1954 NAHB
TENTH JUBILEE SHOW
CONVENTION
and
EXPOSITION
ISSUE

PRODUCTS
EXHIBIT
in print

A Four-Point
Program for
the Industry

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Build easily and inexpensively with Johns-Manville Ceiling Panels and Wall Plank

Flame-Resistant Finish
The surface of J-M Ceiling Panels and Wall Plank is specially treated to resist flame. This important safety feature costs you no more. Surface can be painted at a later date without destroying its flame-resistant qualities.

Durable Glazecoat Surface
The attractive, smooth hard surface, which is unusually durable and tough, resists marring and scuffing.

Choice of beautiful colors
J-M Panels and Plank are predecorated in lovely colors—the Wall Plank in Ivory, Dust Rose, Buckskin Tan and Antique Green; the Ceiling Panels in White and Ivory. No further finishing treatment is required.

J-M Lightning Joint
Nails or staples are completely hidden with the special Lightning Joint on all J-M Panels and Plank. Diagram shows how the long flange gives plenty of room to nail or staple. Notice space for expansion or contraction and square edge of bevel for alignment.

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Choice of beautiful colors
J-M Panels and Plank are predecorated in lovely colors—the Wall Plank in Ivory, Dust Rose, Buckskin Tan and Antique Green; the Ceiling Panels in White and Ivory. No further finishing treatment is required.

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BUILDING—THROUGH BUSINESS—FOR A BETTER AMERICA!

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CECO STARS OF THE N.A.H.B. SHOW

Aluminum Awning Window
A new Ceco star...modern—streamlined—truly functional—projected vents keep out rain—provide draft-free ventilation.

Aluminum Jalousie Window
Another new Ceco offering—a knock-down unit, easy to stock and assemble. Precision made—weather tight closing.

Aluminum Residence Casement
Never needs painting—easy to open, wash from inside—easy to install—no fitting necessary—easy to screen.

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Slender frames provide up to 30% more light—easy to open, wash from inside—easy to install—easy to screen.

You'll want to see the stars of the Ceco window line at the Annual Exposition of the National Association of Home Builders, January 17-21 at the Conrad Hilton Hotel, Chicago. The Ceco line has been broadened to give you windows of high demand with 4 aluminum offerings in the Ceco-Sterling line, and in steel, the ever popular Ceco casement. All 5 windows include hardware at no extra cost. Ceco gives you more in 34.
We Salute NAHB

FOR MORE than three centuries there was no home building industry in what is now the United States, in spite of the fact that immigrants from overseas and their ancestors had been building good and permanent homes and pushing westward ever since the first of them arrived on Cape Cod. It is true, of course, that since the early Colonial days there have been designers, craftsmen, builders, manufacturers and distributors of recognized and professional individual status who have combined to produce homes. But the various segments worked within their own spheres, and the members of those segments worked as individuals. There was no meeting ground, no forum for the personal exchange of ideas nationally, and with few exceptions, locally. There was no leadership. There was no way to get it.

A lot of space could be devoted to the handicaps thus imposed on home builders and home seekers. A lot of space could be used to speculate about the effect of this disorganization on the creeping decay of older houses that has become a blight on American economy. But nothing is ever gained by recounting the ills of a condition for which a cure has been found.

The important and significant fact is that today there is a home building industry. There has been one for a decade. There is a home building industry because a handful of gravely concerned builders met a few years ago and after an evolutionary period evolved the National Association of Home Builders. We add with great pride that American Builder’s publishers and editors were encouraging and counseling parts of the formative and organizing meetings—that these were the only encouraging voices lent to those of the organizing pioneers.

The association’s first convention was attended by a few hundred builders. Today, the membership is about 25,000. The fledgling association long ago achieved recognition and stature. It has fought for the existence of the industry as a private enterprise operation; it has rationalized public housing against what at times appeared to be almost hopeless odds; it brought sense and balance to price and material restrictions during the war; it has moved from its enforced original defensive position to articulate, dynamic leadership; it has nurtured and developed scores of able leaders within its ranks; it has assumed the initiative in the demand for adequate housing for all Americans; and it has progressed with dignity and conviction in the pursuit of every policy it has outlined.

The association’s early years of providing organization and direction to a heretofore sprawling agglomeration of builders is a record that must be called magnificent. With adequate capital resources and unlimited personnel for leadership, the next ten years may be viewed confidently, as a period in which the association will influence American housing standards by raising them to levels never approached before in fact or fancy.

Congratulations to NAHB on this anniversary from a lifelong friend and ally.
easy money is in sight for 1954

THE SHORTAGE of mortgage money is over,” say many builders and lenders. The Wall Street Journal recently checked 100 builders, lenders and real estate agents in 11 cities and 70 per cent agreed that there is more cash available now for financing home purchases than there was three months ago. Some 15 per cent of the interviewees reported no change; only 12 per cent noted a decline in available mortgage money.

Another indication of easy money is a fresh show of strength in the U. S. bond market. Business Week reports that investors rolled out a red carpet for the Treasury’s last big borrowing operation of calendar 1953. Subsequently, Wall Street investors thought they saw some clues to the probable action of loan costs in the near future. Their predictions: (1) Easy money. (2) Perhaps still lower interest rates than those prevailing now. (3) No return to the rock-bottom rates of 1946.

According to recent reports, lenders seem to be more interested than previously in mortgage loans guaranteed by the VA or FHA. A New York banker explains, “With the recent decline in bond yields and other interest rates, the 4½ per cent government mortgage is beginning to look a lot more attractive.” In Chicago, a mortgage banker says, “Some building and loan associations that had been insisting on a 5½ per cent rate now are inclined to take 5 per cent loans for houses in better areas.”

IT IS BELIEVED that the shortage of mortgage money has slowed housing starts since July. During the months of July through October, 1953, housing starts declined a total of 33,000 units, or 8 per cent, as compared with the same months in 1952. It is estimated, however, that final reports for 1953 will total slightly more than a million new residential units.

There is every indication, moreover, that 1954 will be another million-unit year. The increased supply of mortgage money will make it a practical certainty.

THE “Conference on Distribution” held in Boston recently has as much significance to builders as it does to manufacturers and retailers who are wondering what the future holds as far as a continuation of the high level of business activity.

These marketing people are confronted with the fact that they will have to sell about nine per cent to ten per cent more consumer goods and services than the estimated $230 billion last year. They figure that they will have to pull out all the stops on salesmanship, both printed and verbal. They plan to make it easier to shop by keeping open at night, by packaging things better and dramatizing their products.

They recognize the explosive effect that decentralization has had on the economy in terms of the demand for more cars, new shopping centers and new homes.

They look at the mass market as the standard of living which the American people demand and which they satisfy with goods and services. The mass market results when the number of consumers is multiplied by the bill of materials which the average family’s standards demand.

A BUILDER, whether he builds two houses a year or a thousand, has exactly the same problems and opportunities as a large manufacturer who has a market research department and advertising experts to guide his policies.

If the shortage of mortgage money is actually over, new building can be expected to maintain its present high volume. But builders must continue to use every opportunity for improvements in design and efficiency, and must do a persuasive selling job, just as the largest manufacturers are doing.
$12,000 . . . $18,000 . . . $35,000 homes . . . there's a paneling that's right
in the complete line of . . . .

Roddiscraft Decorative Paneling lets you create interiors that win attention and praise — interiors that help you sell homes fast — in all price ranges. That's because of the completeness of the Roddiscraft line. It offers fine hardwood plywood paneling for every decorative need . . . at prices in keeping with the cost of the home.

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Get to know the Roddiscraft line . . . choose the paneling that's right for the job . . . and you'll complete interiors faster than ever before. You will also insure for your clients the lasting satisfaction and freedom from costly maintenance that go with genuine wood walls.

Write for full information on Craftwall, Panawall, Parquetwall, Plyweave and other types of Roddiscraft paneling today. Find out how the many sizes of ready-to-install panels, and the wide variety of woods available, can serve you now!
File your FHA insurance applications for spring building within the next month, if you would avoid an inevitable delay in processing time later. That’s the warning just issued by Wendell O. Edwards, Detroit FHA director, who points out his staff was reduced last fall, will be cut again this month, with no prospect of increasing it. Timely advice for any builder who would avoid the application rush of March and April.

New wave of wage boosts throughout building trades may strike Chicago area next June. Initial overtures by plumbers’ union propose to hike hourly pay 4 1/2 per cent, ask 2 1/2 per cent more for a union holiday fund and 4 per cent more for a vacation fund; total increase 11 per cent . . .

As goes mortgage money, so housing starts will follow, no matter whether down payments are lowered or not. This view is shared by HHFA Administrator Cole and FHA Commissioner Hollyday.

The government officials have indicated that lower down payments alone will attract no more construction money. National spokesmen for the lending institutions say that only the home market itself, not limited availability of mortgage money, will determine 1954 home production. Employment security is regarded as more important than size of the down payment. Home building leaders believe private lenders must make lower initial payments available at moderate interest, or many buyers will be lost. Failure to do this, they warn, may force politicians, who want to keep the million-a-year starts rate going, to put the government in the lending business.

There has been general agreement for several weeks that funds will be more readily available in the next few months than for some time. But just where and when this will be felt is rather vague, at the moment.

During the past three months, NAHB President Spiegel and Executive Director Dickerman have been on tour almost continuously, preaching the importance of rehabilitation work to community and builder alike. Invariably the talk would shift to financing. Builders raised the burning question: "When are we going to be able to get a fair shake from the mortgage boys and get loans without being forced to accept a discount or pay a premium?"

There’s no exact answer. However, invested savings have continued to rise steadily and substantially, while consumer and business loans are below normal seasonal demand. Rate of capital expansion is dropping and loans from Federal Reserve Banks have been cut sharply — so there is more money than ever in the "kitty" to make credit available.

Therefore, don’t hold back on plans for 1954. Talk, without direct action to back it up, is not encouraging, but the lag which is always present between announcement of a new plan for home building and the time its effects are first realized appears to be nearly over.

Look for an easing in home buyer credit just "as advertised." Builders ready to offer good design, backed by good construction practices, can be off to a running start just as soon as the financial barriers are lifted in their areas. Precious time may be lost to those who wait until their bankers call. Discounts and premiums may still be demanded, but at a lower level — probably one to three points . . .

New Jersey HBA certified-bonded builder program has completed its first full year, unmarred by a single claim. The plan requires all members to be certified.
Late Year Building Drive Spurs Fast Start in 1954

Many larger areas in northern states were shooting toward a near record residential building mark as 1953 drew to a close. The late season activity bid promise to carry over an unusually high rate of starts into the new year. Ten-month Dodge Reports totals for 37 states east of the Rockies put residential work down 3 per cent, but there were strong indications the entire reduction could be traced to slight cutbacks in some southern areas.

Housing permits in Chicagoland last year were running over 6,000 ahead of the 1952 pace at the ten-month mark, according to the Bell Savings monthly survey. There were indications the year's total would approximate a 20 per cent gain; well over 40,000 units. More than 90 per cent of the work involved one and two-family homes.

A fast start toward continued highs this year was seen with the announcement that American Community Builders, developers of the vast Park Forest south of the city, planned to build 546 more houses by spring.

Long Island Home Builder Institute estimates in November. Every weekend introduces an average of five to ten additional home developments.

One of New England's busiest areas was the Hartford, Conn., region, where 3,780 starts were reported for the first ten months of 1953. While this was 10 per cent below the pace set a year previous, it was expected to near 4,500 by Dec. 31, far exceeding early predictions for a 4,000-home year issued by the Home Builders Association of Hartford County.

Nearly $100 million in residential construction was indicated for the first three-quarters of 1953 for the Minneapolis-St. Paul area. It represented a 24 per cent gain. Des Moines, Iowa, based on a $20 million count at the same time, was headed for a record construction total of $25 million. Cedar Rapids, Iowa, had surpassed its entire 1952 home production by the end of October, at which time 547 new dwelling permits had been issued.

Big Hartford Turnout

Hears Dickerman

Annual meeting of the Home Builders Association of Hartford County, held Nov. 19 in the Rockledge Country Club, West Hartford, Conn., brought out 224 members of the 412-man roster to hear John M. Dickerman, NAHB executive director, report on the Washington scene and to elect officers. Membership campaign of the group was to end December 31.

Howard L. Menzel of Farmington was elected president, succeeding Samuel A. Walters. Other officials chosen included Harold Fenton, Bloomfield, first vice president; Rocco J. Alexander, East Hartford, second vice president; Ansel Arnold, East Hartford, secretary, and Joseph M. Howard, West Hartford, treasurer.

New England Group Cited for Quick Action After Tornado

Master Home Builders Association of Worcester, Mass., won praise at annual dinner from Emanuel M. Spiegel, NAHB president, for its work in rebuilding tornado devastation of last June. Seated at head table (L to r.) are Robert H. Wood, executive secretary; Peter George Jr., assistant chairman; Sidney Martin, dinner chairman; Thomas Courtney, FHA appraiser; John A. Olson, past president and national director; City Councillor Emile L. Rousseau, home show manager; Arthur L. Perron, president; Spiegel; Clark B. Sundin, past president; Milton A. Thompson, past president; William A. Bennett, sheriff; George Howarth, Boston VA; W. L. Banaghan, president, Board of Realtors, and Willard Hedlund, superintendent of public buildings.
"In more than 3000 Colpaert homes built and sold in our Belleville development—at least 90% have been lathed and plastered! We've tried other methods but after investigation returned to genuine lath and plaster. It helps sell houses."

Joseph D. Colpaert, Sales Manager
Colpaert Realty Corporation

"Plaster Costs No More"

Mr. Walter K. Taylor in charge of construction of Colpaert houses says, "Our experience has proven to us that genuine lath and plaster construction is every bit as economical as other materials when all finishing costs are taken into consideration.

"In our $7000 homes all rooms except bath and kitchen are float finished. Kitchen and bathroom walls are troweled and painted in all houses."
sells $7000 Homes FASTER!

For Colpaert Homes, Inc., South Bend, Ind.

Colpaert, like many leading builders in all sections of the country, has discovered the real economy of using genuine lath and plaster construction in its houses—even those in the $7000 and $8000 class.

Ask your plastering contractor for comparative costs for wall and ceiling construction. Ask him about the new standards of lathing and plastering craftsmanship adopted by the National Bureau for Lathing and Plastering. Demonstrate to yourself, by actual test, the selling power of the public demand for genuine lath and plaster.

MANUFACTURERS OF LATHING AND PLASTERING MATERIALS

These $10,500 homes are typical of the outstanding values offered by Colpaert Realty which builds homes in all price ranges from $7000 to $15,000.
Machine Driven Staples Replace Hand Nailing on Many Jobs!

A neater, more secure application of roofing sheathing, floor underlay, quarter round and similar fastening jobs is now being done in less than half the time with Spotnailers.

The Spotnailer, a magazine fed nailing machine, is portable, lightweight and dependable. One blow of a rubber mallet drives a heavy gauge, galvanized staple either flush or countersunk into the hardest woods. Staple points "fish hook" into wood for extreme holding power.

A wide variety of Spotstaple sizes and types are available to suit each particular application. Standard sizes: \( \frac{3}{8} \)" to \( 1\frac{1}{4} \)".

Try a Spotnailer on your job without obligation. Factory representatives in principal cities.

Write for complete information

SPOTNAILS, INC.
Evanston, Illinois

Northern News
Bildor Best Citizen of 1953

That's Charles F. Vatterott, Jr. (left), receiving the symbolic trophy at the Nov. 21 installation of officers of the Home Builders Association of Greater St. Louis. Looking on (from left) are Norman R. Schuermann, trophy donor; St. Louis County Counselor Jack McAtee who made the presentation, and Ben Goldberg, who was installed as president.

Second Vatterott Brother Wins St. Louis Trophy

The Schuermann Trophy, awarded annually to a St. Louis builder in recognition of outstanding service to community and fellowman, was presented to Charles F. Vatterott, Jr., Nov. 21 at the annual dinner-dance of the Home Builders Association of Greater St. Louis.

At the same time, Ben Goldberg, who came from Russia as a small boy, worked in menial jobs as a youth and has just rounded out his first 30 years as a builder, was installed as association president. Nearly 1,000 persons witnessed the twin ceremonies at the Hotel Chase.

Vatterott, who has won national recognition for extending preference in his subdivision to families with children and for promoting better race relations, is the oldest of four brothers, each a home builder in his own right. One of them, Joseph H., won the "Bildor Best Citizenship Award" two years ago when it was first offered by Norman R. Schuermann.

Regional Prize Winner Honored at Camden

Minneapolis-Honeywell regional award winner Richard C. Goodwin (right) receiving a watch-bill clip from Robert G. Hayes, M-H regional sales manager, at November 18 meeting of Home Builders League of South Jersey in Camden. Harold D. Sarshik (left), association president, and Edward G. Gavin (second from right) editor of American Builder and featured speaker, witness the presentation.

Camden Courier Post

AMERICAN BUILDER
Roamin' the North—

Art Falace, exec vpee of Ohio Home Builders Assn., was a busy bee at the OHBA convention in Akron introducing his successor, Clifford St. Clair. Art has just stepped into Ben Stormes' shoes at the HBA of Greater Cleveland, as exec director. Ohio reports 2600 members (nearly 10 per cent of the National's strength), a jump of 150 per cent since Art took over four years ago... 

Arnold Olson, for some time executive secretary of the Greater Bridgeport (Conn.) Builders Assn., while doubling in brass as building editor of the Bridgeport Sunday Herald, has left the association post. Dave Williams, nominating committee chairman, announced at the Nov. 13 meeting that Augustus J. Pace was named to succeed Frank J. Lathance as president. More than 150 members and associates attended annual dinner meeting of New Haven HBA Nov. 12, re-elected Lou Medermott president... 

Indiana Lumber & Builders' Supply Assn. is arranging group insurance for members, reports Bob Craft, secy.-treas.... 

50 Years a Builder

Hyman Loshen, celebrating his golden anniversary of construction activity on Long Island, N. Y., and still going strong as president of Loshen Brothers, receives a citation commemorating his achievement from Walter G. Stockler, president of the Long Island Home Builders Institute.

Spare Those Trees—

White Plains, N. Y., has a regulation requiring a builder not only to preserve existing trees on building sites but to plant additional ones where needed to maintain its country atmosphere. Paging FHA Commissioner Holleyday who recently issued a broadside urging builders to save their trees... 

Herbert S. Greenwald, Chicago builder, has begun a 65-home project in Eastchester, near White Plains. Veteran Long Island builder Anthony Villett has expanded operations to take on a 200-plus unit job in Waverly, Ohio... 

JANUARY 1954

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Portable Power Anywhere, Any Time

Jobs move faster

Portable, low-cost model saves expense and bother of temporary power line hook-ups. Operates saws, drills, planers, grinders, pipe threaders and cutters, other tools. Develops 1500 watts AC. Engineered throughout by Kohler. Two-wheel rubber-tired hand truck available. Other sizes 500 watts to 30 KW. Write for folder 20-N. 

Model 1.5M25, 1500 watts; 115 volt AC, Manual control. Weight 120 lbs. Also 115 volt DC weighing 101 lbs.

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PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION CONTROLS

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. Operates from above and below.
7. Full width treads—SAFE for everyone.
8. All steps are of equal height.
9. Treads and stringers are made of Silko Surf.
10. Full door width provides ample access for large objects.
11. Full length SAFE hand rail.
12. Accurate architectural design assures easy and SAFE ascending and descending.
13. All metal parts are made of strong, SAFE pressed steel.
14. Repairs always available on quick notice for all models—no "orphans."
15. Doors made of White Pine and Fir in two-panel and flush types, hardwood doors in flush type only.
16. Tails made for all heights—not short or long steps.
17. Proved in performance—hundreds of thousands in constant daily use.
18. IMMEDIATE DELIVERY!
19. Meets all building codes.

The Bessler Disappearing Stairway Co., 1900 East Market St., Akron 5, Ohio

BESSLER—best for over 40 years!
In 1954—Again Spearheading a

Overlooking the Brookside Country Club in Columbus, Ohio, this all-electric Hotpoint House of the 50’s, built by Friend Builders, exemplifies the advancements made by the building industry to build better living into today’s modern homes.

Not only did the promotion of this Hotpoint House of the 50’s create exceptional interest in this particular home, it also led to the development of an additional half-million dollars in business for the builder. To quote the builder, “The response was fabulous—thanks to Hotpoint.”

Inasmuch as electrical living is becoming an integral part of the American way of life, this home was completely equipped with Hotpoint Appliances. Here buyers found all the attributes of modern living presented under the label of one pioneering appliance manufacturer—one whose accepted high standard of quality reflected the quality standard of the builder.

Equip the homes you build with Hotpoint Appliances, and join the builders who stand out above the rest . . . whose homes sell faster . . . whose reputation for quality building is the highest because they offer the finest. You should investigate the highly successful merchandising package Hotpoint has for you in its Hotpoint House of the 50’s program—a program providing the answer to faster home sales everywhere.

HOTPOINT . . . PACEMAKER OF PROGRESS!

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS* • WATER HEATERS
Proved Sales Program for Builders...

HOUSE OF THE 50's

All-Electric Kitchen consisting of Hotpoint Automatic Range, Dishwasher, Disposal, and Refrigerator.

All-Electric Home Laundry consisting of Hotpoint Automatic Washer, Dryer, Ironer, and Water Heater. Hotpoint Food Freezer is also placed in laundry area.

FRIEND BUILDERS OF COLUMBUS, OHIO report...

"The Hotpoint House of the 50's was the best promotion event in which we have ever participated. In eight days the home was inspected by more than 50,000 persons. To date, $500,000.00 worth of business has developed from this home, and we are still getting calls. In addition to the monetary value of this promotion, we believe the name, Friend Builders, has gained considerable prestige in Columbus and central Ohio. We have earned the reputation of a quality builder who includes quality appliances in his modern homes. We are happy to recommend without reservation the Hotpoint House of the 50's merchandising program to any builder in the United States."

See the complete line of Hotpoint appliances on display in spaces 49-50-52 Exhibition Hall, Conrad Hilton Hotel, during NAHB Convention.

Write now to the Builder Division, Hotpoint Co., 5600 West Taylor Street, Chicago 44, Illinois, for full information on how Hotpoint will co-operate with you in the building of a Hotpoint House of the 50's in your community.

FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • DEHUMIDIFIERS • CABINETS

HOTPOINT Co. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois
building weather for January

NORTH: For the coming month, the northern United States should, in general, experience more favorable weather conditions than normally occurs. Consequently, the total number of working days classified as operational, with the exception of Area 2, should be greater than the long-term average.

Timing of weather events is indicative of trends. Don't expect precipitation on every day of the period indicated.

Both temperatures and precipitation totals averaged above normal during January, 1954. Warmer than usual weather again is expected to prevail during January of 1954 with temperatures likely to average about two to three degrees above normal. Rainfall and snowfall amounts are expected to be greater than normal in West Virginia, decreasing northeastward to below normal in upper New York state.

CRITERIA

Special climatic studies were made for selected cities in each area to determine AVERAGE and LAST YEAR Operational Days. ESTIMATES are generally applicable to each area. Precipitation and temperatures extreme enough to stop outside work have been forecast as number of NON-operational days. Naturally, inside work (plastering, wiring, finishing, etc.) may on occasion proceed without interruption even through the cold and wet spells shown on the month's timing bar.
"YOU CAN'T FOOL THE PUBLIC. The price tag doesn't sell the house. People look at every part of it and they're looking for value every inch of the way. That's why we use so many nationally advertised, especially Post-advertised, materials and appliances. In fact, 12 Post-advertised products go into the new Levittowne. We know these are the names home hunters trust most. And we know we can stake our reputation on them, too."

(Manufacturers of building materials, equipment and fixtures place more advertising dollars in the Post than in any other consumer magazine.)
One man can install a built-up R·O·W window. Taking out sash lightens the unit for easier handling. Sash can be primed and safely stored until the job is ready for interior trim. Builders report labor savings up to 50%.

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JANUARY 1954
split-levels and open planning from Long Island

This tract house, at $26,500, by S. Richard Silbert and Leon M. Silberstein produced 28 contracts for others like it in the builders' 49-house project at East Williston, Long Island. Only three buyers wanted the optional expansion attic plan, which the builders achieve by raising the roof above the living room. The house has 1,727 square feet.
Des Moines flirts with a split-level

A 3-level contemporary built by the Darwin T. Lynner Company and shown furnished, priced at $27,500. Lynner clocked 21,500 visitors through the house during the eight days of National Home Week. While the house did not sell during the Week, it stimulated six other Lynner sales, had several interested prospects at end of Week.

BUILT by Reuben Rodell and Robert Somers, this model sold in one week for $17,500, including lot, and produced six additional orders, signed and sealed, three of which involved trade-in houses.
Every home you build will have at least one telephone.
And most homeowners do want telephone wires concealed.
There's an easy, inexpensive way to provide for this.
Have telephone conduits built in.

Your Bell Telephone Company will be glad to help you work out economical conduit installations. Just call your nearest Business Office.
Dexter's "Single Bore" screen and combination door lock set is famous Dexter quality through and through... exterior parts solid brass... interior parts steel, no die castings... locks safely, securely from inside at the touch of a fingertip... lock fits doors from 5/8" to 1 3/8" thick... no adjustment necessary... ideal for use with door closer... costs less and is Dexter Lifetime Guaranteed.

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MANUFACTURERS OF AMERICA'S ORIGINAL TUBULAR LOCKS

Installs in minutes!
You bore only one 1 1/4" hole to install the Dexter "Single Bore." This means hours saved in door installations.

Easy to plane door edge!
Because "Single Bore" does not have a protruding latch bolt, nothing interferes with planing edge of door after installation. Again, costly time is saved.

"SOFT TOUCH" yielding strike!
The Dexter "Soft Touch" yielding strike of the "Single Bore" requires no mortising, mounts on surface of door jamb. Metal lever yields when door closes, locks securely.

There's nothing like the new DEXTER
"Single Bore"
SCREEN AND COMBINATION DOOR LOCK SET
Low in cost—installs easily!
These four houses won top honors in four classes of a recent contest sponsored by the Home Builders Association of Stark County, (Canton) Ohio. Nineteen builders competed, with 26 houses. The judges included Harold J. Baker, president of the Akron Home Builders Association; Harry Chambers, senior appraiser for the Firestone Bank of Akron; and Harold Cassidy of the architectural firm of Firestone & Cassidy, also of Akron.

**Under $12,000:** This 2-bedroom house was built by the Lawrence Building Co. It has a combination kitchen-dinette with Youngstown all-steel cabinets and garbage disposal unit, ceramic tile bathroom, and uses Andersen Flexi-vent windows throughout. The design provides for two additional bedrooms on the second floor.

**$12,000 to $15,000:** E. J. Plott designed and built this one, and sold it for $12,900 plus lot and landscaping to the third prospect who came along. The house has a full basement with finished recreation room. Windows throughout are Ludman Auto-lok. Siding is California redwood. Heating is by a gas-fired forced-air system using General Electric equipment and Minneapolis-Honeywell Moduflow thermostat. Many quality items were included: extra large closets, Briggs colored bathroom fixtures, twin lavatories in the clay tile bathroom. Lavator shower door, all-copper plumbing, mercury switches, magnetic catches on cupboard doors. Benjamin Moore paint. National garbage disposal unit.

**$15,000 to $20,000:** William A. Riehl sold this one for $17,950 and in addition got two contracts to build larger houses adapted from this basic plan, which he calls a Step-Saver Ranchette. Two points in planning which make this house different: placement of dual compartment bathroom permits shortcut from kitchen to bedrooms; recreation room in basement can be reached by stairway opening directly from living-dining area.

**Over $20,000:** Priced at $24,000, this house was designed and
price groups in Canton, Ohio

built by Arthur W. Hesselman for a lot 100 by 175. Brick veneer construction, with basement. Specifications included: plastered walls; white pine trim; Andersen Flexivent windows; Fabro double-glazed window; oak flooring; double floors: Armstrong linoleum with cove base in kitchen and bathroom; American Standard Sunbeam forced-air furnace; 40-gallon Crane hot water tank; birch kitchen cabinets; ceramic tile bathroom; 250-pound asphalt Carey roofing; knotty pine paneling around stone fireplace, painted white; Modernfold door between dining room and den; pair of louvered doors between living room and bedroom hall.
America's No. 1 family of

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FITS-ALL NO. 1 SCREEN DOOR GRILLE

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Noiseless Sliding Door Equipment

MACKLANBURG-DUNCAN CO.
OKLAHOMA CITY 1, OKLAHOMA
Builder DeBlase says: “People are more and more willing to accept more progressive thinking in contemporary design and livability.”

A luxury interpretation of the Reader’s Choice house of Better Homes & Gardens was this model of 2,600 square feet offered by Fred P. DeBlase in Rochester, New York. He called it Carefree House and showed it completely furnished in an elegant blend of modern and traditional custom furniture. Features that stood out:

The “quiet garden,” an open court set between living area and bedroom wing; laundry department in the bedroom wing, “since 80 per cent of the laundry in any home comes from the bedrooms,” and daylighted by a Plexiglas dome; largest area in the house given over to a Family Room which is integrated with the open-plan kitchen and has fireplace of Pennsylvania blue ledge stone, slate floor and plank and beam ceiling; fireplace wall of Travertine marble in living room, other walls of oak paneling applied with adhesive. The home has a radiant panel heating system with Ruudicator boiler and Minneapolis-Honeywell controls.

The house sold for $53,000 including drapery, carpeting and a full complement of appliances.
Here's Why You Have

**Exclusive FEATURES and REAL FACTS with ABC JALOUSIE WINDOWS!**

**EXCLUSIVE PATENTED SPRING-CLIP**

Makes installation easy, foolproof, chipproof... glass is held firmly in “knee-action” assembly that cannot rattle!

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Perfectly suspended jalousies are smooth-operating... never a strain on moving parts... you can eliminate unnecessary operators because there is no weight to lift!

**ABC IS IDEAL FOR ALL CLIMATES**

Insert—overlap design of ABC screen makes easy, no-tool removal... ABC storm sash gives 100% protection against cold air.

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Name: ____________________________
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Let others talk about the weather
...YOU CAPITALIZE on it with
Janitrol summer cooling

You can merchandise year 'round home comfort to meet whatever your prospect thinks he can afford.

If he has down-payment "trouble" you can sell Janitrol winter comfort now and the ease with which he can add summer cooling to the heating system at a later date.

If financing is no great problem, it's easy to sell complete year 'round conditioning ... the Janitrol Win-Sum Twins. He can include the Janitrol Twin installation in his mortgage for only a few dollars a month extra.

The best way to feature these comfort options is to have the duct work laid out for year 'round operation, marking out the space where the summer cooling unit will be installed. Or, you can install the casing of the cooling unit and the refrigeration-blower chassis is easily slipped in later.

So, instead of talking about the weather, use Janitrol's optional features to make sure your "houses-for-sale" are more modern, more saleable.

SEE THE WIN-SUM TWINS AT THE NAHB CONVENTION,
HOTEL SHERMAN, BOOTH 323 AND 324
install the finest year 'round conditioning...with confidence!

Janitrol WinSum Twins

ALL SEASON COMFORT NOW PRACTICAL FOR AVERAGE HOME OWNERS

Year 'round conditioning, the Janitrol way, need not be confined to the so-called luxury custom-built home. This year, Janitrol twin installations will be the key sales feature for many alert builders.

The addition of summer cooling will increase your home's market values far more than the cost of the unit... this is important to you and your prospect. Janitrol cooling is a home improvement that is approved for FHA loans.

You can depend on well engineered installations of Janitrol year 'round conditioning ideally suited for your house plans. Authorized Janitrol dealers are factory and field trained in the modern applications of home comfort. Use their experience to put more value and "sell" in your new homes.

SPACE SAVING
You need only a 27" square for a Janitrol conditioner. It's out of the way in the utility or recreation room.

5-YEAR WARRANTY
The Janitrol unit is factory sealed. No maintenance is required. This cooling system is fully covered by a 5-year warranty.

WHISPER QUIET
Janitrol is the quietest unit made. Rubber mountings and thick insulating blanket lining efficiently absorb operating sounds.

FILTERED COOLING
Over 5 square feet of filters removes the dust, dirt and pollen from Janitrol cooled air for a healthier, cleaner home.

WRITE TODAY FOR COMPLETE SPECIFICATIONS

Janitrol

DIVISION - SURFACE COMBUSTION CORP.
400 DUBLIN AVE., COLUMBUS 16, OHIO

JANUARY 1954
built for
countryside living
near Chicago

Offered at $55,000 on a one-acre plot at Northfield, Illinois (Chicago suburb), this house is the work of C. E. Blomgren, a semi-custom builder. Promoted as an all-gas house, it has a Servel year-round air conditioning plant and gas appliances. Electric and telephone services are underground. The house has a slab foundation, asphalt tile flooring, Thermopane in windows of all main living rooms. Roof is of heavy hand-split cedar shakes. Treatment at bedroom end of house is novel, featuring a small enclosed garden and a small room adjoining the master bedroom, which can be used as a sleeping "porch." nursery, or hobby room. There is a playroom over the garage.

a split-level for level ground

A generously sized split-level built by Nat Siegel and Irwin W. Chess at Massapequa Park, Long Island, New York. The second floor is given over to the children. The house sells for $22,590 with a quarter-acre of land. In spite of its split-level design (by Herman H. York) the house is right at home on level ground, because the garage is attached to it instead of being cut in under the living room.
5 IMPORTANT REASONS for building with

Famous quality plumbing fixtures throughout!

1 Your choice of all 3 materials!
Now you can choose from a complete line of cast-iron bathtubs, lavatories, laundry trays, sink tops . . . steel baths, lavatories, laundry trays, cabinet sinks . . . china lavatories and toilets . . . in many styles, price ranges; plus brass fixtures of advanced design made by Eljer.

2 Matching of styles and colors!
Here's real flexibility for you! Now you can accurately match a steel bathtub, for example, with cast-iron lavatory and a china toilet . . . in any one of several attractive decorator shades or white . . . and be confident of complete blending in style and color! Meet all customer preferences and cost demands!
The Eljer Plumbing Guide—add extra sales punch by saying, “Eljer quality plumbing fixtures throughout!”

Eljer's Chateau Gray harmonizes with almost any color scheme—is ideal for remodeling.
How to build in
bathroom
sales appeal

Now, turn home plumbing fixtures into
effective sales features. You can, if you can
point to “Eljer quality plumbing fixtures
throughout the house.”

Here’s why: Eljer fixtures are well known,
nationally advertised. And now, Eljer alone
offers color-matched fixtures in all three
materials—enameled cast iron, porcelain-
enameled formed steel and vitreous china.
You can intermix a cast-iron lavatory, a
formed steel bathtub, and a vitreous china
toilet, for example—in any one of six Eljer
colors or white—and the color match is
commercially perfect.

All brass fittings—faucets, showerheads,
flushing mechanisms, as examples—are made
in Eljer’s own plants to highest precision
standards. Eljer design insures long life
and smooth operation. Every Eljer fixture
must pass a complete inspection for working
efficiency and fine finish.

Talk over Eljer fixtures with your plumbing
contractor. You’ll both save planning
time and delivery headaches by ordering
from a single source. You’ll welcome plumb-
ing that clicks at once with prospective
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192, Ford City, Pennsylvania.

ELJER—the only name you need to know in plumbing fixtures

Cast iron, formed steel, vitreous china, brass... for home, commercial, industrial and institutional use.

Famous-name merchandising helps you!

A house is only as good as it sells. Eljer’s national advertising and promotion stand behind you and help you sell. Why split your sales story and sales effectiveness between more than one name in plumbing... when Eljer can give you, in style, color, materials, and price range, all you need to meet every preference?

You deal with just one source!

You know the advantages of a single source of supply, in terms of service and confidence. The quality and variety of Eljer’s line make Eljer the choice of plumbers everywhere. Eljer quality is assured. Every fixture, every fitting is subjected to exhaustive working tests before it is approved for shipment.
New! Complete line of Eljer steel cabinet sinks!

Finest quality steel cabinet sinks are now part of the famous Eljer line!

Here's one of the big pay-offs in "all-Eljer" flexibility and one-source advantages. Eljer cabinet sinks assure you of the same appeal in design and durability that builders have expected and received for years in Eljer cast-iron and china fixtures and brass fittings.

The new Eljer 54" De Luxe Cabinet Sink (illustrated below), for example, is of heavier die-formed and welded steel. It features stronger, more rigidly anchored hinges; integral base; genuine brass runners for the drawers. It offers more usable top surface; visibly larger drawers; no-snag, rounded edges and corners; soap and detergent rack; wire vegetable basket; rinse spray and many other features!

The faucets, too, are all Eljer produced.
Forecasts Point to 1954 As Another Banner Year

Predictions from both government and industry are filled with good news for home builders: 1954 promises to be another big year in housing.

The Departments of Commerce and Labor have produced a joint estimate in which they say residential construction will decline only slightly in the coming year. An upsurge in rehabilitation work, in additions and alterations, will offset most of the drop in new housing units.

Outlays for new units may decline by around seven per cent. Whether or not this happens will depend on the kind of selling job that is done. Buyers will be searching for good solid values: but the market is there and it can be tapped by aggressive imaginative selling.

Walter Williams, Under Secretary of Commerce, told the National Association of Real Estate Boards in a recent speech that his department believes 1954 will be “another boom year for building.” He said there should be no “major faltering” in any important segment of construction.

“Many observers find it hard to believe,” Williams said, “that we can continue the pace during the next year and they believe that a fairly sharp decline must occur and soon. This is not necessarily the case.”

The Commerce Department official cited population growth, the “boom- ing enterprise” of marriage, the mobility of people and industry, the “replacement potential” for housing, and the wide distribution of purchasing power as supporting factors for building activity.

“I can see nothing except a steadily increasing market for new dwellings,” Williams declared. He said there was no “mature economy” in construction or real estate, and added that there appears no reason to believe construction has been overdone.

With initiative and salesmanship, 1954 could be one of our best years, he added.

The basis for Williams’ optimistic outlook was contained in the joint Labor-Commerce estimate on 1954 construction. This forecast revealed that government officials expect about 1,000,000 housing starts during the year. Public starts will contribute little to this total.

Expenditures for all types of construction are expected to be around $34 billion. Commercial construction, estimated to reach an all-time high, will make a substantial contribution to this figure.

In line with these estimates from the government, the United States Chamber of Commerce has issued its own prediction on 1954 housing starts. The chamber agrees that new starts will be in the neighborhood of 1,000,000.

Reports from mortgage and finance people indicate there will be adequate funds at no higher interest rates than now, and possibly slightly lower rates, the chamber said. It cited the “tremendous public response” to National Home Week as evidence of the high potential demand which still exists for new housing.

Lumber Manufacturers and Associations Display at 1954 NAHB Show

For the first time in the ten-year history of the National Association of Home Builders, the annual exhibition will contain a large-scale display by stock woodwork manufacturers. At the same time, it will mark the initial showing of a large group of lumber manufacturers and associations. A total of 30 booths in the main exhibit hall of Chicago’s Hotel Sherman will make up this unique joint exhibit, comprising the displays of five lumber associations and 20 lumber and millwork manufacturers.

The associations which have entered the NAHB show are the Western Lumbermen’s Association, Western Pine Association, Ponderosa (Continued on page 44)

Lenders Told They Must Help Keep Market Strong

The nation’s lenders must help maintain the mass housing market by providing mortgage financing based on low down payments, long-term mortgages and a moderate interest rate, according to John M. Dickerman, executive director of the National Association of Home Builders.

In a speech at the annual convention of the Mortgage Bankers Association, Dickerman said some lenders apparently want to return to “horse and buggy” financing of the 1920’s. He called upon the bankers to join home builders in repudiating this movement.

“It is one of our best years. Home building today is a mass market industry and home financing must be fitted to the needs and buying power of that market,” Dickerman said. “There is no sounder risk in the world than the American home buyer,” he added.

Dickerman scoffed at recent statements by some lenders who claim housing demand has been satisfied. He said it is “blind folly” to say the nation’s housing needs have been met.

“We in the housing industry know there is a need for at least 1,000,000 new homes a year, and we are confident there will be a ready market for them if the proper financing is available,” he said. He asserted it is to the mutual interest of home builders and bankers to maintain this market.

Those who insist there is no longer a mass market for housing and that home ownership should be restricted to the relatively few who can afford 30, 40 or 50 per cent down payments, would seem to have little faith in the future growth and prosperity of America.

“The home building industry does not share their lack of faith. We believe the American people will demand a continually rising standard of housing and that the vast majority of forward-looking mortgage lenders will help them obtain it on terms they can afford,” Dickerman said.
Come to Coleman
Booths 44-48 NAHB Convention

for helpful information

and up-to-the-minute facts about year-round air conditioning

YOU HAVE TO MOVE FAST to keep up with the fast-moving air conditioning industry. That’s why you’ll want to visit Coleman the minute you arrive at the NAHB Convention.

YOU’LL SEE A BRAND-NEW MOVIE, “Comfort Unlimited,” which shows how to build homes for year-round air conditioning, and how to use air conditioning as a fast-selling feature in the homes you build. Along with this movie, Coleman will show you air conditioning facts and figures never before available in a single “package.”

YOU’LL SEE BLEND-AIR DEMONSTRATED, TOO! A complete setup in booths 44-48, showing how this revolutionary system heats better in winter, cools better in summer . . . proof, for example, of how Blend-Air removes twice as much moisture from summer air as conventional systems . . . proof that Coleman conditions homes for health as well as comfort.

See you January 17-21 in booths 44-48, at the
Here's how to get to the Coleman Exhibit

You'll be given a key which will admit you to the luxurious Coleman suite in the Conrad Hilton Hotel. The key also gives you your chance to win a complete Blend-Air heating system or a new Vit-Rock Water Heater — guaranteed 10 years — the heater with the special rust-proof "rock" lining that prevents water-metal contact, always gives you crystal-clear, piping-hot water.

You'll get free gifts! A souvenir drinking glass, a heating estimator especially designed for your use, and a Coleman Economy Guide for home cooling are all yours free the minute you pay Coleman a call.

The Coleman Company, Inc., Wichita 1, Kansas
America's leader in home heating and air conditioning.

Comfort costs so little with Coleman

Conrad Hilton Hotel, Chicago

January 1954
Hollyday Wants Faster FHA Approval of New Techniques

The Federal Housing Administration is "working hard" on a backlog of proposed technical advances, and Commissioner Guy T. O. Hollyday hopes there will be "marked improvement" in the near future.

The commissioner mentioned this speed-up in a recent speech which he called "A New Look at FHA." Hollyday said FHA must take a new look at architectural developments. He said families who want to live in 1953 model houses should not be penalized because they don't like "the Cape Cod architecture of 1947."

Hollyday revealed that he has been in contact with the National Bureau of Standards, seeking assistance in examining and passing on new building methods and techniques. He is doing this, he said, "so the FHA service can be speeded up."

Another area in which FHA is taking a "new look" at its operations is in connection with older houses.

"I believe the stability of the mortgage and real estate market would be definitely encouraged by treating mortgages on existing and new houses alike," Hollyday declared. He said there is a need for "a more adequate ratio" of loan-to-value in financing existing construction.

Hollyday went on to say that FHA operations are being studied in an effort to simplify the agency's work. He wants "unnecessary complexities" removed, with fewer "numbers" and "gadgets in the statutes." He thinks the insured mortgage plan should be brought back to the simple premises on which it was originally based — ratio of loan-to-value and analysis of borrower, property and transaction.

In taking his new look, Hollyday cited some areas in which he believes operations can be expanded. He said FHA must be provided with "more realistic mortgage ceilings" for elevator-type structures.

"We must be realistic about prefabricated houses, too," he added. He suggested that prefabricated housing "may well be of assistance in attack- ing the old problem of providing adequate housing for minority groups."

Still another area in which FHA can expand is in neighborhood conservation. Hollyday said his agency has recommended that it be given a "new tool" based on economic soundness that will provide a means for helping cities conserve their housing.

Beyond question, the housing programs conducted by the federal government in recent years have placed major emphasis on aid to home building in metropolitan areas. Yet at least 40 per cent of the new homes constructed are in non-metropolitan areas.

In addition, preference credit terms on FHA-insured dwellings have been directed principally to low-income and multi-family units, to the disadvantage of that large segment of the public which needs and can afford homes in the $11,000 to $15,000 price range.

As a means of putting federal housing policies into better balance, the National Retail Lumber Dealers Association has proposed that the government take several important steps.

First, we have urged that FHA either permit higher interest rates on insured housing loans in outlying areas where shortages of mortgage funds so often are felt or else authorize lenders to collect increased charges for originating and servicing loans in those areas. We made this suggestion because when mortgage money becomes tight, as was the case during much of 1953, it is the prospective home owners in non-metropolitan areas who have the greatest difficulty in obtaining loans.

Second, we recommended that the maximum amount of an FHA-insured loan on single family homes be increased from $16,000 to $20,000 and that the maximum amounts on two, three, and four-family units be increased to $21,000, $27,000, and $30,000 respectively. Acceptance of this proposal would mean that a good many more middle-income families would be able to enjoy the advantages of FHA-insured loans.

NRLDA also has proposed that down payment requirements be reduced in the $11,000-$15,000 range.

In conveying our recommendations to the government, we explained the lumber dealer's interest in housing credit policies as follows:

"The economic welfare of the 26,000 retail lumber and building materials distributors in the 48 states of America depends completely upon their ability to serve the new construction and the alteration, maintenance, and repair needs of the home buying public, the farmer, and the commercial and industrial establishments of America.

"The retail lumber and building materials distributor, in addition to being the final link in the chain of distribution of building materials between the manufacturer and the consumer, is at the same time, either in his own right or in cooperation with his contractors, the builder of a very substantial proportion of the residential and commercial structures built outside the metropolitan areas of America. He also is the one principal source of supply and information with respect to the utilization of lumber and building materials for the great volume of maintenance and repair activities that are required to keep the nation's homes, farms, and commercial structures in good condition.

"He serves the consumer not only as a supplier and a builder, but also as an architectural adviser and as an adviser on sources of credit required to finance the many new construction and maintenance and repair activities which originate with him."

Easier Mortgage Money Helps Keep Starts High

A steadily-improving mortgage money situation in the closing weeks of 1953 was holding housing starts above the seasonal level. As a result, there was no doubt total starts this year would again pass the 1,000,000 mark.

Latest figures from the Bureau of Labor Statistics showed total starts of 952,100 for the first ten months. The bureau said public housing starts increased to $24,000, $27,000, and $30,000 respectively. Acceptance of this proposal would mean that a good many more middle-income families would be able to enjoy the advantages of FHA-insured loans.

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An over-all decline of 4 per cent in all starts from September to October reflected the "virtual absence" of new public starts, BLS reported.

Good weather, settlement of scattered strikes and less uncertainty over mortgage money have contributed to the less-than-seasonal decline in private housing this fall. Private starts totaled 88,000 in October. Adjusted on a seasonal basis this added up to an annual rate of 1,006,000 units. This was the best showing since last July.

Unless there is a rash of bad weather early this winter, 1953 housing starts should come close to 1,100,000.
Your local fire department stands ready at all times to give the protection any community needs. And welded wire fabric gives protection to concrete—concrete buildings, runways, drive-ins, yards—even concrete fire houses. 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 proper sizes and weights for all reinforcing requirements.
Munnerlyn Would Assist Buyers in Outlying Areas

The FHA should take steps to assure prospective home buyers in outlying sections of the country that insured mortgage loans will be available, according to Henry J. Munnerlyn, president of the National Retail Lumber Dealers Association.

"Either there should be a differential in interest rates or additional origination and servicing fees should be permitted in order to attract investors to those areas where funds often are not available under the present system," Munnerlyn said.

"This problem has been particularly acute during recent months in the South, Southwest and Western states." Munnerlyn continued, "At times when mortgage money is relatively scarce, difficulty in financing insured loans has been experienced in non-metropolitan areas in other parts of the country as well."

The NRLDA president said benefits of FHA insurance should be made equally available to home buyers everywhere. This can happen, he added, only when geographical factors affecting the local supply of mortgage funds are recognized and provided for in FHA's regulations.

"When mortgage money becomes scarce, lenders tend to confine their loans to communities where the cost of arranging and servicing loans is the lowest, because that is the most convenient and profitable way for them to operate. However, allowance for geographical factors will help to make funds available everywhere on an equal basis."

"The areas in question account for at least one-third of all new homes built annually and thus represent a large segment of the total housing market."

Educational Department

Begun by NAHB

NAHB has opened an educational department to meet increasing demands from schools and colleges for factual home building information. Director is Elizabeth Robinson, who resigned as editor of the Grade Teacher, a trade magazine with wide circulation among grammar school teachers. She will be a member of the public relations staff headed by Conrad P. "Pat" Harness.

Chief Spiegel Dons Albuquerque Regalia

In the course of his recent Western speaking tour, E. M. Spiegel, president of the National Association of Home Builders, took time out to be inducted into the Albuquerque Indian tribe which is composed of a small group prominent in the home building industry and its allied activities. Shown above are Mr. and Mrs. Spiegel being congratulated after induction ceremonies by Dole J. Bellamah, regional vice president of NAHB and member of the Executive Committee. Spiegel was named "Chief of all Hogan Builders"; Mrs. Spiegel was named an Indian princess.
At last! Economical Plastic Wall Tile that assures "TROUBLE-FREE" installations!

NEW MATICO PLASTIC WALL TILE!

Now you can use economical plastic wall tile without worrying about installation problems. MATICO Super DeLuxe Plastic Wall Tile has a positive double water-seal that keeps moisture out—always. It's made from pure virgin polystyrene. 64/1000 of an inch thick, MATICO plastic wall tile stands up under even hardest wear. Colors always match perfectly...it's guaranteed not to dish...it adheres permanently...and it's especially designed to prevent adhesive from oozing out at the joints.

MATICO plastic wall tile is stingy with adhesive, too—actually saves you money on every job. It's available in 15 sparkling colors—in solid and marbleized tones...has a gentle, deep "jewel" bevel and a durable, sparkling finish.

Yes, MATICO plastic wall tile sets a new standard for the industry in design, in beauty, in economy. Send for details and installation data today!

Most colors also available in the MATICO De Luxe line—the economical standard gauge plastic wall tile.

Dept. 5-1

Mastic Tile Corporation of America
Mfrs. of: Confetti * Aristoflex * Parquetry * Cork Tile * Asphalt Tile * Plastic Wall Tile
Joliet, Ill. Long Beach, Calif. Newburgh, N. Y.
Dickerman's Column

John M. Dickerman, Executive Director, National Association of Home Builders of the United States

Plans Complete Research
Texas Air Conditioning Project

Home builders who are concerned with the possibilities of air conditioning in their own construction planning can expect to reap practical dividends from an unusual research project scheduled to get under way shortly in Austin, Texas.

Responsible builders in many parts of the country outside the warm and mild climate regions have for some time been giving serious attention to air conditioning as a feature that may in the not too distant future become as essential a part of the modern home as kitchen facilities and heating systems are today. Judging by the broad public interest in this relatively new development, it may well emerge as one of our industry's major merchandising tools.

Cooperative studies undertaken by the NAHB Research Institute and leading air conditioning manufacturers, and particularly the Air Conditioning and Refrigerating Institute and the National Warm Air Heating and Air Conditioning Association, already have produced some important data on design, installation, operating and maintenance factors of air conditioning systems in medium and small house construction.

But more facts are needed in order to make central air conditioning readily available for homes in lower price brackets, and this gap in our technical knowledge is expected to be at least partially filled by the Austin project. A total of 14 typical detached houses will be constructed in Austin, each complete with central air conditioning, and detailed field observation and testing will be conducted for a full year by Chairman Ned Cole's NAHB Air Conditioning Coordinating Committee in cooperation with industry representatives, the Air Conditioning and Refrigerating Institute, the National Warm Air Heating and Air Conditioning Association, and the University of Texas.

Final plans and specifications for the research project will not be fixed until after the NAHB Convention in Chicago January 17-22, 1954, but it is considered probable that the initial cost and size of the air conditioning systems used will be less than presently recommended for particular house designs.

Specification questions to be investigated will include the effective use of various window areas, the cost of cooling per 1,000 square feet of floor area, reasonable minimum design standards, installation detail, and satisfactory means of protecting the home buyer against excessive cost of installation, maintenance and operation.

The 14 houses will be built by individual members of the Austin Home Builders Association and will be tested for the 12-month period under actual living conditions through agreements with the individual home owners.

In addition to the research problems previously listed, the project also will investigate the cooling requirements and effect of various types of construction; the most practicable and simple types of distribution systems; effective control methods, and the possible effect of air conditioning on various building materials and elements of the house, including exterior and interior finish, textures and furnishings.

All 14 homes will be in the $12,000 price range without land, and each will contain 1,100 square feet of floor area. The project will include both single-level and split-level homes, with both wood frame and masonry construction.

It is anticipated that a number of similar research projects will be developed in other parts of the country in order to provide as wide a range of data as possible for builders in various regions.

The results of these investigations should be of invaluable aid to the builder in his search for better ways to develop and sell his product, and should be of substantial benefit to the home buyer and his family in their quest for better living.

NAHB to Repeat
Essay Contest for Students

Due to the unprecedented interest in housing among school students, the National Association of Home Builders has announced a second annual essay contest. Since the association's successful 1953 contest, over 200,000 copies of its 8-page school lesson on housing, "Better Homes for Family Living," have been requested by teachers in 48 states, and requests for a new film strip, "Your New Home—How to Take Care of It," are being received at NAHB headquarters at the rate of 100 per day.

The new contest calls for submission by students of a 600-word theme on the subject, "Why Home Ownership Builds Good Citizenship," School students aged 10-18 inclusive may enter. Deadline for submission of essays is April 1, 1954. Prizes ranging from $500 to $25 will be awarded the ten winners, with the grand prize winner and his teacher-sponsor also receiving an all-expense trip to Washington, D. C., next May, where they will be honored at the annual spring meeting of the NAHB Board of Directors.

In cities where the NAHB has an affiliated home building association, contest entries will be handled through the local group. All information is available from Essay Contest Director, NAHB, 1028 Connecticut Ave., N.W., Washington 6, D. C.

Lumber Manufacturers

(Continued from page 37)
Pine Woodwork, Fir Door Institute and the National Woodwork Manufacturers' Association, the latter to share Ponderosa's exhibit space at the entrance of the display.


A common decorating pattern will help to tie all of these various woodwork exhibits together, uniting them as a combined theme.
make houses sell faster because they give visible evidence of quality construction!

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!

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 Leads the World in Window Engineering

JANUARY 1954
ANDY PLACE is proudly displaying the recreation park complete with swimming pool and bathhouse which the owners in his 1953 development created with an assist from Andy.

THE OWNERS, feeling that they and their children needed a central recreation spot, began by forming a park corporation. Each owner is a stockholder to the extent of one share.

SALE OF the stock to the corporation members netted enough to purchase a prefabricated regulation size swimming pool, erect bath-houses, and landscape a generous surrounding area.

THAT'S WHERE ANDY came in. The owners asked him to donate the land, which he did. It is an irregular piece of ground conveniently located along one edge of the development. He did the rough grading. The owners did the rest.

FROM THIS POINT ON, says Andy, a park corporation can be set up for the owners that will include their holding stock in the purchase price. It's a great idea, and one which should commend itself to every development builder.

WE CONCUR, whether the community builds a concrete pool or purchases one of several prefabricated steel pools on the market. These can be purchased complete with erection service.

TENNIS AND badminton courts will be added to the community park in South Bend in the spring of 1954.

IF NOTHING ELSE, the idea is a great sales plus. Even in cities with adequate park and swimming facilities there is a real advantage in a private setup, located in the development. And the cost to the builder and the owners is very little.

ON THE SUBJECT of community development it would be interesting to see what would happen if some enterprising NAHB chapter found a way to organize one or more community councils in decaying neighborhoods. Purpose to be aid in generating pride among the inhabitants of the given community to the end that they would begin to clean up and fix up their houses, lawns, alleys.

THE AID should not be in the form of subsidies or grants—just direction in organizing. From that point on it is up to the neighborhood.

NOTHING NEW in the suggestion, except as it pertains to an NAHB chapter. Most dramatic example of what can be done is afforded by the Back of The Yards Neighborhood Council serving the area back of the stockyards in Chicago.

COUNCIL NEITHER asks nor accepts aid from outside—government or private. Finances its operations by conducting Back of the Yards Carnival every summer.

CARNIVAL NETS up to $70,000, enough to maintain headquarters' office and pay a full time executive officer and staff of four or five.

COUNCIL HAS THE blessing and cooperation (no money) of packing houses, department stores and churches. In a short time has added hundreds of thousands of dollars to property values, stopped the drift of home owners to suburban areas, cleaned up the alleys and streets, converted old and abandoned store buildings to apartments, sodded vacant lots, and sold many to owners of adjoining houses.

MAYBE BACK OF THE YARDS is phenomenal, but since the council has succeeded so well, the idea seems worthy of a try by builder organizations in other cities where blight is a problem.

HAROLD SARSHIK, currently president of the South Jersey Home Builders League, an NAHB affiliate, says that air conditioning is much more necessary in houses costing $12,000 to $15,000 than in houses costing $25,000 and up. So, his 1953 development, in the lower price bracket, is air conditioned.

(Continued on page 48)
At last the wonderful, enduring qualities of vinyl are available in a wall covering for every room and wall area! Bolta — a pioneer and leader in plastics — has developed a superior laminated vinyl wall covering. Bolta-Wall will not crack, resists fading, scuffing, scratching and is fire-retardant. It's ideal for homes, restaurants, hotels, hospitals, schools... wherever permanence, beauty and easy maintenance are desired.

- **WASHABLE** — Mild soap and water keeps Bolta-Wall fresh and new-looking indefinitely.

- **DIMENSIONAL STABILITY** — Bolta-Wall is formulated to eliminate seam shrinkage under all normal temperature variations.

- **BEAUTY** — Rich, distinctive patterns include Leathergrain, Bamboo and the striking new Woodgrain pattern. All available in today’s most wanted colors. Suggest handsome combinations to your customers! — a dado of Bolta-Wall Leathergrain with an upper wall of Bamboo tiles, for example.

- **HIDING POWER** — Surfaces need not be absolutely smooth. A “cushion-backing” helps absorb surface roughness. It can be applied to nearly all kinds of wall surfaces from plaster and plasterboard to plywood and steel.

- **EASY INSTALLATION** — Semi-flexible Bolta-Wall, in both roll and 8” x 8” tile form, tailors easily to fit the most difficult wall areas, holds fast with common adhesives. Folds sharply on inside and outside corners. Bolta-Wall flexible corner stripping facilitates installation.

- **NATIONAL ADVERTISING** — 4-color ads are reaching your customers through LADIES’ HOME JOURNAL, BETTER HOMES & GARDENS, HOUSE BEAUTIFUL, HOUSE & GARDEN. Consumer interest and response from first ads have been tremendous!
GARAGE DOOR HARDWARE

- USE YOUR OWN OR ANY STANDARD DOOR
- NO MAINTENANCE COSTS
- SIMPLIFIED INSTALLATION
- ADAPTABLE FOR ANY TYPE GARAGE

ALLITH hardware permits you to use standard stock, or special doors if desired, to harmonize with design of accompanying building. All working parts are simple and sturdy—no springs to stretch or loosen. All hardware parts inside and protected from weather.

Unit shipped complete down to the last screw. Quickly and easily installed. Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high. Complete details furnished on request.

ALLITH-PROUTY, INC. DANVILLE, ILLINOIS

Demand STEEL ROOF TRUSSES

- Clear
- Floor
- Space
- PRIMARY WORKING TOOL FOR EFFICIENT INDUSTRIAL PRODUCTION

GEO. I. MÉSKE STEEL CORP.
Fabricators — Evansville, Indiana — Engineers

On and Off the Record

(Continued from page 46)

REASON, HE SAYS, is twofold. In the first place, the lower price houses have less room, less total area and smaller rooms. More people in less space are always more uncomfortable in warm and hot weather.

SECOND, the people in the higher price houses usually have enough money to get away frequently or for a long period in the summer. They can reach nature's air conditioning in the north country or by the sea.

HE ADDS THAT this reasoning in no way depreciates the desirability of air conditioning in larger houses. It simply points up the real need for it in smaller units.

TAKING A CUE from several low price developments on Long Island, The Wall Street Journal recently headlined an article, “Within three years a new house NOT air conditioned WILL BE A DUD.”

THE ARTICLE states the case for air conditioning in low price houses by reporting warm response to project houses priced as low as $11,900, and equipped with cooling systems.

THE FOREGOING are not isolated cases. There are dozens of similar examples in many parts of the country. Together they indicate an unlimited future for air conditioning, and if The Wall Street Journal is right, predict that air conditioning soon will be as established a “must” as central heat.

BIG NEWS at the recent convention of retail paint and wall paper distributors of America was the unveiling of new automatic machines for mixing endless varieties of paint colors. They are designed to take the place of tubes and hand-mixing.

USE OF THE MACHINE depends on paint colors stocked in codes (not in cans) which are dialed on the machine. Quantity wanted—pint, quart or gallon is also entered. A push-button starts the mixing cycle.

MACHINE IS SAID to be so accurate, and paint chemistry developed for it, that the customer can get the exact same color he chooses again the next day, or a week or a year later.

(Continued on page 50)
New Anaconda pre-formed panel grids cut costs

These men are putting in PG's (Panel Grids)—developed by The American Brass Company to make radiant panel heating systems more practical than ever... in rust-free copper.

1. PG's weigh only 10 lb. each—are packed 4 to a carton, ready to install.
2. Center-to-center spacing is readily adjusted to design requirements.
3. PG's are straight and true—no sags or dips—make plastering easier.

These men will complete this job and be on the next one in much less time than it would have taken with coiled or straight length tubing. To the builder and heating contractor this means more jobs at lower costs.

They are installing a new Anaconda product—PG's®. These are pre-formed radiant panel heating grids, ready for installation. They do away with tiresome on-the-job bending and awkward "stringing up." For ceiling work, PG's contain 50 linear feet of 5/8 Type L Anaconda Copper Tube. PG's are pre-formed to common 6" c-c spacing. They are contracted or extended easily by hand to meet all desired spacing requirements within a range of 4½" to 12" c-c.

Publication C-6 gives all the facts about this revolutionary new development in panel piping. Write for your copy to The American Brass Company, Waterbury 20, Conn.

After 45 years in the Building Field

THIS IS OUR CONSIDERED OPINION

The BTU Rating tells only one-fourth of the story—we propose a new Thermal Factor

It has long been common practice to rate the insulating value of a material on the basis of its BTU value—as determined by the hot-plate, or hot-box, guarded method in a laboratory where temperature conditions are controlled and the air is virtually still.

However, these ideal laboratory conditions do not exist on a structure subject to weather from without—and to human beings, humidity and other conditions from within.

Assume a building constructed with a wood fibre insulating board on the outside and any form of dry or wet wall on the inside. If the exterior material, after aging, absorbs 55% of moisture, its insulating efficiency is impaired. If water can penetrate the material in less than four hours—or if as much as 600 cubic centimeters of air per square meter per hour can pass through the material—its insulating efficiency is still further impaired.

Considering only the rate of air flow through the material, it is not difficult to realize that—given a twenty-mile per hour wind and an outside temperature of zero—the structure is soon filled with air at zero temperature. The average heating system would not be capable of offsetting this cold for any great length of time. And it is hardly practical to install heating equipment with a margin of safety sufficient to offset all heat loss from air infiltration, under all possible adverse weather conditions.

If we now take into consideration moisture absorption, water penetration, air infiltration and BTU rating... it seems obvious that the BTU value tells only one-quarter of the story. On this basis, we say that a new Thermal Factor is needed.

We have developed a method of establishing this Thermal Factor and will be happy to make it available to you—without obligation.

By this method, the lower the Thermal Factor Rating, the higher the overall insulating efficiency... For Homasote Insulating Building Board, the rating is .047.

HOMASOTE COMPANY
Trenton 3, New Jersey

On and Off the Record
(Continued from page 43)

TWELVE FONTS of formulated liquid colors are tapped by precision valves to mix countless shades. A variety of bases are used to produce any type of finish. Color pigments are measured accurately to one one-thousandth gram.

DENDINGER INCORPORATED, operators for 82 years of the Madison Lumber Company (retail), Livingston Sawmill Company, and Dendinger Mercantile Company, are liquidating stocks and holdings, and closing their doors.

THE LOUISIANA CORPORATION published an announcement in the New Orleans Times-Picayune which said in part, "... other factors beyond our individual control which are being slowly, but surely, ground into the formula of sound business, dictating our policies, increasing our costs, taking the incentive and pleasure out of operating our businesses, and what remains becoming the prey of excessive taxation. It is not necessary that we bear the burden of these factors and because of these factors, have elected... We may be wrong in our decision, but we are sincere. We may be the last to take this road, and yet, we may be the first."

FROM MOROCCO to Walton Onslow came a letter from a Moroccan importer which said, "I read in American Builder that a Housing Center will be opened next year." The importer was inquiring about space. Lends another bit of evidence to our claim as "The World's Greatest Building Paper."

BRICKLAYERS. More than 30,000 have been added to the ranks since 1946 through an apprentice program sponsored by Structural Clay Products Institute and the unions. Another 13,000 are still training.

ALBERT M. COLE, HHFA administrator, recently said, "Of the 40 million non-farm homes we have today, a little over 100,000 are owned by the federal government, and a possible 400,000 units by local governments, a little over one per cent over-all. And the federal government is steadily disposing of its holdings as rapidly as is consistent with public interest."
On display for the first time...

NAHB Exposition

A NEW KITCHEN LINE
by Universal-Rundle

NEW STEEL WALL CABINETS!
Quality features galore! Heavy gauge furniture steel... easily removable, completely adjustable shelves... sizes for every kitchen!

NEW STEEL BASE CABINETS!
Choice of cabinet tops... U/R quality features... cabinets match Easy Living cabinet sinks... full range of sizes... easy operating doors and drawers... smart styling!

NEW CABINET SINKS!
Choice of vitreous enameled cast iron or steel! Famous U/R sink quality, with top quality cabinets that match new Universal-Rundle Easy Living base and wall cabinets. There is a broad choice of models for every budget and kitchen.

NEW DISPOSER!
Revolutionary “Undercut” action reduces noise, gives speedy grinding action. Disposes of a pound of ordinary food waste in just 30 seconds! The Universal-Rundle is the most quiet disposer ever made — and it’s by far the easiest to install!

You are invited to see America’s new “Easy Living” Kitchens and the World’s Finest Bathroom Fixtures.

NAHB Exposition
CONRAD HILTON HOTEL
BOOTHS 8 and 9
Universal-Rundle Corporation, New Castle, Pennsylvania

“CABINETS OF STEEL FOR LASTING APPEAL”

"Easy Living" KITCHENS
by UNIVERSAL-RUNDLE

Maker of the World’s Finest Bathroom Fixtures and Kitchen Equipment
JANUARY 1954
housing for the over 65

Sir: Congratulations on your article about retirement housing appearing in your November, 1953, issue of the American Builder.

I have already had reason to call attention to the article in several communities where housing for older people is under study and I expect to continue to make a great deal of use of it. Does the magazine supply reprints? A good many people would be interested in acquiring copies.

Wilma Donahue,
Division of Gerontology,
University of Michigan

Sir: I have read with great interest the article which you prepared on the housing needs of elderly people. You are to be congratulated upon having prepared this material in such readable fashion. You have written a very provocative article which certainly should stimulate thinking and action with respect to the problem of housing persons over sixty-five.

Ralph W. Martin,
Executive Secretary.
The Chicago Real Estate Board

expert advises

Sir: In your Ask the Experts department for October, 1953, there is a question and a comment concerning installing sheathing and subflooring diagonally.

First, as regards sheathing, the principal advantage of diagonal sheathing is, in my opinion, not to provide bracing for the building wall, but to tie the wall together between floors.

With platform frame construction, which is now standard, and with horizontal sheathing, the wall frame is held to the sill or joists, as the case may be, with nails in tension whereas with diagonal sheathing the nails are in shear.

Second, as to diagonal subflooring, a finished floor is much more solid if laid at right angles to the joists. This cannot be done satisfactorily if the sheathing is also laid at right angles to the joists because the variations in widths would make it certain that some joints in finished and subfloors would coincide and give no worthwhile nailing.

C. H. Conroy, Chief Engineer.
Department of Public Works.
St. John’s, Newfoundland
LOOK JOE!...in SECONDS
A...Cliper
MASONRY SAW
... WILL CUT THE HARDEST
BRICK—STONE—TILE!*
*and at the lowest
cost per cut

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Clipper Features is Masonry
Cutting Economical...

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EQUALIZER
SELECT-A-NOTCH
WET OR DRY
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TODAY!...Try the New—Faster Cutting—
Economical CLIPPER SUPERIOR BLADES
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ease!" Clipper alone can supply all speci-
fications of Abrasive, Diamond and "CBR"
(Break-Resistant) Blades to accurately meet
your requirements. INVEST IN CLIPPER and
YOU'LL GET RESULTS!

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Save up to 50% in labor and material. Saw repair patches
—gas, water, sewer and air line trenches in floors, streets,
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traction joints—eliminate costly hand forming and spalling.
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CITY STATE
In less than 30 minutes installation time—and for very few dollars—you can feature a custom-designed bathroom in your homes. Merely by changing the tub into a glamorous, glittering, aluminum and glass shower enclosure, you are guaranteed to capture the feminine half of the buying team—and make the sale easier for you!

BEAUTI-DOR will be the center of attraction in the most looked-at room in your home. Your prospect will see it—touch it—and marvel at its beauty! This is sales magic that proves to the buyer that you have added Plus features for plus value!

It’s good business to “add showmanship where it pays off”! Get the BEAUTI-DOR story now. Learn why no other tub enclosure—ONLY BEAUTI-DOR—offers so much in design, construction and quality at the lowest prices! Try BEAUTI-DOR in your next model—with your discounts you’ll find it pays to include BEAUTI-DOR in every home you plan and build!

Installation Takes Less Than 30 Minutes

1. Screw side jambs to the walls. 2. Secure bottom rail to the tub with mastic. 3. Slide doors into top rail and slide into position.

A few territories open for distributors—write.

MAIL COUPON FOR THE FACTS TODAY!

Shower Enclosures, Inc.
1227-A West Devon Avenue
Chicago 40, Illinois

Remember—today, no home is complete without a BEAUTI-DOR.

letters...

(Continued from page 52)

experience with you are not even interested in discussing your new jobs.

This situation, coupled with a summer of strikes, has done a great deal to discredited the builder of limited means. It has greatly curtailed small home construction in the New York area. The bankers and mortgage men that our association has contacted blame the current government’s bond market activities.

Whatever the fault, I, for one, can see no relief in the near future. I should certainly appreciate reading, in your future issues, any new information or advice you can offer.

Harold Miller,
Builders and Realtors,
231 Buffalo Ave.,
Brooklyn, New York

New housing legislation expected early in 1954 and the development of a realistic second-mortgage market are expected to relieve this condition.—The Editor

wants information on prefabricating house parts

Sir: I am trying to get as much information as possible on building houses in sections in the shop and then hauling them by truck to location. I have to put up a building since I plan to make it an all-year-round business, and will have to build the sections inside.

You may have available plans for such a layout and suggestions regarding jigs, etc. We think this method of building has an advantage over building the complete house on the construction site and then moving it to the owner’s place which involves quite a moving expense.

William H. Regier,
Regier Millworks,
Mountain Lake, Minnesota

Regier will appreciate hearing from any builder who can answer his query.—The Editor

“profitable” is word for October issue

Sir: As a subscriber of American Builder, I am happy to inform you that the October issue has been very profitable to me for the simple rea-
It's that easy to prove that ADJUSTO-SEAL is the world's best weatherstrip...whether it's combined with metal for door bottom use, or with plastic for around doors and windows.

When customers see how ADJUSTO-SEAL's thousands of vertical wool fibers snug right down against that uneven surface...you can start for the cash register. For the occasional customer who still hesitates...just pick up an ordinary weatherstrip and try the same thing.

That's all, brother! You've clinched the sale. Because no other weatherstrip can pass the "clenched-fist" test.

BE SURE TO FEATURE BOTH ADJUSTO-SEAL PRODUCTS!

The NEW PLASTIC AND PILE ADJUSTO-SEAL for around doors and windows comes marked at 1 ft. intervals for easy dispensing, and is packaged two ways: in bulk, on reels of 50 yards; or in individual packages containing 17 feet (enough for around one average door or window).

This new Schlegel product has all the properties that have made ADJUSTO-SEAL door bottom weatherstrip so popular with your customers. Door bottom strips available in standard sizes.

If your Jobber doesn't carry ADJUSTO-SEAL, write: SCHLEGL MANUFACTURING CO., Dept. AB, Rochester, New York Oakville, Ontario, Canada

ARCHITECTS, ENGINEERS AND CONTRACTORS

FIT TODAY'S NEED

In the constant search for more economical building methods, engineered timber construction points the way. Architect after architect is achieving maximum results with minimum cost outlay in the proper use of timber construction members.

Experience has proved that engineered timber construction withstands emergency winds and seismic loads. It resists combustion, free from the hazards of load-bearing collapse under extreme heat. It possesses all the elements essential to permanent construction.

Crossett timbers meet all tests in this new demand for structural wood. Big mill production at Crossett embraces every modern technique in quality control. Crossett timbers are engineered to specified stress values. Available in untreated, WOLMANIZED® treated and Creosoted stock, they qualify under Southern Pine Inspection Bureau standards as well as Federal Specifications MM-L-751.

FOR FURTHER DETAILS, write Crossett to obtain specific information regarding your own designing problems. See for yourself how timber construction can answer many of your difficult design and building problems today.

*Employing Teco Connectors.

JOIST TO TRUSS, JOIST TO BEAM, JOIST TO HEADER

CROSSETT LUMBER COMPANY
A DIVISION OF THE CROSSETT COMPANY
CROSSETT, ARKANSAS

JANUARY 1954
This is a typical line from one of the 12 prominent builders who installed the "Lifetime" Shampoo Spray in the nationally publicized BETTER HOMES & GARDENS "Reader's Choice" Model Homes they erected.

More than 200,000 people saw these homes — saw the "Lifetime". It went over big with women because more and more of them are caring for their hair at home (permanents, tinting, etc.). It's wonderful for families with children too!

THE "Lifetimel"

is permanently installed on the wall of the bathroom using standard piping, diverter valve on tub or stand, or separate fixtures. Dozens of ways to install, the "Lifetime" is the first really new and very practical piece of bathroom equipment to come along in years! 4 foot stainless steel hose, chromium plated head and wall hook. Inexpensive too — $13.50 (suggested retail price). Ask your Plumbing and Heating Wholesaler about the "Lifetime". If he cannot yet supply you write direct for literature, prices and plans of installation.

THE "LIFETIME" SHAMPOO SPRAY WILL HELP YOU SELL!

WHOLESALERS & DEALERS — write for complete details about our big sales-low inventory plan!

AMERICAN BUILDER
See Us at
Booth 308 NAHB Show—

Be sure to see the
new standard cover—

THE NEW ADVANCE STYLE
LAUNDRY TUB

Here's the answer to every home owner's prayer for something fashionably new and different in laundry tubs! Ideal for utility room, laundry room, basement or kitchen. Nothing else can compare with it for sales volume and profit as well as for home satisfaction. Don't delay, order today! Look at these advantages:

- Polished stainless steel top trim
  (with 2 embossed soap dishes)
- Fiberglass tub won't crack or mar*
- Matching fiberglass cover for added style**
- Immaculate white enamel steel cabinet
- Full size door for easy storage and removable for plumbing installation
- Recessed base for toe room—in rich black
- Leveling screws hidden in base adjust for height and uneven floors
- Light weight simplifies delivery and set up
- Chromed brass overflow pipe saves extra work, hot water and soap**

*(trademark O.C.F. Corp.)
**Made by the

WESSELS CO.
1625 E. EUCLID AVENUE, DETROIT 11, MICH.

Plants in: Detroit, Mich.; Cleveland, Ohio; Kansas City, Kan.; New Orleans, La.
K EEPING DOWN land preparation costs is a rigid requirement for any tract developer. The money spent in any substantial cut or fill may easily equal what the lot is worth. This excess cost of preparation is never reflected in any valuation placed on the lot and hence is money wasted.

Best way to guarantee reasonable costs for land preparation (or "manufacture") is to select land which has as favorable topographic characteristics as possible, obtain an accurate topographic and boundary line survey, and then develop your site plan to fit the topography.

Locating streets to follow natural drainage lines means a minimum of earth moving. The topography itself, if carefully studied when lotting the land, will often quite naturally bring the grade of the building sites into good relationship to the grade of the streets. Ideally, this difference in grade should not be more than three feet. Or, to express it another way, the finished house grade should be not less than one foot above the elevation of the curb with a 25-foot building line. In any case, the grade should be sloped away from the building for a distance of at least three feet.

Rough land with steep slopes (grades of over 15 per cent are excessive and require special treatment) poses the serious problems of erosion and roadway grades. Roads should normally follow natural drainage lines or ridge locations, at right angles or nearly so to the contours. But if side hill locations for roads are unavoidable, then the drainage problem will be complicated by requiring extra deep sewer lines. Building sites will then be above and below the road grades, which complicates sewer connections on the low side, as well as the matter of driveways and drainage for the downhill lots. All this will add greatly to cost of preparing land.

Roads cut directly across contours at grades exceeding 10 or 12 per cent are also to be avoided if possible, because this develops a stepped effect which must be compensated for by costly banks or retaining walls.

Maximum Slopes and Erosion Control

Where earth cuts are made, FHA recommends that the slopes shall be not steeper than 1 1/2 horizontal to 1 vertical. Where earth fills have to be made, FHA's standard is that the slopes shall be not steeper than 2 horizontal to 1 vertical.

A usable rear yard should be provided which is at least 15 feet in depth from the building wall to the toe of an upward slope or to the toe of a downward slope. Whenever practical, each lot should be graded so that storm water will drain from the back yard through the side yards and front yard directly toward the abutting street, and not across other lots or onto cut and fill slopes. When this cannot be done, storm water should be carried along the top of the banks by swales or other means to a properly constructed outfall. Slopes should be planted with soil-fixing vines or shrubs, or otherwise treated to stabilize them.

Where fills are made in hillsides or slopes, the slope of the original ground upon which the fill is to be placed should be plowed or scarified deeply to bind the fill to the original ground. Material used for

(Continued on page 62)
A pioneer in carving new planned communities out of the rugged land of the Seattle area, Builder Albert Balch has had plenty of opportunity to test and find the right machines for land preparation.

"We now have about $100,000 invested in earth-moving and other major construction equipment, at today's prices for such equipment," Balch states. "Building in volume on land whose character makes preparation cost very high, we figure we can do the job more economically than do builders who have to rent the equipment for land preparation. There is also a tax saving to be considered when you invest in these machines. Book value depreciates, and sizable deductions from income tax can be made."

The photographs show some of the key machines in Balch's set-up; an inventory appears on page 64.
ONE-HALF-YARD UTILITY SHOVEL: most expensive item in Balch's complement of earth-moving equipment, shovel digs sewer and primary water-main trenches.

BULLDOZERS, BIG AND LITTLE: Diesel-powered crawler tractors compact the earth of a given site to specifications. The small machines do the work of close grading near houses, spread gravel preparatory to pouring slab floors. The machine also back fills and pulls utility trailers.

ROAD GRADER: finishes the job of bringing streets to final grade.

(Continued on page 62)
You see it happen every day. At sporting events, in entertainment circles, in any field whatever... some names are sheer magic. They're the names of the leaders, the star performers... the names that draw the crowds like a powerful magnet.

And that's the way it is with products, too!

Over the years, the name RO-WAY on overhead type doors has meant advanced design, skilled engineering, fine quality, top performance... solid value through and through.

Today's Ro-Way doors— residential, commercial and industrial—are the finest ever. With such outstanding features as Taper-Tite track and Seal-A-Matic hinges, ball bearing Double-Thick tread rollers, and Power-Metered springs individually matched to the weight of each door... smooth, easy up-and-down operation is assured.

With Ro-Way sections rabbeted for weather-tight joints... muntins, rails and stiles precision-squared... mortise and tenon joints both glued and steel doweled... heavy gauge hardware both Parkerized and painted... long life is a certainty.

These are the reasons why Ro-Way is America's most wanted overhead type door. And that's the magic in the RO-WAY name.

ROWE MANUFACTURING COMPANY, 732 Holton Street, Galesburg, Ill.

THERE'S A Ro-Way FOR EVERY DOORWAY!
"...has given our sales a boost," says C. Harry Swanson, builder and contractor in South Bend, Indiana. ...that's the beauty of Higgins Block* 

Note how builder-contractor Swanson uses Higgins Block and Higgins Gnarled Oak Paneling in this luxurious recreation room. Higgins Block was used as facing for the bar—durable, scuff-resistant.

* 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—comes with final finish
Pressure bonded with marine-type glue—water-repellent, climate-proof

Deep-impregnated with famous "Penta"—rot-proof, termite-proof
Grooved back anchors into adhesive — quiet and comfortable
Can be laid without special preparation directly on concrete slab — ideal for radiant heat
Blocks fit flush—without large, visible V-grooves

Higgins INC. THE WORLD-FAMOUS BOAT BUILDERS

Use this coupon for free sample block and literature
Gentlemen: Please send sample block and literature to:
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VISIT BOOTH NO. 467 Hotel Sherman at the
NAHB CONVENTION

Two important subsidiary tools are the utility trailer (top) which carries cut lumber from cutting shop to the job, and the fork-lift loader (above). This loader has a 150,000-pound capacity and is shown unloading 16xg roof decking at the job

the fill should be free from vegetable matter and other deleterious substances, FHA specifies that the fill material should be placed in layers which, when compacted, do not exceed six inches.

How to Prepare Hilly Land
It often happens, of course, that a builder sees real possibilities in a piece of land that does not have ideal topographic advantages for subdividing. He goes ahead anyway and by applying his land manufacture know-how makes something good from something problematical.

Such a case is that of John Bonforte of Colorado Springs and his 1,200-acre planned community, "Belmont," now being built on the edge of Pueblo, Colorado.

The site was range land, undeveloped and over-grazed. It was high land, hilly and cut up by arroyos, often more than 20 feet deep, caused by erosion. The land was afflicted by fast erosion because the subsoil is almost pure sand. Bonforte acquired 3,000 acres

(Continued on page 61)
5 BIG Features for Builders

1. EASILY REMOVED
2. METAL WEATHERSTRIPPED
3. EASILY INSTALLED
4. LOW COST
5. QUICKLY ADJUSTED

CONTACT YOUR LUMBER YARD OR COMPANIES LISTED BELOW.

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Toldeo Door & Sash Co.
2001 N. 18th Street
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Eugene, Oregon

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Philadelphia, Pennsylvania

VERMONT
Malta Mfg. Co.
Malta, Ohio

WASHINGTON
Lumbermen's Supply Corp.
3002 Mission Avenue East
Spokane, Washington

WISCONSIN
Vetter Manufacturing Co.
2122 W. 24th Street
Omaha, Nebraska

WISCONSIN
Vetter Manufacturing Co.
2122 W. 24th Street
Omaha, Nebraska
of this unpromising land and now has 300 homes either built or under construction.

The No. 1 development problem was adequate grading—adequate grading for the building sites and for the run-off of surface water. Bonforte purchased the land reasonably enough so that he could afford to undertake this major program in grading.

Equally basic was the problem of laying out a sewage system so that the maximum area could be developed from the initial sewer main that was extended into the tract from the city system.

The first step was to lay out this maximum area that would drain into the main trunk sewer. Then a street system was laid out to provide for the surface drainage. This meant that the streets were placed on the lowest lines of the development.

“This move was sound,” Bonforte states, “because it placed our streets in fill areas and our homes in the high or cut areas. In places we have had cuts of more than 14 feet and in other places fills of as much as 20 feet. But nowhere have we changed or interfered with the natural drainage run-off. All we have done is to fill in the arroyos and permit the water to drain off in surface channels, such as streets.”

Bonforte ran into the problem of having streets parallel to one another, with one about 10 feet higher than the other. He solved this by bringing the land between the streets to almost an even grade; then on the high street he built houses with full basements, and on the low street, houses with crawl spaces. The houses facing on the high street were set as low as possible, sidewalk and curb grades usually being the same. The houses facing on the lower street were set as high as possible. The result is that rear yard grades are less than 4 per cent. The lots average 115 feet in depth; alleys are omitted.

Bonforte’s method of procedure is as follows:

1. Set subgrade stakes for street.
2. Bring street to subgrade by cut and fill as required.
3. Set grade stakes on adjacent parallel street.
4. Bring adjacent street to sub-grade.
5. Bring the entire area between parallel streets to an approximately even grade.
6. Commence house excavation.
7. If no-basement houses are used, there should be neither a deficiency nor a surplus of dirt. If houses with basements are used, surplus dirt will accumulate and should be removed as soon as possible to facilitate the movement of trucks and other equipment.

INVENTORY OF MACHINES FOR LAND DEVELOPMENT USED BY ALBERT BALCH

<table>
<thead>
<tr>
<th>Approximate</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number Item</td>
<td>Per Item</td>
</tr>
<tr>
<td>1 Bulldozer</td>
<td>$3,500</td>
</tr>
<tr>
<td>1 Bulldozer</td>
<td>950</td>
</tr>
<tr>
<td>2 Bulldozers</td>
<td>1,450</td>
</tr>
<tr>
<td>1 Oliver Cletrac Dazer</td>
<td>6,700</td>
</tr>
<tr>
<td>1 Oliver Cletrac Dazer</td>
<td>3,750</td>
</tr>
<tr>
<td>1 Inselby tractor with back-hoe and ½-yard shovel attachments</td>
<td>16,000</td>
</tr>
<tr>
<td>1 Fordson tractor (ditcher) with back-hoe, light bulldozer blade and shovel attachment</td>
<td>4,200</td>
</tr>
<tr>
<td>1 Hough tractor (ditcher) with back-hoe, light bulldozer blade and shovel attachment</td>
<td>5,200</td>
</tr>
<tr>
<td>1 Small Case tractor with back-hoe</td>
<td>4,800</td>
</tr>
<tr>
<td>1 HM, Hough Payloader</td>
<td>12,300</td>
</tr>
<tr>
<td>1 International Evergreen truck-trailer</td>
<td>6,000</td>
</tr>
<tr>
<td>4 Light trailers (avg.)</td>
<td>250</td>
</tr>
<tr>
<td>2 Chevrolet trucks</td>
<td>1,800</td>
</tr>
<tr>
<td>7 Ford trucks</td>
<td>1,500</td>
</tr>
<tr>
<td>1 International truck</td>
<td>1,500</td>
</tr>
<tr>
<td>1 1150 Hyster fork-lift loader</td>
<td>7,500</td>
</tr>
<tr>
<td>1 Road grader</td>
<td>13,900</td>
</tr>
</tbody>
</table>

View of John Bonforte’s “Belmont,” at Pueblo, Colorado.
New
Cameo SHADOWTILE
See it at Booth 463 Sherman Hotel • N. H. B. S.

Four Distinctive Designs

WAVE
Can be laid vertically or horizontally, or alternated.

HALO
For classic beauty, nothing can surpass the circle. It can be used as a top border, placed every other tile, or at random for very unusual effects.

CRYSTAL
A wall of Crystal shapes will gleam like a thousand gems.

PILLOW
Used alone, or to set off Crystal, Halo and Wave shapes, Pillow offers unlimited versatility.

Here is something absolutely NEW in wall tile—something that will take you away from competition and give you leadership in tile sales.

Cameo Shadowtile is many attractive colors and four different shapes offers unlimited possibilities for unusual effects in kitchen and bathroom decoration.

Years Ahead in Leadership!
Shadowtiles—with its 3-D (3 dimensional) feature—was bound to come. Now it's here and you can be the first to offer it in your community.

Architects, builders and home owners will go for Shadowtiles because of its attractive eye appeal.

Why not write today for sample tiles and dealer or distributorship plan? If you don't your competitor will. Use the coupon for convenience.

MADE IN USA

Franklin Plastics, Inc.
Franklin, Pa.

Please send me samples of your Cameo Shadowtile.

Name ____________________________
Street ____________________________
City ______________________________
Dealer [ ] Distributor [ ]

Franklin Plastics, Inc.
Franklin, Pa.

Send for FREE SAMPLES and Full Color Literature

JANUARY 1954
Now! World’s Smallest

5 YEAR GUARANTEE IN WRITING
Financing available through our easy 24-month payment plan.

THE 5-IN-1
This is the newest in the line of General Chef complete kitchen units. It’s the L-K Twin R-600. Here, for the first time, is a small complete kitchen in a compact single unit only 42 inches wide. Builders and owners of rental property will find this unit ideal where space and dollars are limited. Get complete information today.

General Chef
NATIONWIDE SALES AND SERVICE

NEW YORK:
Dept. G-1, Suite 762,
11 W. 42nd St.

LOS ANGELES:
Dept. G-1,
4542 E. Dunham St.

CHICAGO:
Dept. G-1, Room 1108,
Merchandise Mart

MIAMI:
Dept. G-1, Room 1518,
111 E. 2nd Ave.
Complete Kitchen
...only 42 inches wide!

GENERAL CHEF 5-IN-1 is ideal for Motels
Hotels • Apartments • Small Kitchens • Trailers • Factories
—Wherever space and dollars are important!

1 DOUBLE SINK One-piece porcelain
top of heavy gauge steel. Faucet and all
hardware triple-chrome plated.

2 BURNERS Unit comes with 3 gas burn-
ers (easily adjusted for bottled, natural
or manufactured (L.P.) gas), or 3 electric
burners (220 V.).

3 OVEN Large handy oven with broiler
and Robertshaw Automatic Temperature
Control. Completely insulated from
refrigerator.

4 REFRIGERATOR Six cubic feet of
space. Electric sealed, self-oiling Tecum-
seh unit. Owens-Corning Fiberglas insu-
lation. Convenient bottle shelves in door.

5 FREEZER Holds 9 ice cube trays, or 12
standard frozen food packages.

ALSO AVAILABLE...
Smaller units 27½ inches wide
without oven—gas or electric

Handsome General Chef units without
ovens come in sizes as small as 27½
inches wide. Gas or electric burners
(either 110 or 220 V.)... with or with-
out sink. Four cubic foot refrigerators.
GENERAL MOTORS OFFERS BUILDERS NEW DELCO WINTER-SUMMER CONDITIONAIR

Now every builder can answer the rising demand for air conditioned homes at reasonable prices. Here’s the sensational new Delco Conditionair that uses either gas or oil for heating and electrical refrigeration for cooling. It provides complete air conditioning, ventilation, filtering and humidity control.

One cabinet houses both heating and cooling mechanisms. Has Delco-Heat Circle-air heat transfer system, centrifugal blower, Multipath Cooling coils, twin filters, and sealed reciprocating compressor. It’s low in first cost, low in operating cost, and packaged for easy installation. The cabinet is made of heavy duty furniture steel and is finished in the rich Delco green. In appearance, performance, and cost it’s your best answer to adding the magic of year ‘round air conditioning to the homes you build.

For detailed information, contact your Delco-Heat Distributor. Or write or wire Delco Appliance Division, General Motors Corp., Dept. ABH, Rochester 1, N.Y. In Canada, Delco-Heat, Toronto 13, Ontario.

... a complete line of automatic oil and gas fired conversion burners; Conditionair forced warm air furnaces, heating, cooling units; boilers; water heaters; electric water systems.

DELCO CONDITIONAIR

For a good deal ... deal with Delco
HOW RHEEM SELLS THE U.S.A
ON COPPERMATIC!

Rheem starts '54 with a roar! Full-page, full-color ads announcing the Coppermatic Water Heater in LIFE, THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME and HOUSE BEAUTIFUL. Plus follow-up ads throughout the year in these same publications and in GOOD HOUSEKEEPING, HOUSE BEAUTIFUL BUILDING MANUAL and SMALL HOMES GUIDE.

Plus local tie-in newspaper ads, TV and radio spot announcements and a wealth of point-of-sale display material and literature.

Cash in on this great new Rheem product and this aggressive advertising drive. Get all the facts now!
The foremost name in plumbing

More people prefer it

Crane plumbing helps sell homes because people know and prefer Crane quality. Home buyers are favorably impressed when they see Crane fixtures in the houses you build. Crane bathrooms and kitchens indicate quality construction throughout.

Every house you build becomes a lasting part of your reputation. That's an important reason for specifying Crane. Through the years, you can be sure Crane performance will please owners and safeguard your good name.

Costs no more. Even in your lower priced homes you can afford Crane because fixtures are offered in a wide range of prices. For detailed information, see your Crane Branch or Crane Wholesaler—today!

CRANE CO.
GENERAL OFFICES: 836 SOUTH MICHIGAN AVE., CHICAGO 5
VALVES... FITTINGS... PIPE... PLUMBING AND HEATING
Here's one easy way to "Stop the Shoppers" and get them to look and ask questions

When sales are slow, your one big problem is to get the "shoppers" to stop cruising around, look at your homes and listen to your salesmen. Sometimes that isn't too easy—if you haven't something unusual to make them stop, look and listen. Crawford Customized Garage Doors give you something that is not just unusual but is dramatic, colorful, beautiful and CAN BE SEEN RIGHT FROM THE STREET. There are so many different designs and color schemes that each of your homes can have its own, individual, Customized door, and, remember that the garage door is usually the LARGEST SINGLE AREA IN THE ENTIRE FRONTAGE and when you change the looks of the garage door, YOU CHANGE THE LOOKS OF THE HOUSE. And, it's no trick at all to make the front door and window shutters match up with the Crawford Customized Door and thus produce a stunning "ensemble." As you well know, women go for these striking and colorful custom effects and this is the one that CAN BE SEEN FROM THE STREET. They can see, from their cars, that EVERY FRONT IS CUSTOM DESIGNED. Can you think of a better way to make the "shoppers" STOP, LOOK, LISTEN! Why don't you get in touch with your local Crawford Door Sales Co., listed in your classified phone book under "DOORS" and get them to show you how practical and inexpensive it is to give your homes this very important buying pull? It won't cost you a cent to find out. Or, write us for literature.
Handy “Pak” has clear acetate slide cover... shows merchandise attractively
Provides extra customer convenience... dependable product protection
Assures speed and ease in handling... Open stock available on all items
Buy it from your wholesaler

NATIONAL LOCK... FINEST In Quality... FIRST In Merchandising

NEW “Select-a-Pak” ASSORTMENTS Stimulate Impulse Purchase
compact “Serv-Yourself” dispensers are FREE

CABINET HARDWARE NO. 32  WOOD SCREW NO. 24  STOVE BOLT NO. 26
A complete cabinet hardware department that takes only minimum counter and storage space. Attractive metal dispenser shown at left 13 1/2 x 12”.
Wood screws in 24 most popular sizes your customers require. (Flat head, round head and oval head.) Dispenser 13 1/2 x 12”. Sturdy. Eye catching.
Flat head and round head bolts with nuts in 16 fast-moving sizes. Zinc plated finish. Packed 1 dozen Paks to the carton. Metal dispenser is 12 1/2 x 12”.

distinctive hardware... all from 1 source
NATIONAL LOCK COMPANY
Merchant Sales Division • Rockford, Illinois
A prospective house buyer keeps an eye out for something extra. If you want to add hundreds of dollars to the value of a house, lay Gold Seal VinylTile in Bermuda Hues. It's a unique, sun-drenched flooring that sparkles with light and represents the luxury a house buyer looks for. All 10 Bermuda Hues are color-coordinated so you can create decorator-showpiece effects. And that's just half the story. Gold Seal VinylTile is so tough it's almost impossible to damage, stain or discolor. It resists kitchen acids, alkalis—even dirt—yet it's resilient and easy to install. A flooring with that many talking points can help sell a house. Specify Gold Seal VinylTile in Bermuda Hues for your next project. And always keep this important fact firmly in mind... Gold Seal VinylTile protects you and your customers with the famous Gold Seal Guarantee of satisfaction or your money back.

**Gold Seal VinylTile in Bermuda Hues**

**Bermuda Hues**—the only vinyl colors as right for walls as for floors. Once up they should last as long as the house.

**Matching countertops** are seamless... have no dirt-catching corners... cost only a fraction of what hard, clattery tops cost to install.
Left: Front and carport. Note interesting color combination. Below: Ceiling of living-dining area follows slope of roof. Supporting beams and column connection at ridge line are exposed in room. The 7-foot 6-inch-high partition at right encloses the kitchen portion.
space, price and design sell this house

This model house induced 259 families to deposit earnest money toward the purchase of an approximate duplicate of the house in the first eight days of National Home Month. The reason was simple. After seeing the house, the prospective purchaser was able to evaluate its potentialities quickly, based on the space offered, and the price and design.

The house has three bedrooms, each with 100 square feet or more. It also contains a living-dining room having an area of 225 square feet. This, as well as other areas of the house, gives the illusion of greater size by having the ceiling follow the slope of the roof. Door-high splayed walls in the kitchen further encourage this illusion. Bedroom and hall closets are placed at the center of the high point of the ceiling, thus providing additional storage space. Half of the basement is kept clear for a recreation area. The other half is devoted to furnace, heater, laundry tubs, etc., with a fruit storage under the entrance vestibule.

The cost of $12.75 per square foot is below the local market. It represents land improvement costs of from $20 to $25 per running foot and a $2,500-an-acre raw land cost. It also reflects a continued paring down of the rough and finished carpentry costs through use of improved techniques. It shows a constant effort to reduce the construction period required for a finished house.

These builders are keeping abreast of the times by changing from a standard-type one story (Continued on page 72)
Passage to bedrooms shows additional storage space available due to extra ceiling height. Two-way cabinet is built into stub wall of kitchen.

**BRAND NAME PRODUCTS USED**

- Aluminate aluminum windows with screens and storm sash
- Armstrong linoleum
- Brenman shades
- BullDog Pushmatic electric centers
- Celotex sheathing
- Dishmaster for kitchen sink
- Formica Lavenette counter
- Fry four-ply roof
- Glide-All closet doors
- Hall-Mack accessories
- Hartshorn shades
- Kohler plumbing fixtures
- Luxaire forced warm-air furnace
- Minneapolis-Honeywell heat controls
- National Tile kitchen counter and backsplash
- Norman pressed brick
- NuTone vent fan
- Skillman hardware
- Standard Cotton insulation
- Waste-King pulverator
- Wolverine hot water heater

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

Bathroom features clay tile on walls, Formica-topped lavanette and a horizontal-type medicine cabinet with glass sliding doors.

Two models are currently being offered by these builders, each with practically the same floor plan. Cost, based on lot sizes which vary from 55 to 80 feet in width, is $14,400 to $15,150. The model (shown on these pages) is designed with the broad side of the house to the street; the other model is arranged with the narrow end toward the street front. Each model has five different elevations consisting of changes in window fenestration, facing materials and roof lines.

The builders also employ the latest construction techniques such as: the use of power tools and precutting of all lumber, use of plywood for sheathing and subflooring, use of drywall, tilt-up construction, preassembled door and window components, shop assembled cabinets, precut trim and poured concrete foundations.

See Gatefold Blueprint for working drawings—quantity list of materials
Quantity List of Materials
For American Builder Blueprint House No. AB 198

Beinecke & Lorenz, Architects

General Information
- House — Type: brick veneer
- Area: 1,095 sq. ft.
- Cube: 18,666 cu. ft.
- Height taken for cube was 17 feet
- Carport — Area: 231 sq. ft.
- Porch — Area: 45 sq. ft.
- NOTE: Cost computed on basis of 1/3 of area in porch and carport

Excavating
- Trench for foundation: 15 lin. ft.
- Chimney and column footings: 4
- Post holes for carport: 3
- Excavation for basement: 215 yds.

Cement Work
- Foundations: 1,022 cu. ft.
- Concrete work: 938 sq. ft.
- Thickness: 4 in.
- Waterproofing for basement walls:
- Miscellaneous: 46 sq. ft.

Masonry
- Type: brick
- Walls: 950 sq. ft.
- Window sills: brick
- Chimney: brick — 21'0" high
- Flue lining: 22' — 8'x12'
- Cap: concrete

Iron Work
- Structural: 541 lbs.
- Lally columns: 5 — 3½" O.D.
- Miscellaneous:
- Steel plates for wood beams
- NOTE: Lintels required over 7 basement windows and 1 door (not shown or specified)

Millwork
- Windows — Glazed, including trim:
  1 — 6'x12' — 12'0"
  1 — 6'x12' — 26'0"
  6 — 4'x 4' — 8'0"
  1 — 4'x 8' — 10'0"
  1 — 4'x 8' — 12'0"
  72 — 2'x10' — 14'0"
  5 — 2'x 6' — 8'0"
- Joists:
- Bridging:
- Studding and plates:
- Ceiling joist and roof rafters:
- Framing lintels:
- Subfloor:
- Roof sheathing:
- Sidewall sheathing (material unspecified):
- Sidewall materials:
- Exterior plywood: 290 sq. ft.
- Carpenters stairs:
- Fire floor for landing:
- Exterior material:
- Soffits:
- Eaves:
- Porches:
- Insulation:
- Sheeting:
- Flashing:
- Miscellaneous:
- Roofing:
- Type: 3 ply tar and gravel
- Area:
- Interior Walls
- Area to be covered:

Carpentry

Sheet Metal
- Gutters:
- Downspouts:
- Miscellaneous:
- Gravel stop:

JANUARY 1954

NOTE: This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.
NEARLY 300 companies will show their products at the 1954 NAHB Convention and Exposition which will be held concurrently at Chicago’s Conrad Hilton and Sherman hotels from January 17 through 21. Well over 200 of these products will be found on the following pages, among the over 400 items which make up the “Products Exhibit in Print.”

This is the eighth annual issue patterned around this preview and review of building products and equipment. The value of this editorial feature to our readers is attested to by the fact that manufacturers received more than 70,000 inquiries from the 1952 presentation, and by the tremendous demand for additional copies of the January issue we received throughout the remainder of the year. Builders and dealers report that this issue is an invaluable reference tool.

To identify easily the products which will be exhibited at the NAHB Convention and Exposition, booth numbers and the hotel in which they are located precede the name and description of the product.

For more complete information about any of the items, a jumbo postcard has been inserted for your convenience on page 237. Further, you might ask your lumber and building supply dealer about any of the products in which you are interested.

AB14331—SHERMAN—BOOTH NOS. 364-365—LOCK INSTALLING TOOL—Lockwood Hardware Mfg. Co., Dept. AB, Fitchburg, Mass. The “Speedril” is a new lock installing tool; its bit has a threaded shank clamped into a split feeder bushing which guides it squarely through the wood, guaranteeing precision boring. Leverage of the handle allows easy turning, and bit breaks through cleanly because a beveled-edge break-through ring is clamped against wood and prevents splintering. Time is about 25 seconds.

AB14273—HILTON—BOOTH NOS. 260-261—HOME DECORATION—Beatrice West, Dept. AB, 147 East 50th St., New York 22, N. Y. This organization does color planning of exteriors and interiors as well as decorating and furnishing of model homes for builders throughout the country. Miss West offers builders a combination of color planning and decorating service which is geared to supply color information for an individual house or a series of housing projects. Builders, architects and engineers also advised on hotels, apartments, etc.

AB14155—HILTON—BOOTH NOS. 279-280—DRAWER SLIDES—Grant Pulley & Hardware Corp., Dept. AB, 31-85 Whitestone Pkwy., Flushing, N. Y. New drawer slide consists of only two members; cabinet channel and drawer channel, fits all size drawers. Dimensions and score lines for easy bendings to needed drawer depths are stamped on the outside face. All corners are rounded and smooth for safety. Made of heavy-gauge steel for long life, electro zinc coated for rust resistance, its load capacity is 50 pounds a pair. Solid nylon rollers are self-lubricating.
AB14259——HILTON—BOOTH NO. 264—
ROOM AIR CONDITIONER—United States Air Conditioning Corp., Dept. AB, 3300 Como Ave., S. E., Minneapolis 14, Minn. Fiberglass construction, inside and out, is featured in this window-type room unit air conditioner. The result is a unit lighter in weight, free of rust and corrosion, superior in sound and insulation; free from scuffing or denting with no loss in structural strength. The unit will also offer heating as standard equipment. Extends less than 2 inches into most rooms.

AB14250——HILTON—BOOTH NO. 127—
DOOR CLOSER—Schlage Lock Co., Dept. AB, 2001 Bayshore Blvd., San Francisco 19, Calif. This compact door closing device is operated by a compression spring in conjunction with a hydraulic piston and two adjusting valves. It provides any speed of door closing that is desired by simple valve adjustment. Installation method is simple; a bracket is screwed on the door, and the closer and arm are quickly slipped into place. Smaller bracket holds other end of arm to door frame.

AB14255——SHERMAN—BOOTH NO. 460—
SINK UNITS—Fikoy Mfg. Co., Dept. AB, 1864 S. 54th Ave., Chicago 50, Ill. New °‘Duracore” sink and countertops combine the durability and beauty of Formica bonded to the strength of reinforced steel. A special process perfected by the manufacturer produces a permanent guaranteed bond between the Formica surface and the rust-proof steel core. Of interest to builders is the construction which forms counter top and back splash of one seamless piece for easy cleaning.

AB14252——HILTON—BOOTH NO. 3—
KITCHEN PLANNER—American Kitchens Division, Avco Manufacturing Corp., Dept. AB, Connersville, Ind. A kitchen planning aid called the Kitchen Personalizer eliminates many disadvantages of old type planning kits while improving the efficiency and sales effectiveness. The Personalizer illustrates how sink, range, refrigerator and cabinets will look in the new kitchen with a minimum of thin plastic movable strips that are washable, flexible and scaled. Entire outfit can fit in a standard briefcase.

AB14257——HILTON—BOOTH NO. 214—
BATHROOM VANITY—T. V. Wolker & Son, Inc., Dept. AB, 217 No. Lake, Box 547, Burbank, Calif. The Westerner sliding glass door offers unrestricted glass area. The glass area is set in wood frames that are toxic treated and are easy to install. No special skill is required. Completely weatherstripped, they insure weather-tightness. Doors operate on sealed bolt bearing units. Sills are clean line dried oak. Doors are 11/2 inches thick clear vertical grain birch dried Douglas Fir.

AB14262——SHERMAN—BOOTH NO. 429—
SLIDING GLASS DOOR—V. V. Walker & Son, Inc., Dept. AB, 217 N. Lake, Box 547, Burbank, Calif. The Westerner sliding glass door offers unrestricted glass area. The glass area is set in wood frames that are toxic treated and are easy to install. No special skill is required. Completely weatherstripped, they insure weather-tightness. Doors operate on sealed bolt bearing units. Sills are clean line dried oak. Doors are 1 1/2 inches thick clear vertical grain birch dried Douglas Fir.

AB14256—HILTON—BOOTH NOS. 109 to 193; 206 to 208; BATHROOM LAVATORY—Crane Co., Dept. AB, 836 S. Michigan Ave., Chicago 5, Ill. This vitreous china lavatory is for built-in installations. Although it can also be placed in a counter-top of 2 inches in installation style soap features modern design with the three sides of a counter-top on one of five sizes of sink cabinets; others are 46, 60, 54 and 42 inches in length. Model 5-7200 is provided with a double bowl sink, while the other sizes feature single bowls. All models are available with cast-iron porcelain enamel finished tops or with durable plastic laminates. This line is being introduced as the manufacturer’s 1954 economy model.

AB14057——HILTON—BOOTH NOS. 214—
213-216—BATHROOM VANITY—Toledo Desk & Fixture Corp., Dept. AB, Ford Road, Maumee, Ohio. °‘Beauty-Queen” 72-inch sink is one of five sizes of sink cabinets; others are 66, 60, 54 and 42 inches in length. Model 5-7200 is provided with a double bowl sink, while the other sizes feature single bowls. All models are available with cast-iron porcelain enamel finished tops or with durable plastic laminates. The line is being introduced as the manufacturer’s 1954 economy model.

AB14066——HILTON—BOOTH NOS. 109 and 122—GAS FIRED FORCED AIR FURNACE—Bryant Heater Div., Affiliated Gas Equipment Co., Dept. AB, 17825 St. Clair Ave., Cleveland, Ohio. Bryant Model 319, a dressy unit that fits nearly anywhere in new construction or remodeling work. Designed for combination installation with Model 590 air conditioner. All completely automatic. Model 319 available with direct-drive or belt-drive blower on small sizes. Wide range of capacities. Standard or heavy gauge heating available.

AB14268——SHERMAN—BOOTH NO. 429—
SIMULATED BRICK CHIMNEY—Von Packer Corp., Dept. AB, 209 S. La Salle St., Chicago 4, Ill. Chimney housing is molded from 3/16-inch cement asbestos panels and embossed to simulate brick and mortar. Pre-painted brick red with natural color mortar lines, embossed design of panels permits repainting, if desired, to match other brick colors. Housing measures 16 1/2 inches wide by 24 inches deep. It may be cut on the job to fit any roof ridge or pitch. Panels shipped knocked down.

* USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237
Celotex National Advertising Builds Business for You

To help you really score in '54, Celotex hits the residential construction market with a great new advertising campaign. Month after month you'll see big, colorful, eye-stopping ads—working for you—in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME, SMALL HOMES GUIDE.

Make the most of this powerful sales help. Tie in by stressing to prospects that your homes are built with genuine Celotex Products. This smooths the way to sales because a third of a century of national advertising leadership has created nation-wide preference for the brand name Celotex!

SEE CELOTEX EXHIBIT
At N.A.H.B. Exposition
HOTEL CONRAD HILTON
CHICAGO
January 17 to 21, 1954

AMERICAN BUILDER
costs $95 per house

Saves $2,375.00 on 25 homes by using

Double-Waterproofed

CELOTEX INSULATING SHEATHING

"Labor and material savings made possible by Celotex Insulating Sheathing enabled us to cut the cost of 25 homes recently completed by an average of $95 apiece, for a total saving of $2,375.00. Celotex Insulating Sheathing permits us to reduce costs, yet offer homes that are more comfortable, thriftier to heat in winter—cooler in summer, too. That is why we are using it on 65 new units now under way."

Foy E. Williams, President
Foy E. Williams Construction Company, Inc.
Lake Charles, Louisiana

North, south, east, west—the story's the same. Builders like Mr. Williams report Celotex Insulating Sheathing provides time-saving, labor-saving, money-saving practical job advantages you cannot afford to pass up—enables you to build stronger, more comfortable, quality homes at lower cost. Applied, Celotex Insulating Sheathing costs no more—usually less—than ordinary sheathing. Yet look at all the big bonus benefits it offers...

1. Insulates and Weatherproofs as it builds. All at one cost. No building paper needed.
2. Laminated for Extra Strength and rigidity. All Celotex \( \frac{3}{4} \)" Insulating Sheathing is made of 2 plies, permanently bonded.
3. No Corner Bracing Needed to meet F.H.A. requirements, with 4 ft. wide, \( \frac{3}{4} \)" thick Celotex Insulating Sheathing. Has approximately 30% greater bracing strength than ordinary sheathing.

4. Goes Up 30% Faster. Easier to cut and fit. Up to 15% less waste.

5. Excellent Shingle Base. Shingles can be applied direct, or over Celotex Impregnated Backer Board with special nails.

6. Double-Waterproofed. Inside, by integral treatment that coats every fibre; outside, by asphalt coating. Lets you resume work quicker after rain. High vapor permeability, too!

7. It is the Only Sheathing made of tough, strong, long Louisiana cane fibres—and protected by the patented Ferox process from dry rot and termites.

Mail coupon for factual FREE new booklet, "40 Questions and Answers about Insulation Board Sheathing."

Build Better...Build with Genuine

CELOTEX INSULATING SHEATHING

It's double waterproofed!

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120 South LaSalle Street, Chicago 3, Illinois

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The Tichy Estate

is an outstanding example of the effective use of glass in today's homes

THE NEW SUBURBAN RESIDENCE of Architect Lester Tichy at Stamford, Connecticut, is an outstanding example of contemporary design. It is a model of functional, modern architecture, incorporating ideas of value to architects and builders—whether they are engaged in the construction of large or small homes. Broad expanses of Pittsburgh's Twindow—"the window with built-in insulation"—add to the enjoyment of the beautiful outdoors from indoors. Mr. Tichy stated: "Glass has been used in spectacular fashion, not only for its functional value, but for startling and beautiful texture contrast with the other construction materials."

IN THE DINING ROOM, too, large areas of Twindow units increase the spaciousness of the room, frame the attractive patio and wooded countryside for year-around pleasure. These Twindow double-glazed units offer all the advantages of broad expanses of glass, without affecting heating efficiency. They minimize downdrafts near windows and reduce the tendency for condensation to form.
A striking feature of this house is the hall and suspended stairway, connecting the living room with the rest of the building. Both sides of the stairhall are completely enclosed by Twindow units. The spacious living room, shown at right, also utilizes floor-to-ceiling Twindow units, affording a pleasant view winter and summer.

Every nickel you spend on glass shows. And the results far outweigh the cost.

Build it better with Pittsburgh Glass

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

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PITTSBURGH PLATE GLASS COMPANY
IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

JANUARY 1954
New automatic ceiling shutter
Opens or closes automatically at the flip of a switch, or with automatic timer. Finished to blend with all room colors.

Hunter Attic Fan cools the entire house
The Hunter Attic Fan is the most practical and least expensive method of keeping a home comfortable on hot nights. It pulls cool, refreshing breezes through every room in the house... drawing out hot, stagnant air. This compact unit is easily installed in any new or old home. It requires only 18" attic clearance—ideal for low-pitched roofs. Fan comes complete with ceiling shutter and trim—no extras to buy or build. Sizes from 5000 to 15500 CFM (air deliveries certified) fit any home size and climate.

This new, improved attic fan has the same smooth, quiet operation and dependable performance that have made Hunter Fans famous for 67 years. Fan unit guaranteed 5 years; motor and shutter, 1 year.

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HUNTER FAN AND VENTILATING COMPANY
381 S. Front St., Memphis 2, Tenn.

HUNTER Attic Fans
SEE OUR EXHIBIT AT THE NAHB SHOW
They go in faster...last longer!

if they're Milcor Steel Access Doors

You add the EXTRA VALUE OF STEEL for less than the cost of wood

You save installation time and costs, with Milcor Steel Access Doors. And home-owners save on maintenance costs later on. Here's why:

1. You install Milcor Steel Access Doors quickly and easily — flush with the wall or ceiling. They need no special framing, no cutting or fitting.

2. You paint or paper right over Milcor Steel Access Doors. One finish-coat usually covers. No sanding or filler coats are needed.

3. Milcor Steel Access Doors can't warp, crack, shrink, swell, or rot. They are termite-proof and fire-resistant.

4. There are 11 different sizes from 8" x 8" to 24" x 36" — ready to install in plaster or non-plaster walls. Order from your building supply dealer.

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290 Box 918 — Los Angeles 58, Calif. — 4807 E. 44th St. — New York 17, N. Y.
— 230 Park Ave. — St. Louis 10, Mo. — 4215 Clayton Ave.

JANUARY 1954
CONVENTION HIGHLIGHTS
Tentative Program
Annual NAHB Convention, Chicago, Illinois
January 17-21, 1954

Sunday, January 17
1:00 P.M. Opening of Exhibits at Conrad Hilton and Sherman Hotels
2:30 P.M. Nominating Committee (Open Meeting)
3:00 P.M. Press Conference with President Spiegel
4:00 P.M. Relations Committee (Open Meeting)

Monday, January 18
9:30 A.M. Nominating Committee (Open Meeting)
9:30 A.M. GENERAL SESSION
Hilton
Presiding: E. M. Spiegel, President, NAHB
Inaugural Address and Salute to Flag: Henry Fett, Convention Chairman
Greetings: E. M. Spiegel
Announcement: Congressman Judd
1:00 P.M. First Inspection Tour of Chicago Housing
2:00 P.M. GENERAL SESSION
Hilton
Program to be announced
2:00 P.M. DISCUSSION GROUPS:
Sherman
1. Management Conference for Custom Builders
Leader: David Augustus, Indianapolis, Ind.
Sherman
2. Good Design is Good Business
Leader: Joseph Marrian, Chicago, Ill.
Sherman
3. Public Relations for Home Builders
Presiding: Leslie Hill, Dallas, Texas
Moderator: C. P. Harness, NAHB
Hilton
4. Trade-in House
Leader: To be announced
3:30 P.M. Nominating Committee (Open Meeting)
6:00 P.M. Reception & Dinner For Press
Sherman
9:00 P.M. Convention and Exhibitors’ Dance and Entertainment

Tuesday, January 19
9:30 A.M. GENERAL SESSION
Hilton
Presiding: To be announced
Address: Honorable George M. Humphrey, Invited
Secretary of the Treasury
Panelists: Mortgage Finance
Moderator: Nathan Manilow, Chicago, Ill.
10:00 A.M. Tax Savings for Small Builders
Hilton
Presiding: Franklin L. Burns, Builder, Denver, Colorado
1:00 P.M. Second Inspection Tour of Chicago Housing
7:00 P.M. DISCUSSION GROUPS:
Hilton
1. Air Conditioning
Leader: Ned Cota
Sherman
2. How Good Decorations Can Help You Sell Houses
Leader: Mrs. William Johannesen
Sherman
3. How To Build Low Rent Housing Through Section 207, Rental and Section 213, Cooperative Leaders: Al Gross, Sam Neumark, Detroit (207); Bill Gunther, Detroit (313)

Wednesday, January 20
9:30 A.M. GENERAL SESSION
Hilton
Presiding: E. M. Spiegel, President, NAHB
10:00 A.M. DISCUSSION GROUPS:
Sherman
1. FHA-VA Questions and Answers
Leader: George Goodyear, Charlotte, N. C.
Hilton
2. Tax Savings and Tax Planning For Large Home Builders and Developers
Leader: Franklin L. Burns
10:00 A.M. NAHB Ladies Auxiliary Conference
Sherman
Presiding: Mrs. Lou Bettilyon
1:00 P.M. Third Inspection Tour of Chicago Housing
2:00 P.M. How To Sell A House
Hilton
Leader: To be announced
3:00 P.M. DISCUSSION GROUPS:
Sherman
1. FHA-VA Questions and Answers (continued from A.M.)
Leader: Fred W. Jackson
Sherman
2. Tax Savings and Tax Planning For Large Home Builders and Developers (continued from A.M.)
Leader: To be announced
Sherman
3. Management Conference For Small Builders
Leader: To be announced
Sherman
4. Better Ways To Process Loan Applications
Leader: Frank A. Collins
Hilton
6:00 P.M. Questions and Answers on “How To Do it”
Hilton
7:00 P.M. Press Conference With New NAHB President
Hilton
6:45 P.M. Annual Banquet
Hilton

Thursday, January 21
10:00 A.M. GENERAL SESSION
Hilton
“How To Do It” Sideshow
Leader: Earl Smith
10:00 A.M. DISCUSSION GROUPS:
Hilton
1. How To Use Dry Finishing Insulation Board
Leader: To be announced
Sherman
2. How To Apply Insulating Board Adhesive Method
Leader: To be announced
Sherman
3. How To Apply Insulating Board Insulation Siding Institute
Leader: To be announced
Sherman
4. How To Install Kitchen Cabinets
Leader: To be announced
Sherman
5. How To Use Asbestos Shingles—Roof and Sidewall Shingles Shingle Institute
Leader: To be announced
Sherman
6. How To Use Copper Tubing—Water Supply and Drainage Copper and Brass Research Institute
Leader: To be announced
2:00 P.M. Questions and Answers on “How To Do It”
Hilton

AB14025—HILTON—BOOTH NO. 1—
AUTOMATIC IRONER—Kelvinator Division of
Nash-Kelvinator Corp., Dept AB, 14250 Plymouth
Road, Detroit 32, Mich. Deluxe ironer features
40, 111. This occupying only 3
square feet, combines seven power tools in one:
A la the horizontal drill, bench saw, vertical drill press, shaper, disc sander and
portable electric drill. Called the ‘Do-It Shop,”
it changes tools, changes position from hori-
ontal to vertical in a few seconds. Unit is
powered by industrial-type drill capabilities
for home woodcraft nearly unlimited.

AB14207—HILTON—BOOTH NO. 25B—
HOME WORKSHOP—Cummins-Chicago Corp.,
Dept. AB, 4740 N. Ravenswood Ave., Chicago
40, Ill. This compact unit, occupying only 3
square feet
power drill. Called the “Do-It Shop,”
it changes tools, changes position from hori-
ontal to vertical in a few seconds. Unit is
powered by industrial-type drill capabilities
for home woodcraft nearly unlimited.

AB14279—SHERMAN—BOOTH NO. 306—
COMBINATION WINDOW—Denison Corp.,
Dept. AB, 1890 N.E. 146th St., N. Miami, Fla.
Denison jalousie window, combined with a pic-
ture window, scoops up air and circulates it.
Denison finds that under-the-picture-window ap-
lication of jalousies is even more satisfactory
than jalousies on the sides or above the
picture window. Jalousies are fitted with a
recessed screen which is interchangeable with
weatherstripped storm sash which protects
against any weather in any climate.
PRODUCTS EXHIBIT IN PRINT

AB14346—HILTON—BOOTH NO. 244—ADJUSTABLE LIGHTS—Swiveeller Co., Inc., Dept. AB, 43 34th St., Brooklyn 22, N. Y. "Dexter-Lites" are a new line of 17 universally adjustable incandescent and fluorescent lighting units designed for industrial and commercial applications. Featured on four models is the "Coolite" shade, of incandescent metal, which remains comfortable to touch after long use with 100-watt lamp. Exclusive Turn Tension Control enables user to select exact degree of rotating tension needed.

AB14069—HILTON—BOOTH NO. 923—STEEL KITCHENS—Youngstown Kitchens (Mullins Mfg. Co.), Dept. AB, Warren, Ohio. New Diana-style kitchens and Diana Ensemble Sinks. Sinks in five models are used in combination with base units to create sink working area to give maximum storage and work surface in space as small as 39 inches. Cabinets include 24-inch base cutlery cabinet and new quarter-round wall what-not cabinet with door. Range covers from minimum kitchen to deluxe models.

AB14213—SHERMAN—BOOTH NO. 465—STEEL GARAGE DOOR—McKee Door Co., Dept. AB, P.O. Box 471, Aurora, Ill. The McKee Overdoors are now furnished in a choice of several carved, raised panel designs, available for both approximately square and double width panels. Since architectural planning must now include the garage door for maximum effect, company designers felt that a selection of carved, raised panel designs would be beneficial in carrying out the desired decorative scheme.

AB14284—HILTON—BOOTH NO. 269—AIR CONDITIONER—Lipman Refrigeration Division, Yates-American Machine Co., Dept. AB, Beloit, Wis. The Lipman convertible air conditioner is primarily designed for the home, with or without blower, but can be converted to commercial application merely by removing the duct top and slipping on a plenum top with a blower. Finished in Bermuda beige, the cabinet contains the complete air conditioning mechanism. Unit comes in 2-, 3- 5- and 7½-ton sizes. Three-ton unit on display.

AB1413B—HILTON—BOOTH NO. 37—PLYWOOD PANELING—Douglas Fir Plywood Assn., Dept. AB, Tacoma Bldg., Tacoma 2, Wash. Texture One-Eleven is fir plywood bonded with 100 per cent waterproof glue. It combines high style and low cost in one panel. It is an easily-handled, stylized material manufactured in two sizes for use as siding in homes and commercial buildings, for gable ends, soffits, breezeway ceilings, fences and windscreeens, special interior applications and accent walls. Material is ⅛-inch thick, 16½ and 32½ inches wide.

AB14165—HILTON—BOOTH NOS. 131-132—STEEL GARAGE DOOR—Steel Door Corp., Dept. AB, 559 So. Jesse St., Pontiac, Mich. All-steel garage door can be installed by one man in less than 90 minutes. The door, known as the Berry All-Steel Garage Door, is equipped with 26 sound deadeners, auxiliary lifting arms, two stabilizing arms designed to end all side sway and a factory-installed latching mechanism. An easy-guide track latching mechanism, simple lift-spring tension adjustment, and adjustable track hanger help installation.

AB14356—SHERMAN—BOOTH NO. 444—WALL SWITCH—The Arrow-Hart & Hegeman Electric Co., Dept. AB, Laurel St., Hartford 6, Conn. Lifetime "Quiette" switch is a residetial type, quiet-operating wall tumbler switch. It can be installed in any position and is stated to be the only quiet switch which is safe for use with both incandescent and fluorescent lights. Mechanism is fully enclosed in heavy Bakelite body. Silver alloy contact tips provide greater electrical efficiency and resistance to wear.

USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237
STUCCO...
reinforced with

KEYMESH
GALVANIZED REINFORCING

...FOR COLORFUL, DRAMATIC, LONG-LIFE EXTERIORS
OF NEW OR MODERNIZED BUILDINGS IN ANY CLIMATE

Only stucco—portland cement stucco—offers the wide adaptability for exterior finish that is required by today's dramatic design.

With stucco, striking effects can be obtained with large, plane surfaces. It can be molded economically to any shape. It can be adapted to any color requirement.

Meets Any Design Requirement
It can be adapted to either modern or traditional architectural design. And, whether that design requires soft pastels, deep tones, brilliant whites or subdued grays, exacting color requirements can be met. The flexibility of stucco design is further demonstrated by the ingenuity with which architects, builders and craftsmen take advantage of the textures and contours which can be obtained economically in no other way.

In addition to its exceptional adaptability to design requirements, portland cement stucco reinforced with Keymesh is strong, durable, fire resistant, low in cost and requires little maintenance.

Excellent for Modernizing Work
The Keystone System of Stucco Application with Keymesh-reinforcing can be applied successfully to any home or business structure—new or modernized—in any locality and of any design. The Keystone System provides advantages in any climate. It costs less to apply than most other types of exterior finish—costs less to maintain.

Write for your copy of the Keystone System of Stucco Application. It gives complete illustrated details. Better yet! Send for a copy of the Action Package that shows how Keystone can help you get Stucco modernization jobs.

Keymesh, the easy-to-handle, multi-directional reinforcing lath, comes in 150' rolls, 3' and 4' wide in special wire gauges for stucco work. The open mesh design assures maximum embedment of the steel network for stronger stucco reinforcement. Write for details.

KEYSTONE STEEL & WIRE COMPANY
Peoria 7, Illinois
Here's how to build good
Concrete Footings

Your reputation as a builder depends upon how well your structures "stand up." Cracked walls, uneven floors and hard-to-open doors and windows often are the result of inadequate footings. An adequate concrete footing spreads the weight of a building over sufficient area to prevent uneven settlement. Here's how to build good concrete footings:

1. Use surveying instruments or "right triangle method" diagrammed here to stake out corners of building. Stretch cord square and true over edge of footing.

2. Dig trenches to a point below frost line. Level bottom to assure even bearing surface. If soil is firm, shape the sides to serve as form for the footing.

3. If the soil is sandy or wet dig trenches wider than footing. Stake in 1-in. boards to form the sides of the footing.

4. Width of footing depends upon the weight of the structure and qualities of the supporting soil. Normally the footing is twice as wide as the wall above it and as deep as the wall is wide.

5. Design a quality concrete mix. Proper proportioning results in a mix which, when lightly troweled, fills all spaces between aggregates with cement paste.

6. Transport mix in rubber-tired buggies or wheelbarrows to lessen the chance of segregation. Dump the mix into the forms from as low a height as possible.

7. To avoid honeycombing and to produce durable, strong concrete, spade or vibrate the mix enough to settle it and work it thoroughly against the forms.

8. The top of the footing must be level. Check this by placing a level on a board resting on the concrete. In freezing weather protect concrete with waterproof paper and a layer of straw.

Write today for more information on concrete footings and walls. It is distributed free but only in U.S. and Canada. Address Dept. 1-3.

PORTLAND CEMENT ASSOCIATION
33 W. Grand Ave., Chicago 10, Ill.
A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work.
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.

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.

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

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.

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


American-Standard
Dept. AB-14, Pittsburgh 30, Pa.

Without obligation on my part, please send me your free literature on:
☐ New-Design Plumbing Fixtures  ☐ Heatrim Panels
☐ American-Standard Disposer  ☐ Kitchen Cabinets

Name
Address
City, State

Serving home and industry.
Any idea of how long a good electric saw will stand up? Five years? Ten? Guess again!

In Columbus, Ohio, a couple of months ago, we came across a builder who owns one of the first Porter-Cable Saws produced. It's a Speedmatic K-8, built in 1926.

Asked to comment on his saw's performance, Mr. Kerby O. Kesler told us... "It has been in constant use by my men and myself for more than 25 years. This Speedmatic still cuts fast and accurate, and is capable of more years of service."

See the latest Porter-Cable Saw—Model 508 shown above—at your Porter-Cable dealer's. Check your classified phone directory or write for name of nearest dealer. Send for free 10-page manual on saw operation.

- Like Mr. Kesler's "Oldtimer" shown here, all Porter-Cable Saws are built to last years longer. Each is given a run-in test which checks the precision, assembly and fit of all parts. We guarantee every tool is free of mechanical or electrical defects.

Porter-Cable
Quality Electric Tools
One of the larger Ford Homes—three bedrooms—dining room—large kitchen, either ranch type or expandable attic—with basement. May be dressed up to suit your individual tastes.

Only FORD HOMES offer

- SO MANY STYLES
- FLEXIBILITY OF DESIGN
- CUSTOM-QUALITY CONSTRUCTION

Your prefabricated homes need not look like peas from the same pod! Ford—and only Ford—offers you 50 basic models, each distinctively different, each designed with those important "custom" details that make for quick sales.

You get economy, speed of erection that only prefabrication can give you plus the individuality and "custom quality" that only Ford Homes can give you!

That's why Ford Homes are unique in the prefabricated field!

Get ALL the facts! See how Ford Homes can give you quick, sure profits. Write Ivon R. Ford, Inc., McDonough, N. Y. TODAY!
Jury names winners in home week contest

American Builder's third annual set of contests for home builders' associations and lumber dealers who promoted National Home Week and National Home Month in 1953 was judged in Chicago on November 13. The winners are listed in the accompanying table.

A strong collection of entries was well distributed geographically and demonstrated especially the power of the National Home Week idea to revive slowed-down markets for new houses. Taken as a whole, the entries also showed that National Home Week promotion, now in its sixth year, has reached a highly professional level of excellence. The going was tough for the eight judges, who included:


The judges first considered entries from home builders' associations having more than 250 members. Out of a close-running field of ten entries, three leaders emerged—Washington, D. C., Houston and Hartford. The blue ribbon was finally awarded to Houston, with high commendation to Washington and Hartford for their outstanding campaigns. Excellent work was also done by the associations in Minneapolis, Milwaukee, Indianapolis, San Fernando Valley (Calif.), Columbus (Ohio) and Long Island (N.Y.).

Houston interpreted NHW through a presentation of 31 model houses in a one-street Parade of Homes. The association spent $32,600 on advertising. An admission of 25 cents was charged visitors, who were counted at a total of 152,000, or one-fourth of the city's population. Chairman of the Parade of Homes committee for the association was Paul H. Wolf. T. C. Brennan, Jr., is Houston's executive vice president.

Washington's campaign was undertaken as a morale-booster for the community and to offset the effects of a period of uncertainty and general insecurity among government workers, brought on by the change in administration in the federal government. Sixty-one subdivisions were included, and although there were fewer lookers than in other years, there were more buyers. Washington's campaign produced 172 sales, for $3,018,366. Visitors were counted at 62,000. Frank Calcara served as chairman of the NHW committee. James W. Pearson is executive vice president of the Washington association.

Hartford's approach to Home Week was thorough and thoughtful—a statesman-like program carried out on a small budget ($2,500). An 11-man committee, headed by Paul B. Isham, began planning in June for the September event. Their work

<table>
<thead>
<tr>
<th>Winners In—</th>
<th>American Builder's 1953 National Home Week Contest</th>
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<tbody>
<tr>
<td><strong>Group I</strong></td>
<td>HOUSTON HOME BUILDERS ASSOCIATION</td>
</tr>
<tr>
<td>Runners-up:</td>
<td>Home Builders Association of Metropolitan Wash-</td>
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<td>ington; Home Builders Association of Hartford</td>
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<tr>
<td></td>
<td>County, Conn.</td>
</tr>
<tr>
<td><strong>Group II</strong></td>
<td>BUILDERS ASSOCIATION OF SOUTH FLORIDA</td>
</tr>
<tr>
<td>Runners-up:</td>
<td>Home Builders Association of Des Moines; Saint</td>
</tr>
<tr>
<td></td>
<td>Paul Home Builders Association</td>
</tr>
<tr>
<td><strong>Group III</strong></td>
<td>QUAD-CITY ASSOCIATION OF HOME BUILDERS (Davenport, Iowa)</td>
</tr>
<tr>
<td>Runners-up:</td>
<td>Charlotte (N.C.) Home Builders Association</td>
</tr>
<tr>
<td><strong>Group IV</strong></td>
<td>GRAND RAPIDS HOME BUILDERS ASSOCIATION</td>
</tr>
</tbody>
</table>

American Builder's 1953 National Home Month Contest

| **Group I** | ANTRIM LUMBER COMPANY, Enid Oklahoma |
| Runners-up: | F. D. McKendall Lumber Co., Providence, Rhode Island |
| **Group II**| BAILEY LUMBER COMPANY, Bluefield, West Virginia |
| **Group IV**| NEW ATHENS LUMBER COMPANY, New Athens, Illinois |

Note: Groupings in the NHW contest were on the basis of number of members, as classified by the National Association of Home Builders. Groupings in the NHM contest were on the basis of population of towns.
bore fruit: 42 new houses were sold during Home Week and started the
sales ball rolling again (it had all but stopped during the summer) so
that in the weeks following the
NHW campaign, builders were once
more able to move a large number
of houses. Builders prepared 58
houses valued at $1 million for dis-
play during the Week. There were
25,000 visitors. Clayton W. John-
son is executive director of the Hart-
ford association.

**Group II**

The winner in this group (for as-
sociations with 101-250 members),
the **Builders Association of
South Florida**, conducted a metro-
opolitan area promotion from head-
quar ters in Miami. Chairman was
Vincent J. DeMeo, who stimulated
wide participation through a closely
coordinated Industry Steering Com-
mittee representing all sides of the
home building process. Fifty-one
builders displayed 80 houses, and
although the Week was plagued by
rain, 297 houses were sold for a
gross of $3,491,230. S. A. Dansyer
sparks the association.

**Des Moines**, one of the two run-
ers-up in this group, displayed 54
houses in a campaign which pro-
duced 90,000 visitors, 75 sales. This
was Des Moines' third NHW cele-
bration and extended to the central
Iowa cities of Newton, Marshall-
town and Ames. NHW chairman
was E. V. McWilliams. The associa-
tion's executive secretary is Wesley
Day. Des Moines began its news-
paper publicity as early as June 1st.

**Saint Paul** launched its Week
with an official preview of the 20
demonstration houses by none other
than American Builder Editor Ed
Gavin, father of the National Home
Week movement. The NHW com-
mittee, led by L. W. Bisanz, secured
unusually close cooperation from
the newspapers. A "first" in Saint
Paul Home Week promotion was a
series of exclusive interviews by
one newspaper with each of the 15
builders who exhibited houses. St.
Paul's budget for NHW was under
$4,200, produced 143,000 visitors
and 111 sales for $1,165,000. Execu-
tive officer of the association is
Harold J. Moriarty.

**Group III**

The presentation of 21 model
homes scattered through Davenport,
Bettendorf, Rock Island and Moline
won for the **Quad-City Associa-
tion of Home Builders** the blue
ribbon among associations with 50-
100 members. With a budget of
$5,500, four times what it was in
1952, Quad-City stimulated 84,176
visitors (four times more than last
year) but did not emphasize sales,
believing that the campaign's chief
objective was to plant the seed of
the home-buying impulse. Neverthe-
less, 16 lookers could not wait to be-
come buyers later on, made their deals
during the Week itself. Home Week
was under the leadership of Harold

(Continued on page 96)
(Continued from page 95)

G. Rauch, the Parade of Homes chairman, and Harry Ryder, executive secretary of the association.

Charlotte, N. C., the runner-up in this group, is a newcomer to NHW promotion but certainly didn't show it. In a witty exhibit describing promotion of a parade of 14 homes well sited on a cul-de-sac, the association demonstrated solid evidence of super-salesmanship. Although the sixth and largest hurricane of the season—"Florence"—occurred during Home Week, Charlotte's Parade drew 17,000 visitors, produced nine sales, for $146,500. Proceeds from the admission charge to the Parade were given to charity for underprivileged children. Chief figures in the Charlotte promotion were George S. Goodyear, president of the association, and Robert W. Barker, its executive secretary.

Group IV

Grand Rapids repeated its winning performance of last year in this group (for associations with less than 50 members). In addition to a home improvements contest, 65 houses were open for showing and drew about 35,000 visitors. Of the houses displayed, 50 were sold, average price being $14,000. The home improvements contest attracted 47 entrants. In observing National Home Week, the Grand Rapids Home Builders Association joins hands with nine other associations in the field, in an organization called Allied Construction and Real Estate Council.

Among Lumber Dealer Winners

The outstanding campaign in the lumber dealers' contest as a whole was organized by C. I. Cheyney, president of the Bailey Lumber Company, of Bluefield, West Virginia, winner of the Group II class (for dealers in towns with population between 10,000 and 35,000). Cheyney's program was a model for any organization anywhere interested in exploring the deepest aspects of the National Home Week potential. NHW in Bluefield reached into every corner of community life and was supported not only by business and civic groups but by PTA's, schools, garden clubs, churches. Several hundred leaders in community life were, in one way or another, drawn into service for National Home Week.

As for the tangible and immediate results which accrued to the Bailey Lumber Company, these were valuable and important: many visitors to the company's eight plants; 1,004 different orders were written up and delivered during the week; special advertising was done on heating plants and 36 complete heating units were sold; many new home building and remodeling prospects were interviewed; sales were closed on material for seven new houses; total business for the month (September) was greater than for the same month in 1952 in spite of a general business decline in the area.

Antrim Lumber Company of Enid, Oklahoma, winner in Group I, based its National Home Month program on two contests with cash prizes. One featured 21 different kinds of wood set up as a window display, the entrant being asked to identify each kind. The other contest was an essay effort on the theme of why everyone should own their own home. A. P. Morgan is Antrim's manager.

The F. D. McKendall Lumber Company campaign for National Home Month in Providence, Rhode Island, featured special window displays and constant advertising. Term buying was stressed in each ad and remodeling was a central theme. Sales for the month increased 25 per cent.

The New Athens Lumber Company in New Athens, Illinois, winner in the less-than-2,500 population group, built a display house for National Home Month and showed it furnished. Design was contemporary, an unusual departure for the area. Radio publicity drew 2,500 visitors from beyond the township. The total number of visitors to the house was 4,000. As a result of this promotion, the company sold two built-in stove units, one sliding glass door unit, ten Veniflex doors and one complete kitchen remodeling job.
AB14337—HILTON—BOOTH NOS. 49, 50—ELECTRIC RANGE—Hotpoint Co., Dept. AB, 5600 W. Taylor St., Chicago 44, Ill. Newest Hotpoint range to be offered for 1954 is the AB5600 W. Taylor St., Chicago 44, Ill. New-

AB14149—HILTON—BOOTH NO. 12—CHAIN SAW—Porter-Cable Machine Co., Dept. AB, 1010 N. Salina St., Syracuse 8, N. Y. Model 110 is a one-man saw suitable for tapping, notching and felling large trees, for limbing, brush-cutting or under-cutting main branches and for bucking logs and heavy lumber. Unit features exclusive design of log-gripping teeth which hold saw against work, enabling machine to feed itself, eliminating need to push saw into the wood. Unit weighs 18 pounds; measures 29½ x 6½ x 9½ inches.

AB14222—SHERMAN—BOOTH NO. 180—SWING-IN WINDOW—The Etling Window (Weather-Seal, Inc.), Dept. AB, 24 Huston St., Barberton, Ohio. New model of the in-swinging, easily cleaned Etling Window incorporates seven improvements: choice of Ponderosa pine or California redwood; revised model sizes to fit modular openings; sash rails to increase glass area; redesigned locking strip with weather stripping; one-piece jamb assembly and tongue-and-groove construction; built-in mullions in multitudes; outside casing design.

AB14172—SHERMAN—BOOTH NO. 334-335—MULTICOLORED ENAMEL—Moos & Waldstein Co., Dept. AB, 2121 McCarter Highway, Newark, N. J. Plestone is a new one-coat, color-flecked, textured interior enamel applied in a single application with ordinary spray equipment. Two or more colors hold their own identity in liquid state, form interlacing color network when sprayed. Manufacturers of Plestone say it can be scrubbed, scoured with abrasive cleaners, even lightly sandpapered. One spray coat covers well and dries quickly.

AB14218—HILTON—BOOTH NO. 20—WEATHERPROOF PANEL—The Upson Co., Dept. AB, Lockport, N. Y. Six-ply, laminated fiber panels are water- and weatherproofed to withstand outdoor use either as siding or sheathing. Four-foot widths come in 8, 9, 10 and 12 foot lengths and the eight-foot-wide panel in 12, 14, 16 and 18 foot lengths. Panels are tough, sturdy and 1½-inch thick; they are toxic-treated to resist mild, fungi and termites. They meet FHA minimum construction requirements when used for sheathing. Have wide usage.

AB14349—HILTON—BOOTH NOS. 185 to 188—AIR CONDITIONER—Servel, Inc., Dept. AB, Evansville 20, Ind. This new Model DC has a cooling capacity of 3.3 tons and a heating capacity of 96,000 Btu's per hour. Fuel may be gas, oil or steam. Unit designed for medium-sized homes and small commercial installations. Features automatic humidification in winter and, on gas models, two-step modulation of heating. Unit is controlled by device which allows remote selection of functions, including automatic temperature control.

AB14246—HILTON—BOOTH NO. 39—GAS HOME HEATER—Stewart-Warner Corp., U. S. Machine Division, Dept. AB, Lebanon, Ind. This furnace fits snugly in the wall and offers thermostatically controlled central heating. It contains multiple heat-emitting surfaces, plus continuous fan operation except when fire is at a low point. All working parts are accessible by removing the front grille. Btu output per hour with oil is 52,600. A manual switch permits use of fan for summer comfort. Casing is 20½ x 24 x 50½ inches.

AB14205—HILTON—BOOTH NO. 130—WASTE DISPOSER—In-Sink-Erator Manufacturing Co., Dept. AB, 1231 14th St., Racine, Wis. The Model 33, shown, has been developed expressly for use by the building industry for new installations. The unit installs quickly and economically at the time original plumbing goes in. The disposal unit is provided with an automatic reversing rotor-shredder; it has continuous feed and unlimited capacity. Dynamic balance gives the unit quiet operation. Only one moving part assures longer service.

USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237
Which could you sell quicker at the same price?

profit by

SCR brick®
thru-the-wall
economy

“That’s easy,” you’ll say, “most people will choose brick—if the price is right.”

Well, why not give them what they want? Build with "SCR brick" — the thru-the-wall unit that makes brick wall costs about equal to frame costs.

- Proved by builders from coast-to-coast.
- Saves time, labor and materials.
- Gives all-climate protection.
- Offers brick’s extra value and beauty— at no extra cost.

Here’s the wall that SCR Research built

VALUABLE SALES AID...Your “SCR brick” dealer can show you how to use this scale model of thru-the-wall construction as a helpful selling tool.

USEFUL CONSTRUCTION DETAILS...Free booklet “How to Build Homes that Sell with the ‘SCR brick’” gives full construction details. To get one, just write us on your own letterhead. Address: Dept. AB-1.

1520 18th Street, N. W., Washington 6, D. C.
Builders Everywhere Agree... AIR CONDITIONING "BUILT-IN" can be your biggest selling aid in 1954

Here are the facts which explain why it will pay you more to build in

CHRYSLER AIRTEMP AIR-COOLED AIR CONDITIONING

Everything points to the fact that air conditioning built into new homes can be your greatest selling help in 1954. But—make it Chrysler Airtemp Air-Cooled Air Conditioning to gain all of these plus advantages...

- Air-Cooled "Packaged" and "Custom" units can be teamed with a Chrysler Airtemp Furnace, in a variety of recommended installations, to provide efficient, economical Year 'Round Air Conditioning in any type of house—without using a single inch of living area floor space!

- Because Chrysler Airtemp Air-Cooled Air Conditioners offer such flexibility of installation and because they require no plumbing, they cost you less to install.

- Because Chrysler Airtemp Air-Cooled Air Conditioners use no water, they make Year 'Round Air Conditioning practical in locations where water problems would otherwise rule it out. And air cooling generally means lower operating cost for your customers!

Already proven in new home installations across the country, Air-Cooled Air Conditioners supplement the line of Chrysler Airtemp water-cooled units. Whichever type you choose, you will find that your prospects know and respect the Chrysler Airtemp name—associate it with engineering leadership—have confidence in the products which carry it.

Chrysler Airtemp

HEATING • AIR CONDITIONING for HOMES, BUSINESS, INDUSTRY

Airtemp Division of Chrysler Corporation, Dayton 1, Ohio

Airtemp Division, Chrysler Corporation
P. O. Box 1037, Dayton 1, Ohio

Please send complete details on Chrysler Airtemp Comfort Zone Air Conditioning for homes.

Name__________________________
Address________________________
City_________________State_______

THE TRULY MODERN HOME MUST BE AIR CONDITIONED JANUARY 1954
for fireplaces with more heat delivery and durability, SELL
HEATFORMS* and Superior FORM DAMPERS
• send for complete information today

HEATFORM MODEL "A"
Shown at left above with part of masonry cutaway; at right above (rear and side view) with outer lining removed. Arrows demonstrate air circulation through heating chambers and contact of air to all heating surfaces.

HEATFORM is a double-walled metal unit (hearth to flue) around which anyone can easily build the masonry to complete a fireplace of any design. Its air chambers capture and circulate through the home a large amount of heat lost up the chimney by the old-fashioned fireplace.

HEATFORM adds but little to the total cost of the finished fireplace. It consists of the firebox, throat, smoke-dome and properly located damper, and thus saves labor and material.

HEATFORM has all the good qualities of any other heat circulating unit, PLUS the following exclusive advantages:

* ribs individually formed into the boiler plate metal of the firebox give much greater strength than flat metal as well as being more attractive.
* nothing to rust out . . . all metal parts beneath the chimney sealed in masonry.
* more heat delivery because air chambers surround the firebox and upper front and side walls of the throat, adding extra heating surface.
* connecting air passages at each end of and through the throat eliminate dead-air pockets, assuring contact of air to all heating surfaces and greater air circulation.

HEATFORM Model "S" (at left) for the modern corner fireplace with right or left side open. Has all the features of Model "A", plus greater view of the firebox. Model "M" (not shown) has the front and both sides open.

SUPERIOR FORM DAMPERS
These dampers are especially designed for use where the extra heat produced by HEATFORM is NOT a prime factor, but to avoid smoke troubles primarily due to faulty construction of the throat . . . the most important part of the fireplace.

The damper is pivoted at the proper point and swings backward to an open position, but never beneath the chimney flue. This prevents downdraft wind currents from entering the throat, assuring a perfect draft.

SUPERIOR FORM DAMPERS save more than HALF THEIR COST in labor . . . no forms to build, bricks to cut, or throat to plaster.

SUPERIOR FORM DAMPER (Model "L")—for the conventional fireplace

SUPERIOR HI-FORM DAMPER MODEL "H"—for the modern fireplace

SUPERIOR HI-FORM Model "H" Damper is especially designed for modern fireplaces using a single smoke flue; such as a fireplace with the front and one or more sides open or, a fireplace opening through between two rooms (see section cut above). Superior Hi-Form is the only design damper we can conscientiously recommend for the modern fireplace.

SUPERIOR FORM DAMPERS have been standard specification by the Building Profession for the past 30 years in the West and are now available through distributors and dealers throughout the entire country.
CLEARS AND LOADS RUBBLE from old buildings. The Allis-Chalmers HD-5G shown here pulls down building walls by means of a cable threaded through doorways and windows, then loads debris to trucks.

PREPARES RAW LAND. An HD-5G with standard bucket or bulldozer blade clears brush and trees, levels, moves big rocks, fills gullies — converts raw land into desirable tracts.

Digs footings, trenches with quick-change trench-hoe attachment. Cuts narrow, flat-bottom ditch to depth of eight feet. Does precision work on footings, utility trenches, any small excavation.

Excavates basements with sides so straight and bottoms so level no handwork is required. Works in any weather. Ripper on rear of tractor increases digging efficiency up to one-third in any kind of soil.

Moves, loads, spots materials. Efficiently handles bulk materials with bucket. Lifts, loads, stacks or skids lumber, pipe, pallet, etc. with lift fork. Easily works over rough or muddy ground.

Levels, backfills, landscapes — using either blade or bucket. The thousands of satisfied HD-5G owners find many other jobs for the multi-purpose, job-proved unit.

See for yourself — Let your dealer show you how the 1-yd. HD-5G or other 2, 3, or 4-yd. Allis-Chalmers Tractor Shovels can speed every phase of construction — or send for literature giving complete information.

LET A DEMONSTRATION PROVE TO YOU...

How ONE machine cuts costs on ALL these jobs

Excavates basements with sides so straight and bottoms so level no handwork is required. Works in any weather. Ripper on rear of tractor increases digging efficiency up to one-third in any kind of soil.

Moves, loads, spots materials. Efficiently handles bulk materials with bucket. Lifts, loads, stacks or skids lumber, pipe, pallet, etc. with lift fork. Easily works over rough or muddy ground.

Levels, backfills, landscapes — using either blade or bucket. The thousands of satisfied HD-5G owners find many other jobs for the multi-purpose, job-proved unit.

SEE FOR YOURSELF — Let your dealer show you how the 1-yd. HD-5G or other 2, 3, or 4-yd. Allis-Chalmers Tractor Shovels can speed every phase of construction — or send for literature giving complete information.

Allis-Chalmers HD-5G 1-yc. Tractor Shovel speeds and cuts costs on every phase of construction — from preparing raw land to final landscaping.
"You Can't Go Wrong on Arkansas Soft Pine Trim!"

"Look at this. Built 25 years ago. Every time we redecorate, it’s like new woodwork. Never opens up at miters or joints. Never a sign of raised grain. No checking or discoloration of paint or enamel. Always looks tops, as you see it here."

Reasons behind this owner’s enthusiasm are these: Stock is dried to correct moisture content. Miters cut clean. Moulded contours match exactly and stay put. Resilient fiber nails without splitting. No pitch means soft texture that absorbs primer, paint or enamel evenly with no discoloration later on. No “pull” between summer and winter growth means no raised grain. Smooth finished surface stays smooth.

On your next job, it will pay you well to specify Arkansas Soft Pine Satin-like Interior Trim. It meets specification safeguards, enhances your own workmanship, wins sure-fire owner enthusiasm, steps up home sales appeal.

As mellow pine paneling, the wood’s attractive figure and grain supply rare decorative beauty under transparent finishes and dull wax.

ARKANSAS SOFT PINE BUREAU
154 Boyle Building - Little Rock, Arkansas
BUILD IT IN—IT HELPS YOU SELL

ELECTRIC CLOCK, NIGHT LAMP, 2 ELECTRIC OUTLETS.
ALL IN ONE UNIT

Neat, trim TEL-IN-WALL is the low-cost feature to help sell new homes. Goes right in wall. No cord shows. Gives modern, uncluttered look. Ideal for kitchens and bathrooms... game rooms, bedrooms and utility rooms... also designed for apartments, hospitals, hotels, motels and trailer coaches. Easy to install. Fits over standard 4" outlet box, GE SP52151 or equivalent. Only six screws to fasten. Movement recesses into wall. Order through your electrical supply or hardware house. Telechron Department, General Electric Co., 11 Union St., Ashland, Mass.
See this Revolutionary NEW COST-CUTTING DUCT

for oil or gas fired warm air heating installations!

ABOVE—A 14 foot long SONOAIRDUCT-XP being delivered to crawl space for installation.

SONOAIRDUCT-XP
FIBRE DUCT

The big switch is to economical SONOAIRDUCT-XP! Here is light weight, easy-to-handle duct that saves time, labor and money. Designed for use in crawl, basement and attic space as supply or return lines. Widely used and approved.

SONOAIRDUCT-XP, lined with aluminum foil and wrapped outside with 16-lb. asbestos, has “built-in insulation” equivalent to 26 gauge metal duct with half inch glass fibre insulation! 27 sizes, 2” to 36” I.D., up to 24’ or longer.

See us in Chicago—or write direct!

SONOCO PRODUCTS COMPANY

AB144142—HILTON—BOOTH NO. 232—RECESSED HEATER—Holly Manufacturing Co., Dept. AB, 875 So. Arcaya Parkway, Pasadena 2, Calif. NarrowWall gas heater with secondary heat exchanger is approved for installation in any standard 2x4 inch wall covered with lath and plaster or other combustible materials. Heat Exchanger actually saves four feet of flue material, and aids in maintaining high efficiency under installed conditions. Exchanger is installed in one simple operation in a 2x4 wall and between 16-inch center studs.

AB14204—HILTON—BOOTH NOS. 194-195—AWNING WINDOW—Wore Laboratories, Inc., Dept. AB, P.O. Box 37, Riverside Station, Miami, Fla. Versatility of sizes and venting arrangements is featured in this series of nine standard Econ-O-Wall sizes. Position of vents may be selected by customer, giving added sales appeal to window. Standard Thermopane or equal fits all size lights. Positive locking, awning protection and underscreen operator are among advantages. Use of smaller sizes as prime windows suggested.

AB14147—SHERMAN—BOOTH NO. 308—LAUNDRY TUB—The Wessels Co., Dept. AB, Detroit, Mich. New “Wesglas” tub, only 19⅝ inches wide, is made of rugged fiberglass which will not crack or mar, housed in a white enamel steel cabinet. It has a front door in cabinet allowing plumbing installations to be made with ease. Unit also has stainless steel top rim with soap dishes. Tub replaces a two-unit laundry tub because of special overflow pipe available as optional equipment. Tub also has hidden-base leveling screws.

Use JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237

AMERICAN BUILDER
at the NAHB Exposition
SEE...
America's Newest, Brightest Line of All-Aluminum Awning-Type Windows!

MIAMI WINDOWS®
at Booth No. 338 — Sherman Hotel — Chicago

CHECK THESE FEATURES
✓ Heavy-Duty, Extruded Aluminum Construction
✓ Acid-Etched and Lacquer Sprayed at No Extra Cost
✓ Special Miami Window Torque Shaft transmits power evenly from operator to vent pivot points. This makes for smooth, balanced, trouble-free operation.
✓ Carefully Weatherstripped Along Entire Inner Perimeter of Frame
✓ Tropiglas Tinted Plastic Lites (optional) — Shuts out heat and glare and transmits soft, diffused light (perfect for institutional jobs).
✓ Flexible Size Schedule — Made to fit any size opening up to 62" wide and to any height.
✓ Low Unit Cost Patents Pending on New Series '54 Window

If you won’t be at the National Association of Home Builders’ Exposition, be sure to write, wire or phone Miami Window Corporation, Dept. AB-1, Miami, Florida. Full details and big, colorful, new 1954 catalog are available to you upon request.

MIAMI WINDOW CORPORATION
5200 N. W. 37th AVENUE • MIAMI, FLORIDA

Miami Window Corporation of Mississippi, Key Field, Meridian, Miss.
Miami Window Corporation of Panama, Box 923, Panama, R. P.

JANUARY 1954 105
THE MODERN SOLUTION TO AN OLD PROBLEM

- KORD Extruded Prefabricated Caulking Compound.

A modern technical development reducing wastes and labor costs.

**PRODUCTS EXHIBIT**

**AB14144—HILTON—BOOTH NO. 104—SLIDING DOOR FRAME—Kennaframe Corp. Dept. AB, Elkhart, Ind. The new Kennaframe prefabricated sliding door frame, of rigid steel construction, makes the entire assembly warp proof while the three-way adjustments make it easy, sure and quick for anyone to install. Kennaframe will take any type wall construction with ease. Two models in all standard 11/2 and 11/2 inch door widths offer the price and size selection builders want. Trouble free pocket installations cost no more.**

**AB14216—SHERMAN—BOOTH NO. 378-379—COOKING TOP—Thermador Electrical Mfg. Co., Dept. AB, 5119 District Blvd., Los Angeles 22, Calif. Two new cooking tops, both 30 inches long by 211/2 inches wide, are designed for maximum facilities within limited areas. Durable, stainless steel tops are available with two arrangements: with three surface units and a deep well cooker, or with four surface units. Company now offers expanded line of seven cooking tops, two ovens, warming drawer and griddle for all kitchen sizes.**

**AB14004—SHERMAN—BOOTH NO. 381-382— WASHER AND DRYER—Apex Rotorax Corp., Dept. AB, 1070 E. 152nd St., Cleveland 10, Ohio. Both units are electric-powered; automatic washer has spiral tub-type agitator of molded fiber glass construction. Pulsating action washes all types of clothes, reduces tangling to a minimum. Complete cycle takes 271/2 minutes. Triple rinse, damp dry and exclusive “fluff” action. Vacuum drying system and tumbler action of automatic dryer assure thorough drying results. Ozone lamp assures freshness.**

**STERLING PAINT & VARNISH CO.**

300 Commercial St. Malden, Mass.
Do these Jobs in half the time
with the BOSTITCH T-5 Tacker

Put up ceilings — double speed. Almost as fast as the hand can fly, Bostitch T-5 Tacker fastens ceiling panels and acoustical tile with neat, secure staples. Only one hand needed to operate tacker. Other hand holds the work. No risk of marring surfaces with hammer or fingers.

Apply cornerite and metal lath twice as fast. Bostitch T-5 Tacker speeds fastening of metal lath. No awkward reaching or time-wasting motions. One hand does it. T-5 drives a staple every time you squeeze. Can place them within 1/16" of inside corners.

Insulate hard-to-reach places — save 50% fastening time. With the Bostitch T-5 Tacker, you can fasten anywhere you can reach. No space needed to swing a hammer. T-5 Tacker comes in three models. Loads easily. Drives staples in five lengths from 1/4" to 9/16" long.

Learn about the other ways you can cut costs with Bostitch
By telescoping the Hydrohoe boom, the operator can peel off scallops at grade level—dig a smooth, even trench.

Quick Boom Switch Gives You a Money-Making Crane-Hoe Team

A quick switch and here's the Hydrocrane—setting concrete slabs. Telescoping boom permits reaching for extra footage—without moving crane an inch.

With a simple rig one man can switch Hydrocrane and Hydrohoe booms in less than an hour. This exceptional convertibility can save time—open up additional profits for you. For example you can excavate for septic tanks, dig trenches, foundation footings, or manholes with the Hydrohoe in the morning—convert to crane front end—and erect concrete planking, steel beams or unload supplies in the afternoon.

With this quick, simple convertibility the two front ends can work as a team right on the same job.

In addition to this top speed convertibility, the all-hydraulic Hydrocrane offers you:

★ 50 mph travel speed
★ Quick-set, hydraulic outriggers
★ Simple, hand lever control
★ Telescoping boom that gives you eight extra feet of reach
★ Safety and exact precision of hydraulic operation

Write for details or see your distributor for a demonstration

BUCYRUS-ERIE COMPANY
SOUTH MILWAUKEE, WISCONSIN
WITH **Kaustine**

HEATING YOU GIVE...

MORE HOUSE FOR THE MONEY!

**AS HOME BUYERS** become more exacting in their demands...builders must be able to deliver greater values.

With Kaustine fully automatic oil fired "Counter-Flo" furnaces you can offer your prospects a top quality heating plant at a cost that increases your profit margin.

You can also deliver extra living space as these compact units operate efficiently in a 3½ square foot area. Combine this feature with extremely quiet operation and you have the ideal furnace for closet installation in small homes.

WRITE FOR FULL INFORMATION TO DEPT. AB-1

**Kaustine**

QUALITY COSTS LESS

There is a Kaustine Furnace or Winter Air Conditioner for every type of home.

JANUARY 1954
to build more profit in 1954
look in on this history-making wood exhibit
hotel sherman, chicago, jan. 17-21
north exhibit hall

Never before has there been an exhibit like this! Twenty-five leaders in the millwork and lumber industries have joined their efforts to show you how WOOD can help builders meet—and profit from—the changed conditions of 1954. In ONE huge show, located in the north exhibit hall, HOTEL SHERMAN, these top-quality manufacturers offer hundreds of stimulating ideas—practical suggestions—profit-building solutions for 1954 problems. Here are only a few of them—

• How to sell 1954’s more selective home buyers.
• How to meet increased competition in the home-building field.
• How wood can make building more efficient—and less costly.
• New ideas in remodeling.
• How to make money with service buildings.
• Capitalizing on trade-ins of old houses.
• Profit from rehabilitating old neighborhoods.

PLUS—the biggest parade of modern wood products ever assembled in one exhibit
Andersen Corp.
Bayport, Minn.

Anson & Gilkey Co.
Merrill, Wis.

Carr, Adams &
Collier Co.
Dubuque, Iowa

Curtis Companies
Incorporated
Clinton, Iowa

Farley & Loetscher
Mfg. Co.
Dubuque, Iowa

Fir Door Institute
Tacoma, Washington

Huttig Mfg. Co.
Muscatine, Iowa

Ideal Co.
Waco, Texas

Malta Mfg. Co.
Athens, Ohio

Morgan Company
Oshkosh, Wis.

National Woodwork
Manufacturers Assn.
Chicago, Ill.

Northern Sash &
Door Co.
Hawkins, Wis.

Rockwell Mfg. Co.
Randolph, Wis.

Semling-Manke Co.
Merrill, Wis.

The Long-Bell Lumber Co.
Kansas City, Mo.

The Silcrest Co.
Wausau, Wis.

The Wabash
Screen Door Co.
Chicago, Ill.

Timber Engineering Co.
Washington, D.C.

West Coast
Lumberman’s Assn.
Portland, Ore.

you’ll see them all in the
GIANT 340-FOOT “ISLE OF IDEAS”
at the NAHB exposition!

Great Lakes Millwork
Corp.
Ladysmith, Wis.

Ponderosa Pine
Woodwork
Chicago, Ill.

Western Pine
Association
Portland, Ore.

Hurd Millwork Corp.
Medford, Wis.

Roach & Musser Co.
Muscatine, Iowa

Weyerhaeuser Sales Co.
St. Paul, Minn.

make us your headquarters!

Ponderosa Pine WOODWORK

booths #384-409 hotel sherman

JANUARY 1954
PRODUCTS EXHIBIT IN PRINT

**WOODWORKING LATHE**—DeWalt, Inc., Dept. AB, Lancaster, Pa. Designed as attachment for DeWalt power shop, this lathe can also be used independently. It mounts on work bench, can be powered by any type motor. Turns stock up to 12 inches and accommodates spindles up to 37 inches. Unit can also be used for face plate turning, boring and for light metal spinning. Principal features are adaptability, wide capacity, precision and low price.

**AWNING WINDOW**—Roach & Musser Co., Dept. AB, Muscatine, Iowa. A new line of Thrift-E-Z-Vent wood awning window units has been brought out with 12 standard sizes, including singles, twins, triplets, quadruplets and ribbon units, kitchen (over sink) units, window walls, and picture window units. Sash may be cleaned on inside without removing or lifting sash. Windows are equipped with a free-turning operating handle and all-aluminum screen, and aluminum hardware not exposed to outside.

**SLIDING DOOR**—Haskelite Mfg. Corp., Dept. AB, 701 Ann St., N.W., Grand Rapids 2, Mich. With the Hasko K-D Door everything is in one package. The door drillied for the lock, the lock mechanism, jamb's notched for the headers, butts installed on the door and frame, trim mitered, shingles needed for shimming, and the nails needed for hanging are all included in the package. Carpenter needs only a hammer, level and nail set to do a precision casing and hanging job. Doors available in six sizes.

**FRICTION CATCH**—Washington Steel Products, Inc., Dept. AB, 1940 East 11th St., Tacoma 2, Wash. Friction catch which features silence and break proof parts has been added to the manufacturer's line of cabinet hardware. Called the Washington 1125, its unique feature is the use of paraffine based polyethylene, a self-lubricating material unharmed by acids, moisture or temperature changes. The material returns to its original shape after extreme distortion, assuring original gripping power.

**TRUSSED RAFTER**—Timber Engineering Co., Dept. AB, 1319 Eighteenth St. N.W., Washington 6, D.C. Wood Frame Teco Trussed Rafter are fabricated on a machine made special to produce them. The rig is lightweight and portable and can be built on a simple shop. Designed to burn natural, manufactured or LP gas, it is available with automatic thermostatic controls. Unit is assembled at factory.

**HEATING UNIT**—Royal Heaters, Inc., Dept. AB, 1024 Westminster Ave., Alhambra, Calif. New 70,000 Btu's input Forced Flow heating unit can be built right into the house. The exposed panel can be painted or textured to match any type of decoration. It incorporates a blower to distribute heat to all parts of the house without the need of duct work. It can be used with any type of fuel, it is available with automatic thermostatic controls. Unit is assembled at factory.

**VINYL COUNTER TOP**—Carr, Adam & Collier Co., Dept. AB, Dubuque, Iowa. Counter top is furnished in several colors, marbleized red, green or gray. It is durable and efficient and will give satisfactory sanitation service. The Goodyear vinyl is bonded to a 1/8-inch exterior grade plywood, making a surface that resists wear. One-piece design of the counter top results in a streamlined installation. This Nu-Style counter top is furnished in 12-foot lengths but can be cut with a hand saw.
We are manufacturers of the complete line of Bilt-Well Woodwork: Unit Windows, Casements, Unit Kitchen Cabinets, Unit Multiple-use Cabinets, Overhead Garage Doors, Combination Doors, Storm & Screen Units, Basement Windows, Shutters, Exterior and Interior Doors, Entrances, Gable Sash, Louvers, Corner China Cabinets, Mantels, Telephone Cabinets and Stair Parts.

We don't miss the Bilt-Well Woodwork booths when we attend the huge, informative National Builders Show this month in Chicago!

The NEW, all NEW Bilt-Well AWNING WINDOW for Multiple Use will be on display! Here's the latest in an awning, hopper or casement window unit—designed with all the features desired by today's builders, contractors and homeowners.

Kitchen and Multiple-use Unit Cabinets, Unit Windows and Casements are the other outstanding Bilt-Well Products you'll be able to see, operate and have demonstrated.

CARR, ADAMS & COLLIER COMPANY
Dubuque, Iowa
Andersen Casement Window. Beautiful Andersen Casements fit your plans perfectly. Available in many sizes, including picture window combinations. Choose from two sash widths (1' 6" or 1' 10½"), five heights, one light, horizontal or cut-up glazing. Photograph shows paneled den featuring wide Andersen Casements.

4 ways to build better

Andersen Pressure Seal Window with Storm-Screen Combination. The amazing Pressure Seal is the double hung window with sash that lift right out. Only Andersen has the concealed operating device that gives instant sash removability and also assures a highly weathertight window. Only Andersen supplies the sturdy Storm-Screen unit with 2 easy-to-change storm panels and rugged aluminum screen cloth.
**TAKE YOUR CHOICE!**

**Andersen Flexivent Window.** The versatile Flexivent is Andersen's newest WINDOWALL unit. Simplicity of operation, design and hardware make it low in cost. Hundreds of combinations are possible from 9 sizes of units in ribbons, stacks or groups . . . or with other windows. Choice of 3 sash operations or fixed sash.

windows into your houses

Andersen WINDOWALLS are complete wood window units. They're precision engineered and manufactured from beautiful, insulating wood, toxic treated to prevent decay. They reach you complete...ready to install. WINDOWALLS are sold only through millwork dealers.

For specification data see your millwork dealer, Sweet's Light Construction File or write Andersen Corporation.

**Andersen Corporation**

**Andersen Gliding Window.** This revolutionary Gliding Window brings horizontal operation with sash sliding easily from side to side in plastic tracks. This principle allows sizes up to nearly 6' high by 5½' wide . . . picture window effect with operating sash.
PRODUCTS EXHIBIT IN PRINT

**AB14272—SHERMAN—BOOTH NOS. 396-397—AWNING WINDOW**—Andersen Corp., Dept. AB, Bayport, Minn. A new Flexivent Window provides choice of outswinging owning ventilation; inswinging hoper ventilation; outswinging casement ventilation, or fixed sash. The window's manufacturers expect it to be used for ribbon windows for bedrooms and in built-up panel type picture wall sections. The sash is hinged on friction hardware. Nine sizes are available in combinations of three different sash widths and four sash heights.

**AB14281—SHERMAN—BOOTH NOS. 401-402—LOUVER BLINDS**—Falky et Loetscher Mfg. Co., Dept. AB, Dubuque, Iowa. Flexo-louver blinds are available 1 foot, 4 inches wide, and in heights of 3 feet, 3 inches, 4 feet, 7 inches, 5 feet, 11 inches. Each size may be reduced in height by one or more multiples of four inches. The slats are 1/44 inches and are dadoed into the stiles and securely nailed. They are treated with toxic and water-repellent wood preservative. Stiles and top rails are 1/4x4 inches, bottom rails, 1/4x3 inches.

**AB14022—SHERMAN—BOOTH NO. 395—ALL-WEATHER DOOR**—The Wobash Door Co., 310 S. Michigan Ave., Chicago, Ill. The Stylist is a combination weather door that offers a wide range of exterior color treatment and design. It consists of a Ponderosa Pine frame and three picture frame panels (screen or storm) which can be quickly installed or changed. Three-panel design helps achieve low horizontal-line effect. In mild winter weather, top storm panel can be replaced by screen panel for ventilation.

**AB14208—SHERMAN—BOOTH NOS. 399-400—WOOD CABINETS**—The Long-Bell Lumber Co., Dept. AB, Longview, Wash. Small and compact kitchens, providing more than average storage space offer flexibility of cabinet use and ease of installation. Units will accommodate most surface cooking units and elevated ovens now being made. Cabinets may also be used in utility rooms combined with the kitchen area. Cabinets are made of Douglas Fir with all door and drawer fronts of rift grain woods; units made on a three-inch module.

**AB14210—SHERMAN—BOOTH NOS. 389-390—EDGEE-GLUED LUMBER**—Weyerhaeuser Sales Co., Dept. AB, 1st National Bank Bldg., St. Paul 1, Minn. An exterior and interior type of edge-glued lumber are offered. Exterior type is a general purpose lumber to be used as exposure lumber, or for interior application. It is available in bungalow siding, finish, stepping and in wide items. The interior type is for interior construction purposes, industrial uses and any application where water-proofness is not a use factor.

**AB14068—SHERMAN—BOOTH NOS. 366-367—WOOD SIDING**—West Coast Lumbermen's Assn., Dept. AB, 1410 W. Morrison St., Portland, Ore. To meet the demand for rustic exterior effects, rough textured red cedar and West Coast hemlock bevel siding are introduced. Soft texture of rough bevel siding is demonstrated in economy grades of 'B' cedar and 'D' hemlock. Adapts to a variety of architectural effects of interest to builders, and offers significant savings in material costs. Stresses versatility.

**AB14024—SHERMAN—BOOTH NO. 407-408—KITCHEN CABINETS**—Curtis Companies, Inc., Dept. AB, Clinton, Iowa. Several additions have been made to the company line of birch kitchen units; other Curtis products include convertible window unit, combination door and new 'woman planned' kitchens. These latter embody over 50 convenience and decorative features, available either in natural finish or in white, ready for decoration. These open-plan type kitchens offer wide flexibility in any size kitchen layout.

**AB14136—SHERMAN—BOOTH NOS. 385-386—FLUSH DOOR**—Morgan Co., Dept. AB, Blue Island Ave. & Wood St., Chicago 8, Ill. 'Tea-Car' hollow core interior and exterior doors are engineered for dimensional stability. Diagonally spaced black core resists all stresses—croswise, lengthwise, diagonally. Ure-resin glue on interior door and resorcinol glue on exterior door seal entire back surfaces of panels resisting moisture transmission. Heavy exterior door veneers permit V grooving, and faciation of lights anywhere on the surface.
...and here are seven reasons why—

1. Fits any room dimension.
2. Low-cost installation.
3. Unit design makes for individuality.
4. Custom-made appearance at quantity-production prices.
5. Continuity of design provides for a "kitchen that grows".
6. Allows installation of modern counter cooking units.
7. Adjustable and removable shelves, lazy Susan, utility cabinets, adjustable sink fronts, corner angle fillers, broom closet, breakfast bar produce a compact and inexpensive kitchen.

Homeowners like the rich beauty...and low cost...of quantity-produced Long-Bell Cabinets. Exposed surfaces are made of finest, rift-grain, western woods. Perfect for painting, ideal for the popular, natural finishes. And, the modern functional design of Long-Bell Cabinets look at home in any kitchen, new or old! Best of all, Long-Bell Cabinets are designed to give housewives the greatest work space, convenience and most efficient arrangement possible!

Architects specify them because Long-Bell Kitchen Cabinets are engineered on a 3" module for easy planning. What’s more, new cabinet designs are constantly being added to allow full use of the latest trends in home construction.

Lumber dealers realize increased sales from the fast-growing preference for Long-Bell Cabinets. Since home-owners can add new units at any time, dealers can count on many sales paying off in repeat orders! Sell the cabinets that are quantity-produced with a custom-made appearance—Long-Bell Kitchen Cabinets!
Lumber bearing the well-known Weyerhaeuser 4-Square brand name is helping build homes that sell more readily—while helping to save both time and money in the building.

The accurate lengths and squared ends of Weyerhaeuser 4-Square Lumber, for example, mean less work for carpenters in squaring up and fitting. This, in turn, reduces the amount of lumber wasted.

Scientifically kiln-dried Weyerhaeuser 4-Square Lumber helps builders construct quality homes by helping eliminate such flaws as creaking floors and cracking plaster.

Extra care in the grading and handling of Weyerhaeuser 4-Square Lumber gives extra value in its final use. Careful grading means that each piece will meet the requirements for that grade. Careful handling and loading at the mills protects 4-Square Lumber—to help assure delivery to your job sites clean and undamaged.

Homes built with Weyerhaeuser 4-Square Lumber are easier to sell because people have confidence in this brand name. Twenty-five years of advertising has made Weyerhaeuser 4-Square a sign of top quality... a familiar name that means precision manufacture and dependable performance.
...and helps you sell them!

Consumer acceptance of this brand name means that the average home buyer is pre-sold when he discovers that your house is built with Weyerhaeuser 4-Square Lumber.

Of course, one of the most important selling advantages for any home is its design. Many builders find helpful planning assistance in the Weyerhaeuser 4-Square Home Building Service, which contains scores of modern, architect-designed home plans. The Service, which is offered by your local Weyerhaeuser 4-Square Lumber Dealer, includes a wide variety of popular-sized homes with complete working drawings, specifications and material lists.

Many builders are saving time and money with Weyerhaeuser 4-Square Lumber and enjoying the advantage of its consumer acceptance—while also gaining the benefits of modern, efficient house planning through the use of the 4-Square Home Building Service . . . all available from your local Weyerhaeuser 4-Square Lumber Dealer.

Designs like this—Weyerhaeuser 4-Square Home No. 5142—help you sell more homes.

Weyerhaeuser Sales Company

ST. PAUL 1, MINNESOTA

JANUARY 1954
PRODUCTS EXHIBIT IN PRINT

AB14134—SHERMAN—BOOTH NOS. 412-413—DINING NOOK—Bianco Manufacturing Co., Dept. AB, 2736 Victorian St., St. Louis 4, Mo. Kitchen Hostess Nook fits almost every type of floor plan. It permits savings in wall construction, floor space and tiling. Nooks are upholstered in a choice of colors of heavy-gauge vinyl over rubberized hair with no-sag springs on hardwood frames. Tables have Formica tops in matching colors. Kick-plates are non-slip. Unit provides an eye-catching consumer feature to house, helps to close sales.

AB14263—HILTON—BOOTH NO. 86—FAMILY HOUSE—Parents' Magazine, Dept. AB, 52 Vanderbilt Ave., New York 17, N. Y. Designed to meet the specific needs of families with children, this house was one of many sponsored by Parents' Magazine in their program in behalf of home building. The houses are engineered for economical construction by individuals and are adaptable for large-scale home builders and developers of sub-divisions. Information about working drawings for these homes is available through the magazine.

AB14139—SHERMAN—BOOTH NO. 315—Narrow Block Flooring—D. L. Foir Lumber Co., P. O. Box 1137, Pittsburgh 30, Pa. This new water low-cost type of block flooring made and tested for mixed hardwoods. It is prefinished at the factory for extra durability and beauty. The Multi-Wood Block comes in one grade only—No. 1 and Better. The Multi-Wood Block is designed especially for extra economy in residential and commercial construction. Each block is 12x12-inch nominal size, tongued and grooved on all four sides.

AB14164—SHERMAN—BOOTH NO. 352—CEILING LIGHT—Moe Light, Inc., Dept. AB, Fort Atkinson, Wis. A lighting fixture that dramatizes the table beneath has been developed to be used to particular advantage for table settings in dining rooms. An automatic real concealed in the canopy permits an overall length adjustment from 20 to 54 inches. The diameter of the fixture is 21 inches. The louvers direct light downward without glare. Finish is chromium or satin brass. Shade is frost white fiber glass.

AB14003—HILTON—BOOTH NO. 144—ELECTRICAL TUBING—National Electric Products Corp., Dept. AB, Gateway Center, Pittsburgh, Pa. X duct Junior has bright outside surface, high resistance to corrosion. New inside surface minimizes resistance for wire pulling. New electro-galvanizing process assures unbroken zinc coating that does not flake or crack. A further process includes a brightening agent, provides bright surface. Inner surface has newly developed baked-on aluminum enamel. Tubing in 10-foot lengths.

AB14006—SHERMAN—BOOTH NOS. 472-473—LINOLEUM TILE—Compexite-Nairn, Inc., Dept. AB, 195 Belgrade Drive, Kearny, N. J. Cold Seal Ranchite, shown, is a new water-resistant linoleum tile developed and tested for installation over on-grade concrete slab, including over radiant heat ducts. Product is said to have high resistance to indentation and is not easily marked by furniture. It is also highly resistant to moisture, alkali, grease, soil and abrasion. Tile's composition offers much resilience and flexibility.

AB14169—SHERMAN—BOOTH NO. 315—BLOCK FLOORING—O. L. Fair Lumber Co., Dept. AB, Lausenville, Miss. Delfair Multi-Wood Black is low-cost type of block flooring made from selected mixed hardwoods. It is prefabricated at the factory for extra durability and beauty. The material comes in one grade only—No. 1 Common and Better. The Multi-Wood Black is designed especially for extra economy in residential and commercial construction. Each block is 12x12-inch nominal size, tongued and grooved on all four sides.

AB14146—SHERMAN—BOOTH NO. 363—PACKAGED DOOR—Ready Hung Door Corp., Dept. AB, Anderson Bldg., Fort Worth 2, Tex. This door and frame packaged unit has the door hinged, the lack installed and the frame trimmed on both sides; it is ready to install in any inside wall opening. The jamb, with trim or casing attached, is made in two parts which slip apart for installation from opposite sides of the wall opening. Jamb's are adjustable for wall thicknesses from 4 1/2 to 5 1/2 inches. Unit can be installed in 20 minutes.

AB14175—HILTON—BOOTH NOS. 5-6-7—AWNING WINDOW—Truscon Steel Division, Republic Steel Corp., Youngstown 1, Ohio. The Truscon aluminum casement is available in a new range of modular widths in order to offer the builder advantages of coordinated modular construction. All windows in 2, 3, and 4-light widths are dimensioned in multiples of 16 inches, conforming to standard concrete block dimensions. Heights are identical with standard steel casements. Screens of aluminum screen wire are made for these windows.

AMERICAN BUILDER
Is there a way to know which 53 features a woman wants in a kitchen?

You need no crystal ball or second sight to know the kitchen features most wanted by women today. Curtis has done much to simplify that job for you—through extensive research among the housewives of America.

The new Curtis wood kitchen units were styled by women—designed by women—tested by women. Suggestions from women all over the country were studied, criticized, revised, rejected or accepted. Only then were the cabinets produced.

That's why the new ultramodern Curtis cabinets with birch fronts provide the 53 features desired by women homemakers—and why you can be sure a Curtis kitchen will have instant appeal for the "lady of the house." Get the whole story—mail the coupon for free booklet.
PRODUCTS EXHIBIT IN PRINT

AB14163—HILTON—BOOTH NOS. 217-218-219—WOOD KITCHENS—Mutchler Bros. Co., Dept. AB, Nappanee, Ind. Wood kitchens are of interest to new home buyers in that they offer attractive appearance as well as many time-saving features for the housewife. Features like the sliding bins for fruits and vegetables, a cabinet that stores the food mixer and lifts it to a level convenient for use, and cabinets containing sliding racks to conceal cooking utensils right near the range are offered in these new wood kitchen cabinets.

AB14013—SHERMAN—BOOTH NO. 423—ELECTRIC RANGE—A. J. Lindemann & Hoveyson Co., Dept. AB, 601 W. Cleveland Ave., Milwaukee, Wis. Custom-built unit provides complete cooking facilities for new or remodeled kitchen. Oven and surface units can be installed at most convenient room location, according to builder’s plan. Range is designed for control versatility, compact arrangement, efficiency, cooking convenience, freedom of design and oven flexibility. Ranges are approved by Underwriters Laboratories.

AB14225—SHERMAN—BOOTH NOS. 451-452—STEEL DOOR FRAME—Kewanee Manufacturing Co., Dept. AB, Kewanee, Ill. Frames are installed flush with the finished wall surface. All dust-catching projections around doors and windows and other openings are eliminated. Installation is quick and easy. All sawing, corner-mitering, filling of nail holes and the use of wood plaster grounds typical with other methods are done away with. Frames can be used with drywall construction. Made of galvanized, banded steel for point adhesion.

USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237
LODGEPOLE PINE

one of 10 woods from the WESTERN PINE REGION

An excellent general-purpose softwood, straight-grained and easy to work. Its fine nailing properties, ability to take and to hold paint, and small, non-bleeding knots make it ideal for top-quality siding, paneling, and all architectural woodwork.

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

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

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

Write for free illustrated Facts Folder about Lodgepole Pine.
Address: Western Pine Association, Yeon Building, Portland 4, Oregon.

ARCHITECTURAL APPEAL!

Continental STYLIST
the original all-weather decorator door!

Public acceptance of these excitingly new Stylist combination storm-and-screen doors has been more than impressive—actually tremendous!

Decoratively, the Stylist offers infinite possibilities. Personalized color combinations are enhanced through the use of any of three styles of removable grids which give added architectural appeal to any style home.

The practicality of the Stylist three-panel design catches the eye at once—more strength, smaller inserts to handle and store—plus ability to have partial ventilation in mild weather by replacing the top storm panel with a screen panel.

The complete door includes frame, three storm panels and three screen panels—all of Ponderosa Pine, Woodlife treated. For use strictly as a screen door, the Stylist is available with screen panels only. Grids are furnished as extras. Sold through retail lumber dealers.
DRIVE-IT 320 WITH BREAK-OPEN ACTION

This Alaskan builder uses the new DRIVE-IT 320 with Break-Open Action to fasten 2x6 base plates to concrete block. The powder-operated tool "is more economical by at least 30%; results in material and money savings".

Almost all concrete or steel anchorages can be made with more savings and greater strength with DRIVE-IT.

NEW DRIVE-IT 320 FEATURES BREAK-OPEN ACTION FOR FAST, EASY LOADING AND EXTRACTION. OTHER JOB-PROVED DRIVE-IT FEATURES ARE:

ONE POWER LOAD. Variable penetration with one strength power load.

AUTOMATIC EXTENSION BARREL. Integral with tool. Extends to fasten in recesses.

SWIVEL SAFETY PAD. Swivels 360° to fasten near adjoining surface. Steel and tough Neoprene for protection.

SAFE TWO-HAND FIRING. Tool must be held against work to operate. Two-motion firing action for safety.

LOW COST DRIVEPINS. Prices are lower on wide range of drivepins.

FOR MORE INFORMATION

MAIL THIS COUPON

DRIVE-IT
the original POWDER-ACTUATED TOOL

POWDER POWER TOOL CORP.
7526 S. Macadam Ave., Dept. D
Portland 1, Oregon

# Please send literature on DRIVE-IT "320"
# I’d like a demonstration of DRIVE-IT "320"

Name
Address
City State

PRODUCTS EXHIBIT

AB14143—HILTON—BOOTH NO. 16—
TILE FLOORING—Johns-Manville Sales Corp.,
Dept. AB, 22 East 40th St., New York 16, N.Y.
Terraflex vinyl tile flooring now available in
1/16-inch standard gauge. It is simple to install
since any cutting that is necessary can be
done with a pair of scissors. New 1/16-inch
Terraflex is especially valuable for residential
work on for certain types of commercial installa-
tions that are not exposed to heavy traffic.
This tile is secured to the floor with mastic in
the usual manner.

AB14270—HILTON—BOOTH NO. 129—
HOME LAUNDRY—Hamilton Manufacturing
Co., Home Appliance Division, Dept. AB, Two
Rivers, Wis. The all-new automatic washer, at
the left, features soil-seeking water action and
completely flexible washing cycle with agitator
washing and overflow rinsing. The redesigned
original automatic clothes dryer, at the right,
utilizes patented Carrier-Current Air Circula-
tion, Fabri-Dial variable temperature control,
130-Minute Timer and Hi-Power Exhaust. Dryer
is available in gas and electric models.

AB14060—SHERMAN—BOOTH NO. 309—
OUTLET UNIT—The Wiremold Co.,
Hartford 10, Conn. This multi-outlet raceway,
Plugmold 2000, provides outlets for residential
and commercial buildings. System is installed
in a continuous run; receptacles are pre-wired
in 50-foot lengths, eliminating connections be-
tween short lengths. Outlet shown is 6 inches
on centers; other spacings available are 30
inches and 18 inches on center. Also made are
duplex constant service outlets and duplex 3-
wire outlets.

# USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237

AMERICAN BUILDER
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.

it's important to see the Best!

VISIT MALTA during the convention

N. A. H. B.

BOOTH 404
Hotel Sherman
Supreme Quality Since 1901

Member Ponderosa Pine Woodwork Assn., and N.W.M.A.

Houses sell faster

With SUPERCEDAR you can eliminate the cost of plastering and painting of closet interiors—AND add the romance, beauty and fragrance of customer-appealing cedar! Imagine being able to include genuine cedar lined closets in your homes for practically nothing extra in cost!

SUPERCEDAR is aromatic red cedar—90% Red Heart with 100% oil content. Can be installed over open studding, thus saving time and money in closet construction. Your closets take on a "custom-built" appearance that will appeal to both men and women. SUPERCEDAR, nationally-advertised, is factory packed in 4 and 8-foot bundles. Immediately Available

Sold Through Building Suppliers Everywhere

FREE Closet Planning Booklet! Write to . . .

GEORGE C. BROWN & CO.

Member Ponderosa Pine Woodwork Assn. and N.W.M.A.
New 1954 General Electric

G-E REFRIGERATORS
New, revolving shelves in Models LH-121L and LM-100L put all foods at your fingertips! Seven new models—new inside and out. Many wonderful features. (Model illustrated: LH-121L)

G-E RANGES
24-inch Spacemaker has oven that holds meal for 23. Focused Heat broiler, 5-heat pushbuttons, oven timer, 4 surface cooking units—one EXTRA-Hi Speed. (Model illustrated: J-245)

G-E AUTOMATIC WASHER
Has Activator® Washing Action women want. You can turn out the whitest, brightest wash. Outstanding value. Priced to your builder budget—installs flush to the wall. (Model illustrated: WA650L)

G-E AUTOMATIC DRYER
More than just a dryer, it's a clothes conditioner. Dries some clothes for immediate wear. New Automatic Sprinkler dampens clothes for perfect ironing. (Model illustrated: DA621L)

NEW G-E SERIES K STEEL STORAGE CABINETS
New G-E series K Cabinets blend with the new matched line of General Electric appliances. White baked-on enamel; resistant to rust.
5000 people visited their "Young America" house opening day.

Again in 1953, the Snyders of Long Hill, Connecticut, have erected a G-E "Young America" model home, and again it is a proved success—5000 visitors the first day!
The new 1954 "Young America" Space-Maker Home Program will be announced at The NAHB Convention in Chicago. G-E builder specialists will work with you, place at your disposal all the planning and promotion services of the G-E Home Bureau which have been so successful for other builders.

"Space-Maker" builder line!

G-E DISPOSALL
New Model FC-20 is designed especially for builders, at special low price. De Luxe Models FA-1 and FA-15 also available. All G-E Disposall models are designed for easy installation.

G-E WATER HEATERS
New, top-connecting table-top model is designed to save installation costs. All connections are located at top of tank for easy installation. Up to 82-gallon capacity. (Model illustrated: HG40-7A)

G-E FOOD FREEZERS
New 15- and 11-cubic-foot upright freezers take little space. Also available in 11- and 7-cubic-foot chest-type models. Many new exciting features. (Model illustrated: HU-15)

Start selling your houses faster!

Isn't it time you took a good look at the facts, and the new, General Electric 1951 line?
Start selling your houses faster—just as many other alert builders are doing, from coast to coast. Get the facts today.

See your local G-E distributor or write to the Home Bureau, General Electric Company, Louisville 2, Kentucky.

See the 1954 G-E exhibit at the 1954 NAHB Convention—Booth Number 97.
Also at the G-E permanent exhibit, Merchandise Mart—Room 1117.

GENERAL ELECTRIC
FLOOR SANDERS designed for 1954 Markets!

Quality, Speed, Dependable Performance, Nearby Service

Your customers today are more "choosy"—they demand the best job possible for their building and remodeling dollars. This points up the need for modern machines on the job.

Use AMERICAN—and you can do the finest work on floors! Highest production—with American Super 8 and its teammate, the new American Spinner—help you stay on top with high output in these competitive times.

Now more than ever you need the finest machines. Buy American and increase your profits with dependable sanders that produce quality work at greatest speed. Let us demonstrate these great American Machines on your next job—see for yourself how American can save you time, labor and money! Of course, no obligation.

AMERICAN
Performance Proved MACHINES... Nation-wide SERVICE

AMERICAN BUILDER

....PRODUCTS EXHIBIT

AB14254—SHERMAN—BOOTH NO. 356—TUBULAR POST—The Sawhill Manufacturing Co., Dept. AB, Sharon, Pa. The adjustable Red-I-Post was designed to readjust the inequities of sagging floors in the home, barn, warehouse or garage. Easy to install and permanent, the Red-I-Post fits any basement, helps to eliminate cracked plaster and sticking doors. The post shown adjusts from 5 feet 5 1/2 inches to 8 feet 4 inches. Other sizes are available. The company also produces clothes posts, mailbox and lantern posts.

AB14174—SHERMAN—BOOTH NOS. 310-311—AIR CONDITIONER—Remington Corp., Dept. AB, Auburn, N. Y. The "Leader" console unit, available in 1 and 1 1/2 h.p. models, is recommended for commercial or industrial use, remote or built-in home installations, custom built enclosures. Where water and drainage are a problem, air-cooled units may be used, singly or in multiple, in place of heavier equipment. Water-cooled models preferable where openings to outside air supply are unavailable. Units supplied for AC and DC.

AB14267—SHERMAN—BOOTH NO. 410—PLASTIC WALL TILE—Hochmeister-Inc., The American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo 3, Ohio. The Plastic Wall Tile has been introduced which is 4 1/4 inches square and conforms to the commercial standards of the S.P.T. A water-seal flange and a new knife edge enters the cement without resistance and forces the cement under the water-seal flange, assuring a positive waterproof tile wall, safe for shower areas and tub recesses. Tile is available in 18 pastel marbled and plain colors.

† USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237
That's right! Now every leading plastic laminate manufacturer has put a stamp of approval on Roltite. For the first time in the history of the industry a cement of this type has been approved by all. So, please pardon our pride.

Up till this time, the laminate industry has grappled with the problems of heavy presses, clumsy clamps and slow-type cements taking hours to get a permanent bond between laminates and base surfaces. In-the-shop jobs have been tedious and costly. Tricky, on-the-job applications have been impossible. At last, MIDCO has licked both problems. The new miracle cement — Roltite — gives a permanent bond in a matter of seconds without sustained pressure! There's no need to tell you how that revolutionizes the field of laminate application.

Here's a cement you should be handling. There are whole new fields... new profits open for you. Find out more about Roltite — the first cement of its type approved by all leading laminate manufacturers. Send this coupon for a free Roltite handbook, today...

MIDCONTINENT ADHESIVE COMPANY
Grove City Dept. A Ohio

Please send me the new, free handbook on industry-approved Roltite cement.

Name ___________________________

Address ___________________________

City ___________________________ State ______

JANUARY 1954
THE NEW Calder OVERHEAD GARAGE DOOR LINE has a style and size for every need.

CALDER "STURDY" DOOR

CALDER "LEVELINE" DOOR

CALDER "FLUSH" DOOR

CALDER COMMERCIAL DOOR

Here’s a brand new line of doors that has everything. Made by a manufacturer with over half a century of designing and engineering experience, the new Calder doors are available in every conceivable size and style for every conceivable need. Special designs and sizes to order and for extra appeal to the customer and extra profit for you—all Calder doors can be equipped with radio controlled electric operators. Send for complete information and our new, free, illustrated catalog.

calder MANUFACTURING CO. LANCASTER 12, PENNA.

PRODUCTS EXHIBITS IN PRINT

AB14011—Hilton—Booth Nos. 72-73 CASEMENT WINDOW—Detroit Steel Products Co., Dept. AB, 2250 E. Grand Blvd., Detroit 11, Mich. Awning-type, Residential Projected window has outswinging and inswinging vents or combination of two. Unit is hot-dip galvanized and binderized for maintenance-free operation. It is stocked in all standard residential types and sizes. Window is also adaptable to placement of air conditioning units. Mullions are supplied for combining the windows with picture or casement units.

AB14005—Hilton—Booth No. 317 BASEMENT DOOR—The Bilco Co., Dept. AB, 108 Hallock Ave., New Haven 5, Conn. A metal, permanent unit is stated to be fire- and burglarproof and weathertight. A packaged unit can be assembled and installed on new homes in a few minutes. The wide, direct access provided by the door offers a powerful selling point on homes that feature basement work shops, recreation rooms or extra living space. Door eliminates tracking dirt through first floor rooms, saves steps for repair- and servicemen.

AB14024—Sherman—Booth No. 317-318 PRE-HUNG DOOR—Young Wood Products Co., Dept. AB, Ypsilanti, Mich. This unit is adjustable to all rough door openings regardless of wall construction. Door is shipped in heavy individual carton insuring safe arrival without scratches. Casings are machine-mitered and splined at factory to insure perfect workmanship. No shimming is necessary to bring rough framing and door jamb together. Door can be hung in less time than by conventional method, hangs without binding.

USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237
USE THE
FINISH
THAT STARTS THE SALE!

In today’s ranch-type homes, natural wood trim is often the “sizzle on the steak”... the feature that swings the sale. That’s why hundreds of builders and architects specify Rez products for finishing indoor and outdoor woods. No other finish adds the same beauty, protection and sales appeal as Rez, and is so practical from the builder’s standpoint.

Color-Toned Rez gives woods a rich, natural, soft-grained beauty in popular “California” colors: Redwood, Mahogany, Driftwood, Sage and Cedar. These are two-coat durable colors for exterior finish. White Rez provides a cost-saving two-step system for interior blonde finishes. Clear Rez is the perfect sealer and primer under other paints.

Rez saves time and labor. It seals wood pores, makes paint go farther... keeps out moisture, controls grain raise, checks warping and swelling. Used by leading builders and decorators for siding, shingles, fencing, trellis, flush doors, frames, paneling, woodwork. Next time you build, try Rez... the finish that starts many a sale!


Monsanto Chemical Company
Merchandising Division
St. Louis 4, Mo.

Serving Industry...which serves mankind
NOW...

Dura-seal has

SI-VEL
(PATENT APPLIED FOR)
SPRINGS

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.

ZEGERS

Dura-seal

COMBINATION METAL WEATHERSTRIP SASH BALANCE

Dura-seal provides both complete weather protection and “finger-tip” window operation. The jamb member is made in one piece and its concave back surface is flexible, maintaining a constant air seal and smooth window operation even when the sash expands or contracts due to changeable atmospheric conditions.

ZEGERS INCORPORATED

AB14150—HILTON—BOOTH NO. 32—
T&G PANELING—Marsh Wall Products, Inc.,
Dept. AB, Dover, Ohio. ‘Marlite’ prefinished
planks and blocks are provided in two modular
shapes and sizes for easy handling. Fast
application. Planks are 16 inches wide and eight
feet long; blocks are 16 inches square; both are
3 1/2 inches thick. Tongue and groove joint is
installed over old walls or furring strips with
concealed nails or clips; no fastenings show in
finished installation. Product available in four
wood grains, 10 colors.

AB14339—HILTON—BOOTH NO. 14—
GARAGE DOOR—Overhead Door Corp.,
Dept. AB, Hartford City, Ind. An improved torsion
spring counterbalance assures smooth and
easy operation for this door. With its multiple
hinges and ball-bearing rollers, the “Overhead
Door” floats on twenty points of strength. A
new electric operator has been developed, with
or without radio control. The unit is offered in
a wide range of designs. Doors are equipped
with Miracle Wedge closures and Salt Spray
steel tracks.

AB14203—SHERMAN—BOOTH NO. 422—
PRECISION LEVEL—The Thom-Wood Co.,
Dept. AB, Rockland, Mass. The Levellall is a
precision leveling instrument capable of doing
the work of a transit in half the time and
labor with better accuracy, according to its
manufacturers. The device can be used by un-
trained labor with accurate results. It can be
used to level points for footings, concrete forms,
batter boards, sills, lintels, floors, ceilings and
other types of construction. The device is fast,
easy to operate, accurate and economical.

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MORE INFORMATION, PAGE 237

AMERICAN BUILDER
This new cabinet-type lavatory measures just 16" x 14" over-all—provides the perfect answer to limited space in the "second" bath or powder room. Of gleaming, lifetime vitreous china, in Richmond's famous "whiter-white" or any of five decorator colors. Front overflow, anti-splash rim, twin soap dishes. Lavatory supplied separately, or installed in handsome C-147 cabinet.
Ripplewood
TEXTURED WOOD WALL PANELING

Brilliant settings in G-P Ripplewood Knotty are the feature attraction in model homes from coast to coast.

GEORGIA—PACIFIC
PLYWOOD COMPANY
DEPT. AB-1, 270 PARK AVENUE, NEW YORK 17, N. Y.
Here's a bargain in buy-appeal! It's G-P Ripplewood, genuine wood wall paneling with beauty that is excitingly different... a rich sculptured texture and swirling grain pattern that makes prospects say, "That's for me!" Ripplewood's low cost and ease of installation and finishing have won new friends among economy-minded builders everywhere.

A prominent New Jersey builder found G-P Ripplewood so helpful in selling 170 homes that he plans to use it in 400 additional dwellings. A Connecticut project builder is featuring G-P Ripplewood in a large home development. Not only was his material cost surprisingly low, but he estimates his one-coat stain finishing cost to be as little as $20 per room. That's the kind of record G-P Ripplewood is making all over the country. That's why more builders every day are discovering that G-P Ripplewood helps turn prospects into buyers... helps sell homes faster. See your local Georgia-Pacific dealer or mail coupon for complete data.

**ONLY G-P Ripplewood Gives You All These Features!**

Genuine Wood • Rich Texture • Distinctive Style • Low Cost • Carton Packed for Extra Protection • Easy Installation • Factory Primed for Easy Finishing • Available in 4' x 8' panels and 12" and 16" squares.

**G-P RIPPLEWOOD SCORES WITH NEW YORK BUILDERS**

Irvin Wanderman and Louis Schiff say, "G-P Ripplewood created a wonderful sales reaction for us. We finished it with one coat of stain. The recreation room in Ripplewood has caused much comment and been a real asset in our community of homes, Bonnie Meadows at Scarsdale, New York."

Free! Builders Fact File—Send for handy kit of G-P Ripplewood literature—specifications, sales features and other useful data.

Georgia-Pacific Plywood Company
Dept. AB-1, 270 Park Ave., New York 17, N. Y.

Please send me the G-P Ripplewood Builders Fact File

NAME________________________

COMPANY______________________

ADDRESS______________________

CITY__________________ STATE______
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OF BIRDS

ENDS BIRD SPATTER

Pigeons, starlings and other birds will not land nor roost where NIXALITE is installed.

NIXALITE can be installed forwards, backwards, up, down, around curves, joined at sharp corners, on cables or any narrow, angular, curved or other type surface and on any kind of construction or material.

Stores; office, apartment and public buildings; homes; churches; signs and other places obnoxious birds land or roost all need the protection of NIXALITE.

NO UPKEEP.
NOT NOTICEABLE. 100% EFFICIENT.

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NIXALITE COMPANY OF AMERICA
115-119 W. Third St., Davenport, Iowa, U.S.A.
Builders! It's a proven fact!

"Plug-In" Strip sells homes *

Modern lighting is one sure way to build value into your homes. But there's another great sales builder available for only a few cents more ... National Electric "Plug-In" Strip, the modern, permanent multi-outlet wiring system.

Safe, strong, streamlined, "Plug-In" Strip means real electrical convenience by providing all the outlets your prospect will ever need—where he wants them.

Here's why—he gets:
- A spread of electrical outlets every 18" all around the room ... for lamps, appliances, radio, TV.
- Outlets every 6" for kitchen work centers.
- A choice of electric service—Type CF-2 for constant service; CF2-G for grounding equipment; CF-3 for both constant service and automatic switch control.

Give your houses new sales appeal and electrical convenience with National Electric "PLUG-IN" STRIP. Write us for details. It's listed by Underwriters' Laboratories, Inc.

* In Reading, Pa.'s "all-electric" house National Electric "Plug-In" Strip drew more approving comments than any of the other convenience features of the home.
For warmth...and Beauty

**Bush Convectors**

Modern heating at its best! Builders have discovered the many advantages of the Bush line of convectors.

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

Bush Baseboard Radiation

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

**THE BUSH MANUFACTURING CO.**

West Hartford 10, Connecticut

Send me complete information on your Baseboard and Convectors lines.

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STREET ______________________________

CITY ______________________ STATE ____

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<td>AB14009—SHERMAN—BOOTH NO. 305—SAFETY STAIR—Huntington Industries, Inc., Dept. AB, 2368 Prospect St., Memphis, Tenn. Finger tip control of patented spring balance provides smooth opening and closing of this stair without undue strain. Counterweights or slides are eliminated. Assembly needs no adjustment and cannot come loose. Tension can be easily tightened without removing unit from position. Spring assist on the lower section eliminates all effort in folding. Stair meets FHA safety requirements.</td>
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| AB14338—HILTON—BOOTH NO. 275—FIBER GLASS PANEL—Corrulux Division, Libbey-Owens-Ford Glass Co., 410 Holmes St., Houston 25, Texas. Corrulux panels are designed for daylighting purposes as well as for decorative uses. They transmit light freely, but their translucence screens vision. Panels are made in standard corrugations to nest with metal or asbestos; they can be installed in existing buildings by removing a sheet of metal or asbestos and replacing it with Corrulux, fastening in the same manner. |

| AB14222—HILTON—BOOTH NOS. 295-296—AWNING WINDOW—Industrial Machine Tool Co., Inc., Dept. AB, 305 S. Oak St., Fenton, Mich. This awning window uses Goodyear vinyl weatherstripping both on the outside perimeter for each operating vent and on the inside of the frame. It is so designed that it resists and deflects any wind pressure when vents are in closed position. All corners of frame are mitered and flash welded with exposed surfaces dressed smooth. Inside face of frame has no protrusions of any kind. |

Callele 138

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Another reason why it's FUN* to be in business with LOCKWOOD

The double hollow back of Lockwood Oak Flooring enables the layer to put down a solid floor. And, too, the double hollow back never requires shimming up when ripping is necessary for the final run in any room or area. This feature together with eased edges and nailing groove on top of tongue speeds up laying and finishing…saves up to 35% in these costs!

AT YOUR LOCAL DEALERS

MOUNTAIN-GROWN

Tempered OAK FLOORING

Precision milling requires minimum sanding.
Nail groove makes laying faster, cheaper.
Double hollow back lays solid, saves shimming up.

Perfect Kiln-Drying
Cloud’s compartment, cross-circulation fan-type kiln-drying is the only method for perfect kiln-drying!
If, as the statisticians tell us, the woman is 84% of the decision factor in choosing body style, color and upholstery in automobiles, how much of a decision factor is she in choosing the family home?

Actually, the average woman has made it her business to know a great deal about homes and practically every home you build has to pass a jury of several or many women whose wants are quite well defined.

They want comfort and convenience, of course, and quality and value as a matter of common sense. And, most definitely, they want style—style that they'll be happy to live with and proud to show off; style to bring compliments from arriving guests and charm them from room to room; style that doesn't neglect the rear elevation or the inconspicuous gable; style that wears well because it is sound, and satisfies because it is beautiful.

When a woman finds a home like this, she's quick to say "Yes" because it's what she wants. And that's exactly why we include all of them in Modern Homes—comfort and convenience, quality and value and, genuine custom styling of outstanding distinction.

Maybe you should investigate the opportunity of building fine Modern Homes in your community. Why not give us a call at LUzon 4-1550.
AB14007—HILTON—BOOTH NOS. 225-226—COOKING UNITS—Chambers Corp., Dept. AB, 2464 N. Meridian St., Indianapolis 8, Ind. "Built-in" gas ovens and cooking tops in antique copper finish can be installed in standard or custom kitchen cabinets, wood or metal, to save steps, space and time. Manufacturer's "In-A-Wall" oven uses only ten minutes of gas for one hour of cooking; food finishes automatically on retained heat. Oven provides convenient cooking at waist-high level, eliminating stooping. Antique copper finish harmonizes with any kitchen.

AB14300—SHERMAN—BOOTH NOS. 340-341—DRILL KIT—Stanley Tools, Dept. AB, New Britain, Conn. A new drill kit for the handyman, the Model H10 is supplied with a quality 3/8-inch drill to do a variety of jobs around the home. Kit also includes a paint mixer, polishing bonnet, three sanding discs, three twist drills, rubber back-up pad and metal carrying case. Weight of the kit is 5 1/2 pounds, so it may be easily carried about for drilling jobs, sanding of furniture and numerous other home projects.

AB14128—HILTON—BOOTH NOS. 202-203—COUNTER TOP—Formica Co., Dept. AB, 4614 Spring Grove Ave., Cincinnati 32, Ohio. Each "Plasticove" top is tailored to specifications and with near-invisible seaming, virtually any desired length or width or backsplash height can be obtained. This new method of coving is now adopted to drainboards and counter tops with much success. "Plasticove" is the trade name given to the material and is made simply by curving decorative Formica by means of a heat process.

BUILDERS FROM COAST TO COAST ARE MAKING SALES AND PROFITS WITH PARENTS' MAGAZINE HOMES!

Two-thirds of all new homes are built or bought by families with children! PARENTS' MAGAZINE homes have been built all over America. As a direct result of the magazine's continuing editorial program on behalf of home building, thousands of sets of working drawings have been purchased from PARENTS' MAGAZINE by individual families and by builders. And these homes, designed to meet the specific needs of families with growing children, have been built in every state of the Union!

YOU, TOO, CAN PROFIT FROM PARENTS' MAGAZINE'S HOUSE No. 11!

Already constructed in Park Forest, Ill., Pittsburgh, Pa., Miami, Fla., and scheduled to be erected in Jackson, Miss., and Seattle, Wash., this house is engineered for economical construction by individuals, and is adaptable for large-scale home builders and developers of sub-divisions. Participation in this home program is a great selling opportunity both for home builders and for home equipment manufacturers. Ask for details!

FROM EMIL A. SARDI, Rnning Engineers of Florida, Miami, Fla. "This is the public's reaction to the home has been very good indeed, and I am very satisfied with the results. For the family with children, it's excellent. This is the practically unanimous opinion of the people who have been visiting the house. This has been the finest home promotion we have undertaken. The tie-in with Parents' Magazine was very helpful."

FROM L. B. BURBIDGE, Park Forest Homes, Inc., Park Forest, Ill. "...Extent to which interest was aroused...before any publicity or advertising, more than 50 applications for the Parents' Magazine House. Giving consideration to building additional houses elsewhere..."

FROM P. O. COX, Equitable Gas Co., Pittsburgh, Pa. "...Parents' Magazine house one of the outstanding events in Pittsburgh area...most effective All-Gas House Promotion ever staged in Pittsburgh. Mr. Al Singer and all those associated well pleased...having continued good results."

SEND TODAY FOR DETAILS ON HOW YOU CAN PROFIT...

WITH PARENTS' MAGAZINE'S HOME BUILDING PROGRAM!
CROSLEY HOME APPLIANCES and BENDIX AUTOMATIC LAUNDRY join to offer builders...

ONE SOURCE

NOW—W-I-D-E-S-T PRICE RANGE W-I-D-E-S-T PRODUCT SELECTION

OF SALES-WINNING HOME APPLIANCES

Crosley Home Appliances and Bendix Automatic Home Laundry have joined to offer the first and only complete laundry- and kitchen-equipment centers for builders. Now one source can supply all your kitchen and appliance needs and offer these added advantages:

* Widest price range in the market
* Only complete line of kitchen and laundry equipment
* Co-ordinated delivery service
* Expert kitchen and laundry planning
* Sales-tested advertising help

CROSLEY-BENDIX-EQUIPPED HOMES SELL FASTER

55,000 Sales
James Price, President of National Homes Corp., and his associates have more than 55,000 sales behind them. They know what makes homes sell, and their new homes are equipped for sales with Crosley Kitchens and Bendix Home Laundry Equipment.

Sells whole cities at a time
William Levitt—successful builder of the famous 17,000-home Levittown, Long Island—found that Bendix Washers were so attractive to home buyers, he is choosing Bendix again for his new 16,000-home Levittown, Pennsylvania!
BENDIX ECONOMAT—
the washer that does everything any automatic washer can at lower cost to you. Gives you the famous sales-making Bendix name!

FAMOUS BENDIX DUOMATIC—
first and only washer-dryer on the market. Makes it possible to offer a complete laundry in only 36” of space!

FOR ALL KITCHEN, APPLIANCE AND LAUNDRY NEEDS

COMPLETE CROSLEY KITCHEN—
the kitchen that gives homes real sales-appeal. Matching Crosley appliances ... sinks ... cabinets are all designed to provide smart, step-saving, scientifically planned kitchens in any space.

For more information contact your nearest Distributor

APPLIANCE AND ELECTRONICS DIVISION
CROSLEY
APPLIANCES • TELEVISION • RADIO
BENDIX
AUTOMATIC HOME LAUNDRY
PRODUCTS EXHIBIT

**Veni-Flex**

WOVEN WOOD SLAT

FOLDING DOORS

LEND THAT
decorators's
touch

AT LESS THAN THE COST . . .

of old-fashioned doors! And wise builders know this look of fine finishing is often the touch that makes the sale. Made of top-grade basswood slats, Veni-Flex doors offer quality, plus ease and economy of installation, durability, privacy with ventilation, and important space-saving features. Available in stock sizes . . . 8 colors or natural wood . . . no floor track necessary. Choose Veni-Flex, the door of many uses!

See the Veni-Flex Door Exhibit at the NAHB 1954 CONVENTION and EXPOSITION

Conrad Hilton Hotel—Exhibit Space No. 257

3rd Floor Exhibit Area

CONSOLIDATED

VENETIAN BLIND COMPANY

A Division of

CONSOLIDATED

GENERAL PRODUCTS, INC.

24th and Nicholson

Houston 8, Texas

AB14206—SHERMAN—BOOTH NO. 371

—VENT PANEL ACTUATOR—Grand Rapids Hardware Co., Dept. AB, Grand Rapids 2, Mich.
The new Grand Rapids "Ven-Trol-Gear" swings ventilating panels outward and downward to any degree of opening. It opens and closes windows weighing up to 40 pounds with a minimum of effort. The mechanism is an integral part of the window and thus eliminates problems pertaining to wall thickness and trim. Designed for wood windows with glass height of 25½, width to 45½, inches.

AB14063—SHERMAN—BOOTH NO. 357


AB14209—HILTON—BOOTH NOS. 286-287-288

—GARAGE DOOR—Norris Steel Products, Inc., Dept. AB, 601 Amherst St., Buffalo 7, N. Y. The "Roly-Door" steel sectional garage door is supplied in 8x7, 9x7 and 16x7-foot models. It has reinforced construction for industrial use. Door is actuated by finger-tip control from within garage, eliminating danger from weight by snow, etc. Door cannot rattle in wind. It has no protruding hardware. Metal surfaces are protected by a durable zinc, phosphate coating.

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SUPPLY SERVICE

USE YOUR NEARBY

GRAINGER STOCK

Next time you need attic fans, kitchen fans, sump pumps and other electrical items—save time and money—order from your Grainger Motor Book. You'll get fast shipping and pick-up service from your nearby Grainger Warehouse—and lowest possible prices always. Your Grainger Salesman is at your service too—let him help you. Let Grainger Service help build your sales.

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CATALOG

Request on Letterhead

ADDRESS DEPT. AB-1

W.W. GRAINGER, INC.

38 WAREHOUSES—COAST-TO-COAST—SEE PHONE BOOK

GENERAL OFFICE 118 S. OAKLEY BLDG., CHICAGO 12

A Moderate Priced Instrument For High Grade Work . . .

**WARREN-KNIGHT**

TRANSIT LEVEL

SAVE TIME—in making layouts and in giving lines and grades.

SAVE MONEY—by reducing labor costs.

Patented

Price $285

Model 38-bf

Also made at lower price without compass

This instrument is made for the Builder who knows he can work more efficiently with up to date equipment.

**NOTE THESE FEATURES:**

* New internal focus
* Protected Horizontal 24x telescope
* Close focus 4½ feet
* Vertical arc with clamp and tangent
* Sensitive telescope
* Compass—3½
* Extra large shift
* Sturdy construction
* U.S. standard thread—3½ in. thread

**WARREN-KNIGHT CO.**

136 North 12th St.,

Philadelphia 7, Pa., U.S.A.
Under radiant heat pipes for more efficient operation and control.

Lightweight, insulated and permanent, ZONOLITE Vermiculite Concrete is ideal for roof decks, roof insulation, cavity-wall fill and insulating floors on the ground. Perfectly suited as a base for radiant heat systems...or where an exposed concrete floor is desired, ZONOLITE with a sand-concrete topping provides high insulating efficiency, cuts heat loss.

Ideal for one-pour floors on grade, lightweight upper story floors.

Resilience approaching wood floors! Use as fill over structural floors, for floor slabs over closely spaced joints, or for floor slabs on the ground. Has 4½ times the insulating value of ordinary concrete —½ the weight. Fireproof, permanent. ZONOLITE Vermiculite Sand Concrete is ideal as a base for tile, linoleum, terrazzo or carpeting—needs no topping.
PRODUCTS EXHIBIT IN PRINT

AB14001—HILTON—BOOTH NOS. 291-292—WINDOW HARDWARE—Sun Sosh Co., Dept. AB, 38 Park Row, New York 38, N.Y. Side-Seal louvered window hardware, said to be a revolutionary improvement in the louver window industry, is made with a built-in ridge on the channel and on the louver pockets. In closed position the ridge meshes with the louver pocket to form a tight seal, insuring it against all types of weather conditions. There is no rubbing on the side of the channel, and it can take up to three coats of ordinary house paint.

AB14247—SHERMAN—BOOTH NO. 430—LOUVER WINDOWS—Van Ness Louver Co., Dept. AB, 8354 San Fernando Road, Sun Valley, Calif. This louver window has the rotor gear box built inside the frame. The home owner can have inside or outside screens, glass installed outside or inside, with choice of extended crank or wing handle. Rotor gear operator permits locking of louvers in any position. All-aluminum construction, stainless steel weatherstripping and self-adjusting glass clip holders for 3/16- or 7/32-inch glass.

AB14156—HILTON—BOOTH NOS. 8-9—BATHTUB—Universal-Rundle Corp., Dept. AB, New Castle, Pa. A new 14-inch-high bathtub, the Meade, is a full-size five-foot recess tub incorporating a modern apron design with a wide panel seat. It provides a low-cost enameled cast-iron recess tub for installation where a full 16-inch tub is not needed. Its features match those of its larger sister tubs including the recessed soap dish and multiple-cost vitrified-enamel finish available in regular white enamel, in acid-resistant white and 4 colors.

AB14168—HILTON—BOOTH NO. 220—GAS RANGE—Magic Chef, Inc., Dept. AB, 1641 S. Kingshighway Blvd., St. Louis 10, Mo. New Model GRX31 is a deluxe medium-priced range for compact kitchens. It is an all-porcelain unit with a single-piece welded frame. It has divided cooking top, right hand oven, swing-out broiler, full-length storage compartment. Top burner speed is increased with Uni-Burner feature; accurate oven heat is assured by precision regulator. Plastic compartment handles and custom-molded control knobs included.

AB14260—HILTON—BOOTH NOS. 240-241—SLIDING DOOR FRAME—Norstadh Manufacturing Co., Dept. AB, 180 W. Alameda Ave., Burbank, Calif. Sliding door frames and wardrobe hardware designed for either by-passing or pocket type installation feature easy installation and quiet operation. Hardware has nylon rollers with ball bearings; track is aluminum; has no dust-catching bottom track. May be used with any thickness of panel or door. Frames are shipped from factory as packaged units ready for immediate installation.

AB14167—HILTON—BOOTH NO. 268—ELECTRIC HEATING UNIT—Electrend Products Corp., Dept. AB, St. Joseph, Mich. This forced air home heating system circulates heat by means of electricity. The unit is in a metal duct approximately seven feet high, eight inches wide and three and one-half inches deep. One or more ducts are mounted between the studs of the walls in each room. System is automatic, with a thermostat for each unit. There are two openings per unit. Air is drawn in at ceiling, heated and returned.

AB14265—HILTON—BOOTH NOS. 339—KITCHEN VENTILATOR—Trade-Wind Motorfans, Inc., Dept. AB, 5725 S. Main St., Los Angeles, Calif. Model 3501 is a kitchen ventilator to be installed in a cabinet over the range. It has a scroll which houses the motor and blower units. This has improved the performance of the equipment and has streamlined the housing of the unit for better eye appeal. It also incorporates a new 4-speed switch control and has two inlets and filters, one above stove, a second at ceiling level.

AB14257—SHERMAN—BOOTH NO. 339—KITCHEN VENTILATOR—Mecde, Inc., Dept. AB, New Castle, Pa. A new 14-inch-high bathtub, the Meade, is a full-size five-foot recess tub incorporating a modern apron design with a wide panel seat. It provides a low-cost enameled cast-iron recess tub for installation where a full 16-inch tub is not needed. Its features match those of its larger sister tubs including the recessed soap dish and multiple-cost vitrified-enamel finish available in regular white enamel, in acid-resistant white and 4 colors.

AB14295—HILTON—BOOTH NOS. 60-61—WASTE DISPOSER—Given Mfg. Co., Dept. AB, Los Angeles, Calif. The "Super Hush" Waste King Pulverator models were first distributed nationally in August, 1953. They stress quieter and smoother operation, with noise and vibration absorbed at the sink mounting and drain connection. The Pulverator provides a drain outlet with wide clearance for slip-joint connection to a conventional 1½-in. trap. "F" or "S" type traps can be used for the waste line from Pulverator to drain stack.
FOR FINEST
Architectural
Quality
Redwood

...with these 6 advantages at their best...

SPECIFY PALCO CERTIFIED DRY REDWOOD

Compared to other commercially produced lumber, Redwood offers the highest rating in a combination of these six basic characteristics. But PALCO Certified Dry Redwood goes even further. It offers greatest uniformity of quality, texture and grade obtainable. Yet you pay no more for this extra quality in PALCO Certified Dry Redwood. For comparison of redwood’s many high qualities, request Redwood Data Book “JG”. For the story on PALCO Redwood, ask for the free booklet, “From Out Of The Redwoods.”

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JANUARY 1954
NEW BEAUTY IN GAS BOILERS...

NEW SPENCER RANCHER

1G Series: 6 Models—40 to 128,000 BTU output
W—13½", L—25¼" to 43¾", H—42¾"

2G Series: 6 Models—80 to 232,000 BTU output
W—18½", L—28½" to 47", H—49¼"
NEW PRODUCT

OUTSTANDING NEW GAS UNIT

COMPACT...

EASY TO INSTALL...

EFFICIENT

New beauty, compactness and rapid-heating qualities make Spencer's new ready-to-install gas boiler an outstanding choice for either large or space-budgeted homes.

Easily installed anywhere in any home. The new Spencer Rancher fits in well with kitchen equipment—adds attractiveness to a utility room or finished basement. It is completely enclosed in a gleaming white jacket—even the flue diverter is out of sight. Because the door is designed to be hinged on either the left- or right-hand side, the boiler can be installed in any corner of a room. The walls and base are water-cooled, so it can be set directly on a wooden floor. Only a minimum of floor space is needed.

Easy to service. Controls and burner are readily accessible through the front of the boiler. Cleaning may be accomplished by removing top panel of the jacket and the cover plate of the flue collector . . . without disturbing controls or piping.

A code boiler, the Rancher conforms to ASME and IBR regulations. It's AGA-approved for manufactured, mixed, or natural gases. It has all the Spencer quality features—self-cleaning boiler, rapid heat transfer, compact design.

This is only one of Spencer's Complete Line.

SPENCER HEATER

CLIP & MAIL

Spencer Heaters, Dept. AB-1-4, Lycoming Division
AVCO Manufacturing Corp., Williamsport, Pennsylvania

Please send complete information and specifications on the new Spencer Rancher to:

Name_________________________Position_________________________
Company__________________________
Address__________________________
City_________________________Zone________State______________
AB14070——HILTON—BOOTH NO. 11
SASH BALANCE—Zegers, Inc., Dept. AB, 8090 S. Chicago Ave., Chicago 17, Ill. New Si-Vel spring balance for wood windows has silent operation obtained through use of specially processed and coated counterbalanced springs. Manufacturer says that velvety-like finish baked on galvanized steel springs assures silent operation of wood windows. Used in connection with Dura-Seal, combination provides complete weatherstripping and silent window operation.

AB14059——HILTON—BOOTH NO. 3
CONCRETE FORM TIE—Gates & Sons, Inc., Dept. AB, 80 So. Galapago, Denver 19, Colo. New 2x4 Concrete Form Tie, made of No. 9 galvanized wire, has built-in spreader. Designed for sheathing and/or panels without use of hardware. Loops remain rigid, will not sag or bend when 2x4's are inserted. Tie can be used in forming all foundations, and for storage tanks and battered walls. Panels require no backing or reinforcing.

AB14171——HILTON—BOOTH NO. 200
PLYWOOD PANELS—Roddis Plywood Corp., Dept. AB, 1155 Palmetto St., Marshfield, Wis. Plywood panel squares have been designed for application over existing walls or in new construction. Called Parquetwall, the panels are made of 16x16 inch squares that have been tongued, grooved, glued together and assembled with the grain direction alternating in adjacent squares. They are recommended for around-the-fireplace application, one wall or for ceiling treatments. Panels available in mahogany, birch or walnut.

AB14166——HILTON—BOOTH NO. 111
AIR CONDITIONER—Airtemp Division, Chrysler Corp., Dept. AB, 1600 Webster Ave., Dayton 1, Ohio. Small enough to fit in attic, utility rooms or in sub-floor crawl spaces and large enough to cool average homes containing up to six or eight rooms, the Chrysler Airtemp is an air-cooled residential air conditioner. No water and no water piping are required. Outside air is drawn through the unit to cool the refrigerant. Home air is drawn through the cooling unit, dehumidified and cooled and sent through furnace ducts.

AB14340——HILTON—BOOTH NO. 59
SCREEN CLOTH—Lumite Division, Chicopee Mills, Inc., Dept. AB, 47 Worth St., New York 13, N. Y. A new Lumite dispenser rack which uses only 2x3 feet of floor space serves to cut measure, dispense and display five different widths of Lumite Saran Screen Cloth: 26, 28, 30, 32 and 36 inches. Illustration shows lower half of dispenser rack with rolls of Lumite in place. A further demonstrator item shows customers the amazing strength of Lumite.

AB14290——HILTON—BOOTH NO. 113
WINDOW OPENER—Rolscreen Co., Dept. AB, Pella, Iowa. A new feature has been added to this company's low-cost Multi-Purpose windows. "Underscreen operators," designed to facilitate opening and closing, are now available at slight extra cost on six standard ventilating units. Multi-Purpose windows close by swinging the bar-type sash operator up against the bottom screen rail. A catch holds the operator in place, provides locking feature. Window opens when operator is at right angle.

AB14256——SHERMAN—BOOTH NO. 434
TEXTURED PAINT—The Sherwin-Williams Co., Dept. AB, 101 Prospect Ave., Cleveland 1, Ohio. Texture Finish is a new latex-base, ready-mixed paint especially formulated for use on dry-wall construction, regular plaster and other interior surfaces. It is designed to solve finishing problems not uniform or not readily adapted to smooth finished work, and is available in seven pastel colors and white. Intermixes extend the color range. Finish produces many textures, depending on tool used.

AB14289——SHERMAN—BOOTH NO. 362
MIXING FAUCET—Rovenna Metal Products Corp., Dept. AB, 6518 Ravenna Ave., Seattle 5, Wash. The detergent spray model, No. 32CDS, is the latest addition to this line. Like all Moen Single Handed mixing faucets, this new unit has one handle which does the work of two. The user can pre-select the temperature before turning the water on, and then use only the volume desired. All moving parts are of stainless steel and there are no screw threads or compression washers.

AB14211——HILTON—BOOTH NO. 237
FOLDING DOORS—The Hough Shade Corp., Dept. AB, 1044 Jackson St., Janesville, Wis. The "Ro-Tox" doors are made of a sliced-slat, stain-finished wood fabric in a wide selection of colors chosen to conform to current decorating trends, including down white, nut brown, autumn gray, harbor blue and Dutch yellow. In addition to the almond (natural) stain finish. Several improvements in the regular lacquer-finished doors are introduced. New, narrower warp spacing reinforces bottom of each door.

AB14211——HILTON—BOOTH NO. 237
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AB14061—HILTON—BOOTH NOS. 94-95-96—CORNER BATH—Kohler Co., Dept. AB, Kohler, Wis. New corner bath offers opportunities for a wide variety of bathroom arrangements. The oval bathing and showering area is wide and roomy. Front is low, only 14 inches, to provide easy and safe access. Integral seat is an added safety measure, convenient for foot or sponge bathing. Available in recess model with two seats. Length 48 inches; width 44 inches. In white and six colors.

AB14280—SHERMAN—BOOTH NO. 459—PORTABLE ELECTRIC HEATER—Electromode Corp., Dept. AB, 45 Crouch St., Rochester 3, N. Y. This heater for small rooms features a built-in thermostat with adjustable range from 55 to 85 degrees and has a patented cast-aluminum heating element with no exposed wires or glowing coils. This element is guaranteed for five years. Automatic safety switch prevents overheating. Heater is finished in silver gray hammertone, heavy duty cord.

AB14127—HILTON—BOOTH NOS. 25-26; SHERMAN—BOOTH NO. 432—TUBULAR LOCKS—The Yale & Towne Mfg. Co., Dept. AB, 405 Lexington Ave., New York 17, N. Y. New major line of pin tumbler, key-in-knob, push button type lock is now marketed as the Fairfield Design 5200 tubular series. This lock is designed expressly for the mass housing market where installation costs are a major factor. Lock can be installed in three easy steps through the use of the special Yale boring jig and the quick assembly of units. Locksets are solid brass or aluminum.

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AB1426—SHERMAN—BOOTH NO. 426—OVERHEAD AIR DIFFUSER—Connor Engineering Corp., Dept. AB, Shelter Rock Lane, Danbury, Conn. New "Knob-Draft" unit is type H/L which combines a lighting fixture with a residential air diffuser. Unit has simple, rugged construction, permitting fast, easy installation. At the Connor booth, actual air handling tests will be made under supervision of trained engineers. Display will feature a model home with miniature ductwork and diffusers in operation.

AB14276—HILTON—BOOTH NOS. 181-182—SLIDING CLOSET DOOR—American Welding & Mfg. Co., Dept. AB, Warren, Ohio. The Easi-Bild storage closet pattern, sold by the Easi-Bild Pattern Co., is designed to use the steel sliding doors made by American Welding. The closet pattern carries an order blank explaining that the steel doors can be obtained from any American Welding dealer or by writing to the company itself. Easi-Bild patterns are now on sale through some 8,000 hardware, lumber and power tool dealers.

AB14255—SHERMAN—BOOTH NO. 319—CONCRETE FORMS—Rocform Corp., Dept. AB, 15160 W. Eight Mile Road, Detroit 35, Mich. A new Round Corner Form for inside basement walls, requires no fillers or forming lumber, is quickly clamped to starting panel. Closing panel is easily placed in position against extending corner form flange and firmly locked in place even though 1/2 to 3 inch space remains between closing panel and corner. Metal spreaders are a part of the Corner Filler Form. Corner clamp makes stripping easy.

AB14294—SHERMAN—BOOTH NO. 329—AIR CONDITIONER—Typhoon Air Conditioning Co., Inc., Dept. AB, 794 Union St., Brooklyn 15, N. Y. Residential year-round air conditioner is available in 2-ton and 3-ton cooling capacities. It is designed for top discharge and has a heating input of 100,000 Btu/hr., using gas for fuel. This model occupies floor space of only about 5 square feet and is also available for use with an air-cooled condenser. Other Typhoon units for heating and cooling include counterflow models for use with either gas or oil.

AB14062—HILTON—BOOTH NO. 128—GYPSUM WALLBOARD—United States Gypsum Co., Dept. AB, 300 W. Adams St., Chicago, III. Panel Sheetrock is 1/8-inch thick, 16 inches wide, and 8, 9 and 10 feet long. Eight-foot panel weighs approximately 18 lbs. For both new construction and remodeling. No nail-heads or joints to conceal. Comes in plain panel with calendered manilla paper suitable for any decoration; knotty pine panel, simulating color and grain of wood, predecorated striated panel.

AB14294—SHERMAN—BOOTH NO. 329—AIR CONDITIONER—Typhoon Air Conditioning Co., Inc., Dept. AB, 794 Union St., Brooklyn 15, N. Y. Residential year-round air conditioner is available in 2-ton and 3-ton cooling capacities. It is designed for top discharge and has a heating input of 100,000 Btu/hr., using gas for fuel. This model occupies floor space of only about 5 square feet and is also available for use with an air-cooled condenser. Other Typhoon units for heating and cooling include counterflow models for use with either gas or oil.
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AB14053—HILTON—BOOTH NOS. 164-165—VINYL PLASTIC FACED FOLDING DOORS—Holcomb & Hoke Mfg. Co., Dept. AB, Chamber of Commerce Bldg., Indianapolis, Ind. Foldoor now available with new tweed-textured patterns in fabrics of cloth-supported vinyl-plastic material by DuPon. Eight two-tone fabrics have appearance and feel of drapery. These low sheen products passed stringent New York and Boston flame-resistant tests, are scuff and tear resistant. Folder is available.

AB14221—HILTON—BOOTH NOS. 196-197—PLASTIC LAMINATE—Woodall Industries, Inc., Dept. AB, 3500 Oakton St., Skokie, Ill. Lamidall is a decorative plastic laminate, a durable material for walls, ceilings and top surfaces. It features a hard, smooth surface with a structurally tough 3/16-inch Tempered Presswood base. Panels come in sizes up to 4x12 feet in a selection of wood grains, colors and patterns. The material will not crack, chip or peel; it resists heat, stains and hard blows.

AB14212—HILTON—BOOTH NO. 265—CONTEMPORARY HOME—Scholz Homes, Inc., Dept. AB, 3128 W. Lincolnshire Blvd., Toledo, Ohio. California Contemporary homes in a complete new line of designs for 1954 are now available to builders. The line offers a wide range of price and size classification, from small two- and three-bedroom units designed to sell in the $10,000 range up to $30,000 ranch homes; major emphasis is placed on three-bedroom, two-bath homes designed to sell in the $15,000 range.

AB14406—HILTON—BOOTH NOS. 70-71—METAL CASEMENT TRIM—The Steelcraft Mfg. Co., Dept. AB, 3500 E. 71st St., New York 2, N.Y. Corrugated paperboard liner fits into and around the outside of tub forming an economical shock resister. Choice of sizes is available for all makes of tubs. Liners are made in two pieces, one fitting inside the tub, other over the seat and front panel; two pieces are held in place by a strip of adhesive tape. Tub is still in new condition after the liner is removed.

AB14002—HILTON—BOOTH NOS. 142-143—ALUMINUM SCREEN—New York Wire Cloth Co., Dept. AB, 63 Park St., New Canaan, Conn. The "Durall" aluminum tension screen is designed to eliminate heavy side frames. A flick of the side clamps at the screen's bottom allows it to swing freely, giving access to the pane. Top of screen has aluminum bars which attach to the top blind stop for securing or removing screen. Bottom bar has two side clamp rests which engage clamps on the side blind stops to assure snug screen fit. Screening has reinforced edge.

AB14291—HILTON—BOOTH NO. 235-236—SLIDING DOOR HANGER—Sterling Hardware Mfg. Co., Dept. AB, 2345 W. Nelson St., Chicago 18, Ill. This is Sterling's No. 620 hanger for 3/18-in. wardrobe doors. Some of its features conceal track and hang pins; no inch of headroom is required for installation; hangers are adjustable. Guide strips eliminate the grooving of the bottom of the doors. The hardware is used with standard frames and opening heights.

AB14288—HILTON—BOOTH NO. 272—ARCHITECTURAL RENDERINGS—Ovole & Associates, Dept. AB, 2525 W. 7th St., Los Angeles 5, Calif. This group has been serving builders and architects for over seven years with renderings of homes, schools, factories, theaters. They also make scale models, color reproductions and supply photographic talent. Builders can send floor plans and elevations to the group by mail and in about two weeks receive finished renderings matted, lettered and ready to display.

AB14132—SHERMAN—BOOTH NO. 336—SHAKE SIDEWALL—The Perma Products Co., Dept. AB, 5455 Broadway, Cleveland 27, Ohio. A preassembled unit combines cedar shingles and insulation backer-board, designed to meet the trade's demand for sidewalls that are easier and faster to apply. The new patented units save 70 per cent in application time. The "Shakertown Glumac unit" consists of a deep-grained, factory-stained cedar shingle outer-course which is electronically bonded to a waterproofed impregnated backer-board.
**SelecTemp Highlights**

**THERMOSTAT IN EACH ROOM.** Temperatures can be varied in every room to fit the "activity plan" and personal preference of the occupants.

**MODULATED HEAT.** Air circulation is continuous. Both temperature and volume of air is automatically modulated, as required to offset heat loss from room.

**FILTERED, CIRCULATED AIR.** Individual room air circulation prevents transmission of odors or bacteria from other rooms. Air is cleaned by a spun glass filter in each room unit. Filtered outside air can be introduced if desired.

**BOILER LOCATION.** Does not require centrally located heating plant. Boiler can be placed in any desired location, with proper distribution of heat to every room.

**LOW POWER COST.** No electricity required to operate circulating fans. Nonelectric thermostats.

**LOW INITIAL COST.** No other system can be so easily installed in either new or old construction. Small soft copper tubing (1/4 inch I.D.) carries steam to individual room heater units. Return lines are 1/4 inch. Tremendous savings in installation costs.

**AUTOMATICALLY BALANCED.** No special adjustments of dampers, valves or orifices required to balance heating system. Each unit continuously regulates heat needed for each room. Automatically compensates for external heat sources such as fireplace or solar heat, without affecting temperatures of other rooms.

**LOW FUEL COST.** Temperature easily reduced in unused rooms. Eliminates overheating.

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Iron Fireman SelecTemp is a distinctively new method of comfort heating. It has been in actual use for three years and is giving outstanding performance in all types of buildings, from small homes to motels, apartment houses and office buildings.

Heating engineers have long recognized the need for accurately modulated heat (in contrast to the old "on-and-off" method of heat control), with individual room control. The modern trend toward extended floor plan and "picture" windows makes zone control essential for true heating comfort.

Until now, only those who could afford the very high cost of an elaborate heating plant and complex control system could enjoy a modulating flow of heat with control in each room.

Iron Fireman SelecTemp combines all of these desirable elements in such a simple and practical way that the ultimate in heating comfort can now be enjoyed in the smallest home or the largest residential, institutional or commercial building. Ideal for both new construction and modernization.

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The practical Stream-lined Straight type Lux-Right Steel Areawall (see installation above) enjoys continued leadership among basement window well walls. A complete range of sizes to fit all standard window openings. Round type also supplied, and Casement type too.

The Original and only metal areawall hot-dipped galvanized (heavy zinc process) AFTER all punching, forming and other operations. Made in one-piece, the Imperial Lux-Right Areawall has full ¾" deep horizontal corrugations, 2½" on center. It has a ¼" round bead on top edge, and flat 2½" Hug-Tite Flanges on both sides for tight fit to foundation wall. Holes for attachment in both flanges.

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JANUARY 1954
PRODUCTS EXHIBIT IN PRINT

AB14342—HILTON—BOOTH NO. 289—ALUMINUM SCREEN—Rudiger-Long Co., Dept. AB, Berkeley 10, Calif. Three different types of window screens shown: the Tension-Tite aluminum screen for double-hung wood windows emphasizes a detachable guide bar which speeds inside installation; the Type TC screen has all-aluminum finish for aluminum or steel casements or bronze lacquer for steel casements; the Roll-Away screen for insulated panel awning windows rolls out of sight if window is closed.

AB14330—HILTON—BOOTH NO. 272—VINYL FLOOR TILE—The Goodyear Tire & Rubber Co., Dept. AB, Akron 16, Ohio. Good-year Vinyflite, factory polished for a lifetime luster, requires no waxing and can be installed quickly and economically. Tile will not crack or break after repeated bending and flexing. Made of 100 per cent all-vinyl construction, this flooring is said to hold its shape and wear longer; its resiliency gives it fast recovery from denting. Made in 12 marbled and 12 solid colors.

AB14015—HILTON—BOOTH NOS. 33-34—FOLDING DOORS—New Castle Products Dept. AB, New Castle, Ind. "Spacemaster" folding door has a lightweight frame since it is designed for door and closet openings only. Unit is supplied as a complete package and can be erected in less than ten minutes time with only eight screws. Door is said to be ideal for large-scale builder in filling standard size door and closet openings. It offers the smaller builder a selling extra at per opening than conventional-type door.

AB14297—HILTON—BOOTH NOS. 97 to 100—HEATING UNIT—General Electric Co, Air Conditioning Div., Dept. AB, Bloomfield, N. J. Cutaway shows G-E's horizontal furnace, a compact and economical basement, crawl space or utility room in houses premium It ts ribbon-type mounted blowers, and is designed to operate with G-E Air-Wall system. A.G.A. approved and UL listed.

AB14378—HILTON—BOOTH NOS. 44 to 48—EVAPORATIVE CONDENSER—The Coleman Co., Inc., Dept. AB, Wichita 1, Kas. This is the Aqua-Fog, a new type of evaporative condenser for reducing the operating cost of refrigeration and air conditioning systems. The new unit is said to cut water consumption about 97 per cent and to reduce electric power as much as 25 per cent by maintaining normal head pressure at the condenser. It may be installed indoors or out. The unit is 40%-in. long, 23!/2-in. wide and 31!/2-in. high.

AB14132—SHERMAN—BOOTH NO. 301—ATTIC FAN—Viking Air Conditioning Corp., Dept. AB, 5601 Walworth Ave., Cleveland 2, Ohio. The '600' attic fans are engineered to cut installation costs in half. They can be quickly installed by one man. No complicated framings, special construction or seals are needed. The '600' fan is mounted on resilient rubber cushion blocks to deaden the vibration noise in the house. The '600' series fans are made with 30-, 36-, or 42-inch blades that have free air delivery of 7,000, 9,100 and 13,000 c.f.m.

AB14162—SHERMAN—BOOTH NO. 321—WASHER-DRYER—Thor Corp., Dept. AB, 2115 So. 54th St., Cicero, Ill. New automatic washers and dryers have been designed as look-a-likes to carry out design harmony, with white baked enamel finish on cabinets and grey on recessed base. Washer has an automatic fill controlled by the left-hand dial. Right-hand dial controls washing time, rinsing and drying cycle. Any phase can be repeated or eliminated. Simple dual operation is featured on clothes dryers. Dryers operate on gas or electricity.

AB144065—HILTON—BOOTH NOS. 27-28—COUNTER TOP CEMENT—Armstrong Cork Co., Dept. AB, Lancaster, Pa. Armstrong's Type A Counter-Top Cement is for rapid installation of plastic laminates to countertops, sinks and other surfaces. Requires no clamps, presses, heavy weights or long curing. Is a tan, liquid, air-drying adhesive with synthetic rubber base. Provides permanent bond to plywood, steel, aluminum and composition bases. 100 sq. ft. per gallon. Dries 25 to 60 minutes.

AB14282—SHERMAN—BOOTH NO. 467—OAK PANELING—Higgins, Inc., Dept. AB, New Orleans, La. Higgins gnarled oak paneling can be ordered in 3-, 4-, 6- and 8-inch widths. Thickness is 3/4-in. and lengths average. With no long panels to cut down, there are no overages which run up cost. The paneling is treated against rot and vermin and leaves the plant with a prefinishing, which does not prevent the buyer from further finishing the wood to any desired effect. A full line of baseboards, other trim available.
You can locate bathrooms where they wouldn't fit before, with the KOHLER STANDISH SHOWER BATH

The compact Standish affords possibilities for locating complete, comfortable bathrooms in space of small or unusual dimensions. It is practical and economical for homes needing additional bathrooms; for apartments, motor courts, hotels, dormitories—wherever space must be conserved.

The Standish is roomy and deep for showering, suitable for tub bathing. The low front makes access easy, simplifies the bathing of children. Convenient 5-inch bench rim. The sparkling, easy-to-clean Kohler enamel is protected from strain because it is fused to a strong, rigid base of cast iron. Write for booklet.

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When it comes to all-purpose kitchens... nothing makes as

This New Freedom Gas Kitchen features an automatic Gas range, made to “CP” standards by the Tappan Stove Company.

Cabinets by Kitchen Maid.

Don't miss the New Freedom Gas Kitchens and Laundries in the Normandie Lounge of the Conrad Hilton at the NAHB Convention, Jan. 17-21.

The Servel Gas refrigerator shown is more than noiseless; it's revolutionary! It features an automatic ice-maker that starts itself, stops itself, supplies its own water, makes ice cubes without trays, and puts them in a basket automatically. The refrigerator carries the longest warranty in the business—a full 10 years.
much sense as Gas

Today’s kitchen is becoming the hub of the home. It cooks, it launders, it can even sew and mind the baby. When a woman spends a good portion of her day in this work center, she appreciates the coolness and cleanliness, the silence and efficiency of Gas. Nothing whirs or chatters; even the refrigerator is completely noiseless. There’s no waiting around for appliances to warm up; Gas is instantaneous. And there’s a definite saving in installation costs, a definite saving in fuel costs. Is it any wonder that a New Freedom Gas Kitchen* is the easiest kitchen of all to sell?

Your local Gas company will be happy to work with you on any problem.

Shown: Ruud-Monel-Two-Temperature Laundry Master automatic Gas water-heater.

Shown: Hamilton automatic Gas clothes dryer.

There’s an enormous preference for automatic Gas water-heaters—and no wonder! The recovery rate is actually 3 times faster. In other words, a 30-gallon tank run by Gas will give more service than an 80-gallon tank run by any other all-automatic fuel. But this same sort of preference is also being given the automatic Gas clothes dryer—by those in the best position to judge. A check of professional laundries reveals a 30-to-1 preference for Gas dryers—a tribute to their speed, efficiency and economy of operation. These are facts—and the kind of facts that make the strongest possible talking points to your home prospects.

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It's the New De Luxe Type "E" Vitroliner

I BOUGHT THE LEADER

"Naturally I'm proud and happy to be the owner of my new ranch house with a modern Vitroliner Chimney," says Mr. H. Haynes of P. O. Box 142, Hinsdale, Ill.

"Our Vitroliner certainly looks smart and trim—and harmonizes with the architectural lines of the house. All the homes in the neighborhood are different in style and color, but each has the same Vitroliner chimney. I like the way each chimney is painted the individual color of the roof. To me, that makes them beautiful as well as practical.

"Another good thing about Vitroliners I like—are especially designed for all fuels. We use gas for heating and know we have a quality chimney we can depend on to do a good job."

Signed Homer F. Haynes

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THULMAN FIREPLACE
Saves up to 4/5 over ordinary fireplaces

- Fireplace and flue in one low-cost unit!
- Clearance to combustibles is built-in!
- Installs easily in new or existing homes!

The latest, most amazing development in fireplace construction! A fireplace and flue combination that costs far less than ordinary, bricked-up types; installs easily even on wood floors; and needs no clearance from combustibles because the clearance is built-in. A full 30" fireplace to dress up even the smallest home with a cheerful, open hearth, the Thulman Fireplace is designed for controlled heat radiation to avoid upsetting the room-to-room balance in automatic heating installations.

THULMAN CHIMNEY

- Lightweight sectional chimney one man can erect
- Vitreous liner, aluminum casing outlast the house
- Now made and UL-listed in 7" flue size

The lightweight chimney that is more efficient and more safe, under both normal and extreme conditions, than lined brick chimneys costing over twice as much. UL listed for all fuels, its patented construction has ample clearance built-in, so combustibles can butt directly against the outer aluminum casing.

A Complete Furnace Line for Every Need

Majestic's full line of winter air conditioners includes models for the smallest or largest homes. There are automatic gas- or oil-fired units suited to every type of modern, forced warm-air heating system—with summer air conditioners to match—in horizontal flow, counterflow, or upflow design.

See Majestic at Booths 330-31 Hotel Sherman
Just at right of entrance
Also see Thulman Booths 424-25

The Majestic Co., Inc. 300 ERIE STREET HUNTINGTON, INDIANA

JANUARY 1954
each requires the right vent!

Everyone knows that a correctly designed chimney is essential to remove smoke and insure a properly functioning fireplace. But when it comes to venting gas appliances, some still believe that any kind of pipe, or even an unused chimney, will do the job.

Now the latest and most complete venting research yet undertaken has shown what conditions are necessary for proper gas venting. It proves the importance of a properly designed vent and demonstrates conclusively the superiority of Metalbestos, an insulated double-wall vent pipe, over other commonly used types.

**METALBESTOS is designed specifically for venting gas appliances**

Here are the reasons why you can be sure of better, safer venting when you specify Metalbestos:

- insulated double-wall construction
- inner hot stock carries off vent gases without condensation
- cooler outer pipe protects surrounding walls
- made of corrosion-resistant aluminum, won't break or crack, lasts the lifetime of the house
- easy, fast installation with quick couplings and adjustable fittings

For the best venting job, always specify METALBESTOS— the insulated vent

---

**HOPE’S STEEL RESIDENCE CASEMENT WINDOWS**

Hope’s new Inside-Outside trim combination saves you money, time and effort installing Hope’s Steel Windows. Rough openings easily prepared; no sheathing to cut back or notch; you install trim without need for any finished carpentry whatever, either inside or out.

This solid steel trim construction makes window frames that never warp, shrink or swell and are fire, insect and vermin proof, adding extra value to the home...with lower costs to the builder.

Hope’s new Metal Trim combinations assemble completely in a few minutes either at the warehouse or on the job. They accommodate all standard sizes of Hope’s Steel Windows. For complete information write for Brochure No. 132.

**HOPE’S WINDOWS, Inc.**

*Jamestown, N. Y.*

THE FINEST BUILDINGS IN THE WORLD ARE FITTED WITH HOPE’S WINDOWS
Ohio. Combination clock and chime is appropriately in any room of the house. Only eight inches square, the chime-clock can be recessed or surface mounted, painted to match any color scheme. Device operates on 16-volt transformer. Chime rings two notes for front, one for rear door. Unit is designed with satin-chrome bezel with white perforated grille. Cut-out openings: 6 1/2 inches square.

Device face mounted, to match square, the chime-clock can be recessed or surface mounted. Unit is designed with satin-chrome bezel with white perforated grille. Cut-out openings: 6 1/2 inches square.

Modern Homes Corp., Dept. AB, 7744 Greenfield Rd., Dearborn, Mich. Complete line of 14 architect-designed, factory-assembled homes has been announced for sale exclusively to qualified builders. The three-bedroom, 58x26-foot Capri home is typical of the 1954 line. This home has many quality features, such as the L-shaped corner fireplace, vanity lavatories in both the bathroom and master bedroom, Thermopane windows and air conditioning. Designed as all-climate home ond commercial construction. It is available in three weights: one, two and three ounces of copper per square foot.

Copper armored Sisalkraft has been in short supply for many years due to government restrictions. Now, however, it is back on the market and available for prompt delivery, its manufacturers say. The product is a concealed flashing material which provides pure copper protection when used as recommended. It is available in three weights: one, two and three ounces of copper per square foot.

Nu-Tone, Inc., Dept. AB, Madison & Red Bank Roads, Cincinnati 27, Ohio. Combination clock and chime is appropriately in any room of the house. Only eight inches square, the chime-clock can be recessed or surface mounted, painted to match any color scheme. Device operates on 16-volt transformer. Chime rings two notes for front, one for rear door. Unit is designed with satin-chrome bezel with white perforated grille. Cut-out openings: 6 1/2 inches square.

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After 117 Years’ Service

CAST IRON PIPE

HOUSE SEWER LINE

STILL IN PERFECT CONDITION

In the OLDEST house in Chicago, Illinois, the original 4-inch Cast Iron Soil pipe stack and the original 4-inch Cast Iron Soil pipe house sewer are still in perfect condition. The house was built in 1836. While being renovated and restored recently by Chicago Historical Society for dedication as a public memorial, plumbers discovered that its Cast Iron Soil pipe stack and sewer lines were good as new after 117 years of service.

Cast Iron Pipe is the only material approved by ALL national, state and city building codes for drainage inside and outside of buildings.

Home Buyers Appreciate Durability of CAST IRON SOIL PIPE

Cast Iron Pipe gives homeowners rugged strength, dependability, long life, economy, permanently light but flexible joints, zero moisture absorption. Cast Iron Pipe is a service-proven product, being in use in this country for over 100 years and in Europe for over 300 years.

Woodward Iron Company does not manufacture pipe, but we supply leading Cast Iron Pipe foundries with high grade foundry pig iron from which pipe is made.

WOODWARD IRON COMPANY
WOODWARD, ALABAMA
AIR CONDITIONING AND
SOUND CONDITIONING

the great new aids in selling houses

Always on the lookout for features that will sell houses faster, builders are closely following the two new trends in housing—all-year air conditioning and sound conditioning. People long have wanted homes with year-round "controlled climate." More recently, they have become interested in controlling noise in their homes. At the Builders Show in Chicago, Armstrong shows how two important building materials can help you sell houses.

Temlok Sheathing lowers air-conditioning costs
It costs from 300% to 500% more to take heat out of a house than to put it in. That's why an insulating sheathing like Armstrong's Temlok has a prominent place with builders planning air-conditioned homes. Walls of Temlok sharply reduce heat penetration, thereby cutting the load on air-conditioning equipment. Temlok often permits the use of a smaller unit. Yet, Temlok costs less to use than wood sheathing.

Cushiontone quiets noisy areas at low cost
Noise control is a newer idea with home builders. Comfortable quiet can be added to a home by installing Armstrong's Cushiontone—a low-cost, highly efficient acoustical material. During the coming years, more and more builders will feature Cushiontone ceilings in kitchens, dining areas, living rooms, basement rooms, and other areas where noise can "build up." A ceiling of Cushiontone can be installed easily by nailing, cementing, or by screw application.

For detailed information, see the Armstrong display at the National Home Builders Show in Chicago or write Armstrong Cork Company, 3501 Rider Avenue, Lancaster, Pennsylvania.

Don't miss the Armstrong display at the National Home Builders Show.

Armstrong's Building Materials
M-67 Monowall® • Cushiontone® • Temlok® • Hardboards • Insulating Wool • Counter-top Cement

JANUARY 1954
CUSTOM-BUILT KITCHENS

All kitchens designed by this company are custom-built to fit the space in which they will be installed, so kitchen at the show will differ from the one shown above. Eleven colors, white and natural birch exteriors, with unusual accessories and special purpose units are available. Latter include divider unit with doors on both sides, tall cupboard with sliding shelves, one-piece sink top.

PRODUCTS EXHIBIT IN PRINT

AB14344—SHERMAN—BOOTH NO. 320
CUSTOM-BUILT KITCHENS—St. Charles Manufacturing Co., Dept. AB, St. Charles, Ill. All kitchens designed by this company are custom-built to fit the space in which they will be installed, so kitchen at the show will differ from the one shown above. Eleven colors, white and natural birch exteriors, with unusual accessories and special purpose units are available. Latter include divider unit with doors on both sides, tall cupboard with sliding shelves, one-piece sink top.

AB14355—SHERMAN—BOOTH NO. 463
CUSTOM-TILE LAVATORY—Franklin Plastics, Inc., Dept. AB, Franklin, Pa. A new plastic wall tile can now be purchased in three designs: Wave, Hola and Crystal, to create decorative effects in kitchens, bathrooms, play rooms, lounges, powder rooms, business establishments, bars, window displays and office buildings. Designs can be used as feature strips, for whole walls or with Franklin's standard tile. The new Shadowtile comes in standard 4½×4½ squares in many decorator colors.

AB14327—SHERMAN—BOOTH NO. 449
PREFABRICATED HOME—M. C. Best Factory Built Homes, Inc., Dept. AB, Effingham, Ill. The Ft. Wayne, modern low-line design, two-bedroom home has an attached garage. Structure has overall length of 60 feet. Home itself is 2x28 feet; a 12x24 garage and connecting 10x20 roof room account for the additional frontage. House has double hung windows, 2x4 studs, 16 inches o.c., with two courses of red cedar shingles applied to outside. Forced air heat, Kentile floors in kitchen.

AB14351—HILTON—BOOTH NO. 90-81
BUILT-IN LAVATORY—Bliss Manufacturing Co., Dept. AB, 3001 Miller Ave., Detroit 11, Mich. A new flat-rim vitreous china lavatory for building-in, suitable for either tile or composition top counter installations in bathrooms and powder rooms has been introduced. It measures 22x18 inches, has twin concealed front overflows, a wide anti-splash rim, twin soap spaces, and a wide ledge extending around bowl, and slant-back fitting. Available in four pastel colors as well as white.

AB14333—HILTON—BOOTH NO. 153
AUTOMATIC LAUNDRY UNIT—Appliance and Electronics Division, AVCO Mfg. Corp., Dept. AB, Cincinnati 25, Ohio. Completely automatic washer and automatic dryer are designed for modern homes. Washer has flexible tub and super-agitator washing action; with floataway-flushaway draining, garments get deep water rising action. Dryer, either gas or electric, provides high airflow drying, enabling safe low heat to be used. Unit maintains safe temperatures, shuts itself off.

AB14335—HILTON—BOOTH NOS. 68-69
COOPER ELBOW—Chase Brass & Copper Co., Dept. AB, Waterbury 20, Conn. New short radius wrought copper elbow saves space compared with the old style elbow pictured on the right. Compact design and very short radius of new fitting will allow it to fit into confined spaces for easier installation. Due to its compactness, the fitting is readily heated for soldering, resulting in faster installation. Now available in ½-inch sizes, other sizes from ½-inch to 2 inches to follow.

AB14274—HILTON—BOOTH NO. 57
CEILING VENTILATOR—Pryne-Rittenhouse Sales Corp., 607 S. Lonsdale St., Chicago 3, Ill. Two forms of insulation, plus vapor-barrier, are offered in one product—the new Celotex Reflective Blankets. The non-corrugated reflective surface placed on the side faced to outer wall sheathing or roof side of ceiling is designed to retard the flow of radiant heat. The encased layer of fireproof rock wool (about 2 inches thick) is designed to retard the flow of conductive heat.

AB14271—HILTON—BOOTH NO. 4
BLANKET INSULATION—The Celotex Blanket Insulation Co., Dept. AB, 120 So. La Salle St., Chicago 3, Ill. Two forms of insulation, plus vapor-barrier, are offered in one product—the new Celotex Reflective Blankets. The non-corrugated reflective surface placed on the side faced to outer wall sheathing or roof side of ceiling is designed to retard the flow of radiant heat. The encased layer of fireproof rock wool (about 2 inches thick) is designed to retard the flow of conductive heat.

AB14333—HILTON—BOOTH NOS. 152; 158 to 163
MAHOGANY PANELS—United States Plywood Corp., Dept. AB, 55 W. 44th St., New York 36, N. Y. Plankweld Honduras mahogany panels, of three-ply balanced construction, are ½-inch thick, and come in six, seven and eight foot lengths, 16½ inches wide. Edge-grafted for a neat lap joint, each panel is held firmly to the wall with a concealed metal clip, eliminating nailing through the face of the wood. Panels may be fastened directly to studs or to any nail holding surface.

AMERICAN BUILDER

USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237
IT'S EASY TO MAKE TURNTABLES of All Types With Triangle's "Lazy Susan" BALL BEARING

All in one interlocked piece—no parts to lose!

* AVAILABLE IN 3-INCH, 6-INCH, AND 12-INCH SIZES

It's easy to make Lazy Susan trays and shelves; TV turntables; revolving fixtures, chairs and stools; toys and novelties with Triangle's Lazy Susan "flat-as-a-pancake" ball bearing—only 5/16" thick! All steel, stamped and interlocked construction. Easy-rolling ball bearings locked in large race for perfect balance.

If your jobber can't supply you, order direct: 3" size—$1.00 each; 12—60¢ each; 6" size—$1.60; 12—$1.05 each; 12" size—$4.00 each; 3 for $10. Prepaid orders postpaid in U. S. A. No COD's. Satisfaction guaranteed. Write for quantity discounts.

MANUFACTURING COMPANY
406 Division St. Oshkosh, Wis.

Windows that SELL are equipped with

SASH BALANCES and WEATHERSTRIPS

WEATHERTIGHT

"We are delighted with our easy-operating, weathertight windows, thanks to our builder who equipped them with Hettinger's TRIPLE SEAL. He tells us that they meet or exceed the requirements of the American Wood Window Institute. And they're weatherlight, too—so velvet smooth that even a child can open them."

UNIT PACKAGE SPEEDS INSTALLATION
For quicker on-the-job or mill-assembly of window units. Everything needed for one window is packaged in a single unit—your choice of either the famous STANDARD unit or the new ONE PIECE full jamb cover unit. Also available in bulk. Write today for full information and the name of your distributor.

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for the best in HEATING

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recessed vented wall heaters

tested and approved by a.g.a.

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BABY SAFE

"CIRCULAIRe" means economy in operation! quick and fully circulating heat! comfort from floor to ceiling! will sell more homes "FASTER"

8 SIZES

15,000 to 60,000 BTU

HAMMEL QUALITY

SINCE 1912

MAIL COUPON TODAY

AB14392—SHERMAN—BOOTH NO. 314
—FIBER GLASS BATHTUB—Carl A. Strand
Co., Dept. AB, Birmingham, Mich. This bath-
tub weighs only 25 pounds yet has the gleam-
ing luster of enamel. It is of fiber glass rein-
forced construction and has a satiny surface
which is said to retain water temperatures
larger than a metal tub. Known as the Strand-
glass bathrub, it is not affected by normal heat or
cold, is cleaned with soap and water, is non-
corrosive. Now in white only.

AB14292—SHERMAN—BOOTH NO. 314
—FIBER GLASS BATHTUB—Carl A. Strand
Co., Dept. AB, Birmingham, Mich. This bath-
tub weighs only 25 pounds yet has the gleam-
ing luster of enamel. It is of fiber glass rein-
forced construction and has a satiny surface
which is said to retain water temperatures
larger than a metal tub. Known as the Strand-
glass bathrub, it is not affected by normal heat or
cold, is cleaned with soap and water, is non-
corrosive. Now in white only.

annular-threaded linoleum underlay drive screws

To make your linoleum underlays hold tightly and lie flat permanently, secure them with Hassall annular-threaded linoleum underlay drive screws. They are cement-coated for maximum gripping power. Heads are flat countersunk type. Size: 1/4" x #3 gauge. State quantity when writing for prices to:

JOHN HASSALL, INC.
P.O. Box 2151
Westbury, N. Y.
Established 1850

IT'S NEW, IT'S SAFE
IT'S SHATTERPROOF ... yet cost no more
BRYTONE MIRRORS

SAFETY BEAUTY QUALITY ECONOMY
r • newest achievement in absolute Safety in Door Mirrors.

WORLD'S SAFEST MIRROR Fully Guaranteed

Revolutionary design provides maximum door mirror safety. Warping or slamming doors will not result in "showers" of flying glass, because it has 4 times greater impact resistance. Bright Silvering guaranteed against tarnishing. Made in all popular sizes. Sturdy construction with smooth masonite backs they may serve as complete door panels.

See a hundred other items in our illustrated catalogue. Write for it today. Dept. 10

MECHANICAL MIRROR WORKS, Inc.
661-663 Edgecombe Ave., New York 32, N. Y.
At the NAHB Show follow the crowd to the BRUCE exhibit

Booth: 66-67, Conrad Hilton

SEE a beautiful display of all types of hardwood floors.
GET helpful information on your flooring problems

Bruce Hardwood Floors
Product of E. L. Bruce Co., Memphis 1, Tenn.
World's largest maker of hardwood floors

Meet Miss Bruce Flooring of 1954
Here's a quality, nationally advertised, brand name warm air furnace line packed with features you can merchandise. In addition, the small space requirements, low installation cost and national dealer service organization satisfy the most discriminating new home builder.

- Hi-Boy, Lo-Boy, Counter-Flow and Horizontal units.
- Units pre-wired and pre-assembled.
- Units occupying less than two feet square.
- Gas or Oil convertibility—change only the burner package.
- Heating capacities from 70,000 to 145,000 B.T.U.
- Competitively priced—Nationally advertised.

Select WILLIAMSON Assembled Furnaces for your next project—styled for sales appeal—designed to builders' specifications.

Write today for complete details.

The Williamson Heater Company
3515 Madison Road, Cincinnati 9, Ohio

Use prepaid jumbo postcard for free information.
STERLING DESIGN means simple installation, easy adjustment and long life. These are the result of careful planning on the drafting board.

STERLING QUALITY means no expensive call-backs . . . no costly replacements.

STERLING PERFORMANCE means satisfaction . . . proved by years of trouble-free service.

Available in complete packaged sets for most door openings.

STERLING HARDWARE MFG. CO.
2345 West Nelson Street • Chicago 18, Illinois

Use standard door frames. Only one inch headroom required.
Aluminum track is anodized to a satin finish.
Track apron serves as decorative trim.
Adjustable hangers with nylon rollers.

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, 101 Park Ave., N.Y.C.
  Chicago Met. Home Builders Ass’n., 130 W. Randolph

JANUARY 1954
SEE HOW RUSCO WINDOWS
THE EXTRA SELLING FEATURES

Conventional windows leave the new home buyer with a half-finished job. WITH RUSCO YOU GIVE HIM COMPLETE PROTECTION AGAINST THE ELEMENTS!

The plain fact is that the home built with conventional windows and doors is not a finished job. It is not a liveable home until windows and doors are protected with screens and insulating sash. Old-fashioned screening and storm sash only aggravates the situation further by being an eyesore and a constant seasonal-change nuisance.

For new construction, Rusco hot-dipped galvanized steel PRIME WINDOWS are the ideal answer. Rated the world’s finest windows by many builders and architects, Rusco Prime Windows are completely-assembled, ready-to-install units — glazed, finished-painted, with screen, insulating sash and built-in weatherstripping in one integral unit! And savings in field labor are so great that they are cost-competitive with the cheapest windows on the market on an installed cost basis!

For existing structures and where conventional windows are used, Rusco ALL-METAL SELF-STORING SCREEN AND STORM SASH, which is permanently installed without alteration to existing windows, is the answer. Rusco Combination Screen and Storm Sash is available in several models and price ranges to meet every situation. More than 10,000,000 installations tell you that people prefer Rusco by far!

ONLY RUSCO WINDOWS OFFER THESE IMPORTANT FEATURES:

- Magicpanel® Fingertip Ventilation Control gives year ‘round rainproof, draft-free, filtered-screen ventilation.
- Rusco’s Fiberglas screen will not rust, rot, corrode or stain — never needs painting.
- Built-in waterproofed felt weatherstripping.
- Positive, automatic, springbolt-action locking in closed and all ventilation positions.
- Hot-dipped galvanized steel, bonded and finished with baked-on Satin Silvertone enamel.
- Smooth, easy operation in felt-lined slides. No troublesome sash cords, weights or balances.

Sliding glass panels in Rusco Windows are removable from inside for safety and ease of cleaning. A very popular feature with users.
AND DOORS CAN GIVE YOU YOU’LL NEED IN ’54!

As building becomes more competitive, the success and profit margin of your business will depend increasingly upon sound, merchandisable plus-value features. This is true of new construction and remodeling and modernization work alike. Rusco windows and doors offer you tremendous opportunities in this direction because of their many unique, advanced and exclusive features. What’s more, the advantages Rusco offers represent basic structural improvements that greatly increase comfort and convenience—advantages that every consumer wants and will immediately appreciate.

RUSCO DOORS ARE YEARS AHEAD—MAKE OTHERS OBSOLETE!
Operate Just Like a Window—Give Fingertip Ventilation Control—Nothing to Change, Nothing to Store

RUSCO Hot-Dipped Galvanized Steel
PICTURE-WINDO COMBINATION
SCREEN and STORM DOOR

The Sensational New RUSCO 3-in-1 Windo-Door
prime door ... screen door ... ventilating picture-window

OPERATES JUST LIKE A WINDOW—GLASS PANELS SLIDE UP AND DOWN
MAGICPANEL® FINGER TIP VENTILATION CONTROL
ELIMINATES NEED FOR SEPARATE SCREEN DOOR
BRINGS WELCOME LIGHT AND VENTILATION INTO THE HOME
LIKE ADDING A BIG EXTRA PICTURE WINDOW TO KITCHEN, HALL OR WHEREVER USED
NEVER IN THE WAY—VENTILATION OBTAINED WITH WINDO-DOOR CLOSED
FIBERGLAS SCREEN WILL NOT RUST, ROT, CORRODE—NEVER NEEDS PAINTING

ALL THE ADVANTAGES OF 3 DOORS AT THE COST OF 1 DOOR!
Unlike conventional doors that cut off light and ventilation, the Rusco Windo-Door makes a huge window area of the doorway and provides controlled Magicpanel® ventilation from the top, bottom or both. A special adaptation of the famous Rusco vertical-slide window, the Windo-Door unit comprises glass and Fiberglas screen panels mounted in rattle-free, felt-lined metal slides (hot-dipped galvanized steel, finished with baked on enamel, or aluminum, as preferred). This unit can be easily installed in any standard wood door of 11/2" or 1¾" thickness.

SEND FOR FULL INFORMATION AND SPECIFICATIONS
The F. C. Russell Company, Cleveland 1, Ohio, Dept. 7AB14

Gentlemen:
Please send me full details on your: (check below)
Rusco Prime Windows [ ] Rusco Combination Screen and Storm Sash [ ]
Rusco Combination Screen and Storm Door [ ] Rusco Primary Windo-Door [ ]
Name
Company
Address
City ... Zone ... State
Type of Business

JANUARY 1954
AB14353—SHERMAN—BOOTH NO. 431
—SHOWER FIXTURES—Milwaukee Flush Valve Co., Dept. AB, 301 E. Reservoir Ave., Milwaukee 12, Wis. Illustrated fixture is designed to convert an over- rim tub filler into a modern fixture with no necessity for remodeling or alterations. The shower arm on these fixtures can be raised and lowered to any position; for filling the tub, the arm is swung straight down, the showerhead turned and the water turned on. Several fixtures are designed for remodeling.

AB14056—HILTON—BOOTH NOS. 276-277—INTERLOCKING WINDOWS—Solar Air-Flo, Inc., Dept. AB, Goshen, Ind. Totem line is pondersosa pine. Solar line is redwood. Solar has complete glass area and ventilating louver in one frame. Wide range of sizes. Totem stacks to form new type load-bearing modular window wall. Glazed with Thermapane and packaged. Locking is with siphons. Frames are louver ventilating, open for fixed glass, hopper-type, projected sash, or fitted panel.

AB14010—SHERMAN—BOOTH NO. 344—AIR CONDITIONER—Delco Appliance Division, General Motors Corp., Dept. AB, Rochester 1, N.Y. The pressure atomizing oil burner is composed of a 16-gauge, seam-welded heat transfer unit, stainless steel combustion chamber and heavy-duty steel cabinet. Unit provides complete winter air conditioning automatically by heating, humidifying and filtering air. Sensitive thermostat works in co-ordination with master and limit controls mounted on main cabinet.

AB14283—HILTON—BOOTH NOS. 270-271—TRANSLUCENT PANELS—International Molded Plastics, Inc., Dept. AB, 4387 W. 35th St., Cleveland 9, Ohio. Structural shatterproof translucent polyester glass fiber building panel has many decorative uses. It is easily sawed and nailed and needs only light conventional framing. Standard moldings and closure strips are available. Precise match of corrugations in panels permits exact fitting to moldings and closures and with other corrugated materials.

AB14206—HILTON—BOOTH NOS. 266-267—TEXTURED PANELING—Georgia-Pacific Plywood Co., Dept. AB, 270 Park Ave., New York 17, N. Y. Textured, highly grained wood wall paneling, Rippledwood, fits into various settings in the home, including entrance hall- ways, dining alcoves, bedrooms, modern or traditional living rooms. An unfinished attic can be made into a useful room at little cost with Rippledwood to finish the wall areas. Other design possibilities include styling for cabinets, chests, picture frames, etc.

AB14014—SHERMAN—BOOTH NO. 456—WALL TILE—The Mosaic Tile Co., Dept. AB, 1949 Pershing Ave., Zanesville, Ohio. Architects and builders can now give their home customers individualized bathroom without high cost or special designing. By combining the manufacturer’s Mosaic Farmfree Tile (copyright 1951) with Mosaic Glazed Wall Tile as shown above, bathroom becomes less functionalized and more attractive. This clay tile is also adaptable to kitchen walls. Tile cleans easily, requires no paint.

AB14054—HILTON—BOOTH NOS. 293-294—HARDWOOD CABINETS—The I.X.L Furniture Co., Dept. AB, Goshen, Ind. High grade line of cabinets in natural grained wood or in white enamel includes such features as a one-piece sink and counter tops. Line is stated to be large and flexible enough to meet all requirements in kitchen planning. To commemorate its 100th anniversary, company developed the “Centennial Line.” Firm pioneered in the kitchen cabinet field, has helped perfect modern custom kitchen.

PRODUCTS EXHIBIT IN PRINT

USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237

178

AMERICAN BUILDER
See the newest kitchen in the world with 17½ built-in house selling features!

Ideas that sell homes faster—that make women prospects "stop—look and buy!" See the American Kitchens Exhibit at the National Association of Home Builders' Show! Booth 2—Conrad Hilton Hotel, Chicago. See for yourself the really new ideas for kitchen convenience with house-selling appeal. See the newest kitchen in the world—and find out at the same time how it can cut your material and labor costs. Find out how only 2 men can install 5 American Kitchens a day. See for yourself how they fit any shape or size room—install easier and quicker!

Let us prove how famous builders use better quality American Kitchens at lower prices to sell homes faster!

American Kitchens Division
AVCO Manufacturing Corp.
Connorsville, Ind., Dept. AB-1
Please send me complete information about American Kitchens and your new Architects' and Builders' File.
Name
Address
City Zone State
48" DOOR CANOPY 72" STOOP CANOPY

**TROY**

Door Canopies

made of sturdy rustproofed STEEL!

- STRONGEST BY FAR!
- EASIEST TO INSTALL
- HARMONIOUS IN DESIGN
- LOWEST IN PRICE

EVERY BUILDER Knows—

...that unprotected outside doors are a constant source of trouble, discomfort and expense.

Swollen, warped casings ... sticking doors ... often show up before your houses are sold. Often this reflects upon your reputation as a builder.

Yet you can eliminate that problem for a total cost of less than $30.00...

but of even more importance! A Troy Door Canopy furnishes you with another strong selling feature.

Troy Canopies were designed by architects. They look like a part of the house ... not like an afterthought.

They will please the taste of any prospective customer.

BUILDERS—Write us for prices. If you will advise us of your possible total requirements ... your first sample will be applied to subsequent requirements.

DEALERS—Troy Canopies are packaged ... for over the counter sale. Easily installed by the purchaser. Already a profitable item for hundreds of Lumber & Supply Dealers.

THE TROY SUNSHADE CO., TROY, OHIO

THE OLDEST AND LARGEST MANUFACTURERS OF SUN CONTROL PRODUCTS

---PRODUCTS EXHIBIT

AB14215—SHERMAN—BOOTH NOS. 348-349—FIREPLACE—Heatilator, Inc., Dept. AB, 6311 E. Brighton Ave., Syracuse, N. Y. This fireplace unit is a heavy-gauge steel form designed to simplify and assure correct construction, while increasing the efficiency of the open fireplace. All vital parts come fully assembled in the compact unit with the only decorative masonry needed to complete the installation. Construction guesswork is eliminated. Unit takes in cool air at floor level, heats it behind firebox, returns it to room.

AB14161—SHERMAN—BOOTH NO. 373—INSULATING SIDING—Bird & Son, Inc., Dept. AB, East Walpole, Mass. A new type of insulating siding called Manor-Stone looks like real stone. Manufactured in panels, there are 16 different surface designs, each of which represents one of 16 actual hand-hewn stone designs. Each panel of Manor-Stone offers weather protection, providing insulation for the building. Each panel is also mildew proofed, heat proofed, termite proofed and saturated with asphalt.

AB14131—HILTON—BOOTH NOS. 198-199—RECESS BATHTUB—Alliance Ware, Inc., Dept. AB, Alliance, Ohio. A space saving tub especially for small bathrooms, extra bathrooms, or where the primary use is for a shower receptor. It is small enough and light enough in weight to be handled by one man. This tub is available in white and five colors—blue, pink, green, tan and gray. The bowl of tub differs in design in that both ends are squared off with rounded corners to permit greater usage of the tub area.

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AMERICAN BUILDER
How to offer ceiling radiant heating at lowest possible cost

Long proved in thousands of ceiling radiant heating systems, Bundyweld Tubing gives you not only first-class performance, but brings you savings in material cost and fabrication time, too.

Bundyweld comes in standard 20-foot lengths with one end expanded, when specified, for easier, sounder joining. Though extra-strong, it’s ductile and bends easily on a simple fixture in the shop or on the job site. Bundyweld can be handled pretty roughly without danger of damaging it. It’s lightweight enough (100' of 5/8" O.D. weighs only 10 lbs.) and rigid enough so that two men can easily position a group of joined coils. Then, the smooth, flat-lying coils can be speedily plastered. No waste motion, no waste material.

Your job is completed economically with low-cost tubing that will function efficiently and faithfully. Note below the reasons Bundyweld is the only tubing that can offer you those advantages. Then write us today for more information.

Radiant Heating Division
Bundy Tubing Company • Detroit 14, Michigan

Bundyweld Tubing
DOUBLE-WALLED FROM A SINGLE STRIP

WHY BUNDYWELD IS BETTER TUBING

Bundyweld starts as a single strip of steel which is copper-coated. Then, it’s... continuously rolled twice around laterally into a tube of uniform thickness, and passed through a furnace. Bonding metal fuses with basic metal. Result... Bundyweld...double-walled and brazed through 360° of wall contact.

SIZES UP TO 1/2" O.D.

NOTE the exclusive Bundy-developed beveled edges, which afford a smoother joint, absence of bead, and less chance for any leakage.
Here's a Low Priced Appliance that adds a BIG PLUS in Convenience and Sanitation to your homes!

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THE ONLY FULL LINE — GAS, ELECTRIC AND LP GAS MODELS - UL AND AGA APPROVED - GOOD HOUSEKEEPING SEAL OF APPROVAL - 5 YEAR WARRANTY - APPROVED BY CANADIAN STANDARDS ASSOCIATION

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PRODUCTS EXHIBIT IN PRINT

AB14049—GAS HEATER—Temco, Inc., Dept. AB, 4104 Park Ave., Nashville 9, Tenn. Unvented gas room heaters range in sizes from 10,000 to 39,000 Btu's input. They operate on principle of controlled air circulation whereby cold air taken in lower grille is separated into three layers, two of them heated, the third cool, rendering cabinet safe to touch and surroundings. All models in smaller series designed for use with all types of gases. Conversion kit accompanies each heater.

AB14187—HOLLOW METAL DOOR—United Steel Fabricators, Dept. AB, 4104 Park Ave., Nashville 9, Tenn. Unvented gas room heaters range in sizes from 10,000 to 39,000 Btu's input. They operate on principle of controlled air circulation whereby cold air taken in lower grille is separated into three layers, two of them heated, the third cool, rendering cabinet safe to touch and surroundings. All models in smaller series designed for use with all types of gases. Conversion kit accompanies each heater.

AB14356—MULTI-PURPOSE BEARING—Triangle Manufacturing Co., Dept. AB, Oshkosh, Wis. New 3-inch and 12-inch sizes of 'Lazy Susan' bearings are now available for making turntables of all types, corner cupboards with revolving shelves, stool seats, etc. Only 5/16 inch thick, these bearings are made of steel or brass with stamped and interlocked sections to provide instant, effortless turning. Bearings have wide usage by builders and home craftsmen.

AB14387—GLASS JALOUSIES—Albritton Engineering Corp., Dept. AB, 2501 Wroxton Road, Houston 5, Texas. The Alenco jalousie has an extruded aluminum frame with a friction-free lifetime operating mechanism. Weather proofing at vane ends is achieved by a baffle system. The jalousie is available in assembled or knocked down units in 36 stock sizes. Dealer can convert stock size units into 'specials' simply by use of a hack saw. Picture window frames are available for use with jalousies, using a simple mulling system.

AB14394—WINDOW WALL FRAMES—Fabrow Manufacturing, Inc., Dept. AB, 7208 Douglas Road, Toledo 13, Ohio. These frames, combining Roto-ventilated sash, completely weatherstripped and screened in one unit, are made in nine different sizes. They can be shipped knocked down for assembly on the job site. Frames are designed to accommodate 451/2 x 251/2-inch double-panel insulating glass, either Thermopane or Twindow, forming a window wall effective as corner windows, ribbon or picture windows.

AB14397—BATHROOM CABINET—The F. H. Lawson Co., Dept. AB, Cincinnati 4, Ohio. The 2-in-1 slide door cabinet is equipped with six adjustable, bulb-edge glass shelves, resting on stainless steel adjustable shelf supports. Shelves can be arranged three on each side, two on one side and four on the other, or in other combinations; more than eight linear feet of shelf space. Cabinets have one-piece seamless stainless steel bodies, bonderized after forming, framed in polished stainless steel and two 151/2 x 19 inch mirrors.

AB14426—BLANKET INSULATION—Owens Corning Fiberglas Corp., Dept. AB, Toledo 1, Ohio. Fiberglas Roll Blanket insulation is enclosed in an envelope of vapor-barrier Kraft paper on one side and perforated paper on the other, with flanges provided along the edges for nailing or stapling. Widths are 15, 19 and 23 inches; thicknesses of 1/2, 2 and 3 inches. Lengths are 30 to 80 feet. The material will not support combustion, nor absorb moisture. Company also makes Fiberglas batts, pouring wool, perimeter insulation.

AB14317—SIMULATED BRICK—American Cement Products, Dept. AB, 15496 Livernois Ave., Detroit 38, Mich. The new Roman brick, like the standard size Quikbrik, are not individual bricks laid up one by one, but a new process of spreading! brick over the wall. The brick is first crushed to a powder, mixed with improvers and a bonding agent and literally spread on the wall in a single unbroken sheet. Mortar lines are then cut into the surface in a continuation of the patented process and in a manner that looks exactly like ordinary brick.

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AB14415—FRAMED DOOR—One-Dep Frame Corp., Dept. A8, P.O. Box 3068, Birmingham, Ala. The “AllSet” door unit features easy installation. The frame, trim, door wood and hardware are all ready to nail into place quickly. The entire unit is supplied as one convenient package. For time-saving on-the-job assembly, the installer simply stands the partition in place, levels it and nails through stud clips. The frame is rigid and accurate, assuring smooth, trouble-free operation. Will not sag or bind.

AB14431—WOOD FINISH—Protection Products Mfg. Co., Dept. A8, 2305 Superior St., Kalamazoo 99, Mich. This compound, called P.A.R., is a water-repellent finish for redwood, red cedar, Philippine mahogany and other woods of similar color characteristics. It is stated to protect wood against discoloration, weathering, grain raising, swelling, shrinking, checking and warping. The finish is said to renew and protect the appearance of redwood, giving it a non-glossy finish.

AB14304—ASBESTOS CUTTER—O. Pearson Manufacturing Co., Dept. A8, P.O. Box 255, Lake Villa, Ill. Used for cutting asbestos sheets, also convenient for use on asbestos roof and siding shingles. It is sturdy built; the cutting blade and wearing parts are of tempered steel. Simple to operate. Makes a clean and fast cut. Comes equipped with punch for shingles. Cutting can be done either horizontally or vertically by standing the panels on edge along a wall or flat on floor. Shingles may be marked by each edge.

AB14031—METAL TRIM—Hope’s Windows, Inc., Dept. A8, Jamestown, N. Y. A combination interior and exterior metal trim for Hope’s steel casements in wood frame, brick veneer, masonry block or solid masonry types of construction. Advantages: it simplifies preparation of rough opening, is easy and fast to install, provides template for builder, is firesafe and vermin-proof, easy to maintain, shipped for assembly at site. Head and jamb members are 18-gauge steel, sills are 16-gauge. Members are formed in one piece.

AB14308—SLIDING WINDOW—Peterson Window Corp., Dept. A8, 1377 E. 8-Mile Road, Ferndale 20, Mich. Horizontal sliding aluminum windows are engineered for deluxe installations in residences and commercial structures. Constructed of sturdy extrusions, windows are engineered for installation over bar joists and bulb tees. The window rolls horizontally on two stainless steel rollers and locks in one, two and three inch positions. Storm sash panels have aluminum frame designed for rubber glazing with double strength glass. Screens are rewirable aluminum frame and screen cloth.

AB14316—GARAGE DOOR—Detroit Steel Products Co., Strand Garage Door Division, Dept. A8, 3101 Griffin St., Detroit 11, Mich. This double garage door can be quickly installed in a 16-foot wide opening without a center post. It is easily operated, receding completely into the garage with a twist of the handle. Made of galvannealed all-steel that provides a good base for paint, the door also features a rugged X-type bracing and dependable hardware. Lights shown are optional. Strand also makes an 8 and 9 foot door for single garage openings.

PRODUCTS EXHIBIT IN PRINT

AB14093—ROOF TILE—Zonolite Co., Dept. A8, 135 S. La Salle St., Chicago 3, Ill. Zonolite, a precast short span concrete roof tile, is a new lightweight roof slab developed for installation over bar joists and bulb tees. It combines roof decking and insulation in one material. Reinforced with galvanized welded wire mesh, the tile comes in sections 18 inches wide by 36 inches long by 3 inches thick. It can support a total design load of 45 pounds per square foot with a safety factor of four. It won’t rot, burn or decompose.

AB14316—GARAGE DOOR—Detroit Steel Products Co., Strand Garage Door Division, Dept. A8, 3101 Griffin St., Detroit 11, Mich. This double garage door can be quickly installed in a 16-foot wide opening without a center post. It is easily operated, receding completely into the garage with a twist of the handle. Made of galvannealed all-steel that provides a good base for paint, the door also features a rugged X-type bracing and dependable hardware. Lights shown are optional. Strand also makes an 8 and 9 foot door for single garage openings.

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In building or remodeling architects know the easiest way to increase the charm and value of any home is "window-styling" with Bee Gee Windows. Proportioned to fit with modern architectural trends, famous Bee Gee Windows provide an authentic styling touch for any type of construction—any kind of interior. 179 styles and sizes of all-wood casement, picture and corner picture windows, skillfully styled, crafted and detailed to bring new grace and glamour to every room in your home. And you can "Clean the Outside from the Inside".

"ribbon-styled"... long—low—beautiful!

New type construction...designed to emphasize the modern lines of ranch-type and contemporary homes, with all the warmth, character and practical advantages that only wood windows provide.

**every window available in 2 styles**

**Style A**—a brilliant expanse of unobstructed glass. Style **B**—the glass divided to give you long horizontal lines. Choose the style that best fits your home.

A Complete Window...Ready to Set in the Wall. Nailed in Place...Ready to Use!

BROWN-GRAVES CO.

AKRON 1, OHIO

JANUARY 1954
Inexpensive and durable HAKO wall and floor tiles with easy, low installation cost has helped many builders when rising costs threatened their construction budgets. The annual "Designed for Living House" by the magazine LIVING FOR YOUNG HOMEMAKERS again specifies products from the HAKO BIG SIX LINE for its 1954 home which will be introduced in their January issue. At the N.A.H.B. Show Youngstown Kitchens will build and show the kitchen of this home, and Koehler Co. will build and show the bathroom of this home in their display. The designers of this modern home selected HAKO floors not only for their durable wearing quality but also for the wide range of enhancing colors that enables the housewife to plan any decor she desires. The winner of PARENTS MAGAZINE regional builders contest used HAKO Floor Tile in six rooms of his home. The economy of installation, warm and gay color range and the desirable properties of HAKO Tile to withstand the punishment of a growing family convinced the designers that HAKO Tile would give the family, living in this home, floors that would be effortless to maintain with many years of joyful living.
SHERMAN HOTEL - N.A.H.B. SHOW
HOW TO REDUCE COSTS OF
WITH THE \textit{Hako} BIG 6 LINE

and the advantages of using \textit{Hako} FLOOR and WALL TILES.

Joe Rihn will conduct demonstrations to show the ease of installing and the advantages of \textit{Coronet} and \textit{Thrift Line} Plastic Wall Tiles. (The Brightest Stars in the Wall Covering Field.)

Hako Coronet Plastic Wall Tile and \textit{Thrift Line Tile} will be shown to Builders by a continuous installation demonstration. The water seal advantage of \textit{Coronet} and \textit{Thrift Line} Tile enable you to install it direct to any wall base material, thus effecting construction material savings for the builder in the bathroom and kitchen. \textit{Hako Coronet} and \textit{Thrift Line} Plastic Wall Tiles are safe to use in shower stalls and tub enclosures. Absolute color match is guaranteed from shipment to shipment.

\textbf{Hachmeister- Inc.}
Pittsburgh 30, Pa.
Dept. AB1-54

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  \item Send me free the three full color illustrated catalogs about \textit{Hako} floor and wall tile.
  \item I would like to see your representative
\end{itemize}

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Address __________________________
City, State ________________________
PRODUCTS EXHIBIT IN PRINT

AB14357—STAPLE NAILER—Spotnails, Inc., Dept. AB, Evanston, Ill. A single blow of a rubber mallet drives and countersinks a small-headed 1 3/16-inch staple into hard or soft woods. The staple points diverge into the wood for greater holding power. Time is much reduced in applying sub-flooring, roofing, sheathing, quarter round and numerous other fastening jobs. Rugged, light weight machine holds 200 staples in its magazine per single loading. Device has wide application in building.

AB14192—TILE ADHESIVE—Miracle Adhesives Corp., Dept. AB, 214 E. 53rd St., New York 22, N. Y. With a liquid synthetic rubber binder and an aggregate of mineral fillers and setting agents, the new Miracle Plastic Underlayment provides unusually strong bond applied to both vertical and horizontal surfaces. It is unaffected by alkalis present in concrete and is water- and flame-resistant. On floors, no asphalt felt is required over it. It is recommended for use on all surfaces.

AB14103—UNIT HEATER—Young Radiator Co., Dept. AB, Racine, Wis. The G-50 gas fired unit heater is compact and has a heating input of 50,000 Btu's per hour. The unit is 23 inches high and is designed for floor ceiling and small space installations. It is direct fired into a heat exchanger of welded, aluminized steel, 16-gauge tubes. Features: dig formed, baked enamel housing, draft diverter with built-in side relief openings, cast burner with precision ports for manufactured, mixed, natural, L.P. or L.P. air gases.

AB14030—ORK LIFT—American Tractor Corp., Dept. AB, Churubusco, Ind. This unit, the Terraload, is used for digging and backfill operations as well as loading. It is said to be capable also in carrying a grade or land leveling. A compact unit, it requires a minimum of counter balance. Five different models of the unit can be equipped with various accessories. Rear-engine design of M-3 unit is a 3,000-pound capacity crawler fork lift. Dumping bucket, angling blade, concrete block forks, pallet forks available.

AB14315—SUMP PUMP—Sin-Jin Products Co., Dept. AB, 5236 Ave, Baltimore 15, Md. Pump is internal suction submerged type equipped with extra large strainer area. It is equipped with a 1/2 h.p., 1,725 r.p.m. G-E motor and is treated to resist moisture and corrosion. A thermal protector is built into the motor to protect it from improper voltages, overload or other troubles. An automatic switch is controlled by copper float action sliding on rod. Adjustable water level points for automatic start and stop action. All materials are aluminum.

AB14180—PLASTIC TILE—Americo Plastics Co., Dept. AB, 177 Broadway, New York 7, N. Y. A quality wall and ceiling tile gracefully contoured to exact proportions. Back cavity of the tile is corrugated to prevent slippage and automatically increases the holding power of any mastic. Butt-sidewalls speed installation and leave clean joint lines. The tile comes in a line of 17 colors and marbledized designs. Surface has a super-gloss finish. Americo Contour Tile has many non-residential uses, in factories, bakeries, trailers, etc.

AB14180—PLASTIC TILE—Americo Plastics Co., Dept. AB, 177 Broadway, New York 7, N. Y. A quality wall and ceiling tile gracefully contoured to exact proportions. Back cavity of the tile is corrugated to prevent slippage and automatically increases the holding power of any mastic. Butt-sidewalls speed installation and leave clean joint lines. The tile comes in a line of 17 colors and marbledized designs. Surface has a super-gloss finish. Americo Contour Tile has many non-residential uses, in factories, bakeries, trailers, etc.

AB14046—BAND SAW SETTER—Foley Manufacturing Co., Dept. AB, 3300 Fifth St. N.E., Minneapolis 18, Minn. Automatic power setter features twin-hammer action that will set both rows of teeth (both sides of saw) in one operation. Setting speed ranges from 6½ to 15 seconds per foot for saws with four to eight points per inch up to 1½ inches wide. Machine also sets hand saws from four to 16 points per inch. Uniformity of set for all teeth avoids tooth breakage, produces fast, true-cutting saws.

AB14359—SCREEN-STORM DOOR—Winter Seal Corp., Dept. AB, 14575 Meyers Road, Detroit 27, Mich. This extruded aluminum combination unit has a push button latch, a patented height adjuster to assure a permanent snug fit and a plastic jamb cushion which provides lifetime quiet operation. Door is hung on piano-type hinges. Each unit is provided with personalized initial etched on the glass panel. Door is stated to have several design innovations and construction features not found on most combination doors.

AB14322—DOOR CANOPY—The Troy Sunshade Co., Awning Division, Dept. AB, Troy, Ohio. These canopies are made to look like an integral part of the house. Made of Armco zinc coated steel and primed and finished they are claimed to be entirely rustproofed. Made in 48", 60" and 72" widths, they can be installed in one hour. Canopies come in standard colors—white, green and terra cotta. They are packed in individual cartons ready for hanging. Flanges at end of side members permit canopy to be securely fastened to wall of house.

AB14180—PLASTIC TILE—Americo Plastics Co., Dept. AB, 177 Broadway, New York 7, N. Y. A quality wall and ceiling tile gracefully contoured to exact proportions. Back cavity of the tile is corrugated to prevent slippage and automatically increases the holding power of any mastic. Butt-sidewalls speed installation and leave clean joint lines. The tile comes in a line of 17 colors and marbledized designs. Surface has a super-gloss finish. Americo Contour Tile has many non-residential uses, in factories, bakeries, trailers, etc.
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CHASE® COPPER TUBE

Architects and builders know that any radiant heating job is better with Chase Copper Tube. And Chase Solder-Joint Fittings make every joint leakproof. Easy-bending Chase Copper Tube comes in long lengths so fewer fittings are required. It's light in weight, corrosion-resistant, ideal for ceiling and wall installations, too. Write for FREE 50-page Radiant Heating Book today.
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NYLON ROLLERS ON ALL Taylor Made STEEL GARAGE DOORS

Nylon rollers — developed exclusively by TAYLOR MADE Garage Doors — give that smooth, quiet operation . . . just one of the many features which builders like.

GALVANNEALED STEEL . . .
Lasts Longer, Looks Better. The steel developed for outdoor use—does not deteriorate in the weather—takes any ordinary house paint—insures continued customer satisfaction.

I-BEAM CONSTRUCTION—Taylor Made Steel Garage Doors are designed with the frame as an integral part of the face sheet. I-Beam construction gives maximum strength with minimum weight.

Big, sturdy bearing opens and closes the door in a straight, true line. Eliminates ugly scuffs on door jambs. Giant Circle hardware is mechanically simple, ruggedly built. It's the hardware designed to give continued customer satisfaction.

Write direct for additional information and the name of your nearest dealer.

TAYLOR MADE GARAGE DOORS
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PRODUCTS EXHIBIT

AB14383—WALL HEATER—ThermoRay Corp., Dept. AB, 141 E. 44th St., New York 17, N.Y. This permanent unit attaches to or recesses into the wall and may be installed in new or old buildings. Heat panel is constructed of special asbestos composition, so there is nothing to break or shatter. Heating element is buried inside panel. Heat panel is safe to transient contact but a louvre keeps hands at a distance. Heaters have many applications including ovens, food warmers, motor armature drying and other purposes.

AB14122—CEILING PROP—Gypsum Ceiling Jack Co., Dept. AB, 112 22nd St. N.E. Cedar Rapids, Iowa. Useful in speeding drywall installations, the "Gyp C Prop" is a sturdy, light weight, self-adjusting and self-locking telescopic steel unit with a spring-steel tension top and a combination foot-plate and non-skid base. It holds large or small ceiling panels securely after they have been lifted into place. Prop is useful for supporting panels in awkward or hard-to-reach places like closets or over stairs.

AB14176—BONDING PLASTER—NuWall Mfg. Co., Dept. AB, 923 N. 19th St., Milwaukee 3, Wis. Without costly preparation, NuWall bonding plaster adheres to cracked, chipped, or painted walls and ceilings. Spanish plaster, glazed tile, smoothest concrete, brick, fiberboard, wallboard, insulation board, all types of cement blocks, cinder blocks. It is recommended for giving drywall materials a plaster finish. Sold through building materials dealers or from factory in 25-pound bag, enough for 20-40 square yards.

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100% HOT PRESSED
INTERIOR AND EXTERIOR TYPES OF PLYWOOD

For uses requiring long durability, for versatility in all types of construction, there’s no better product than Douglas Fir Plywood manufactured by the Coos Bay Lumber Company. Here’s a quality plywood—a superbly processed product cut from the finest virgin timber available on the Pacific coast. With years of Plywood manufacturing experience behind it, the Coos Bay Lumber Company is prepared to meet your every need for plywood and doors.

NEW-COOS BAY HARDBOARDS

Light in color * Smooth both sides * Machinable with ordinary woodworking tools * Paintable * Economical

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(Hardboard overlay) with plywood core.

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AB14114—"SCR" BRICK—Structural Clay Products Institute, Dept. AB, 1520 18th St., N.W., Washington, D.C. The "SCR brick" is a 6-inch through-the-wall unit that has been accepted by all national building codes and FHA for one-story construction. The brick has reduced the cost of masonry construction as it eliminates the need for back-up material, thereby saving construction time. One of its big features is the 1/8-inch jamb slot at one end which accommodates the installation of windows and door frames. It is now manufactured by more than 60 companies.

AB14523—SHOWER ENCLOSURE—Deco Corporation, Dept. AB, 3035 Canton St., Dallas, Texas. This Spun-Lite fiberglass panel tub enclosure and shower door is available in a choice of five colors; panels are enclosed in polished aluminum frames. The enclosures and doors eliminate dangers of wet, slippery floors and accidents resulting from broken panels. Fiberglass panels will not scratch, break or fade, and are impervious to extremes of temperature. Individually packaged for easy installation.

AB14182—CEDAR PANELS—Geo. C. Brown & Co., Dept. AB, Greensboro, N. C. The 11-inch panels are factory seal-packaged in eight foot bundles, and contain enough material to cover about 50 square feet. All panels and strips are 1/8-inch thick, with tongue-and-grooved and end matched. This new dimension is designed to save on installation time and cost.
THE DAILY INSTALLATION:
40 to 50 doors per man

A four-man crew, installing some 45,000 doors and room dividers in 6,000 homes in housing developments, was able to complete installations on 25 homes per day—each requiring 7 or 8 units. This means that each man installed between 40 and 50 units per day!

Using Bamboofold Doors and Room Dividers, the above record is not at all unusual. This is true because Bamboofold units come complete—"tailored" to the opening and ready to hang. The enameled steel track—screwed to the top of the opening—completes the installation; there are no floor guides.

In new construction, no furring, trim, roughing or extra hardware are needed. And once complete, Bamboofold installations are good for many years of trouble-free service (as attested by independent laboratory tests).

Bamboofold is made of the finest imported, mildew and warp-proof inner core bamboo; assembled by American methods with specially designed American hardware. Available in Natural or 21 colors; in sizes up to 16' wide and 12' high. Bamboofold is far less expensive than the materials usually used for Doors, Room Dividers and Walk-in Closets.

You are invited to write for our illustrated brochure, specifications and a list of distinguished satisfied users. Kindly address your inquiry to Department 20.

AMERICAN BAMBOO CORPORATION
171-06 Jamaica Avenue • Jamaica 32, N.Y.

Desirable territories available to franchised distributors and dealers

JANUARY 1954
AB14035—FLOOR EDGER—American Floor Surfacing Machine Co., Dept. AB, 518 S. St. Clair St., Toledo 3, Ohio. This machine is designed for sanding floor edges, stairs, landings, closets, small halls and similar jobs. It stresses high production, ease of operation, smoother work and less dust; benefits achieved through a new motor developing up to two H.P., reduced over-all weight, improved handle grip and lower center of gravity. Stronger disc shaft, larger gears and heavier ball bearings included.

AB14311—SIDING SHINGLES—Suprador Corp. of New York, Dept. AB, 122 E. 42nd St., New York 17, N.Y. Preshrunk asbestos-cement siding shingles have a horizontal pattern of color which creates an illusion of extra size. Because of their pre-shading these shingles require no under-scoring for shadow-line effect. They are non-grained, uniformly thick, easy to cut and non-warping. These shingles are available in three pastel shades. Company's complete line includes a wide range of color and in addition offers asbestos-cement shingles in pure white.

AB14246—DOOR CHIME—The Rittenhouse Co., Inc., Dept. AB, Homeroy Falls, N. Y. New line of lead-bearing facing tile is called 'Uniwall.' Tile is of vertical cell construction and is made of hard burned fire clay. It makes possible single-unit wall construction with finished facing, inside and out. Interior surface is ceramic glazed. The units are made with a jamb slot to receive the fin of a metal window or the blind stop extension of a wood window. Modular dimensions apply to all sizes.

AB14392—MASONRY WALL UNIT—W. E. Dunn Mfg. Co., Dept. AB, 418 W. 24th St., Holland, Mich. Cavitex is a modern aggregate and cement building material which provides a masonry wall unit of cavity-wall construction. Parallel withies, reinforced at equidistant points with metal ties, are spaced apart to enclose a blanket of air. A Cavitex wall provides further air insulation by self-containing a series of air columns the full wall height; wall requires no furring or lathing, but may be plastered direct.

AB14125—PANEL WINDOW—Ohio Plate Glass Co., Dept. AB, 305 Harris St., Toledo 4, Ohio. Three basic units of these "Therm-o-panel" windows are said to provide unlimited variety in window arrangement. These range from horizontal strip types to the "walls of glass" which are becoming a feature in new homes. Standard size Thermopane insulating glass is used. Outswinging vents may be placed where home owner choses. Windows are made from kiln-dried Ponderosa pine; awning ventilators have aluminum weatherstripping.

AB14047—RECESSSED LIGHT—The Kirlin Co., Dept. AB, 1913 E. Jefferson Ave., Detroit 7, Mich. Fixtures are made in six square, three rectangular sizes, for fluorescent or standard lamps. Models are for wide distribution of light or for concentrating beam of light. All units can be supplied with shock resistant glass or with top of box removable for relamping from above ceiling. Angular or egg-crate glass is available. All units have Underwriters Laboratory labels; no asbestos wire leads required.

AB14371—CONCRETE FORM COATING—Maxwell & Hitchcock Co., Dept. AB, 3435 E. Jefferson Ave., Detroit 2, Mich. Forms treated with this compound strip away from the quickly and easily, eliminating tendency of concrete sticking to forms. Form-Lac almost eliminates tendency of concrete sticking to forms.
New...
COLORFUL, SHATTERPROOF
PLASTIC TUB ENCLOSURE GIVES
ANY HOME MORE SALES APPEAL

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TUB ENCLOSURE

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details!

BONNIE MAID is an ideal “plus feature” to
make homes much more appealing to prospective
buyers — and at slight cost! Yet it contains
more aluminum than custom enclosures! High
Gloss, Hand Polished, Non Corrosive and
Chrome Hardware. Fits any recessed tub; can
be installed in half an hour! No special tools
needed. Everything is complete in one carton
that’s easy to store and handle.

- Priced FAR BELOW other enclosures
- Choice of 4 decorator colors
- Panels are shatterproof Dow Styron
- Both doors slide open for easy
  access
- Fits any recessed tub
- Install it in half an hour
- No special tools needed
- No extra parts to stock.

AMERICAN SHOWER DOOR CO., INC.
936 N. Cahuenga Blvd., Hollywood 38, Calif.

Please send full details on Bonnie Maid
I am a [ ] Dealer [ ] Builder [ ] Distributor
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Firm
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Mail Coupon TODAY for Full Details!
WELDTEx walls in living room of Salem Ridge Homes, Huntington, L. I. Built by Boris Gertzen Associates, Architect: Mattern & York; Decorated by: Hazel Hancock. Weldtex has a rich striated effect. It can be painted, stained or left natural. It's easy to install and will not check. Weldtex is also available in exterior grade.

OAK PLANKWELD was used in game room of Salem Ridge Home. Plankweld is available in a variety of wood faces. It's pre-finished. 16½" x 8' edge grooved panels are easy to install. Special metal clips hide nails. Can be attached directly to studs. Saves on-the-job finishing costs.

SIRFWOOD walled playroom in Salem Ridge Home. This rustic type paneling has an interesting wind-blown effect. It can be painted, stained or left natural. Novoply is another type of paneling which is being widely used to finish off cellars and attics. Novoply is available in pine or California redwood.
to spur sale of homes using Weldwood paneling

26 million readers to see beautiful Weldwood interiors in March 1st issue of Life Magazine. It's your opportunity of a lifetime to tie in with one of the hardest hitting merchandising programs in home selling history!

We're going all out to help your homes sell themselves, that is if they include beautiful Weldwood paneled interiors! Whether you panel a single wall or do entire rooms, you're off to a flying start toward "sold" if you tie in with Weldwood's double-page Life promotion now!

For as little as $29 to $69, for materials for wall area 8' x 12', you can install the same beautiful Weldwood interiors that will be seen and admired by more than 26 million Life readers—many of them red-hot home buying prospects!

The big two-page spread, in full color, will show a living room in rich mahogany Plankweld®, a dining room in sliced walnut, a children's room in rustic Surfwood®, a cellar playroom in dramatic Novoply®, a corner nook in striated Weldtex®, a combination room in birch, and a smartly modern room in blond Korina®.

Many builders (including Boris Gertzen Associates, Huntington, L. I., Graeme Stewart, Wheaton, Ill., Eichler Homes, Palo Alto, Calif., Joseph P. Carp, Chicago, Ill., Harris Homes Inc., Morton Grove, Ill., C. A. Hemphill & Associates, Evanston, Ill., Trude Land Development, Inc., Arlington Heights, Ill.) tell us how important it is from a sales standpoint to tie in with Weldwood's powerful national advertising program. The rich beauty of real wood-paneling has tremendous sales appeal! It helps a house sell itself!

Weldwood hardwood paneling is guaranteed for the life of the home. The guarantee helps speed sales!

For further information see your local lumber dealer now or write to any of the 60 United States Plywood or U.S.-Mengel distributing units in principal cities, or mail coupon.

FOLLOW THESE SUGGESTIONS—THEY'LL HELP YOU CLOSE SALES!

IN YOUR HOMES—Check your blueprints and see where in the home Weldwood paneling can most effectively be used. (For homes already under construction Weldwood paneling can be included for less than you think.) Visit your local lumber dealer and see the actual paneling.

IN YOUR PROMOTION—Weldwood products are constantly being advertised in other leading national magazines. Your building site display boards and promotional literature should place strong emphasis on the fact that your homes feature beautiful Weldwood paneling.

IN YOUR ADVERTISING—The Weldwood guarantee has tremendous sales appeal! Use it in your newspaper advertising and promotional literature. You can even include it in your sales contract because the guarantee is backed by the largest plywood organization in the world.

United States Plywood Corporation
55 West 44th Street, New York 36, N. Y.

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

NAME.................................

ADDRESS..............................

CITY........................... STATE...
ALLWEATHER BALANCE STRIP
WITH SILENT COIL SPRINGS

FLOCK... an old process, now as a result of research and development can be economically applied to the surface of sash balance coil springs. The basic purpose of applying flock on balance springs is the same as that for automobile seats and bed springs... to eliminate noise. It makes possible silent opening and closing of windows equipped with Allweather Full Jamb Balance Strip (weatherstrip and sash balance combination).

We invite your inspection of our plant where you will see the only process by which flock can be applied to sash balance springs. You'll get the complete story on the new use of an OLD PROCESS.

CALL SPaulding 2-1340 TO ARRANGE FOR TRANSPORTATION
There's a Servel WonderAir All-Year Air Conditioner for every home you build

One unit cools, heats, and air-conditions all year round

“No moving parts” means quiet, economical, dependable operation

2-ton model—Two full tons of refrigeration... 72,000 Btu/hr. heating—in just 2½' x 4' of floor space! This compact Servel unit is ideal for small, low-cost homes. No moving parts in the heating or cooling unit, of course—thanks to Servel’s exclusive absorption principle of refrigeration!

3-ton model—This one compact unit—Servel’s “big-home size”—provides complete home comfort 365 days a year, as do all Servel models. Yet it costs little more than a heating plant alone! Year-round climate control, the quiet, economical Servel way, means more sales, faster sales for you.

5-ton model—Capacity enough for your larger houses where the extra sales stimulus of air conditioning is particularly important! Heats in winter, cools in summer, cleans the air, removes excess moisture on hot days, adds needed moisture on cold days, circulates, ventilates!

NAHB Show,
January 17-21
in Chicago.
Space:
185-186-187-188
SERVEL, INC., Dept. AB-14, Evansville 20, Indiana

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

JANUARY 1954

199
AB14374—BATHROOM SCALE—Conant Brothers, Dept. AB, Somerville, Mass. The "Hide-A-Weigh" scale consists of a standard bathroom scale attached to the door of a heavy, pressed steel cabinet recessed in the wall. A simple, self-compensating spring arrangement allows the scale to swing down to the floor and rest there on rubber bumpers. A gentle push, and the door and scale swing flush into the wall. The chrome-plated door is all that indicates the presence of the scale. Unit offers convenience, more space.

AB144099—TRANSLECTURE STRUCTURAL PANEL—Chemold Co., Dept. AB, 2000 Colorado Ave., Santa Monica, Calif. Known as Chem-O-Glas, this new material is said to differ from other glassfiber reinforced plastic structural sheets in that it is molded to absolute uniformity throughout each sheet. This process is said to give greater strength and enables the manufacturer to present the material as flame-resistant and high heat-resistant, with excellent weathering and electrical qualities. Good for porch and patio coverings, skylights, etc.

AB14227—PREFABRICATED HOUSE—International Homes, Inc., Dept. AB, Mineral Ridge, Ohio. Three-bedroom house with attached garage has full dining room in addition to dining space in kitchen. Large living room and utility room. Garage has space for storage of garden tools. Disappearing stairway provides access to added storage space in attic. The home can be erected on slab, basement or crawl space. Home is fully panelized prefabricated. Sold only to qualified builders. Also a four-bedroom model.
YOU CAN BUY WITH CONFIDENCE THESE

Delfair

Products of Quality

- OAK FLOORS
  Prefinished and Unfinished

- OAKBLOK FLOORS

- OAK PLANK FLOORS

- END-MATCHED SOUTHERN PINE FLOORING

- SOUTHERN PINE PANELING

- SOUTHERN PINE LUMBER

- SOUTHERN PINE TIMBERS

- PALLETTIZED HARDWOOD FLOORING

- SOUTHERN PINE MOULDING AND TRIM

- MULTI-WOOD BLOK FLOORS

- PALLETTIZED FURNITURE DIMENSION

- MIXED CARS GIVEN PARTICULAR ATTENTION

VISIT US AT BOOTH 315 IN HOTEL SHERMAN DURING THE NATIONAL ASSOCIATION OF HOME BUILDERS CONVENTION CHICAGO, JANUARY 17-21, 1954.

D. L. FAIR LUMBER COMPANY
LOUISVILLE, MISSISSIPPI

WIRE, TWX OR PHONE 740

Member National Oak Flooring Manufacturers' Association
Southern Pine Association and S.P.I.B.
Now it costs less than ever . . .

in money and manpower . . .
to give your homes the colorful appeal of

Here they're used with two standard Murray base cabinets to form a free-standing range with two big storage compartments. The oven can be raised 6 1/2" to provide a drawer beneath oven. Note optional glass window.

* Every builder knows the sales wallop that built-ins of every kind carry in today's new-home market. But up till now, built-in ranges have been costly and difficult to install. Now Murray designers have found the answer to built-in features—counter-top ranges that match lovely Murray Kitchens' "Contour

SEE THESE UNITS AT THE MURRAY BOOTH NAHB SHOW
New Murray color units offer builders advantages never before found in counter-top ranges or built-in ovens!

1. **COLOR HARMONY!** Murray's beautiful built-in range tops and ovens come in porcelain enamel Sunset colors: Golden West Yellow, Ranch Green, Horizon Blue, Mist Gray, and white. Stainless steel is also available. It's a new, dramatic way to bring smart color into the kitchen! Colored cabinet handles to match let you extend this color scheme throughout the kitchen.

2. **STYLE HARMONY!** Range tops are actually counter tops—with contours and backsplash to match Murray base cabinet tops perfectly! No more "built-in hot plates," the Murray range top is a complete, integrated unit with all the beauty of Murray "Contour styling!"

3. **EASIEST INSTALLATION!** Counter-top range fits on any 24" or 30" Murray base cabinet. It replaces the regular top! Full-depth cabinet drawer gives convenient storage space. No special holes to cut in counter tops. No difficult fitting problems. And the same goes for Murray's oven-to-match! Control panel for counter-top range can be located for greatest convenience.

Murray built-in range counter top and oven in a custom-planned Murray steel kitchen. The oven is fully automatic, includes clock and timer. Electric heating elements are concealed. The possible combinations are unlimited.

styling" exactly . . . replace counter tops on regular Murray base cabinets! Read how your regular Murray Kitchens supplier can help you achieve new, colorful built-in glamour . . . at lower cost, with easier installation. Then see your Murray supplier or send the coupon . . . now, in time for your next project!
PRODUCTS EXHIBIT IN PRINT

AB14084 — NYLON PULL-CORD — Hunter Douglas Corp., Dept. AB, 150 Broadway, New York 38, N. Y. The 1954 model All-Eluxum venetian blind is now being made with a slim nylon cord which the manufacturer claims has greater tensile strength and abrasion resistance than other cords used for this purpose. This cord should reduce one of the big maintenance problems on venetian blinds—continuous replacement of the lift and tilt cords. The All-Eluxum blind is available throughout the United States and Canada.

AB14087 — IRON HARDWARE — National Lock Co., Dept. AB, Rockford, III. A new line of forged iron hardware reflecting the traditional charm of Early American living is offered in Dead Black, Old Copper and Swedish Iron. The grouping comprises knobs, latches, handles, strap hinges, H hinges, L hinges and other popular items designed for use in kitchens, living rooms, dens, game rooms and throughout the house. Each item comes individually packed complete with screws, in a printed envelope. Available from open stock.

AB14384 — ALUMINUM WINDOW — Maco Corporation, Dept. AB, Huntington, Ind. Cast as a single unit in a new type of permanent mold, each window section consists of one integral assembly (including rails, muntins and mounting flanges) without joints or welds. Cast aluminum frame has great strength and rigidity; all frame members have thickness of approximately 5/32-inch. New cast process also permits a slight radius at corners of all glass areas. Weather-tight Koraseal gasket seals ventilating units.

AB14380 — ELECTRIC PUMP — The F. E. Myers & Bro. Co., Dept. AB, 920 S. Orange St., Ashland, Ohio. New compact electric water system called the Ejecto, Jr. It can be used on shallow or deep wells up to 40 feet. Standing only 24 inches high, including the 11-gallon tank, system can be installed under a housing made of aluminum. The housing fits between the stile of the sash and frame, providing a seal. This method weather-protects window letting sash move up and down easily.

AB14313 — SPRING SASH BALANCE — Master Metal Strip Service, Inc., Dept. AB, 1720 N. Kilbourne Ave., Chicago 29, III. The spring sash balance serves to balance the upper and lower sash of double hung windows and to furnish weather protection by a combination of both in one unit. To accomplish this, a spring of the proper tension for various size windows is used within a housing made of aluminum. The housing fits between the stile of the sash and frame, providing a seal. This method weather-protects window letting sash move up and down easily.

AB14372 — DRILL KIT — Black & Decker Mfg. Co., Dept. AB, Towson 4, Md. Two new drill kits are introduced—a 1/2-inch all-purpose kit and the 3/8-inch Deluxe kit (shown). The latter features a 1/2-inch drill with accessories for drilling and sanding in wood or metal, grinding, cleaning and burnishing, and paint mixing. Included in the steel kit box are a horizontal drill stand for bench work, 13 twist drill bits (1/16 to 3/8-inch), backing pad and three sanding discs, 3-inch grinding wheel and 4-inch wire wheel brush.

AB14361 — PORTABLE POWER SAW — Milwaukee Electric Tool Corp., Dept. AB, 5356 W. State St., Milwaukee 8, Wis. Designed for heavy duty service, the "Sawall" is a rugged, reciprocating type sawing tool that will stand up under continuous use. Only 141/2 inches long and weighing 61/2 pounds, the tool can be easily maneuvered with one hand. The saw has a 1/2-inch stroke and operates at 2,250 strokes per minute. It cuts through wood, galvanized sheet, Formica, Masonite, and other materials. Provided with trigger type switch.

AB14401 — SUSPENSION HEATER — Jackson and Church Co., Dept. AB, Saginaw, Mich. Three new suspension units of 112,000, 100,000 and 80,000 Btu's output can be arranged singly or in batteries to handle hard-to-heat heating jobs. They are suitable for garages, service stations, recreation rooms and other installations where floor space is at a premium, as well as for attic, crawl space and utility rooms in houses. Units can also be adapted to summer air conditioning by combining them with refrigeration units.

AB14383 — BLUEPRINT CABINET — Ross-Mar- tin Co., Dept. AB, 423 E. 4th St., Tulsa 1, Okla. Kraftbilt Horizontal Rollfiles are stated to be ideal for filing sub-division maps, plats, blueprints and tracings. Sectional units, of sturdy all-steel construction occupy little floor space. Disappearing door useful in cramped quarters; door has tamper-proof lock. Index plates on inside ledges expedite location of specific maps. Model H-342 holds 112 rolled maps in 21/4-inch tubes up to 42 inches long. Baked enamel finish.

AB14041 — SUSPENSION HEATER — Jackson and Church Co., Dept. AB, Saginaw, Mich. Three new suspension units of 112,000, 100,000 and 80,000 Btu's output can be arranged singly or in batteries to handle hard-to-heat heating jobs. They are suitable for garages, service stations, recreation rooms and other installations where floor space is at a premium, as well as for attic, crawl space and utility rooms in houses. Units can also be adapted to summer air conditioning by combining them with refrigeration units.

AB14384 — BLUEPRINT CABINET — Ross-Martin Co., Dept. AB, 423 E. 4th St., Tulsa 1, Okla. Kraftbilt Horizontal Rollfiles are stated to be ideal for filing sub-division maps, plats, blueprints and tracings. Sectional units, of sturdy all-steel construction occupy little floor space. Disappearing door useful in cramped quarters; door has tamper-proof lock. Index plates on inside ledges expedite location of specific maps. Model H-342 holds 112 rolled maps in 21/4-inch tubes up to 42 inches long. Baked enamel finish.
Here's your BIGGEST VALUE in power saws today...a portable, big-capacity DEWALT for only $229 delivered!

2 New Models for Small Builders

VALUE NO. 1
Model MBC DEWALT 9” Saw
Only $229 Delivered

VALUE NO. 2
Model GWF DEWALT 10” Saw
Only $348 Delivered

Today... your best bet to reduce job costs and make bigger profits is a new portable DE WALT®...especially designed for small builders... priced low enough to pay for itself on the first house it helps build with savings these ways:

Big Capacity... new 9” saw cuts 2 1/2” deep, 10” saw cuts 3” deep; both rip to center of 48” wide panels to give you ample capacity for house jobs.

Save Handling... put DE WALT alongside the lumber pile and pre-cut all your framing from a planned cutting list.

Save Marking... lay out one piece, set up your DE WALT and easily duplicate all cuts from ONE marking.

Save Fitting... DE WALT pre-cuts perfectly the first time, saves the added cost of fitting.

Save Material... DE WALT cuts from above, easily follows line marks for perfect work and eliminates spoilage; re-works odd sizes into usable pieces.

Save Millwork Cost... DE WALT shapes, dadoes, etc., turns out millwork on the job... no more mill costs.

Save Repair Costs... direct drive DE WALT motor is grease-sealed for life... no brushes, no repairs to worry about.

Double Use... after framing carry DE WALT inside to “build in” those cozy extras that help sell houses.

Visit your nearby DE WALT dealer and pick up a low-cost DE WALT for your next job. It’s easy to operate... easy to move around. And you get low-cost DE WALT PERFORMANCE that produces a better house for less money... more profit to you! Write for complete DE WALT catalog.

NAME ____________________________
ADDRESS __________________________
CITY __________ ZONE __________ STATE __________
(Attach to business letterhead and mail)
PRODUCTS EXHIBIT IN PRINT

AB14123—HEATER-COOLER—C. A. Dunham Co., Dept. AB, 400 W. Madison St., Chicago 6, Ill. Vori-Temp units provide year-round air conditioning. Three unit sizes plus variety of choices of installation give them wide versatility of use. Units can be floor or vertically wall mounted, mounted flat on a ceiling or inverted on a wall. One unit heats, cools, ventilates; one heats and ventilates; one cools and ventilates. Units stress sturdy construction, quiet operation, ease of installation and maintenance.

AB14408—CEMENT FINISHING MACHINE—Whiteman Manufacturing Co., Dept. AB, 24th & Nicholson Sts., Houston 8, Texas. The Veni-Flex finishing machine is supplied in a choice of eight paste, enamel colors or a natural finish. It is suitable for modern, compact homes where space saving is a first consideration. It serves as a room divider, closet, or in-a-door bed closure. Unit is constructed of high-grade balsa wood slats, woven with seine twine. Ventilation between slats permits free circulation of air.

AB14370—WATERPROOF CEMENT—American Sta-Dri Co., Dept. AB, Brentwood, Md. Manufacturer announces new package design for its hydraulic cement, Instant Water-Stop, now available in one-pound as well as four-pound package. Water-Stop is a fast-setting cement that stops running water leaks in masonry immediately, according to its makers. It can be used to patch breaks, holes and cracks in masonry and for anchoring bolts or other jobs requiring a quick-setting cement. Can be used with Sta-Dri masonry paint.

AB14406—FOLDING DOOR—Consolidated General Products, Inc., Dept. AB, 24th & Nicholson Sts., Houston 8, Texas. The Veni-Flex folding door is supplied in a choice of eight paste, enamel colors or a natural finish. It is suitable for modern, compact homes where space saving is a first consideration. It serves as a room divider, closet, or in-a-door bed closure. Unit is constructed of high-grade balsa wood slats, woven with seine twine. Ventilation between slats permits free circulation of air.

AB14379—STORM PANELS—Winsulite Manufacturing Co., Dept. AB, Baltimore 2, Md. Two aluminum framed glass inserts fit securely into the top and bottom of standard or modular size full length wood screen, making screen into a storm window. Storm panels are called "Weatherite." Each set of inserts comes complete with necessary hardware, consisting of a turning locking lever for each insert, and a set of two small metal offsets, each of which fits with inserts at the cross bar, one on right, one on left edge of cross bar.

AB14244—FOLDING DOOR—Consolidated General Products, Inc., Dept. AB, 24th & Nicholson Sts., Houston 8, Texas. The Veni-Flex folding door is supplied in a choice of eight paste, enamel colors or a natural finish. It is suitable for modern, compact homes where space saving is a first consideration. It serves as a room divider, closet, or in-a-door bed closure. Unit is constructed of high-grade balsa wood slats, woven with seine twine. Ventilation between slats permits free circulation of air.

AB14393—PANEL BOARD—Southern Plaswood Corp., Dept. AB, Roselle, N. J. New 48-inch sink and tub combination offers features which stress kitchen efficiency. The unit has a deep drawer for storage and two regular size drawers with a cutlery tray built into the top one. Door opening into the storage compartment under the tub has towel rack and wire soap basket on inside. Acid-resistant porcelain sink has one deep and one shallow bowl with sliding top to serve as a drainboard.
The DENISON JALOUSIE
OUTSTANDING...at any stage of the Building Industry!

1 The Denison Corporation, as personified by Denny Jalousie, uses modern factory methods to provide a finer jalousie at competitive prices. Advanced engineering keeps Denny out front with new, quality features such as the patented jamb* weather-stripping, tension-seal** louver clip***.

2 Denny's dealers and distributors stock 7 KD units in the space required for one assembled jalousie. With heads and sills in 4", jambs in 31/2" increments, a small stock offers unlimited size combinations. Glass is ordered from local glazier.

3 KD units are assembled in seconds with a screwdriver and 8 screws. Dealer-installers and contractors install easily by following Denny's installation detail drawings. Odd-width windows are made with simple on-the-job saw cut.

4 Architects find Denison Jalousies the most versatile windows ever developed for modern home design...ideal for regular window openings, doors, porch enclosures, breezeways. Storm sash interchangeable with screen provide a prime window for any climate.

5 All the benefits of Denny's planning and design are passed on to the builder in reduced cost, faster home sales. Home buyers are demanding homes with the new beauty, comfort and protection provided by weather-sealed Denison Jalousies.

MAIL THIS COUPON NOW!

DEALERS! DISTRIBUTORS! Certain desirable territories are available - WRITE TODAY!

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1890 N.E. 146th St.
North Miami, Florida

Please send me, without obligation, further details on how I can get higher profits, faster sales, more satisfied customers with Denison Jalousies.

I am a: □ Builder □ Dealer □ Distributor □ Architect
□ Other

Name: ____________________________
Company: _________________________
Address: _________________________
City: _____________________________ State: __________

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TREMENDOUS NATIONWIDE ELECTRONIC MODUFLOW

This advertisement will appear in Life magazine, January 11th. It features a house built by Albert Balch, Seattle builder. Other ads during the year will feature houses built by other leading builders.
PROMOTION FOR
BEGINNS!

-13 double spreads in LIFE

tying in with leading builders
is a feature of 1954 program

Beginning this month, over 6,000,000 readers of Life, American Home and Living for Young Homemakers will be reading about Electronic Moduflow.

And a lot of them will be looking for Electronic Moduflow in the homes they buy. So find out about Honeywell Electronic Moduflow—and install it in the homes you build.

For complete information about Electronic Moduflow, call your local Honeywell office, or write to Honeywell, Dept. AB-1-06, Minneapolis 8, Minnesota.

Never Before Such An Exciting Boost To The New House Market

The public's interest in new homes will grow, not diminish, when helped along by ads like the one you see reproduced here. Such ads will help boost the demand for the kind of homes you design and build—and will help make Electronic Moduflow a better sales aid to you.

MINNEAPOLIS
Honeywell

First in Controls

104 OFFICES ACROSS THE NATION

JANUARY 1954
AB14190—GAS BOILER—Burnham Corp., Dept. AB, Irvington-on-Hudson, N. Y. The new PR series gas boiler heats both the house and the water for the house. In addition to two-way heating, the boiler features low gas consumption pilot; glass wool insulation; gas tight construction; quiet operation. It is available in three sizes for steam ranging from 275 square feet to 610 square feet of installed radiation, and in four sizes for hot water ranging from 375 to 1,100 square feet of radiation.

AB14102—METERING BURNER—S. T. Johnson Co., Dept. AB, Church Road, Bridgeport, Pa. This oil burner automatically maintains a fixed air-fuel ratio regardless of variations in oil temperature and viscosity. The manufacturer claims the metering pump burner will outperform others on cold starts. The air-fuel ratio is maintained by a positive displacement metering pump. The model 53 is available in seven sizes from 25 to 400 horsepower. The unit is simple in design, easy to service, and exceptionally efficient, states the manufacturer.

AB14188—PACKAGED DOOR UNIT—Virginia Metal Products Corp., Inc., Dept. AB, 1107 1st National Bank Bldg., Pittsburgh 22, Pa. The Nok-Down Bi-Pass unit offered by this manufacturer is a low-cost sliding door unit which comes in one carton containing: two doors, one sill member, one head member, eight rubber bumpers, four hold-in angles with screws, nine wood screws, and an instruction sheet. Doors are formed of 20 U.S. gauge furniture steel, with prime coat baked on. Installation is accomplished by four easy steps.

AB14388—STEEL LINTEL—Brainard Steel Division, Sharon Steel Corp., Dept. AB, Warren, Ohio. These heavy-gauge prime steel lintels will not shrink, warp, crumble or burn. Corrosion-resistant finish assures lifetime trouble-free use. Lintel make possible crack-free walls over window and door openings. Roll-formed lintel has no twist, always lies flat. Because of their strength and durability, these steel lintels meet all safety requirements for window and door openings in masonry construction.

AB14042—DECORATIVE COLUMN—Metal Crafters, Dept. AB, 9 Avenue at 18th St., N.E., Cedar Rapids, lowa. Trumpet vine design porch column, shown, is double faced, i.e., identical on both sides, and cast in aluminum so that it will not rust. It is made both in corner and panel columns with standard height of eight feet, other heights available, 1 1/4 inches wide, with matching brackets and valances. Column also available in grape vine design, 10 inches wide. Cast in aluminum alloy, there is no breakage in shipping or erection.

AB14043—ANTI-Drip TAPE—J. W. Mortell Co., Dept. AB, Kankakee, Ill. The problem of sweating and condensation on cold water pipes can be met by NoDrip Tape, developed to eliminate pipe drip. It also protects piping, valves and fittings against rust and corrosion. The tape is cork-filled and is inches wide. It can be applied manually without use of brads or tools. When wrapped around pipes diagonally it forms a snug, sealed jacket; one coil covers 30 feet of pipe.

AB1406—STORM SASH-SCREEN—Scotsbluff Sash & Door Co., Dept. AB, Scotsbluff, Neb. Kiln-dried ponderosa pine is used in the manufacture of these all-wood self-storing screen and storm sash. Wood is treated with toxic preservative to resist rot, stain, termites and moisture. Weatherstripping at sash, head and meeting rails, assures maximum weather-tightness and minimum heat loss. Lower half of storm sash slides open for ventilation or closes tightly for insulation against cold.

AB14238—VINYL TILE—Kentile, Inc., Dept AB, 58 Second Ave., Brooklyn 15, N. Y. Kiln-dried ponderosa pine is used in the manufacture of all-wood resistant fats, oil and tile. Product can be installed on concrete in direct contact with earth, so can be used in any below-grade installation and in basementless homes. Its toughness withstands heavy traffic.

AB14046—STORM SASH-SCREEN—Scottsbluff Sash & Door Co., Dept. AB, Scotsbluff, Neb. Kiln-dried ponderosa pine is used in the manufacture of these all-wood self-storing screen and storm sash. Wood is treated with toxic preservative to resist rot, stain, termites and moisture. Weatherstripping at sill, head and meeting rails, assures maximum weather-tightness and minimum heat loss. Lower half of storm sash slides open for ventilation or closes tightly for insulation against cold.

AB1428—ELECTRIC HAMMER—Tempo Products Co., Dept. AB, 2075 E. 65th St., Cleveland 3, Ohio. Operating on a patented principle of motion conversion, "Super Slugger" electric hammers employ neoprene blocks to give impact to each of the 3,000 blows per minute. Impact motion delivered by reciprocating piston is fast and positive; normal 1/4-inch piston travel is increased to 1/2 inches at full speed, with no shock or vibration on motor or operator. Tool weights only 7-1/2 pounds and may be operated by one hand.

USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237
For big doors...
for low-cost doors...

little doors...
middling doors...

or average doors...
or plushy ones...

Whatever your needs in Sliding Door Hardware, Grant makes it!
Grant Pulley & Hardware Corporation,
31-63 Whitestone Parkway, Flushing, New York.

See you at the Show—Booth 220.
Join the Nation's Leading Builders...

SHIFT TO PREFABRICATION

IN THE PRESENT home building market the premium on speed, economy and quality is bigger than ever and the trend to prefabrication is stronger than ever.

It's a market that gives the builders of prefabricated homes the distinct advantages of faster starts, faster completions—and quicker capital turnover. At the same time, the buyer benefits from today's precision-engineered, quality homes that are as attractive as long-term investments as they are to look at and live in.

If you haven't already joined the shift to prefabrication, look into its profit possibilities—offering wide open opportunities for builder, lender and realtor.
FOR KITCHEN CABINETS

By-passing 2, 3 or 4 doors.
Fully adjustable.

SERIES 250A Packaged kit — Deluxe track with exclusive step-up design that hides hardware from view. Designed for % of kitchen cabinet and light wardrobe doors.

SCOTTIE SERIES Packaged kit — Low-priced hardware for % of by-passing doors. Sturdy extruded aluminum track; taper-lock hangers with % vertical adjustment.

SERIES 400A Packaged kit — Also used in Series 500 KENNAFRAME ... a prefabricated frame for pocket doors up to 150 lbs. Adjustable ball-bearing hangers; 8 wheels per door.

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FOR ROOM TO ROOM

Single or converging open or closed pocket disappearing doors.

See you at the Builders' Show

Send for FREE Buyer's Guide
Detail drawings of 23 different ways to install sliding doors. Tells what track is easiest, quickest and most economical to use.
Write Kennatrack Corporation, Elkhart, Indiana.

JANUARY 1954
For Many Digging Jobs, Only the Sherman Power Digger is Practical

Get the most out of the excavating equipment you already own or rent by keeping it on your big volume jobs.

For miscellaneous excavating and trenching jobs the Sherman Power Digger is fully capable and far less expensive to operate. You can buy Digger and Tractor complete for less than many automobiles cost.

The Sherman Power Digger is the answer where giant digging equipment and manual labor are both uneconomical. It reaches 8 feet below ground surface and swings in an arc of 140° with a radius of 10 feet behind the tractor.

For complete information on how the Sherman will cut your digging costs, write today for free literature T-36.

Designed, Engineered and Manufactured Jointly by
SHERMAN PRODUCTS, Inc.
Royal Oak, Michigan

WAIN-ROY CORP.
Hubbardston, Mass.

Other patents pending.

PRODUCTS EXHIBIT IN PRINT

AB14106—WOOD BEAM SELECTOR—Everett Rader Co., Dept. AB, Box 122, Bowling Green Sta., New York 4, N. Y. A plastic slide rule, the "Wood Beam and Girder Selector," will quickly show the size requirements of wood joists, rafters, and girders. The various factors in designing wood structural members, span, load, stress, or modulus of elasticity are simply set on the movable slides. The member size is read directly. The scale also shows the most economical wood member for any given spacing. Stresses of commonly used lumber are on the back of the rule.

AB14249—CONCRETE FORM TIE—Irvington Form & Tank Corp., Dept. AB, 20 Vesey St., New York 7, N. Y. The Atlas Compo Form eliminates the problem of wrecking adjoining concrete forms when removing single panels for the insertion of pipes, etc. It is done through the use of a flat bar tie in conjunction with key-and-wedge fastening method. Tie has a flat, smooth surface with no protuberances to hinder sliding forms on or off. It anchors to the form, eliminating walers. Unit has wide adaptability.

AB144116—HEAT PUMP—Westinghouse Electric Corp., Sturtevant Div., Dept. AB, Hyde Park, Boston 36, Mass. Westinghouse heat pumps provide heat in the winter, cooling in the summer. Powered by electricity, the unit burns no fuel and uses no water, as its operation depends solely on air and electric power. Heat pumps are available in three and five h.p. sizes for both large and small houses. Company also offers Unitaire Conditioner which conditions air for average five to seven room house, takes only 4 square feet of floor space.

AB14305—BIRD REPELLENT—Nixalite Company of America, Dept. AB, 115-119 West Third St., Davenport, Iowa. Nixalite is an inconspicuous spring tempered nickel bearing rust proof stainless steel device which prevents starlings, pigeons, and other obnoxious birds from landing or roosting on buildings, signs, gutters and similar places. It is precision engineered and lasts indefinitely under all climatic conditions. In every foot there are 120 springy prongs with needle sharp points curved and staggered in varying angles to form a semi-circle all welded to a base bar.
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Think what YOU can do with National's "CADET"... a home that can be sold to anyone making $45 per week.

Complete financing available

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$350 down
approximately $37.00 a month
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including $800 lot

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$550 down
approximately $39.50 a month
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including $800 lot

Price deviations can occur because of local costs and lot cost variations. Monthly payments above are approximate due to local variations in taxes and insurance.

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With the brilliant new "Rangers"... the thrifty "Pacemakers" and luxurious "Custom-Liners"... plus this sensational new "Cadet" line, National Homes Builders can now sell every type of home-hunting prospect. It's the greatest opportunity of all time for builders who want to hit the top in 1954. Write or wire for details!

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Visit Our Display...Spaces 114-115...Conrad Hilton
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- **ONE-MAN** Ladder Jacks (left) adjust to any pitch on either side of the ladder.
- Weight distributed on three rungs.
- New, roll-type jack (right) uses side rails of ladder for extra safety.

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- Erected and dismantled faster than you can build a make-shift wooden scaffold.
- 3 and 3½ ft. lengths — roll carbon steel.
- Nail, studless and bolt-attached types.
- Attachments to convert any one type to any other type.

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SOLVES ALL FRAMING PROBLEMS INSTANTLY!

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TO KNOW IS WIDTH  
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PITCH OF THE ROOF

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One Setting gives you the marking for both Plumb Cut and Mitre Cut

BLADE GIVES MARKING FOR PLUMB CUT OF COMMON AND HIP RAFTER.

BEVEL BAR AUTOMATICALLY ADJUSTS ITSELF FOR ALL MITRE CUTS ON HIP, VOLL, OR JACK RAFTERS.

PRODUCTS EXHIBIT

AB14101—JOINTER—Heston and Anderson, Dept. AB, Fairfield, Iowa. This 6-inch jointer has a 60-inch over-all table with a fence 37 inches long and four inches high. Manufacturer has increased the size of the control knobs for easier setting of the machine. The cutting knife head is 2½ inches in diameter and operates at 6,000 r.p.m. or 18,000 cuts per minute. Bearings are heavy-duty type, dust-proofed and oil sealed. Rabetting capacity is ½-inch, rabetting arm support 8½ inches long.

AB14098—WINDOW UNIT—A. R. B. Window Sales Co., Dept. AB, 306 E. State Fair Ave., Detroit 3, Mich. Cut-away view of the patented "400" window unit shows metal sash guide and how metal unit containing the tension adjusting screw and spring is permanently fastened to the frame member. This window has three main features: quick removal from the frame, simple tension adjustment for easy operation, and built-in metal weatherstripping. These "400" metal units can be used with any type of wood window.

AB14362—FLOOR MAINTENANCE MACHINE—Holt Manufacturing Co., Dept. AB, 669 20th St., Oakland 12, Calif. Stowaway handle, toe latch release and fixed wheels are standard equipment on these units. Handle may be adjusted and tightened at any working position. Safety switch handgrip stops machine if operator releases hold; static eliminator wire and non-conducting grips prevent shock. Quiet running, double-gear reduction unit, regulation motor grease sealed for life is approved by Underwriters' Laboratories.

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Bathtubs · Lavatories · Sinks · Closets

FOR THE
FINEST HOMES
AND APARTMENTS

Whether your demand is for sanitary fixtures in glistening gleaming white or for units of matched color in pink, tan, blue, green or grey, you'll find your choice in AllianceWare—preferred by an ever-increasing number of progressive builders and plumbers from coast to coast.

**BATHTUBS**

5-foot recess tubs of porcelain-on-steel each with an integral wall guard flange on three sides that prevents water leaks between the tub and the wall.

Also a 42" "Junior" recess tub that has great advantages as a shower receptor.

All AllianceWare bathtubs are available in white and five colors.

**LAVATORIES**

Wall-hung shelf back lavatory of porcelain-on-steel with or without overflow.

Flat rim lavatory with deep and generous bowl for tile or linoleum installations.

All AllianceWare lavatories are available in white and five colors.

**CLOSETS**

Close-coupled combinations—one a reverse trap, the other a wash down—the types most popular in today's construction. Each style assures positive, quick flushing.

Available in white and five colors.

**DE LUXE SINKS**

Porcelain-on-steel formed from 14 gauge. These sinks have double bowls or single bowls. Sliding drain boards are optional on some models. May be mounted on standard sink cabinets. Several models may be installed on legs without cabinet.

**FLAT-RIM SINKS**

Single bowl or double bowl, with and without faucet ledge. Also sink and tray combinations with and without faucet ledge. The design of these sinks permits a continuous tile or linoleum drainboard to run flush with the edges of the rims.

Write for the complete AllianceWare catalog of detailed specifications and installation diagrams.
PRODUCTS EXHIBIT IN PRINT

AB14369—SHATTERPROOF LEVEL—Creative Plastics Corp., Dept. AB, Stony Brook, N. Y. New 24-inch size has been added to company line; units have shatterproof plastic frames, half the weight of aluminum. The bubbles are magnified by their protective Lucite sheaths, making levels easier to read. Bubbles can be read from nearly every angle because of elimination of metal guards. Levels do not conduct electricity; they are non-corrosive; concrete will not adhere to frames; plastic frame will not scratch tile.

AB14032—CENTRIFUGAL PUMP—Flint & Walling Mfg. Co., Inc., Dept. AB, Kendallville, Ind. Pump is designed for irrigation, air conditioning and industrial purposes. Assembly and disassembly are convenient and simple. Each unit is factory tested for pressures and capacities. Pump and motor are integrally coupled and anchored on motor footing. Motors are horizontal, face-mount type. Pumps are available in 1/3 to 7/8 h.p., ranges, capacities to 213 g.p.m. and pressures up to 80 pounds p.s.i.

AB14366—HOLLOW CORE DOOR—Peine Lumber Co., Ltd., Dept. AB, Oshkosh, Wis. This "Rezo" flush door is a dimensionally stable unit, since its design allows rapid stabilization of moisture content throughout entire unit under all types of weather conditions. Combination of light weight and rigid strength gives door high resistance to abuse. Illustration shows how lock areas are formed by inserting softwood blocks. Doors are given coating of resin glue before veneers are applied.

AB14090—DOOR OPERATOR—Robot Appliances, Inc., Dept. AB, 13165 Prospect Ave., Dearborn, Mich. An electronically controlled operator for doors, gates, etc. It opens, closes and locks doors automatically, thus eliminating manual lifting, pushing and pulling. The door can be stopped at any point and started again in either direction. Units are available for operating high lift doors, sectional overhead doors, metal rolling doors, single side doors, fire doors, incinerator doors, grilles, awnings, folding partitions and other types.

AB14390—MASONRY SAW—Champion Manufacturing Co., Dept. AB, 2028 Washington St., St. Louis 3, Mo. New Model B masonry saw is shown cutting ceramic glazed tile. This unit is a wet or dry cutting machine, and can be used with either diamond or abrasive blades. Saw is of tubular construction to reduce weight, and provision is made to equip it with wheels for portability on the job. Saw has 14 inch blade capacity and is equipped with standard 1/2 h.p. motor. Unit has self-contained water system, pump.

AB14033—TRANSIT LEVEL—C. L. Berger & Sons, Inc., Dept. AB, 342 Madison Ave., New York 17, N. Y. Said to be especially suitable for builders' surveying jobs, this instrument is used for laying out building sites, marking bolt holes, checking elevations for excavating and grading, setting lintels, aligning and plumbing walls and columns. Image seen through the 12-inch, 24-power telescope with coated optics is right side up. Telescope vial with 60-second sensitivity plus plate level vial assure accurate leveling.

AB14091—WEATHERSTRIPPING—Schlegel Mfg. Co., Dept. AB, N. Goodman, Rochester 9, N. Y. Plastic and wool pile Adjuto- Seal weatherstripping can be bought in bulk or in packaged 17-ft. reels, enough for one ordinary window, screen, storm window or door. The contour-hugging wool pile is embedded in a durable, highly flexible plastic resin. The sealing action is accomplished in the same manner as the weatherproofing for automobile windows. Schlegel has been making automobile window weatherstripping for over 25 years.

AB14124—PACKAGED SANDSTONE—The Briar Hill Stone Co., Dept. AB, Glennmont, Ohio. More accurate calculation of stone needs and time saving in stone setting are said to result from use of new Briar Hill packaged sandstone veneer. Stone is precut and ready to set, and comes in heights of 2 1/2, 5 and 7 1/2 inches. Eight assortments are available, each containing stone to cover ten square feet of surface. Stone is grouped in pleasing quarry-run colors of buffs, tans, grays and browns. Typical application shown above.

AB14270—PICK-UP TRUCK—Dodge Division, Chrysler Corporation, Dept. AB, Detroit 31, Mich. New V-8 truck engines are among the seven power plants in new C-1 Series of "Job-Rated" trucks. Power steering, more compact tractors which permit larger payloads, improved steering linkage, wider front treads which increase maneuverability, new frames, increased driver visibility, lower loading height, better road stability are among more than 75 new features. Seven engine types range from 100 to 172 horsepower.

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Whether he calls you for a bid or not, there is one sure way to get in on the job. Use Dodge Reports! It's your business to figure, bid and sell the job ... it's Dodge Reports business to tell you where it is so that you can sell it. There's just no other way to know about all the opportunities in new construction ... there are just too many people to see, too many miles to cover, too little time.

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Timely, accurate construction news service East of the Rockies

THE FIRST STEP IN EVERY SALE
AB14119—ROOF FRAMING SQUARE—
Sharp's Manufacturing Co., Dept. AB, Box 332, Salem, Ore. The roof framing square is a jour- neymen’s tool that automatically solves roof framing problems and provides a pattern for making all cuts. The operator needs only to know the width of the building and the pitch of the roof. The all-metal tool has a jackknife blade with a rafter table on either side, enabling the user to determine rise per foot run and length of rafter. Raising the blade gives the pattern for plumb and miter cuts.

USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION PAGE 237

AB14110—GAS BOILER—Roberts-Gordon Ap-pliance Corp., Dept. AB, 44 Central Ave., Buf- falo 6, N. Y. "Gordoneer" hot water, cast iron, wet base boilers have a self cleaning water tube. The wet base allows for installation direct on combustible flooring and permits all-on-one-floor piping systems to be used. The self clean- ing feature of the gas fired boiler is cast into each section. Three sizes, 87,000, 115,000, and 150,000 Btu inputs per hour are available sup- plying 315, 460 and 600 square feet of stand- ing radiation respectively. Units can also be supplied with various jackets.

AB14302—SLIDING DOOR LOCK—Adams- Rite Manufacturing Co., Dept. AB, 540 W. Chevy Chase Drive, Glendale 4, Calif. The split ball-shaped bolt gives smooth snubbing latch action and serves as a convenient edge pull. The strike has been designed to accom- modate pronounced misalignments of door and jamb. A thumb button in one of the escutcheons provides positive security. Installation of the new lock is extremely simple, requiring only standard 2½-inch diameter bore through stile.

AB14395—T&G PANEL—Forest Fiber Prod- ucts Co., Dept. AB, Box 68-P, Forest Grove, Ore. New Tee-N-Gee hardboard panels, 16 inches wide, eight feet long, ½-inch thick, are joined together with a ½-inch tongue and groove joint. Panels are applied by nailing or stapling to the ½-inch tongue which is cov- ered over by the joining panel; since nails do not show, there are no nail holes to fill. Panels can be applied horizontally or vertically and may be curved to form rounded corners. Face is uniformly smooth.

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The sensational success of Panaview Doors at the 1953 NAHB Convention will be duplicated when builders see these beautiful but economical new sliding windows!

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JANUARY 1954

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Tacks insulation, ceiling tile, metal lath, etc.

Zip! Zip!
Fast as you grip!

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

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AB14386—CONTOUR MOLDINGS—O. E. Stelzer, Dept. AB, P.O. Box 715, South Bend, Ind. These moldings are designed for various types of utility partitions, including toilet, bath and other interior installations. Settings are designed to accommodate translucent or opaque glass or fiberglass panels in a corrugated type pattern. Illustration shows standard sliding bath enclosure for five-foot tube, in combination with a fixed end panel, also of fiberglass, set in contour moldings.

AB14391—GAS WATER HEATER—Combustion Engineering, Inc., Dept. AB, 911 W. Main St., Chattanooga 1, Tenn. New 30-gallon heat master table-top heater is provided with a special opening for installation of a temperature and pressure relief valve. Units are available in both 20 and 30 gallon capacities for natural, manufactured and LP gases. For high input, both units are rated at 25,000 Btu's per hour, with 21 gallon per hour recovery at 100 degree temperature rise. Built for flush-to-wall installation.

AB14121—TOWEL RING—Hall-Mack Co., Dept. AB, 1344 W. Washington Blvd., Los Angeles 7, Calif. "Crystalcrome" bathroom fixtures are a combination of heavily chromium-plated metal and thick clear Lucite. The towel ring has a chromium-plated, heavy cast base with a stirrup-shaped ring in thick crystal Lucite. The accessory is highly decorative in any bathroom and lends itself to wide variety of uses. Other fixtures include a towel bar with concealed rods that can be extended, concealed paper holder, etc.

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AMERICAN BUILDER
The '54 P&H Pioneer Home

72 sq. ft. larger living room than most at price
27 1/2 sq. ft. more closet space than most at price
30 sq. ft. larger kitchen, 43 ft. more kitchen shelving
extra powder room, folding door room for TV or 4th bedroom

Build homes that offer more . . .
you'll sell more, profit more

There's no selling problem with this new P&H Home. Just let your prospects see it; let them compare with others at the price. That's all the selling you'll have to do. The new P&H Pioneer Home has full bath plus powder room, more than 1,100 sq. ft. of living space. And it has more new ideas, more selling features than any home you've seen at the price in years.

Site costs are lower, too, when you build P&H Homes. Homes arrive at site complete with hardware, millwork, glazing and trim, ready to go up in a day. You can build P&H Homes the year around, offer 2, 3 or 4 bedroom models with or without basements. Financing aid is available from a P&H subsidiary when local sources are limited.

See how risk-free and profitable home building can be

WRITE FOR DETAILS ON THE P&H BUILDER PROFIT PLAN NOW

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New Flexibility! 3-Way Dining Area
Here's a real sales-closer in the '54 P&H Homes — a changeable dining area. The matchstick bamboo folding screen on a ceiling track makes dining area part of kitchen or living room, or open to both, in seconds.

Learn about the P&H Pioneer Home and the Builder Profit Plan at the NAHB Show, January 17-21, Space 13, Hilton Hotel, Chicago
Now! FULLY ADJUSTABLE SLIDING GLASS DOORS
for Quicker Installation — Easier Service — Better Performance

★ EXACT, EASY - TO - MAKE ADJUSTMENTS at every point ... combined with the best in materials, design and workmanship ... now make Slide - View the finest sliding glass doors obtainable today.

PRODUCTS EXHIBIT

SLIDING GLASS DOORS

AB14360—SASH CORD—Samson Cordage Works, Dept. AB, 89 Broad St., Boston 10, Mass. Durable, solid braided sash cords are provided in 100-foot lengths, in sizes 7 and 8. Attractive, new three-color carton encourages 200-foot sales and also permits easier 100-foot sales. Strength and extra long life are built into these cords; they will not ravel or kink and will tie easily, according to their manufacturer. Wide variety of uses includes tent ropes, flag halyards, for hanging windows, awning lines, etc.

ADJUSTABLE ROLLER FOR SLIDING SCREENS
To raise or lower screen, simply loosen nut, as shown, move roller up or down as needed, and tighten nut. In all positions, Slide - View screens are contained within the unit width dimensions, thus presenting a neat overall appearance.

ADJUSTABLE ANTI-RATTLE TOP GUIDE
A simple screw turn either way at a point between two rollers, secures precise adjustment to eliminate all rattle and assure straight, accurate movement of Slide - View Units.

ADJUSTABLE SOLID BRONZE DEADLOCK
A ½" adjustment of the bolt is controlled by a screw located above. Safety release located below bolt must be depressed by jamb before bolt deadlocks. All outside and inside hardware on Slide - View Units is made of solid bronze.

ADJUSTABLE BOTTOM ROLLER
Simply insert a screwdriver into hole in back of interlocking stile and turn to right or left. That is all that's needed to place the sliding vent frame into proper square and plumb position with relation to Slide - View unit frame. Brass-tired, ball-bearing, adjustable sheaves roll on rust-proof stainless steel track.

ADJUSTABLE ROLLER FOR SLIDING SCREENS
To raise or lower screen, simply loosen nut, as shown, move roller up or down as needed, and tighten nut. In all positions, Slide - View screens are contained within the unit width dimensions, thus presenting a neat overall appearance.

Look in the Yellow Pages for the name of your nearest Slide - View dealer, or write today for complete specifications and installation details.

STEEL DOOR AND WINDOW CO.
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Kencork helps sell homes faster

**YET COSTS NO MORE**

Kencork is nature's most adaptable flooring for any size home

Home buyers know all about Kencork...want it because they've seen it and read about it month after month in their favorite magazines...in colorful advertisements as well as impartial news stories. That's why it's smart selling to remind every prospect about the exclusive advantages of Kencork Floors and Walls. Explain that the preferred random tones are perfect with any color scheme, period plan or decor. Yes, Kencork in one or more rooms takes your houses out of the ordinary class with conventional floors and makes them easier to sell.

*KENCORK COSTS NO MORE THAN HARDWOOD WHEN INSTALLED OVER CONCRETE!*

Install Kencork over any interior surface... even over concrete in contact with the earth where drainage is away from installation and sub-floor is 12" above grade.

Kencork installed prices are surprisingly low. Your Kentile Flooring Contractor will gladly furnish you with an estimate...he is listed under FLOORS in your Classified Phone Directory.

KENTILE, INC., 58 Second Avenue, Brooklyn 15, New York + 705 Fifth Avenue, New York 1, New York + 1716 Architect's Building, 717 and Sansom Streets, Philadelphia 3, Pennsylvania + 1211 NBC Building, Cleveland 14, Ohio + 900 Peachtree Street N.E., Atlanta 5, Georgia + 2020 Walnut Street, Kansas City 8, Mo. + 4532 So. Kolin Ave., Chicago 32, Ill. + 4501 Santa Fe Ave., Los Angeles 58, Calif.
**Power Turn Operator**

**Aluminum Awning Windows**

**Power Turn Operator Has Only Three Moving Parts**

1. **Even Distribution of Power**
   - Same pressure flow throughout entire closing and opening cycle. This constant pressure gives smooth powerful and effortless window operation.

2. **Worm Screw**
   - Made of cadmium-plated steel. Flat Acme thread is tightly rolled on solid rod under tremendous pressure. Result: super-hard, highly-glazed surface for smooth, friction-free operation.

**Die-Cast, Heavy Aluminum Housing**

- **Operator Nut** is made of cadmium-plated, hardened steel.

- **Mitre Gears** generated with precision, made of cadmium-plated hardened steel are precision cut from top to bottom of teeth and specially designed so that gears will mate together perfectly throughout the revolution.

**Hexagonal Operator Shaft**

- **Gear Pins** of hardened steel, cadmium-plated.

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**R. B. Leonard, Inc.**

5775 N.W. 35th Court • Miami, Florida

**Exclusive Territories Open**

Write, wire, or phone Dept. AB-1

R. B. Leonard, Inc., for full details

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**Products Exhibit**

**AB14365—Power Wheelbarrow**—The Prime-Mover Co., Dept. AB, Muscatine, Iowa. These units have greatest use in the field of bulk materials handling and are particularly useful in building and construction operations. Unit has a turning radius of 33 inches, and can turn completely around in its own length. Its 31½-inch width permits access through confined aisles and narrow doorways. It travels under power with a 1,500 pound load; power is 5 h.p., 4-cycle, air-cooled gasoline engine.

**AB14377—Slide-Rule Pencil**—Device Development Co., Dept. AB, 226 W. 4th St., New York 14, N. Y. This pocket device offers ten functions which combine in the one instrument a collapsible measuring scale, a fine print magnifier, depth gauge, detachable ruling edge, concealed eraser and spare lead, a plain and enlarging cursor for the slide rule's nine scales and a functional, optical packet clip. The pencil writes in two colors. Slide rule calibrations are stated to be dependable; scales marked by embossing.

**AB14245—Clay Tile**—Tile Council of America, Dept. AB, 10 E. 40th St., New York 16, N. Y. A new application for clay tile is shown in the above illustration. A clay tile bath-lounge and small enclosed garden are features of this contemporary bathroom designed by Edward D. Stone for the Tile Council of America. Floor of the room and the sunken bath are waterproof unglazed clay tile, and the wall consists of a glazed type. High woven wood fence assures privacy in the garden for bathers who wish to lounge.

**Use Jumbo Postcard for More Information, Page 237**
Place Homes Score Remarkable Sales Record With KITCHEN MAID KITCHENS

A typical Place Home, pre-cut and distributed to dealers, builders and contractors within a 300-mile radius of South Bend, Indiana. Place Homesswitched to Kitchen Maid Kitchens in 1949, have sold nearly 2600 Kitchen Maid-equipped units since, ranging from $10,000 to $35,000. Company officials attribute much of their sales success in the highly competitive new home market to unique kitchen features.

**Kitchen Maid Brings Added Traffic To Place Retail Store**

Another phase of the Place operation that has profited substantially from association with Kitchen Maid Kitchens is Bimsco Inc., retail building supply and lumber outlet, and a Kitchen Maid dealer.

"We selected Kitchen Maid above all other lines," stated Robert Place, Bimsco manager, "because it offers important differences found in none of the others... features and work-saving accessories that exert proved buy-appeal. Proof that our decision has been justified is the fact that Bimsco today enjoys a major share of the complete kitchen and component sales made to home owners and builders in the South Bend area." Place stated that the Kitchen Maid display is a consistent traffic-builder for the store, appealing to home owners and prospective owners in a wide range of income brackets.

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**Spur Buyer Interest In Pre-Cut Homes**

South Bend, Indiana (Special)—Kitchen Maid Kitchens were credited today by officials of Place Homes, builder and distributor of a nationally famous line of pre-cut homes, for much of the outstanding consumer acceptance the firm has experienced in the past four years.

Virgil A. Place, president of the building company, stated that in the highly competitive new home market, Kitchen Maid Kitchens have given Place Homes a distinctive edge that has resulted in an extraordinarily high ratio of prospect-to-buyer conversions.

**Kitchen Maid Differences Cited**

Such features as Kitchen Maid's exclusive Flo-Line Styling, hardwood construction, quiet, aluminum drawers, built-in cooking units and non-warping doors were cited among the reasons behind the strong consumer trend toward Place Homes.

Kitchen Maid Kitchens were first incorporated in Place Homes in 1949. Since then, they have been an integral part of nearly 2,600 Place units, ranging in price from $10,000 to $35,000, and sold in South Bend and the midwest directly and through builder-contractor-dealer outlets.

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To learn how you, too, can profit from a Kitchen Maid Franchise, mail this coupon today to

**KITCHEN MAID FIRST AND BEST IN KITCHENS**

Visit the Kitchen Maid Display at the NAHB Show, Booths 223-224, AGA Combined Exhibit, Conrad Hilton Hotel.

Kitchen Maid Corp., 541 Snowden Street, Andrews, Indiana
Please send facts. I am an [ ] Architect [ ] Builder [ ] Dealer.
Name
Address
City ___________________ State ___________________

Says
V. A. PLACE
President
Place Homes

"Kitchen Maid Kitchens have been a vital factor in our continuing growth and success. We find that Kitchen Maid keeps in step with the times. As a result, prospective customers are anxious to see a Place Home fitted in the kitchen everything they expect and deserve for modern living in its fullest sense. I believe that our sales results testify to the importance of this fact."
Coming February 13th...

5-page advertisement sells your prospects on

Features latest "light for living" ideas used by 4 of America's leading decorators

- Melanie Kahane
- William Pahlmann
- Bertha Schaefer
- C. Eugene Stephenson
TEXT FEBRUARY, more than 4½ million families will be exposed to one of the most powerful and compelling advertisements ever to back you and other builders throughout the country.

It's a 5-page section, 4 pages in full-color, in the SATURDAY EVENING POST. It sells prospective home buyers on proper lighting, shows how it brings greater comfort and home beauty.

And we mean "sell". The ad has all the authority of decorators Melanie Kahane, Bertha Schaefer, C. Eugene Stephenson and William Pahlmann behind it.

They've each designed a complete room especially for this advertisement... living room, bedroom, bath and kitchen, all light conditioned. The rooms demonstrate impressively that light conditioning is an essential part of today's home design.

Light conditioning is one of the most effective and least expensive features you can add to your homes. And of all features, it's probably tops in influencing prospects favorably. It not only is a powerful sales point in itself but acts as a display case for all the other features you build into your rooms.

Now, with this powerful General Electric advertisement, light conditioning becomes even more valuable to you.

BE SURE YOU TAKE FULL ADVANTAGE of the sales potential in light conditioning. Talk to your local electric service company. They'll gladly give you complete information and full cooperation in building light conditioning into your houses. Or write to General Electric, Department 166-AB-1, Nela Park, Cleveland 12, Ohio.

You can put your confidence in—

GENERAL ELECTRIC
AB14179—HOME INCINERATOR—Calcina- tor Corp., Dept. AB, 26th and Water Sts., Bay City, Mich. The 1954 gas and electric Calcina- tors are UL and AGA approved and carry a 5-year warranty. The electric model, using 600 watts during a 24-hour period, is said to be the only all-electric home-type incinerator. Normal input for the gas model is continuous at 1,700 Btu's. A selector control increases input to 3,000 Btu's when fast burning is required. Both models operate for a few cents a week.

AB14180—TRACTOR—Ford Motor Co., Tractor Division, Dept. AB, 2500 E. Maple Rd., Birmingham, Mich. The new Golden Jubilee Model Ford Tractor, first introduced in 1953, is shown at work with the Dearborn industrial loader and the Danuser all-purpose blade. A front-mounted loader and rear tools can be operated by the same touch-control lever, prac- tically at the same time. Engine mounted hy- drostatic pump delivers oil whenever engine is running, without time lag.

AB14181—SCAFFOLD JACK—Superior Scaf- fold Co., Dept. AB, 5642 Bankfield Ave., Culver City, Calif. The Superior Jiffy Jack makes a light-weight trestle which is easily adjusted to any height from two to 12 feet. Each leg of the Jiffy Jack has an adjustment area of two feet and is thus individually adjustable to pro- vide level scaffolding over uneven ground. Legs can be cut to the approximate height, then slid up or down and secured at the exact re- quired height. No nails are required.

AB14182—KEYHOLE SAW—R. C. S. Tool Sales Corp., Dept. AB, 800 Various Sts., Boston 14, Mass. ‘Ber- mico’ saw pipe is made from tough wood fiber uniformly impregnated with pitch. All standard eight-foot lengths are root- and car- rossion-proof, lightweight to handle and assemble and built to last a lifetime. A precision-milled coupling is furnished with each length to insure a tight, accurate fit. Several types of adapters, sleeves, couplings and re- ducers are also furnished as optional equip- ment, as well as perforated pipe.

AB14183—SCAFFOLD JACK—Superior Scaf- fold Co., Dept. AB, 5642 Bankfield Ave., Culver City, Calif. The Superior Jiffy Jack makes a light-weight trestle which is easily adjusted to any height from two to 12 feet. Each leg of the Jiffy Jack has an adjustment area of two feet and is thus individually adjustable to pro- vide level scaffolding over uneven ground. Legs can be cut to the approximate height, then slid up or down and secured at the exact re- quired height. No nails are required.

AB14184—KWITCHEN CABINETS—Boro Wood Products Co., Inc., Dept. AB, Bennettsville, S. C. These custom-built units are constructed with pine faces, pine veneered ends and pine shelving, they have Masonite backs, bottoms and drawer bottoms. The doors are made of knotty pine veneer on 1/4-inch fir plywood. Hardware consists of black pulls and hinges on knotty pine cabinets (chrome hardware is used on birch and maple units). All units are given two coats of clear synthetic lacquer. Also available in several colors.

AB14185—ROTARY SANDER—Dremel Man- man Plant, P.O. Box X, Milwaukee 2, Wis. This straight-line reciprocating action sander, Model 53, is powered by a rotary motor. It will not raguage, leave lap marks, cut orbital swirls, or create other hard-to-cover sanding patterns. The sandpaper holder assembly detaches from the machine at the flick of a finger. An extra paper holder is furnished so grits can be switched without paper change. The unit weighs 5½ lbs., uses standard 3 7/8 x 9-inch abrasive sheets.

AB14186—REDWOOD PANELING—Califor- nia Redwood Association, Dept. AB, 576 Sac- ramento St., San Francisco 11, Calif. The trend toward emphasizing the beauty of building materials in their natural state, architects and builders are turning to wood paneling. One of the most striking of native woods, with natural finish, is A-Grade Redwood. Containing both the cream-colored sapwood and reddish brown heartwood colors, these panels may be laid up at random or matched to produce special effects.

AB14187—POWER WOOD BIT—Dura-Bilt Tool Co., Inc., Dept. AB, 3 Union St., North, Mass. Latest improvement is a new flatted shank which gives the user of this power bit even greater gripping power. Shank is flatted on three sides without altering the diameter of the bit. Boring is clean and smooth without clogging, and the unique spur and point permit boring at acute angles without creep or wobble. Duro-Bilt fits all electric hand drills and drill presses, with cutting heads in 17 sizes, from 1/8, up to 2 inches.

AB14188—SEWER PIPE—Brown Co., Dept. AB, 150 Causeway St., Boston 14, Mass. ‘Ber- mico’ sewer pipe is made from tough wood fiber uniformly impregnated with pitch. All standard eight-foot lengths are root- and car- rossion-proof, lightweight to handle and assemble and built to last a lifetime. A precision-milled coupling is furnished with each length to insure a tight, accurate fit. Several types of adapters, sleeves, couplings and re- ducers are also furnished as optional equip- ment, as well as perforated pipe.

AB14189—KEYHOLE SAW—R. C. S. Tool Sales Corp., Dept. AB, 800 Various Sts., Boston 14, Mass. ‘Ber- mico’ saw pipe is made from tough wood fiber uniformly impregnated with pitch. All standard eight-foot lengths are root- and car- rossion-proof, lightweight to handle and assemble and built to last a lifetime. A precision-milled coupling is furnished with each length to insure a tight, accurate fit. Several types of adapters, sleeves, couplings and re- ducers are also furnished as optional equip- ment, as well as perforated pipe.

AB14190—ROTARY SANDER—Dremel Man- man Plant, P.O. Box X, Milwaukee 2, Wis. This straight-line reciprocating action sander, Model 53, is powered by a rotary motor. It will not raguage, leave lap marks, cut orbital swirls, or create other hard-to-cover sanding patterns. The sandpaper holder assembly detaches from the machine at the flick of a finger. An extra paper holder is furnished so grits can be switched without paper change. The unit weighs 5½ lbs., uses standard 3 7/8 x 9-inch abrasive sheets.
The Perfect Door for that "Extra Room"

STANDARD SIZE
5 ft. wide x 6 ft. 8 in. high

NEW TAPERED DRUM INSURES PERFECT BALANCE IN ANY POSITION!
This drum does for your garage door what power steering does for your car.

A well-planned garage can sell the house! Garage space is all-purpose space, invaluable to the small-home buyer:
- Extra Storage
- Recreation Area
- Car Protection

Electric Operation • Electronically Controlled From Your Car

See it at the N. A. H. B. show • space 14

Strongly Built! With sixteen hinges and four corner supports, it floats on twenty points of strength.

Weathertight! MIRACLE WEDGE® weathertight closure conserves heat, keeps out rain, snow, wind and ice.

Beautiful! Stock or special designs blend with any style of construction.

Easy to Open and Close! Because of strong construction, perfect balance and expert installation.

NATION-WIDE
Sales
Installation
Service
Look for this trade mark in your telephone directory.

The
OVERHEAD DOOR
TRADE MARK
RESIDENTIAL • COMMERCIAL • INDUSTRIAL
OVERHEAD DOOR CORPORATION, Hartford City, Ind.
Manufacturing Division
HILLSIDE, N. J.  CORTLAND, N. Y.  DALLAS, TEX.
NASHUA, N. H.  LEWISTOWN, PA.  OKLAHOMA CITY, OKLA.
PORTLAND, ORE.  GLENDALE, CAL.
Built to benefit today's builder...

NORDAHL
Wardrobe Hardware

Gives Years of Trouble-Free Service

- Quick labor-saving installation.
- Quality construction and materials ensure perfect performance.
- No callbacks necessary after installation.
- Proven overhead suspension principle—door cannot jump track.

Increases Home Comfort and Sales Value

- Convenient—clothes instantly available.
- Saves space wasted by swinging doors.
- Quiet finger-tip sliding action—nylon ball-bearing rollers on aluminum overhead track.

Fits Any Thickness of Panel or Plywood Door

* WT500 for 3/4" door
* WT600 for 1 1/4" door
* WT700 for 1 1/2" door

Packaged and Sealed in Colorful Cardboard Tube

- Conveniently packaged for 4, 5, 6, 7 or 8 ft. installations.
- Lineal track available in lengths up to 18 ft.
- Each packaged set holds track, hangers, guides, screws.

Also, specify and use Nordahl Sliding Door Frames.
See our booth No. 242 and 241 at the 1954 NAHB Show.

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PRODUCTS EXHIBIT

AB14076—GARAGE DOOR—Calder Manufacturing Co., Dept. 88, 366 S. Prince St., Lancaster, Pa. Dimensions of the newest design are 15x7x1 1/2. Glazed on the job in a design according to the wishes of the buyer, the door is equipped throughout with exterior grade AA waterproof plywood. Easy-to-adjust springs and pressure-packed life-time grease in the sheaves are features. All metal work on the outside of the door is aluminum or brass. Rollers, bearings, cables, hinges and fittings are of 1/4-inch steel.

AB14094—CONTEMPORARY HOME—Thyer Mfg. Corp., Dept. AB, 2857 Wayne St., Toledo 9, Ohio. This well-known prefabricated house manufacturer has added contemporary design to its 1954 line, shown here. Walls will be of conventional construction, using double course wood shingles as the exterior finish. Windows will be of the Fabrow vent units. Roof construction is conventional, on a 2/12 pitch, and the ceiling follows this pitch. Floor area is 1,056 square feet plus 44 square feet for storage. Bathroom includes laundry.

AB14342—DISAPPEARING STAIR—Craig Wood Products Co., Dept. AB, Brennan Road, Columbus, Ga. The "Fold-A-Stair" can be installed in a 26x41 inch ceiling opening of a house and can be pulled down for use when needed and pushed up out of the way when not in use. The device's patented lifting and lowering mechanism makes the stairway's use effortless and safe. A single, connected unit, it folds on itself, making installation possible in limited space locations. Unit is designed for homes needing added storage space.

USE JUMBO POSTCARD FOR MORE INFORMATION. PAGE 237

Plaster and mortar at lowest cost

with this new half-bag mixer at $180 FOB Factory!

The new 2 cubic foot Muller Mixer easily holds a half-bag mixture of plaster or mortar. This is a sturdy, hardworking machine with the same excellent mixing quality as the well-known Muller larger mixers. Like them, too, it has the guaranteed "life time" paddle shaft seal.

Also available in 3/6, 6, 8 to 9 and 8 cubic feet sizes (information on request).

Write or phone today for prices and literature.

MULLER MACHINERY COMPANY, Inc.
Metuchen, N. J. Cable Address MULMIX

26 COLORS

match every building material!

With brick, stucco, asbestos-cement siding, shingles, metal or wood...there's a CALBAR color to match or harmonize perfectly! Non-staining, non-hardening CALBAR Caulk complies with Federal and ACPA specifications. Write for details.

CALBAR PAINT & VARNISH CO.
Manufacturers of Technical Products
2613-26 N. Martha Street
Philadelphia 25, Penna.
cut costs
with Fir Plywood

EXAMPLE: Dawn Construction Co., Knoxville, Tenn. saves from $120 to $200 per home, using fir plywood for wall and roof sheathing, subflooring, paneling, built-ins and exterior trim.

REASON: time and labor savings more than offset slight extra initial fir plywood cost, result in lower in-place cost.

PLUS FACTOR: superiority of fir plywood construction offers convincing sales-story to prospective buyers.

ON YOUR NEXT JOB, figure it both ways—fir plywood vs. lumber or other material. Add up the costs—material, labor, waste, nails and overhead. See how fir plywood gives you a clear cut advantage when it comes to cost-in-place as well as performance and durability.

Your reputation's on the line with every home you build. Play it safe. Specify only DFPA grade trademarked fir plywood. "EXT-DFPA" for outdoor use, PlyPanel for interior finish, PlyScord for structural use. Other grades for other jobs.

AND REMEMBER—FIR PLYWOOD BUILT-INS ARE A DEFINITE SALES-FEATURE IN ANY HOME YOU BUILD.
L.A. BUILDER BOOSTS SALES WITH THERMADOR BILT-INS

Selling 4,000 houses has convinced builder Henry Cox that kitchens are a key-point in house sales. Mr. Cox (left) arranges with Thermador Sales Manager, Frank Ballman, to equip his new homes with Thermador Bilt-in Ranges.

Innovations in multiple house building—angular arrangement of rooms, elimination of most full height walls, and work-saving electric kitchens with Thermador—make Henry C. Cox a leading Southern California builder.

Kitchens receive his special attention as they are the work centers of most homes. Mr. Cox says that when women inspect a new house “kitchens are the first thing they look at!” Thermador—the original bilt-in range—permits unusual flexibility of arrangement: saves steps and bending over, allows additional storage space, and fits into any kitchen decor more beautifully.

For literature write:

THERMADOR ELECTRICAL MANUFACTURING CO.

234 AMERICAN BUILDER
Never before in the prefabricated home field could you offer so much! Here’s a home with looks, styling, features that put it way ahead of contemporary models... but not ahead of consumer demand. This is the casual, informal home they’ve been clamoring for! How many can you sell?

Out-of-this-world STYLING...
Imagine three different roof styles to choose from — all with deep overhang! Exterior shown is of attractive redwood vertical siding with aluminum horizontal sliding windows. Large combined living-dining area has brick fireplace with built-up hearth, redwood paneling, built-in bookshelves, pass-thru window to kitchen. Youngstown Kitchen provides for built-in Thermador oven. These are but a few of its revolutionary innovations!

Down-to-earth CONSTRUCTION...
Ceiling, roof and walls are panelized at the BEST factory for faster on-site erection... yet every part is built on the sound principles of conventional construction. For example, exterior walls have 2” x 4” studs, 16” O.C. with plywood sheathing.

Models of the new ’54 BEST Styline Homes will be on display at the NAHB HOME SHOW at the Hotel Sherman in Chicago.
MR. BUILDER: Here's real profit opportunity for you! A revolutionary new type fool-proof slider window has been added to the already famous line of Per-Fit and Best-Vent aluminum double hungs.

This new slider window—the "Job-Condition Slider" was developed after intensive job investigation and laboratory research to meet an unfulfilled demand for a fool-proof horizontal slider window easily adjustable to all job requirements—one package to fit all through-wall thicknesses from 4½" to 5½"!

These four great windows... "the Per-Fit line"... offer you your best opportunity to satisfy the growing demand for modern aluminum windows.

GLASS BLOCK VENTILATOR—Another new PER-FIT design—with rugged, precision construction plus the handsome lines your customers like. Heavy extruded aluminum. Available in all standard sizes and opening types, for any width glass block. You'll want to see this new window—every feature is engineered for customer appeal.

BEST-VENT—Here is the window acclaimed by all three: the architect, the builder, and the user! Famous BEST-VENT has counter-balanced sash—both top and bottom open simultaneously, at the touch of a finger. The most modern aluminum window in America—at surprisingly low cost! Easier to sell, easier to install.

You owe it to yourself to take a good look at all four of these great new Per-Fit products. If your materials dealer does not stock them, ask him to write for samples and prices... or contact the factory direct for the name of the Per-Fit dealer nearest you.
FREE Information

ITEMS BELOW and MAIL this ENTIRE POSTCARD TODAY

SEND ME FURTHER INFORMATION ABOUT PRODUCTS EXHIBIT IN PRINT
ITEMS CHECKED BELOW

PRODUCTS EXHIBIT IN PRINT

The postcard below is designed to help the readers of American Builder get further information about the Products Exhibit shown in this issue. This exclusive American Builder Feature is published each year in conjunction with NAHB Convention Exhibit.

Keep your product file up to date. Get this FREE information. All you have to do is check the items below and mail the postcard to us. No postage necessary. We will forward your requests to the manufacturer, who will promptly mail you complete data.

MAIL THIS ENTIRE CARD—WE PAY THE POSTAGE

PRINT NAME AND ADDRESS

NAME ____________________________
FIRM ____________________________
STREET ____________________________
CITY ____________________________ ZONE STATE ____________________________
here's products exhibit in print

for you

Keep abreast of the constant changes taking place in the building field. The new and improved products shown in this issue are designed to help you do a better building job in 1954. Read the pages of this issue with care. Be sure to see your local LUMBER and BUILDING SUPPLY DEALER for all your building needs. If he doesn't carry the products you're interested in, here's a quick, easy way to get complete information. Just check and mail the postcard below. We'll do the rest.

BUSINESS REPLY CARD
First Class Permit No. 31775, Sec. 34.9, P. L. & R., Chicago, Illinois

4 cents Postage will be paid by

AMERICAN BUILDER
79 West Monroe St.
Chicago 3, Ill.
Home buyers sure do appreciate these superior quality ALWINTITE aluminum windows. Women love their attractive appearance, their pleasing neutral color, their bigger glass area and their easy, no-tugging operation. Men like them for their many money-saving features—their built-in weatherstripping that saves fuel, their freedom from periodic painting. That's why you sell houses faster with ALWINTITE.

Don't take chances on "slow" sales. Give your '54 houses the full benefits of this tremendous customer appeal. Include ALWINTITE aluminum windows—backed by national advertising, plus the world famous General Bronze name.

Write or wire today for new catalog showing the complete ALWINTITE line, prices and name of nearest dealer. Address Dept. AB-541.

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SEE 2 NEW additions
to the famous ALWINTITE line
on display for the first time
NAHB SHOW — CONRAD HILTON HOTEL
Booths 282-285—Third Floor
NOW!
TROUBLE-FREE
LOCKS at budget prices

Now you can get the three things you need in locks — budget price, fast installation AND trouble-free service!

Corbin's two new cylindrical locks, the Guardian and the Defender, are made to help you END LOCK COMPLAINTS AND SERVICE CALL-BACKS. They are the greatest values in 105 years of Corbin craftsmanship! Compare and be convinced; you can install a Corbin lock... pay no more... be sure of long-term satisfaction. That's worth money to you. Visit your Corbin dealer and see these two new locks today!

**Defender**
Medium-priced, yet designed for finest homes, stores... any light commercial installation! Exclusive "VELVET-GLIDE" action from ball-bearing latch retractor. Solid brass, bronze, or aluminum exterior parts, rust-resistant interior parts. Screwless knobs and roses. Easy, foolproof installation.

**Guardian**

See these two new locks at BOOTH 448, SHERMAN HOTEL N.A.H.B. EXPOSITION, JAN. 17 to 21.

P. & F. CORBIN Division The American Hardware Corporation, New Britain, Conn.
PRODUCTS EXHIBIT IN PRINT

AB14228—BLOWER VENTILATORS—Loren Cook Co., Dept. AB, 664 Front St., Berea, Ohio. Spun aluminum blowers are suitable for bathroom or shower room ventilation. They are made in 7, 9 and 10 inch sizes, with a collar to fit over standard 6 or 8-inch duct leading to roof. Low overall height and neat appearance are features of Model BV (left) with 9, 10, 12, 14 in impellers.

AB14081—PACKAGE KITCHEN—General Air Conditioning Corp., Dept. AB, 4542 E. Dunham St., Los Angeles 23, Calif. A large oven has been added to this unit, which includes double sink, gas or electric burners, six cubic-foot refrigerator, double bottle shelf. The oven includes a broiler. The refrigerator has a freezer which holds 12 frozen food containers or nine ice cube trays. This unit was designed for use where space and dollar economy are important; occupies 42 inches of wall space.

AB14115—SIDEWALL LOUVER—The Kewanee Co., Dept. AB, Niles, Mich. K-louvers shield windows direct from the sun and become an integral part of the building. Because of the installation, heat penetration is reduced which in turn reduces the load on air conditioning systems. The louvers are made of aluminum and are resistant to the elements. Upkeep is held to a minimum since the louvers never need painting. They are designed for commercial, industrial, and institutional buildings.

AB14197—TARPALIN—C. R. Daniels, Inc., Dept. AB, 4900 Wetheredsville Road, Baltimore 16, Md. Individualized Penguin Brand tarps have been added to the Daniels line of building tarps. These tarps are ruggedly constructed with triple-stitched seams, rustproof grommets, in strong canvas reinforcing patches at the corners and every three to four feet along the sides. Top quality canvas is used, chemically treated to shed water and add to durability. Five weights and a wide range of sizes are available.

AB14375—ELECTRIC DRILL—Fairchild Industries, Division of Fairchild Camera & Instrument Corp., Dept. AB, Burlington, Vt. Builders can now drill a hole in dark, inaccessible, hard-to-reach areas without having the inconvenience of an extension cord and lamp. New ½-inch, standard duty, portable electric drill called the Work-Lite weighs only three pounds, contains built-in spot light which plays directly on work being drilled. Drill has Jacobs geared chuck, trigger lock type switch, aluminum housing.

AB14307—ALUMINUM WINDOWS—Mar- met Corporation, Dept. AB, Wausau, Wis. Mar- met picture windows are a packaged unit, designed to fit into a standard wood frame. They are particularly suitable for masonry or ordinary construction. These units are factory fitted, unglazed and ready for installation. Custom type picture windows are also available. These windows feature heavy, solid and rigid architectural frame and sash sections, ease of operation, welded construction, glazing rabbit for double-glass insulating unit and sturdy hardware.

AB14017—PACKAGE KITCHEN—General Air Conditioning Corp., Dept. AB, 4542 E. Dunham St., Los Angeles 23, Calif. A large oven has been added to this unit, which includes double sink, gas or electric burners, six cubic-foot refrigerator, double bottle shelf. The oven includes a broiler. The refrigerator has a freezer which holds 12 frozen food containers or nine ice cube trays. This unit was designed for use where space and dollar economy are important; occupies 42 inches of wall space.

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AB14197—TARPALIN—C. R. Daniels, Inc., Dept. AB, 4900 Wetheredsville Road, Baltimore 16, Md. Individualized Penguin Brand tarps have been added to the Daniels line of building tarps. These tarps are ruggedly constructed with triple-stitched seams, rustproof grommets, in strong canvas reinforcing patches at the corners and every three to four feet along the sides. Top quality canvas is used, chemically treated to shed water and add to durability. Five weights and a wide range of sizes are available.

AB14375—ELECTRIC DRILL—Fairchild Industries, Division of Fairchild Camera & Instrument Corp., Dept. AB, Burlington, Vt. Builders can now drill a hole in dark, inaccessible, hard-to-reach areas without having the inconvenience of an extension cord and lamp. New ½-inch, standard duty, portable electric drill called the Work-Lite weighs only three pounds, contains built-in spot light which plays directly on work being drilled. Drill has Jacobs geared chuck, trigger lock type switch, aluminum housing.

AB14307—ALUMINUM WINDOWS—Maret Corporation, Dept. AB, Wausau, Wis. Maret picture windows are a packaged unit, designed to fit into a standard wood frame. They are particularly suitable for masonry or ordinary construction. These units are factory fitted, unglazed and ready for installation. Custom type picture windows are also available. These windows feature heavy, solid and rigid architectural frame and sash sections, ease of operation, welded construction, glazing rabbit for double-glass insulating unit and sturdy hardware.
Maryland’s 96-house “University Rambler” development, located in Lewisdale, Maryland, features air conditioned 3-bedroom houses at $17,800. By using “Modernfold” doors as dining-living area dividers, they are able to offer truly unusual comfort, beauty and convenience at this price. Note here how easily and effectively “Modernfold” doors solve a room division problem. And builder Joseph D. Judge reports that in his inspection homes this use of “Modernfold” doors produced more favorable comment than almost any other feature.

“Modernfold” doors provide a sales-sparking way to solve difficult closure problems—and they cut construction time, too! They come complete, ready to install in 30 minutes or less. No extra hardware, no sanding, painting or special fitting is needed. See your “Modernfold” distributor today. (He’s listed under “Doors” in your city classified directory.) Or clip coupon.

**NEW CASTLE PRODUCTS, Inc.**
New Castle, Indiana

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New Castle Products, Ltd.
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*The door with the double-strength frame*
Double box-like hinges both top and bottom keep door perfectly centered between jambs, prevent warping and twisting, insure dependable, even opening and closing—always.

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New Castle, Indiana

Please send me full details on “Modernfold” doors.

**Name**

**Address**

**City**

---

**PRODUCTS EXHIBIT**

**AB14414**—TUB ENCLOSURE—Shower Enclosures, Inc., Dept. AB, 1227 W. Devon Ave., Chicago 40, III. All glass and aluminum tub enclosure is available in 5- and 5 1/2-foot sizes. Called the “Beauti-Dor,” the enclosure is manufactured for fast, simple installation. All parts are factory finished and assembled; doors are complete units, including the glass. It takes only 30 minutes to install two side jambs to the walls, secure bottom rail and slide top rail and doors into position.

**AB14373**—TENONING MACHINE—Festo Woodworking Machines, Dept. AB, 745 51st St., Brooklyn 20, N. Y. The heavy-duty machine combines tenoning and coping heads in one unit. It features a direct-drive 3 h.p. motor and a 2 1/2 h.p. cutoff saw with a cutoff height of 3 1/4 inches, 12 inches wide. The machine permits quick and easy set-ups, while both the heads assure fast cutting for high-production or custom work. Unit cuts tenons with copings up to 9 inches long and 4 inches thick at a single stroke.

**AB14237**—DECORATIVE PLYWOOD—Associated Plywood Mills, Inc., Dept. AB, Eugene, Ore. Knotty Sea Swirl plywood, shown above, is made by a special process from choice grades of Douglas fir. The surface pattern gives a three-dimensional effect with swirls and contours. The product is stated to be durable, lightweight and splinter-proof. It comes in standard 4x8 foot panels, 5/16-inch thick. Other sizes are available on special order. Plywood is available in both interior and exterior types. Easy to handle, apply and finish.

*USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*
We used "SPACEMASTER"

folding doors to cut construction costs... and get more accessible closet space too.

Builder Joseph D. Judge

In "Spacemaster" folding doors, Maryland builder Joseph D. Judge found the perfect solution to the problem of effective closet closure. The rolling post "Spacemaster" shown above provides for ample, easily accessible closet space in his 96 "University Rambler" homes located in Lewisdale, Maryland. Yet these quality folding doors are available at a price so low that they actually cost less than a wood door and necessary extras. Says Mr. Judge, "In my opinion it is one of the finest doors of its type on the market today."

Not only do "Spacemaster" folding doors let you save on initial cost, but they save preparation costs, save installation time, save labor costs as well. You can eliminate trim and wood casing. You can put them up with eight screws in ten minutes. And there's no fitting, mortising, planing or sanding with "Spacemaster" folding doors. They come in two heights: 6'6" and 6'8¼", three maximum extension widths: 2'6", 3'0" and 4'0". Vinyl fabric covering is in popular "Decorator Gray" that blends easily with any color scheme.

Find out how you can cut costs with "Spacemaster." See your building supply dealer or local "Modernfold" distributor. Clip coupon for more information.

Here's how easy it is to install "Spacemaster":

Step 1: Cut drilled track to opening width. Mark and drill holes in header.
Step 2: Slide track onto door. Lift into opening and insert screws.
Step 3: Screw 4 spring-steel clips to jamb. Snap jamb post over clips. That's all. Average tested time for entire operation—11 minutes.

Copyright—New Castle Products, Inc. 1954
AB14405—PLASTIC WALL TILE—S & W Moulding Co., Dept. AB, Columbus, Ohio. New King size Miraform is a bigger, thicker plastic tile, $1 inches square. One block is the equivalent of four regular tiles. It is 32 per cent thicker than conventional size. Larger squares conform to the trend of larger modules in building designs. The larger size increases greater rigidity and smooth surface appearance, according to the manufacturer. Product is recommended especially for residential installations.

AB14378—SUBMERSIBLE PUMP—Sumo Pumps, Inc., Dept. AB, 375 Fairfield Ave., Stamford, Conn. Compact 1/3 h.p. electric pump can be installed at approximately same cost as 1/2 h.p. jet pump, yet provides up to 25 per cent more pumping capacity at deeper settings. It is designed to fulfill the requirements of the average domestic water supply system. Unit is of all-bronze and stainless steel corrosion-resistant construction. Motor is water-lubricated to eliminate sealing problems. Windings hermetically sealed.

AB14231—STEEL AREA WALL—St. Paul Corrugating Co., Dept. AB, St. Paul 1, Minn. Streamlined straight type Louver-Away wall, one of the leaders in the metal basement window well field, is of one-piece construction. It has stiffening horizontal ribs of approximately 1/16 inch deep corrugations. The 1/4 inches center. The 1/4-inch integral tap head and flattened 2 1/2-inch flanges on both sides to bear evenly against wall. Flanges have holes for masonry nails. Units are hot-dipped galvanized after manufacture.

AB14396—PREFABRICATED HOUSE—Inland Homes Corp., Dept. AB, 501 College St., Piqua, Ohio. This factory assembled, conventional type home, 36x24 feet in area, is acceptable for FHA and VA financing. Home has three bedrooms, full basement. It offers such features as aluminum double-hung windows, large picture window, aluminum double-fall insulation, hardwood floors throughout, birch flush doors, sliding wardrobe doors, a linen closet in bathroom. Youngstown kitchen cabinets and Formica counter tops.

AB14239—ANCHOR NAILS-BOLTS—Goodloe E. Moore, Dept. AB, Danville, Ill. Gemco anchor nails were developed to eliminate the slow, hazardous and tiring job of driving for anchoring to brick, concrete and steel. The nails when fastened with an approved adhesive have ample strength to hold side wall loads in place securely. Standard No. 4d nail, 1 1/2 inches long, is fastened to a 2x2 inch plate. The Gemco anchor bolt (right) is stated to be an easy and rapid method to install metal cabinets, outlet boxes, etc., on concrete, brick or tile.

AB14410—AIR CONDITIONER—Worthington Corp., Dept. AB, Holyoke, Mass. This new year-round unit combines all air conditioning functions—heating, cooling, air circulation, air filtering and dehumidification, in one cabinet. Cooling system is available in 2 and 3 h.p. sizes, and heating system may be either oil or gas fired. Complete control is from a room thermostat. Entire unit may be serviced from front. Unit takes up no more room than a standard furnace and will pass through a 30-inch doorway.

AB14184—LEVEL TRANSIT—David White Co., Dept. AB, 311 W. Court St., Milwaukee 12, Wis. Improved transit, known as Model 3000 Universal Level Transit, includes a ball bearing race which supports the spindle. This is an exclusive patented feature which assures perfect adjustment under the most severe conditions, and is designed not to drag or tighten in sub-zero weather. The model is equipped with the same high-plated telescope found in the higher-priced transits. Model weighs 11 pounds, tripod 9 pounds.

AB14412—CEILING-WALL FAN—Signal Electric Mfg. Co., Dept. AB, Menominee, Mich. Model CW-100 fan can be installed in side wall or ceiling, overall depth is only 3 1/4 inches. Frame is of cast aluminum for strength, vibration-free, quiet operation. Two shutter vanes, one in the rear frame, one in the weatherhood, give double weather protection. Frame fits between 16 inch center joists or studs, accommodates standard 3 1/4x10 inch furnace duct. Totally enclosed, rubber mounted motor, chrome-plated grille.

* USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237
For bathrooms with that new-as-tomorrow look...

Homeowners, architects and builders choose Hall-Mack bathroom accessories for their beauty and durability...and sales value! These attractive and smartly designed accessories readily lend themselves to traditional styling or to the newest of contemporary modern designs. They'll form a harmonious part of any bathroom you plan...regardless of budget. There's a quality appeal in Hall-Mack accessories that helps sell homes! Add them to your plans today!

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A powerful “BIG IMPACT” wallop destined to have a tremendous effect on builders, architects and contractors. A wallop that will change the entire concept of air conditioning and heating. Be sure YOU see it featured in our display; booth #351 at the Sherman Hotel . . . we’ll be there to explain and demonstrate this outstanding “ONE-TWO” punch that will revolutionize the industry.

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Radiant Heat
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We’re looking forward to seeing you at Booth #351, Sherman Hotel.

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Bergenfield New Jersey

PRODUCTS EXHIBIT

AB14107—PLASTIC LAMINATE—The National Plastic Products Co., Dept. AB, Odenton, Md. “Nevamar” prefinished plastic laminate sheets are available for installation by the builder. Manufacturer states that kitchens can be made from inexpensive plywood; then plastic laminates can be applied. Sheet patterns are wood grains, solid colors or novelty designs. Standard kitchen units are available using this laminate. Material withstands boiling water, cigarette burns, alcohol, acids, bleaches, etc.

AB14400—ROOT-PROOF PIPE—Orangeburg Manufacturing Co., Dept. AB, 488 Madison Ave., New York 22, N.Y. Light-weight, non-metallic pipe is recommended for underground non-pressure uses, such as house-sewer connection, storm drains, etc. Joints require no caulking or compounds and remain root-proof and leak-proof even with moderate ground settlement. Pipe can be cut with a coarse-tooth saw and routed in the field. Complete line of fittings and adapters is available. Sizes from 2 through 6 inches in diameter.

AB14323—UNIT KITCHEN—Murphy Bed and Kitchen Co., Inc., Dept. AB, 19 W. 44th St., New York 36, N.Y. The series 69 Dwyer Kitchen is available in 69” and 72” lengths for installation of either gas or electric range. This kitchen unit can be placed in a wall recess or on the surface of a wall and comes complete with sink and counter top refrigerator. The counter top is made of 14 gauge steel in one piece. Upper storage cabinet contains 13.75 cubic feet with 17.25 square feet of shelf area. Sink tops on recess models are 3” longer than on standard.

...USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237

CONTRACTORS!
Finish Your Cold-Weather Jobs ON TIME ... with
Handy SIMPLEX PORTABLE HOT BLAST HEATERS

You’ll save the price of a SIMPLEX the first year . . . Speeding up drying of plaster, paint and varnish, keeping workers more comfortable, preventing freeze-ups—keeping work moving in coldest weather.

Smokeless, sootless, the HOT BLAST generates an intense blue flame on a mixture of kerosene and compressed air—like a blow torch. Highly efficient, lightweight, sturdy, easily portable, it is also available with wheels. Completely safe, Automatic Shut-Off control stops fuel supply if flame goes out.

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Hassall threaded asbestos siding nails are the choice of contractors throughout the country. Made of bronze and steel with plated finish. Note threaded shank which guarantees maximum holding power. Made of #14 gauge wire (.082) in 1”, 1¼”, 1½”, 1¾” lengths. Advise quantities. Prompt shipment.

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1 New Molded Tile Pieces
2 8½" Tile in 6 True Pearlescent Colors

Supplementing an already famous line of molded tiles for that "all-tile" look, Tilemaster offers you the advantages of easier, better looking, more saleable installations. Now, with Tilemaster you can install Bullnose Cap and Base in separately molded INSIDECORNER pieces, as well as outside corner pieces including the new Bev-All Outside Corner with 1-inch return and the new Bev-All Offset Cap.

Tilemaster Bev-All tiles are molded of sturdy Styron that withstands hard knocks or blows! There's good reason why Tilemaster Bev-All tiles, with their deluxe arched construction, are in great demand by you and your customers—it prevents "dishing-in" or cupping. Place a straight stick across the top of a Bev-All Tilemaster tile—see the extra depth, the added luster and the smooth contour you get only with Tilemaster!

Patented Mastic-Seal Rib "locks" tiles to walls! Tile installers prefer Tilemaster because the patented Mastic-Seal Rib seals mastic in . . . seals water out . . . for life! Here is the perfect answer to trouble-free installations in shower stalls, kitchen walls—or wherever water seepage is a problem.

Guaranteed perfect color uniformity in 30 Decorator colors. U. S. Bureau of Standards requirements are met and bettered! *Patents applied for

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PRODUCTS EXHIBIT IN PRINT


AB14367—KITCHEN CABINETS—Del Mar Cabinet Co., Inc., Dept. AB, P. O. Box 7, Sta. A, Atlanta, Ga. Modular cabinet units for each particular kitchen space, assuring complete accessibility, are fashioned for modern styling by combining selected materials and craftsmanship in a choice of natural birch or decorator colors. Kilsined hardwood is used throughout. Drawers of dove-tail and larch joint construction have bottoms inserted in sides, front and back. Hinges countersunk in door stock for snug fit.

AB14089—GARAGE-DOOR HARDWARE—Richards-Wilcox Mfg. Co., Dept. AB, Aurora, Ill. A new hardware set known as R-W 199 designed to fit any size of residential garage door. It brings a low purchase price and economical installation and has been designed to operate efficiently on doors weighing 75 lbs. to 175 lbs. A heavy duty set is available to give efficient performance on doors weighing from 175 lbs. to 375 lbs. The hardware can be installed with the usual tools. Each set has a spring stabilizer.

AB14403—ATTIC FAN—The Blower Co., Dept. AB, 2001 Home Ave., Dayton 7, Ohio. The attic fan shown above was designed for homes with low-pitched roofs. It pulls air vertically up through ceiling openings and exhausts the stale air out through louvered in gable ends or openings under the eaves. It drives cool outside air in through open windows or doors. Unit is made of heavy-gauge metal with all-welded construction with lifetime lubricated sealed ball bearings. Four fan sizes available.

AB14113—WOOD TRIMMER—Posttruck Corp., Dept. AB, 55 Somers St., Stratford, Conn. The Lion Trimmer is a precision cutter that makes square cuts, miters, compound miters, bevels, rounds, and chamfer cuts on wood. The machine is six inches high, eight inches wide, and 21/2 inches long. It is operated manually with the operator holding the work with one hand and pushing or pulling the handle with the other. The manufacturer claims the machine will speed the trim-cut or cabinet making operation for the builder.

AB14381—PRINTING CALCULATOR—Emmert Manufacturing Inc., Dept. AB, 315 Fourth Ave., New York 10, N. Y. Model 99 automatic calculator is stated to assure the easiest, fastest and most accurate production of figure work yet seen. Its ten-key, touch method keyboard activates a high speed mechanism which automatically calculates, proves and prints on tape any and all problems involving fully automatic multiplication, division, addition or subtraction. No matter how complex the factors, output per operator hour is greater.

AB14050—TRANSFORMER—Edwards Co., Inc., Dept. AB, Norwalk, Conn. Fast mounting universal transformer mounts in 1/2-inch knockouts by using an expandable nipple, adjustable by an outside set-screw. Device can be installed wherever a 1/2-inch knockout is located; it also has provision for surface mounting. Transformer is available in a complete range of secondary voltages in five and ten watt ratings. Standard primary is 115 volts, 60 cycle; other voltages and frequencies available.

AB14195—HEAVY-DUTY FASTENER—Powder Power Tool Co., Dept. AB, 7500 S.W. Macadam Ave., Portland 1, Ore. This Drive-It Model 410 uses specially loaded 38 caliber blank cartridges to drive hardened steel pins into concrete or steel. It can drive eight pins a minute. The tool pivots open at the breech for fast loading and automatic cartridge ejection. Another feature is the stripping lock, by which the tool can be disassembled for cleaning simply by releasing a detent lock. Unit has no accessories to attach.

USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237
See us at Booths 194-195 at the Hilton
Designed to sell!

IF YOU MISS THE SHOW, you needn't miss seeing the nation's hottest window line. Send for our new catalogue above—showing a full line of aluminum windows unmatched for lasting value. Write Dept. AB1, Ware Laboratories, 3700 N.W. 25th St., Miami, Florida.
AB14082—TAPE RULE—Carlson & Sullivan, Inc., Dept. AB, 1714 California Ave., Monrovia, Calif. This 10-foot rule has a 1/2-inch white blade which is designed to extend further without bucking. It is useful in extending overhead and reach-in measurements. Lower edge of blade is graduated in inches, top edge in feet, giving user accurate conversion at once. Rule has automatic brake, centralized caliper control and easy to read black markings on white surface. Swing tip assures further accuracy.

AB14358—MATERIAL HOIST TOWER—Alco-Fax Steel Products, Inc., Dept. AB, 6234 W. State St., Milwaukee 13, Wis. Medium-duty tower features fast erection, strength and quiet operation. It is 68 feet high and is useful in streamlining the material handling problem on construction jobs. Tower is made of high carbon tubular steel, and frames, made of six-welded components, add rigidity and simplify handling of tower parts. Metal parts are corrosion-resistant treated. Tower has capacity of 3,100 pounds per hoist.

AB14376—PLASTIC CABINETS—Atkins Plastic Products Co., Dept. AB, 103 101st St., Ozone Park, N. Y. Matching plastic medicine cabinet and vanity are well suited for modern home bathrooms. Cabinet is laminated plastic covered wood, designed for surface installation; offers nearly 1,000 square inches of unbroken mirror surface, nine linear feet of adjustable shelf space. Hamper-style vanity is finished inside and out with laminated plastic, practical two-door clothes hamper makes use of limited bathroom space.

AB14312—SLIDING GLASS DOOR—Malibu Manufacturing Corp., Dept. AB, P. O. Box 11515, Briggs St., Los Angeles 48, Calif. These doors now feature an adjustable lock with a special safety arrangement that prevents damage to the lock when lock is in locked position when closing. Also adjustable bottom rollers accessible from the rear permitting vent adjustment to give a parallel fit with locking jamb. Positive firm adjustment by means of an adjustable top guide. Screen rollers easily adjusted by loosening nut, and sliding roller assembly up or down in slot.
Republic Steel Kitchens!

DESIGNED, BUILT, AND PRE-SOLD BY ONE OF THE WORLD'S LARGEST STEEL COMPANIES

It takes quality features to sell homes in today's tightening market. Quality is a standout feature of Republic Steel Kitchens—in design, in construction, in trim modern beauty, and in service.

But, there's more to it than that, for you.

Republic—one of the world's largest steel companies and a pioneer in steel kitchen manufacture—gives you true mass-production economy. Deluxe features, widest range of sizes and models, "custom-built" flexibility, at a price as low as ordinary kitchens. Beyond that, Republic has a program for builders, including kitchen planning tools and assured service, unrivaled in the industry. See your distributor for the facts, or write Berger Manufacturing Division, Republic Steel Corporation, 1022 Belden Avenue, Canton 5, Ohio.

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**AB14411—WALL BOARD CASING**—Drywall Trim, Inc., Dept. AB, 2408 N. Farrell Ave., Milwaukee 11, Wis. New square Edge Guard is an improved steel casing that gives a protective, finished edge to wall board or door jambs or windows. Made in sizes for 1/4, 1/2, and 3/4-inch board, the casing can be installed quickly simply by butting at corners and then nailing through wall board into stud. An added feature is the knurling for good spackle adhesion.

**AB14189—PERFORATED PANELING**—B. Butler Mfg. Co., Inc., Dept. AB, 3150 Randolph St., Bellwood, Ill. A new Peg-Board storage unit is designed for maximum 1,000-pound distributed load per shelf. In less than 30 minutes, two men using no tools can set up a twosided, six-section unit containing 384 cubic feet of storage space. Shelves are hung simply by inserting shell-hangers in holes. They lack intoposition. Uprights and shelves can be ordered to construct units to fit specific storage needs.

**AB14363—FLOORING CLAMP**—Jewett Woodbridge, Conn. This device eliminates the need for a helper to hold a pinch bar or other prying tool when carpenters are squeezing up the last boards of a floor for surface nailing. The floor layer simply drops the tool into place and tightens the hand screw, and the loose boards are pressed together and held tightly and safely for fastening. Use of tool assures considerable saving in labor and eliminates damaged walls. Clamp of forged steel.

**AB14235—ALUMINUM INSULATION**—Infra-Insulation, Inc., Dept. AB, 525 Broadway, New York 12, N. Y. An improved form of multiple accordion aluminum insulation is available which gives complete insulation coverage over the entire surface it shields. The edges are vertical, at right angles to the rest of the insulation, and parallel to joists or studs. Placed inside the wall, the insulation is uniform with rest of insulation for its full width. Condensation formation, heat and vapor flow are retarded along entire surface.

**AB14080—SHADOW-LINE ROOF**—GBH-Way Homes, Inc., Dept. AB, Walnut, Ill. A 24x40 foot, three-bedroom house with basement is designed with special shadow-line gable. These gables, with extended cornice to protect windows and doors from direct rays of the sun in summer and from inclement weather in winter, are a specialty with GBH. The house has flush doors throughout, aluminum insulation in sidewalls and two-inch blanket insulation in ceiling. Roof is lined with neutral color tileboard for four feet up.

**AB14393—GAS FLOOR FURNACE**—Empire Stove Co., Dept. AB, Belleville, Ill. New furnaces are of the shallow type, embodying all present features, plus many additional ones of the manufacturer’s floor furnace. An improved vertical type burner is used. Furnaces are available in 25,000, 35,600, 50,000 and 68,000 Bu input. Units are finished in baked enamel and are designed to eliminate expansion and contraction noises usually common to heating appliances manufactured from sheet steel.

**AB14034—BOILER-BURNERS**—Aldrich Co., Dept. AB, 111 Williams St., Wyoming, Ill. These units were developed to furnish a compact hot water heating system. They are available in five sizes as standard, packaged or encased. Packs supplied are from 440 to 1,120 square feet of radiation. Multiple-flue tube construction, with special baffles installed inside each tube to force hot gases into contact with tube walls, permits maximum heat extraction and quick transfer of heat to water.

**AB14325—FIR PANEL PLYWOOD**—Tacoma Lumber Co., Dept. AB, Tacoma 2, Wash. A brushed grain paneling is Tree Life brand Moire fir plywood. Texture created by wire brushing adds a third dimensional effect with natural highlights and shadows. Moire can be used for wall paneling, built-ins, gable ends, fences and exterior trim. Panels available in two appearance grades in standard 4x8 foot panels 5/16 inches thick. One piece, all heartwood face veneers are selected for uniformity of grain; core voids eliminated.

**AB14030—MORTAR MIXER**—Jonger Machine Co., Dept. AB, 521 Dublin Ave., Columbus 16, Ohio. Model 3/4 PM, plaster mortar mixer, is one of the newest products in the line. The mixer is used by plaster contractors and also by masonry contractors for mixing mortar for laying up brick, concrete block, tile, etc. The mixer has a capacity of 3/4 cubic feet per batch for mixed ingredients and is powered with a Wisconsin air-cooled engine. Company also makes self-priming pumps, portable compressors, other construction machinery.
Look Close!...they're factory assembled

Here's custom styling—plus the advantages of cost-cutting factory assembly. Note the clean modern design, a trademark of Richard B. Pollman, creator of some of America's most salable small homes. Housewives like the efficient floor plan—a practical answer to the demand for convenient living and plenty of storage at a modest price. Hundreds of builders have proved Pollman Homes are profitable to build—easy to sell—easy to finance. Accepted by FHA and VA for financing they are a sound investment for the future.

For builders in southern and gulf coast states Thyer offers Southerner Line—a complete line of Pollman Homes designed for warmer climates and manufactured at Collins, Mississippi.

THYER MANUFACTURING CORP.

JANUARY 1954
PRODUCTS EXHIBIT IN PRINT

AB14078—PLASTIC-ASBESTOS TILE—Flintkote Co., Tile-Tex Division, Dept. AB, 1232 McKinley Ave., Chicago Heights, III. Flexochrome vinyl plastic-asbestos floor tile is offered for the kitchen or for installations throughout the entire house. It is greaseproof and resists acids and alkalis. There is a wide choice of colors including marbledized designs. Color and marblingation go all the way through each tile and are not a coating or lamimation. It is recommended for basement installations.

AB14040—FRESH AIR INTAKE—Demp-Vent Co., Dept. AB, Bettendorf, Iowa. Automatic control called Thermo-Vent supplies house with fresh air day and night the year around. Device is automatically opened and closed by a sealed thermostat. Regardless of varying temperature conditions, unit constantly controls fresh supply of home air. It opens as temperature rises and closes to keep out cold. Air is constantly recirculated throughout home enabling realization of considerable fuel savings.

AB14185—POWER FASTENER—Rosset Fasteners, Inc., Dept. AB, 12113 Beroa Road, Cleveland 11, Ohio. The new Jobmaster 1/4-inch barrel assembly (bottom) shown next to the standard 1/4-inch barrel Jobmaster, nearly doubles the applications for this powder-actuated fastener. After a minor modification needed for some standard Jobmasters now in the field, the two barrels can be readily interchanged on the job. Rosset Division of Om Industries, Inc., is one of the largest producers of powder-actuated tools.

AB14044—PROTECTIVE PAPER—The Richkraft Co., Dept. AB, 510 N. Dearborn St., Chicago 10, Ill. Skullproof paper is designed to protect brick courses in winter after work has ceased for the day, to prevent freezing rain and snow from getting into the courses. Paper acts as a protective step against the weather. It can be used to cover poured concrete slabs, for closing in new construction when weather might delay the job. Also recommended as a material and equipment cover. Available in rolls 8 3/8 and 10 feet wide.

AB14407—BUILT-IN GAS RANGES—Western-Holly Appliance Co., Dept. AB, Colver City, Calif. This custom-designed equipment is available in stainless steel (shown) or white and pastel colors of yellow, green or blue porcelain enamel. The built-in cook top unit gives more work space around the cooking center. Urethene storage space is provided where it is needed, in cabinets, under the cook top. Automatic oven and broiler unit may be installed in a wall or cabinet at the height and location most convenient.

AB14039—CONVECTOR RADIATORS—Bushing Manufacturing Co., Dept. AB, South St., West Hartford 10, Conn. These elements are constructed of seamless copper tubes, aluminum fins and heavy copper tubular headers. Tubes and headers are joined with solder. Tubes are mechanically expanded into fins having die-formed hole collars which provide permanent fin-to-tube contact area. Toppings are available for two-pipe steam (vapor-vacuum) and two-pipe hot water heating systems as well as special elements for one-pipe steam systems.

AB14318—BLOCK FLOORING—Connor Lumber and Lard Co., Dept. AB, P. O. Box 117-G, Marshfield, Wis. Lay Block laminated Wisconsin oak flooring, pre-finished in unit blocks, is not subject to swelling or shrinkage. Manufacturer also makes 'Layhte' line of Rock Hard Maple and birch, regular strip for nailing and pattern items for nailing or in mastic over concrete. Eased edges prevent pinching of paper, speed up floor laying, tend to make more even floors. Nailing groove hides all nail heads.

AB14117—WICKET DOOR—The Howell Manufacturing Co., Dept. AB, Cottman St, and Havbrook Ave., Philadelphia 11, Pa. The wicket or pass door now built into the Howell-Day upward acting garage door has 12 gauge steel hinges for precision operation. The pass door is 30x45 inches and can be installed in sectional up and down doors from six feet wide and as low as seven feet in height. The pass or wicket door can be made in any size and installed in any part of the garage door. Installation time is at a minimum.

AB14321—UNDERCOURSING STRIP—The Ruberoid Co., Dept. AB, 500 Fifth Ave., New York 36, N. Y. Shadowedge is a new 12"x12" asphalt undercoursing strip. It tapers from 1/16" at head to 5/16" at butt. The thick lower edge thrusts the lower edge of the siding shingle forward, creating a deep-shadow effect. The company claims that because Shadowedge is essentially an asphalt weather strip, it gives added insulation, greater weather protection and provides a cushion for the overlapping course of siding, effecting tighter nailing, less breakage.

* USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237
Pabco Floron Offers Beauty, Resiliency Even Over Concrete

A perfect answer to the problem of creating comfortable, colorful, easy-to-clean floors that are economical and long-lasting has been developed by Pabco Products Inc. It’s sensational new Pabco Floron Tile, acclaimed enthusiastically by architects, builders, commercial and institutional buyers.

Easily installed on any floor, including grade-level concrete slabs, this new plastic tile solves the “Big 9” complaints about commercial floor tiles. Floron eliminates objections about ‘priced too high; can’t install on grade; not resistant to rot; too hard on feet; indents too easily; unmatched joints; unattractive colors; installation cost too high; or difficult maintenance.’

Tough and long-wearing, yet resilient, Floron gives excellent resistance to alkali, acid and grease. It withstands dampness and rot; the surface resists indentation. Its attractive brushed design is available in seven rich colors to blend well into any color scheme.

The result of five years of intensive research by Pabco’s laboratories, this great new plastic tile outscores all other floor tiles in actual on-the-job installations, as well as rugged laboratory tests.

PABCO FLORON—THE ALL-PURPOSE FLOOR—The phenomenal success of Pabco’s new plastic tile across the country is attributed to its versatility. Beautiful in design and color, tough in wearing qualities, so simple to maintain, and, best of all, so surprisingly low in price—Pabco Floron Tile has proved the ideal floor covering for offices, stores, schools, hospitals, restaurants, hotels, motels and homes. Seven colors are available—gray, light green, dark green, cocoa and yellow, coral gray, woodtone, and red.

“Big 9” Complaints on Floor Tiles Answered by Floron

1. NO COMPLAINTS ABOUT PRICE—A plastic tile that costs only pennies more than standard-gauge linoleum.
2. NO COMPLAINTS ABOUT CONCRETE INSTALLATIONS—Designed for direct application over concrete. Ideal for wood floors, of course.
3. NO COMPLAINTS ABOUT ROT—Exclusive rubberlike water-resistant backing unaffected by dampness or rot...even over grade-level slab concrete.
4. NO COMPLAINTS ABOUT TIRED FEET—Backin has surprising “spring.” Gives Floron amazing resiliency for comfort underfoot.
5. NO COMPLAINTS ABOUT INDENTATION—Resilient yet mirror-smooth surface resists indentation.
6. NO COMPLAINTS ABOUT UNMATCHED TILE JOINTS—Tiles don’t expand or contract. Can be laid simply and quickly with T-square precision. Seams are virtually invisible.
7. NO COMPLAINTS ABOUT MAINTENANCE—Extreme alkali, acid and grease resistance minimizes cleaning. Smooth non-porous surface defies “enemies” of many floorings.
8. NO COMPLAINTS ABOUT LACK OF BEAUTY—Smart decorator colors featured in Pabco’s beautiful brushed directional design.
9. NO COMPLAINTS ABOUT INSTALLATION COSTS—Floron lays quickly—easily. Precision-fitted tile that is so simple to trim cuts down installation time and wasted tiles.
AB14026—ELECTRIC JIG SAW—Dixton Mig. Co., Dept. AB, 30 S. Central Ave., St. Louis 3, Mo. This unit is designed to do work of a rip, cross-cut, coping, jig, scroll, band and keyhole saw. It can be held and guided with one hand, comes with five different types of blades for cutting wood, plastics, composition, etc. Saw can rip and cross cut 2 x 4's, thus is useful on new construction and repair projects. It can saw circles, curves and inaccessible locations. Saw makes own starting hole for inside cuts.

AB14248—PLASTIC FLOOR TILE—Mastic Floor Corporation of America, Dept. AB, Joliet, Ill., or Newburgh, N. Y. Parquetry Tile is a plastic fortified flooring made in 9 x 9 inch size, 1/4-inch thick. In random shades of oak, maple, mahogany and walnut, the tile simulates the beauty of wood parquet flooring. Shades can be used individually or together in a striking random pattern. Tile can be installed on, above or below grade. It installs easily and quickly and is easy to keep clean; resists scratches, stains.

AB14088—HORIZONTAL FURNACE—Reznor Manufacturing Co., Dept. AB, Mercer, Pa. The Reznor PAC (Package Automatic Comfort) is a completely enclosed unit designed to serve all conventional perimeter, micro-draft and special forced air heating requirements. Everything, including controls, is included and enclosed within the compact case. Features include: Reznor Airform heat exchanger, centrifugal blower, air filter channels and automatic control system. Small dimensions and appliance-styled look.

AB14177—HEAVY-DUTY TRUCK—Chevrolet Motor Division, Dept. AB, General Motors Bldg., Detroit 2, Mich. The stake bodies in the 1954 Chevrolet truck line have greater loading space with platforms both longer and wider inside the racks. Platform heights are lower, making it easier to load. New power is provided with the three new engines which combine more horsepower with more economy. The cab gives increased comfort and safety. Photo shows the 12-foot stake body on heavy-duty chassis in the 6400 series.

AB14181—STORM-SCREEN WINDOW—Alumatic Corp. of America, Dept. AB, 2091 S. 56th St., Milwaukee, Wis. Alumatic's 3-track aluminum storm-screen window features a patented action for smoother operation and three full tracks for easier changing every season. Alumatic also offers a new Royal combination storm-screen door made of hollow aluminum extrusions, light in weight but durable. Storms can be changed to screens in a few minutes. Line has a clean-cut functional look suitable for any home.

AB14402—PANEL ENTRANCE DOORS—M and M Wood Working Co., Dept. AB, 2510 N. Columbia Blvd., Portland, Ore. A series of new panel entrance doors in eleven selected woods are now available. Architects now have storm-screens to hang every season to protect doors created to suit modern ranch style architecture. The designs are, in most instances, interchangeable to an extent with various types of architecture. Some will work equally well in ranch style and contemporary homes, others will fit contemporary or modern.

AB14247—WALL CLOCK—Telechron Department of General Electric Co., Dept. AB, Ashland, Mass. The "Tell-in-Wall" is a built-in electric clock with night light and two appliance outlets. It is being used in several "Trade Secrets" and many other model homes. The compact unit, which shows no cord, was planned especially for bathrooms and kitchens. Case is white plastic, 7½ inches high by 4½ inches wide with white plastic numbers and red hour dots; hands are black, except sweep second, which is red.

AB14198—HOME SWITCH CONTROL—BullDog Electric Products Co., Dept. AB, Box 177, Detroit 32, Mich. BullDog Pushmatic Electric Controls are the modern version of the old-fashioned fuse box. They eliminate fiddling with fuses. When lights or appliances suddenly go off, one of the buttons in the Electric Control indicates "OFF." Once the trouble is fixed, this button is pushed to restore the current. There is a separate Pushmatic to cover every circuit. When extra circuits are added, units to protect them can be added.

AB14303—FIREPLACE UNIT—Superior Fireplace Co., Dept. AB, 1708 E. 15th St., Los Angeles 21, Calif. Heatform fireplace delivers four to five times more heat than a standard fireplace. It is built with furnace principles. It has double metal walls with spacious air heating chambers which surround the lower firebox and upper throat. Cool air is drawn from the floor into the lower portions of the heating chambers. There it is heated by con-}

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AB14075—TUBULAR PANEL—Bill-Jax, Inc., Dept. AB, Archbold, Ohio. An open-type panel that permits free passage through scaffolding. Made of tubular steel, the panels are 61/2 feet high and available in various lengths from 3 feet to 5 feet. When connected by scissors braces they can be used for sidewalk bridging while serving as the ground tier of scaffolding. The upper tiers of scaffolding may be made up of additional open-end panels, or of ladder-type ends, depending on job needs.

AB14045—STEEL BOILER—United States Radiator Corp., Dept. A8, 300 Buhl Bldg., Detroit 26, Mich. Packaged boiler-burner unit is designed for forced hot water heating systems. It is shipped completely pre-assembled, with jacket, oil burner, combustion chamber, circulating pump and all necessary controls. Boiler is 49 inches high, 22 inches in diameter, will fit into utility room or closet. Unit is designed for over-firing to provide extra heat when needed in very cold weather.

AB14037—WEATHERSTRIP—Robert N. Boltz & Co., Dept. A8, 1009 Harvard Terrace, Evanston, Ill. All-metal weatherstrip assures better indoor heating and ventilating and air conditioning at low cost. The product is made of two nine-gauge zinc interlocking members forming a draft control for use on new and old windows. Installation seals window or door against moisture, rain and dust, besides keeping homes warmer in winter, cooler in summer. Product can be applied without removing sash, is nearly invisible.

AB14108—JOINTER—Boice-Crane Co., Dept. AB, 966 Central Ave., Toledo 6, Ohio. This welded all-steel 6- and 8-inch jointer has long fences and tables. The steel units weigh less than cast iron and are undergirded the full length of the table. The overhanging ends will not spring when jointing heavy timbers. Knives are cut to exact depth within .002 to .003 inches. The 8-inch cutting head is 3 1/2 inches in diameter and has three cutting knives. The 8-inch jointer has four cutting knives. Three machines are offered which take all lengths of lumber.

AB14382—MODULAR SPACING RULE—The Lufkin Rule Co., Dept. A8, Saginaw, Mich. One side of this rule is marked with a 16-inch repeating series of numbers that show the vertical coursing for these modular masonry units: concrete block and glass bricks, facing tile, economy brick and small facing tile, engineered, standard and Roman brick. The first section is 4 inches long which permits budding the rule on the first 16 inch module. As other sections are 6 inches long, rule can be used for spacing 6- and 12-inch glass blocks.
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The Miracle ‘Thin-Set’ method of installing tile has been proven in thousands of installations in bathroom units and all kinds of other ceiling, floor, counter, and decorative areas, since 1937.

- You quickly, permanently install tile over gypsum board, plaster, plywood, cement asbestos board, and concrete-vertical or horizontal surfaces.
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- You speed jobs substantially. You use more economical base materials. You cut costs as much as 20% per job!
- All your setting material supplies may be secured from Miracle Adhesives Corporation: leveling, priming, setting, grouting, and caulking — made by Miracle Adhesives Corporation to work together to give you best possible jobs at lowest possible costs.

Important: Be sure the adhesive you use bears this hallmark, as issued by the United States Department of Commerce. Miracle Tile Cements comply with all Commercial Standard Specifications for “water resistant organic adhesives for installation of clay tile.”

Catalogs — and Manufacturers Literature

453 — SCAFFOLD BRACKETS — proven maintenance and erection tools which provide one-man, time-saving erection of scaffolds and hoisting towers. Four-page folder shows, with line drawings and pictures, erection methods and on-the-job applications. Brackets fasten to any surface with 16d nails or similar hardware. They are made of steel with angle braces welded to frame; sold in pairs, one right and one left hand. Beaver Art Metal Corp., Dept. AB, Ellwood City, Pa.

454 — WOOD CABINET KITCHENS — 16-page catalog in four colors presents modern kitchen layouts, stressing efficiency of work centers to save unnecessary steps. New laundry units include slide-out ironing board, clothes drying rack and laundry cart. Catalog also presents 15 effective color combinations useful in kitchen planning. Do’s and don’ts of layout also included, with pictured suggestions of kitchen conveniences in actual installations. The Kitchen Maid Corp., Dept. AB, Andrews, Ind.

455 — ARKANSAS SOFT PINE — its uses, wide application, versatility, how it is being conserved and its sources of supply are brought out in this attractive 30-page brochure. Logging of this widely used product is carried out on a sustained yield basis. Its manufacturing methods and equipment are described. Such uses as for sheathing and subflooring, interior woodwork, and millwork cut stock are given. Crossett Lumber Co., Dept. AB, Crossett, Ark.

456 — RESIDENTIAL LOCKSETS — available in brass or aluminum with matching decorative handles and escutcheon are offered in this six-page, three-color folder. Construction features, including cutaway drawings of knobs, tumbler cylinders, steel cases are given. Installation procedure, showing step-by-step method with templates also included. The Yale & Towne Mfg. Co., Yale Lock & Hardware Div., Dept. AB, Stamford, Conn.
ELKAY'S STAINLESS STEEL LUSTERTONE SINKS add the loveliness that attracts the women's eyes... the permanence that attracts the men's pocketbooks. Once a Lustertone sink has been installed in a kitchen, it never has to be replaced... Elkay guarantees it to outlast the home.

This fact, plus the sparkling, easy to clean luster of genuine stainless steel, can be a mighty good sales point for your prospects. There is a model and size for every kitchen and, don't let price worry you. ELKAY LUSTERTONE Stainless Steel sinks generally cost no more than colored porcelain sinks. Ask about LUSTERTONE and the marvelous new ELKAY DURATONE sink and counter tops of beauty bonded Formica on steel. Stop at Booth 460, Sherman Hotel during the Home Builders Show, or write Elkay Mfg. Co., 1854 S. 54th Ave., Chicago 50.

STAINLESS STEEL, can be a mighty good sales point for you during the Home Builders Show, or write Elkay Mfg. Co., 1854 S. 54th Ave., Chicago 50.

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SEE THEM IN CHICAGO...“design original” hardwood kitchens by Mutschler. At the N.A.H.B. convention this month, January 17-21, or anytime in Suite 1125, Merchandise Mart. Don't miss seeing these kitchens which are being featured nationwide by editors of leading women's magazines. Their sharpening of homemaker's appetites for kitchens, that are truly "showplace" will need satisfaction... no matter in what section of the country you do business. Mutschler custom designing costs you nothing! Specialists relieve the builder and his architect of all details in planning and installation. For full particulars, write Mutschler Brothers Company, Nappanee, Indiana.

WITH FOUR NEW COLORS for Vinatite and Vinatop, Fremont Rubber's in the news again. Now there are thirteen colors—all with the exclusive Soft-Glo finish. And all thirteen are top drawing cards. Fremont watches trends, stays ahead, and produces the color-quality combinations that sell homes. With Vinatite and Vinatop you now have three big "plusses"—matching colors for counter and floor... the latest in color... the permanent Soft-Glo lustre. Should add, too, the price is right. Vinatite comes in 6" x 6" and 9" x 9" True-Cut squares. Vinatop comes in rolls, 30", 36" and 42" wide. See Soft-Glo yourself, at Fremont Rubber's Booth, No. 249, N.A.H.B. Exposition, Conrad Hilton Hotel, January 17-24.

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SMACK IN THE MIDDLE OF WINTER...and that reminds me—almost everyone insulates for heat saving—no wonder the old "lady of the house" can improve that heating and increase their summer comfort, too. Type C of Cermak tiles is 30% stronger. For complete information write Cermak Tile Company, Inc., 4901 Brookpark Rd., Cleveland 29, Ohio.

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Catalogs

457 — PREFABRICATED HOMES—six-page folder includes floor plans and descriptions of eleven different two- and three-bedroom homes. Maker stresses custom-built styling, modern design and efficient planning. More than 50 basic models to choose from. Garages, attached or detached, available with exterior finishes to complement these homes which comply with NHA, FHA and U. S. Bureau of Standards requirements. Ivon R. Ford, Inc., Dept. AB, Mcdonough, N. Y.

458 — METAL MOLDINGS, ACCESSORIES—as well as equipment and tools are listed in this new dealer’s catalog, containing prices, descriptive copy and suggested resale prices of the company’s complete line, including wall and counter coverings, cabinet and kitchen hardware, adhesives, cements, workroom and display equipment, floor maintenance machines, masons’ tools, sink rims and frames, etc. Walter H. Selek & Co., Dept. AB, 225 W. Hubbard St., Chicago 10, Ill.

459 — WEATHER COMPENSATION CONTROLS—16-page catalog deals with weather-compensated control systems for hot water heating, radiant heating and warm-air systems. Complete line of outdoor controls is described, together with technical data and typical specification forms, including outdoor control, outdoor-indoor control, a sensitive device for radiant heat determination, etc. Sarcotherm Controls, Inc., Dept. AB, Empire State Bldg., New York 1, N. Y.

460 — SUBMERSIBLE PUMPS—for farms, homes and industrial use are offered in this six-page folder. Complete specifications are given on all pumps of 3/4 through 3 h.p. Other models are available with ratings up to 22 ½ h.p. Capacities range from 300 to 30,000 g.p.h., with lifts up to 2,400 feet. Sketches show a cutaway view of a pump with a typical installation. Dayton Pump & Mfg. Co., Dept. AB, 500 N. Webster St., Dayton 1, Ohio.

$ FOR MORE INFORMATION USE COUPON, PAGE 264

AMERICAN BUILDER
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LOCKWOOD'S new SPEEDRIL

SPEEDRIL takes the hard labor out of hand-boring of doors for lockset installation ... speeds boring up to 75% over previous hand methods. Yet it's so simple, an unskilled carpenter's helper can make smooth, clean holes in perfect alignment every time.

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Be sure to visit the Lockwood exhibit at the Sherman if you come to the NAHB Convention. You'll find a SPEEDRIL demonstration unit on display there that you can test yourself. If you're not coming to Chicago, ask your LOCKWOOD dealer to give you complete details on 'C' Series locksets and this ingenious tool that makes their installation so simple and economical.

Lockwood HARDWARE MANUFACTURING COMPANY

Fitchburg, Massachusetts
Catalogs

161—ASBESTOS SHEETING—non-combustible asbestos-cement building board is made in sheets 1x1 or 4x4 feet, in 1/4, 1/2 and 1-inch thicknesses. This 12-page brochure describes manufacture of Flexbeard under pressure, later re-pressed to provide strength and flexibility, making it adaptable to curved as well as straight surfaces. Brochure shows how Flexboard can be used in residential, industrial fields. Johns-Manville, Dept. AB, 22nd & 10th St., New York 16, N.Y.

162—FIBER GLASS PRODUCTS—how to improve efficiency and reduce production costs of many products by using superfine fiber-glass is the subject of this 16-page booklet called "Possibilities Unlimited." The lightweight and high insulating efficiency make this material a recommended insulator in many products where temperature and sound control is vital. Libby-Owens-Ford Glass Co., Dept. AB, Nichols Bldg., Toledo 3, Ohio.

163—CABINETS AND SINK TOPS—in a wide variety of styles are offered in this four-page folder. Standard sizes are 18-, 24-, 30- and 32-inch—THE BUILDER cabinets are made with one, two and three shelves. Combination wall cabinets are made in 30- and 42-inch heights. Deluxe and standard sink cabinets, base cabinets, open corner cabinets, sink fronts, corner base cabinets are shown; sink tops and counter tops also available. Boro Wood Products, Inc., Dept. AB, Bennettsville, S.C.

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January, 1954

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Give You a Choice of

(or more)
Beautiful Face Veneers
...but only ONE high quality!

In residential, institutional, industrial or commercial structures...interior or exterior door design is important.

THOMASON Flush Doors add more eye-appeal and blend pleasingly with architectural features.

Make THOMASON Flush Doors a part of your planning. From the finest quality of foreign and domestic woods, you can choose a face veneer to suit your needs.

JUST LOOK AT THIS
CHOICE OF FACE VENEERS
Philippine Mahogany, African Mahogany, Genuine Honduras Mahogany, Walnut, Oak, Birch, Knotty Pine, Gum or any face veneer desired. In addition, THOMASON plastic-faced flush doors are available in all domestic and foreign wood grain plasics as well as in decorative plastics.

Remember: keep design in mind... buy from the THOMASON line.

THOMASON FLUSH DOORS
THOMASON PLYWOOD CORPORATION
Fayetteville • North Carolina

styled for Eye Appeal... the REZNOR PAC*

*Packaged Automatic Comfort

A horizontal furnace with appliance styling which will sweep the residential market. A deluxe unit heater suitable for use in offices and exclusive stores where unit heaters have never before been accepted. And it's all the same unit — the versatile Reznor PAC.

The PAC is AGA approved for use as a central heater in any type of duct system. For compactness and efficiency, you can't find a horizontal furnace which will beat it. For appearance, you can't find one which will come close. Yet it's priced no higher than less satisfactory units.

Without ducts, the PAC is a handsomely-styled unit heater which will fit well into the most exclusive establishment. And because it is so quiet and so clean — the PAC includes a built-in filter unit — you'll be glad to recommend it for such installations.

The PAC is available in 75, 100 and 125 thousand BTU models. For complete details see the Reznor catalog in Sweet's Architectural File or write to the Reznor Manufacturing Co., 42 Union Street, Mercer, Pa., and ask for Bulletin GNP-52.
It takes two...

TO BUY

A HOUSE

THE "STILEMANOR"
Standard Duty Line

...and Russwin "All-Star" Quality
sells the man

Mr. Builder . . . you'll have the man on your side the minute he spots Russwin Locks. You'll be able to talk quality construction to him. Don't sell him short. He's 50% of your "deal".

If you have installed "Stilemanor" Locks and Latches, be sure to mention the unique ball bearing latch retractor. Any man is familiar with ball bearings so he'll be interested. There are 19 other features you can talk about too. Every Russwin "All-Star" product has quality features that put them in a class by themselves. Ask your dealer. Russell & Erwin Division, The American Hardware Corporation, New Britain, Conn.

SEE RUSSWIN EXHIBIT AT BOOTH 342

Russwin
DISTINCTIVE HARDWARE

"Stilemanor" Standard Duty Locks
"Homegard" Economy Locks
Screen-Storm Doorware
Miscellaneous Finishing Hardware
The New Lupton Aluminum

AWNING WINDOW

Before you install any Awning Window look at the quality — the value — the customer satisfaction built right into the new Lupton Aluminum Awning Window.

This new Lupton Aluminum Awning Window features a centrally operated control bar that delivers equal power to both jambs. Here is perfect balanced power for easier opening — easier closing of each sash — and a perfect seal. From every practical standpoint of installation and service we believe you'll find this the finest window of its type in the building industry.

You can install the new Lupton Aluminum Awning Window with the assurance that it will give complete satisfaction for a long, long time. It is engineered to Lupton standards, developed from more than 40 years experience in the design and construction of metal windows.

Get the complete story — write today for specifications, details and sizes.

MICHAEL FLYNN MANUFACTURING COMPANY
700 East Godfrey Avenue, Philadelphia 24, Penna.
Member of the Steel Window Institute and Aluminum Window Manufacturers Association

LUPTON METAL WINDOWS
New 1954 Chevrolet Trucks

New Power! New Economy! New Features you want!

New Chevrolet trucks for '54 are here to do your hauling or delivery job faster, more efficiently and more economically.

To begin with, they bring you thrifty new power in all models. You save time on every trip with extra reserves of high-compression horsepower under the hood—and you enjoy greatly increased operating economy as well.

In addition, these great new Chevrolet trucks offer new and even greater dependability with increased ruggedness throughout the chassis. You'll find heavier axle shafts in 2-ton models... bigger, more durable clutches in light- and heavy-duty models... more rigid frames in all models. Pickup and stake bodies are plenty rugged, too—and they're roomier for '54!

But that's only the beginning! You enjoy new cab comfort, convenience and safety. Instruments are easier to read... controls are easier to reach. A new one-piece curved windshield gives you greater visibility. The new Ride Control Seat* lets you drive in relaxed comfort hour after hour, over all kinds of roads. Seat cushion and back move as a unit to "float" you over bumps without back-rubbing.

In another great advance, new Chevrolet trucks offer you the last word in no-shift driving ease and convenience. With proved truck Hydra-Matic transmission* you can drive all day and make door-to-door deliveries without shifting or clutching. Fact is, there is no clutch!

These are some of the many big new benefits awaiting you in the new Chevrolet trucks for '54. Why not plan to get the whole money-saving story at your Chevrolet dealer's soon? Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost. Ride Control Seat is available on all cab models, "Jobmaster 261" engine on 2-ton models, truck Hydra-Matic transmission on ½-, ¾- and 1-ton models.
Never before was the power of a magazine so dramatically demonstrated!

Never before have so many people, in so many cities, in such a short period of time, come out to see a single model home!

Never before have builders shown such enthusiasm, nor backed a home promotion so solidly. Never before have so many alert newspapers, radio and TV stations sensed such tremendous public interest in a single model home—and given it such thorough news and editorial coverage.

The accompanying Box Score lists details already made available by 32 out of the 36 cooperating builders.

Once again a dramatic fact is demonstrated. Better Homes and Gardens' editorial planning preselects 3¾-million high-income, BUY-minded families, who want to raise living standards even higher. They read BH&G for advice and counsel—and find it on every page. BH&G is their buying guide—welcomed and trusted.

That is why BH&G moves millions of people—and mountains of merchandise! That is why BH&G is America's number one advertising medium for anything connected with the home and home improvement.

Watch for future announcements on the BH&G 1954 model home promotion.

Serving over 3¾-million families, screened for the BUY on their minds!

Box score of available information on 32 homes

Estimated Total Attendance
1,048,264

Newspaper Advertising
296,281 lines

Newspaper Editorials
86,920 lines

Radio & TV Time
1,806 minutes
here are 4 profitable fields of operation for '54

1 NEW CONSTRUCTION

Barring an economic catastrophe, the demand for new residential units, both owner occupied and rental, should continue firm throughout 1954. Improved selling techniques to supplement the demand can provide a market that again will absorb more than 1,000,000 starts. This will mean a continuing and possibly increased demand for stores, service buildings, churches and other types of light construction that accompany new communities and increased home ownership. The demand for new schools will rise sharply. Indications are that mortgage money will be easier. The great need is for a new and broader secondary mortgage market. It is expected that new legislation and NAHB policies will provide that market on a continuing basis early this year.

2 TRADE-IN-SELLING

This is one of the new selling techniques that is gaining wide favor. Backed by better advertising and promotion together with improved point-of-sale merchandising it offers the greatest potential of all the new techniques for stimulating a market that will absorb a million or more new units in each of the next several years. See the July issue of American Builder for a complete analysis of the four approved and most popular methods of operating a trade-in selling program.

3 REMODELING

Practically everything from extraordinary maintenance and simple improvements to major overhauling and re-design are usually lumped under the head of remodeling. That part of the broad category which requires the services of professional designers and builders has attracted several hundred building specialists who concentrate on remodeling. Because of the size of the market these professionals are able, generally, to pick their jobs. The opportunities are almost unmeasurable, but most builders understandably side-step remodeling except at times when the market for new construction falls off. The demand for remodeling is beginning to outstrip the capacity of the industry, as witness the "do-it-yourself" movement, born of necessity. The time has come for the industry to expand its remodeling services, and for retail lumber dealers and professional builders to set up advisory services to do-it-yourself owners.

4 BLIGHT ARREST AND REHABILITATION

For the past two years NAHB has been devoting serious thought to this field, which goes beyond remodeling. A program was developed, and Yates Cook was retained to implement it. Results so far have been more than encouraging. Traceable to Cook’s activities, particularly his pilot block redevelopment in New Orleans, are definite programs projected in more than forty cities for 1954. Decent housing for all Americans is increasingly an important public issue. It will be an issue in local elections of the future. The demonstrated solution to the two-barreled problem of arresting housing decay and rehabilitating slums is aggressive leadership by local builders—securing proper local housing statutes, demanding their enforcement, and making professional repair and rehabilitation services available. Here is another immeasurable field for builder operation.
new construction to maintain high

more house for the money sure hit for '54

Martin L. Bartling Jr., Knoxville, Tennessee, plans this $12,800 two-bedroom house with convertible den for this year's market. The house incorporates storage walls, a screened porch-carport, and double vanitory-lavatories in the bath.

small shopping centers to be numerous this year

demand is heavy for new and remodeled store buildings

New housing developments have created a need for convenient shopping centers. The past six months have seen a tremendous rise in this type of construction. There is every indication that it will continue in 1954.

Single-store buildings will run high this year in established shopping areas. Many small project and custom builders will capitalize on this market. Financing for single-store buildings will be available in 1954.
Residential building will maintain high unit volume with commercial building increasing. With the lifting of rent control, apartment building should spurt ahead. The financing picture will improve. New legislation streamlining FHA is due no sharp style changes this year

This three-bedroom brick house built by Nicholson-Bilhorn of Clayton, Missouri, features larger-than-average rooms and two complete baths. One of the baths adjoins the master bedroom. Twenty-six units are being started for 1954 sales.

apartment construction to increase this year

With the lifting of federal rent control in 1953, apartment construction began to move. Many of the nation's top builders are either engaged in apartment construction, or are contemplating it. Nathan Manilow, Chicago builder, is constructing the type of apartment pictured above in Des Plaines, Illinois, a Chicago suburb.

multiple baths and adequate wiring will be sales features

Floyd T. Kimbrough, Jackson, Mississippi, will offer this house in 1954. It features simple lines, multiple baths, wiring to accommodate modern electrical living and a convertible den.
Now General Electric brings you the brand-new, standard model FC-20 Disposall—at a price you, as a builder, can’t afford to overlook!

The low-cost FC-20 is new. It has top-quality G-E engineering inside and out. Big capacity. Continuous feed. Specially designed for quick, easy installation.

The FC-20 joins the famous General Electric de luxe Disposall models FA-4 and FA-45. G-E de luxe models have the exclusive G-E safety Twistop control that operates a built-in switch; no separate wall switch is required. Many other quality features. And G-E models FA-4 and FA-45 are covered by a written, 5-year protection plan!

Remember . . . with any G-E Disposall, you provide the brand your customers want! Let G-E customer preference help you move houses faster—help you get your asking prices. Plan now to contact your G-E distributor.

General Electric Company,
Appliance Park, Louisville, Ky.

You are cordially invited
to see all three G-E Disposall models
at the NAHB convention January 17-21.

Visit G-E Space 97
at the Conrad Hilton Hotel!
Builders everywhere are discovering the time-saving potential in Stanley Round Cornered Hinges. Using a Hinge Mortiser and Template even an unskilled carpenter can mortise 75 doors and jambs a day—and these round cornered hinges fit this mortise perfectly.

The combination adds up to real savings in door-hanging.

**Stanley Round Cornered Hinges COST NO MORE!**

1. Stanley Round Cornered Hinges are absolutely uniform and any one fits any of the uniform mortises cut with electric Mortiser and Hinge Template. (Electric Mortiser and Hinge Templates available in Stanley Electric Tool line)

2. Stanley Round Cornered Hinge leaves are interchangeable — any two-knuckle leaf matches perfectly with any three-knuckle leaf.

3. Stanley Round Cornered Hinges are available prime coated or plated in all standard finishes, with ball or button tip, non-rising pin, plain or ball-bearing. And all flat button tip hinges have the hole in the bottom tip for easy pin removal.

See your favorite Stanley dealer or write for further details to Stanley Works, 105 Lake Street, New Britain, Conn.
TRADE-INS — the key to a NEW MARKET

Additional capital outlay, expert financing, and appraisals are the things required for trading, according to Arthur K. Hellermann, Milwaukee builder. Hellermann, who has been trading about a year, went into the operation to maintain his volume and believes it will be an ever increasing part of his building venture.

Capital outlay for trading, according to Hellermann, requires about fifty per cent more than that needed for a normal operation. A twenty-house builder needs $40,000, stated Hellermann. He will need an additional $20,000 of capital for trading.

Appraising is the key to trading. Hellermann uses recent sales experience of like properties in like neighborhoods as his appraising criteria. FHA, VA, bank, home and loan, second mortgages, land contracts and chattel notes are used by the Milwaukee builder for the financing of older houses.

Hellermann uses the services of a realty firm, Better Homes of Milwaukee, to sell trade-in houses.

owner’s inflated price—trading’s problem

The trade-in guarantee method whereby the house is listed at the owner’s price for 30 days was used. If house is not sold, builder takes it at the fair market value. House was appraised at $17,500 to be traded on $37,500 triplex. Older house will be offered for $18,500.

trade-in potential big part of 4-point program

Trade-in selling to date is a drop-in-the-bucket operation. Nationwide, few builders use it as a sales tool. Yet each day the number of traders grows as builders are re-evaluating their operations and ear-marking additional sums to engage in the industry’s newest merchandising technique. Four types of trading operations are used by builders (see American Builder, July, 1953).

Straight Trade is made when a definite commitment by the builder is given an owner of an older house in the purchase of a new house.

Time-Limit Trade involves signing a purchase agreement for a new house with a specified time for the owner to sell his older house. If the older house is not sold, the agreement expires.

Trade-In Guarantee is the technique by which a builder will allow a specified amount for the older house (usually 15 per cent less than appraisal) and try to sell it at the owner’s asking price. If the older house is not sold during the new house construction period, the builder takes it at the specified amount.

Remodeled Trade consists of the builder’s taking in an older house and remodeling it before placing it on the market. Despite FHA’s trade-in program (American Builder, October, 1953) builders are not remodeling older houses. Only minimum repairs are made before the resale. Builders who are following American Builder’s tested trading principles are profiting.
The builder allowed $11,000 on the older, two-flat building. The owners had $6,700 equity which they applied to the new house priced at $12,975. The balance, slightly over $6,000, is mortgaged. The older house sold at $11,700 with a $10,150 VA loan. Down payment was $1,550.

**hard to sell house? don't cut price—sweeten the deal on the trade-in**

**financing know-how a must in trading**

Owner had $1,650 equity in 2-bedroom house appraised at $10,000. The $1,650 plus two lots worth $550 made the $2,200 down payment. Owner has a first mortgage of $7,500 and a second mortgage of $2,350. Older house sold at $10,800 on land contract at $125 a month. When balance of contract equals the balance of the existing mortgage, the contract expires and the owner assumes the mortgage. It will be off the books in two and one-half years.

**appraising—key to the trading operation**

Older property values are the most important feature of trade-in selling. Here is where profits are made or lost, according to the builder. Hellermann, who allowed $11,500 on an old house, later sold it for $12,000. Owner had $10,000 equity but applied only $8,500 on the new $14,500 house. Balance is a $6,000 mortgage. Older house sold for $1,800 cash, $2,200 lot credit, $8,000 mortgage.

When builder Hellermann has a new house which is hard to sell, he allows more on the trade-in. In the case of a new house situated next to a very poor lot which impaired its value, Hellermann believed he would lose $500 on the deal. He allowed $17,000 on the older house and later sold it for $16,900 losing $100. He did get his $21,000 price for the new house.
"Hi Mister!"

while you're visiting
at NAHB—be sure to see
The BESTEST in
ASBESTOS Products

CAREY
COLORED CERAMO
Ceramic Glazed
Asbestos Siding*

CAREY
FIRE CHEX
Asbestos
Plastic Shingles**

New Deep Tone Colors!

Booth 21-22 at the
Conrad Hilton Hotel

The Philip Carey Mfg. Company  LOCKLAND, CINCINNATI 15, OHIO

Jan. 17-21 • NAHB SHOW • Chicago
Now...set fastening studs wherever they're needed

MODEL 450 REMINGTON STUD DRIVER

Here's new economy...new speed in construction fastening! The Remington Stud Driver joins wood or steel sections to concrete or steel surfaces in seconds...easily sets as high as 5 studs a minute. Powerful 32 caliber charges drive studs arrow-straight. The tool's light weight—only 5 1/2 pounds—simplifies handling wherever studs are needed.

New guards for specific uses now make the self-powered Remington Stud Driver more versatile than ever. These attachments take all the guesswork out of stud location...assure fast, accurate fastening for every job. Illustrated are just 4 of these special guards. For full information about the complete line and about the Remington Stud Driver, send the coupon below.

A complete line of guards for special applications

Guard for Structural Channel

Guard for Switch, Utility and Outlet Boxes

Guard for Conduit Clips

"If It's Remington—It's Right!"

Remington (DUPONT)

JANUARY 1954
Home improvement and modernization took the spotlight in Grand Rapids, Michigan’s National Home Week promotion for the second consecutive year. Cash prizes were awarded to the seven home owners judged to have made the most advantageous improvements.

Grand Rapids was the first city in the country to feature remodeling during National Home Week. This year a few others followed suit, although on a smaller scale. Newspapers, radio, and television stations were given a ready-made news promotion that netted the city a great deal of publicity. The keen interest of the citizens of Grand Rapids shows the need for and backlog of remodeling. The same is true in other parts of the country.

The National Home Week modernization promotion is sponsored by the Allied Construction and the Real Estate Council.

Publicity concerning the remodeling contest was first released early in the spring at the annual home show. Entries are received prior to National Home Week and winners are announced during the Week.

Judges for the 1953 contest were Edward G. Gavin, editor, American Builder magazine; John Brunsink, president, Grand Rapids Home Builders Association; Robert B. Miller, local FHA office; and Joe Hertel of the Grand Rapids Real Estate Board.

The judges' decision was based on community improvement, raising the value of the property, and bettering living conditions.
REMODELING MARKET DUE FOR INCREASE

Dollar volume of remodeling has been approximately one-tenth of the new housing market. Today the need for remodeling is greater than ever. Increased birth rate has made many two-bedroom homes (1946 to 1950 era) too small. Many owners of these units have too little equity to think of trading, but with new FHA Title I loans expected this year, these owners will be able to expand. Most houses 20 or more years old are in need of modernization and repair.

is selling remodeling

streamlining of older property and additional living facilities share second prize

The owner streamlined his older house by tearing off the porches and replacing them with a neat front entryway. An apartment was built upstairs and the exterior was re-sided.

A garage and bedroom were added to the side of this frame colonial. At the rear a 12x24-foot addition was built to increase the kitchen and dining facilities. When the house was built in 1945 the family numbered three; now it has grown to seven.

new house for old wins honorable mention

A wing was built on the front of this small two-bedroom house and the exterior was veneered with brick. A new heating plant was installed and the house was completely decorated.

basement remodeling wins $50 honorable mention

Half of the basement was converted into a 13x36-foot recreation room. Fireplace and wood boxes were built at one end. The walls were covered with wood and 16x16 acoustical blocks were applied to the ceiling. The floor has asphalt tile.

money maker
Symons Forms will cut forming costs and will do a better job. Symons Engineering and Symons Field Service will show you and your men how to do the job the easiest and cheapest way. The Symons Rental-Purchase plan allows you to try these forms before you buy.

This combination of better tools, instruction-in-their-use, and a try-out period, means more profits for you and more satisfaction for the owner.

Speed, in erection and stripping, which saves time and money, will in many cases pay for the forms on the first job. The many additional reuses mean extra profits for you.

**Just 3 pieces**

**TWO WAY FORM TIE**
Symons panel ties hold forms securely to the required wall thickness without washers, spreaders or washers. Tie ends are broken back within wall by a half-twist after forms are removed.

**TIGHTENING WEDGE**
Tightening wedge is inserted through the slot in the bolt and pulls forms closer tightly together.

**CONNECTING BOLT**
Slotted connecting bolt passes through edges of adjacent forms and tie loops.
"Used 16,000 Columbia-matic Screens... saved considerable on installation costs,"

says President of San Diego Building Contractors' Assn.,
Clifford O. Boren,
Clifford O. Boren Contracting Co., Inc.

Columbia-matic TENSION SCREENS

give homes more value at less cost

Leading builders everywhere are discovering how to give their houses more value, more sales appeal—and lower their screening costs at the same time. Like Mr. Boren in his Redwood and Hubner developments, they select Columbia-matic Tension Screens.

Columbia-matics are the preferred frameless screens which offer automatic tension, assuring full insect protection. Full-length, all-aluminum, they are neat, durable... the perfect modern screening for double-hung windows.

Here’s why superior Columbia-matics actually save you money over ordinary screens

- Easily installed by unskilled labor—only 7 screws, no template.
- No fitting—Columbia-matics are pre-cut to specifications.
- No painting—Columbia-matics are all-aluminum.
- No callbacks—Columbia-matics can’t swell, stick, warp... won’t drip-stain house siding.

You’ll want to start giving your homes the economy and sales-plus of Columbia-matic Tension Screens. Send coupon for complete details today!

Here’s why your prospects want Columbia-matics

 Patented Automatic Tension—spring-loaded bottom rail holds full-length mesh tight against blind stops at all times.
 Save time—Easy to put up and take down from inside. Anyone can do it in seconds.
 Save work—No more struggling with clumsy rigid frames, ladders. Columbia-matics roll up for compact storage.
 Save money—All rustproof aluminum. No painting, maintenance. No drip-stains on house.

Columbia Mills, Inc.
Dept. A-1, Syracuse 2, N. Y.

Please send me complete information on Columbia-matic Tension Screens.

Name:

Company Name:

Street:

City ______ Zone ______ State ______
Chicago is the nation's second worst slum city, according to rehabilitation experts, but there is one bright spot. In the middle of the blight area a rehabilitation effort is being sparked by the people themselves. This community awakening could be a pattern for the country in the fight against blight.

The area is "back of the yards" so called because it is back of the Chicago Union Stock Yards.

In 1939 the people from this section gave birth to the "Back of the Yards Community Council." The council was founded on two premises:

1. No one was more interested in the area than the people themselves.
2. The local populace, given an opportunity, would do a job.

The first projects of the council included juvenile delinquency, jobs and health. Today juvenile delinquency is practically non-existent. The council has fought with its citizens for higher wages. School children have dental examinations and every one in the area has a yearly tuberculosis test.

100-Day Campaign To Better Housing

In July of this year the council began its blight elimination campaign. The first step saw the council send 39 questionnaires to local banks and savings and loan institutions. Thirty-five pledged complete cooperation. They saw a need for community rejuvenation as the exodus to the suburbs could impair their business. Twenty of the organizations have developed their own rehabilitation loans patterned after FHA Title I but with a longer amortization period. The 60-month loans have a 5 per cent discount and no financing charges. The loan is secured on a judgment note.

At the start of the 100-day period 2,000 of the 6,000 houses in the area were badly in need of repair. One hundred days later 1,000 units had been modernized.

Vacant Lots

Today the council is working on 535 vacant lots within its 4-square-mile area. Two employees of the council are spending full time on the project. They are assisted by a public-spirited attorney. The council hopes to clear the titles (most are tax delinquent) so that the lots can be purchased by next-door neighbors. Many will have new houses.

The rehabilitation program was started by the people. They needed only the present laws on the statute books; they want no outside interference. They accept no donations. They insist that city inspectors do an honest job. They themselves compel their neighbors to rehabilitate their homes.

For what other cities are doing see page 289
ARE BUILDERS TOO BUSY TO REBUILD SLUMS?

Many major cities are focusing on rehabilitating their run-down and slum sections. Slums cannot be rehabilitated by laws alone. It takes an awakened populace to rid a community of filth and dirt. Then it takes men who are willing to do the job.

COUNCIL SHOWS PEOPLE WHY NEIGHBORHOOD IS DESIRABLE

The first step of the council in fostering community cleanliness was a vigorous campaign for clean alleys. The council insisted that each owner have a garbage can. Over 8,000 oil drum garbage containers were sold at cost. Most people, when shown the way, responded. A few cases needed law enforcement against illegal dumping of raw garbage in the alley. Further cleanliness drives resulted in the cleaning of property and streets. Memorial day, each year, the council sponsors a street-cleaning program. If a car is left in the street it is towed away. Today the back of the yards is the cleanest area in Chicago.

The council realized that if it was to succeed, a stable population was needed. The community standards could be raised if the people would improve their properties instead of moving away. To stop the exodus to the suburbs, the council started an anti-moving campaign. It asked the people if they wanted to move to the suburbs because they enjoyed the long ride to work and the additional cost—or maybe they had too many schools for children (20 within three blocks of any home) maybe people wanted their children to walk further to school—or maybe they had too many recreational facilities (23), and would rather have their children in the streets.
**NEW! ALUMINUM AWNING WINDOW**

**DOUBLE-HUNG STEEL WINDOW**

**CASEMENTS**—Both steel and aluminum!

**EXPANDED CORNER BEAD**

**METAL LATH ACCESSORIES**—All items necessary to assure first-class plastering in all types of residential construction.

**SLIDING STEEL DOORS**—For greatest closet convenience. Outstanding home-selling feature. Solid. Substantial. Complete with frames. Go in fast. 6'8" and 8'0" heights.

**SEVEN TRUSCON PRODUCTS TO SEE AT THE SHOW**

**BOOTH 5, 6 and 7**

**N.A.H.B. CONVENTION**

**CONRAD HILTON HOTEL**

**TRUSCON STEEL DIVISION**

**REPUBLIC STEEL**

1050 ALBERT STREET • YOUNGSTOWN, OHIO

Export Dept.: Chrysler Building, New York 17, N.Y.

TRUSCON® a name you can build on

**RANCH WINDOW**—Handsomely styled in long-lasting steel especially for popular one-story homes. Take double insulating glass. Variety of sizes.

**INTERIOR SWING DOORS**—All steel, flush type. Install these in 1/2 the time usually required. Insulated. Frames, all hardware included. See these.
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 of cam-action design for easy opening and positive locking, is just one of the 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. Use them as awning windows, hopper vents or casements. Screens, dual glazing panels, jamb extensions and all accessory trim parts are available at nominal extra cost. Investigate now.

FOR DETAILED INFORMATION MAIL THE COUPON TODAY

ROLSCREEN CO., Dept. F-5, Pella, Iowa

Gentlemen:
Please send free literature on Pella Casement Windows and name of nearest Pella distributor.

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ADDRESS

CITY

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STATE

JANUARY 1954
VENTILATING FANS are no longer considered an extra... but essential equipment. Home buyers are conscious of adequate ventilation. They expect Fasco Ventilating Fans in the kitchen and bathroom, plus utility and recreation rooms.

Fasco has the one complete line that appeals to builders everywhere. Ease-of-installation makes Fasco a favorite with contractors. Architects know the name Fasco for highest quality and matchless dependability. Every Fasco Ventilating Fan is guaranteed for five years.

Be sure of the installation. Be sure it's a Fasco

WRITE today for complete details on all Fasco Ventilating Fans.

A Must! Booth 458

HOTEL SHERMAN
Chicago, Illinois

SEE THE COMPLETE FASCO LINE

AMERICA'S
MOST POPULAR
VENTILATING
FAN LINE

MODEL 728 for inside walls and ceilings

MODEL 880 for installation through ceiling and roof

MODEL 882-1082 for outside wall wall switch operation

MODEL 847-1047 for outside wall chain operated

11 Augusta Street • ROCHESTER 2, NEW YORK

AMERICAN BUILDER
the slum fight is on

Vast market indicated by American Builder's telegraphic survey which reveals positive rehabilitation programs sparked by builders and civic groups for 1954.

Here is what will happen—Is your city in the fight?

NEW HAVEN, CONNECTICUT, REVEALS ENFORCEMENT PROGRAM—City slum prevention programs include rehabilitation projects undertaken by individual groups and sponsored by local Chambers of Commerce and various civic associations; improvement projects conducted on a neighborhood basis; city enforcement program based on improved building code is presently under review.

DETROIT CONTINUES SUCCESSFUL PROGRAM—Plans to continue present 12-year program which should rehabilitate at least 1,700 buildings next year. Plans for expansion of program are now under discussion.

SOUTH BEND, INDIANA, STUDYING PILOT AREAS—Thirty-five citizen housing committee engaged in study of three pilot areas including 40 city blocks which will be 1954 target. Legal subcommittee recommending new enforcement methods.

OTTAWA, CANADA, DEMOLISHING AND REBUILDING—Program for rehabilitation and demolition well under way. Sixty buildings demolished at end of 1953 and 125 family units rehabilitated. Plans now call for all substandard dwellings to be rehabilitated or demolished by end of 1955.

OMAHA DRAFTING NEW MINIMUM STANDARDS—Three-block pilot project just completed by Omaha Real Estate Board consisting of 80 homes. Results extremely encouraging. New Minimum Housing Standards Ordinance now being drafted. Will establish housing director and staff of five inspectors. If adopted approximately 3,000 homes will be inspected in 1954.

SAN FRANCISCO REDEVELOPING LARGE AREA—Twenty-eight block Western Addition Redevelopment Project calls for clearance of about 80 per cent of land occupied by obsolete substandard frame dwellings. Two thousand private apartment dwellings and commercial buildings will be erected. Three hundred twenty-five-acre Diamond Heights Redevelopment Project calls for 2,400 dwellings, neighborhood shopping center, churches, two playgrounds, three schools, plaza and library. Acquisition of property begins next year contingent upon favorable court test of redevelopment law. Plans being made also south of market area to clear out pockets of slum housing. This area will be used for industrial building. Three more inspectors recently added to the Department of Public Health. Housing code enforcement is now on a block by block basis in less badly blighted areas.

DENVER REPLACING SUBSTANDARD UNITS—Has rehabilitated 326 units and demolished 407 units since 1951. Plans call for continuation of this program.

BOCHESTER, NEW YORK, WORKING ON NEW PLAN—Rehabilitation and redevelopment plan now being drafted.

DALLAS COMMITTEE STUDYING BLIGHT—Plans regarding slum blight completed and now in hands of subcommittee of the City Council for study and recommendation. Area includes 10 square blocks and will be completed in 1954.

FORT WAYNE, INDIANA, HAS NEW ORDINANCE READY—Pending before City Council is a minimum standards housing ordinance. Further plans for slum rehabilitation and redevelopment await the passage of this ordinance.

FORT WORTH AWAITS REPORT—Housing and Sanitary Board for Rehabilitation in the final days of the 120-day study period.

HOUSTON BUILDERS COOPERATE WITH CITY OFFICIALS—Slum rehabilitation ordinance passed by City Council November 4 after third reading. Houston home builders made offer of full cooperation. Organization now in formative stage.

PASADENA OFF TO FLYING START—Pasadena started "Operation Junkyard" in 1948. Plans are to continue work in 1954. Since '48 1,493 buildings demolished and 1,961 rehabilitated. City knows from experience that general cooperation is given by all citizens on a move of this kind.

MIAMI DEPENDS ON PRIVATE INDUSTRY—Past seven months 295 units have been demolished; 685 units have been rehabilitated and 948 new units have been built by private industry in slum areas. Substantial increases in all categories are planned for 1954.

SAN ANTONIO, TEXAS, WHIPPING UP INTEREST—Urban Rehabilitation Study Commission appointed by City Council has been in session four months and reported to city manager in December, 1954 plans indefinite; however, enthusiasm is high and much should be accomplished.

BIRMINGHAM BUILDERS WORKING UP REPORT—Mayor's assistant, Birmingham news reporter, Builder Roy Smith and Richard H. Brown attended C.O.R. School in New Orleans, La. As yet no formal report has been made to the mayor. Specific plans will probably be made in 1954.

SANTA FE, NEW MEXICO FOCUSING ON 11 AREAS—Planning administrative legislative committees. Have been functioning since late September, 1953. Have located eleven areas in city that are noticeably substandard. Committee plans to call meeting of landlords of three areas and select one area as test. Big plans under way for 1954.

(Continued on page 290)
RICHMOND, VIRGINIA PUTTING TEETH IN ENFORCEMENT—
Housing rehabilitation field program has been operating six months based on ordinance adopted in 1950. Neighborhood selected as starting point had block by block inspection and enforcement. 485 units were inspected; 1,930 violations, of which one-fourth have been abated.

LOS ANGELES SHOOTING AT PREVENTION—Program will really be rolling early this year. Now have all but five of inspectors needed. Total now 31, most of whom are in the process of training. Los Angeles expects to clean up 5,000 units in 1954. Based on experience in this program they should have approximately 1,000 demolitions and 10,000 units on the preventive program. Half of Los Angeles' efforts will be on prevention and the other half on rehabilitation. Prevention work will be done in areas which are not now blighted but likely to become slums due to illegal conversions. To date 590 buildings have been demolished; 704 rehabilitated, which represent 1,400 living units. 1,659 complete surveys have been made covering approximately 3,200 units and 18,335 inspections and re-inspections have been made to date.

CLEVELAND SLUMS A CAMPAIGN ISSUE—Cleveland has become very slum conscious. It was one of three main issues in mayoralty campaign which ended November 4. Winner Anthony J. Celebreze was raised in slum section of Cleveland and his goal is to remove slums. Slum elimination and urban redevelopment $17 million bond issue was also passed at same election. Cleveland believes that it can rid itself of slums in perhaps 12 years if building codes are strictly enforced and a constructive program put in motion.

ATLANTA STARTED IN 1948—Program has been under way since 1948 and has obtained excellent results. 15,101 buildings have been inspected and 7,971 repaired. Program will be continued in 1954 at present high level.

CHICAGO NEIGHBORHOOD COUNCILS LEAD OFF—City now adding inspectors to begin vigorous campaign for slum rehabilitation. Building and welfare board has given necessary legislation to carry out program. Biggest rehabilitation to date has been by neighborhood councils.

NEW ORLEANS GUINEA PIG BLOCK SETS PATTERN—City has just completed pilot block area and expects to rehabilitate 4,000 units in 1954. Average cost per living unit in New Orleans has been about $1,500 or $3,000 per house. New Orleans plans vigorous campaign in 1954.

BALTIMORE EXTENDS ORIGINAL PLAN—Rehabilitation program to include commencement of action on about 7,000 dwellings in 1954.

Here Is What These Cities Are Doing

<table>
<thead>
<tr>
<th>City, State</th>
<th>Rehabilitated</th>
<th>Demolished</th>
<th>Since</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asheville, N. C.</td>
<td>583</td>
<td>23</td>
<td>1952</td>
</tr>
<tr>
<td>Bradenton, Fla.</td>
<td>102</td>
<td>68</td>
<td>1951</td>
</tr>
<tr>
<td>Charlotte, N. C.</td>
<td>9,625</td>
<td>1,020</td>
<td>1948</td>
</tr>
<tr>
<td>Cincinnati, Ohio</td>
<td>1,570</td>
<td>107</td>
<td>1953</td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>500</td>
<td>—</td>
<td>1950</td>
</tr>
<tr>
<td>Corpus Christi, Texas</td>
<td>28</td>
<td>—</td>
<td>1951</td>
</tr>
<tr>
<td>Durham, N. C.</td>
<td>3,584</td>
<td>300</td>
<td>1949</td>
</tr>
<tr>
<td>Eldorado, Ark.</td>
<td>500</td>
<td>100</td>
<td>1951</td>
</tr>
<tr>
<td>Greenbelt, Md.</td>
<td>100</td>
<td>25</td>
<td>1950</td>
</tr>
<tr>
<td>Greensville, S. C.</td>
<td>238</td>
<td>46</td>
<td>1952</td>
</tr>
<tr>
<td>Hattiesburg, Miss.</td>
<td>1,400</td>
<td>—</td>
<td>1952</td>
</tr>
<tr>
<td>Lafayette, Ind.</td>
<td>400</td>
<td>—</td>
<td>1950</td>
</tr>
<tr>
<td>Roanoke, Va.</td>
<td>354</td>
<td>66</td>
<td>1950</td>
</tr>
<tr>
<td>Roswell, N. M.</td>
<td>200</td>
<td>15</td>
<td>1951</td>
</tr>
<tr>
<td>Salisbury, N. C.</td>
<td>500</td>
<td>2</td>
<td>1950</td>
</tr>
<tr>
<td>Sterling, Colo.</td>
<td>200</td>
<td>25</td>
<td>1950</td>
</tr>
<tr>
<td>Tacoma, Wash.</td>
<td>305</td>
<td>628</td>
<td>1949</td>
</tr>
<tr>
<td>Trenton, N. J.</td>
<td>3,500</td>
<td>2</td>
<td>1952</td>
</tr>
</tbody>
</table>

a 'round-the-table slant

Alan E. Brockbank, Past President, NAHB,
Salt Lake City, Utah

"I congratulate the American Builder for the forward look expressed in your program, and shall do all I can to try to make your ambition come true. Our country is growing too fast for us to continue to think we can use our industry as loosely as we have in the past. We must teach home owners and renters to take greater pride in their homes, to keep them up physically and functionally. This will mean a great new branch of the building industry with a ready-made market of about 50 billion dollars."

"We must pour, approximately, one million new homes in at the top of the economy. Then take used homes as trade-ins on the new. Then trade less valuable used homes on other used ones. We must set our sights high enough on the worn-out structure to retire from 250,000 to 300,000 houses per year."

Fredrick W. Jackson,
Vice President, Dime Savings Bank of Brooklyn,
Brooklyn, N. Y.

"It gives me a great deal of pleasure to extend my hearty endorsement of your 4-point program. We at Dime are avowed advocates of the principle of supporting the orderly and continued growth of our local community. A well-rounded lending policy must include continuing support of that community. Vital to such support is the availability of sound mortgage financing for resale or trade-in houses as well as for remodeling or rehabilitating of older houses. From our experience, we can testify to the soundness of the 4-point proposal."

Emanuel M. Spiegel,
President of NAHB,
New Brunswick, N. J.

"The year 1953 was a period of trial and great achievement for the home-building industry and points the way to 1954. "A severe and prolonged shortage of mortgage money throughout much of the year finally was relieved after vigorous NAHB representations to mortgage lenders and to policy-making government officials. Bold new measures to prevent a recurrence of that crisis were advocated."

"A long-range housing trade-in program was launched with the ultimate aim of restoring to new condition each year 750,000 old, but structurally sound homes. Plans for the rehabilitation of slum dwellings through strict enforcement of municipal codes also got off to a successful start in New Orleans. No doubt, these trends will continue."
on the 4-point program from 'round the country

Philip Creden, Chairman, NRLDA
Public Relations Committee, and
Edward Hines Lumber Co.

"The American Builder 4-point program for 1954 gives the whole building industry not only a common goal but a challenge to accept a responsibility which must be met if we are to hold the confidence of the American people. We cannot continue to accelerate the growth of slums within our cities by doing nothing to stabilize older neighborhoods through remodeling and rehabilitation."

Arthur H. Oman, Builder,
Weymouth, Mass.

"The availability of mortgage money is the key to any home-building program in 1954. In the Boston area, money is available for good homes and indications are that the supply is on the increase. The Boston market calls for homes priced under $12,000 and for three bedrooms.

"Many buyers in this area are buying their first homes, but those who bought after the war now need larger homes. Trade-in housing could play a major role in this area before too long. There is plenty of need for remodeling. Boston can certainly stand a major rehabilitation program."

W. D. Jenison, Jr., Builder
Memphis, Tenn.

"The building business, like nature, is constantly subject to change. The changes necessitated by this evolution are well outlined by the four points you suggest. New homes will be designed more than ever before to the public's wants and pocketbooks.

"The building business, like the automobile business years ago, is being forced into trade-in selling. It is felt here, that the trade-in method of selling will be mandatory during 1954 to effect any satisfactory number of house sales.

"Remodeling offers the builder a new outlet for his endeavors. Rehabilitation is to be an active endeavor in Memphis in 1954."

Fritz B. Burns,
Past President, NAHB,
Los Angeles, Calif.

"Items 3 and 4 in your 4-point program are of particular interest to me. Rehabilitation can fill a substantial gap in the national economy. It is fortunate for the economy of the nation that we have a big inventory of dilapidated housing. Uncle Sam is a trillionaire. Housing represents 20 percent of the national wealth or two hundred billion dollars. Add to this three-hundred billions in commercial structures and you can see the tremendous economic potential of the rehabilitation program.

"To contemplate proper housing of lower-income families and yet ignore existing housing, properly reconditioned, is not only upside-down economics, but a financial impossibility."

Arthur H. Oman, Builder,
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N. F. Molnar, 2nd Vice Pres., NAHB,
Fairview Park, Ohio

"Here are a few of my quick thoughts on your 4-point program.

"The opportunity to build new homes in 1954 lies largely in low-cost and minority-group housing. The needs of veterans and the needs of the negro population, whose economic status has been improved, must be met. There is also necessity to build houses at prices adjusted to a realistic pay envelope.

"The trade-in house will be an important factor in the production of new houses. A large percentage of our potential buyers own their homes, will buy new ones if they can use their equities for down payments.

"The rehabilitation of our existing housing inventory opens up a new horizon to all segments in the home building industry. It is a must."

Nathan Manilow, Builder,
Chicago, Ill.

"I feel certain that the present administration will endeavor to have Congress enact legislation which will enable the home-building industry to do the comprehensive job proposed in the 4-point program.

"The recommendations that NAHB made to HHFA Administrator Al Cole virtually embrace your suggested program. This program must be made to work effectively in 1954 if the home building industry is to be kept active at a high level of production, because without it our economy must suffer a sharp decline. We are today one of the three most important industries in our nation.

"The 'make-new' slum prevention program has already been making progress and will make great strides as soon as proper financing legislation is enacted. The trade-in house program is also beginning to be activated and will increase in importance with time and proper financing facilities.

"There is great need for rental housing in large volume with two and three bedrooms for families of lower and moderate incomes. New legislation which provides insurance for forty-year mortgages at low interest rates when used in connection with slum clearance and rehabilitation is necessary to aid in the construction of such rental projects. Revision of Titles 207 and 203 of FHA is most essential to provide rental housing in large volume for people of moderate and higher income status."

JANUARY 1954
Sec. 117 of Revenue Code (pend.) Deserves Builders' Support

By John F. McCarthy
Attorney at Law

By the time this article is published, January will be with us. By then, most builders will be forced to give some time and consideration to their income tax problems. By then, also, the Congress will have reconvened. One piece of tax legislation introduced before the Congress at its last session, and still pending before it, deserves the builders' wholehearted support.

This proposed legislation would clarify the status of the builders' rental properties as investments which, when sold, would give rise to long term capital gains rather than ordinary income, thus being taxable at a lower rate. It is hoped, among other things, that this treatment will stimulate the builders' interest in and construction of further rental housing.

A builder's sale of land and improvements generally is regarded as the disposition of his stock in trade, and his return or profit thus is taxable as ordinary income. It is true that he may have investments in real estate which, on liquidation, will result in long term capital gains. This may be the case with his properties held for rental purposes. To date, the difficulty has been that each case must rest on its own peculiar set of facts. The Commissioner of Internal Revenue has been all too anxious to regard any sale of real estate by a builder as giving rise to ordinary income rather than a long term capital gain.

The proposed legislation presently before the Congress would amend Section 117 of the Internal Revenue Code relating to capital gains and losses. It would add a new sentence to Section 117 (j) (1) thereof. In effect it would include, within the provisions for capital gains and losses, any real property, regardless of age, held for rental purposes for 18 months or more by real estate dealers, builders or developers and thereafter disposed by them. This, it is hoped, will introduce some certainty into a hitherto confused subject.

The proposed legislation has been recommended for passage by the newly organized Committee on Federal Taxation of the National Association of Home Builders. Emanuel Spiegel, president of the Association, already has testified in support of the amendment before the Ways and Means Committee of the House of Representatives. During the past summer, the Committee on Federal Taxation reviewed several proposals for amendments to the Internal Revenue Code, which, it was thought, would clarify the position of builders. At that time the Committee recommended only the amendment presently under consideration, stating that it was most worthy of support as one which would eliminate considerable confusion and, at the same time, stimulate the construction of further rental housing.
Build better and save in '54...22 builders show how

How America's building leaders save $30 to $140 per home with INSULITE

You, too, can build better and save - see how these 22 builders do it.
The No. 77 rigid-type, for doors 8' wide x 6'8" high. A popular budget-wise beauty.

The No. 400, for luxury sectional-type convenience at minimum cost; a new winner!

EASIER OPERATION
MORE SELLING FEATURES
FAST INSTALLATION
MODERN DESIGN
LOW HEADROOM
WIDE RANGE OF SIZES
YEARS OF TROUBLE FREE SERVICE

OVERHEAD GARAGE DOORS

See Them in Action at All The Conventions

AMERICA'S BEST ENGINEERED OVERHEAD GARAGE DOORS

When you see these modern overhead garage doors in action—when you experience their easy-opening and compare their beauty and their many other features—you will understand why so many dealers and contractors prefer FRANTZ.

Here are more than 25 sizes and styles of single and double-width, rigid and sectional type overhead doors. Here, also, for your special convenience, is a selection of Overhead Hardware Sets second to none. Whichever you prefer—complete doors or hardware only—Frantz has the answer. Write for Frantz' New Catalog No. 302.

FRANTZ OVERHEAD HARDWARE SETS available in a complete line, for openings up to 18' wide x 12' high, for doors weighing up to 720 lbs. Frantz Hardware Sets give the builder or home-owner unlimited scope in designing garage doors to harmonize with any architectural plan. Write for Catalog No. 107.

FRANTZ MANUFACTURING COMPANY • STERLING, ILLINOIS
this ready-made house 
fits wide or narrow lot

Capri can be oriented in different ways by placing garage on one of four corners. Plans are flexible with four orientations for wide lots and four for narrow ones. Front elevation is shown.

A new prefabricated home called the "Capri" has been designed by Modern Homes Corporation to meet the needs of families living in the climatic belt extending from Maine to Montana.

The Capri is a three-bedroom home containing 1,508 square feet. Its design allows for several orientations of the basic plan on the building site and incorporates several features that accommodate it to temperatures ranging from sub-zero to 100 degrees within a period of six months.

The roof overhang extends to 42 inches. As a result, it provides a solar canopy which blocks off excessive direct sunlight in summer when the sun is high, but admits winter light and warmth when the sun is low. It also shields open windows from rain.

The fascia board along the front edge of the roof overhang is part of the gutter. Behind the gutter, there is a six-inch screened opening the full length of the canopy to ventilate the attic area and displace hot air which is vented through louvers at either end of the gables.

The louvers are designed so that the top three courses (Continued on page 297)

W. P. "Bill" Atkinson* saves $101 per home with Insulite
*Past president NAHB; member NAHB Past Presidents' Council; developer of Midwest City, Oklahoma.

John R. Worthman* saves $83 per home with Insulite

Clifford McVetta* saves $60-$105 per home with Insulite
*President, Sandusky (Ohio) Home Builders Association, 1953, secretary, 1952. Quality builder of $18,000 to $45,000 homes.

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INSULITE

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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.

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Philadelphia 11, Pa.

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"Quik-Way" FURRING CLIPS
1. CUTS FURRING COSTS 30 TO 50%.
2. ENDS LEAKING WALLS
3. SAVES TIME

"MANY OF OUR APPLICATORS USE THE ARROW GUN TACKER" says the BALDWIN HILL COMPANY, Manufacturers of Insulation.

Available from your "SCR Brick" manufacturer, building material dealers, or write:

PETE RSON PRODUCTS COMPANY
P.O. BOX 462
JANESVILLE, WISCONSIN

AMERICAN BUILDER
Rear elevation is designed so living room can be located either at front or rear of lot with minor changes. Roof pitch is 4:12 to emphasize horizontal lines of siding in the gables are tilted outward at the bottom edge to provide a screened vent opening all the way across.

All windows are equipped with storm panels and screens installed at the factory. Thermopane windows have louvered and screened panel ventilators below. In slab-floor houses, perimeter heating registers are in the slab along the outside walls and between studs in the interior partitions.

The fireplace unit includes the heating unit closet and a large utility closet which may be used as a clothes closet or for storage, depending upon the floor plan selected.

The kitchen is a modified U-shape with steel cabinets, and a double porcelain sink with disposal unit. An exhaust fan venting through roof of sidewall is standard equipment.

The total construction cost of the Capri, not including the mortgage cost, sales commission, land and profit, is about $11,660.

One-piece window and door trim of soft pine is shipped to builder premerited and prebundled.
One of 37 Palmer-built homes in new "Palmer's Kessler Boulevard Addition." All baths have Mosaic Clay Tile floors and wainscots.

"We're sold on Mosaic Clay Tile," says Mr. William F. Verberg, 1735 West 57th St. "We especially like our All-Tile Accessories—soap dish, tumbler, brush and paper holders, towel and grab bars. They're good looking as the tile itself, and they're so easy to clean."

"Our Mosaic Tile bathroom is the most attractive we've ever had," writes Mrs. Charles J. Kruse, 1660 W. Kessler Blvd., whose daughter, Miss Joyce Kruse is pictured at right. "Tile looks so luxurious and it's wonderful to know it will always look that way."

Fred L. Palmer (seated) and Richard Palmer, Partners, F. L. Palmer & Son Construction Company, Indianapolis, Indiana. Mr. Fred Palmer built his first house in 1905. His son joined him as partner in 1940. Mr. Fred Palmer is a Director and Past President of the Marion County Residential Building Assoc., a Director of the Construction League, and has served as President of the Indianapolis Real Estate Board and Indianapolis Home Builder's Assoc. Their latest project is the 37-house development, "Palmer's Kessler Boulevard Addition." All houses have Mosaic Tile baths.

"We use Mosaic Clay Tile exclusively," says Mr. Fred L. Palmer. "It gives our customers full dollar value, easier housekeeping, and a home that has more re-sale value. Clay tile pays off for us, too. We have fewer complaints, happier buyers, and quicker sales."

Give your customers Mosaic Clay Tile. See Mosaic Clay Tile today at your nearest Mosaic showroom, or at the showroom of your Tile Contractor. For tile-fact literature, write Department 35-16, The Mosaic Tile Company, Zanesville, Ohio.
The Kimble Glass Company, subsidiary of Owens-Illinois Glass Company, is introducing a new type of skylight material designed for use in one story schools.

The new skylight, developed after more than two years of research in the Daylighting Laboratory of the

(Continued on page 301)

For best performance, the Toplites should be oriented north and south, but a 30-degree rotation east or west is permissible.

Toplite in cross-section. Top face is plain so that it will be washed by rain when installed with normal drainage slope (1/4 inch per foot in any direction except south).
when you're building houses...

GIVE THEM AIR!

safeguard against paint blister and peeling with

"MIDGET" LOUVERS

Install Midget Louvers on the overhang or soffits of Ranch type homes... on gable ends, dormers, eaves, etc. of houses of any style. Whenever there is danger of destructive condensation and dampness, these inexpensive all-weather units are your fastest, cheapest and most positive method of permanent protection. Made in 6 sizes (1" to 4" diameter)—2 styles (regular, with rain deflectors—and "ID" without deflectors). Both have built-in screens to keep out insects.

QUICK & EASY TO INSTALL. Just drill hole and tap in place. No nails or screws. "Midget" Louvers have special tension slots and swedge fasteners to assure tight fit and permanent anchorage.

the "MIDGET" LOUVER CO.
8 WALL STREET • NORWALK, CONN.

Strikingly New! No Other
Electric Hammer
Works Like
"Super Slugger"

Neoprene "Cushion Snap"—No Kick!

"Super Slugger" has a terrific wallop — yet weighs only 7½ pounds! Its new patented "Cushion-Snap" impact motion eliminates kick, direct vibration and operator fatigue. Plug in this heavy-duty hammer anywhere — use it for drilling, chipping or channeling masonry or concrete, cutting sheet metal, stripping linoleum or plastic flooring, scaling rust and hundreds of other jobs (full line of tools available). "Super Slugger" works fast — multiplies work output. Low in cost, it is simple to maintain — will save you money. Investigate!

Manufactured by Noble & Stanton, Inc., Bedford, Ohio

To Build Modern... without Price Penalty... Build of Cavitecx

Among today's home builders the swing is to masonry. And the ultra-modern masonry is Cavitex. With eye-appeal and price appeal, Cavitex has unusual interest for building contractors and owners alert to modern trends.

Cavitex is new—in size, proportion, design and color range. Cored-out design provides insulation values and saves weight. Easily the most practicable unit for cavity-type wall construction. Ideal also, as veneer over frame, or as facing over 4" concrete block. Available in pastel tones for exposed masonry interior walls.

Expensive? Just the reverse! Material for material, Cavitex costs less than frame. This low price made possible by manufacturing economies. Local plants convert local raw materials into units for local builders. Usually high costs of freight and distribution are practically eliminated. Write today for 4-color brochure and name of nearest local production plant.

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Local Manufacturing Opportunity

Many choice locations are open for the local manufacturing of Cavitex. Excellent opportunity for building contractors. Each plant operates under franchise in protected territories. Cavitex machine available on lease or sale. If interested, ask for important book "Opportunity Unlimited."

Send for our quotation on all your railing and column work. It pays! Send sketches or ask for our suggested designs.

Designers-Crafters of Ornamental Ironwork,
Fencing and Gates.
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CINCINNATI 6, OHIO

CINCINNATI IRON FENCE CO.

Scharf Magnelite LIGHT!

1/2 lighter than aluminum UNBREAKABLE!

Unbreakable frame made of extruded magnesium, the FIRST of its kind.

AVAILABLE IN 9 SIZES from 12 to 72 Inches

J. H. SCHARF MFG. CO. • OMAHA, NEBR.
new glass block skylight

(Continued from page 299)

First building to incorporate Toplite panels is the W. K. Kellogg School Addition in Middleville, Michigan—14,600 square feet at a cost of $13.25 per square foot.

Rooms are 31 feet 8 inches by 24 feet. Roof lighting was selected because it eliminated framing required by clerestory construction.

University of Michigan, is called Toplite. It consists of prefabricated glass block panels 3x3, 3x6 or 4x4 feet. These panels are set as a continuous or broken strip in the roof, parallel to the corridor side wall.

This arrangement makes the entire room available for all visual tasks, and raises the level of illumination to the point where high reflectivity of surfaces is no longer a lighting "must." Need for artificial lighting is greatly reduced.

The Toplite panel consists of hollow hermetically-sealed units, each 10½ inches square and 3 inches thick, set in an aluminum grid on 12-inch centers. The glass has been designed to be selective in its transmission of daylight, and specifically distributes the transmitted light about the interior. It provides high light transmission from the north half of the sky and from the lower.

(Continued on page 303)
Located near Harrisburg, Pennsylvania, this new plant will soon make the long-awaited steel home a reality. Years of research and development will bring you a strikingly-new, highly-salable product.

**NOW...two great plants**

The plant of United States Steel Homes, Inc., at New Albany, Indiana, will produce Gunnison Homes and will continue to make them the outstanding values they have always been.

**SOON...two great products**

- United States Steel Homes, Inc. offers a vast program of construction financing, mortgage financing, local promotion and national promotion to materially assist a selected group of builders to market these two great products. This program is designed for the builder with acceptable land, market potential and a qualified building organization to realize a full return on his investment in the competitive 1954 building program.

To be one of the first home builders to receive information on the great 1954 plans of United States Steel Homes, Inc., visit Booths 172-173 at the National Association of Home Builders Convention in Chicago, January 17-21. Or write on your letterhead to United States Steel Homes, Inc., Dept. AB-14, New Albany, Ind.

United States Steel Homes, Inc.

Formerly Gunnison Homes, Inc.

**GENERAL OFFICES: NEW ALBANY, INDIANA**

Plants at New Albany, Indiana, and Harrisburg, Pennsylvania

**DISTRICT OFFICES:** Atlanta, Ga. • Chicago, Ill. • Columbus, Ohio • Dallas, Tex. • Harrisburg, Pa. • Louisville, Ky. • Newark, N.J. • Omaha, Neb.

SUBSIDIARY OF **UNITED STATES STEEL CORPORATION**
new glass block skylight

Toplite panels are delivered to the job, ready for installation.

Panels are installed in prepared openings or curbs. Curbs can be wood, steel or concrete. Roofing materials are laid after panels are in place.

Oakum is forced into expansion space between curb and panel.

Vaultlight cement is poured in stages over oakum. Cement is fast setting and serves as a seal.

Asphalt mastic is forced into panel reglet, preparing it for insertion of flashing material.

Roofing material is brought up to top of curb, and asphaltic compound is troweled on curb top and sides.

(Continued from page 301)

(Continued on page 305)
New!

The Simply Beautiful Window that Boosts Sales and Cuts Costs!

Reynolds Aluminum --- SLIDING --- Traverse Window

Direct-Mounting Screens and Storm Sash...no special fin trim or moldings needed. Attach to clips on frame.

Neoprene Weatherstripping and Dust Guards give tight protection, yet do not interfere with easy removal of vents.

Self-locking vents...foolproof, stainless steel device fits snugly against frame. Locked vents cannot be removed.

New “Aquaseal” efficiency provided by capillary action of wool pile on which vents slide.

Exclusive “Aquawell” Double Sill drains off wind-driven water or condensation moisture—effective even in hurricane conditions.

Now the proved home-selling power of Aluminum Windows reaches a new high, at a new low in cost! So simple...sliding vents that open easy, lock tight, lift out for cleaning. So beautiful...in “satinized” Reynolds Aluminum. Cost-cutting installation...universal clips, installation template in each package. And extraordinary versatility...adaptable to any design including window walls. Write for literature on this new Reynolds Aluminum Traverse Window...and for complete catalog including residential Casement, Awning and Double-Hung types. Reynolds Metals Company, Building Products Division, 2003 S. Ninth St., Louisville 1, Kentucky.

UNIVERSAL CLIP CUTS INSTALLATION COST! Only a hammer needed...eliminates shimming, requires no special trim or fins. Same clips used for all types of construction.

REYNOLDS ALUMINUM BUILDING PRODUCTS

SEE “MISTER PEEPERS,” starring Wally Cox, Sundays, NBC-TV Network.
new glass block skylight

(Continued from page 303)

Membrane is inserted in reglet and brought over top of curve and down the sides. Another coat of asphaltic compound is applied over the entire fabric area.

A second ply of membrane fabric is laid on top of the second coat of asphalt, with edge forced into reglet. On top of this second fabric a third and final coat of asphalt is troweled.

part of the south sky, but gives only low transmission of daylight from the section of the sky which contains the hot, bright summer sun. The glass achieves substantially the same brightness pattern for all exterior illumination conditions. Thus the Toplite evenly distributes cool, glareless light at all times.

Cost of the material is quoted at around $6 per square foot.

Deluxe Maroon Finish

**SIMPLEX**

**IMPROVED 78”**

**ONLY**

3 lb. 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. I-Beam type—stronger than aluminum. Direct from factory. Patented.

NO FACTORY REPAIRS NEEDED

Spirit tube holder (50c) replaced in a minute with screwdriver. An ideal gift for any occasion. 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

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Nathan Manilow* saves $42.50 per home with Insulite


Ottomar E. Gaiser* saves $194 per home with Insulite

*Delegate, 1953 NAHB Convention. Luxury home builder in the Cleveland area for the past 30 years.

Joseph H. Vatterott* saves on $10,000 to $27,000 homes with Insulite


You, too, can build better and save with...

INSULITE

See how more building leaders save with Insulite
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The BUILDER-DEALER

CATALOG-DIRECTORY

(U.S., Its Possessions & Canada Only AB 154)

The April issue of AMERICAN BUILDER lists Building Products and Equipment
Manufacturers, Brand Names, Trade Associations and many others. It tells
you WHO makes it, HOW to use it, and WHERE to buy it.

FALL BUILDING AND PLANNING ISSUE

75th DIAMOND JUBILEE

ANNIVERSARY ISSUE

THREE FULL YEARS

36 money-making issues

of AMERICAN BUILDER only $7.00

(less than 5¢ a week)
prefab for '54 features open living

Four bedroom "Pioneer" shown here features a flat roof: will be available in hip or gable models.

More storage space and a three-way dining area designed for flexible open living are featured in this new four-bedroom prefabricated home. Contemporary in style, the new home is named the "Pioneer" by its manufacturers, the Harnischfeger Corporation.

The Pioneer is the forerunner of the Corporation's new line of 1954 prefabricated homes. Other models to be produced in 1954 will include two-, three- or four-bedroom models in both basement and "all on one floor" models.

The living, dining and kitchen areas feature open

(Continued on page 309)

Paul D. Snow, Jr.* saves $72 per home with Insulite

*Member, NAHB; active in the New Orleans' Home Builders Association; builder of quality homes in New Orleans area for the past 12 years.

Wm. R. Doll* saves $80-$120 per home with Insulite

*President, "Another Doll House, Inc." Buffalo, N.Y.; president Niagara Frontier Builders Association, Inc.; member, NAHB.

Carl Gellert* provides quality, cuts costs with Insulite

*Charter member, director and past-president, Associated Home Builders of Northern California; director of NAHB; winner 1952 NAHB "Blue Ribbon Award of Merit" partner, Standard Building Company, San Francisco.

You, too, can build better and save with . . .

INSULITE

See how more building leaders save with Insulite

"Pioneer" contains 1,132 square feet. Plan may be reversed
You can throw away “For Sale” signs when you start building Pease Homes.

Here are some facts and figures on just one of the many Pease Home plans.

It shows why PEASE HOMES sell fast.

“The Longwood”—Plan No. 21
1374 square feet of step-saving livability with three large bedrooms and two baths. “Open plan” L-shaped living room—dining quarters; Youngstown equipped kitchen; insulated glass-wall living room window; ceiling-high sliding louvered closet doors; spacious side porch and storage rooms. Quality...from beam to battens. Package price—$4,493 for a basementless home. Over crawl space, $5,504 and for a home with basement, $5,057.

If you've never built a Pease home, you should investigate this profitable line of outstanding homes today. A complete catalog is now available to give you full information...illustrations, floor plans, elevation variations, siding materials, one and two-car garages, carports, breezeways, solarium, specifications, prices, etc. Two, three and four bedroom homes. Base prices start at $2,646. No restrictions. Nationally advertised. VA & FHA approved.

PEASE WOODWORK COMPANY
(PEASE HOMES DIVISION)
924 Forst Avenue, Hamilton, Ohio

...better than any transit!

That's what the man wrote! Mr. Richard S. Otto, of San Luis Obispo, Cal. states, “...Levelall works perfectly, and is quicker and easier to use than a transit costing several times as much. In fact, when it comes to accuracy, the Levelall is better than any transit...LEVELALL is a 75' transparent plastic tube with shut-off valves, mounting brackets and filled with a special anti-freeze liquid...a precision leveling instrument offered at the extraordinarily low price of $12.95. And here's how it works: fasten tube brackets to forms, batter-boards, etc., snap open the valves and the liquid gives two accurately level points.

Now, with a LEVELALL, one man can do the work of two men and a transit!

Send today for your free copy of “On the Level,” a booklet that tells and shows how to use the LEVELALL...better yet, order a Deluxe LEVELALL. Clip and mail the handy coupon now! Money back satisfaction guaranteed. Dealer inquiries welcome.

LEVELALL, 83-0 Webster St., Rockland, Mass.

[Please send free booklet, “On the Level.”]

Name ____________________________
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[In Canada, prices slightly higher; write LEVELALL, INC., 5465 Decarie Bivd., Montreal, Que.]

low cost storage space with EZ-Way Folding Stairways...specify into your building plans this inexpensive storage space...

EZ-Way Folding Stairways
Sturdily built, modern in appearance. EZ-Way features touch-controlled, 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.

EZ-WAY!
prefab features open living

(Continued from page 307)

Folding match-stick bamboo screen on ceiling track here conceals kitchen area from dining-living area

Planning. The living room is 72 square feet greater than minimum standards require. The dining area is defined by a three-way folding split-bamboo curtain, riding on a circular ceiling track. By drawing this curtain, the housewife can make her dining room part of the kitchen, part of the living room or a room in itself. The cabinets and working areas in the kitchen are liberal. Kitchen cabinets are of steel construction including a hood above the range containing a ventilating fan.

Each bedroom contains a closet with ceiling-high sliding doors and built-in drawers and shelf sections. In addition, there are extra hall, linen and guest closets. The fourth bedroom may be opened into the living area through an accordion-fold door. In this way, it can serve as a bedroom den, guest room, TV room or as added living room space. This house has one and one-half baths.

The 1954 Pioneer is so designed that it can be oriented to face the front or the rear of a lot.

Construction of the house includes skin-stressed wall panels and partitions containing 2x3 studs 16 inches o.c. and 2x3 plates. Exterior walls are sheathed with 1/8-inch plywood glued and nailed. Partitions are also skin stressed with 1/8-inch Upson “Strong Bilt” panels glued and nailed. On gable- and hip-roofed models, trusses are placed 48 inches o.c.

Estimated cost of the four-bedroom Pioneer is $14,000 with basement, but not including the lot.
For over 30 years the Colpaert organization has built homes on a large scale. Retaining the accepted and most desirable features of conventional building, Colpaert homes are factory assembled and delivered as a complete package; ranging in price from $6,000 to $15,000... and sold on terms that appeal to 80% of the prospective home buyers.

An experienced management and skilled personnel... utilizing modern factory facilities and volume buying... provide a most complete building service. This includes land planning, engineering, approved architectural designs, landscaping, financing, and proven advertising and sales methods.

The accumulated experience and service of this organization is now available to dealers. Builders in the Midwest who are interested in selling approved quality homes at the lowest possible price and terms, may call or write for detailed information.
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<th>Hotel and Booth No.</th>
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<td>Air Control Jalousies of America, Inc.</td>
<td>Glass jalousies</td>
<td>Sherman 466</td>
<td>L. Vanek, J. J. Hey, J. C. L. Keller, R. Schuck</td>
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<td>Akron Products Co., The</td>
<td>Floor jacks</td>
<td>Hilton 179</td>
<td>C. J. Liegel, P. E. Lichty, L. I. (L.) (L.) Leumon, C. R. Marshall</td>
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<td>Alliance Ware, Inc.</td>
<td>Plumbing fixtures</td>
<td>Hilton 198-199</td>
<td>W. H. Britt, R. E. Ewing, O. Martin, W. F. Mcrath, J. C. McIntosh, W. M. Rodgers</td>
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<tr>
<td>Alsynite Co. of America</td>
<td>Translucent panels</td>
<td>Sherman 462</td>
<td>J. S. Bergman, E. Dowling, W. D. O'Morrow, G. P. Woll, T. C. Wright</td>
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<td>American Brass Co.</td>
<td>Copper building products</td>
<td>Hilton 145-146</td>
<td>S. F. Cook, W. H. Dowd, R. Hegarty, Jr., F. E. Hil, M. T. Lieninweber, H. E. Vaegel</td>
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<td>American Cabinet Hardware Corp.</td>
<td>Cabinet hardware</td>
<td>Hilton 153-154</td>
<td>J. Bosworth, F. Engstrom, E. J. Jones, R. Luening, R. Sweet</td>
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<td>American Radiator &amp; Standard Sanitary Corp.</td>
<td>Heating, plumbing equipment</td>
<td>Hilton 133 to 141</td>
<td>Not available</td>
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<td>American Telephone &amp; Telegraph Co.</td>
<td>Telephone planning, service</td>
<td>Hilton 29</td>
<td>Not available</td>
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<td>Andersen Corp.</td>
<td>Awning windows</td>
<td>Sherman 396-397</td>
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<td>Apex Eletrical Mfg. Co. (Apex-Relatore)</td>
<td>Home appliances</td>
<td>Sherman 381-382</td>
<td>Not available</td>
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<tr>
<td>Appliance and Electronics Div., AVCO Corp.</td>
<td>Automatic laundry units</td>
<td>Hilton 152, 158 to 163</td>
<td>Not available</td>
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<td>Autonet Plastics Co.</td>
<td>Plastic wall tile</td>
<td>Hilton 278</td>
<td>R. L. Bob, A. D. Cheve, R. B. Willen</td>
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<td>Automatic Devices Co., Inc.</td>
<td>Room thermostats</td>
<td>Sherman 304</td>
<td>E. Bore, O. W. Dobson, H. T. Kure, E. J. Sidney</td>
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<td>Barber-Colman Co.</td>
<td>Garage doors, door operators</td>
<td>Hilton 189-190</td>
<td>Not available</td>
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<td>Beatrix West Studios</td>
<td>Color styling, interior designing</td>
<td>Hilton 360-361</td>
<td>R. Gainer, W. Leake, N. Ungaro, R. West</td>
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<td>Bemis Mfg. Corp.</td>
<td>Ventilating fans</td>
<td>Sherman 354</td>
<td>S. M. Berstein, R. Davis, W. J. Rosca, A. Weingarten</td>
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<td>W. G. Best Factory Built Homes, Inc.</td>
<td>Prefabricated homes</td>
<td>Sherman 449</td>
<td>Not available</td>
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<td>Bilco Co., The</td>
<td>Steel cellar doors</td>
<td>Sherman 428</td>
<td>E. F. Lyons, J. M. Lyons</td>
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<td>Bluejay Chrome Products, Inc.</td>
<td>Chrome bathroom accessories</td>
<td>Hilton 274</td>
<td>M. M. Friegler, J. Schin</td>
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<td>Brandes Co.</td>
<td>Warm-air baseboard heating units</td>
<td>Sherman 380</td>
<td>E. E. Brandes, H. H. Brandes, F. Yath</td>
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<td>Builders Mfg. Co.</td>
<td>Metal window and door frames</td>
<td>Sherman 302-303</td>
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<td>Celaric Steel Corp.</td>
<td>Heating equipment</td>
<td>Hilton 230</td>
<td>H. Ruckled, L. Hildred, G. D. Sather, H. Tiley</td>
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<td>Wm. Cameron &amp; Co.</td>
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**JANUARY 1954**

**DIRECTORY OF NAHB CONVENTION EXHIBITORS**

**PRODUCT, EXHIBIT BOOTH, PERSONNEL**

- Heating, plumbing equipment
- Plastic wall tile
- Sliding-door hardware
- Glass jalousies
- Building accessories
- Floor jacks
- Translucent panels
- Plumbing fixtures
- Copper building products
- Cabinet hardware
- Kitchens, gas ranges
- Sinks, dishwashers, kitchen cabinets, disposers, accessories
- Heating, plumbing equipment
- Telephone planning, service
- Steel doors, frames, sliding closet doors
- Awning windows
- Home appliances
- Automatic laundry units
- Floor and wall coverings
- Cabinet hardware
- Electrical products, switches
- Plastic wall tile
- Room thermostats
- Garage doors, door operators
- Roofing, siding, insulation
- Color styling, interior designing
- Metal kitchens, accessories
- Ventilating fans
- Prefabricated homes
- Kitchen nooks
- Steel cellar doors
- Insulating siding
- Chrome bathroom accessories
- Warm-air baseboard heating units
- Plumbing fixtures
- Hardwood flooring
- Masonry products
- Gas heating equipment
- Metal window and door frames
- Heating equipment
- Wood window and door units
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<td>Bathroom cabinets and accessories</td>
<td>Hilton 21-22</td>
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<tr>
<td>Carr. Adams and Collier Co.</td>
<td>Millwork, windows and doors</td>
<td>Sherman 405-406</td>
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<tr>
<td>Ceco Steel Products Corp.</td>
<td>Steel and aluminum windows</td>
<td>Hilton 77-78</td>
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<td>Certain-Teed Products Corp.</td>
<td>Roofing, siding, gypsum</td>
<td>Hilton 248</td>
<td>C. E. Abbey, C. K. Bowland, M. Meyer</td>
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<td>Chase Brass &amp; Copper Co.</td>
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<td>Hilton 68-69</td>
<td>B. A. Dean, W. E. Evans, R. Maker, W. M. Malthoffard</td>
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<td>Fiberglass panels</td>
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<td>Crane Co.</td>
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<td>Hilton 191 to 193;</td>
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<td>Motors Corp.</td>
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<td>Construction news service</td>
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<td>Ez-Way Sales, Inc.</td>
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<td>Fremont Rubber Co.</td>
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<td>Hilton 249</td>
<td>W. C. Gibson, V. Jason, R. P. Johnson, D. G. McLeod</td>
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<td>Gernity-Michigan Corp.</td>
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<td>Hilton 55</td>
<td>P. Dayy, C. Green, D. O. McLaugh</td>
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<td>Goodyear Tire &amp; Rubber Co.</td>
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<td>Grant Rapids Hardware Co.</td>
<td>Ventilating panels</td>
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<td>Grant Polly &amp; Hardware Co.</td>
<td>Drawer slides</td>
<td>Hilton 279-280</td>
<td>J. P. Cleveland, R. Cooper, R. A. Eisen, R. Freenan, W. Gibbons, S. Gilbert, N. A. Gustseck, J. Hildebrand, J. McKechnie, H. Nathen</td>
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<td>Haskeelite Mfg. Corp.</td>
<td>Sliding doors</td>
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<td>Higgins, Inc.</td>
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<td>Hamosate Co.</td>
<td>Sliding doors and windows</td>
<td>Hilton 53-54</td>
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<td>Hunter Fan and Ventilating Co.</td>
<td>Ventilating and exhaust fans</td>
<td>Hilton 183-184</td>
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Better Fastenings

FOR THE

Building Trades

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

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For Every Phase of Construction

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

**Screw-Tite Flooring Nails**

For "Squeak-Proof" Floors, Stairs

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

**Stronghold-Screw Fasteners**

For Dry Wall Construction

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

**Stronghold Underlay Floor Nails**

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

**Screw-Tite Masonry Nails**

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

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

**Stronghold Nails**

For Asbestos Siding Shingles, Cedar Shakes and Insulated Brick Siding

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

**THIS CATALOG SENT FREE!**

We pioneered the development of threaded nails, and revolutionized fastening methods. Get the story! Catalog and technical data free on request. Write!

**INDEPENDENT NAIL and PACKING CO.**

The Stronghold Line

BRIDGEWATER, MASSACHUSETTS, U.S.A.
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<th>Hotel and Booth No.</th>
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<td>Huntig Mfg. Co.</td>
<td>Sash doors, interior wood trim</td>
<td>Sherman 398</td>
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<td>International Molded Plastics, Inc.</td>
<td>Counterflow furnaces</td>
<td>Hilton 270-271</td>
<td>D. Fanchet, R. J. Gooldt, F. Kevzem, E. M. Quitan, E. P. Williams</td>
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<td>I-XL Furniture Co., Inc.</td>
<td>Cabinet and store fixture hardware</td>
<td>Sherman 438</td>
<td>H. J. Brisk, C. Dan Braker, H. Kreus, F. J. Vogt</td>
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<td>Lau Blower Co.</td>
<td>Attic fans</td>
<td>Sherman 332</td>
<td>T. I. Byrd, T. Martin, E. V. Sullivan</td>
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<td>Leslie Welding Co., Inc.</td>
<td>Gable louvers, ventilators</td>
<td>Sherman 457</td>
<td>C. Holland, C. Leslie, R. Ora, F. Raw, P. Wilmut</td>
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<td>Lipman Refrigeration Div., Yates-American</td>
<td>Air conditioners</td>
<td>Hilton 269</td>
<td>R. Burns, P. Kibler</td>
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<td>Living for Young Homemakers</td>
<td>Insulation</td>
<td>Sherman 437</td>
<td>C. H. Caffin, E. B. Evans, H. Grasse, G. H. Tuerkow</td>
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<td>Lockport Cotton Bathing Co.</td>
<td>Insulation</td>
<td>Hilton 151</td>
<td>L. S. Cochran, C. S. Cutler, W. S. Lidster, W. Pribewater, J. Willis</td>
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<td>Ludman Corp.</td>
<td>Aluminum and wood windows</td>
<td>Hilton 101</td>
<td>M. Hoffman, R. Jeffrey, A. Moore, A. Beckerman, R. W. Tovs, L. Veverka</td>
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<td>Magic Chef, Inc.</td>
<td>Gas ranges</td>
<td>Hilton 220</td>
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<td>Malta Mfg. Co.</td>
<td>Wood window units</td>
<td>Sherman 404</td>
<td>J. G. Baten, V. Goss, R. Harris, D. Halton, R. Life</td>
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<td>Masonite Corp.</td>
<td>Perforated panels</td>
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<td>McKee Door Co.</td>
<td>Garage doors</td>
<td>Sherman 465</td>
<td>G. F. Pierce, W. B. Quinnock, C. J. Salmen, A. A. Scholz, E. E. Schroder</td>
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**JANUARY 1954**
In 1954... your Thermopane windows will have more appeal than ever!

TWO BIG MAGAZINES, totaling almost 21,000,000 readers, are being added to the list of big magazines telling home buyers about Thermopane* insulating glass. Thermopane advertising will continue to appear regularly in:

- Better Homes & Gardens
- American Home
- Small Homes Guide
- Living
- House Beautiful
- House & Garden

For ten years, L-O-F advertising has been talking Thermopane’s values to the home buyer—has been making your use of Thermopane a more and more valuable talking point with prospects.

As a result, buyers want Thermopane insulating glass. Builders and real estate salesmen who have experienced its sales appeal will vouch for that.

YOUR TIE-IN? Use Thermopane in every window and you’ll add a load of appeal. Many builders are doing it—and in moderately-priced homes.

AND TELL FOLKS ABOUT IT. There’s tremendous value in having home buyers see the sign, “This is Thermopane insulating glass”, on the windows of your homes. Be sure prospects know you offer this valuable feature. And it’s smart to include mention of it in your own ads, too.

L-O-F’s big advertising program for 1954 is getting under way. Use Thermopane—talk about it—and you’ll see results! Libbey-Owens-Ford Glass Company, 314 Nicholas Building, Toledo 3, Ohio.

Thermopane
INSULATING GLASS
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<td>Modern Homes Corp.</td>
<td>Contemporary Homes</td>
<td>Hilton 201</td>
<td>T. Fuller, R. W. Minett, Jr., V. Moe, R. J. Rommel, R. W. Vossler</td>
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<td>Moe Light, Inc.</td>
<td>Calling lights</td>
<td>Sherman 352</td>
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<td>National Door Co.</td>
<td>Sliding doors</td>
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<td>National Gypsum Co.</td>
<td>Sliding shingles, shafting, insulation</td>
<td>Hilton 17</td>
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<td>National Rubber Machinery Co.</td>
<td>Garbage disposers</td>
<td>Sherman 355</td>
<td>H. Frank, R. J. Meyer, G. Schutt, L. VonCleeft</td>
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<td>National Paint, Varnish &amp; Lacquer Asse.</td>
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<td>L. Fisher</td>
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<td>National Steel Cabinet Co.</td>
<td>Bathroom cabinets</td>
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<td>National Vanity Co.</td>
<td>Plastic bathroom vanities</td>
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<td>Nordahl Co.</td>
<td>Sliding door frames</td>
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<td>J. Deuwerder, A. Nordahl, H. T. Brodu, W. O. Rodrug, R. M. Young</td>
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<td>Parents' Magazine</td>
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<td>Hilton 86</td>
<td>W. Boyler, E. Fryd, G. Hadleck, J. Hahn, M. Livingston, R. Lechich, M. Michals</td>
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**JANUARY 1954**
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<td>Folding stairways</td>
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<td>G. H. Harmon, P. V. Harmon, P. V. Harmon, Jr.</td>
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<td>Prutech, Inc.</td>
<td>Bathtub protectors</td>
<td>Sherman 343</td>
<td>I. Finkel, A. Yormack</td>
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<td>Pryne-Rittenhouse Sales Corp.</td>
<td>Casing ventilators</td>
<td>Hilton 57</td>
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<tr>
<td>Qvale and Associates</td>
<td>Architectural renderings</td>
<td>Hilton 272</td>
<td>R. C. Qvale, H. Sumid</td>
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<td>Package doors</td>
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<td>E. L. Gouventer</td>
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<td>Roofform Corp.</td>
<td>Concrete forms</td>
<td>Sherman 319</td>
<td>E. F. Briz, B. F. Carr, K. O. Hiest, G. R. Thiele</td>
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<td>Relcoen Co.</td>
<td>Wood windows, screen openers</td>
<td>Hilton 113</td>
<td>J. Craven, W. Gussellin, R. Harrison, H. Ehrich, W. Kilpatrick, A. Reisser</td>
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<td>Royal Heaters, Inc.</td>
<td>Heating units</td>
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<td>A. H. Banks, N. M. Landschicht, R. T. Lawrie, R. L. Smith, J. Weight</td>
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<td>St. Charles Mfg. Co.</td>
<td>Custom-built kitchens</td>
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<td>Schlag Lock Co.</td>
<td>Door locks, door closers</td>
<td>Hilton 127</td>
<td>E. Hartel, J. Hubbe, H. Knowles, R. Kuehn, B. Leviner, P. Walker</td>
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<td>Schells homes, Inc.</td>
<td>Prefabricated homes</td>
<td>Hilton 265</td>
<td>J. Anderson, G. Baile</td>
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<td>Seddon Co., The</td>
<td>Wall coating</td>
<td>Sherman 479-480</td>
<td>E. Gray, D. M. Langhert, H. J. Langhert, G. W. Patterson, W. A. Seddon</td>
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<td>Shawer Door Co. of America</td>
<td>Shower doors</td>
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<td>F. Barr, H. Blair, M. Boyce, W. Hermon, T. Hyld, J. Kane, W. Richardson, R. Robbins, H. Simms</td>
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<td>Sonoco Products Co.</td>
<td>Insulated airducts</td>
<td>Hilton 247</td>
<td>E. S. Davis, J. C. Fein, R. A. Morgan, M. J. Ingram, J. A. Riegman, E. S. Reid, M. C. Scappini</td>
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<td>Split Rock Products Co.</td>
<td>Building stone</td>
<td>Sherman 370</td>
<td>T. W. Beckmann, E. Speidel</td>
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<td>Masonry sealing compound</td>
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<td>Steel garage doors</td>
<td>Hilton 131-132</td>
<td>G. Berry, G. Buchanan, D. Vere, D. Fries, F. Howard, G. Iseng, M. Kirkpatrick, H. Robinson, J. Sidney, A. Wintre</td>
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<td>Stewart Mfg. Co., Inc.</td>
<td>Ventilating fans</td>
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<td>Strand Co., Carl A.</td>
<td>Fiberglass bathtubs</td>
<td>Sherman 314</td>
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<td>Sun-Sash Co.</td>
<td>Window hardware, louvered windows</td>
<td>Hilton 291-292</td>
<td>Not available</td>
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<td>Swivelcor, Inc.</td>
<td>Adjustable lights</td>
<td>Hilton 244</td>
<td>H. C. Brandman, I. Koch, A. W. Schwinn</td>
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<td>Trade-Wind Motorfans, Inc.</td>
<td>Kitchen ventilizers</td>
<td>Sherman 339</td>
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<td>TrimCo Metal Products</td>
<td>Metal door jams</td>
<td>Sherman 419</td>
<td>R. Hinch, J. Stephon, D. Williams, J. L. Williams</td>
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<td>Truscan Steel Div., Republic Steel Corp.</td>
<td>Awnings windows, steel and aluminum doors</td>
<td>Hilton 5-6-7</td>
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<td>Typhoon Air Conditioning Co.</td>
<td>Air conditioners</td>
<td>Sherman 329</td>
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<td>Unique Balance Co., Inc.</td>
<td>Sash balances</td>
<td>Sherman 377</td>
<td>C. C. Barnard, E. J. Hagen, R. J. Nastali, J. T. Perkins</td>
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<td>United States Air Conditioning Corp.</td>
<td>Room air conditioners</td>
<td>Hilton 264</td>
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<td>United States Gypsum Co.</td>
<td>Gypsum board, prefinished wall board</td>
<td>Hilton 128</td>
<td>R. R. McCloudy</td>
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<td>United States Rubber Co.</td>
<td>Radiant heating panels</td>
<td>Sherman 332-333</td>
<td>Not available</td>
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JANUARY 1954
4 aces!
TOPS in DRYWALL

NO. 220
CORNER GUARD for external wallboard corners. Nails securely through board to stud. Knurled for good spackle adhesion.

NO. 108
Square EDGE GUARD. Easily installed at door jamb or window by nailing through board to stud. Knurled for good spackle adhesion. For 1/4", 1/2" and 3/4" board.

NO. 106
EDGE GUARD. Same as No. 108 above except for hemmed edge.

NO. 101
Round EDGE GUARD. Door and window casing. Grips board with spring-tight action. No spackle required around this trim. For 1/4", 1/2" and 3/4" board in factory-mitred stock lengths.

PAT. PEND.
U.S. & CANADA

At Building Material Dealers or Write Dept. AB
DRYWALL TRIM, INC.
2408 N. FARWELL AVE., MILWAUKEE 11, WIS.

NEW Autoglide
ALLOY STEEL
CUT HOME AND COMMERCIAL—ONE PIECE GARAGE DOORS or sectional—with or without windows

AUTOGLIDE galvanneal steel doors are made for a lifetime of trouble-free operation, no sagging or swelling. Turn the latch and door automatically glides open—fully recessed—on exclusive AUTOGLIDE selling feature Heavy hardware is custom made and engineered for each size. Bottom weather-strip and all stops included—finished in DuPont primer.

CONTRACTORS—DEALERS
Write for full information and prices
STODDARD MANUFACTURING COMPANY
Mason City, Iowa

AUTOGRADE

SLIDING GLASS DOORS
reduce installation costs

SIMPLICITY OF INSTALLATION saves
TIME and MONEY

- Jambs and headers are all full width of a standard stud
- Flat surface on the reverse side of jamb, header and threshold
- Less expensive trim

EXTRA FEATURES OF DESIGN
- Center and corner load-bearing columns
- Quality hardware
- Automatic weather stripping

FRANK B. MILLER MFG. COMPANY
3216 Valleya Drive, Dept. 103, Burbank, California
Please send me complete information on how to save money on my sliding glass door and window installations.

Name__________________________
Address________________________
City__________________________State________________________

AMERICAN BUILDER
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<td>Packaged chimneys</td>
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<td>W. Bradford, L. P. Brown, W. Collins, M. Chambers, K. Hall, J. Homingway,</td>
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<td>Viking Air Conditioning Corp.</td>
<td>Heating and air conditioning</td>
<td>Sherman 301</td>
<td>E. J. Flanagan, R. F. Fong, F. Gibbons, G. O. Gould, J. Green, R. Main,</td>
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<td>Viken Tile Corp.</td>
<td>Wall tile</td>
<td>Hilton 290</td>
<td>P. E. Beth, G. S. Eng, H. W. Jensen, K. C. Riley</td>
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<td>Washbash Screen Door Co.</td>
<td>All-weather doors</td>
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<td>E. K. Daneshour, R. J. Donnan, L. J. Haran, W. M. Steinbauer, A. F.</td>
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<td>Aluminum awning windows</td>
<td>Hilton 194-195</td>
<td>F. Fogde, A. Hendrie, W. Hunter, G. Mauro, J. Scott, R. Volkman</td>
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<td>Laundry equipment</td>
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<td>Knot sealer, manufactured</td>
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<td>G. Dunn, E. W. Westland</td>
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<td>Western Pine Assn.</td>
<td>forest products</td>
<td>Sherman 368-369</td>
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<td>Westinghouse Electric Corp.</td>
<td>Household appliances</td>
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<td>Edge-glued lumber</td>
<td>Sherman 389-390</td>
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<td>Winter Seal Corp.</td>
<td>Screen-storm doors</td>
<td>Sherman 343</td>
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<td>Wiremold Co., The</td>
<td>Electrical outlets</td>
<td>Sherman 309</td>
<td>W. F. Kilway, A. J. Massey, J. D. Murphy, R. H. Murphy</td>
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<td>Textured plank, insulation</td>
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<td>J. C. Fogarty, H. A. Garman, R. W. Howard, J. L. Pruss, W. H. Resanka</td>
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<td>Youngstown Kitchens Div.,</td>
<td>Steel kitchen cabinets,</td>
<td>Hilton 89 to 93</td>
<td>M. Adams, C. D. Alderman, Z. Cota, J. W. Gimbel, M. M. Hackethorn, A.</td>
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<td>Prehung doors</td>
<td>Sherman 317-318</td>
<td>W. C. Bancroft, C. J. Matty, C. O. Voorhees, R. Young, W. S. Young</td>
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<td>Zegers, Inc.</td>
<td>Sash balances</td>
<td>Hilton 11</td>
<td>J. Connelly, L. Marcella, E. A. Zegers, H. J. Zegers, Jr., R. V. Zegers</td>
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IN LAST MONTH'S article of this series, the author described the way in which changes in housing have affected the design of heating systems. It was pointed out that hot water panel and baseboard systems have performance characteristics which make them desirable for use in the heating of all types of homes, including houses with large glass areas and those without basements.

Cost Factors Considered

Frequently the excellent operating characteristics of hot water systems are conceded, but the builder feels the cost is too high for him to include this type of heating in the homes he builds. Realizing that cost is a factor, the I-B-R Steam and Water Heating Research Program at the University of Illinois has included investigation of methods of reducing installation costs in house heating. All of the practices which are described in this article have been tried in systems installed in the I-B-R Research Home—a two story, basementless house. Operation of the test systems in these houses for at least one season demonstrated that the new practices do not have an adverse effect on operating performance or economy.

Many present day piping practices were started in the days of gravity hot water systems, at which time they served a definite purpose, but today they are being continued with forced circulation systems, even though they no longer contribute to the successful operation of the system as a whole. In some cases the continuance of obsolete piping practices may result in increased costs through the use of extra pipe and fittings and through increased installation time.

Two Methods of Piping, Installations

Figure 1 represents the corner of a basement. The piping indicated by the solid lines represents a typical radiator branch connection to the basement main. Such a connection is as follows:

1. Main 18 inches to 24 inches from basement wall.
2. Branch connection joined to main at the top of main with a nipple followed by horizontal run-out to wall.
3. Swing joint.
4. Offset to clear sill.

In a gravity hot water system each element of this typical radiator branch connection contributes its part toward satisfactory performance and ease of installation. In the first place, the gravity head causing the water to circulate is very small and, therefore, the piping must be such as to offer a minimum of resistance to flow. This requires large pipe sizes and proper pitch. The large pipe in turn requires more working room and makes it difficult to fit to very close tolerances. The swing joint solves all these problems together with providing sufficient flexibility to allow for expansion and
TABLE 4
Summary of Material and Labor Costs

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<tr>
<th>Item</th>
<th>Conventional One-Pipe</th>
<th>Simplified One-Pipe</th>
<th>Series Loop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pipe</td>
<td>180 F Design 161 ft.</td>
<td>215 F Design 150 ft.</td>
<td>215 F Design 150 ft.</td>
</tr>
<tr>
<td>Nipples</td>
<td>$ 21.89</td>
<td>$ 21.00</td>
<td>$ 21.41</td>
</tr>
<tr>
<td>Fittings</td>
<td>12.08</td>
<td>10.43</td>
<td>10.43</td>
</tr>
<tr>
<td>Valves</td>
<td>15.73</td>
<td>14.73</td>
<td>14.73</td>
</tr>
<tr>
<td>Pump</td>
<td>45.73</td>
<td>45.73</td>
<td>45.73</td>
</tr>
<tr>
<td>Boiler, Burner, Expansion</td>
<td>287.85</td>
<td>287.85</td>
<td>287.85</td>
</tr>
<tr>
<td>Tank, and Controls</td>
<td>sq. ft. 213 sq. ft.</td>
<td>sq. ft. 213 sq. ft.</td>
<td>sq. ft. 213 sq. ft.</td>
</tr>
<tr>
<td>Baseboard and Accessories</td>
<td>190.89</td>
<td>186.53</td>
<td>186.53</td>
</tr>
<tr>
<td>Labor (hours)</td>
<td>63.63</td>
<td>51.56</td>
<td>51.56</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$834.35</td>
<td>$729.50</td>
<td>$671.08</td>
</tr>
</tbody>
</table>

*Includes radiator air vent valve for each baseboard assembly.

TABLE 2
Reduction in Required Radiation Resulting From Use of High Design Water Temperature

<table>
<thead>
<tr>
<th>Design Water Temperature, Degrees F</th>
<th>Reduction in Amount of Radiation Required, Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>180</td>
<td>0.0</td>
</tr>
<tr>
<td>190</td>
<td>11.8</td>
</tr>
<tr>
<td>200</td>
<td>23.5</td>
</tr>
<tr>
<td>210</td>
<td>35.3</td>
</tr>
<tr>
<td>215</td>
<td>41.2</td>
</tr>
</tbody>
</table>

contraction during heating and cooling of the system.

In the case of a forced-circulation, hot water system, the pressure head created by the pump is sufficient, so a small pipe may be used. When using ½-inch and ¾-inch pipe, there is enough flexibility in the pipe itself to provide for expansion and to make it easy to connect the piping system to the radiators, making the swing joint unnecessary. In most of the forced-circulation, hot water installations which have been made in the research home, swing joints have been omitted and in no case has this omission caused difficulty in making radiator connections, nor has it created operational trouble such as expansion noises, etc.

If the basement main is located within 6 inches of the basement wall and the swing joint is omitted, the radiator branch connection takes the form indicated by the dotted lines in Figure 1. Here again the branch is taken off the top of the main, but since it is not necessary to pass under any floor joist, the vertical piece of pipe can be made long enough to connect to the riser passing up through the floor to the radiator. This connection still provides all the flexibility that is needed for easy installation and for quiet operation.

Materials Required for Each Piping Method

Table 1 gives the list of materials required to connect a heating unit using each type of branch connection shown in Figure 1. It also contains the material cost and an estimate of the direct labor cost for piping based on a rate of $3 per hour. The elimination of the unnecessary swing joints and the radiator valve effects a total reduction in piping cost of $6.50 per heating unit.

Some may question the advisability of omitting radiator valves since many persons wish to sleep with open

(Continued on page 324)
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ONE-DER
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LINE OF BUILDING PRODUCTS

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ONE-DER FRAME Corporation
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heating
(Continued from page 323)

bedroom windows. Recent tests made in the I-B-R Research Home, both with and without night setback of the thermostat, have shown that when operating with open bedroom windows at night, no reduction in fuel consumption is made by turning off the bedroom radiators during the time the windows are open. Moreover, if the bedroom radiators are turned off at night, a longer time is required to bring the house temperature back to normal the following morning. Furthermore, experience seems to bear out the fact that radiator valves are seldom used by the occupant of the house, even when they are provided in the heating system.

In the case of the radiant baseboard job, a very decided reduction in the amount of material and labor required for the installation of the system can be made

<table>
<thead>
<tr>
<th>TABLE 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Savings Resulting from Simplified Radiator Branch Connection</td>
</tr>
<tr>
<td>(per room heating unit)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Connection A</th>
<th>Quantity</th>
<th>Cost</th>
<th>Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 in. x ½ in. Tee</td>
<td>1</td>
<td>$0.28</td>
<td>1</td>
<td>$0.28</td>
</tr>
<tr>
<td>1 in. x ½ in. One-Pipe Fitting</td>
<td>1</td>
<td>1.21</td>
<td>1</td>
<td>1.21</td>
</tr>
<tr>
<td>½ in. Elbow</td>
<td>10</td>
<td>1.22</td>
<td>4</td>
<td>0.49</td>
</tr>
<tr>
<td>½ in. Radiator Valve</td>
<td>1</td>
<td>1.55</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>½ in. Union El</td>
<td>1</td>
<td>0.89</td>
<td>2</td>
<td>1.78</td>
</tr>
<tr>
<td>½ in. Nipples</td>
<td>6</td>
<td>0.48</td>
<td>2</td>
<td>0.16</td>
</tr>
<tr>
<td>½ in. Pipe (ft.)</td>
<td>4</td>
<td>0.32</td>
<td>3</td>
<td>0.24</td>
</tr>
<tr>
<td>Labor (hours)</td>
<td>3.40</td>
<td>10.20</td>
<td>1.83</td>
<td>5.49</td>
</tr>
<tr>
<td>Total</td>
<td>$16.15</td>
<td>$9.65</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Savings: Material — $1.79; Labor — $4.71; Total — $6.50

by using the series loop arrangement. In this system, the room heating units serve as a part of the main, thus making a substantial reduction in the amount of pipe and the number of fittings required. A complete description of series loop systems and the procedure for designing them are given in I-B-R Installation Guide No. 5, “Baseboard Heating Systems.”

The Series Loop Arrangement

The economic advantage of designing systems to operate with high water temperatures is often overlooked. In the days when the open gravity system was in common use, the design water temperature was generally limited to 180° F in order to be sure no boiling would take place in the system. The closed, forced-circulation system of today is operated under pressure, and therefore, design water temperatures as high as

(Continued on page 326)

---

** I-B-R Installation Guide No. 5 is obtainable from the Institute of Boiler and Radiator Manufacturers, 60 East 42nd Street, New York 17, New York. Price, 50 cents.
Here’s all we need to design the kitchen: A rough floor plan with dimensions. Also this information—
1. Make and model of each appliance.
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Mutschler's designing staff will return to you a detailed floor plan together with a perspective sketch that shows what kitchen will look like when it's finished. But before we start, we'll tell you how much it will cost for either a pencil, full color or airbrush sketch.

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ADDRESS____________________________________

CITY_______________________________________

215°F can be used with assurance that boiling will not occur. Increasing the design water temperature above 180°F reduces the amount of radiation required by the percentages shown in Table 2.

Above all else, when designing a hot water heating system for peak performance and low installation cost it is important to size the system according to carefully made heat loss calculations and to avoid making increases in the amount of radiation or in the boiler size "just for safety's sake." Figure 2 is a graphic representation of a heat balance of the I-B-R Research Home. While sufficient radiation was provided to offset the heat loss, Figure 2 shows that only a fraction of the total heat required was supplied by the radiation. The remainder was obtained from the so-called "pipe and chimney losses" and from other sources such as electricity, cooking and human occupancy. Thus, providing...
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• 10 ft. Crackproof White Blade
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Numerals are rightside 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 rightside up for right-hand marking. This new rule offers new right-hand convenience plus all the famous Carlson features:

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- Assures Full Ultimate Strength!

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Raynor Mfg. Co. extends a personal invitation to every builder attending the 1954 NAHB Convention to visit the Raynor Wood Sectional Overhead Door Display in Booths 451 and 452, Exhibition Hall, Sherman Hotel.

TABLE 3

<table>
<thead>
<tr>
<th>Room</th>
<th>Dimensions</th>
<th>Heated Space, cu. ft.</th>
<th>Calculated Heat Loss, Btu's per hr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utility Room</td>
<td>8 ft. 0 in. x 11 ft. 10 in.</td>
<td>755</td>
<td>5,490</td>
</tr>
<tr>
<td>Kitchen</td>
<td>9 ft. 3 in. x 11 ft. 10 in.</td>
<td>784</td>
<td>6,384</td>
</tr>
<tr>
<td>Living Room</td>
<td>11 ft. 10 in. x 19 ft. 10 in.</td>
<td>1,869</td>
<td>13,680</td>
</tr>
<tr>
<td>Front Bedroom</td>
<td>9 ft. 11 in. x 11 ft. 10 in.</td>
<td>935</td>
<td>7,163</td>
</tr>
<tr>
<td>Rear Bedroom</td>
<td>8 ft. 9 in. x 11 ft. 10 in.</td>
<td>831</td>
<td>6,612</td>
</tr>
<tr>
<td>Bath</td>
<td>5 ft. 0 in. x 8 ft. 1 in.</td>
<td>324</td>
<td>2,394</td>
</tr>
<tr>
<td>Hall</td>
<td>7 ft. 1 in. x 13 ft. 7 in.</td>
<td>204</td>
<td>570</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td>5,702</td>
<td>42,312</td>
</tr>
</tbody>
</table>

* Based on indoor temperatures = 70 F
Outdoor temperatures = 10 F

The values in Table 4 are based on the use of quality, code-rated equipment, and the savings indicated are conservative in that no additions have been made to cover indirect costs, overhead and profit. These would increase the cost values given in the table by 30 per cent or more, and would result in corresponding increases in the savings effected by the use of high design water temperature, simplified piping and series loop systems. If the contractor will take advantage of these, there is no reason why good hot water heating systems cannot be installed at a competitive cost.
YOU CAN START A BUSINESS IN YOUR SPARE TIME!

Andy Phillips says: "My Belsaw Sharp Smith gives me big profits at low expense—a man can run 35 to 40 Circular Saws in an 8-hour day—that makes me $40 cash."

"I also get BIG EXTRA PROFITS up to $1 an hour—plowing planer and jointer knives—always a demand for this kind of work."

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(Continued on page 332)
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the U. S. National Bureau of Standards rates
multiple layers of aluminum FIRST
among all insulations it tested, as reported in its booklet,
"Effect of Ceiling Insulation upon Summer Comfort," BMS52.
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To be comfortable in summer you must ward off unwanted heat rays or radiation. Most heat flow thru a roof space in summer is by radiation. There is no convection down, and little conduction thru low density air.

Temperatures can reach over 140° F. in some attics. With an absorptivity for heat rays of only 3%, reflectivity 97%, and emissivity 3%, multiple accordion aluminum is an effective shield against summer heat. The slight mass of its components, air being preponderant, makes it very low in heat storage.

COST OF AIR-CONDITIONING REDUCED

This shield against radiant heat lifts part of the load from house-cooling equipment, reducing installation and up-keep costs. But the building, which is not artificially cooled, needs this shield even more!

Multiple accordion aluminum is also markedly effective against radiation through a wall space.

Air of higher outside temperatures will support more vapor than the cooler air inside a building. Often vapor flows from the outside to the inside of the house, obedient to the law of physics that vapor travels from areas of greater to less density.

Multiple accordion aluminum has long, continuous metallic sheets on both sides which are impervious to water vapor. Infiltration under the flat, stapled flanges is slight. The scientific construction of multiple layers of aluminum, fiber and air spaces, minimizes condensation formation on or within this type of insulation. Timber rot, crumbling plaster, peeling paint, etc. are minimized.

CAUTION: We do not recommend that vapor barriers be placed on both sides of all insulations.

IN WINTER, NEED FOR INFRA EVEN GREATER

The low conductivity, the slight heat ray absorptivity and emissivity of multiple accordion aluminum, and the retarding of inner and outer convection by the multiple layers of metal and fiber, amazingly effective in summer, assume paramount importance in winter when this 3-fold bar to outward heat flow cuts fuel bills and increases comfort.

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Multiple accordion aluminum is now available which completely covers and protects the space between studs or joists with a "blanket" of uniform depth. Commercially, it is available as Infra Insulation, Types 6-Si and 4-Si. Write for description and samples. Use the coupon to get the booklet on "Summer Comfort."

COST OF INFRA INSTALLED
in new construction between wood joists, material with labor

Type 6-Si: under 9½¢ sq. ft.
Type 4-Si: under 7½¢ sq. ft.
Reverse cardboard and mark "tub side" and "bottom side" on cardboard for reference.

Cut holes in cardboard pattern using chalk marks as cutting guide.

Place two pieces of a match cover in mastic on tub rim upon which the glass is set. This prevents the glass from setting directly on the tub rim.

Place bottom glass panel against back wall (resting on cardboard tabs) and apply pressure against glass to give proper adhesion between glass and wall.

Install end panel in the same manner. Butter the edge which butts against the back panel with pointing compound to insure a waterproof seal.

Set end panel in a manner similar to the back panel with the lower edge placed on cardboard tabs imbedded in the waterproof mastic.

Use a trowel or mastic comb to make serrations in mastic to allow for expansion of mastic when pressure is applied in setting.
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how would you do it?

ideas for the man on the job

for draft-proof floors—

When you lay flooring, turn the building paper used between the subfloor and finished flooring up against the walls high enough to be hidden by the baseboard. This will prevent dust and drafts from entering between the floor and the baseboard, particularly at a later time when the tendency is for the baseboard and floor to separate a bit.—W. Kraatz, Santa Cruz, Calif.

how to make a bench vise

This inexpensive and practical bench vise can be made from a scrap of wood of 1- or 2-inch thickness. Cut a section of the scrap wood about 7½ inches wide and about 14 inches long.

About 1½ inches from one side, cut a triangular slice in the shape of a wedge. One side of the wedge should be cut at a 45-degree angle.

When the bench vise is secured to your worktable, work is held between the vise and sliding wedge.—H. W. Vance, Fort Dodge, Iowa.

an automatic ceiling ventilator

A flat-roofed house needs ventilated space above the insulation and below the roof to prevent condensation. Since a sheet of air moves constantly through this space, it provides an excellent medium for automatically ventilating kitchens and bathrooms.

Set a small square grille or register (with adjustable louvers) to which a 5½-inch pipe has been fitted into the ceiling. The pipe should protrude through the usual four inches of insulation into the ventilated space above. Even with windows and doors closed, the ceiling ventilator automatically draws air from beneath, preventing the collection of steam and odors.—E. L. Schwatt, Brigantine, N. J.
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O M Scott & Sons Co., 31 Spring Street, Marysville, Ohio

Elmendorf Research, Inc. of Chicago, wood research laboratory, is making plywood history with the announcement of a new low-cost process for making hardwood veneer panels.

Called Nu-Plywood, a new panel material developed by Elmendorf is designed to be made in wallboard sizes out of wood particles derived from sawmill or veneer mill waste. It is faced with veneer from such woods as birch, gum, elm, maple, ash and other species. Panels are from 1/8 inch to 3/8 inches in thickness and compare favorably with conventional plywood in strength and stiffness. The new material now is in pilot stage of manufacture.

The Elmendorf process uses a special press to weld together a core of fine waste particles. The whole process is mechanized, and there is no laying up of the core by hand.

A hardwood veneer is bonded directly to the core without cross-banding. This veneer is much thinner than the usual face veneer, often being as fine as 1/64 inch. The veneers have been so thoroughly plasticized in manufacture that very little filling is required for woods that are normally open-pored. A single finish coat of varnish or lacquer gives excellent results in wall paneling made of the new board.

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MODEL 96—9¼" blade. Cuts to maximum depth of 2¼". Free blade speed of 3000 r.p.m. Bevel cut adjustment gives cuts to 2¼" at 45°. Depth adjustment for minimum cut of 2½". Arbor hole size of 1½". Weighs 19 pounds. Equipment—combination blade, 15-foot cord, metal case, special tools, and lubricant. $155.00, f.o.b. Chicago

MODEL 128—12" blade. Cuts to maximum depth of 4 ¾". Free blade speed of 3300 r.p.m. Bevel cut adjustment allows cuts to 3 ¾". Depth adjustment for minimum cut of 2 ½". Arbor hole size of 1½". Weighs 36 pounds. Equipment—one cross cut blade and one combination blade, 15-foot cord, rip fence guide, metal case, special tools, and lubricant. $315.00, f.o.b. Chicago

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ask the experts

ventilating with storm sash

I have ordinary wood-sash storm windows on my house. I need to install some sort of ventilation. I would appreciate your advice as to the relative merit of placing a ventilator in the top or the bottom cross bar of the storm sash.

J. R., Salem, Ore.

We suggest that you apply metal storm sash adjustments on the side jamb of the window frame, securing them to the storm sash and then providing hangers at the top of the windows and storm sash. In this way the storm sash can be opened a small distance or for the entire distance that the adjuster will allow. This distance should normally be about twelve inches.

cold air comes in through pulley openings

Cold air comes in through window pulley openings in a house of frame construction. The attic is insulated between the ceiling and attic floor. Sidewalls are not. The house is built with beveled siding, wood sheathing. Inside walls are plastered. Exterior sheathing is fitted right to the window jamb. There are storm windows on all openings. The cellar is warm due to furnace pipes. I have called around windows, filled cracks and done most everything that I know of, but cannot stop the cold air from coming in. How does the cold air get into this opening in order to blow through the window pulley rope openings?

W. E. B., Binghamton, N. Y

You, no doubt, have taken the necessary precautions to eliminate all possible air leakage from the outside around the window frames and window trim. Your side walls are not insulated. Under such conditions, the air space in the side walls becomes extremely cold during the winter as well as the space in which the window weights are contained.

Due to the extreme loss of heat from these spaces, the air becomes very cold and will cause extreme leakages at the window pulley opening. This air movement is caused by a difference in densities of air. The air within the space being much heavier because of its lower temperature which causes a natural circulation of air.

Providing that you have taken every precaution to seal the outside, I see no solution to your problem unless you replace the sash weight-type pulleys with spring-type pulleys and insulate the space around the window frame with a fill insulation.

cleaning concrete floors

About three years ago, we built a dining lodge and kitchen. After the concrete floor had been steel troweled to a smooth finish and had partly set, the contractor was ordered to take a wood float and rough up the surface. As a result, it is hard to keep clean. This past month we used a terrazzo machine and smoothed the floor. We do not wish to paint because of maintenance. Some of the men wish to stain it because of liquids and foods that are frequently spilled in the dining room.

C. U., Dover, N. J

We are confident that you can solve your problem with your floor if you will refer to the suggestions offered in the booklet "Concrete Floor Finishes" which we have sent you.

Portland Cement Association
ask the experts

how large a footing?

I am planning to build a ranch house that will be fifty-two feet long, and twenty-seven feet wide. The house will be one story, with a basement. The lot is made up of a sandy loam. How large a footing will be necessary to support this house satisfactorily? Will I need reinforcing rods in the footing? Would you recommend a ten-inch block for the basement walls or should the basement walls be of reinforced, poured concrete? The house will be of brick veneer.

G. I., Bradley, Ill.

The normal procedure used to design footings for any sort of structure calls for the computation of the weight of the structure and the amount of the live load to be carried by every segment of the footing. The footing is then designed on the basis of this information and upon an allowable soil-carrying capacity determined by a field test of the soil.

The soils information you have given here is insufficient to determine a bearing capacity figure, since the moisture content, specific gravity and many other factors are not given. But for general conditions, we would recommend that you construct your footing 2 feet 6 inches wide and 12 inches deep with two #5 bars continuous in poured concrete basement wall. This would be a safe size for footings supporting a wall, roof and basement construction.

Wilbur Tuggle,
Structural Engineer

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SYSTEM A—providing installation for soft water throughout the home. Note position
of water softener unit in relation to indoor hot and cold outlets

two ways to install water softeners

There are two recommended sys-
tems for installing a water softener
to serve various home outlets, the Water Conditioning Foundation
points out.

System A provides complete soft-
ening of both hot and cold water at all outlets. The only exception is hard water for lawn sprinklers, which bypasses the main incoming supply line before it enters the soft-
en.

System B softens both hot and cold water, with the exception of water for toilet flush tanks and out-
side lawn sprinklers. It is not neces-
sary to extend a separate cold hard water line to the kitchen for drinking and cooking, since soft wa-
ter is as safe to drink as hard. If hard water is preferred for drink-
ing, a second cold water line will have to be run to the kitchen. For cooking, softened cold water is rec-
commended only because it improves food’s appearance.

In certain area, water not only is hard but has an iron content which causes rusty-looking stains on enameled plumbing fixtures. Such water requires a combination iron filter-
ing and water softening system for its proper conditioning.

“Do’s” and “Don’ts” when install-
ing water softening equipment:
1. Use 3/4-inch galvanized pipe or copper pipe of equivalent water
   carrying capacity.
2. Install a by-pass line with
   value and inlet and outlet valves so
   the softener or filter may be serv-
   iced conveniently.
3. Do not restrict a drain line or
use a long garden hose. The larger the softener or filter, the more important this becomes.

4. Do not connect the drain line solidly into any waste or sewer line for sanitary reasons. It violates most plumbing codes. An open end drain also is desirable to check the rinsing of the softener.

5. Installer should load the softener, backwash, sterilize, place in operation and check for softened water. It is not necessary to regenerate a new softening unit.

6. Comply with local plumbing codes when installing water softening equipment.

We're sorry for the mix-up—

In the article, "An Ideal Mortgage for the Mass Market," featured on pages 88 through 91 of our December issue, houses built by Sidney C. Barnes and Morton Graddis in the Detroit area, and by Joseph L. Curran and Clifford B. Johnson (Fort Dearborn Building Co.) in and around Dearborn, Michigan, were shown on pages 90-91 as examples of what is being done under Section 3. Unfortunately, the houses of Barnes and Graddis described on page 90 are pictured on page 91, while the houses of Curran and Johnson pictured on page 90 are described on page 91. We sincerely regret this mix-up and wish to apologize publicly to the building firms involved.

review of color standards

A 20-page booklet is available which contains a complete review of color standards of interest to the building and construction trades. Listed alphabetically are such items as bathroom accessories, facing tile, kitchen accessories. Booklet is available upon request to Faber Birren & Co., Dept. AB, 500 Fifth Ave., New York 36, N. Y.

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**how to apply masonry paint**

Masonry paint, applied on inside walls of basement, helps to prevent water leakage; provides a clean, decorative finish.

Important to the application of masonry paint is the preparation of the surface. All excessive and loose mortar should be removed. Clean all dirt, mud and loose particles from the surface with a stiff brush. Then hose down or rinse.

Use a brush of good quality to apply masonry paint. A heavy-bodied, short-bristled white fiber, nylon or china bristle brush may be used for first and second coats. Before applying the paint, wet the surface until it is completely saturated, but not so that it is dripping wet.

Complete coverage and uniform application of both first and second coats are important. This is especially true when applying colors. Avoid “touching up” or “spotting in” once paint begins to get tacky or to pull the brush.

For best textural appearance, completely finish one section of a wall at a time. Do not apply masonry paint if walls contain frost or when temperatures are below 40 degrees or may be within 48 hours.

After thorough cleaning, fill all holes and voids. Paint on cracks. Special products are available for this purpose.

Applying masonry paints is a one-man job. Clean surface of dirt, dust and foreign matter. Scrub with a fiber brush and clean water so masonry paint will bond.

After cleaning and painting, rub surface with a brick or rubbing stone to knock off surplus hardened mortar and protruding masonry particles.

Most masonry paint is available in powder form; requires only the addition of water. Follow directions. Stir into a smooth paint consistency.

Photographs courtesy of American Sta-Dri Company.
Wet surface on which the masonry paint is to be applied. Be sure that surface is uniformly wetted before applying paint. A wet surface is necessary for proper bonding of paint.

On rough surfaces, use a moderately stiff liber brush for the first coat. Apply paint with a scrubbing action to penetrate the surface and to fill all pores.

For dense, smooth surfaces, use a soft fiber brush for the first coat. Apply paint. Brush on masonry paint so that all areas are thoroughly covered.

Immediately preceding application of second coat of masonry paint, wet down surface to be painted.

After wetting surface, apply second coat of masonry paint. Use a brush like the one shown. Brush on paint to cover surface completely.

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Step 3

Tracks are then swung up into position; adjustable track hangers are attached to track and hangers are nailed to nearest supporting cross member.

Step 2

The hardware, which has been factory assembled into right and left hand sections, is then fastened to door end jams.

Step 4

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