
Home Owners'

CATALOGS



HOME OWNERS' CATALOGS

119 West 40th Street, New York 18, New York

THE F. W. DODGE CORPORATION'S

CONSUMER CATALOG
DISTRIBUTION SERVICE

DEAR HOME-PLANNER:

Almost a million home-planners who "didn't know where to turn next" have turned for guidance to the book you now hold in your hands. Like you, they qualified to receive Home Owners' Catalogs absolutely free.

The idea came to us about twenty years ago: Why shouldn't home-planners have at their fingertips complete information - as supplied by leading firms - about the many quality products and services that make a house a home? And because home-planning time is a busy time, why shouldn't home-planners receive such information in the most convenient form - between the covers of a book?

The idea sprouted - and grew. Today, Home Owners' Catalogs contains hundreds of pages of stimulating ideas and interesting facts. Now, even though there are so many things for you to think about, you know where to turn next.

The products and services you read about in this book will spell comfortable living for you and your family when you include them in your new home. The firms represented in Home Owners' Catalogs are outstanding leaders of American industry. They are ready - and very able - to serve you.

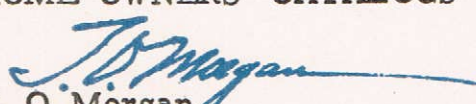
If you would like to voice your candid opinion of Home Owners' Catalogs, we will be more than delighted to hear from you.

And, if there is any information you want on specific products or services not described in Home Owners' Catalogs, use this easy-to-remove letter - just turn it over and tell us what you want. We'll be glad to try to obtain the information for you.

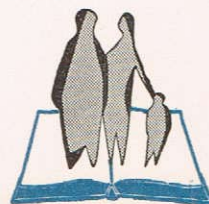
We wish you real happiness and pleasure as you plan and build your new home. And we sincerely hope you will remember to turn to the firms you find in this library edition of Home Owners' Catalogs - they are the ones who bring you this valuable service.

Cordially,

HOME OWNERS' CATALOGS


T. O. Morgan
General Manager

TOM:dmc



**IF YOU WANT INFORMATION ABOUT
HOME BUILDING PRODUCTS OR SERVICES
NOT DESCRIBED IN THIS EDITION OF HOME OWNERS' CATALOGS—**

-
- Write briefly on the lines below, asking for the information you want.
 - Remove this letter from the book.
 - Place in envelope and mail to the following address:

Mr. T. O. Morgan, General Manager
HOME OWNERS' CATALOGS
119 West 40th Street
New York 18, N. Y.

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Home Owners' CATALOGS

REG. U. S. PAT. OFF.

Designed to serve those who are planning their own homes as a guide, a reference work and a valuable, practical aid in the selection of building materials, equipment, appliances and furnishings best suited to meet their needs and desires.



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119 West 40th Street, New York 18, N.Y.

INDEX INFORMATION . . . For your guidance. You will want to read Home Owners' Catalogs from cover to cover but for re-reference and so that you may more readily locate the home product or service in which you or your family are interested at any specific time, we have established on the following pages, index classifications under products.

Because the bound catalog pages in this volume are **not** numbered in sequence we have inserted the catalogs in alphabetical order according to the names of the companies whose catalogs appear therein. This will make it easy for you to locate the home planning information, products or services in which you are interested. Simply refer to the desired index classification and look for the bound-in catalog in alphabetical, company-name sequence

INDEX

Individual catalogs of firms listed below are arranged alphabetically within this volume

A

AIR CONDITIONING

Crane Co.
Frigidaire Division, General Motors Corporation
General Electric Company—Automatic Heating Division
Harvey-Whipple, Inc.
The Henry Furnace Company
Iron Fireman Manufacturing Co.
The C. A. Olsen Manufacturing Company
Rheem Manufacturing Company
Thatcher Furnace Company
The Waterman-Waterbury Co.

AUTOMATIC CONTROLS

HEATING AND AIR CONDITIONING
Crane Co.
General Electric Company—Automatic Heating Division
Harvey-Whipple, Inc.
Iron Fireman Manufacturing Co.
Minneapolis-Honeywell Regulator Company

B

BATHROOM ACCESSORIES

The Philip Carey Manufacturing Company
Crane Co.
Hall-Mack Company

BATHROOM VENTILATORS

General Electric Company—Appliance and Merchandise Department
Pryne & Co., Inc.
Trade-Wind Motors, Inc.

PLASTIC LAMINATED SURFACING

The Formica Company

BATHTUBS

Crane Co.

BEDROOM FURNITURE

CONTEMPORARY
Drexel Furniture Company

PERIOD

Drexel Furniture Company

PLASTIC LAMINATED SURFACING

The Formica Company

BOILER CONTROLS

Crane Co.
General Electric Company—Automatic Heating Division
Harvey-Whipple, Inc.
Iron Fireman Manufacturing Co.
Minneapolis-Honeywell Regulator Company

BOILERS—HEATING

Crane Co.
General Electric Company—Automatic Heating Division
Harvey-Whipple, Inc.
Iron Fireman Manufacturing Co.
Thatcher Furnace Company

BURNER UNITS—COAL

Crane Co.
Iron Fireman Manufacturing Co.
Thatcher Furnace Company

BURNER UNITS—GAS

Crane Co.
General Electric Company—Automatic Heating Division
Harvey-Whipple, Inc.
Iron Fireman Manufacturing Co.
Thatcher Furnace Company

BURNER UNITS—OIL

Crane Co.
General Electric Company—Automatic Heating Division
Harvey-Whipple, Inc.
Iron Fireman Manufacturing Co.
Thatcher Furnace Company

BUILDING PAPER

The Salskraft Co.

C

CABINETS

BASE

American Central Div., Avco Mfg. Corp.
General Electric Company—Appliance and Merchandise Department
Hotpoint, Inc.
Youngstown Kitchens—Mullins Manufacturing Corporation

BATHROOM

The Philip Carey Manufacturing Company
Crane Co.
Hall-Mack Company

KITCHEN

American Central Div., Avco Mfg. Corp.
Crane Co.
Frigidaire Division, General Motors Corporation
General Electric Company—Appliance and Merchandise Department
Hotpoint, Inc.
Youngstown Kitchens—Mullins Manufacturing Corporation

PLASTIC LAMINATED SURFACING

The Formica Company

SHOWER

Crane Co.

SINK

American Central Div., Avco Mfg. Corp.
Crane Co.
Frigidaire Division, General Motors Corporation
General Electric Company—Appliance and Merchandise Department
Hotpoint, Inc.
Youngstown Kitchens—Mullins Manufacturing Corporation

WALL

American Central Div., Avco Mfg. Corp.
General Electric Company—Appliance and Merchandise Department
Hotpoint, Inc.
Youngstown Kitchens—Mullins Manufacturing Corporation

CASEMENTS

STEEL

Truscon Steel Company

CERAMIC TILE

The Mosaic Tile Company

CIRCUIT BREAKERS

ELECTRIC

Square D Company

INDEX

Individual catalogs of firms listed below are arranged alphabetically within this volume

CLOTHES DRYERS

AUTOMATIC

Frigidaire Division, General Motors Corporation
General Electric Company—Appliance and Merchandise Department
Hotpoint, Inc.

CLOTHES WASHERS

AUTOMATIC

Frigidaire Division, General Motors Corporation
General Electric Company—Appliance and Merchandise Department
Hotpoint, Inc.

CONVENTIONAL

General Electric Company—Appliance and Merchandise Department
Hotpoint, Inc.

CONCRETE

CURING

The Sisalkraft Co.

REINFORCING

Truscon Steel Company

CONDUIT

ELECTRICAL

National Electric Products Corp.

TELEPHONE

American Telephone & Telegraph Company*

CONVECTORS

Crane Co.

CORNER BEADS

Truscon Steel Company

D

DAMP-PROOFING

FOUNDATION

The Sisalkraft Co.

DEHUMIDIFIERS

Frigidaire Division, General Motors Corporation

DINING ROOM FURNITURE

CONTEMPORARY

Drexel Furniture Company

PERIOD

Drexel Furniture Company

PLASTIC LAMINATED SURFACING

The Formica Company

DISHWASHERS

AUTOMATIC—ELECTRIC

Crane Co.
General Electric Company—Appliance and Merchandise Department
Hotpoint, Inc.

DOORS

GLASS

Libbey-Owens-Ford Glass Company
Pittsburgh Plate Glass Company

STEEL—INTERIOR

Truscon Steel Company

F

FANS

CONTROLS

Crane Co.

Minneapolis-Honeywell Regulator Company

VENTILATING

General Electric Company—Appliance and Merchandise Department
Pryne & Co., Inc.
Trade-Wind Motors, Inc.

FAUCETS

Crane Co.

FIREPLACE

CERAMIC TILE

The Mosaic Tile Company

GLASS

Libbey-Owens-Ford Glass Company
Pittsburgh Plate Glass Company

PLASTIC LAMINATED SURFACING

The Formica Company

FITTINGS

Chase Brass & Copper Co.
Crane Co.

FLASHING

Chase Brass & Copper Co.
The Sisalkraft Co.

FLOORS AND FLOOR COVERINGS

CERAMIC TILE

The Mosaic Tile Company

OAK BLOCK FLOORING

National Oak Flooring Manufacturers' Association*

PARQUET FLOORING

National Oak Flooring Manufacturers' Association*

PLANK FLOORING

National Oak Flooring Manufacturers' Association*

STRIP FLOORING

National Oak Flooring Manufacturers' Association*

FOOD WASTE DISPOSERS

ELECTRIC

American Central Div., Avco Mfg. Corp.
Crane Co.
General Electric Company—Appliance and Merchandise Department
Hotpoint, Inc.
Youngstown Kitchens—Mullins Manufacturing Corporation

FREEZERS

FOOD—ELECTRIC

Frigidaire Division, General Motors Corporation
General Electric Company—Appliance and Merchandise Department
Hotpoint, Inc.
Nash-Kelvinator Corp.—Kelvinator Division

FURNACE CONTROLS

Crane Co.
General Electric Company—Automatic Heating Division
Harvey-Whipple, Inc.
Iron Fireman Manufacturing Co.
Minneapolis-Honeywell Regulator Company

FURNACES

Crane Co.
General Electric Company—Automatic Heating Division
Harvey-Whipple, Inc.
The Henry Furnace Company
Iron Fireman Manufacturing Co.
The C. A. Olsen Manufacturing Company
Rheem Manufacturing Company
Thatcher Furnace Company
The Waterman-Waterbury Co.

BURNER UNITS—COAL

Crane Co.
The Henry Furnace Company
Iron Fireman Manufacturing Co.
The C. A. Olsen Manufacturing Company
Rheem Manufacturing Company
Thatcher Furnace Company
The Waterman-Waterbury Co.

BURNER UNITS—GAS

Crane Co.
General Electric Company—Automatic Heating Division
Harvey-Whipple, Inc.
The Henry Furnace Company
Iron Fireman Manufacturing Co.
The C. A. Olsen Manufacturing Company
Rheem Manufacturing Company
Thatcher Furnace Company
The Waterman-Waterbury Co.

BURNER UNITS—OIL

Crane Co.
General Electric Company—Automatic Heating Division
Harvey-Whipple, Inc.
The Henry Furnace Company
Iron Fireman Manufacturing Co.
The C. A. Olsen Manufacturing Company
Rheem Manufacturing Company
Thatcher Furnace Company
The Waterman-Waterbury Co.

CONTROLS

Crane Co.
General Electric Company—Automatic Heating Division
Harvey-Whipple, Inc.
Iron Fireman Manufacturing Co.
Minneapolis-Honeywell Regulator Company

FLOOR, WALL, CONSOLE

Rheem Manufacturing Company

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INDEX

Individual catalogs of firms listed below are arranged alphabetically within this volume

FURNITURE

BEDROOM—CONTEMPORARY

Drexel Furniture Company

BEDROOM—PERIOD

Drexel Furniture Company

DINING ROOM—CONTEMPORARY

Drexel Furniture Company

DINING ROOM—PERIOD

Drexel Furniture Company

LIVING ROOM—CONTEMPORARY

Drexel Furniture Company

LIVING ROOM—PERIOD

Drexel Furniture Company

PLASTIC LAMINATED SURFACING

The Formica Company

G

GARBAGE DISPOSERS

ELECTRIC

American Central Div., Avco Mfg. Corp.

Crane Co.

General Electric Company—Appliance and Merchandise Department

Hotpoint, Inc.

Youngstown Kitchens—Mullins Manufacturing Corporation

GLASS

BLOCKS

Pittsburgh Plate Glass Company

DECORATIVE

Libbey-Owens-Ford Glass Company

Pittsburgh Plate Glass Company

DOUBLE GLAZING

Libbey-Owens-Ford Glass Company

Pittsburgh Plate Glass Company

FURNITURE

Libbey-Owens-Ford Glass Company

Pittsburgh Plate Glass Company

GREENHOUSES

Libbey-Owens-Ford Glass Company

Pittsburgh Plate Glass Company

PLATE

Libbey-Owens-Ford Glass Company

Pittsburgh Plate Glass Company

STRUCTURAL

Libbey-Owens-Ford Glass Company

Pittsburgh Plate Glass Company

WINDOW

Libbey-Owens-Ford Glass Company

Pittsburgh Plate Glass Company

GRILLS

WARM AIR

Minneapolis-Honeywell Regulator Company

GUTTERS AND DOWNSPOUTS

COPPER

Chase Brass & Copper Co.

H

HARDWARE

BRASS AND BRONZE

Chase Brass & Copper Co.*

HEATING

AUTOMATIC

Crane Co.

General Electric Company—Automatic Heating Division

Harvey-Whipple, Inc.

The Henry Furnace Company

Iron Fireman Manufacturing Co.

The C. A. Olsen Manufacturing Company

Rheem Manufacturing Company

Thatcher Furnace Company

The Waterman-Waterbury Co.

AUTOMATIC CONTROLS

Crane Co.

General Electric Company—Automatic Heating Division

Harvey-Whipple, Inc.

Iron Fireman Manufacturing Co.

Minneapolis-Honeywell Regulator Company

CONVECTORS

Crane Co.

RADIANT

Chase Brass & Copper Co.

Crane Co.

RADIATORS

Crane Co.

HEATING SYSTEMS

HOT WATER—FORCED CIRCULATION

Crane Co.

General Electric Company—Automatic Heating Division

Harvey-Whipple, Inc.

Iron Fireman Manufacturing Co.

Thatcher Furnace Company

HOT WATER—GRAVITY FLOW

Crane Co.

General Electric Company—Automatic Heating Division

Harvey-Whipple, Inc.

Iron Fireman Manufacturing Co.

Thatcher Furnace Company

SPACE—ROOM

General Electric Company—Appliance and Merchandise Department

Rheem Manufacturing Company

STEAM

Crane Co.

General Electric Company—Automatic Heating Division

Harvey-Whipple, Inc.

Iron Fireman Manufacturing Co.

Thatcher Furnace Company

WARM AIR—FORCED CIRCULATION

Crane Co.

General Electric Company—Automatic Heating Division

Harvey-Whipple, Inc.

The Henry Furnace Company

Iron Fireman Manufacturing Co.

The C. A. Olsen Manufacturing Company

Rheem Manufacturing Company

Thatcher Furnace Company

The Waterman-Waterbury Co.

WARM AIR—GRAVITY FLOW

Crane Co.

General Electric Company—Automatic Heating Division

Harvey-Whipple, Inc.

The Henry Furnace Company

Iron Fireman Manufacturing Co.

The C. A. Olsen Manufacturing Company

Rheem Manufacturing Company

Thatcher Furnace Company

The Waterman-Waterbury Co.

HOUSE NUMBERS

ILLUMINATED

Pryne & Co., Inc.

INSULATION

REFLECTIVE

The Siskraft Co.

WINDOW

Libbey-Owens-Ford Glass Company

Pittsburgh Plate Glass Company

IRONERS

AUTOMATIC

Frigidaire Division, General Motors Corporation

General Electric Company—Appliance and Merchandise Department

Hotpoint, Inc.

J

JOISTS

STEEL

Truscon Steel Company

K

KITCHEN CABINETS

American Central Div., Avco Mfg. Corp.

Crane Co.

Frigidaire Division, General Motors Corporation

General Electric Company—Appliance and Merchandise Department

Hotpoint, Inc.

Youngstown Kitchens—Mullins Manufacturing Corporation

PLASTIC LAMINATED SURFACING

The Formica Company

KITCHEN SINKS

American Central Div., Avco Mfg. Corp.

Crane Co.

Frigidaire Division, General Motors Corporation

General Electric Company—Appliance and Merchandise Department

Hotpoint, Inc.

Youngstown Kitchens—Mullins Manufacturing Corporation

PLASTIC LAMINATED SURFACING

The Formica Company

KITCHEN VENTILATORS

General Electric Company—Appliance and Merchandise Department

Pryne & Co., Inc.

Trade-Wind Motorfans, Inc.

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INDEX

Individual catalogs of firms listed below are arranged alphabetically within this volume

L

LATH

METAL
Truscon Steel Company

LAUNDRY EQUIPMENT

DRYERS—AUTOMATIC—ELECTRIC
Frigidaire Division, General Motors Corporation

General Electric Company—Appliance and Merchandise Department

Hotpoint, Inc.

IRONERS—AUTOMATIC—ELECTRIC
Frigidaire Division, General Motors Corporation

General Electric Company—Appliance and Merchandise Department

Hotpoint, Inc.

TUBS

Crane Co.

VENTILATORS

General Electric Company—Appliance and Merchandise Department

Pryne & Co., Inc.

Trade-Wind Motorfans, Inc.

WASHING MACHINES—AUTOMATIC—ELECTRIC

Frigidaire Division, General Motors Corporation

General Electric Company—Appliance and Merchandise Department

Hotpoint, Inc.

WASHING MACHINES—CONVENTIONAL

General Electric Company—Appliance and Merchandise Department

Hotpoint, Inc.

LAVATORIES

Crane Co.

PLASTIC LAMINATED SURFACING

The Formica Company

LIGHTING FIXTURES

CLOSET—AUTOMATIC
Pryne & Co., Inc.

HOUSE NUMBERS—ILLUMINATED
Pryne & Co., Inc.

NIGHT
Pryne & Co., Inc.

RECESSED
Pryne & Co., Inc.

LIGHTING SYSTEMS

REMOTE CONTROL
General Electric Company—Construction Materials Department
Square D Company

LIVING ROOM FURNITURE

CONTEMPORARY
Drexel Furniture Company

PERIOD
Drexel Furniture Company

PLASTIC LAMINATED SURFACING
The Formica Company

M

MIRRORS

GLASS
The Philip Carey Manufacturing Company
Hall-Mack Company
Libbey-Owens-Ford Glass Company
Pittsburgh Plate Glass Company

MOISTURE BARRIER

The Sisalkraft Co.

O

OIL BURNER CONTROLS

Crane Co.
General Electric Company—Automatic Heating Division
Harvey-Whipple, Inc.
Iron Fireman Manufacturing Co.
Minneapolis-Honeywell Regulator Company

OIL BURNERS

Crane Co.
General Electric Company—Automatic Heating Division
Harvey-Whipple, Inc.
The Henry Furnace Company
Iron Fireman Manufacturing Co.
The C. A. Olsen Manufacturing Company
Rheem Manufacturing Company
Thatcher Furnace Company
The Waterman-Waterbury Co.

OUTLETS

ELECTRICAL
National Electric Products Corp.

TELEPHONE
American Telephone & Telegraph Company*

P

PARTITIONS

GLASS
Libbey-Owens-Ford Glass Company
Pittsburgh Plate Glass Company

PIPE AND TUBING

COPPER
Chase Brass & Copper Co.

R

RACEWAYS

ELECTRICAL
National Electric Products Corp.
TELEPHONE
American Telephone & Telegraph Company*

RADIANT HEATING

Chase Brass & Copper Co.
Crane Co.
General Electric Company—Automatic Heating Division

RADIATORS

Crane Co.

RANGES

AUTOMATIC—ELECTRIC
Frigidaire Division, General Motors Corporation
General Electric Company—Appliance and Merchandise Department
Hotpoint, Inc.
Nash-Kelvinator Corp.—Kelvinator Division

REFRIGERATORS

AUTOMATIC—ELECTRIC
Frigidaire Division, General Motors Corporation
General Electric Company—Appliance and Merchandise Department
Hotpoint, Inc.
Nash-Kelvinator Corp.—Kelvinator Division

REGISTERS

WARM AIR
General Electric Company—Automatic Heating Division
Minneapolis-Honeywell Regulator Company

ROOFING

COPPER
Chase Brass & Copper Co.
SHINGLES—ASBESTOS-PLASTIC
The Philip Carey Manufacturing Company

S

SAFETY SWITCHES

ELECTRIC
General Electric Company—Construction Materials Department
Square D Company

SASH

STEEL—CASEMENT
Truscon Steel Company
STEEL—DOUBLE HUNG
Truscon Steel Company
STEEL—STORM
Truscon Steel Company

SCREENS

BRONZE
Chase Brass & Copper Co.
GLASS
Libbey-Owens-Ford Glass Company
Pittsburgh Plate Glass Company
STEEL FRAME
Truscon Steel Company

SHEATHING PAPER

The Sisalkraft Co.

SHELVES

GLASS
Libbey-Owens-Ford Glass Company
Pittsburgh Plate Glass Company

KITCHEN

American Central Div., Avco Mfg. Corp.
Youngstown Kitchens—Mullins Manufacturing Corporation

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INDEX

Individual catalogs of firms listed below are arranged alphabetically within this volume

SHINGLES

ASBESTOS-PLASTIC

The Philip Carey Manufacturing Company

ASBESTOS-CEMENT

The Philip Carey Manufacturing Company

SHOWER CABINETS

Crane Co.

SIDING

ASBESTOS-CEMENT

The Philip Carey Manufacturing Company

SINKS

AUTOMATIC—DISHWASHER

Crane Co.

General Electric Company—Appliance and Merchandise Department

Hotpoint, Inc.

BATHROOM

Crane Co.

CABINET

American Central Div., Avco Mfg. Corp.

Crane Co.

Frigidaire Division, General Motors Corporation

General Electric Company—Appliance and Merchandise Department

Hotpoint, Inc.

Youngstown Kitchens—Mullins Manufacturing Corporation

COMBINATION

American Central Div., Avco Mfg. Corp.

Crane Co.

Frigidaire Division, General Motors Corporation

General Electric Company—Appliance and Merchandise Department

Hotpoint, Inc.

Youngstown Kitchens—Mullins Manufacturing Corporation

KITCHEN

American Central Div., Avco Mfg. Corp.

Crane Co.

Frigidaire Division, General Motors Corporation

General Electric Company—Appliance and Merchandise Department

Hotpoint, Inc.

Youngstown Kitchens—Mullins Manufacturing Corporation

PLASTIC LAMINATED SURFACING

The Formica Company

STOKER CONTROLS

Crane Co.

Iron Fireman Manufacturing Co.

Minneapolis-Honeywell Regulator Company

STOKERS

Crane Co.

The Henry Furnace Company

Iron Fireman Manufacturing Co.

The C. A. Olsen Manufacturing Company

Rheem Manufacturing Company

T

TABLE TOPS

GLASS

Libbey-Owens-Ford Glass Company

Pittsburgh Plate Glass Company

PLASTIC LAMINATED SURFACING

The Formica Company

TELEPHONE OUTLETS

American Telephone & Telegraph Company*

TELEPHONE WIRING

CONCEALED

American Telephone & Telegraph Company*

THERMOSTATS

Crane Co.

General Electric Company—Automatic Heating Division

Iron Fireman Manufacturing Co.

Minneapolis-Honeywell Regulator Company

TILE

CERAMIC

The Mosaic Tile Company

TOILETS

Crane Co.

TUBING AND PIPE

Chase Brass & Copper Co.

V

VALVES

Crane Co.

VENTILATORS

American Central Div., Avco Mfg. Corp.

Frigidaire Division, General Motors Corporation

General Electric Company—Appliance and Merchandise Department

Pryne & Co., Inc.

Trade-Wind Motorfans, Inc.

W

WALL COVERINGS

CERAMIC TILE

The Mosaic Tile Company

PLASTIC LAMINATED SURFACING

The Formica Company

STRUCTURAL GLASS

Libbey-Owens-Ford Glass Company

Pittsburgh Plate Glass Company

WASHING MACHINES

AUTOMATIC—ELECTRIC

Frigidaire Division, General Motors Corporation

General Electric Company—Appliance and Merchandise Department

Hotpoint, Inc.

CONVENTIONAL

General Electric Company—Appliance and Merchandise Department

Hotpoint, Inc.

WATER HEATERS

ELECTRIC

Combustion Engineering-Superheater, Inc.

Crane Co.

Frigidaire Division, General Motors Corporation

General Electric Company—Appliance and Merchandise Department

Hotpoint, Inc.

Rheem Manufacturing Company

GAS

Combustion Engineering-Superheater, Inc.

Crane Co.

Rheem Manufacturing Company

OIL

Crane Co.

Rheem Manufacturing Company

WATER SOFTENERS

Crane Co.

Rheem Manufacturing Company

WINDOW INSULATION

Libbey-Owens-Ford Glass Company

Pittsburgh Plate Glass Company

WINDOWS

BASEMENT—STEEL

Truscon Steel Company

CASEMENT—STEEL

Truscon Steel Company

DOUBLE HUNG—STEEL

Truscon Steel Company

STORM—STEEL

Truscon Steel Company

WINDOW SCREENING

BRONZE

Chase Brass & Copper Co.

WIRING

CONCEALED TELEPHONE

American Telephone & Telegraph Company*

ELECTRICAL

National Electric Products Corp.

LIGHTING SYSTEM—REMOTE CONTROL

General Electric Company—Construction Materials Department

Square D Company

WOOD FLOORING

OAK BLOCK FLOORING

National Oak Flooring Manufacturers' Association*

PARQUET FLOORING

National Oak Flooring Manufacturers' Association*

PLANK FLOORING

National Oak Flooring Manufacturers' Association*

STRIP FLOORING

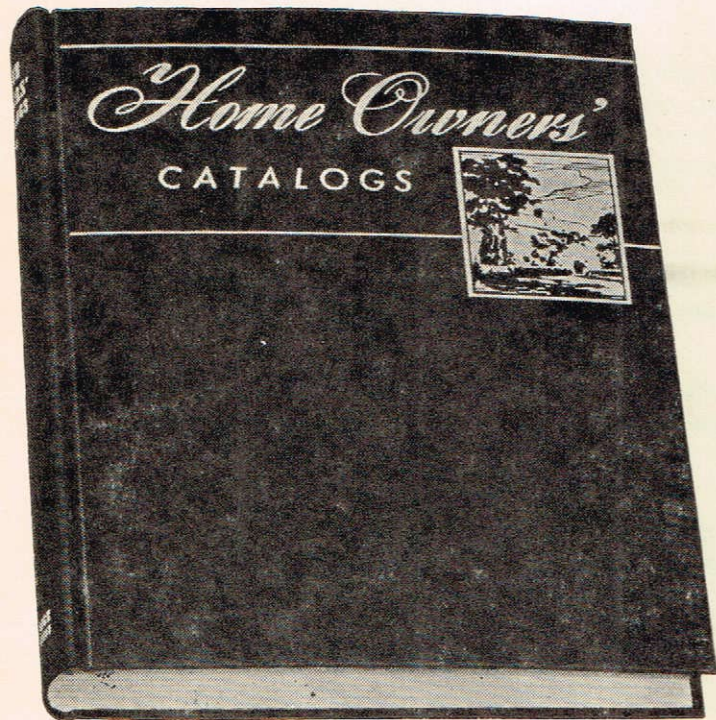
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Home Owners' Catalogs

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Home Owners' Catalogs—

sent to your home-planning friends at your request—

will be most valuable to them when they receive their copies before architectural plans are started.

The "Guide to Home Planning" and wealth of profusely illustrated catalog information in this book will greatly assist them to decide what they want for their new home.

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HOC-12/49-C

APPLICATION

Restrictions — Home Owners' Catalogs will be sent free only to families who plan to spend \$6000 or more, exclusive of land, to build or modernize homes for their own occupancy, — within one year and at a location in the thirty-seven states east of the Rocky Mountains.

In accordance with the above restrictions please send a copy of Home Owners' Catalogs to

Name.....

Address.....

City and State.....Phone.....

Their Architect is.....

Their Builder is.....

HOC-12/49-C