

NEW HOMES FROM OLD HOUSES

WITH A REINFORCED STUCCO "OVERCOAT"

IT HAS BEEN SAID that paint and varnish are the only things that can protect and save wood from the elements—this is not true, because paint and varnish are themselves affected by the elements.

Reinforced Stucco is really our most *permanent* building material—when you build or "overcoat" with *reinforced* Stucco you actually encase your home in a crack-free, air-proof, "back-plastered," monolithic (one-piece) glove-fitting surface of man-made stone which, thickness for thickness, is stronger, more permanent, and infinitely cheaper than brick, stone, or marble.

Scattered throughout the country are numberless old, roomy houses, built in the era of good workmanship and materials, but with poor exterior design—too good to tear down, yet not attractive enough for a home.

Buildings of this type afford endless opportunities for remodeling in *reinforced* Stucco—by making a slight change here and there, to enhance it from an architectural viewpoint, and "overcoating" it with a *reinforced* Stucco surface.

If done merely in order to obviate the necessity for the never-ending repainting and repairing, a *reinforced* Stucco "overcoat" will pay for itself within a very few years.

There is no *permanent* material so beautiful, so appealing, so economical as Stucco, applied to a new home or as an "overcoat" to an old house.



Applied, as it is, in a plastic state, Stucco can be fashioned and treated as no other material; color and texture are limited only by the artistry of the designer and craftsman. Smooth or rough, white or tinted, it is adaptable to nearly every type of architecture, with the true fitness of the proper combinations of material.

From the moment of application, Stucco has the delightful shades and tones that give a house its home-like appearance as it mellows into the landscape. When properly applied,

Stucco improves with age, in looks, and in structure. BUT no material, unreinforced or unprotected, can long withstand the elements and the natural expansion and contraction (due to temperature changes) to which everything is subject.

Wood is painted—shingles are creosoted—concrete is reinforced—steel is painted or galvanized—foundations are water-proofed—silver is lacquered.

All this is done to lengthen the natural life of the various materials—to *reinforce* or preserve them.

Therefore, when you build or "overcoat" with Stucco, be sure to use National Steel Fabric Style P-214—a combined *reinforcement* and base which, aside from insuring *permanent* Walls of Strength, by *reinforcing* them, is actually cheaper in place.

In the following pages you will find complete details regarding National Steel Fabric Style P-214 and its use in "overcoating."



House at 47 Conshohocken Ave., Philadelphia, Pa.—the type of house you see every day, everywhere.



The same house, a little later—remodeled with National Steel Fabric Style P-214 in magnesite stucco. Note the rejuvenated appearance.

WHY NATIONAL STEEL FABRIC STYLE P-214 SHOULD BE USED IN "OVERCOATING" WITH REINFORCED STUCCO

TO HOLD STUCCO and other plastic materials in place, particularly until it "sets" or hardens, some kind of a "form" or "base" is required—just as paste is required to hold paper to the wall.

Wood lath, metal lath, and the patented Stucco boards and sheathings are all "forms" or "bases." They hold Stucco in place by means of "keys" or "fingers."

"Keys" are that quantity of the Stucco which, while moist, is forced through the openings provided in or between the lath or base in order to hold or "key," over the face of the lath, the specified amount of Stucco—usually $\frac{3}{4}$ " to 1". "Keys" do not add nor are they expected to add, to the strength of the Stucco slab. Therefore, the quantity of Stucco used to form these "keys" (from 10% to 25%—depending upon the type of lath or base used) is actually wasted material.

Furthermore, the very nature of these laths (because they are continually expanding and contracting due to heat and cold, dampness and dryness) tends to break or shear off the brittle "keys." Is it, then, any wonder that Stucco cracks, bulges, and finally falls off?

In view of the fact that Stucco is moist when applied, a slight expansion or a slight contraction (technically, a change in volume) occurs as the moisture dries out. For this reason the American Concrete Institute, Committee on Treatment of Concrete Surfaces, says:

"The ideal job of lathing would obviously be that in which the lath forms a uniform fabric over the structure, without seams or lines of weakness, and with equal reinforcing value in all directions."



The house below in the course of remodeling.

This clause was written some years before National Steel Fabric Style P-214 was developed—yet it is a very definite and concise description of that product, which was specifically developed as a combined base and reinforcement for Stucco.

National Steel Fabric Style P-214 is an electrically welded fabric or network of heavy, galvanized cold-drawn steel wires having equal reinforcing value in all directions, and developing 60,000 to 85,000 pounds tensile strength per square inch of steel—

And having securely attached thereto a very tough and heavy waterproof paper backing which acts as a form against which Stucco is packed and densified and which, by cohesion, holds the moist Stucco in place until "set."

It is made in large sheets, 48" x 98", which are applied either direct to the studs, or over siding, clapboards, sheathing, or insulation, by one man in one operation.

As illustrated on page 4, National Steel Fabric Style P-214 is actually a combination of 5 building materials; namely, sheathing, building paper, furring strips, lath, and reinforcement. This, together with the fact that it saves the 10% to 25% of Stucco ordinarily wasted in forming "keys," is the reason that it is less costly to build or "overcoat" with Stucco reinforced with National Steel Fabric Style P-214 (the most modern type of construction) than with the ordinary, cheap, but nevertheless inferior wood lath type of construction.

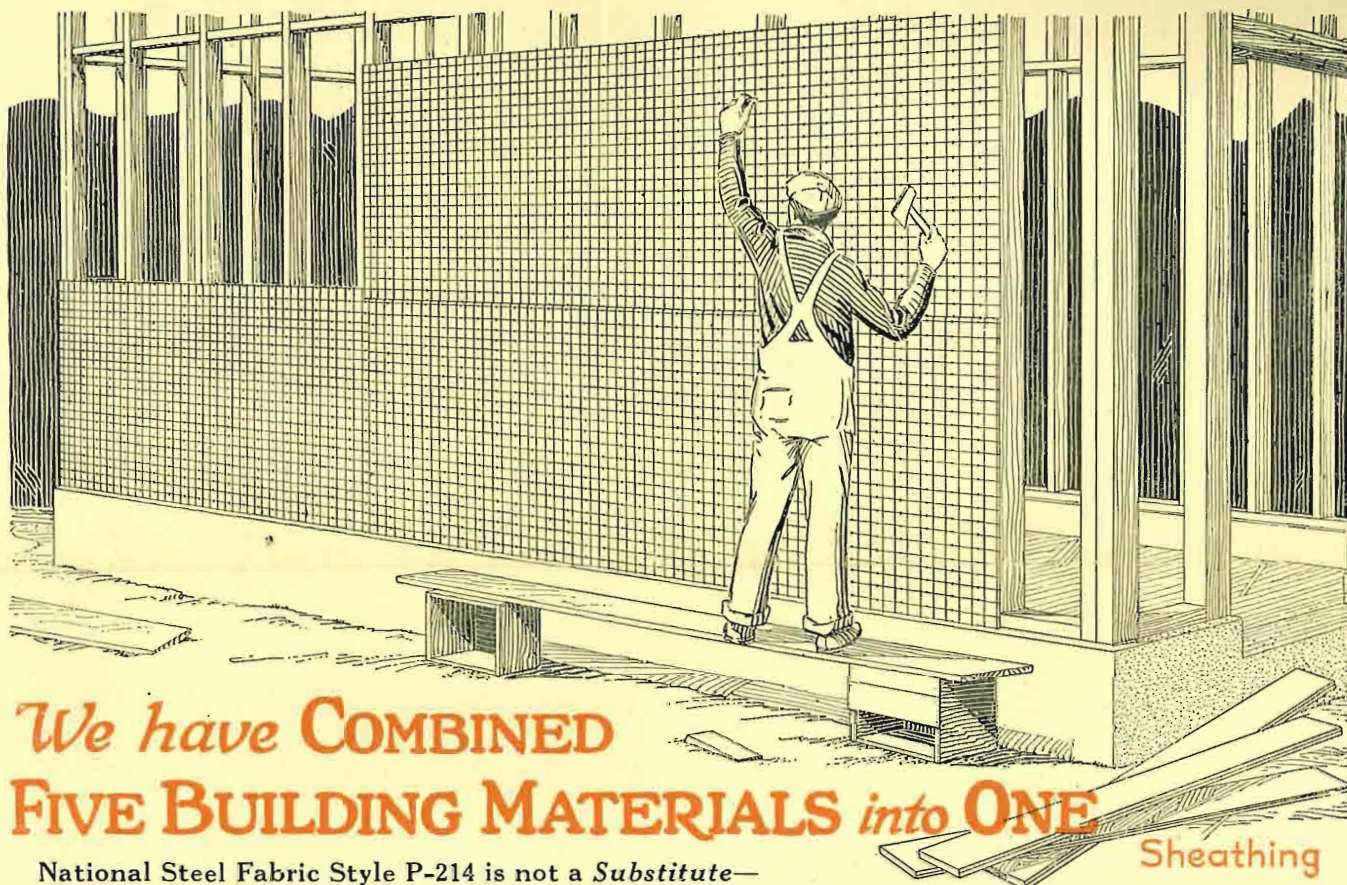
On page 5 you will find listed the Advantages of National Steel Fabric Style P-214 for "overcoat" jobs—be sure to read them.



The Chas. S. Clark residence and garage, Oak Park, Illinois, in the process of remodeling. Lowe and Bollenbacker, Chicago, Architects for Remodeling; Wm. Balhatchett Co., Chicago, Plaster Contractors.



The same residence and garage after remodeling in National Steel Fabric Style P-214 reinforced cement stucco.



We have COMBINED FIVE BUILDING MATERIALS into ONE

National Steel Fabric Style P-214 is not a *Substitute*—



IT is a combined base and *reinforcement*, which not only unites sheathing, building paper, furring strips, lath, and reinforcement into *one* building material, but also assures stronger, monolithic, more permanent, more firesafe, and (what is most gratifying) less costly construction. Plastic materials automatically “back-plaster” themselves when applied over National Steel Fabric Style P-214.

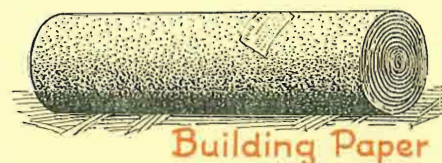
Style P-214 is used for plaster walls and ceilings and stucco walls, also for cement, composition, and tile porch and bathroom floors.

When applied over National Steel Fabric Style P-214, Stucco exteriors cost less than even frame construction, and the architectural effects obtained rival sculptured stone and marble in beauty.

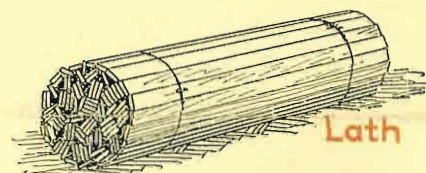
The cost of plaster walls and ceilings applied over National Steel Fabric Style P-214 is but little more than that of the ordinary, inferior wood lath type of construction; but you have absolute insurance against cracking and falling plaster and their repair and replacement costs.

When used as a combined *reinforcement* and “form” for cement, tile, and composition floors, much useless expense (such as false floors, and the “dropping” of floors) is eliminated, and hence the saving effected by the use of Style P-214 is considerable. And the cold drawn, galvanized, electrically welded steel wire (which develops a tensile strength of 60,000 to 85,000 pounds per square inch of steel) will carry any floor load ordinarily encountered.

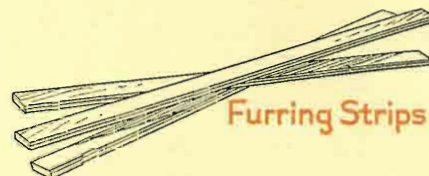
Your architect, contractor, or engineer will gladly apply the modern principles of *reinforcement* to all the plastic materials entering into your building operations, if you will but make your desire known.



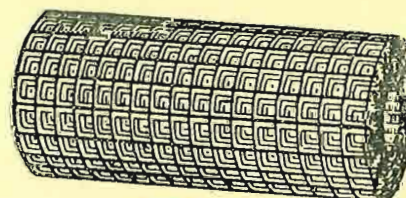
Building Paper



Lath



Furring Strips



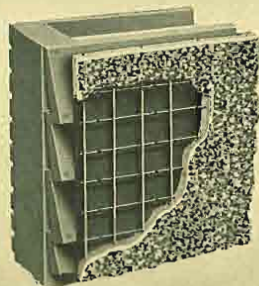
Reinforcement

New Homes *from* Old Houses

BEFORE
WORTH \$500.



Was offered \$500 for wrecking and removing old house



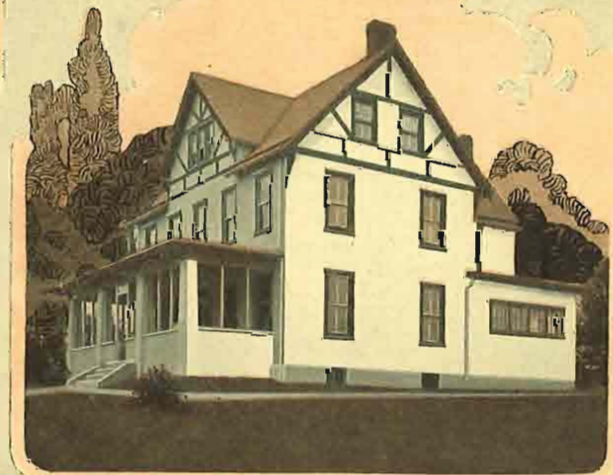
A Section of Stucco, Reinforced with National Steel Fabric Style P-214 applied over Weather Boards or Siding



ADVANTAGES

Increased property value
Lower cost of heating
No more painting
No more repairing
Warmer in winter
Cooler in summer
Lower insurance premiums
Lowest cost of remodeling
Monolithic, permanent walls
No rebuilding of window frames
Crack-free, reinforced stucco
Personal satisfaction
Wire fabric strengthens entire building
Stucco is "back-plastered" automatically

AFTER
SOLD FOR \$27,000



Sold for \$27,000

Cost of Remodeling in National Steel Fabric Reinforced Stucco	\$1,080
Cost of interior Remodeling including new heating system, hardwood floors, and breakfast room	4,000
Total cost of remodeling	\$5,080

With a *REINFORCED STUCCO* "Overcoat"

Old homes, well built, but unattractive, become extremely charming and much more valuable when remodeled and "overcoated" with reinforced Stucco. Pays for itself in the paint it saves alone within five or six years.

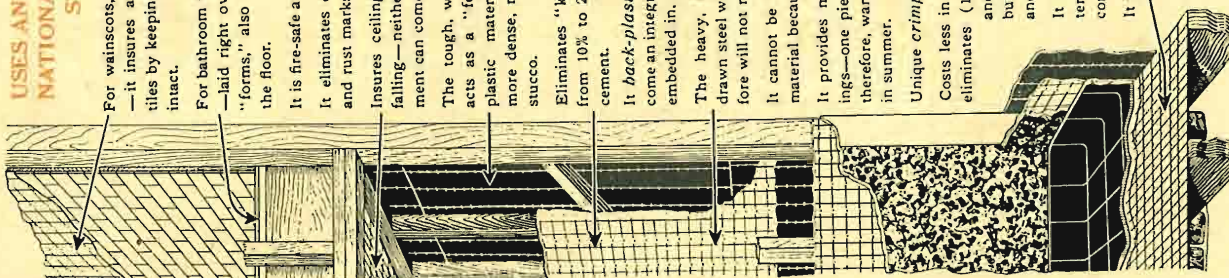
Use National Steel Fabric Style P-214

NATIONAL Steel Fabric Style P-214 is manufactured in sheets 48" wide by 98" long; it is applied direct to the studs, or over siding, clap boards, sheathing, or insulation, by one man in one operation.

By combining 5 building materials (sheathing, building paper, furring strips, lath, and reinforcement) into 1, we have decreased very materially the cost of getting the walls ready for the Stucco "overcoat."



**USES AND ADVANTAGES of
NATIONAL STEEL FABRIC
STYLE P-214**



For wainscots, tile walls, and mantles — it insures against loose and broken tiles by keeping the plaster background intact.

For bathroom floors, tile or composition — laid right over the joists; eliminates "forms," also necessity of "dropping" the floor.

It is fire-safe and sound deadening.

It eliminates dust streaks, lath marks, and rust marks.

Insures ceilings against cracking and falling — neither plaster nor reinforcement can come off unless forced off.

The tough, waterproof paper backing acts as a "form" against which the plastic material is packed, insuring more dense, more uniform plaster and stucco.

Eliminates "keys," and thereby saves from 10% to 25% of plaster, stucco, or cement.

It *back-plasters* itself — the wires become an integral part of, and thoroughly embedded in, the plastic materials.

The heavy, electrically welded, cold drawn steel wires are galvanized, therefore will not rust or corrode.

It cannot be "skinned," yet takes less material because it eliminates "keys."

It provides monolithic walls and ceilings — one piece; no joints or cracks — therefore, warmer in winter and cooler in summer.

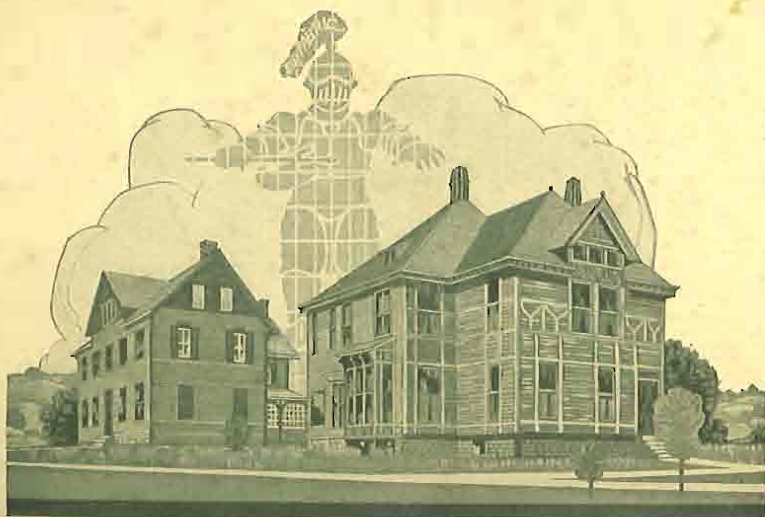
Unique *crimps* make it self-furring.

Costs less in place because it entirely eliminates (1) necessity for sheathing and insulation, (2) separate building paper, (3) "furring," and (4) lath.

It saves time, labor and material, yet assures stronger construction.

It is the only economical way to lay a cement or composition porch floor.

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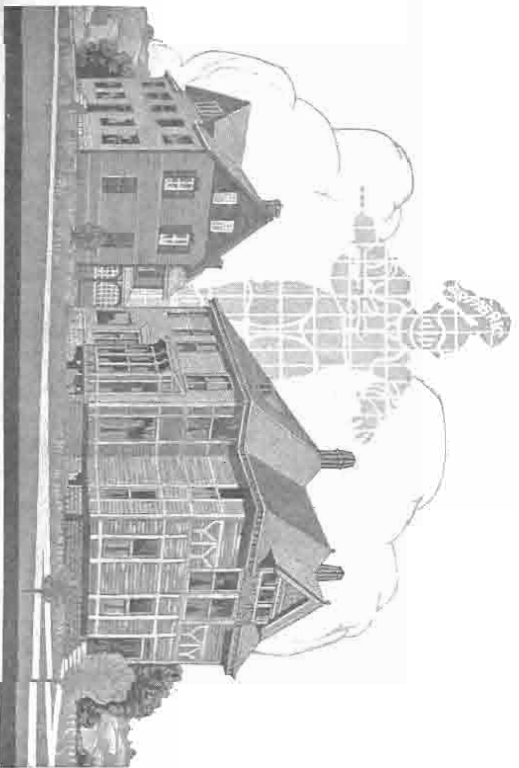


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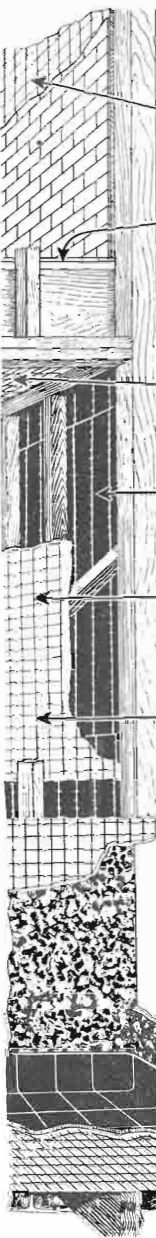


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