THE BUSINESS OF FARMING

SEPTEMBER - OCTOBER 1959

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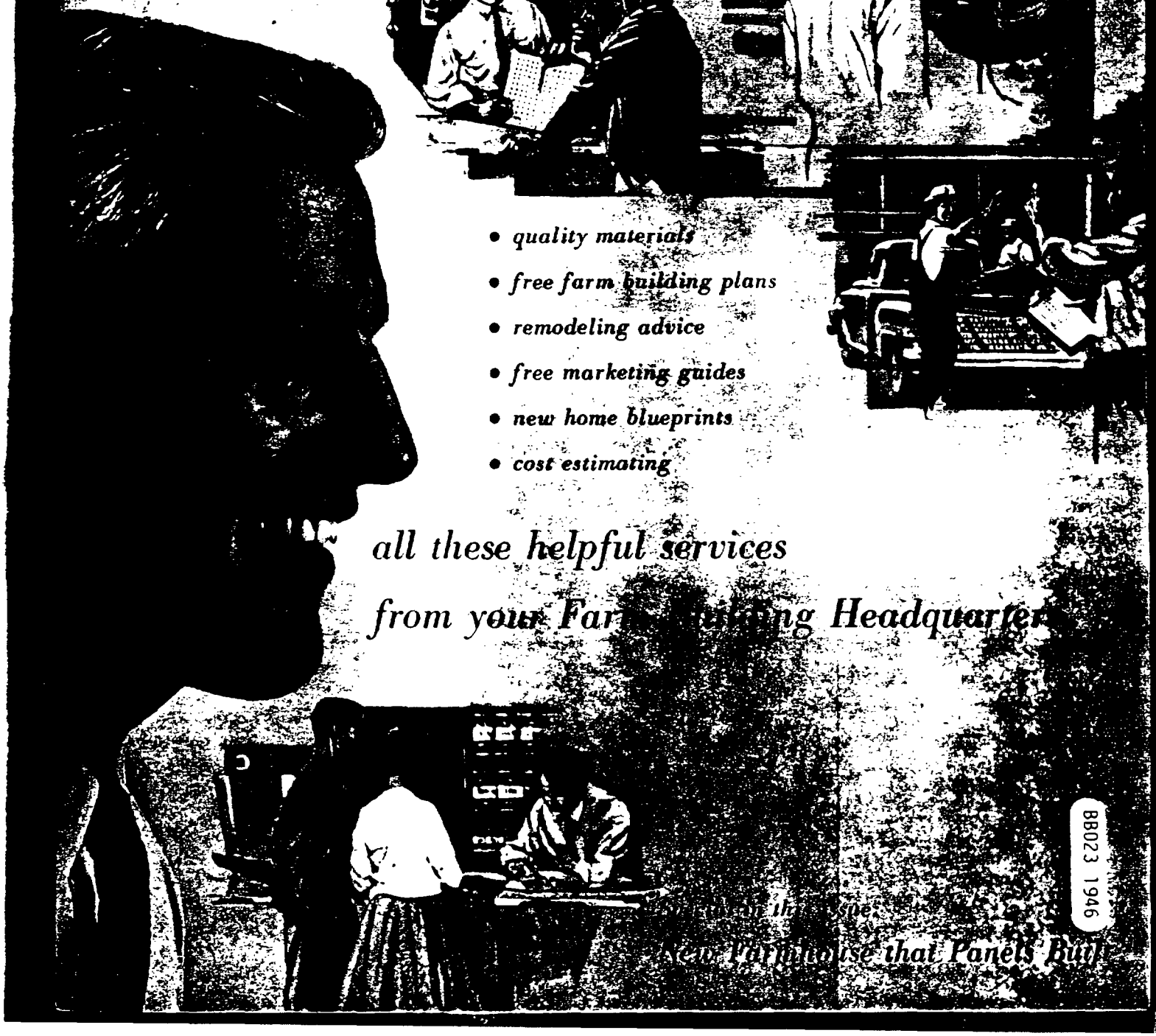
USG-1214



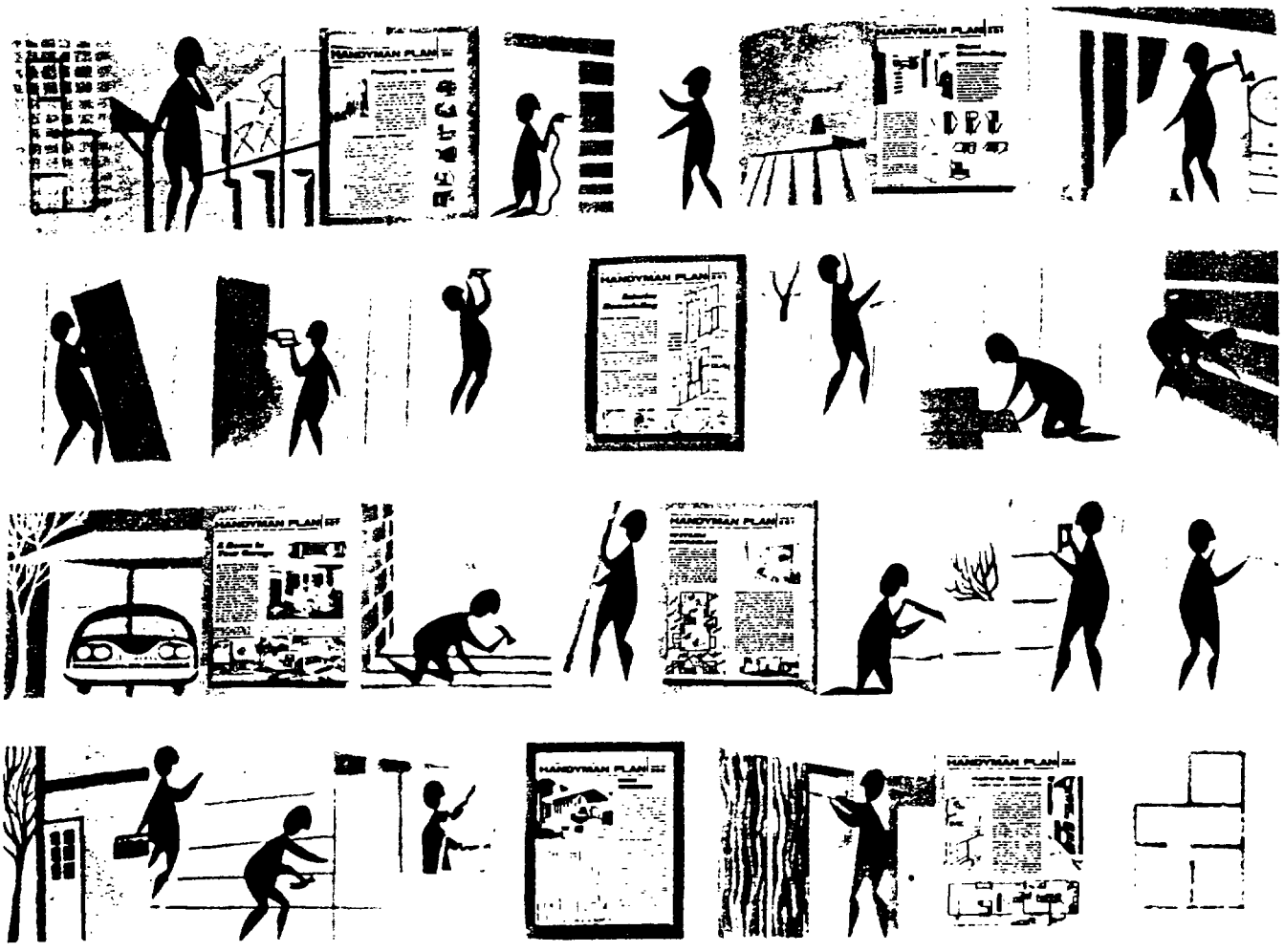
- *quality materials*
- *free farm building plans*
- *remodeling advice*
- *free marketing guides*
- *new home blueprints*
- *cost estimating*

all these helpful services

from your Farm Building Headquarters

New Farmhouse that Panels Built

BB023 1946





All This Started Here

With Our Free Handyman Plans!

These easy-to-follow illustrated guides take you through from start to finish on *dozens* of home improvements—everything from closet remodeling to adding a room. Here are only a few of the many Handyman Plans that we offer —free for the asking here at Home Improvement Headquarters.

Come in soon and pick up a free Handyman Plan on the project you'd like. We'll tell you, too, about *all* the ways we can help you do the job easier, better—*and for less money*.

Check Handyman Plans you need, then take this page to your dealer for free copies.

- ☐ Interior Remodeling #341
- ☐ Home Workshop #347
- ☐ Upstairs Remodeling #351
- ☐ Downstairs Remodeling #356
- ☐ Room Additions #366
- ☐ Preparing to Remodel #381
- ☐ Kitchen Features #383
- ☐ Bathroom Built-ins #384
- ☐ Ceiling Refinishing #386
- ☐ Simplified Storage
- ☐ Garage
- ☐ Fall

BB023 1947

THE BUSINESS OF FARMING'S

HOUSE THAT PANELS BUILT

Here's how a modern farmhouse, built in a new way, can save time and money for both owner and builder

BY FRANK J. TOLFORD

THERE'S something new on the outskirts of Monett, Mo., and the "Show-Me" state has done it again! This time a lumber dealer and builder have teamed up to build a practical farmhouse using an economical and simplified construction system—with panels. The attractive house (pages 5-9) does not look different, but it's the way it was built that's new to most people.

The method of building is called Lu-Re-Co, and is based on a modular or standard measurement of 4x8 feet for pre-built wall sections. The system was developed by the University of Illinois Small Homes Council, for the Lumber Dealers Research Council—and it is typical of the construction industry's continuing search for better ways to build.

Lu-Re-Co is one of many panel construction methods now being offered by lumber dealers and builders throughout the nation. This system has become so popular, in the past few years, that more than 1,200 dealers now are prefabricating the component parts for customers' houses.

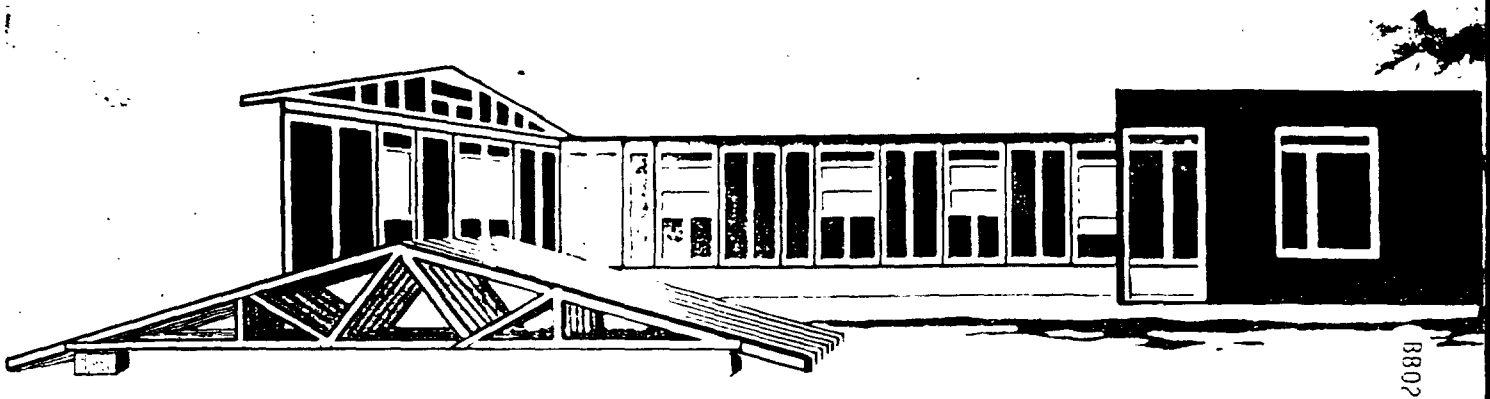
To show readers of THE BUSINESS OF FARMING the system and how it is applied to a farmhouse, the editors analyzed plans that have been popular with farm families, then asked Architect Edward Marks to design a new house to be built with the panels. The house was built by the Wilks Lumber Co., a licensed Lu-Re-Co dealer-builder at Monett. Roof trusses and wall panels were built at the lumber yard and assembled on the job by builders Herman Olson and Frank Mulvaney.

THE BUSINESS OF FARMING

September-October
Issue 5 • 1959

Editor: S. D. Coleman
Art Director: E. W. Goessling
Project Directors: Cynthia Montgomery, Frank J. Tolford

THE BUSINESS OF FARMING Magazine: September-October 1959, Vol. 18, No. 5.
Copyright 1959 by United States Gypsum Company, publisher, 300 W. Adams St., Chicago 6, Ill.
Sent to you six times a year through the courtesy of your dealer named on the cover. Printed in U.S.A.



On next page: how it's done ›

BB023 1947

BB023 1948

HOUSE THAT PANELS BUILT *continued*

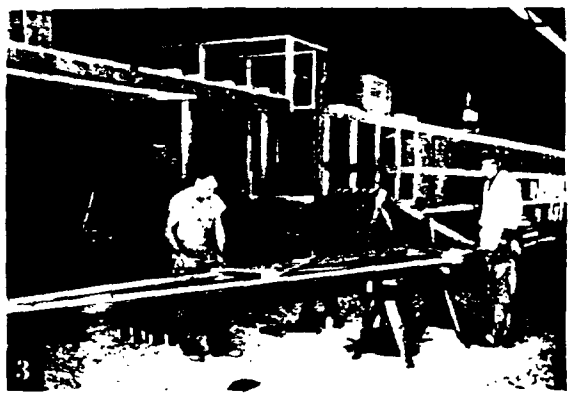
Why use panels?

Panelized construction, such as the Lu-Re-Co system, offers these advantages for owner, dealer and builder:

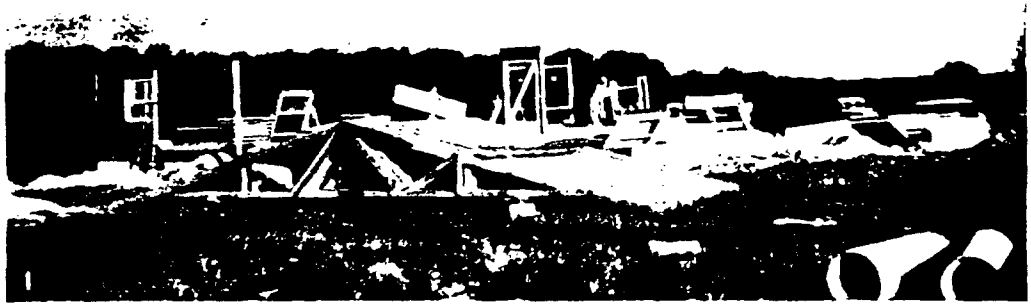
- Standard components waste less material
- Stronger construction
- Panels are built indoors during slack seasons
- Less job site skill required
- Shell constructed in few hours for later finishing
- Quicker completion of house
- Local suppliers and labor used
- Permits flexible design and plan
- Usable for houses, farm buildings and additions







CONSTRUCTION PHOTOGRAPHY DAUGHERTY STUDIO



1. Wall panels are assembled in jig at dealer's yard. USG Insulating Sheathing is applied after 2x4 panel framing is nailed together. Window and door frames are built right into panels. Completed panels (background) are ready for trucking to building site.

2. Panels are nailed edge to edge and to subfloor or sill. Garage panels are secured to 2x4 sill on foundation. At corner, panels are joined to 4x4 corner post. (In effect, a 4x4 post is formed every 4 feet where panels join.) Roof trusses are fastened to 4x6 continuous header attached to top of panels.

3. Roof trusses are also built in a jig to insure uniformity and save time. Use of clear-span trusses and continuous header provides flexibility of design by permitting complete interchange of panel types.

4. No cutting and fitting here. Wall panels are unloaded at points around foundation where needed for speedy construction, and roof trusses near a door for easy handling. There is less waste material to clutter job.

RR023 1949

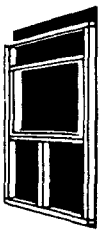
Typical Standard Component Parts



4x8 Wall Panel



4x8 Door Panel



4x8 Window Panel



Lightweight Roof Truss

The result—beauty and economy. Careful planning and excellent materials make possible a practical house at lower cost. Exterior was finished first, then workmen moved inside to complete the interior. New fire-resistant Birch White SEALCO asphalt roofing blends beautifully with white siding. To see an interior as cheerful as the outside, turn the page.



PHOTOGRAPHY: HEDRICH-BLESSING



Your lumber dealer is captain of a team that can help you obtain better construction at lower cost. Here builder Herman Olson, lumber dealer Pete Guthrie, United States Gypsum representative Jack Adams, and builder Frank Mulvaney discuss best use of materials for Lu-Re-Co house.

Need help with building?

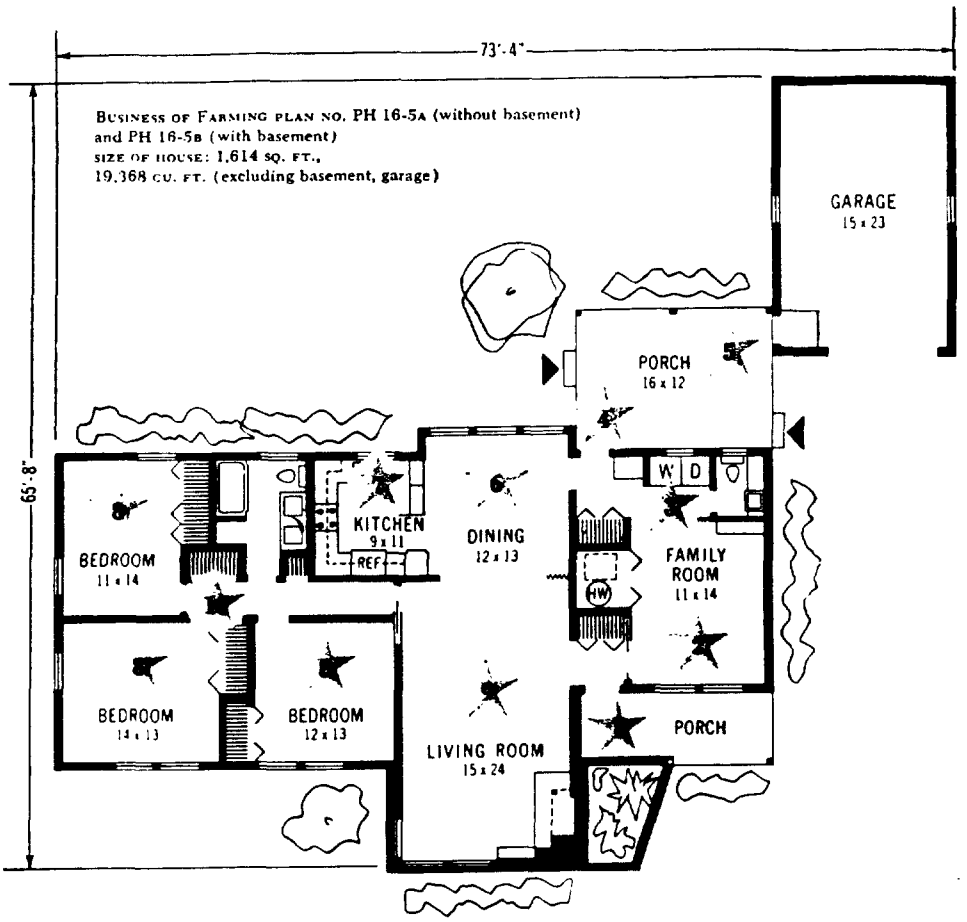
Ask your dealer whose name appears on the cover about building with panels, conventional-type construction, home remodeling and farm buildings. Your Farm & Home Improvement display is located on his counter, where you will find a complete selection of new home designs (he can order low-cost [illegible] Free Farm Building and Handyman Plans, and other aids

BB023 1950

BB023 1949

HOUSE THAT PANELS BUILT

continued



10★ BIG LIVABILITY FEATURES *of the House that Panels Built*



1. Handsome, well-protected front entrance
2. Multi-purpose family room
3. Work and wash-up room
4. Separate business entrance
5. Sheltered access to driveway and garage
6. Everyday dining area with a view
7. Kitchen that saves steps and stoops
8. Bedrooms separate from activity areas
9. Large living room with a 3-way view
10. Storage, storage everywhere

BB023 1951



Loads of living room! Heavy traffic is kept at far end of room, leaving remaining area for peace and quiet where furniture arrangement does not become an obstacle course. Dining area can be closed off by a folding door when desired.

Soft colors set the mood for living room. Cream Tone and Gardenia White colors of TEXOLITE Paint are used on walls and ceiling. Center of interest is corner fireplace with attractive built-in shelves and storage cabinet alongside.

More on next page



BB023 1952

BB023 1951



Wide overhang at front entry gives protection from the elements. Family and guests can reach entrance from automobile without getting wet. Brick planter and wall add contrast to other materials, give clue to interior charm of house. Rear entry is also sheltered and readily accessible from driveway and garage through a roofed patio.

HOUSE THAT PANELS BUILT *continued*

FURNISHINGS: BINIONS, INC., MONETT, MO.

Informal entertaining area in family room is separated from rest of house, yet handy to front and rear entrances. Built-in cabinet and shelves provide storage. Acoustical ceiling is QUIETONE Fashion Tile in Rib Line pattern. Wall surfaces are SHEETROCK Gypsum Wallboard finished with PERF-A-TAPE joint treatment.



Ample dining area adjoining kitchen area (below) is a big asset on a farm. Light, cheerful dining area is large enough to accommodate a table set for eight. And look at the view! What woman wouldn't like to have this labor-saving kitchen, with loads of counter and cupboard space? Work counter next to dining area doubles as pass-thru serving counter.





Rear entrance and workroom are combined to provide a message center, laundry area and wash-up room. Ample storage space is available for work clothes. Opening at right is to family room. Rear entrance is also convenient to everyday dining area and kitchen

New Decorating Idea . . .

"Toy Train" Stencil



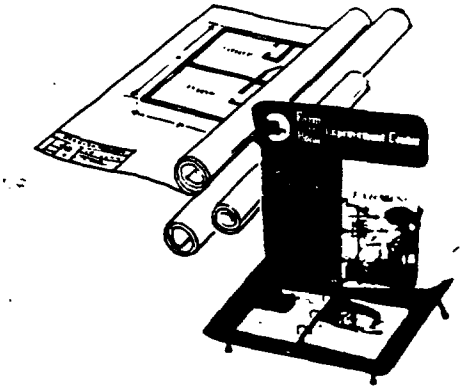
Decorate children's rooms with new Toy-Train design from *free* Stencil, now available from your BUSINESS OF FARMING dealer. Paint trains on chests, closet doors, or other storage areas, or even on the wall! Children love the colorful decorations—and you can choose colors to fit overall decorative scheme.

BB023 1953



Happy room for twin girls: Peppermint Pink with accents of Pottery Blue, Gardenia White, and red gives this room a gay atmosphere. Nursery cabinet in the corner stores such essentials as diapers, blankets, sheets and toys.

Blueprints are Ready!

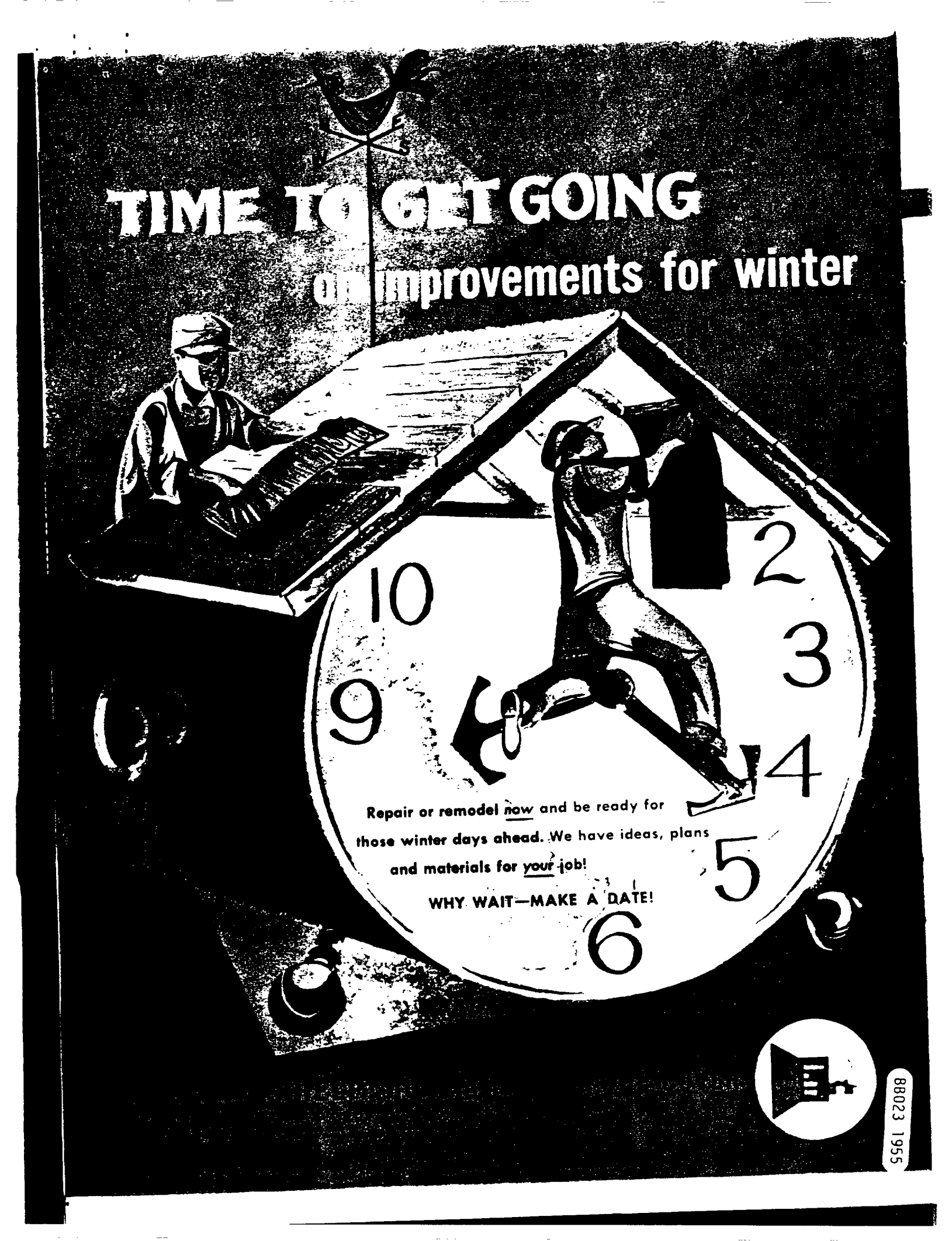


Discuss panel and conventional construction systems with your dealer and ask him to order low-cost blueprints designed for his method of operation. Just specify The House that Panels Built, Plan No. PH 16-5A (without basement) or PH 16-5B (with basement). The blueprints comply with FHA standards.

Other Farm-Tested Home Plans Available

See the Selector Cards, which show plans and photos of these houses, at your dealer's Farm & Home Improvement Counter Display:

- ☐ 10-Jewel Farmhouse, BF 18-3A or B
- ☐ Farmhouse of Many Talents, BF 18-1A or B
- ☐ Farm Home of Flexibility, BF 17-1A or B
- ☐ Farmhouse of Rich Reward, BF 17-3A or B
- ☐ Double-Duty Ranch House, BF 17-5A or B
- ☐ Work-Saving Farm Home, BF 16-1A or B
- ☐ House For Homecoming, BF 16-3A or B
- ☐ Home for the Golden Years, BF 16-5
- ☐ Harvest of Ideas Home, BF 16-7A or B
- ☐ Tomorrow's Farm Home Today, BF 15-7
- ☐ Breeze-Easy Farm Home, BF 15-5


TIME TO GET GOING
on improvements for winter
Repair or remodel now and be ready for
those winter days ahead. We have ideas, plans
and materials for your job!
WHY WAIT—MAKE A DATE!
BB023 1955

LATEST FORECAST



UP-TO-DATE MANAGEMENT IDEAS TO HELP YOU FARM BETTER FOR MORE PROFITS

CORN STORAGE IS A MUST this year in light of the estimated 4.2-billion-bushel corn crop. Even though the crop will probably turn out smaller than this, harvest-time markets will still be flooded with corn and prices will be low. If you're going to have a surplus of corn, build extra storage now so that you can hold and at least get loan price. Ask your lumber dealer for Farm Building Plan No. BF 374, Crib or Granary. It's free.

FAT CATTLE MARKETS WILL PEAK OUT during September. Pickup in marketings as we move further into the fall will bring some weakness. However, the bottom won't fall out of the market so don't rush to dump partly finished cattle. Prices for lower grade stuff will also ease further during the next month or two. Best advice all around is—sell cattle as soon as they have enough finish for their particular grade.

MORE FEEDER CATTLE this fall, both yearlings and calves, are predicted. By doing a little shopping you should be able to get feeders at prices no higher than a year ago. However, feeding margins will be thinner during the next 12 months.

HOLD SURPLUS BARLEY for future sale unless present prices are above loan.

OAT MARKET isn't likely to show much strength. Possibility of a record corn crop will restrict gains this fall although oat production is down.

SELL RYE any time prices get up to net loan. Long-term holding doesn't appear necessary. If prices haven't moved up by winter, better take loan.

COTTON PRICES have been adjusting downward to new crop situation. Longer-term outlook is good, however, and we advise holding "B" cotton for at least a 10-point rise in October and more after that. If you can insure and store your crop for 10 points or less per month, holding into winter should be a good proposition. If you have "A" cotton, hold it outside of government program for a few months.

LOOK FOR MILK MARKETS to run about the same as a year earlier for the rest of 1959. Production continues to run below last year's levels and supply and demand are moving into favorable balance. The milk-feed ratio is the best in years.

LATE SEASON TURKEY SALES look like the best move, where possible. While total production will equal or exceed last year, November-December marketings will be down some and prices should work up.

KEEP HOGS MOVING TO MARKET as soon as they're finished. Prices will be moving down to a low point some time in November. The quicker you get hogs to market the better price you'll receive. Some price pickup expected December and January.

MORE IMPROVEMENT IN EGG MARKETS can be expected, but it's doubtful if prices will get above last year's levels for a while. Be sure to house pullets as soon as they start laying. Follow recommended feeding and culling procedures.

POTATO PRICES WILL WEAKEN as digging gets under way in major Lake States producing areas. Following harvest there should be a modest price rise into December. Right now, holding for December sale looks like the best bet. Any price improvement after the turn of the year is likely to be slight.

DRY BEAN PRICES WILL BE LOWER this coming season due to big drop in price supports and heavy production. However, with the exception of pea beans and Great Northerns, most classes should see enough price rise to pay modest storage returns.

PLAN TO STORE SOYBEANS THIS FALL. Harvest prices will be low, but chances are good for a substantial price recovery during the season. Loan use may be widespread.

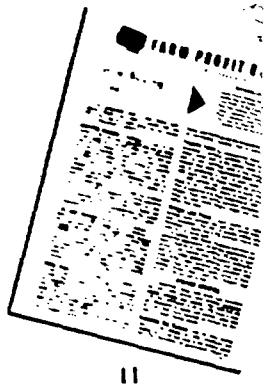
SELL SOFT WHEATS whenever you get a few cents above loan price. Hard red winter in commercial storage should also be moved when you can equal loan. However, hard red winter stored on the farm can be safely held for storage gain. Spring wheats should be held for sale in November-December period.

CONTINUE TO HOLD WOOL for future price gains. Improved textile situation, coupled with the lowest wool stocks in years, points to better prices in months ahead.

By Doane Agricultural Service, Inc.

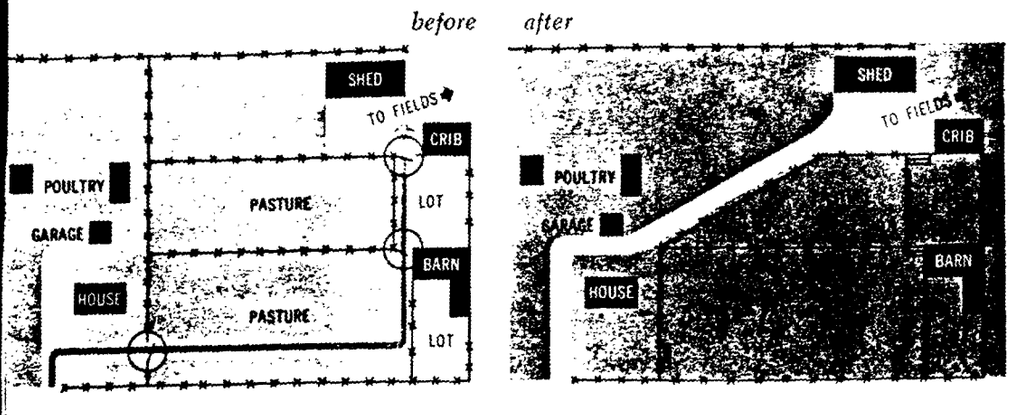
Are you a Cattle Feeder?

You'll want to pick up your copy of the up-to-the-minute CATTLE BUYING GUIDE published by Doane Agricultural Service. It's the popular feature issued annually—and awaited anxiously each autumn—by cattlemen who want to make more profits. Another in a series of Farm Profit Guides—a service of your BUSINESS OF FARMING dealer. See him soon and get your free copy.



BB023 1956

BB023 1955



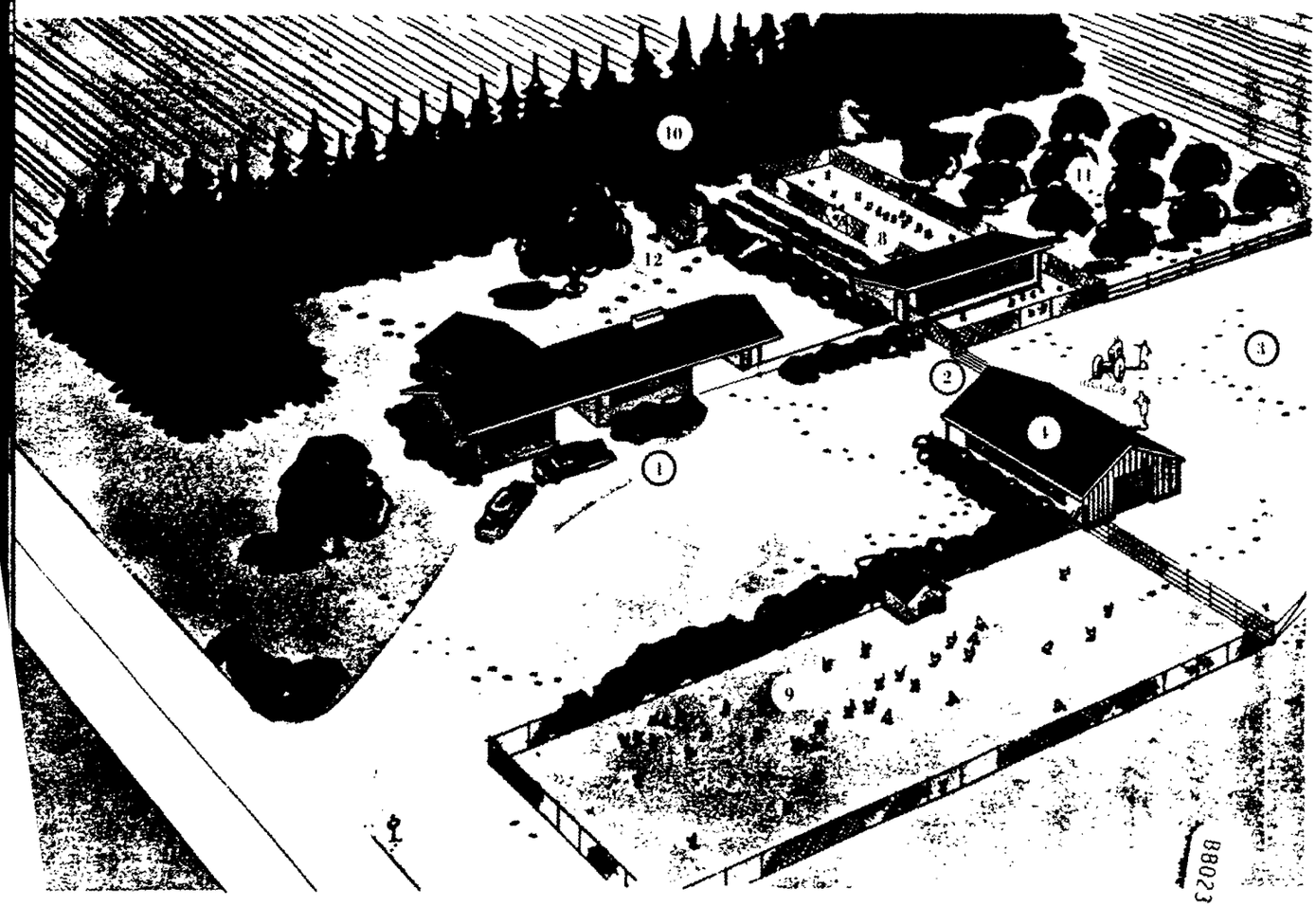
before

Inconvenient layout forced farmer to open three gates to reach machine shed and corn crib from farmhouse and other buildings.

after

No gates now need to be opened since driveway was angled through former pasture to reach all buildings. Cattle guards replace time-consuming gates.

Low-cost modernization ideas offer every farmer A BETTER (



BB023 1957

The Modern Farmstead

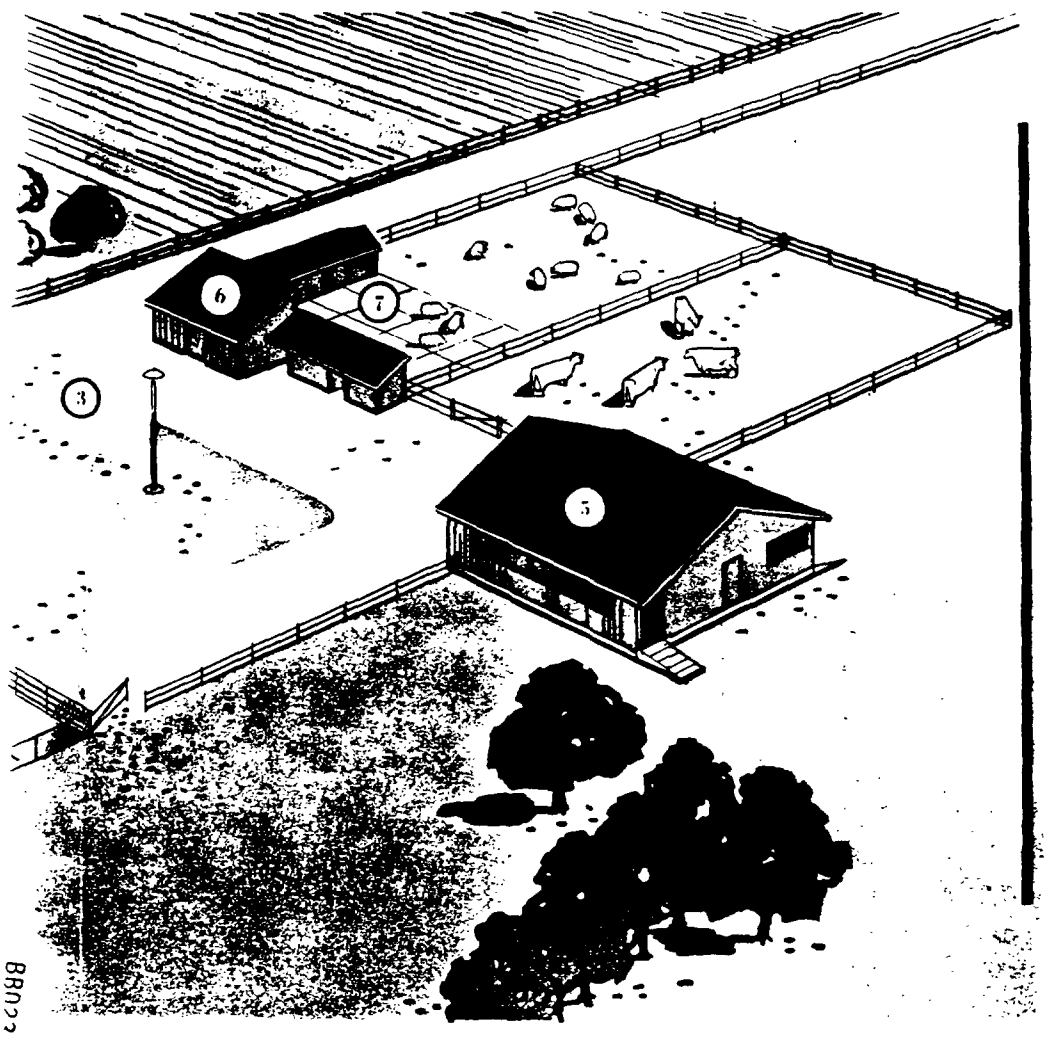
EVEN with today's great emphasis on specialization, a high percentage of farmers still prefer to diversify. Those with more than one enterprise feel that they run less risk of loss in case of a drastic drop in price of one product. Relatively small numbers of livestock or fewer acres of a single crop may not justify total mechanization. However, many low-cost methods of saving time and work result in higher volume and more profit.

For instance, the use of such simple devices as cattle guards, correctly placed, can work wonders. Relocation of the driveway (left) and replacing gates with cattle guards can aid considerably in simplifying chores.

Remodeling of existing barns also is a good investment, and is generally inexpensive. Removing the mow floor is often recommended for old barns to permit storing long, chopped or baled hay from the ground up. Self-feeding gates can be added on each side. One side of the barn can be removed on the lower level (page 14), to provide for use of a power loader in manure removal. This is preferable on south side, especially in colder areas.

Look over your farmstead carefully—and see how you can save steps with fewer gates. Plan a long-range improvement program for your farmstead. Whenever you add a new building or modernize an old one, each will fit into an overall plan for efficiency, volume and profits. Consult your county Extension agent for planning help, and your lumber dealer for free Farm Building Plans and recommended materials.

R GENERAL-PURPOSE FARM



Here's what an efficient farmstead layout includes:

1. turn-around drive with ample parking near house
2. cattle guard to eliminate gate opening in most-used area
3. well-arranged farm service area with easy access to all buildings
4. drive-through machine shed for convenience in handling equipment
5. general-purpose livestock barn
6. grain center adjacent to hog buildings
7. paved feeding lot
8. modern poultryhouse with rotation garden
9. poultry range area
10. evergreen windbreak on north and west
11. well-protected orchard
12. outdoor living area

Farmstead design by Keith Hinchcliff and Don Jedele, agricultural engineers, Illinois College of Agriculture

BB023 1958

GENERAL-PURPOSE FARM *continued*

PHOTOGRAPHY: I. C. ALLEN & SON



Attractive farmstead of Robert Yeager near Fort Wayne, Ind., is well planned for convenience of family as well as visitors. Graveled driveway provides extra parking space for cars and farm equipment. Well-kept buildings are all easily reached. Climbing roses on fence make pleasant boundary for large open grassed area.

Old barn becomes useful when one side is opened. This saves labor in raising hogs or other livestock—manure can easily be removed with tractor-mounted loader. Barn formerly housed horses and cows.



BB023 1959

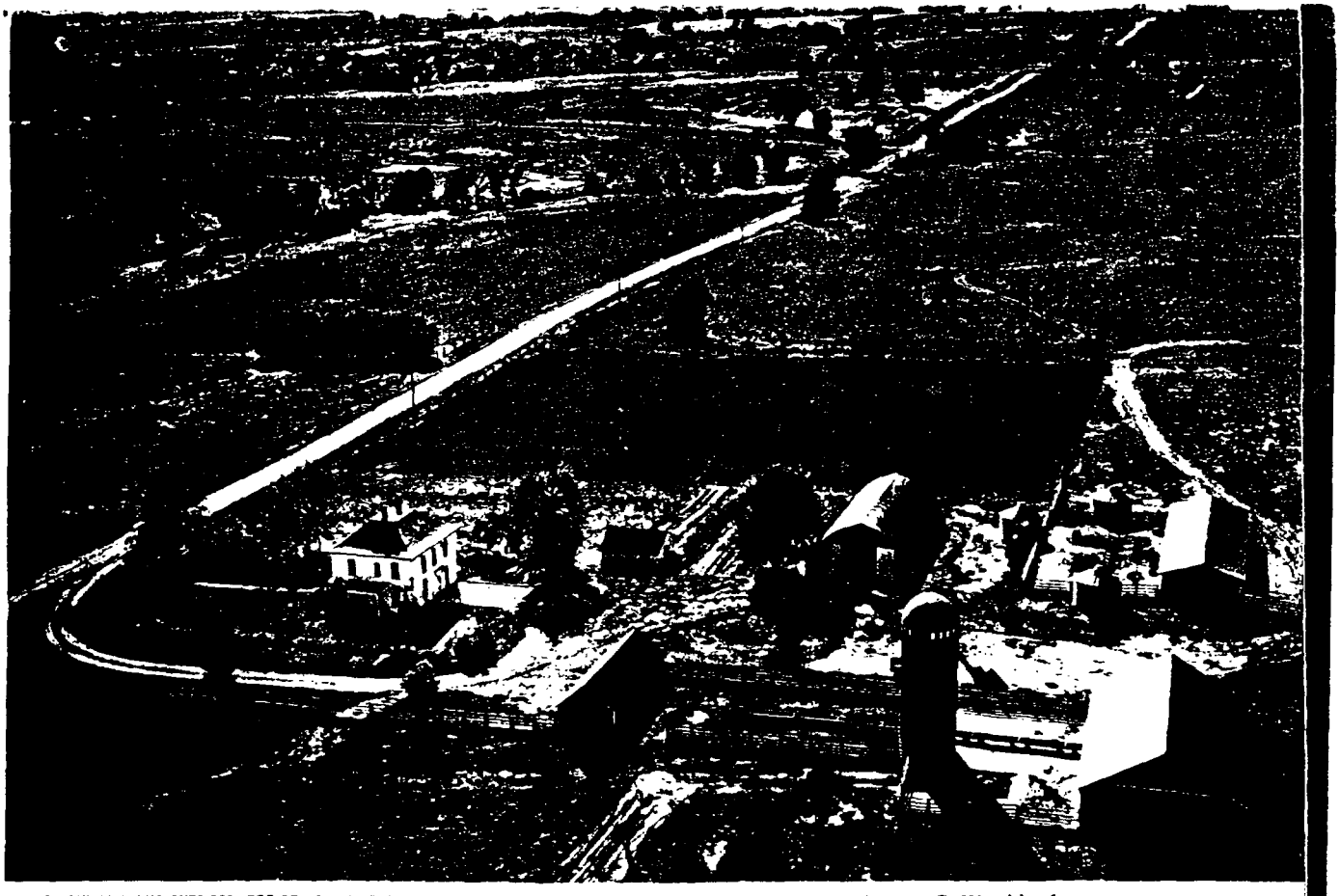
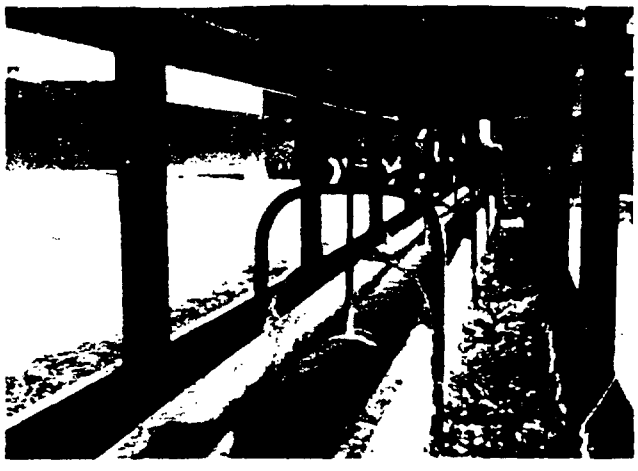
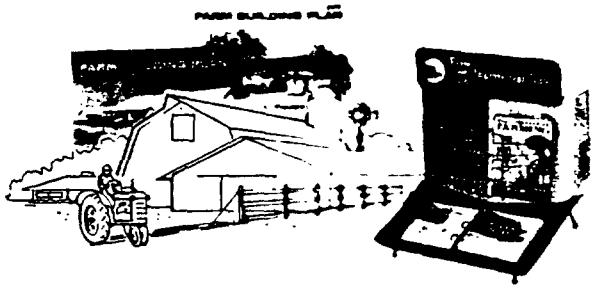


PHOTO COURTESY MISSOURI COLLEGE OF AGRICULTURE

Complete new farmstead on A. C. Wombles farm near Chula, Mo., helped family win balanced farming honors. Feed bunks extend inside beef barn and beneath overhead bin (lower right). Silage and grain are distributed in bunks with cart mounted on bunks. Pole-type hog house (upper right) has open front and paved feeding floor and lot. Drive-through curved roof machinery shed is built with laminated rafters. All buildings are convenient to driveway and central service area.



Automation for feed bunk makes quick and easy chore of silage or grain feeding. This 4-ft.-wide sheltered bunk is equipped with 9-in. augur, which conveys silage or grain from silo or feed bin.



Planning farm building improvements?

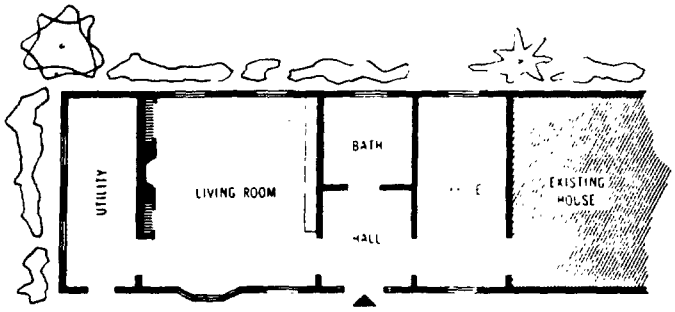
These free Farm Building Plans will help you. Check those you want and take or mail this page to your dealer—the one named on cover of this issue.

- ☐ All-Purpose Poultryhouse for broilers or layers—BF 694
- ☐ Post-Free Buildings with clear-span trusses—BF 692
- ☐ 3 Hog Houses for confinement rearing—BF 686
- ☐ 5 Low-Cost Shelters—BF 684
- ☐ Flexible Milking Parlor—BF 682
- ☐ Windowless Poultryhouse—BF 377
- ☐ Cost-Cutting Cattle Barn—BF 376
- ☐ Store-Easy Machine Shed—BF 372
- ☐ Crib or Granary—BF 374

BB023 1960

Your home can House a second family

...wise remodeling does the trick



How to accommodate more than one family under one roof is shown here. Completely separate areas for comfortable living and convenient working allow privacy at comparatively low cost. Both families agreed to use same kitchen.

A GROWING TREND as family farms become "big business" is to make the large farmhouse into a residence for two families. Making full use of existing space often provides more room for everybody at less expense.

This is particularly good judgment if the savings can be used for other important improvements, such as a modern farm building that makes it possible to enlarge the dairy herd.

The Robert Linghams, with son Bob, moved back into their parents' house near Littleton, Mass., and modernized the large wing of the house for attractive and comfortable living quarters. They farm 200 acres, milk 50 cows.

Look around for places where a little fixing can also work wonders for you. Many houses have seldom-used space—in the attic, basement, adjoining wing, carport, or garage.

Your BUSINESS OF FARMING lumber dealer can help you plan for maximum use of space. Ask him for free Handyman Plans on planning and carrying out your remodeling.

BEFORE



AFTER

Improved addition (below) is new home of Mr. and Mrs. Robert Lingham and son Bob (on tractor). Lower section of wing (circled in "before" photo) formerly housed firewood and wagons. Bedrooms upstairs were only occasionally used. Mrs. Lingham's parents, Mr. and Mrs. H. F. Proctor, live in other part of house.



Attractive entrance in remodeled wing is inviting to all visitors. For a pleasant exterior, Linghams combined the robin's egg blue color of this door with black asphalt shingle roofing, white-painted siding, and a red brick walk from driveway to entrance. This door is one of many types available through your lumber dealer



BB023 1961



Bright and cheerful living room serves up year-round pleasure in good measure to the Linghams. Ample bay window is ideal place for potted plants. Shelves and storage cabinets on wall at left of entrance hall are decorative and useful. Ceiling of RED TOP cement plaster over ROCKLATH plaster base is painted white between beams.

Turn page for more ideas



DATA: ESTELLE BOND GURALNICK BUILDER GEORGE HAYWARD LAMP, HAEGER POTTERIES

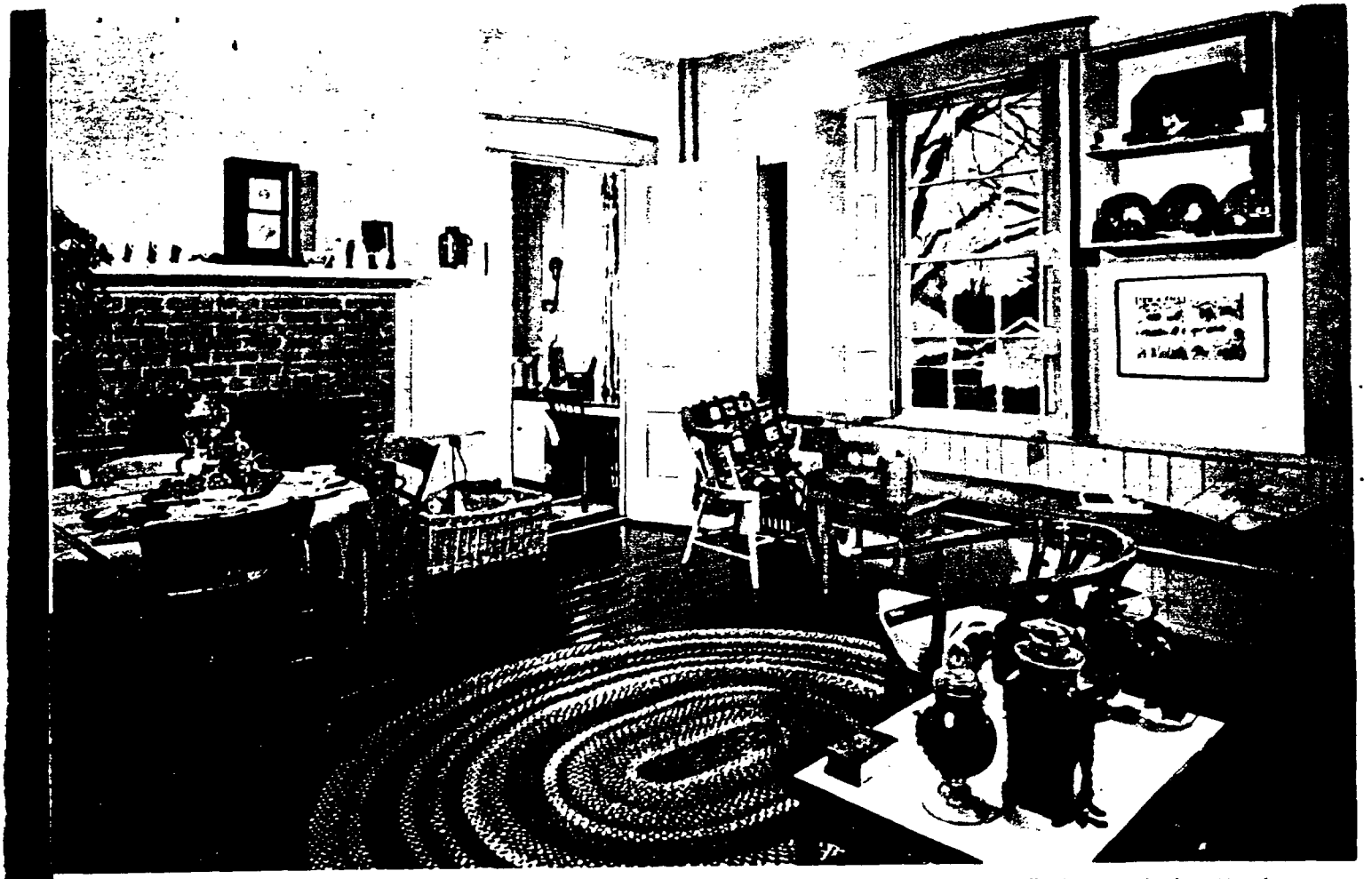


Built-in corner adds to convenience and comfort of living room. This storage area is easily built by installing stock shelving on wall and making doors of wood paneling to match fireplace wall.

A happy blue is the mood set by new accents in well-decorated living room, a result of Mrs. Lingham's sure color sense. Paneled fireplace wall is painted to match color of structural beams. Furniture color scheme of greens, yellows and neutrals combines with blue-greens on walls and woodwork.

BB023 1961

BB023 1962



Delightful family room once was the Hillers' summer kitchen. New features (above) include fireplace, storage bench covered with green cushions, and hanging shelves above made of stock lumber. Through doorway at right of fireplace is household desk in kitchen. Walls, shutters, woodwork are painted soft gray-blue.



BB023 1963



Portion of home improved for family room-kitchen is at rear of Hiller home. Door (left) leads to new bathroom converted from old closet, and to hang-up space for work clothes. Windows of lower section are in attractive family room. Door at right leads to U-kitchen. House, other buildings at East-Over Farms are painted a sunny yellow. Building at right is garage.

What every farmhouse deserves: **A new family room-kitchen**



Built-in cabinet along wall opposite fireplace (left and above) provides storage for silver, china and linens, and doubles as a buffet server when Hillers have guests. Doors were built of ¾-in. mahogany plywood, framing of stock lumber. Shutters closed over windows are equally attractive when open. Extra sink (above) enclosed by storage cabinet is used to wash china and silver.

THE HOWARD HILLER FAMILY solved their space problem at East-Over Farms, Rochester, Mass., by studying space already available and how it could be adapted to suit their needs.

They came up with these conclusions: convert the old summer kitchen into an inviting family room; turn the big pantry into a modern step-saving kitchen adjoining the family room. The decorating expert? Mrs. Hiller planned the entire scheme herself.

The Hillers are primarily dairy farmers, but they also raise cranberries. They farm 100 acres for dairying, harvest 125 acres of cranberries, and operate another 200 acres at Homestead, Fla. Mr. Hiller is president of the Cranberry Club of southeastern Massachusetts, and has won several Green Pastures Awards for excellence in pasture improvement. He is a director of the Federal Land Bank and a member of the county ASC committee. *(continued)*

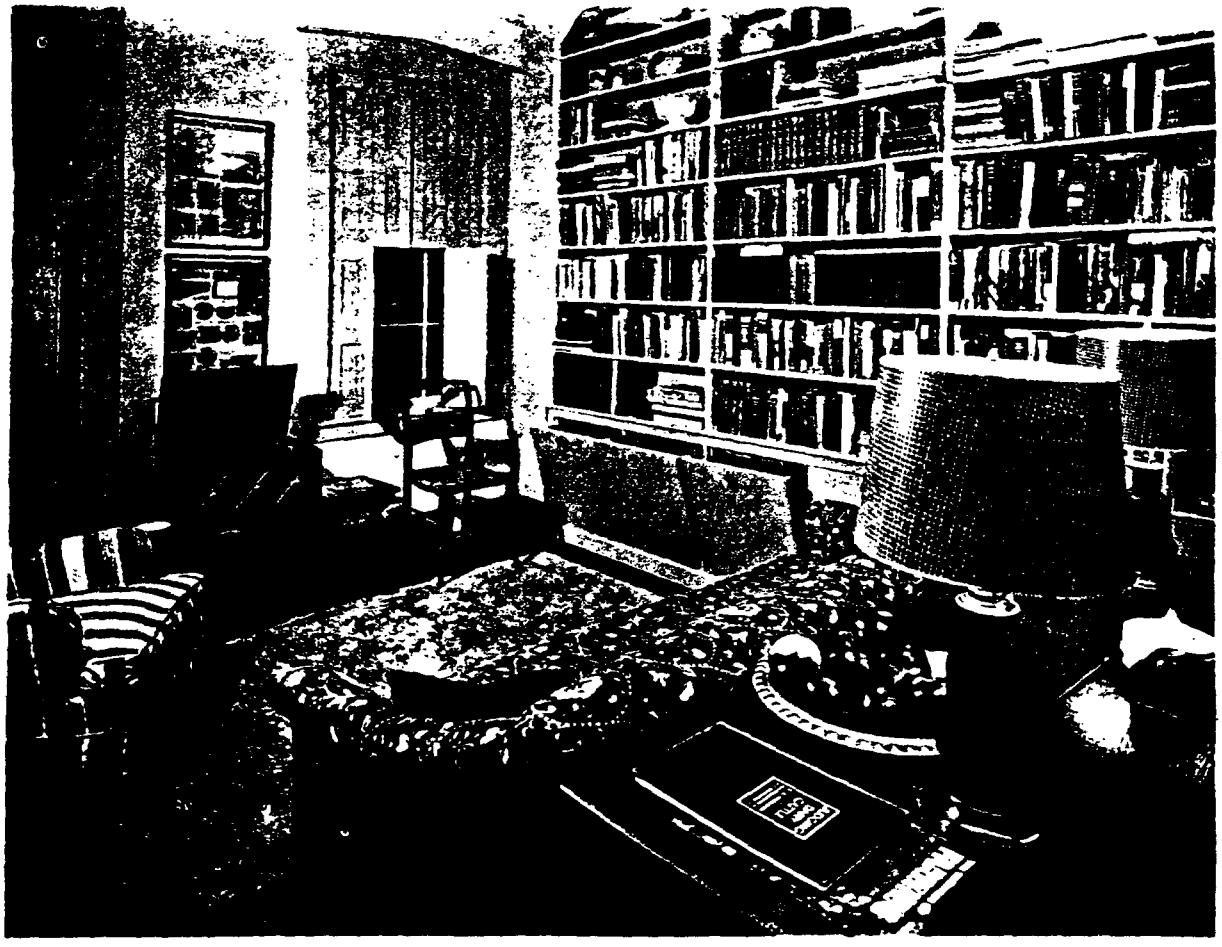


New . . . for Fall Improvements!

To simplify the task of getting your house in shape for winter, ask your dealer for the new Fall Fix-Up Handyman Plan, No. PUB 595. It's packed with maintenance tips and short cuts in home repair work. *Free* while they last!

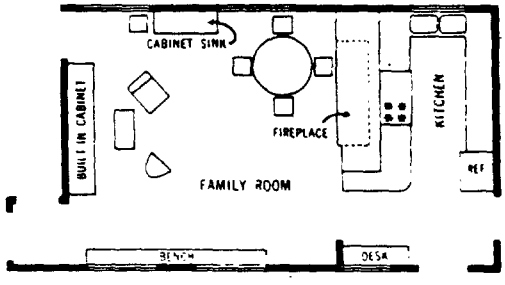
BB023 1964

BB023 1963



Storage wall in library also was added in Hillers' home improvement project. Shallow tip-out bins were built of plywood at bottom of unit to hold 12-in. record albums. The eight shelves above were built of stock 1x10 lumber.

FAMILY ROOM-KITCHEN *continued*



Father-son partnership operates efficiently for Mr. Hiller and son Bob, shown in farm office (below). That's Bob's son, Bobbie, with baby calf (right).







Compact U-kitchen replaced [illegible] pantry. Kitchen was designed for [illegible] cross-traffic interference. Note abundant [illegible] RED TOP cement plaster walls are painted [illegible] wood cabinets are white, Formica countertops and backsplashes are red.

DATA: ESTELLE BOND GURALNICK
BUILDER: J. W. BLOSSOM, INC.
PHOTOGRAPHY: LISANTI, INC.

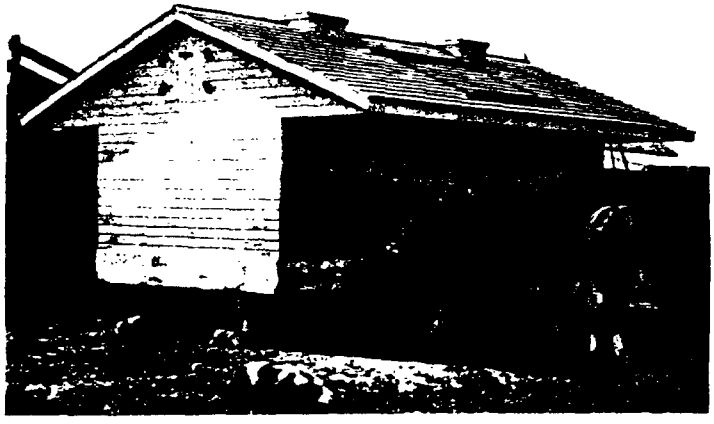
BB023 1965



The Farm Carpenter

Automatic Meatmaker

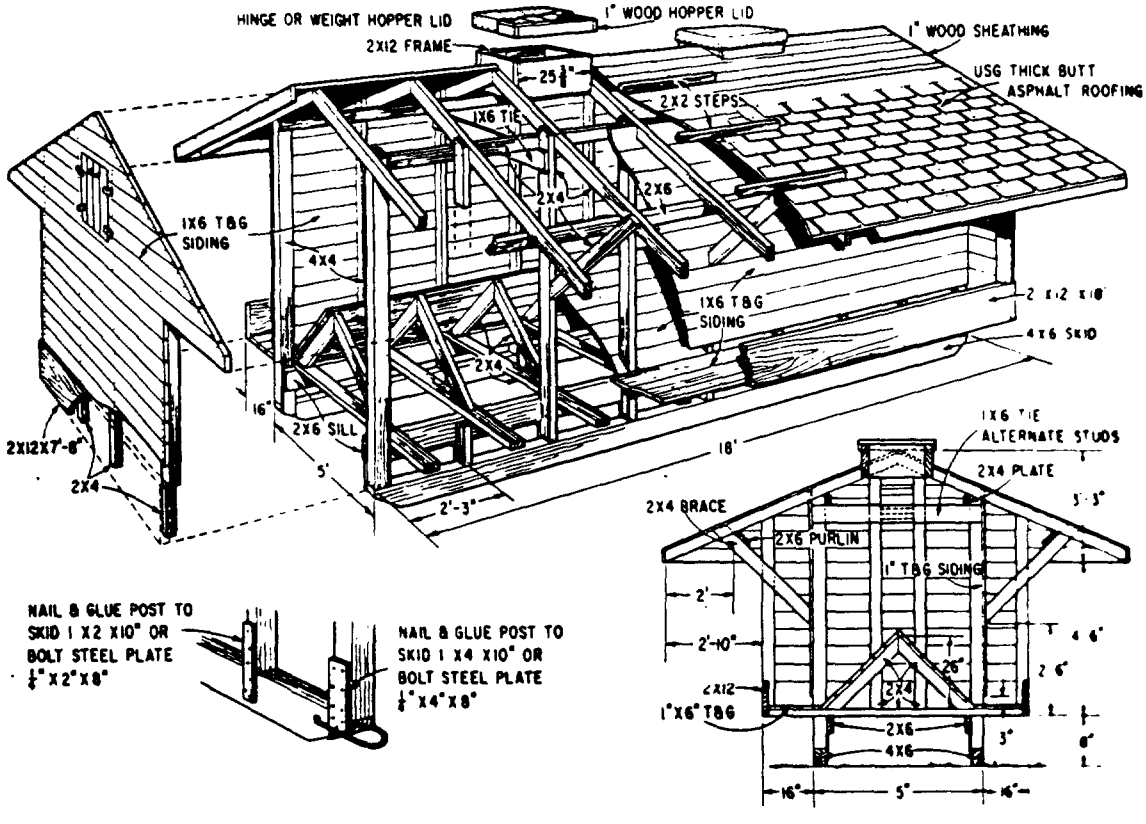
Large-capacity cattle feeder helps volume and profit



THE TREND TO BIGGER HERDS to increase net profit makes big feeders an essential part of the automatic handling equipment on today's modern farms.

This 300-bu. grain feeder was built by the Sneckloth Lumber Co., Walcott, Ia. for Orville Hein of near Stockton, Ia. The sturdy, movable bin is 7 ft. 8 in. wide (5 ft. at runners), 18 ft. long.

This popular cattle feeder is easy to construct from stock materials available from your BUSINESS OF FARMING lumber dealer. Take this page to him for help in selecting materials, and follow the how-to-build drawings on this page. While there, ask him for the autumn Cattle Buying Guide, an exclusive new Profit Guide prepared by Doane Agricultural Service. It's free for the first readers who request it.





YOUR CLIP-OUT PAGE

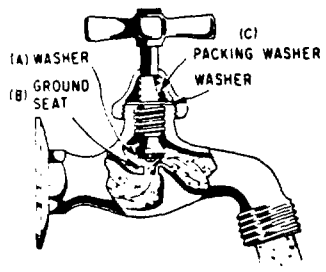
B8023 1966

How to repair leaky faucets

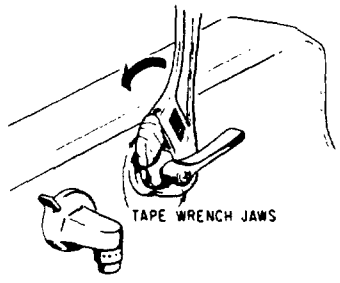
Fix that exasperating leak yourself or call in a plumber? If the leak is caused merely by worn-out washers, there's no reason why you shouldn't try your hand at the job; but if any major plumbing is required, play it safe and get yourself a reliable plumber! The illustrations here include only a few faucet styles; there are many types and styles of faucets in use today, so use these drawings and explanations merely as a guide to general principles.

Six steps for repairing faucets:

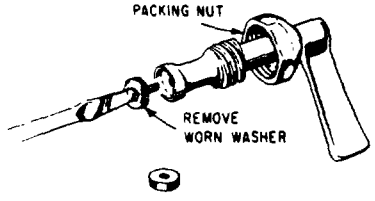
1. Turn off water supply at master valve or cut-off valve near faucet. If a faucet drips after it's shut off, the cause is usually a worn washer (A) or a scored ground seat (B). Leaks at the handle are usually result of worn-out packing or packing washer (C).
2. When repairing chrome-plated fixtures, tape jaws of wrench; then loosen polished packing nut and remove assembly.
3. Replace worn washer at end of assembly with new washer exactly the same size. Assorted faucet washers are available from hardware dealers.
4. If handle leaks, it may be harder to find the correct size packing washer. Temporary repairs may be made by wrapping heavy string around spindle.
5. Kitchen mixing-type faucets are often made with threaded sleeve to squeeze the packing instead of a decorative packing nut. To repair, remove worn packing washers from spindle and replace with new packing washers exactly the same size. If packing washers are unobtainable, wrap graphite wicking around spindle between metal washers. Detail A is cut-away drawing of these components.
6. When water is again in pipes and you find that faucet still drips, trouble is probably caused by scratched or pitted surface on faucet seat. A low-cost grinding tool is available at your hardware dealer's for grinding seat smooth. Check cutters to be sure size is right, then center tool as shown in opening (Detail B). Turn handle slowly with light pressure; seat is made of soft metal and will grind away easily. Rinse off particles of metal before reassembling faucet.



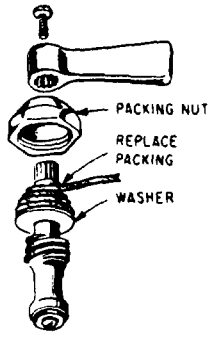
1 OUTDOOR FAUCET



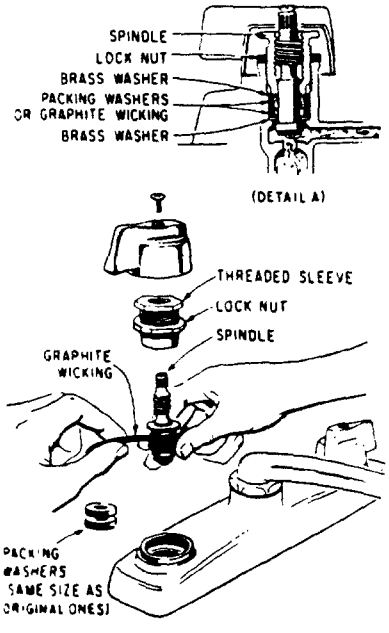
2 BATHROOM FAUCET



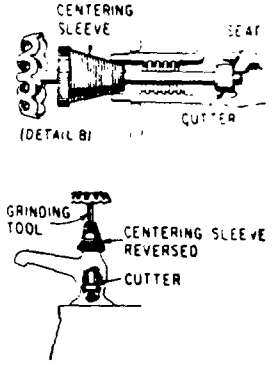
3 REPLACE WASHER



4 REPLACE PACKING



5 KITCHEN MIXING-TYPE FAUCET



6 GRINDING FAUCET SEATS

STAY ON THE BAND WAGON!

Your lumber dealer now is revising and expanding his lists of progressive farmers to receive THE BUSINESS OF FARMING and other helpful building and farm management services through 1960. Be sure he includes your name or call him today. His name is on the cover of this issue.

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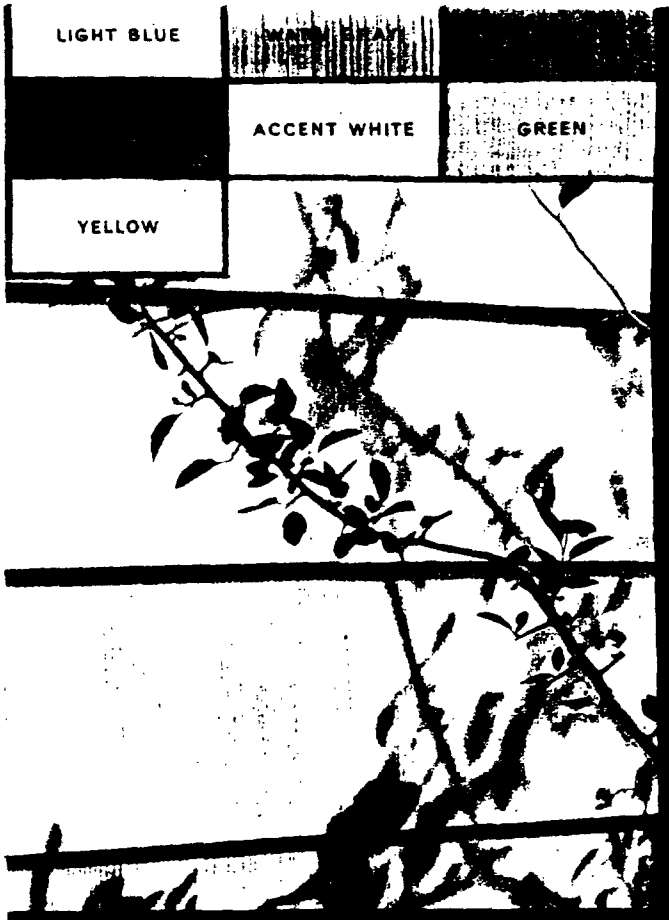
USG

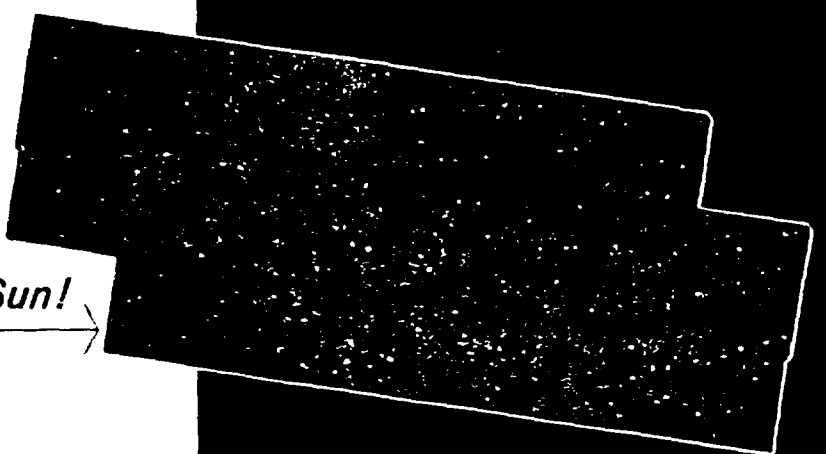
BB023 1967

Seven new colors make Big News!



GLATEX* S[illegible]
RICH-LOOKING, LONG-LASTING

The *seven* new GLATEX siding colors make exciting news for every homeowner. Any of these distinctive shadings give your home a brand-new appearance, a colorful exterior that looks like a million. The new colors are beautifully coordinated . . . for two-tone exterior finishing. And the beauty of GLATEX Asbestos Cement Siding is baked right into its ceramic surface. Dirt, soot, grease wipe right off! It's fireproof, too, and never needs paint!



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BROZ 3 1969