NEW Marketing service and technical reference for the light construction industry

PRODUCTS... who makes them

BRAND NAMES... whose they are

DISTRIBUTORS... how to find them

REFERENCE DATA... Guide to best books and folders on home building

APRIL • 1955
CRAWFORD GARAGE DOORS with CUSTOMIZED DESIGN is one big, dramatic feature that they CAN SEE FROM THE STREET.

It's what you need when prospects are cruising around, "shopping" from their cars, not getting too excited about anything—until they see these stunning CRAWFORD GARAGE DOORS with CUSTOMIZED DESIGN.

Then, they know they're looking at something DIFFERENT, something NEW—new beauty, rich color, striking designs—"Decorator Effects." ON THE OUTSIDE where everybody can see them—FROM THE STREET. Every home front beautiful, every one different. Front door and shutters can be matched to the garage door with the same colors and accessories. There's no quicker, easier, more effective way to glamourize homes WHERE IT SHOWS THE MOST and does most good.

See your CRAWFORD DOOR SALES CO., listed in your classified phone book under "DOORS." Or, write us direct. Crawford Door Co., 153-20263 Hoover Road, Detroit 5, Michigan. Plants in 10 cities; Warehouses in 85 cities; Sales and Service everywhere. In Canada, F. Fentiman & Sons Ltd., Ottawa, Ont.
Which Came First —
THE ACORN or the OAK?
...in either case

Lockwood
OAK FLOORING

comes FIRST in the Hearts of Home Builders

The home buyer sees the beauty of Lockwood Oak Flooring and virtually every time will select a house with this flooring over comparable homes with other kinds of floors.

Lockwood is kiln-dried by the finest methods known!

The home builder sees more than beauty. He knows Lockwood Oak Flooring goes down easily ... fits snugly ... stays straight and stays straight!

EXCLUSIVE! LOCKWOOD'S SPLINTERS CLIPPER

Lockwood's Splinter Clipper eliminates the annoying chip or spur that so often slows up installation, saving you valuable labor hours!

NAIL GROOVE

Lockwood's nail groove feature, together with tempering, precision milling and double hollow-back design, saves up to 35% in laying-through-finishing costs.

QUALITY OAK FLOORING SINCE 1926

CLOUD OAK FLOORING CO.
SPRINGFIELD, MISSOURI

APRIL 1955
Three out of four buyers are looking for a house like this. Larger families, real or expected, make 3 bedrooms a necessity, and an extra lavatory highly desirable. Today's home buyer is equally insistent upon distinctive styling, sound construction, top quality materials — and his pocket book is modest. In short, he wants a lot of house for his money. You can give him what he wants and still make a reasonable profit! How? Build the "Thyer" way! Hundreds of progressive builders have found that Thyer factory-assembled, conventionally built homes, enable them to offer a better house for less money. Usually doubles the number of houses put up and sold in a year.

Why wait? Write for complete information today.

Climate-Right Design Model 3280, bath and ½, shown here, is manufactured in Toledo, Ohio, for Northern conditions and distributed in Northern states only. For information regarding Thyer Southerner and Gulf Coast models, write to Jackson, Mississippi.

THYER'S "SILVER PLATTER" PROFIT SYSTEM

Financing Service Your local Thyer Factory Representative will be glad to help you arrange construction and permanent financing for FHA, VA or conventional loans.

Local Field Service Thyer factory representatives located in 26 states are ready to assist you in land development, arranging financing, erecting, and planning local advertising and model home showings.

Turn-Key Contracting Service For developers who wish to build 100 or more houses at a time, Thyer can provide a turn-key building service that delivers houses at a bonded contract price. (At present this service is available in all Southern and in most Northern states.)

National Advertising Support A hard hitting program in national consumer magazines pre-sells your prospects — helps create buyer interest in Thyer Homes.

2854 Wayne St., Toledo, Ohio
515 E. Yazoo St., Dept. 5, Jackson, Miss.
Home-owning or renting and the cost of living

Most families have to do a lot of juggling of family finances to buy a new house. Builders are frequently interested bystanders as the family scrapes the cash for the down payment and adjusts the family budget to make the monthly payments.

A study made by the Heller Committee for Research in Social Economics, University of California, states that it costs the average family just $6.85 more per week to own their own house than to rent. This could be a strong closing point for wavering home buyers.

Actual income of buyers

Actually, about 50 per cent of home buyers have an income of under $77 a week, according to a survey of the Federal Reserve System and the University of Michigan. Seventeen out of 100 have weekly incomes of $77 to $96, and one-third have incomes of more than $96 weekly.

Surprisingly enough, 26 out of 100 buyers are single persons. Thirty-two out of 100 are married, under 45 years of age, and have children under 18. Twenty-nine out of 100 are married and over 45 years of age. About one-third are veterans of World War II.

Metropolitan areas

It's interesting to note from the Bureau of Labor Statistics, that about eighty per cent of all new dwelling units are being built in metropolitan areas, particularly in the suburbs of such areas. A metropolitan area is defined as a county containing one or more central cities of 50,000 or more population plus other contiguous counties which are economically dominated by such a central city.

There have been vast movements of the population during the last fourteen years. The metropolitan areas have increased by about 23 million in population and the U.S. outside of metropolitan areas by about 6 million. Geographically, the concentration of the population has been in metropolitan areas around our seacoasts and the Great Lakes. Leading home building states are California, New York, Pennsylvania and Illinois.

The typical home buyer is therefore more likely to be located in a metropolitan area. Business is nevertheless brisk for builders in the smaller towns. Most of them are finding that demand for new houses, repairs and remodeling has never been better.

Committee study shows that it costs average family
$6.85 per week more to own home than to rent

The additional amount of mortgage payments of $6.85 for the home-owning family, of course, is representative of savings, since part of the payment is used to retire the mortgage.

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Home Builders' Guide To Reference Material

Each day the home builder is confronted with a variety of questions arising from the complex nature of this nation's home building industry. Answers to these questions represent a troublesome job for the industry, and the need for a simple tool to assist the builder in finding the answers has long been recognized. The up-to-date bibliography beginning on page 115 is an effort to provide individual builders with a comprehensive listing of source material.

The “Home Builders' Guide to Reference Material” has been prepared by the Construction Department and Research Institute of the National Association of Home Builders.

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APRIL 1955
reason no. 3 why 
pryne leads...

only **Blo-Fan has this blade!**

An ordinary fan moves a large volume of air. A blower moves it with great power. Only Blo-Fan combines the better elements of both fan and blower. The unique design of the Blo-Fan blade literally scoops up the air and then expels it with tremendous force. It moves more air, quickly, quietly and efficiently.

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Stocked by Leading Wholesalers Everywhere in the United States and Canada

AMERICAN BUILDER
Is this a home-building boom era?

The answer is "no" if by boom we mean a mad, uncontrollable production race that can end only in over-saturation of the market and consequent economic calamity. We are in a lusty, healthful and unprecedented market for high quality new homes at reasonable prices. And the conditions which have created this market bid well to sustain it for a long time—long enough for a new and foreseeable set of conditions to take over and prolong the market at the present or an accelerated pace beyond the predictable future. "Boom" is the wrong word. This is not a housing boom.

What then are the factors that are sustaining high level production and sales? First, these factors must be divided into two groups, need and demand.

The principal need factors are annual net new family formations, a statistically predictable figure: replacements needed because of destruction by fire, flood and wind, or abandonment because of advanced or absolute decay, a variable figure subject to close estimate; migration caused by the expansion of established industries and the creation of new industries, a relatively unpredictable figure; and a new factor, large-scale demolition of habitable dwellings to provide right-of-way for urban, suburban and intercity freeways.

For 1955 this need factor is estimated to be about 1,000,000. With practically everybody agreed that 1955 will see production of, and a market for 1,400,000 new units, where does the other 400,000 come from? This is where the demand group comes into the picture.

The demand-group of factors consists of many parts. Some of them are easier mortgage contracts, creating a new and larger group of potential home buyers in lower-income brackets than ever existed before; an accelerated undoubling rate; increasing human longevity, and consequent demand for small, luxury retirement units; the dramatic, demonstrable fact that the new house of today is unbelievably superior to one of equivalent size 20 years ago, and even five years ago, and that it actually costs a lot less.

This last named factor is stimulating obsolescence and trade-up selling, inducing more and more home owners to trade in their now obsolete five-year old houses for the 1955 models with their new economies, advanced styling, materials and equipment and added living comfort.

Migration, replacement in many cases, and trade-up buying all are increasing the rate of abandonment of substandard dwellings, with the result that the entire housing level is being upgraded.

The demand factors have not yet reached a peak, due to the slow pace and wartime slow-down of home building between 1930 and 1945. Every statistical analysis indicates that need is likely to decline sometime between 1956 and 1960, possibly to a figure as low as 800,000 to 850,000. But marketing students believe that demand can and will be stimulated to new highs that will compensate for the decline in need, at least until 1960. Then, the need is expected to shoot to all-time new highs, and stay there for two or more decades. Beginning in the early sixties, normal home building years should absorb 1,500,000 units.

We are not having a boom. We are supplying the need for housing an increasing population. And through a neat coordination of technical, economic, design, production and building products improvement, we are creating a healthful, thoroughly American demand for the new and better that is steadily and belatedly lifting the level of housing quality.

Editor, Edward G. Gavin
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Field Editor, J. L. Zar. Associate Architectural Editor, W. F. Koelling. Associate Editors, Margaret C. Carroll, John Novak.
Research Director, W. S. Gaskill. Assistant Research Director, Constance Nicolai. Director, Home Plan Service, Ralph E. Westerman.
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Every effort will be made to return material submitted for possible publication (if accompanied by stamped, addressed envelope), but the editors and the corporation will not be responsible for loss or damage.

April 1955
SPECIFYING on a "take-it-for-granted" basis, some architects and builders with their own hands sow the seeds of destruction inside the walls of buildings they are so proud of.

A sturdy, frame house in Pennsylvania, for example, had to be moved. But it was found that the sills had rotted away. Inside the walls was ordinary insulation and no metallic vapor barrier.

A large brick and steel apartment development in the suburbs; a huge housing project in a big city; each caused great expense to its sponsors when ordinary insulation inside walls failed to prevent excess vapor flow, excess condensation formation, resulting in peeling paint and crumbling plaster.

Reputations as well as buildings are guarded by the use of multiple accordion aluminum. Its continuous metal sheets, 500 ft. to 750 ft. long, are almost impervious to water vapor. Infiltration under flat, stapled flanges is slight.

The scientific construction of multiple layers of accordion aluminum, fiber, and air, minimizes condensation on or within this type of insulation.

Of all heat flow through structural spaces, 50% to 80% is Radiation; 7% Conduction; the rest Convection. Multiple accordion aluminum surfaces have a reflectivity of 97% for Radiation or radiant heat, and an emissivity of only 3%. The aluminum and fiber sheets retard outer and inner Convection. The alternating layers of air spaces have low density and therefore slight Conduction.

To obtain maximum, uniform-depth protection against heat loss and condensation formation, it is necessary to use the new edge-to-edge multiple aluminum, each sheet of which stretches from joist to joist, and also all through the flanges for further vapor protection as well as permanent attachment of each sheet.


COST OF INFRA INSULATION INSTALLED
in new construction between wood joists, material with labor.

Type 6-S under 9½ sq. ft.
Type 4-S under 7½ sq. ft.

INFRA INSULATION, INC., 525 B'WAY., NEW YORK, N. Y.
Show the public how substandard houses can be remodeled at a profit. That's the program 15 Rochester builders have undertaken to encourage other builders and property owners to eliminate slums. It is sponsored by the city's ACTION committee, comprising members of the local home builders association, real estate board and Citizens' Tax League.

Each builder is participating as an individual. He acquires his own property, arranges FHA-insured or conventional financing and puts the building into "first class" condition. When completed, each house will be open for public inspection. After that, it will be rented, or sold for a profit.

"We expect the idea will catch on," a spokesman said, "so that widespread work will be done in this field." The city will emphasize its improvement program at two booths in the Rochester Home Builders Assoc. home show April 23-30.

Most home buyers are families with children, or older couples, discloses a Dime Savings Bank of Brooklyn survey of 500 recent mortgage applications. George C. Johnson, president, reports the study included homes selling from $10,000 to $42,000; showed that 84.2 per cent of the buyers had one or more children and the remainder were older couples. Few were newly-married and they were in the higher income brackets.

Average age of the head of the family is 32.3 years in another study of a recently completed 480-home operation. "I consider this particularly revealing," Johnson said, "because it should refute the claim made by some alarmists that mere kids are being enticed to buy homes because of easy credit terms."

"Any equity at all is better than a handful of rent receipts," the banker continued, pointing out that his institution, with $91,000,000 invested in FHA-insured mortgages, had found that "home-buying families do establish equities. You would be surprised at the number and amounts of prepayments."

Hoover Commission suggests several FHA changes, in study of lending agencies sent to Congress March 14.

The report urges that institutions making such loans share more risk; that the President should have authority to increase equities required for such loans; that FHA be reorganized to provide its own financing, without need to ask the government for funds.

Further tightening of the apartment house program was recommended to assure "better appraisal and cost estimates." Also called for were studies of prospective foreclosure and loss experience of all government housing phases.

Change of name for either FHA or Public Housing Administration was asked, to eliminate confusion. Suggestions were "Federal Mortgage Insurance Administration" and "Federal Slum Clearance Administration."

HHFA plans to present findings of year's study this month to the President. Administrator Cole said he would give commission proposals prompt attention.

National Housing Center in Washington, D. C., will officially open August 15. National Association of Home Builders expects to move into its eight-story headquarters in June, occupying the top two floors for offices and the NAHB Research Institute. Remainder of the building will be devoted to exhibits and products of manufacturers of home building materials, equipment and furnishings. The $2,500,000 building at 1625 L Street, N. W., is being erected by Joseph Nebel, Washington builder, from plans by Aubinoe, Edwards & Beery, architects.
When a new home goes on the market, the imagination and craftsmanship of the builder is laid bare to the prospective buyer. Usually there is nothing there but bare walls and floors — inviting careful appraisal of the quality of materials and the workmanship that went into the building of the house.

When the floors are of gleaming Goodyear All-Vinyl, you register a strong impression in your favor — for this beautiful flooring indicates careful attention to detail on your part.

The colors are superb, and immediately give "life" to the still empty house — and Mrs. Buyer begins thinking in terms of how she is going to finish decorating and furnishing, begins thinking of it in terms of her new home.

The quality is unrivaled, a fact that mortgage people are quick to confirm — for they are well acquainted with the longer life and durability of Goodyear All-Vinyl.

The ease of maintenance is the clincher. Homemakers the country over have dreamt of enjoying the pre-polished flooring that Never Needs Waxing! More than a million homes have already installed Goodyear All-Vinyl, either in regular residential quality or in new H.D.H. Heavy-Duty Homogeneous Goodyear All-Vinyl.

Spark the sales appeal of the next house you build, and save on hardwood cost and installation. Specify, and be sure you get, Goodyear, the All-Vinyl Flooring! For information, write: Goodyear, Flooring Dept. D-8321, Akron 16, Ohio.

The flooring that invites prospective house buyers to move right in!

Goodyear All-Vinyl for FLOORS · WALLS · COUNTER TOPS — in Tiles and 45"-wide rolls.
NOW YOU CAN BUILD
Better Porches
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Coffman ORNAMENTAL IRON
Helps you do both!

Of load-bearing solid bar construction; strength tested in a variety of popular designs proved by public preference—Coffman Ornamental Iron increases the value of a home.

ARCHITECTURALLY CORRECT

1. Hang post to soffit with lag screws.
2. Plumb post, and wedge legs extending below floor line.
3. Standard step forms for 7” risers & 12” treads.
4. Final check before pouring concrete. Set-up time is only 40 minutes!

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Write for new detailed data and prices on all Coffman products...

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When you want it!

Mass produced under strict quality control, like other standard building products; the Posts, Railings, and Brackets are METAL millwork parts packaged in stock sizes and designs. This permits easy, fast, built-in-place installation. A great saving at no loss of your labor time! It is delivered along with your other building materials right on schedule—no waiting—no jobs halted—no delayed closing.

Looks better—IS better!

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ARKANSAS SOFT PINE
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Crossett supplies this superior woodwork in A.I.A. approved contours and standard patterns which, through quantity production, give you the advantage of fine quality at important cost saving over custom millwork. Arkansas Soft Pine’s soft texture, light weight and freedom from pitch work easily to close detail, patterns matching exactly at mitres. Seasoned to mandatory moisture content, it doesn’t split, shrink or swell. Thus stabilized, the wood absorbs primers evenly, holding paint or enamel finishes uniformly smooth, free from raised grain...qualities that safeguard lasting good appearance.

FOR BUILT-INS AND STAIR WORK
Matching the guild-craft refinement of its satin-like trim and mouldings, are Crossett’s relased Arkansas Soft Pine products for interior built-ins, stair work and the like, all available at your local lumber dealer’s, and identified by these trade-marks. For further information, address:

Crossett LUMBER COMPANY
A DIVISION OF THE CROSSETT COMPANY

CROSSETT, ARKANSAS

APRIL 1955
Only NuTone Offers a REAL Service Guarantee

There's a big difference between just a "CHEAP" product — and one that is LOW IN COST like NuTone — but which has quality and service built into it.

Any second-rate Ventilating Fan, Door Chime, Range Hood or Electric Heater can be made for a few pennies less — by using inferior materials which fail, or substitutes that won't hold up. If an inferior product fails because it is made of skimpy materials and gives unsatisfactory service . . . you should not be the loser! You should not pay for "SERVICE CALL-BACKS."

That is why only NuTone dares to back up its Ventilating Fans and other products with a $500,000 SERVICE GUARANTEE TO PROTECT YOU AGAINST "SERVICE CALL-BACKS." In the event a "Service Call-Back" is needed because of any defective part, NuTone pays for the labor time on that call.

$50000000 Service Guarantee

NuTone offers you a REAL — "MONEY-IN-THE-BANK" SERVICE GUARANTEE . . . not just an ordinary parts replacement warranty which some other fan manufacturers give. Our $500,000 Service Guarantee Bond is made possible because of NuTone's outstanding record of TROUBLE-FREE performance in the field and because of our TRIPLE INSPECTION factory control!

THIS VALUABLE SERVICE POLICY IS YOURS FREE!

You can get this NuTone protection for yourself. Write today — ask your NuTone representative or wholesaler about it. Remember, this NuTone Guarantee costs you not a single cent . . . and it will save you lots of dollars!
Co-op Land Deal Formula Outlined

Minneapolis builder Emil Fronk, following a successful “joint venture” with two other builders, recommends the following formula to those planning to participate in cooperative purchase and development of home sites:
- Only hook up with builders who think alike.
- Construction of each must be of comparable quality.
- Plat only that part of your area currently being developed to take advantage of the farm tax angle.
- Set up a corporation . . . buy land back from the corporation as needed . . . decide on restrictions . . . get FHA and VA approval for use if needed in sales.

Fronk’s suggestions featured a regional forum on land acquisition sponsored by the Chicago Metropolitan Home Builders Assn. At the same meeting, Ed Smith pointed out that “co-op” land acquisition is perhaps the only way the average builder in his area can now acquire land. He warned that all land purchase contracts should be “subject to engineers’ feasibility report for your own protection.”

Members of the Milwaukee Builders Assn. at start of March 2 trip to Chicago suburbs for inspection of three large subdivisions

Big Trade-in Field

Half the home owners of New England would buy new homes if they were able to trade in their present homes as easily as they can turn in their old car for a new one, believes Arthur Oman, Boston area builder . . . New Jersey Real Estate Commission has recommended to the legislature that a state license be required of all builders and subdividers. In rebuttal, New Jersey State HBA charged that building is already subjected to more policing and controls than any other industry in the state and backed up the claim with a list of 28 “disciplinary steps” a builder is subjected to in his operations . . .

Timothy J. Murphy has resigned as FHA state director for Connecticut, a post he held nine years. The post was taken by Charles Francis Kelley, the day after he retired as the state’s commissioner of motor vehicles . . .

Pre-spring announcements heralded many more king-size projects . . . Scott-Shaw, Inc., headed by George Sirott opened first models last month for Georgetowne, 4,000-house development to be built on 1,500 acres of New Jersey farmland 11 miles east of Philadelphia. The site, between Marlton and Medford, N. J., will include a 46-acre shopping center and four “neighborhoods,” each with land to be dedicated for use by schools, churches, parks and playgrounds . . . Martin Cerel, who built 1,200 houses in Boston suburbs last year, has begun a 2,000-unit program for 1955 in towns between Wayland and West Peabody . . In the Cleveland area, Eaton Construction Co. (David Kirschenbaum) has announced plans for New Northgate, 1,500 homes on 1,000 acres at Avon.

(Continued on page 17-N)

New England Valentine

Robert H. Wood, executive secretary, Master HBA of Worcester, Mass., holds appropriate “emblem” at organization’s valentine dinner-dance, aided by Jerome J. Madigan (left), NAHB membership director, and Peter George Jr., chairman

New Officers of Ohio Association of Retail Lumber Dealers (from left): Warren E. Carter, Akron; F. T. McGuire, Cleveland, and R. L. Kinney, Bridgeport

April 1955
TAKE YOUR CHOICE OF 4

Andersen

Andersen Flexivent® Window shown in hopper position below new Flexiview picture window size. Low cost, high quality, extreme versatility and sales appeal make Flexivent a favorite, especially with merchant builders. Hundreds of combinations possible from 16 stock sizes. Use in ribbons, stacks, groups, or with other windows. Choice of hopper, awning, casement or fixed sash.

Andersen Gliding Window. Here is Andersen's famous picture window that opens. Sash glide easily from side to side in plastic tracks. Horizontal sliding action makes possible wide range of sizes from narrow ribbon up to nearly 6'x5½' sash. Available in one-light or horizontal glazing.
Andersen Casement Window... the casement that combines advantages of weathertight wood construction with beauty of narrow line design. Available in wide variety of sizes, including stock picture window combinations. Your choice of two sash widths, 1'6" or 1'10½". Five different heights available with one-light, horizontal or cut-up glazing. Sash may be swinging or stationary.

Andersen WINDOWALLS are complete wood window units. They're precision-made in Andersen's modern plant by skilled window craftsmen. Every unit comes complete with hardware, full weatherstripping, screen and double glazing. All wood parts are toxic treated for protection against moisture, decay and termites. WINDOWALLS are sold only through millwork dealers.

For further information see your millwork dealer, Sweet's Light Construction File, or write Andersen. WINDOWALLS are sold by established millwork dealers throughout the country including the Pacific Coast.

ANDERSEN CORPORATION - BAYPORT, MINNESOTA
You can be lavish in your use of picture windows and window walls (features that bring buyers running) without boosting your costs out of sight. Just order LUSTRACRYSTAL for all your large openings.

LUSTRACRYSTAL is a sheet glass of extraordinary flatness, clarity and brilliance. It has the highest transparency obtainable.

LUSTRACRYSTAL serves ideally as an economical glass for large openings. It is made in thicknesses up to $\frac{1}{4}''$

Include LUSTRACRYSTAL in your plans and you'll add—you'll bring buyers you can sell at a real profit. Just ask your supplier for LUSTRACRYSTAL, made by the American Window Glass Company.
Kansas City Citation
Larry Winn Jr. (right) receiving president’s service plaque of HBA of Greater Kansas City from Stanley W. Cowherd

NORTHERN NEWS
(Continued from page 13-N)
K-D Builders (Edward J. Demeter) have begun 650 ranch and split-level houses in Hudson, Ohio, at a 190-acre subdivision known as Brentwood. Orrin Thompson opened two $12,250 models last month in Coon Rapids, Minn., north of Minneapolis. He plans 600 houses there this year, and as many more in 1956.

Parade of Homes at Show
Annual home show of HBA of Greater St. Louis drew attendance of 177,000, breaking last year’s record by 55,000. Three full-size homes built alongside the Arena were a major attraction, according to Ben Goldberg, chairman, as was an elaborate display of ten winning architectural designs submitted by college students. Richard B. Irwin has been named executive secretary of the HBA of Metropolitan Pittsburgh and of the Pennsylvania State HBA. Edgar Hagel of Pittsburgh’s South Hills area is the new state president. Michigan Retail Lumber Dealers Assn. has appointed Donald F. Wall as assistant secretary.

New association magazines are putting in an appearance, a first edition rolling this month at Wichita, Kans., and next month at Youngstown, Ohio. Wichita chapter has acquired a three-story house at 1120 N. Broadway and was to open its headquarters there about April 1. Other new addresses are: HBA of Hartford County, 14 Oakwood Ave., West Hartford, Conn., and Columbus HBA, 22 S. Young St., Columbus, Ohio. Columbus is advising members who sign for the Parade of Homes next National Home Week that they will save at least $600 on the going price of lots in the area and that more lots will be available to them after the parade.

Avenue of Homes at St. Louis Show
These furnished houses, built in a row opposite the entrance to the Arena, attracted many thousands to nine-day home show of HBA of Greater St. Louis. At top is the new Glasgow Village model of Clarence T. Wilson; center is type of home built by Melvin H. Glick and recently featured on television; below is new National Homes model built by St. Louis Construction Co. After show, Glick sold his home for $8,900, donated money to local charities.

Changing Leaders
Marvin M. Helf, president of the HBA of Greater Cleveland, presents service plaque to Leonard F. Merrick, retiring president.

Long Island Installs
Former leaders Kalman Klein and Walter Stackler hand gavel to Emil M. Keen, new president of Long Island Home Builders Institute.
for "smooth selling" walls

No Priming...No Mixing Required

...the ideal "one material" paint for concealing the last traces of dry-wall joints, and minor surface imperfections. TEXOLITE Ripple comes in 12 gorgeous colors, ready to use right from the can. Just stir and apply. Roll it, or brush it and roll it. Flows on freely, dries fast, covers beautifully. Its washable, smooth stipple finish gives walls a luxurious look that assures you "smooth selling" ahead.

For complete information, see your U.S.G. representative; or write Dept. AB-1, 300 W. Adams St., Chicago 6.
Over 1,250 Home Plans To Show Your Prospects

In These 18 Beautiful Plan Books
Let them help you earn thousands of dollars — from an $8.00 investment

SAVE $2.75 BY ORDERING COMPLETE SET OF 18 BOOKS OR ORDER BOOKS INDIVIDUALLY AT PRICES SHOWN

CHECK BOOKS WANTED AND MAIL TODAY

1. Ranch and Suburban—125 very popular ranch-type designs — both conventional and contemporary. Suitable for town and country. Many in color. 50¢

2. Plans for New Homes—109 beautiful modern designs in wide variety of styles and sizes. 22 in full color. 50¢

3. Homes in Brick—114 designs of medium and large homes. Includes color section of ranch styles in brick, stone and frame. $1.00

4. Successful Fireplaces—200 pictures, outdoor (patio) and indoor types including correct construction details. Reliable, authentic, information. $1.75

5. All-American Homes 3rd edition—featuring 120 different designs in varied types of construction. 64 in full color. 50¢

6. Sunshine Homes—62 appealing designs, pleasantly styled. 2 and 3 bedroom sizes. Many without basements. 50¢

7. America’s Best—2nd edition. Over 120 outstanding designs. All styles 2 and 3 bedroom. 64 in full color. 50¢

8. Colonial Homes—A very fine selection—perhaps our finest. All types. Cape Cod, Southern, New England. 1/2 and 2 stories—2 to 4 bedrooms. Many without basements. 50¢

9. Deluxe Small Homes—Our 5th edition and largest selection of finest, modern designs. All tested for popularity. 1 to 3 bedroom. 64 in full color. $1.00

10. New Small Homes—Over 300 new plans. 32 in full color. Many sizes. Home to 1,175 sq. ft. floor space. 1,2 and 3 bedroom. 50¢

11. 100 New Homes—A wide variety of styles—ranch, colonial and modern—makes selecting easy. 2 to 4 bedroom. Many in color. 50¢

12. New Brick Homes—64 designs in brick exteriors, every one of genuine beauty. Wide range of styles and sizes. 50¢

13. Small Southern Homes—Very pleasing designs for small families. All one story. Mostly 2 bedroom—only few 3 bedroom. Suitable for all areas. Most without basements. 50¢

14. Duplex Designs—111 varied designs of 1 and 2 story duplexes and small apartments in brick, stone and wood. 50¢

15. Camp Cabins and WY Homes—Over 60 designs suitable for year around and summer use—in town or country. 50¢

16. New American Homes—88 of our most popular ranch homes. A beautiful selection—tested for popularity. $1.00

17. Blue Ribbon Homes—One of the best books in any size. Many in color. 107 designs in 2nd edition. 32 in full color. 50¢

18. Your New Home Plans—A second edition of 119 designs (many in color) widely varied in style and materials. 1-3 bedroom. 50¢

19. Complete Set of above books in one order for only $8.00— ord 2.75 SAVINGS.

THE L. F. GARLINGHOUSE CO., INC.
Dept. AM-7, GARLINGHOUSE BLDG., TOPEKA, KANSAS

Enclosed is $— cash, check or money order for books checked above.

Name ____________________________
Address ____________________________
City ____________________________ State ________

APRIL 1955
American Builder Ideas in Action

Sold before the roof was on . . .

. . . the completed model sold 20 more

Indianapolis, Ind.

Robert F. Wirsching of Indianapolis buys this house, which is architect-designed, from his local lumber dealer as a package. The outside walls and part of the interior walls are panelized. The rafters are precut, and the storage walls are pre-assembled. This method of operation has cut carpentry labor time on the site to a minimum, Wirsching reports.

On a $2,500 lot, the house costs $17,900 without a basement. With a basement, the sales price jumps another $1,500. Air conditioning is optional at an extra cost of $1,000.

Open planning with good circulation helped win a NAHB Merit Design Award for the house. Kitchen entry can serve bedroom area, reducing cross traffic through living room.
from the North

Sloped ceiling is a plus idea. Here's how roof is framed to get it.

Talking points keep the sales curve UP

Metuchen, N.J.

What makes a house a quick seller? It all depends on what's in the house, say Brisby Builders of Metuchen, New Jersey. The plus features shown here, from Brisby's 3-bedroom 2-bathroom ranch model, are creating quick sales for this builder.

Perhaps the biggest plus feature is the 12 by 15-foot kitchen, with its novel pass-through, dishwasher, built-in oven, ventilating fan, ample storage and counters. Bathrooms have tiled walls, built-in vanities, glass-enclosed shower and clothes chute.

Architect was George W. Doylan. The house has full basement, sells for $26,500.

The true ranch-type look. The 2-car garage, with an entrance to basement, is a big drawing card.
BRIXMENT MAKES

BRIXMENT is a water-proofed masonry cement for every kind of brick, tile, concrete block or stone masonry, and also for stucco and plaster. Brixment complies with the requirements of the American Society for Testing Materials Specification C91 and the Federal Specification SSC-181 for Masonry Cement (both Type I and II). Specify one part Brixment, three parts damp sand.

**BRIXMENT MAKES SOUND MORTAR**

The autoclave test requires the use of a high pressure steam chest (above). Next cement bars approximately 1" x 1" x 12" are exposed to 175 lbs. steam pressure, 400°F. for 3 hours.

The two bars above the ruler are both Brixment, before and after autoclaving. The Brixment is sound—it has not expanded.

The two bars below the ruler are Portland cement and lime, before and after autoclaving. They are made of one part portland cement and one part a lime which does not meet the autoclave test. Note the expansion—proof of unsoundness.

Sound mortar is essential for strong, durable brickwork. To be sound, mortar must be free of constituents which may cause abnormal expansion after long exposure to weather.

Unsoundness in mortar material is readily detected by the autoclave test. This severe test rapidly accelerates the chemical reaction of mortar materials, and the slightest unsoundness is immediately revealed by excessive expansion.

Brixment easily meets the requirements of the autoclave tests included in Federal and ASTM Specifications for Masonry Cement. Therefore, when Brixment is used, sound mortar and strong, durable brickwork are assured.

**BRIXMENT MORTAR ASSURES STRONG WALLS**

The strength of Brixment mortar is more than adequate for any type of brickwork. The strength of brick piers laid with Brixment mortar is approximately the same as the strength of piers laid with 1-1/6 cement and lime mortar. Brixment is therefore recommended for any kind of masonry—for foundations, load-bearing and parapet walls, for free-standing stacks—for every use where strength is required.

**BRIXMENT MORTAR IS MORE DURABLE**

To compare the durability of Brixment with that of ordinary lime-and-cement mortar, make a cylinder or block of each, let both cure for a month or so, then freeze and thaw them about 15 times in your deep-freeze with a little water in the pan.

After a number of freezings and thaws, you will note that the cylinder of Brixment mortar retains its original condition, while the cylinder of non-waterproofed materials has badly crumbled and scaled.

For permanent strength and beauty, mortar must be durable—must be able to withstand the alternate freezing and thawing to which it is subjected many times each winter.

Brixment mortar is durable. This durability is due partly to the strength and soundness of Brixment mortar, and partly to the fact that an air-entraining water-repelling agent is incorporated into Brixment during manufacture. This helps prevent the mortar from becoming saturated—therefore helps protect it from the destructive action of freezing and thawing. Walls built with Brixment mortar therefore retain their original strength and appearance.

**BRIXMENT MORTAR HELPS PREVENT EFFLORESCENCE**

Efflorescence is an outcropping of minute white crystals on brickwork. It is caused by soluble salts which are present in almost all masonry materials. When reached by water, these salts dissolve and may be drawn, by evaporation, to the surface of the wall.
BETTER MORTAR!

Brixment helps prevent efflorescence. The air-entraining water-repelling agent in Brixment helps to prevent water from saturating the mortar and dissolving the small amount of salts that it may contain. Moreover, Brixment mortar prevents water from percolating down through the wall, dissolving salts which may be in the brick, and carrying them to the surface.

**BRIXMENT MORTAR IS MORE IMPERMEABLE**

Prepare two slabs of mortar, one with Brixment and one with ordinary lime and cement mortar. After mortars have hardened, seal a lamp chimney to each of the mortar slabs, and fill with water.

Impermeability is the ability of a mortar to withstand the passage of water. It improves the durability of the structure because it helps prevent the mortar from becoming saturated, and thereby helps protect it from freezing and thawing. It helps prevent efflorescence, because it checks the passage of water, and keeps it from percolating down through the wall. It helps prevent the absorption of harmful moisture up from the foundation and into the wall.

Brixment mortar is more impermeable. It contains an effective air-entraining water-repelling agent, so that even under pressure, water will not readily penetrate Brixment mortar. Brixment meets the special requirements of the Federal Specifications for water-repelling masonry cements.

**BRIXMENT MORTAR HELPS PREVENT LEAKY WALLS**

This kind of brickwork will not leak. All head-joints are full and the face brick are back-plastered before the back-up brick are laid.

Dry brick walls are much more a matter of good design and good workmanship than a result of the mortar materials used. When a wall leaks, water almost never passes through the brick or through the mortar. It works its way through cracks or openings between the brick and mortar. Even when full joints are secured, all cracks may not be eliminated. The best precaution, therefore, is to parge or backplaster the face brick with waterproofed mortar before the backup units are laid. Brixment is waterproofed during manufacture. Therefore, if the face brick are backplastered with Brixment mortar, a water-repelling barrier is set up against the further penetration of any water which may have worked its way through cracks or voids in the outside four inches of the wall.

**BRIXMENT MORTAR HAS GREATER PLASTICITY AND BETTER WATER-RETENTION**

Place a dob of Brixment mortar and a dob of ordinary lime and cement mortar on a brick. Wait a minute, then feel each mortar. The one that stays plastic longer will be the one having the highest water-retention. Feel the difference with Brixment mortar!

Brixment’s exceptional plasticity has made it the most widely-used masonry cement in the field. Brixment mortar makes it easy for the bricklayer to secure neat, economical brickwork.

Brixment mortar also has high water-retaining capacity (the ability of a mortar to retain its moisture when spread out on porous brick). Brixment strongly resists the sucking action of the brick and stays smooth and plastic longer when spread out on the wall. This permits a more thorough bedding of the brick and a more complete contact between the brick and the mortar. The result is better bond and hence a stronger and more watertight wall.
"SOME SALES ARE EASY. But it's selling the prospects who seem on the fence that makes a real success. One of the best ways of clinching these sales is to show that you use only the finest material and products in building and furnishing. That's why we use 49 nationally advertised, Post-advertised products in our homes. Their names speak for us—and for themselves."

(Manufacturers of building materials, equipment and fixtures place more advertising dollars in the Post than in any other consumer magazine.)
Your Old Saw is Worth Big Money!

Trade it in on a new super-duty SKIL Saw and save $22.50

Own a great new SKIL Saw! Power increased up to 107%. Blade speed up 40%! Lighter weight and greater performance than ever before. At the lowest prices in history.

Choose from these two models

NEW SKIL SAW 77 (7¼" Blade—Super Duty)—
Speed increased 40% to 4500 r.p.m. and weight cut to 15½ lbs. Power output boosted 100%. Depth of cut 2¼ inches—Bevel cuts 2° dressed lumber at 45°. Most popular SKIL Saw for all-around carpentry—the standard for general construction. Power to cut wet lumber or tough materials such as metal, stone, compositions.

Price, New Model 77 less case
Trade-in credit
YOUR COST, ONLY

NEW SKIL SAW 825 (8½" Blade—Super Duty)—
Speed boosted 34% to 4000 r.p.m. and weight reduced to 17¼ lbs. Power output increased 107%. Depth of cut 2¾ inches. Bevel cuts 2° rough lumber at 45°. A powerful, super duty saw, ideal for use on either residential or commercial construction. Powered to easily cut 2° rough lumber—wet or dry—as well as many other tough and resistant materials.

Price, New Model 825 less case
Trade-in credit
YOUR COST, ONLY

LOOK AT THESE ADVANTAGES
• SAFER! Telescoping Guard
• CONTROL! In-Line Rear Handle
• ACCURATE! Blade Visible at Cut
• CLEAR SIGHTING! Effective Sawdust Blower
• HIGH TORQUE—Low-Ratio Worm Drive

Limited Offer! Hurry, this saving opportunity ends May 31, 1955. It is made now only because the response to our introductory Trade-in Program last Fall was so overwhelming that many builders were disappointed. Offer positively must close May 31, 1955.

Call your nearest SKIL Distributor or write for information

APRIL 1955
The builder who "goes it alone" makes his job—needlessly—more difficult. He passes up the benefits of group action; he passes up sources of information that mean growth and prosperity.

By joining your local Association of home builders, you share the technical ability of scores of other local builders, thousands of other builders located around the country, and the assistance of NAHB's Technical Services Department.

Membership is of two categories: Builder and Associate. The latter consists of representatives of interests allied with building, such as mortgage bankers, materials dealers, architects, sub-contractors, etc.

Association dues pay for skilled non-profit partners in your business. The group becomes a clearing house for group insurance, bonded builder programs, public relations programs. It speaks for you at City Hall, at the County Courthouse, at FHA and VA offices. Dues are deductible as business expenses at income tax time (as are travelling expenses to and from annual NAHB Conventions).

To avoid flying solo, join your local HBA (this automatically makes you a member of the National Association). If none has been formed for your area, write to the Membership Department for complete details.

WHAT'S NAHB? An aggressive group of more than 29,000 home builders, contractors and subcontractors, material suppliers, mortgage lenders, realtors, architects, building material manufacturers, all dedicated to a strong industry, free from unnecessary controls. Organized on national, state and community levels, it provides an effective means of voicing collective opinions on local and national matters. Through membership in your local associations, you automatically become a member of the National group.

ACTIVITIES OF NAHB. It represents you on Capitol Hill and before federal legislative groups; provides data on up-to-date design and construction techniques, mortgage finance information; engages in housing research; promotes National Home Week and the Parade of Homes; informs the public of industry activities through press, magazine, radio and TV; sponsors slum clearance programs, "trade secrets" meetings, annual conventions and expositions; your local association speaks for you at City Hall, at local FHA and VA offices.

NAHB provides these information services:
- Washington Letter—keeps NAHB members posted on trends that will influence operations; issued about three times monthly in concise, factual form.
- Correlator—monthly publication for members only, packed with Association news and information.
- Housing ... U. S. A.—NAHB and Simmons-Boardman Publishing Co., publishers of American Builder magazine, combined forces to produce this interesting, informative, profusely illustrated volume on the merchant builder and the housing industry.
- Special Bulletins on new developments issued as circumstances warrant.
- Technical Services Department conducts continuing research to "build a better house with less money and fewer headaches"; examines new materials, construction techniques, land-planning methods. The Trade Secrets House was a product of this service available only to NAHB members.
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<th>State</th>
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<td>Delaware</td>
<td>Delaware Home Builders Association</td>
<td>130 W. Randoiph St.</td>
<td>302-694-9740</td>
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<td>Illinois County Home Builders Association</td>
<td>707 Central Bank Blvd.</td>
<td>701-397-6274</td>
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<td>119 Exchange St.</td>
<td>207-367-1786</td>
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<td>734 E. Washington St.</td>
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<td>114 E. Broad St.</td>
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<td>3011 Market St.</td>
<td>401-761-1900</td>
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**Note:** This list represents the home builders associations for the states listed, along with their addresses and phone numbers. The associations are organized by state for easy reference.
Ideas in Action from the North

Pottstown, Pa.

A unique feature in this 3-bedroom house is the all-brick wall in the kitchen, which is as functional as it is decorative.

It houses the flue for the basement fireplace, air duct for the kitchen fan, enclosure for the range and oven, knotty pine kitchen cabinets and whatnot storage space, flue for the heating plant which is in the basement, cold air returns for over half the house, and the fireplace and flue for the living room.

The house sells at $18,350, including the lot and Thermador range and oven. A recreation room in the basement is finished with a wainscoat of mahogany panels. It also has a corner fireplace and asphalt flooring.

Designer and builder was Allen K. Davidheiser, Incorporated

Exterior walls are frame and face brick. Massive brick chimney blends with lines of house

Living room fireplace is at one end of brick wall
PLAYROOM IN BASEMENT LEVEL, instead of a garage. "People would rather have a place to park their children than to park their cars."

What made it sell

134 in 44 days?

Yonkers, N.Y.

Analyzing reasons why their Park Knoll development at Roxbury has been their most successful sales job to date, Crossway Construction Company came up with the points visualized here. In addition, location was of course a big factor, the tract being situated within 5 miles of the New York City line. The builders did not use any advertising. Crossway called their basic model "the Ascot," designed it so that it can be built easily on top of solid rock. The house was offered at $16,200, or $16,850 with the expandable third bedroom completed.

A THIRD BEDROOM, IN EXPANSION ATTIC, designed without dormers so that it can be finished off at relatively small cost.

LARGE, FULL-VIEW WINDOW IN KITCHEN, tiled kitchen walls and a triple medicine cabinet in the bathroom all drew big response from buyers.

FRONT ENTRANCE ARRANGED AS A SMALL FOYER was a design feature that pleased visitors to the model.
Cuts installation time 70% . . .
makes strong, tight roof

Four men can cover a 30' x 40' flat roof with Armstrong Temlok® Roof Deck in just a little over 6 hours. With conventional materials the job would take 20 hours. As the carpenter puts down each 2' x 8' piece of roof deck, he installs 16 square feet of roof deck, 16 square feet of roof insulation, 16 square feet of vapor barrier, and 16 square feet of finished ceiling. The savings in labor can cut costs as much as $250 per house... a dramatic example of the cost-cutting advantages of contemporary open beam construction.

SLASH TIME

Cuts installation time 35% . . .
adds valuable insulation
and extra strength

Two men can cover a house with Temlok Sheathing in less than a day. This compares with a day and a half for horizontal wood, and two days for diagonal. Temlok is much easier to handle than loose lumber off the truck, on the pile, and up the scaffold. Temlok’s Rain Shield® finish eliminates building paper... extra strength eliminates corner bracing... and large board size requires less nailing. These important time-savings can cut your building costs up to $80 per house.

You never stop saving with
8:00 A.M. Roof Deck Job Starts. The big, lightweight boards are easy to handle, cover the roof fast. Each board has tongue-and-groove edges to speed installation. Durable and sturdy, Temlok withstands heavy roof traffic... gives roof extra strength and rigidity. The underside is painted light ivory—when you install Temlok Roof Deck, your ceiling is automatically finished at the same time.

2:45 P.M. Roof Deck Job Completed. When carpenters apply Armstrong Temlok Roof Deck, they don't have to handle roofing boards, roofing paper, roof insulation, or interior finish. Temlok Roof Deck alone does the complete job. For areas where the average January temperature is 40 degrees F, or lower, Temlok Roof Deck is available with a special vapor barrier for protection against moisture.

with TEMLOK

8:00 A.M. Sheathing Starts. Every time a 4' x 8' Temlok board is nailed in place, 32 sq. ft. of wall area is sheathed (16 sq. ft. with 2' x 8' sheets). Cutting, trimming, and fitting are held to a minimum. There's almost no dimensional loss—1,000 sq. ft. of Temlok covers virtually 1,000 sq. ft. Waste is less than 5%, compared to 20% with wood.

4:45 P.M. Sheathing Finished. Even if rain interrupts the job, there's no time lost except "rain time." Work resumes as soon as a storm passes. Temlok's new Rain-Shield finish, plus asphalt impregnation, makes every square inch of the board completely water repellent. There's no sticky coating to gum up saws and hands.

For full details on how to slash time with Armstrong Temlok building products, see your Armstrong lumber dealer or write Armstrong Cork Company, 3704 Rider Avenue, Lancaster, Pa.
“The Bride’s House”, which is featured in House Beautiful’s Guide for the Bride Magazine was built by E.F. DROESCH and E. AMOROSO, in Plainview, Long Island, New York. When the builders were asked why they picked Revere Copper they said, “It’s a funny thing about copper water tube; for example; some builders will tell you that it’s too expensive to use in homes costing less than $15,000. We’ve found that with its ease and speed of installation it costs as less regardless of the price of the house. In addition it gives us a quality selling point with prospects, protects our reputation. We have also found sheet copper on the outside to be an equally potent sales feature.”

Yes, the public knows copper, has accepted it for centuries as the badge of quality. Cash in on this acceptance, use and feature Revere Copper in your homes. Keep out of trouble with copper. Use it inside the home and out. And, if you have technical problems involving the best way to use Revere Copper, one of our Technical Advisors will be glad to help.

REVERE COPPER AND BRASS INCORPORATED
Founded by Paul Revere in 1801
230 Park Avenue, New York 17, New York

Mills: Baltimore, Md.; Chicago and Clinton, Ill.; Detroit, Mich.;
Los Angeles and Riverside, Calif.; New Bedford, Mass.; Rome, N. Y.
Sales Offices in Principal Cities, Distributors Everywhere.

SALES POINTS EVERY ONE—when they are of enduring, rust-proof Revere Copper. People have learned over the years they can trust copper, so you never have to “justify” its use. And because it is so lasting, its cost per year of service is less. Build for good—build with Revere Copper.
The floor with the FLUSH FIT Super-Surface

DURABLE—When installed in recommended manner, Higgins Block is the most durable wood flooring on the market, will remain free from damage and distortion under conditions that would ruin solid wood floors, and will last a lifetime.

ECONOMICAL—Each block is full precision-dimensioned; you order by net floor measurement. Factory prefinished, needs no on-the-job finishing; costs less laid down than any other quality floor—practically no upkeep expense.

EASY TO MAINTAIN—Factory wax-treated finish seldom, if ever needs refinishing. Regular dry mopping, occasional cleaning and waxing are sufficient and require little effort because wood pores are sealed against dirt and stains.

QUIET—Higgins Block absorbs sound, will not creak, has extraordinary resistance to shock, offers ideal solution to troublesome flooring problems, such as those encountered in dance studios, play rooms and gymnasiums.

DAMAGE RESISTANT—Special processing with a penetrating filler and sealer and toxic treatment provide high resistance to rot, vermin, rats and other hidden-damage factors.

LUXURIOUS BEAUTY—Final hot wax application is burnished into the surface and polished to a high luster to bring out the rich beauty of highest quality selected oak squares.

IDEAL OVER RADIANT HEATING—A Higgins floor lets heat through readily, yet is not affected by it. Damp-proof, it is favored by builders for ranch-type homes and other ground-level installations.

ADAPTABLE—In homes, apartments, offices, showrooms, stores, institutions, ships—anywhere, Higgins Block harmonizes with any decor, and with minimum care retains its beauty through the years, even in high-traffic public buildings.

The wood made world famous in Higgins hardwood-hulled fighting craft

- Flush Fit eliminates dust-catching surface grooves *
- Improved extra thick selected oak Super Surface with high-luster prefinish
- Can be sanded and refinished as often as necessary
- 9" x 9" oak hardwood blocks are easy to install
- 3-ply cross grain construction — tongue and groove
- Factory prefinish saves upward of a week's job time
- Extra thick selected oak face — quiet and comfortable
- Pressure bonded with marine-type glue—water repellent
- Toxic treated — vermin resistant, termite resistant, rot resistant
- Can be nailed over wood subfloor or laid directly on concrete slab
- Ideal for radiant heat

*Also available with slight beveled edge

HIGGINS INDUSTRIES, INC.
BOX 8169 NEW ORLEANS 22
PIONEERS AND WORLD'S LARGEST MANUFACTURERS OF LAMINATED HARDWOOD BLOCK FLOORING

Table-top beauty!

Higgins BONDED HARDWOOD BLOCK FLOORS

Effortless cleaning!

SEE SWEETS:
Architectural Hi 12J
Light Construction Hi 7d
Industrial Construction Hi 3h
Bathtubs Laversories
Sinks Closets

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—the most complete line of formed metal sanitary fixtures—preferred by an ever-increasing number of progressive builders and plumbers from coast to coast.

**BATHTUBS**

5-foot tube—recess and corner models—porcelain on steel each with an integral wall guard flange that prevents water leaks between tub and wall. The AllianceWare exclusive patented method of wall-hung installation keeps tub from settling and pulling away from the wall. AllianceWare design provides a "grab-rail" the full length of the tub for greater safety in entering and leaving the bath.

All AllianceWare tubs are available in white, pink, blue, green, grey, and tan.

*For modernization*

*—for a shower receptor*

The AllianceWare „Junior” — a 62" recess tub illustrated below—excellent for modernization jobs in limited space and far superior as a shower receptor.

**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 heavy, 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 drain-board to run flush with the edges of the rims.

Write for the complete AllianceWare catalog of detailed specifications and installation diagrams.

ALLIANCEWARE, INC. • Alliance, Ohio
Plants in Alliance, Ohio and Colton, California

Bathtubs • Lavatories • Closets • Sinks
6 exciting colors add “buy appeal”
in K&M Nu-Grain Siding Shingles

Color's the key to easier, faster sales. And a home with colorful Nu-Grain Siding Shingles puts prospects in a buying frame of mind in a hurry. For extra appeal, some builders are using the Nu-Grain colors in combination; for example, one for the patio wall, another for the carport, still another for the front.

Attractive appearance. The wood shake pattern in the Nu-Grain Shingles makes them especially desirable to a prospective homeowner. And the clear, pronounced shadow lines of the shingles, when laid, help make satisfied homeowners.

Low upkeep. Maintenance costs are cut to a minimum, as K&M Nu-Grain Shingles never require protective painting. Made of asbestos fiber and portland cement, they won't burn, rot, or corrode. In fact, they become harder with age.

You will find details on K&M Nu-Grain Shingles in Sweet's Light Construction Files and Sweet's Architectural Files. For more information, contact your K&M distributor. Or write directly to us for a FREE FOLDER on these colorful shingles. Material also available on K&M roofing shingles.

SILICONE TREATED
so water runs off!

Water-borne dirt, which ordinarily causes streaks under window sills and other trim doesn't readily gain a foothold on K&M Nu-Grain Siding Shingles. Water "balls up" instantly, and runs right off the shingles.
MAGNIFICENT, NEW GENERAL ELECTRIC WALL

In this de luxe refrigerator-freezer are 10.7 cubic feet of storage room—8.7 for fresh foods and 2 for frozen foods. It is 5 feet 4 inches long, 3 feet 3½ inches high and 17½ inches deep. 

1. The exterior is long-lasting baked enamel with a wide band of textured aluminum. 

2. All 3 doors have famous alnico magnets. There are no handles, no catches. 

3. Separate vegetable and fruit crispers have transparent sliding doors. 

4. Top shelf provides space for tall bottles. Shelves are adjustable to various levels. 

5. Separate compartments inside door for butter, egg rack; and door shelves for small jars and cans. 

6. Zero-degree freezer has room for up to 83 packages of frozen foods. 

7. Four new-style Mini-Cube ice trays. 

8. Frozen fruit juice storage rack. 

A Mix-or-Match color choice.
This magnificent appliance will be made for your clients in any one of six exciting decorator colors. You have a choice of: Canary Yellow, Turquoise Green, Fetal Pink, Cadet Blue, Woodtone Brown or White.

Hangs on the wall like a picture

Now, you can offer your clients something unique in refrigerator design. This magnificent refrigerator-freezer that hangs from the wall provides a completely new and advanced concept of modern living. Truly, it is the most convenient and magnificent refrigerator-freezer ever produced!

The advantages of this utterly new G-E Wall Refrigerator-Freezer are obvious: there's no need to bend or stoop for foods because everything can be seen at a glance. The new G-E Wall-Refrigerator is luxuriously convenient in other ways, too. It can be installed directly above a work counter to provide extra counter surface. And, there's room in the kitchen for extra base cabinets because this compact new appliance occupies no floor space.

All three doors are equipped with famous alnicco magnets that grip the doors shut... no projecting handles.

The new G-E Wall Refrigerator-Freezer is available in a choice of six Mix-or-Match colors including white.

Only a limited number of G-E Wall Refrigerator-Freezers are now being produced. Call your G-E distributor, or send the coupon below. General Electric Co., Appliance Park, Louisville 1, Ky.

Progress Is Our Most Important Product

GENERAL ELECTRIC

FREE, COLORFUL 8-PAGE BOOKLET
Send to: P.O. Box 458, New York 46, N.Y.
Please send detailed information and complete specifications about the magnificent new G-E Wall Refrigerator-Freezer.
Send for it now!

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Today's home buyer is more interested in "Quality" than ever before. No longer is he satisfied with just a house. He demands better design, better construction, better materials. Today, he is a QUALITY-minded buyer.

To make your houses more readily saleable in today's market, give them the magic "touch of quality." Include "Quality-Approved" aluminum windows — windows that cannot rot or rust...that save money on painting and maintenance year after year...that always operate easily, effortlessly, efficiently...windows that remain up-to-date and beautiful for the life of the house.

"Quality-Approved" aluminum windows are nationally advertised in leading magazines. They are readily accepted by home buyers as a mark of quality construction. As you plan and build new houses, install "Quality-Approved" aluminum windows and see for yourself how they stimulate sales. Your prospective buyer, as well as your financing agency, will appreciate it if you also include screens and storm sash as part of a complete single-package mortgage.

"Quality-Approved" aluminum windows are available through many manufacturers (see list on next page) in all sizes and styles (awning, casement, double-hung, projected and sliding). All are tested against rigid performance standards. All are APPROVED for quality of materials, for strength of sections, for sound construction, and for low air infiltration.

For additional information, consult any of the manufacturers listed on the next page, or write to Dept. AB-55.
.. $8,000 to $48,000

These Reputable Manufacturers are ready to supply you with Quality-Approved Aluminum Windows.

ALCASCO PRODUCTS, Inc.
13640 Dart Road, Detroit 23, Michigan

ALUMINUM HOME PRODUCTS CO.
Corv St., Knoxville, Tenn.

THE W. M. BAYLEY COMPANY
1200 Warder St., Springfield 99, Ohio

CECO STEEL PRODUCTS CO.
Sterling Aluminum Window Div.,
5601 West 36th St., Chicago 50, III.

CUPPLES PRODUCTS CORPORATION
2545 S. Melroy Rd., St. Louis 17, Mo.

FENTRON INDUSTRIES, INC.
2801 Market St., Seattle 7, Wash.

MICHAEL FLYNN MFG. CO.

GENERAL BRONZE CORP.
Stewart Ave., Garden City, N. Y.

METAL ARTS MANUFACTURING CO., INC.
Harwell Rd., Atlanta, Ga.

REYNOLDS METALS CO. (Window Div.)
2000 S. 9th St., Louisville, Ky.

THE F. C. RUSSELL CO. (Aluminum Division)
Box 27, Bristol Pa.

J. S. THORN CO.
8301 Hargrave St., Philadelphia 26, Pa.

UNIVERSAL WINDOW CO.
930 Parker St., Berkeley 10, Cal.

WARE LABORATORIES, INC.
3700 N.W. 35th St., Miami,Fla.

WINDALUME CORPORATION
Kenvil, N. J.

TESTED AND APPROVED

For Quality Materials
For Sound Construction
For Strength of Sections
For Low Air Infiltration
"Sell features like ADJUSTO showers ... and you sell the home"

More and more, progressive builders like Fritz Burns of California are featuring bath and a half ... each equipped with beautiful ADJUSTO Queen Mary Shower units. From the 120 acres of ADJUSTO homes in Gary to 10,000 homes in Panorama City in California, ADJUSTOS are the answer to builders everywhere whether they plan to build 5 or 500 homes. The ADJUSTO combines a shower and tub filler ... adjusts to any height ... mixes hot and cold water for full stream flow or fine needle spray.

Saves up to $17.50 per house

ADJUSTO costs less than a tub filler and separate shower and cuts installation time 45% because the single ADJUSTO unit does the work of both, and it's so quickly and easily installed after plastering, tiling or painting.

ADJUSTOS are IDEAL FOR:
- Sitting or Standing Shower
- Tub Filling
- Shampooing
- Children's Shower

Ask your progressive MASTER PLUMBER about the Complete line of MILWAUKEE Faucets.

There's a Milwaukee Faucets fixture for every job.

Now, Milwaukee Faucets also offers the ultimate in styling and design — a COMPLETE line of modern over-rim tub fillers and deck faucets for the kitchen and bathroom.
INGERSOLL BATHTUBS have the advantage:

- LOWER INITIAL COST due to modern materials and manufacturing.
- LOWER INSTALLED COST...light weight...easier handling...less freight.
- HIGH TILING-IN FLANGE assures positive...permanent...waterproof seal between tub and wall.
- PORCELAIN ON STEEL is more resistant to...shock...abrasion...and temperature change.
- FULL SEAT TUB has apron brought in to straight sides and bottom...special...expensive cutting of floor and wall tile eliminated.
- UNDER TUB FRAMEWORK requires no special hanging or wood frame...tub rests on floor for perfect drainage.

A good example of how INGERSOLL gives you more quality for less money is this fact: 56 INGERSOLL Bathtubs in a 224 unit apartment building, in reality, are free when compared to the cost of old-fashioned tubs. Yes, in any type of construction, you can buy four INGERSOLL acid-resisting, porcelain-on-steel tubs for less than three heavy tubs with acid resistant finish. You save even more when you figure the labor, saved by installing light weight INGERSOLL Bathtubs. Yes, you're always ahead with INGERSOLL...in quality as well as cost. Check the partial list of INGERSOLL Bathtub features...write for full information.

INGERSOLL PRODUCTS DIVISION
Borg-Warner Corporation
310 S. MICHIGAN AVE., CHICAGO 4
For sales appeal: a kitchen line built by quality plumbing craftsmen

Eljer formed-steel cabinet sinks and wall and base cabinets offer the quality builder extra profit advantages—including the prestige appeal of a plumbing manufacturer of known quality. And here are other benefits for you:

A complete, but uncluttered line for easiest planning... sinks with integral base, and top premounted, to save installation time and costs... and one-source benefits for all kitchen and plumbing units. See your plumbing contractor or write Eljer, P.O. Box 836, Pittsburgh 30, Pennsylvania.
Housing starts totaling 90,000 in February and 88,000 in January set post-war highs for these months. But, paradoxically, the seasonally adjusted annual rate declined each month: from 1,473,000 in December to 1,424,000 in January and 1,381,000 in February.

These Labor Department figures may temper recent demands to increase restrictions on home buyer credit, but a more reliable barometer will be the release of total starts for March, which normally registers greater increased activity than any other month in the year.

Two-month total of 178,000 starts is 25 per cent over the same period in 1954. To maintain this ratio, the March total will have to reach 120,000.

**Dollar Volume Up 40%**

Added quality as well as quantity is apparent this year. A joint study of the Commerce and Labor Departments disclosed that during the two months, new dwelling unit dollar volume jumped 40 per cent over Jan.-Feb., 1954.

Total new construction dollar volume was estimated at $4.05 billion for the period and at $2.6 billion for February alone, 12 per cent above the previous February high last year. This represents a seasonally adjusted annual rate of over $40 billion, nearly 10 per cent over the record set in 1954.

Since several mortgage authorities warned at the recent NAHB convention that home loan money will become “tight” if starts exceed a 1,300,000 pace this year, some government officials have become increasingly concerned about the late developments.

“The present high level of construction is out of line with family formations, which are going down,” said Walter Schneider, a chief construction statistician in the Commerce Department, at a recent meeting of state planning agencies. He reported formations had been averaging about 800,000 annually since 1950 but are now about 600,000, a rate he expected would persist until the early 1960s. Then, due to the high birth rate of the war years, he said “we must have the greatest building boom of all time.”

**Census Surveying Vacancies**

The government wants to know if housing vacancies are increasing. To find out, the Census Bureau will conduct a survey April through June of about 31,000 dwelling units in 120 representative town and country areas of the nation.

FHA’s new deputy commissioner, Charles E. Sigety, has directed all field offices to take steps to eliminate the possibility that FHA-insured homes are being acquired with more than one loan. This practice is against FHA regulations but there is evidence that it has been growing, he said.

Senator John J. Sparkman (D., Ala.) has called for investigation of all phases of the federal housing program, and expressed hope that the government will not take any major steps before his hearings begin. In February, he was quoted as saying that while he had “some misgivings . . . I would not be alarmed if output did not go above 1.5 million units this year.”

**Real Progress, Says Cole**

HHFA Administrator Albert M. Cole has indicated he will take no action until he has the results of a housing credit study he ordered.

In the meantime, he expressed pleasure at the record number of starts, said it represented “real progress.” Agreeing, the Construction and Civic Development Department, Chamber of Commerce of the United States, concluded that the situation “calls for congratulation rather than
apprehension," M. W. Watson, chairman, thinks any overexpansion would probably be checked by moderate rises in the money rate and costs, also by the slow pace at which water and sewerage can be supplied in suburban areas.

Fears that expansion will create a scarcity of mortgage funds are unwarranted, Watson points out, because a chamber analysis indicates that savings and loan associations, life insurance companies and mutual savings banks can be expected to bring into the market about $1.75 billion more than they offered in 1954.

"The strong way in which the year has begun," he said, "shows that construction demand has lost none of its vitality. On the whole the prospect is extremely desirable, according to economic demand Big Factor

Present outdistancing of family formations by new homes is a healthy picture and extremely desirable, according to Henry G. Waltemade, president of the National Association of Real Estate Boards. Appearing at a Norfolk, Va., meeting sponsored by realtors, builders and savings and loan men, he said:

"Since the end of the war, the goal of our industry has been to achieve this sustained superiority in rate of production over the volume of family formations to permit elimination of the unfit and least desirable housing at the bottom of the market. . . . When we look at the stimulant to home building and home buying, we look at effective economic demand, which is strong.

"Shoe manufacturers do not produce on the basis of a pair of shoes for every person enumerated in the federal census. They produce on the basis of effective economic demand for their product. Except in regimented societies, this is the trigger to all production."

Boost FHA Loan Quota

Stop-gap legislation enacted by Congress last month kept FHA in the business of insuring loans. The agency's authority to insure loans was increased by $1.5 billion, to cover requirements until June 30. Commissioner Mason recently told the House Banking and Currency Committee that the large current volume of applications would have exhausted the previous authorization by mid-March.

Mason has introduced two new forms all building project sponsors must fill out when applying for any insured loan. They are:

- A "Previous Participation Certificate" (FHA Form 2570) to identify participants in prior FHA-insured multi-family housing projects.
- A cost form (FHA Form 2571) disclosing information "relating to costs of the applicant's Section 608 projects so that sound underwriting judgment may be made concerning the insurance risk. This form will not be required if it has heretofore been furnished."

This added information, Mason pointed out, will disclose defaults and foreclosures in previously-sponsored FHA-financed projects and help determine whether future commitments should be issued. Referring to "the overwhelming majority of the nation's home builders as reputable businessmen," Mason said he was sure he had their support in these steps "so that FHA will do business only with the responsible element of this great industry."

Earl W. Smith, new president of the National Association of Home Builders, said the organization welcomed this "forthright action to clear the good names of the many thousands of home builders who participated in the post-war rental housing program and who, from time to time in the past year have been unjustifiably accused of improper conduct in that program."

New Appointments

Several new housing officials appointments were announced during the past month, including:

Thomas J. Sweeney, as loan guaranty director of the Veterans Administration. He has been serving in an acting capacity since Jan. 1 when T. B. "Bert" King resigned the post.

W. Beverley Mason Jr., as FHA urban renewal officer succeeding Loder L. Patterson who was transferred to the agency's legal staff. Mason, not related to the commissioner, was formerly assistant to the director of the multi-family housing division.

Lester P. Condon, as director of HHFA's compliance division. He had been serving in the investigations branch and, prior to that, as an assistant to the administrator engaged in investigating FHA operations and personnel.

Meanwhile, FHA is busy filling 1,000 new positions in its 75 field offices to help it catch up to the "unprecedented flood" of applications. Congress approved an appropriation for the enlarged staff in January; a month later over a third of the jobs had been filled.

New Year, New Record

While the nation continues to grow, the construction industry grows with it, and this year will be the tenth in succession establishing new construction records, reports John MacLeod, president of the Associated General Contractors of America. Speaking at the annual meeting of the Associated Equipment Distributors in Chicago, MacLeod, predicted $40 billion new construction this year, an $3 billion improvement, and a total construction of about $56 billion. In the not too distant future, he envisioned total annual volume of $60 to $75 billion.

MacLeod: $3 billion more building
**Two Weekends**

National Home Week has been extended this year to include two weekends. NAHB president Smith set the dates for the huge home ownership observance as Sept. 10-18. The extra weekend, he said, would give more people a chance to visit the 10,000 exhibit houses expected to be shown.

NAHB, which first proposed National Home Week in 1948, after adopting the idea as presented by Edward G. Gavin, editor of American Builder, estimated that more than 150 cities will participate in the program next fall. Many of them will adopt the Parade of Homes format; many others will sponsor a civic observance with many allied business and clubs taking part.

The association is rapidly enlarging its program of research and service to the public, as promised by Smith when he assumed the presidency in January. It has engaged Dr. Ralph Johnson, formerly with the Public Health Service in Washington, as director of construction and research. He will have overall charge of the expanded division, with special concern for community facilities and slum re habilitation problems. He succeeded Leonard G. Haeger, who joined Levitt & Sons, Levittown, Pa., March 1 as technical director of community facilities.

Chris Christenson, former assistant to Haeger, has been designated as head of the technical department.

ELECTING PLAN FOR TEST HOMES

Meanwhile, plans of leading architects are now being considered for the wide variety of test homes which will start NAHB's $2,000,000 housing research center at Grand Rapids, Mich.

**DICKERMAN'S COLUMN**

**Current Building Drive Seen as Posing No Financing or Overbuilding Problems**

Forecasts of continued high building activity throughout 1955 have raised two major questions in the public mind: Is the home mortgage debt likely to become dangerously high? Is the home building industry "overbuilding" and thereby imperiling not only itself but the entire national economy?

Let me say at the outset that the answer to both questions is a emphatic NO! That answer is based on the measured judgment not only of the home building industry's leading authorities but also of recognized experts in the banking world who have a vital stake in the continued stability of home building.

Mortgage Debt in Better Shape

The Chase National Bank of New York City, in its publication, "Business in Brief," for January 1955, summed up the situation in this fashion: "...mortgage debt is in far sounder shape today than in the past. Interest rates are lower. Amortization is almost universal. Burdensome secondary mortgages have been eliminated. And repayment periods are longer. Thus the total amount of a mortgage is rarely subject to immedi date call or default today. In addition, extensive government guarantees are designed to provide strong insurance against the kind of financial panic which led to widespread mortgage liquidation in the early 1930s."

Foreclosure Rate 3 Per 1,000

There is still another pertinent fact to be considered. It is that the foreclosure rate in 1954 was about three per 1,000 mortgage properties, as compared with 11 in 1940. It also is appropriate here to note that less than 1 per cent of the FHA-insured and VA-guaranteed loans, which in 1954 accounted for 49 per cent of the total home loans, were in default.

There is no disagreement as to the need of America for more and better housing. This need will grow progressively greater as the population continues to grow. And the population is going to grow—phenomenally. The experts now expect a population of 190 million by 1965—compared with the present 164 million. By 1975, the population is expected to reach 220 million.

Much has been said about the decline in household formations from 830,000 in 1953 to 559,000 in 1954. This decline was expected, however, as a result of the low birth rate of the 1930's, and actually was less than anticipated. It also is expected that, as a result of the increased birth rate in the 1940s, household formations will increase substantially beginning in the 1960s.

**Tax Court Backs Builder**

A recent decision in Tax Court of the United States held that distributions to stockholders by corporations of moneys received and returned from mortgage loans which exceeded construction costs and were FHA-insured under former Section 608, were taxable as capital gains. The decision invalidated deficiency assessments made by the Commissioner of Internal Revenue against the Gross Morton building interests in New York on the theory that the distributions were ordinary income. The decision termed the builders as men of considerable experience who performed valuable services for their companies and could have arranged substantial salaries for themselves, also higher prices for materials and rent for equipment furnished by their other corporations.

But new household formations, while an important factor in the housing market, do not by any means control it. In fact, non-farm household formations since 1946 are still greater than the total number of housing starts since that year. The fact is that hundreds of thousands of American families want improved housing and are taking steps to obtain it.

The National City Bank of New York noted in its January 1955 News Letter that: "The housing boom is kept going, to a considerable degree, by families who want larger, better, more modern homes in suburban areas, not—as was the case in early post-war years—the nearly-formed families who wanted any sort of moderately-priced shelter."

**Other Factors Spur Market**

There are scores of other factors to be taken into consideration in measuring the housing market. For example, two-thirds of the existing housing now is more than 25 years old. By conservative estimate, 7,900,000 homes are either dilapidated or lack basic indoor sanitary facilities. Each year the nation loses between 100,000 and 125,000 houses through destruction or abandonment—a volume equal to approximately 10 per cent of the new homes to be built in 1955. And there is a very broad market for minority housing.

The housing industry, as an essential pillar of the economy, recognizes a two-fold obligation to it. It intends neither to commit excesses that would endanger it, nor to, by under-production, short-change the economy and deny the American people the good housing they need and deserve.
‘Products in Action’ Theme of Dealer Show

Theme of the Second Annual Building Products Exposition sponsored by the National Retail Lumber Dealers Association will be “Products in Action,” according to a brochure and floor plan prepared for exhibitors. The show will be held Oct. 11-15 in Cleveland’s Public Auditorium.

Principal objective of the exposition, according to NRLDA, “is to center attention on modern merchandising, marketing and selling techniques that will sell the full production of manufacturers' products and bring into sharp focus the huge repair and modernization market that has been largely overlooked in other building product expositions. Three other major features planned include:

- A series of clinics, workshops and demonstrations showing dealers how to merchandise effectively at the point of sale, reduce construction costs, meet competition with pre-assembled component parts, handle materials more efficiently, etc.

- A series of consumer features designed to create a desire for home improvement among consumers and show dealers how to give better service to their modernization customers.

- Evening programs featuring entertainment and widely-known speakers.

The exposition, which will be preceded by the annual meeting of the NRLDA board of directors, will be open only to dealers and guests on Oct. 11-13 from 9 A.M. to 5 P.M. The public will be admitted on Oct. 14-15 from noon to 10 P.M.

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Cleveland Named Director

Martin C. Dwyer, named exposition director of NRLDA, is working on arrangements for the show. Before joining the association's Washington staff he had served seven years as manager of the Cleveland Convention and Trade Show Bureau.

Lenders Shun VHMC

Arthur W. Viner, executive secretary of the government's Voluntary Home Mortgage Credit Program, warned recently the program faces a crisis because only 236 mortgage companies had agreed to participate.

As matters now stand, he reported, "there are large gaps in the actual coverage of the program. Some of the remotest and smallest communities—the ones where the VA direct loan program has been most active—are not effectively covered by any lending institution. Others are covered only by small commercial banks and savings and loan associations with insufficient resources to make all the FHA and GI loans for which there is a demand.

DEALER’S VIEWPOINT

Declining Profit in Face of Record Sales

Calls for Check on Loose Operation

Many people have asked why the net profits of retail lumber dealers should be showing a gradual decline, as they are in quite a few cases, during a period when dealers' sales are at or near a record high.

There are several possible explanations but the cause of such a condition need not necessarily indicate the best remedy. For example, if keen competition is the cause of declining profit rates, the answer doesn't lie in lessening competition. Instead, it usually lies in meeting competition more intelligently by means of more aggressive merchandising and by keeping closer track of expenses.

When sales are high and profits are relatively good, there's always a tendency for an organization to relax a bit. When sales come easy, salesmen have a way of taking things a little easier, and management often doesn't watch the pennies as closely as it did when volume and profits were lower. Few men work as hard or as well when they are prosperous as they do when they are struggling to get out of the red and into the black. That's human nature.

The net result is that, after a few years of good business, the looseness begins to add up to serious proportions, although management doesn’t always realize what has happened. The yard owner or manager is likely to blame the diminishing profits on "competition" when the truth is that competitors had nothing to do with what has happened, except that they are benefiting from the yard's lower standards of operating and merchandising.

Reviewing Basic Management

To help those dealers who have cause to suspect that their organization may have developed some bad habits during the period of high sales volume, NRLDA has provided them with a convenient means of checking performance and tightening up where necessary—the Dealer Operating Guide.

The D.O.G. now covers a rather wide range of subjects—purchasing, pricing, merchandising, display, salesmanship, sales management, advertising, personnel management, credits and collections, time payment financing, product information, estimating, blueprint reading, and so on. A few hours spent rereading some of those chapters may provide valuable clues to the question of why profits have not been keeping pace with sales volume.

Reviewing the fundamentals of good management every now and then is good business, no matter how many years of experience a dealer has in back of him.
Save Time and Money...
Add to the Desirability of Your Homes with
BILT-WELL AWNING WINDOWS
FOR MULTIPLE USE

Here is the window that is helping to revolutionize home-building in America! No other window offers so many consumer features...is so easy to install...or can be used in so many ways!

1 Exclusive releasable bar operator furnished on units for awning or casement use provides easy, fool-proof operation and permits adjustment to any ventilating position without disturbing screen.
2 Friction-slide hinge holds sash open at any angle, provides rain protected awning or hopper ventilation and permits washing of both sides of window from inside.
3 Anodized aluminum weatherstripping gives maximum protection against infiltration of rain, air, dust and dirt.

BILT-WELL Awning Windows
Provide Utmost Flexibility of Window Arrangement...

4 Exclusive glazing process in which sash is actually built around the glass eliminates putty. Broken glass easily replaced by cutting wood moulding along factory machined grooves.
5 Easily adapted to all standard wall constructions.
6 Unit comes completely assembled with all necessary parts, ready for quick, easy, inexpensive installation.

Calling all Builders!

Enter the big 1955 BILT-WELL BUILDERS' CONTEST. Win a free trip to Europe, Bermuda, Mexico or Hawaii. Every builder who enters will win a prize. Ask your dealer about it or write to Carr, Adams & Collier for complete Contest Kit.
ON THE RECORD

HAVE YOU HAD A PROSPECT TELL you lately that new houses cost too much, that prices have doubled or more than doubled since 1928?

HAVE YOU HAD ONE tell you that his father purchased a house for $5,500 in 1927 and that the same size house today costs $12,000 or maybe $14,000?

YOU PROBABLY have, and the prospect is right. He’s had his hands on some sound statistics, but he didn’t get enough of them. He thinks prices are out of line on the high side.

THE FACT IS that prices of new homes today are lower than they were in 1928.

LET’S LOOK AT some averages, and draw some conclusions from them.

THE AVERAGE COST of a new house in the period 1925-1929 was $5,600. The average cost in the period 1950-1954 was $9,200. Without taking into consideration the changed value of the dollar, it seems at first glance that costs have risen very sharply.

BUT, if we adjust the $5,600 of the period 1925-1929 to their present value, the $5,600 house of 21 to 39 years ago now would cost $11,200.

PERCENTAGE-WISE, the house of today actually costs 18 per cent less than it did in 1925-1929.

BUT THAT ISN’T the end of the story. Advancements in heating, lighting, appliances, kitchen design, bathrooms, insulation, wall finishes, design and construction techniques, just to mention a few, result in a plane of livability that could not be produced for any price in the earlier period.

SO, A VASTLY superior product costs less today than it did after World War I.

IN THE PERIOD 1925-1929 his average income was $20 a week. Today the average is $72 a week.

TO BUY A $5,600 house on a $20 a week income would require the total income for 280 weeks. To buy today’s $11,200 house on a $72 a week income requires the total income for 128 weeks.

HERE, THE SIMPLE arithmetic does not apply. There is the matter of increased income taxes that distorts the comparison.

SO, DEPENDING on the worker’s exemption, which varies his take-home pay, he is required to use considerably more than 128 weeks on his net income. But, even considering Uncle Sam’s bite, the worker still is required to spend many fewer weeks of his total income for the house of today.

SO MUCH FOR the argument about high prices. It doesn’t hold water.

PROPERLY USED, these facts are important sales tools.

TO THE PARENT who looks with wonder and concern at the purchase of a new home by his recently married son or daughter, let him remember that in the period 1925-1929 it was next to impossible for him to scrape together the money needed for a down payment on the $5,600 house of that time.

TODAY with a much higher weekly wage, plus the fact that it is fairly common practice for the young bride to continue working for a year or two, the down payment can be accumulated. Then, the monthly payments are lower than rents.

IN THE 1925-1929 period, the young couple on their own could hope for nothing more than a small rented apartment in a poor section.

THE PURCHASE of a home today provides the young family with the least expensive housing ever made available.

AND IN ADDITION, with the first monthly payment, the couple begins to build an estate.
**FIRE-CHEX SHINGLES**

in beautiful new shadow-blends!

Colorful Fire-Chex on your homes mean there'll be a salesman on duty 24 hours a day! In sunlight or moonlight, there's nothing to match their beauty and buyer appeal. They blend so harmoniously, too, with the new siding colors! Fire-Chex are famous not only for beauty, but for ruggedness and long life as well. Tests by a foremost authority prove Fire-Chex outlast ordinary shingles several times over. And even hurricanes won't budge them, a fact "Carol" and "Edna" recently discovered. Put Fire-Chex on your sales force!

**CERAMO SIDING**

in dramatic new colors!

Colonial Yellow is a striking new "cheer up" color that chases gloom, looks smart with any home design! And it's especially handsome in combination with a Fire-Chex Silver Rain shadow blend roof (as shown). All Ceramo colors are an integral part of Ceramo's glazed ceramic surface. Won't fade, resist stains, are 100% washable with detergent and water! Made of asbestos and cement, two virtually indestructible materials, Ceramo is truly ageless, won't burn, crack, warp or curl. You can't beat it for new homes, or for re-siding jobs.

**Free FOLDER!**

Be sure to see beautiful Fire-Chex Shingles and Ceramo Siding at your Carey dealer's now. Also, mail coupon for catalog picturing these and other fine Carey products in full color!
There's extra sales appeal in American-Standard quality

Today's home buyers are quality conscious. They know that quality products cost a little more ... and they're willing to pay the difference to be sure they get products that will serve them well, long and without expensive maintenance.

That's why so many look for the “buy” that includes American-Standard products. The reputation of American-Standard for style, durability and efficiency has made this name synonymous with quality. And prospective home buyers are impressed with the house that is equipped with these quality products.

A few examples of quality products currently making friends of builders and home buyers alike are shown here. We'd be happy to give you further information on these or any product in our complete line. Just write American Radiator & Standard Sanitary Corp., Pittsburgh 30, Pa.
SPACER SAVER
Heatrim baseboard panels are the modern way of providing comfortable, even, convected warmth throughout an entire room. Specifically designed for forced-circulation hot water heating, they take the place of wood baseboards... leave floor and walls unbroken, permit complete designing and decorating freedom. They can be installed against walls or recessed to depth of the plaster.

CAREFREE COMFORT
Because of its excellent boiler-burner coordination, the Arcoliner oil boiler gives outstanding heating comfort while saving dollars on fuel. Compactly housed in a handsome jacket, this automatic, cast iron unit will provide uniform, clean, draft-free heat for years and years, with low operation and maintenance costs. Installation, too, is quick and easy.

STYLISH STORAGE SPACE
The New Dresslyn smartly combines a deep lavatory with wide counter top and roomy storage cabinet. Available in a wide range of sizes, cabinet styles and colors, it features a medicine cabinet with lock, pull-out manicure tray, convenient cosmetic drawers and plenty of storage space. Lavatory is genuine vitreous china; counter top is mar-resistant Micarta.

DOUBLE-DUTY BEAUTY
The compact yet roomy Restal affords the double convenience of bath and shower... in about a 36" x 38" space! It's an ideal way to add an extra bath in your new houses or to convert a closet or waste space into a bathroom when modernizing. The 12"-high Restal features a flat bottom and built-in corner seat for safe, comfortable bathing. It's durably made of enameled cast iron and is available in white or six exciting colors.
FREE Sales Planning Kit
to help you build better business

Here's something to help you reach more prospective home buyers...to help you tell your sales story quickly, persuasively.

It's the American-Standard Planning Kit, specially prepared with builder problems in mind. It's brimming over with ideas on how to plan a promotion program, get prospects out to inspect your houses, clinch the sales!

Here are a few examples of what the American-Standard Sales Planning Kit contains:

- PRESS KIT. Contains suggested publicity releases; tells how to give a Press Party...how to get the most out of your Grand Opening.
- ADVERTISING GUIDE. Specially prepared material for radio and newspaper advertisements (a digest of American-Standard Special Builder Co-op plan is included).
- DISPLAY MATERIAL. Sales-building hand-out pieces and direct mail pieces...exterior and interior signs for your model home.
- PLANNING PACKAGE. Practical guides on bathroom planning, kitchen layout, and heating installation...color schemes and decorating ideas.

TAKE ADVANTAGE OF THIS SALES BOOSTER. ORDER YOUR KIT NOW. Remember, it's free. Just contact your American-Standard sales office, or write American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30, Pennsylvania.

AMERICAN-STANDARD
Serving home and industry: AMERICAN-STANDARD . AMERICAN BLOWER
CHURCH SEATS & WALL TILE . DETROIT CONTROLS .KEWANEE BOILERS
ROSE EXCHANGERS . SUNCREAM AIR CONDITIONERS
Charles Goodall joins American Builder

Charles H. Goodall, whose editorial experience in the construction field has won him a wide acquaintance among builders and building product manufacturers has joined the staff of American Builder.

He will head up the Marketing Service and Technical Reference issue which is published by American Builder each April. He will also be available to manufacturers and advertising agencies as a building counselor and will aid in the preparation of advertisements and catalogs. Plans for the 1956 Marketing Service and Technical Reference issue, which will be ever more valuable to builders and building supply field, than past issues, will be made in the next 60 days.

For the past eleven years Mr. Goodall has been affiliated with Practical Builder magazine, where he served as technical editor and later as managing editor of the Data and Specifications File.

Prior to his entrance into the publication field he spent 18 years in the construction business with his father in LaPorte, Indiana. This firm, still operated as J. W. Goodall & Son, is well known in northern Indiana as builders of schools, churches and all types of commercial buildings as well as luxury type homes. His educational background consists of studies at Notre Dame in architecture, structural and concrete engineering.

Goodall is married, has three children, and resides in LaPorte where he continues to serve in an advisory capacity to his father's construction firm.

APRIL 1955
Hundreds of builders have discovered that AMWELD is the way to improve quality, improve appearance, and keep building costs down. Smartly styled to complement any style interior, these precision-made, pre-fitted doors and frames make every doorway or closet look better and work better. Equally important, steel lasts—Amweld Building Products will look as good 20 years from now as they do the day they are installed.

On the job, AMWELD is easy to handle—doors and frames go in fast, installed cost is actually less than hand-fitted types.

On your next contract specify AMWELD for a better, more profitable building job.

THE AMERICAN WELDING & MFG. CO.  
310 DIETZ ROAD  
WARREN, OHIO

NO DRILLING, MORTISING, OR FITTING
With Amweld Inter-Lok Frames and Flush Steel Doors one man can finish a door opening in 10 minutes. Hammer and screw driver are only tools needed.

NO STICKING, WARPING, OR SPLITTING
Sturdy steel construction guarantees doors that will last for years—never any maintenance required.

EASY-TO-HANDLE ON JOB
Amweld “KD” Sliding Closets come knocked down. All hardware furnished—shipped complete in single carton.

Send for “Cut Construction Costs” Folder
Complete information about Amweld Building Products—fully illustrated.
AMWELD® FLUSH DOORS AND INTER-LOK FRAMES

1 3/8" Doors and Frames
Matched sets—ideal for residential interior use. Available in all standard widths, 6'8" high.

1 3/4" Doors and Frames
New 1 3/4" Inter-Lok Frames for use with 1 3/4" doors. All standard widths 6'8" and 7'0" high.

Fire Doors
Where fire door protection is required, Amweld doors and frames can be supplied in both 1 3/8" and 1 3/4" sizes with Underwriters' Laboratories B Label construction.

AMWELD® "KD" SLIDING CLOSET UNITS

Snap-in Hardware
Long-life nylon rollers, guide keepers, and fingerpulls snap in. Screwdriver and hammer only tools required for installing.

6'8" Regular
Closet units are supplied for 3'0", 4'0", 5'0", and 6'0" wide openings. Prime finish or baked-on Birch grain.

8'0" King Size
Full floor-to-ceiling wardrobe-type units, 4'0", 5'0" and 6'0" wide openings.

New! "KD" Closet Trim
Finish trim for Amweld Sliding Closet Units. Available for 6'8" and 8'0" sizes. Matches Amweld Inter-Lok frame profile.

New! Air Conditioning Door
Grille door panel permits free flow of air between rooms for proper balance of air conditioning systems. Eliminates need for return duct or unsightly gap at bottom of door.

New! Exterior Frame
For 1 3/4" front or rear door and screen door. Available in all standard widths, 6 1/2" jamb, 6'8" high.

THE AMERICAN WELDING & MANUFACTURING CO., WARREN, OHIO
Complete, Best Selling Line
BUILDING SPECIALTIES!

Moulding and Trim

Nu-Art Metal Moulding and Trim
Available in Alacrome Stainless Steel and Brass

Screen Door Grilles

Nu-Art Grille Ornaments

No-Way Push Grille for Combination Doors

Numbers and Letters

Stainless Steel - Brass - Bronze

Miscellaneous Building Items

Foundation Vent Grille and Adjustable Shutter

No-Way Shelf Brackets

No-Way Adjustable Shelf Supports

Twist-On Sink Frame

MACKLANBURG-DUNCAN CO.
OKLAHOMA CITY 1, OKLAHOMA
Leaders in the Building Specialty Field for 35 Years!
HERE IT IS... NOISELESS

Sliding Door Hardware

- Extra-heavy extruded aluminum track
- Heavy-gauge cadmium steel hangers with adjustable slot
- Noiseless, lifetime Nylon wheels
- Silent, solid brass wheel bearings
- Positive, no-jump track feature
- Smoothest, quietest operating

BUILT-IN PROTECTION AGAINST TRACK JUMPING

At last—sliding door hardware with built-in, positive protection against track jumping! No extra work, nothing for you to do—because this exclusive M-D design stops track jumping with a built-in bumper ridge that makes it impossible for the wheel to lift out of the track once the door is in place over the floor guide. Simple, sure, foolproof!

ATTENTION DEALERS

STOCK-DISPLAY CASE AND ACTUAL WORKING MODEL FREE with this assortment!

TRACK

40 Boxes of Complete Hardware
10 PIECES-4' EACH for 1/2" Doors
10 PIECES-5' EACH
10 PIECES-6' EACH
10 PIECES-8' EACH
TOTAL TRACK-230'

★ Attractively Displayed
★ Increases Impulse Purchases
★ Takes Small Space

COMPLETE HARDWARE FOR
DOORS 5/16" to 3/4" or 1" to 1 1/2"

Hardware comes completely packaged for pair of 5/16" doors, or pair of 1 1/2" doors. Each package contains 2 front door and 2 rear door hangers, 2 door guides and sufficient screws for hanger guides and track. Cartons clearly marked for 5/16" or 1 1/2" doors.

DEALERS—ORDER TODAY! your order will be shipped same day received

MACKLANBURG-DUNCAN CO. OKLAHOMA CITY, OKLAHOMA
ANOTHER
MACKLANBURG-DUNCAN
Quality Building Product!

Nu·ART ALUMINUM LEVEL

Light, Sturdy
- Extruded Aluminum for Long, Rugged Wear!

Glossy Red Interior
- with Silvery-Satin Edges

Tough, Non-Breakable
- Pyrex Vials—Replaceable!

Individually Packed in Polyethylene Tubing to Display Product, Protect Finish!

Look at these amazing prices!

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Long lengths for plumbing doors and windows — Shorter lengths for carpenters, masons, home-handymen!

Sold by Hardware, Lumber and Building Supply Dealers!

DEALERS ORDER TODAY!
Your Order will receive prompt shipment!

Leaders in the Building Specialty Field for 35 Years

MACKLANBURG-DUNCAN CO.
BOX 1197 OKLAHOMA CITY 1, OKLAHOMA
"Bringing the outdoors inside the house" can be overdone. Unless windows fit well—winter and summer—too much of the outdoors comes inside.

A.R.B. removable wood windows are kept weather-snug by patented spring construction back of the aluminum sash guides. And, the sash come out entirely and easily, for cleaning. For ventilation or weather protection, there's nothing better than A.R.B. "400" wood windows.

Additional wall space becomes available with a.r.b. REMOV-A-GLIDE wood windows. And they are specially appreciated in such locations as above stoves, sinks, and counters in the kitchen. Weather-tight and rattle-proof, they are easily removable, and a.r.b. design assures complete sill drainage.

See your nearest lumber dealer or
A. R. B. WINDOW SALES COMPANY • 19433 John R Street, Detroit 3, Michigan.
Prefabricated fireplace for new or old houses

Installation of the Acorn Fireplace requires no masonry or structural changes of any kind, can be hung from wall or mounted on wrought-iron legs. The Acorn requires a 6-inch flue, is made of heavy steel with seamless welded construction, is finished inside and out with refractory porcelain fused on steel with a choice of four colors, carries 10-year guarantee. List Price: $99.50 (includes screen, irons, damper and wall-mounting hardware.) Available now. Manufacturer invites building supplies distributors. Richard T. Whitney, Acorn Designs, Inc., Dept. AB, Concord, Mass.

Schoolroom sink has utility faucet and fountain

Kohler's new enameled cast-iron "Tech" sink is designed for schoolroom use, measures 24x20 over-all, has 3-inch ledge around front and sides. Basin is 15 inches long, 14 inches wide and 8 inches deep. The Kohler Bardney faucet with gooseneck spout is located on left side of sink. The station bubbler fitting is mounted on right, has safety feature to prevent squirting of water by mischievous children. Water stream is diverted to drain when finger is placed over fountain opening. List price: $54.45 (with frame and fittings.) Available now through plumbing fixture distributors. R. C. Angelbeck, Dept. AB, Kohler Co., Kohler, Wis.

No furnace, chimney, ducts or piping required for this system

The Electrend electric air circulating heating system is a metal duct 7 feet high 8 inches wide and 3 1/2 inches deep with openings covered by grilles at top and bottom. It fits between 16-inch studs. The unit draws warm air from ceiling, sends it down over heating element above lower grille and out across the floor. A thermostat is mounted at front of each unit so each room is controlled individually. In summer, fans will operate without heating elements turned on for air circulation. Individual units are installed without need for duct work or piping connections. List price: $79.50 up. Available now through electrical wholesalers. Donald D. Peterson, Electrend Products Corp., Dept. AB, St. Joseph, Mich.

Built-in room air conditioner fits snugly into wall

In appearance, the Tywell air conditioner is similar to a radiator grill, can be inserted in an opening under a window or along any outer wall. Called a "builder's model," the unit is 15 inches deep, 14 inches high and 32 inches wide and is available in various capacities to fit sizes of rooms. Price is based upon quantity. Available now direct to builders. Irving Bottner, Tywell Manufacturing Corp., Dept. AB, 5702 First Ave., Brooklyn 19, N. Y.

New built-in electric range has 6 surface units

The new Thermador Bilt-in Electric Range (SU-6B) has 6 fast-heating monotube units with 7 heat switch control, removable drip pans and crumb trays, red indicator on-off light. The satin finish stainless steel of the 201/4 x44-inch top matches the finish of the Thermador Bilt-in oven and warming drawer. Also available: 6 unit top with 5 surface units and convertible Duo-Cook deepwell (SU-6AN). List price of SU-6B is $194.50. Available now through wholesale distributors. Anthony A. Celio, Norris-Thermador Corp., Dept. AB, 5215 South Boyle Avenue, Los Angeles 58, Calif.
Aluminum narrow stile door uses identification hardware

Kawneer's W-series entrance door has interchangeable push-pull hardware with which the business name, coat of arms, monogram, motto or logotype can be shown where it will be seen. Identification plates are easily inserted in the basic unit. The new door also has redesigned tubular sections throughout, is welded along concealed interior contact points where rails meet stiles. Available in sizes of 3x7, 3½x7 feet in the single acting unit, and 5x7, or 6x7 feet sizes in the double-acting unit. List price is $300 to $350 for the 3x7 door with frame, hardware and glazing installed, depending upon local conditions. Available now through more than 900 Kawneer dealers. R. M. Baker, Kawneer Co., Dept. AB, Niles, Mich.

Circle No. 407 on coupon this page

Adjustable shower arm swings down to any position

The Queen Mary Adjusto shower arm swings down to any position, mixes hot and cold water, puts water where it is wanted. Shower-head design allows full stream for tub filling or adjustment to needle spray. The arm measures 24½ inches between joint centers. Other lengths can be made to order. List price: $24.46. Available through plumbing supply jobbers. Milwaukee Faucets, Inc., Dept. AB, 301 E. Reservoir Ave., Milwaukee, Wis.

Circle No. 408 on coupon this page

Power digger attachment can dig to size

The latest model Sherman Power Digger (the Sherman 54-C) is shown here mounted on a Ford tractor, can dig a hole to exactly the size required for a space as small as 3½ feet wide by 6 feet long by 5½ feet deep. In housing projects where water and sewer lines are already in, Sherman controls enable operators to sense when they touch water lines and to continue excavating without tearing lines out. Available now.

Robert Humes, Sherman Products, Inc., Dept. AB, 3200 West 14 Mile Road, Royal Oak, Mich.

Circle No. 409 on coupon this page

Nail feeding, positioning machine speeds production

The Avalanche Nail Feeding & Positioning Machine is said to double production in house shingling, siding and floor laying operations, can be operated in any position. Mechanic uses rubber hammer to operate machine. The unit weighs two pounds. List Price: $70. Available now at factory; available later through trade supply dealers. S. Schwartz, Vera Products, Dept. AB, 4041 Ridge Ave., Philadelphia 29, Pa.

Circle No. 410 on coupon this page
Which plywood did you buy?

you'll always see
edges like this
instead of this
when you buy

Harborite
and
SUPER-Harbord

In the manufacture of Harborite and SUPER-Harbord...

this came out
These unretouched photos of samples from Harbor's regular production show one reason for the super-quality of Harborite and SUPER-Harbord. Most plywood specifications allow knotholes as large as 1" to remain inside the panel. Harbor carefully removes even the smallest knotholes and flaws from veneers that go into panel cores.

result...solid wood
Wherever you cut Harborite or SUPER-Harbord, you'll reveal solid wood throughout the panel. Every nail and screw bites into solid wood. There are no core gaps to repair, no possibility of surface punctures showing up later. Solid cores are one reason why these panels are the delight of carpenters and boatbuilders—the standard of plywood quality.

this went in
There are no "minimum" size flaws or knotholes allowed in Harborite or SUPER-Harbord. Solid plugs of fir heartwood, exactly the same size as the imperfect section, are stamped from clear veneer. As the flaw is punched out, a skilled workman fits in a solid plug like this—making sure that veneers are all solid wood.

Here are 4 more reasons why harborite and SUPER are tops:

1. Only prime Douglas fir heartwood is used.
2. Core veneers are butted square together—no gaps.
3. Natural wood moisture is restored to panel—eliminating cause of warping and grain raise.
4. Harborite's tough, medium density resin surface hides grain, makes perfect paint base.

...that's why Harborite and SUPER-Harbord are the best you can buy

MANUFACTURED ONLY BY
HARBOR PLYWOOD CORPORATION
Sales Branches and Subsidiaries: Aberdeen, Atlanta, Chicago, Cincinnati, Houston, Indianapolis, Jacksonville, Los Angeles, Oakland, San Francisco, Tampa and Seattle

APRIL 1955
more advertising
to build business for you

Eye-catching, humorous ads like these will continue in 1955 to make the 'Yellow Pages' of the telephone directory the nation's Buying Guide. This campaign has been running for 27 years.

Hundreds of home owners in your community will be seeing ads like these every month in seventeen leading magazines including the Saturday Evening Post, Life, Look, Better Homes and Gardens, Collier's, Coronet and Ladies' Home Journal.

Be sure to tie in with the selling power of this effective advertising campaign. Use the 'Yellow Pages' to reach home owners with complete information about the jobs you specialize in.

**Suggestion:** Your Classified Telephone Directory Representative will be pleased to help you plan your 'Yellow Pages' advertising to reach more home owners. Call him at your telephone business office.

Complete summer air conditioning for homes without heating ducts

The Summer Weathermaker is designed to provide complete summer air conditioning for existing homes equipped with wet heat or with floor furnaces or space heaters. This small room air conditioner package contains cooling and dehumidifying coils, a centrifugal fan for air circulation and a filter. It is installed with its own duct system to handle the entire home. Cooling is supplied by an air-cooled refrigerating unit in tamperproof, weatherproof casing located outside the yard. No water is required. Price can run as low as $1,400 installed for an average house. Available now through Carrier outlets. W. A. Lake, Carrier Corp., Dept. AB, 300 South Geddes St., Syracuse, N. Y.

Earth drill attachment can be mounted on tractor

The Model YT Earth Drill is a new heavy-duty drill designed for use along with other front-mounted attachments for the Allis-Chalmers HD-5 crawler tractor. The drill is mounted without disturbing either front-mounted shovel or dozer already on tractor. The Earth Drill is driven through tractor power take-off. Adjustment for drilling positions is hydraulically controlled. With series of flights available, the drill can bore holes up to 24 inches in diameter. Optional equipment: pole setter capable of handling poles up to 45 feet in length. Available now through Allis-Chalmers industrial dealers. Allis-Chalmers Manufacturing Co., Dept. AB, Tractor Division, Milwaukee, Wis.
"Now we sell homes complete with Carpet... and sell twice as many"
says Donald Scholz of Toledo, Ohio

"In the past year, our volume has nearly doubled. And I attribute a large part of our success to the fact that we now include carpet as part of the package in selling our homes.

"We've found from experience that the more complete we make our homes, the easier they are to sell. That's why we add carpet. Because carpet, more than any other item of furnishing, gives a home a feeling of being complete and furnished.

"Today, working with our local retailer, we offer prospects a wide selection of carpet as part of the price. In most cases, this new technique has been the final touch in clinching the sale."

Use this modern way to sell your homes faster. Contact your local carpet supplier or write to the Carpet Institute for full information on selling your homes complete with carpet.

Home means more with Carpet on the floor
More Quiet • More Comfort • More Beauty • Easier Care

Buy carpets designed and made for the American way of life by these American manufacturers:
Artloom • Beattie • Bigelow • Downs • Firth • Gulistan • Hardwick & Magee • Hightstown
Holmes • Karastan • Leedom • Lees • Magee • Masland • Mohawk • Nye-Wall
Philadelphia Carpet • Roxbury • Sanford • Alexander Smith

Carpet Institute, Inc. 350 Fifth Avenue, New York 1, N. Y.
If You Would Keep YOUR HOME FRESH, COMFORTABLE and FREE of COOKING GREASE

It is the only thorough way to trap, hold and remove cooking vapors that rise from the cooking area. Every home...even conditioned air homes...can now be freed of uncomfortable cooking heat, grease and steam with a Vent-A-Hood. By covering the entire cooking surface, Vent-A-Hood thoroughly traps hot cooking vapors; and its built-in "Magic-Lung" exhauster instantly removes them before they can spread and damage walls, ceilings, woodwork and furnishings. Your home will be more comfortable with a Vent-A-Hood.

For HOMES with BUILT-IN COOKING SURFACES

You will love Vent-A-Hood's beautifully designed under cabinet group. These "New Idea" hoods serve the widest range of decor. They do it in style...in sizes...in color...in trim...in accessories. They offer the widest style choice from plain, simple design to ornate luxury. Order any size. Choose any color or metallic finish. Select any type trim (chrome, gold, black, scallops, etc.) and any light and switch arrangement. Use with any brand or style of ventilating fan or blower built to fit kitchen cabinets and walls.

VANITY is a bathroom cabinet package that incorporates a lavatory sink, medicine cabinet, storage space and backsplash all in one unit. The cabinet is made of high-pressure laminates in a choice of designs and colors laminated on 7-ply hardwood plywood. Package is shipped complete with laboratory bowl installed, needs only to be set level to floor and walls and plumbing attached. Unit is 6 feet high. Other units available include a double lavatory unit. Available now. David Lear, Vanity Fair Laminates, Inc., Dept. AB, 1109 Wyoming Ave., Scranton, Pa.

Circle No. 413 on coupon, page 62

New plastic wall surfacing looks like brick

Sheets of polystyrene molded in exact reproduction of a face of a brick wall are now available for use as a wall surfacing material. Called Holl-E-Wood Brick, the sheets form a perfect base for all latex paints so the material can be painted in natural brick colors. Sizes of sheets are 46% x 23% for Modern brick; 48% x 23 for Roman brick; 44% x 24% for Antique brick. List Price: $.60 a square foot (unapplied). Available now through exclusive wholesalers. Sherman A. Holbert, The Holl-E-Wood Co., Dept. AB, Onamia, Minn.

Circle No. 414 on coupon, page 62
ANY CARPENTER CAN INSTALL A READY HUNG DOOR IN 20 MINUTES OR LESS

SLIP THE HALVES TOGETHER IN THE OPENING AND NAIL IT TO THE HOUSE

- Fasteners on mitre joints in the trim keep mitres tight indefinitely.
- Doors conform to the Commercial Standard for the style used.
- Units are furnished left and right, with 1½” inside doors in all standard sizes.
- Butts or hinges are 3½” x 3½”, full mortise type. READY HUNG DOOR units are completely assembled with all hardware installed except door knobs.
- The READY HUNG DOOR manufacturer in your territory carries ADJUSTABLE JAMB FITS ANY WALL size in stock standard units with the trim pattern, specie, and hardware popular in your area.
- Look identical to conventional doors when installed.

CRATED FOR DELIVERY IN PERFECT CONDITION

Tension in the steel band exerts equalized pressure (indicated by the arrows) at the corners to draw the frame in tight contact with the rigid door. Frame joints and mitres are therefore rigidly held square and tight by the door itself.

FOR FURTHER INFORMATION WRITE THE MILL NEAREST YOU — Sold by Lumber Dealers

APRIL 1955
One-man trowel cuts finishing cost in half

This handy little power trowel gets around pipes and into tough corners. It works fast and is a breeze to handle.

It's a one-man tool. Only 70 pounds in weight and 24 inches across, you can carry it anywhere, through doors and down the stairs, even haul it in your car.

But it's no toy. The Master Midget does a professional job faster and easier than several men on their knees. Users say it cuts their costs in half.

You're an expert with it in 15 minutes, can make float, sweat, smooth or hard-trowel finishes on slabs, sidewalks, basements, porches or driveways. No changing blades either... one set does all the work.

The Midget is low cost, much less than big power trowels. That's why one of our customers told us, "We paid for it on four basement jobs."

Want a folder with specifications, prices, action pictures? The coupon will bring it. You'll like this tool. Write today.

MASTER
MASTER VIBRATOR COMPANY • 439 STANLEY AVE. • DAYTON 1, OHIO
PLEASE SEND FOLDER "Master Midget Power Trowel" showing action pictures, specifications, prices.
NAME __________________________________________
FIRM __________________________________________
STREET _________________________________________
CITY ___________________________ STATE ________

Plastic strip provides outlets at any point

Electrostrip is a rigid vinyl plastic strip containing wires and is flexible enough to be bent molded around corners, pipes or posts to form a continuous outlet along its entire length. Movable or removable outlets can be snapped into the strip any place along its length. Snap-on and fused outlets may be affixed by pressing a small lever. Raising lever releases the outlet. Available through qualified distributors. P. Stough, Bulldog Electric Products Co., Dept. AB, Box 177, Detroit 32, Mich.

One-blownailing possible with new Powernailer

One-blownailing of plywood roof and deck sheathing as well as pine subflooring is now possible with the introduction of Model 195 Powernailer which drives a 2-inch x 13-gauge Powercleat designed to meet all requirements of local and national housing agencies. Features rapid magazine loading, Powercleat capacity, automatic countersinking, minimum maintenance. Available now. Powernail Co., Dept. AB, 961 Montana Street, Chicago 14, Illinois.

Circle No. 415 on coupon, page 62

One man can handle

Goes right through door

Lightweight—only 70 lbs., 24 inches across • Swept back blades for skidled sweep finish • Blade adjustment for float, sweat, smooth, or hard finish • Telescoping handle for easy carrying in car • Briggs & Stratton engine — dependable 1.6 hp gas engine.

Circle No. 416 on coupon, page 62

Coming in May

RESEARCH VILLAGE
Test Tube House
A new way to raise the roof
Don't Miss it!
Renew Your Subscription Now

AMERICAN BUILDER
No knob on this door latch, lever operates bolt instead

The Soss Lev-R-Latch is knobless. A portion of the face of the latch works as a lever. By inserting a finger under the back part of the lever-like portion and by pulling outward, the bolt is moved back and the door swings open. To install bore a hole for the bolt, another for the latch. Place bolt in position. Outside plates are then fastened together with two screws. Manufacturer claims that this can be done so quickly that labor costs are cut one-third. Available through hardware stores and building supply dealers. Harold Marko, Soss Manufacturing Co., Dept. AB, P. O. Box 38, Harper Station, Detroit 13, Mich.

Circle No. 417 on coupon, page 62

Portable power saw for all cutting jobs

The Model 720 Dormeyer matched-craft portable power saw cuts all metal and masonry materials, has 100 per cent ball-bearing and needle-bearing construction. The saw has a 6\(\frac{1}{2}\) inch blade diameter. Cutting capacity: vertically, 2\(\frac{1}{6}\) inches; at 45 degrees, 1\(\frac{1}{2}\) inches. Base adjustment: depth of cut from \(\frac{1}{4}\) inch to 2\(\frac{1}{2}\) inch. Adjusts for bevel cuts from 0 to 45 degrees. List Price: $69.95. Available now. Power Tool Division, Dept. AB, Dormeyer Corp., 700 N. Kingsbury, Chicago, Ill.

Circle No. 418 on coupon, page 62

Asbestos-cement siding has overtone effect

Shake Design Glatex has a striated surface and is made with a process which fuses two ceramic colors over a fireproof asbestos cement core to give an overtone effect. Shingles are 27 inches wide, are said never to need painting and can be washed with soap and water. Siding is available in white, green, brown, ivory and gray. Available now through lumber dealer distributors. United States Gypsum Co., Dept. AB, 300 W. Adams St., Chicago 6, Ill.

Circle No. 419 on coupon, page 62
Turn daylight into dollars
build them more beautiful...
sell your homes faster with
fabrow flexible fenestration

Light can make money for you... turn daylight into dollars. Build fabrow window wall frames into every room of your homes. Interesting designer styles, plus almost unlimited combinations achieve appealing individuality... Dramatic exteriors, lighter quieter interiors to sell your homes faster... faster... faster!

APPEALING INTERIORS DRAMATIC EXTERIORS
design for daylight design for daylight
in your home building in your professional building*

*An added source of revenue for residential builders, a plus-profit idea from Fabrow. Paul H. Johnson, designer & builder.

fabrow flexible fenestration
WINDOW WALL FRAMES

Wire, telephone or write TODAY for Design Idea Brochure

FABROW MFG., INC., 7208 Douglas Road, Toledo, Ohio • Call KL 9391
CATALOGS

TIMBER FABRICATION, ASSEMBLY—Essentials of wood roof truss construction are detailed for timber fabricators and builders in new publication called "Timber Fabrication and Assembly with Teco Connectors." The 12-page booklet discusses the two basic methods of timber truss fabrication and the proper procedures for erecting timber trusses and tightening the joints. Timber Engineering Co., Dept. AB, 1319 18th St., N.W., Washington, D.C.

Circle No. 420 on coupon, page 62

ROUND WINDOWS—This four-page pamphlet shows Webb's latest line of wood-constructed round windows. Webb Manufacturing, Inc., Dept. AB, Conneaut, Ohio.

Circle No. 421 on coupon, page 62

PREMIXED GROUT, MORTAR—An eight-page illustrated folder on Embeco premixed grout and a four-page illustrated folder on Embeco pre-mixed mortar are available, each describing the advantages of using grout and mortar and the complete directions for their use. The Master Builders Co., Dept. AB, 7016 Euclid Ave., Cleveland 3, Ohio.

Circle No. 422 on coupon, page 62

INDUSTRIAL CATALOG—The new 452 Catalog illustrates and describes the new Graco Powerflo pumps, circulating system and equipment designed to spray or extrude liquids, semi-liquids and semi-solids. Gray Company, Inc., Dept. AB, 1023 Sibley St., Minneapolis 13, Minn.

Circle No. 423 on coupon, page 62

ADEQUATE WIRING—"The ABC of Home Wiring" is an illustrated booklet to familiarize home owners with the problems of inadequate wiring. Shows types of wiring for devices ranging from house lights to electric stoves. Kennecott Copper Corp., Dept. AB, 161 East 42nd St., New York 17, N.Y.

Circle No. 424 on coupon, page 62

SUSPENDED CEILINGS—Four systems for suspended ceilings are illustrated and described in the new Catalog NSP-7. It contains dimensional drawings, perspective drawings and installation photos. The Sany-metal Products Co., Inc., Dept. AB, Suspended Ceilings Div., 1701 Urbana Rd., Cleveland 12, Ohio.

Circle No. 425 on coupon, page 62

TIMBER TRUSS SOURCES—Sources from which builders may obtain their requirements in wood roof trusses are provided by a roster of timber fabricators in the new Teco products and services catalog. Also contains names and addresses of 53 firms having headquarters or field offices in 26 states and District of Columbia. Timber Engineering Co., Dept. AB, 1319 18th St., N.W., Washington, D.C.

Circle No. 426 on coupon, page 62

You can install Durall Tension Screens on windows, porches and breezeways at less cost than frame screens, and make them a sales feature of the house.

Cost less to buy—far less expensive than other screens or combination windows (28" x 54" size list $5.10)

Cost less to put up—no fitting, 3 screws and they're up, installed from the inside in 10 minutes.

Give more value—all aluminum—last a lifetime. Tension holds them tight to the window frame—bugs can't get in!

Easier sales—house buyers know through national advertising that Duralls go up easy, come down easy... from inside... Roll up to store away in small space... Never need painting.

Any size up to six feet wide—immediate delivery! Styles to fit any type window. Also available with Kaiser Aluminum Shade Screening.

Start today to use Duralls, the smart, modern screens. Your lumber, building supply or hardware dealer has them or can get them for you. Or write for full descriptive booklet.

DURALL


When you use insect screening, ask for the best

OPAL...heavily galvanized steel

ALDURA...lifetime aluminum

LIBERTY BRONZE...never rust

All have the extra-strong, exclusive Multi-Strand edge
Balanced design — easy operation

HANSEN

the Tacker

with 1001 uses —

Tacks screens, insulation, ceiling tile, metal lath, etc.

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

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

Zip! Zip!
Fast as you grip!

ACOUSTICAL TILE ADHESIVES — A manual covering the use of acoustical tile cement is now available containing simple text and diagrammatic illustrations on such topics as how much cement to use, how to set and level tile and how to cement tile to various ceiling surfaces. A. Z. Bogert Co., Dept. AB, Ambler, Pa.


GLASS HEAT — A 4-page booklet describing this company's product and installation methods. Continental Radiant Glass Heating Corp., Dept. AB, 1 East 35th St., New York 16, N. Y.

WESTERN RED CEDAR — Two items are now available to aid users of red cedar bevel siding: a pocket-size siding estimator, with a table to compute the amount of bevel siding needed to cover a wall, and a new siding catalog describing proper application, nailing and finishing. The Western Red Cedar Lumber Association, Dept. AB, 4403 White Henry-Stuart Bldg., Seattle, Wash.

REDWOOD WALL PATTERNS — Two new data sheets on patterns for interior and exterior walls of redwood are now available called "Anzac Siding Walls" and "Shiplap Walls." They describe the two patterns in detail including dimensions, application methods and cross sections of each. California Redwood Association, Dept. AB, 576 Sacramento St., San Francisco 11, Calif.
• EXCITING NEW COLORS! Now Westinghouse Appliances are available in glowing Holiday Colors! Although most of the appliances are illustrated in white, many are available in exciting Sunshine Yellow, beautiful Cascade Aqua or in a combination of these two tones. Use them to add more excitement and prospect appeal to the kitchens and laundries in your 1955 houses.

All 1955 Westinghouse Laundry Equipment is available in the full range of Holiday Colors as well as white.

AUTOMATIC LAUNDRY EQUIPMENT

WASH 'N DRY LAUNDROMAT®
FIRST IT WASHES... THEN IT DRIES... all in a single space-saving unit. Completely flexible, it can be used just as a washer—or a dryer—or both in one continuous operation. No venting or lint trap required. Operates on 230 volts, a-c.

LAUNDROMAT 25
Only 25" wide yet washes a full family-size load... can be installed under counter... uses less water than other automatics. Perfect for homes where space really counts. Fully automatic. Casters available. Operates on 110/120 volts, a-c.

CLOTHES DRYER
Outstanding value at a budget price! New Dryer features direct air flow system for faster, economical drying, fully automatic flexible Control Dial and handy Loading Door. Operates on either 115 or 230 volts, a-c.

DE LUXE LAUNDROMAT
A deluxe automatic washer with exclusive New Way To Wash that does away with old agitator methods. Weight-Save Door and Water Saver save water and soap. Can be installed flush-to-wall. 110/120 volts, a-c.

DE LUXE ELECTRIC CLOTHES DRYER
Matches Laundromat. Dries all clothes including "miracle fabrics". Exclusive direct air flow system, 3-Way Dry Dial and 3-Heat Selector Dial. Vent from side or rear. 115 or 230 volts, a-c.

AUTOMATIC LAUNDRY EQUIPMENT SPACE REQUIREMENTS

<table>
<thead>
<tr>
<th>Model</th>
<th>Width</th>
<th>Height</th>
<th>Depth</th>
<th>Depth With Door Open</th>
</tr>
</thead>
<tbody>
<tr>
<td>L-8</td>
<td>31&quot;</td>
<td>39 3/4&quot;</td>
<td>28 1/2&quot;</td>
<td>43 1/2&quot;</td>
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<tr>
<td>D-8</td>
<td>31&quot;</td>
<td>39 7/8&quot;</td>
<td>28 1/2&quot;</td>
<td>43 1/2&quot;</td>
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<tr>
<td>H-1</td>
<td>25&quot;</td>
<td>35 3/4&quot;</td>
<td>28 1/2&quot;</td>
<td>39&quot;</td>
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<tr>
<td>WD-1</td>
<td>32&quot;</td>
<td>40 1/4&quot;</td>
<td>28 1/2&quot;</td>
<td>43 1/4&quot;</td>
</tr>
<tr>
<td>AD-1</td>
<td>31&quot;</td>
<td>36 1/2&quot;</td>
<td>27 3/4&quot;</td>
<td>42 3/4&quot;</td>
</tr>
</tbody>
</table>

*To top of backsplasher.
**Adjustable up to 26 1/2". Height without top panel 24 3/4".
Westinghouse Refrigerators offer a wide selection of capacities, sizes and features for any building or replacement requirement. Full-width, blue anodized aluminum Freezers, refrigerated on all 5 sides, blend with striking Arctic Blue interiors and gold tone shelf fronts. The famed ¾-hp Economizer Mechanism has a 25-year record of low operating costs and trouble-free performance. Two patented automatic defrosting systems are available—famous Frost-Free* system that even evaporates defrost water automatically, and Push-Button® system that lets user defrost simply by pushing a button. Both systems defrost Freezer so quickly that foods stay firmly frozen. All models available in gleaming white "Dulux"; some models also in Cascade Aqua or Sunshine Yellow with copper-toned interiors.

*Trade-Mark: U. S. Patents Issued, Nos. 2,459,173 and 2,324,309
U. S. Patent Issued, No. 2,324,309

Push-Button Automatic Defrosting
A 12.5 cu. ft. Refrigerator, ideal for even the largest families. 70 lbs. of frozen storage space in giant full-width Freezer plus Cold Storage Tray. Adjustable Shelves, ¼-bu. full-width Vegetable Humidrawer®, bonus Egg and Bottle Shelves-In-Door.

Push-Button Automatic Defrosting
Spacious 10.9 cu. ft. family-size Refrigerator, 70 lbs. of frozen storage space. Giant full-width Freezer, Cold Storage Tray, Adjustable Shelves, ¼-bu. full-width Vegetable Humidrawer, bonus Egg and Bottle Shelves-In-Door.

Push-Button Automatic Defrosting
Compact, spacious 9 cu. ft. Refrigerator, only 28” wide. Freezes and stores 53 lbs. of foods and ice. Adjustable Shelves, ¾-bu. Humidrawer, Shelves-In-Door.

Push-Button Automatic Defrosting
A full 8 cu. ft., only 24” wide. 39-lb. frozen storage capacity. ¼-bu. Vegetable Humidrawer, Shelves-In-Door.

JUST ANNOUNCED
New Built-In Refrigerator and Freezer
Brand new ... an 8.3 cu. ft. Refrigerator and a 6.3 cu. ft. Freezer . . . versatile, ideal for the growing custom-kitchen market. 4 exterior finishes—Gleaming White, Sunshine Yellow, Cascade Aqua or lustrous brushed chrome with bright chrome trim. Refrigerator and Freezer may be installed side by side, vertically or on opposite walls. Each has separate ¾-hp mechanism which may be installed above, below the appliance or in floor joists.

SPACE REQUIREMENTS
Refrigerator Model
BRH-80 36” W x 33½” H x 24” D
Freezer Model
BPH-60 36” W x 33½” H x 24” D

HG-4 Under-Counter Model
Only 34½” high, 24” wide. Full 4 cu. ft capacity. 16-lb. Freezer. No extra space needed for full door opening. Door reversible for left- or right-hand opening.
Westinghouse offers Dishwashers in two styles: models with contour fronts and with flat fronts. Series DWC includes 3 contour front models in gleaming white finish. Series DWD includes a straight front under-counter model in white, and a straight front freestanding model available in white and in the full range of new Holiday color combinations.

Operating features of all models are identical. They include the Temperature Monitor Control for automatic water heating, to assure sanitization as well as perfect washing and drying; selective control with visual Indicator Dial to check progress of washing cycle; an easier-to-load hinged rack design and an unsurpassed capacity.

### DISHWASHER SPACE REQUIREMENTS

<table>
<thead>
<tr>
<th>Model</th>
<th>Width</th>
<th>Depth Including Hardware</th>
<th>Depth Drawer Open</th>
<th>Height</th>
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<tr>
<td>DWC-24</td>
<td>24&quot;</td>
<td>26½&quot;</td>
<td>42½&quot;</td>
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<tr>
<td>DWC-24FS</td>
<td>24&quot;</td>
<td>26½&quot;</td>
<td>42½&quot;</td>
<td>36&quot;</td>
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<tr>
<td>DWC-24</td>
<td>24&quot;</td>
<td>25½&quot;</td>
<td>42½&quot;</td>
<td>34½&quot;</td>
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<tr>
<td>DWD-24FS</td>
<td>24&quot;</td>
<td>25½&quot;</td>
<td>42½&quot;</td>
<td>36&quot;</td>
</tr>
</tbody>
</table>

*Depth of Dishwasher frame to which work surface is mounted—24".
**Add 4" for backplaster.

**FOOD WASTE DISPOSER**

This high-quality, low-cost Westinghouse Disposer shreds all food waste, even bones, and washes it all down the drain and out of the house in seconds. Performs equally well when connected to city sewer lines or septic tanks. Can be used for "continuous feed" or "single-load" operation. Reversing switch doubles life of shredders. All metal-to-metal connections insulated against noise and vibration with Neoprene. Operates on 110 volts, a-c.

Easily and quickly installed in cast iron, formed metal or enameled sheet steel sinks with 3½" to 5½" drain openings. Requires only 7½" between bottom of sink bowl and center line of drain line in wall for connection to waste line through wall.

Disposer has opening in upper housing, with removable plug, to accommodate drain line from Dishwasher. This eliminates need for a separate dishwasher trap.

A - 18 Dimensions: 8½" wide x 10¾" deep x 13½" high.
FROST-FREE Fully Automatic Defrosting

FROST-FREE Fully Automatic Defrosting

FROST-FREE Fully Automatic Defrosting
Big 10.3 cu. ft. Refrigerator, Bonus storage space throughout. 51-lb. Freezer; 16-lb. Meat Keeper; full-width, ½-bu. Vegetable Humidrawer®; Adjustable Shelves; Egg and Bottle Shelves plus Butter Keeper in door.

Smart Copper Styling

A full 8 cu. ft. in cabinet, 56½” high. 39 lbs. of frozen storage capacity, ½-bu. Vegetable Humidrawer, Egg and Bottle Shelves plus Butter Keeper in door. Space-Saving Hinges.

A 24”-Wide Space Saver
8.1 cu. ft. capacity. 40 lbs. of frozen storage in Freezer and Cold Storage Tray. Egg and Bottle Shelves-In-Door offer bonus storage space. Space-Saving Hinges.

REFRIGERATOR SPACE REQUIREMENTS
(All models available with either left- or right-hand door opening)

<table>
<thead>
<tr>
<th>Model</th>
<th>Height</th>
<th>Width</th>
<th>Depth Including Hardware</th>
<th>Depth Door Fully Open</th>
<th>Width Door Opening</th>
<th>Shelf Area Sq. Ft.</th>
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<tr>
<td>TPH-115</td>
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<td>DPH-122</td>
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HOME FREEZER SPACE REQUIREMENTS

<table>
<thead>
<tr>
<th>Model</th>
<th>Height</th>
<th>Width</th>
<th>Depth Including Hardware</th>
<th>Depth Door Fully Open</th>
<th>Shelf Area Sq. Ft.</th>
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<tr>
<td>UPH-180</td>
<td>67½&quot;</td>
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<td>31½&quot;</td>
<td>38½&quot;</td>
<td>18.6</td>
</tr>
</tbody>
</table>

*Width given for door openings is minimum required for removal of all interior compartments.
†Models available with either left- or right-hand door opening.

HOME FREEZERS
Westinghouse Freezers are available in 3 sizes. Popular 11½ cu. ft. model has 402-lb. capacity, 14 cu. ft. model - 400 lbs. Both have new Deep Door design that doubles front row storage. Dual Freezing System provides both quick freezing and long-time storage. 18 cu. ft. model has 630-lb. capacity. Cold Saver Inner Doors and Freezing coils on all 5 sides.
SPEED-ELECTRIC RANGES

De Luxe Built-In RANGE

Here's a new concept in styling and de luxe features. Its fully automatic oven is 24" wide on the inside, has a Look-in Door and is Miracle Sealed for perfect baking and roasting. For counter cooking there are 4 Plug-in Corox surface units, including a Super Corox Unit, plus Color-Glance Controls and a stainless steel and chrome finish.

SPACE REQUIREMENTS

OH—Oven Unit: 30½"W x 25½"H x 22"D
FH—Counter Unit: 33½"W x 20½"H x 9"Plus Trim

AH—COMMANDER

Has two Miracle Sealed Ovens, Electronic Unit, Super Corox Unit, Plug-in Units, Two-Level Cooker, Minute Minder, Clock and Oven Timer, Storage Drawer.

AHS—BHS MODELS

Have same de luxe features as AH and BH except 6" Plug-in Corox Unit in place of Electronic Unit.

BH—IMPERIAL 40

America's first full-size 40" Range with a full-width oven. Has all top features including Electronic, Super Corox and Plug-in Units, Twin Broiler, Automatic Controls.

CH—CUSTOM 40

A lower cost version of the Imperial 40. Has same features except Electronic Unit and Look-in Door.

DH—CHAMPION

Features Plug-in Surface Units including Super Corox that gets Red Hot in 30 seconds, Two-Level Cooker, Miracle Sealed Oven, Fluorescent Light, Electric Clock, Minute Timer, Automatic Oven Timer, Storage Drawers, Appliance Outlet.

EH—COMMODORE

Full-size automatic Range at a budget price. Features a Miracle-Sealed Oven, Electric Clock, Minute Timer and Automatic Oven Timer, Tel-A-Glance Controls, Platform Light, full-width and standard Storage Drawers, Automatic Appliance Outlet.

FH—IMPERIAL 30

Only 30" wide. Miracle Sealed Oven, Look-in Door, Super Corox Unit, Color-Glance Controls, Electric Clock, Minute Timer, Automatic Oven Timer, Fluorescent Light, Storage Drawer. In 5 Holiday color choices.

HH—LEADER

A 40"-wide big Range value. Features four fast Corox Units, True-Temp Oven, Tel-A-Glance Controls, Appliance Outlet, Single Dial Oven Control and Oven Signalite, plus Storage Drawer.

KH—CORONET

Only 21" wide. Has four fast Corox Surface Units, one 8" and three 6" units; True-Temp Oven; Appliance Outlet; Single Dial Oven Control and Oven Signalite. Titanium porcelain finish. Light and Timer available as accessory.
ELECTRIC WATER HEATERS

- Westinghouse Water Heaters can be installed anywhere—basement, kitchen, utility room, alcove, closet. No vent or flue needed. They can be installed nearest point of greatest use, an economy advantage that eliminates long pipe runs.

All Westinghouse Water Heaters carry a liberal 10-Year Protection Policy against tank failure. All have efficient, direct immersion heating elements; accurate, automatic temperature controls, and heavy Fiberglas insulation. A 40-gallon Table-Top Heater is available in all Holiday color choices.

DE LUXE MODELS

In 10, 30, 40, 52, 66, and 80-gallon capacities, with single or double heating elements.

TABLE-TOP MODELS

In 30, 40 and 50-gallon capacities, single or double heating elements. Porcelain enamel platform top provides standard height work surface or can be removed for installing heater under custom counters.

- A prime objective in new or remodeled homes is a clean comfortable kitchen. Westinghouse Poweraire Kitchen Ventilators provide this by changing the air in an average kitchen every two minutes. Designed for permanent installation, they are available in two wall and one ceiling models. For silent operation, all have new Hemcolite S-R® blades, which are bend-proof and warp-proof.

MODEL 10PHV—10") wall model with snap-on Air-Injector grille to keep air movement quiet. Grille snaps off for cleaning. Pull-chain control operates both motor and outside insulated shutter.

MODEL WV310—Smaller 8") economy wall model with all the general features of the 10PHV. By loosening 2 thumb nuts, the fan may be removed for ease in cleaning both fan and ventilator interior.

SPECIFICATIONS

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<table>
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<th>Catalog No.</th>
<th>Blade Size</th>
<th>Volts</th>
<th>Cycles</th>
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<th>Air Delivery (CFM)</th>
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<td>115</td>
<td>60</td>
<td>1900</td>
<td>300 (500**)</td>
<td>32</td>
</tr>
</tbody>
</table>
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Westinghouse has 9 models available for standard double-hung as well as casement windows. They require no building alterations, no pipes, ducts or drains. Any model can be installed from inside, and will extend only a few inches into the room. Their smart, modern styling in Alpine Gray finish will harmonize with any room decor. The De Luxe units have push-button controls for ten completely different comfort zones. Special units have dial-type controls for six comfort zones. The entire control panel is concealed under the lid of the unit. De Luxe models are equipped with electric heat or reverse cycle heat.

One-year Warranty on the entire Room Air Conditioner, plus an additional 4-year Warranty, covers the complete Hermetically-Sealed Refrigeration System. Plugs into any adequately wired standard outlet.

Power · Performance · Economy
better than ever in the New
800 FORD TRACTORS!

30% More Power to help you get jobs done on time. Ford's advanced "Red Tiger" engine powers the new 800 series Ford Tractors... delivers 42.5 belt and 35 drawbar horsepower.* Here's extra power to move more dirt, handle heavy work loads easier, do more jobs faster!

New 5-speed Transmission gives you the right combination of power and speed for every job. There's a creeper gear for finish grading... a high speed gear for road travel... a full range of speeds in between. Fast, easy forward-reverse shifting speeds loading, backfilling and dozing work.

Extra weight when you need it! Specially designed wheel weights, sold separately, let you add easily and quickly more than 1150 pounds to the tractor, in addition to loaded tires. And, for special job conditions, you can add as much as 200 pounds to the tractor's front wheels for extra front end stability.

Real Economy, Too! A rock-bottom Ford price and exceptional operating economy make the new 800 Ford Tractor a better investment. See for yourself how it can save money and manpower all year long, on a wide variety of jobs. Ask your nearby Ford Tractor and Equipment Dealer for a demonstration. Ask him to show you the new 600 Ford Tractors, too! Tractor and Implement Division, Ford Motor Company, Birmingham, Michigan.

*Manufacturers Rating

See your nearby FORD TRACTOR AND EQUIPMENT DEALER
MALT-A-VENT
Complete operating or fixed units ready to install. Use for awnings, ribbons, casements or combine for window walls and interesting groups. Grooved sill permits perfect alignment, easy stacking. 2" full dimension sash may be single or double glazed. Fully weatherstripped. Furnished standard with operating bar. Packed 2 units in each carton, screens in place.

...the modern multi-purpose wood window unit

MALT-A-GLIDE... horizontal sliding wood window unit with removable sash

a good start makes a

AMERICAN BUILDER
inviting appeal in every home you build!

**MALT-A-MATIC**
The “standard” for quality double-hung units. Fully modular and adaptable to every wall thickness, every type of construction. Precision milled, 2” outside moulded casing. Rustproof spring-loaded metal weatherstripping permits easy adjustment for fingertip operation, life long dependability. Takes stock storm and screen sash.

...the popular double-hung unit with removable sash ... available in a full range of sizes

outstanding MALTA features

JAMB LINERS ... let you use Malta units in walls of varying thicknesses. Vary jamb width from 3 1/4” to 4 1/2” for every type of wall construction. Easily removed — require no further working after installation.

REMOVABLE SASH ... more convenience to every builder. Sash delivered with units. May be removed for setting frame in opening, for painting and decorating. Lets you close-in faster — makes cleaning-up easier. Gives added sales appeal — lets your buyer clean the outside-inside.

QUICK, ECONOMICAL INSTALLATION ... precision milled Malta units mean greater savings for the builder. Require less working on the job — provide greater flexibility in design and construction. All Malta units are chemically treated to prevent decay, staining. Provides better painting base — gives longer life.

BUILDERS: Send for complete literature on Malta units or see your nearest Malta Dealer.

profitable finish ... with MALTA

APRIL 1955
EB: no special construction or added support needed. Sub-floor is laid in regular manner, cutting small hole for drain connection. No need for lead pan, sub-layers, mortar etc. Savings on-off-lab labor makes installed cost substantially less than built-up floors.

Builder reports "Excellent Customer Acceptance"

"After using your precast shower floors for the past year, I'm glad to tell you how pleased we are with your product. We are currently using them in both Larchmont Village, Inc., in Sacramento, and Bristol Park in Santa Ana, Cal. From both projects we are receiving very excellent customer acceptance.

"It has always been our policy to put quality products into our houses. Your precast shower floor is certainly a quality item, and the customer recognizes and appreciates this fact. The customer also likes its colorful and attractive appearance. As I said above, we like your product and best of all it helps us sell homes."

—C. E. Brock

MOST COMPLETE LINE OF "PACKAGED SHOWERS"
money-saving way to build a shower

2. The shower floor slides into place. It is a self-contained, monolithic unit with both metal tiling-in flange and drain cast integral. Plumber makes caulked drain connection quickly and easily while installing floor. No call backs—no other trades required—ideal with any wall material.

3. The modern Precast floor provides perfect drainage permanently. Not fastened to framing or bonded to floor, the FIAT floor is never damaged by building settlement. Shower walls are finished over tiling-in flange to complete an economical, attractive and absolutely leakproof shower.

leaky construction with Fiat Precast shower floors

Now you can keep shower bath water where it belongs for the lifetime of the house with a guaranteed, leakproof FIAT Precast shower floor. Never again risk your reputation on intricate, multi-layer, built-up floors that are both inefficient and unsanitary. Try this modern, money-saving FIAT FLOOR to solve an age old building problem. FIAT FLOORS are designed for use with any type shower wall material—come in a range of suitable sizes—available in either Precast Terrazzo or Artstone, both of which provide a smooth, joint free, easy to clean appearance with a warm foot-grip surface. And best of all you can save up to 40% with FIAT FLOORS, according to leading builders who have installed them. Performance proved by thousands now in use! It will pay you to get all the facts, so mail coupon today.

Mr. C. E. Brock
M. J. BROCK & SONS, Inc.
Los Angeles, California

FIAT METAL MFG. CO.
9301 W. Belmont Ave., Franklin Park, Ill.

Please send complete data on FIAT PRECAST SHOWER FLOORS.

Have a representative contact me.

Name.

Address.

City. State.

Type of Business.

See Sweet's 24c

First in Showers Since 1922
3 Complete Plants • Representatives in all Principal Cities

SHOWER FLOORS |

BATH ENCLOSURES

PreCast shower floors

Now you can keep shower bath water where it belongs for the lifetime of the house with a guaranteed, leakproof FIAT Precast shower floor. Never again risk your reputation on intricate, multi-layer, built-up floors that are both inefficient and unsanitary. Try this modern, money-saving FIAT FLOOR to solve an age old building problem. FIAT FLOORS are designed for use with any type shower wall material—come in a range of suitable sizes—available in either Precast Terrazzo or Artstone, both of which provide a smooth, joint free, easy to clean appearance with a warm foot-grip surface. And best of all you can save up to 40% with FIAT FLOORS, according to leading builders who have installed them. Performance proved by thousands now in use! It will pay you to get all the facts, so mail coupon today.

PreCast shower floors

BATH ENCLOSURES
Here is a window that provides a ready solution to your window problem. Whether for light, ventilation or weather protection... whether for single openings, full window walls, ribbons or stacks... whether for private residence, commercial structure, schools or igloos.

Both TOP window units (either Vented or Fixed sash) have an outside flange about the complete perimeter of the window. Both LOWER units have the head flange located on the inside. This simple advancement permits window stacking without the use of horizontal mullion bars. The easily installed ALTEX FLEX-A-LITE eliminates the need for a variety of windows and permits you to build...

* **HIGH, WIDE and HANDSOME**
* **PROTECTED VENTILATION**
* **UNDER-SCREEN OPERATOR**
* **NEOPRENE GLAZING**
* **ALUMINUM Screens**
* **STAINLESS STEEL HARDWARE**
* **COMpletely WEATHERSTRIPPED**
* **REMOVABLE VENT**
* **LIFETIME ALUMINUM**
* **STORM SASH AVAILABLE**
* **NO PAINTING REQUIRED**

No Maintenance Costs

Choice Distributor Territories Open.

Write or wire today for name of distributor nearest you:

ALTEX ENGINEERING COMPANY
125 INDUSTRIAL ROAD • SUMMERVILLE, S.C.

Steel Kitchen Cabinet Standards

The following pages contain the recently adopted standards of the Steel Kitchen Cabinet Manufacturers Association and should be helpful to the builder in his planning and designing.

The association's offices are located in the Engineer's Building, Cleveland 14, Ohio. Arthur Tuscany, Jr., is executive secretary.

Members of the Steel Kitchen Cabinet Manufacturers Assoc.

AMERICAN KITCHENS DIV. AVCO MFG. CORP.
Connersville, Ind.

AMERICAN RADIATOR & STANDARD SANITARY CORP.
Pittsburgh, Pa.

APPLIANCE & ELECTRONICS DIV. AVCO MFG. CORP.
Cincinnati, Ohio

BERGER MANUFACTURING DIV. REPUBLIC STEEL CORP.
Canton, Ohio

GENERAL ELECTRIC CO.
Louisville, Ky.

GENEVA MODERN KITCHENS, INC.
Geneva, Ill.

HARRISON STEEL CABINET COMPANY
Chicago, Ill.

HUBENY BROTHERS, INC.
Ruston, N. J.

KAISER METAL PRODUCTS, INC.
Bristol, Pa.

LYON METAL PRODUCTS, INC.
Aurora, Ill.

MARVEL METAL PRODUCTS CO.
Chicago, Ill.

MILLER METAL PRODUCTS, INC.
Baltimore, Md.

MORTON MANUFACTURING CO.
Chicago, Ill.

MULLINS MANUFACTURING CORP.
Warren, Ohio

MURRAY CORPORATION OF AMERICA
Scranton, Pa.

PALLEY MANUFACTURING CO.
Pittsburgh, Pa.

RICHMOND METAL MANUFACTURING CORP.

ST. CHARLES MANUFACTURING CO.
St. Charles, Ill.

TOLEDO DESK & FIXTURE CORP.
Mansfield, Ohio

TRACY KITCHENS, EDGewater STEEL CO.
Pittsburgh, Pa.

UNITED METAL CABINET CORP.
Brooklyn, N.Y.

UNIVERSAL-RUNDLE CORP.
New Castle, Pa.
Technical Guide

Standards of the Steel Kitchen Cabinet Manufacturers Association

WALL FAN CABINET

WALL FAN CABINET WITH STORAGE SPACE

WALL CABINET COMBINATIONS FOR ABOVE APPLIANCES

SOLID SHELVES

CORNER WALL CABINETS

90° WALL END SHELVES

160° WALL END SHELVES

SAME HEIGHT AS WALL CBT'S

CUSTOM RANGE HOODS

ANY SIZE IN COPPER, BRASS OR STAINLESS STEEL

SCRIBING INTERMEDIATE WALL FILLERS

CORNER

SCRIBING INTERMEDIATE BASE FILLERS

CORNER

BOTH WALL AND BASE FILLERS RANGE IN WIDTH FROM 1" TO 9" IN VARIABLE HEIGHTS

WALL CABINETS

(Continued on page 80)
Standards of the Steel Kitchen Cabinet Manufacturers Association

SINK CABINET
UNDERSINK CABINET

TWIN BOWL, STAINLESS STEEL, ENAMELED IRON OR PORCELAIN ON STEEL
DBL BOWL, DBL DRAINBOARD, STAINLESS STEEL, ENAMELED IRON, OR PORCELAIN ON STEEL
BOWL AND LAUNDRY TRAY, STAINLESS STEEL, ENAMELED IRON OR PORCELAIN ON STEEL

SGL BOWL, DBL ORN’BD, STAINLESS STEEL, ENAMELED IRON OR PORCELAIN ON STEEL
(SG’L ONLY IN EN. IRON OR PORC.)

DBL BOWL, DBL ORN’BD, STAINLESS STEEL, ENAMELED IRON OR PORCELAIN ON STEEL
(60’ AND 66’ ONLY IN EN. IRON OR PORC.)

CUSTOM MADE SINK AND COUNTER TOPS
AVAILABLE IN STAINLESS STEEL, LAMINATED PLASTIC, LINGEUM, VINYL AND OTHER MATERIALS

SINKS AND UNDERSINK CABINETS

(Continued on page 82)
"RUNNING WATER" is the biggest helper you can sell— for farms, rural homes, cottages, tourist courts, rural restaurants, service stations— everywhere beyond city water mains. It takes a complete, top-quality line of pumps and water systems to meet the wide variety of demands for types and capacities. That's DEMING— the line that makes the Deming Dealer the pump headquarters in his community.
The success of today's designers and builders of small homes depends on their ability to deliver a maximum of living space from available floor space . . . without sacrificing efficiency or economy.

That is why so many builders turn to the Kaustine line of fully automatic oil fired furnaces when considering their heating problem. They know there is a Kaustine quality heating plant to fit any small home design. They know these compact units operate efficiently and quietly in a minimum of space. They know that Kaustine furnaces are second to none in economy and long life.

Here we illustrate one of Kaustine's three Suspended Units offered for space saving installation where floor space is limited. They embody all of the features of the famous Kaustine Jersey Furnaces and are "factory assembled" for low cost installation.

**GET THE FACTS . . . WRITE DEPT. AB-4**

---

**FOR THE SMALL HOME**

**WHERE SPACE IS A PROBLEM**

---

**KAUSTINE FURNACES PROVE TROUBLE-FREE**

**CHARLES R. DUBAY CO.,**
12 Linds Road, Wakefield, Mass.

We have just completed our first year as wholesale distributor of Kaustine Furnaces in this territory. Our sales have been gratifying and our customers have had no difficulty whatever with their Kaustine installations.

*Charles R. Dubay*
Technical Guide
(Continued from page 82)

Standards of the Steel Kitchen Cabinet Manufacturers Association

- Tray Cabinet
- Vegetable Storage
- Tiling Bin
- Mixer Cabinet
- Handy Unit
- Towel Drawer
- Peninsula Cabinet (can be mounted on casters to make roving unit)
- Base End Shelves
- 2 burner unit with cut-out in panel for
- 2 burner units with 2 cut-outs in panel
- 1-3 or 4 burner unit with or without cut-out in panel

BUILT-IN RANGE CABINETS

- Utility
- Implement
- Single Oven
- Double Oven

Fitted base and range unit cabinets
Cutting WET (Dustless) or DRY, Eveready Briksaw is the fastest, most efficient Masonry Saw on the market. The simplicity of Briksaw's design plus the EXCLUSIVE labor-saving features, make Briksaw the most profitable to operate masonry saw for any job.

EXCLUSIVE FEATURES

"Adjusta-Height" lets cutting head change elevation for materials of varying thickness in 4 seconds.

"Toe-Matic" head for immediate adjustment in 21 seconds.

Automatic pressure...accurate control for the blade. Adjusts foot treadle. Fast shift from one type of masonry material to another.

INCREASE YOUR JOB PROFITS

Increase job profits...lower cutting costs with a PORTABLE Eveready Briksaw on the job. Cut any shape, any size...all types of Masonry, Stone, and Refractory materials.

CONSISTENT, UNIFORM QUALITY — the blades you buy today. Available in both WET and DRY cutting specifications, to fit every Masonry and Hand Power Saw.

EVEREADY DEALERS...
in Most Principal Cities in the United States and Canada
Write for the Name of Your Nearest Dealer.

EVEREADY BRIKS A W CO. • 1505 S. MICHIGAN BLVD.
CHICAGO 5, ILL.

APRIL 1955
One truss carries framing for a hip roof

I am building a house which will have a hip roof, but I do not want supporting walls beneath. Due to the difficulty of raising a heavy ridge board or beams, and since I will need a support midway of the span to carry the ceiling joists, I have figured on a regular ridge board and beam under this, and then an overlay beam from plate to plate under this. I don't want to build self-supporting rafters. I want a pitch lower than 4:12. What do you suggest?

D. F., Butte, Nebr.

Use a truss like the one illustrated, running the length of your building. Then frame rafters into it. Use 2 2x10's for hip members. Rafters should be 2x6's placed 16 inches on center. Notice that split-ring connectors (S.R. in drawing) are used in the manufacture of the truss.

Wilbur Tuggle, Structural Engineer

How to apply wood flooring over concrete slab

I plan to nail 2x2 sleepers directly on top of a concrete slab. Over the strips I plan to use hardwood strip flooring. Will I have any trouble with the 2x2's coming loose if I nail them down with 16-d spikes while the cement is still green?


If the concrete floor has not been poured, use 2x2's that have been beveled on both sides and place them in the concrete after it has had a chance to set. The bottom of the sleepers should be imbedded into the concrete at least 1/2-inch. If this is done, the sleepers will be anchored into place.

If the slab is poured, use one of the anchor guns to shoot anchors into the concrete to hold the sleepers in place. The use of 16-d spikes driven into the cement while it is still green would also be acceptable.

Before you place the hardwood strip flooring, put a layer of Sisalcraft paper over the wood sleepers. This will seal the underside of the wood floor from penetration of any moisture from the concrete slab.

What to do when ice forms on windows

We have a problem with a house we have built. Windows and glass blocks frost up so badly that ice forms, and eventually water runs down to the floor. It is a one-story house, has a full basement with insulation plus a vapor barrier in the walls. It has lath and plaster on the interior walls and ceilings. Outside walls are 2-ply paper, metal lath and cement stucco. Windows are double-hung, and two picture windows are double-glazed. How can we prevent this moisture?

R. R. W., Melville, Sask., Canada

Evidently the house is extremely tight and the moisture from normal sources such as cooking and laundry continues to build up to a point where difficulties occur. Provide some means of ventilation either by opening windows to permit a small amount of outside air to circulate into the house or open the fireplace damper, which usually induces a draft and causes increased change of air. You might have a kitchen ventilator installed. Turn it on whenever excessive moisture occurs.

The objective is to reduce the moisture level within through the exchange of air from the outside, which is considerably drier during cold weather than is inside air.

C. E. Lund, University of Minn.
(Continued on page 90)
Through extensive research and engineering, Sterling has pioneered and perfected many new ideas which simplify and improve sliding door installations.

Sterling is the most imitated sliding door hardware.

Pictured on this page are a few of the products recently introduced by Sterling. The new locks for by-passing and pocket doors and the new T-Frame and hardware for pocket doors embody many basically new ideas.

Builders everywhere depend on Sterling Hardware for advanced design and trouble-free operation.

Specify Sterling Hardware for your sliding door installations.
why build to BURN?
Fire safety costs so little.
Actually, walls and ceilings of gypsum lath and plaster, reinforced with Keymesh, cost less than most substitutes. Just see how they multiply fire safety.
Take open-web steel joist floors and concrete slabs with gypsum ceilings, for example. With 1/2 inch of lightweight aggregate plaster, reinforced with Keymesh-like lath, a fire endurance limit of 3 hours and 28 minutes was obtained.*
Without reinforcement, the limit was 55 minutes. Keymesh adds 2 hours and 33 minutes to the fire endurance limit because it holds the plaster in place. When lath and plaster were omitted, the fire endurance limit was only 7 minutes.
You'll find equally important protection when simple columns and beams of buildings are protected in this same way. It's so good that insurance companies cut their rates because of the greater fire safety. Actually, these lower rates quickly pay the cost of the lath and plaster.
Think of it. Greater fire safety. Acoustical properties, if you wish. Durability. Low maintenance. Beauty. Takes any decoration. Yet... this fire safe construction costs less than most substitutes. And it can slash insurance rates enough to quickly pay for the plastering.

Actual Fire Test Shows Amazing Value of Keymesh-Type Plaster Reinforcement*

Ceiling of gypsum lath — Keymesh-type reinforcement and 1/2” gypsum plaster with lightweight aggregate

Ceiling of gypsum lath and 1/2” lightweight aggregate gypsum plaster

Ceiling unprotected

Fire endurance limit
3 hrs. 28 min.
55 min.
7 min.

*See Building Materials and Structures Report 141, National Bureau of Standards: "Fire Endurance of Open-Web Steel-Joist Floors with Concrete Slabs and Gypsum Ceilings"
kitchens
look
larger
HAVE MORE WORKING SPACE
—SEAT MORE DINERS
and cost less
WITH BIANCO
Kitchen Hostess
READY BUILT NOOKS
OPEN FLOOR PLANNING
The trend is to open floor planning and Bianco Kitchen Hostess Nooks spark the trend with style, comfort, utility, economy and "buy" appeal. Many of America's foremost architects and builders now incorporate Bianco Ready Built Nooks into the Nation's most popular homes. Adaptable to interesting architectural details. Investigate.

Many styles and sizes to meet all floor plans. Hardwood frames. No-sag springs. Custom upholstered in heavy vinyl plastic (your choice of colors and designs) over rubberized hair. Free kitchen-planning drafting service.

Write for catalog and send kitchen floor plans for suggestions.

ask the EXPERTS

(Continued from Page 86)

What to do with storm windows that steam up

I have weather-sealed combination storm and screen windows on my frame house. Moisture condenses on the inside surface of the storm window. What is the cause, and how can the problem be corrected?


The reason for the excessive moisture on the inside of your storm windows is that vapor, in the form of moisture, is passing freely through the inside sash; because of the tightness of the combination storm windows, the moisture is trapped there.

One method of relieving this situation is to provide good weather stripping around the inside sash to reduce the amount of vapor which will escape to the outside. Another method is to provide a ventilating opening in the storm sash to allow a small amount of circulation of air. It may be necessary both to weather-strip and to provide a vent to overcome the difficulty.

C. E. Lund, University of Minn.

Rule of thumb for acoustical treatment

How can I stop an echo or hollow sound heard when speaking in a room which is 92 x 41 feet and has a 12-foot ceiling? The walls and ceiling are made of concrete and have been painted with an oil paint. The ceiling is equipped with steel beams that are set in concrete and protrude down 12 inches and are about 14 feet on centers.

G. W. B., Spring City, Pa.

Apply acoustical tile to the ceiling. With normal ceiling height, the reverberation time can generally be reduced to an optimum if the ceiling is treated to produce the noise reduction coefficients listed in the table below. In general, it is preferable to treat the entire ceiling (less beams) with material of a low noise reduction coefficient.

Normally, ceiling beams need not be treated in view of the fact that they constitute a relatively small area and their treatment, although costly, would result in an insignificant gain.

The following is a rule-of-thumb answer to the question of what noise coefficients to use, assuming that at least 90 per cent of the ceiling area is to be treated.

| Noise Reduction Coefficient | 1. Homes, apartments or clubs: living, dining rooms, bedrooms (normal ceiling height) | .40 to .50 |
| | Kitchens, bathrooms, recreation rooms (normal ceiling height) | .60 to .70 |
| | 2. Business offices: Desks, sparsely spaced, no noisy machines, (ceiling height 10 to 14 feet) | .60 to .70 |
| | Desks, densely spaced, no noisy machines, (ceiling height 10 to 14 feet) | .70 to .80 |
| | Noisy machines, (ceiling height not over 12 feet) | .75 to .85 |
| | 3. Restaurants, cafeterias, bars | .65 to .75 |

Most of the acoustical materials now on the market will reduce the reflected noise sufficient to meet these requirements. Each manufacturer generally furnishes information concerning the noise reduction coefficient of his material.

Acoustical tile 1/2-inch to 1 1/4-inch thick, cemented to the concrete ceiling, will give a noise reduction coefficient of .40 to .65. For greater noise reduction, it will be necessary to suspend the tile with an air space between the tile and the ceiling.

Small Homes Council University of Illinois

(Continued on page 92)
McKee is America's Quality Overdoor!

No one knows or appreciates good functional design in a product more than the architect. It's the reason McKee Overdoors have attained almost universal acceptance among the nation's architects. All the rudiments of good functional design and construction are embodied in McKee Overdoors. Architects not only specify them for their client's installations but for their own homes as well.

RESIDENTIAL
McKee Residential Overdoors are available in a wide range of styles and sizes for manual or automatic operation. Special decorative framed panels are available for added beauty.

INDUSTRIAL
Sailent features of McKee Industrial Overdoors include: custom made, heavy duty hardware and wood door sections to provide years of trouble-free operation. Overdoor design takes no floor space and quick opening and closing feature speeds flow of materials in and out of factory.

SERVICE STATION
McKee Service Station Overdoors have become standard with many major oil companies. Combined appearance, wide choice of design, trouble-free operation make them ideal for service station installations.

Only McKee offers adjustable "TWIN ROLLORS"
Twin ball-bearing (or nylon) rollers on exclusive McKee Overdoor— an unusually even distribution of weight during movement of the door through the curved track.

Weatherbest Pryme-Shakes
Bears this new quality label

CERTIGROOVE
CEDAR SHAKES
NUMBER 1 GRADE
100% Edge-grain 100% Heartwood 100% All Clear

These machine-grooved shakes have been produced from CERTIFIED Red Cedar Shingles and are guaranteed to meet quality requirements for Red Cedar Shakes as established by the Red Cedar Shingle Bureau.

What does this label mean to you?
IT IS YOUR GUARANTEE THAT:
The shakes are produced only from No. 1 Grade Certigrade shingles—
(No. 1 Grade Certigrade shingles are strictly edge-grain and all heartwood, assuring a maximum of stability and an extremely long life.)
The shakes have parallel sides and squared butts—
(Shakes go on faster, easier, without lost time for trimming and trueing.)
The shakes are packed a full sidewall square to a carton—
(You get all that you pay for.)
There are a minimum number of narrow shakes per carton—
(There is less waste, less sorting, faster application.)

Weatherbest Corporation, Dept. AB-45
North Tonawanda, N. Y.
Please send me a free copy of the new CERTIGROOVE grading rules for machine-grooved shakes published by the Red Cedar Shingle Bureau.

Name

Firm Name

Address

City Zone State
BEST WAY TO BEAT THE WATER MENACE

...masonry water repellents made with G-E DRI-FILM® silicones

No wonder masonry water repellents containing silicones have become the standard in the industry!* They offer lasting protection against the Water Menace because they’re erosion resistant! They provide “defense in depth”—penetrate masonry pores deeply to keep water out—yet permit masonry to “breathe”!

Masonry water repellents made with General Electric DRI-FILM silicones prolong the life and preserve the beauty of structures, old and new. Easily applied, they retard spalling and cracking, control efflorescence and keep surfaces cleaner.

Ask your water repellent supplier about a treatment based on G-E DRI-FILM silicones! For the names of suppliers using DRI-FILM in their products, just write to General Electric Company, Section 155-2B, Waterford, New York. (IN CANADA, write to Canadian General Electric Company, Ltd., Toronto.)

*Sales by suppliers have jumped almost one million dollars each year since 1950!

Paint and Chemical Manufacturers!
DRI-FILM silicones offer you a profitable opportunity to add a superior masonry water repellent to your product line. Ask us about DRI-FILM 103, a new G-E silicone with important manufacturing advantages!

G-E silicones fit in your future

GENERAL ELECTRIC

ask the EXPERTS
(Continued from page 90)

Framing a flat roof

I plan to build a garage 22 feet wide and 26 feet long and having a flat roof. I plan to use 24-foot long 2x10’s spaced 16 inches on center. Because I do not want any center posts, I am planning on using No. 1 grade 2x10’s and will put two rows of 2x2 bridging down the length of the garage. The roof will be 1x6 t&g white pine sheathing and built-up roofing. Is this roof structurally sound or will the 2x10’s sag?

R. J., Niagara Falls, N. Y.

Your thinking is sound. Use 2x10’s for joists at 16 inches on center. Use structural No. 1 yellow pine or Douglas fir. Use as sheathing 1-inch t&g. Built up roof is all right. Do not put finish on the ceiling. Place 2x2-inch double bridging in two rows about 7 feet apart.

Wilbur Tuggle, Structural Engineer

Flat roof, no joists

I am planning to build a wood frame cottage 28x12 feet. I want to use a flat roof with the roof extending 2 feet beyond the sides. Is it possible to use some sort of a heavy tongue and groove planking that would eliminate the necessity for bracing on the inside? How thick would the planking have to be?

A. L. P., Waupun, Wis.

A timber deck 4 inches thick that will span up to 18 feet will serve your purpose. At the span of 12 feet, it will carry a uniform load of 70 pounds per square foot, will allow for a 2-foot overhang on two sides. This product is tongued and grooved, eliminates the need for joists, purlins, sheathing or insulation. Such a roof construction requires the application of a built-up roof.

In your area, Unit Structures, Incorporated, Peshtigo, Wisconsin, manufacture a timber deck such as that described above.

K. Roderick O’Neal & Associates
ONLY WATER CAN GIVE YOUR HOMES ALL THESE ADVANTAGES

For solid comfort every month of the year, equip your homes with a B & G Hydro-Flo System. No other type of system can add so many sales appeals ...make so many contributions to utterly comfortable living.

That's because mechanically circulated water is the most effective and versatile medium for both heating and cooling. It provides radiant heating — uniform, draftless warmth ... plus the convenience of an all year 'round supply of hot water for kitchen, laundry and bath. Snow melting and summer cooling equipment can be included when the heating system is installed or at any time later.

Owners can be assured of low heating costs, because the B & G Hydro-Flo System closely adjusts fuel consumption to weather conditions. No wasteful overheating, even in spring and fall when little heat is needed.

HOW THE B & G HYDRO-FLO SYSTEM OPERATES

1. The thermostatically controlled Booster Pump circulates hot or cold water through the system, depending upon the season. 2. The Flo-Control Valve helps maintain a uniform home temperature and permits summer operation of the boiler for domestic water heating. 3. The Indirect Water Heater produces an ever-ready supply of domestic hot water, winter and summer.

Send for full-color booklet which gives the complete story of the B & G Hydro-Flo System.

Hydro-Flo System
BELL & GOSSETT COMPANY
Dept.DV-11, Morton Grove, Illinois
Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto, Canada
New patented Seal-O-Matic® Asphalt Shingles are an exclusive Johns-Manville development. They have the beauty of traditional square-butt shingles, yet they are self-sealing to defy gale winds and rain.

In the severe tests illustrated above, wind and water at 100 miles per hour were driven against a panel of these self-sealing shingles for a solid hour, with frequent gusts up to 140 m.p.h. This is the equivalent of the full fury of a tropical hurricane. Not a tab was lifted. Not a drop of water seeped through.


HERE'S THE SECRET
that makes J-M Seal-O-Matics superior to hand-cemented, locked or stapled shingles:

- The sun's heat seals the tabs automatically because of this factory-applied strip of petroleum resin cement on the underside of each shingle.
- The entire butt edge is sealed—not just spot-cemented or spot "locked" or stapled.
- Every tab is securely fastened with no cement smears on exposed surface—human error is eliminated.
- No tricky application—no tabs to fit into place—applied in regular way with only 4 nails.

Johns-Manville

Ask your J-M representative to show you the motion picture of this dramatic test.
An alluring kitchen puts prospective homeowners in a buying mood quicker than any other single feature... if you're offering them the most for their building dollar. You can with Republic Steel Kitchens. For built-in ovens and ranges, for example, Republic offers stock cabinets that accommodate the units of most popular name brands. This means simpler installation, less time required for it, and lower costs.

With Republic, you can achieve real planning flexibility from a full line of cabinet sinks, wall and base cabinets, special-purpose units—all in a wide range of models and sizes.

For complete information on Republic Steel Kitchens in white or Sherwood Grain Finish, write to Republic Steel Corporation, Berger Division, 1022 Belden Avenue, Canton 5, Ohio.

**REPUBLIC STEEL Kitchens**

An exclusive 36" Double-Bowl Stainless Steel Sink: This double-bowl beauty of Republic's Enduro Stainless Steel is only pocket-change away from the price of porcelain. It gives a custom appearance; harmonizes with the trend toward stainless steel.

Built-In Oven Cabinets: Furnished as Stock Items. Republic pioneers with these two models that handle nearly every brand of electric or gas built-in oven... and Republic is working closely with the industry to bring about better design and installation.

Cabinets for On-A-Top Range or Stack-On Oven: Cabinet unit is 26" high and when used with a surface range meets the 36" finished height of Republic counter-top surfaces. This cabinet can also be ideally used as an anchor cabinet for a 30" high counter.

Economical Sink Fronts: For Drop-In Range Units. Three practical sizes, 24", 30" and 36" wide, and panel available. Builders also find economy in using Republic undersink cabinets for built-in surface ranges. Range hoods, ventilator cabinets available.
ORNAMENTAL PORCH COLUMNS
Add beauty and firm support to doorways, breezeways, porch roofs. Can be used effectively inside the house. Solid steel construction. All posts available with mounting sockets so height adjustment can be made by cutting.
Outer frame: $\frac{3}{4}" \times \frac{3}{4}" bar.
Scrolls: $\frac{1}{2}" \times \frac{1}{2}"$ solid stock.
Length: Single panels: 8'. Corner panels 8'.
Width: Single panels: 8½". Corner panels: 8½" x 8½".

WINDOW AND DOORWAY SHUTTERS
A new and effective doorway trim that is simplicity itself to install. Fawisco shutters for windows or doorways come with baked on enamel finish in green, red, blue or white, also in prime coat green or natural aluminum.
STANDARD SIZES
14" x 39½" 14" x 59½" 17" x 63½"
14" x 43½" 14" x 63½" 17" x 67½"
14" x 47½" 17" x 51½" 17" x 79½"
14" x 51½" 17" x 55½" 20" x 55½"
14" x 55½" 17" x 59½" 20" x 59½"
Additional lengths available in 14", 17" and 20" widths only.

ORNAMENTAL RAILING
Available in a selection of styles and prices. All heavy-duty welded construction for added rigidity. Fasten with lag screw to concrete, brick or wood. Finished in prime coat black. Standard sizes carried in stock, custom porch and stair railings quoted on request. On style shown, top and bottom rails $\frac{1}{2}" \times 1\frac{1}{4}"$, spindles $\frac{1}{2}"$ square. Standard heights, 30", widths 30" to 48".

A small investment in FAWSCO PRODUCTS adds MORE PROFIT to every home you build. Initial cost is low, and you cut labor costs as much as 50% because of quick installation. Put FAWSCO PRODUCTS on your homes — and WATCH THEM SELL!
How-to-do-it-better
Ideas for the man on the job

Holes are drilled in ceramic tile wall with an electric drill making 450 r.p.m. with a carbolytipped bit

The right way to anchor tub enclosures

When installing glass and aluminum recessed wall-to-wall bathtub enclosures, vertical jamb members can be rigidly secured in masonry or frame construction by following these practices recommended for various wall conditions.

1. Where dry walls are over frame or furred-out masonry, drill holes where required and insert toggle or Molly bolts into these holes to hold the screws for the jambs. For ceramic tile or marble walls, drill holes and drive lead screw plugs into these holes to take the screws that hold the jambs.

2. Wall materials (other than ceramic tile or marble) over plaster applied to frame or furred-out masonry walls do not require lead screw anchors for the jambs. Three screws are used for holding each jamb, along with adhesive mastic applied to the backside of the jamb when it is finally secured in its proper place. No holes are drilled in the tub. The only cutting required is the trimming of the bottom and top rails, done with a hack saw.

3. When framing out for a recessed tub to receive enclosures, locate a double stud the wide way at right angles to the edge of the tub. For furred-out masonry walls, use a 1x4 to provide solid anchoring for the jambs.

(Continued on page 100)
Go Modern with Weslock
Matching Beauty

SALES STIMULATING DISPLAY

No. 76-C Demonstrator
Mount Displays Weslocks with
Matching Cabinet Hardware. Displayed
are: No. 551 Concave Cabinet Knob
w/562 Concave Cabinet Backplate,
No. 555 Concave Cabinet Pull.
No. 510 Bathroom Set w/"Beverly"
Concave Escutcheon, No. 540
Entry Lockset w/"Star"
Escutcheon, No. 500 Passage
Set, No. 530 Entry Lockset
w/"Monterey" Door Handle.

5" BACKSET LATCH BOLTS

One-piece construction, no links
necessary. May be obtained separately
or packed with locksets.
(A) No. 4438 Deadlocking Spring Latch.
(B) No. 4437 Spring Latch.

Round Corner Latch Face and Strike Plate

All WESLOCK units now available with ¼"
RADIUS ROUND CORNER LATCH FACE and
¼" RADIUS ROUND CORNER STRIKE PLATE.
This feature makes it possible to install units
in less time with the use of ½" power
routers.
Matching Beauty in Locks, Knobs and Pulls for every Door and Drawer in the home. The Weslock 500 Concave Series offers your customers a new concept in modern simplicity of design. Modern... harmonizing perfectly with all architectural or decorative styling. Any lock in the Weslock 500 Concave Series is available in the popular brass, bronze, chrome, and anodized aluminum finishes.

**NO. 95 SCREEN DOOR LATCH**
For Wood or Metal Screen, Storm and Combination Doors

- Machine screw installation.

**ENTRY LOCK TRIM**
- Solid brass, bronze, aluminum.
- Sunset Solid Cast Handle.
- Monterey Solid Cast Handle.
- Star Solid Cast Outside Escutcheon.
- Beverly Solid Stamped Concave Outside Escutcheon, 3 3/4" diameter.
- Crestview Solid Stamped Concave Outside Escutcheon for use with 55" Backset, 5 3/4" diameter.

**INSTALLATION TIME SAVERS**

- B100 A heavy-duty 1 1/2" Bit to fit any standard brace.
- B102 1/2" Power Tool Boring Bit for fast installation.
- B104 1 1/4" Multi-Spur Machine Bit for speedy power boring of lock case hole.

**WESLOCKS FOR SLIDING DOORS**
All Privacy Locks have retractable Latch Bolt. (No protruding bolt when door is in unlocked position.)

- No. 527 Passage Set or combination pull for passegway doors where no locking is required.
- No. 577 For Bedroom and Bath.
- No. 578 With inside safety plate. For Patio and Exterior Doors.
- No. 579 For Connecting Rooms.

**ALL WESLOCKS ARE UNCONDITIONALLY GUARANTEED**
against mechanical failure due to defects in workmanship or material for the life of the installation.

**CONTACT YOUR JOBBER OR WRITE DIRECT FOR LIST PRICES OR ADDITIONAL INFORMATION**

**WESTERN LOCK MFG. CO.**
211 N. MADISON AVE., LOS ANGELES 4, CALIF.
TUFF-BOND
SUPER-STRENGTH
ADHESIVES
TOP THEM ALL!

for
SECURE
BONDING of
WALL TILE - GLASS
METAL - WOOD - CORK
INSULATION
WALLBOARD
ACOUSTICAL TILE
FABRIC
GEMCO HANGERS

ALSO FOR MANY
GENERAL PURPOSE USES

Yes, Tuff-Bond sticks almost anything to anything!
Perfected and produced especially for the building industry, these fine adhesives are tenacious, flexible, water-proof, easily applied, and assure exceptionally strong bonds. Available in different types for specific uses. Highly recommended by enthusiastic users the world over. Use Tuff-Bond adhesives on the next job and you'll agree that they are TOPS. Write, phone, wire...

GOODLOE E. MOORE, Incorporated, Donville 13, Illinois
or . . . W. D. Ellis, Ltd., 4837 St. Lawrence Blvd., Montreal, Canada.

Please send complete details and prices on the Tuff-Bond line of adhesives.

Name .........................................................
Company ...................................................
Address ......................................................
City ...........................................................
State ........................................................

How-to-do-it-better
Ideas for the man on the job

(Continued from page 97)

How to get sharp right angle in riser-tread
To obtain a clean right-angle corner between the treads and risers in a poured concrete stairway, provide a straight horizontal guide for trowelling by cutting a 45-degree triangle strip from the bottom of each riser form. Cut each of these strips into three pieces and tack them back in their respective places on the bottoms of the vertical riser forms. This will allow easy removal of these strips without having the concrete bulge, and it will be possible to get the edge of the trowel to the bottom of the riser when finishing the treads.

J. M. Tillett, Knoxville, Tenn.

Precut sheathing for gable on ground
In many cases wood sheathing must be placed and nailed in a closed-up gable end, and it is impossible to let the sheathing ends run wild. Lay out the sheathing on several members supported by saw horses, and with a triangle of wood based on the roof pitch, determine the scribe marks for trimming with a power hand saw. If there are two or more gable ends that are the same, the first angle cut will serve as a finished cut on one end of some of the smaller pieces by reversing the pieces sideways.

R. H. Reed, Lynwood, Calif.

(Continued on page 103)

AMERICAN BUILDER
Bruce Prefinished Flooring cuts hardwood floor costs as much as $100 per house

... AND SAVES 3 TO 5 DAYS' TIME

Sanding and finishing on the job are completely eliminated with Bruce Prefinished Flooring. Builders everywhere say this saves them 3 to 5 days in getting homes ready for the market. It also cuts floor costs because factory-finishing costs less than on-the-job finishing.

You give owners a more beautiful, longer-lasting, easier-to-maintain floor... a floor that’s sanded on modern machines and finished with a penetrating seal finish baked under infra-red lights.

For faster sales, feature Bruce Prefinished Floors in your homes. Impressive color advertising in home magazines has made BRUCE the brand people know best and want most.

For complete data and prices, write
E. L. BRUCE CO., MEMPHIS 1, TENN.
World’s largest maker of hardwood floors

Bruce PREFINISHED Hardwood Floors

Over 250 million feet now in use
sliding glass doors
that close weathertight
made of ALUMINUM or STEEL

Vents on Miller doorframes seal completely with double-acting mohair pile. The aluminum line has interchangeable glazing molds to accommodate either ¼" or ⅛" dual glass. One frame – one cost (less than many steel dual frames). 100% Aluminum.

In steel, Miller has two outstanding lines – one for single glazing, one for dual.

See your Distributor, or write.
See Sweet's Arch. File (15d/MI)

aluminum frame uses interchangeable glazing molds

Miller SLIDING GLASS DOORS
FRANK B. MILLER MFG CO., INC.
3316 Valley Dr., Buena Park, Calif.
How-to-do-it-better

Power digger meets tight daily schedule

To meet the schedule of completing 30 houses daily at Levittown, Pennsylvania, Morrell Construction Corporation of Teltown, Pennsylvania, uses two Sherman Power Diggers mounted on tractors for excavating holes 3½ feet wide by 6 feet long by 5½ feet deep for 275-gallon fuel oil tanks. The fuel tanks are put in place after the water and sewer lines are in and the concrete house foundation has been poured.

Tanks are installed without the standpipes. When the house is completed, a Ford tractor with a post hole digger augers a hole down to the top of the tank, and the standpipes are installed after all other machinery and equipment has been removed from the site to prevent costly replacements.

Use water hose to trench under walk or driveway

To facilitate laying of pipes under concrete sidewalks and driveways, dig a trench tapered toward one side of the obstruction with a small excavation close to the trench to catch dirt coming out from under the concrete. Also, make a small excavation on the opposite side.

Then, take a length of pipe with a plug in one end and wire a water hose with nozzle to the end of this pipe, about 2 to 4 inches back to protect the nozzle. With nozzle on the underside, turn on the water full force and ram the pipe against the dirt where you want to channel under obstruction.

The stream of water does most of the work because the ramming merely guides it along. The result is a much smaller channel than undermining with bar and shovel. Sometimes it is not even necessary to tamp the dirt back after installing the pipe.

Werner Kraatz, Santa Cruz, Calif.

(Continued on page 104)
How-to-do-it-better

Ideas for the man on the job

(Continued from page 103)

Fill in around soil pipes with pea gravel

When laying clay tile soil drain pipes in trenches in basements, use pea gravel for bedding to obtain proper pitch for drainage. Also, fill in balance of trench around drain tile and maintain at least a 4-inch bed of the same gravel to receive the poured concrete floor. Since the soil drains pitch toward the outside sewer lines, water accumulating under the basement floor will take the path of least resistance and drain through the gravel away from the house. Pea gravel will pack immediately around the soil drain lines, eliminating any possibility of floor cracks following the soil pipes due to soil fill settling.

Use 2 x 6’s for finished garage door jamb

Selected 2x6’s can be used as finished jambs for garage door openings by nailing them to the 2x4’s in the rough opening. The inside of the 2x6 is kept flush with the 2x4 on the inside and projects outside just enough to accommodate the sheathing and siding. No further exterior trim is required.

K. G. MacLean, Osceola, Pa.

Emergency exit made from stock door

If you have occasion to install an emergency door, say in an interior wall between two apartments, use a common two-panel door. Bore a two-inch hole through the stile, fit a 2 1/4-inch diameter glass on each side, then putty. Install a spring-pin sash fastener in the edge of the door to insure privacy with security. The surface of the glass can be painted on both sides of the door and lettered, “In case of emergency, break glass.”

M. H. Cox, South Berwick, Me.
Put Your Bathrooms to Work!

Builders who use Formica and a little imagination in their bathrooms find it pays off in the sales department. Few home buyers are willing to settle today for a bathroom that "just sits there." They want color—they want easy cleaning—they want permanent materials—and most of all they want beauty coupled with utility.

You can put all of these things in your bathrooms with a Formica Vanitory.® Why not set up a permanent working arrangement with a Formica fabricator near you? Look in your classified phone book under "plastic." For bathroom and kitchen ideas write:

DEMAND THIS CERTIFICATION

This mark certifies genuine
FORMICA

Seeing is believing. If this wash-off identification is not on the surface, it's not FORMICA.

FORMICA
4514 Spring Grove Ave., Cincinnati 32, Ohio

In Canada Arnold Bonfield & Co. Ltd., Oakville, Ontario
Child's room with a difference...created by Ponderosa Pine

This is a different child's room. It contains no "gadgery" or "cute" decorative features—yet it breathes the very spirit of friendliness and comfort. Most of this effect is created by Ponderosa Pine stock design windows, doors and cabinets—available in wide varieties to suit every taste. Home owners today are finding that these beautiful wood products make it possible to have rooms of distinctive individuality and lasting value at moderate cost. See your lumber dealer soon!
Finding out what makes them buy homes is another job for Ponderosa Pine Woodwork

More babies per family is a rapidly growing trend. For instance, last year, more than 4,000,000 new babies were born.

The child's bedroom illustrated at the left shows how Ponderosa Pine is capitalizing on this fact—in the interest of builders. Here is a room with more storage space—more convenience—plus the beauty and quality of Ponderosa Pine windows, doors and cabinets. It is the kind of room that marks the quality house—the kind of house you can sell at greater profit.

These are members of and contributors to Ponderosa Pine Woodwork

WOODWORK: Andersen Corporation • Anson & Gilkey Company • Wm. Cameron & Co. • Carr, Adams & Collier Company • Cale Manufacturing Co. • Continental Screen Company • Curtis Companies Incorporated • Farley & Loetscher Mfg. Co. • Great Lakes Millwork Corp. • Grinnell Sash & Door Co. • The Hatchles Brothers Co. • Hurd Millwork Corp. • Huttig Manufacturing Co. • Ideal Co. • The Long-Bell Lumber Company • The Malta Manufacturing Co. • Missoula White Pine Sash Co. • Morgan Company • Northern Sash & Door Company • Philadelphia Screen Mfg. Co. • Roach & Musser Company • Rock Island Millwork Company • Rockwell of Randolph, Inc. • Sendling-Menze Company • The Siler Co. • Vaughn Millwork Company • The Wenatchee Screen Door Company • White Pine Sash Co. • LUMBER: Alexander-Stewart Lumber Co. • Anaconda Copper Mining Company • Associated Lumber & Box Company • Blagen Lumber Company • Brooks-Scanlon, Inc. • Cascade Lumber Company • Collins Pine Company • Crane Mills • Crawford Lumber Company • Gilchrist Timber Company • Hayfork Lumber Company • Edward Hines Lumber Co. • Industrial Wholesale Lumber Co. • Long Lake Lumber Company • McClaugh Lumber Company • Michigan-California Lumber Co. • J. Neils Lumber Company • Ochoco Lumber Company • Oregon Lumber Company • Peshastin Lumber & Box, Inc. • Pickering Lumber Corp. • Setzer Forest Products • Ralph L. Smith Lumber Co. • Tarter, Webster & Johnson, Inc. • Weyerhaeuser Sales Company • Winton Lumber Company • ASSOCIATE MEMBERS: The Casement Hardware Co. • Chapman Chemical Co. • The Dorris Lumber & Moulding Co. • Monarch Metal Weatherstrip Corp. • Protection Products Manufacturing Co. • Wood Treating Chemicals Co. • and WESTERN PINE ASSOCIATION

Ponderosa Pine advertisements like this are reaching an audience of more than 20,000,000 in The Saturday Evening Post—helping you to sell quality by appealing to the homeowner's basic buying motives.
Certain partnerships may elect to be taxed as corporations

By John F. McCarthy
Attorney at Law

Section 1361 of the Revenue Code provides that certain sole proprietorships or partnerships owning unincorporated business enterprises may elect not later than sixty days after the close of any taxable year, to be taxed as corporations for that year and for subsequent years. A material income-producing factor of the business enterprise must be capital, or, fifty per cent or more of the gross income of the business enterprise must arise from gains or profits from trading as a principal, or from buying or selling for others, real property, commodities, stock or securities.

This will include, among those with the right to elect, enterprises in the real estate, building or construction fields. It will exclude those engaged in rendering professional services, such as architecture, engineering, accountancy and law. An election once made is irrevocable, unless the electing proprietor or partners come to have an interest of eighty per cent or less in the capital or profits of the business. In that event, a new election must be made in order to continue the right or privilege of the enterprise to be taxed as a corporation.

The business enterprise for which such an election may be made must be owned by an individual or by a partnership consisting of not more than fifty members. No proprietor or partner having more than a ten per cent interest in the capital or profits of such an enterprise may be a proprietor or partner with more than a ten per cent interest in another unincorporated business taxable as a corporation. Each owner of an interest is considered as a shareholder of a corporation to the extent of his ownership.

Changing the fiscal year

Another provision continued by the new Code is one permitting a partnership to change its fiscal or taxable year. This will result in different computations of income and expenses which may produce definite tax advantages. However, under Section 706 of the new Code, a partnership may not adopt a taxable year other than that of all of its principal partners, and vice versa, a partner may not change to a taxable year other than that of a partnership of which he is a principal member, unless a legitimate business purpose therefor is established to the satisfaction of the Department. A principal partner is defined as one having an interest of five per cent or more in partnership capital or profits.

Non-taxable assets-for-stock

Under certain conditions, where two or more persons formed a corporation and transferred certain assets to the corporation in return for its stock, the transaction was not regarded as taxable. This continues to be true, under Section 351 of the new Code, even if the property transferred by one party is substantially less in value than the stock received by him, provided that the persons who transferred the assets are in control of the corporation. In this connection, two words of caution are necessary. First, Section 351 is not applicable where the exchange is of services for stock. Second, while the fact that the property transferred is not in proportion to the stock received will not result in a tax against the entire transaction and all persons involved, it may result in a tax against the person receiving the excess, as for compensation for services or a gift.

Taxable distribution of assets

If a corporation completely liquidates and distributes all of its remaining assets among its shareholders, the transfer to shareholders is subjected to treatment for tax purposes as a capital gain and not ordinary income. If, however, the corporation makes only a partial distribution of assets, numerous problems arise because this may be regarded as a dividend taxable at ordinary rates rather than a partial liquidation treated as a capital gain. In this connection, in one situation, the new Code is helpful. Section 346 (b) provides that a partial distribution shall be treated as a capital gain if attributable to the discontinuance of a trade or business conducted by the corporation throughout the preceding five years where another trade or business has been conducted by the corporation during the same period.

The whole business of federal income tax has become exceedingly large and complex. The statutes, regulations and decisions literally cover thousands of pages. The Federal Government maintains approximately seventy-five offices and over fifty thousand employees to handle its tax work. Last year the Internal Revenue Service handled more than 67,000,000 income tax returns. Taxes manifestly are costly to those who pay. Yet, proper attention to details will produce savings. We can think of no better way to finish this particular series than by repeating the advice with which we started. It will be worth your while to seek competent professional advice on your tax matters.
One "basic," smooth-surface floor throughout the house... a floor so colorful and comfortable, it's ready to live with... even without rugs or carpeting. That's what customers are buying! That's the big decorating trend! And that's the reason why you should know all about the best and best-known "basic" floor of them all... Gold Seal Inlaid Linoleum!

Easy to clean and keep clean! Highly resistant to ordinary kitchen grease, oils, dirt, grime and dulling film. Dense, satinsmooth surface stays bright and beautiful... will rarely ever pit, scar or chip... cuts cleaning time to a minimum.

Resilient, quiet, comfortable! Deadens floor noise and reduces foot fatigue. Resists permanent indentation from heavy furniture.

Smart! Colorful! Gives homes a luxury look. Gives you more of the patterns your customers would choose for themselves. For example: famous "Jackstraw"... proved most-wanted linoleum in 4 consumer surveys! Wide range of colors for every color scheme.

Stays smart and colorful! Tough. Durable. Colors are inlaid for longer-lasting beauty.

America's finest! The only inlaid linoleum made by the natural oxidation process for greater resilience and durability.

Easier to handle! Exclusive SuperFlex* back eliminates need for extra lining felt. Highly flexible.

Economical! Initial cost can be amortized over long period of time. Approved for remodeling under F.H.A. Title 1 (open end mortgage).

Guaranteed! Your assurance of quality and complete customer satisfaction is the famous Gold Seal Guarantee of satisfaction or your money back.

Specifications: 12 "Jackstraw" patterns, 69 other patterns, 6" wide by the yard, 23 other patterns, 9" x 9" tile. Standard gauge. Install over suspended concrete or wood sub-floors. Also ¾" gauge, burlap back for heavy traffic areas. Gold Seal Ranchtile Linoleum in 9" x 9" tiles, standard gauge, is the only inlaid linoleum recommended for installation over on-grade concrete... with or without radiant heat.

For home or business... you get the finest choice of all in...

INLAID LINOLEUM - RANCHTILE® LINOLEUM - LINOLEUM, VINYL, VINYLBEST RUBBER, CORK AND ASPHALT TILES - VINYLFLOR - VINYLTOP - CONGOLEUM® AND CONGOWALL® ENAMEL-SURFACE FLOOR AND WALL COVERINGS.
BLUEPRINT HOUSE

This takes to a sloping site . . .

AMERICAN BUILDER

SQUARE FLOOR AREAS:

- House, full area: 1622
- Garage, full area: 440
- Basement, 1/3 area: 540
- Total square foot area: 2602
- Cost per square foot: $10.54

For computation purposes, the basement is fractional, so that the cost per square foot will be in ratio to the house and garage.

The two views on this page show the relation of the house to the low and high side of the lot. The whole exterior uses the reddish-brown and white color pattern.
Proper scale is given to the entrance motif by the addition of the fluted pilasters on each side of the door and sidelight. The overhanging gable provides protection from the elements.

...gables give the ranch-look on the high side

In today's house planning, the topography of the site should be accepted in a natural way, and floor levels arranged accordingly. In this case, a rambler takes on the character of a two-story structure on the low side of the lot. This has much practical value in that the basement area is provided with full-sized windows on one side and an outside entrance, which is an asset to the basement recreation room.

On the high side of the lot, the overhanging gable treatment produces the low, ranch-look, as well as protection from the elements for the front entrance and garage entrance. The roof continues in an unbroken sweep to the rear except where contact is made with the gable over the living room extension. The wide chimney gives a vertical accent for the front wall, with the brick continuing as a veneer around the living room extension.

In dealing with a sloping lot, it should be remembered that structural materials, including exposed foundation walls, have design value. This house accents its concrete block foundation wall by applying cement stucco to it as a finish. This makes for strong color contrast with the dark stained shingle wall above. This contrast is reversed on the projecting bay at one end of the front, where the lower portion is faced with dark brick and the upper part finished in vertical boards painted white.

The plan of this house is excellent for a site that has a wide frontage. By locating the garage side of the...
The brickwork on one side of the living room fireplace is extended beyond the wall to form a built-in planter.

house close to the lot line, a wide expanse is left for landscaping on the opposite side.

The framing of this house is simplified by a bearing partition that extends down the center from front to rear. The rooms are positioned on either side, with the garage and living room across the front and the rest of the rooms toward the rear with a setback on both sides.

The basement area is left completely open to receive light from the large windows on the low side. A fireplace with a raised hearth is located directly below the fireplace in the living room.

The same design principles can be used when the house is placed on a level site. The large basement windows on the low side can be replaced with sash that occur below grade and which are enclosed with metal areaways. The roof, walls, material types and the window fenestration remain the same.

### BRAND NAME PRODUCTS USED

- Acme Lanterns Inc. fixtures
- American Olean tile
- Armstrong linoleum
- Appleton switch boxes
- Blo-fan kitchen ventilator
- Bryant forced air gas furnace
- Bruce flooring
- Buildrite sheathing
- Curtis Silentite casements
- Curtis Silentite double hung windows
- Curtis kitchen cabinets
- Curtis New L念佛or doors
- Curtis American Exterior doors
- Curtis wood trim
- Feathalift garage door
- G-E dishwasher
- G-E Textolite kitchen counter
- Halalite Lite fixtures
- Insulite Backer-board
- Kolarite process shingles
- Minneapolis-Honeywell zone control
- Nelson’s asphalt shingles
- Nu-Tone door chime
- P & S switches
- Reading copper water pipe
- Standard Sanitary plumbing fixtures
- Suntile by Cambridge tile
- Thermopane double glazing
- U.S. Gypsum sheetrock
- U.S. Gypsum Red Top insulation
- Weyerhauser 4-Square lumber
- Wagoner water heater

For information about complete one-quarter inch working plans of this house write American Builder Home Plans Service, 79 W. Monroe St., Chicago 3, Ill.
REAR ELEVATION
SCALE 1/8" = 1'-0"

RIGHT SIDE ELEVATION
SCALE 1/8" = 1'-0"

DESIGN NO A&B 217
AMERICAN BUILDER BLUE PRINT SERIES
GERALD C. LUEDKE
ARCHITECT-DESIGNER
MINNEAPOLIS 23, MINNESOTA
Summers Boardman Rabi, Corp. 79 W. Monroe St. Chicago 3, Ill.
## Quantity List of Materials

For American Builder Blueprint House No. 217

Gerald C. Luedke, Architect

<table>
<thead>
<tr>
<th>General Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>House — Type</strong></td>
</tr>
<tr>
<td><strong>Area</strong></td>
</tr>
<tr>
<td><strong>Cube</strong></td>
</tr>
<tr>
<td>Height taken for cube was 20 ft.</td>
</tr>
<tr>
<td><strong>Garage — Area</strong></td>
</tr>
<tr>
<td><strong>Cube</strong></td>
</tr>
<tr>
<td>Height taken for cube was 10 ft.</td>
</tr>
<tr>
<td><strong>Porch — Area</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Excavating</th>
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</thead>
<tbody>
<tr>
<td>Trench for foundation</td>
</tr>
<tr>
<td>Chimney and column footings</td>
</tr>
<tr>
<td>Excavation for basement</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cement Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations (footing only)</td>
</tr>
<tr>
<td>Concrete work</td>
</tr>
<tr>
<td>Sidewalks</td>
</tr>
<tr>
<td>plus Steep 42 cu. ft.</td>
</tr>
<tr>
<td>Waterproofing</td>
</tr>
<tr>
<td>Miscellaneous</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Masonry</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type</strong></td>
</tr>
<tr>
<td><strong>Walls</strong></td>
</tr>
<tr>
<td><strong>Window sills</strong></td>
</tr>
<tr>
<td>1st. floor fireplace of roman brick facing</td>
</tr>
<tr>
<td>1st. floor fireplace of stone cap and planter's shelf</td>
</tr>
<tr>
<td><strong>Chimney</strong></td>
</tr>
<tr>
<td><strong>Flue lining</strong></td>
</tr>
<tr>
<td><strong>Chimney cap</strong></td>
</tr>
<tr>
<td><strong>Fireplace</strong></td>
</tr>
<tr>
<td><strong>Throat and damper</strong></td>
</tr>
<tr>
<td><strong>Lintels</strong></td>
</tr>
<tr>
<td>Miscellaneous</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Iron Work</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Structural</strong></td>
</tr>
<tr>
<td>Lally columns</td>
</tr>
<tr>
<td>No steel called for over openings in concrete block or brick walls.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Millwork</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Window — Type</strong></td>
</tr>
<tr>
<td><strong>Material</strong></td>
</tr>
<tr>
<td>Windows Glazed including trim <strong>Fixed</strong></td>
</tr>
<tr>
<td>1 — 68&quot;x50&quot;</td>
</tr>
<tr>
<td>1 — 76&quot;x50&quot;</td>
</tr>
<tr>
<td>1 — 68&quot;x42&quot;</td>
</tr>
<tr>
<td>2 — 30&quot;x18&quot;</td>
</tr>
<tr>
<td><strong>Casements</strong></td>
</tr>
<tr>
<td><strong>Double hung</strong></td>
</tr>
<tr>
<td>1 — 2 lt. 24&quot;x24&quot;</td>
</tr>
<tr>
<td>4 — 2 lt. 36&quot;x24&quot;</td>
</tr>
<tr>
<td>3 — 2 lt. 36&quot;x20&quot;</td>
</tr>
<tr>
<td><strong>Exterior doors</strong></td>
</tr>
<tr>
<td>1 — 30&quot;x6&quot;x8&quot;</td>
</tr>
<tr>
<td>2 — 24&quot;x8&quot;x8&quot;</td>
</tr>
<tr>
<td><strong>Garage door</strong></td>
</tr>
<tr>
<td><strong>Exterior Millwork</strong></td>
</tr>
</tbody>
</table>

| Interior doors — including jamb trim | 6 — 30"x6"x8" |
| 6 — 24"x6"x8" |
| 3 — 24"x6"x8" |
| 5 — 20"x6"x8" |
| 3x panel doors | 1 — 20"x6"x8" |

Special interior doors: 9 of above doors are sliding type

| Special interior millwork | 1 set kitchen cases |
| 1 bathroom case |

<table>
<thead>
<tr>
<th>Carpentry</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Joists</strong></td>
</tr>
<tr>
<td>Bridging</td>
</tr>
<tr>
<td><strong>Studding and plates</strong></td>
</tr>
<tr>
<td>10 — 2&quot;x 4&quot;10'0&quot;</td>
</tr>
<tr>
<td>10 — 2&quot;x 4&quot;12'0&quot;</td>
</tr>
<tr>
<td>14 — 2&quot;x 4&quot;x14'0&quot;</td>
</tr>
<tr>
<td>83 — 2&quot;x 4&quot;x16'0&quot;</td>
</tr>
<tr>
<td>87 — 2&quot;x 6&quot;x16'0&quot;</td>
</tr>
<tr>
<td>18 — 2&quot;x 6&quot;x20'0&quot;</td>
</tr>
<tr>
<td><strong>Roof Rafter</strong></td>
</tr>
<tr>
<td>20 — 7&quot;x 6&quot;x12'0&quot;</td>
</tr>
<tr>
<td>14 — 7&quot;x 6&quot;x18'0&quot;</td>
</tr>
<tr>
<td>12 — 7&quot;x 6&quot;x20'0&quot;</td>
</tr>
<tr>
<td>Framing Lintels</td>
</tr>
<tr>
<td>4 — 2&quot;x12&quot;x12'0&quot;</td>
</tr>
<tr>
<td>8 — 2&quot;x 8&quot;x8'0&quot;</td>
</tr>
<tr>
<td>2 — 2&quot;x 8&quot;x10'0&quot;</td>
</tr>
<tr>
<td><strong>Subfloor</strong></td>
</tr>
<tr>
<td><strong>Roof sheathing</strong></td>
</tr>
<tr>
<td>Side Wall Sheathing</td>
</tr>
<tr>
<td><strong>Side Wall Materials</strong></td>
</tr>
<tr>
<td>8 squares double shingles</td>
</tr>
<tr>
<td><strong>Carpenter Stairs</strong></td>
</tr>
<tr>
<td>12 — 2&quot;x10&quot;x 3'6&quot;</td>
</tr>
<tr>
<td>2 — 2&quot;x12&quot;x14'0&quot;</td>
</tr>
<tr>
<td>13 — 1&quot;x 8&quot;x 3'6&quot;</td>
</tr>
<tr>
<td>2 — 2&quot;x 4&quot;x 8'0&quot;</td>
</tr>
<tr>
<td>1 — 4&quot;x 4&quot;x 7'0&quot;</td>
</tr>
<tr>
<td>Flooring — hardwood</td>
</tr>
<tr>
<td>softwood</td>
</tr>
<tr>
<td><strong>Exterior material</strong></td>
</tr>
<tr>
<td><strong>Soffits-exterior plywood</strong></td>
</tr>
<tr>
<td><strong>Eaves and fascia</strong></td>
</tr>
<tr>
<td><strong>Crown moulding</strong></td>
</tr>
<tr>
<td>Insulation</td>
</tr>
<tr>
<td>Ceiling (not including garage)</td>
</tr>
<tr>
<td><strong>Sidewall</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sheet Metal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gutters</td>
</tr>
<tr>
<td>Downspouts</td>
</tr>
<tr>
<td>Flashing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Roofing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asphalt shingle</td>
</tr>
</tbody>
</table>

**Interior Walls**

Area to be covered — including garage | 6,200 sq. ft. |

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This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available, locally and cost factors. The list published here is a suggested one complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.
"We build better living into our houses by building with Mosaic clay tile"...

says Art Dacre, Dacre Construction Company, Orlando, Fla.

Art Dacre has built more than 150 homes in the Orlando area. They presently sell in the $19,000.00 to $21,000.00 range... and there are always plenty of ready takers.

"We've gone all the way on Mosaic clay tile, and for good reason. Our customers like it, tell us how much better and easier tile makes their everyday living. Every home we build has up to 3 Mosaic clay tile bathrooms, a tile kitchen, tile hall floors, tile window sills, and some have exterior walks of tile. We've found it good business to build with Mosaic clay tile."

Here's what Dacre home owners say:

"There's nothing in the world for me like clay tile," says Mrs. Thomas J. Matthews, 1337 Roosevelt Avenue. "I've had crowds in my home, and you'd never know it—it's no work at all. It makes my home look 'expensive' but it actually cost me very little more."

"Mosaic clay tile saves me lots of cleaning," says Mrs. Charles R. Sias, 1212 Bryn Mawr Avenue. "My utility room's tile floor is specially practical. And, our completely tiled shower—floor, walls, seat and ceiling—is the best of all!"

Whether you build single units or develop large tracts, it will pay you to study the value of Mosaic clay tile in your houses. See Mosaic tile today at your Tile Contractor's Showroom, or at the Mosaic Showroom near you. For helpful Mosaic tile literature, write The Mosaic Tile Company, Dept. 35-22, Zanesville, Ohio.
PART I

Analysis of the Housing Market

(a) Theory and Principles of Housing Market Analysis

(1) "THE REAL ESTATE MARKET"—Chapter 8 (pages 142-167) of PRINCIPLES OF REAL ESTATE by Arthur M. Wetmore and Homer Hoyt (Revised Edition; First Edition, 1939); published by The Ronald Press Company, New York, N.Y., 1948—512 pages; price: $5.00


(4) "THE BEHAVIOR OF THE HOUSING MARKET"—Chapter 7 (pages 213-230) of AMERICAN HOUSING: PROBLEMS AND PROSPECTS; The Factual Findings by Miles L. Colton; The Program By The Housing Committee; published by The Twentieth Century Fund, New York, N.Y., 1944—466 pages; price: $3.00


(6) "THE MECHANICS OF THE HOUSING MARKET"—Chapter 8 (pages 207-224) of AMERICAN HOUSING: PROBLEMS AND PROSPECTS; The Factual Findings by Miles L. Colton; The Program By The Housing Committee; published by The Twentieth Century Fund, New York, N.Y., 1944—466 pages; price: $3.00


(10) "SURVEYING THE MARKET" (for Subdivisions)—Chapter 8 (pages 235-264) of REAL ESTATE SUBDIVISIONS by Stanley L. Michael; published by Prentice-Hall, Inc., New York, N.Y., 1949—394 pages; price: $6.00


(11) "REAL ESTATE MARKET ANALYSIS"—Chapter 9 (pages 169-


ABSTRACT. Changes in the housing supply are the result of new construction, conversion of existing structures, and losses through natural attrition, and migration and mobility can be important elements in determining the volume of new construction. The report, prepared as a staff project, is illustrated by two charts and seven tables.


ABSTRACT. In the current housing situation, conversion of existing structures, and losses from demolition, disaster, or recreation are important. Good information is available only on new residential construction. To fill this gap in our information, HHFA awarded a research contract to the University of Michigan, a joint project of the Department of Labor, to study the feasibility of converting existing structures and the economics of this process. This article highlights some of the study's findings with regard to the conversion aspect of the problem. The research was directed under the direction of H. E. Riley, Chief, Division of Housing Research. Assistant, Arthur Gernand was HHFA staff technician on the project.


ABSTRACT. This analysis was undertaken by a group of students in a course in how to conduct research offered at the University, in cooperation with the National Housing and Home Finance Agency, to familiarize students with the current housing situation and to acquaint them with some of the methods and techniques involved in the study of this problem. The project is part of a larger research program, and the material presented is intended to be an introduction to the subject.


ABSTRACT. Since the whole field of housing and its study is still a relatively uncharted one, it seemed appropriate to make a comparative review of the theory and methods of the housing market. In the course of this study, a comprehensive analysis of the market for metropolitan areas was conducted, and several other studies in the field, both domestic and foreign, were reviewed. The report on the metropolitan area, which is presented in this report, the objectives of the particular section, is to review and develop more precise definitions of assumptions, both explicit and implicit, and to develop a logical framework for the study of the housing market process; to appraise empirical data commonly used in the process and to make some new suggestions, both for more effective use of and improvements in the data, and for the existing statistical series; to explore the usefulness of other data which are more readily available for analytical purposes; and to develop analytical devices which might advance understanding of the behavior of local housing markets. The preparation of the report, assistance and suggestions were received from E. Everett Ashley, 3d, Ernest Jurkat, Henry B. Schechter, and Leonard Silk, from the Housing and Home Finance Agency, from Stanley Kadow and Frank Mocha of the Federal Housing Administration, from Lawrence Bloomberg of the Public Housing Administration, from Richard W. Hill of the New York State Division of Housing, and from I. Dorward Badger and James J. Hubbard of the Mutual Life Insurance Company of New York, and Edward M. Barnett and Charles L. Quaintmeyer of the National Association of Manufacturers, Columbia University, were consultants during the later stages of the study. Prepared primarily for Appendix A. Dr. Ernest M. Fisher, Director of the Institute for Research in Urban Use, and Housing Studies, guided the study from its earliest stages to its completion.


ABSTRACT. This is the first report in a series of studies being made on the subject of population growth. Research in this field was begun in 1950 by the Rockefeller Foundation for Research in Population Problems at the University of Michigan, and extended by the Housing and Home Finance Agency, as a part of a larger research program, to the study of metropolitan population distribution. This research was particularly needed as a result of the major changes made in 1950 by the Bureau of the Census, United States Department of Commerce, in its treatment of area data in the United States census and in other population statistics. These changes made data from all earlier censuses relating to metropolitan areas and to urban populations incomparable with those for 1950 and later years. Therefore, for a means through which the changes could be made the transition to the new series with a minimum of confusion. Consequently, in 1950 the Housing and Home Finance Agency conducted a major research project for Research in the Population Problems a four-year research project in this field. This has made it possible to systematically test, and develop, the relationship of urban population growth. This report was prepared, with the assistance of the Foundation, by the Rockefeller Foundation which the report was sent to them to which the project was submitted for research in population distribution was begun. The present monograph (intended as the first in a series of seven) restates the continuity lost by the shift in 1950 from metropolitan areas to standard metropolitan areas. Working from the 168 standard metropolitan areas for 1950, and has reconstructed comparable data by decades from 1900.


ABSTRACT. Because of the impact of a variety of local forces, national data are of extremely limited value for anticipating probable trends in individual housing markets. This article points out the magnitude of the difference between national and local housing conditions and the importance of having good local data to analyze the acts of local communities. In this article, the need for local data is reviewed, and the advantages of using local data for research purposes are considered. The article also includes a consideration of how similar research committees could be established advantageously in other places.

(b) Application of the Method (Prototype Studies)

(31) HOUSING IN FRONT ROYAL, VIRGINIA, FACTS AND TRENDS by J. Bogue; published by The American University, Washington, D. C., 1946-48, pages, mimeographed; price: 35¢. Order copies from The American University, Washington, D. C.
STOCK SIZES

Sturdy Leveline Paraline Triline Keystone

<table>
<thead>
<tr>
<th>Size</th>
<th>Sturdy</th>
<th>Leveline</th>
<th>Paraline</th>
<th>Triline</th>
<th>Keystone</th>
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</thead>
<tbody>
<tr>
<td>8' x 6'</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>8' x 7'</td>
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<td>8' x 7 1/2&quot;</td>
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<td>10' x 7 1/2&quot;</td>
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<td>12' x 8'</td>
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<td>14' x 7 1/2&quot;</td>
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<td>15' x 7</td>
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<td>16' x 7</td>
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<td>16' x 7 1/2&quot;</td>
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These items available in quantities of 25 or more. Flush doors—solid panel or glazed at factory. Available in any size, any quantity.

In addition to Sturdy door sizes shown, doors are made in any size, shape or design for any purpose. Doors larger than 12 x 12 should be equipped with chain lift or Electric Operator. Center Track for Wide Doors.

Complete line of Radio Controlled Electric Operators plus Heavy Duty Electric Operators for Heavy Doors

SERVICE STATION DOORS (With or Without pass door as shown) and HIGH LIFT TORSION SPRINGS made to any specification

Beautiful Custom Door Effects Every Door Different

Various Rosettes and Half Round Strips Stocked by Dealers make possible a different design for every door of any style shown. By using color contrasts an endless variety of stylized doors are possible.

calder MANUFACTURING CO. LANCASTER 12, PENNA.

APRIL 1955
A SHORT-TERM FORECAST OF THE HOUSING MARKET, JACKSONVILLE, FLORIDA by Ralph R. Wolf, Director Bureau of Business and Economic Research, University of Miami, Coral Gables, Florida, with the assistance of Professors Martin Deutsch, Joseph H. Young and Allen Chester, and of David K. Gillooly. The project was sponsored by the Housing and Home Finance Agency, Division of Housing Research, and was generally supported for HHFA by Ernest H. Jurkat and E. Everett Ashley, 3d. Published by the Housing and Home Finance Agency, Division of Housing Research, Washington, D.C., in June 1953—65 pages; price: 25¢. Order copies from Superintendent of Documents, U.S. Government Printing Office, Washington, D.C.

ABSTRACT. This monograph, with its five charts and 44 tables, discusses an aspect of a sound technique for local housing-market analysis. Interest in the availability of more precise methods of determining present and prospective demand for housing has been growing steadily in the housing field, with an increasing awareness among thoughtful civic leaders that the resolution of local housing problems can best be accomplished if one has a clear, comprehensive concept of the current housing situation. Therefore, HHFA entered into a research contract whereby the University of Miami (Florida) undertook an experimental short-term forecast of the housing market in a medium-sized metropolitan area to test the feasibility of applying simple population forecasting techniques to housing market analysis. Jacksonville, Florida, was selected for the study. This selection provided an opportunity for coordinating results with those of a comprehensive analysis of the mortgage market in a medium-size city, published as Household Finance Paper 23: Residential Mortgage Distribution, delivered and published by the University of Miami, Coral Gables, Florida, with the assistance of Joseph H. Young and Allen Chester, and of David K. Gillooly. A monograph on this subject was published by the Housing and Home Finance Agency, Division of Housing Research, Washington, D.C., in June 1953—65 pages; price: 25¢. Order copies from Superintendent of Documents, U.S. Government Printing Office, Washington, D.C.

PART II

Land Acquisition, Land Planning, and Land Development

(a) Land, Land Acquisition, and Land Planning


(52) LAND ECONOMICS by Richard T. Ely and George S. Wehrwein; published by The Macmillan Company, New York, N.Y., 1940—304 pages; price: $3.00.


(53) "LAND FOR HOUSING"—Chapter 1 (pages 13-57) of AMERICAN HOUSING: PROBLEMS AND PROSPECTS: The Factual Findings by Miles L. Cole; the Program by the Housing Committee; published by The Twentieth Century Fund, New York, N.Y., 1944—466 pages; price: $3.00.


(54) A CRITICAL REVIEW OF RESEARCH IN LAND ECONOMICS by Leonard A. Salter, Jr.; published by the University of Minnesota Press, Minneapolis, Minn., 1948—258 pages.


(55) "DEFICIENCIES IN THE LAND SYSTEM" (Conclusions concerning)—Section 1 (c) of Chapter 12: Conclusions and Recommendations of the Housing Committee, of AMERICAN HOUSING: PROBLEMS AND PROSPECTS: The Factual Findings by Miles L. Cole; the Program by the Housing Committee; published by The Twentieth Century Fund, New York, N.Y., 1944—466 pages; price: $3.00.

(56) "LAND PROBLEMS AND HOUSING DISTRIBUTION"—Section 2 of Chapter 12: Removing the Obstacles, of AMERICAN HOUSING: PROBLEMS AND PROSPECTS: The Factual Findings by Miles L. Cole; the Program by the Housing Committee; published by The Twentieth Century Fund, New York, N.Y., 1944—466 pages; price: $3.00.


The "Land" section of this chapter considers: 1. Physical versus Value Characteristics; 2. Land; 3. Location; 4. Size and Shape of Parcels; 5. Geographic and Social Factors; 6. Condition of the Soil and Subsoil; 7. Accessibility and Availability of Utilities; and 8. Surveys. (Balance of chapter relates to buildings in the terrains.)


This chapter considers: 1. Principal Elements of Planning and Planning Studies; 2. The Economic Base of the Community; 3. The Use of Maps and Surveys; and 5. Other Basic Studies.
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(b) Land Development and Subdivision


(72) "LAND SUBDIVISION"—Chapter 1 (pages 209-219) of Section Five: Land Development and Home Building of THE REAL ESTATE HANDBOOK; edited by Lawrence G. Holmes and Carrie Maude Jones; published by Prentice-Hall, Inc., New York, N. Y., 1948—784 pages; price: $10.00

This chapter considers: 1. F.H.A. Land Planning Division Standards; 2. Demand; 3. Community Amenities; 4. Design; 5. Protection; and 6. Recording. This chapter was prepared by Mr. Gabriel C. Harmon, land planning consultant.

(73) REAL ESTATE SUBDIVISIONS by Stanley L. McMichael; New York, Prentice-Hall, Inc., 1949—394 pages; price: $5.75


(74) THE COMMUNITY BUILDERS HANDBOOK—Prepared by the Community Builders' Council of the Urban Land Institute; J. C. Nichols' Memorial Edition, 1950 (First Printing, 1947; First Revised A MERICAN BUILDER
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(57) HOME BUILDERS MANUAL FOR LAND DEVELOPMENT—Revised edition (1953), prepared under the supervision of Albert Balch, Chairman, NAHB Land Planning Committee, and Leonard G. Haeger, Director, NAHB Research Institute; published by The National Association of Home Builders in the U.S., 1028 Connecticut Avenue N.W., Washington, D.C., 1953. 274 pages; price: $3.00


(76) THE STREET SYSTEM—Chapter V (pages 90-119) of LOCAL PLANNING ADMINISTRATION; Second Edition; published for the Institute for Training in Municipal Administration by The National City Managers’ Association, 1513 E. 60th Street, Chicago, Illinois, 1948. 357 pages; price: $7.50

APRIL 1955

PRINTING 1948; published by Urban Land Institute, 1737 K Street, N.W., Washington 6, D.C., 1950. 213 pages; price: $12.00

The several Parts and Sections of this work cover the following points: PART I: PRELIMINARY STEPS IN COMMUNITY DEVELOPMENT; a. Market Analysis; b. Technical Planning Services; and c. Selection of Subdivision Site; PART II: PLANNING THE DEVELOPMENT; a. Site Information for Planning; b. Planning the Site; c. Street and Utility Construction; and d. House Planning for Operating Builders; PART III: PROTECTING THE FUTURE OF THE DEVELOPMENT; a. Protective Covenants; b. Maintenance and Home Associations; c. Maintenance in Apartment Development; and d. Selling the Project; PART IV: PLANNING AND MANAGEMENT OF SHOPPING CENTERS; a. Site and Location; b. Site Planning for Shopping Centers; c. Architectural and Structural Design of Shopping Centers; d. Management and Maintenance; and e. Concluding Statement.

The work also includes nine Appendices (A through I) giving sample covenant forms, etc., 21 illustrations, 32 figures and 6 tables (for example, Relations between cost of lot and house; Estimated Effect of Airport on Land Values, etc.).
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(77) BUILDING TRAFFIC SAFETY INTO RESIDENTIAL DEVELOPMENTS by the Committee on Traffic Features for Residential Developments (Burton W. Marsh, Chairman); published by National Committee for Traffic Safety, 20 North Wacker Drive, Chicago 6, Illinois, with the cooperation of American Automobile Association, American Municipal Association, American National Red Cross, Association of Casualty & Safety Companies, Automotive Safety Foundation, National Association of Home Builders, National Safety Council, and Urban Land Institute; 1954—40 pages; price: $1.00


(78) "PUBLIC UTILITIES AND RELATED SERVICE FACILITIES—Chapter 6 (pages 120-131) of LOCAL PLANNING ADMINISTRATION: Second Edition; published for the Institute for Training in Municipal Administration by The International City Managers' Association, 1313 East 60th Street, Chicago, Illinois, 1948—337 pages; price: $7.50


(79) "RECREATION AND PUBLIC OPEN SPACES—Chapter 8 (pages 162-178) of LOCAL PLANNING ADMINISTRATION Second Edition; published for the Institute for Training in Municipal Administration by The International City Managers' Association, 1313 East 60th Street, Chicago, Illinois, 1948—337 pages; price: $7.50


(80) PREMATURE SUBDIVISION AND ITS CONSEQUENCES—A Study made for the State Planning Council of New York of the premature subdivision for urban purposes of outlying lands in selected metropolitan areas of New York by Philip H. Cornick; published by Institute of Public Administration, Columbia University, New York, N. Y., 1938—346 pages (Authorized reprint of the official report.); price: $1.50

Includes a consideration of: 1. Early Subdivision Reasons and Their Consequences; 2. The Extent of Premature Subdivision; 3. Premature Subdivision and Arrears of Taxes; 4. Premature Subdivision and Cost of Government; 5. Premature Subdivision and Land Use; 6. Premature...
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Subdivision with Respect to Location;

(81) LAND SUBDIVIDING AND
THE RATE OF UTILIZATION—
A STUDY OF THE RELATIONSHIP BETWEEN THE RATE AT WHICH URBAN SITES ARE CREATED AND THE RATE AT WHICH THEY ARE ABSORBED INTO USE WITH PARTICULAR REFERENCE TO THE GRAND RAPIDS METROPOLITAN REGION by Ernest M. Fisher and Raymond F. Smith; published by the University of Michigan, School of Business Administration, Bureau of Business Research, Ann Arbor, Michigan, 1932, as Volume IV, No. 5 of Michigan Business Studies.


(c) Neighborhood Planning

(91) NEIGHBORHOOD STANDARDS—A Series, known as Land Planning Bulletin No. 3; published by the Federal Housing Administration, state offices at various dates. Builders interested in consulting the edition of this land planning bulletin which is applicable to the geographical area in which they operate should communicate with the nearest F.H.A. office.

(d) Trailer Court Development

(101) RECOMMENDED STANDARDS FOR TRAILER COURTS—Prepared by Division of Plans and Programs and Division of Housing Research, Housing and Home Finance Agency; published by Housing and Home Finance Agency, Washington, D.C., November 1952.


This booklet considers: I. FOREWORD (by Ralph R. Kaull); II. DEFINITIONS; III. SITE SELECTION; A. Location; B. Topography; C. Availability of Utilities; D. Necessary Land Area; IV. SITE IMPROVEMENTS: A-1 Site Planning, A-2 Trailer Coach Space Size, B. Spacing of Trailers, C. Roads and Parking Areas; 1. General Circulation; 2. Servicing; 3. Width of Roads and Parking Areas; 4. Parking Areas; 5. Walks; 6. Service Buildings; 7. Location; 8. Construction; 9. Facilities; (a) Plumbing Fixtures; (b) Electrical; (c) Heating; (d) Hot Water; (e) Laundry Drying Facilities; (f) Refuse Disposal; G. Recreational Areas; V. SITE, ENGINEERING; A. Slopes of Trailer Spaces, Roads, Parking Areas, Walks and Service Areas; B. Construction of Roads, Parking Areas, Walks, and Service Areas;
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Includes a consideration of: 1. Introduction; 2. How Which Way? 3. Functional Orientation Conditions; (a) Plan A: Street extends East-West, approach to house from the North; (b) Plan B: Street extends East-West, approach to lot and house from the North; (c) Plan C: Street extends North-South, approach to lot and house from the East; (d) Plan D: Street extends North-South, approach to lot and house from the West; 4. Practical Application of Principles.

ABSTRACT: This article is illustrated with four figures, four plans, and a subdivision layout map. Wagner (some of which appeared in H.H.F.A. Technical Bulletin No. 2, prepared in 1948) presents a method of graphically summarizing the planning problems and the solutions which should be considered before planning.


ABSTRACT. A planning guide for expanding building schemes which will provide all essential living facilities for a small family and that can be logically expanded as family needs grow. The guide was prepared in response to widespread interest among veterans for a guide of this sort. Houses that expand by completing an unfinished attic or by adding a bedroom and bath are being sold at the sharp building prices, however, have stimulated interest in planning avant-garde housing ideas for other kinds of houses. Planning a one-bedroom house that can be extended to meet the increasing needs of a family is an entirely different problem. The best possible assistance in design, construction, and financing is given the house in the community and the regulations that may apply to it. The guide deals with financing problems. This booklet aims to emphasize the feasible house idea and to give a general non-technical introduction to this aspect of home building.


Includes a consideration of: 1. The Three-Story Row House; 2. Cost-Saving Methods; (a) Basic plans; (b) Private garden; (c) Public access; (d) The 20-foot row house (e) The 25-foot row house; (f) The 30-foot row house; (g) Living level; (h) Plan 1; (i) Plan 2; (j) The One-Story Row House. ABSTRACT. This study presents a workmanlike and comprehensive treatment of economical site fabrication and prefabrication. Several combinations of readily available materials and construction methods are possible.

(125) STANDARDS FOR HEALTHFUL HOUSING: PLANNING THE HOME FOR OCCUPANCY by the American Public Health Association, Committee on the Hygiene of Housing; published by Public Administration Service, 1950—50 pages; price $2.50. Order copies from Public Administration Service, 1313 East Sixtieth Street, Chicago 37, Illinois.

Includes a consideration of: 1. The Problems of Home Planning; (a) Health implications of space dwelling spaces; (b) Basis of dwelling space standards; (c) Applicability of standards; (d) Trends in population and family characteristics; (e) Changing patterns of living; (f) The need for flexibility; 2. Provision of Adequate Dwelling Space; (a) Adequacy of dwelling space for each family; (b) Provision for household unit; (c) Provision for suitable conditions of temperature and light; (d) Provision for safety and health; (e) Provision for protection against accidents; (g) Provision for privacy and personal satisfaction; 3. Basic Functional Space Needs; (a) Space for sleeping and dressing; (b) Space for family recreation and self-improvement; (j) Space for extra-familial association; (k) Space for housekeeping activities; (l) Space for infant care or care of the sick; (m) Space for storage of utilities; (n) Total space for the dwelling; 4. Development of Space Within the Dwelling; (a) Allocation of Functional Space to Specific Rooms; (b) Ceiling heights; 5. Relationship of Rooms to Each Other and to the External Environment; (a) Interelevation of the various rooms; (b) Protection against noise and invasions of privacy; (c) Importance of natural illumination; (d) Importance of cross and through ventilation; (e) Provision for egress; (f) Relations to the external environment; (g) Advantages and disadvantages applicable to particular home planning. 5. Relationship of Rooms to Each Other and to the External Environment; 6. The future of the house.


Includes a consideration of: 1. Kitchens; (a) Basic kitchen equipment; (b) Kitchen plans; (c) Comparative analysis of kitchen plans; 2. Dining Spaces; (a) Dining space plans; 3. Bathroom; (a) Dimensions of bathroom fixtures commonly used in rental housing; (b) Bathroom plans; (c) Location of bathroom fixtures and accessories; 4. Bathrooms; (a) Analysis of bathroom plans; (b) Bathroom considerations; 5. Public Stairs; (a) Inside and outside main public stairs; (b) Outside stairs; 6. Public Stairs; (a) Inside and outside main public stairs; (b) Outside stairs; (c) Emergency stairs; 7. Parking Facilities; (a) Parking and Garages; (a) Street and compound parking; (b) Parking in basements; (c) Parking within columns; (d) Parking without columns; 8. Small Urban Lots.


Includes a consideration of: 1. The Two-Story Row House; 2. Cost-Saving Methods; (a) Basic plans; (b) Private garden; (c) Public access; (d) The 20-foot row house; (e) The 25-foot row house; (f) The 30-foot row house; (g) Living level; (h) Plan 1; (i) Plan 2; (j) The One-Story Row House. ABSTRACT. This study presents a workmanlike treatment of economical site fabrication and prefabrication. Several combinations of readily available materials and construction methods are possible.
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- Residential Steel Casements—6 sizes.
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- Modified Wood Panel Window—1 size.
- Metal Panel Windows—1 size for fixed lights, 1 size for ventilators.
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DESIGN DATA FOR SOME REINFORCED LIGHTWEIGHT AGGREGATE CONCRETES by Robert C. Reichel, Structural Engineer, Division of Housing Research, Housing and Home Finance Agency. The investigations on which this report is based were performed in the laboratories of the National Bureau of Standards, U. S. Department of Commerce, by William F. Green and D. Watstein, under the general direction of Douglas E. Parsons, Chief of Building Technology at the Bureau, published by the Housing and Home Finance Agency, Division of Housing Research, in October 1953, as its "Housing Research Paper No. 26." 19 pages; price: 15¢. Order copies from Superintendent of Documents, U. S. Government Printing Office, Washington, D. C.


ABSTRACT. This report is based on a series of tests made on concrete containing lightweight aggregate as a principal component. A total of 361 test specimens, representing 45 different mixes, were tested. The mixes included normal weight aggregate as well as lightweight aggregate, and they differed as to type of aggregate, amount of aggregate, and type and amount of cement used. The study was intended as a basis for guidance of architects and builders in the use of lightweight aggregate concretes in building.


ABSTRACT. Under an HHFA research project, a most unusual "space use laboratory" has been devised at the Small Homes Research Center of the University of North Carolina. This laboratory is designed to study how people use their homes and how this usage can be changed to improve living conditions. It also aims to provide information on space arrangement upon living habits. This article discusses the results of careful research into expressed preferences of families included in many housing surveys since 1936, and then describes how this information will be used in the "space use laboratory." If the experiment is successful, it may provide a technique for truly scientific space planning which may help architects and builders in the conception of materials and manpower during an emergency. The article is illustrated by five photographs.


ABSTRACT. Information is presented on floor loads found in various occupancies such as office buildings, stores, and warehouses. Most of this consists of the results of a research program to study the weight and distribution of goods, equipment, and occupants obtained on floors and structural members. The data are needed as a check on permissible minimum live load values and as a basis for design of building. Although the expectations of the survey that building codes may be raised from those fixed by the results of certain occupancies, the amount of information available is insufficient to justify firm conclusions. A method of reducing the unacceptable load on structural members supporting large floor areas is presented. The investigations of floor loading are recommended to clear up questions that have arisen in connection with the survey. Variations in loading within the same occupancy are shown. It has been found possible to increase allowable stresses for some building materials as a result of better quality control and increased knowledge of service conditions. However, loads and stresses are so intimately associated with design and load on loads is essential in order to realize the advantages in cost, weight, and safety to and to conserve scarce materials. It is believed that the data presented in this report (covering 221 buildings) will give an idea of about which detailed information had been lacking and assist in accomplishing these objectives.


ABSTRACT. Time Saver Standards was first introduced in 1935 as a feature of the magazine AMERICAN ARCHITECT. It was merged with the RECORD, the series was continued as a regular feature beginning in 1946. The concept of presenting carefully edited and checked data in a uniform graphic style was retained. The material was brought together in book form in 1946 as a 635 page work. The present (1954) edition is 1,636 pages; it includes 516 standards published after the appearance of the original edition. The size has been increased to permit a larger volume to present most of the essential information for drafting, designing, and specification writing. The work contains hundreds of detailed illustrations and a 12-page subject index.

PRACTICAL HOUSES FOR CONTEMPORARY LIVING by Jean Graf and Don Graf; published by F. W. Dodge Corporation, New York, 1953. 74 pages; price: $6.95. Order copies from F. W. Dodge Corporation, 119 West 40th Street, New York 18, N. Y., or from your book dealer.

ABSTRACT. This is a book about persons and homes instead of about how and by whom. It presents 40 successful houses and the stories behind them—how their owners conceived them and how they collaborated with their architects in realizing their dreams.


82 DISTINCTIVE HOUSES FROM ARCHITECTURAL RECORD; a compilation of the work of many architects, designers, and photographers; published by F. W. Dodge Corporation, New York, 1952. 437 pages; price: $6.75. Order copies from F. W. Dodge Corporation, 119 West 40th Street, New York 18, N. Y.
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ABSTRACT. This richly illustrated work (over 1,000 drawings and photographs) presents 82 houses carefully selected from the pages of Architectural Record since 1948. They provide a cross-section of some of the best original houses recently built in the United States. The final part of the work includes 82 pages of pertinent Time-Saver Standards material. The work is not organized by types of structures or by geographic regions, and there is no index. It should nevertheless provide stimulation to architects, builders, and interior decorators in search of ideas.


ABSTRACT: A guide and design manual for the application of the plank-and-beam system for the construction of floors and roofs in the modern house for a better product at lower cost. Included is an engineering design manual outlining the principles involved, together with tables and graphs for the design and selection of members, and a discussion of controlling condensation. Alan Winthrop was project engineer. The illustrations were prepared by William W. McMaster.


ABSTRACT. Landscaping as part of architectural and illustrated by over 400 photographs and drawings showing both beauty and utility in landscape design. The work embodies suggestions by Robert Boyton and Edward Williams of the firm of Eckbo, Boyton and Williams, Planning Consultants and Landscape Architects, Los Angeles and San Francisco, California, and others. The eight-page bibliography was prepared under the supervision of Katherine McNamara.


Climate, zoning ordinances, and local custom all play a part in influencing design characteristics of our housing. Hence, despite the uniformity of much of our building materials and equipment throughout the country, very definite regional differences exist in the type and character of houses under the housing boom. This article points out some of the findings of HHFA's Housing Materials Use Survey. It includes a consideration of: (a) Materials; (b) Basements; (c) Roofs; (d) Porches and Terraces; (e) Garages and Carports; (f) Window and door screens; and (for the Southern States) (g) Termite protection.
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A thorough investigation of the factors contributing to the selection of pipe sizes for water systems in different regions of the United States, as documented in the "Regional Patterns of Materials Used in New Houses" report by George R. Kinzie. This study highlights the variations in materials used based on the type of building and geographical location. It underscores the importance of considering these factors to ensure adequate water supply in buildings, reflecting the diversity in design and climate across different regions.

The report includes surveys of water systems in various parts of the country, noting the choice of materials like steel, copper, and plastic for different applications. It emphasizes the need for careful planning and selection of water distribution systems to meet the specific needs of each region. This approach ensures that the water systems are not only functional but also cost-effective and sustainable over time.

The significance of this study lies in its comprehensive approach to water system design, which is crucial for modern building practices. It serves as a valuable resource for architects, engineers, and builders in planning new constructions, ensuring that the water distribution systems are appropriately sized and suited to the local conditions.

The report also advocates for a thoughtful consideration of the lifecycle costs of materials, including installation, maintenance, and replacement, to promote efficient and environmentally friendly solutions.

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This bibliography contains 175 articles and other published works dealing with various phases of climate and architecture. It was prepared for the HHFA Division of Housing Research by the Library, Office of the Administrator, HHFA.


This report presents a new approach to the problem of designing buildings that are in harmony with the climate in which they are located. The author has gathered together the latest pertinent and helpful information, including climatic data, from scattered sources, and has augmented this information with his own findings. The physics of the influences of the sun, temperature, wind, precipitation, lightning, and humidity upon architecture, as well as their mutual and disastrous effects under given conditions, are covered. The author also discusses the control of these effects through the orientation of buildings, site and town planning, and the use of such devices as brise-soleil, trees, windbreaks, and snow fences. The report contains 55 tables and over 300 illustrations.

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Includes a consideration of: 1. Introduction; 2. Causes Involved in Condensation; 3. Means of Preventing Condensation; 4. Conclusions; and 5. References.

ABSTRACT. Moisture condensation in insulat ed walls will occur under certain conditions. This paper discusses these conditions in a general and makes available to architects, builders, and others, information concerning factors which control humidity in walls. These factors are presented as to their possible estimates of the probability of moisture condensation in walls of dwellings if the factors governing it such as design, structural materials, construction details, and moisture conditions inside and outside the building are known. The future of moisture condensation includes many studies in this problem in relation to frame construction presented by the Forest Products Laboratory.


Includes a consideration of: 1. Introduction; 2. Apparatus; 3. Test Specimen; 4. Test Methods and Conditions; (a) Methods; (b) Conclusions and Observations; 5. Conclusions; and 7. References.

ABSTRACT. Water-vapor migration and condensation in walls were investigated by means of laboratory apparatus whereby a specimen wall was exposed to cold air on one side and to warm, humidified air on the other side. The wall was insulated against water-vapor condensation in various ways for purposes of comparison. The test conditions were a little more severe than those ordinarily expected anywhere in the continental United States. The observed relative humidity, temperature, and condensation and the observed effects of vapor barriers are described and discussed. In conclusion it was found that condensation occurred within a heavily insulated wall. This fact that conditions conducive to condensation within the walls might be avoided by the use of an effective vapor barrier or by ventilating the interior of the wall with cold air.


ABSTRACT. This report sponsored by the Housing and Home Finance Agency and prepared by the Forest Products Laboratory, Forest Service, U. S. Department of Agriculture, in conjunction with the Housing and Home Finance Agency, sets forth good practice recommendations on condensation control in dwelling construction. Pertinent suggestions and comments, based on experience and research, were supplied by insulation, roofing, fiber board, building paper industries, and universities. It includes a discussion of condensation problems covering both conditions under which they might be expected and recommendations. A considerable portion of the publication is devoted to sketches and notes on the installation of vapor barriers when other recognized condensation control are not indicated. Ventilation in occupied crawl spaces and in attic and loft spaces is also discussed.


Includes a consideration of: 1. Introduction; 2. Conclusively; 3. Streets; 4. Crawl Spaces; 5. Walls; and 6. Loft. Air and Moisture Conditions in Walls are not present until the inside outside the laboratory were recorded for comparison. Vertical temperature differences were computed for "F. Over inside and outside surfaces the temperatures are proportional to the inside-outside temperature difference. Temperature of temperature throughout houses in a typical area of a house is not indicated. Probably it is not always attained in practice, and depends upon the design and construction of the house and upon the characteristics of the outdoor conditions. The recommendations presented here include (1) consideration of climatic conditions; (2) methods of calculating ventilation amounts; (3) crawl space treatment; (4) walls; and (5) attic and loft space treatment. The recommendations apply to average conditions in which engineering studies have determined that other methods of condensation control may be considered to provide durable, economical construction.


ABSTRACT. This report is based on an exploratory investigation aimed at providing a more practical and economical means for control of condensation in dwelling construction. It is limited to determining the feasibility of using paints as vapor barriers, after previous cleaning, and recommends the effectiveness of six types of interior paints and ceilings, for each of these types of cleaning agents used, and for each of two types of cleaning implements used. The six types of interior paints tested were: room emulsion paint; one-coat flat oil paint; gloss enamel; semigloss enamel; synthetic gloss enamel; and flat oil paint. The cleaning agents tested were: paint cleaner, toil soup, and scouring powder. The cleaning instructions between the house was done with a soft brush and a bristle brush. The significance of these data for practical application is summarized and recommendations for using this method of control. This report was sponsored by the Housing and Home Finance Agency at the National Standards, Edward R. Oglio and William C. Cullen were in charge of the laboratory work which was performed under the general direction of Chief of Exterior and Interior Coverings Section, Building Technology Division, National Bureau of Standards.
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APRIL 1955
MEASUREMENTS OF HEAT LOSSES FROM SLAB FLOORS

Abstract. Four concrete floors laid on the ground and three concrete and one wood floor laid over crawl spaces were tested for heat transfer properties in a special structure provided for the purpose. It was found that the heat loss of the floors laid on the ground was decreased by insulating the edges; that the heat loss through the center of each floor is relatively small when the enclosing structure is continuously heated; that the

effect loss for a wood floor laid over a crawl space is small; and that the edge loss for an insulated concrete floor laid over a crawl space was considerable. Observed ground temperatures at various depths, down to 13 ft. below the surface, are reported in the paper and some factors are suggested for estimating floor heat losses.


Abstract. Equipment for measuring the rate of infiltration of air through the clearances openings of windows and doors due to self-weight pressure developed at the National Bureau of Standards as part of the program of research on building materials and structure. By means of the equipment, tests were conducted on double-hung wood windows, light steel casements, types frequently specified for low-cost house construction. Infiltration measurements were made for systematic sets of clearances, conditions, and correlations between amount of clearance and infiltration are given. The results are summarized using a concise method for representing the relationship between air infiltration and test pressure. Relationships between clearance and infiltration at the reference pressure of 0.2 in. of water are given, and a general type of relation between infiltration and wind pressure is suggested on the basis of the test results.

The heat losses from a building may be viewed as arising from two sources: (1) those in which the heat is transmitted through the materials comprising the walls, roof, and lower floor, thence by radiation, convection, and conduction to the outside; and (2) those in which the cold outside air enters the building by means of cracks around windows and doors, called infiltration losses. In most cases the larger part of the total heat loss may be placed in the former classification, but a substantial part may also occur by infiltration. This report describes test equipment for measuring infiltration of air through windows and gives the results of measurements to determine infiltration rates for several types of windows, with emphasis on windows suitable for low-cost house construction.


Abstract. It is the purpose of this article to explain the fundamental principle of the floor furnace and to describe its application to the heating of small houses. The text is illustrated with 16 figures.


Abstract. It is shown that the rate of a boiler, obtained by a test method based on constant flue-gas temperature, can be seriously affected by soot on the heating surface, although the soot may be too slight in amount to affect the efficiency of the boiler, as measured by the capacity or the efficiency at a constant firing rate. At constant firing rate the soot has a large effect on the flue-gas temperature. This effect could

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be considered in the adjustment or testing of heating boilers or furnaces on the basis of constant flue-gas temperature and in the design of chimneys. Some assurance is offered to users of heating boilers and furnaces that an increased flue-gas temperature due to soot deposition does not necessarily signify a great decrease in capacity or efficiency. Chimneys and smoke pipe should be able to withstand the relatively high temperatures that may occur if there is an extraordinary amount of soot deposited on heating surfaces during some period of improper combustion.


Abstract: Modern trends in home design, using newly-developed materials and novel methods of assembly, have created numerous problems in the field of thermal transmission and water vapor migration through walls, roofs, and ceilings. U-factors, vapor barriers, dew point, frost point, and similar terms, which had little significance within the home-building industry a few years ago, have now become common parlance and essential considerations among designers and builders. The popular and increasing acceptance, in residential properties, of equipment designed to provide summer cooling in addition to winter heating, has emphasized the economic and comfort aspects of thermal insulation. It is seldom realized, however, that still air, whether trapped in the small cells of mass-type insulation, or as a film on any surface, serves as one of the main re-It is seldom realized, however, that still air, whether trapped in the small cells of mass-type insulation, or as a film on any surface, serves as one of the main tards to thermal flow. Continuous airspaces created between structural elements are quite effective as heat barriers, and are always considered in calculating the thermal resistance of building components. A recent review of the available information pertaining to the thermal resistance of airspaces, particularly when faced with reflective materials, revealed that the data were limited and incomplete. Additional data, in regard to thermal resistance of airspaces having different effective emissivities, and with various orientations and directions of heat flow, for the widths, temperature differences, and mean temperature conditions, were needed to improve the reliability of essential engineering calculations.


Abstract: This report describes a method of estimating the demand and sewage loads for which provision should be made in designing plumbing systems in order that the service may be satisfactory. The characteristics of flow through a plumbing system and of the operation of supply valves and plumbing fixtures are described, and their influence on the method of estimating the load to be required in discussed. The relative load-producing values of different kinds of plumbing fixtures and plumbing units are analyzed, and a table is developed giving relative load capacities in terms of a load factor called the "fixture unit." An estimate curve developed by means of the probability function is given, and its use in conjunction with the table of fixture units is illustrated.

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The characteristics of flow through a plumbing system and of the operation of supply valves and plumbing fixtures are described, and their influence on the method of estimating the load to be required in discussed. The relative load-producing values of different kinds of plumbing fixtures and plumbing units are analyzed, and a table is developed giving relative load capacities in terms of a load factor called the "fixture unit." An estimate curve developed by means of the probability function is given, and its use in conjunction with the table of fixture units is illustrated.
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This charming ranch-type house, built by Furney Bros. Construction Corp., was chosen regional National Award Home in NAHB "Acapulco Derby." Celotex Insulating Sheathing and other Celotex Building and insulating products were used throughout. Materials supplied by the Thompson Lumber Co. of Minneapolis, Dobe Ryerce, President, Walter Buckholz, Vice President.

Guaranteed for life of building!
No other brand of insulating sheathing—only Celotex—is guaranteed by the manufacturer for the life of the building! This is your assurance of highest quality, and, backed by Celotex practical job advantages, a decisive sales factor in your favor.

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Month after month... throughout 1955, you'll see the Celotex great new advertising campaign at work for you... with eye-catching ads in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME and many other leading publications. Capitalize on this residential construction market-hitting barrage. Tie in with this powerful sales help by stressing to prospects that your homes are built with genuine Celotex Products. It will pay off. Over a third of a century of national advertising has created nationwide preference for the brand name Celotex!
on labor!" says builder

using cost-cutting, easy-to-apply

**Double-Waterproofed**

**CELOTEX INSULATING SHEATHING**

"We’d heard reports of others about unusual cost reductions made possible with Celotex Double-Waterproofed Insulating Sheathing. But we weren’t ready to believe it... until we tried Celotex ourselves. We’re convinced! Construction schedules move along now with wonderful dependability. The way Celotex sheathing goes up so quick and easy is saving us up to 30% on labor. In this northern climate insulation is a must. A large share of this problem is solved by using 25/32" Celotex Sheathing. It not only covers stud spaces, but studs as well. And we don’t worry about big rains any more. Celotex seals out moisture so completely, we’re back at work without undue delay after the heaviest downpour.”

James H. Furney, Furney Bros. Construction Corp.
Metropolitan Building, Minneapolis, Minnesota

Mr. Furney, regional First Prize Winner in the recent NAHB “Acapulco Derby” Home Merchandising Contest... speaks enthusiastically about Celotex. His is one of hundreds of glowing reports from builders across America with similar construction case histories. Builders who have discovered first-hand the practical job advantages of Celotex Double-Waterproofed Insulating Sheathing. You, too, will welcome the important cost savings you make as you build stronger, more comfortable homes with fully insulated side walls as an added sales benefit. Remember—only Celotex Insulating Sheathing gives you all these advantages:

1. **Goes up 30% Faster**. Easier to cut and fit. Up to 15% less waste.
2. **Insulates and Weatherproofs** as it builds. All at one cost. No building paper needed.
3. **Saves on material cost**. The 3/8" sheathing costs no more—usually less—than ordinary sheathing... and the 1/2" almost *always* costs less!
4. **Laminated for Extra Strength** and rigidity. Yet density is controlled for maximum insulating value.
5. **No Corner Bracing Needed** to meet FHA requirements, with 4" wide, 25/32" thick Celotex Insulating Sheathing. Has approximately 30% greater strength than ordinary sheathing with let-in bracing.
6. **Excellent Base for Wood or Asbestos Shingles**. Use special methods for direct application; or apply over Celotex Impregnated Backer Board.
7. **Double-Waterproofed**. Outside, by protective asphalt coating. Inside by special processing of the fibers. Yet has more than twice the *vapor permeance* advocated by government agencies.
8. **It is the Only Sheathing** made of tough, strong, long Louisiana cane fibers — protected by the patented Ferox® Process against dry rot and termite attack.

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

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The Celotex Corporation, 120 S. LaSalle St., Chicago 3, Illinois

APRIL 1955
advantages, in the form of lower cost, that accumulate from the cost savings to producer, dealer, and builder, and describes briefly the history of the development of modular coordination and how it is used by the architect in design and the builder in construction.


ABSTRACT. An explanation of how the principles of modular coordination, developed by American Standards Association Project AR2, are applied to the preparation of drawings for building construction. Application of modular principles is illustrated by two example structures: an apartment house of masonry construction and a single-family detached house of wood-frame construction. The booklet explains how the modular method simplifies the dimensioning of small-scale drawings, shows step-by-step development of assembly details, and tells how plans and details are correlated. An appendix contains an explanation of the basis of modular coordination and the principles essentially to use and the method by architects, engineers, and designers. Typical modular details of floors, walls, and windows, in addition to those of the sample structures, are included to show how the modular method is adapted to different types of construction. The booklet is one of a series dealing with standardization and assembly methods in building construction prepared by the Housing and Home Finance Agency, Division of Housing Research. Assistance in the preparation of this booklet was given by the American Institute of Architects, The Producers' Council, Inc., and the National Association of Home Builders, co-sponsors of American Standards Association Project AR2; by the Modular Service Association (Myron W. Adams, Executive Secretary); by the American Standards Association, Inc., by the late Fred Heath, by the late Albert Farwell Bemis, by James T. Leonard, and by A. Gordon Lorimer. ASA Project AR2 committees were organized in 1938. Their findings were published in 1946, Guide for Modular Coordination by Myron W. Adams and Prentice Bradley, from which the present booklet has drawn extensively.


ABSTRACT. The use of large modules in housing need not be monotonous. In fact, the more we standardize and thus save money on building parts and components, the more we find that there are innumerable ways of putting them together. It may sound like a paradox, but we can retain and even increase flexibility through standardization. This article seeks to demonstrate that the use of large-size modules—as much as 12 or 12 feet in length—can meet every economy for industrialized housing.

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My houses sell faster with less effort when I use Cabot's GLOSS COLLOPAKES' House and Trim Paint

Only Cabot offers modern colors for modern living plus these exclusive advantages due to the patented Collopaking Process:
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Unlike ordinary paints the oil and pigment in Cabot Collopakes stay together on the surface and penetrate together to bind the film firmly to the wood. Write for color card showing 32 attractive shades, including Haddam Barn Red, Harwichport Blue, October Brown and Moravian Gray.

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ABSTRACT. On January 19, 1949, the National Academy of Sciences entered into a contract with the Housing and Home Finance Agency to undertake investigations and make reports with respect to certain technical problems. One was the survey of factors hindering the development of modular coordination and how it is used by the architect in design and the builder in construction.


ABSTRACT. Germany has had standardization of building materials (DIN norms) since the end of World War I but not more than once in all the years. In 1942, Ernst Nefert, a German architect, made the first comprehensive study of modular coordination and was able to place this system into a modular system that was new for Germany but not original. Its work is of interest and value to technicians in this country inasmuch as he has tried to solve problems similar to ours with results that are sometimes identical, and sometimes contrary to ours. This article is a review of a German study on modular coordination and standardization in the building industry.


ABSTRACT. Current HHFA research and conservation activities are designed to conserve home building materials and prevent damage during the emergency covers a wide range of technological investigation in dwelling space and room arrangements, the development of modern materials of home structure, housing occupancy in other fields. Division of Housing Research projects and new products for both those being done directly by the Division staff and others undertaken by contract with Government agencies and nonprofit organizations, with exceptional laboratory facilities. The objective is to help save homes during the emergency, and prevent the largest possible amount of needed housing with the least possible drain on materials and materials defense. This article discusses the principle of conservation embodied in HHFA's technological research and sketches examples. }

(267) "BASIC PRINCIPLES OF MODULAR COORDINATION (A METHOD OF COST REDUCTION IN BUILDING)" by Prentice Bradley. AMERICAN BUILDER
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PART IV

(a) Special Constructions for Walls, Partitions, Floors and Roofs


ABSTRACT. The manufacturing process used in the production of plywood generally results in the appearance of internal surface defects, because of knotholes and other small surface defects, is unsuitable for the face grain of plywood where appearance rather than structural soundness is the governing factor. A large amount of lower-grade veneers are well-suited to the manufacture of sheathing which permits economical use of veneers that otherwise would be wasted. This article combines information developed in H.H.F.A-sponsored research projects and data developed from previous tests of plywood sheathed constructions and also presents data on the rate of buckling and the influence of moisture on the durability of wood-frame walls.


ABSTRACT. A report covering the observations made and data collected during the first 6 months of operation of a long-range investigation to evaluate the relationship of moisture to the durability of wood-frame walls. Twenty-two different wood-frame wall assemblies have been erected in a test structure, utilizing materials and assemblies frequently used in the dwelling construction. These walls have been exposed to year-round weather conditions. Control conditions were applied on the interior and exterior ratproofing as well as the elimination of structural harborage. In new construction this re-evaluation eliminates or abandons unnecessary openings and the ratproofing of all essential openings.

Building Materials, Equipment, and Methods of Construction


Includes a consideration of: 1. Materials and Methods of Construction; (a) Foundations; (b) Crow crawl spaces; (c) Foundation vents; (d) Outside basement steps; (e) Coal chutes; (f) Ratproofing under buildings erected on piers; (g) Elevator shafts; (h) Floor drain plates; (i) Service wires; (j) Injection of exterior walls and floors; (k) Exterior doors; (l) Basement and first-story window and door openings; (m) Second-story and higher window openings; (n) Exhaust fan openings; (o) Mail slots; (p) Junction of roof and exterior walls; (q) Parapet walls; (r) Window frame; (s) Door frames; (t) Water and sewer vent stacks; (u) Spaces between attic floors and roofs; (v) Interior walls, for service pipes; (w) Ventilation systems; (y) Refrigerators; 2. Recommendations for Attaching Insulation Through Ratproofed Construction and 3. References.


ABSTRACT. To meet the demand for short and uniform specifications for Government building construction, and as an attempt to reduce the time and labor consumed in their preparation, a representative committee of Federal agencies made a study of current specification-writing routine. In its report, this Committee advocates a directive method which, under proper supervision, should condense specifications, bring about uniformity, and increase efficiency. Fundamental principles that have been retained and are coordinated in a basic specification which permits uniformity and permits choice of those materials and methods of construction best suited to the specific project in keeping with underlying principles. The principles are clear by three examples: a model basic specification, a typical contemporary specification, and the typical specification written in accordance with the method advocated.

(303) PHYSICAL PROPERTIES AND FABRICATION DETAILS OF EXPERIMENTAL HONEYCOMB-CORE SANDWICH HOUSE PANELS—Prepared at the Forest Products Laboratory, Madison, Wisconsin, and the U. S. Department of Agriculture.
Women today are "sold" on built-ins. So please 'em all, sell 'em all—with Tap'n WALL. As you know, the kitchen helps sell the house . . . and nothing sells the kitchen like the modern beauty and convenience of a Tap'n WALL built-in range. When it comes to cooking, Tappan is the name women trust. Ride the booming built-in trend with the greatest name in cooking . . . TAPPAN.

**Good Name! Good Range! Good Deal!**

Tap'n WALL BUILT-IN RANGES AVAILABLE IN EITHER GAS OR ELECTRIC MODELS

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☐ I build homes ☐ I remodel kitchens
The following members of the laboratory staff were in charge of test procedures and analysis of the results here reported: L. O. Andersen, H. G. Freeland, E. W. Kingman, and S. H. Munson (engineers), and R. J. Seidl (chemical engineer). The results of the tests were checked by H. J. Johnson, Chief of the Division of Timber Mechanics, with the assistance of R. F. Luford. The project was sponsored by the United States Bureau of Home Finance Agency, Technical Staff, of which Leonard G. Haeger was Director, and (locally) by J. W. Whittier, an assistant in technical and administrative research management, and Phelan, the responsibilities of the Housing and Finance Agency, Technical Staff, Washington, D. C., in February 1948, as its Technical Assistant. The responsibility for the final determination of the facts and conclusions stated. Order copies from Housing and Home Finance Agency, Washington, D. C.

ABSTRACT. A report covering developmental work, test data on honeycomb sandwich panels, and plastic panels for exterior structure of the grounds of the Forest Products Laboratory at Madison, Wisconsin.


ABSTRACT. Walls of brick, structural clay tile and hollow concrete unit masonry up to 18 inches in under two different conditions. Water was applied near the tops of the walls in a manner to produce a thin film of water over their exposed surfaces. In the "capillarity" type of pressure was applied to the exposed surface, the water penetration and the influence of capillarity and gravity only. In the "heavy-rain" test a static air pressure of 10 pounds per square inch was maintained against the exposed face. The performance of the three-water penetration tests depended more upon the quality of the wall than upon any other factor. Walls of brick having the interior surface covered with mortar usually gave excellent performances, whereas those which had only filled joints leaked. Aids in obtaining small to moisture resistant included the use of mortars of medium or high water reactivity, the wettability of absorptive brick, and the application of a coating of mortar on the back of the facing units. The results of two-thirds of the normal number of brick, or the insertion of a limestone sill or belt course had no important effect on the permeability of the walls. On the average, walls with a brick facings and a backing aid were slightly less permeable than brick walls of equal thickness when the joints were not filled. When the joints were well filled the performance of walls with hollow concrete units was about the same as that of the capillarity test but inferior in the heavy-rain test. The performance of the new clay tile had a better average for the walls of brick. The fillings of openings in the walls with mortar in central or wax were effective in stopping leakage. Applications of colorul-colored paper proofs did not stop leakage through openings in the joints, but were effective in improving the performance of walls of absorptive brick when the openings in the joints had been sealed. Coatings of molten asphalt oil paint, and paint cement were effective in reducing moisture penetration.


ABSTRACT. For the program on the determination of the structural properties of low-cost house constructions, the Insulated Steel Construction Company submitted W) structural steel constructions for walls, partitions, floors and roofs. The wall specimens were composed of transverse, longitudinal, and impact loads, the panels being constructed of concrete, steel and for longitudinal loads, the set was determined, The results are presented graphically and in tables.


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Combination Heating and Cooling Unit

No Larger Than Many Furnaces Alone

The Year-Round Frigidaire Conditioner is compact—only 46" wide, 25" deep at the base, and 75" high. Installation is simple. Single, combination unit can actually cut installation costs. Designed for basement, utility room or closet. Offers a choice of heating fuels, either gas or oil fired. And a choice of 2 or 3-ton cooling power supplied by famous Frigidaire XD Meter-Miser Compressor. Cushioned blower for quiet operation. Large, efficient air filter.

New Multi-matic Conditioner Provides Complete Installation Flexibility

Available in 2, 3 and 5-ton models. They are easily teamed up with forced air furnaces using their own blower or that of furnace, and existing ductwork. They also operate as a complete, separate air conditioner. And they can be used with air-cooled, evaporative or water-cooled condensers. The Multi-matic unit also divides into two sections so cooling coil and blower may be installed in one place and compressor in another...particularly convenient for crawl spaces, attics, etc.

For further information call your Frigidaire Air Conditioning Dealer, Frigidaire Distributor or Factory Branch. Or write Frigidaire, Dayton 1, Ohio. In Canada, Toronto 13, Ont.

Whatever your building plans are, there's a Frigidaire air conditioner that can fit right into them...fit easily without adding great new difficulties or costs to your homes. Planning to accommodate Frigidaire is easy because these conditioners have been designed from the ground up with modern building methods, construction codes, and installation difficulties all in mind. It's the new way—the right way to make your homes faster selling, more desirable, and priced for extra profit through the magic of air conditioning.
How to put 'Sell'

SARGENT'S Certificate of Guarantee

ALIGNALOCKS ...help sell the house
Your prospects judge a well built home by the brand name products they see in it. And when the first thing they touch is a beautiful Sargent AlignaLock, your new houses are off to a fast sale!

The SARGENT name strikes a spark immediately with homeowners. Always has. Always will! And already, AlignaLock is recognized as "The Sign of a Well Built House."

So let your prospects see the famous Sargent name wherever they go around the house. It keeps reminding them of quality.

Customers get the "feel" of quality in AlignaLock. Quality that thousands of builders like yourself have enthusiastically acclaimed by purchasing hundreds of thousands of AlignaLocks. Quality that Sargent unqualifiedly guarantees for the life of the house.

There's a real, proven sales aid for you... the Sargent AlignaLock Guarantee! Make it work for you, by using the AlignaLock Home-Selling Aids that come to you free with your AlignaLocks.

Here's the help you get... (A) copies of the Guarantee itself, to hang on the most used locks... (B) signs saying, "AlignaLock—the Sign of a Well Built House. Guaranteed by Sargent of New Haven," for window sills and other convenient spots... and (C) colorful folders, which also sell the Guarantee, in addition to pointing out the AlignaLock features. Leave these where they can be picked up by your prospects.

Put sell in every room... with AlignaLocks... and AlignaLock sales aids. See your supplier today.

Beautiful AlignaLock... High Quality at Low Cost!

Here's the lock that's causing all the excitement among builders. AlignaLock! Available for every household function... in a variety of beautiful finishes. All interior parts are either machined or wrought steel. One-piece knob, graceful and big. 5-pin tumbler protection. Self-aligning assembly. Quickly installed, even by unskilled help. Order AlignaLocks today from your supplier. Or write direct to Sargent & Co., New Haven 9, Conn., Dept. D-9

SARGENT LOCKS

... the Sign of a Well Built House
NOW... we manufacture

VENTO

WINDOWS in both

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ALUMINUM

One of the oldest names in the metal window business, VENTO has continuously manufactured the "Champion" line of casement, basement, commercial and utility steel windows for 33 years.

We now announce our entry into the aluminum window business. Our first product in this field is the VENTO automatic locking aluminum awning window. Residential casement, double hung and complete commodity lines of aluminum windows are now being developed.

VENTO STEEL CASEMENT WINDOWS

All casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame. This provides greater rigidity and stronger ventilators.

VENTO BONDERIZED "CHAMPION" STEEL BASEMENT WINDOWS

Effortless operation gives any of three ventilation openings, or sash removal. Sturdy 14 gauge jambs fins for easy installation in block or poured concrete walls. A redesigned cam latch and slotted opening allow greater tolerance, insuring positive operation and latching under all conditions.

Also ask about:

VENTO "Thrifty" Steel Basement Windows
VENTO Industrial and Commercial Steel Windows (projected and piloted types).
VENTO Utility and Barn Windows
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Write us for full information. Some desirable territories are open for representatives and distributors.

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When prospects look your homes over, you don’t have to spend any time convincing them that G-E Home Heating and Cooling is tops in value. That would be like saying to a baseball fan, “Let me tell you about ‘Stan The Man’...He’s Good.” Yes, sir; they’re already sold on the value and performance of any product that displays the G-E monogram. So why fool around? Why not play the favorite?

Help move your houses faster by adding the greater comfort and convenience of draft-free G-E Air Wall* System of home heating and cooling, Space-saving advantages, complete design freedom, a terrific G-E warranty...these are just some of the facts you’ll get from your G-E dealer. He’s listed in the Yellow Pages. Call him today! He talks your language—and you’ll like what he has to say to you. Let him deliver you a carload of “The Big Plus.”

Home Heating & Cooling Dept., Bloomfield, N. J.
Progress Is Our Most Important Product

GERERAL ELETRIC
ABSTRACT. For the purpose of determining the structural properties of low-cost house constructions the Connecticut Pre-Cast Buildings Corporation submitted 24 specimen representing concrete constructions for walls and "Twachtman" precast hollow reinforced-concrete walls. The wall specimens were subjected to compressive, transverse, concentrated, impact, and racking loads, and the floor specimens to transverse, concentrated, and impact loads. The transverse, concentrated, and impact loads were applied to both faces of wall specimens. For each of these loads three like specimens were tested, the concentrated-load tests being made on undamaged portions of the specimens used for the transverse or impact tests. The deformation under load and the set after the load was removed were measured for uniform increments of load up to the maximum load, except for concentrated loads, for which the set only was determined. The results are presented graphically and in tables.


ABSTRACT. For the program on the determination of the structural properties of low-cost house constructions the Connecticut Pre-Cast Buildings Corporation submitted 24 specimen representing concrete constructions for walls and "Twachtman" precast hollow reinforced-concrete walls. The wall specimens were subjected to compressive, transverse, concentrated, impact, and racking loads, and the floor specimens to transverse, concentrated, and impact loads. The transverse, concentrated, and impact loads were applied to both faces of wall specimens. For each of these loads three like specimens were tested. The deformation under load and the set after the load was removed were measured for uniform increments of load, except for concentrated loads, for which the set only was determined. The results are presented graphically and in tables.


ABSTRACT. For the program on the determination of the structural properties of low-cost house constructions the National Concrete Masonry Association submitted 16 specimen representing a concrete-block cavity-wall construction. The specimen were subjected to compressive, transverse, concentrated, impact, and racking loads. For each of these loads three like specimens were tested. The deformation under load and the set after the load was removed were measured for uniform increments of load, except for concentrated loads, for which the set only was determined. The results are presented graphically and in a table.

ABSTRACT. For the program on the determination of the structural properties of low-cost house constructions, the W. E. Dunn Manufacturing Co. submitted 16 specimens representing their "Dunn-Y-Stone" construction for walls. The specimens were subjected to compressive, transverse, concentrated, impact, and racking loads. The transverse, concentrated, and impact loads were applied to both faces of the specimens. For each of these loads, three like specimens were tested. The deformation under load and the set after the load was removed were measured for uniform increments of load, except for concentrated loads, for which the set only was determined. The results are presented in graphs and in a table.


ABSTRACT. For the program on the determination of the structural properties of low-cost house constructions, the Brick Manufacturers Association of New York, Inc., submitted 15 specimens representing a brick cavity-wall construction. The specimens were subjected to compressive, transverse, concentrated, impact, and racking loads. The compressive loads were applied to the facing and backing of three specimens and to the backing only of three other specimens. For each of the loads, three alike specimens were tested. The deformation under load and the set after the load was removed were measured for uniform increments of load, except for concentrated loads, for which the set only was determined. The results are presented graphically and in a table.


ABSTRACT. For the program on the determination of the structural properties of low-cost house constructions, the Structural Clay Products Institute submitted 9 specimens representing a reinforced-brick cavity-wall construction. The reinforced-brick wall specimens were subjected to compressive, transverse, concentrated, and impact loads. The brick-tile cavity-wall specimens were subjected to compressive, transverse, concentrated, impact, and racking loads. The transverse, concentrated and impact loads were applied to both faces of the cavity-wall specimens. For each of these loads, three like specimens were tested. The deformation under load and the set after the load was removed were measured for uniform increments of load, except for concentrated loads, for which the set only was determined. The results are presented graphically and in tables.

(316) STRUCTURAL PROPERTIES OF CONVENTIONAL WOOD-FRAME CONSTRUCTIONS FOR WALLS, PARTITIONS, FLOORS, AND ROOFS by George E. Heck; APRIL 1935

What's in a name?

As an experienced builder, you know that the right name is often a powerful selling "tool." Take Emerson Electric fans, for instance:

You don’t have to “sell” this famous name in fans—it sells for you! For over 60 years the Emerson Electric reputation for quality, performance and unfailing service has stood unchallenged. Everybody knows and immediately accepts this first name in fans. Use this acknowledged fact as an asset that costs no more—add the reputation of Emerson-Electric to your own. You’ll find it pays! There’s a built-in last Emerson-Electric unit for every home use. Send for Emerson Electric Fan Bulletin No. 1005, THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MISSOURI.

MODELS FOR EVERY VENTILATING SERVICE

The Emerson-Electric Bulb-In Ventilator with Wall Sleeve is easily installed in brick, masonry or frame kitchen walls. Decorative grille blends with modern kitchen equipment.

The Emerson-Electric Ventilator for Ceiling installation—designed for kitchen, game rooms, laundries and bathrooms. Can be furnished with or without sleeve and outside grille.

The Emerson-Electric Affle Fan is made for economical summer cooling. Suitable for either horizontal or vertical mounting—blade sizes from 24-in. to 48-in.
"STEEL WINDOWS are all a"

"The installation of the windows is simplicity itself," says Mr. Doyle. "Two men can handle the complete placement of any of the windows. When the bricklayers have reached a well height one foot above the sill, the two men simply drop the unit into place, and with the possible exception of an occasional wood wedge, nothing else is done other than setting brick around them. There is no nailing, screwing or bracket fastening. It is because of the ease of assembly that a crew of two men can install an average of 63 windows per day."

Mr. Joseph Fay, ornamental steel worker, shown as he secures the window lock on a double frame steel casement window.
Looking west in this photograph you see part of the finished Electchester Development at Flushing, N.Y. When the last of the 36 multi-story apartment dwellings is completed, the development will house approximately 8,784 persons in 2,196 separate apartments. It will require 17,100 steel windows to complete the project. Contractor: George F. Driscoll Co., New York City; Windows supplied by Hope Windows, Inc., Jamestown, N.Y. and erected by Barney Schagle, Brooklyn, N.Y. The architect was Benjamin Braunstein, Jamaica, N.Y.

Mr. Doyle, Superintendent, photographed while he discussed the reasons why he prefers steel windows for big jobs like this.

construction man could ask for"

says Mr. William J. Doyle, Superintendent
George F. Driscoll Company, Contractors

WITH 36 YEARS of construction experience behind him, Mr. Doyle is well qualified to discuss window construction. About steel windows he says, "They are consistently 'true,' easier and faster to install, and have sufficient weight to withstand the rigors of a long and rugged construction program.

"That the steel windows will give long life after they are installed goes without saying. But I am almost as impressed with the manner in which they take abuse during the construction stages. A window takes a real beating in any large scale construction program, and we could not live with a product that failed to keep pace with our schedule. I prefer steel windows because they relieve me of all worry. I can leave them out on the job as long as I want with the comforting knowledge that nothing can happen to them."

And so, still another leading builder tells why steel windows are his first choice. And the same thing could apply to the building jobs you're handling. No matter what type of building you are designing or specifying, there's a steel window that's just right for it.

For more than forty years United States Steel has been supplying window manufacturers with special rolled sections of high-grade open-hearth steel.

See The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

Look for this label—it is your assurance that the windows you buy are made from quality steel.

USS STEEL FOR WINDOWS
ABSTRACT. For the program on the determination of the structural properties of low-cost house constructions, the Western Paper and Manufacturing Co. submitted 30 specimens representing wood-frame walls, partition, floor, and roof constructions. Incidence of load on the results was determined. The deformation under load and the set after the load was removed were measured for uniform increments of load, except for concentrated loads, for which the set only was determined. The results are presented in graphs and in a table.


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The sparkling, glass-like Kohler enamel is fused to a base of non-flexing iron cast for rugged strength and rigidity.

ABSTRACT. For the program on the structural properties of low-cost house constructions, the Tennessee Coal, Iron & Railroad Company submitted its "U.S.S. Panelbilt" prefabricated steel-construction plans to the building-materials industry. There were two wall constructions, a partition construction, and a roof construction. The wall specimens were subjected to comprehensive transverse, concentrated, impact, and racking loads; the partition specimens to concentrated and impact loads; and the roof specimens to transverse, concentrated, and impact loads. The deformation under load and the set after the load was removed were measured for uniform increments of load. The results of the measurements are presented in graphs and tables.


ABSTRACT. For the program on the determination of the structural properties of low-cost house constructions, the Munlock Co., Trenton, N. J., submitted 12 specimens representing a wall and 1 partition construction, consisting of wood frames with "Homasote" insulating fiberboard on both faces, as outside face, and as sheathing. The specimens were subjected to transverse, concentrated, impact, and racking loads, for each of which three specimens were tested. The transverse, concentrated, and impact loads were applied to both faces of the wall specimens. The deformation under load and the set after the load was removed were measured for uniform increments of load. The results of the measurements are presented in graphs and tables.


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does the trick...safely
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RESULT: Substantial savings in erection time and number of braces required.


ABSTRACT. This report indicated the fire resistance that can be expected of structural clay tile designed for use in partitions, whereas National Bureau of Standards Research Paper 37, FIRE RESISTANCE OF HOLLOW LOAD-BEARING WALL TILE, gave the results of fire tests of structural clay tile designed for load-bearing walls. The present report gives the results of fire-endurance and horse-stream tests on structural clay tile partitions tested at the National Bureau of Standards. The partitions were tested in 3, 4, and 8 hours, inclusive of the plaster. Some of the partitions were built of tile laid on end, some, with the tile laid on end, and some, with the tile laid alternately on end and on edge. The fire-endurance and the horse-stream tests in this series were made on the same partitions. The horse-stream tests indicated that the partition can be considered as meeting the horse-stream requirements applicable to its respective fire-resistance ratings. The impetus given to fire endurance and heightening the probability of disastrous fires in buildings of insufficient fire resistance raises a particular demand for the information contained in this report.


Abstract. Eight slabs and four partitions made with gunite concrete on wire fabric reinforcement were subjected to fire-endurance tests at the National Bureau of Standards. Two slabs were made with aggregates composed of sand and wood sawdust, the sawdust ranging from 0 to 50 percent by volume of the aggregate. The aggregate for two partitions was sand, and for the other four partitions, the aggregate consisted of equal amounts of sand and asbestis added, and that of the fourth party consisted of equal parts of sand and asphalt. Six fire-endurance tests for the slabs increased almost linearly with increased percentages of sawdust incorporated into the mix. Partitions made with sand aggregate only in the concrete or with a mixture of sand and asbestis showed no increase in fire-endurance limits through the explosive spalling in 1 20 min. Subsequent to the fire-endurance test, the partition with sawdust present could not be subjected to the application of the horse-stream test. The effect of the sawdust is to lower the thermal conductivity of the concrete and increase its porosity, thus making easier the escape of moisture in the form of vapor. These tests were undertaken be- cause of the use of noncombustible construction for restricting the spread of fire. The purpose of this report was to study the fire-endurance limits of gunite, which would be a means of improving the fire resistance of this type of concrete by modifying the aggregate. Such modifications would provide a more effective in other types of concrete as well.

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This table compares the Berger Convertible with the other two leading instruments—shows why so many more builders buy BERGER.

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359) SHRINKAGE CHARACTERISTICS OF CONCRETE MASONRY WALLS by William A. Russell; published by Housing and Home Finance Agency, Division of Housing Research, Washington, D. C., April 1954, as Housing Research Paper 25; "Relation of Shrinkage to Moisture Content in Concrete Masonry Units". Included in this reading list as Item (514), which was limited to the pilot-plant studies of Illinois of published by the Housing and Home Finance Agency, Division of Housing Research, Washington, D. C., April 1954, as Housing Research Paper 25.—116 pages; price: 60¢. Order copies from Superintendent of Documents, Government Printing Office, Washington, D. C.

ABSTRACT. This paper reports the results of an extensive study on the shrinkage and moisture characteristics of concrete masonry walls built with units, produced in commercial manufacturing equipment, containing the four aggregates most commonly used for the building of standard buildings. It is a companion paper to Housing Research Paper 25, "Relation of Shrinkage to Moisture Content in Concrete Masonry Units".

The techniques used were determined by the research and study of materials and methods for the production of concrete masonry units. The results are presented as a guide to the user of the materials and a reference for standards-setting groups.


ABSTRACT. The research and studies reported in this study were performed by the University of Illinois, Small Homes Council, pursuant to a contract with the Office of the Administrator, Housing and Home Finance Agency. The work was under the direction of Messrs. Harrell and Lendrum, who also prepared the report. R. A. James, architect consultant, Elizabeth M. Ratney, architect-designate, Jerome W. Schwager, research assistant, and two other consultant architects, John H. Reid and Richard Mayne, all members of the Small Homes Council, were of particular assistance. George A. Speer, Chief, Design Section, Division of Housing Research, was HFFA staff technician in charge of the 10 picture film showing each step in the construction of one of the apartments, upon request, on a loan basis, from the Office of the Administrator, Housing and Home Finance Agency, Washington, D. C. The study itself was undertaken as a part of an extensive investigation of the potentialities of low-cost home construction. Some of the results are new and significant. A site plan was made for a small development showing how these variations could be used to produce an interesting street scene. Two houses were built in Champaign-Urbana, and a detailed time-cost study was made. Two additional houses were built in a neighboring suburb by another contractor, and additional time records were made during their construction. The results of the recommended practices which were shown to have a definite cost-reducing trend were modular design, simplified foundation details, preassembled parts, preassembly in shop, hoisting, structural steel and overhead crane, and the extensive use of small power tools. All of the practices which were used by the contractors to take advantage of the control of assembly techniques possible with modular sized materials. Many of the variations in cost were controlled, and the lowest in-place cost was secured by balancing material cost against labor cost. The techniques used were also limited to those which would be equally successful when used by the larger operator. The report is illustrated by 60 architectural and structural drawings, portraying their "Tilecrete" floor construction. The specimens were subjected to transfer by impact and concentrated loads. For each of these loads three specimens were tested, the concentrated load tests being made on undamaged portions of the specimens used for the impact tests. The deformation under load and the set after the load was removed were measured for uniform increments of load, except for concentrated loads, for which the set only was determined. The strength under transverse load was also determined. The results are presented graphically and in a table.

(b) Floors


ABSTRACT. For the program on the determination of the structural properties of low-cost construction, the H. H. Robertson Company submitted six specimens representing their "Tilecrete" floor construction. The specimens were subjected to transverse and concentrated loads. For each of these loads three specimens were tested, the concentrated-load tests being made on undamaged portions of the specimens used for the impact tests. The deformation under load and the set after the load was removed were measured for uniform increments of load, except for concentrated loads, for which the set only was determined. The strength under transverse load was also determined. The results are presented graphically and in a table.


ABSTRACT. For the program on the determination of the structural properties of low-cost construction, the Wheeling Corrugating Company submitted six specimens representing their "Tilecrete" floor construction. The specimens were subjected to transverse and concentrated loads. For each of these loads three specimens were tested, the concentrated-load tests being made on undamaged portions of the specimens used for the impact tests. The deformation under load and the set after the load was removed were measured for uniform increments of load, except for concentrated loads, for which the set only was determined. The strength under transverse load was also determined. The results are presented graphically and in a table.


ABSTRACT. For the program on the determination of the structural properties of low-cost construction, the Tilecrete Co. submitted six specimens representing their "Tilecrete" floor construction. The specimens were subjected to transverse and concentrated loads. For each of these loads three specimens were tested, the concentrated-load tests being made on undamaged portions of the specimens used for the impact tests. The deformation under load and the set after the load was removed were measured for uniform increments of load, except for concentrated loads, for which the set only was determined. The strength under transverse load was also determined. The results are presented graphically and in a table.
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Bronze bushings are provided in door hinges to positively prevent binding.

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BUILT TO OUTLAST SEVERAL CHASSIS
APRIL 1955


ABSTRACT. This paper presents factual data gathered in tests on various conventional wood-joint residential floors, which were designed for thirteen different types of floor. The relation of deflection to plaster cracking is reported for various types of wood and plaster. The effects of plaster combinations of different types, the relation of deflection to wood-shear failures, and the effects of deflection on vapor and water vapor transfer are described. The lateral transfer of concentrated loads between the joists was tested and the general effect of different types of floor components on floor stiffness was determined. The results of the tests show that the deflection is less than 1/600 of the span and practically no loss of insulating value was noted, and the strength and water resistance of wood floors under aging were satisfactory. The boards were not really subject to growth even at excessively high humidities.

(c) Floor

Coverings


(d) Fiber Building Boards


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BIG BUSINESS

In 1954 you: * BUILT more than a million homes
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THE QUESTION IS:

DID YOU MAKE ALL THE PROFIT
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You ... the home builders of America ... control the nation's third largest industry. As home builders ... you are producing new units at the remarkable rate of better than 13 billion dollars worth a year. Your business is on the up-grade. Best informed estimates indicate this huge building market will continue to increase—in importance and in actual dollar volume—for at least the next 10 years!

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- the cost of painting on-the-job
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- the cost of weatherstripping
- the cost of springs and balances
- the cost of stools
- the cost of fitting and later adjusting

AND STILL THE WINDOW IS NOT COMPLETE!

When you sell your home—the new owner will still have to buy window screens or storm windows—or both. These are expensive items to a new home owner. And they are usually sold by a supplier other than yourself. In other words, you lose the profit on this part of your job!

But let's forget the obvious advantages a home owner will get from a Rusco Prime Window. Instead, let's talk about what these truly modern windows will do for you.

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This fully prefabricated, ready-to-install window is one of the greatest time and money savers a builder can use. Here is a complete window unit—available in many sizes, styles and shapes—that can be installed on the job in a matter of minutes!

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- MADE OF TUBULAR GALVANIZED STEEL. The special purpose steel that prevents corrosion—bond-erized and finished in beautiful baked-on enamel just like a fine automobile.
- ADDS TO PROPERTY SALABILITY. Nationally advertised—with universal consumer-acceptance—the RUSSCO PRIME WINDOW is a needed, wanted and highly merchandisable unit. The hottest news in the field of building today.

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HORIZONTAL-SLIDE PRIME WINDOW

The most advanced, ready-to-install window design on the market. This Rusco model was engineered to meet the demands of builders and architects engaged in the construction of ranch-type housing and other styles requiring relatively high window placement. This style is also becoming increasingly popular when used as flankers with a fixed picture-window. Completely prefabricated, they are easy to install in minutes—on the job!

FULVUE PRIME WINDOWS

This window—a basic vertical slide unit—is highly flexible when used where "walls of glass" or any large glass area is an important part of the architectural design. Units are easily and inexpensively joined in series with Rusco's streamlined mullions. Available in a wide range of sizes in 2-panel, 3-panel and 4-panel high units. The Rusco Fulvue is another example of the completeness of the line. When you know the Rusco Prime Window features—you'll find the style to meet any window treatment you want.

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This Aluminum Prime Window is the newest member of the Rusco family. The Awning Type offers architects and builders another important window treatment with all the precision-built qualities and installation economy features that all Rusco Windows are famous for! This window permits complete control of ventilation from the inside of the home. Two or more of any standard types of Rusco Awning Windows may be combined horizontally or vertically where large glass areas are desired.

- Eliminate on-the-job glazing, painting, re-fitting, later adjusting
- Make big savings in installation time and cost
- Fully weatherstripped with built-in felt-weatherstripping
- No sash cords, weights or balances. Hardware attached
- Glass panels move smoothly, quietly, effortlessly in felt-lined slides
- All vertical slide units have positive automatic springbolt locking in closed and ventilating positions

RUSCO
Hot-Dipped Galvanized Steel
PRIME WINDOWS
RUSCO GLASS LOUVER JALOUSIE WINDOWS
add beauty and distinction—permit maximum ventilation.

Builders are finding this an ideal window treatment for kitchen and bathrooms. The Jalousie Window permits unobstructed view—provides 100% ventilation if desired and is adjustable for any desired degree of ventilation while protecting against rain. Available with interchangeable full screen and insulating glass panels. These windows may be obtained with either clear or frosted glass panels to fit individual needs. One of the important reasons Builders like these windows is the practical way they control ventilation where cooking odors or steam is a problem.

RUSCO’S NEW SCREEN DOOR
becomes a combination screen and storm door with weathertight glass inserts.

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Rusco products are made by The F. C. Russell Company—the world’s largest manufacturer of metal windows and doors. These famous quality products carry The Russell Guarantee and are sold by a national network of Rusco Prime Window Distributors and Dealers equipped to give you fast, efficient service and delivery.

The F. C. Russell Company is a member of The Rice Leaders of the World Association—an organization of business leaders selected by The Foundation—in recognition of business integrity and product quality! The F. C. Russell Company is an AAA-1 organization you can depend on.

THE F. C. RUSSELL COMPANY
CLEVELAND 1, OHIO • IN CANADA: TORONTO 13, ONTARIO

ABSTRACT: This is the first article the HHFA's Technical Bulletin has devoted expressly to a proprietary construction method. The Yount-Slick system is an in-house type building which shows promise of substantial cost savings, and so contributes to achievement of the national housing objectives set by Congress in the Housing Act of 1949. It is intended from time to time to publish other articles of a similar nature. Article is illustrated by five photographs.


ABSTRACT: Under an HHFA research project, New York University conducted a test to determine techniques for low-cost house construction which would produce a house and material without a corresponding reduction in quality. This article consists of an interim report from New York University concerning ongoing construction. Other phases of the test will be reported upon later.


(f) Concrete and Concrete Aggregates


(g) Plumbing and Piping


(553) PLUMBING MANUAL—Report of Subcommittee on Plumbing, Central Housing Committee on Research, Design, Construction, Chairman of Subcommittee.
Tennessee builder saves

Insulite's Shingle-

A. K. Stewart, Knoxville, Tenn. saves $102 on homes like this with Insulite's Shingle-Backer System. As Mr. Stewart puts it, "Bildrite and Shingle-Backer go up fast... cut sheathing and under-coursing time almost in half and eliminate costly waste. This approved system gives me a better home, while it cuts costs." Following pictures show how.

This is the system that saves money for you. Developed by Insulite, this combination makes a strong, tight exterior wall with more than twice the insulation value of wood sheathing, felt and double-course wood shingles combined: (1) Bildrite Sheathing (2) Shingle-Backer (3) Outer-course Shingles (4) Grooved Nail. Withstands 250 M.P.H. winds.

INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

See how you can build better and save. Write Insulite, Minneapolis 2, Minn., for free cost-comparison forms and picture literature.

Build better and
$102 per home with Backer System

Bildrite Sheathing goes up faster, easier.
Cuts application time as much as 43%. 4-ft. sheets have twice the bracing strength of horizontal wood sheathing, thus save corner-bracing. Waterproofed throughout with asphalt... eliminates need for building paper. Can be used or stored anywhere in any weather. Practically eliminates cutting and matching waste.

Insulite Shingle-Backer speeds completions. Adds extra insulation value to sidewall. Developed by Insulite, the handy panels apply far faster and easier than wood under-course shingles... cut application time in half. Produce deep, modern shadow lines. Eliminate waste. Waterproofed throughout with asphalt. Comes in easy-to-handle packages.

save with **INSULITE**
Made of hardy Northern wood


(562) INDIVIDUAL SEWAGE DISPOSAL SYSTEMS—Recommendations of the Joint Committee on Rural Sanitation (For the members of this Committee, see the "Addresses," section, which was published by the Federal Security Agency, Public Health Service, Division of Public Health Methods, Washington, D. C. — 33 pages; price: 15¢. Order copies from Superintendent of Documents, U. S. Government Printing Office, Washington, D. C.


(565) SEPTIC TANK SYSTEMS FOR DWELLINGS (Construction Aid 52) Connection to Public Sewer: (a) Individual disposal system approval required; (b) Design assistance; (c) Type of System. (a) Some locations unsuitable;
Cut fastening costs up to 80% on heating and air conditioning installations... with the REMINGTON STUD DRIVER

"It saves us money on every fixture we install"—that's the kind of report we're getting every day on the Remington Stud Driver. Big savings just naturally result from the amazing speed of this powder-actuated tool. It sets as many as 5 studs a minute in steel or concrete!

You'll find real economy, too, in the fact that the Stud Driver is completely self-powered—no need for extra equipment, wires or cables. Compact and portable, the tool is designed in every way for easy handling. And since it weighs only 6 pounds, it's ideal for working overhead and in confined spaces.

What's your fastening job? Whether it's fastening pipe to walls and ceilings or anchoring fixtures to concrete floors, you'll save money with the Remington Stud Driver. For complete information on how to cut your fastening costs, just send in the coupon below.

QUESTIONS YOU ARE ASKING

QUESTION:
What are the studs made of?

ANSWER:
Genuine Remington studs are made of a selected molybdenum-bearing alloy steel, heat-treated for required hardness and ductility properties. All are plated for protection against corrosion.

"If It's Remington—It's Right"

Remington

MAIL THIS COUPON TODAY

Industrial Sales Division, Dept. AB-4
Remington Arms Company, Inc.
Bridgeport 2, Connecticut

Please send me free copies of the new booklets showing how I can cut my fastening costs.

Name__________________________
Position_______________________
Firm___________________________
Address________________________
City___________________________State__________________________
Here the all-hydraulic Hydrocrane spots a concrete bucket pouring footing. By telescoping boom in and out load can be positioned without moving crane an inch — particularly valuable on indoor jobs where walls and ceilings restrict hoisting or lowering boom. Note how high the boom is mounted on "A" frame. You can set boom parallel to ground and poke the nose straight in and out of the spot where you're loading.

**HYDROCRAINE** Changes Boom Length While It Works — noses in and out, speeds up construction

A boom with an 8-ft. telescoping section that can slide in and out hydraulically while crane is working — that's the made-for-builders feature you get with a Bucyrus-Erie Hydrocrane. Telescoping section extends or retracts either while boom is stationary or during boom hoist or line hoist. With this outstanding feature, operators have offset boom into windows, between girders, over walls — quickly slipping beams, flooring, store facing into places an ordinary crane couldn't reach.

**Compact Hydrocrane a "Squeeze-In" Specialist**

Extremely short tail swing (about 4½ ft.), low overall height, and independent boom hoist plus boom telescope permit almost unbelievable maneuverability on erecting and material spotting jobs.

**Make the "Reach" Test — Right on Your Job**

Find out exactly what the telescoping Hydrocrane can do for you — put it to work erecting steel, placing pre-cast beams, pouring concrete, moving fixtures and materials. Add up the minutes, hours, and dollars this reaching boom can save you. Arrange for a demonstration now. Send for new literature explaining remote control, self-power, power concentration selector unit and many other features.

**BUCYRUS-ERIE COMPANY**
South Milwaukee, Wisconsin
Reed Suburban—32" Fan, Complete With Shutter—Can Be Installed in 36" Hallway

Specifications and Dimension Data

<table>
<thead>
<tr>
<th>Catalog Number</th>
<th>Air Cap. CFM*</th>
<th>1/10&quot; S.F.</th>
<th>Blade Motor</th>
<th>Frame Dimens.</th>
<th>Fan Height</th>
<th>Approx. Shipping Weight</th>
<th>Fan Shutter</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSV-32</td>
<td>8,100</td>
<td>6,800</td>
<td>478</td>
<td>1/3</td>
<td>36½&quot;</td>
<td>17&quot;</td>
<td>77 lbs.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>39½&quot;</td>
<td>14 lbs.</td>
<td>25 lbs.</td>
</tr>
</tbody>
</table>

Shutter Dimens. Width Length
34½" 34½" 17" 14 Sq. Ft.

<table>
<thead>
<tr>
<th>Fan Dimens. Width</th>
<th>Flange Length</th>
<th>Finished Wall Opening</th>
<th>Fan Height Above Joists</th>
<th>Net Attic Exhaust Area Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>36½&quot;</td>
<td>39½&quot;</td>
<td>34½&quot;</td>
<td>32½&quot; x 36½&quot;</td>
<td>17&quot;</td>
</tr>
</tbody>
</table>

*Air Deliveries are in accordance with the Standard Test Code for Centrifugal and Axial Fans and conform with the U. S. Department of Commerce Commercial Standard No. C5 175-51.

**General Electric All-Angle Motor, 115v-60cy., Single Phase

Reed Unit-Fans, Inc., 1001 Saint Charles Ave., New Orleans, La.

When you learn the facts about the new Reed Suburban Attic Fan, you'll agree that here is a builder-installed plus that makes for livability and saleability. Priced competitively low, built to Reed high standards of quality, the Suburban gives you the distinct advantage of offering a name product with high performance comfortably within normal bill of material estimates. Complete details furnished when you write.

THE REED SUBURBAN OFFERS:

- Certified BIG LOAD Air Delivery
- G. E. All-Angle Motor
- Permanently-lubricated Ball-Bearing Blade Shaft
- Motor Needs No Further Lubrication
- Counter-Balanced Blades and Pulley
- All-Steel, Electro-Welded Case
- Completely Automatic Aluminum Shutter

Manufacturers of Quality Ventilating Products for Home and Industry

ATTIC FANS  WINDOW FANS  PORTABLE FANS  EXHAUST FANS

APRIL 1955


(607) "THREE MODELS LOAD 7 DIFFERENT STAPLE SIZES—RANGING FROM 3/16" TO 9/16" LEG LENGTHS. TRY THEM AT YOUR DEALER! SEE FOR YOURSELF HOW ARROW TACKERS SAVE YOU TIME—LABOR—MONEY!

(608) "HEATING SYSTEMS, EQUIPMENT AND TECHNIQUES"


(614) "PERFORMANCE OF MASONRY CHIMNEYS FOR HOUSES" by B. K. Tulman; published by Housing and Home Finance Agency Division of Housing Research, Washington, D. C., as "Housing Research Paper No. 17.


(644) "REPORT ON TESTS FOR CONDENSATION ON REFLECTIVE INSULATION UNDER WOODEN FLOORS" by Laurence Shuman; in Technical Bulletin No. 12; published May-July 1950 by the Housing and Home Finance Agency, Division of
Sign up with National Homes —

... and watch your

DOLLAR-VOLUME PROFIT GO UP!

Greatest "HOUSE PACKAGE" ever offered to Builders!

- A publicly accepted prestige product backed by the leader in the industry.
- Site planning by experts; assistance on land acquisition.
- Beauty and variety unlimited—widest range of plans and exteriors, designed by Charles M. Goodman, A.I.A.
- Smartest color styling by Beatrice West, noted authority.
- A home for every prospect! Nation's most complete line, with styles and sizes from $5,000 to $20,000.
- Complete house-package from a single source—no warehousing, no inventory; less invested capital required.
- Entire package PRE-SOLD by dynamic full-color ads in leading magazines plus unmatched local advertising and promotion.

ONE OUT OF EVERY 48 HOMES BEING BUILT IN AMERICA TODAY IS PRODUCED BY... National Homes

The LEADER in Beauty, Value, Sales—National Homes—gives builders far more than the component parts of a house. The National way leads directly to more sales, more homes built, more rapid turnover of capital. Result: more dollar-volume profit for the time and money you invest. Go National and go places this year! Write for the franchise facts.

National Homes Corporation, Lafayette, Indiana
KennatraceK sliding door hardware

CABINET AND WARDROBE BY-PASSING DOORS

Series 250-A

For ⅜" cabinet and other short length by-passing doors. Exclusive step-up design hides track and hangers. Min. headroom required 1½".

Series 600

For 1½" and 1¾" wardrobe by-passing doors. Center mounted adjustable hangers provide even distribution of door weight over 8 nylon wheels. Min. headroom 1½". Max. door weight 100 lbs.

Series 650

For 1½" and 1¾" wardrobe by-passing doors. Exclusive non-adjustable hangers permit extra neat and secure installations. Min. headroom 1½". Max. door weight 100 lbs.

Scottie Series

For ⅜", ⅝", 1½", 1¾", and 2⅛" by-passing doors—the high quality, low cost sliding door hardware. One inch nylon wheels—adjustable grip lock hangers. Min. headroom 1½". Max. door weight 75 lbs.

KennatracK ACCESSORIES

LOCKS, PULLS, LATCHES, DOOR GUIDES AND STOPS

- EASY TO INSTALL
- ALUMINUM TRACK

Molded nylon Kennaguides included with all series. Can be used with or without millwork for single or by-passing doors regardless of thickness. Slotted screw holes permit fine adjustment.

A complete selection of hardware. Solid brass accessories for every sliding door installation. Available in all standard finishes. Kennalock No. 1420 is also available in split finishes.
**Series 300**

For 3/8"-1 3/8" open and closed pocket doors. Exclusive non-adjustable hangers permit extra neat and secure installations. Min. headroom 1". Max. door weight 100 lbs.

<table>
<thead>
<tr>
<th>DOOR WIDTH</th>
<th>ROUGH OPENING WIDTH</th>
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<tbody>
<tr>
<td>24&quot;</td>
<td>49 1/4&quot;</td>
</tr>
<tr>
<td>28&quot;</td>
<td>57 1/4&quot;</td>
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<td>30&quot;</td>
<td>61 1/4&quot;</td>
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<tr>
<td>32&quot;</td>
<td>65 1/4&quot;</td>
</tr>
<tr>
<td>36&quot;</td>
<td>73 1/4&quot;</td>
</tr>
</tbody>
</table>

For other width doors: 2 x door width plus 1 1/8". Rough opening height = door height + 3 1/2".

**Series 350**

For 1 3/8" closed pocket door installations. Center mounted adjustable hangers provide even distribution of door weight over 8 nylon wheels. Min. headroom 1 1/8". Max. door weight 100 lbs.

<table>
<thead>
<tr>
<th>DOOR WIDTH</th>
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</tr>
</thead>
<tbody>
<tr>
<td>24&quot;</td>
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<td>65 1/4&quot;</td>
</tr>
<tr>
<td>36&quot;</td>
<td>73 1/4&quot;</td>
</tr>
</tbody>
</table>

For other width doors: 2 x door width plus 1 1/8". Rough opening height = door height + 1 3/4".

**Series 400-A**

For 1 3/8" closed pocket or heavy bypassing doors. Adjustable precision ball-bearing hangers for easy alignment of door and smooth operation. No millwork required. Min. headroom 2 3/4". Max. door weight 150 lbs.

<table>
<thead>
<tr>
<th>DOOR WIDTH</th>
<th>ROUGH OPENING WIDTH</th>
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</thead>
<tbody>
<tr>
<td>24&quot;</td>
<td>49 1/4&quot;</td>
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<tr>
<td>32&quot;</td>
<td>65 1/4&quot;</td>
</tr>
<tr>
<td>36&quot;</td>
<td>73 1/4&quot;</td>
</tr>
</tbody>
</table>

Any door width 2 x door width plus 1 1/4". Rough opening height = door height + 3 1/4".

Lengths up to 20 feet available on special order.

---

**ALL-STEEL KENNAFRAME WALL POCKET**

The simplest and surest way to install a 13 3/8" door that slides into the wall is to use prefabricated, WARP-PROOF KENNAFRAME. Adjustable three ways to fit all 2 x 4 walls. Takes any type wall finish. Nails can not pierce steel jamb to damage door. Installs in record time.

![Kennaframe 900](https://example.com/kennaframe-900.png)

KENNAFRAME 800 has Series 350 factory installed. Header and jams prime coated.

KENNAFRAME 900 has Series 350 factory installed.

**COMPLETE PACKAGE**

for easy storage, handling and assembly. Track and hangers are secured to header. Wood nailing strips are in place, jams properly spaced, all required bolts, nuts, screws and instructions included.

**WARP-PROOF-PREFABRICATED-ADJUSTABLE-TROUBLE-FREE**

---

**FREE** Buyer's Guide takes the guesswork out of selecting and installing sliding door hardware. Completely describes and illustrates the full line. Write today for your copy.

**KennontracK**

COPORATION

ELKHART, INDIANA

**NYLON WHEELS**

**PACKAGED SETS**

APRIL 1955
PART V

(a) Analysis of the Industry


(802) "THE BUSINESS OF HOUSEBUILDING"—Chapter 3 (pages 59-94) of AMERICAN HOUSING: PROBLEMS AND PROSPECTS; The Factual Findings By Miles L. Colean; published by The National Bureau of Standards, Washington, D. C., 1949-1953; 466 pages; price: $3.00


(q) Quantities of Building Materials Consumed


Management of the Home Building Business


(807) "THE BACKWARDNESS OF THE HOUSEBUILDING INDUSTRY"—(Conclusions and Recommendations of the Committee of American Standards and Prospects; The Factual Findings By Miles L. Colean; The
Today's home buyers are looking for the kind of clean, functional simplicity you find in Morrison Roly-Doors.

Smart looking, blending smoothly with all types of architecture, they bring the garage into proper perspective with the rest of the house.

Bonded Steel Construction provides durable, lasting beauty in a modern, weatherproof garage door that won't rot, warp, sag or absorb moisture.

Smooth, Safe, Silent, Effortless operation is a sales-clincher for every prospect who raises and lowers a Roly-Door.

Low installed cost, you can install Roly-Doors on your homes for the same price as ordinary garage doors.

Over 100 standard sizes, there's a Roly-Door for every size and type home.

Write for complete details
See why better builders everywhere are using Morrison Roly-Doors.

Roly-Door Division, Morrison Steel Products, Inc.
664 Amherst Street, Buffalo 7, New York
Send us complete information on Roly-Doors and the name of the nearest Roly-Door Distributor.

Name
Title
Firm Name
Street Address
City Zone State

In Canada, Roly-Door Distributors, Ltd., 1330 Bloor Street, W., Toronto 4
Also manufacturers of MOR-SUN Warm Air Furnaces and Morrison Service Bodies

Your Roly-Door Distributor also has a complete line of Roly-Doors for all commercial and industrial applications. Ask about them today.
EXTRUDED ALUMINUM

THRESHOLDS

Complete pre-packaged units available with weatherproof J-hooks, all screws and nails. Easy-to-sell, ready to install.

WE OFFER

- Aluminum extrusions
- Aluminum mouldings
- Stainless steel channels
- Stainless steel trim and mouldings.

You make a generous margin when you feature the National line. Guaranteed quality in Polished or Industrial finish. Write today!

GREAT PROFITS from the growing market in "DO-IT-YOURSELF"

Chromoid can double your income! FREE CATALOGUE

MADE TO EXACTING SPECIFICATIONS

Wood Screws—Philips or Slotted; flat, round and oval in steel, brass, silicon bronze, aluminum and stainless steel; sizes 3/16" No. 0 to 7" No. 10. Stove Bolts—slotted steel in round and flat head styles.

Packaging: Wood screws and stove bolts in attractive, new, confusion-proof, soil and moisture resistant green boxes with easy identification label. Bulk screws in indestructible steel cans with replaceable lids. Prompt service.

Write for free color label chart, package stock guide, bulk stock list.

Box 1361-A

SOUTHERN SCREW COMPANY

WOOD SCREWS

In Bulk Only: Machine Screws • A & B Tapping Screws • Hanger Bolts • Carriage Bolts

Factory Warehouses: New York, N. Y. • Chicago, Ill. • Los Angeles, Calif. • Dallas, Texas

Sold Through Leading Wholesale Distributors

Important dollar-saving news for door hardware buyers!

Announcing

MORGAN-WIGHTMAN'S

OWN WINDSOR LOCKSET LINE!

Windsor 500 Series: Highest Quality Locksets and Latches, in the low price field!

Windsor 800 Series: Finest Quality Semi-Heavy Duty Type Cylindrical Locksets and Latches.

Unconditionally Guaranteed • Sturdy Solid Steel Spindles

ready to meet today's demands for Top QUALITY at LOW PRICE!

It's New... It's Exclusive... Morgan-Wightman's own new Windsor Lock... Unconditionally guaranteed by Morgan-Wightman for the life of the building!

Impossible to match Windsor Line high quality with its low, low price anywhere! All WINDSOR locksets and latches are engineered to perfection... made for quick, easy, self-aligning installation. Modern compact design—equipped with sturdy solid steel spindles—(not brittle die-cast.) Available in polished brass or aluminum.

Write for MW's big NEW 88 page catalog giving full information on the Windsor lock line. It's FREE!

IF YOU BUY: HARDWARE • MILLWORK or BUILDING SUPPLIES—write for MW's big 88 page catalog—now! Shows more than 3,500 Different Building Supply Items!

BIG ST. LOUIS INVENTORIES! Everything you need—including "hard-to-get" items and odd sizes. Orders Filled Same Day!

SEND NOW FOR FREE NEW CATALOG Shows More Than 3,500 Different Building Supply Items:

Morgan-Wightman Supply Company, Dept. 16
1641 Saltman Ave., St. Louis 30, Mo.

Please rush me your big free catalog No. 155

NAME ____________________________

COMPANY ____________________________

ADDRESS ____________________________

CITY __________ ZONE __________ STATE

MORGAN-WIGHTMAN
Supply Co. St. Louis 30, Mo.
Financing


(a) Theory and Principles of Housing Finance


(847) "NATIONAL AND LOCAL MORTGAGE MARKET STRUCTURES"—Chapter 9 (pages 225-250) of AMERICAN HOUSING; PROBLEMS AND PROSPECTS; The Factual Findings by Miles L. Coleen; The Program By The Housing Committee; published by The Twentieth Century Fund, New York, N. Y., 1944—466 pages; price: $3.00

(849) "RELATION OF FINANCE TO THE PROBLEM OF DISTRIBUTION"—Section 3 of Chapter 11: Removing the Obstacles, of AMERICAN HOUSING; PROBLEMS AND PROSPECTS; The Factual Findings by Miles L. Coleen; The Program By The Housing Committee; published by The Twentieth Century Fund, New York, N. Y., 1944—466 pages; price: $3.00

(850) "PROBLEMS IN INVESTMENT AND FINANCE" (Conclusions concerning)—Section 1(d) of Chapter 12: Conclusions and Recommendations of the Housing Committee; of AMERICAN HOUSING; PROBLEMS AND PROSPECTS; The Factual Findings by Miles L. Coleen; The Program By The Housing Committee; published by The Twentieth Century Fund, New York, N. Y., 1944—466 pages; Price: $3.00

(851) "GOVERNMENT AND HOUSING FINANCE"—Section 2 of Chapter 13: Financing the Housing Market, of AMERICAN HOUSING; PROBLEMS AND PROSPECTS; The Factual Findings by Miles L. Coleen; The Program By The Housing Committee; published by The Twentieth Century Fund, New York, N. Y., 1944—466 pages; price: $3.00
Everybody wants MORE OUTLETS! The house with plenty of outlets rates highest with home buyers... Plugmold provides these outlets quickly, easily, and inexpensively, and adds a strong, visible sales appeal to your homes and buildings.

INSTALL PLUGMOLD — the electrical outlet system that stays modern. Plugmold makes any building a better building... provides more outlets right at the point of use. This modern, multi-outlet system can be installed easily and quickly in new or existing buildings. It answers the need for more outlets in homes, stores, office buildings, factories, schools, hospitals... everywhere electricity is used for modern living and working.

A NATURAL for MODERNIZATION. Plugmold is the ideal way to modernize electrical convenience in older buildings, too. It can be installed along any wall surface, counter, desk, shelf, or workbench without channeling into walls or floors.

10 Typical Details show how easily Plugmold 2000 fits ANY type Residential Construction

Stocked by electrical wholesalers, installed by electrical contractors... everywhere.

The services of our engineering staff are available to help with any wiring problem you have. Write to Dept. B4.


(859) "FINANCING PROBLEMS" (of Subdividing) — Chapter 12 (pages 100-106) of REAL ESTATE SUBDIVISIONS by Stanley L. McMichael; published by Frentice-Hall, Inc., New York, N.Y., 1949.—533 pages; price: $5.75.


How prefabricated home manufacturers and dealers in the Midwest have been able to finance the erection of prefabricated houses. The marketing of prefabricated houses is shown to involve a complex of factors. A study of how prefabricated houses have been marketed in the Midwest shows the various types of customers and the marketing practices used. The results of a survey of prefabricated house manufacturers and dealers in the Midwest have been analyzed, and the results are presented in a way that will be useful to those interested in the marketing of prefabricated houses. As more manufacturers learn of successful methods of financing the construction of prefabricated houses, they will be encouraged to participate in the activity. The study also shows the capital requirements and procedures necessary for successful financing; this knowledge will help them achieve lower costs through more efficient operation.

(b) Application of the Method (Prototype Studies)


AMERICAN BUILDER
PART VII

Labor Relations


ABSTRACT: This book (published in 1951) sought to describe the major industrial problems in the construction industry, to relate them to the technical changes they bring about, and to present the results of an investigation of the extent of labor-management cooperation and the effect of any problems involving safety, economics, and labor relations in the construction industry. The book is intended for use by persons responsible for labor relations in the construction industry. Price: $3.00. (Order from the publisher.)


ABSTRACT: This book is a study of the labor-management relations in the building industry, with emphasis on the problems of wage rates, working conditions, and the effects of technological change. The book is based on interviews with contractors, labor leaders, and workers, and on a study of the building industry in several cities. Price: $5.00. Order from Harvard University Press.

(893) BOOKLETS CONCERNING THE TRAINING OF APPRENTICES IN THE BUILDING INDUSTRY; the following booklets have been published by the U.S. Department of Labor, Bureau of Apprenticeship, Washington 25, D.C. They were either prepared by the Bureau of Apprenticeship (formerly known as Apprentice-Training Service) of which W. F. Patterson is Director, or procured by the Superintendent of Documents. Order copies from Superintendent of Documents, U.S. Government Printing Office, Washington, D.C.


(e) "The New York Public Service Commission on Apprenticeship and Training in Construction, prepared for the Construction and Civic Development Department by the Subcommittee on Apprenticeship and Training composed of members of the National Association of Master Builders, the Boy Scouts of America, the National Association of Housing Authorities, and the United States Chamber of Commerce of the United States, 1950; 20 pages; price: No charge.

ABSTRACT: This booklet is a guide to the apprenticeship programs in the construction industry. It is intended for use by persons responsible for labor relations in the construction industry. Price: $1.00. Order from the publisher.

NOTE: In addition to the above, the Bureau of Apprenticeship is developing or revising National Apprenticeship Standards in various crafts. These standards are currently being prepared for publication. These standards are available at no charge to the publisher.

(894) RELATED INSTRUCTION—A KEY TO APPRENTICE TRAINING IN CONSTRUCTION; prepared for the Construction and Civic Development Department by the Subcommittee on Apprenticeship and Training (Norman P. Mason, Chairman) by the Subcommittee on Apprenticeship and Training (W. A. Snow, Chairman); published by Construction and Civic Development Department, Chamber of Commerce of the United States, Washington, D.C.—Issued November 1950; 20 pages; price: No charge. (Order copies from Superintendent of Documents.)

ABSTRACT: This booklet is a guide to the apprenticeship programs in the construction industry. It is intended for use by persons responsible for labor relations in the construction industry. Price: No charge. Order from the publisher.

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PART VIII

Building, Zoning, and Subdivision Regulations

(a) Building Codes and Regulations


(b) Plumbing Codes


(c) Zoning Regulations


"We offer
FIRE RESISTANT
INTERIORS plus
LASTING BEAUTY
with Gold Bond
LATH and PLASTER"

F. G. ALEXANDER, President, Kraus-Alexander
Construction Company, Cuyahoga Falls, Ohio, builder of this distinctive two-story home, and
member of Akron Builders Exchange and Home
Builders Association.
Plastering Contractor: James Cukr.

ROY NELSON, President, Roy Nelson Builders,
Cincinnati, Ohio, builder of this spacious ranch-
tyle home, and past Vice-President and present
member of the Board of Directors of the Cincin-
ati Home Builders Association.
Plastering Contractor: Joseph Tasset.

"Many of the prospective homeowners who
visit our development comment on the fine lath
and plaster interiors," says Mr. F. G. Alexander,
project home builder. "We're proud of the way
we build...that's why we use Gold Bond Lath
and Plaster to get smooth, strong, fireproof
walls and ceilings every time."

Mr. Roy Nelson, builder of custom homes,
says: 'Over the years we've found that we are able
to create a wide variety of distinctive interiors
in our luxury homes when we build with lath and
plaster. And for quality insurance we use Gold
Bond...it gives consistently high performance.'

Successful home builders like Mr. Alexander
and Mr. Nelson know that, regardless of price
range, Gold Bond Gypsum Lath and Plaster
interiors help turn prospects into owners.

Put real sell into your interiors with lasting
strength, fire protection and beauty...use Gold
Bond Lath and Plaster. These products are espe-
cially designed to work with each other. When
you use them together, you take advantage of
Gold Bond "Undivided Responsibility" by
placing full responsibility on one reliable man-
ufacturer—National Gypsum Company—for
performance of all products.

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

Build better with
Gold Bond

LATH AND PLASTER

APRIL 1955

(942) SUGGESTED LAND SUBDIVISION REGULATIONS—Prepared in the Housing and Home Finance Agency by the Division of Housing Research and the Community Planning Branch of the Division of Slum Clearance and Urban Redevelopment, Office of the Administrator, and the Land Planning Section, Federal Housing Administration. Published by the Housing and Home Finance Agency, Division of Housing Research, Washington, D. C., February 1952.

(943) SUBDIVISION REGULATIONS: AN ANALYSIS OF LAND SUBDIVISION CONTROL PRACTICES by Harold W. Lautner; published by Public Administration Service, Chicago, Illinois, 1941.


PART IX

(a) Real Estate Sales Principles


(b) Advertising


(985) "DIRECT MAIL ADVERTISING"—Chapter 4 (pages 351-357) of Section Eight: Advertising, of THE REAL ESTATE HANDBOOK; edited by Lawrence G. Holmes and Carrie Maude Jones; published by Prentice-Hall, Inc., New York, N. Y., 1948.

(c) Selling Techniques


(1005) "CLOSING THE DEAL"—Chapter 6 (pages 59-62) in Section
IMMEDIATE DELIVERY!

Build More Saleable Area into Homes with BESSLER

Disappearing Stairways

1. The ORIGINAL disappearing stairway—made for over 40 years.
2. A real stairway—not a ladder.
3. Seven well-engineered models—for every need.
4. Safely designed in every detail for your protection.
5. Suitable for the finest homes—old and new.
6. Operates from above and below.
7. Full width treads—SAFE for everyone.
8. All steps are of equal length.
9. Treads and stringers are made of softwood.
10. Full door width provides ample access for large objects.
11. Full length SAFE handrail.
12. Accurate architectural designs ensure ease and SAFE ascending and descending.
13. All metal parts are made of strong. SAFE pressed steel.
14. Exposed always available on quick order for all models—no "orphans."
15. Features made of white flue and F12 in 2-panel and flush type hardboard doors in finish type only.
16. Tailored for all heights—no start or stop area.
17. Hundreds of thousands in daily use in homes throughout the country.
18. IMMEDIATE DELIVERY!

The BESSLER DISAPPEARING STAIRWAY CO.
1900-A East Market Street, Akron 5, Ohio

FREE! New Catalog!
Illustrates and describes complete line of every Beessler stairway. You'll be able to select the stairway to meet all your needs. This new catalog should be in your files for trade reference—write for your copy now!

THE BESSLER DISAPPEARING STAIRWAY CO.
1900-A East Market Street, Akron 5, Ohio

' TV ' WIRING DEVICES

for homes, hotels, apartments, schools, etc.

WALL SOCKETS, PLUGS, CONDUIT, ENTRANCES, SWITCHES, COUPLERS.

MOSLEY TV Lead-in Wall Socket harmonizes with all electrical wall plates. Supplied with Metal Flap and attractive brown or ivory face plate. Cat. No. F-12, List Price, only $1.95.

MOSLEY TV Wiring Materials are available at Radio and Television Parts Distributors - coast-to-coast. Write for name of nearest supplier. Free Catalog and booklet "How Builders Fit Into The TV Picture".

MOSLEY ELECTRONICS, Inc.
8622 St. Charles Rock Rd., St. Louis 14, Missouri

New Homes...and Remodeled Homes...Have Added Selling Values

When Equipped With

Niagara
Activated Heat
FURNACES*

There's a Niagara for Any Heating Requirement... deluxe Niagara Series 50 gas for large homes as well as "high-boy" units for basementless homes, both gas-fired and oil fired, or oil-gas convertible.

Niagara Series 50 Deluxe Furnaces provide the utmost in heating equipment... a completely automatic winter air conditioner... 3-speed blower... cast-iron heat exchanger... durable iron alloy combustion chamber... capacities up to 180,000 Btu.

Convertible Oil-Gas Furnaces.
Offer your owners the great advantage of choice of fuel. Exceptionally complete units, either down-flow for perimeter heating or conventional up-flow.

*Summer Cooling, Too. Niagara cooling units for dehumidified, refrigerated air in the summer can be attached to Niagara or other existing forced-air furnaces—the modern idea in greater home comfort and value.

Ask your heating contractor for full details of the complete Niagara line, or write us.

NIAGARA FURNACE DIVISION
The Forest City Foundries Co.
2500 West 27th Street • Cleveland 13, Ohio
Home Modernizing

HOME MODERNIZING by Samuel Paul and Robert B. Store, with illustrations by George Cooper Rudolph; published by H. Stuttman Co., New York, 1953.—383 pages; price: $5.95. Order copies from Garden City Books, Garden City, N. Y.

ABSTRACT. This is a book of how-to-do-it guidance for builders and home owners faced with the problem of modernizing the 45 million American homes which are now at least twenty years old.

Maintenance

Methods, plans and specifications are given on such problems as how to add a bathroom, enclose a porch, create more closet space, install proper illumination, build basement play yards, etc. Typical sub-headings include: how to finance modernizing work, placing your television set; design; to plan color schemes; modern compact laundry; the powder room; how to damp-proof the basement; adding dormer windows; safe stairways; painting techniques; rewiring, the thermostat and weather vane; insulated siding; termite control; the carpent; garden pools and swimming pools; and barbecues.
Zoning a Thrush Radiant Water Heating System is simple and inexpensive... it's a big feature in selling the home. It increases comfort while reducing fuel bills... and the Thrush method of zoning is low in cost. Just three simple units are needed for each zone... a Thrush Circulator, Flow Control Valve and Radiant Heat Control. As many zones as may be required can all be supplied from one automatically-fired boiler.

Heat is transmitted only when needed in any zone, without affecting other zones. Here's the ideal heating method for apartments, motels and store buildings as well as homes. Hot water heat is mild, easily controlled, quiet and clean. Any home is a better home with Thrush Radiant Hot Water Heat.

For more information please see our Catalog in Sweets or write Department G-4 today.
ABSTRACT. The Housing Statistics Handbook was prepared by the National Housing Agency and the Housing and Home Finance Agency. The handbook presents statistical information on the nation's housing situation, including data on housing starts, completions, sales, financing, and housing distress. It is intended for use by government agencies, businesses, and individuals interested in the housing market.

(1082) HOUSING STATISTICS; prepared under the direction of E. Everett Ashley, 3rd, in the Division of Plans and Programs, Housing and Home Finance Agency, published by the Housing and Home Finance Agency, Washington, D.C., Order copies from E. Everett Ashley, 3rd, Division of Plans and Programs, Office of the Administrator, Housing and Home Finance Agency, Washington 25, D.C.

ABSTRACT. Housing Statistics is published bimonthly and contains statistical data on the nation's housing situation. The data includes information on housing starts, completions, sales, financing, and housing distress. The data is compiled from various sources and is intended for use by government agencies, businesses, and individuals interested in the housing market.

(1083) THE CONSTRUCTION INDUSTRY IN THE UNITED STATES; prepared by Division of Construction and Public Employment, B. Byer, Chief, Bureau of Labor Statistics, United States Department of Labor; published for the United States Department of Labor, as Bulletin No. 766, in 1944.

ABSTRACT. This is a statistical report showing trends in construction expenditures, employment, and volume in the United States with special reference to building construction and emphasis on activities in 1944 and 1945. It also contains a discussion of the state of the building industry and the factors affecting it. The report is intended for use by governments, businesses, and individuals interested in the construction industry.

(1084) CONSTRUCTION (HOUSING, PRICES, VOLUME, EMPLOYMENT); prepared by Division of Construction Statistics, H. E. Riley, Chief; published monthly by U. S. Department of Labor, as published in the Federal Register, Washington 25, D.C.

ABSTRACT. This is a monthly publication giving data on construction expenditures, employment, and volume in the United States. The data is compiled from various sources and is intended for use by government agencies, businesses, and individuals interested in the construction industry.


ABSTRACT. This is a monthly industry report which contains data on construction expenditures, contract awards, building costs, building materials production and shipments, and analysis of current developments, periodic outlook, and special articles.

(1086) NEW DWELLING UNITS AUTHORIZED BY LOCAL BUILDING PERMITS; prepared and published by the Bureau of Labor Statistics, U. S. Department of Labor, Washington 25, D.C.

ABSTRACT. This is a monthly publication giving data on new dwelling units authorized by local building permits. The data is compiled from various sources and is intended for use by government agencies, businesses, and individuals interested in the housing market.

(1087) INSURED MORTGAGE PORTFOLIO; prepared and published by the Federal Housing Administration, Washington 25, D.C.

ABSTRACT. This is a monthly publication giving data on the Federal Housing Administration's insured mortgage portfolio. The data is compiled from various sources and is intended for use by government agencies, businesses, and individuals interested in the housing market.


ABSTRACT. This is a statistical report showing trends in construction expenditures, employment, and volume in the United States with special reference to building construction and emphasis on activities in 1944 and 1945. It also contains a discussion of the state of the building industry and the factors affecting it. The report is intended for use by governments, businesses, and individuals interested in the construction industry.


(b) Housing

Special-Interest Groups

(1101) HOUSING OF THE NON-WHITE POPULATION, 1940 TO 1950; prepared by C. E. Jones, published by the Housing and Home Finance Agency, Division of Housing Research, Washington, D.C.

ABSTRACT. This is a statistical report showing trends in housing and home ownership among non-white populations in the United States. The report contains data on the number and characteristics of non-white households and their housing situations.

AMERICAN BUILDER
HERE AT LAST, IS A PACKAGE HOME WITH

the built-in prestige and design
that quality builders can be proud to
put into their finest areas.

at $30,000

or $13,000

scholz California contemporary homes

2061 WESTWOOD • TOLEDO 7, OHIO


(1122) BUILDINGS FOR THE HANDICAPPED AND/OR AGED; a two-part article, with contributions by various authors, as indicated below, published originally in Vol. 5, No. 6, and Vol. 6, No. 1 (for November 1951 and January 1952 respectively) of the Bulletin of the American Institute of Architects. The material was thereafter published in various forms and with different pagination, as a 32-page reprint, by the AIA; price of the reprint: 50¢. Order copies from Department of Education and Research, American Institute of Architects, 1741 New York Avenue, N. W., Washington, D. C.

(1124) HOUSING THE AGING edited by Wilma Donahue, with a Foreword by Everett J. Soop; published by University of Michigan Press, Ann Arbor, Michigan, as one of its series of books on Aging, 1954—280 pages; price: $3.75. Order copies from University of Michigan Press, Ann Arbor, Michigan.

ABSTRACT: This volume is a report of the University of Michigan Fifth Annual Conference on aging which was held in Ann Arbor, July 24-26, 1952. The object of the conference, and hence of this volume, included the following: 1. To provide opportunity for an integrated review of current knowledge about the housing of healthy, frail, sick and disabled older people; 2. To promote interest in active support for good housing and neighborhood planning for the aging in important community resources; 3. To assess the housing desires and needs of aging individuals of varying socio-economic and health status; 4. To study the sources of investment capital for financing and more integrated housing in desirable neighborhoods within the reach of all income groups of the aging population; and 5. To encourage local government to take a leading role in the planning, initiation and operation of community services for the aged in their own homes or in close-in neighborhoods in order to improve and develop independent living arrangements. The University of Michigan was joined in the sponsorship and publication of the conference by the Michigan State Medical Society, and by two Federal agencies: the Housing and Home Finance Agency, and the Committee on Aging and Geriatrics of the Federal Security Agency. Representatives of these agencies gave the development of the conference program and participated in its deliberations. Particular assistance was given by E. Everett Ashley, III, Chief, Housing Economics Branch, of HHA’s Division of Housing Research, who supervised the preparation of a Fact Book on Housing the Frail and assisted in developing the outline of the conference, and by Clark Tillitt, Chairman of the Committee on Aging and Geriatrics. Leonard G. Hager, Director of the Technical Service Department, National Association of Home Builders, suggested ways to interest private builders in the problems of the older people. The members of the Michigan State Medical Society, under the leadership of Dr. Hazen Price, chairman of its Geriatrics Committee, brought the conference to the attention of the medical profession. The conference also received support from the various School of Social Work departments within the University of Michigan. This volume is the fifth in a series based on similar annual conferences, on the problems of aging, planned by the Division of Gerontology of the Institute for Human Adjustment. Publication was made possible by a grant from the funds of the Horace H. Rackham School of Graduate Studies.

(1141) THE CONSTRUCTION

PART XII

(a) Research Methods and Equipment


(b) General Descriptions of Research Projects


(1205) "NOTES ON NEW HHFA HOUSING RESEARCH CON-
(122a) TECHNICAL PAPERS NOS. 1, 2 AND 3: "Condensation in Walls and Roofs" by Ralph R. Britton, in cooperation with the Office of the Housing Experimenter. All three papers combined under one cover, July 1948.—74 pages. See Technical Paper 101, originally published in March 1947.—14 pages; (b) Technical Paper 2, originally published in June 1947.—18 pages; (c) Technical Paper 3, originally published in September 1947.—42 pages.

(122b) TECHNICAL PAPER NO. 4: "Selected References on Requirements and Public Acceptance Factors Relating to Housing Design. Part 1, List of References. Part 2, Detailed Studies and Surveys." Published in April 1947.—19 pages.

(122c) TECHNICAL PAPER NO. 5: "Design of Condominiums" by Harold Sandbank. Published in December 1947.—9 pages.

(122d) TECHNICAL PAPER NO. 6: "The Uniform Plumbing Code for Housing." Published in February 1948.—83 pages.

TECHNICAL PAPER NO. 10: "Properties and Fabrication Details of Experimental Honeycomb-Core Sandwich House Panels." Published in February 1948. See item (303) of this reading list.

TECHNICAL PAPER NO. 11: "Properties of Four Experimental Flush-Type Doors." Published in August 1948.


TECHNICAL PAPER NO. 13: "Performance of Masonry Chimneys for House Heating." Published in August 1949.—46 pages. For the revised edition of this report, see item (624) of this reading list.

TECHNICAL PAPER NO. 14: "Septic Tank Studies" by Laurence Shuman and Fred W. McGhan. Published in May 1950.—84 pages.

All subsequent papers in this series were published as Technical Research Papers of the Housing and Home Finance Agency.
**Design Reference Data**

**HEATING-AIR CONDITIONING EQUIPMENT**

*by Janitrol*

### WINTER AIR CONDITIONERS (Gas)

<table>
<thead>
<tr>
<th>Model Number</th>
<th>A.G.A. Ratings (Btu/hr.)</th>
<th>Air Delivery, cfm</th>
<th>Casing Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Input</td>
<td>Output</td>
<td>(2&quot;) S.P.</td>
</tr>
<tr>
<td>VERTICAL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*FES60-45</td>
<td>60,000</td>
<td>48,000</td>
<td>540</td>
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<tr>
<td>*FES75-45</td>
<td>75,000</td>
<td>60,000</td>
<td>690</td>
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<td>*FES90-45</td>
<td>90,000</td>
<td>72,000</td>
<td>880</td>
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<tr>
<td>*FES105-45</td>
<td>105,000</td>
<td>84,000</td>
<td>985</td>
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<tr>
<td>*FES120-45</td>
<td>120,000</td>
<td>96,000</td>
<td>1030</td>
</tr>
<tr>
<td>*FES150-45</td>
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<td>1510</td>
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<td>144,000</td>
<td>1690</td>
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<td>168,000</td>
<td>1970</td>
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<td>*FES240-45</td>
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<td>192,000</td>
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<td>*FES300-45</td>
<td>300,000</td>
<td>240,000</td>
<td>3020</td>
</tr>
<tr>
<td>*FES360-45</td>
<td>360,000</td>
<td>288,000</td>
<td>3380</td>
</tr>
</tbody>
</table>

* These sizes are available in the famous Dura-Tube, Model FEC, backed by a 20-year warranty ... the finest in quality heating equipment.

### DOWN FLOW

<table>
<thead>
<tr>
<th>Model Number</th>
<th>A.G.A. Ratings (Btu/hr.)</th>
<th>Air Delivery, cfm</th>
<th>Casing Dimensions</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>Input</td>
<td>Output</td>
<td>(2&quot;) S.P.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FDS80-55</td>
<td>80,000</td>
<td>64,000</td>
<td>645</td>
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<tr>
<td>FDS100-55</td>
<td>100,000</td>
<td>80,000</td>
<td>815</td>
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<tr>
<td>FDS120-55</td>
<td>120,000</td>
<td>96,000</td>
<td>980</td>
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### HORIZONTAL

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<tr>
<th>Model Number</th>
<th>A.G.A. Ratings (Btu/hr.)</th>
<th>Air Delivery, cfm</th>
<th>Casing Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Input</td>
<td>Output</td>
<td>(2&quot;) S.P.</td>
</tr>
<tr>
<td>FHS65-25</td>
<td>65,000</td>
<td>52,000</td>
<td>600</td>
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<tr>
<td>FHS90-25</td>
<td>90,000</td>
<td>72,000</td>
<td>833</td>
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<td>FHS125-25</td>
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<td>100,000</td>
<td>1160</td>
</tr>
<tr>
<td>FHS150-25</td>
<td>150,000</td>
<td>120,000</td>
<td>1390</td>
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</table>

### SUMMER AIR CONDITIONING

<table>
<thead>
<tr>
<th>Model Number</th>
<th>Capacity</th>
<th>Air Del., cfm (2&quot;) S.P.</th>
<th>Air Req. (Not equipped with Blower or Motor)</th>
<th>Casing Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nominal</td>
<td>Btu/hr. (A.S.H.E.)</td>
<td>Static</td>
<td>Width</td>
</tr>
<tr>
<td>SAC24-45</td>
<td>2 ton</td>
<td>24,180</td>
<td>800</td>
<td>Equipped with</td>
</tr>
<tr>
<td>SAC36-45</td>
<td>3 ton</td>
<td>36,040</td>
<td>1200</td>
<td>Blower</td>
</tr>
<tr>
<td>SAC60-45</td>
<td>5 ton</td>
<td>64,000</td>
<td>2000</td>
<td>and</td>
</tr>
<tr>
<td>SVW60S-55</td>
<td>5 ton</td>
<td>66,000</td>
<td>2000</td>
<td>Motor</td>
</tr>
</tbody>
</table>

A compact, water-cooled unit that fits in the attic, crawl-space or can be suspended overhead. Uses matched blower assembly or blower of winter unit where capacity is adequate. Perfect type for basementless homes. Cooling system is hermetically sealed and warranted.

**FREE BUILDERS SERVICE**

For detailed specifications, literature or heating layouts consult your local Janitrol Dealer, or write to the Janitrol Heating & Air Conditioning Division, Columbus 16, Ohio.

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*Now All Homes Can Have Janitrol Quality Year 'Round Comfort*

"Lowest-competitive-bid" method of heating is obsolete. Larger F.H.A. loan values permit you to upgrade your heating. Now’s the time to specify Janitrol . . . the equipment with a proved record of durability, performance and comfort.*

---

*Janitrol* Heating and Air-Conditioning Division

APRIL 1955 215
Glossaries

(1242) DICTIONARY OF HOUSEBUILDING TERMS, compiled by Technical Section, Construction Division, Central Mortgage and Housing Corporation, Ottawa, Canada. No date, but apparently about 1950.—60 pages; price; free. Order copies from Central Mortgage and Housing Corporation, Information Department, 50 Lyon Street, Ottawa, Canada.

ABSTRACT. This is a straight alphabetical listing giving the definitions of words which describe methods and materials generally employed in the house construction industry in Canada.


ABSTRACT. This book defines, in simple language, words, phrases and expressions pertaining to the building trades. The work covers carpentry, bricklaying, plastering, painting, plumbing, and many other methods of construction.

(1244) ALPHABETICAL LIST OF TERMS DEFINED IN BRITISH STANDARD CODES OF PRACTICE; prepared and published by the (British) Ministry of Works, as its Technical Paper, No. 19, in October 1950.—90 legal-size pages, paper covers; price: Not stated. For information write to the Ministry of Works.

ABSTRACT. This list contains terms used in the building, civil engineering and allied industries that have been defined in British Standard Codes of Practice printed and issued for comment or published in final form. The scope of each definition is limited to the sense in which the term is used in the Code of Practice in which it appears. Numbers, enclosed in parenthesis, which follow each definition, are those of the Code in which the definition is given.

(1245) INTERNATIONAL GLOSSARY OF TECHNICAL TERMS USED IN HOUSING AND TOWN PLANNING; edited by H. J. Spiwak; revised and enlarged edition, in English, French, German, Italian, and Spanish; published by International Federation for Housing and Town Planning, 1951.—144 pages; price: Not stated. For information write to International Federation for Housing and Town Planning, Singel 453, Amsterdam C, Netherlands.

Bibliographies

PART XIII


(1263b) SUPPLEMENT NO. 1 TO "COOPERATIVE HOUSING: UNITED STATES, DENMARK, GREECE, FRANCE, SWITZERLAND, HOLLAND, NORWAY, SWEDEN"—Compiled in the Library of the Office of the Administrator, Housing and Home Finance Agency, by Mrs. Marjorie W. Landis, under the general supervision of Mrs. Ruth L. Mace, Librarian; published by the Housing and Home Finance Agency, Washington, D. C., February 1951.—21 pages, multilithed.


PART XIV

(1271) BIBLIOGRAPHY OF ARCHITECTURAL PLANNING AND CONSTRUCTION FOR THE PHYSICALLY HANDICAPPED; compiled by the Library on the National Society for Crippled Children and Adults, Revised May 1950.—5 pages; multilithed; price: Not stated, probably free. Order copies from The National Society for Crippled Children and Adults, Inc., Lawrence T. Linck, Executive Director, 11 South La Salle Street, Chicago, Illinois.

The bibliography is prefaced by a statement describing the objectives of the society. The publications in the bibliography are listed under the following categories: 1. Architectural Barriers; 2. Domestic Architectural Barriers; 3. Architectural Barriers in Hospitals and Hospital Schools; 4. Constructive Workshops; Physical Education Departments and Rehabilitation Centers; and 5. Schools for Crippled Children.
The name on the door means a lot

Whether the door is for an office, a home or a public institution, it will reflect the taste and judgment of its owner. And you can depend on this — Atlas Plywood is America's most popular choice in flush doors. Here's why —

Atlas Plywood doors give guaranteed satisfaction. Easy to finish, easy to hang, they stand up under years of service. They are quality doors — quality-controlled in every step of manufacture from American forest to finished product. No chance of rejects caused by inferior adhesives, for instance. No chance of lost customers resulting from dissatisfaction after doors have been installed. Be sure that the name on the door you start with is Atlas Plywood.
Birch

by Atlas Plywood
...a beautiful way
to handsomer profits

There's a big future for you in Atlas Plywood birch doors — because every one of them has a beautiful future in itself.

Whether you stain, paint or finish "natural", use it in modern or traditional setting... for home or office — the character of the birch and the care Atlas Plywood put into making it lasts and lasts. It's trued, trimmed and glued right — it's hard, durable, versatile. It's quality-controlled every step of the way and guaranteed by Atlas Plywood, the big name in flush doors.

Choice of Three Grades:
(Hollow or Solid Core)
"Estate" — the aristocrat of flush doors; faces of book-matched veneers.
"Suburban" — for high grade staining; pleasingly matched.
"Metropolitan" — all-purpose grade, suitable for staining.

Sizes and Measurements
Thickness: 1 1/4", 1 1/4", 1 1/4"
Height: 6' 0", 6' 6", 6' 8", 6' 10", 7' 0".
Width: Hollow Core Doors: 1' 6", 1' 8", 2' 0", 2' 2", 2' 4", 2' 6", 2' 8", 3' 0".
Solid Core Doors: 2' 0", 2' 2", 2' 4", 2' 6", 2' 8", 3' 0".
Stiles: 1 1/4". Rails: 2 1/4".
Double lock blocks: 20" x 4 1/4".
Faces: 3/20 or 1/4" three ply.
Frames permit trimming 1" top and bottom.
Special sizes, lights, louvres, kickplates and veneers to order.
Oversize Solid Core Doors — stiles 2" wide, rails 4 1/4" wide, double lock blocks 24" x 6 1/2".
(Available in birch, gum, oak and other popular woods)

Free Color Folder brings you complete details on Atlas Plywood Flush Doors. For your copy address Dept. AB-8, 1432 Statler Bldg., Boston 16, Mass.

Atlas Plywood
CORPORATION
FROM AMERICAN FOREST TO FINISHED PRODUCT
Boston 16, Mass. Distributors in all principal cities
BRAND NAMES used to identify principal building products and equipment of major manufacturers are listed in this section in alphabetical order with the names and addresses of manufacturers using the brand names. Trade and brand names popularly used in the building industry are listed irrespective of their registration. Every effort has been made to make this an all-inclusive list. Builders, contractors, retail material dealers and architects will find it easy to use for checking names and addresses of brand-name product manufacturers.

A

ABC Adams Engineering Co Box 956 Miami Fl
ABC Allis Chalmers Co 812 W Touhy Chicago 31 II
A B DICK Dick (A Br) Co 2700 N Oakley Chicago 10 Ill
A-C-E Argo Expansion Bolt Co 1430 N Boorne St St Louis 7 Mo
A-AIR-COTE Spray-Flake Co 3277 W Irving Chicago 22 Ill
A-LUMI-CERAMIC Paint & Varnish Co 1220 Commercial St Malden 49 Mass
ABBEON Abbeon Supply Co 179-21 Jamaica Ave Jamaica 14 N Y
ABEST CHEMICAL TERMINAL CONTROLLERS Corp 1531 Washburn St Minnesota City Ind
ABEST FIBERIZED Abest Mfg Corp 131 Washburn Ste Minnesota City Ind
ABEST PLEX Abest Mfg Corp 131 Washburn Ste Minnesota City Ind
ABEST GLOW Abest Mfg Corp 131 Washburn Ste Minnesota City Ind
ABEST LIQUID Abest Mfg Corp 131 Washburn Ste Minnesota City Ind
ABEST LUMICAL Abest Mfg Corp 131 Washburn Ste Minnesota City Ind
ABEST QUICK SET PLASTIC Abest Mfg Corp 131 Washburn Ste Minnesota City Ind
ABEST SEALER Abest Mfg Corp 131 Washburn Ste Minnesota City Ind
ABEST PRODUCTS Corp 1115 5th Ave Cleveland 44 Ill
ACCRO-LITE Hayes Bros Tool Co & Co Ford Austin Mich
AC-ALOX Filler Corp Mfg Co Steelville Ill
AC International Twist Drill Corp 419 Wyan kend Way Kansas City 5 Mo
ACKERMAN-JOHNSON Ackerman Johnson Corp 110 Van Buren Chicago 6 Ill
ACME Acme Appliance Mfg Co 35 S Raymond Ave Elmhurst Ill
ACME Acme Brick Co Box 425 Ft Worth Tex
ACME Acme Rubber Mfg Co Box 1801 Trenton N J
ACME Certain-Teed Prods Corp 129 E Lancaster Ave Ardmore Pa
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APRIL 1955

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Mr. A. V. Petersen, president of A. V. Petersen Co., General Contractors, says: "The basic specifications called for masonry partitions for Salem's new Memorial Hospital. However, the architect included in his specs an alternate for steel stud and lath and plaster partitions which, to our surprise, showed a saving of $3613.00.

"The plaster and open steel stud construction enabled the electrical, painting and plumbing contractors to lower their bids. Furthermore, it reduced construction time. And it gave us the permanency, sanitation and sound absorption that are absolutely essential in hospital construction."

James L. Payne, A.I.A.,
Architect,
Salem, Oregon
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"Just How Strong Is Roltite?"

Because Roltite is actually so strong we’ve never been able to break the Roltite adhesive film, we don’t really know the answer to this question. When a test assembly finally comes apart under pressure, it’s always traceable to failure of the bonded material or to the Roltite stripping from one of the surfaces. And stripping occurs only under greater loads than are required to break the film itself on most other contact type adhesives.

So when you ask "Just how strong is Roltite?", we usually respond by telling you what others in your shoes have told us. The answer we get when we ask this question in the field is that Roltite installations just don’t fail because of inadequate bond strength. We’ve been told over and over again by those whose business depends upon it that Roltite has erased their doubts about using seams with decorative laminates, about self-edging laminate sink and counter tops, and about bonding to short radius curves.

Laboratory test results don’t prove much in terms of performance in the field, so we prefer to tell you about an informal test set up in our shop over a year ago. The details of that test are given elsewhere on this page.

Without ever definitely answering "How strong is Roltite?", our experience, and yours, has convinced us that exceptional bond strength is another of the reasons why Roltite has come to completely dominate the contact-bonding of decorative laminates. And beyond that, to be recognized as an adhesive of unmatched potential for cutting the cost and improving the results on many jobs with other materials as well.

The growing use of Roltite for installing wall paneling is just one example of the spread of its acceptance. If you’re interested in more details on this development, use the coupon to send for a free folder which tells you just how easy it is to install wall paneling without nails, screws or clamps.

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- Model No. YT — 27 ¼" high x 24" wide x 23 ½" deep
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Broil Element — 3,000 watts
Bake Element — 2,400 watts

INSERT TYPE OVEN

Oven size — 17" high x 18" wide x 19" deep
Cabinet Opening Required — 25 ¾" high x 23" wide x 23 ½" deep
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Bake Element — 2,400 watts

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MODEL 4-SC
Two 6" Elements (1250 watts ea.)
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Requires only 3" depth for installation
14 x 20 5/16" GRIDDES
ALSO AVAILABLE

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Over-all Top—20 13/16" x 20 13/16"

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One 6" Element (1250 watts)
One 8" Element (2100 watts)
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Glide-All Sliding Doors are available in 8' floor-to-ceiling panels, or 6'8" standard heights, overhead or bottom roller models, in modern flush or recessed panels. Glide-All Doors can also be adapted to your special installations.

Write Today For A.I.A. File, specifications and details on all Glide-All Sliding Doors.

For Wardrobes • Closets • Cabinets • Counters... use Glide-All, Jr. Sliding Doors

The new Glide-All, Jr. is a small panel door, of the same material and construction as large Glide-All Doors. It is complete, ready for simple, fast installation to quickly convert otherwise wasted areas into handy small storage space. Available in standard heights from 16" to 36"—in widths 18½" to 36". A pair fits openings up to 72" wide. Write today for complete details.

Glide-All Doors are produced in 5 modern plants throughout the Nation... available from distributors throughout United States and Canada. • For complete information write plant nearest you.

Woodall Industries Inc.
Detroit, Michigan
HOPE’S STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH

RESIDENCE (Holford) CASEMENTS

Hope’s Combination Inside-Outside Metal Trim is installed as in the illustration below.

HOPE’S COMBINATION INSIDE-OUTSIDE METAL TRIM is easily and quickly installed with all standard sizes of Hope’s Steel Casements. Trim fits into rough openings; no finished carpentry is required, either inside or out. Only a few minutes are needed for assembling at the warehouse or on the job.

HOPE’S STEEL CASEMENTS (standard sizes shown in above diagram) provide a variety of sizes and ventilator combinations that complement any type of architecture; readily fit any kind of construction. No other window can equal the strength and durability of steel.

HOPE’S ROTO TYPE RANCH WINDOWS

Hope’s New Roto Ranch Windows have wide (11/4") muntins in proper proportion to panes. They provide great rigidity and harmonize with residential construction. Awning type ventilators open and close easily, quickly. Die-cast underscreen roto operator has extension arm of stainless steel fitted with a bronze shoe.

New flat-type fixed screens need never be touched. No fussing with wickets. Glazing may be standard units of “Thermopane”, “Twindow” (to eliminate storm sash) or single panes, sheet or plate glass. No other Ranch Window in the same price range possesses all these features ... and Hope’s prices are low.

For Full Information on Hope’s Residence Casements and New Roto Ranch Windows, Write

HOPE’S WINDOWS, INC., JAMESTOWN, N.Y.
8 out of 10* home

*Based on nation-wide survey and confirmed by publication surveys
buyers want this floor

IN ALL PRICE RANGES, OAK FLOORS ARE A SURE SIGN OF QUALITY CONSTRUCTION

$15,000
Low original cost and high salability make Oak Floors preferred for medium and low-cost homes ... even those built to sell for less than $10,000.
Builder, Crawford Corporation, Baton Rouge, La.

$20,000
Oak Floors bring higher loan values, a most important feature in development projects such as Albert Balch's prize-winning Wedgwood homes.
Builder, Albert Balch, Seattle Architects, Grainger, Thomas & Barr

$30,000
New FHA quality concept recognizes higher value of houses with durable Oak Floors ... yet first cost is much less than for most flooring materials.
Builder, Ray Klapprick Design by Selzer of Elm Grove, Wisc.

$50,000
The luxurious appearance of Oak Floors ... their style leadership, elegance and beauty ... make them preferred for costliest homes, too.
Builder, Carl T. Peterson. Chicago Architects, Perkins & Will

You know you're RIGHT when you specify

oak floors

NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION
Sterick Building, Memphis 3, Tenn.
New Money Maker for your job... Ford F-100 Pickup for '55 features top payload capacity of 1,718 lbs.; big 45-cu. ft. load space; easy loading height (just over 2 ft. from ground). Short Stroke design gives extra-long life for 132-h.p. Power King V-8 or 118-h.p. Cost Clipper Six. Driverized Cab offers unlimited visibility. Fordomatic Drive, Power Brakes available.

To get the most for your money
LOOK UNDER THE HOOD!

Make sure your next truck has a modern short-stroke engine—that gives gas savings of up to 1 gallon in 7... prolongs piston ring life up to 53%. Only Ford offers Short Stroke power in every engine.

Short Stroke engine design for trucks is making headlines. In some makes of trucks it's still in a development stage. In others, it has reached the early production stage. But only in Ford Trucks has it been advanced by over 3 years of experience and more than 5 billion miles of service. Only Ford Trucks offer Short Stroke design in every engine, V-8 or Six, for EXTRA long life!

Look under the hood for gas-saving Short Stroke power. Look behind the wheel for driver-saving Driverized Cab comfort. Look over the axle for trip-saving payload capacity. Ford Triple Economy Trucks give you all three! Call your nearest Ford Dealer now for complete information.

Look under the hood for an engine with a "stroke" as short as, or shorter than its "bore." That's a modern short-stroke engine—the Ford kind of engine that gives you: reduced piston travel and piston speeds... up to 33% less friction, more usable power... gas savings up to 1 gallon in 7... less wear on vital moving parts and much longer engine life!

Ford Triple Economy Trucks
THE MONEY MAKERS FOR '55
Fenestra STEEL WINDOWS FOR THE HOME

Fenestra* Windows are stronger, because they’re made of solid steel. More durable, because of Fenestra’s exclusive protective coatings. More attractive and functional because they’re designed and made by the craftsmen of America’s oldest and largest manufacturer of steel windows!

CASEMENT WINDOWS


CASEMENT WINDOW TYPES AND SIZES

RESIDENTIAL PROJECTED (AWNINGS)

Here you have the beauty of slender, horizontal lines plus the convenience of awning-type, rain-shedding ventilators. Easy to operate. Easy to clean from inside. Double-contact weathering. Metal screens. Furnished complete with outside-inside metal trim, if desired. Same protective coatings as Fenestra Casement Windows.

PROJECTED (AWNINGS) TYPES AND SIZES

WINDOWWALL (PICTURE) WINDOWS

Maximum view and daylighting with draft-free ventilation! Steel frames, ventilators and muntin bars—slender and a full 1 1/8" deep—provide the extra strength required. Can be glazed with stock cuts of plate, double-strength or 1/2" insulating glass. Inside metal screens available. Same protective coatings as Fenestra Casement and Projected Windows.

WINDOWWALL UNITS TYPES AND SIZES

BASEMENT AND UTILITY WINDOWS

Fenestra Basement and Utility Windows are available as complete package units, consisting of Window, Screen and Storm Panel Insert. Delivered completely assembled, with hardware attached, no loose parts.

Particularly designed for concrete block construction, but can be used in all other construction. Famous Fenestra quality throughout.

Use this handy coupon to write for your free copy of our new 28-page booklet "How to Select Windows for the Home".

Detroit Steel Products Co.
Dept. AB-4, 2260 E. Grand Blvd., Detroit 11, Michigan.
Please send me your free booklet, "How to Select Windows for the Home".

NAME
ADDRESS
CITY ZONE STATE
Now TV Star
ARLENE FRANCIS
is pre-selling
FENESTRA WINDOWS
for you!

Starting the first week in April, charming Arlene Francis will be selling homeowners on the joys of living behind Fenestra Residential Windows.

See and hear her on "Home"—the popular, nationwide network television show—from 11 to 12 Noon, EST, Mondays through Fridays.*

She's talking direct to your own prospects—find the TV station covering your area in the list on the opposite page.

*11 to 12 Noon, on Pacific Coast, too, by kinescope.
These TV-featured FENESTRA STEEL WINDOWS make your homes easier to sell!

Now there's extra reason to use Fenestra® Steel Windows. Home buyer acceptance for these popular windows will grow and grow in the months ahead. For week after week, your prospects will see and hear Arlene Francis demonstrate the advantages of Fenestra Steel Windows on TV.

So here's your opportunity to extend your reputation as a builder of modern, quality homes, by putting Fenestra "sell" in every window. Put the Fenestra name to work for you, to increase your sales and profits. Remember—Fenestra is the only name backed by a network TV advertising campaign devoted exclusively to residential windows!

For full details, contact your local Fenestra representative, listed in the yellow pages of your phone directory. Or write, wire or call America's oldest and largest steel window manufacturer, Detroit Steel Products Co., Dept. AB-4, 2260 East Grand Blvd., Detroit 11, Michigan.

THESE FEATURES WILL BE DEMONSTRATED ON TV!

Double Distinction—window beauty added inside and outside the house.

Easy Operation—with finger tips...even over a kitchen sink...even when wet or when fresh-painted.

More Daylight—slender steel frames hold larger glass lights.

Better Ventilation—with air-deflector ventilators.

Safe, Easy Cleaning—both sides of window from inside the room.

Weather-tight—precision fitted...no warping or splintering.

Screens and Storms—world's best...quickly, safely attached.

Ready-Trimmed—available for quick, money-saving installation.

Strength—built of steel, the strongest window material.

Durability—rustproofed by Fenestra Super Hot-Dip Galvanizing, plus Bonderizing, to outlast the building.

Fenestra RESIDENTIAL STEEL WINDOWS

WINDBORNS • HARDWARE • CASINGS • SCREENS • STORM SASH

CASEMENTS—Add beauty to the home, inside and out, with slender graceful frames and muntins, and fine hardware appointments.

WINDOWALL—These modern picture windows capture the view—may be glazed with plate, double-strength, or 1/2 insulating glass.

AWNING WINDOWS—They offer the beauty of slender, horizontal lines. Left open when it rains, their ventilators shed water outside.

Find your city on the big "FENESTRA TV NETWORK!"
YOU CAN INSTALL THESE DOORS IN MINUTES!

These Fenestra® 1 3/8" Flush Metal Interior Doors come to your job complete with pre-fitted door, frame and hardware specifically made for each other. The time-consuming jobs of planning, ordering and assembling special elements are eliminated. No cutting, no fitting, no mortising or tapping, no prime-painting is needed. So it's easy to see why there's such a tremendous saving in time.

But you save more than time! Fenestra Door Units cost you fewer dollars because you get production-line economy—not custom-job costs. They are mass produced on special jigs that avoid expensive time and labor. And because they're delivered to you as a "complete package", your installation costs are cut sharply.

In addition to these savings in time and money, you'll be building a group of satisfied customers. For these attractive steel doors can't warp or swell, stick or rot. They always open easily, smoothly. They close quietly because inside surfaces are covered with sound-deadening material.

Get the complete story on these "package units" by calling your Fenestra Representative. Or write the Detroit Steel Products Company, Dept. AB-4, 2260 East Grand Blvd., Detroit 11, Michigan.

Add actual floor space to your rooms with these Fenestra Metal Sliding Closet Doors. They run smoothly, effortlessly on their Nylon rollers to give quick, convenient access to closet space. Available in a beautiful birch finish or primed for final painting to match room decor. Completely packaged—installed in minutes with an ordinary screwdriver.
GLUED-LAMINATED AND SOLID TIMBER STRUCTURAL MEMBERS

Use these engineered members to cut erection costs and to add beauty to any type of building.

<table>
<thead>
<tr>
<th>TYPICAL SHAPES</th>
<th>USES</th>
<th>SPANS</th>
<th>CENTER-TO-CENTER SPACING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TANGENT ARCHES</strong></td>
<td>Churches, Gymnasiums, Chapels, Theaters</td>
<td>24'</td>
<td>8' to 100' 20'</td>
</tr>
<tr>
<td><strong>RADIAL ARCHES</strong></td>
<td>Gymnasiums, Hangars, Auditoriums, Armories, Skating Rinks, Bowling Alleys</td>
<td>40'</td>
<td>8' to 120' 20'</td>
</tr>
<tr>
<td><strong>STRAIGHT</strong></td>
<td>One-story Schools, Stores, Offices, Residences, Industrial Buildings</td>
<td>20'</td>
<td>6' to 60' 20'</td>
</tr>
<tr>
<td><strong>ARCHED-PITCHED</strong></td>
<td>Wide, Clear-Span Buildings, Garages, Factories, Hangars, Warehouses, Gymnasiums</td>
<td>24'</td>
<td>8' to 200' 10'</td>
</tr>
<tr>
<td><strong>BOWSTRING TRUSSES</strong></td>
<td>Stores, Factories, Theaters, Warehouses, Hangars</td>
<td>24'</td>
<td>18' to 65' 2'</td>
</tr>
<tr>
<td><strong>TIED ARCHES</strong></td>
<td>Small Hangars, Warehouses, Gyms, Theaters, Community Buildings</td>
<td>28'</td>
<td>2' to 80' 20'</td>
</tr>
<tr>
<td><strong>UTILITY ARCHES</strong></td>
<td>Bridges, Buildings, Bulkheads, Culverts, Docks, Falsework, Floats, Grandstands, Ramps, Outdoor Theater Screens, Retaining Walls, Shipways</td>
<td>24'</td>
<td>2' to 22' 2'</td>
</tr>
</tbody>
</table>

Arch and laminated purlins give unsurpassed beauty, without expensive veneering. Fire resistant. Made of kiln-dried Douglas Fir selected for strength and appearance.

Gracious arches have the clean, natural beauty of fine wood. Wide, clear spans give large unobstructed space without unsightly framework. Fire resistant. Efficient design makes a building that is economical to erect.

Resists checking and warping and other seasoning defects common to solid timber. Fire resistant. Combines structural and decorative advantages for economy.

Well adapted to wide, clear-span construction. Economical. Designed for specific requirements such as concentrated loads, hoists, etc.

Light enough to erect without special equipment. One inch roof sheathing can be nailed to top of arch with ceiling material nailed directly to lower tie.

Easy to plan. Economical. Combines sidewall and roof in one piece for easy erection. Requires no costly field assembly. Any type of roofing can be applied over sheathing.

Designed for specific loads, precision manufactured by skilled workmen of structural timber. Cut to exact lengths, holes bored for all connections—bolts and hardware furnished. Delivered when promised for erection by local crews.

Also all types of farm rafters.

RILCO LAMINATED PRODUCTS, INC.
2511 First National Bank Building, St. Paul 1, Minnesota

Please send me information on:

- [ ] Tangent Arches  [ ] Utility Arches  [ ] Laminated Trusses
- [ ] Radial Arches  [ ] Bowstring Trusses  [ ] Farm Rafters

Name: ____________________________

Address: ____________________________

City: ____________________________ Zone: __________ State: __________
Owens-Illinois Glass Block

— AND Concrete Block

...building materials
that “belong” together

Owens-Illinois Glass Block are handled in the same way as concrete blocks—same mortar materials and similar laying technique... go in at the same time.

Glass block arrive on the job site packed in sturdy cartons of convenient size. Cartons can be opened as block are needed. No loose block for you to handle. Panels can be made to fit any size opening... no frame is necessary.

Owens-Illinois Glass Block are available in a wide variety of designs from super-clear that you can see through to those that restrict sight completely. Literature for any glass block application is available free of charge. For information or help with a specific problem write: Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.

*Formerly known as INSULUX

Glass block and concrete block “fit.” Two 8” glass block equal a standard concrete block. When you use glass block in basements, you have no worry about joints at the grade line.
Near Philadelphia, two little stone gardener’s houses, built in 1812, have a new look and a bright new future with a crisply modern new section connecting the two.

Unlike the windows in the old, stone wings, which had to be replaced, those in the new section will stay young. They’re Lupton Aluminum Casements — built for a life-time of service with a minimum of maintenance. They will never need paint — will always work smoothly and efficiently without shrinking, warping, swelling or binding.

You’ll find it profitable to build with Lupton Aluminum Windows. They are easy to handle and install. They are built for lasting service with construction and design features proved by over 40 years experience in manufacturing metal windows. There’s a style and size for every building project. Contact the nearest Lupton Representative, or write, wire or phone direct—you’ll get prompt attention.

MICHAEL FLYNN MANUFACTURING COMPANY
700 East Godfrey Avenue, Philadelphia 24, Pa.
Member of the Steel Window Institute and Aluminum Window Manufacturers Association
CASEMENT WINDOWS — Available in aluminum or steel. Welded corners assure permanent alignment. Extended hinges make cleaning safe and easy from inside the room. Quality hardware is used — allows easy operation. Screens or storm sash can be attached inside at any time after windows are installed. Always weathertight, these casements do not require weather-stripping; will not warp, swell or shrink.

Sizes for Steel and Aluminum Casements

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<tr>
<th>WINDOW DIMENSIONS</th>
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<td>1'-7/8&quot;</td>
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ALUMINUM AWNING WINDOWS — Ideal for controlled, draftless ventilation, this type features a centrally operated control bar that delivers power equally to both jambs — affording smooth, easy opening and tight closing. Frames are completely weather-stripped; ventilators always fit precisely. Awning construction deflects rain, scoops in air, and permits cleaning from inside the room. Screens or storm sash clip on inside — flush against the frame.

Sizes for Aluminum Awning Windows

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<th>WINDOW DIMENSIONS</th>
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ALUMINUM DOUBLE-HUNG WINDOWS — Accurate extrusions of high strength, aluminum alloy. Weather-stripping is stainless steel. Balances are concealed yet accessible for adjustment if necessary. The sash float between guides of stainless steel that run from head to sill, eliminating rattling. Frames interlock at mullions, no extra pieces are required. Available with or without muntins.

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<th>WINDOW DIMENSIONS</th>
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| " | 5'-11" | " | 5'-11" | " | 5'-11" | " | 5'-11" |

Sizes of Windows for Glass Block Walls

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<th>WINDOW DIMENSIONS</th>
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Sizes for Steel Architectural Projected Windows

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<th>WINDOW DIMENSIONS</th>
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<td>8'-1&quot;</td>
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Sizes for Steel Commercial Projected Windows

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<td>8'-1&quot;</td>
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Sizes of Basement and Utility Windows

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<th>OPENING DIMENSIONS</th>
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Sizes of Steel Security Windows

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<td>5'-0&quot;</td>
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Partial List of LUPTON Distributors

ALABAMA
BIRMINGHAM: J. W. Veit Steel Co., Inc. P. O. Box 1152, 1007 37th Place North

ARIZONA
PHOENIX: Maltesa Distributors P. O. Box 259, 213 South 11th Ave.

CALIFORNIA
BURBANK: Arrow Sash, Door & Mill Co. 343 West Santa Anita Ave.
PASADENA: Law & Daniel, Inc. 1457 E. Walnut St.
NATIONAL CITY: Maltesa Distributors, Inc. 708 E. 8th St.
WHITTIER: Whitley Glass & Mirror Co. 11434 E. Whittier Blvd.

CONNECTICUT
W. HARTFORD: General Building Products Co. 12 Briston St.

DELAWARE
WILMINGTON: Hance Hardware Co. 234 Stone Hill Rd. - Augustine Cutoff

DISTRICT OF COLUMBIA
WASHINGTON 11: Cushwa Brick & Stone Co. 137 Ingraham St. S.E.

FLORIDA
GAINESVILLE: Singlefour Supply Co. P. O. Box 539, S. W. Second Ave.
JACKSONVILLE: George C. Griffin Co. 290 N. Great Am. El.
ST. PETERSBURG: Metal Building Products, Inc. P. O. Box 1599, 3700 22nd St. North

GEORGIA
ATLANTA: T. W. Yarnall Taylor & Son P. O. Box 1328, 1058 Amsterdam Ave. N.E.

ILLINOIS
CHICAGO: W. L. Yonatan Company 139 E. Chicago Ave.
ROCKFORD: Architectural Iron, Inc. 93 22nd St.

INDIANA
FORT WAYNE: Metal Engineering Co. 212 Standard Bldg.
INDIANAPOLIS: Harrison & Clark, Inc. 2526 Madison Ave.
KANSAS
KANSAS CITY 10: Lucas Brick & Stone Co. 1126 Southwest Blvd.
WICHITA: Lucas Brick & Stone Co. P. O. Box 1481, 342 N. Waco St.

KENTUCKY
COVINGTON: Tote Builders Supply Co., Inc. P. O. Box 277, 19th & Russell Sts.
ELRANGER: Tote Builders Supply Co., Inc. 47 Dixie Highway
LOUISVILLE: John W. Bishop 3 W. Jefferson St.
ALEXANDRIA: F. S. Flynn, Building Specialties

LOUISIANA
P. O. Box 232, 140 Wheelock Ave.
NEW ORLEANS 18: Favor & Precaust 2511 Toussaint St.
SHEPHERDSTOWN: American Metal Window Company P. O. Box 819, 112 Cuddo St.

MAINE
PORTLAND: Metal Building Specialties Co. 5 Avon Place

MARYLAND
BALTIMORE 3: Maryland Steel Products Co. P. O. Box 293, 1927 S. Water St.

MICHIGAN
DETROIT: The Clyde Brick Co. 1214 Michigan Bldg.
GRAND HAVEN: Strickland Bros. & Todd 1050 Cottage Grove, S.E.

MINNESOTA
MINNEAPOLIS: James C. Nystrom 1087 Northway Bldg.
MISSOURI
KANSAS CITY: Lucas Brick & Stone Co. P. O. Box 83
NEBRASKA
SCOTTSSULF: B & C Steel Corp., Inc. Scottsbluff-Gettys-Wayan

NEW JERSEY
CAMDEN: Clark Glass & Mirror Co. 22nd & Federal Sts.
NEWARK: Fireproof Products Co., Inc. 138 Bruckner Bldg.
ROCHESTER: Robert H. Link 133 Spruce St.
SYRACUSE: Universal Builders Supply Co., Inc. 408 N. Miller Ave.

NEW YORK
ALBANY: Everett Gilmore 375 Hudson Ave.
BABYLON, L. I.: George Gilford 123 River Park Ave.
ELMIRA: LaBella McAlpin, Inc. 315 E. Church St.
FARMINGDALE, L. I.: Ira S. Products Co. Allen Blvd.
NEW YORK: Fireproof Products Co., Inc. 2930 2nd Ave.
ROCHESTER: Robert H. Link 133 Spruce St.
SYRACUSE: Universal Builders Supply Co., Inc. 408 N. Miller Ave.

NORTH CAROLINA
CHARLOTTE: E. J. Lock Steel Products Corp. P. O. Box 1763, 1200 W. Moorehead St.
OHIO
AKRON: Fred J. Cripp, Inc. 710 N. Main St.
CINCINNATI: Morton, Inc. 2703 Markert Ave.
COLUMBUS: Harry S. Brown Co. 12 S. 3rd St.
TOLEDO: 2nd Street Supply Co. 2524 Lewis Ave.
YOUNGSTOWN: Steel Products, Inc. P. O. Box 2543, 68 Wood View Ave.

OKLAHOMA
TULSA: Allied Hardware & Supply Co. 7900 Seminole Springs Rd.
OREGON
PORTLAND 10: Metal Steel Co. P. O. Box 235, 1550 N. W. Nicollet St.

PENNSYLVANIA
ALLENTOWN: Linked Metal Glass & Steel, Inc. P. O. Box 3231, 420-421 Professional Bldg.
BELLEFONTE: M. H. Jesper & Sons, Inc. P. O. Box 53, 1927 S. Water St.
VINELAND: H. & S. Sherman Co. 317 E. Pine St.
HARRISBURG: H. C. Hershock, Inc. 122 E. Cameron St.
LANCASTER: Charles E. Johnson P. O. Box 293, 317 N. Lime St.
NEW CASTLE: Metal Building Co. 204 Plank Rd.
NEW HOLLAND: New Holland Manufacturers Co. P. O. Box 402,临402 Harding Ave.
PHILADELPHIA: Metal Building Products Co. 2280 South West Temple

RHODE ISLAND
PAWTUCKET: General Engineering Co. P. O. Box 345
PROVIDENCE: General Building Products Co. P. O. Box 415, 185 Charles St.

SOUTH CAROLINA
COLUMBIA: Kline Iron & Metal Co. P. O. Box 1076, 1225 Huger St.

TENNESSEE
CHATTANOOGA: Hamilton L. & W. Co., Inc. P. O. Box 426, 1077 Duncan Ave.
JOHNSON CITY: Rustic Chesterman Assn. 117 Sevier Hotel Bidg.
KNOXVILLE: McElroy Hardware Co. 3200 2nd Ave. N.
NASHVILLE: Huntington Structural Steel Co. 3150-Demonbreun St.

TEXAS
DALLAS: American Metal Window Co. P. O. Box 415, 1225 N. Pacific Ave.
E. PASO: Electrical & Mechanical Supply Co., Inc. P. O. Box 314, 1212 N. Broadway Ave., Houston: Jim Lomford Co.

UTAH
SALT LAKE CITY: Metal Building Co. 2500 South West Temple

VIRGINIA
BRISTOL: Central Warehouse Corp. P. O. Box 53, Bluefield, W. Va.
RICHMOND: Virginia Steel Co., Inc. 512 South 1st St.

WEST VIRGINIA
CHARLESTON: Fireproof Products Co. P. O. Box 3231, 420-421 Professional Bldg.
MARTINSBURG: Richard R. Feller Co. P. O. Box 343, 900 Baltimore St.

WISCONSIN
EAGLE: Fireproof Products Co. 7900 Seminole Springs Rd.
STOCKTON: General Building Products Co. 322 Albany St.

PITTSBURGH: Tom Brown, Inc. 3005 Bower Ave.
PITTSBURGH 22: C. C. Shannon Empire Bldg., 301 Liberty Ave.
POTTSTOWN: W. W. Marslen & Sons 300 High St.
READING: S. B. Building Block Co. 1210 N. 5th St.
SCRANTON: Anthracite Bridge Co. P. O. Box 1070, 305 Genesee Ave.
TROY TIVERTON: Rustic Metal Block Co. P. O. Box 3231, 420-421 Professional Bldg.
WILKES-BARRE: William H. Pierce P. O. Box 415, 1225 N. Pacific Ave.
PHILADELPHIA: Metal Building Products Co. P. O. Box 415, 185 Charles St.

LOOPER'S ALUMINUM Awning Window

Lupton Resin Water Window

Lupton Aluminum Water Window

Lupton Copper Water Window

Lupton Projected Water Window

Lupton Reasty Water Window

Lupton Projected Water Window

Lupton Projected Water Window

Lupton Projected Water Window

Lupton Projected Water Window
TUFSEAL Tufcrete Co Inc 552 Teachout Bldg Des Moines 9 lowa
TUFITTE Tufcrete Co Inc 552 Teachout Bldg Des Moines 9 lowa
TUFTOP Tufcrete Co Inc 552 Teachout Bldg Des Moines 9 lowa
TUGGER Construction Machinery Co 420 Vin- ton St. Waterloo 19 Calif
TULIP Shaw-Box Crane & Hoist Div Manning Maxwell & Moore Inc Moskovich Mich
TURBO Unic Ventilator Co 1236 Eastern Ave Malden 48 Mass
TURBON Turner Bros Works 821 Park Ave Syracuse 9 N Y
TURBO-PAK Turner & Seymor Inc 50 Boyd Ave Syracuse 9 N Y
TURBO-SEAL Unic Ventilator Co 50 Boyd Ave Syracuse 9 N Y
TURBOMAX Tufcrete Co Inc 552 Teachout Bldg Des Moines 9 lowa
TURBOPAC Tufcrete Co Inc 552 Teachout Bldg Des Moines 9 lowa
TURBOWIND Cordova Corp 425 Lexington Ave New York 17 NY
TURCOT Tufcrete Co Inc 552 Teachout Bldg Des Moines 9 lowa
TURCOT-TRAB Tufcrete Co Inc 552 Teachout Bldg Des Moines 9 lowa
TUR-CORE Tufcrete Co Inc 552 Teachout Bldg Des Moines 9 lowa
TURCOT-TRAC Tufcrete Co Inc 552 Teachout Bldg Des Moines 9 lowa
TUR-RILLA Tufcrete Co Inc 552 Teachout Bldg Des Moines 9 lowa
TURMEN Tufcrete Co Inc 552 Teachout Bldg Des Moines 9 lowa
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TURNOVER Tufcret
Home Buyers Are Especially Brand Conscious Today! That's Why It Pays Off—in Faster, Easier Sales—When You Build Timken Silent Automatic Units Into Your New Houses!

Yes, years of building fine products, plus years of national advertising, backed by aggressive sales promotion have made the Timken Silent Automatic name a standard of top quality for home buyers. This means that heating units that carry this name help create faster acceptance for your houses.

Timken Silent Automatic Heating Means Buyer Satisfaction over the Years! Top-quality materials and finest engineering standards are part of the time-tested Timken Silent Automatic tradition. These units stand up year after trouble-free year. Make friends for you as a builder.

Our Plans Engineering Department Helps You with Heating Layouts! Here's a handy service that can mean extra money in your pocket. Timken Silent Automatic service engineers will help with your heating plans! They will be glad to suggest exact unit, size and shape, from our full range to fit your exact need. Help you avoid costly waste, over-buying.

Ask About the "Development Builder Plan." Whether you are building one house or 50, there is Timken Silent Automatic heating equipment to suit your needs, and at a profitable price for your project. If you are specifying for a group of housing units, be sure to ask for details of the Timken Silent Automatic "Development Builder Plan."

How Timken Silent Automatic heating equipment helps you sell homes faster!

Check this coupon for helpful information on heating...

Dept. AB-45, Timken Silent Automatic Division
Rockwell Spring & Axle Company, Jackson, Michigan.

Please send me information about

Gas Heating Units Oil Heating Units Oil-Fired Water Heaters

I plan to build ___ houses.

Name

Address

City State
NEARLY 9300 MAN-HOURS SAVED
IN BUILDING THESE 618 HOMES

...Thanks to Steel Windows

Want to reduce your building costs? Then take a tip from one of the nation's most successful builders of economy-priced homes. He's Herbert Kronish, president of Republic Construction Corp., since 1951 the builder of 6000 homes in Southern California, Nevada, Arizona, Idaho and Oregon. By using packaged steel-casement windows exclusively, Mr. Kronish estimates that he saves 15 man-hours per house—that's 9270 man-hours saved in the Costa Mesa tract alone!

Thanks to the ease of installation and low initial cost of steel windows, plus a host of other economies, Mr. Kronish's houses sell for astonishingly low prices—the 4-bedroom model for $8995. As to whether the houses move, the 618 units at Costa Mesa were sold out in just two weeks.

Aside from economy, Mr. Kronish gives two other important plus values of steel windows: first, their clean lines blend harmoniously with contemporary architecture; and second, home buyers know that strong, durable steel windows require a minimum of upkeep.

Before you build, be sure to get all the facts on steel windows. Ask your local building supply dealer, or see Sweet's File 16b.

For many years, manufacturers of quality steel windows have used solid, hot-rolled sections of open-hearth steel produced by Bethlehem,

BUILD FASTER...SELL FASTER WITH

STEEL WINDOWS

APRIL 1955
“Wallpaper,” says Mr. Culligan, “gives our homes a luxury touch . . . it really speeds sales! We use it in all our developments from low-cost to luxury homes.”

The Culligan Development Company, like other experienced builders throughout the country, has found that wallpaper pays off in higher profits and quicker sales. Visit your wallpaper supplier and see for yourself how wallpaper combines color, pattern and texture in a way which will give warmth and individuality to your model home.
SECTION II
Alphabetical List of Building Products and Equipment Manufacturers

In this section II, building products and equipment are listed in alphabetical order with the manufacturers of these products and equipment listed under the appropriate titles. No cross references have been used in this section. The editors feel that the readers of the American Builder are well acquainted with the terms employed in this directory, and can lead themselves to the items in this directory. The principal proper nouns of classification are the key words used in forming the alphabetical lists; for example, wood double hung windows are listed as—

> WINDOWS, DOUBLE HUNG, WOOD

The names of manufacturers who advertise in American Builder are printed in boldface.

ABRASIVE PAPER & CLOTH

Abrasive Products Inc 100 Pearl St So Brain-Tree Mass
AMERICAN FLOOR SURFACING MACHINE CO 515 S CLAIR ST TOLEDO 3 OHIO Armour & Company Adhesive Div 333 W St Chicago 9 IL Atlas Abrasives Corp 661 12th St Brooklyn 15 NY
Bay State Abrasives Products Co Union St Westboro Mass
Bohr-Manning Corp Div Norton Co 1860 Howe St Troy NY
Carbonundum Co Buffalo Ave Niagara Falls NY
Clever Mfg Co 535 Main St Norwalk Conn
Lacton Glue Mfg Co 611 Broadway New York 12 NY
McLane Abrasive Co 510 W Washington S Davenport IA
Minnesota Mining and Mfg Co 900 Franklin Ave St Paul 6 Minn
PITTSBURGH PLATE GLASS CO 423 FORT DUQUESNE PITTSBURGH 22 PA
RED DEVIL TOOLS 130 COIT ST IRVING-TON NJ
Sandpaper Inc 8 W Water St Rockland Mass

ACOUSTICAL MATERIALS

Adel Clay Products Co 1118 Mulberry St Des Moines 9 Iowa
Air O Cel Co 2200 Woodward Ave Detroit 2 Mich
Alco Mfg Co 1407 W Wolfram Chicago 13 IL
American Bldg Co 700 W Forsyth Rd Chicago 9 IL
AMERICAN FLOORING CORK CO 1015 CONCORD ST LANCaster PA
Universal Vinyl Co Box 5120 Benning Washington 19 DC
CITIZAIN-TEED PRODUCTS CORP 128 S LASALLE ST CHI-AGO 3 ILL

CELOTEX CORP 120 S LASALLE ST CHI-AGO 4 ILL
Curtis Lighting Inc 6135 W 66th St Chicago 30 IL
DANT & RUSSELL INC 1320 S BROAD-WAY BOSTON 10 MA
A Mfg Co Inc 1670 Barwise Waltham Kane E G Building Fasteners Corp 101 Park Ave New York 17 NY
EASTERN MACHINE PRODS CO 1401 W COMICOM ST BOSTON 30 MD
EASTERN VENETIAN BLIND CO 1601 W COMICOM ST BOSTON 30 MD
Elof Hansson Inc 220 E 42nd St New York 17 NY
Hayen Adhesives Co Inc Union Bl at Brown St Lowell 7 MA
INSULITE CO MINNESOTA & ONTARIO PAPER CO 210 BAKER ARCADE MINNEAPOLIS 2 MN
Johnson Mfg Co 2330 W Franklin St Janesville WI
JOHNS-MANVILLE CORP 22 EAST 40TH ST NEW YORK 17 NY
KEASBEY & MATTHISON CO BUTLER AVE AMBLER PA
Keller Island Company 1102 Leader Bldg Cleveland 14 Ohio
Kimberly-Clark Corp 128 N Commercial Nashville TN
Lockport Mills Inc Elmwood Ave Lockport NY
Luk Products Co 5109 San Fernando Los Angeles 39 CA
Mid-West Acoustical and Supply 20001 W Lake Rd Cleveland 18 Ohio
NATIONAL ALUMINUM CO COLUMBUS OHIO
NATIONAL Gypsum Co 325 DELAWARE ST BUFFALO 2 NY
Owens-Irving Fire Resistant CORP Nichols Bldg Toledo 3 OHIO
Power Mfg Co Purves Ave N Arlington NJ
REYNOLDS METALS CO BLDG PRODS DIV 2901 S NINTH ST LOUISVILLE 1 KY
RigidBody Metals Co 658 Ohio St Buffalo 3 NY
Schindler (F E) & Co Inc 604 Railroad St Joliet IL
Simpson Logging Co White Bluff Seattle 1 Wash
Spray-Flake Co 2727 W Irving Pl Chicago 33 IL
Taylor Bedding Mfg Co Taylor Texas
Texas A&M University Co 813 Airport Blvd Austin Texas
UNITED STATES Gypsum Co 300 W ADAMS ST CHICAGO 4 ILL

279
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
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<tr>
<td>CAREY (PHILIP) MFG CO</td>
<td>316 S WAYNE CINCINNATI 15</td>
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<td>CHRISTY CO</td>
<td>6040 DAGGETT AVE ST LOUIS 10</td>
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<td>CONGEOULMAIRN INC</td>
<td>195 BELGROVE DR DEERFIELD NJ</td>
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<td>CONWAY MFG CO</td>
<td>1515 HADLEY ST LOUIS 6 MO</td>
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<td>COPPER PRODUCTS INC</td>
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<td>DOBBINS MFG CO</td>
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<td>DOW LEAD CO</td>
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| DURR MFG CO | 6560 NORTON RD CLEVELAN
the right answer to every space problem

RA-TOX

Fashionfold®

DOORS
design patent 172,647

Space problems in these three rooms were quickly solved with Fashionfold folding doors. Now all floor space is usable and each room has outstanding sales appeal. Hundreds of other builders are adding space while cutting costs with Fashionfold doors. Distinctively woven of fine hardwood, Fashionfold is out-selling all other wood-slat folding doors in America. Write today for free color folder 706B.

THE HOUGH SHADE CORPORATION
1044 Jackson • Janesville, Wisconsin
IN CANADA: Canadian Ventilating Shades, Ltd.
481 Reid Street, Peterborough, Ontario

new TWIN HANGER keeps leading edge of door in alignment . . . eliminates “spring back.” An exclusive Fashionfold feature.

MIXERS
FACTS AND FIGURES

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<tr>
<th>MODEL</th>
<th>CAP.</th>
<th>CHARGE-DISCHARGE</th>
<th>FRAME</th>
<th>POWER</th>
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<tr>
<td>3½ T-PT</td>
<td>3½ cu. ft. plus 10%</td>
<td>Tilt drum has geared mechanism with friction lock handle.</td>
<td>All steel with telescopic trowel pole, spring mounted axle.</td>
<td>Air cooled 4 hp single cylinder Wisconsin engine.</td>
</tr>
<tr>
<td>3 M-PT</td>
<td>4 cu. ft.</td>
<td>Tilt drum with tilt lever on side.</td>
<td>Low slung 29&quot; overall “doorway” width.</td>
<td>Choice of air cooled Louden or Wilco engine, or electric motor.</td>
</tr>
<tr>
<td>6 S-PT</td>
<td>6 cu. ft. plus 10%</td>
<td>One lever hydraulic side discharge.</td>
<td>2-wheel and discharge or 4-wheel side discharge.</td>
<td>Air cooled 20 hp Wisconsin engine.</td>
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WRITE FOR FREE BULLETIN ON MIXER IN WHICH YOU ARE INTERESTED.

* GILSON BROTHERS COMPANY
645 W. GILSON AVE., FREDONIA, WIS. 
FOUNDED IN 1911

LACLEDE STEEL CO ARCADE BLDG ST LOUIS MO
Lakeleva Millable Castings Co Raceine Wi
Lambro Mfg Co 110 Main St W Poughkeepsie NY
Lenox Co 291 Cabel St Louisville 6 Ky
Maitre Casset Plastic Co Inc 56-81 160th St Jamaica 35 NY
Mewin Mfg Co 14th and German Erie Pa
MIXAL ADHESIVES CORP 214 E 53RD ST NEW YORK 22 NY
Molly Corp 544 Medical Arts Bldg Reading Pa
Nalle Plastics Inc 108-112 W Second St Austin 1 Tex
National Guard Products Inc 549 Jackson Ave Memphis 7 Tenn
Paine Co 7 Westgate Rd Addison III
Pork (E D) Mfg Co 2904 West 26th St Chicago 33 III
Ransberg Co Inc Industrial Div 271 Church St New York NY
Richmond Screw Anchor Co 198 Liberty Ave Brooklyn 8 NY
Sommer Metalcraft Corp 351 Poston Drive Crawfordsville Ind
Southern Wire & Iron Works 441 Memorial Dr SE Atlanta Ga
STAR EXPANSION BOLT CO 147-149 CEDAR ST NEW YORK 6 NY
Stewart-Iron Works Inc PO Box 1039 Cincinnati 1 Ohio
Tennon Bros Inc 450 N Bellevue Memphis 1 Tenn
TIMBER ENGINEERING CO 1319 15TH ST NEW WASHINGTON 6 DC
U S Expansion Bolt Co State St and PRR York Pa
Universal Form Clamp Co 1238 N Kostner Ave Chicago 41 III
WAGNER MFG CO 187 & WASHINGTON CEDAR FALLS IOWA
Weatherguard Service Inc 564 Jackson Ave New York 55 NY
Williams Form Engineering Corp 1501 Madison Ave Grand Rapids Mich
Winner Industries 1023 Washington So Minneapolis 15 Minn

ARCHE, LAWN
Anchor Post Prod Post Fene Div 6673 Eastern Ave Baltimore 24 Md
ARTCRAFT ORNAMENTAL IRON CO 724 E HUDSON ST COLUMBUS 11 OHIO
Bell & Co Inc 1150 Broadway New York NY
Concord Woodworking Co Inc 10 Bemhart St W Concord Mass
Cyclone Fence Div American Steel & Wire Co US Steel Corp Box 260 Waukegan 1 III
Davies & Sibr Co Box 78 Sia A Cincinnati 23 Ohio
Stewart-Iron Works Inc PO Box 1039 Cincinnati 1 Ohio
Vandy (E A) 14156 Merchandise Mart Chicago 54 III

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Cyclone Fence Div American Steel & Wire Co US Steel Corp Box 260 Waukegan 1 III
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Marine Lathing Supply Co 309 Denton Ave New Hyde Park Lf NY
NATIONAL GYPSUM CO 325 DELAWARE AVE BUFFALO 2 NY
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Uniform warmth all the way down!

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Lifetime performance without maintenance
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The complete Har-Vey Challenger set, hardware & track, for a 2 ft. pocket door is only $2.70 list!
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Let G.E. help you sell your houses at the price you set!

AMERICA'S FAVORITE* APPLIANCES
TIP THE SCALE FOR YOU!

New, low-cost Disposall.* Introducing the new de luxe FC-40 at a price you, as a builder, can't afford to overlook!


The FC-40 joins the custom models FA-4 and FA-45. Custom models feature safety Twistop control and written 5-year warranty.

New variety in dishwasher designs!

Even one with a wood front! A choice of styles! Models that fit to the right or left of sink! Models on wheels. Models with real wood fronts in knotty pine, birch, mahogany or oak! Here's the extra customer-appeal you need for quicker sales of your new homes.

Every model is a spacesaving under-counter model, 24" wide. Free-standing model, with separate top, is also available. Get more information. See G-E catalogue in Sweet's file, or your G-E distributor.

New, custom model dishwasher-sink

G.E.'s new custom model electric dishwasher-sink changes the sink area in new homes from a messy work center to the glamour spot of the kitchen. Pre-plumbed, easy to install, this wonderful, feature-packed new appliance combines the convenience of automatic dishwashing with a beautiful, porcelain-enamel cabinet sink.

General Electric Company, Dishwasher & Disposall Dept., Louisville 1, Kentucky.

*In a recent national survey 55 out of every 100 women said, "General Electric makes the best appliances for the home"!
Now you can build better homes
3 TIMES FASTER with Shakertown

GLUMAC UNITS

HERE’S PROOF! Leading builders everywhere report it’s NOT exceptional to sidewall a house a day—the GLUMAC way. Save 70% on application costs, too!

FASTER TO APPLY because they’re big, easy-to-handle 16” x 46¼” units of Shakertown Sidewall shakes bonded to tapered backer-board. Cut with a knife or saw —no metal to dull tools. Colored nails to match the factory-stained shakes included in every carton.

EASIER TO HANDLE because there’s no fitting, no finishing of individual shakes. Only finish nailing is needed to complete a “double-coursed” sidewall.

BETTER WEATHER PROTECTION because Glumac Units are factory squared and fitted to assure best possible alignment and uniformity. Just 22 units cover 100 sq. ft. of sidewall at recommended 14” exposure.

Up to 3 TIMES FASTER, Glumacs not only save costs but also are customer-preferred 3 to 1 over other materials, according to actual builders’ surveys!
Most profitable line you can sell...

Shakertown
FIRST NAME IN CEDAR SHAKES

Shakertown GLUMAC Units
Famous Shakertown Sidewall shakes, factory-stained and bonded to tapered backer-board, in big 16" x 46¾" units. Cover 100 sq. ft at 14° exposure with just 22 units, packed 11 per carton, including 6d colored nails.

Shakertown ROOF Shingles
Smooth-surfaced cedar, factory squared and stained in colors to harmonize with any styling. Laid at narrow exposure to make a triple-thick protective roof surface for greater weather protection. Can be applied over spaced sheathing. Packed four cartons per square at standard exposure.

Shakertown SIDEWALL Shakes
All are handsomely grooved cedar shakes, factory stained in 12 decorator-selected colors. Applied over an under-course of low-cost, smooth-surface shingles for double protection. Packed one square per carton, including 6d colored nails.

Lifetime Metal JIFFY CORNERS
Eliminate jointing, lacing of shingle corners. Striated surface matches grooved shakes. Pre-drilled nail holes. In all colors and unpainted. One gross per carton.

HERE'S WHY you'll profit with Shakertowns! No other shingle line combines all these saleable features ... all ready to help you make more sales, faster.

BETTER SERVICE. Because there's a Shakertown Distributor near you, there's no need to carry a high inventory. Convenient-size cartons are easy to move on the job, ready to apply.

BETTER PRODUCTS. Customers recognize and prefer the famous Shakertown quality ... known for over 35 years.

BETTER PROFITS result when you display and sell leading brands. When you sell Shakertown, you sell the First Name in Cedar Shakes.

BETTER SALES. The time-saving, cost-reducing features of Shakertown products assure a strong demand ... in one of America's biggest markets.

BETTER ADVERTISING builds business for you. Shakertown hits 18,000,000 customers and prospects with forceful, large-space advertising — plus sparkling color folders, point of sale displays and newspaper mat service.

ACT NOW!
Mail the coupon TODAY for full details

Yes, I'M INTERESTED: Rush me color samples and full information about Shakertown products.
Packaged masonry safety chimney

Saves 20%-40% over brick, cuts job delays — approved for all fuels

QUICKLY INSTALLED — Complete chimney assembled in 3 man-hours or less. Easily installed, even after house has been completed. Complete packaged chimney delivered to job when needed, nothing else to provide. Construction delays eliminated.

CUTS COSTS — Factory mass-produced, the Van-Packer chimney saves 20% to 40% on cost of time and material over brick chimney construction.

APPROVED FOR ALL FUELS — The Van-Packer chimney is tested and listed by U.L. for all fuels — coal, oil or gas — with all home heating plants and incinerators. It is approved by major building codes. Flue sections are made of 2100°F acid-proof fire clay tile lining, 3" vermiculite concrete insulating wall and cement-asbestos outer jacket. Insulating value equals 24" brick construction. 14" OD flue section installs between joints on 16" centers without joint cutting.

FREEDOM OF DESIGN — Due to its sectional construction of lightweight vermiculite concrete, the Van-Packer chimney may be suspended directly over furnace where it best serves heating plant location. Conserves floor space as no chimney foundation is necessary.

EFFICIENT, PERMANENT — In independent laboratory tests, the Van-Packer chimney developed 34% more draft than 8" x 12" tile-lined brick chimneys. The Van-Packer is a lifetime masonry chimney.

BRICK-PANEL CHIMNEY HOUSING — Cement-asbestos housing panels are embossed in brick texture with brick red finish. Can be painted if desired to match other brick colors while retaining natural color mortar lines. Housing panels cut easily to fit any roof ridge or pitch. Panels with quick-lock corners slide one into the other to form the housing. Completed housing measures 16" wide by 24" deep. Aluminum housing also available.

IMMEDIATE DELIVERY — Distributed in the United States, Canada and Alaska through local heating and building material jobbers. See ordering instructions on next page.

ONE MAN INSTALLS A VAN-PACKER CHIMNEY IN 3 HOURS OR LESS

Prepare opening in floor, ceiling and roof. No clearance to wood members necessary.

Place chimney support in prepared opening and nail iron supporting straps to floor joists.

Cement masonry sections in place up to desired height using thermal-setting joint cement provided.

Assemble leak-proof flashing on roof at base of flue. Install housing around completed flue.

Cut housing panels to desired pitch and slide them together to form locked housing.

Set "Deluxe Housing Cap" assembly over housing to complete Van-Packer chimney installation.
CEILING SUSPENDED INSTALLATION METHOD

- 2100 °F. REFRACTORY FIRE CLAY FLUE LINING THROUGHOUT
- AVAILABLE WITH CEMENT, ASBESTOS, BRICK PANEL HOUSING MEASURING 16" x 24"
- 24" CHIMNEY SECTIONS CAN BE COMBINED WITH 12" SECTION FOR ANY HEIGHT
- ALUMINUM DRAWN AND PERMANENTLY SEALS EACH SECTION JOINT
- ALL JOINTS UNDER COMPRESSION, NOT AFFECTED BY BUILDING SETTLEMENT
- CHIMNEY SUPPORT, SUSPENDED BETWEEN JOISTS, ELIMINATES CHIMNEY FOUNDATION
- STEEL REINFORCED CONCRETE BASE INSULATING PAD
- STAINLESS STEEL STANDARD SMOKE PIPE THIMBLE TO CONNECT FURNACE, WATER HEATER, INCINERATOR

INSTALLATIONS FOR EVERY HOME — FOR EVERY FUEL

CEILING SUSPENDED

- DELUXE HOUSING CAP ASSEMBLY
- INSTALLATIONS FOR EVERY HOME — FOR EVERY FUEL

FLOOR SUSPENDED

- INSTALLATIONS FOR EVERY HOME — FOR EVERY FUEL

CEILING SUSPENDED

- INSTALLATIONS FOR EVERY HOME — FOR EVERY FUEL

HOW TO ORDER VAN-PACKER CHIMNEYS

For specific prices, simply give your heating supply or building material dealer or jobber the "H" and "L" or "H" and "P" measurements as indicated in the diagrams (above). See your local classified telephone directory for Van-Packer listing. If no distributor is listed, write Van-Packer Corp.

COMPLETE INSTALLATION INFORMATION AVAILABLE

If the chimney installation you require is not shown here, send an elevation drawing showing roof pitch and chimney location to Van-Packer Corp. Complete installation information will be sent you immediately.

Write for Bulletin No. 12-AF-28

Van-Packer Corporation • Bettendorf, Iowa • Phone: Davenport 5-2621
REV-A-SHELF HARDWARE

Each Rev-A-Shelf kit contains all the necessary hardware parts to easily assemble a smooth turning set of revolving cabinet shelves. Shelf supports made of heavy cast aluminum. Top and bottom assembly of precision machined cadmium plated steel. Kits packed in 2 and 3 shelf sets. Extra supports available. DEALERS WANTED: Write for full information and prices.

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BLADES, TRACTOR MOUNTED

SHAWNEE Rear Blades


Here's install revolving shelf hardware

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APRIL 1955

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“HOW TO” BULLETIN

HOW TO put a “plus” selling feature into your houses—that’s the theme of this important 16-page bulletin on Kno-Draft Overhead Air Diffusers. They’re the newest, most dramatic idea in home heating and cooling.

Kno-Draft Air Diffusers are miles ahead of grilles for perfect heating and cooling comfort. By mixing intake and room air above the heads of room occupants, they assure equalized temperature and completely eliminate drafts and blasts of hot or cold air. Home owners like overhead air diffusion for its greater comfort, greater cleanliness, greater freedom in furniture placement.

Bulletin KH-76A (cover and sample page reproduced in miniature above) tells the advantages of overhead heating, how to select diffusers, how to lay out systems, and gives step-by-step details of quick and easy Kno-Draft installation.

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AMERICAN BUILDER NEWS: 294
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Indirect ventilation
with projected
ventilators
Permit use of
drapes, curtains
and awnings
Glazing outside—flat
surfaces inside
Screens removable
from inside
Easily washed from
inside—economy
and safety
Extra deep sections—
accommodate
“Thermopane” or
“Twindow” glazing

76 Years of
RELIABILITY

THE WILLIAM BAYLEY COMPANY
Springfield, Ohio
District Sales Offices: Springfield Chicago New York Washington

APRIL 1955
Dramatic new sales feature

Be first in your area to capitalize on Sound Conditioning

Quiet homes are easier to sell. Now Cushiontone gives your houses beauty and quiet—plus national advertising support

ESPECIALLY DESIGNED FOR HOMES. Armstrong Cushiontone with the new Full Random design is smartly styled for the home. Women like the modern appearance of Cushiontone Full Random—it eliminates the old-fashioned tile look. Cushiontone is a pre-painted ceiling finish that gives your houses a salable new feature—quiet. It can easily be washed or repainted.

QUIET KITCHENS MAKE IMPRESSION. Demonstrate the benefits of Cushiontone. Slam a door, clap your hands, ask prospects to raise their voices. They’ll hear how the sharp edge is taken off distracting noise. If you have open planning, explain how Cushiontone prevents kitchen sounds from spreading. “Built in” quiet will make a strong impression on prospects and may often be the important extra that will close the sale.

GET FREE PROMOTIONAL MATERIAL. Merchandise the new comfort of sound conditioning by putting up signs in front of your homes and in every sound-conditioned room. Give prospects Cushiontone literature. Feature Cushiontone in your local advertising. For free material, see your Armstrong building products dealer or write Armstrong Cork Company, 4204 Rider Avenue, Lancaster, Pennsylvania.

EASY TO INSTALL. No special skill or tools required. Just nail 1” x 3” furring to joists, nail 12” x 12” Cushiontone to furring, and the ceiling is finished. With one low-cost, quickly installed material you have a finished ceiling that also sound conditions your houses.

Armstrong CEILINGS
Cushiontone® • Temlok® Tile • Perforated Temlok Tile
The smart-looking tiles that quiet homes
Dave Garroway, star of NBC-TV's "Today" is telling your customers to look for screens made of ALCOA ALUMINUM!

This year more than ever before your customers will want aluminum screens. Dave Garroway, on his NBC-TV show "Today" is telling home buyers to insist on aluminum screens. Edward R. Murrow's "See It Now"... House Beautiful... House & Garden—they're all building up customer demand for homes with aluminum screens.

Ride the tide to more sales!

Feature screens made of ALCOA ALUMINUM!

Screens made of ALCOA aluminum help sell houses! Today's buyers look for extras. And the extra value, extra beauty and convenience of quality aluminum screens give you an extra sales appeal that prospects see and appreciate immediately.

Screens made of ALCOA aluminum are the finest you can install. They won't rust, sag or burn. They won't stain walls or siding. They're virtually as permanent as the house itself. Dress up your houses for faster summer selling. See your building supply dealer now about combination windows and doors or framed screens made of ALCOA aluminum.

Look for the screens that have this label
Buckets, Concrete

Blaw-Knox Equipment Div. Blaw-Knox Co
Farmers Bank Bldg Pittsburgh 36 Pa

Bliley Corp Co Giant & NPF 916 Pa

Hollis Steel Form & Iron Co Warren Ohio
Johnson (C.S.) Co The PO Box 171 Training

Kerk-Mix Co Port Washington Wis.

Wheeling Corrugating Co 1154 Market St
Wheeling W Va

Buildings, Metal

American Bridge Div US Steel Corp 525 William
Penn Avenue Pittsburgh 36 Pa

Armour Drainage and Metal Prods Inc 703
Curtis St Middletown Ohio

Berger Mfg Co 7400 E 13th St Kansas City 26 Mo

Columbian Steel Tank Co 1401 W 12th St Kanea City Me

Great Lakes Steel Corp Stran-Steel Div Ecorse 1 Mich

Heil Mfg Co 3704 Superior Ave Cleveland 14 Ohio

Huber-Boxer Co 2770 Bloomington Ave Minneapolis 16 Min.

Brenton Mfg Co 1134 Market St Kansas City 26 Mo

Wheeling Mfg Co 1154 Market St Wheeling W Va

Burners, Gas

Aerol Products Co Inc 69 Wesley St S Hackensack N J

Airline Prods Div BORG-WARNER CORP KALAMAZOO MICH

Airtemp Div Chrysler Corp Div 1600 Webster St Dayton 1 Ohio

Albright Co 111 Williams St Wyoming Ill

American Radiator & Standard Sanitary Corp BESSEMER BLDG PITTSBURGH 30 PA

Armstrong Foundry Co 375 W 3rd Ave Columbus 8 Ohio

Bolger Corp Belle Vernon Pa

Bryant Heating & Cooling Div. Gas Equipment Inc 17532 St Clair Ave Cleveland 11 Ohio

Century Engineering Corp 401 Third SE Cedar Rapids Iowa

Cleveland Steel Prod Co 16025 Brookpark Rd Cleveland 11 Ohio

Steel Prod Engineering Co Combustion Div 1205 W Columbus St Springfield Ohio

Conco Engineering Works Div Conkey (H.D.) Co 1940 Thomas St Mendota III

Crane Co 830 S Michigan Chicago 5 Ill

Delco Appliance Div General Motors Corp LEWLY & WHITNEY ST ROCHESTER NY

Dewey-Sherard Boiler Co 1311 N Capulet Ave Indianapolis Ind

Eureeka Williams Co Div Henney Motor Co Bloomington Ill

Fargo Stove Co Rm 1459 Mndt Christie 24 N.D.

Front Rank Mfg Co Div Liberty Foundry Co 3000 2nd St St Louis 7 Mo

Green Colonial Furnace Co 516 SW 3rd St Des Moines 41 lowa

Harms All Gas Co Allston Iowa

Hauck Mfg Co 124-36 10th St Brooklyn 15 NY

Henry Furnace Co 500 W 8th St St Louis 1 Mo

Henry Furnace Co 1305 W 11th St St Paul 7 Min.

International Boiler Co 3000 8th Ave St Louis 3 Mo

International Oil Burner Co 3800 Park Ave St Louis 10 Mo

Iron Fireman Mfg Co 3178 W 160TH ST CLEVELAND 11 O.

Jackson & Church Co 321 N Hamilton St Salina Mich

Jahnklot Div Surface Combustion Corp 400

Dublin Ave Columbus 15 Ohio

Ko-sae Prods Inc 401 W Coolidge St Red Oak Iowa

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Little (H.C.) Burner Co Inc PO Box 60

San Rafael Calf

Meyer Furnace Co 1300 S Washington Peoria Ill

Mueller Climatrol Corp 2005 W Oklahoma St Milwaukee 15 Wi

National Airoil Burner Co 1226 E Sedgley Ave Philadelphia 35 Pa

National Radiator Co 223 Central Ave Johnstown Pa

Nickel Furnace Co 560 S 12TH ST MARSHALLtown IA

Little (H.C.) Burner Co Inc PO Box 60

San Rafael Calf

Meyer Furnace Co 1300 S Washington Peoria Ill

Mueller Climatrol Corp 2005 W Oklahoma St Milwaukee 15 Wi

National Airoil Burner Co 1226 E Sedgley Ave Philadelphia 35 Pa

National Radiator Co 223 Central Ave Johnstown Pa

Niagara Furnace Div Forest City Foundries Co 2540 W 27TH ST CLEVELAND 11 OH

Niagara Furnace Div Forest City Foundries Co 2540 W 27TH ST CLEVELAND 11 OH

Norine Heat Div Borg-Warner Corp 760 E Vine St Kalamazoo Mich

Olsen (C.A.) Mfg Co 515 Mill Street Elkhart Ind

Poller & Bellner Mfg Co Inc Fruitville Rd

Petro 3170 W 106Th St Cleveland 11 Ohio

Queen Steiner Works Inc 565 Front St Albert Lea Minn

Ray Oil Burner Co 261 Bernal Av San Francisco Cal

Robert Gordon Appliance Corp 500 W MADISON ST CHICAGO IL

Sunbeam Air Conditioner Div American Radiator & Standard Sanitary Corp ELYRIA OHIO

Sunbeam Air Conditioner Div American Radiator & Standard Sanitary Corp ELYRIA OHIO

Thatcher Furnace Co Center St Garwood NJ

Timken Silent Automatic Bearing RKO Mfg Co 290 E Washington Jackson Mich

Wayne Home Equipment Co Inc 581 Chicago Ave Fort Wayne 4 Ind

Will-Burt Co 292 S Main St Orrville Ohio

Williamson Heat & Power Madison Road CINCINNATI 9 OHIO

York-Shiley Inc PO Box 295 New York Pa

Zorn (A.J.) Mfg Co Erie Pa

Burners, Oil

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Airline Prods Div BORG-WARNER CORP KALAMAZOO MICH

Airtemp Div Chrysler Corp Div 1600 Webster St Dayton 1 Ohio

Albright Co 111 Williams St Wyoming Ill

American Radiator & Standard Sanitary Corp BESSEMER BLDG PITTSBURGH 30 PA

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Chase Oil Burner Co 312 Lumbar Exchange Minneapolis Minn.

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Crane Co 830 S Michigan Chicago 5 Ill

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Flint Heat Div Anchor Port Prod Inc 6500

Flint Ave Baltimore 24 Md

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General Automatic Prods Corp 2300 Sinclair St Baltimore 13 Md

General Utilities Corp 1925 N Broad St Philadelphia Pa

Gilbert & Barker Mfg Co Cold Springs W Springfield 10 Ohio

Green Colonial Furnace Co 516 SW 3rd St Des Moines 41 lowa

Hall Heat Div Avery Farm Machinery Co Foot of Junction St Peoria Ill

Heather-Whipple Inc 1st & Cal Ave Springfield Mass

Hollis Mfg Co 124-36 10th St Brooklyn 15 NY

Heil Co 3000 W 8th St St Louis 3 Mo

Henry Furnace Co 500 W 8th St St Louis 1 Mo

Henry Furnace Co 1305 W 11th St St Paul 7 Min.

International Boiler Co 3000 8th Ave St Louis 3 Mo

International Oil Burner Co 3800 Park Ave St Louis 10 Mo

Iron Fireman Mfg Co 3178 W 160TH ST CLEVELAND 11 O.

Jackson & Church Co 321 N Hamilton St Salina Mich

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Poller & Bellner Mfg Co Inc Fruitville Rd

Petro 3170 W 106Th St Cleveland 11 Ohio

Queen Steiner Works Inc 565 Front St Albert Lea Minn

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Sunbeam Air Conditioner Div American Radiator & Standard Sanitary Corp ELYRIA OHIO

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Thatcher Furnace Co Center St Garwood NJ

Timken Silent Automatic Bearing RKO Mfg Co 290 E Washington Jackson Mich

Wayne Home Equipment Co Inc 581 Chicago Ave Fort Wayne 4 Ind

Will-Burt Co 292 S Main St Orrville Ohio

Williamson Heat & Power Madison Road CINCINNATI 9 OHIO

York-Shiley Inc PO Box 295 New York Pa

Zorn (A.J.) Mfg Co Erie Pa

American Builder

Aerol Products Co Inc 69 Wesley St S Hackensack N J
Majestic offers a single source for quality heating equipment of many types—forced warm-air furnaces, matching summer cooling units, and factory-fabricated metal fireplaces and chimneys—all at thrifty prices and all designed for quick, simplified installation to save on-the-job costs.

**A FURNACE FOR EVERY HOME NEED**

Whatever your need or preference, you can now have the extra advantages of Majestic’s quality winter air conditioners. Majestic’s full line includes a choice of models for homes of every size. There are automatic gas or oil units suited to every type of modern, forced-air heating system—horizontal flow, downflow, or upflow designs. They range from 76,000 BTU output units (only 22” square at the base) to large furnaces delivering nearly 400,000 BTU. Majestic’s counterflow furnaces, a design so often in demand in modern heating systems, deliver rated capacities up to 200,000 BTU!

**A complete line of MATCHING AIR CONDITIONERS**

Complete, packaged home air conditioning in matching units—twins in size and appearance—is Majestic’s answer to the latest trend in building year-around comfort into American homes. Majestic’s line of upflow, downflow, and horizontal flow cooling units—2- and 3-ton capacities in both water-cooled and air-cooled condensers—makes system-matching a cinch! Larger water-cooled units are also available.

See your Majestic dealer today
number is your right number anywhere in the U.S.A. . . . for dependable source of quality lumber and wood products. Call the representative in your area listed below.

Preservative treated products: Lumber, Posts, Poles, and Piling treated with Creosote and Standard Salt Preservatives.

Timber Fabrication


Plywood: Douglas Fir and Ponderosa Pine.

Long-Bell Flakewood

Oak Flooring

Preservative treated products: Lumber, Posts, Poles, and Piling treated with Creosote and Standard Salt Preservatives.

The Long-Bell Lumber Company

Established 1875 — Kansas City 6, Mo.

Eastern Division — Kansas City, Mo.

Western Division — Longview, Wash.

April 1955
NEW TIMESAVING TA-PER-TAPE
THE TOP QUALITY JOINING TAPE

To-Per-Tape, the new, NON-PERFORATED joining tape won’t blister, wrinkle or ripple... SPEEDS up all dry wall construction... more efficient than perforated tapes. Ta-Per-Tape is TOP QUALITY tape of MODERN, NON-PERFORATED construction. Consult us without obligation on tape for dry wall construction, sample rolls on request... write

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SINIDEN BLUMENTHAL, CO INC 1 PARK AVE NEW YORK 16 NY
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KAWNEER COMPANY 1190 N FRONT ST NILES MI
SHOODARD MFG CO 417 FOURTH ST SW MASON CITY IOWA

CAR PUSHERS
Advance Car Mover Inc 112 N Gutierrez St Appleton WI
Hough (Frank & Co) 621 Summer Ave Libertyville IL
Link-Belt Co 397 N Mich Ave Chicago 1 IL
Miller Co 2240 Minnetonka Blvd Minneapolis MN
OLIVER CORP 404 W MADISON ST CHICAGO ILL
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KEWANEE MFG CO 150 BURLINGTON AVE KEWANEE ILL
Swett (A L) Iron Wks 145 Glenwood Ave Madison WI
Vulcan Tool Mfg Co 41 Liberty St Quincy 60 Mass

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Jackson Mfg Co Locheil Rd Harrisburg Pa
Kim (F D) Mfg Co 202 Park Ave Baerstil Neb
Masters Planter Co 356 North St Benton Harbor Mich
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Farwell Metal Fabricating Div Fairfield & Walter St Paul 1 Minn
French & Huch Div Kelby-Hayes Wheel Co 50 Farnam St Davenport, Iowa
Glechner Inc 1900 Kendall N W Washington 2 DC
Hawbey Industries 820 Vivian St Longmont Colo
Jackson Mfg Co Locheil Rd Harraburg Pa
Kwik-Mix Co Fort Washington Washington
Lansing Co 603 N Cedar St Lansing 3 Mich
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Market Forge Co 35 Garvey St Everett 49 Mass
New Mfg Co 984 High Ave S W Canton 4 O
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Victor Adding Machine Co 3900 N Rockwell St Chicago Ill

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Allen Steel Prods Inc 2841 E Ten Mile Rd Hazel Park Mich
BOSTICK STEEL LATH CO 1850 GRISWOLD ST DOWNEW YORK 11 NY
CASINGS INC 2408 N FARWELL AVE MILWAUKEE 13 WIS
CECO STEEL PRODS CORP 5401 W 26TH ST CHICAGO 5 ILL
CERTIFIED PRODS CORP 120 E LANCASTER AVE ARDMORE PA
Colorado Fuel & Iron Corp Clinton Mass
Craft Steel Prods Inc 10 Market St Jamestown NY
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DRYWALL TRIM INC 2400 N FARWELL AVE MILWAUKEE 13 WIS
Goldsmith Metal Lath Co 4501 Chickington Cincinnati Ohio
INLAND STEEL PRODS CO 4111 W BURNHAM MILWAUKEE WIS
MATT PENN METAL CO INC 285 E 42ND ST NEW YORK 7 N Y
RUSSELL (F C) CO 1180 CHESTER AVE CLEVELAND 1 OHIO
STEELCRAFT MFG CO 9417 BLUE ASH RD ROSSMOYNE OHIO
THOMPSON MFG CO 8541 HEGERSTADT PHILADELPHIA 5 PA
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VENTO STEEL PRODUCTS CO INC 250 COLORADO AVE BUFFALO 15 NY

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Aver Co 2761 Bessemer Cleveland 4 Ohio
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Asbestos Asphalt & Insulation Co Inc 2100 Fullerton Ave Chicago 37 Ill
BALTZ (R N) AND CO 1180 HARVARD EVANSTON Ill
BARCLAY MFG CO INC 385 GERARD AVE NEW YORK 13 NY
Barclay Weatherstrip Material 1960 E 59th St Cleveland 2 Ohio
Barrett Div Allied Chemical & Dye Corp 49 East St New York 6 NY
Biddle Co 606-624 S Main St Louis 8 Mo
Blue Ridge Tool Co Inc Henry Va
Brown (J G) Co 537 W 33rd St New York 1 NY
Briggs-Maroney Co Inc 8S Paris St Everett 5 Mass
CALBORN PAINT AND VARNISH CO 2424-24 N MARTHA PHILADELPHIA 25 PA
Carley (Philo & Co) 5221 North Avenue Cincinnati 15 Ohio
CENTRAL METAL STRIP CO 4243 N WESTERN AVE CHICAGO 18 Ill
Cement Waterproofing Corp 3277 E Shields Ave Chicago 18 Ill
CHAMBERLAIN CO OF AMERICA 1254 LAMBROSSE ST DETROIT 54 MICH
Chemical Supply Co 1340 Norton Cleveland Ohio
Comer Co 6550 Main St Kansas City Mo
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Dad & Lad Co Inc New Lenox Ill
Dennis Chemical Co Inc 2701 Papin St St Louis Mo
Dennis (W J & Co) 4444 Irving Pk Rd Chicago 41 Ill
Devon & Raymonds Co Inc 787 First Ave New York 17 NY
Dicks-Pontius Co Inc 5300 Huberville Rd Dayton Ohio
Division Lead Co 7742 W 61st Place Summit Ill
Dolphin Paint & Varnish Co Inc 922 Locust St Toledo 6 Ohio
Ever-Plastics Corp 420 Lexington Ave New York 17 NY
Fenley Sibley & Co Inc 356 N 4th St Philadelphia Pat
Flentrop Co Inc 356th & Filbert Sts Philadelphia 6 PA
FLINTKOTE CO 3@ ROCKEFELLER PLAZA NEW YORK 20 NY
Ford Roofing Products Co 1101 Michigan Ave Chicago 2 Ill
Fort Pitt Chemical Co 26th & Smallman St Pittsburgh 22 Pa
Gaugan, Clay Co Inc 526 S Broadway Green Bay Wis
Gibson-Homers Co 2866 Woodhill Rd Cleveland 6 Ohio
GILDEREN CO BREA RD & MADISON CLEVELAND 2 OHIO

MARVAN CORPORATION
Leading Manufacturer of Superior Dry Wall Tapes

WEST HARTFORD, CONN.

AMERICAN BUILDER
GASOLINE HAMMER

Paving Breakers and Rock Drills

2000 powerful blows per minute make short work of breaking, cutting, tapping or drilling—keep construction time and costs down. Rock Drill models have self-rotating bit.

... and to reduce construction time and costs it's SYNTRON

CONCRETE VIBRATORS

Mass and form types for high speed compacting and setting of large, medium or small concrete jobs.

"Self-Rotating" ELECTRIC HAMMER DRILLS and ELECTRIC HAMMERS

For fast, easy cutting, chipping, painting or drilling in concrete. Ten times faster than by hand!

"Belt Driven"

ELECTRIC SAWs

Deliver full cutting power to the blade—no bucking or jerking when cutting wood, tile, concrete block, plaster, board, etc. 2” and 10” blades—2-1/16” and 3-1/4” cuts.

Write today for complete tool catalogue—Free

SYNTRON COMPANY

618 Lexington Avenue

Homer City, Penna.

AUGUST 1955

Page 305
MAKES THE BEST Gas HEATING APPLIANCES IN THE WORLD

There's NO DOUBT about it!

FOR THE SMALL SPACE

EMPIRE HORIZONTAL WINTER AIR CONDITIONERS

ARE PARTICULARLY ADAPTABLE WHERE SPACE IS AT A PREMIUM. Less than 20" HIGH.

MOST EFFICIENT
Gas BURNER

SILENT IN OPERATION

Compactly Built TO GIVE YOU MORE VALUABLE SPACE THAN EVER BEFORE POSSIBLE and
Specially Engineered TO MEET ANY PARTICULAR HEATING REQUIREMENTS!

- HANDSOME CASING - PRECISION RIBBON STAINLESS STEEL BURNERS - QUIET BLOWER
  - AUTOMATIC CONTROLS - LONG-LIFE HEAT EXCHANGER

MINIMUM FIELD SERVICE

DEALERS ACCEPTANCE

WINTER AIR CONDITIONER

USER SATISFACTION

THE EMPIRE WINTER AIR CONDITIONER OFFERS YOU THE LAST WORD IN MODERN HEATING LUXURY. THE COMPACT DESIGN PROVIDES MORE LIVING SPACE, AND THE STYLE AND FINISH FITS ANY DECORATIVE SCHEME.

AVAILABLE IN 6 SIZES, THE EMPIRE WINTER AIR CONDITIONER IS EVERYTHING YOU NEED IN HOME HEATING.

EMPIRE MAKES YOUR JOB EASIER

User WINTER AIR CONDITIONER EMPIRE MAKES YOUR JOB EASIER

DEALERS = YOU NEED IN HOME HEATING

FURNACE CIRCULATOR

HEATER BURNER ZONE CONTROL COUNTER FLOW

STOVE COMPANY

BELLEVILLE, ILLINOIS

WORLD'S LARGEST MANUFACTURER OF Gas FLOOR FURNACES

APRIL 1955
Evans King-Size
10-ft. Steel Tape
STANDS UP STRAIGHT
for UPRIGHT MEASUREMENTS

Those long upright measurements are easy and accurate with this new EVANS King-Size 10-ft. White-Tape. The 33% wider blade (full 4 1/2") stays straight up without bending or buckling. You get a free belt clip and Tenite utility case with every tape. Sliding end hook for inside or outside measuring and... it's marked so you don't have to figure! no other tape is marked this Evans way.

Which ever way you work, in inches or feet and inches, you read instantly without having to stop and figure.
The EVANS King-Size White-Tape is the Top 10-ft.

Tape Value at only $299 at hardware stores everywhere in U.S.A.

another EVANS value—
THE ONLY 12-FOOT POCKET WHITE-TAPE
Standard blade 1/2" wide
Now, a pocket steel tape that measures a full 12 feet — eliminates the inconvenience and inaccuracy of adding two measurements as you do with shorter tapes. Exclusive EVANS double markings (same as King-Size above). Chrome plated case is no bigger than cases for shorter tapes. Self-adjusting sliding hook for 100% accurate inside or outside measurements. Each tape packed in FREE transparent Tenite utility case.

HOLT NMPL12 FLOOR SANDER
with patented demountable cushion that's replaceable in minutes right on job—no long, costly delays when nails rip cushion. Designed and built to eliminate vibration and chatter, so you get smooth floors easily. Double, self-adjusting belts, sure-grip clamps, high-speed cutting keeps jobs rolling, enable you to sand more floor daily.

HOLT Rotary Edgers for quick, easy sanding of edges, corners, stairs, closets, etc. Two-hand front and back controls permit fast starts and stops, improve control on close work.

HOLT Floor Machines put a sheen on floors that wins friends and extra business. Use for waxing, polishing, scrubbing, rug shampooing, steel wooling.

Take the HOLT way to more profitable floor jobs—mail coupon TODAY.

Evans & CO.
400 Trumbull Street, Elizabeth, N. J., U. S. A.

HOLT MFG. CO.
Room 8-4, 669 - 30th St., Oakland 12, Calif. or 372 Badger Ave., Newark, N.J.

Please send me folders describing HOLT's exclusive, new features.

NAME
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SPOTNAILS

SAVE 50%

On Many Former Hand Nailing Jobs!

As fast as a man can swing a light rubber mallet, a heavy gauge, galvanized staple is driven—either flush or counter-sunk—with each blow. Nailing time is commonly reduced by two-thirds on a number of building operations. Spotnails are substantially cutting costs of applying hardboard and plywood and are accepted by all major manufacturers of those materials.

Use Pneumatic or Mallet Drive Spotnails on These Jobs:

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A wide variety of staple sizes up to 1½" in length are available to suit each particular application. Tell us about the job you have in mind.

SPOTNAILS, INC.
Evanston 6, Illinois

New Popular Price
McLEAN ATTIC FANS
Help Sell Homes!

20" thru 42"
Sizes Each Fan Installs
-> Vertically or Horizontally

Homes sell easier with features. Many buyers cannot afford true air conditioning. A master fan is a feature they’ll bless you for. A McLean fan is easily install: sturdy fan assembly fastens quickly to structure; no springs, rubber or canvas connections needed. Installation time and materials are reduced. Built-in vibration absorbers are scientifically designed. Triple isolation of all moving parts insures quiet operation.

SIMPLE INVENTORY—MASS MARKET
You stock just one type of fan for both horizontal and vertical discharge installations. It fits ranch house attic or multi-story attic ceiling. Send for literature as our full line of attic fans. A few Choice Distributorships still available.

McLEAN ENGINEERING
P.O. Box 228, Princeton, N. J.

SET DOOR FRAMES
EASIER... FASTER

These high quality mahogany straight edge, made only by Peerless, is especially designed to set door frames easier and faster. Hinged blocks at each end align rough frames at top and bottom quickly and accurately without tedious extra work... straight edge saves enough time with overage use to pay for itself in just 30 days.

• Finished natural mahogany, chemically sealed
• Finished all four sides for highest accuracy
• Designed with large hand hole, two convenient hang holes
• Six high quality anesthetized Pyrex vials

Specifications: 5" through center x 1¼" on ends x 6" 5¼" long. Net wt. 9 lbs.

IF YOUR DEALER CAN'T SUPPLY, ORDER DIRECT. PROMPT DELIVERY.

THE PEERLESS LEVEL & TOOL CO.
STERLING, ILLINOIS

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Evans Pipe Co 25 Newport Ave Uhrichsville
Ohio
Evans & Howard Sewer Pipe Co 5200 Man-
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Gagnon Clay Prods Co 528 S Broadway Green
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Gibbons Inc 1900 Kendall NE Washington 2 DC
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Junction City Clay Co The 3334 Prospect Ave
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Laclede Christy Co 2401 Hereford St St Louis
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PermaTop Co 410 Shadyside Rd Pittsburgh 5 Pa.
Quinn Wire and Iron Works 1290 Cedar Rd
Broom Is.
Robinson Clay Prods Co 65 West State St
Akron 5 Ohio.
Robinson & Sons Sewer Pipe Co Union Com-
mere Hid Cleveland 14 Ohio
Sterling Foundry Co Box 457 Sterling Ill
Streater Clay Prods Co 3334 Prospect Ave
Cleveland 15 Ohio.
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Superior Clay Corp Lock Drawer 352 Uhrich-
sville Ohio.
Tenco Inc 110 S Norfolk Tulsa Okla
Univ Sewer Pipe Corp 1500 Union Com-
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Bond Bldg Cleveland 14 Ohio.
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Berger Corp Belle Vernon Pa.
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CONDENSATION ENGINEERING CO 3511 W
VOTOMIC AVE CHICAGO 31 I11.
Geiger Corp Mfg Co 2108 Payne Ave Cleveland
Ohio.
GENERAL PRODS CO BOX 441 FRED-
ERICKSVA.
Houston Pipe & Sheet Metal Works Box 1507
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International Oil Burner Co 3000 Park Ave W
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APRIL 1955

311
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BUILDERS

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Digs straight down, forms square corners and flat bottom. 11,000 pound pressure on clam makes it bite easily into the toughest ground. Digs 8½ ft. deep. Loads 7½ ft. high.

Model 150 Rear End Blades for many adjustments of low cost with sliding mold board and tilt positions. Mold board length 6 feet. Height 15 inches. Fits all 3-point linkage.

Blade can be raised or lowered, extended 18 inches either right or left. Angle can be changed to right or left from tractor seat. Mold board length 6 feet. Mold board height 15 inches.

Structural members joined to underside of tractor differential. No pressure on front axle. Double acting hydraulic cylinder provides up and down pressure.

SHAWNEE MANUFACTURING COMPANY, INC.
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all-wood grid core
FLUSH DOORS
America's Finest

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Muller Climatrol announces a new combination year-round air conditioner

Fits the Cost-Conscious Builder's Budget

Type 128 (gas) — 228 (oil) furnace is a prewired unit compact enough to install in closet, basement, or utility room. 59 1/2" high (to top of casing) x 41 1/2" wide by 36" deep (with burner). 100,000-Btu input on gas, 110,000-Btu input on oil. Backdraft damper, standard equipment. Vestibule, optional. Type 928 cooling unit is a 2- or 3-hp refrigeration assembly mounted on a frame that slips easily into the cooling casing provided with the Type 128-228 heating unit. Operates on single or 3-phase current. Uses same blower as furnace.

There's no doubt about it — this Muller Climatrol combination unit is one of this year's best bets for turning prospects into buyers of your homes. And, it's priced to fit even your low-cost homes. Write for further details: Muller Climatrol, Dept, 145, 2021 W. Oklahoma Avenue, Milwaukee 15, Wisconsin.
AN INVISIBLE RAINCOAT now protects this warehouse and office building. The above-grade masonry water repellent made with Linde Silicones apply easily by low-pressure spray or (inset) by brush.

SO EASY—yet it does so much more!

Just a low-pressure spray application—or simple flushing on with a brush.

That’s all it takes to keep out water for many years to come—when you apply above-grade masonry water repellent made with Linde Silicones.

But it does so much more!

OUTSIDE
As soon as it dries it is colorless. It leaves no shine. It stops rain from penetrating even when driven on 100-mile-an-hour winds. Since it puts a water-shedding surface on masonry, concrete and brick, dirt washes right down to the ground.

It lines yet it does not seal up the pores, so moisture entrapped before treatment can evaporate. Thus spalling and cracking due to freezing are halted. Efflorescence, too, is prevented.

INSIDE
The benefits really multiply. Plaster, woodwork, paint and wallpaper stay dry. Peeling and staining due to moisture penetration are banished. Decorating, maintenance and repair costs drop.

See for yourself how easy and inexpensive it is to put a lasting, invisible raincoat on homes, institutions, schools, factories, churches, office buildings. Write today for full information and a list of representative suppliers. Address Dept. E-4.

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APRIL 1955
Imagine! Famous Youngstown steel Kitchens... used by more builders than any other steel kitchens... ready for you now in foolproof, easy-to-use colors—at no extra cost!

STAR WHITE  •  DAWN YELLOW  
MERIDIAN BLUE  •  SUNSET COPPER

...selected by America's leading color consultants—perfect for use alone or together. They'll bring you more home sales, more variety in the kitchens you build, than ever before!

With these new GO-TOGETHER Colors, Youngstown Kitchens give you:
- superior advantages of steel
- kitchens that do not warp, rot, or swell
- baked-on finishes that last
- units delivered ready to install
- the largest inventory of equipment in the industry
- timed, on-the-job delivery from 87 strategically located warehouses
- the most complete line in the industry
- Youngstown Kitchens backs your one-year warranty

...and you have a merchandising feature in your homes that will assure you more sales for '55!

For additional information, contact your distributor; or write: Harry Howell, Builder Sales Manager, Youngstown Kitchens, Warren, Ohio.

(Above) Dawn Yellow wall cabinets and Meridian Blue base units—beautifully and imaginatively combined.

(Below) Ever-popular Star White sets off the beauty of an inspired decorating scheme!

Rich Sunset Copper—like all Go-Together Colors, this lovely tone was formulated exclusively for Youngstown Kitchens by Associated American Artists, Inc., America's leading color consultants. Formica tops are offered in ten beautiful colors. On colored Cabinet Sinks, sink tops are finished in Dawn Yellow.
Kitchens has it!

AT NO EXTRA COST!
— ready for you now...

Beauty that lasts! This steel Youngstown Kitchen is in new Dawn Yellow.

SEE Go-Together Colors. See new wall and base cabinets; new built-in oven and cooking-top cabinets; new continuous tops with built-in sink bowls. See the new Youngstown Kitchens Food Waste Disposer — brand new, easily installed, at a low, low price.

Harry Howell, Builder Sales Manager,
Youngstown Kitchens, Mullins Manufacturing Corporation
Dept. AB-455, Warren, Ohio

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People choose houses as they choose friends. They like the genuine article... and look for qualities which are honest and steadfast, warm and friendly. That's why first impressions are so important. And why red cedar shingle roofs and walls are so popular! Whether your customers buy with their hearts or their heads, your best "outside salesman" is cedar.

RED CEDAR SHINGLE BUREAU
What a Difference a Coat Makes!

There's a Difference Too, When You Use

MASONITE
PRIMECOTE PRESDWOOD

• Quicker, easier to use!
• Saves time ... Saves money!

Forget about priming and sealing! Choose Primecote Presdwood for those jobs you are going to paint.

Masonite has added the first coat for you. It’s smooth, dense and equal to several coats of hand-applied primer. And, you don’t have to sand before applying the finish coat. You’ll get a better finished job every time.

Primecote Presdwood comes in a neutral gray color. Resists chipping and flaking when panels are sawed. Lighter tones as well as darker shades cover it completely and easily. Perfect base for oil paint, emulsion paint, enamel or lacquer. Finish coat can be brushed, sprayed, rolled or wiped on.

Thousands of builders are already saving time and cutting costs with Primecote Presdwood. See your lumber dealer today. Or write Masonite Corporation, Dept. AB-4, Box 777, Chicago 90, Illinois.

Look for this Man—He Makes the Difference

MASONITE PRIMECOTE PRESDWOOD

Squeezed on costs? Save money on all types of building, inside or out, with these Primecoted Presdwood panels:
• ½" Standard Presdwood®
• ⅛" Panelwood®
• ⅛", ¼", ¼" Tempered Presdwood

Panels are 4' wide, up to 12' long.

Now available east of Rockies only
3 reasons why it's good business to... 

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TENSION SCREENS

ON YOUR HOMES

1. Cost less—and cost less to install.

Columbia-matic all aluminum Tension Screens cost less than old-fashioned, carpenter-fitted, wooden screens. Easily installed by unskilled labor in minutes from inside. No fitting—Columbia-matics are delivered precut to your specifications. They arrive on the job site packed in cartons of convenient size... easy to store until needed. No callbacks—Columbia-matics can't swell, stick, warp... can't be removed from outside.

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Look at these features: 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—no painting, maintenance. No drip-stains on house.

Start giving your homes the economy and sales-plus of Columbia-matic Tension Screens. Send coupon for complete details today!

The Columbia Mills, Inc., Dept. A-4, Syracuse 1, N. Y.

Please send me complete information on Columbia-matic Tension Screens.

Name ____________________________

Company Name ___________________

Street __________________________

City _______ Zone _______ State ___

3. Nationally advertised to make them easily recognized.

More than 34,000,000 reader impressions this Spring in national magazines tell the Columbia-matic story to homeowners and prospective homeowners.
Builders, Architects and Home Buyers now have the choice of:

- A beautiful factory finished solid flat grey chimney that harmonizes with all roof colors.
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- Our standard Vitroliner Chimney with a neutral grey rust proofing finish that can be painted on the job to match the roof color.
- Regardless of which you choose, all VITROLINERS retain the same time tested basic design and engineered construction features that have made our chimneys the quality standard in the prefab field!

The pioneer and leader in design and quality.

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Now add this new Chamberlin "roll out" weather strip feature to your present line of windows. A "snap in" installation cuts fitting and fabricating costs. A sturdy compressible aluminum strip holds sash weather tight—automatically self-adjusts to frame expansion and contraction to prevent sash creep or drop. No home attention required, ever!

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A simple pressure against the jamb, and the sash will "roll out" for easy cleaning or painting inside the house without removing screens or storm sash.

**COMPLETE WEATHER STRIPPING**

The head, meeting rail and sill of your unit can be optionally equipped with standard zinc or with snap in bronze or aluminum weather stripping.

**OUTSTANDING ADVANTAGES**

- Easy sash removal inside the house
- Sash always weather tight
- No sash creep or drop

Another product of Chamberlin's 57 years of engineering and manufacturing experience.

FOR BUILDING AND RE-MODELING

INSTALL Pin-Point ADJUSTABLE SHELVING

with

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Provides These Advantages:

3. Rugged "back bone" for many shelving requirements.
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**COMPLETELY HYDRAULIC... EASY TO OPERATE**

An average unskilled laborer can easily master the simple handling of a HOPTO in a few hours. Four valve control levers give HOPTO a 200° swing, 11-foot digging depth, 14-foot lift (24-ft. with crane boom), and control the dipper stick extension to permit vertical, straight-sided digging.

**UNEXCELLED UTILITY**

Unloading construction materials is but one of the hundreds of jobs that a crane-boom equipped HOPTO does more safely, in a fraction of the time! Crane boom, grapple hook, shovel buckets and back hoes in a variety of sizes and types equip the HOPTO for your kind of work. Units are easily interchangeable. Choice of power units, or HOPTO may be equipped to operate from the power take-off of the truck on which it is mounted.

**Check THESE PROFIT-MAKING FEATURES**

- No cables or chains to get out of order or be a hazard to safety.
- Easily interchanged units quickly adapt it for hundreds of uses.
- Digs 60° of 6' deep trench per hour in average soils.
- Highly transportable. Boom carried close-in as shown above.
- Long, high, deep reach and 200° swing give large working area.
- Equips you to handle more jobs PROFITABLY at lower equipment investment.

In addition to the truck-mounted unit illustrated, HOPTO is available as a trailer unit, self-powered or power take-off operated, as unit for crawler tractor mounting, or as a complete self-powered, self-propelled track unit. Badger also manufactures a full line of Badger Trenchers.

**WRITE TODAY for complete information on the unit that best fits your requirements.**

**BADGER MACHINE CO.**

WINONA, MINNESOTA  DEPT. 23

**APRIL 1955**
Get your work done faster with these Jaeger machines

Pours 60 yds. a day with 65 Jaeger... and so can you — Colorado contractor averaged a batch every 1½ minutes with Jaeger 68 Mixer and 7 man crew (3 loading, 3 wheeling, 1 operating mixer). You, too, can pour better concrete, faster, with a Jaeger. Seconds saved at both ends of every mixing cycle add up to more batches per day. Famous “Skip Shaker” loader speeds the batch into the drum in 5 to 7 seconds. Batch discharge is just as fast because bigger bucket and flight blades carry more concrete to discharge spoon. Famous cross double mixing action guarantees high-strength, uniform quality concrete.

No risk of down-time, either. Jaeger mixers roll on chilled Timken bearing rollers and tracks of high carbon steel machined true on the drum, with heavy-duty automotive transmissions and bigger engines that have power to spare for years of reliable service. Sizes 65, 11S and 16S. Also 3½S Tilter and non-tilt Auto-Loader with automatic shaking batch hopper.

Up to 25% more air, to do faster work — On any job where air is used, the 15% to 25% higher "new standard" ratings of Jaeger Air-Plus Compressors insure the full air pressure required to operate tools at top efficiency. And they produce the additional air at moderate temperatures, with notably low fuel consumption and upkeep cost. The Jaeger 125 is the most efficient general purpose compressor, engineered to produce full 125 cfm at 100 psi without racing, overheating or vibration. The Model 75 has the capacity to do hundreds of small jobs at lower cost, including jobs which 60 ft. compressors cannot do. Others to 600 ft.

Small pumps with big capacities — 60 lb. 1½" “Bantam” pumps 5100 gph. Can be carried in one hand. Powered by 1½ hp gasoline engine or electric motor. New high-performance 2" pump delivers 10,000 gph, yet weighs only 160 lbs. on base, 190 lbs. on pneumatic tires. Both pumps sure-prime automatically. Others to 10" size.

Save hours of placing time — Jaeger Self-Raising “Hoister” Tower places materials faster, safer, for less. Goes to job on truck or transporter. Readily assembles on the ground. 17-hp hoist raises it to 37 ft. Extensions to 67 ft. can easily be added. Hoists 1-ton loads. Material platform interchangeable with ½-yd. concrete bucket. Positive automatic safety device.

Add profits to masonry contracts — With its bigger capacity drum and multi-blade pugmill mixing action, a Jaeger “Power Hoe” supplies a better mixed, easier spreading mortar that saves labor and material. Jaeger’s leak-proof seal protects the Timken bearing drum shaft. Bigger engines. Automotive transmission, 3½ and 6½ ft. sizes.

Pours 60 yds. a day with 65 Jaeger... and so can you — Colorado contractor averaged a batch every 1½ minutes with Jaeger 68 Mixer and 7 man crew (3 loading, 3 wheeling, 1 operating mixer). You, too, can pour better concrete, faster, with a Jaeger. Seconds saved at both ends of every mixing cycle add up to more batches per day. Famous “Skip Shaker” loader speeds the batch into the drum in 5 to 7 seconds. Batch discharge is just as fast because bigger bucket and flight blades carry more concrete to discharge spoon. Famous cross double mixing action guarantees high-strength, uniform quality concrete.

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521 Dublin Avenue, Columbus 16, Ohio

PUMPS  COMPRESSIONS  MIXERS  TRUCK MIXERS  LOADERS  PAVING MACHINES

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This modern ceiling shutter opens or closes automatically at the flip of a switch, or with automatic timer. Finished in neutral shade of baked enamel, it blends with all room colors. Shutter will fit narrow hallways, and is easily installed.

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GOLDBLATT TOOL CO 1910 WALNUT ST KANSAS CITY 8 MO
HERSCOF MFG CO 370 BADGER AVE NEWARK 8 NJ
Holt Mfg Co 660 29th St Oakland 12 Calif
PITTSBURGH PLATE GLASS CO 432 FORT HAMMOND ST CINCINNATI 27 PA
RED DEVIL TOOLS 130 CO S IRVING- SVN
SKIL CORP 2533 ELSTON AVE CHICAGO 8 Ill
Tennant (G H) Co 2566 S Second St Minne- apolis Minn

ELECTRIC PUSH BUTTONS
AMERICAN HARDWARE CORP (CORBIN P & F) DIV 182 WASHINGTON ST NEW BRITAIN CONN
American Electric Co Inc 34-20 45th St Long Island City 1 NY
CORBIN P & F DIV AMERICAN HARD- WARE CORP 152 WASHINGTON ST NEW BRITAIN CONN
Eagle Electric Mfg Co 23-19 Bridge Plaza Long Island City NY
Liberty Bell Mfg Co Small St Minerva Ohio NO TONE INC BAK ALNY & MADISON CINCINNATI 7 OHIO
Siegler Hardware Co Mfg 544 E St Los Angeles Calif
Trine Mfg Corp 1495 Ferris New York 61 NY
WURTH-LOYD ANDERSON INC CORP PO BOX 685 PITTSBURGH 30 PA

ELEVATORS, HAND POWER
Barrett-Cravens Co 639 Dundee Rd Northbrook Ill
Bojikian Mfg Co 2403 Bayshore Blvd San Francisco Calif
Brady Conveyors Corp 24 W Jackson Blvd Chicago 4 Ill
Chevrolet Elevator Co 549-551 W 52nd St New York 19 NY
CHELSEA FAN AND BLOWER CO INC 1 AVE AVENUE FLANDERS NJ
Lewis-Leopard Prod Inc 125 Walnut St Watertown 72 Mass
Market Mfg Co 53 Garvey St Everett 49 Mass
Wright (A D) Co Inc 1539 W Altgeld Chicago Ill
Sedgwick Machine Works 808 Eighth Ave New York 11 NY
West Bend Equipment Co 299 W Water St West Bend Wis
Whitney (Vincent) Co PO Box 335 Burrall Calif

ELEVATORS, RESIDENCE
Chevrolet Elevator Co 549-551 W 52nd St New York 19 NY
CHELSEA FAN AND BLOWER CO INC 9 AVENUE FLANDERS NJ
Energy Elevator Co 214 New St Philadelphia Pa
Inclinator Co of America 2212 Paxton Blvd Harrisburg Pa
Kimball Bros 1021 So Ninth St Council Bluffs Iowa

APRIL 1955
It's a busy, bustling, booming market. Families that are young in years, or young in spirit, prefer to live in homes that are young at heart. And it's so easy to add this impression to your homes. Simply replace the old standbys with new products featuring new ideas.

Offer the fresh, youthful beauty of Truscon Aluminum Awning Windows. You can install them in every window opening . . . in both conventional and contemporary designs. Offer the kind of closet convenience young women want by replacing old-fashioned doors with easy-opening Truscon Sliding Steel Closet Doors.

Take a good, long look at trim, attractive Republic Steel Kitchens. Combine their sparkling beauty with "built-ins" and accessories made of Republic ENDURO Stainless Steel. Use stainless steel, too, for roof-drainage equipment that will stay "young" for life. Republic's Berger Division makes a complete line for you.

All these Republic products can help you sell the families with "young" ideas. Ask your Republic Distributors and Dealers, or write us for more information.

GROWING IN POPULARITY. It's the new aluminum awning window by Republic's Truscon Steel Division. Extra-strong sections, single control, simultaneous ventilator operation, positive closing, and fully weatherstripped in modular and regular sizes for every type of construction. Available from building-supply dealers, backed by Truscon's nationwide warehouse service.
MODERN CLOSETS are made so much more convenient by Truscon steel sliding doors. Complete with frame; easy to erect. No cutting, fitting, planing needed. Slide silently, effortlessly on nylon. Paint to match room decor. For 3', 4', 5', and 6' openings. At building-supply dealers backed by Truscon's nationwide warehouse service.

"young" ideas

REPUBLIC STEEL

World's Widest Range

of Standard Steels and Steel Products

REPUBLIC STEEL KITCHENS are packed with extra selling features such as the handy shallow drawers shown here. You simply use standard items from this big line to design kitchens with a "custom" look. Special cabinets for the new built-in ovens and range burners, too. Standard one-piece Formica counter tops with steel core. See Republic Steel Kitchens at the distributor display near you.

STAINLESS FOR ROOF DRAINAGE? You bet. Republic's Berger Division is making a complete line. Stainless steel resists rust and corrosion, stands up to weather, never stains painted siding, and can be expected to last for the life of the house. Berger is making plain round, corrugated round, and corrugated square conductor pipe; Snaplite® eaves trough; "K" gutter; flashing; roll valley; plus a complete line of fittings and accessories.

REPUBLIC STEEL CORPORATION

3128 East 45th Street
Cleveland 27, Ohio

Please send me more information on

☐ Truscon Aluminum Awning Windows
☐ Truscon Interior Steel Doors
☐ Republic Steel Kitchens ☐ Stainless Steel Roof Drainage Products

Name________________________________________Title__________________________

Firm________________________________________________________________________

Address________________________________________________________________________

City__________________Zone_____State__________

APRIL 1955
Much more in glamour, design, features too! Welbilt-In brings you the 'new look' that helps close sales quickly. It's the stand-out luxury built-in range designed to fit quickly and economically into all standard kitchen cabinets. Nobody knows builders' requirements better than Welbilt. From Maine to California, with big and small builders, Welbilt outsells all other ranges.

**WELBILT-IN—YOUR CHOICE OF GAS OR ELECTRIC WITH IDENTICAL DIMENSIONS**

**Wall oven-broiler**—Easily placed at the height most convenient for no-stoop, easy reach broiling and baking. • Luxurious exterior finish in satin chrome to match every custom kitchen decor. • Kleer-Vue Oven Window and Light, electric clock, 4-hour minute minder.

Dimensions: Gas and Electric Oven-Broiler  
Height 37¼" • Width 20¼" • Depth 23¾"

**Counter cooking unit**—Unit includes 2 burners. Multiples of 2 can be installed to meet whatever cooking capacity is required. • Luxurious satin chrome finish to complement every counter top and cabinet. • Easy to clean. Removable drip pans...designed to catch spill-overs.

Dimensions: Gas and Electric Top Cooking Unit  
Cutout 18½" x 12¼"

Approved by American Gas Association for use with Natural, Manufactured, LP Gas

**WELBILT GAS RANGES • ELECTRIC RANGES • AIR CONDITIONERS**

Write For Full Details: Welbilt-In Division AB-A  
Welbilt Stove Company, Inc., Maspeth 78, N. Y.
here's an all-in-one package hardware set for "built-on-the-job"
Wood Sliding Door Wall Pockets
NO. 632

This set includes all pocket door hardware shown at left. Instructions included in the set specify all wood parts of stock dimension.

NO. 600 TRACK
NO. 652 HANGER
NO. 608 JAMB STIFFENER
NO. 625 DOOR BUMPER
NO. 615 FLOOR PLATE

WASHINGTO N® LINE

FOR MORE INFORMATION, SEE YOUR DEALER OR WRITE:
WASHINGTON STEEL PRODUCTS, INC., DEPT. AB-4,
TACOMA 2, WASHINGTON
The public demanded it—Richmond manufactures it
you can cash in on it!

1051 sq. ft. of big, solid house... more square footage and quality at less cost than any other package on the market. The $2.65 per square foot Peerless is no "bargain baby"... it features only top quality materials throughout and it is a big house (see floor plan). Richmond's exclusive big area design compares favorably with designs in homes costing thousands of dollars more, gives you a host of SELL-points: livability, storage, and low-cost luxury.

Provide the answer for the large family with low income, and provide yourself with big income... build the Peerless, 1051 sq. ft. of red hot profits, for only $2989.

Act today, let us supply you with all the profit details about America's greatest prefabricated buy... build with less site labor, overhead, capital and no inventory... build the big profit Richmond line.

Check these PEERLESS features:

- CONVENTIONAL 2 x 4, 16 a.c. FRAMING
- ALUMINUM WINDOWS
- REDWOOD SLIDING CLOSET DOORS
- 160 SQ. FT. MASTER BEDROOM
- ADEQUATE DINING AREA
- YOUR CHOICE OF EXTERIOR and
- FRONT ELEVATIONS
- QUALITY CONSTRUCTED THROUGHOUT
- BIRCH CABINETS
- DELUXE VAN PACKER CHIMNEY
- SHEETROCK OR PLASTER
- SELF-ALIGNING WALL PANELS
- FACTORY APPLIED CEDAR SHAKES
- FORMICA COUNTER TOPS
- WINDOW WALLS INSULATED

Richmond homes, Inc. • dept. 1 • Richmond, Indiana
Less heat waste

Less surface area, less heat lost

Rounded exclusive Power-Dome combustion chamber has less surface area than irregular chambers. Thus less heat is dissipated into cooling system, more heat is utilized within the chamber to expand gases more fully, give greater thrust to piston.

Dodge avoids power-stealing hot spots

Power-Dome combustion chambers are rounded, have no corners or pockets in which carbon deposits can build up. Such deposits become red-hot, pre-ignite the fuel-air mixture, cause engine knock and loss of power, lead to costly repairs.

Short flame travel, better valving

With Power-Dome combustion chambers, the spark plugs are located at or near the center. Thus the flame has a shorter distance to travel, combustion is more even. Large unrestricted valves mean better “breathing” and greater efficiency.

How you get more power, use less gas with POWER-DOME V-8 truck engines!

Truck owners everywhere report more power and less fuel consumption with new Dodge Truck Power-Dome V-8 engines. AAA-supervised tests proved the power of Dodge Truck V-8’s in a history making Pikes Peak climb. . . proved the economy of Dodge Truck V-8’s in a sensational 22-mile-per-gallon Economy Run.

Look at the pictures and captions shown on this page—then, for further details and an eye-opening road test, see your dependable Dodge Truck dealer!
Squeeze More Profit from Jobs Like These with a BOSTITCH T5 Tacker

- Put up ceiling tile without tile damage
- Install batt, foil and blanket insulation
- Fasten screening much more quickly
- Apply cornerite in cramped corners
- Put up tiling mesh in half the time
- Apply sheathing paper single-handed

Faster than conventional methods on almost any tacking job.

Fill out the business reply card and mail it today for complete literature

BUSINESS REPLY CARD
First Class Permit No. 34, Sec. 34.9 P. L. & R., Westerly, R. I.

BOSTITCH
824 Mechanic Street
Westerly, Rhode Island
Drive Home Bigger Savings
with a BOSTITCH H2B Hammer

BOSTITCH H2B STAPLING HAMMER
High-speed, self-feeding stapling hammer. Loads easily from front with 160 staples. One-hand, one-blow operation speeds job by freeing other hand for better balance or positioning the work. Lightweight but rugged. Two models. Three staple sizes. Available through your building supply dealer.

- Fastest method for installing insulation
- Cut cost of applying cornerite in half
- Lay underfelt with H2BR. Wide, flat staples hold without tearing
- Apply sheathing paper and flashings
- Speed undercourse shingling with H2B/5's
- Secure metal lath, tile mesh.

BOSTITCH, 824 Mechanic Street, Westerly, R. I.
Please send me free bulletins and prices on

☐ Bostitch T5 Tacker
☐ Bostitch H2B Stapling Hammer
☐ Bostitch machines for fastening to

Name
Firm
Address
City Zone State

Send this postpaid card for free bulletins on the Bostitch T5 Tacker and H2B Hammer

Fasten it better and faster with

BOSTITCH
STAPLERS AND STAPLES
Majestic Circular

FIREPLACE

A fireplace that boasts, scientifically designed of all-metal. Accepts any mantel design.

Also line of metal barrier and outdoor fireplace units.

See your Distributor or Write

The Majestic Company, Inc.

200-8 Erie St., Huntington, Ind.

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Repuls Hardware & Distributing Corp 1967 154th St 19 Ind
SUPERIOR FIREPLACE CO 1705 E 15TH ST LOS ANGELES 21 CALIF

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Acme Flame Control Corp 3051 Roslyn St
Los Angeles 46 Calif
Alki Chemical Corp 15 Park Pl New York 7 NY
American Lumber and Treating Co 322 S
Michigan Ave Chicago 4 III
Camp Co Inc 5588 S State Chicago 23 III
Camp Chemical Co Inc 175 Second Ave Brock-
yn 15 NY
Colorado Aesthetics & Fireproof Stansboro NJ
Koppers Co Inc Koppers Bldg Pittsburgh 19 Pa
McKown Bros Co 5500 S Keeler Ave Chicago 32 III
Price Fire & Waterproofing Co Poukeepsie
Sullivan Co The 221 E Trigg Memphis Tenn
Worley Chemical Products Co Copeland & MC II
Detroit 17 Mich

FITTINGS, COPPER TUBE, FLARED TYPE

AMERICAN BRASS CO 114 MEADOW ST WATERBURY 20 CONN

FITTINGS, ELECTRIC

Appleton Elec Co 1791 Wellington Ave
Des Plaines 61 Calif
Benjamin Electric Co De Pasion III
Bryant Electric Co 1421 State St Bridgeport 2 Conn

Conduit Pipe Co 157 W Fulton St
Columbus Ohio
Hillman Engineering Co Genoa City Wis
Kees (F D) Mfg Co 760 Park Ave Beatrice Neb
Porcelain Coils Co Inc 422 W Sandusky St Find-
and 0hio
Pyle-National Co 1334 N Koster Chicago 51 Il
Sherman & Bros Mfg Co 22 Barney St Battle Creek Mich

FITTINGS, PLUMBING & HEATING

American Brass Mfg Co 1925 E 49th St
Cleveland Ohio
AMERICAN CONTRACTOR & STANDARD SANITARY CORP 836 PITTSTON N 30
J Affairs Co Inc 1250 6th Ave
Barnes Bros Co 653 N Main St Mansfield Ohio
BELL & GOSSETT CO 8209 AUSTIN MOR-
ington 3 Ill
BRIGGS MFG CO 800 BURLINGTON MICH
CARE (W A) & SON MFG CO 33 MAIN ST BUFFALO 2 NY
Central Brass Mfg Co 2950 E 54th St Clevel-
and 27 Ohio
CHASE BRASS AND COPPER CO INC 234 BLOOMFIELD AVENUE 26 CON
Chicago Faucet Co 2700 22 N Paulus Chicago 13 III
Cranecom 838 S Michigan 5 Ill
Dart Union Co 1113 22nd Ave Providence 6 RI
Detroit Brass & Malleable Works 180 S Campbell
Dich
Dick Bros Brass & Copper Mfg Co 800 22nd Ave
Division Lead Co 7742 W 61st Place Summit
Durst Mfg Co 409 Lafayette New York 3 NY
ELJER CO 2 GATEWAY CENTER PITTS-
BURGH 23 PA
Fanning Mfg Co Brookside Park Cleveland 9 Ohio
General Fittings Co Dept 43 123 Georgia Ave
Glborough Brass Inc Kinsman Ohio
Grabler Mfg Co 5550 Broadway Cleveland 5 Ohio
Grand Rapids Brass Co 99 Front St Grand Rapids Mich
Harvey Machine Co Inc 1960 S Western
Torrance Calif
James Mfg Co 1270 12th Ave
Keystone Brass & Copper Co Inc 2705 N
Broad St Philadelphia 32 Pa
KOHLER CO 44 HIGH ST KOHLER WIS
Macholn 8799 n 3rd Ave Chicago 18 Ill
Mueller Brass Mfg Co 1925 Lapeer Ave Huron
Mich
National Lead Co 111 Broadway New York 6 NY
PENBERY INJECTOR CO 1240 HOLDEN AVE DETROIT 2 MICH
Powell (W) Co 2255 Spring Grove Cincin-
nati 22 Ohio
Price-Pfister Brass Mfg Co 3011 Humboldt St Los Angeles 19 CA
Raven Metal Products Co 6518 Ravena Seattle Wash
Schell Co 1086 Summer Cincinnati 4 Ohio
Sevitt Mfg Co 85585044r Ave Water-
vale 14 Conn
Sentry Sanitary Corp Mankin 805674
Sherman (H B) Mfg Co 22 Barney St Battle Creek Mich
Shaw Valve Co 4300 W Lake St Chicago 24 Pa
Sweat (A L) Iron Works 154 Glenwood Ave Medin
Ohio
THURBER (A) AND CO PERU IND
Trane Co 23rd and Camdon Avenue Cooks
Pittsfield Mfg Co 8286 Bessemer Ave Trenton
UNIVERSAL RUNDLE CORP BOX 940 NEW
Waltham Co 60 East 42nd St New York 17 NY
Western Foundry Co 2400 S Water Ave Portland 1 Ore
Wolff Mfg Co 2800 W Fulton St Chicago 9 Mich
Youngstown Steel Co & Stoneham Bldg
Youngstown 1 Ohio
Youngstown Steel Co Stoneham Bldg Youngstown 1 Ohio

FITTINGS, BLACKBOARD

Austral Sales Corp 101 Park Ave New York 17 NY
Kirklin Co 4350 E Jefferson Detroit 7 Mich
Maisselle Pottery Co 2122 Thaddeus Street
Bridport Conn
NATIONAL ALUMINUM CO COLUMBUS 8 OHIO

FITTINGS, ELECTRIC

Allco Mfg Co 4242 N Lincoln Chicago 18 Ill
Appleton Electric Co 1791 Wellington Ave
Chicago 13 III
ATLAS ELECTRIC PROD CO 319 TEN
STYK ST BROOKLYN 3 NY
Benjamin Electric Co De Pasion III
Curtis Lighting Inc 6125 W 65th Chicago 31 Ill
Day-Brite Lighting Inc 5411 Bulver Ave St Louis 7 Mo
Queen Electric Mfg Co 29-30 Bridge Plaza Island City 9 NY
Freight Co. 20-31 Bridge Plaza Long Island City 1 NY
Garden City Plating & Mfg Co 1750 N Ash-
land Ave Chicago 45 Ill
Gladiator Co 728 N 3rd Street Bradshaw Pa
Globe Lighting Inc 1716 Flushing Ave Brooklyn 27 NY
Guth (Edwin F) Co 2615 Washington St Louis 7 Mo
Holloway Co Inc 44 Madison Ave New York 12 NY
HomeCraft Electrical Prods 3828 N Kebo Ave Chicago 19 Ill
International Lighting Co 6511 Eas piece St Louis 14 Mo
Kirklin Co 4350 E Jefferson Detroit 7 Mich
LaSalle Prods Co Inc 135 S 41st St Syracuse 9 NY
Price Mfg Co Inc Castor & Tulip Ave Philadelphia 34 Pa
PRYNE & CO INC 140 N TOWNE FORDOMA
CALIF
Pyle-National Co 1334 N Koster Chicago 51 Il
Rivervale Lighting Inc 100 West Main St Brook-
side 17 Conn
Sands & Seymour Co Inc 84-10 43rd Ave Long Island City 9 NY
Wick (John N) Co 600-610 Long Island City 1 NY
WESTINGHOUSE ELECTRIC CORP PO BOX 1700 PITTSBURGH 36 PA
Wheler Reflector Co 275 Congress St Boston 1 Mass

FITUSES, FLUORESCENT

Alco Mfg Co 4242 N Lincoln Chicago 18 Ill
ATLAS ELECTRIC PROD CO 319 TEN
STYK ST BROOKLYN 3 NY
Benjamin Elecr Co De Pasion III
Curtis Lighting Inc 6125 W 65th Chicago 31 Ill
Day-Brite Lighting Inc 5411 Bulver Ave St Louis 7 Mo
Queen Electric Mfg Co 29-30 Bridge Plaza Island City NY
Freight Co. 20-31 Bridge Plaza Long Island City 1 NY
Garden City Plating & Mfg Co 1750 N Ash-
land Ave Chicago 45 Ill
Globe Lighting Inc 1716 Flushing Ave Brooklyn 27 NY
Guth (Edwin F) Co 2615 Washington St Louis 7 Mo
Holloway Co Inc 44 Madison Ave New York 12 NY
HomeCraft Electrical Prods 3828 N Kebo Ave Chicago 19 Ill
International Lighting Co 6511 Eas piece St Louis 14 Mo
Kirklin Co 4350 E Jefferson Detroit 7 Mich
LaSalle Prods Co Inc 135 S 41st St Syracuse 9 NY
Price Mfg Co Inc Castor & Tulip Ave Philadelphia 34 Pa
PRYNE & CO INC 140 N TOWNE FORDOMA
CALIF
Pyle-National Co 1334 N Koster Chicago 51 Il
Rivervale Lighting Inc 100 West Main St Brook-
side 17 Conn
Sands & Seymour Co Inc 84-10 43rd Ave Long Island City 9 NY
Wick (John N) Co 600-610 Long Island City 1 NY

FITUSES, INCANDESCENT LIGHT
AMERICAN-STANDARD PLUMBING FIXTURES

mean easier selling!

SEE AD ON PAGE 52

Bering (Thomas W) Inc 6 E Fourth St Cincinatti Ohio

REPUBLIC CO 106 BURL BLDG DETROIT 8 MICH

Camden Mfg Co Div Universal-Handle Corp Camden, NJ

CASA (W A) & SONS MFG CO 21 MAIN ST BURLINGTON 1 NY

Chicago Pottery Co 1920 N Chicago Chicago 4 IL

Crane Co 836 S Michigan Chicago 5 III

David-May Del Pot Co Hurth & Forrye Norwich NY

Douglas John Co 731 & B H & B RR Omaha Nebraska Ne

ELKO CO 6 GATEWAY CENTER PITTSBURGH 22 PA

GERBER PLUMBING FIXTURES 232 N CLARK ST CHICAGO 1 ILL

Glacier Brass Inc Kinman Ohio

Hajoca Corp Walnut 8t at 31st Philadelphia Pa

Handyman Machine Co Inc 19206 S Western Torrance 7 Ohio

Home Essentials Corp 79 Cliff New York NY

Housewares Mfg Co 201 East 5th St Mansfield Ohio

Hughes-Potosi Prods Div Borg-Warner Corp 210 S Michigan Ave Chicago 4 III

KOHLER CO 41 HYDE ST WOHLER WIS

Majestic Mfg Co 4550 Gutine St St Louis 16 Mo.

Mansfield Sanitary Potterie Inc Perrysville Ohio

MILWAUKEE FAUCETS INC 323 E RESERVOIR MILWAUKEE 12 WIS

MUNICIPAL MFG CORP UNIVERSITY ST WARREN OHIO

National Cupron Fixing Co 8 Second Elwood City Pa.

Ravena Mfg Co 6518 Ravena Seattle Wash.

Reeves Mfg Co 2160 East 27th St Los Angeles Calif

Robina Brass Co 1623 East 45th St Cleveland Ohio

ROBERT VALETOR CO PO BOX 111 METUCHEN NJ

Robinson Clay Prods Co 65 West State St Allentown Pa

Scabia Co 1496 Summer Cincinnati 4 Ohio

Shenley Bros Mfg Co 23 Harvey St Battle Creek Mich

Shepherd & Sons Inc 179 Mandan ND

Smith-Doan Mfg Co 231 N Eutropolis wintersville Ohio

Speaker Co 39th & Spruce Sts Williamson 9 Mo.

Strand (Carl A) Co 3241 N Adams Birmingham Mich

Streamater Shower Corp 51 E 42nd St New York NY

THERMADOR ELECTRIC MFG CO 5215 BOYLE VERNON CALIF

Trenton Mfg Co 305 N Clinton Ave Trenton 1 NJ

UT & Fortune Trans Co 4655 E 32nd Dr Los Angeles 22 Cal

UNIVERSAL-RUNDLE CORP BOX 840 NEW CASTLE PA

WINEHOLD CO HARTFORD 16 CONN

+BIXTURES, PLUMBING

Ahlngdon Pottery Inc Abington III

A&H NUCLEARWARE BOX 849 ALLIANCE OHIO

AMERICAN RADIATOR & STANDARD SANITARY CORP BESSEMER BLDG PITTSBURGH 38 PA

AMERICAN-Standard PLUMBING FIXTURES

mean easier selling!

SEE AD ON PAGE 52

Heinze Co 1625 E Kieftil Detroit 11 Mich

Wilminton Casting Co 258 Charles St Wilminton Ohio

Zorn (J A) Mfg Co Erie Pa

+FIXTURES, SHOWER

AMERICAN RADIATOR & STANDARD CORP BESSEMER BLDG PITTSBURGH 38 PA

Central Brass Mfg Co 2950 E 55th St Cleveland 27 Ohio

FIAT METAL MFG CO 5801 BELMONT AVE FRANKLIN PARK ILL

Glacier Brass Inc Kinman Ohio

Harvey Machine Co Inc 19206 S Western Torrance 7 Ohio

MILWAUKEE FAUCETS INC 323 E RESERVOIR MILWAUKEE 12 WIS

Ravena Metal Prods Co 6518 Ravena Seattle Wash.

Sanitary-Dash Co 11th St & 44th Rd Long Island City NY

Speaun Mfg Co 1665 Thomaston Av Water ville 14 NY

Speaker Co 30th & Spruce Sts Williamson 9 Mo.

Streamater Shower Corp 51 E 42nd St New York NY

+FIXTURES, STORE LIGHTING

Al设定 Mfg Co 4242 N Lincoln Chicago 18 III

Benjamin Electric Co Des Plaines Ill

Curtis Lighting Inc 6155 W 65th St Chicago 38 IL

Dura-Flex Fabricators Div 1925 Chouteau Ave St Louis 1 Mo.

Flemming Mfg Co 1650 N Ashland Ave Chicago 22 HI

Kirlin Mfg Co 1655 Thomaston Av Waterville 14 NY

Lemke & Mfg Co 2525 N Clybourn Ave Chicago 18 Ill

MOE LIGHT FT ATKINSON WIS

Silvray Lighting Inc 100 West Main St Bound Brook 6 NJ

REYER CO 43-54th St Brooklyn 22 NY

Lightolier Co Av 14th St Brooklyn 32 NY

+FIXTURES & MATERIALS, STORE DISPLAY

Aberdeen Displays 60 E 10th New York 2 NY

Aetna Plywood & Venner Co 1783 N Elston Ave Chicago 22 Ill

Alden Mfg Co 201 W Walnut St Palisades 5 Mo.

Allied Display Materials Inc 65 Madison Ave New York 16 NY

ALLYSTINE CO AMERICA 4544 DE SOTO ST ST PETERBURY 29 CALIF

American Fixtures & Mfg Co 2306 Locust Blvd St Louis Mo.

Brainard Industries Inc 152 S 15th St Lindenwold 2 NJ

Burke (H B) Mfg Co Inc 3150 Randolph Rochester 7 NY

Chicago Card Holder Co 844 Ridge Road Highland Park 11 Ill

Claiborne Show Case Co 850 West 5th Columbus 5 Mo.

Curtin Co American Plywood Div New London WI

Eloammu Div Aurora Co John & Prudie Ave Aurora 3 Ill

Erickson (C E) Co Inc 1440 Walnut St Des Moines 11 Ne

FREYKIN INC 4514 SPRING GROVE CINCINNATI 22 OHIO

Fuller Displays Inc 6-59 4th Ave Long Island City NY

Fulgar Glass Co Box 344 Yard Hotel City Ind

Garden City Plating & Mfg Co 1750 N Ashland Ave Chicago 22 HI

Garrison Wagner Co 2918 Washington Ave Milwaukee 25 Wis.

Grand Rapids Store Equipment Co 1240 Monroe Ave NW Grand Rapids Mich

Heller (W C) & Co 1650 Bryant St Montpelier Ohio

Hills (S A) Mfg Co 8651 N Central Park Chicago 11 Ill

Interlock Metal Units Inc 50 Cliff New York NY

Jenwood Inc 33833 S Indiana Ave Chicago 37 Ill

Jobst Displays Inc 105 Kingston Boston 11 Mass

Kason Die & Motor Corp 32-14 Northern Blvd Long Island City 1 NY

Kor-Ro-Bus Co Varly Bourn Ohio

Knapke & Vogt Mfg Co 658 Richmond NW

Grand Rapids Mfg Co Ave G & C&NW Ry Sterling 111

Lyon Metal Prods Inc 25 Montgomery St Aurora Illinois

M and D Display Corp 715 S Palm Ave Alhambra Calif

Marx (R) Associates 1776 Broadway New York NY

MASONITE CORP 111 W CHICAGO 2 ILL

May-Bilt Inc Frankfort Ky

Multiple Display Fixture Co 911-21 N 10th St St Louis 1 Mo.

National Sawcut Co Inc 69 N 6th St Brooklyn 11 NY

Neo-Ray Prods Inc 513-22 22nd S New York 10 NY

Plyten Corp 1731 Stanton Ave Chicago 22 Ill

Quensell Displays Inc 7125 Austin 36 Forest Hills NY

Reeve (Harr) Mfg Co 2220 S Grand Angeles Calif

Reflector Hardware Corp 2245 S Western Ave Chicago 8 III

Rheeder & Sons Inc 18 Letchfield St Buffalo 14 NY

Seiber Creations Inc 397 W 35th Street New York 18 NY

Schwartz Showare Corp 847 Goodale Blvd Columbus 8 Ohio

Sikka Sprute Lumber & Mfg Co 2550 Genesse Kansas City Mo.

Stanford Wood Prods Co Box 238 Stanford Kentucky

Stensgaard (W L) & Assoc Inc 346 N Justin Chicago 3 Ill

Store Engineering Co 52 E Myrtle Ave Youngstown Ohio

Store Kraft Mfg Co Beulenhurst Neb

Universal Equipment Co 3409 W Division Chicago 38 Ill

Utica Steel Equipment Corp 32 47th Ave New York 1 NY

Waddell Co Inc Greenfield Ohio

Warner Mfg Co 801-14th Ave SE Minneapolis Minn

Weber (J D) Mfg Co Mopottville Ohio

Weber Showcase & Display Co 5700 Avalon Blvd Los Angeles 54 Calif

Williams Prods Co Inc 6172 Cedar Ave Philadelphia 45 Pa

FLASHING, ALUMINUM

Allen Steel Prods Inc 2941 E Ten Mile Rd Hazel Park Mich

ALUMINUM CO AMERICA 1501 ALCOA BLDG PITTSBURG 19 PA

Beckett & Vavas Corp 25411 Califi

Farwell Metal Fabricating Div Farwell Damson Kirk & Co Fairfield & Walter St Paul 1 Minn

Gleicher Inc 1906 Kendall NE Washington 2 DC

Heckman Building Prods Co 4219 West Lake Chicago 24 Ill

KAISER ALUMINUM & CHEMICAL SALES 1924 BROADWAY CALIF

Metal Tile Prods Inc 225 E Walnut St Davenport Iowa

NICHOLS WIRE & ALUMINUM CO 1725 ROCKINGHAM RD DAVENPORT IOWA

AMERICAN BUILDER
The Scaffold That Sells Itself On Sight!

Shown here are but a few of the hundreds of job applications for ADVANCE — the tubular steel scaffold that goes up faster, without tools ... stands more rigid ... provides greater safety ... dismantles far easier — without lost parts.

Whether your next job calls for a simple rolling tower, or hundreds of panels for stationary scaffold, your ADVANCE dealer can conveniently serve your needs on a rental, outright sale or rental option basis.

Savings with ADVANCE will be yours at every hand. Ask the man who's using it!
When you build with stone 
be sure it's genuine 
Briar Hill 
GOLDEN TONE SANDSTONE

There are differences in stone. Perhaps the most striking is in coloring and appearance. Another difference is the ease with which the stone may be laid. Or to put it another way, how much time and money you spend after you have purchased the stone.

Briar Hill Golden Tone Sandstone excels on both counts. Nowhere will you find stone with more delicate natural colors. Briar Hill natural sandstone, quarried in Ohio, graces some of the most beautiful homes in the nation. People in New England, in Virginia, in Iowa—all over the country—are happy to pay freight charges to get this superior stone.

Building with Briar Hill Stone costs less per square foot. This is because it is better prepared at the quarry to make it easier for you to work with. Briar Hill Stone is sold by square foot coverage. No guessing how much you need. No expensive wastage.

Whether your plans call for a fireplace or chimney of stone, a stone front, or complete stone construction, you will find in Briar Hill Golden Tone Sandstone the material that fulfills your requirements for both beauty and building economy.

FREE BOOK—Beautifully illustrated book shows 20 modern homes built with stone; has full-color pictures of stone patterns and color combinations; gives information on laying stone and figuring wall coverage; sparks your ideas for fireplace, chimneys, patios. Send coupon today for your free copy.

THE BRIAR HILL STONE COMPANY
Dept. F-8, Glenmont, Ohio
Send free book, "Built for Beauty with Briar Hill Golden Tone Sandstone."

Name ____________________________ Address ____________________________
City ___________________ State ______________

WANT MORE WINDOW SALES... AT INCREASED PROFITS?

HERE'S WHY FL-PA WILL INCREASE YOUR BUSINESS:
- Aluminum Windows Priced Lower Than Wood
- Same Top Quality Found in High Priced Windows
- Full Line to Fit All Specifications
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  Without Quality Sacrifice

A FEW CHOICE TERRITORIES STILL OPEN TO DISTRIBUTORS
WRITE TODAY FOR DETAILS

MANUFACTURING COMPANY
Cherry and James Streets
East Hartford, Connecticut

When it comes to the Built-ins...
Home Buyers Look for DRAWERS that GLIDE OPEN at a TOUCH!

There's a Fast, Easy, Inexpensive Way to Provide This—

Install Roll-ez
The World's Finest Roller Bearings for Wooden Drawers

IN YOUR BUILT-INS

FREE FOLDER SHOWS
10 Applications You Can Make...at Little Cost!

JUNIOR PRO PRODUCTS CO.
138 F. MARSHALL ST. ST. LOUIS 11, MO
NEW "WARE-TITE" GLASS JALOUSIES AND DOORS
You will agree by test and by comparison "Ware-Tite" is the tightest closing jalousie. Completely weatherstripped - floating stainless steel weather cushion at jamb; neoprene at head and sill. Specially designed travel bar eliminates leverage, sealing louvers. New Sure-Lock spring clip holds glass firmly. 120° opening range for easy cleaning and increased air flow. Space saver - KD packing enables saving in transportation and storage. Quick assembly - only 8 screws. Adjustable - widths can be reduced at job site for exact opening. Heavy-duty crank operator. Sturdy construction, deep frame 3 1/2". Standard Metal Window Institute sizes - special sizes available on request.

RESIDENTIAL CASEMENTS
The window with the "earned" reputation. COMPARE:
DESIGN - DIMENSIONS
Deeper sections 1 3/32"; Wider faces 31/32".
For strength - 3/16" ventilator web.
Wide double contact weathering surfaces.
Putty retaining serrations - water tight lip.
Complete accessories - Mullions - Hardware - Screens.
Storm Sash interchangeable with screens.
Smooth precision welded corners.
Chemically cleaned for beauty.
Lacquered per FHA specifications.

PICTURE WINDOWS - FIXED - BASEMENTS - BOTTOM VENTILATORS
BULLSEYE - SUNBURST - HOPPERS
67 Standard and Modular Sizes.

WARE AWNING WINDOW
Weatherstripped
For residential, institutional and commercial construction. Weatherstripped by Koroseal - locked in extruded channel - unexposed to weather. Operator concealed in sill - no exposed gears - no field installation required. Synchronized operating force at center of sill eliminates torque lag and racking - smart tilted crank clears any stool. Ventilators of each window equal height and drop for easy inside cleaning. Snap-on glazing bead available. All windows chemically cleaned, etched and lacquered per FHA requirements. Storm sash interchangeable with screens.

Standard and modular sizes - special sizes on request.

WARE
a full line + regional warehousing
from the soaring sales potential of Aluminum Windows

A full line of quality windows from a single, dependable source - with prompt delivery assured by Ware's regional warehouses in HOUSTON, ATLANTA, NEWARK, and CHICAGO.

Backed by a powerful national advertising program. See your distributor or dealer, or write Dept. AB-4.
ECON-O-WARE AWNING
America's economy awning window.
FUNCTIONAL—PRACTICAL—TROUBLE FREE
DISTINCTIVE FEATURES
Underscreen operator—Complete screen protection.
Positive locking—Selective ventilation.
All-weather awning protection.
Attractive horizontal sight lines.
Sturdy flash-welded corners—Stainless steel bushings.
Seals tight with leverage—ventilators controlled at center permitting even weathering.
Installation similar to casements—1/2" Z bar.
Quality with economy.
12 stock operating sizes—
12 stock Picture Window and Fixed sizes.

ECON-O-WALL AWNING
9 Standard windows—unlimited combinations
ECW Nos. 1110, *11 3'-1 15/16" x 2'-1 15/16"
ECW Nos. 1210, 1211, "12 3'-1 15/16" x 4'-2 3/4"
ECW Nos. 1310, 1311, 1312, *13 3'-1 15/16" x 6'-3 9/16"
"11, 12 and 13 Fixed Windows
A modern window for modern living.
Variable venting arrangements.
Highly weatherproof—seals tight.
Complete screen protection—underscreen operator.
Positive lock—trouble-free performance.
Standard Thermopane or equal can be used throughout.
Special glazing adapters not needed.
More light—more ventilation—more beauty.
Meets any building budget.

Aluminum Windows
+ proven value = more profit

WARE FACTORY WAREHOUSES
Ware Laboratories, Inc.
3700 N.W. 25th St., Miami, Florida

WARE
MEMBER OF THE ALUMINUM WINDOW
MANUFACTURERS ASSOCIATION
An easy money maker for builders is Western Red Cedar Siding. It goes up fast and works excellently, resists splitting, shrinking and warping...and requires only the usual application method. It decorates beautifully with paints, stains or pigmented sealers. Western Red Cedar Siding has given quality performance to generations of home owners.

Joints Stay Tight. Western Red Cedar is famous for little or no shrinkage.

In addition to its natural thrifty character, Western Red Cedar Siding creates an atmosphere of "built-in" smartness and individuality... fine qualities that are important points in selling today's critical home buyers.

Western Red Cedar Siding is precision manufactured in six sizes and four grades. For further information: Write Dept. 106.

WESTERN RED CEDAR SIDING

4403 WHITE-HENRY-STUART BUILDING, SEATTLE 1, WASHINGTON
Editors of House Beautiful's Guide For The Bride magazine have selected as their Bride's House for this year one of the new 1955 line of wood houses prefabricated by United States Steel Homes, Inc. The compact kitchen and home laundry are fully equipped with Hotpoint Automatic Electric Appliances.

The home has been designated "the best buy for modern living on a young married's budget". The economy, plus the long-life quality and service so definitely identified with Hotpoint Appliances, contributed strongly to the attainment of this recognition.

Wherever you find high public interest in a home building project, you'll find Hotpoint Automatic Electric Appliances in the kitchen and home laundry. When you start planning your next project, figure with your Hotpoint distributor's Builder Specialist. He'll show you a quicker way of selling your homes and a better way of enhancing your reputation for building top quality, demand homes.
GLASS TUB ENCLOSURES and shower doors are more desirable because they:

- add luxury to any bathroom, large or small
- give draft-free, splash-proof bathing convenience
- fit in effectively with any decorative scheme
- are so simple, easy and quick to install
- have frames made of highly polished, heavy extruded, heat treated, corrugated aluminum
- offer a choice of frosted or fluted glass and swan, fish or mermaid sandblasted designs

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STYLON COMPANY
649 LEXINGTON AVE., A-B * CLIFTON, N.J.

More concrete per day — every day...

They are built to take it...
Compact...Easy to spot...Easy to move

CMC Job Mixers are the biggest money makers in the mixer field. They are the easiest handled on the job and are perfectly balanced for high speed trailing.

If you want the best with the longest trouble-free performance choose CMC Job Mixers.

3½ to 16 cubic foot models are available to fit any job condition.

CONSTRUCTION MACHINERY COMPANY * Waterloo, Iowa
Now MAHOGANY FOLDING DOORS at New Savings

PELLA WOOD FOLDING DOORS of beautiful, rich-grained Philippine mahogany laminated panels are now available... at savings up to 31%! New manufacturing methods, with increased production, make this price reduction possible on Pella Mahogany Doors in both stock and custom sizes.

There are so many ways in which PELLA WOOD FOLDING DOORS can be installed to give privacy and maximum utility of space. Use them as folding partitions, closet closures and for regular doorways. Adapt them to kitchen “pass-throughs,” storage areas—wherever space is at a premium.

Pella Doors fold compactly against door jambs or walls. Every inch of floor and wall space can be used.

Stock-size PELLA WOOD FOLDING DOORS are available in mahogany or pine, finished or unfinished. Custom doors are available in mahogany, pine, oak or birch, finished or unfinished. They are packaged, complete with all hardware and concealing track mould. There is no costly fitting on the job. Send for sample of laminated mahogany Pella Door Panel today. Mail coupon below.

PELLA WOOD FOLDING DOORS

CLIP AND MAIL TODAY!

GENTLEMEN: Please send FREE sample of laminated mahogany Pella Door Panel and literature on Pella Wood Folding Doors.

NAME

ADDRESS

CITY & ZONE

STATE

APRIL 1955
The Only POWER SAW Needed To Build A Home

For a real thrill in performance and handling ease, check the 6½” MILWAUKEE Model 650 before you buy your next saw. It’s the ONE saw that makes every cut necessary to build a house... even to the compound miter cuts. It’s the kind of light-weight... big capacity saw you have long wanted... a saw that makes more cuts, faster, more accurately and with less effort... A saw that’s fully versatile... that will handle all special purpose blades and abrasive cutting wheels and that can stand the gaff of all-day heavy duty use.

... with So Many Outstanding Features

... including EXCLUSIVE Free-Wheeling Clutch Drive

- Grease sealed ball and roller bearings throughout
- Helical cut heat-treated gears and drives for greater power efficiency, quieter running
- Built-in quick setting depth and miter and rip adjustment, fully lockable
- Telescopic and automatic retractable blade guard
- Instant release safety trigger switch
- Light weight, only 12¼ pounds
- Perfectly balanced

*For bigger capacity High Speed saw ask to see the Model 700 with 7” blade or the Model 825 with 8¼” blade.

... and the Famous 414 SAWZALL

Compact Electric Powered HACKSAW

A rugged dependable heavy-duty saw that fills perfectly every special sawing need. Zips easily through any sawable material, such as wood, metal, plaster, transite, embedded nails, wire, etc.

NEEDS NO STARTING HOLE...

... In Wood or Comparable Materials

- NOT AN ATTACHMENT... but a complete HEAVY-DUTY sawing tool... Easily maneuverable with one hand.
- RUGGEDLY BUILT... powered by famous MILWAUKEE-Built 115 volt ac-dc motor can also be operated from portable electric generating equipment.
- POWERFUL... ¼” cutting stroke... 2250 strokes per minute.
- BALL and ROLLER BEARINGS... lifetime lubricated.
- WEIGHS only 6½ lbs... Just 14½” long.
- SAWZALL Blades... available in types and lengths to suit every sawing need.

*Furnished complete with handy steel carrying case and full complement set of Sawzall blades.

For Demonstration... SEE YOUR DEALER... Or Write Today To...

MILWAUKEE ELECTRIC TOOL CORP.
5356 W. State St.
Milwaukee 8, Wis.

APRIL 1955
NEW "BILT-IN" WINDOW IDEA is money saver

With this new idea any prime window can be combined with the DeVAC Self-Storing combination window into a single unit. Above photo shows DeVAC Bilt-in kit, sold by DeVAC factory to millwork distributors and manufacturers. The unit operates in DeVAC patented wood surround made by the millwork and attached to become part of the window frame.

Easy installation cuts labor costs and eliminates expense of separate storms and screens, fitting of hardware, painting of storm and screen sash. Simple addition of the DeVAC Bilt-in kit to any prime window produces a complete double-hung window for speedy installation in the home. The Bilt-in idea has tremendous appeal to the homeowner because of the saving in purchase price, low maintenance and quality features such as anodized aluminum which will not tarnish nor show fingermarks and is impervious to customary lime corrosion from plaster which is left on metal during construction.

Dealers and contractors may obtain the DeVAC BILT-IN as a part of their prime window through the following:

Burdwell-Roebuck, Baltimore, N. D.
Burdwell-Roebuck, Fargo, N. D.
Carr-Cullen, Minneapolis, Minn.
Curtis Companies, Inc., Minneapolis
Currier Companies, Inc., 720 W. Waco.
A. A. Kindom & Sons, Minneapolis
Knoche Lumber Co., Rapid City, S. D.
Lake Street Sash & Door, Minneapolis
Smelt Sash & Door, Omaha, Neb.
Smelt Sash & Door, St. Paul, Minn.

Royal Jet Inc 1024 Westminster Alhambra Calif
Silent Sioux Corp 204 W College Ave Orange City Iowa
TEMCO INC 1414 PARK AVE NASHVILLE Tenn

FURNITURE, BUILT-IN
Bianco MFG Co 2728 VICTOR ST ST LOUIS Mo
Hale-Murphy Co 11824 Olympic Blvd, Los Angeles, Calif
Morgan Co 520 Oregon St. Oshkosh Wis

FUSE BOXES, ELECTRIC SERVICE
Adam (Frank) Electric Co Box 357 Main PO St. Louis Mo.
Columbia Metal Box Co 260 E 143rd St New York 51 NY
Cutter Hammer Inc 201 N 12th St. Milwaukee 1 WI.
Electrical Engineers Equipment Co Wood
name Division St Malvern Park Ill
Federal Pacific Electric Co 50 Park St Newark 1 NJ
General Electric Co TRUMBULL COMPONENTS DEPT PLAINVILLE Conn
Keen (P. D) 567 W 57th Ave Beaverton Ore.
Leone Clay Products Co Logan Ohio
Porcelain Products Inc 422 W Sandusky St Findlay Ohio
Trumbull Components Dept. General Electric Co Plainville Conn
Utility Service Co Inc 921 13th Race Ws
Wondroch (Wm) Electric Div Federal Electric Co 4490 Clayton Ave St Louis 10 Mo

GARBAGE DISPOSERS
AERIAL PRODS DIV BORG-WARNER CORP KALAMAZOO MICH
AMERICAN KITCHENS DIV AVCO MFG CORP 10TH AND COLUMBIA CONNELSVILLE IND
AMERICAN RADIATOR & SANITARY CORP RESSEMER BLIND PITTSBURGH 30 PA
Bergner (Thomas W) Inc 6 E Fourth St Cincinnati Ohio
Crawford Co 536 S Michigan Chicago 5 Ill
CROSLEY DIV AVCO MFG CORP 1329 ARLINGTON ST CINCINNATI 25 OHIO
Eureka. Williams Company Div. Hesner Motor Co Bloomington Ill
FLUSH PRODS DIV ELECTRIC CO APPLIANCE PARK LOUISVILLE 1 KY
GIVEN MFG Co 3501 FRUITLAND AVE LOS ANGELES 34 CALIF
HOTPOINT CORP 5600 W TAYLOR ST CHICAGO 41 ILL
Ink-Blot-King Div 1225-14th St Racine Wis
James Inc Independence Ky
Ketrizator 14900 S Calumet Rd Detroit 32 Mich
London Furniture Co Cleveland Ohio
MULLINS MFG CORP UNIVERSITY ST WARREN OHIO
NATIONAL RUBBER MACHINERY CO 47 W EXCHANGE ST AKHRON 4 OHIO

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Queen Stove Works Inc 505 Front St Albert Minn
Schaeble Co 1084 Summer Cincinnati 4 Ohio
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Universal Major Electric Appliance Co Box 119 Lima Ohio

UNIVERSAL-RUNDEL CORP BOX 160 NEW CASTLE PA
WESTINGHOUSE ELECTRIC CORP ELECTRIC APPLIANCE DIV 246 EAST 4TH ST MANSFIELD OHIO

GARBAGE RECEIVERS, UNDERGROUND
MAJESTIC CO INC THE 474 ERIE HUNTINGTON IND

Majestic UNDERGROUND RECEPTOR

For Garbage, Cans, Bottles

Can be set up

Below Ground Level

The originators and still the leader.
See your Distributor or Write The Majestic Company, Inc.
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Carbons and Chemicals Div. Union Carbide & Carbon Corp 38 East 42nd St New York 17 NY
Dolta Tank Mfg Co PO Box 1469 Baton Rouge La
Dr. Gas Co Div Warren Petroleum Corp 242 S Dearborn Chicago 4 Ill
Birch Standard Oil Co 18 W 52 St New York 19 NY
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Phillips Petroleum Co Bartlesville Okla
Proco Gas Co 1800 Erie Pa
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Shell Oil Co Inc 50 W 56th St New York 20 NY
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LOOKS BEST...INSTALLS BEST...COSTS LESS!
That's Why You're Wise to Specify

AMERICA'S MOST THOROUGHLY
MERCHANDISED
WALL TILE!

Tilemaster has a range of sales helps tailored to the exact needs of every man who sells or specifies wall tile. Here are two that are ideal for you!

COORDINATOR BOOK
OF COMPLETE SAMPLES
Conveniently arranged by color and type this big, beautiful book is your easiest way to show the tremendous range of Tilemaster colors and styles.

COLOR HARMONIZER
WALL CHART
Your customers can tell at a glance how to mix field tile and trim in a tasteful color blending.

These are only a few of the many other pieces available

Builders and building supply men alike know that a Tilemaster installation is always profitable to them. Profitable not only because it assures complete customer satisfaction—but profitable because it's so trouble-free . . . thanks to Tilemaster's exclusive Bev-all construction and patented mastic-seal rib. Tilemaster tile goes up easier and faster and stays up! When you specify Tilemaster you get America's widest range of superb colors and tile pieces. Your Tilemaster installation can be more beautiful as well as more practical. You'll do well to specify or install Tilemaster—the prestige tile with the luxury look—at a popular price!

NATIONAL ADVERTISING
MAKES TILEMASTER
A DEMANDED BRAND NAME
60,000,000 readers will see Tilemaster ads in these important magazines this year. More and more people will ask for Tilemaster by name.

THLEMASTER CORP
Dept. AB-304
1415-21 Diversey Plwy., Chicago 14, Ill.

Please send me complete information on the Tilemaster line of Plastic Wall Tile.

Builder  □  Dealer  □  Distributor  □  Architect

Form Name
Address
City  .  Zone  .  State

Signed by

Western Office and Warehouse; 3788 S. Main St., Los Angeles, Calif.
we did it
in February

... now we
have scheduled
STARCH STUDIES

an ideal 'COPY TESTING LABORA

for the
JUNE
CLOSING DATE: APRIL 25th

AUGUST
CLOSING DATE: JUNE 25th

SEPTEMBER
CLOSING DATE: JULY 25th

DECEMBER
CLOSING DATE: OCTOBER 25th

issues of
AMERICAN
BUILDER

If you want YOUR ads “Starched”...
please request it on your insertion order.
Everyone knows how the time-tested Starch Readership Studies have repeatedly helped advertisers and agencies improve their advertisements ... and to determine the over-all achievements of entire promotional campaigns.

NOW ... AMERICAN BUILDER ... exclusively in the light construction industry ... offers advertisers and agencies the opportunity to test their advertising directed to this multi-billion dollar market. Starch Studies have been scheduled for the JUNE, AUGUST, SEPTEMBER and DECEMBER issues of AMERICAN BUILDER ... making available this proven research technique to aid you in discovering how well your sales messages are read by your prospects and customers.

Each “Starched” issue of AMERICAN BUILDER is an ideal ‘copy testing laboratory’ in itself ... giving you an exact measure of the readership of YOUR ads. And you can substantially add to their effectiveness simply by analyzing your results in the light of the readership results obtained by competitive advertisers in an identical issue.

It’s as simple as that! Yet it’s a proven, scientific way to develop better, sales-generating ads ... ads you KNOW will produce results! All this at NO ADDITIONAL COST to you — which means MORE value for your advertising dollars.

Alert your agency to these AMERICAN BUILDER “Starched” issue dates NOW ... so that your schedule may include these highly important issues. Your AMERICAN BUILDER sales representative can furnish you with further details on the Starch Study technique and its applications.
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Acme Brick Co PO Box 425 Ft Worth Texas
Cadillac Glass Co 2186 S Peoria St Chicago 8 III
Gagnon Clay Prod Co 526 S Broadway Green Bay Wisconsin
Hageman Cos Inc 2145 Central Pkwy Cincinnati 14 Ohio
Milliken Brick Co 2160 Montier St Pittsburgh 22 Pa
OWENS-ILLINOIS GLASS CO PO BOX 1823 TOLEDO 1 OHIO
Pittsburgh Corning Corp 1 Gateway Center Pittsburgh 22 Pa
Wisconsin Face Brick & Supply Co 4485 N Green Bay Milwaukee Wis

GLASS, COLORED
ALSNYITE CO OF AMERICA 4454 DE SOTO ST SAN DIEGO 8 CALIF
Rache (Semon) & Co 636 Greenwich St New York 14 NY
Blue Ridge Glass Corp Kingsport Tenn
Cadillac Glass Co 2180 S Peoria St Chicago 8 III
Cameron Glass Co Inc Marion Ind
Franklin Glass Corp PO Box 156 Butler Pa
Goshen Sash & Door Co East Pearl Goshen Ind
LIBBEY-OWENS-FORD GLASS CO 488 MADISON AVE TOLEDO 2 OHIO
PITTSBURGH PLATE GLASS CO 432 FORT DUQUESNE BLVD PITTSBURGH 22 PA

GLASS, CUTTING MACHINES
Claatte Too! Mfg Co 611 W Adan il
Cadillac Glass Co 2100 N Peoria St Chicago 8 Ill

GLASS, DOUBLE PANE
Rache (Semon) & Co 636 Greenwich St New York 14 NY
Cadillac Glass Co 2180 S Peoria St Chicago 8 III
LIBBEY-OWENS-FORD GLASS CO NICHOLAS BLDG TOLEDO 3 OHIO
PITTSBURGH PLATE GLASS CO 432 FORT DUQUESNE BLVD PITTSBURGH 22 PA

GLASS, PLATE
Rache (Semon) & Co 636 Greenwich St New York 14 NY
Belknap Glass Co 1060 Valley Seattle 1 Wash
Franklin Glass Corp PO Box 156 Butler Pa
Goshen Sash & Door Co East Pearl Goshen Ind
LIBBEY-OWENS-FORD GLASS CO 488 MADISON AVE TOLEDO 2 OHIO
PITTSBURGH PLATE GLASS CO 432 FORT DUQUESNE BLVD PITTSBURGH 22 PA

GLASS, PLATE, HEAT ABSORBING
Rache (Semon) & Co 636 Greenwich St New York 14 NY
Grey Ridge Glass Corp Kingsport Tenn
Cadillac Glass Co 2180 S Peoria St Chicago 8 III
Goshen Sash & Door Co East Pearl Goshen Ind
LIBBEY-OWENS-FORD GLASS CO 488 MADISON AVE TOLEDO 2 OHIO
Mississippi Glass Co 88 Angelica St St Louis 7 Mo
Pennsylvania Wire Glass Co 1612 Market St Philadelphia 8 Pa

GLASS, PLATE, INSULATING
Cadillac Glass Co 2180 S Peoria St Chicago 8 III
Goshen Sash & Door Co East Pearl Goshen Ind
LIBBEY-OWENS-FORD GLASS CO NICHOLAS BLDG TOLEDO 3 OHIO
PITTSBURGH PLATE GLASS CO 432 FORT DUQUESNE BLVD PITTSBURGH 22 PA

GLASS, PLATE, STRUCTURAL
PITTSBURGH PLATE GLASS CO 432 FORT DUQUESNE BLVD PITTSBURGH 22 PA

GLASS, SUBSTITUTE
ALSNYITE CO OF AMERICA 4454 DE SOTO ST SAN DIEGO 9 CALIF
Rache (Semon) & Co 636 Greenwich St New York 14 NY
Cadillac Glass Co 2180 S Peoria St Chicago 8 III
LIBBEY-OWENS-FORD GLASS CO NICHOLAS BLDG TOLEDO 3 OHIO
Rache (Semon) & Co 636 Greenwich St New York 14 NY
Blue Ridge Glass Corp Kingsport Tenn
Cadillac Glass Co 2180 S Peoria St Chicago 8 III

GLASS, WINDOW
AMERICAN WINDOW GLASS CO 9 WEST PKWY PITTSBURGH 12 PA

GLASS SUBSTITUTE
ALSNYITE CO OF AMERICA 4454 DE SOTO ST SAN DIEGO 9 CALIF
Rache (Semon) & Co 636 Greenwich St New York 14 NY
Cadillac Glass Co 2180 S Peoria St Chicago 8 III
LIBBEY-OWENS-FORD GLASS CO NICHOLAS BLDG TOLEDO 3 OHIO
Rache (Semon) & Co 636 Greenwich St New York 14 NY
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LUSTRAGLASS and LUSTRACRYSTAL
whiter, flatter, clearer glass—by
AMERICAN WINDOW GLASS COMPANY
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GLASS, WINDOW, WIRE
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Blue Ridge Glass Corp Kingsport Tenn
Cadillac Glass Co 2180 S Peoria St Chicago 8 III
LIBBEY-OWENS-FORD GLASS CO NICHOLAS BLDG TOLEDO 3 OHIO
Rache (Semon) & Co 636 Greenwich St New York 14 NY
Cadillac Glass Co 2180 S Peoria St Chicago 8 III
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Plymouth Glass Prod Inc 2910 Colonnet St Burbank Calif
RESOLITE CORP ZELIENOPLE PA
Plymouth Glass Prod Inc 2910 Colonnet St Burbank Calif

GLAZING COMPONDS
Allen Steel Prods Inc 2941 E Ten Mile Rd Hazel Park Mich
Armco Inc 2089 Homer Bly 4 Cleveland 6 Ohio
Armstrong Assn 1001 East 82nd St Cleveland 28 Ohio
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Bear Boiler Co 608-624 S Main St Lima 7 Ohio
Biddle Co 608-624 S Main St Lima 7 Ohio

AMERICAN BUILDER
announcing...

...a distinctive new pattern in popular Micarta

In the refreshingly unique design of new Micarta "Star Dust"
there are opportunities to create striking decorative effects—on
built-in furniture, counters, walls, dividers—wherever a surface must
withstand the rigors of hard wear. And "Star Dust’s" six warm colors
—including gray and charcoal—let you achieve appealing
color harmony in interiors as practical as they are beautiful. Your United
States Plywood representative has samples, or write United States
Plywood Corporation, 55 West 44th Street, New York 36, N. Y.
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

END-BRANDED AND WAXED YELLOW PINE

MIXED CARS GIVEN PARTICULAR ATTENTION

WRITE, WIRE, TWX OR PHONE 740

D.L. FAIR LUMBER CO.
LOUISVILLE, MISSISSIPPI

APRIL 1955
Whatever your point-of-view, WOODCO E-ZEE Loc Wood Awning Windows meet your most exacting standards. WOODCO assures the utmost in beauty, performance and efficiency ... and when you measure these advantages in terms of ease-of-installation, fuel savings and homeowner satisfaction, you discover that WOODCO means the finest and most economical awning window ever made!

Nothing to adjust • Nothing to get out of adjustment

CHECK THE WOODCO E-ZEE Loc PATENTED FEATURES:
- EASY TO LOCK
- SEQUENCE AIR CONTROL
- TOXIC- TREATED TO PREVENT DECAY
- EXTRA HEAVY SASH and FRAME

... AND DON'T FORGET, MR. BUILDER
Every WOODCO E-ZEE Loc Window Unit is manufactured of Kiln Dried Ponderosa Pine, toxic treated to prevent decay and water-repellent treated to reduce swelling and shrinking. Each unit is delivered to the building site completely assembled for quick and economical installation.

WOODCO CORPORATION, Miami 47, Florida

ROCKWELL of RANDOLPH, Inc., Wisconsin, Mgrs. of WOODCO and Other Millwork Products

Limited Introductory Offer
Expires April 30, 1955
Act Today...

All-Aluminum
ROOF Model KA-17R
800 CFM—3 Speed
Retail List Price—$74.95

All-Aluminum
WALL Model KA-17W
800 CFM—3 Speed
Retail List Price—$69.95

WHOLESALER AND DEALER INQUIRIES INVITED

BUILDERS, CONTRACTORS—GET YOUR IMPORTED

Sheffield Steel
Steak Knife and Carving Set
FREE
WITH PURCHASE OF ONLY ONE ROOF OR WALL MULTIPLE-VENT MODEL KITCHEN-AIRE

LIMITED OFFER TO ACQUAINT YOU WITH—

Multiple-Vent

America’s Newest and Finest Ventilating Fan
for Kitchen, Bathroom, Laundry, Utility Room, Gameroom,
Living Room, Bedroom—because

1. The only kitchen fan that will remove odors, hot, smoky, dusty, greasy and damp air from 3 rooms at one time, through a central duct system.
2. Can be used in ceilings or sidewalls with or without damper diffusers.
4. Has famous General Electric Motor. Needs no greasing or oiling. 5 year warranty.
5. Can be installed in new house jobs by 1 man in 1 hour.
6. For new and old homes.

8. Eliminates costly hoods over gas and electric stoves.
9. Does not interfere with heating or air-conditioning.
10. Comes complete with 3-speed switch and simple instructions.
11. Keeps walls, ceilings, furniture, draperies cleaner longer.

NOTE: This multiple-vent get acquainted offer does not apply to Kitchen-Aire’s single-vent Model KA-14. You already are familiar with this quality model—its ease of installation—safe, quiet, self-cleaning operation—long service life and trouble-free performance without call-backs.

Send for your free Sheffield set now!
ACT NOW—Offer expires April 30, 1955—Ask your Jobber or mail coupon below and Jobber’s name to:

STEWART INDUSTRIES INC.
Dept. ABI—320 E. St. Joseph St., Indianapolis 2, Indiana

Please send me my FREE Carving Set—and enter my order for

☐ Model KA-17R or ☐ Model KA-17W Multiple-Vent Kitchen-Aire

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America's Builders Have Spoken...

Dur-O-wal's plant locations now nation-wide

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DUR-O-WAL

the Backbone of Steel for EVERY masonry wall

Across the nation Dur-O-wal wins friends everywhere. It puts more steel in the wall... every inch effective... to do the job better. Dur-O-wal works fast, lays flat to combat cracks in all types of masonry construction. Electrically welded in a single plane, Dur-O-wal assures tight, neat mortar joints. Opportunity knocking... find out about Dur-O-wal today.

SYRACUSE, N.Y. Dur-O-wal Products, Incorporated, Box 428
TOLEDO 5, OHIO Dur-O-wal, Incorporated, 165 Utah Street
BIRMINGHAM 7, ALA. Dur-O-wal Products of Ala., Inc., Box 546
PHOENIX, ARIZ. Dur-O-wal Div., Frontier Mfg. Co., Box 47
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Build beauty into Laundry Areas with duratub

Stationary Tub that Matches Modern Home Laundry Equipment

There's new beauty in laundry area installations with duratub, the modern stationary tub. Appliance-styled duratub has:
- Gleaming white baked enamel cabinet, stainless steel trim
- Fiberglas* tub—won't crack, chip, stain, mar or dent
- Large storage compartment
- Vinyl-edged top cover

Triple purpose Handi-drain eliminates need for double tubs. duratub (the original, fastest-selling Fiberglas* tub) is ideal for small space, easy to install, a money-saver for the builder.

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Dur-O-wal, Incorporated, 165 Utah Street

ATLITE'S NEW PRE-WIRED ASSEMBLY

Drive four nails... turn the screws! It's up—without framing out or boxing out.

More Money and Time Saving Features...

Pull "R", "T" or "TW" wire directly into J-box.
- No asbestos or slow burning wire required
- No additional pull boxes needed
- J-box always accessible

NOW! ATLITE'S pre-wired assembly is available for 60 watt fixtures as well as for 100, 150, 200-300 watts.

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CECO STEEL PRODS CORP 5661 W 26TH ST CHICAGO 5@ ILL
2 basic door models meet most price and size requirements

doors operators may be electrically or radio-controlled

Only Barber-Colman Company manufactures a complete line of overhead type doors, door operators, and controls for residential, commercial, and industrial applications. Summary information on doors is given above—detailed, descriptive literature is available on request on doors as well as on door operators and controls. Electric door operators are engineered in several models for heavy industrial, light industrial, commercial and residential use—all models may be controlled by a variety of electric switches or by radio control. Your Barcol distributor will install, guarantee, and service.
MARLITE WALLS

Give dry wall construction that "look of luxury" with new Marlite Plank and Block. Builders have discovered this easily installed plastic-finished paneling means faster completions with more sales appeal. And home buyers appreciate Marlite's beauty, easy maintenance, and elimination of periodic redecorating.

Prefinished in 10 "Companion Colors" styled by Raymond Loewy Associates in a semi-lustre finish, plus 4 distinctive wood patterns, Marlite is "at home" in every room from basement to attic. It goes up fast with a special tongue and groove joint which eliminates joint coverings. And all fastenings are concealed in the finished job.

For complete information, see your building materials dealer, refer to Sweet's File, or write Marsh Wall Products, Inc., Dept 403 Dover, Ohio. Subsidiary of Masonite Corporation.

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PLASTIC-FINISHED WALL AND CEILING PANELING

Marlite Plank and Block Patent Applied For—Made With Genuine Masonite® Tempered Durolux®
Reenforced Waterproof Papers for...

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**Concrete Curing . . . Protection . . . Sub-Fill Membrane**

Protects from traffic and frost, marring and staining. Provides the best uniformly-cured concrete. Prevents loss of cement and water into sub-fill — assures denser, harder, moisture-free concrete.

<table>
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<td>36&quot;</td>
<td>225 and 500 sq. ft.</td>
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<td>48&quot;</td>
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<td>96&quot;</td>
<td>1200 and 2400 sq. ft.</td>
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**SISALATION**

**Sidewall Insulation . . . Approximately 3¢ per Sq. Ft.**

Combination vapor barrier and reflective insulation. Protects against condensation damage (paint peeling, rotting wood, interior wall staining). Very strong. Both sides coated with pure aluminum. Costs only about $30 for average 5 room house.

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**COPPER-ARMORED SISALKRAFT**

Provides protection equal to heavy Copper at 1/5th the cost

Ideal for all concealed flashing and waterproofing. Electro sheet copper laminated to heavy creped kraft and reenforced with tough fibres. Many decorative uses.

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Blanks — Widths from 8'6" to 26'6"
Lengths up to 100'

**Using Sisalkraft for curing and protecting concrete.**

**Using Sisalation to insulate walls. "Bow-in" between studs allows maximum reflectivity.**

**Copper Armored Sisalkraft is permanent, won't kink or tear.**

**Write for samples, application information and name of nearest Sisalkraft dealer to American Sisalkraft Corporation, Dept. AB-4, Attleboro, Mass.**

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10-Day Free Trial

How To Make Your Own Furniture

WHY PAY HIGH PRICES FOR FURNITURE?

Make it yourself. Easy to follow, step-by-step instructions. This big new book is packed with professional methods and tricks of the trade. Everything you need to know is here to make attractive, sturdy furniture in your own home.

HUNDREDS OF PICTURES HELP YOU BUILD

Every job is explained in careful detail. Nearly 460 large clear drawings show exact working procedures for each step. Professional methods given for setting up shop, choosing tools and equipment, selecting proper varieties of wood, cutting and joining operations, raising the grain, shaping, sanding, finishing, bleaching, tuning, antiquing, designing furniture—everything you want to know.

This interesting, handsomely illustrated book has nearly two hundred big 8½ x 11 inch pages. It costs only $3.95. You'll save $2 to $3 in ten times this amount on the first piece of furniture you make!

YOU CAN MAKE THESE PIECES

Sofe, Pipe Box, Hanging Bookshelf, Standing Box, Caddy Tray, Spice Box, Letter Box, Small Coffee Table, Lamp Table, Piano, Dressing Table, Drop Leaf Desk, Writing Desk, Tran Table, Low-Sided Stand, Fine-Point Bookshelf, Side Table, Children's Desk, Bedside Table, Wall-Hanging Cabinet, Corner Unit with Pull-Out Bed, Wall-Mounted Desk, Clock and Bookcase, Door-Countertop, Bible-Holder, or Attached Cabinet Table for Corner.

AND THESE BUILT-INS, TOO

Recessed Bookcase Cubbyholes, Corner Cabinet, Door-Flushing Bookcase, Three Unit Center, Caddy Unit, Bookcase and Dressing Table, Bed, Bunk with Drawers, Twin Beds with Built-In Dressers, with buffet and Twin Table, Wall Angel Cabinet, Corner Unit, with Pull-Out Bed, Wall-Mounted Desk, Clock and Bookcase, Door-Countertop, Bible-Holder, or Attached Cabinet Table for Corner.


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Announcing...the greatest insulation improvement in 16 years!

NEW IMPROVED FIBERGLAS INSULATION

Your homes will be easier to build—easier to sell—now that new improved Fiberglas® Building Insulation is here!

EASIER TO BUILD because the new Fiberglas Building Insulation is easier to handle. It’s made with finer, longer fibers of glass...has improved handleability...is a cinch to cut with hand-knife or scissors.

EASIER TO SELL because the finer, longer fibers mean vastly increased insulating efficiency. And right now, your own prospects are learning all about it—through advertising in national magazines and over network TV. They’ll be looking for the new Fiberglas Insulation in the homes they buy.

REMEMBER, this is the same fine Fiberglas Insulation you’ve been using—only better! Won’t rot, decay, pack down. Has a self-contained vapor barrier...strong nailing flange with time-saving inch and foot markings. Available in roll and batt blankets. Use and promote the new improved Fiberglas Building Insulation in all your homes this year. Order today from your distributor, wholesaler or building supply dealer. Owens-Corning Fiberglas Corporation, Dept. 62-D, Toledo 1, Ohio.
Houses that sell like hot cakes... usually have something special inside!

Textolite®
plastic counter and wall surfacing

Here's a sure-fire recipe to sell your houses faster! Just add G-E Textolite surfacing in kitchens and bathrooms... for beauty... for practicality... and for real sales appeal!

Now available in a tremendous selection of over 70 exciting patterns and colors, G-E Textolite wears for years—beautifully. Rugged Textolite resists heat, stains, and scratches... stays sparkling new through hard household usage with just a wipe of a damp cloth.

Textolite patterns include authentic wood grains, luscious marble effects, and distinctive G-E designs like Medley and Ming... all planned to charm Mrs. Prospect right into her first mortgage. And she'll love it!

To tie in with G.E.'s color-choice appliances, Textolite has a complete new selection of beautiful patterns that match exactly, or contrast smartly with each of the colors in the G-E kitchen line. See them soon!

Shown above on shower walls, tub, and vanity is the beautiful G-E Textolite pattern FANTASIA... designed to look like real marble!

- Over 70 exciting colors and patterns!
- The G-E name helps insure customer acceptance!
- Complete G-E color-choice kitchens... appliances and counters match for color harmony.

Progress Is Our Most Important Product

GENERAL ELECTRIC

APRIL 1955
Take Stanley's New No. 183 Builders Kit

This new Builders Kit gives you a complete and compact "shop" that goes right with you to the job. Includes a Stanley 16" Power Plane, 3/4 h. p. Router and Butt Templet.

Power Plane quickly trims doors, windows and storm sash to fit; Router makes hinge mortising better and easier; Butt Templet guides Router in mortising. You'll find plenty of other uses for this new Builders Kit in making bookcases, cabinets and interior trim on the job.

No. 183 BUILDERS KIT CONSISTS OF –

- 3/4 h.p., 22,000 rpm Router
- 16" Power Plane
- Straight and Circular Gauge
- Door and Jamb Butt Templet
- Stationary mounting frame
- Sturdy, metal carrying case
- Cutters, Tools and Instruction Book

For more information write Stanley Electric Tools, 104 Myrtle St., New Britain, Conn.
WELDWOOD HARDWOODS

Beautiful hardwood paneling helps sell homes! Real wood plywood paneling by Weldwood says quality in any price class home . . . the use of a wood paneled wall as a focal point in a living room, recreation room, den or bedroom is now a proved selling tool for builder homes in every section of the country. Perhaps you have already used Weldwood softwood paneling like knotty pine or knotty cedar—step up to hardwoods for even more selling appeal!

The most popular light-colored woods are Korina* Nakora*, oak, American elm, maple, limba, birch. Steadily growing in popularity are these medium- and darker-colored woods: African mahogany, cherry, walnut, Philippine mahogany, Samara* and Honduras mahogany.

New to the Weldwood line—and especially important to builders—are the Weldwood pre-finished panels—regular Weldwood quality but with superb finishes that save you expensive, time-consuming on-the-job finishing. Available in smooth-surfaced panels and in grooved V-Plank*—the new Weldwood panel that gives the effect of random planking.

**Algoma Grade Hardwoods** are produced from veneers carefully selected and matched for uniform color. For years they have been the standard of the industry for residential paneling.

**Architectural Grade Hardwoods**—Weldwood Plywoods representing the art of wood veneering at its highest point of perfection, made from superlative veneers exquisitely matched. The finest hardwood plywood it is possible to buy. Also obtainable on fire-resistant wood or mineral cores.

**Save money on any grade** by selecting shorter panels that sell for a lower price per foot; these panels can often be cut with less waste. Instead of the usual order for 4' x 8' panels, see if 4' x 4', 4' x 5', 4' x 6' or 4' x 7' panels won't serve your purpose equally well.

---

**Specifications**

**Algoma Grade Hardwoods**

**Thicknesses:** 1/8", 1/4", 1/4", 1/4", and 1/4".

**Stock sizes:** 4' x 4', 4' x 8', and in following widths and lengths to order.

**Widths:** 24" to 48"; also available in Counterfront widths of 72", 96", 120" and 144".

**Lengths:** 48" to 144"; also in Counterfront lengths of 28" to 48".

**NOTE:** Not all of the above listed woods are available in all sizes and thicknesses. Consult your Weldwood salesman for sizes in woods required.

**Architectural Weldwood**

In all the usual species plus Brazilian rosewood, teak, zebrawood and many other exotic woods.

**Thickness:** 1/16"—Available in a wide assortment of panel sizes up to 84" x 144"—grain in either direction.

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**PLANKWELD**

**Pre-finished, Easy-to-Install, Paneling That Comes in a Package**

*Trade Mark

**Specifications:**

**Natural Birch**

**Plain Sliced Oak**

**Honduras Mahogany**

**Philippine Mahogany**

**Korina**

**Walnut**

**Knotty Pine**

**Thickness:** 1/4"—3 ply.

**Width:** 16¼".

**Lengths:** 72", 84", 96", 108", 120".

Weldwood paneled rooms can be speedily and economically finished off with Weldwood Moldings, aluminum moldings with faces of genuine hardwood veneers which exactly match the faces of the most popular types of Weldwood Plywood. In addition to the inside corner, outside corner, cap and divider styles, we now offer all-plywood cove moldings in two styles and five different woods.
Real wood paneling helps sell homes.

### Weldwood Specialty wood paneling

**Novoply®** A completely new and different wood panel produced from wood chips and wood veneer flakes. • Strong 3-ply construction. • Gleaming wood-mosaic surface makes it increasingly popular with builders and architects. • Paint it, stain it, or leave its natural, beautiful finish. • The flattest panel ever made—virtually warp-free. Larger sizes up to 72" x 144" and 48" x 192" are available on quantity special orders.

**Specifications:**
- **PINE NOVOPLY**
  - Thickness: 3/4", 5/8", 1/2", 1/4"
  - Sizes: 48" x 96", 36" x 96", 24" x 96", 18" x 96", 12" x 96", 30" x 96".

**Sea Swirl®** Driftwood-like texture with clear faces. Perfect for dens, playrooms, cabins, resort buildings—gives a room a fine, informal atmosphere.

**Surfwood®** Like Sea Swirl but with an attractive knotty appearance that gives rustic effect. Very low price.

**Specifications:**
- **THICKNESS:** 5/16".
- **Panel Sizes:** 4' x 8'

**Weldtex®** Deep grooves augment beauty of natural wood. • Has a beautiful three-dimensional quality. • Grooves conceal butt joints and face nails. • Little expansion and contraction because grooves relieve surface tension. • Can be painted, stained or left natural. (Finishing instructions with Firzite and Satinlac on request.) • Low cost...easy and economical to install. • No grain raising or checking. • Completely protected by patins. • Makes homes more beautiful—easier to sell.

**Specifications:**
- **WELDTEX** comes in fir, Philippine mahogany, gum and select gum.
- **Thicknesses:** Interior—3/8", 3/4" in fir only. Exterior—3/4".
- **Widths:** 48".
- **Lengths:** Fir—72", 84", 96", 108" and 120". Philippine mahogany—96" and 108". Gum—96". Also available in squares: 11¼", 12", 15½", 16" and 24". In fir only, 11¼" and 15½". Packed in handy cartons.

**Planktex** Combines striations of Weldtex with bands of smooth-surfaced wood. Available unfinished or completely pre-finished by skilled woodcraftsmen.

**Specifications:**
- **PLANKTEX** comes in Philippine mahogany only.
- **Thickness:** 5/8".
- **Widths:** 48".
- **Lengths:** 96". Available unfinished or pre-finished.

---

There is a Weldwood Product for every part of the home.
Weldwood Texture One-Eleven

**EXTERIOR FIR PLYWOOD EXT-DFPA**

**SPECIFICATIONS:**
- **Type:** Exterior Type Douglas fir plywood with 100% waterproof glue EXT-DFPA meets U.S. Commercial Standard US CS45-55.
- **Thickness:** 3/4-inch, 5-ply construction. Can be installed without sheathing.
- **Appearance:** Unsanded (rough) for texture. All plys are C-quality Douglas fir veneer. Permits tight knots up to 1 1/2"; knotholes up to 1", splits up to 3/4". Faces are free from patches or tape.
- **Widths:** Two patterns... 16/2 and 32/4. The 16/2 pattern is of panels 16" wide net (16¾" overall) with grooves 2" o.c. The 32/4 pattern is of panels 32" wide net (32¾" overall) with grooves 4" o.c. Grooves are 3/4" wide and 4" deep. All panels are rabbeted both edges to provide hidden joints (shiplap) and make another groove at each joint.
- **Lengths:** 96", 108" and 120". (Shorter lengths also available.)
- **Packagings:** In sturdy, attractive corrugated containers.

Dramatic rough texture of Texture 111 is well-suited for siding, gable ends, soffits, breezeways and for striking interior decorative effects. Speedily installed panels look best when stained rather than painted. Darker shades especially look stunning on ranch and other one-story homes. Clear finishes not recommended.

Exterior Weldtex®

**EXTERIOR FIR PLYWOOD EXT-DFPA**

**SPECIFICATIONS:**
- **Type:** Exterior type Douglas fir plywood with 100% waterproof glue EXT-DFPA meets U.S. Commercial Standard US CS45-55.
- **Thickness:** 3/4-inch, 3-ply construction.
- **Appearance:** Surface is completely striated with deep, irregularly cut grooves running the full length of the panel. Gives fine textured look with interesting highlights and shadows. Butt seams do not show and face nails are concealed in the grooves; no grain raising or checking; little expansion or contraction because striations relieve surface tension; easy to finish and economical in initial cost and in installation.
- **Width:** 48".
- **Lengths:** 84", 96", 108" and 120".
- **Special Siding:** Weldtex is also available in the same thickness cut into wide panels 48" x 15¾" and packaged in bundles of 22 panels. Grain runs vertically the length of the panel. Very economical—can be installed quickly at great savings in labor cost. Wide panels make for a handsome, weather-tight job with a minimum of seams.

Exterior Weldtex and Weldtex Siding are widely used for homes, stores, motels, commercial buildings of all kinds. Weldtex does not check and takes paint, stain and other types of exterior finishes perfectly. Approved by FHA on Federal Housing jobs. Weldtex is produced under exclusive United States Plywood patents: U.S. Patents 2286068, 2363927, 2363492.

Dramatic rough texture of Texture 111 is well-suited for siding, gable ends, soffits, breezeways and for striking interior decorative effects. Speedily installed panels look best when stained rather than painted. Darker shades especially look stunning on ranch and other one-story homes. Clear finishes not recommended.
### Interior and exterior plywoods

#### Douglas Fir Weldwood

<table>
<thead>
<tr>
<th>Grades of Interior type Weldwood</th>
<th>Grades of Exterior type Weldwood</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trademarks</strong></td>
<td><strong>Trademarks</strong></td>
</tr>
<tr>
<td>Interior A-A</td>
<td>Ext-A-A</td>
</tr>
<tr>
<td>interior A-B</td>
<td>Ext-A-B</td>
</tr>
<tr>
<td>Plypanel</td>
<td>Ext-Plyshield</td>
</tr>
<tr>
<td>Plybase</td>
<td>Ext-Utility</td>
</tr>
<tr>
<td>Plyscord</td>
<td>Ext-Sheathing</td>
</tr>
<tr>
<td>L-1R (Interior) Plyform</td>
<td>Ext-Plyform</td>
</tr>
</tbody>
</table>

#### Low-cost Weldbord

Here's an all-purpose good-one-side gum plywood that's priced economically—within range of the lowest priced softwood. Weldbord is made from the finest grade southern hardwood. Finishes beautifully—no pre-sealer is needed, there is no annoying grain raise. Takes paint and stain perfectly. Available in 8' x 4', 7' x 4' and 6' x 4' panel sizes ¼" thick. (Grain runs short way.)

#### Weldwood Duraply

Weldwood Duraply is plastic-faced fir plywood finding wide use as a low-cost, weather-resistant panel for exterior siding, utility paneling, garage doors, kitchen cabinets, counters, signs and many, many other applications. Its extremely smooth surface takes paint beautifully, gives maximum protection against grain raise and checking. Especially adaptable to farm building construction because it's tough and abrasion-resistant.

**SPECIFICATIONS:**

Thicknesses—¼", ½", ¾", 1¼", 1½", 1¾", 2¼".
Available in either 3- or 5-ply with one or both faces plastic faced.

**Width:** 48".
**Lengths:** 96", 108" and 120".

---

**There is a Weldwood Product for every part of the home**

**Weldwood®**

United States Plywood Corporation

World's Largest Plywood Organization, New York 36, N.Y.

92 Distributing units in Principal Cities - Dealers Everywhere
Novoply Sliding Door Units
- Precision built Novoply sliding door units are prepackaged ready to install, complete with hardware.
- Novoply is the flattest, most dimensionally stable wood panel made.
- Can be painted or stained to match interiors or left natural.
- Novoply sliding door units are free from warping and sticking. Units are available in many sizes and are easy to install.

Weldwood "Stay-Strate" Flush Doors
- For interior and exterior installations.
- Each door individually registered.
- Core is Weldrok® the incombustible mineral composition which gives 25% greater insulation than lumber core door.
- Specifications: Stock thickness—1 1/4" in wide range of standard sizes. Face veneers: oak, birch, walnut, Korina®, and other hardwoods.

UNCONDITIONAL GUARANTEE on Weldwood "Stay-Strate" and Fire Doors
United States Plywood Corporation unconditionally guarantees, if properly installed, this Weldwood Door against warping, twisting, or manufacturing defects for the LIFE OF THE INSTALLATION. If any Weldwood "Stay-Strate" or Fire Door should fail to meet these standards, said door will be replaced without charge, including all labor costs of hanging and refinishing involved.

FEATURES
- A beautiful wood veneered fire door bearing Underwriters' label, approved for Class B and C openings. Also approved by Factory Mutual Labs. Weldrock® incombustible mineral core is bonded with wood treated with Class A fungistic agent.
- Lightest fire door on the market Guaranteed against warping or binding for life of installation.
- Patent No. 2,593,050

BENEFITS
- Guaranteed fire protection
- Low maintenance
- Lightweight for ease of opening and closing
- Ideal for homes with attached garages, apartments, offices, hotels, interior and exterior use

APPLICATIONS
- For interior and exterior use
- STOCK THICKNESS: 1 1/4"
- Available in a wide range of sizes, and face veneers of birch and other select hardwoods—domestic and foreign

SPECIFICATIONS
- Stock available with either one or two good faces

WELDWOOD FIRE DOOR

SOLID LUMBER CORE DOOR
- Permanent dimensional stability assured because of exacting, scientific construction. Waterproof glued Virtually warp-free

APPLICATIONS
- For both interiors and exteriors
- Wherever solid wood core desired

HOLLOW CORE FLUSH DOOR
- Lightweight, durable—won't sag, warp or buckle 40 per cent lighter than standard panel doors
- Long life—slam tested 25,000 times
- Popularity priced, installed in thousands of houses

APPLICATIONS
- For interior use in sliding doors, closets and other house doors

HOLLOW CORE PARTITION PANELS
- Available in wide range of stock types including Novoply® 5-ply Weldwood Cupboard stock or larger-size panels. Solid lumber core stock available, binned on four sides. Permits trimming on each dimension, will not warp, sag, or bind
- Beautiful, natural grain requires no finishing, easy to install. Can be painted, stained

APPLICATIONS
- For bathrooms, bedrooms
- Available in wide variety of sizes, and face veneers of gum, birch, oak, walnut, mahogany, and Korina

CUPBOARD DOORS
- Available in wide range of stock types including Novoply® 5-ply Weldwood Cupboard stock or larger-size panels. Solid lumber core stock available, binned on four sides. Permits trimming on each dimension, will not warp, sag, or bind
- Beautiful, natural grain requires no finishing, easy to install. Can be painted, stained

APPLICATIONS
- For cabinets in kitchens, bathrooms, bedrooms
- Available in wide variety of sizes, and face veneers of gum, birch, oak, walnut, mahogany, and Korina

FIR AND PINE DOORS
- All standard designs
- Easy to install and finish
- Carefully made, thoroughly inspected

APPLICATIONS
- For homes, offices
- Available in wide range of sizes and thicknesses on order

WOOD VENEERED ON BOTH SIDES
- Different veneers can be specified for either face of panel. Panels available in all woods
- Thickness: 1/4"
- All sizes up to 48" x 96" or 96" x 48" available on order

VENERS: Can be obtained with faces of birch, oak, walnut, Korina, mahogany, and other fine woods

WELDWOOD PARTITION PANELS
- Ready-made attractive wood partitions with exclusive Weldrock® incombustible mineral core—lightweight, durable
- Faced with a choice of beautiful hardwoods
- Simple to install

APPLICATIONS
- For offices, schools, apartments, hospitals, showrooms

SPECIFICATIONS
- Wood veneered on both sides. Different veneers can be specified for either face of panel. Panels available in all woods
- Thickness: 1/4"
- All sizes up to 48" x 96" or 96" x 48" available on order
- VENERS: Can be obtained with faces of birch, oak, walnut, Korina, mahogany, and other fine woods

Waterproof, fireproof, and strong, Weldwood Doors assure permanent beauty.
QUICK FACTS
FOR BUILDERS

Weldwood QUALITY HARDBOARD
for every building need

Top Quality
Each Weldwood Hardboard panel is manufactured by a strict quality controlled method that provides exact uniformity in thickness, size, density and hardness. It's quality you can depend on never to vary. There is no finer hardboard made.

Special Features
Weldwood Hardboards are rugged, all-wood fiber panels with unusual strength and durability—completely free of imperfections. They won't crack, chip, dent or splinter. They are easy to fabricate and finish beautifully.

Immediate Delivery
You get fast, on-schedule delivery of every type of Weldwood Hardboard from your lumber dealer or through any of the 82 conveniently located United States Plywood distributing units in principal cities.

A size and type for every need from ONE reliable source—Weldwood!

WELDWOOD STANDARD HARDBOARD ... For walls, ceilings and other interior uses. Has a hard, smooth surface on one side. Excellent finishing qualities, easily worked.

WELDWOOD TEMPERED HARDBOARD ... For exterior applications or where hard usage is encountered. Impregnated with special tempering compound for greater strength, abrasion-resistance and moisture-resistance.

WELDWOOD BLACK TEMPERED HARDBOARD ... This is Weldwood Tempered Hardboard to which a black dye has been added.

WELDWOOD WALLTUF HARDBOARD ... Recommended for interior applications where the strength and hardness of Standard Hardboard is not required.

WELDWOOD UNDERLAYMENT ... Ideal hardboard for use as a smooth, flat surface over wood floors or wood sub-floors before laying linoleum, cork tile, rubber tile, asphalt tile or carpeting.

WELDWOOD HARDBOARD EXTERIOR SIDING ... A special tempered and fabricated hardboard for use as exterior lap siding. Exceptionally strong. Has a hard, grainless surface that holds paint longer.

WELDWOOD DEKATILE ... Score lines are pressed into one surface of this hardboard to form 4-inch squares. Makes a very distinctive wall paneling for kitchens, bathrooms and washrooms. Has low rate of water absorption.

WELDWOOD TEMPERED DEKALUX ... For exterior and interior use. Smooth on both sides. Impregnated with tempering compound to increase strength and abrasion-resistance. Will resist moisture.

WELDWOOD DEKALEATHER ... A tempered hardboard with one side embossed to simulate leather. Rich tone-on-tone effects may be obtained by various finishing methods. For offices, lounges and wherever leather-like finishes are desired.

WELDWOOD PERFOSBOARD ... As a paneling, it is both decorative and functional. Designed to hold or display a variety of items. Permits quick changes without repairs. Holds standard hardware and eliminates nails, screws or tools of any kind.

WELDWOOD HARDPLY ... great structural strength . . . for cabinet doors, bench tops, available in thicknesses of 1/4", 1/2" and 3/4".

WELDWOOD PRIME-COATED HARDBOARD ... Comes already prime-coated in standard tempered and Walltuf types. Speeds job completion by eliminating on-the-job priming.

WELDWOOD DEKAPLY ... In wide range of sizes from
4' x 16' to 4' x 1'

Exterior Siding from
12" x 96" to 24" x 192"

Dekalux from
5' x 16' to 4' x 1'

Thickness range from
1/10" x 1/4"

There is a Weldwood Product for every part of the home

Weldwood
United States Plywood Corporation
World’s Largest Plywood Organization, New York 36, N.Y.
82 Distributing units in Principal Cities - Dealers Everywhere
The PLUS that means Extra Sales!

plumbing fixtures by

RICHMOND

You’re sure of the best of design, lasting finish, when you install Richmond plumbing fixtures. Customers like their clean lines, the lustrous tones of their lovely pastels, the purity of Richmond’s famous "Whiter-White." For complete information see your wholesaler now!

RICHMOND BUILT-IN LAVATORIES

The COUNTESS (right)—Vitreous china counter top lavatory with roll rim. Size: 20" x 18". Recessed soap dish, rectangular bowl. Concealed front overflow. In Whiter-White and seven colors.

The VOGUE (bottom right)—Vitreous china counter top lavatory. Sizes: 16" x 14", 20" x 18" and 24" x 18". Concealed front overflow. Two soap dishes. In Whiter-White and seven colors. Available: Special Richmond F-543 self-sealing aluminum frame complete with mounting lugs and bolts.


RICHMOND RADIATOR COMPANY

16 Pearl Street, Metuchen, N. J.
AFFILIATE OF REYNOLDS METALS COMPANY

APRIL 1955
H & M RESIDENTIAL COOLING TOWERS

... make it possible for you to offer the remarkable operating economies of water-cooled air-conditioning systems. Not only are power bills slashed because efficiencies are higher, but Halstead & Mitchell Residential Cooling Towers reduce air conditioning water bills by over 95%!

20-YEAR GUARANTEE! on the wetted deck surface

Only Halstead & Mitchell pressure creosotes its wetted deck wood ... and only H & M therefore can offer the 20-Year Guarantee on the wetted deck surface against attack by rotting or fungus. Here are all the quality features which have made Halstead & Mitchell Cooling Towers a by-word in industry ... in a residential unit designed and priced for the home market!

RESIDENTIAL COOLING TOWER SPECIFICATIONS

<table>
<thead>
<tr>
<th>Model No</th>
<th>Capacity in Tons</th>
<th>Dimensions in Inches</th>
<th>Motor HP</th>
<th>Std. GPM</th>
<th>Sh'pg W'ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>RE-214</td>
<td>2.4</td>
<td>34½ x 24 x 34½</td>
<td>1/20</td>
<td>6</td>
<td>215</td>
</tr>
<tr>
<td>RE-314</td>
<td>3.6</td>
<td>40 x 24 x 41</td>
<td>1/20</td>
<td>9</td>
<td>285</td>
</tr>
<tr>
<td>RE-414</td>
<td>4.8</td>
<td>40 x 24 x 45½</td>
<td>1/20</td>
<td>12</td>
<td>325</td>
</tr>
<tr>
<td>RE-514</td>
<td>6.0</td>
<td>44½ x 29 x 42½</td>
<td>1/20</td>
<td>15</td>
<td>386</td>
</tr>
<tr>
<td>RE-714</td>
<td>9.0</td>
<td>9.0 x 7.5</td>
<td>1/12</td>
<td>22.5</td>
<td>498</td>
</tr>
</tbody>
</table>

For Complete Specifications and Installation Suggestions for Builders, write for Bulletin RE-1

Eliminate Slow, Wasteful Drilling for anchorage to brick, tile, concrete, steel

AND CUT LABOR COSTS ON EVERY JOB...

Installing furring strips, metal cabinets and insulation hangers on concrete or masonry walls need not be an expensive problem for you. Today you can eliminate the slow, wasteful job of drilling for anchorage...with Gemco products, and cut labor costs substantially on residential, commercial and industrial buildings. Here are the items which will assure the fast, simple installation so important to you:

GEMCO ANCHOR NAILS

...for installing furring strips, plaster grounds, carpet strips, etc. Fastened to surface with Tuff-Bond adhesive, they have ample strength to hold reasonable sidewise loads in place securely. Easy to install; anchoring is safe, sure, permanent.

GEMCO ANCHOR BOLTS

...for quick, easy installation of metal cabinets, outlet boxes, dispensers, mailboxes, etc., on concrete, brick, steel, hollow tile, gypsum tile. No drilling or welding.

GEMCO Insulation Hangers

...ideal for installing bat-type insulation on concrete, brick, or metal. Many man-hours saved over welding of wires or installing mechanical fasteners.

Other Goodloe E. Moore, Incorporated, products:
TUFF-BOND outstanding adhesives ... super-strength ... waterproof ... stick almost anything to anything!
TUFF-TRED Safety Stair Nosing ... for protecting any type stair steps from wear, improving the safety factor, maintaining and restoring stairway beauty.

GOODLOE E. MOORE, Incorporated, Danville 14, Illinois
or ... W. D. Elmslie, Ltd., 4837 St. Lawrence Blvd., Montreal, Canada.

Please send complete details and prices on Gemco Products.

Name
Company
Address
City State
At the turn of a dial...

Revolutionary new light control turns ordinary lighting into sure-shot selling feature!

NEW LUXTROL LIGHT CONTROL

This is it! The new light control that turns ordinary, take-it-for-granted lighting into an imaginative, sure-shot selling feature. The new light control that can give your homes "that final touch" for quicker profits.

LUXTROL brings to homes—for the very first time—light that is truly controlled. Light that glides from dark to bright, bright to dark, at the turn of a dial.

Gone are old-fashioned "on-off" switches. Gone is "all-or-nothing" lighting. In living room or TV room, bedroom or nursery, dining room, bar or den, LUXTROL offers your prospects the perfect level of light for every occasion, every activity, every mood...an entirely new concept in modern lighting design!

LUXTROL is a soundly engineered autotransformer-type unit with brush and winding in constant contact. It has both fuse and thermal overload protection. It controls not only incandescent lighting but fluorescent and cold-cathode too. It operates smoothly, silently, safely, is approved by Underwriters' Laboratories.

Best of all, LUXTROL is priced surprisingly low and requires no complex wiring. It replaces ordinary wall-switches, just as easy to install, just as easy to incorporate in your plans—not only for homes but for non-residential applications as well!

We invite you to arrange a personal LUXTROL demonstration. Simply call Western Union Operator 25 in your own city and ask for the name of your LUXTROL distributor.

THE SUPERIOR ELECTRIC COMPANY
3045 Demers Avenue, Bristol, Conn.

Please send me full technical data on new LUXTROL Light Control.

NAME

STREET

CITY ZONE STATE

APRIL 1955
PRECISION built for the man behind the gun

Light construction levels ...by White

NEVER BEFORE such accuracy and dependability at so low a cost

DEVELOPED originally for agricultural use, these levels have been recently improved and are now in big demand for a wide variety of light construction operations.

Small, compact and sturdy, these White levels are exceptionally simple in design and construction. And it's this rugged simplicity that makes them extra reliable and trouble-free.

Model 8020 features 10-power telescope, 2½" graduated spirit level, and 4½" diameter circle graduated in degrees and numbered in quadrants (0-90-0), with an index pointer.

Price: $38.00 complete

Model 8022 convertible allows you to level and plumb from same setup. Features 10-power telescope, 2½" graduated vertical arc and a 4½" diameter horizontal circle.

Price: $74.00 complete

For complete details, write for DAVID WHITE Bulletin 1053 and name of nearest dealer, 311 W. Court St., Milwaukee 12, Wis.
Now...at last...a sliding glass door designed specifically for multiple housing projects and low budget installations. New improved production techniques have made it possible to produce a quality door at the lowest price ever before offered.

Prices on Sun Valley Junior Door

Door width opening

<table>
<thead>
<tr>
<th>Door Width Opening</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6'-0&quot; (2 panel)</td>
<td>$90.00</td>
</tr>
<tr>
<td>8'-0&quot; (2 panel)</td>
<td>$102.00</td>
</tr>
<tr>
<td>10'-0&quot; (2 panel)</td>
<td>$114.00</td>
</tr>
<tr>
<td>12'-0&quot; (2 panel)</td>
<td>$126.00</td>
</tr>
</tbody>
</table>

- Locking stiles may be reversed permitting sliding unit to be right or left.
- Units will accommodate glass of 3/16", 7/32" or 1/4" thickness.
- Quantity discounts available.

For further information on the Sun Valley Junior and Sun Valley Aluminum Sliding Glass Doors, write.
...a top-quality Vinyl-covered folding door at a competitive price. Accordofold — in 14 standard sizes for openings up to 16' wide, 8' high; in six well-chosen colors — affords wide variety as to size, color and application. Accordofold costs less to buy — costs less to install. The average closet closure, room divider or door is completely hung in 4 to 7 minutes' time — in either new or existing construction.

ANNOUNCING: "BIRCH" BAMBOOFOOLD

Another American Bamboo Corporation first! A Birch Finish for bamboo — available only in Bamboofoold Doors and Room Dividers. This new, high-gloss finish is especially designed to blend with the birch and blond woods so popular for cabinets, panelling and furniture in today's homes.

Also for the first time, Birch Bamboofoold in ten low-cost stock sizes adaptable to many opening heights and widths. May we send you complete information?

Please address your inquiry to Department 31.

AMERICAN BAMBOO CORPORATION
Makers of Bamboo and Vinyl Doors and Room Dividers
171-06 JAMAICA AVENUE, JAMAICA 35, N. Y.
LARGEST ASSORTMENT IN THE FOLDING DOOR INDUSTRY!
* Standard Sizes * Standard Colors * Easy to Stock * Easy to Distribute
Desirable territories available to franchised distributors and dealers

APRIL 1955
Cuts Installation Costs because it's a complete package

Add Sales Appeal because it's completely enclosed

the Reznor PAC

No exposed controls...no protruding burners...no dangling connections. Everything completely enclosed in a compact appliance-styled cabinet. One look will tell you why home buyers prefer the Reznor PAC—the only completely enclosed horizontal furnace.

The same features which make the PAC a favorite with your prospects make it easy—and inexpensive—to install. It comes as a complete package. No outside controls or connections. They're all mounted within the main cabinet. Installation is further simplified by the built-in draft diverter and by the ease of interchanging from horizontal to vertical flue connections.

Three sizes—75, 100 and 125,000 BTU. Universal burner for any type of gas. Compact design makes the PAC a must where space is at a premium. The 75,000 BTU model measures only 22” x 23” x 42¾”. Ideal for attic and crawl space applications and for suspended installation in basement or utility room.

To find out more about how the Reznor PAC can cut costs and add sales appeal to every home you build, write today for your free copy of bulletin GNP-52. The Reznor Manufacturing Company, 42 Union Street, Mercer, Pa.
INSULATION DIV MINNESOTA & ONTARIO
ARMSTRONG CORK CO 1018 CONCORD ST
Lancaster Pa

B and B Engineering Supply Co 2900 Wash-ington Ave Houston 1 Texas

Cork Manufacturing Co PO Box 1419 Great
Falls Mont.

Solyx Corp 5901 W 66th St Chicago 38 Il

2107 N 69th St Seattle 39 Wash

AMEERICAN BUILDER
For sure sales pick-up, builders turn to brick homes

As buyers become more selective and insist on higher quality, more and more builders in the highly competitive Long Island market are choosing brick.

Here's what they say—

“We find people prefer brick because of its warmth, quality and maintenance economy. In three weeks we sold 20 of the 35 brick homes in our newest section.”

Newman & Wiesbarth
Central Homes, Bellmore, N. Y.

“When we build with brick, sales are faster. We also prefer brick because it gives us pride in the quality of our product. Our present price range is $14,790-$17,340.”

Walter Beck, Beck and Rapone
New Bridge Terrace, Plain Edge, N. Y.

“In two months we sold 60 brick homes in the $18,500-$20,000 range. Brick makes them easier to sell — in fact, people demand brick in this price range.”

Joseph Mascioli
Clearview Village, Hicksville, N. Y.

Structural Clay Products Institute
1520 18th Street, N. W., Washington 6, D. C.

The beauty and variety of brick and tile make home sales easier
Economy installations call for the fully packaged Rocket 1000. Use it on interior + closet doors, up to 50 lbs.

For THIN Panels of Masonite or plywood from 1/4" to 1/2" thick, use the Bantam 900. Ideal for wardrobes with bypassing doors. Track acts as trim.

Five Ways to Hang Sliding Doors

Grant

Grant Pulley & Hardware Corporation
31-63 Whitestone Parkway, Flushing, N.Y.

Accordian and folding doors are coming back. Grant No. 15 (for 25 lbs) or No. 16 (for 50 lbs.)

These are from our Continuous Ball Bearing Hangers (Series 5000) which are too big to show here. Doors + Walls up to 300 lbs.

For heavy doors (to 175 lbs.) use the sturdy No. 12.
Save time, labor and money with the duct made especially for gas or oil fired, warm air, slab-floor perimeter systems. SONOAIRDUCT Fibre Duct is designed to comply with F.H.A. Minimum Property Requirements, and should be encased in non-porous concrete. 27 sizes - 2" to 36" I.D., up to 50' long. Fits all standard metal T's, registers, etc. Can be sawed to exact lengths on the job. Aluminum foil lined and wrapped with asphalt duplex kraft. Used and approved by contractors everywhere.

WRITE for complete information and prices!

Save time, labor and money with the duct made especially for gas or oil fired, warm air, slab-floor perimeter systems. SONOAIRDUCT Fibre Duct is designed to comply with F.H.A. Minimum Property Requirements, and should be encased in non-porous concrete. 27 sizes - 2" to 36" I.D., up to 50' long. Fits all standard metal T's, registers, etc. Can be sawed to exact lengths on the job. Aluminum foil lined and wrapped with asphalt duplex kraft. Used and approved by contractors everywhere.

WRITE for complete information and prices!

Cut Duct Cost in Perimeter Systems with SONOAIRDUCT

DETAILS FOR PERIMETER HEATING

VARIOUS METHODS OF ANCHORING DUCTS TO AVOID FLOATING WHILE POURING CONCRETE

FLOOR DETAILS

Fibre Duct is designed to comply with F.H.A. Minimum Property Requirements, and should be encased in non-porous concrete. 27 sizes - 2" to 36" I.D., up to 50' long. Fits all standard metal T's, registers, etc. Can be sawed to exact lengths on the job. Aluminum foil lined and wrapped with asphalt duplex kraft. Used and approved by contractors everywhere.

WRITE for complete information and prices!

SUN-SASH louvred windows . . . help you sell homes faster!

Builders!!! Add SUN-SASH . . . cut down on high installation costs and at the same time give your homes those extra special selling features! Customers will rejoice in the exciting new sparkles that SUN-SASH: as interior partition, divider, or separator lends to the home in a variety of fluted, frosted, colored, or clear glass. The luxury of living with 100% draft-free ventilation, simple one finger operation, and easy inside cleaning is a treat that delights all. Whether it be in "Stainless" or "Galvanized" steel hardware the high quality and moderate price of SUN-SASH is unsurpassed in the louvred window industry!

SUN-SASH is easy to install!

1. Screw SUN-SASH on hinges to sides of window frames.
2. Slide glass leaves in track.
3. Close end of clips.
4. Install SUN-SASH in position.

Will fit any opening.

Enjoy the landscape in home comfort.

SUN-SASH COMPANY

38 Park Row
New York 36, N.Y.

For more information on SUN-SASH louvred windows, mail coupon below today!

NAME

ADDRESS

CITY

STATE

APRIL 1955
You've had the experience . . . they haven't. You've seen and compared all kinds of home heating and heating equipment . . . they've heard of one or two. That's why they come to you.

You've added up all the advantages of Temco automatic gas wall heaters and floor furnaces. And you know you're doing this young couple a favor by recommending Temco, because these Temco products require no costly excavation or duct work for installation—are economically installed upstairs or down—are A.G.A. approved—carry the Good Housekeeping Guaranty Seal—provide automatic heat at low cost—carry a written warranty on Temco's Porcelain Enamel Heat Chamber.
Tested! York plan for builders gives complete planning, advertising, sales help!

Tested in Wilmington, Columbus, Minneapolis! York's Plan for Builders works every inch of the way till the last sale is clinched!

New Yorkaire Year-Round Conditioner heats with conventional fuel, cools without chilling! Installs fast with no fuss. Backed by full 5-Year Protection Plan—even the remote unit! Air-cooled or water-cooled. Put them in anywhere—basement, attic, carport, garage—they take up minimum floor space!

York helps you sell—offers persuasive literature, posters, displays; newspaper, radio, TV help; even a ready-made "owner's guide" to give prospects and buyers. Powerful ads in Life, House Beautiful, House & Garden intensify preference for Yorkaire homes. Your York Distributor will be your right-hand man during your sales program. Check the Yellow Pages and call him.

York Corporation
the quality name in air conditioning and refrigeration
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APRIL 1955
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APRIL 1955

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That's why National Homes' choice of Reynolds Aluminum Windows is important. Aluminum excels for rustproof permanence, freedom from maintenance and modern beauty. And Reynolds puts into its line not only superior window engineering but the know-how and facilities of a great aluminum company. "Reynolds Aluminum" on windows means quality is controlled all the way from base metal to final assembly. Write for catalog.

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Ponderosa Pine
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APRIL 1955
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How the best materials help bring you quality — and volume profits!

2. Exclusive features — Modern Homes’ Research and Product Development Department has introduced entirely new sales-sparking features to residential building—including the widely heralded power-operated windows, acoustical ceilings, Klear-Span steel floor system.

3. Quality emphasis — Modern Homes are designed for quality builders...fabricated with precision, of the finest materials. To help the builder follow through with this quality emphasis, Modern helps train erection crews, helps plan sites, helps achieve effective color styling.

4. Advertising appeals — In Living for Young Homemakers, Better Homes and Gardens, and Small Homes Guide, Modern Homes advertising is designed to add the powerful sales-extra of prestige—the reputation for excellence that influences discriminating buyers.

5. Open House promotion — With newspaper mats, radio and TV scripts, signs, photographs, displays, and quality literature, Modern Homes helps the franchised builder-dealer make Modern’s styling, features, and quality pay off in profitable volume sales.

Many factors contribute to Modern Homes quality. To you, as a builder interested in high quality standards, all of them are important. Take just one—building materials:

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Builders Pedes 165 W Adams Chicago 2 Ill.

CABOT (SAMUEL) INC 141 MILK ST BOSTON 9 MASS

Carter-Waters Corp 2440 Penneway Kansas City Mo.
Celadri Cory f New York 14 Newbridge Rd
Central Paint & Varnish Works 59 Prospect St Brookline 12 Mass.
Ceresit Waterproofing Corp 3227 S Shields Ave Chicago 25 II.

CARLAR PAINT & VARNISH CO 2612-26 N MARSHALL PHILADELPHIA 25 PA
Cedar Paint & Varnish Co 1101 Third St S Minneapolis Minn.

CURTIS-TEED PRODS CORP 120 E LANCAS- TER AVENUE PHILADELPHIA 22 PA
Cheveske-Elliott Co 415 Kent Ave Brooklyn 11 NY
Chicago Brick & Color Works 2673 W Grand Ave Chicago 12 III.
Chicago Paint & Varnish Co 4500 W 14th Chicago 23 II.

\[\text{April 1955}\]
PAINTS, FUNGUS REPELLING

American-Marietta Co, Valdora Div 101 E Ont S淘

PAINTS, PITCH BASE

Barrett Div Allied Chemical & Dye Corp 49 Nector St New York 6 NY

PAINTS, OIL

Acrim Quality Paints Inc 8250 St Aubin Ave Chicago 13 Ill

ALABASTINE PAINTS 2629 Grand Ave Chicago 12 Ill

American-Marietta Co Valdora Div 101 E Ontario S淘 Chicago 13 Ill

ARMSTRONG PAINT & VARNISH WORKS 1339 S Willborn Chicago 23 Ill

PAINTS, INTERIOR & EXTERIOR, LATEX

CERTAIN-TEED PRODS CORP 126 E LANCaster Ave ARDMORE Pa

GLIDDEN CO BERE RD & MADISON CLEVELAND 2 OHIO

PAINTS, HEAT RESISTANT

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Designed to step up the sales value of your houses...

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"ALL-STAR" BUILDERS' HARDWARE

Smart styling, smooth operation plus uniformly-high quality of materials, workmanship and finishes are features of the "All-Star" line that make a hit with prospective home owners, fussy or otherwise. What's more, the 116 year old reputation of Russwin as a leading brand of hardware makes a favorable impression too. These "All-Star" features help to make houses worth more...sell faster.

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American-Marietta Co Valdura Div 101 E Ontario St Chicago III Chicago Paints Inc 4500 W 14th St Chicago 23 III CERTAIN-TEED PRODS CORP 120 E LANCASTER AVE ARDMORE PA Chicago Paints Inc 4500 W 14th St Chicago 23 III Coddington (E D) & Mfg Co 1894 N 37th St Milwaukee 116 PA Connecticut Paint & Varnish Works 59 Prospect St Brooklyn 1 NY Connecticut Paint & Varnish Works 59 Prospect St Brooklyn 1 NY Davis & Nebraska Co Inc 747 First Ave New York 17 NY Devoe & Raynolds Co Inc 787 First Ave New York 17 NY DiPonte de Nemours (E E) & Co Inc 1007 Market St Wilkes Barre 5 PA

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Acme Quality Paints Inc 8259 St Aubin Ave Detroit 11 Mich Albahstine Paint Prods 2629 Grand Ave Chicago 12 IL American-Marietta Co Valdura Div 101 E Ontario St Chicago III Arco Co 7911 Bessemer Cleveland 4 OH Central Paint & Varnish Works 59 Prospect St Brooklyn 1 NY CERTAIN-TEED PRODS CORP 120 E LANCASTER AVE ARDMORE PA Chicago Paints Inc 4500 W 14th St Chicago 23 III Chicago Paints Co Inc 556 W 44th St New York 19 NY Atlas Mineral Products Co Mertztown Pa Barredale Paint Co Inc 828 Dudley St Providence 1 RI Burdall A Co 280 W Georgia St Indianapolis Ind Central Paint & Varnish Works 59 Prospect St Brooklyn 1 NY CHEMICAL-PRODUCTS CORP 120 E LANCASTER AVE ARDMORE PA Chicago Paints Inc 4500 W 14th St Chicago 23 III Cheeseman-Elliot Co Inc 645 Kent Ave Brooklyn 1 NY Chicago Paints Inc 4500 W 14th St Chicago 23 III Chi-Name Paint & Varnish Co 110th St Brooklyn 9 MN Coddington (E D) & Mfg Co 1894 N 37th St Milwaukee 116 PA Connecticut Paint & Varnish Works 59 Prospect St Brooklyn 1 NY Connecticut Paint & Varnish Works 59 Prospect St Brooklyn 1 NY Davis & Nebraska Co Inc 747 First Ave New York 17 NY Devoe & Raynolds Co Inc 787 First Ave New York 17 NY DiPonte de Nemours (E E) & Co Inc 1007 Market St Wilkes Barre 5 PA

extra-wide VISQUEEN film
dramatically cuts laying costs . . .
protects concrete slabs from moisture permanently

One man can handle a 20-foot seamless width of VISQUEEN film easily—get your moisture barrier onto the ground at much lower cost. No mopping. No joint sealing needed—only a 6” lap required. 1,000 feet of 4 mil VISQUEEN film weighs less than 20 pounds. VISQUEEN conforms to any shape—won’t tear when you go around corners. VISQUEEN film will not deteriorate when in place. It will last for the life of the building. For convenience in handling, 20-foot widths are center-folded on 10-foot rolls. For maximum economy, narrower widths are available.

VISQUEEN® film
is most effective moisture barrier for sidewalls

Eliminates moisture leakage from inside rooms into stud wall—does away with outside paint peeling, staining, blistering, rotting, stops plaster cracks from warped studs.

For details and specifications, see Sweet's Catalog—light construction file 3-A vi or architectural file 8 vi

Builders! When you offer VISQUEEN’s permanent moisture protection, you increase the saleability of the homes you build at no extra cost.

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SAVING 25% ON YOUR PURCHASES OF FIREPLACE FORMS (Heat Circulating)

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The Price Fireplace Heater & Tank Corp. gives you its guarantee that Price Fireplace Units are of highest obtainable quality of materials and workmanship.

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Features available on no other fireplace form:
1. Ductmakers save hours of mason's time.
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3. Improved design provides increased heat output.

PROSPECTS FOR YOU—Shall we send you names of those planning to build new homes? Thousands are asking for fireplace information in response to national consumer advertising.

Gentlemen:

Please rush the following information to me:
- [ ] Send specifications and price list with builders discounts.
- [ ] Send 8 1/2 x 11 book of “100 Fireplace Ideas”.
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Name

Street

City

Number of fireplaces used in one year

Number of septic tanks used in one year
He's the proud breadwinner of a growing family, ready to buy his first home! And he asked you to build his dream house.

You know you'll have to design the home with plenty of extra space. And don't forget to save them money, too.

Sounds easy enough... but it can't be done if the home is heated with an ordinary furnace.

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The Norman Southerner horizontal forced-air gas furnace can help you plan your home for greater living comfort at lower construction costs.

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**Save time, labor and money. From 1" to 36" ID, up to 50' long. Can be sawed to your requirements on the job.**

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This striking “inside-outside” truss is one of the many interesting new uses of wood for home construction. Intended primarily to give a feeling of greater height in the living room, it also helps create a spacious, informal atmosphere. Outside, this truss application makes possible a post-free overhang for a protected patio and children’s play area.

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WALTER GORDON
Architect, AIA
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GAS OR OIL HEATING

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- Units occupying less than 2 feet square
- Hi-Boy, Lo-Boy, Counter-Flow and Horizontal Units
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- 20 gas models, 12 oil models . . . 60,000 to 145,000 BTU
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WILLIAMSON Yearround Air Conditioning assures you more profit with less cost, less space and less labor. Write for full details TODAY!
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<td>U S Manganese Plywood Inc PO Box 1612 Louisville 1 Ky</td>
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| WESTLINGHAM PLYWOOD & CORP PO BOX 685 PITTSBURGH 3 PA |
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| WOODALL DURING INC 2500 OAKTON AVE S KOKIE ILL |
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| Oregon- Washington Plywood Corp 1002 U S National Bank Bldg Portland 4 Ore |
| Pacific Forest Sales Corp 2716 Riverside Medford Ore |
| Pacific Mutual Door Co Tacoma Bldg Tacoma Wash |
| Pacific Veneer Plywood Corp 601 Cornwall Ave Bellingham Wash |
| Paxton (Frank) Lumber Co 6311 S John Ave Kansas City Mo |
| Peninsular Plywood Corp Marine Dr Port Angeles Wash |
| Ploywood Industries 171 W Alpina St Oakksoh Wash |
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| Timber Prods Co PO Box 152 Medford Ore |
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| Umpqua Plywood Corp PO Box 158 Myrtle Creek Ore |
| U S Manganese Plywood Corp PO Box 1612 Louisiana 1 WA |
| UNITED STATES PLYWOOD CORP 55 46TH ST NEW YORK 26 NY |
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| Weyerhaeuser Sales Co 1st National Bank Bldg St Paul 1 Minn |
| WEYERHAEUSER SALES CO 1ST NATIONAL BANK BLDG ST PAUL 1 MINN |
| WILLOW LAMINATES CO 100 MASONITE Ave Springfield 2 Mass |

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NATIONAL LOCK
supply ALL your CABINET CATCH requirements

EXTENSIVE SELECTION

Manufactured of the finest quality materials, National Lock Catches are soundly engineered to provide years of trouble-free service. Magnetic Catch utilizes super magnetic power for smooth, positive action. Tutch Latch opens doors automatically with a gentle touch of finger, elbow or knee. Friction Catches are silent acting . . . easily applied to wood or metal kitchen cabinets. Whatever the type or function, there's a National Lock catch to please every customer.

EASILY INSTALLED

NATIONAL LOCK COMPANY
Rockford, Illinois • Merchant Sales Division

APRIL 1955
for screen and storm sash protection

...the choice is

Continental

Since 1905 Retail Lumber Dealers and Contractors have looked to Continental Screen Company for the finest in design, materials, workmanship and service. Their choice reflects the preference of customers who always demand the best.

A COMPLETE LINE
Screen Doors, Combination Doors, Full Size Window Screens, Storm Sash, Combination Screen and Storm Sash Units and Extension Window Screens.

THE POPULAR MODEL 1312 SCREEN DOOR
The ever-popular 1312 door... shown here with added personality touch of a wrought-iron grille. Continental Screen Doors and Combination Doors will accommodate a variety of the standard grilles available.

THE H 4 COMBINATION DOOR... Always a best seller because of its adaptability to present-day architecture. Continental also offers a variety of other combination door patterns... all of Ponderosa Pine, WOODLIFE treated.

THE CONTINENTAL CONTEMPORARY DOOR... This brand-new combination Storm and Screen door features an attractive flush panel design... offers infinite possibilities for attractive color combinations. Three styles of storm and screen inserts: three-light, flush frame (shown here); one-light, flush frame; and one-light protruding "picture" frame.

Continental products are manufactured by:

THE WABASH SCREEN DOOR COMPANY - Minneapolis, Minnesota - Memphis, Tennessee

PHILADELPHIA SCREEN MANUFACTURING COMPANY - Philadelphia, Pennsylvania

and Sold Through Continental Screen Company, Detroit, Michigan
Build SALABILITY and LIVABILITY into every home with IRON FIREMAN® SelectTemp ZONE HEATING

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Everything for one window comes in one package. It's easier to handle in the mill and went to know mere shout the pit.

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If you are really interested in using and want to know more about the finest combination window unit on the market, write for a free hand model of Silent Glide.

There's a Greater Demand For Air Conditioning
Be sure your windows are equipped with Triple Seal metal weatherstripping to get the most efficient air conditioning possible.

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There's real house-selling magic in Ruberoid's new American Thatch Asbestos Shingle. Custom builders and architects who have seen it add their endorsement—American Thatch makes a beautiful roof a sales focal point in any beautiful house.

American Thatch is new in every way. Traditional thatch styling—with head and side lap—creates a dramatic, sweeping roof appearance. Its vertical texturing in Black, Green, Brown, Red and White blends adds a color depth that gives powerful sales-on-sight appeal to new homes of all types.

American Thatch is made of fireproof, practically indestructible asbestos-cement. Ruberoid's famous Duroc® finish insures long life for the new decorator colors through all kinds of weather. Patented storm anchors make application easy... and provide rugged security against wind damage.

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Mira & Merrill 1009 S Water St Racine Mich
Oliver Corp Farquhar (A B) Div 142 N Duke St York Pa
Turner Mfg Co Wice St Stateville NC
Wheelab Corp 427 Ed Charlotte Tenn
Wood Treatin Chemicals Co 5137 South Ave St Louis 10 Mo

SAW REPAIRS AND

BELSAW MACHINERY CO 315 WESTPORT RD KANSAS CITY 11 MO
Chattanooga Saw Works 1512 Williams St Chattanooga Tenn
Corley Mfg Co Clifton Hills Chattanooga 1 Tenn
Cunningham Machinery Corp 725 Ricerca Shreveport La
Dieston (Henry) & Sons Inc Uhrum & Milnor Sta Philadelphia 35 Pa
Dier (R) & Co Inc 910 E 138th St New York 54 NY
Huber Bros Saw Mfg Co Inc 1290 University Rochester 7 NY
Lippert (R T) & Co Inc 650 Lincoln Ave Pittsburgh 9 Pa
Mills & Sons Saws Shreveport 90 La
Simonds Saw & Steel Co Box 870 Meridian Miss

SAW SETS

Borg-Warner Corp Atkins Saw Div 402 S Illinois St Jacksonville Tenn
Beaver Mfg Co 806 S Ida Ave Inglewood 1 Calif
BELSAW MACHINERY CO 241 2ND ST SHREVEPORT LA
Corley Mfg Co Clifton Hills Chattanooga 1 Tenn
Dieston (Henry) & Sons Inc Uhrum & Milnor Sta Philadelphia 35 Pa
Foley Mfg Co 3309 NE 5Th St Minneapolis 6 Minn
General Hardware Mfg Co Inc 80 White St New York 15 NY
Henschel Mfg Co 900 N State St Big Rapids Mich
Hos (R) & Co Inc 910 E 138th St New York 54 NY
Huber Bros Saw Mfg Co Inc 1290 University Rochester 7 NY
Miller Falls Co Collins & Dewitt Greenfield Mass
Sandvik Saw & Tool Corp 47 Warren St New York 7 NY
SIMONDI SAW & STEEL CO 470 MAIN ST FITCHBURG MASS
Smith (Seymour) & Son Oakville Conn
Stanley Tools Div Stanley Works 111 Elm Ave New Britain Conn
Wardell Mfg Co 5164 Fulton Rd Cleveland 9 Ohio

SAW SWAGES & SHAPERS

BELSAW MACHINERY CO 315 WESTPORT RD KANSAS CITY 11 MO
Corley Mfg Co Clifton Hills Chattanooga 1 Tenn
Dieston (Henry) & Sons Inc Uhrum & Milnor Sta Philadelphia 35 Pa
Hos (R) & Co Inc 910 E 138th St New York 54 NY
Huber Bros Saw Mfg Co Inc 1290 University Rochester 7 NY
Miller Falls Co Collins & Dewitt Greenfield Mass
Sandvik Saw & Tool Corp 47 Warren St New York 7 NY
SIMONDI SAW & STEEL CO 470 MAIN ST FITCHBURG MASS
Wardell Mfg Co 5164 Fulton Rd Cleveland 9 Ohio

SAWS, BEND

Borg-Warner Corp Atkins Saw Div 402 S Illinois St Jacksonville Tenn
BOICE CRANE CO 930 W CENTRAL AVE SHOLODO ORGHU
C and E Mfg Co 3289 N Palmer St Milwaukie 12 Wis
Consolidated Machinery & Supply Co Ltd 2021 Sante Fe Ave Los Angeles 21 Calif
Henschel Mfg Co 906 N State St Big Rapids Mich
Huston & Anderson Div Ss Paul Foundry & Mfg Co 601 Kirkwood Ave Fairfield Iowa

SAWS, BUCKING

Borg-Warner Corp Atkins Saw Div 402 S Illinois St Jacksonville Tenn
BELSAW MACHINERY CO 315 WESTPORT RD KANSAS CITY 11 MO
Boice Crane Co 930 W Central Ave Toledo 4 Ohio
Borg-Warner Corp Atkins Saw Div 402 S Illinois St Jacksonville Tenn

AMERICAN BUILDER
HERE'S THE DOOR THAT GIVES YOU MORE!

MORE installation speed...
MORE durable beauty...
MORE years of trouble-free performance!

With Strand all-steel Garage Doors, your installed cost is reduced by quicker, easier installation. The one-piece door leaf saves assembly time at the job. Factory-assembled hardware (including new adjustable track-hangers) cuts installation time. No prime coat of paint is needed—another saving. All this—on top of amazingly low first cost—resulting from standardization and big volume production concentrated on three door sizes.

Horizontal-line styling adds new beauty to your garage. And—that beauty lasts, because Strand Door is all-steel, galvannealed with a heavier, hot-dip zinc coat for rust protection. Steel can't ever rot, shrink, sag, warp!

Strand has the heaviest face sheet and strongest framing of any steel door. Steel sheets and frame are all welded; no bolts to work loose. You give your owners lifetime durability.

For only $5.50 more than the 8' door (factory list) you can provide a 9' Strand door—a full 12" of extra width to save banged-up fenders.

Strand all-steel Garage Doors come in 9' x 7', 8' x 7', and 16' x 7' sizes. Easy to get in a hurry—through 150 distributors and thousands of dealers all over the country.

Strand Garage Doors are the product of a 50-year-old company, which also makes: Fenestra Steel Residence Casements, Projected Windows, Window Walls, Basement and Utility Windows, Metal Trim, Lintels, Metal Residential Swing and Sliding Closet Doors, Stock Steel Industrial and Intermediate Windows.

5 NEW Features...

- New captive track provides added protection—keeps roller enclosed
- New stainless steel, automotive-type “T” handle has larger grip, more strength, better looks
- New Nylon rollers, for all single receding doors, ensure silent operation
- New round-corner vision lites have continuous auto-type rubber moulding (they’re optional at added cost)
- New adjustable track hanger cuts installation time

A 32-page booklet that will give you a lot of quick and easy garage “know-how.” Contains 12 smart designs and sensible floor plans, how-to-build instructions, material lists, driveway sketches, etc.

Strand Garage Door Division
Detroit Steel Products Company
Dept. AS-4, 2342 E. Grand Blvd.,
Detroit 11, Michigan

Please send 32-page booklet of Garage Plans and Ideas. I’m enclosing 10¢ for postage and handling.

Please send free Strand Literature and Garage Plan.

Name __________________________
Address _________________________
City ____________________________
State __________________________

APRIL 1955

499
New Sherman Front End Loader with Balanced Combination of REACH... HEIGHT... CAPACITY

- OVERSIZE PIVOT PINES
- POSITIVE LOCKED CAP SCREWS & COTTER KEYS
- TWIN HEAVY TILT CYLINDERS AND LINKAGE FOR BETTER BUCKET CONTROL
- MAIN FRAME EXTENDS TO TRACTOR REAR AXLE
- OVERSIZE PIVOT PINS
- BALANCED COMBINATION OF REACH... HEIGHT... CAPACITY
- POSITIVE LOCKED CAP SCREWS & COTTER KEYS
- TWIN HEAVY TILT CYLINDERS AND LINKAGE FOR BETTER BUCKET CONTROL
- MAIN FRAME EXTENDS TO TRACTOR REAR AXLE

Offers Many Exclusive Features

This new Sherman Front End Loader gives you more for your money! Loading height up to 10'10"... loads to front end of an 8' truck body from rear... bucket capacity up to 2500 pounds... breakaway capacity up to 4500 pounds... yes, these and other carefully engineered design features give you more than any comparable machine. The husky main frame transmits loads to the tractor rear axle for greater traction and maximum performance with minimum strain on the tractor. Twin heavy duty tilt cylinders crowd bucket or attachments right in to do a man-sized job on excavating, loading, bulldozing, stripping, back-grading, bulk material handling, and many other jobs. Two models—up to 2500 lbs. payload.

The Sherman Front End Loader is economical, easily installed, safe and easy to operate... and sold by Ford Tractor dealers everywhere, your assurance of convenient, dependable service. Ask your dealer for an on-the-job demonstration—or write for Bulletin No. 711.

© 1955, Sherman Products, Inc.

MALL TOOL CO 7110 S SOUTH CHICAGO AVE CHICAGO 19 ILL
Sandvik Saw & Tool Corp 47 Warren St New York 7 NY
SINDON SAW & STEEL CO 470 MAIN ST FITCHBURG MA

Saws, Chain, Tree Felling & Bucking, Powered

Borg-Warner Corp Atkins Saw Div 402 S Illinois St Indianapolis 9 Ind
BELSAW MACHINERY CO 315 WESTPORT RD KANSAS CITY 11 MO
Disston (Henry) & Sons Inc Urshu & Milnor Sts Philadelphia 36 Pa
Hansen Machinery & Supply Co 620 Broadway Farrell Calif
HOMELITE CORP 47 RIVERDALE AVE PORT CHESTER NY
Jacques Power Saw Co Denison Texas Lancaster Pump & Mfg Co Inc Manheim Pike Lancaster Pa
Lombard Governor Corp Main & Pleasant St Ashland Mass
Lowther (Henry A) Co Moen Ave & Thomas Blvd.
MALL Tool CO 7110 S SOUTH CHICAGO AVE CHICAGO 19 ILL
PORTER-CABLE MACHINE CO 1714 N SALINA ST STRATFORD 8 IOWA
Terror (D.H.) Saw Co Hanover Ma
Tilton Chain Saws Inc 2700 4th Ave S Seattle Wash
Vulcan Iron Works Co 1425 Stout St Denver 2 Colo

Saws, Chamfering

American Machine & Foundry Co 511 Fifth Ave New York NY
Borg-Warner Corp Atkins Saw Div 402 S Illinois St Indianapolis 9 Ind
DE WALT INC FOUNTAIN AVE LANCASTER PA
Hurtler Bros Saw Mfg Co Inc 1290 University Rochester 7 NY
SINDON SAW & STEEL CO 470 MAIN ST FITCHBURG MA
Western Saw Works 1844 W Washington Los Angeles Calif

Saws, Circular Dado

American Machine & Foundry Co 511 Fifth Ave New York NY
American Woodworking Machinery Co 100 Liberty St Hackettstown NJ
Borg-Warner Corp Atkins Saw Div 402 S Illinois St Indianapolis 9 Ind
Atlas Press Co 1901 N Kalamazoo St Kalamazoo Mich
Bosch Mfg Co Mill & Boiler S Montrose Pa
BELSAW MACHINERY CO 315 WESTPORT RD KANSAS CITY 11 MO
BOICE CRANE CO 930 W CENTRAL AVE TOLEDO 3 OHIO
Rouff & Egan Co 2901 Eastern Ave Cincinnati 3 Ohio
Forsberg Mfg Co 125 Seaview Ave Bridgeport 1 Conn
Hechtman (F) Saw & Mfg Co 2017 Navarre Rd SW Canton 10 Ohio
Hitte Co & Co Inc 411 E 135th St New York 54 NY
Hurtler Bros Saw Mfg Co Inc 1290 University Rochester 7 NY
MALL Tool CO 7110 S SOUTH CHICAGO AVE CHICAGO 19 ILL
Master Taper Co 4511 N Beaconsfield Chicago 40 Ill
MASTER WOODWORKER MFG CO INC 491-411 E FORT ST DETROIT 28 MICH
Media Machine Works Inc 620 Park Ave Media Pa
PORTER-CABLE MACHINE CO 1714 N SALINA ST SYRACUSE 5 NY
St Paul Foundry & Mfg Co 500 Como Ave St Paul 3 Minn
Shomaster Inc 1214 Third St St Minneapolis Minn
SINDON SAW & STEEL CO 470 MAIN ST FITCHBURG MA
Toolcraft Corp Plainfield St Springfield 1 Mass
Walker-Turner Div Kearney & Trecker Corp 108 South Ave Plainfield NJ
Wallace (J Y) & Co 128 S California Ave Chicago 12 Ill
Western Saw Works 1844 W Washington Los Angeles Calif
Wilson Saw Mfg Machine Works 620 Park Ave Media Pa
Yates-American Machine Co 729 Fourth St Berkeley Wn
How a Sherman Power Digger Does More Work in Less Time with No Standby Equipment

Nearly every department in the city of Hopkins, Minnesota, finds a use for this versatile Sherman Power Digger.

The Water Department uses the machine when cutting off discontinued service lines at the main. They dig a hole in the street (usually blacktop) 3' wide by 6' long by 8' deep. The hole must be plumbed for minimum replacement of paving. This operation used to take all day, an air compressor half a day, and two men with hand tools, a full day. Using a Sherman Power Digger, they now do three such jobs in one day, with only one man on the digger, no truck, and no compressor, except for concrete pavement. The job goes faster because they can dig the hole, shut off the line, and backfill before the walls begin to cave. Local soil conditions formerly required cribbing many of these excavations.

If your work involves the construction or maintenance of underground facilities, you will profit with a Sherman Power Digger. It's compact, fast, and flexible, with low initial cost and amazing economy of operation. Write today for full details, without obligation. Ask for Bulletin No. 712.

*Patent No. 2,302,352
*Other Patents Pending
©1955 Sherman Products, Inc.
GET FASTER WORK, SAFER PLATFORM with WACO Scaffold Jacks

Waco Scaffold Jacks set up in seconds. Dual purpose head accommodates planks or stringers. Lightweight, folding construction permits quick handling and easy storage. Four adjustable size reach at wall and ceiling heights up to 17'6".

Used by every trade to reach work faster, finish up faster. Write for Bulletin 1-21 for complete information.

Contact your nearest Waco office for ways to save time and money on all scaffolding requirements.

SALES * RENTALS * ESTIMATES MANUFACTURING COMPANY
3568 Wooddale Ave. * Minneapolis 16, Minn.
WORLD'S FASTEST SCAFFOLDING
Waco-May Co. licensee: Armon Iron Works

10 DAY TRIAL WARREN-KNIGHT TRANSIT-LEVEL

Try 10 Days On Your Job With No Expense Or Obligation To Purchase

New Model Warren-Knight Transit-Level shown above operates like a transit—but costs only ONE-HALF THE AVERAGE TRANSIT PRICE. Yet, it has the exclusive advantage of being adjusted like a Wye Level. This instrument has a 24 power internal focusing telescope, coated optics, scaled in objective, reversed leveling screws, heavy reinforced horizontal limb, limits vernier reading to one minute, and has a beautiful finish.

Of special advantage are features of design and construction that assure you a greater value per dollar of investment. Get the full facts, write for Bulletin F-64

BAR-BROOK
Package Unit Fans

For fast low cost installation...a size to fit your need.

Model No. CPM Free Dl. Calling Opening Height
AVP-30 5000 36" x 36" 18 1/2"
AVP-36 7500 36" x 36" 18 1/2"
AVP-42 10000 42" x 42" 20 1/2"

Built-in shutter...manually or air operated. Fan, motor, fuse-link switch and shutter completely assembled and wired as single unit. U. L. Approved. Contractors say AVP Units are the easiest installed on the market...cuts time by one hour or more.


Western Saw Works 1844 W Washington Los Angeles Calif
Wheeland Co Signal Mountain Rd Chattanooga 11 Tenn.
Yates-American Machine Co 729 Fourth St Beloit Wis

SAWS, CUTOFF, POWERED
American Machine & Foundry Co 511 Fifth Ave New York NY
American Saw & Mfg Co 67 Boylston St Springfield 1 Mass
American Woodworking Machinery Co 109 Liberty St Hackettstown NJ
Bank Mfg Co Mill & Roller Sts Montrose Pa
BELSAW MACHINERY CO 215 WESTPORT RD KANSAS CITY 11 MO
HOICE CRANE CO 850 W CENTRAL AVE TOLEDO 6 OHIO
CH & P Mfg Co 3849 N Palmer St Milwaukee 12 Wis
Consolidated Machinery & Supply Co Ltd 2801 Santa Fe Ave Los Angeles 21 Calif
Corinth Machinery Co 665 Tate St Cortland Miss
Corley Mfg Co Clifton Hills Chattanooga 1 Tenn.
DE WALT INC FOUNDATION AVEN LANCASER PA
Enterprise Co S Main St Columbus Ohio
Evans (Robert) Co 7204 Wyandotte Kansas City 14 Mo.
Fay & Egan Co 2091 Eastern Ave Cincinnati 2 Ohio
Forbush Mfg Co 125 Seaview Ave Bridgeport 1 Conn.
Heston & Anderson Div St Paul Foundry & Mfg Co 501 Kirkwood Ave Fairfield Iowa
Huber & Co Inc 513 E 138th St New York 48 N.Y.
Holmes (R & H) Machinery Co Inc 50 Chicago St Buffalo 5 NY
Jones Supermarket Co Inc 470 W North Ave Chicago 23 IL
Lippert (E) Co Saw Co 608 Lincoln Ave Pittsburgh 3 Pa
MASTER WOODWORKER MFG CO INC 801-411 E FORT ST DETROIT 36 MICH
Martin Machine Works 245 Blackhawk Park Rockford Ill.
Medco Machine Works Inc 629 Park Ave Media Pa.
Olivet Machinery Co 1025 Clancy Ave Grand Rapids, Mich
Powers (C O) Machinery Co 668-68 Front Ave Grand Rapids Mich
Rockwell Mfg Co Delta Power Tool Div 400 N
Lexington Pittsburgh 8 Pa.
St Paul Foundry & Mfg Co 506 Como Ave St Paul 3 Min.
Baldwin Saw & Tool Corp 47 Warren St New York 7 NY
Beston-Ross Machinery Co 2300 1st Ave S Seattle 4 Wash.
Stone Machinery Co Stone Glass Mfg Co NY
Walker-Turner Div Kearney & Valentine Corp
Walker Ave South Plainfield NJ
Wallace E & Co 138 S California Ave Chicago 12 Ill.
Western Saw Works 1844 W Washington Los Angeles Calif
Wheland Co Signal Mountain Rd Chattanooga 11 Tenn.
Woods (S A) Machine Co Damrell & Alper St Bound 27 Mass.
Yates-American Machine Co 729 Fourth St Beloit Wis.

SAWS, FOLDING
Genesis Tools 830 North Kostner Ave Chicago 39
GOLDBLATT TOOL CO 1910 WALNUT ST KANSAS CITY 5 MO.
Western Saw Works 1844 W Washington Los Angeles Calif.

SAWS, GROOVING
American Machine & Foundry Co 511 Fifth Ave New York NY
American Woodworking Machinery Co 109 Liberty St Hackettstown NJ
Borg-Warner Corp Atkins Saw Div 402 S Indiana St Indianapolis 16 Ind.
BELSAW MACHINERY CO 215 WESTPORT RD KANSAS CITY 11 MO.
Chattanooga Saw Works 1532 Williams St Chattanooga Tenn.
DE WALT INC FOUNDATION AVEN LANCASER PA
Fay & Egan Co 2091 Eastern Ave Cincinnati 2 Ohio
Huber & Co Inc 910 E 138th St New York 48 N.Y.
Huston-Boss Saw Mfg Co Inc 1290 University Rochester 7 NY
MASTER WOODWORKER MFG CO INC 801-411 E FORT ST DETROIT 36 MICH

AMERICAN BUILDER
It's a Pipe Cinch... WITH A Homelite

In pipe cutting ... or operating any power tools, Homelite carryable generators make your work easier, faster, more profitable. Homelite generators give you dependable power ... start quickly in the foulest weather, operate smoothly under the roughest conditions. Floodlights, standard universal tools, even high cycle tools (if you have a Homelite Dual Purpose Generator) can be run from your Homelite, speeding work, saving dollars.

Write for complete bulletin showing scores of ways to cut time and costs with Homelite Carryable Generators.

Homelite Corporation
504 Riverdale Avenue • Fort Chester, N.Y.

Canadian Distributors:
Terry Machinery Co., Ltd., Toronto, Montreal, Vancouver, Ottawa.
LOUVERS TAILORED TO FIT

- Made of top quality galvanized steel!
- 8 Mesh Screen attached to back.
- Constructed to give home owners maximum ventilation, protection and lasting beauty.

Primed with light gray metal primer ready for painting!

- One piece! Nothing to assemble!
- Packed 2 to a carton. Installs in minutes.

YOUR BUDGET

- 30 Standard Sizes!
- 2/12 x 8/12 pitch:
- 4' to 10' base:
- Meets F.H.A. requirements!

WRITE FOR NAME OF NEAREST DISTRIBUTOR

World's Best Small Trencher for Many Kinds of Construction Digging

- FOUNDATIONS
- GAS LINES
- WATER LINES
- ELECTRIC CABLE

DITCH-WITCH is the answer to fast construction trenches 3" to 6" wide and 36" deep in any soil. Outdigs 8 men—works around the clock. Self-contained, operates under its own power. Light weight, mobile, low operating and maintenance costs. Proven in all soils, DITCH-WITCH will pay for itself in a few days.

WRITE FOR COMPLETE ILLUSTRATED LITERATURE

The CHARLES MACHINE WORKS
623 E Street
PERRY, OKLAHOMA

COST CUTTER

LION UNIVERSAL TRIMMER

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

WRITE FOR FULL INFORMATION

POOTATUCK CORP.
2 SAMMIS PLACE
STRATFORD, CTN.

APRIL 1955
Two bathrooms make homes more saleable because they make them more livable. Your business benefits accordingly.

Briggs pioneered the two bathroom idea—and has done more than any other manufacturer to make two bathrooms practical and economical for the American home.

There is a new prestige in specifying Briggs Beautyware—America's smartest plumbing fixtures.

Refer to Sweet's Catalog—Architectural File 24A, Light Construction File 9B, or A.I.A. File 29H

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Refer to Sweet's Catalog—Architectural File 24A, Light Construction File 9B, or A.I.A. File 29H
For School Beauty... and Hard Wear...
It's Curtis New Londoner Doors

These schools by Perkins & Will, noted school architects, show how Curtis New Londoner hollow-core flush doors, with their beautifully grained, native wood face panels, fit into contemporary school design. New Londoner doors are as durable as they are beautiful. With their exclusive all-wood locked-in cores, they have the stamina to withstand rough use—to stay dimensionally stable without warping or sagging through a lifetime of service. They are made with solid-core construction also. See "Sweet's" for full information—or write for literature. Curtis Companies Service Bureau, Clinton, Iowa.
SHELVING, GLASS
Blue Ridge Glass Corp Kentsport Tenn
Cardielle Glass Co 2100 S Peoria St Chicago 8
Fullon Glass Co Box 348 Hartford City Ind
Heller (W C) & Co 1060 Bryant St Montpelier Ohio
LIBBY-OWENS-FORD GLASS CO 484 MADISON AVE NEW YORK 10 N Y
PITTSBURGH PLATE GLASS CO 622 FORT DUGUESNE BLVD PITTSBURGH 22 PA
Ruslander & Sons Inc 18 Letchfield St Buffalo 15 NY
Warren (J D) Mfg Co Montpelier Ohio

SHELVING, PREFABRICATED
Heller (W C) & Co 1060 Bryant St Montpelier Ohio
Edward Hines Lumber Co 77 W Washington St Chicago 2 II
Hirsch (B A) Mfg Co 8061 N Central Park
Shinke II J Mfg Co Montpelier Ohio
Lyons Metal Prod Co 25 Montgomery St Aurora Ill
Market Forge Co 35 Garvey St Everett 49

SHELVING, WOOD
Brooks-Scanlon Inc Box 1111 Bend Ore
Carr & Mummert Lumber Co 645 Mesquite Ind
Meeker Mfg Co PO Box 2057 Memphis 2 Tenn
Columbus Shingle Corp Case 868 W Fifth Columbus Ohio
Dickson Forests Inc 700 Dickson Blvd Kansas City 6 Mo
Engineers Plywood Prod Co Box 1326 Tacoma Wash
Fippine Prod Co PO Box 188 Oswego Ore
Heller (W C) & Co 1060 Bryant St Montpelier Ohio
Edward Hines Lumber Co 77 W Washington St Chicago 2 II
Hyde-Murphy Mfg Co Murphy Blvd Ridgway Pa
Kinnis Fine Mills Co Kinnis Ore
Marquette Shingle Corp 50 Crago St Oshkosh Wis
Mack Lumber Co 2500 University
Santorse Sales Co 514 W Superior St
Watson Lumber Co Box 5 Dallas Ore
Williams-Brownell Mfg Co PO Box 1061 Ashville NC

SHIELDS, EXPANSION CORBAIN
AMERICAN HARDWARE CORPORATION (T) DIV 182 WASHINGTON ST NEW BRITAIN CT
Arroyo Expansion Bolt Co 1435 N Boone Ave Marion Ohio
British Nail Expansion Bolt Co Greenwich Conn
Chicago Expansion Bolt Co 1328 W Concord Pl Chicago 24 Ill
CORBIN (P F N) DIV AMERICAN HARDWARE CORPORATION (T) DIV 182 WASHINGTON ST NEW BRITAIN CT
Diamond Expansion Bolt Co Inc 500 North Ave Garwood NJ
Hobbs Expansion Bolt Co 415 DeKalb Ave Syracuse NY
National Lead Co 111 Broadway New York 6 Mo
Paine Co 7 Westgate Rd Addison Ill
Powell (E J) Mfg Co 2904 W 58th St Chicago 22 Ill
STAR EXPANSION BOLT CO 147-149 CEDAR ST NEW YORK 6 NY
United States Bolt Co 1550 W 58th St Chicago 22 Ill
York Pa

SHIELDS, TERMINAL
AMERICAN SIEGRAF KRAFT QUEENSTOWN MD BRINDLE ESTATE FOUNTAIN ST FRAMINGHAM MAss
In valley tin or roofing tin, the name is Follansbee Term

FOLLANSBEE STEEL CORPORATION
ST ANN ST PETERSBURG 32 PA
In Illinois Co 2590 W 47th St Chicago 32 Ill
SOUTHERN STATES IRON ROOFING CO STILES & LOUISVILLE SAVANNAH GA
Termin Bros Inc 4150 N Bellevue Memphis 1 Tenn

SHINGLES, ASBESTOS CEMENT
Asbestos Asphalt & Insulation Inc 2100 Fuller Ave Chicago 47 III
Baldor Corrugating Co 1901 West Ave S La Crescent Wis
Barrett Div Alimed Chemical & Dye Corp 40 N Jersey St New York 6 NY
CERTAIN-TEED PRODS CORP 125 E LANCESTER AVE ARDMORE PA
FLINTKOTE CO 30 ROCKFELLER PLAZA NEW YORK 20 NY
JOHNS-MANYLVE CORP 22 E 48TH ST NEW YORK 17 NY
KRAEBEL & MATTISON CO BUTLER AVE WINKLER PA
Llogan-Long Co 6600 S Central Ave Chicago 3 II
NATIONAL GYPSUM CO 325 DELAWARE AVE BUFFALO 2 NY
Old Roofing Mills Div Ruberoid Co 500 Fifth Ave New York 36 NY
Old American Roofing Mills 7600 Truman Rd Kansas City Mo
Pipe Line Inc 475 Brannan St San Francisco Calif
RUBERID CORP 505 FIFTH AVE NEW YORK 36 NY
Scribner Corp of New York 299 42nd St New York 17 NY

SHINGLES, ASPHALT
Amalgamated Roofing Mills 6650 S Central Ave Chicago 38 Ill
Asbestos Asphalt & Insulation Inc 2100 Fuller Ave Chicago 47 III
Badger Corrugating Co 1901 West Ave S La Crescent Wis
Barrett Div Alimed Chemical & Dye Corp 40 N Jersey St New York 6 NY
HED & SON INC 475 WILSON ST E WALTON INDIANA
Bonafide Mills Inc 295 Fifth Ave New York 17 NY
Carey (Philip) Mfg Co 316 S Wayne Cincinnati 6 OH
CELOTEX CORP 128 S LASALLE ST CHICAGO 3 ILL
CERTAIN-TEED PRODS CORP 125 E LANCESTER AVE ARDMORE PA
FLINTKOTE CO 30 ROCKFELLER PLAZA NEW YORK 20 NY
RUBERID CORP 6 N Michigan Ave Chicago 2 I1
Strassel Roofing Prods Co Inc 2297 Schraze
Whiting Ind
Gleason Roofing Prods Co 2297-51 Schraze Whiting Ind
Gioia Roofing Co Inc 3006 S Central Ave Chicago 88 Ill
JOHNS-MANYLVE CORP 22 E 48TH ST NEW YORK 17 NY
Lebon Co Madison at 25th Ave Bellwood Ill
Logan-Loner Co 6600 S Central Ave Chicago 47 III
National Mfg Corp 3543 Flanagan St Tonawanda NY
Nelson Mfg Co 401 NE Main St Minneapolis Minn
Old American Roofing Mills Div Ruberoid Co 6650 S Fifth Ave New York 36 NY
Old American Roofing Mills 7600 Truman Rd Kansas City Mo
Paine Prod Inc 475 Brannan St San Francisco Calif
RUBERID CORP 505 FIFTH AVE NEW YORK 36 NY
Takko Asphalt Prods Inc 601 N High Joliet Ill
Tuffal Inc 127 Baltic St Pittsburgh 10 PA
UNION CARBIDE CORP 240 W ADAMS ST CHICAGO 6 ILL

SHINGLES, CEDAR, RED
Acme Shingle Co Ltd 8961 Shaughnessy Vancouver BC Can
American Shingle & Iron Works 5801 S Lowery St Chicago 21 Ill
BRIAR HILL STONE CO GLENDOMOHIO IOWA
Butler-MeDougall Mfg Co Ltd New Westminster BC Canada
Canadian Forest Prods Ltd Vancouver BC Can
Beatoud Cedar Shingle Co Ltd PO Box 401 NE Main St Minneapolis Minn
Bridal Falls Shingle Co Box B Spokane WA
British Columbia Forest Prods Ltd 995 W 4th Ave Vancouver BC Can

STANDARD SHEETS WORKS 16TH & HOWELL ST CHICAGO 6 I1
Unibest Prod Co 1014 W Washington Chil
Universal Steel Equip Co 32-35 47th Ave Long Island City 1 NY

UNITED STATES STEEL CORP 525 WESTILLIAM PENN PL PITTSBURGH 30 PA

WESTINGHOUSE ELECTRIC CORP PO BOX 8000 PITTSBURGH 33 PA
WOODALL INDUSTRIES INC 3500 OAKTON AVE EVANSTOWN ILL
WRIGHT MFG CO PO BOX 6676 HOUSTON 5 TEXAS
**Certain-teed**

**ROOFING, SIDING AND INSULATION**

**ASPHALT SHINGLES**

All available in a wide range of colors. Complete list on request.

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Slabs per sq</th>
<th>Bdl per sq</th>
<th>Wt per sq</th>
</tr>
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<tbody>
<tr>
<td>WOODTEX</td>
<td>80</td>
<td>3</td>
<td>250 lb</td>
</tr>
<tr>
<td>Built-up graining, 12&quot; x 36&quot;, 8 exclusive blends featuring ray pastels</td>
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</tbody>
</table>

| THICK BUTT     | 80           | 3          | 215 lb    |
| Plain and grained surface, 12" x 36" |

| THREE TAB HEXAGONAL | 86       | 2         | 167 lb    |
| Plain and grained surface, 11½" x 36" |

| UNIVERSAL      | 80           | 2          | 138 lb    |
| Plain surface, 16" x 18", 4" sid epub |

| FRENCH LOCK    | 82           | 2          | 140 lb    |
| Plain surface, 16" x 16", 2½" sid epub |

| SAF-T-LOK      | 96           | 3          | 170 lb    |
| Grained surface |

| Double Coverage: | 120   | 3          | 230 lb    |
| 18½" x 20½", 4" sid epub |

| JUMBO DUTCH LAP | 112  | 2          | 162 lb    |
| Plain and grained surface, 12" x 16", 3" sid epub |

A COMPLETE LINE OF
Smooth and Mineral Surfaced Roll Roofings, Felts, Building Papers, Roof Coatings and Cements

**FIBERGLAS** * INSULATION

BUILDING INSULATION

Finer FIBERS than ever

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Thickness</th>
<th>Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROLL BLANKETS</td>
<td>Thick</td>
<td>15&quot;-19&quot;-23&quot;</td>
</tr>
<tr>
<td>Vapor barrier one side, perforated paper other side</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BATT BLANKETS</td>
<td>Thick</td>
<td>15&quot;-23&quot;</td>
</tr>
<tr>
<td>Same enclosure as roll, 24&quot; to 96&quot; in length</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PF UTILITY BATT</td>
<td>Full thick</td>
<td>15&quot;</td>
</tr>
<tr>
<td>For irregular spaces</td>
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</tbody>
</table>

| POURING WOOL   | Full thick | 15" |
| For hand pouring |

| SIDING CUSHION | 1½" | 24" |
| PF345 for use as cushion under siding |

| ROOF INSULATION | 1½" to 2" | 24" |
| Rigid insulating board, asphalt-satur- ated paper one side, over-lapped both ends |

| PERIMETER INSULATION | For use between foundation walls and poured concrete floors |

**ASPHALT SIDINGS**

**ROLL BRICK-TEX**

**ROLL STONE DESIGN**

**WAVE LINE SHINGLES**

| SHAKELINE | Pics per sq | Pics per bdl | Wt per sq |
| Choice of colors, including pastels, 12" x 24", 1½" headlap |
| 57         | 19          | 175 lb       |

| WAVE LINE | Pics per sq | Pics per bdl | Wt per sq |
| White only | 57        | 19          | 175 lb       |

| STRAIGHT EDGE | Pics per sq | Pics per bdl | Wt per sq |
| White only | 57            | 19          | 175 lb       |

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

EXPRESS DEPARTMENT: 109 EAST 42ND ST., NEW YORK 17, N.Y.

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APRIL 1955

513
SlideMaster now gives you a choice of 3 new doors... to fit every price range and budget

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America's Top Quality door!... made of rolled steel sections and ferromolybdate plated, incorporating the latest design principals. Available in stock sizes for standard or Thermopane glass sizes.

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ELECTRIC HEATING SYSTEMS

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BASEBOARD HEATER

LOW LEVEL PERIMETER HEAT

Basic Units 15" long, 8 1/2" high, 5" wide, 600 watts, 120 or 240 volts. Blank sections, endpieces and corners available so that a completely harmonious, unbroken baseboard effect may be carried out in any size room. Separate thermostat for each room.

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- Capacities for All Size Rooms
- Fan-Circulated Heat
- Modern Designs

RADIANT PANEL HEATER

MODEL RC-11A

Combines principles of radiant and convection heating. No glass or ceramics to break. Silver grey hammertone finish.

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Electromode Heating Cable installed in ceiling registers clean, sunlike heat downward. Has Magic Seal coating which prevents streaks on ceiling when cable is embedded in plaster. Automatic temperature control by separate thermostat for each room.

Diagram showing sectional view of cable before plastering illustrates how Electromode Ceiling Radiant Heat warms floors and everything in room.

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Lebanon (Philip) Mfg Co 316 S Wayne Cincinnati 16 Ohio
HIRD & BON INC 47 WILSON ST E WAIPOLE MASS
National Gypsum Co 325 DELAWARE AVE BUFFALO 3 NY
RUBEROID CO 500 FIFTH AVE NEW YORK

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CELOTEX CORP 125 S LASALLE ST CHICAGO 31 IL
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FLINTKOTE CO 38 ROCKFELLER PLAZA NEW YORK 36 NY

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AMERICAN STEEL & WIRE DIV US STEEL CORP 1200 ROCKFELLER BLVD CLEVELAND 13 OHIO

SIDING, LOG
INDEX CORP 2207 S Washington 78 Sta A Cincinnati 24 Ohio

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SIDING, PLYWOOD
Active Display Advertising 1702 W 19th St Chicago 14 Ill

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CERTAIN-TEED PRODS CORP 125 S LANCASTER AVE ARDMORE PA

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Wake up summer profits with these low cost, high profit, fast turnover Stewart Fans.

BUILDERS!
High quality attic or window fans at a fraction of normal cost.

HIGH QUALITY PRECISION PARTS AT LOWEST COST!

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EASY TO SELL! EASY TO DISPLAY! EASY TO STOCK!

BUILDERS: Add sales appeal to your houses with these low cost, easily assembled Stewart “Knock-Down” fan outfits. High quality fans designed for use as window or attic fans. Generous discount structure for volume builders.

Write, wire, or phone today for Bulletin WA 2153.

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527-539 St. Joseph St.
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Phones: Ra. 4308-4309

April 1955
THE WORLD'S FINEST BATHROOM FIXTURES!

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Farwell Metal Fabricating Div Farwell Ormond Kirk & Co Fairfield & Walter St Paul 1 Minn
Gabriel Steel Co 15700 sherwood St Detroit 12 Mich
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Lehigh Corp 600 N Cedar St Lansing 3 Mich
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American Metal Work Inc 4401 Bienvenue St New Orleans La
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April 1955

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- Easy to install
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- Hinged Aluminum cover permits opening in 1 1/2" area
- 8 mesh aluminum screen
- Shipping weight 17f per dozen

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Size 4 x 16
Designed for installations where
3" maximum width is permissible—30 sq. in. free area after screening. Shipping weight per dozen—4 pounds.

Model 408
Size 8 x 16
90 sq. inches of full area opening after screening. This enables builders to meet FHA minimum requirements with fewer ventilators.

Accepted by Architects, Public Housing and FHA.
Maximum free area ventilation

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TECO ROOF TRUSSES

 Builders of more than 3,700 homebuilding jobs — from 1 to 6,000 units each — have saved time, material and labor, by using wood frame TECO trussed rafters that

... are simple to fabricate from regular 2x4s and 2x6s —

... have only four basic members in pairs that are quickly assembled with TECO Wedge-Fit connectors, without an assembly jig —

... are fast and easy to erect with minimum labor.

Send TODAY for FREE TECO trussed rafter data.

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NAME______________
FIRM______________
STREET______________
CITY______________ ZONE __________ STATE

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<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
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<tbody>
<tr>
<td>Glaeser Inc</td>
<td>1900 Kendall NE Washington 2 D C</td>
</tr>
<tr>
<td>Groce &amp; Son Inc</td>
<td>21-31 Bland Ave Framingham, International Molding &amp; Plastics Inc 4397 W 26th St Cleveland 2 Ohio</td>
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<tr>
<td>Owens-Illinois Glass Co</td>
<td>2102 W 28th St Chicago 11</td>
</tr>
<tr>
<td>Illinois Industrial Molded Plastics Inc</td>
<td>4487 W 30th St Chicago 11</td>
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<tr>
<td>Resolute Corp Zelienople PA</td>
<td>221 N 7th St Zelienople PA</td>
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<tr>
<td>Richards (F) Mfg Co</td>
<td>75 Huntington Ave Boston 16 Mass</td>
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<tr>
<td>Roppolt Plastics Corp Products Co Inc</td>
<td>3510 Colmar St South Bergen, Calif</td>
</tr>
<tr>
<td>Saint Paul Corrugating Co</td>
<td>833-35 Wabasha St Saint Paul 1 Minn</td>
</tr>
<tr>
<td>Journe (J) Co</td>
<td>20 N Wacker Dr Chicago 6 Ill</td>
</tr>
<tr>
<td>Stewart Iron Works Inc</td>
<td>PO Box 1059 Cincinnati 1 Ohio</td>
</tr>
<tr>
<td>Tiffin Art Metal Co Box 807 Tiffin 18 Ohio</td>
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<tr>
<td>Tyra (8. K.) Co Highway 41 Tyre Minn</td>
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<tr>
<td>Van Noorden (R) Co</td>
<td>100 Magazine St Boston 19 Mass</td>
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<tr>
<td>Waco Flashing Co</td>
<td>87 Fawsett St Cambridge Mass</td>
</tr>
<tr>
<td>Williams &amp; Williams Prod Co</td>
<td>328-29 E 44th St New York 17 NY</td>
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<td>Willis Steel Corp Box 149 Galesburg Ill</td>
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**SLATE**

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<th>Company Name</th>
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<tr>
<td>Conoco Building Prod Inc Box 111 Mendota Ill</td>
<td>1820 W Adams St Chicago 6 Ill</td>
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<tr>
<td>Kansas Slate Co Inc</td>
<td>7 Pine St Graville New York</td>
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<tr>
<td>North Range Slate Co Bangor Pa</td>
<td>2104 Main Street Bangor Pa</td>
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<td>Structural Slate Co E Pen Arroyo Pa</td>
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**SLIDES, EXTENSION DRAWER**

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<tr>
<th>Company Name</th>
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<tr>
<td>Farwell Metal Fabricating Div Farwell Ornamental Iron &amp; Co</td>
<td>Fairfield &amp; Paul Stewart 1 Ill</td>
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<tr>
<td>Garden City Plate &amp; Mfg Co</td>
<td>1750 N Ashland Ave Chicago 2 Ill</td>
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<tr>
<td>Koepe &amp; Vogt Mfg Co</td>
<td>858 Richmond NW Grand Rapids Mich</td>
</tr>
<tr>
<td>Morgan-Wightman Supply Co</td>
<td>1541 W 18th St Chicago 8 Ill</td>
</tr>
<tr>
<td>Washington Steel Prod Box 1940 E 11th St Tacoma</td>
<td>2 Wash</td>
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</table>

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The most expensive room in the house per square foot can easily become a nuisance unless tub to wall, wall to floor junctions are permanently waterproofed. It's so easy to take care of a minor detail that could become a major sore when LUCKE Leakproof Tub Hangers are specified. Take a quick look at the other satisfying advantages of LUCKE Tub Hangers. All new Starter Hotel bath-tub installations are being safeguarded with LUCKE Leakproof Tub Hangers.

1. Soaks rim permanently against water seepage. No unsightly cracks!
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3. Equal distribution of weight between studs prevents strains and sagging.
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LUCKE means profit and pride in your remodeling jobs, too.

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A LEADER SINCE 1896!
You Can't Buy a Better Tool!

NICHOLLS MANUFACTURING COMPANY
OTTUMWA, IOWA

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"BRICK BEAUTY"

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A few distributorships available.

GENERAL PRODUCTS COMPANY, INCORPORATED
DEPT. A-4
FREDERICKSBURG, VIRGINIA

APRIL 1955

QUICK WORK
but good
DRYWALL TRIM EDGE GUARD

No. 101
Edge Guard
for door and window casings. Easily installed before or after wallboard is in. No spackle required around this trim.

No. 106 — 108 Edge Guard
Insure neat, protective finished edge. Is butted at corner, nailed through board into stud. Knurled for good spackle adhesion. Paint adheres.

No. 220 For External Wallboard Surfaces
Note rounded corner design to give extra protection against hard bumps. Means correctly finished corners... permanently. Knurled for good spackle adhesion. Easily cut and fitted. Nails easily, quickly through board to stud. A better job — no extra cost.

WRITE TODAY for complete information
Dealers — THE PROFIT LINE
DRYWALL TRIM, INC.
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New Prefabricated FIREPLACE

- SAVES TIME
- SAVES LABOR
- ADDS SALES APPEAL

Complete from Hearth to Chimney Top:
The Uni-bilt Fireplace is a full-size wood-burning fireplace complete with its own chimney. Provides the sales appeal of an open fireplace at a cost within the reach of even the most modest homes. Blends with any architecture or room decoration; can be painted to harmonize with any color scheme.

Installs in 4 to 6 Manhours:
Semi-skilled workmen can install the Uni-bilt Fireplace and chimney complete in 4 to 6 man-hours. A perfectly operating fireplace is assured because it is scientifically engineered and factory built.

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Costly fireplace and chimney masonry becomes a thing of the past, as do annoying chimney construction delays due to weather. No reinforcing of floors or walls is necessary, no special tools are required.

Approved by Underwriters' Laboratories
The Uni-bilt Fireplace has been thoroughly tested and approved by Underwriters' Laboratories for installation directly against any wall, floor, ceiling on roof material. It can be safely installed in new or existing homes.

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Please send complete descriptive information on the new Uni-bilt Fireplace.
Name: ____________________________________________
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...A Combination Tool for Both Edging and Surfacing

Make the most of your skilled workmen's time. The new SKIL Electric Plane lets a man do three times as much work as hand methods. And, do each job more accurately.

Almost as light in weight as a hand plane, the SKIL Plane gives a smooth, ripple-free finish with perfect fit. Though compact and easy to use, the SKIL Plane is also sturdily built to take the toughest jobs with a minimum of maintenance.

Your modest investment in a SKIL Combination Electric Plane quickly pays for itself. See it and try it at your distributor's today.

FREE TRIAL!
FREE on the Job Demonstration

Model 100... $129.50
Model 190 includes steel case $139.50

PERFECT BALANCE: Unique placement of motor over the work allows edging and surfacing with perfect balance at all times.

COG-BELT DRIVE: Noiseless, absorbs shock, tough... easily replaced. Needs no oiling!

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REVERSIBLE CHIP DEFLECTOR: Convenient, easy to change to left or right.

WIDEST CUT: Only 3" plane available at this low price.

BEVEL GUIDE: 90° adjustment for 45° right or left bevel.
Beautiful, new, woodgrain Flintkote

Kolordrift Siding

adorns 20th Century Woodcrest Homes...

Right off the New Jersey Turnpike, below Haddonfield, there will be built a charming development of 1500 ultra modern homes.

Two of the three models in this community, designed by Herman J. York and Dante J. D'Anastasio, are handsomely sided with "New-look" COLORETEX. Woodcrest Homes are being built by the 20th Century Construction Co. M. A. Sarshik, its president, is a director of NAHB, and H. D. Sarshik, vice president, served as president of the South Jersey Home Builders League during 1953.

Practical COLORETEX Asbestos-Cement Sidings stay attractive and color true in their deeply embossed woodgrain design. Why? Because they are protected by the new, water-repellent, stain-resistant *Dura-Shield #1135.

They give you beautiful sidewalls that remain fireproof, rustproof and termite-proof. Their advantages and looks should go over big with your prospects. Available in Weathered Green, Brown and White.

* A trademark of the Flintkote Co.

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| Little Giant Prods Inc 1530 N Adams St Peoria |
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No rust streaks or stains

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Eliminates nail popping!

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a SALEABLE feature

that costs you

NOTHING EXTRA!

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<th>Address</th>
<th>City, State</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Canvas Prods Co</td>
<td>2115 Locust St</td>
<td>St Louis, MO</td>
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<tr>
<td>Couch Bros Mfg Co</td>
<td>100 E Ware Ave</td>
<td>East Point, GA</td>
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<tr>
<td>Clifton Mfg Co</td>
<td>323 Pleasant StE</td>
<td>Waco, TX</td>
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<td>Berg Co</td>
<td>Spokane, WA</td>
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<tr>
<td>Goodrich (B F) Co</td>
<td>500 S Main St</td>
<td>Akron, OH</td>
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<tr>
<td>Johnson (J W) Co</td>
<td>3100 W Randolph</td>
<td>Bellwood, IL</td>
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<td>Fulton Bag &amp; Cotton Mills</td>
<td>170 Blvd Elisas SE</td>
<td>Atlanta, GA</td>
<td>3</td>
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<td>Industrial Canvas Prods Corp</td>
<td>15-25 Flax St</td>
<td>Delaware, OH</td>
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<td>17 Walnut Ave (Clark)</td>
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<td>Kleinfelt</td>
<td>510 N Dearborn</td>
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<td>Riedly Trimmer Co</td>
<td>1300 Kenton St</td>
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<td>Standard Awning Co</td>
<td>83 Avon St</td>
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<td>Stanley (William W) Co</td>
<td>401 Broadway</td>
<td>New York, NY</td>
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<tr>
<td>Turker Duck &amp; Rubber Co</td>
<td>515 Garrison Ave</td>
<td>Elsmere, DE</td>
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<td>United Text &amp; Supply Co</td>
<td>750 N Spring St</td>
<td>Los Angeles, CA</td>
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<td>Wenzel (H) Tent &amp; Duck Co</td>
<td>1035 Hickory St</td>
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<td>Daniels (C R) Ine</td>
<td>Daniels, MD</td>
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<td>Hettrick (E E) &amp; Son Co</td>
<td>PO Box 477</td>
<td>Toledo, OH</td>
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<td>United Textile Co</td>
<td>27-01 Bridge Plaza</td>
<td>Long Island City, NY</td>
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<tr>
<td>Accurate Metal Weatherstrip Co</td>
<td>216 E 26th St</td>
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<td>American Brass Co</td>
<td>414 MEADOW ST</td>
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<td>American Mason Safety Tread Co</td>
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<td>Ames Metal Molding Co</td>
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<td>New York, NY</td>
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<td>27 Ludlow St</td>
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<td>Rixson (Oscar D) Co</td>
<td>4460 Carroll Ave</td>
<td>Chicago, IL</td>
<td>25</td>
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<td>Safe Tread Co Ine</td>
<td>30 Vesey St</td>
<td>New York, NY</td>
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<tr>
<td>Parker (8S) Hardware Mfg Corp</td>
<td>27 Ludlow St</td>
<td>New York, NY</td>
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<tr>
<td>Southern Sash Sales &amp; Supply Co</td>
<td>815 Winter St</td>
<td>Sheffield Falls, NY</td>
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<td>Superior Industries Ine</td>
<td>3786 Oakwood Ave</td>
<td>Youngstown, OH</td>
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<td>Warnica Prods</td>
<td>6416-18 S Ashland Ave</td>
<td>Chicago, IL</td>
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<tr>
<td>BRAINERD LUMBER CO INC</td>
<td>350 S BONNELL STREET</td>
<td>KANSAS CITY, MO</td>
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<td>Kansas City, MO</td>
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<tr>
<td>Donley Bros Co</td>
<td>13916 MILES AVE</td>
<td>Cleveland, OH</td>
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<tr>
<td>Hope City Lumber Co</td>
<td>Box 264</td>
<td>Dubuque, IA</td>
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<tr>
<td>National Metal Prods Co</td>
<td>1001 Ridge Ave</td>
<td>Pittsburgh, PA</td>
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<td>Newman Bros Ine</td>
<td>660-70 W Fourth St</td>
<td>Cincinnati, OH</td>
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<tr>
<td>Parker (W E) Hardware Mfg Corp</td>
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SHEET SIZE: 27" x 96", packed 10 sheets (12 sq. yds.) per bundle. All sheets squared on both ends.
MATERIAL AND WEIGHTS: Copper Alloy No. 1, Painted 1 lb. per 1,000 lin. ft. 3.40 lb., Galv. Sheet Steel, 3.40 lb.

SPECIALMESH METAL LATH
A rib lath for walls and ceilings. Saves plaster; provides excellent bond. Ribs 1/8" wide; 11/8" on centers. Cross strands at 1/4" intervals, reinforced by stiffening members (two between each pair of ribs). Sheets squared on ends. Well suited to "two-coat work" or "back plastering."
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1/6 STAY-RIB METAL LATH No. 2
Ideal self-furring lath for wide ceilings or wall spans and for floor reinforcing over steel laths. 1/6" heavy ribs spaced 4.5" on centers. Five stiffening members between ribs. Connecting strands at 1/4" intervals. Rigidity of ribs saves labor and material when supports are widely spaced.
SHEET SIZE: 24" x 96", packed 9 sheets (16 sq. yds.) per bundle.
MATERIAL AND WEIGHTS: Copper Alloy No. 1, Painted 1 lb. per 1,000 lin. ft. 2.75 lb., Galv. Sheet Steel, 3.40 lb.

No. 4 EXPANSION CASING BEAD
(Also available with short, solid flange as No. 138.)
For doors, windows and other openings. Applied before plastering. Provides a seal to which plasterer can work. Only smooth, quarter-round nose of casing bead, exposed after plastering. Integral Expansion Wing reinforces plaster. Ridged flange insures tight fit to jamb.
LENGTHS: 7 ft., 7 1/16 ft., 10 ft.
GROUND: 1/8 in. and 3/16 in. (Also 1/4 in., short flange only).
WEIGHT: (lb. per 1,000 lin. ft.) 240 lb. (Short Flange — 225 lb.).
PACKING (per carton): 7 ft. — 80 pes.; 7 1/16 ft. — 80 pes.; 10 ft. — 60 pes.

No. 66 EXPANSION CASING BEAD
(Also available with short solid flange)
Square design with 3/16" return. Expansion Wing feature affords excellent plaster bond and reinforces members; minimizes plaster cracking. Ridge in nailing flange insures tight fit.
LENGTHS: 7 ft., 7 1/16 ft., 10 ft.
GROUND: 1/8 in. and 1/4 in. (Also 3/16 in., short flange only).
WEIGHT: (lb. per 1,000 lin. ft.) 260 lb. (Short Flange — 240 lb.).
PACKING (per carton): 7 ft. — 80 pes.; 7 1/16 ft. — 80 pes.; 10 ft. — 60 pes.

MILCOR CORNER-EX
Finished edges. Center rib guides Corner-Ex accurately into corner. Design and contour eliminate any projections interfering with plastering. Wired together in sub-bundles of 25 pcs. each. Packed three sub-bundles (75 pcs. — 600 ft.) per carton.
SIZES: 2" x 2" x 96"; 3" x 3" x 96".
WEIGHTS: (lb. per 1,000 lin. ft.) 2" — 100 lb.; 3" — 140 lb.

MILCOR LATH AND ACCESSORIES
for fire safety, permanence, lasting beauty

SUPER-EX CORNER BEAD
Combines advantages of Expansion and Solid Wing corner beads. Strong, straight nose reinforced by two solid flange sections, strengthened by corrugations. Integral expansion flange makes excellent plaster bond, simplifies erection.
MATERIAL: 26 gauge. Sheet Steel, Galvanized.
LENGTHS: 7, 8, 9, 10 and 12 ft.
WEIGHT: (lb. per 1,000 lin. ft.) 370 lb.
PACKING (per carton): 7 ft. — 80 pcs.; 8 ft. — 70 pcs.; 9 ft. — 60 pcs.; 10 and 12 ft. — 50 pcs.

No. 1 EXPANSION CORNER BEAD
Wide expanded metal wing integral with nose of the bead. No keys right up to nose. Effective plaster reinforcement exactly where needed.
MATERIAL: 26 gauge. Sheet Steel, Galv.
LENGTHS: 7, 8, 9, 10 and 12 ft.
WEIGHT: (lb. per 1,000 lin. ft.) 310 lb.
PACKING (per carton): 7 and 8 ft. — 80 pcs.; 9, 10 and 12 ft. — 60 pcs.

MILCOR ARCH BEAD
Used straight or curved. Snap one or both flanges with tin snips. Bead can then be formed easily into a smooth arc, without kinks or breaks in the nose, by applying slight pressure with the hands.
MATERIAL: 26 gauge. Sheet Steel, Galv.
LENGTHS: 7, 8, 9, 10 and 12 ft.
SHEET SIZE: 24" x 96", packed 9 sheets (16 sq. yds.) per bundle.
MATERIAL AND WEIGHTS: Copper Alloy, Painted 1 lb. per 1,000 lin. ft. 2.50 lb., 3.40 lb.

MILCOR CLEAN OUT DOORS
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For easy access to utility systems without damage to walls. Spring hinge allows opening to 175°. Number of hinges varies with size of door. Doors removable. STYLES: For plastered walls, Style "K" with expansion wing; Style "L" with solid flange. Style "M" for non-plastered walls.
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LOCKS: Flush cam type; number varies with size of door. Cylinder latch with key furnished at extra charge. PACKING: One per carton.

Part of Milcor's big line of more than 2,500 items for the building industry

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preservatives and water repellents for wood and masonry

"Off-the-shelf" sales of these attractively packaged preservatives and water repellents have become more and more important in dealers' "do-it-yourself" sales programs. The amazing and steady increase of sales of Woodlife to the home handyman market has led to greater popularity for all these protective formulae — and a bigger net to the dealers who stock all five! Contractors and builders as well realize the importance and desirability of offering treated wood and masonry on every job. If you're not familiar with the Protection Products profit story — and you want to move more high margin goods — use the coupon below!

The original water-repellent wood preservative, containing PENTACHLOROPHENOL, that protects wood's beauty — prolongs wood's life. Guards against warping, swelling, shrinking, checking and grain-raisin. Fights fungus decay and rot, termites, lyctid beetles and carpenter ants. Sold in quarts, gallons, 5-gallon pails and 55-gallon drums.

Highly effective preservative for fence posts, guard rails or any wood that is not to be painted. Also an excellent soil-poison for termite control. Concentrate is diluted with low cost oils for economy. Comes in 1-gallon, 5-gallon cans and 55-gallon drums.

A penetrating pigmented water repellent for Red Cedar and Redwood and other woods. Used as the original finish on new wood or to restore color and appearance on weathered wood. Packaged in quarts, gallons and 5-gallon pails.

A high quality chlorinated phenol preservative for general use where paint-ability of wood and freedom from lasting odors are essential. Non-water repellent. Available in 1 and 5-gallon cans and 55-gallon drums.

Backed by national advertising — an outstanding reputation for high quality — and 35 years of know-how and "square dealing" in the manufacture of preservative and water repellents. Investigate these possibilities of extra profits. For complete information on these profitable, packaged and protective products send coupon below, today.

Send today to

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APRIL 1955

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APRIL 1955
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**DESCRIPTION:**

**NAME:** The Techbuilt Packaged House  
**SIZE:** Two floors of completely usable space  
**APPEARANCE:** Distinctive, contemporary, wonderful  
**CHILDREN:** Ideal for them — selected by Parents' Magazine as "Best Home for Families with Children"  
**UNUSUAL CHARACTERISTICS:** Offers more living space for the money than any other house ever built

Learn why you should become a franchise builder of America's most wanted house by writing today to Techbuilt, Inc. (Dept. A-4), 55 Brattle Street, Cambridge, Massachusetts.
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reports this contractor:

2000 floors laid with Powernail equipment in the past 2 years

“NO SQUEAKS-NO FAILURES”

VINCE FLOORING COMPANY
Hardwood Floors and Stairs - Sales and Service
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Albion, Penn.

December 17, 1954

Mr. Seltwrt
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901 W. Montana Street
Chicago 11, Illinois

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We have laid approximately 2000 floors in the past two years, using your Powernail equipment, and have had excellent results in its use with every type of floor we encountered. In our experience, we used your equipment on college gym floors, as well as in churches, public buildings and in private homes. We would like to mention specifically, the Muhlenburg College gym floor, because it was a floating floor on which the floor joists had been placed in a horizontal rather than a vertical position without being nailed. Mr. Miller, of Hall, Bond and Miller, architects, was very enthusiastic over the results accomplished with your equipment on the Muhlenburg College gym floor.

In our opinion, there is no equipment on the market today to equal yours in giving a better fitting job, with no visible hammer marks, and yet time saving in its efficiency.

We wish you continued success in every market where your equipment is sold.

Very sincerely yours,
VINCE FLOORING COMPANY

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Use This Machine To:

- Nail T & G Flooring
- Nail & Set—One Blow!
- Drive All Nails 45°
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Model 145 Powernailer fitted for either 25/32" or 33/32" T & G Flooring

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Heinrichs Mfg Co 1200 N Bungalow St New York 22 Mich

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Tenison Bros Inc 450 N Bellevue Minneapolis 1 Tenn

SOUTHERN STATES IRON ROOFING CO Shell Hardware Supply Co Savannah GA
Tenison Bros Inc 450 N Bellevue Minneapolis 1 Tenn

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GRUM TRUCK & Coach Div General Motors Corp Pontiac MICH

International Harvester Co 186 N Michigan Ave Chicago 1 IL

KEWANEE MFG CO 150 BURLINGTON AVE Kewanee ILL

Hercules Steel Prods Corp Galion Ohio

Indiana Body Co 615 S "H" St Richmond 20 Mich

Studebaker-Packard Corp 635 S Main St South Bend 27 Ind

Ward La France Truck Corp Grand Central Ave Elmer NY

White Motor Co 842 E 79th St Cleveland 1 Ohio

TRUCK BODIES, CONCRETE, DUMP
Concrete Transport Mix Co 4805 Fyler Ave St Louis 9 Mo

Fruehauf Trailer Co 1041 Harper Ave Detroit 32 Mich

Heil Co 3800 W Montana St Milwaukee 2 Wisc

Macon Construction Co Inc 131 N Ludlow St Dayton 4 Ohio

Supremix 401 Grace Mich

TRUCK BODIES, DUMP
Anthony Co St Reinhard St Streator Ill

Daybrook Hydraulics Corp 596 Lehmann Ave Reading Green Ohio

Farmers Lumber & Supply Co 512-18 S Chambers Blvd Chicago 51 Ill

Fruehauf Trailer Co 1041 Harper Ave Detroit 32 Mich

Galion Allsteel Body Co Galion Ohio

Heil Co 3800 W Montana St Milwaukee 2 Wisc

Macon Construction Co Inc 131 N Ludlow St Dayton 4 Ohio

Supremix 401 Grace Mich

TRUCK BODIES, ROLLOFF
Freightliner Co 1041 Harper Ave Detroit 32 Mich

Honeyman Mfg Co Portland Ore

Heil Co 3800 W Montana St Milwaukee 2 Wisc

Macon Construction Co Inc 131 N Ludlow St Dayton 4 Ohio

Supremix 401 Grace Mich

TRUCKS, FORK-LIFT
Sherman Prods Inc 114 MILE & COolidge Royal Oak Mich

TRUCKS, MOTOR
Autocar Div White Motor Co Estom Pa

Auto Tractor Transportation Co 101 W 87th St Chicago 23 Ill

Brookway Motor Inc 106 Central Ave Cortland NY

APRIL 1955

NORTHWEST'S OLDEST MANUFACTURER
OF PRE CUT AND PRE FABRICATED
BUILDINGS, TRUSSES AND
LEAMINED BEAMS

PREFabricated PRODUCTS Co., Inc.
Dexter Norton building dehydration tank

BELCO LAMINATED PRODS INC 1ST NATION-AL BANK BLDG ST PAUL 1 MINN
Roof Structures Inc 45 W 46th St New York 36 NY

TIMBER STRUCTURES INC PO BOX 3782
PORTLAND 28 OR
Timber Tech Corp PO Box 3727 Lebanon Ore Unit Structures Inc Prestige Wash

TUBS, LAUNDRY
Albert S Stoner Co Inc 417 Fourth Ave New York 16 NY

AMERICAN RADIATOR & STANDARD SANITARY CORP
BESSEMER-BLACK BLDG PITTSBURGH 30 PA

Craime Co 826 S Michigan Chicago 5 Ill

Kohler Co 44 HIGH ST KOLHER WIS

Mustee (E L & SONS INC 691 LORAIN 10 CLEVELAND OHIO

One Minute Washer Co Keggelow Iowa

RICHMOND RADIATOR CO PO BOX 111
METUCHEN NJ

Roper & Sons Inc 18 Letchfield St Buffalo 13 NY

Stuart Furniture Granite Co 1754 N Spaulding Chicago Ill

UNIT, UNITS, HEATING, ETC.
Dwyer Prods Corp Calumet & Holiday Michigan City Ind

Earle Kitchen Unit Co 116 E 36th St New York 17 NY

Rock Island Millwork Co 2525 Fourth Ave Rock Island III

Walters Mfg Co 140 Pennsylvania Blvd Montco Ind

VALLEYS, METAL ROOF
Alabama Metal Lath Co Inc 3235 Fayette Ave Birmingham 1 Ala

Allen Steel Prods Inc 2941 E Ten Mile Rd Hazel Park Mich

Badger Corrugating Co 1801 West Ave S La Crosse Wis

REPUBLIC STEEL CORP BERGER DIV 1835 HELDEN AV NE CANTON 5 OHIO

STEEL PRODS CORP 4001 W 29TH ST CINCINNATI 44 OHIO

STANDARD PRODS CORP 57 Forest St Battle Creek Mich

CHASE BRASS & COPPER CO INC 236 GRAND ST WATERBURY 20 CN

CONCRETE Steel Corp 1101 Main St Kalamazoo Ind

FOLLANBEE STEEL CORP 146 STANWIX ST PITTSBURGH 23 PA

In valley tin or roofing tin, the name is Follansbee Terne

FOLLANBEE STEEL CORPORATION
Follansbee, West Virginia

Gary-Pierce Steel Corp Gary Ind

Goldsmith Metal Lath Co 4501 Chichocke Cincinnati

Illinois Zinc Co 2985 W 47th St Chicago 32 Ill

INLAND STEEL PRODS CO 4111 W BURBANK HAM MILWAUKEE WIS

La Crosse Steel Roofing Co 227 Jay St La

Newport Steel Corp North & Lowell Sts Newport

NATIONAL WIRE & ALUMINUM CO 1725 ROCKINGHAM RD DAVENPORT IOWA

Pennypack Metal Corp 1831 N Fifth St Philadelphia 22 Pa

Quaker State Co Metal Mfg Co Manheim Pike at City Bypass Lancaster Pa

REYNOLDS METALS CO BUILDING PRODS CORP 228 N 32ND ST PHILADELPHIA 35 PA

SAINT PAUL CORRUGATING CO 8 END WARASHA ST ST PAUL 1 MINN

TENNESSEE COAL & IRON DIV US STEEL CORP

PO BOX 599 FAIRFIELD ALA

Tennessee Inc 450 N Bellevue Memphis 21 Tenn

Wheeling Corrugating Co 1314 Market St

WHEELING, W VA

VALVES, PLUMBING, HEATING, ETC.

AMERICAN RADIATOR & STANDARD SANITARY CORP BESSEMER BLDG PITTSBURGH 30 PA

Bell & Gossett Co 8200 AUSTIN MORRISON GROVE ILL

Boston Brass Co Inc 137 Bacon St Waltham 37 Mass

Bridgeport Brass Co 89 Grand St Bridgeport 2 Conn

Burke Co PO Box 1790 Waterbury 20 Conn

Central Brass Mfg Co 2960 E 56th St Clevelen

CHASE BRASS & COPPER CO INC 236 GRAND ST WATERBURY 28 CON

Coyne & Delaney Co 828 Kent Ave Brooklyn 5 NY

Crane Co 838 S Michigan Chicago 5 Ill

Detroit Brass & Malleable Co 100 S Campbell Detroit 2 Mich

Dundie Bros Inc 245 Southwood Reading Pa

Duke Valve Co 1953 Carroll Ave Chicago 13 Ill

DUNKEE RADIATOR CORP 85 MIDDLE RD DUNKIRK NY

Durst Mfg Co 409 Lafayette New York 3 NY
“Pittsburgh Glass is basic to the construction of our homes,”
says Wm. Tietz, President, Tietz Construction Co., Garden Grove, Calif.

This view shows the outdoor living room as seen from the wide folding door opening into the recreation room. The dining nook and kitchen windows are at the right, giving a full view of the outdoors at the left. Note the ingenious skylight effect.

Generous use of Pittsburgh Polished Plate Glass in all the smaller windows is shown by this view of the rear of one of these attractive homes.

Build it better with Pittsburgh Glass
ALL LARGE WINDOWS in these Tietz homes are glazed with Twindow*—Pittsburgh's window with built-in insulation. Twindow is made up of two panes of plate glass, with a sealed-in air space between. This construction gives Twindow its exceptional insulating properties. Cold air downdrafts are greatly reduced, there is less room-side condensation, and interiors are generally more comfortable—winter and summer. Architect: John Nelson, Garden Grove, Calif. W. P. Fuller & Co., Tacoma, Washington, installed all the windows.

IN THE BATHROOM, PC Glass Blocks are utilized as a partition. Their characteristics of light transmission, with complete privacy, make them ideal for such installation. Pittsburgh Mirrors also were chosen for these Tietz homes—for the bathrooms and dressing rooms.

Every nickel you spend on glass shows.
And the results far outweigh the cost.
here's why more and more builders are using

ALFOL ALUMINUM FOIL HOUSE INSULATION BLANKET

best winter-summer insulation Alfol reflective insulation is unsurpassed for all-year efficiency. Stops 95% of radiation and checks the other forms of heat transfer. Has a proved record of cutting winter heating costs 30% or more, keeping rooms 15° cooler in summer. Millions of feet time-tested in FHA-approved buildings.

ideal protection from moisture damage Alfol is the best vapor barrier. Its continuous length and stud to stud coverage bar water vapor from cold wall areas, prevents harmful condensation.

easy, fast application Alfol is the easiest full-protection reflective insulation to apply—goes up without special care to prevent tearing. Alfol has every application advantage over bulk-type insulations—no muss or irritating dust: “takes the itch out of insulation.”

low applied cost A 500-foot roll of Alfol takes 1/20 as much storage space and weighs 1/12 as much as its bulk type equivalent. Add this to the ease and speed of application, and you slash handling and installation costs!

reflector ALFOL TYPES for every all-year need

TYPE 4
Highest efficiency . . . 2 layers of foil within expanding panel, plus 1 layer laminated to duplex vapor-proof backing . . . 4 reflective air spaces.

TYPE 3
Excellent for sidewalls, crawl spaces, unfinished ceilings. Similar to Type 4, but provides 3 reflective air spaces.

TYPE 2
High efficiency at low cost . . . 2 inner layers of foil, plus vapor-proof duplex backing. 3 reflective air spaces.

TYPE 1
Efficient full protection at minimum cost. 1 layer foil plus strong vapor-proof duplex backing. 2 reflective air spaces.

ALFOL ROLLS compact . . . range of sizes

Alfol comes in compact roll, automatically expands to provide up to 4 reflective air spaces when applied. Rolls give either 500 or 250 sq. ft. continuous coverage. Available in widths to accommodate 12", 16", 20", 24" framing centers.

ALFOL APPLICATION simple and positive

Alfol is easily stapled across face of framing members or “dished in”. Tough kraft and duplex backing bears all stress of application, prevents sagging. Exposed ceiling applications are efficient, durable. Improve lighting.

Write for details!
NOW America's Finest Protection Devices

PROTECTUB Covers are 3 Ways Better

for preventing damage after installations.

1. PROTECTUB Deluxe

NEW IMPROVED COVERS are made of a specially tough corrugated cardboard with unslit processed top liner that is water repellent and damage resistant. Comes in a 2 piece unit. Tailored to fit for overall protection. Installs and removes in minutes.

Order by name. Accept no substitutes.
Specify make model when ordering PROTECTUB.

2. COATATUB Liquid Vinyl Plastic Coating

NEWEST form of application for low, low cost protection at its best. Applied with ordinary white wash brush. Dries to strong, flexible film — peels off. Comes in 1 and 5 gal. cans. 55 gal. drums. 1 gal. covers 4 to 5 tubs.

Plus:

REPAIR TOUCH-UP KIT.

A packaged Do-It-Yourself repair for repairing chips on porcelain enamel that is a permanent repair above or below waterline. Anyone can use it. Colors to match all manufacturers' products. TRADE PRICE $2.50 NET.

3. ALUM-A-COAT, THE NEW BLUE PLASTIC COATING

For the Protection of ALUMINUM PRIME WINDOWS — GLASS and smooth Ceramics surfaces, also Stainless Steel. Made to dry in a tough flexible film when applied either by brushing or spraying on. Fast off readily at completion of work. Comes in 1 and 5 gal. cans & 55 gal. drums.

WHOLESALE PRICE SHEETS & MAILING LITERATURE AVAILABLE.

If not available at your wholesaler, write Dept. AB

PROTECTUB INC., 71 Ludlow St., N. Y. 2, N. Y.

HOW TO PROTECT THE HOMES YOU BUILD FOR LIFE... against the DESTRUCTIVE DANGERS of CONDENSATION and DAMPNESS!

In just a few minutes, at negligible cost, you can install Midget Louvers on soffits, gable ends, dormers, eaves or any area to prevent the menace of moisture. These inexpensive all-aluminum ventilating units are your fastest, cheapest, surest permanent protection. They prevent the accumulation of heat and condensation... virtually eliminate paint blistering... combat rot... maintain the efficiency of insulation. Made in 7 sizes (1" to 6") and 2 styles (with and without rain deflectors - both with insect screens).

WRITE for full information.

“A House That Breathe is a Better House”
The aluminum louver is the original louver. Don’t accept “second best” substitutes!

MIDGET LOUVER CO.
6 WALL STREET * NORWALK, CONN.

INSTALL THIS

AND SELL YOUR HOUSES FASTER

A proven fact! Ask any builder who installs BILCO Doors. He’ll tell you it’s the best selling feature he ever used. Home buyers sign up fast when basements are useful, livable and safe. Don’t “date” your homes — investigate America’s fastest growing building product... the BILCO all-metal permanent door.

Direct access to the basement eliminates tracking mud and dirt through the upstairs rooms. Countless steps are saved by repairmen, servicemen and the home owner. It’s the only means of installing big equipment necessary for a workshop, recreation room or extra living room.

Check all these BILCO Benefits!

ECONOMICAL!
LIFE-TIME DURABILITY!
WEATHER-TIGHT!
FIRE-PROOF!
BURGLAR-PROOF!

BILCO

THE BILCO CO., 113 HALLOCK AVE., NEW HAVEN, CONN.

Please send me complete information on the BILCO DOOR, sizes, prices and dealers’ names.

I build  □ 10 or less □ 10-100 □ 100-500 houses

NAME

ADDRESS

CITY  STATE

Please send me complete information on the BILCO DOOR, sizes, prices and dealers’ names.

I build  □ 10 or less □ 10-100 □ 100-500 houses

NAME

ADDRESS

CITY  STATE

AB-7
La Bain

Tub Enclosures
Many advantages of a cabinet at a fraction of the cost!
La Bain Enclosures can be installed in about 20 minutes. The water stays in, drafts stay out. Width easily fitted to a standard 5' tub. Beautiful ribbed aluminum frame is rust-proof, light, easy to handle. Overhead roller suspension. Snug-fitting, doors slide full width left or right for bathing children or cleaning tub. Choice of Fibre Glass or Glass — fluted, lovely etched designs, translucent glaze or clear. For Spec Sheet and quantity discounts, write to address below.

TILETONE COMPANY, Inc.
2323 Wayne Ave., Chicago 14, Illinois

Well known for easy attic access and handsome, modern appearance. Disappear completely. Smooth action and balanced controls, no counterweights. Premium materials used for sturdiest construction. Packaged complete and ready to install.

Model 18 and Model 178 — folding stairways.
For rough opening 26" x 54"; ceiling height 7' to 9'.

Model 22 — heavy duty, folding stairway.
For rough opening 30" x 62"; ceiling height 7' to 10'.

Model 20 — sliding stairway.
A low cost unit for finished opening 24" x 36"; maximum floor to floor height 9'.

Model 15 — economy ladder.
For any opening 18" or wider; maximum floor to floor height 9' 2"; particularly adaptable for installation in older homes; requires no alteration for the existing attic scuttle hole.

Write for name of nearest distributor
EZ-WAY SALES, INC.
St. Paul Park, Minn.

Mr. Builder, you can cut door and window trim by 50% and give your customers fire-safe construction too by using plumb straight Bostwick Metal Door and Window Casings. Screed and trim are combined in one piece—you have just one installation operation. Nailing flanges are pre-punched and spring-bent for fast, tight fit on all frame openings. Bostwick casings give your customers these added advantages: rooms that are larger in appearance and smart, clean, contemporary lines.

So, Mr. Builder, no matter how you look at it, everyone profits and benefits when you install Bostwick casings. See them at your dealer's today, or write to us for Bostwick's Casing Bulletin. It's your guide to bigger profits and better construction.
**WINDOWS, COMBINATION SCREEN & STORM SASH, STEEL**

Adams Co The PO Box 268 Dubuque Iowa
Boettcher Mfg Co Ine 209-14th St Rock Island Ill
Buckeye Screen & Weatherstrip Co 1378 E 22nd St Cleveland Ohio
Cincinnati Fly Screen Div Russell (F C) Co 1100 Chester Ave Cleveland 1 Ohio
Edison Steel Mfg Co 2525 Fourth Ave Rock Island Ill
Fleer of America Inc 116 P Pearl St Buffalo 2 NY
Holister Coil Spring Mfg Co 121st & Cannon Rd Bedford Ohio
Jenkr PRODUCTS INC N COUNTY RD ROCKY POINT LI NY
KOTA PRODS INC N COUNTY RD ROYAL OAK MI
National Mirror Works 1205 Kishwaukee St Rockford Ill
Per-Fit Products Corp 1200 E 52nd St Indianapolis 5 Ind
Russell (F C) Co 1100 Chester Ave Cleveland 1 Ohio
Steel Window Prod Co 550 Nassau Rd Roosevelt LI NY
Weather-Proof Co 1409 E 40th St Cleveland 8 Ohio
Windalume Corp Route 46 Kenvil NJ
Winkle Aluminum Corp 3945 "A" St Detroit Mich

**WINDOWS, COMBINATION SCREEN & STORM SASH, STORM**

ANDERSON CORP BARTFORD MN
Boyd Millwork Co PO Box 611 Hartford Wis
Buckeye Screen & Weatherstrip Co 1378 E 22nd St Cleveland Ohio
Dakota Mfg Co Ine 452 W 3rd St Minneapolis 4 Minn
Hurley Mfg Co 1100 Chester Ave Cleveland 1 Ohio
Steelcraft Mfg Co 1455 Jericho Turnpike New Hyde Park NY
Westwood Prod Co 8420 Cease St Oakligh Wis

** WINDOWS, DOUBLE-HUNG SCREEN & STORM SASH, STEEL**

Adams & Westlake Co Safford St Ellikart Ind
ALDA MFG CO CHERRY & JAMES STS E HARTFORD CONN
Alco Ine 209 S Forge Box 270 Akron 8 Ohio
Alston Mfg Co Ine 2501 S. Delaware St Chicago 11 Ill
ALLAMAKEE MFG CO AMERICA 3815 S 54TH ST MILWAUKEE 14 WIS
American Sash & Door Co 16th & Bellefontaine Kansas City Mo
Ames Mfg Co 34-127 30th St Brooklyn 32 NY
Anderson (V E) Mfg Co 1515 E 18th St Owensboro Ky
Anson & Gilkey Co Merrill Wis
Buckeye Screen & Weatherstrip Co 1378 E 22nd St Cleveland Ohio
Clark-Babbitt Industries 85 Federal Bldg 10 Mass
Compo Miracle Prods Co 10123 W 99th St Bridgeview Ill
General Bronze Corp STEWART AVE GARDEN CITY LI NY
General Bronze Corp STEWART AVE GARDEN CITY LI NY
Hees Mfg Co Quincy Pa
KOTA PRODS INC N COUNTY RD ROCKY POINT LI NY
Mueller Brass Co 1925 Lapeer Ave Port Huron Mich
National Mirror Works 1205 Kishwaukee St Rockford Ill
Per-Fit Products Corp 1200 E 52nd St Indianapolis 5 Ind
Russell (F C) Co 1100 Chester Ave Cleveland 1 Ohio
Steel Window Prod Co 550 Nassau Rd Roosevelt LI NY
Weather-Proof Co 1409 E 40th St Cleveland 8 Ohio
Windalume Corp Route 46 Kenvil NJ

** WINDOWS, DOUBLE-HUNG, ALUMINUM**

Adams & Westlake Co Safford St Ellikart Ind
ALDA MFG CO CHERRY & JAMES STS E HARTFORD CONN
Alco Mfg Co Ine 209 S Forge Box 270 Akron 8 Ohio
Alston Mfg Co Ine 2501 S. Delaware St Chicago 11 Ill
ALLAMAKEE MFG CO AMERICA 3815 S 54TH ST MILWAUKEE 14 WIS
American Sash & Door Co 16th & Bellefontaine Kansas City Mo
Ames Mfg Co 34-127 30th St Brooklyn 32 NY
Anderson (V E) Mfg Co 1515 E 18th St Owensboro Ky
Anson & Gilkey Co Merrill Wis
Buckeye Screen & Weatherstrip Co 1378 E 22nd St Cleveland Ohio
Clark-Babbitt Industries 85 Federal Bldg 10 Mass
Compo Miracle Prods Co 10123 W 99th St Bridgeview Ill
General Bronze Corp STEWART AVE GARDEN CITY LI NY
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Hees Mfg Co Quincy Pa
KOTA PRODS INC N COUNTY RD ROCKY POINT LI NY
Mueller Brass Co 1925 Lapeer Ave Port Huron Mich
National Mirror Works 1205 Kishwaukee St Rockford Ill
Per-Fit Products Corp 1200 E 52nd St Indianapolis 5 Ind
Russell (F C) Co 1100 Chester Ave Cleveland 1 Ohio
Steel Window Prod Co 550 Nassau Rd Roosevelt LI NY
Weather-Proof Co 1409 E 40th St Cleveland 8 Ohio
Windalume Corp Route 46 Kenvil NJ

** WINDOWS, DOUBLE-HUNG, SAFETY**

Russell (F C) CO 1100 Chester Ave CLEVELAND 1 OHIO
Safety Window Prod Co 121-127 30th St Brooklyn 32 NY
Weather-Proof Co 1409 E 40th St Cleveland 8 Ohio
Windalume Corp Route 46 Kenvil NJ

** WINDOWS, DOUBLE-HUNG, STEEL**

Cincinnati Fly Screen Div Russell (F C) Co
Demco Canonsburg Bldg Canonsburg Pa
Depruyer Mfg Co Ine 2501 S. Delaware St Chicago 11 Ill
Holister Coil Spring Mfg Co 121st & Cannon Rd Bedford Ohio
Jenkr PRODUCTS INC N COUNTY RD ROCKY POINT LI NY
KOTA PRODS INC N COUNTY RD ROCKY POINT LI NY
National Mirror Works 1205 Kishwaukee St Rockford Ill
Per-Fit Products Corp 1200 E 52nd St Indianapolis 5 Ind
Russell (F C) Co 1100 Chester Ave Cleveland 1 Ohio
Steel Window Prod Co 550 Nassau Rd Roosevelt LI NY
Weather-Proof Co 1409 E 40th St Cleveland 8 Ohio
Windalume Corp Route 46 Kenvil NJ

** WINDOWS, DOUBLE-HUNG, WOOD**

Axe Seal Rite Mfg Co 26015 W Warren Rd Garden City Mich
Axe Seal & Co 26015 W Warren Rd Garden City Mich
American Scientific Co 150 Water St New Haven Conn
Ammon Mfg Co & Door Co 16th & Bellefontaine Kansas City Mo
Anderson Corp BARTFORD MARRIN

** AMERICAN BUILDER**
BUILD GOOD LAWNS CHEAPLY with HYPER-HUMUS and ordinary foundation soil

HYPER-HUMUS researchers have developed and tested a program for making better lawns at lowest cost. The old way of hauling in stripped topsoil is now outdated. You simply spread HYPER-HUMUS Nature-Cured Peat at the required rate, and rototill the entire area. The result will be an ideal foundation for a splendid lawn.

HYPER-HUMUS is also a valuable aid in planting Trees, Shrubs and Perennials. It assures a sturdy root growth and cuts planting losses.

Before you complete another development, get the facts on lawn-building. Ask for our TOP-SOIL Bulletin.

LEARN HOW TO MAKE YOUR OWN TOP-SOIL OUT OF EXISTING SUB-SOIL

BUY DEFENSE BONDS

SAVE 75% ON DOOR INSTALLATION WITH Z & K MASTER DOOR JIG*

See this Newest Champion Check the features yourself that make this finisher a natural for any job where concrete is laid. The controls are built for quick, effective use with no waste motion, and the entire unit is engineered for trouble-free use on yard after yard of concrete. See it this week!

SAVE YOU TIME! SAVES YOU MONEY! on the job

by Champion - MAKER OF THESE FINE PRODUCTS:
Masonry Saws + Concrete Saws + Blades for Concrete and Masonry Cutting + Portable Masonry Saws

FREE-FLOATING DRIVE BASE - Choice of Sizes, Gasoline or Electric Power, and many other Champion features!
Residence of Mr. and Mrs. Morris Zale, Dallas, Texas: Howard E. Meyer, architect. TECNOQUARTZ Strip Rubble Veneer Stone laid rough and ragged, wall heights of 1" to 6", random lengths.

TENNESSEE QUARTZ
THE ORIGINAL TENNESSEE QUARTZITE
From the Heart of the Crab Orchard District
in richly variegated colors since 1931

SELECTED BY
HOUSE BEAUTIFUL
FOR THE 1955
PACE SETTER

STRIP RUBBLE—A veneer stone laid on natural bed with break of stone shown on face. Broken in various wall heights from 1" to 10" and masonry beds from 3½" to 5" in random lengths from 6" up.

- COLOR THAT LASTS—Richly variegated shades of monochrome, buff, tan, pink and purple.
- STAYS CLEAN—Occasional rains keep it ever bright and fresh in appearance.
- CAN'T FADE—Nature's most permanent colors—a unique TECNOQUARTZ characteristic.
- WON'T SHOW EROSION—TECNOQUARTZ is harder than average granite.
- ACCURATELY BROKEN—Modern "guillotine type" machinery gives maximum uniformity in thickness.
- NO SPECIAL MORTAR—Materials are same as those used for brick work.
- TECNOQUARTZ IS AVAILABLE—Through carefully selected dealers and distributors in your territory—men and firms who know stone—who can help you in preparing sound estimates.

WRITE US FOR NAME OF NEAREST DEALER

TECNOQUARTZ IS HARDER THAN
Materials are same as those used
for brick work.

TECNOQUARTZ IS AVAILABLE—Through carefully selected dealers and distributors in your territory—men and firms who know stone—who can help you in preparing sound estimates.

WRITE US FOR NAME OF NEAREST DEALER

TECNOQUARTZ IS HARDER THAN
Materials are same as those used
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TECNOQUARTZ IS AVAILABLE—Through carefully selected dealers and distributors in your territory—men and firms who know stone—who can help you in preparing sound estimates.

THE MOST UNIQUE PANELING IN THE BUILDING FIELD!
Amerwood
PRE-FINISHED
PINE PANELING
FOR INTERIORS


AMER-ply-WOOD
NOW AVAILABLE
Plywood finished exactly as Amerwood and in same colors.

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 for only $12.95. With it, 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.
A New Service for Builders

The 1955 American Builder Directory, in the following section, presents a new service to builders—detailed listings of manufacturers' local distributors. This guide provides a quick way to find the nearest local outlet of the manufacturer whose product is desired. This listing is alphabetical by manufacturers. Cities are listed alphabetically under each manufacturer, with each city followed by the local dealer's name.

Where wholesalers, sales representatives, etc., are listed instead of dealers, this is noted in the headings.

SECTION III
WHERE TO BUY IT LOCALLY

A Directory of Manufacturers' Local Distributors

ALPENGUR CORP.
BAYPORT, MINN.

Andersen Window Units are available to established lumber and millwork dealers from the warehouse stocks of the following wholesale distributors:

- BAYPORT, MINN.
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The BIRD Architect Shingle has all the solid qualities you particularly need for low-slope roofs... qualities that have won acceptance for roof slopes of 3" in 12" or more with standard application.

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- FHA-Acceptance for roof slopes of 3" in 12" or more
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- Granules 3 times as big as ordinary granules
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