

Wood Conversion Company

First National Bank Building, St. Paul, Minn.

NEW YORK

CHICAGO

TACOMA

DALLAS



BALSAM-WOOL AND NU-WOOD INSULATIONS

BALSAM-WOOL

Sealed Insulation
Acoustical Blanket
Sound Deadening
Industrial Insulation
Refrigerator Insulation

NU-WOOD

Kolor-Fast Tile
Kolor-Fast Plank
Kolor-Fast Board
Kolor-Fast Wainscot
Kolor-Fast Sheathing

NU-WOOD

Lath
Roof Insulation
Industrial Insulation
Refrigerator Insulation
KOLOR-TRIM Pre-decorated Moldings

BALSAM-WOOL—The Double Value Sealed Insulation

The basic rightness of Balsam-Wool insulation principles has been recognized for 21 years. Today, the new DOUBLE-VALUE BALSAM-WOOL offers greater moisture protection, increased efficiency, and increased thickness. In addition it provides such outstanding Double Advantages as Double Sealing, Double Moisture Barriers, Double Wind Barriers, Double Air Spaces, Double Bonding, Double Fastening.

Balsam-Wool is an insulating mat of fleecy wood fibers, enclosed between a protective covering of double layers of asphalted craft, chemically treated to resist fire, rot, termites and vermin—92 per cent of the mat volume is dead air.

Balsam-Wool SEALED Insulation is fabricated at the factory to a controlled density of 2.2 lb per cubic foot. The mat has a coefficient of 0.246 Btu per hour, per square foot, per 1 degree F difference in temperature, per 1 in. thickness.

As applied, factory efficiency is assured. The Spacer Flange on each edge folds over and is fastened to framing members with a staple hammer, assuring important air space front and back.

Double-Value Balsam-Wool is available in two new increased thicknesses—STANDARD and DOUBLE-THICK, in widths of 16, 20, 24 and 33 inches. Wall-thick Balsam-Wool is available in widths of 16, 20 and 24 inches.



Balsam-Wool Spacer Flange



Application is quick and easy

NU-WOOD INTERIOR FINISH—STRUCTURAL INSULATION

Nu-Wood Kolor-Fast and Sta-Lite Interior Finish (Tile, Plank, Board and Wainscot) is applicable either to new construction or to existing buildings. It offers varied and pleasing decoration, also insulation and acoustical value.

Nu-Wood Insulating Lath has several times the bonding strength of wood lath—continuous surface eliminates dirty lath

marks, reduces cracks, V-joint resists trowel pressure in both directions—assures unbroken insulation value.

Nu-Wood Insulating Sheathing is surfaced on both sides with double coats of special moisture proofing compound. Large board—speed erection—stronger, windproof, insulated construction.

International Heating & Ventilating Exposition

THE AIR CONDITIONING EXPOSITION

Permanent Address—Grand Central Palace, New York, N. Y.

EXPOSITIONS HELD

The first in Philadelphia, 1930.
The second in Cleveland, 1932.
The third in New York, 1934.
The fourth in Chicago, 1936.
The fifth in New York, 1938.
The sixth in Cleveland, 1940.

The Seventh planned for Philadelphia in 1942, was postponed. The conclusion of war activities will mark the resumption of manufacture of air conditioning equipment for civilian use. At that time the Exposition will unfold tremendous opportunities for the industry and manufacturers.

These expositions have been and will be held coincident with the Annual meetings of the AMERICAN SOCIETY OF HEATING AND VENTILATING ENGINEERS and are directed by the International Exposition Company, under the auspices of the A.S.H.V.E.

EXHIBITORS

Comprise leading firms in each phase of the industry; number has varied from 150 to 327 exhibitors.

EXHIBITS

These range from and comprise all the types of articles discussed or advertised in this copy of THE A.S.H.V.E. GUIDE.

- The COMBUSTION Group:**
Furnaces, burners (coal, oil and gas), grates, stokers, boilers, radiators (various types), refractories and auxiliaries.
- The OIL BURNER Group.**
- The HYDRAULIC Group:**
Water feeders, water heaters, pumps, traps, valves, piping, fittings, expansion joints, pipe hangers, etc.
- The STEAM HEATING Group:**
Vapor heating and steam specialties.
- The HOT WATER HEATING Group.**
- The Air Group:**
Warm Air furnaces and stoves, registers and grilles, cooling towers, air filters, motors, fans, blowers, conditioning equipment, ventilators (room and industrial types), unit heaters, etc.
- The AIR CONDITIONING Group:**
Equipment which circulates and filters the air, in summer dehumidifies and cools; in winter heats and humidifies, and does all these in proper season for complete, all year-round air conditioning.
- The CONTROL Group:**
Instruments of precision for indicating, controlling or recording temperature, pressure, volume, time, flow, draft or any other function to be measured.
- The REFRIGERATING Group:**
Compressors, condensers, cooling apparatus, contingent apparatus and refrigerants.

- The CENTRAL HEATING Group:**
Apparatus and materials especially designed or adapted to the uses of central heating and central heating station supplies.
- The INSULATING Group:**
Structural insulators (refractory and cellulose materials), asbestos, magnesia clays and combinations thereof, pipe and conduit covering, etc., weather-stripping, etc.
- The MISCELLANEOUS Group:**
Electric Heaters, boiler and pipe repair alloys, liquids and compounds, tools of all kinds, and equipment not specifically included in the above groups, but related thereto.
- The MACHINERY AND GENERAL EQUIPMENT Group.**
- BOOKS AND PUBLICATIONS.**

VISITOR ATTENDANCE

Comprises a registered attendance invited to the exposition and includes:

(Figures are 1940 analysis)

INDUSTRIES

Governmental.....	401
Distribution Channels.....	
Contractors, Dealers, Jobbers, Supply Houses.....	7,031
Home Owners.....	333
Industrial Users.....	9,371
Professional and Service Organizations.....	689
Public Utilities.....	900
Real Estate Management and Operation.....	630
Educational Institutions.....	500
Miscellaneous.....	797
TOTAL.....	20,652

OCCUPATIONS

Executive.....	11,433
Construction.....	2,632
Operation.....	2,353
Technical.....	2,688
Not Classified including Educators, Publishers, Home Owners, etc.....	1,546
TOTAL.....	20,652

Industrial Expositions in America lead the expositions of the world in style, business effectiveness, industrial influence and educational value. This Exposition stands among the leaders in Industrial Expositions in America. It is an educational institution which brings together the research developments and improvements in equipment and materials for use in heating, ventilating and air conditioning all types of buildings.