help, in less than three minutes. Individual sections are so designed that incorrect assembly is impossible. Per-Fit Products Corp., Dept. AB, 1205 E. 52nd St., Indianapolis 3, Ind.

CYLINDRICAL LOCKSETS AB125302
Standard-duty cylindrical locksets offer such features as ball bearing latch bolt retractors, dual bearings to prevent knobs from wobbling and concealed attaching screws and knob retainers. Locks are furnished in all functions normally required for light commercial and residential building. Installation is self-aligning and requires the drilling of only two standard-size holes in the door and a shallow mortise for the face plate. Locks are fully reversible and adjustable for doors 1 1/2 to 1 3/4 inches thick. They can be master-keyed with other cylinder locks made by the manufacturer.

Auxiliary items in the line include king-size rose plates, backset extension units, rabbeted fronts and strikes, knobs for working or dummy trim, etc. P. & F. Corbin Division, The American Hardware Corp., Dept. AB, 67 Park Ave., New Britain, Conn.
It Telescopes to Exact Wall Thickness

LEVELALL

I CAN DO THE WORK OF TWO MEN AND A TRANSIT!

Any workman can handle any leveling job with 100% accuracy ... and do it speedily and easily, all by himself.

For LEVELALL is a 75' transparent plastic tube with shut-off valves, mounting brackets and filled with a special anti-freeze liquid. And here's how it works:

fasten tube brackets to forms, batter-boards, etc., snap jets into tubes, open the valves and the liquid gives two accurately level points. The job is level ... no doubt about it.

LEVELALL is an investment, a time-saving, cost-saving precision instrument at the extraordinarily low cost of only $12.95.

Start leveling your costs by sending for "On the Level," a free booklet aimed to help solve your leveling headaches ... or ask us to send your LEVELALL postpaid immediately.

Money-back satisfaction guaranteed. Dealer inquiries welcome.

LEVELALL, 63 N. Webster St., Rockland, Mass.

[Please send free booklet, "On the Level." Mail me Deluxe LEVELALL at $12.95 Regular 50' model at $9.95 Ship postpaid full price enclosed.

Name
Street
City Zone State

(50) [In Canada, prices slightly higher; write LEVELALL, INC., 5465 Decarie Blvd., Montreal, Que.)
new products

DIAMOND BLADE CUTTERS AB125315
Diamond blades are now available in a specification suited for the cutting of such materials as concrete block, pumice block, soft tiles and certain refractory materials. Formerly diamond blades were recommended only for cutting hard, vitreous materials, but through the development of new metal alloy bonds that retain the diamond particles, an entire new range of softer masonry materials can now be cut economically.

The higher initial cost of diamond blades is claimed by the manufacturer to be offset by their longer cutting life and faster cutting action. Actual laboratory tests reveal the following cutting speeds for diamond blades when used on a manufacturer's Model HD wet cutting masonry saw: glazed tile, 17 seconds; face brick, five seconds; glass block, eight seconds. Clipper Manufacturing Co., Dept. AB, Suite 601, 2800 Warwick St., Kansas City 8, Mo.

SLIDING DOOR CUSHIONS AB125311
These door cushions are said to make sliding doors quieter, safer and more convenient to operate. They are easily attached to the back of by-passing sliding doors such as in cabinets and wardrobes. They absorb shock and prevent slam when doors are pushed against jambs. They limit sliding action of doors to protect fingers from getting pinched in flush pulls.

The cushions are made in two pieces—a cadmium plated steel strap and a resilient rubber cushion. The strap clamps over the rubber which is adjustable after installation to provide good cushioning action. Sterling Hardware Mfg. Co., Dept. AB, 2345 W. Nelson St., Chicago 18, Ill.

VENTILATING HOOD AB125313
This kitchen ventilating hood is available in stock sizes to fit standard 36-, 39-, 42- and 48-inch cabinets. The hood fits low over the range and traps cooking by-products at their source, thus increasing the efficiency of the exhaust blower unit by reducing the effective ventilating area. With the hood in close proximity over the cooking top, the range is enclosed in a wall of moving air and the ventilated area remains the same regardless of the kitchen size.

Lights and switches are located under the nose of the hood and are prewired to one built-in pull box. Cabinets over the stove conceal the twin-wheel blower unit and vent, permitting a more symmetrical kitchen design. Aluminum foil filter prevents grease accumulation in blower and vent. Stantony Corp., Dept. AB, 2305 W. Alameda Ave., Burbank, Calif.

DOOR CHIME-PEEPHOLE AB125322
Combination double note non-electric door chime actuated by a mechanical push button, with a one-way mirror peephole, permits the resident to observe who is calling without being seen. The metal escutcheon plate containing the push button and one-way mirror mounts on the outside of the door; the chime unit (6½ x 3½ x 2 inches) mounts directly behind it on the inside of the door and connects to the push button. By control of a small shutter on the chime enclosure, the resident can see who is at the door without being observed.

The unit fits any specified door thickness. Instructions and a door drilling template are supplied. Standard finish of the escutcheon plate is polished brass and that of the chime unit, ivory enamel. Auth Electric Co., Inc., Dept. AB, 34-20 45th St., Long Island City 1, N.Y.

FOLDING DOORS AB125314
Supplied in eight standard pastel enamel colors or a natural finish, the Veni-Flex folding door offers many practical applications and is said to be particularly suitable to modern compact homes or apartments where space-saving is a first consideration. The door is also effective as a room divider, closet or room closure, kitchenette or in-a-door bed closure. It is constructed of basswood slats woven with seine twine. All hardware is supplied and door comes completely finished.

The unit is inexpensive to install because the opening in which it is to be used can be Sheetrock or plaster-finished, eliminating wood trim. No floor track is necessary, so installation can be completed in minutes by mounting the overhead track and fastening one edge of the door to wall or jamb. Consolidated Venetian Blind Co., Dept. AB, 2401 Nicholson St., Houston 8, Texas.

USE THIS COUPON FOR MORE INFORMATION ON NEW PRODUCTS AND CATALOGS IN THIS ISSUE

Save Time—Just Insert Key Numbers and Mail To:
American Builder, 79 W. Monroe Street, Chicago 3, Illinois

Name
Address
City
State

Please indicate whether you are
Builder ( ) Dealer or Distributor ( ) Other ( )

When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder.

AMERICAN BUILDER
Long-Bell’s Modern 20 Plants provide dependable service on your lumber needs, wherever you are! Leading retailers, distributors and industrial users have learned over the past 78 years to count on Long-Bell... to “Look to Long-Bell” for the kind of lumber and wood products that pay off in a more profitable operation!

Long-Bell’s Resources... from timber stands in seven states to 20 efficiently-operated plants... make up a single, reliable source of supply! That’s why you’re sure of fast delivery on the products you want when you order from a Long-Bell representative. Call him today!

From 20 Modern Plants, Long-Bell dependably Supplies these Quality Wood Products:

- West Coast Fir
- West Coast Hemlock and Cedar
- Ponderosa Pine
- Douglas and White Fir
- Timber Fabrication
- Mill Work & Factory Products
- Oak Flooring
- Southern Pine and Hardwoods
- Treated Products
- Plywood

AVAILABLE TO THE TRADE free!

Use of Long-Bell’s 31-Minute 16 MM Sound Picture, "FROM TREE TO TRADE".

Showing the complete story in full, natural color of lumber manufacturing from forest to finished product. Available to the trade on request!

The Long-Bell Lumber Company

Established 1875 — Kansas City 6, Mo.

LONG-BELL DIVISIONAL OFFICES

EASTERN DIVISION — KANSAS CITY, MO.  WESTERN DIVISION — LONGVIEW, WASH.

DECEMBER 1953
Door
Canopies
the sensational new
CANOPY made of sturdy
rustproofed STEEL!

- STRONGEST BY FAR!
- HARMONIOUS IN DESIGN—
  THEY LOOK LIKE AN INTEGRAL
  PART OF THE HOUSE
- LOWEST IN PRICE — BECAUSE
  OF QUANTITY PRODUCTION

A REAL PROFIT ITEM!
Packaged—for over the
counter sale. Easily installed
by the purchaser.
A sample hung in your
show room will start a chain
reaction of sales.

Write at once or just clip
this advertisement to your
letterhead.
Prices, liberal discounts
and complete merchandis-
ing suggestions will be
sent promptly.

THE TROY SUNSHADE CO., TROY, OHIO

THE OLDEST AND LARGEST
MANUFACTURERS OF SUN CONTROL PRODUCTS

D-107
these fireplaces
fit the
modified contemporary

In the contemporary-styled house with its open plan, low ceilings, and exposed ceiling-beams, the fireplace is usually increased in width. This is because the lack of restraining partitions creates the illusion of depth in a room size. If the fireplace is located on a side wall, surface materials such as brick or stone can extend across the front for quite a distance. If placed on an end wall, and the depth of the room is sufficient, the fireplace can extend the entire width of the wall.

Two examples of such fireplaces are well illustrated in the photographs on the opposite page.

In the top photograph a side wall arrangement is shown. A wood surround, which projects 11 inches from the wall surface, provides a frame for the Roman brick front laid up in a stacked pattern. The finished surface of hearth, which is approximately two inches above the floor level, is flush with brick face of fireplace.

In the bottom photograph an end wall arrangement is shown, with the slump brick surface of the fireplace extending to the side walls. In this case the hearth is raised two bricks above the finished floor of the room and is flush with the adjoining brick wall. Added depth is given to the fireplace opening to compensate for the lack of an extended hearth.

The over-mantel (area above the fireplace opening to the ceiling) is faced with chip-board extending six inches out from the face of slump brick. The overhang at top of brick provides an interesting shadow line. This chip-board, which is two feet wide, is held in place by a metal T-divider.
How to Offer Low Cost Housing!
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. Operate 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-polel and flush types; hardwood doors in flush type 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.

BUILDERS... GET YOUR FREE COPY OF THE SUN-SASH LOUVRED WINDOW BOOKLET!
50 WINDOW IDEAS
Louvered window idea booklet illustrates clever room settings with 50 practical ways to use SUN-SASH. Mail coupon below for free copy and literature today!

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Please send me FREE booklet on SUN-SASH

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Address__________________________
City_____________________Zone____State____

No. G-50 recessed store front for shopping comfort

Features that stress comfort and convenience for the public are a mark of excellence in today's modern store building.

In this new store building erected on the south side of Chicago, the splayed position of the store front together with an angular canopy make possible a large overhang, where the shopper and the window shopper are protected from the elements. This type of front can also be adapted to the remodeling of old and existing store buildings.

The position of the partitions between the stores and the pre-established 7-foot depth from in front of the deepest recessed door frame to edge of canopy, determined the two angles of the store front. That these angles are not equal adds interest to the design.

The soffit of the exposed canopy and recess is rough-cast plaster over a metal lath base. The ceiling of the store, which is on a line with the finished soffit, is covered with acoustical tile.

No attempt is made to conceal the artificial light units in ceiling, or to establish a bulkhead at floor line for the display of articles. The glass front is literally extended from the floor to the ceiling with a metal store front mould and stop at top, and a metal store front unit and six inch channel at floor line for support. Thus, bullet-shaped metal lamps secured to the ceiling are used for lighting and the entire floor of the store becomes a show window.

The splayed area above the extended canopy is faced with mosaic tile held in place with a base of metal lath and cement. A 2x6 laid flat across the top, and secured to wood framing in back of tile, forms the base for a 4-inch vertical, stainless steel coping. This member projects from wall to form drip. Top of canopy is metal lined.
AMERICAN BUILDER'S STORE FRONT DETAILS

Detailed by K. Roderick O'Neal, A.I.A. for American Builder
Designed by Elmer C. Carlson and Associates, Architects, Chicago, Ill.

NO. 6-50 RECESSED FRONT...

Plan...

Section...

Elevation...
Coated optics give you this — not this.

with a White Universal Level-Transit

Here's what coated optics do for you. You can put in a full day without eyestrain or headache. There's less chance for a mis-reading. You get a clear, sharp sight — not a fuzzy image. What's more, you get your reading in far less time. Check this diagram. See for yourself how coated optics pass through up to 40% more light, provide a clearer image contrast.

And there's more!

White Universal Level-Transits also offer you internal focusing, guarded vertical arc and ball bearing race which insures smooth operation, even in sub-zero temperatures. Check one out on your next trip. You'll soon be convinced a White can make your work faster, easier, more accurate. . . Write for Bulletin 1053.

T-S-P

How a California builder is launching a trade-in plan

The Liberty Building Company has built 475 houses in its Kellogg Park tract in Pomona, California, and plans to start another unit of 650 shortly. The present homes sell at one price, $14,950, under a conventional loan of $10,500 (18 1/2 years at 5 1/2 per cent), so require down payments of $3,450.

In recent months it has become clear to the company that many of its logical prospects do not have sufficient cash for the down payment. So the builder has introduced the trade-in selling was certainly an answer to their problem.

Liberty's approach to trade-in selling works like this:

Salesmen do not get into any detailed discussion of the trade-sell plan until the prospect has shown positive interest in Kellogg Park by picking out a model and a lot. This avoids sending out company appraisers on deals which may very likely never materialize. But if the prospect is in earnest and needs the trade-sell arrangement to see him through, the salesman is then at liberty to fill out the form reproduced here (page 160).

At this stage of the game, the prospect does not sign any papers, but he does reveal the price he paid for his present home. He is told that an appraiser from Liberty will inspect his house and discuss with him (Continued on page 158)
NEW PRODUCT

COMPLETE NEW HEATING UNIT

combines "kitchen appliance" beauty with "code boiler" dependability . . . offers easier installation and servicing

Here's a boiler that fits into modern — or remodeled — homes as easily as today's kitchen appliances. It's the Spencer Suburban, a ready-to-install unit for today's basementless homes. It also makes boiler location in older homes much more flexible.

Here's why: The Suburban fits in anywhere. It's compact. It can be set right on a wooden floor — requires no special base. It's so beautiful there's no need to hide it. Completely enclosed in a gleaming white beauty jacket, it rivals kitchen appliances or modern laundry equipment in attractiveness. Connections easily concealed.

Easier to install, just hook up electrical connections, oil and water lines and smoke pipe. That's all.

Easy to service, readily removed plate on top makes all fire tubes easily accessible. No need to disturb jacket or smoke pipe when cleaning. Controls and all working parts can be reached from the front for easier servicing.

Conforms to ASME and SBI Code, the newest member of Spencer's Complete Line, like all Spencer products, conforms to ASME and SBI codes.

510 Sq. Ft. Net SBI Water Rating SBI Dimensions — Only 21 1/2" x 32 1/2" x 56"
A Profitable Tool with Many Uses!

HERE'S why owners of the improved Barco Gasoline Hammer are enthusiastically acclaiming it as "A Profitable Tool With Many Uses!"

- Versatile! Use it for Pavement Breaking... Cutting... Digging... Rock Drilling... Frost Breaking... Rod Driving. Ideal for general utility, standby, and emergency service.
- One man operation. No compressor needed. Easy to take to any location.
- New ignition system—quick, easy starting.
- Quick disconnect at handle for battery cable. Thumb controlled switch.
- Powerful, rugged; up to 1550 strokes per minute.
- Economical! Low first cost, low operating expense, low maintenance expense. Quickly pays for itself.

ASK FOR A DEMONSTRATION—See for yourself—ask for our nearest distributor.

BARCO MFG. CO.
523N Hough St.
Barrington, Illinois
A Chicago Suburb

California builder's trade-in plan

(Continued from page 156)

the value to be placed on it for trade-sell purposes.

The appraiser makes a complete inspection and comes to a conclusion on the price at which he feels the house can be quickly sold. If this price is less than the owner thinks he should get, the appraiser discusses the situation with the owner. At this point about 30 to 35 per cent of the sales are washed out, since many owners will not accept realistic estimates of the market value of their present homes.

If the price which the owner asks for his present house is acceptable to Liberty's appraiser, then a sales contract on the new house is entered into. This is a standard form of contract, onto which the builder adds the following provision: "This sale is subject to the sale of home at ———— within 30 days from date."

If the old house is not sold within 30 days, the Liberty salesman again sits down with the customer and discusses Part 2 of the trade-sell plan—Liberty's actual purchase of the old house. The appraiser determines a price at which the builder will buy from the owner. Activity on the house during the first 30 days usually is a big help in determining this price. If the owner agrees to accept Liberty's offer, he has bought a new house in Kellogg Park. If he

(Continued on page 160)
ANSWERS  

to these questions take the guesswork out of SLIDING DOOR INSTALLATIONS

Q What are the advantages of center mounting and 8 wheels per door?

A Hangers that are center mounted support door weight in a true vertical position, relieving stress or pressure against door guides or frame. Hangers providing eight nylon wheels per door distribute weight more evenly over track, providing extremely quiet, effortless operation. Only custom Kennatrack offers these two highly desirable features.

Q When should adjustable hangers be used?

A Whenever headroom is sufficient. Vertical adjustment permits easy alignment of door to jamb. Readjustments are easy to make if settling and other changes occur. Kennatrack also offers non-adjustable hangers of exclusive design for use where extra strength and neatness are desired, or where headroom is limited to one inch. This type is highly desirable where plywood doors are used.

Q Why should a steel frame be used for all pocket door installations?

A To avoid costly as well as frequent troubles caused by warping of wood frames. An exclusive development of Kennatrack Corporation, "Kennaframe" is the steel frame that completely eliminates this danger. Easy to install, and with center mounted 8-wheel hangers for smoothest performance, "Kennaframe" is widely used for 2 x 4 wall installations. Any type of wall material or trim may be applied. Doors can't possibly bind if this prefabricated steel frame is used.

Q Can millwork be eliminated?

A Using Kennatrack hardware, the need for millwork has been eliminated for practically all installations. Complete packaged sets include versatile molded nylon guides that eliminate need of saw kerfs for doors of all thicknesses.

Q How can I be sure the right track is used?

A Selection of the right track for a specific installation is highly important. Reference to the Kennatrack Buyer's Guide takes all the guesswork out of selecting the right hardware. An easy-to-follow index leads to complete descriptive information, scaled detail drawings and architects specifications for each series. Write today for your free copy.

KENNATRACK CORPORATION, ELKHART, IND.
DECEMBER 1953

Eliminate Slow, Wasteful Drilling for anchorage to brick, tile concrete, steel

AND CUT LABOR COSTS ON EVERY JOB

Installing furring strips, metal cabinets and insulation hangers on concrete or masonry walls need not be an expensive problem for you. Today you can eliminate the slow, wasteful job of drilling for anchorage...with Gemco products, and cut labor costs substantially on residential, commercial and industrial buildings. Here are the items which will assure the fast, simple installation so important to you:

GEMCO ANCHOR NAILS
...for installing furring strips, plaster grounds, carpet strips, etc. Fastened to surface with Tuff-Bond adhesive, they have ample strength to hold reasonable sidewall loads in place securely. Easy to install, anchoring is safe, sure, permanent.

GEMCO ANCHOR BOLTS
...for quick, easy installation of metal cabinets, outlet boxes, dispensers, mailboxes, etc., on concrete, brick, steel, hollow tile, gypsum tile. No drilling or welding.

GEMCO Insulation Hangers
...ideal for installing batt-type insulation on concrete, brick, or metal. Many man-hours saved over welding of wires or installing mechanical fasteners.

Other Goodloe E. Moore, Incorporated, products:
TUFF-BOND outstanding, water... stick almost anything to anything!
TUFF-TRED Safety Stair Nosing... for protecting any type stair steps from wear, improving the safety factor, maintaining and restoring stairway beauty.

A few choice distributorships and dealerships are available. Write, 'phone or wire...

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INCORPORATED
DANVILLE, ILLINOIS

In Canada: W. D. ELMSLIE, Ltd.
409 Notre Dame St., West, Montreal 11, Quebec
California builder's trade-in plan

When the prospect has reached the point of selecting a model and lot in the builder's tract, the salesman fills in this form which is then passed along to the builder's appraiser. This is the only special form used in Liberty's trade-sell plan.

When a house is accepted under the trade-sell plan, Liberty lists it with a broker in the area and the broker earns 60 per cent of the full commission (5 per cent) if he sells it. Since Liberty has a brokerage department, they naturally reserve the right to sell the house themselves, and if they do sell it no commission is paid to the cooperating broker.

Liberty absorbs the sales commission and also escrow expense on the sale of the old house.

If the builder actually buys the old house, he may remodel it in order to make it more salable. If this is the case, he adds the cost of the remodeling and also the escrow expense and the broker's commission. Liberty will not accept a house in trade unless the owner's equity is $2,000 or more. If his equity is more than the $3,450 required for down payment on the new house, he must agree to put the whole amount into the purchase price of the new house. If, however, his equity is the minimum $2,000, Liberty will sell the old house, apply the $2,000 and then take back a second mortgage for the balance of $1,450.

"Knock off, boys, can't get a permit, the building will have too much of an 'H' shape!"
Thermopane resulted in savings on both initial cost and operational cost of heating and air conditioning.

Thermopane cuts air-conditioning as well as heating costs

People want economical heating and air conditioning. They also want the big window areas they’ve become accustomed to. Insulation without isolation.

You can give it to them with the help of Thermopane* insulating glass.

Architect Everett V. Welch of Dallas, Texas, used Thermopane in an air-conditioned house in Dallas (shown above). He says: “This resulted in savings on both heating and air conditioning, first from the standpoint of initial cost and second, in operational cost.”

And look at the size of those windows! Note, too, the shaded strip due to a sufficient overhang.

Here’s what the National Warm Air Heating & Air Conditioning Association says: “Insulation and double glazing are desirable”. It goes on to say that this “may allow the use of the next smaller horsepower cooling unit with its corresponding saving in equipment and operating cost”. TO RECAP: Thermopane insulating glass reduces heat loss in winter, heat gain in summer. It is permanent insulation, just as the other insulation in the building is permanent. Nothing to put up and take down. No extra maintenance or washing. Thermopane is made to order for modern heating and air conditioning. And it is available in virtually any type, style or size of window. *®

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Libbey-Owens-Ford Glass Company
3123 Nicholas Blvd., Toledo 3, Ohio
Please send immediately my free copy of “Glazing the Air-Conditioned Home”. Also send complete information on types and sizes of Thermopane and the kinds of sash in which it is available.

Name ____________________________ Please Print ____________________________
Address ____________________________ ____________________________
City ____________________________ Zone ______ State ______
how to roof a terrace with translucent panels

While the translucent structural panels illustrated in this article have many uses and can be applied both on the interior and the exterior of a building, in this case they are considered for use only as a covering for an outdoor terrace.

The translucent panels are applied directly to the wood framing of the roof. These members are left exposed below. The framework of rafters and intermediate braces should be of a size to carry the span and support a possible snow load.

The center-to-center spacing of rafters should be equal to the “coverage” width of the panel sheet so that the sheet lap coincides with the rafter spacing. Intermediate bracing is spaced 48 inches apart or less. Roof should slope at least one inch in twelve inches for drainage.

To apply, begin by laying the sheets at the side away from the usual wind direction, so the open edge is turned away from a driving rain. Roofing sheets will have one edge turned up and one down: the lap should be one and one-half corrugations with underside edge turned up.

Drill the sheet at the nail or screw location to avoid crazing around the puncture. An ordinary twist drill is recommended. Round head or binding head screws, screw nails, or common nails are used, with screw nails recommended. The fasteners can be made self-sealing by fitting them with neoprene washers.

Sheets are fastened along headers and cross bracing at every third corrugation. The side laps of sheets are fastened every 24 inches along each joist and rafter.

A bead of clear mastic under the edge of each lap prevents an accumulation of dirt in this area and provides for greater weather protection. Aluminum flashings, which are preferred, should be placed along the juncture of the ends and sides of sheets where they come in contact with the walls of the house.
Insulation for winter warmth and fuel conservation can be more efficient and also provide coolness and comfort in summer. It can reduce original and operating costs of air-cooling equipment as well as heating plants. A building really shielded from the summer sun's radiation is considerably cooler, not only by day, but also at night. Protected against winter heat loss and fuel waste, it warms up faster when there is no great mass of insulating material which also requires heating.

Choosing insulation should be a scientific selection based on physical needs, financial considerations...and performance. Readily available tables show the heat ray absorptivities, reflectivities, and emissivities of the different materials; their permanency, permeability to water vapor, and to what extent they foster or retard destructive condensation. Laboratory reports of the thermal factors should be obtained.

Gold, silver and aluminum sheets have the highest ratings as vapor barriers and reflectors of radiant heat. But aluminum may be had at a very low cost in the form of multiple accordion sheets which automatically create reflective air spaces and surfaces when installed.

Multiple accordion aluminum has high reflectivity (97%) and low emissivity (3%) for heat rays; low conduction because of preponderant air spaces of slight density. Its aluminum and fiber layers retard convection.

The aluminum sheets are long, continuous, and impervious to water vapor. Infiltration under flat, stapled flanges is slight. The scientific construction of multiple layers of accordion aluminum, fiber, and air spaces minimizes condensation formation on or within this type of insulation. Its slight mass has little heat storage capacity.

An improved multiple accordion aluminum, now on the market as Infra Insulation, Types 6-Si and 4-Si gives the entire area between joists, including the edges, maximum protection against heat loss and condensation formation. Send coupon for free sample.

*U.S. Patent Applied For

<table>
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<tr>
<th>COST OF INFRA INSULATION INSTALLED</th>
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<td>in new construction between wood joists, material with labor,</td>
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<tr>
<td>Type 6-Si under 9½¢ sq. ft.</td>
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<tr>
<td>Type 4-Si under 7½¢ sq. ft.</td>
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DECEMBER 1953
NS trends with tested metal building products to Ceco to improve on.
There's one sure way for the "Sold" sign to go up quicker—and that is to offer proved advantages in the homes you build. Prospective home owners want the new but they don't want the "Untried Experiment."

Before Ceco products are offered to the building industry, they must pass rigorous tests in the field... must "make good," time after time, under actual living conditions.

For we at Ceco do not aspire to be first just to be first. Instead we prefer to observe developments with studied care... to present new products when we can proudly say—"Here is a Ceco tested and improved design... the finest of its kind... a product you can use with assurance it will perform as intended."

Here are 4 new improved Ceco Trend-Tested Products...

Ceco Intermediate Windows: Exactness in design, assuring the just-right window is the "Trend Feature" here. 1 1/4" steel bars provide strength with economy. Commodity sizes of projected types are available from warehouses.

Ceco Standardized Hollow Metal Doors: Pin-Point Precision in matching hardware to doors is the "Trend Feature" here in the broadest line ever offered, with doors and hardware made for each other and supplied by one responsible source.

Ceco Sterling Aluminum Projected Windows: Functional simplicity is the "Trend Feature" in this newest Ceco product. Framing members have simple lines that blend with modern motifs... hardware is in keeping with functional thinking.

Ceco Sterling 3-in-1 Aluminum Windows: Metal Prime window, storm window and screen combine for versatility as a "Trend Feature" of this Ceco creation. Self-storing screens and storm windows take the work out of seasonal changing.
how would you do it?

ideas for the man on the job

When it is necessary to bore holes of a certain depth in wood, a bit gauge is not always at hand. To remedy the situation, measure the depth desired and file a small mark on the outer edge of the bit flutes. If a file is not available, use a chalk or pencil mark. Chalk or pencil marks are not recommended, however, especially where a series of the same depth are to be bored.—G. A. Heffelfinger, Lehighton, Pa.

make your own bit gauge

Fasten a piece of old inner tube to the top of your step ladder as shown. The fastened piece of inner tube secures tools being used on the job. The danger of falling tools is reduced and both hands are free to move the ladder when necessary without having to pick up the tools each time the ladder is moved.—A. Springman, Montoursville, Pa.

fasten tools for safety

When it is necessary to bore holes of a certain depth in wood, a bit gauge is not always at hand. To remedy the situation, measure the depth desired and file a small mark on the outer edge of the bit flutes. If a file is not available, use a chalk or pencil mark. Chalk or pencil marks are not recommended, however, especially where a series of the same depth are to be bored.—G. A. Heffelfinger, Lehighton, Pa.

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metal covering for barn door track

Nail 2x8 over sheathing. Cover 2x8 with metal as shown. Hang track over metal. Then attach metal bonnet over track. Lap finish siding over bonnet for watertight construction. In this case, corrugated sheet metal is used as siding. Naturally, any adequate siding might be used.—F. W. Gruber, Lindsay, Texas.
Completely new—the most powerful, finest performing, best-looking Advance-Design trucks ever built!

Here's America's greatest truck builder's latest and greatest truck! Here's the brand-new line of Chevrolet Advance-Design trucks for 1954!

You'll find they're packed with great new features... loaded with big new advantages that mean faster, more efficient service and lower operating costs on your job.

**NEW POWER AND ECONOMY**


**NEW RUGGEDNESS AND RELIABILITY**

Heavier axle shafts on 2-ton models. Bigger, more durable clutches on light- and heavy-duty models. Stronger, more rigid frames on all models. New pickup and stake bodies are built to stand the roughest going and to keep coming back for more—and they give you greater load space for '54!

**NEW COMFORT AND CONVENIENCE**

New Comfortmaster cab provides increased visibility with new one-piece curved windshield. New Ride Control Seat* brings you extra driver comfort. New truck Hydra-Matic transmission* offers the last word in no-shift driving ease. Available not only on ½- and ¾-ton Chevrolet trucks, but on 1-ton models, too!

Plan to see the completely new '54 Chevrolet trucks, and get the whole money-saving story at your Chevrolet dealer's now... Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost. Ride Control Seat is standard on C.O.E. models, available on all other cab models as extra equipment. Rear corner windows in standard cab, optional at extra cost.
CONTRACTORS, MAINTENANCE MEN

Here is the saw designed for you!

U.S. PAT. No. 2,631,619

Here is the saw designed for you!

A FULL 360° SWIVEL ACTION

A "lifetime" tool with built-in blower, ball and roller bearings, sealed lubrication, etc. Safe—(two-handed operation required). 360° swivel action for maximum versatility. Blades to cut everything including stainless steel. Fits your present 1/4" heavy-duty drill.

RCS TOOL SALES CORPORATION
JOLIET, ILLINOIS

Gentlemen:
Please send us Bulletin L-17 and the name of the nearest Super-Saw distributor.

Name
Address
City   Zone   State

how would you do it?

ideas for the man on the job

for a clothespole base

Take a 30-inch length of 1 1/2-inch galvanized pipe and weld to a 1/4-inch thick 3-inch square metal base. Sink this unit into the earth. Place the top of the pipe level with the grade line so that it will not interfere with the mowing of grass. The base plate should contain a hole in its center to allow for drainage. The result is a very convenient clothespole base, especially if the umbrella-type of washline is desired—H. W. Greiner, Landisville, Pa.

for clean-cut veneer or plywood

Use a sharp knife. Make a surface cut along the proposed line to be sawed. This will prevent the work from splintering as you saw it.—L. G. Frey, Mesa, Ariz.

to fit a threshold to a door—

First fit the sides and top of the door. Then hang the door. Take the piece of threshold to be fitted and place it on the finished flooring at right angles to the face of the door.

Mark the door three times: once at each end of the door and once in the center. Remove the door. Join the three marks as a straight line. Cut door along this line. If floor line is not level, the door will fit nevertheless.
—C. E. Chubb, San Fernando, Calif.
to install frames for barn sash—

Use 2x2-inch stock for casings and header. Sill is made of 2x6-inch lumber. Since the usual spacing of studs for barns is 24 inches o.c., cut both sill and header at two feet. Sill is then cut to fit between studs allowing for ½-inch lugs on each end on which 2x2 casings will rest. Nail casings and header to 2x4's with 16d nails. Half of the width of the casings rests on the stud. The remaining half of each casing projects to form a stop for window sash. Bevel the 2x2-inch header at the top for better drainage. Cover it with flashing and carry it up on the studs for a few inches. The remaining half of the stud not covered by the casings is used to nail on siding.—E. J. Gerritsma, Sioux Center, Iowa.

how to apply weatherstripping

Roll or gasket-type weatherstripping looks better and will be more effective if you fasten it to jamb with a wooden strip 5/16 x 3/4 inches in size. The wooden strip should have a ½-inch-deep kerf in the center to fit the nailing flange of the weatherstrip. Place nails so that both wooden strip and flange of the weatherstrip are secured at the same time.—R. A. Jarvis, Swanton, Vt.
Before remodeling, floor plan shows few closets, poor circulation. It was necessary to go through two bedrooms to reach stairway to second floor. Front bedroom is isolated from rest of house.

Living room wing was opened to the south with a picture window. Addition to the living room is sheathed with 3/8-inch structural plywood.

here's how an old

Major step in remodeling, extended living room wall so it runs flush with bedroom wing. Raised roof to create better proportion with rest of building.

Old shingles were removed and structural plywood laid down over old roof deck as a solid base for new shingles.

Shingle wedges were placed at nailing joints as solid base for wide-lapped 3-inch plywood siding that carries out the horizontal effect of the new design.

South elevation before remodeling. Part of home was built 100 years ago. Roof levels indicate later additions.
farmhouse got a PLYWOOD FACELIFTING

OLD HOUSES need not die. Intelligent planning and modern building materials can make an old house with sound structural parts into a comfortable, convenient and efficient place in which to live. This was the experience of Mr. and Mrs. Max Deem when they remodeled their old farmhouse located near Tuscola, Illinois.

The remodeling of the Deem place was developed as a demonstration project with the combined efforts of the owners, state and county farm extension leaders and with the extensive use of plywood.

Before work began, the home in which the Deems were living was a typical old-fashioned farmhouse. It had few of the advantages of today’s modern farm home design. Previous owners had added to the original structure twice. And although the additions served a purpose at the time, the final result was an inefficient floor plan. In appearance, the parts of the house were out of harmony with the whole.

Although the home needed repairs, its structural parts were solid. The Deems were able, with the advice of Douglas county farm and home advisers and extension experts from the College of Agriculture of the University of Illinois, to add here and build there in such a way that the old home, while its structural members are the same, is scarcely recognizable.

Here is what they did. It was seen that very few wall changes would be necessary. Working from the top down and the inside out, the Deems laid a plywood deck over the old roof. They extended the second story above the old front room. By cantilevering the floor beyond the bedroom wing, they wound up with more room for the landing of the altered stairway. The second floor became a spacious recreation room, kitchenette and bedroom.

The bedrooms were large enough to accommodate new closets. The Deems also gained new linen, bathroom and work-clothes closets—something that most farmhouses never have enough of.

An awkward outside pocket was filled in to gain a bathroom. This got rid of a couple of outside corners at the same time. The bathroom’s location makes it accessible—by way of the hall—from every room in the house except the dining room. Its position, near the kitchen plumbing, is economical too.

Wide-lapped plywood siding, the

(Continued on page 172)
NEW POWERNAIL SPEEDS PRODUCTION

Use This Machine to:

- Nail T&G Flooring
- Draw Strips Tight
- Drive all nails 45°
- Expand Production
- Nail & Set One Blow

Hardwood flooring can now be laid better, in a fraction of the time formerly required! The NEW POWERNAIL Model 145 cuts nailing time up to 60%. No more wasted nails or tedious hand setting. The POWERNAIL magazine holds 100 nailing cleats.

POWERNAIL eliminates split tongues, cupping, warping and reduces surface marring and erratic nailing. Can't rust, clog or jam. Built for long dependable service.

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GET HIGH EARLY STRENGTH CONCRETE PRODUCTS with Standard Cement plus SOLVAY CALCIUM CHLORIDE

- Provides Additional Cold Weather Protection!
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Send for FREE Book Containing Full Details

"The Effects of Calcium Chloride on Portland Cement" is yours for the asking—at no cost or obligation!

Address all requests for FREE BOOK and inquiries to:

SOLVAY PROCESS DIVISION
ALLIED CHEMICAL & DYE CORPORATION
61 Broadway, New York 6, N. Y.

old farmhouse gets PLYWOOD

Remodeled kitchen eliminates unnecessary doors, makes work areas more compact, is a colorful, pleasant place for working

Kitchen, before remodeling. lacked adequate storage space. Wall space was interrupted by many doors

Wide-lapped plywood siding was applied directly to old section of house over drop siding; new dormers add light and ventilation

SOLVAY CALCIUM CHLORIDE
Hardwood plywood parquet squares were applied to 2x4 framework. Open areas were backed with strips of same material.

(Continued from page 171)

overhang of the second floor over the bedroom wing, the new addition to the living room with its new gable roof—all accentuate horizontal lines and give the exterior parts of the house a sense of unity. The renovated interior gives its owners a feeling that they have a new home.

The Deem house is typical of the many farm homes and the many urban dwellings throughout the nation that are structurally sound, but are in need of remodeling to bring them up to modern living standards.

customers go for the space-saving features of MODERNFOLD

builders Maurice Fishman and Fred Kromer

Precision Housing Corporation's popular Ridgewood Park Subdivision, Parma Heights, Ohio, has been cited by NAHB, Life Magazine, Architectural Forum, and Revere Quality House Institute for the ingenuity, originality, soundness of design and construction of its homes. Buyers, too, have been quick to appreciate the outstanding features of these homes—125 of them include the use of "Modernfold" doors rather than conventional swinging doors on all interior openings. Note here how "Modernfold" doors give buyers more usable floor and wall space in every room.

"Modernfold" doors save installation time, too. They can be installed in 15 minutes or less—complete. No planing, fitting, no extra trim or additional hardware is needed. You save labor, save materials—and add sales appeal to your homes when you install "Modernfold" doors.

For full details see our installing distributor—listed under "doors" in your city classified directory. Or clip coupon.

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in Canada:
"Modernfold" Doors
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Sold and Serviced Nationally

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New Castle, Indiana

Please send me full details on "Modernfold" doors.

Name.................................................................

Address..............................................................

City.....................................................County.....State..

DECEMBER 1953
Here is a window that combines every major awning window improvement made during the past five years, developed to meet the growing demand of home builders for a high-quality, high-performance awning-type window.

**COMPLETELY WEATHERSTRIPPED**

**FEATURES**

- **HEAVY GAUGE EXTRUDED ALUMINUM CONSTRUCTION**
  Frame section 635-T5 with depth 2 1/8". This gives Air-Vue tremendous rigidity and strength.

- **QUICK, EASY INSTALLATION**
  Simply tighten 4 screws in ready-made frame b conce holes for quick installation.

- **DESIGNED FOR INTERCHANGEABLE SCREEN AND STORM SASH**

- **SHIPPED COMPLETE**
  Built-in operator may be quickly removed. No extra parts—no adjustments necessary. Saves labor costs.

- **CONCEALED HARDWARE**
  Housing keeps grit and dirt out, yet parts are readily accessible for proper maintenance.

**EXCLUSIVE TERRITORIES OPEN**

Write, wire or phone Dept. AB-12, R.B. Leonard, Inc., for full details.

---

The two signs shown above were created out of necessity by the builders John S. Clark & Sons, Chicago, Illinois. They found themselves in the enviable position of having sold all of their houses, including the model, prior to the opening date of the Chicagoland Home and Home Furnishings Festival.

They needed something to draw and hold the attention of the large crowds throughout the Festival. Chicago's NHW program. The shadowbox type of sign that was placed in front of each lot at the roadside was the answer to their problem.

The sign is approximately 48x36 inches and is mounted on 4x4-inch posts with wood screws and washers.

The backing of 3 1/4-inch Masonite Pegboard was cut to the distinctive
Three new "How To" ideas, short cuts to speedy, efficient woodworking and carpentry.

For literature on the complete Master line of fine rules, write to:
Master Rule Co., Mulberry St., Middletown, N. Y.

TO FIND STUD IN PLASTERED WALL
Use small pocket compass. Move it along wall. Needle, attracted by nails will swing to stud. When you have located two studs you can measure off the rest with your Master Rule. W. E. Jenkins, 32 W. Lee St., Hagerstown, Md. wins a 6 ft. Guardsman rule for this helpful hint.

NOVEL MARBLE TOP TABLE
Using marble slab as pattern cut duplicate shape from wood 1/2" thick. Put 1" aluminum edging around wood leaving 1/2" protruding at top. Use conventional plan for tops. Dr. Robert Tyson, 418 Riverside Dr., New York City, wins a 6 ft. Guardsman rule for this "How to."

HELPFUL TOOLS FOR CLOSE QUARTER NAILING.
Cut two 18" lengths of 5/16" steel rod. Grind one to a blunt point, and in the other drill a 3/16" hole. Use tool #2 to drive finishing nails. Use tool #3 as a nail set. William H. Jackson of 1176 E. La Rondale St., El Monte, Calif., gets an 8 ft. Interlox rule for this suggestion.

"AUTO-TIP" Swivel hinge built into tip allows it to swing down and out of the way for a butt measurement. For conventional measurements, hook the tip over the edge of the object to be measured and it assumes the proper angle.

THE NEW TUFBOY has "AUTO-TIP" and POSITIVE "WEDGE LOCK."

WEDGELOCK A positive action, military type, push button lever lock. Just pull the tape out to required length and push the button lock down, to hold the blade extended. Ask about the New Tufboy at your dealers TODAY! You'll find it's Master's neat addition. Available in 6 ft. 13.50, 8 ft. 19.10 or 10 ft. 22.35.

"AUTO-TIP" "WEDGE LOCK"

TIME AND WORK SAVERS: Each month we will print the best in home workshop short cuts. Why not make a card index of them for handy reference?

WITH A MASTER RULE: If you have a short cut which you feel is worthwhile, send it to us. If we use it in one of our "How To" series, you get a bonus, your choice of any wood rule or steel tape in the Master line. All entries become the property of the Master Rule Co., and will not be returned.

MASTER RULE CO., Mulberry Street, Middletown, N. Y. Please send literature □ □ I am enclosing a "HOW TO" item □ □ If you use it, please send me a... rule.

NAME

ADDRESS

DECEMBER 1953

vinyl tile flooring color chart

A vinyl plastic asbestos floor tile color classification chart, designed to clarify the color lines that are available from each of eleven manufacturers of this product, as well as the designation of each color, has recently been issued.

The chart is also a guide to show the commercial equivalents of the different manufacturers' color lines which give the same general color tone or effect. The listing was developed by the Market Research Committee of the Asphalt Tile Institute for the convenience of builders, architects, flooring contractors and others who specify vinyl plastic asbestos tile.

It lists 16 colors, representing the vinyl tile flooring made by the following firms: Armstrong, Congoleum-Nairn, B. F. Goodrich, Hachmeister, Johns-Manville, Kentile, Mastic, Moultrie, Sloane-Delaware, Tile-Tex and Uvalde. Single copies of the chart may be obtained without charge from Asphalt Tile Institute, Dept. AB, 101 Park Ave., New York 17, N. Y.
14-gauge electrically welded frame, fins welded to jamb for quick installation and double contact with leak-proof watershed sill. A plus value incorporates a redesigned latch which assures positive operation under all conditions.

Also ask about the extra value in:
VENTO "THRIFTY" BASEMENT WINDOWS
VENTO FORMED STEEL LINTELS (FOR BLOCK AND BRICK CONSTRUCTION)
VENTO "CHAMPION" BARRED BASEMENT WINDOWS
VENTO "CHAMPION" UTILITY AND BARN WINDOWS
VENTO THRIFTY UTILITY AND SPECIAL TYPE WINDOWS

Write us for full information
Some desirable territories are open for representatives and distributors.
Write for particulars.

VENTO STEEL PRODUCTS CO., Inc.
247 Colorado Ave., Buffalo 15, N. Y.
These three examples show what can be done with the raised hearth idea in creating living room fireplaces which are out of the ordinary. Raising the hearth brings the fireplace up to a more intimate level, and can be done by building up solidly from the floor, either flush with the wall or extended into the room.

The accent in example (1) is on dramatic decoration. This is achieved through the use of the tiles and the hood. A metal hood will increase the effectiveness of the fireplace by radiating heat when it is warmed up.

The inlaid wood squares of the fireplace’s facing in example (2) contrast pleasantly with the long, slender forms of the stone used for the hearth. They also set the key for the room’s light-toned furnishings.

In example (3) the whole fireplace wall becomes, in effect, the facing of the fireplace, thus dominating the room as an architectural feature. Inclusion of the wood storage bin saves this design from monotony (although bin and fireplace could have shared a long single opening, with the wood screened behind the brass fire curtain). Inlet at floor takes off the cold air which settles at this level.
By John F. McCarthy
Attorney at Law

This article is written at the conclusion of the Fall meetings of the Board of Directors of The National Association of Home Builders held in New Orleans. One of the problems considered at length during those meetings was the rehabilitation of our decaying and slum neighborhoods. It was pointed out that builders must interest themselves in that problem because morally they have an obligation to make all housing in their community as fit for habitation as possible and selfishly they thereby open to themselves a vast and largely untouched field of work and profit.

In a recent article (see American Builder, August, 1953, issue) we wrote about new legislation in Illinois under which a community may set up a Conservation Board with broad powers to rehabilitate neighborhoods which are declining but which have not yet retrogressed into slums. Illinois has another statute providing a further device with which to attack this problem. This is the Neighborhood Redevelopment Corporation. As far as the writer is aware, most states do not have a similar law.

Under the statute (Ill. Rev. Stat., Ch. 32, Secs. 550.1 et seq.) a neighborhood redevelopment corporation is one organized for business purposes and for profit. In this it is similar to any other company. It may operate either in slum areas or in neighborhoods which are declining but which are not yet slums, with the further condition that in the City of Chicago the area of operation must be not less than two city blocks or not more than one hundred and sixty acres, and that elsewhere the area must be not less than one block or not more than forty acres. The law requires the corporation to adopt a redevelopment plan for the geographic area in which it will act and confers on the company broad powers to effectuate that plan. Thus, among other things, the corporation may replat streets and alleys, acquire and dispose of property, rehabilitate and demolish buildings and construct, rent and sell new structures. The act gives the company the right to acquire property by condemnation after the owners of sixty per cent of the area affected have consented to the corporation’s redevelopment plan. Of course, the company must find its own financing through sales of its stock and by borrowings secured by mortgages on its properties.

Neighborhood redevelopment corporations are subject to regulation by a commission provided for by the statute and designated as The Neighborhood Redevelopment Commission. The corporation’s plans and its use of the power of condemnation must be submitted to and be approved by the Commission after public notice and public hearing.

The authorities of the City of Chicago have just appointed a Neighborhood Redevelopment Commission. Several corporations are in the process of formation to operate under the statute just described. Their sponsors expect to operate at a profit. Of course, only experience will show whether this device is effective as a tool in combatting slums and declining neighborhoods. Nevertheless the statute gives powers to private enterprise hitherto enjoyed only by the government and public housing. It therefore is hoped that the builders of Illinois will consider this act seriously in their attack on the slums and declining neighborhoods of their communities.
Economical Architectural Concrete made with Duraplastic* Rates an "A" in Appearance

THE NEW Theodore Roosevelt Junior High School in Williamsport, Pa., scores high in appearance as well as economics — construction costs are held down because architectural concrete serves as both structural and facing material. And lowest possible maintenance and insurance costs can be figured with durable, fire-safe concrete construction. For better concrete quality, Atlas Duraplastic air-entraining portland cement was used throughout.

Duraplastic aids proper placement with improved surface appearance because of its more workable, more plastic mix. It requires less mixing water for a given slump. And with Duraplastic, there's another big advantage—

The air-entraining feature, originated and developed by Universal Atlas, minimizes bleeding or water gain and segregation. Thus the finished concrete is fortified against the effects of freezing-thawing weather.

YET DURAPLASTIC COSTS NO MORE. These advantages are yours simply by specifying Atlas Duraplastic. It sells at the same price as regular cement and requires no unusual changes in procedure. Complies with ASTM and Federal Specifications. For more information, write Universal Atlas Cement Company (United States Steel Corporation Subsidiary), 100 Park Ave., New York 17, N.Y.

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

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

DECEMBER 1953

Makes Better Concrete at No Extra Cost
Cold weather work slowdowns needn't bother you this winter. Put Herman Nelson Portable Air Heaters on the job—at construction sites, in warehouses, loading areas, anywhere you want temporary or emergency heat. Direct clean heated air wherever you need it through flexible canvas ducts. With Herman Nelson there's no fire danger, no carbon monoxide, no fumes, smoke or soot. All combustion products are safely vented outside.

What's more, you have the added protection of lower surface temperatures and automatic safety controls. Herman Nelson has the only complete line of completely safe Portable Air Heaters. Models available from 125,000 to 450,000 BTU. Oil or gasoline fired, electric or gasoline powered.

25,000 in '54:

Setting a year's production record of 12,738 houses at the end of its fiscal period last June 30 is not enough for the National Homes Corporation. It plans to double its production and sales during 1954, to 25,000 units. To help gain that unprecedented goal, it has:

1. Enlarged plant capacity to 450,000 square feet at main plant in Lafayette, Indiana, and branch at Horseheads, New York.

2. Added to growing list of automatic and semi-automatic "Rube Goldberg-like" machines which cut time and shave labor costs.

3. Engaged a prominent Washington, D. C., architect, Charles M. Goodman, to restyle the 1954 houses and start planning the 1955 line.

4. Added a new line of low-cost homes called "Pacemakers" to their custom line, also a new design named the "Ranger," planned especially for the South and Southwest.

5. Worked with Muncie Gear Works, Inc., to perfect an air-cooled year-round system of air conditioning which can be installed for $500 in homes up to 36 feet long, for $600 in longer and larger units.

6. Made over 30 models in the 1954 lines available with the air cooling and a Bendix Duomatic washer-dryer, with prices as low as $7,250 for a two-bedroom home, $8,200 for a three-bedroom dwelling and $10,700 for a 42-foot-long house with four bedrooms and one- and one-half baths. The prices, based on Lafayette conditions, are complete, except for the lot. Financing charges are included.

7. Introduced the '54 line with a big merchandising drive. On October 3, over 300 dealers in 37 states opened the three-bedroom Delray model.
prefabricator aims at new high sales level

model of the Pacemaker line. Every model was finished with the same materials and colors, was furnished and decorated exactly the same right down to the little rag doll in the children's room. At the same time, color advertising featuring this "showcase" house appeared in most leading trade and consumer magazines.

Looking to the future, company president James R. Price said, "We're getting ready for a competitive market by modernizing our plant so that the builder can get our product at the lowest possible cost. We feel we have lowered material handling costs.

"We have had saws made for our own special needs, to do many jobs. We dreamed up, designed and built our spray paint plant. There was nothing in industry we could copy. We had to make our own. We have a lot of automatic nailing machines in our assembly plant.

"We now produce a house every 20 minutes in the assembly line."
two important NEW windows
bid for popularity

R.O.W.'s new awning-type Sure-Lok has Neoprene weatherstripping

After sampling preference for window types among some thousand home builders, the R.O.W. Sales Company has added two new windows to its line.

The new Sure-Lok unit is R.O.W.'s version of the awning type, while the High-Lite unit applies R.O.W.'s famous removability feature to a gliding window designed especially for kitchens, bedrooms and bathrooms.

R.O.W.'s survey showed a decreasing popularity of casements and picture units with builders, and an increased demand for awning-type windows for breezeways, enclosed porches and living areas. Also needed to fulfill the requirements of individualized styling are suitable windows for high-in-the-wall installations in kitchens, bedrooms and bathrooms.

Features of the new Sure-Lok are: smooth and easy operation, positive locking (separate from operating mechanism), contemporary styling, Neoprene weatherstripping, night ventilation by means of opening the bottom sash only, nearly 100 per cent air circulation.

(Continued on page 181)
"It's open and shut with no work at all . . ."

R-W Electric Garage Door Operators

These R-W Features

ARE IMPORTANT SALES MAKERS

- Easy to install—Completely assembled, with track, in a single carton at the factory.
- Easy to service—Simple adjustments requiring no special tools, keep the doors working smoothly.
- Safe—A large friction clutch prevents operational failures with resulting damage to property. In power failure doors may be operated manually.

And for unbeatable convenience, it's
R-W 999 Garage Door Hardware

Here it is . . . complete overhead garage door hardware conveniently packed in one box. No. 999-1 for doors up to 9 ft. wide weighing not more than 200 lbs.; No. 999-2 for doors up to 16 ft. wide weighing not more than 375 lbs. Write for folder giving free details.

Check these two R-W controls, engineered for dependability and efficiency:

- No. 1251 Standard Control—operates from driveway key switch.
- No. 1504 Radio Control—operates from dash control button, opens and closes doors within 75 feet. Also operates doors from inside garage.

For complete information on R-W Au-T-a-DoR line write for catalog number A-87.

Richards-Wilcox Mfg. Co.

220 Third Street, Aurora, Illinois

December 1953
LET RAYNOR HELP YOU INSTALL THE DOOR THAT FITS THE HOME

Lends itself warmly to modern architecture.

A long-standing favorite with home owners.

For customers who desire predominant horizontal lines.

Added beauty with carved design built in at the factory.

Carved panels available in two shapes to match the architecture of the home.

Two NEW windows

R.O.W.'s new gliding-type window — the High-Lite — has been intensively field-tested for weatherproofness.

The High-Lite's sill is of heavy extruded aluminum, in straight-track design to eliminate undue wear and air leakage.

(Continued from page 182)

when all sash is swung out to 70 degrees, and freedom from rain damage to the room.

The new gliding unit, the High-Lite, has sills of heavy extruded aluminum, designed to eliminate undue wear and air leakage. Weather protection is also insured by springs located behind the head metals and which maintain a constant pressure seal; also, a specially designed weather-block effects complete closure at the meeting rails.

Easy operation of the High-Lite, in spite of its weather-tightness, has been achieved by reducing the contact or friction area at the sill to a minimum. While the spring pressure is adequate to insure proper closure in spite of seasonal swelling and shrinking, it does not result in enough sill stress to make operation difficult.

Sure-Lok and High-Lite units are available in quantity now through R.O.W. distributors everywhere. The new units come in a full line of sizes and may be used in combination with other window styles.

One of High-Lite's most endearing features — removability
In these competitive times every dollar saved in the construction of a home brings added sales and customer satisfaction. By using the grade of lumber that will meet the specific job requirements you can save up to 25% ... and at the same time be sure of top quality construction.

For example, FHA span tables list appropriate uses for West Coast grades No. 2 and No. 3, as well as for No. 1 and Select Structural.

Take advantage of these savings. Use the right grade of West Coast lumber ... Douglas Fir, West Coast Hemlock, Western Red Cedar and Sitka Spruce.

See the West Coast Lumber exhibit at the NAHB Convention in Chicago, January 17-21. Booths No. 366 and 367, Sherman Hotel.
SELLS ON SIGHT!

CONTINENTAL STYLIST...
the original All-Weather Decorator Door

Here is something new and delightfully decorative in a combination weather door! The Continental Stylist is a true decorator door that lends itself to an infinite variety of attractive color treatments, yet has durability and architectural appeal never before offered in a weather door. Styled to blend with any type architecture to give that "custom" look to any home, old or new, the Stylist consists of a three-insert door frame, three screen panels, and three storm panels. Panels are easily interchanged, require small storage space.

Added Decorative Possibilities with the Stylist are available by applying attractive wood grids to screen and sash inserts. Three grid styles—"Circle" (left), "Diamond" (center), and "Square" (right). Easily installed.

Ask your retail lumber dealer about the new Continental Stylist All-Weather Decorator Door or write The Wabash Screen Door Company, 310 S. Michigan Avenue, Chicago 4, Ill.

a Continental product

manufactured by
The Wabash Screen Door Company
Minneapolis • CHICAGO • Memphis

IDEA of the MONTH

here's a way to use a usually unused area

Here, the exposed ceiling beam of the roof opened the way for a new use of kitchen space that usually is considered to have very little practical value.

Where the high point of the kitchen wall occurs, the area above the normal seven-foot placement of cabinets is left open. This space, which is approximately 3 feet 6 inches high, is devoted in part to a planter. The planter is placed directly on top of cabinets for the full width of the wall and is built integral with the cabinet. The front face of planter is finished in the same material as the cabinets below and is splayed out to give the effect of a cornice. The inside of the planter is lined with metal. The effect of this planter is to give a decorative and informal note. The wall on the side and back of the cabinets and over the top of the planter is covered with a wallpaper with an ornate leaf design.
roofing resists 5,000-degree heat of thermite bomb

Thermite bomb just after detonation, generating 5,000 degrees of heat on roof deck

A roof covering that resisted penetration and igniting of a 5,000-degree thermite bomb was the subject of a test held under the observation of U.S. Navy engineering and FHA personnel. Aluminum Building Products, Inc., Jacksonville, Florida, constructed a 10-square-foot roof deck panel with a wood sheathing base. The roof had two plies of 15-pound asbestos roofing felt mopped in between the layers with Aluma-Bond (an incombustible vegetable gum base mastic) at the rate of one gallon per square, and mopping over the felt with Aluma-Bond in the amount of two gallons per square. One ply of .002-inch-thick aluminum foil was mopped over the felt. Marble chips were embedded into a top mopping of Aluma-Bond at the rate of two and one-half gallons per square.

In the incendiary bomb test, the magnesium did not spray outward, but burned with an intense heat. The molten bomb metal united with the marble chip surface and formed a shield which insulated the burning bomb from the atmosphere. This covering turned the entire 5,000-degree heat of the thermite bomb inward toward the roof deck.

Results of the bomb tests indicated only negligible surface char ring of the wood roofing deck beneath the area.

---

NEVAMAR®
the pre-finished surfacing material

Put a NEVAMAR kitchen in the home you build and see how quickly it clinches a sale. NEVAMAR surfaces tell an exciting story of beauty and carefree living. This super-smooth high-pressure laminate won't absorb stains...needs only a whisk of a damp cloth to keep it sparkling bright. It never needs painting or refinishing.

NEVAMAR is made in a wide variety of colors and patterns, including beautiful wood-grains, that keep their good looks through years of faithful service. Would you like to see samples?

Distributor: The Nevamar Company, Baltimore-30, Maryland

The NATIONAL Plastic Products Company

DECEMBER 1953
There's a new concept in Detroit housing...it's the Midwest Contemporary

BY EDWARD ROSE

And we install GLIDE-ALL Sliding Doors in every one we build,” says Sheldon Rose.

In our Midwest Contemporary homes, we incorporate only those modern features that are functional as well as beautiful,” says Mr. Sheldon Rose, V. P. of the Edward Rose Bldg. Co. “Studio ceilings and GLIDE-ALL Sliding Doors are two cases in point. We find these modern, adaptable doors easiest to install. They save us time and construction costs and provide tenants with more usable and accessible closet space.” Isn't it time you, too, took advantage of the time and money saving features of GLIDE-ALL Sliding Doors?

Features that make GLIDE-ALL Sliding Doors a better value

- choice of Overhead or Bottom Roller Types
- choice of 8' Floor-to-Ceiling or 6'8" Standard heights
- choice of Modern Flush or Recessed Panels
- panels may be painted, papered or waxed in natural finish

Write today for new low price schedule and specification bulletin.

GLIDE-ALL Sliding Doors are a product of Woodall Industries INC. DETROIT 34, MICHIGAN

new CONCRETE BLOCK for cavity walls

A new concrete building block suitable for cavity and reinforced wall construction has been designed by Brooklyn architect, Morris Lapidus. The new concrete unit eliminates the need for building the two wall systems necessary in usual cavity wall construction.

The block weighs about 35 pounds and the cost of production is said to be equal to that for an 8-inch standard block. The new block consists of two 7½ x 15½-inch slabs which are integrally joined by two webs. Each of the webs is about three inches high and is placed at the bottom of the block.

Each of the two slabs contain three 8-inch-wide core openings at the top which taper to a width of 5½ inch at the bottom. These core openings provide keys for the mortar and offer increased insulation value. The “U” factor of the new block is estimated to be the same as for a cavity wall comprising two 4-inch corded slabs tied together with metal ties.

The 2-inch spaces between the two slabs accommodate conduit and piping in both horizontal and vertical directions. Reinforcing can also be placed in both vertical and horizontal directions in the space between the slabs and grout poured in to make a reinforced concrete block wall. The block comes in 10- and 12-inch widths to accommodate more grout and heavier reinforcing for very tall buildings.

Normal construction of a cavity wall with the new block requires butting of the slabs only, not the webs. The side of the block containing the webs is generally placed at the top when building the cavity wall. For placement of reinforcing, an easier filling with grout may be obtained by laying the blocks with the webs at the bottom. This permits continuous and uninterrupted filling.
Over 100,000 Texas State Fair visitors stood in line for hours to view the premiere of the dramatic new "RANGER" by National Homes at Dallas, October 10-25. And their enthusiasm for this utterly different home was overwhelming! They saw a wonderful new design for abundant, relaxed indoor-outdoor living in any region... created by the world-famous architect Charles M. Goodman—and thousands were ready to buy, right now!

**What Happened at DALLAS Can Happen in YOUR CITY!**

Act now to offer National's spectacular new 1954 line of homes in your market... including complete air conditioning for any model at unbelievably low extra cost. Your area may be available. Write or wire today.

(LEFT) Opening of "Ranger" at Texas State Fair—
1. to r.—James R. Price, President, National Homes Corporation; Hon. Ben Ramsey, Lieutenant Governor of Texas, and Mrs. Ramsey; Architect Charles M. Goodman.

(BELOW) Part of the continuous crowds that waited to inspect the "Ranger" every day from 10 a.m. to 10 p.m.
Native stone, lightweight concrete slabs, redwood and aluminum are combined to produce an inviting entrance. Sign is 16-gauge aluminum, over nine feet high.

The Name HOPE’S Guarantees

ONLY

$279.75

...for Hope’s Steel Windows in this home, but they add much more to its value. House hunters acknowledge their longer life and saving in upkeep as well as their neater, more finished appearance. Such homes attract buyers immediately. Write for HOPE’S Bulletin No. 102L.

HOPE’S WINDOWS, INC., Jamestown, N.Y.
The finest buildings throughout the world are fitted with Hope’s Windows.
THIS small bank building in Phoenix, Arizona, is an attractive example of informal, almost "residential" architecture for a public building. Situated in an outlying district, the building harmonizes in scale with its neighborhood, and features native stone as a material, combining it with concrete and redwood. Foundation is poured concrete, frame is structural steel, walls (Continued on page 192)

Ceiling over main public space is 1x10-inch V-joint shiplap redwood clear all heart. The lower ceilings are covered with Acoustone. Stone of outside wall is brought inside, forms conference-room walls.

They will appreciate your suggestion of ...

Trinity White

The mass of dazzling white or the truer colors and tints made with Trinity white cement gives distinction to any structure—large or small. Your recommendation to use Trinity white will be appreciated and remembered by all concerned with that building.

A Product of GENERAL PORTLAND CEMENT CO.
Chicago • Dallas • Chattanooga • Tampa • Los Angeles

DECEMBER 1953
are of stone, redwood, concrete and plaster. The building was designed by Edward L. Varney-Associates.

Brand products used include: Weis toilets, Mosler drive-in windows, Truscon steel sash, Kawneer aluminum doors, Gotham light fixtures, Sloan valves, Petco hollow core doors, General Electric switches, Rixon hinges, Standard fixtures.

South elevation provides three drive-in windows (one not shown). Redwood fascia boards, 1x10-inch, with 1x2-inch redwood battens, are used as a design motif.

Every How-ell-dor—residential, commercial and industrial—is a study in classic styling and beauty of design.

Equally important are its ease of installation and operation, its quality workmanship and materials.

**they're How-ell-dors!**

Now, all How-ell-dors* are equipped with the NEW HOW-ELL-TITE TRACK, featuring hardware that is precision-engineered for weather-tite fit and extra durability. Truly, "How-ell-dor Hardware is Designed for Hard Wear." Inside or out...the How-ell-dor is the modern garage door...at its best!

Over 40 stock sizes for immediate delivery. Custom-built sizes and designs are a specialty.

There's a How-ell-dor Electric Operator for every type of sectional garage door.

Write for FREE '53 Catalogs


*excepting the low-cost El Dorado residential model.
New Dodge "Job-Rated" Trucks...

New! Spectacular low-built lines with pick-up and panel floors as low as 22 1/2 inches from the ground... kneehigh for loading ease! Lower running boards for easier entry! Lower hood for greater visibility!

New! Great V-8's and thrifty 6's including the most powerful V-8's of all leading trucks... with revolutionary hemispherical combustion chamber! Available in 1 1/2-, 2-, 21/2-ton... standard on 31/2-, 3, 31/2-ton!

with new low work-saving design...

New Steering system means easier handling... keeps Dodge ahead of the field with sharpest turning of any comparable trucks. More slant to steering wheel post. New power steering available in 4-ton models!

New Full-vision luxury cabs with big one-piece windshield! More vision area than in any other leading make! New easy-chair seats! New cab sealing against dust, drafts! New two-tone interior styling!

help reduce your trucking costs!

New! Over 75 features! New, low, work-saving, time-saving design! New payload increases! New cab heating and ventilation! New styling from road to roof! New value leader models! New shorter conventional tractors, only 102 inches from front bumper to rear of the cab. New easy-shifting transmissions!

Free book on power! Explains the 3 basic kinds of engine efficiency... tells what they mean to you in power and economy! Get your free copy at your friendly Dodge dealer's! See him today!

New! Even greater values... yet still priced with the lowest!

SEE YOUR FRIENDLY DODGE DEALER

NEW DODGE "Job-Rated" TRUCKS

DECEMBER 1953
Beginning Next Month

FAMED EXPERT WILL PREDICT YOUR

Here's another in American Builder's long list of exclusive services for its readers. Beginning in January, each issue of American Builder will carry a building weather forecast by regions. Now, for the first time, builders will have an accurate weather forecast by which to schedule their operations.

Dr. Irving P. Krick, world famous weather forecaster, will prepare building weather predictions exclusively for American Builder on a regional and area basis.

There will be an over-all regional prediction for each of the three regions—north, south and west.

Then there will be pin-pointed predictions for two or more areas in each region.

Dr. Krick's predictions have proved to be phenomenal as criteria for planning operations in heavy construction and other industries. We believe this new American Builder service will save home builders countless days and dollars.

Read this brief account of Dr. Krick's achievements, then add this new feature to your list of American Builder reading "musts" each month. It will mean added profit to you.

Dr. Irving P. Krick, meteorologist and world-famed weather forecaster, was recently elected president of the National Association of Industrial Meteorologists, which testifies to his standing among his associates.

Nearly 200 companies and industries now purchase the services of Dr. Krick and his associates. His organization is the world's largest in the private field of weather evaluation.

In 1933, Dr. Krick, then a student at the California Institute of Technology, was enabled by Dr. R. A. Millikan, Nobel prize winner and head of that institution, to go to Europe to bring back to the United States the world's most advanced weather forecasting methods.

At that time, Krick had already organized the forecast service of Western Air Express, the pioneer commercial American airline. He had improved the service from about 65 to 95 per cent efficiency by using new methods that centered around the study of the movements of huge masses of air over long distances, the "air mass analysis" technique originated in Norway.

From his European trip, Krick brought back further improvements based on the proven regularity with which such air masses move across North America.

Dr. Millikan named Krick to head the Cal-Tech department of meteorology. Krick and his co-workers quickly proved how well the new methods worked. They showed that study of past storms and the way they develop will almost invariably reveal how new storms, just coming up, will develop.

This opened up such vital vistas to all people and activities dependent on weather that the Army Air Forces later financed a complete classification of world weather types. This huge collection, indexed the way finger prints are indexed, enables forecasters to predict weather sequences by giving them a catalog for quick checking. Within a few minutes they can find weather patterns by the score which had the same beginning as the sequence they wish to predict, and from this data they can make accurate predictions of its development.

This is known as the "analog technique." Combined

Newton C. Stone (center), director of operations, and staff study charts showing pending weather. Data obtained from government teletypes are transferred to charts, revised each 24 hours.
with other modern forecasting practices, it played a vital part in World War II. Skill and experience have made it more valuable than ever.

After World War II, Krick and his co-workers set up the independent and non-profit American Institute of Aerological Research. This, and its affiliated services, gives industry a new type of weather service. It not only forecasts weather, but tells its specific effect, and the weather conditions which will make for the greatest speed and economy in such jobs as excavating, bricklaying, outside carpentry, deliveries and a host of other operations. They can predict conditions under which material must be protected, or those under which it may be safely stored in the open.

Because of their expert training and careful consideration of the factors affecting particular clients, Dr. Krick and his associates are expertly equipped to give a weather prediction service which will insure any builder saving of time and money.

DECEMBER 1953
**1954 Dealer Association Conventions**

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80 So. Galapago, Denver 19, Colorado

Please send me your catalogue, "Build the Easy Way With Gates."

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Gates & Sons, Inc.
Kansas City, Denver, Spokane

**196**

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THE KOTA

ALL EXTRUDED ALUMINUM HORIZONTAL GLIDE

is the perfect high quality window for Low Cost Housing

ASK FOR DETAILS and CATALOG

We make 26 different style Windows for every room—for every home.

KOTA PRODUCTS INC.
ROUTE 25-A
ROCKY POINT, N. Y.
This full page from a recent Sunday Los Angeles Times, suggests an unusual way to arrange copy and layout in describing a new tract.

**DeLuxe Maroon Finish**

**IMPROVED 78" ONLY**

3 Ib. MAGNESIUM LEVEL $17.45  
Plain Electroplate Finish 78" $15.95—72" $15.45  
DeLuxe 72" $16.95  
For setting door jambs and window frames! No other like it. 4 Plumbs, 2 LEVELS. Use either end or edge up. Weighs only 3 lbs. 1-Beam type—stronger than aluminum. Direct from factory. Patented. NO FACTORY REPAIRS NEEDED  
Spirit tube holder (50¢) replaced in a minute with ordinary screwdriver. Screw threads into frame, nut holds with double clamping action. Send check or M.O. express prepaid, or C.O.D.  
SIMPLEX LEVEL CO., INC.  
P.O. Box 23-A, Harper Station, Detroit 13, Michigan

**IT'S THE RULE for RIGHT HANDED PEOPLE**

- 10 ft. Crackproof White Blade  
- 10 second blade change  
- Easy-action Swing Tip

Numerals are right-side up for right-hand marking

The Carlson 3210 RH White Chief is designed with numerals reading from right to left (conventional rules read left to right). Hold the 3210 RH rule in your left hand and pencil in your right... numerals are right-side up for right-handed marking. This new rule offers new right-hand convenience plus all the famous Carlson features:

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Using Bamboofold Doors and Room Dividers, it is not unusual for one man to install from 40 to 50 units in a normal working day. These units come complete — "tailored" to the opening and ready to hang. The enameled steel track is simply screwed to the top of the opening; there are no floor guides. In new construction, no furring, trim, roughing or extra hardware are involved. And once in place, Bamboofold is good for many years of trouble-free service.

Bamboofold is made of the finest imported, mildew and warp-proof, inner core bamboo: assembled by American methods with special American hardware. Available in Natural or 21 standard colors; in sizes up to 16' wide and 12' high. For Doors, Room Dividers, Walk-In Closets, Bamboofold is far less expensive than materials usually used for such purposes.

We invite you to write for illustrated brochure, specifications, and a list of distinguished satisfied users. Kindly address your inquiry to Department 18.

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Use as replacement for standard sash.

NEWEST USE: To replace glass in Jalousie or Louver Windows. "Lets light in; keeps sight out!" 5 colors. (Dealers: write for franchise details.)

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REMODELING

is big business

The Department of Commerce estimates that expenditures for residential alterations and additions—not counting repairs and maintenance—came to $934 million in 1951 and $1.04 billion in 1952. We now have 43 million nonfarm family dwellings in the U.S., about 21 million of which are owner-occupied.

For the year 1948 (the last for which the figures were published) the Federal Reserve Board estimated that almost two-thirds of the nonfarm home owners did some alteration or repair work and that the average expenditure was about $500. The average modernization and repair loan insured by FHA on single-family houses in 1951 was $447.

A survey made in Bay City, Michigan, by Domestic Engineering indicates that a large segment of the typical United States community is very conscious of home remodeling needs and plans to do something about it. Interest is concentrated in modernizing kitchens, bathrooms and heating plants. More than one-third of the people who are planning major home remodeling projects are ready to pay cash.

The Bay City study brings out these pertinent facts about a cross-section of the nation's homes:

In homes 21-40 years old
32.8% have hand-fired systems
47.9 have gravity, warm-air
67.2 have never improved the plant
17.9 plan to remodel in two years
25.4 have more than $5,000 income

In homes 21-30 years old
19.6% plan to remodel in two years
41.1 have more than $5,000 income
19.7 have no central heating
75 have had no improvements
32.1 are still hand-fired
41.1 are gravity, air-flow

In homes 11-20 years old
25.9% plan to remodel in two years
28.4 have more than $5,000 income
32.1 have no automatic heat
8.6 have stove heat
35.8 have gravity, warm-air

In homes 0-10 years old
15% plan to remodel in two years
29.3 have more than $5,000 income
16.8 have no automatic heat

The survey concludes that at this point, the market for remodeling is soft in proportion to the amount of merchandising effort being spent to penetrate it.
For Pittsburgh's massive Air Terminal

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For extreme durability and elimination of maintenance, Schlage Moderne design in non-tarnishing Luster Sealed aluminum is used throughout this airport.
Yes, you can depend on the steel roller bearings employed in these sturdy hangers to speed up the gliding ride, for all doors that slide. Friction and wear is held to a new low by this modern type of hanger built to handle heavy doors with smooth precision.

**Rail and Brackets — easily installed**

The No. 51 Trolley Rail, made of heavy gauge steel, is especially designed to serve the hanger wheels with an even, perfect tread. Brackets hold track rigidly in place close to the structure.