

American Builder

A SIMMONS-BOARDMAN TIME SAVER PUBLICATION • 75c

OPPORTUNITY FOR MARCH 1959:

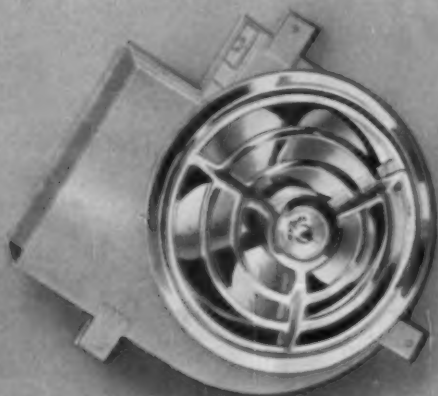
**55 WAYS
TO MAKE
MORE MONEY**



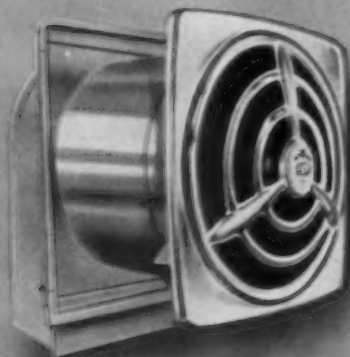
"This is how we sell Hidden Values" ... p. 106
... part of a guided tour of a top-notch builder's business

IN EXHAUST FANS..

It's NuTone for Power



NUTONE MODEL 851-M
One of Eight Types for Ceiling



NUTONE MODEL 817
One of Four Types for Wall



Every home needs good ventilation in the kitchen to keep air fresh and to prevent greasy film from settling on walls and furnishings.

NuTone EXHAUST FANS pull out odors, grease, moisture and excess cooking heat before they circulate into other rooms of the house.

You can choose the exact type best suited for you, but no matter which NuTone Exhaust Fan you select . . . you can be sure you have the most modern, most efficient kitchen ventilation of all.

*For Fresh
Clean Air*

NUTONE OFFERS YOU AMERICA'S MOST COMPLETE LINE OF EXHAUST FANS FOR THE KITCHEN.



6 inch Wall



10 inch Wall



6 inch Ceiling



10 inch Ceiling



Vertical Discharge



BLOWER TYPES



IN RANGE HOODS..

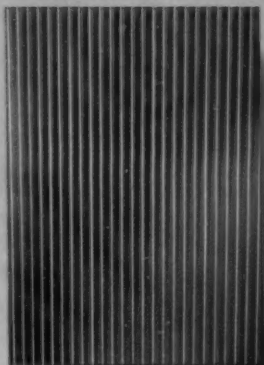
It's NuTone for Beauty

8 LUXURIOUS FINISHES AND SOLID METALS .. SO RICH.. SO DURABLE.. SO EASY TO CARE FOR.

LATIN ANODIZED ALUMINUM



RIBBED COPPER ANODIZED



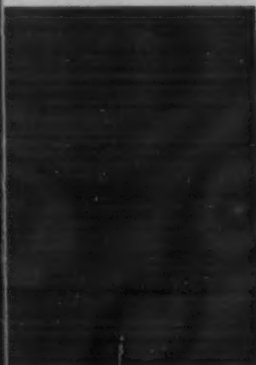
BAKED WHITE ENAMEL



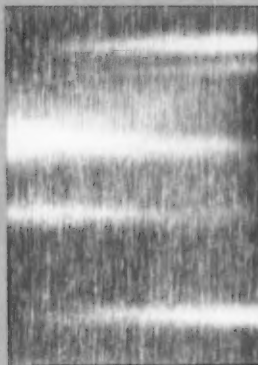
COPPER ANODIZED ALUMINUM



ANTIQUE COPPER ENAMEL



STAINLESS STEEL



COPPER ENAMEL



BRUSHED CHROME
For Oven Hood



*For Color
in Kitchens*

There's no limit to the COLOR you can add to your kitchens with the many different finishes of NuTone Hood-Fans. Not just 2 or 3... but 8 new, mirror-smooth finishes to blend with any color scheme of wood or steel cabinets.

Why not put this sales feature in your homes? Leading Builders agree... "The Kitchen sells the Home... and NuTone Hood-Fans sell the Kitchen!"

NUTONE OFFERS YOU AMERICA'S MOST COMPLETE LINE OF HOOD-FANS.



1100 SERIES



1200 SERIES



1500 SERIES



1600 SERIES



1700 SERIES

SEE NEXT PAGE →



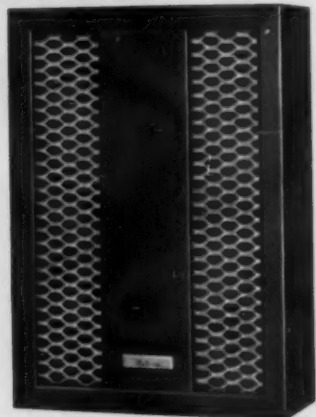
"Cheerful Earful" & "Delightful Sightful"

...that put prospects in a buying mood

Make your homes more inviting with this friendly "hello" at your doorways. NuTone Door Chimes are beautiful to hear . . . attractive to see . . . add elegant charm to your hallways . . . living rooms . . . or kitchens. Brilliantly designed in Contemporary and Traditional models to suit any interior. 23 handsome styles ranging from low cost two-note chimes . . . to exquisite eight-note Westminster-chord masterpieces. Built-In or Surface-Mounted Models. Also . . . 15 smart Pushbuttons . . . and Transformers.

SEND FOR FREE DELUXE CATALOGS IN BINDER.

Write NuTone, Inc., Dept. AB-3, Cincinnati 27, Ohio

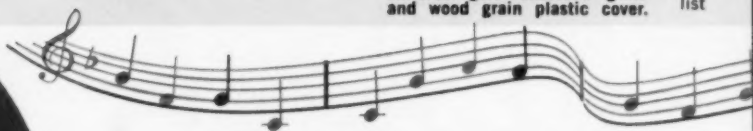


L-39 NEW 4 OR 8-NOTE DOOR CHIME

Custom styled cabinet with rich textured gold anodized grille and wood grain plastic cover.

\$25.95
list

U.S. & Foreign Patents Pending

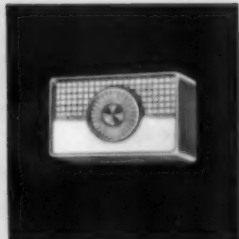


NuTone

DOOR CHIMES

ADD EYE LEVEL BEAUTY TO
YOUR HOMES AT MODEST COST

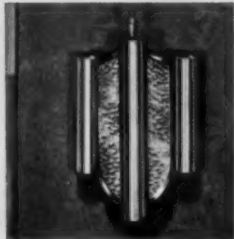
Here Are Other NuTone Chimes for 2 or 3 Doors



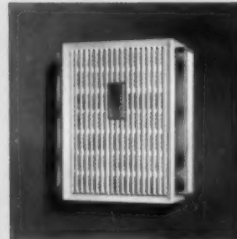
L-12 2 Notes \$4.95 list



L-17 2 Notes \$6.95 list



L-20 2 Notes \$10.95 list



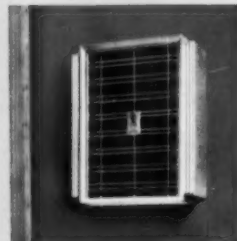
L-21 Repeating \$9.95 list



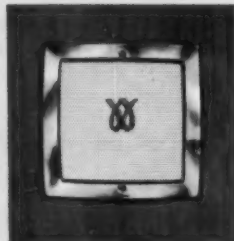
L-22 2 Notes \$9.95 list



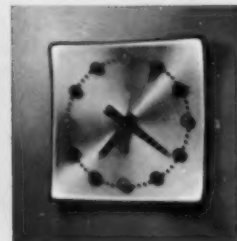
L-23 2 Notes \$8.95 list



L-30 Chord Tone \$13.95 list



L-15 Built-In \$9.95 list



L-36 Clock & Chime \$22.50



L-60 Westminster \$69.95 list



MARLITE WALLS AND CEILINGS . . .

Marlite Paneling *cuts completion time for beautiful interiors*

Smart, modern interiors shape up faster with Marlite. That's because this modular paneling is easy to handle . . . easy to install with ordinary carpenter tools. The result is a completely finished wall that needs no decorating . . . adds luxury to any interior. Moreover, Marlite's baked melamine plastic finish resists heat, moisture, grime and stains. It wipes

clean with a damp cloth; stays like new for years.

Plan your "idea interiors" with Marlite. Available in prefinished Planks, Blocks, Peg-Board®, large Panels, hollow-core Korelock. Get complete details from your building materials dealer, refer to Sweet's File, or write Marlite Division of Masonite Corporation, Dept. 303 Dover, Ohio.

5025

that's the beauty of **Marlite®**
plastic-finished paneling



MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

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Carlrим Double Compartment Ledge Type Sinks.

Carlrим Shallow Ledge Type Single Compartment Sinks.

Carlrим Single Compartment Ledge Type Sinks in Standard Depths.

Carlrим in the popular new Vegi-Prep Design, with shallow bowl at right or left.

Carlrим Single Compartment Flat Rim Sinks for limited space.

Carlrим Laundering Combination Ledge Type Sinks with extra deep bowl at right or left.

THE NEW CARLRIM SINK

With "Built-in" Rim for EASY INSTALLATION

Now **19** Different Designs to Choose From

When you are selling a prospect a new sink it's important to be sure you can supply it in just the size and design needed. That's why we are producing a complete Carlrим Sink line, not just one or two models!

Whether the home owner (or builder) requires a double compartment or single compartment sink; a ledge type or flat rim type; a Vegi-Prep model or laundering combination; a sink for home bar or other utility purposes—it is now available in a Carlrим Model.

Special Note to Master Plumbers, Builders, Architects and Kitchen Specialists

All Carlrим Sinks are designed to fit any standard cut-out. Clear installation instructions come with each sink. You will be pleasantly surprised to discover how the new "built-in" Carlrим rim cuts installation time. And Carlrим's new installation method (pat. pending) guarantees a tight, sealed fit into the counter top that cannot twist, buckle or spring loose no matter how many years the sink is in use.

All Carlrим Sinks are made from highest quality type 302 (18-8) non-magnetic stainless steel. Write today for the new Carlrим Catalog and name of the Carlrим Distributor nearest you. Sink Division, Carlrим Manufacturing Company, Carlrим, Ohio.

We also produce a complete line of Carlrим Scullery Sinks (either stainless steel or galvanized) for installation in commercial kitchens. Write for Illustrated Catalog S-958

You just can't buy better-when you buy...

CARLRIM STAINLESS STEEL SINKS

The Opportunity Page

(Keynote page of the AMERICAN BUILDER, which is opportunity cover to cover, advertising and editorial)

MONEY
MAKER

1

How to make money by saving on your income tax; timely tips on planning next year's taxes now*

Saving money on income taxes is a matter of foresight. 1958 amendments to the Internal Revenue Code offer some excellent advantages. But the benefits must be studied and used judiciously. The following suggestions will show how you can plan ahead for tax savings.

Methods of taxation

One of the most important amendments to the Internal Revenue Code permits "small business corporations" to be taxed much like a partnership. The firm may pay its tax as a partnership and still have personal liability limitations afforded by a corporation. Shareholders must include in their own income their pro rata part of the corporation's income. They get no credit or exclusion for dividends received. But the long-term capital gains characteristics of the corporation's income do carry over. Operating losses are carried back or forward by the individual rather than the corporation. Within prescribed limits this is a real break for any builder who wishes to take current earnings out of his corporation without double taxation.

How to report income

There are several ways to report income from the sale of real estate. Either of these two methods could put you in a lower tax bracket.

(1) Installment method: this has a definite advantage of pro-rating the taxable income over the entire period in which payments will be received. It can be used for sale of real property where payments received in the year of sale do not exceed 30% of the selling price. "Payments" do not include the purchaser's evidences of indebtedness (notes given you by the buyer in the amount of

the unpaid balance). These notes, however, may be used by you as collateral for a loan.

(2) Deferred method: this applies where payments in the year of sale exceed 30% of the sales price. This plan is often used when a builder takes a second mortgage from the buyer. It is advantageous when the fair market value of this mortgage is less than its face value. Profit is then reported in subsequent years as mortgage payments are received—a pro-rata part of each payment representing deferred profit.

Additional first-year depreciati

In addition to regular depreciation, you may elect to write off 20% of the cost of tangible personal property in the year it is acquired—up to a value of \$10,000, provided it has a life-term of at least six years. For example, on a \$10,000 item which has a 10-year life-term, as much as 36% of the value could be deducted as depreciation during the first year.

Forming a family partnership

You can make considerable tax savings if you form a partnership within your family. For example, your income for the year is \$20,000. You form an equal partnership with your wife and two children. Thus, each partner's \$5,000 income is taxed in a lower bracket than the \$20,000 income would have been for one person.

* Most of the above information was condensed from material presented at the NAHB convention by tax attorneys Sylvanus G. Felix, Charles Melvoin and Thomas F. McIntyre.

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Heat and cool with this year-around Climate Changer! Cooling unit may be added later—so you may offer cooling as an optional feature. 2, 3 and 5-ton capacities. Heating unit (lower section) comes in a complete range of sizes and types, oil or gas-fired.

Now! 3 ways to provide cooling and still keep building costs down!

New Trane Climate Changers heat, cool—or both—add salability to your homes at minimum extra cost

Here are *three ways* you can offer complete air conditioning in the homes you build—and still keep your prices competitive. New TRANE Climate Changer units give you your choice of any type of heating—with matched cooling systems. And this is *quality* air conditioning—manufactured by a leader in big building systems—backed by a national sales and service organization.

- 1 HEAT AND COOL** any type of home with a TRANE combination Climate Changer. Heating unit may be gas or oil-fired warm air type. Matched cooling unit fits on the furnace. This way, all ductwork and other equipment is installed at the same time, cutting your installation costs.
- 2 OFFER OPTIONAL COOLING** by installing just the heating unit now—letting the buyer decide on cooling, now or later. TRANE equipment is *matched*—making it easy to add the cooling units.
- 3 WITH HOT WATER HEAT**, install a Climate Changer fan-coil unit. Fits into utility room, attic, basement or behind partition.

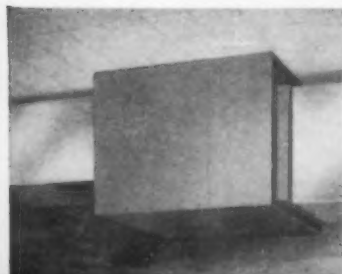
Every TRANE installation is handled by a carefully selected engineering contractor. Equipment is installed right—the first time! And the name TRANE on your heating-cooling system means full-capacity . . . trouble-free operation. It marks yours as a quality home. For facts on Climate Changers, call your nearby TRANE Sales Office. Or write TRANE, La Crosse, Wisconsin.

For any air condition, turn to

TRANE

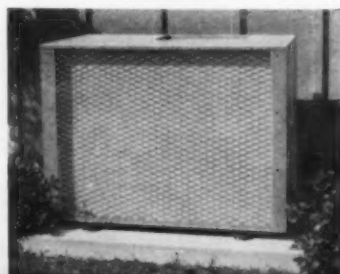
MANUFACTURING ENGINEERS OF AIR CONDITIONING, HEATING, VENTILATING AND HEAT TRANSFER EQUIPMENT

THE TRANE COMPANY, LA CROSSE, WIS. • SCRANTON MFG. DIV., SCRANTON, PA.
CLARKSVILLE MFG. DIV., CLARKSVILLE, TENN. • TRANE COMPANY OF CANADA, LIMITED, TORONTO
27 U. S. AND 19 CANADIAN OFFICES

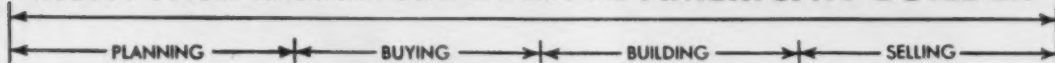


◀ **For cooling with any type of heat**, install this Climate Changer fan-coil unit. Fits into just 5 square feet in attic, utility room, basement or garage. Ideal for use with TRANE Baseboard and other types of wet heating. Sizes to cool any home or small commercial building.

Needs no water! Compressor and condenser unit for TRANE Climate Changers described above is air cooled . . . eliminates water supply and disposal problems. Installed outside the home or building. Features high capacity, quiet operation and small dimensions. ▶



"NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



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March 1959

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A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION

BUILT-IN SALES APPEAL



with the

Trade-Wind

BUILT-IN

canolectric[®]

AUTOMATIC ELECTRIC CAN OPENER

Here is the newest built-in appliance that adds real value to a kitchen and gives the housewife the convenience she has wished for. The Canoelectric does away with the chore of hand opening more than 1000 cans a year.

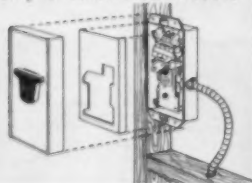
The Canoelectric by Trade-Wind is the first and only fully automatic built-in electric can opener with a single push button control—

- 1 It pierces the lid of any can
- 2 Cuts it out smoothly
- 3 Lifts off the lid
- 4 Retracts the cutter
- 5 Delivers the opened can

Canoelectric is beautifully styled and simple to install. The small exposed face of non-chip white polyethylene measures 5" x 11 $\frac{1}{4}$ " and extends from the wall only 1 $\frac{1}{2}$ ".

The Canoelectric is built to Trade-Wind quality standards. It is UL approved and fully guaranteed. Ask your dealer for the full story on Canoelectric, including its surprising low price.

SIMPLE TO INSTALL
Only a screwdriver needed



Trade-Wind Motorfans, Inc.
DIVISION OF ROBBINS AND MYERS, INC.

7766 PARAMOUNT PLACE, DEPT. AB PICO RIVERA, CALIF.

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"The better you buy—the better you build—the better you sell" ©

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The hood with everything • Smart, slim-trim lines plus sparkling gold mylar instrument panel • Exclusive powerful 10 inch radial impeller—a must for efficient kitchen ventilation • Takes no cabinet space • Pre-wired • Easy to remove and clean filter • Tough epoxy finish.

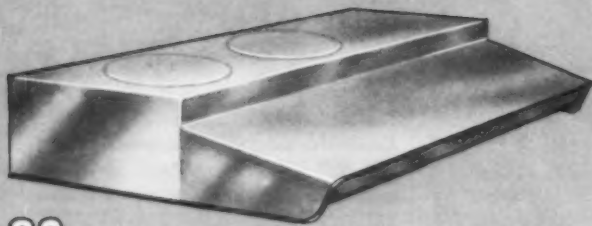


1075 SERIES

Adjusts from 30" to 42" to fit any standard or odd sized cabinet • Exclusive powerful 10" radial impeller for most efficient kitchen ventilation • Push button controls • Easy to clean filter • Built-in light.

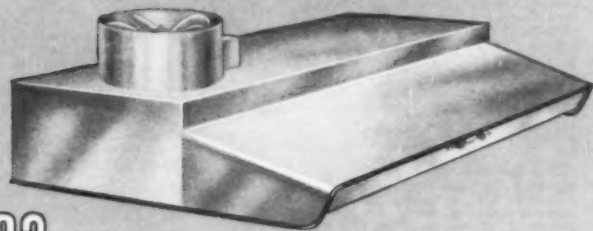
BUY FASCO HOODS FOR

- ▶ Fresh, modern styling
- ▶ Outstanding, exclusive features
- ▶ Easy, economical installations



93 SERIES

Slim-trim, modern design • Can be used in kitchens that have in-the-wall ventilators. Gold mylar instrument panel • Pre-wired control switches • Built-in light • Durable epoxy finish.



92 SERIES

Smart, slim-trim design at a budget price • Built-in light • Built-in filter • Low cost installation • Built-in ventilator • Vinyl safety trim • Up front controls.

FASCO INDUSTRIES, INC.

North Union at Augusta
Rochester 2, New York

Please send me full color, full line catalog.

AB 359

Name _____ Company _____

Street _____

City _____ Zone _____ State _____



To The Editors:

American Builder
30 Church Street
New York 7, N. Y.

Unique study

Your breakfast meeting during the NAHB convention was really a unique gathering and the subject matter therein presented was most interesting and most significant. I know of no other study which has been made along the same line, and I am sure many of the builders found that well worth the trip to Chicago.

Lex Marsh, President
 Marsh Realty Co.
 Charlotte, N.C.

Re NAHB Convention Daily

Your NAHB Convention Daily gets better every year. You certainly are to be congratulated . . .

Jack E. Bohman
 Executive Director
 Greater St. Paul Home
 Builders Assn.
 St. Paul, Minn.

Trusses

Your decision to present information on all types of trusses in one issue [December 1958] is a good one, since it provides the builder with an opportunity to appraise the relative advantages and disadvantages of all of the various types of trusses on the market today.

Our position is and always has been that any truss is a good truss, provided it is properly designed and fabricated . . .

We think you did an excellent job of presenting the advantages and disadvantages of the various types of trusses available to the builder today.

D. R. Norcross
 Manager, Product Sales
 Timber Engineering Co.
 Washington, D.C.

Your article on trusses is very interesting and more or less implies that the builder can choose for

himself, that there is no best method, and that there are a great number of truss designs available.

Considering the type of lumber available, the use of the pneumatic stapler for fastening, and the reasonable cost of the casein glue, we feel that the nail-glued truss is a very practical method of framing the roof.

We have gotten, however, several inquiries about the 32' truss that is pictured on the first page of the article [adapted by Andy Place of South Bend, Ind., from a standard design with help from Byron Radcliff of Michigan State University].

We, at the present, have not done any formal testing or investigation of this 32' truss. Knowing Radcliff and the type of joint used in this truss, I have no doubt that the system is a good one.

Donald H. Percival
 Research Assistant
 Small Homes Council
 Champaign, Ill.

Would you kindly send me details of the trusses shown in the July 1958 issue of the AMERICAN BUILDER under item 4, page 196, that was part of your NAHB Research House for 1957?

Would appreciate knowing if

gusset plates were used on one side only or both sides, size of gusset plates, number of nails used per plate, type of glue used, etc. If you have the detailed information on these trusses, would appreciate your forwarding same by air mail as soon as possible.

T. J. Harman
 Capitol Engineering Corp.
 Saigon, Vietnam

Free to exec. secs.

Your magazine is considered by the membership of this association to be one of the most useful publications relating to the building industry. It is progressive, factual, and very well written—in my opinion, the best of its type. . . .

I would like to ask if this association could be placed on your complimentary subscriber list.

H. A. Lind
 Executive secretary
 Mid-Florida Assn. of
 Home Builders
 Orlando, Fla.

• It has been our policy to supply executive secretaries with complimentary copies of AMERICAN BUILDER. You should be on the list to receive them. You will be.

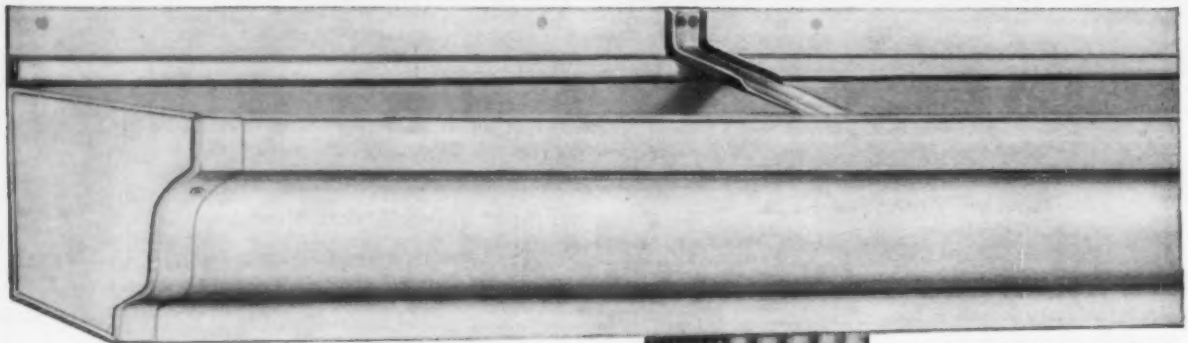


"You're supposed to wait 'til we get wallboard up before you tile the place."

(Cartoon by Virgil Parich—Courtesy Pomona Tile Mfg. Co.)

20% THICKER METAL

ASSURES LONGER LIFE FOR ALCOA ALUMINUM GUTTERS



Alcoa's new gutter and downspout system is the strongest ever offered! Extra-heavy construction with .032 gage metal makes it fully 20 per cent thicker than any other ready-made metal system. Other unique features include alclad coating that defies corrosion, eliminates painting; exclusive riveting and sealing for fast, leakproof joints without soldering; simplified fittings, tolerances to $\frac{1}{64}$ in.; 16-ft lengths for faster installation; "free floating" design and hangers that eliminate joint strain, permitting expansion and contraction.

Find out more about the profits you can make with this new convenience and better protection. Ask your distributor or local metal supply house for Alcoa® Gutters and Downspouts. *Mail the coupon today for detailed information.*

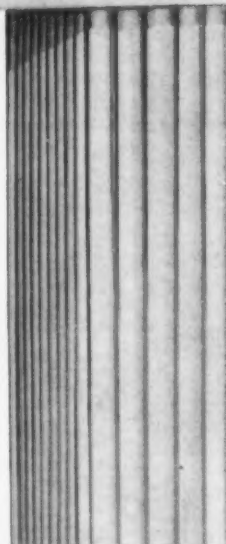
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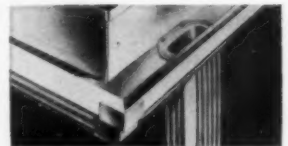
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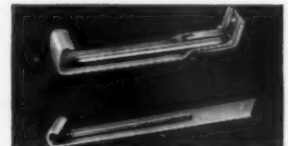


For Exciting Drama Watch "Alcoa Theatre," Alternate Mondays, NBC-TV, and "Alcoa Presents," Every Tuesday, ABC-TV

High strength, precision made! You can even lean a ladder against Alcoa Gutters without damage.



One-third fewer fittings are needed for the new, easier-to-install Alcoa system.



New versatility suits any job—fascia apron and bar hangers for replacement work, roof apron and strap hangers for new construction.



Leakproof joints are assured by applying new, field-tested Alcoa Gutter Seal to overlapping surfaces, then pop-riveting.

The Building Outlook

SMALL TALK

IRON-CURTAIN HOUSING

The Russians are bragging again. This time, they've sent the U.N. a report indicating that they put up more houses in 1957 than all of their European neighbors together. (Some of these houses are log cabins.) As to the future, they claim they'll provide a home for every Soviet family by 1970.

DATELINE: PRAGUE

Another report from behind the iron curtain also mentions the year 1970. Czechoslovakia, which has built only 450,000 new homes in the past decade, is hoping to solve its housing shortage by that year, with the erection of 1.2 million new homes. Their problem is acute. Of 3.5 million houses left intact after the war, 2 million are more than 70 years old.

IN FRANCE AND ENGLAND . . .

A good medium-priced French home costs about \$12,000, while in Spain, most persons must live in apartments because of the scarcity of land, reports Norman Winston, Chicago builder. In Poland, he said, housing is crude. "It's just a roof over your head." In England, kitchens have stainless-steel sinks, cupboards, and tiled walls and floors. A "super-luxury" kitchen has a built-in refrigerator and polished-wood mosaic floors. And in bathrooms, W/C are separated from tubs and sinks, in separate rooms.

WHILE IN AMERICA . . .

Cleaning up "tomorrow's" homes should be a "snap," according to the experiences of Mrs. Betty Verdier, the housewife living in the NAHB "test house" at Kensington, Md. As an example, she cites the experimental plastic coating on the walls. A whisk of a damp cloth keeps them clean. The finish, she said, makes the walls "almost child-proof."

MONEY
MAKER

2

EARLY ENACTMENT OF A HOUSING BILL—possibly by the time this issue of AMERICAN BUILDER appears—is a distinct possibility. The Senate

passed its version early in February, and House action was due mid-month. The final Senate bill contained some substantial aids for home builders. Interest rates on VA-guaranteed loans were raised to 5¼% (matching action already taken in the House). Provisions were made for \$10 billion in new FHA insurance authority. FHA would be permitted to insure a trade-in house loan in the builder's name in the full amount. (This is now possible only in the name of the owner-occupant.) FHA's mortgage limits on two-family houses would be raised to \$25,000, but limits of \$20,000 were retained for single-family homes.

ACTING TO MINIMIZE a possible presidential veto, the Senate managed to trim \$250 million from its original proposals. However, the veto possibility remained. The bill still provided for many items that the Administration is dead set against. Meanwhile, a House committee bill provides for funds somewhere between the amounts desired by the Administration and the Senate's allocations.

A NEW APPROACH to government's role in housing is being advocated: C. R. Mitchell, president, U.S. Savings and Loan League, urged the government to give critical attention to housing costs. The government's "exclusive" attention to mortgage credit, he declared, has had the "unfortunate result of reducing research on housing costs." Citing the progress made by NAHB to find more economical ways of building, Mitchell said: "As long as houses can be built and sold under the approach of solving the costs by lowering downpayments and lengthening maturities . . . there will be a minimum of research and effort directed at greater efficiency and lower costs by either builders or suppliers."

ELIMINATION OF FEDERAL SUBSIDIES in the housing field is the goal of James E. Bent, president, National League of Insured Savings Assns. To accomplish this, he asked members of the association to provide greater financing of low-cost homes in order to "join in a vigorous fight against inflation and particularly inflation that is spawned by subsidies in the housing field." One of the best ways to do this, he declared, is for savings and loan associations to step up lending operations on middle and lower price-range houses.

**CONGRATULATIONS—
AND AN INVITATION**

To the alert builders whose 1959 house plans have just been certified by the Congress on Better Living, our congratulations and best wishes for success in your selling efforts.

And to all other builders we again extend an invitation to submit plans and specifications for possible certification at the June judging. It will be well worth your while.

Here's how prominent architect Herman H. York, AIA, appraises McCall's Congress on Better Living Home Certification Program in an article in the upcoming issue of "Markets of America":

"McCall's uses the Congress findings as criteria for judging whether new residential construction meets the needs of the nation's families. It turns over its findings to builders at large, with the suggestion they employ them in their plans. In a unique new program called the Congress on Better Living Home Certification Program, the publication invites builders who embrace or incorporate the Congress-recommended features in their plans to submit them for evaluation and possible certification. Builders select their own materials and equipment, their own designs, and price their houses at levels they know they can sell. If the submitted house is well-designed and meets the Congress recommendations, McCall's certifies it.

"In short, the magazine has done what architects continuously strive to do: it has blended the ideal with the practical.

**CERTIFIED HOMES—
"BEST SELLERS"**

"In 1958, 35 builders had homes certified. These 35 builders are active in 20 states and last year built some 9,000 houses.

"The impressive part of these statistics is the fact that, of these 9,000 houses, 4,452 were Congress-certified, with a total price tag topping \$66-million. Which means the builders actually produced these certified houses in volume. They did not consider certification merely a promotional device by which to attract prospects to their production houses, but, instead, recognized these certified houses as their most likely best sellers. And they were right.

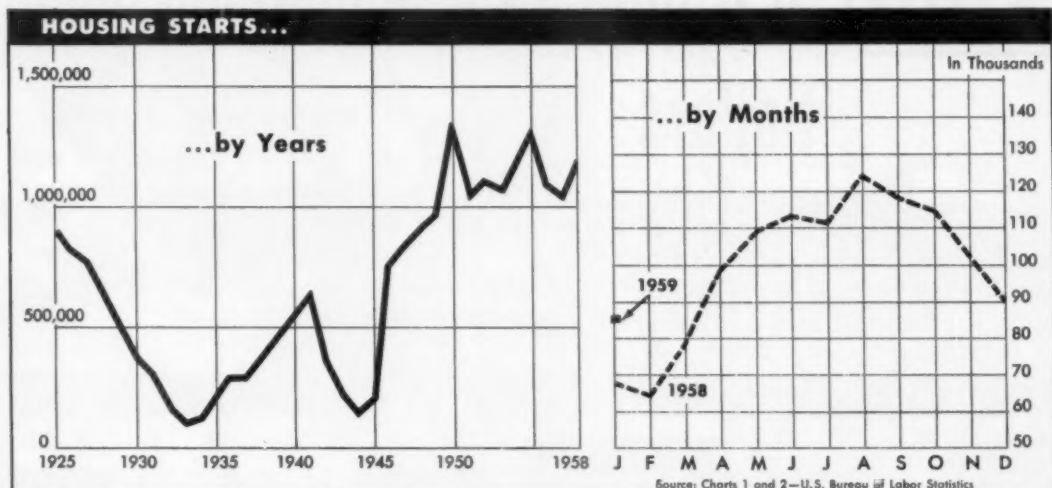
"McCall's correctly sees its function is to provide the ideas; just as correctly, it lets the builders and their architects translate them, imparting its prestige, authority and selling force to builders whose homes 'measure up.'

**VITAL TOOL
FOR INDUSTRY**

"In a dynamic housing market, responsive to ever-changing living patterns, it is essential to get sound, first-hand information. Prompt recognition and application of the fundamental consumer research, provided by women delegates to the Congress on Better Living, offer the housing industry and its suppliers a vital tool to speed lasting Better Living to more American families."

For a reprint of Mr. York's article, "The Houses Women ASK FOR Are The Houses Builders SELL," and applications for the June 22nd judging, write to: Director, Home Certification Program, McCall's Congress on Better Living, 230 Park Avenue, New York 17, N. Y.

Pulse of Building



Interpretations:

- 1** RISING 27% over the year-ago figure, starts in January hit the 86,000 mark, giving a seasonally adjusted annual rate of 1,400,000. This was almost as high as the record-setting January 1955 figure.

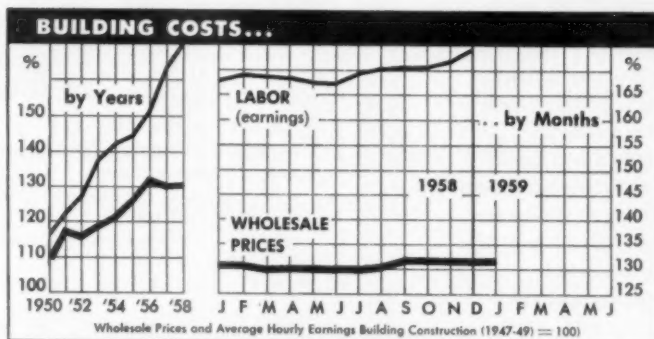
Although January starts came near the monthly record set in 1955, there was a decline of five per cent from the December figure. This drop-off resulted from fewer FHA-VA starts and was anticipated after applications for FHA insurance fell from October through December. Since these applications began to rise again in January, a step-up in future FHA starts is expected. However, the picture will be clearer after new housing legislation is enacted.

15 LEADING HOME BUILDING AREAS

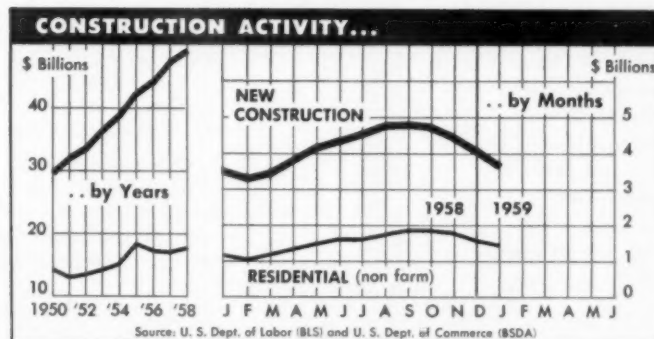
Dwelling units built in Metropolitan areas during the first ten months of 1958. (BLS)*

	Units	% Change Jan.-Oct. 1957-58
New York	69,250	+23
Los Angeles	68,355	-3
Chicago	35,628	-3
San Francisco	21,029	+32
Detroit	20,676	-6
Washington	19,678	+60
San Diego	18,697	+34
Philadelphia	17,670	-3
Miami	15,952	+3
Phoenix	13,622	+37
Baltimore	9,478	-12
Denver	9,328	+31
Atlanta	8,719	+30
Seattle	8,670	+26
Cleveland	8,611	-17

* Based on building-permit reports and estimates for nonpermit issuing parts of these areas.



- 2** A SLIGHT RISE in January's building materials price index—to 132.2—reflected mainly an increase in Douglas Fir costs, although there were other minor increases and no major declines.



- 3** ALTHOUGH DECLINING SEASONALLY, new construction in January exceeded the previous monthly record set last year. Private outlays were up 8% and public, 15% over the year-ago level.

NOW...YOU CAN TAKE THE COST OUT OF COLOR, END DECORATING DELAY, PROVIDE CUSTOMERS WITH A MATCHLESS SERVICE...WHILE OFFERING THEM A TOP-QUALITY NATIONAL BRAND TILE

Stylon "3-D" plan for Model Home Builders

Dollars: *real savings on tile for your model!*
Decoration: *free professional color planner service, worth \$650!*
Display: *handsome units for your sample area for customer self-service!*

**HERE'S HOW
STYLON'S "3-D"
PLAN WORKS:**

If you keep your model home open for at least 60 days ... and agree to install Stylon tile in all your 1959 houses ... you'll get special arrangements on tile for your model — plus color planner and compact, easy-to-use sampler displays free!

... another great service from Stylon ... plus full-color ads in Life, House Beautiful, Living, House and Garden, Better Homes. Helps you build more, sell more, make more!
 For further details on saving time and at least \$800, mail coupon today.

**AND HERE'S
WHAT GOES
WITH IT ...**



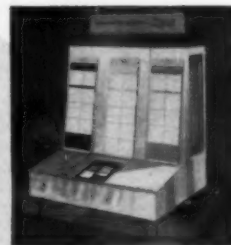
color planner

for bathrooms, kitchens ... by Lee Childress — nationally known color planning specialist, consultant to America's leading manufacturers and model home builders. Miss Childress designs a comprehensive planner for you and your customers. Nine basic color schemes, showing several variations for tiled rooms. Covers floor and wall tiles, trim and fixtures. Simplifies selection, speeds sales. Professional advice at its best, at least \$500 worth, free from Stylon!

and, for builders of 100 homes a year ...

complete model home color planner. Lee Childress 1959 professional edition ... easy reference, eased guide for every room in the house, plus exterior. Contains swatches of your own brand choices in rugs, towels, wall paper, paint, tile, etc., plus suggested furniture layout. Settles the whole color question at once. More professional advice, at least \$150 worth, free from Stylon.

tile displays, sales aids ... for your sample area. Other items in our Builders' Merchandising Kit include mats, literature, promotional ideas, samples ... at least \$60 worth of sales helps, free from Stylon.



Stylon CERAMIC **TILE**

STYLON CORPORATION, DEPT. 99 • MILFORD, MASSACHUSETTS

Please send details on "3-D" Model Home Plan to: Name.....

Street.....

City.....Zone.....State.....I plan on building homes in 1959.

Tomorrow's House

It has unlimited uses



OFFER your customers a low-cost accessory building. These domes with 485 sq. ft. (or more) of floor space can be used for living, recreation, or storage. There is complete flexibility for placement of partitions or furniture.

It passes performance tests



INDEPENDENT TESTS made by the H. C. Nutting Co., proved the domes sustained all loading without any evidence of failure. This test combined the effects of a 4,350 snow load and a suspended load of 6,000 lbs.

MONEY
MAKER 3

With this "dome" you can enclose space for \$1.21 a square foot

Shape unfamiliar? Take a second look. You'll be seeing more and more of these geodesic dome accessory buildings. They cover a lot of space for a little money, have many uses, are easily assembled, and can be made with a variety of materials.

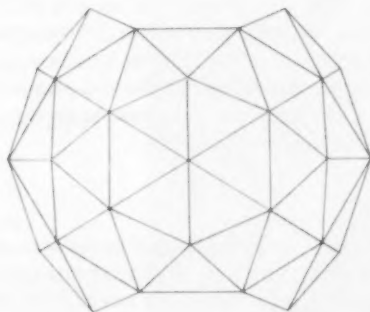
These are covered with Douglas Fir Plywood. They are sold in package form by Pease Woodwork Co., Hamilton, Ohio. Each one encloses 485 sq. ft. for only \$1.21 per foot.

The domes are built of triangular wooden space-frame members which are bolted together at the site. Each member has a skin of 5/16-in. plywood with an overlay of Crezon plastic. Flashing is of adhesive-treated aluminum .007 in. thick. Insulation, wiring, plumbing, heating, and interior finishing materials are installed in the usual manner. One advantage of enclosing space this way: domes can

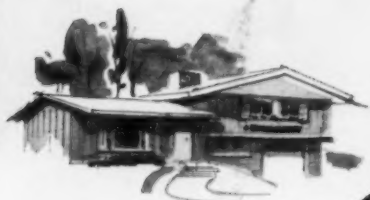
be dismantled, then reassembled at another site.

Erecting the shell takes 20 man-hours. It takes another 20 to apply the flashing and put in two door and window sections. Painting requires 16 man-hours—7 for the prime coat and 9 for the finish coat.

These versatile structures can be used as vacation cabins, home workshops, play houses, beach houses, garages, tool sheds, for farm storage, etc.



TOP VIEW: builders use this assembly diagram to indicate location of lights, ventilators, etc. It also has another purpose: triangular units (space frames) are numbered to show builders how the dome is assembled.



In any home, anywhere

built of **WOOD** means built to **SELL**

Actually, built of wood means built to give your prospects more value for their money . . . today's best building buy. For the inherent economy of wood construction enables you to offer well-planned homes with more space, more features, more comfort, more beauty per dollar.

These are the extras that sell homes. And your prospects will respond to the qualities of wood that give them these extras. Whatever size, price or kind of houses you build . . . wherever the locale or site . . . you will sell more houses and make *more dollars per house* when you build with wood!

For new information on better homes of wood, write to:
NATIONAL LUMBER MANUFACTURERS ASSOCIATION
Wood Information Center, 1319 18th St., N.W., Washington 6, D. C.



Live, Work, Build Better with Wood

GENEVA'S
new...completely new

Impasto

CABINETS OF ETCH-LINE STEEL



warm elegance... never, never before possible in steel kitchen cabinet design

To see Impasto... to feel Impasto is to know the friendly warmth... the charming elegance of this exciting new finish developed exclusively by Geneva. Impasto is not simply a new finish but a far superior finish. It is tougher, more durable and extremely resistant to marring, chipping, scratching and stains.

And, this is only part of the story... here is more —

Impasto... is available in six attractive colors, plus white

Impasto... is easy to clean... a damp cloth is all that is required

Impasto... textured finish affords unlimited decorating opportunities

Impasto... cabinets are quiet beyond belief

Impasto... superbly fashioned in all new etch-line patterned steel



Remember there is nothing... absolutely nothing to compare with Impasto for beauty and stamina. For really new sales appeal in '59 feature Geneva Impasto... see it at your Geneva distributor.

EMPTY

SHELVES

DON'T MAKE

SALES



**BUT FULL SHELVES
GIVE YOUR
CUSTOMER
CONFIDENCE**



7 big reasons why you should not starve your stock today

1 MORE PEOPLE . . . U.S. population has *doubled* in last 50 years! Four million new babies born yearly! Prosperity curve has always followed population curve!

2 MORE JOBS . . . There are *15 million more* jobs than in 1939! There will be *22 million more* by 1975!

3 MORE INCOME . . . Family income, after taxes, is now at all-time high of \$5300—expected to pass \$7000 by 1975!

4 MORE PRODUCTION . . . U.S. production *doubles* every 20 years! It'll take millions more people to make—sell—and distribute all our products with every succeeding year!

5 MORE SAVINGS . . . Individual savings are at a record high—*\$340 billion*—making a record amount available for spending!

6 MORE RESEARCH . . . \$10 billion spent each year means more jobs, more industry, better living!

7 MORE NEEDS . . . \$500 billion worth of schools, highways, homes, durable equipment is needed in next few years. It means opportunities for *all!*

It all adds up to another big upswing. Be sure you're ready for it—and you'll be sure to profit from it.



FREE! Get going today! Write at once for illustrated "How To Turn the Tide" booklet offering valuable and vital selling ideas. The Advertising Council, 25 W. 45th St., N. Y. 36, N. Y.

YOUR FUTURE IS GREAT IN A GROWING AMERICA



Removable muntin feature TAKES "PANES" OUT OF WINDOW CLEANING

SHE'S SOLD ON THIS WINDOW right now! It's the only window for those who like the beauty of small multiple panes, and for those who don't like to clean them. It's a snap-in, snap-out PELLA sales feature you can demonstrate in seconds.

Several styles of removable muntin bars are available, including new diamond patterns—and you can get them with *all*

PELLA WINDOWS—CASEMENTS, MULTI-PURPOSE and new TWINLITE combination fixed and ventilating units.

Get *all* the good news about these more convenient wood windows! See our catalog in Sweet's or mail coupon today. Distributors throughout United States and Canada. Consult your classified telephone directory for nearest distributor.

ONE WINDOW . . . FOUR DIFFERENT APPEARANCES



HORIZONTAL



REGULAR



DIAMOND



WITHOUT MUNTINS

Pella

**WOOD
MULTI-PURPOSE
WINDOWS**



..... SEND COUPON TODAY

ROLSCREEN COMPANY, Dept. KB-11, Pella, Iowa
Please send data on PELLA WINDOWS with removable muntins.

NAME _____

FIRM _____

ADDRESS _____

CITY & ZONE _____ STATE _____



Aerial view of a portion of Campanelli Brothers' Brookfield development in Brockton, Mass. Photo Eastern Aerial Surveys, Inc., Boston.

Radiant Heat with Anaconda Copper Tube provides superior value in Brookfield Homes



Paul DiNunno (right), plumbing and heating contractor for Brookfield Homes, reviews a radiant panel heating layout with Edward A. J. Poskus (center), the architectural consultant for Campanelli Brothers, and George Benham, sales representative of The American Brass Company.

One of the outstanding housing projects currently under way in New England is "Brookfield," Brockton, Mass., planned and being constructed by Campanelli Brothers of Brockton. The price range is \$12,600 to \$17,000.

Top value at lowest cost is the aim of the Campanelli firm. All homes, for example, have radiant panel heating systems using copper tube. And, of course, copper tube is also used for all water lines.

The plumbing and heating contractor for the development is DiNunno Inc., of Brockton. Paul DiNunno, president, says: "The plumbing and heating specifications for 'Brookfield' require the very best of workmanship and materials. I can control our workmanship, but not the quality of materials—and that's why I use Anaconda tube. I know I can depend on every length and coil being of the highest quality. I have used about 350,000 feet on this job to date, purchased from your distributor, the Corcoran Supply Co. of Brockton, Inc."

Try Anaconda on your next job and you will see why Paul DiNunno chose Anaconda. Anaconda Copper Tube is available in all standard wall thicknesses—Types K, L, M and DWV (Copper Drainage Tube)—through your plumbing wholesaler. There is also a complete line of Anaconda solder-joint fittings for every kind of plumbing installation.

ANACONDA[®] COPPER TUBE AND FITTINGS



Made by THE AMERICAN BRASS COMPANY

Available through Plumbing Wholesalers



MATICO TILE FLOORS

give "Lookers" the Buying Idea

Sparkling, carefree floors can make prospects buy-minded. Smart builders have proved it over and over again. They feature nationally-advertised Matico Tile. It's the tile with one hundred-and-one brilliant colors and patterns—easy to clean . . . simple to install . . . economical in cost.

Prove to yourself how profitable Matico can be for you. Install Matico tile throughout, in your next project.

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New from Azrock . . . the soft, textured look of carpet in high-performance, low-cost asphalt tile. Azrock Carpet Tones are specifically designed to help sell your homes more quickly and profitably. And the striking good looks of these new Carpet Tones add charm and color to every room in the house. Ask your flooring

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Building with Brains

From the Small Homes Council short course: Six advanced ideas that will save you money

This year's short course meeting of the University of Illinois Small Homes Council produced usual bumper crop of cost cutters. AMERICAN BUILDER'S Midwest Editor Walt Veneigh attended. Shown in this department are six of the ideas he saw demonstrated. Com-

plete coverage of the subjects discussed will soon be available from the Small Homes Council, Mumford House, University of Illinois, Urbana, Illinois. On the last page of this department are four useful ideas from a well-known graduate of the short course—Andy Place.

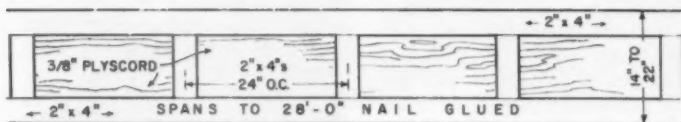
MONEY
MAKER

4

This nailed-glued wooden header can be used in place of a more costly steel "I" beam.



This 28' wooden "I" beam weighs a third as much as its steel equivalent, should cost half as much, can be made as strong as



needed. It was developed by Byron Radcliffe at Michigan State University.

A 26' beam of this type, 18" deep, was tested with a 47-p.s.f. floor load. It proved adequate for residential construction. Deflection was negligible.

Fabrication data: Use 16d nails

8" o.c. in web and stiffener elements. Drive them tightly enough to squeeze glue from the joints; bury the nail heads.

On all 2x4 splices, which needn't be staggered, a stiffener of 1x4 yellow pine should be nail-glued. Splices in the plywood web should be under a stiffener.

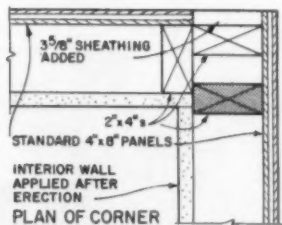
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5

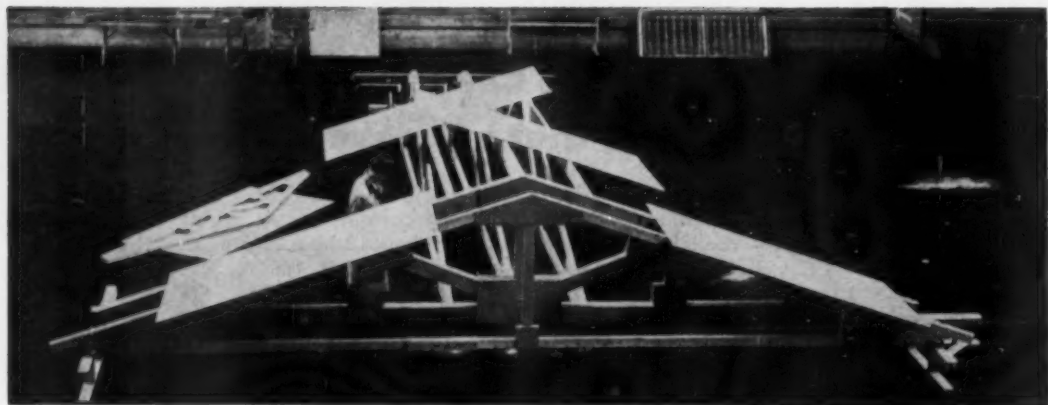
Using this improved Lu-Re-Co panel unit eliminates the need for corner posts

The Small Homes Council has been working under a grant from Lu-Re-Co to improve the basic 4x8 Lu-Re-Co panel. Here's the result:

A new corner panel was developed. It has an extra stud to provide a nailing surface for interior trim or finish. This eliminates corner posts, means fewer members to be handled.



Building with Brains



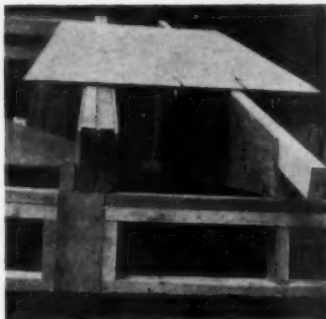
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6

Intersection roof truss eliminates a bearing wall on "T"- and "L"-shaped houses

This truss arrangement (above and right) will eliminate the need for a bearing wall under roof intersections.

The beefed-up double nail-glued truss carries the trusses at right angles to it by means of a ledger board. A 4x6 corner post at each end carries the load to the foundation. A 1/2" steel plate prevents crushing of the lower chord's end grain. At 24' span, 4-in-12 pitch, design load caused 1/3" deflection. Entire unit weighs around 450 lbs.



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7

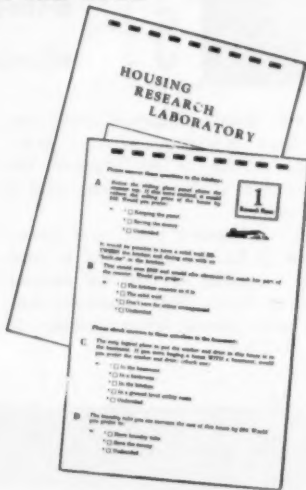
This Chicago builder used 20 research houses to survey buyer preferences in his area

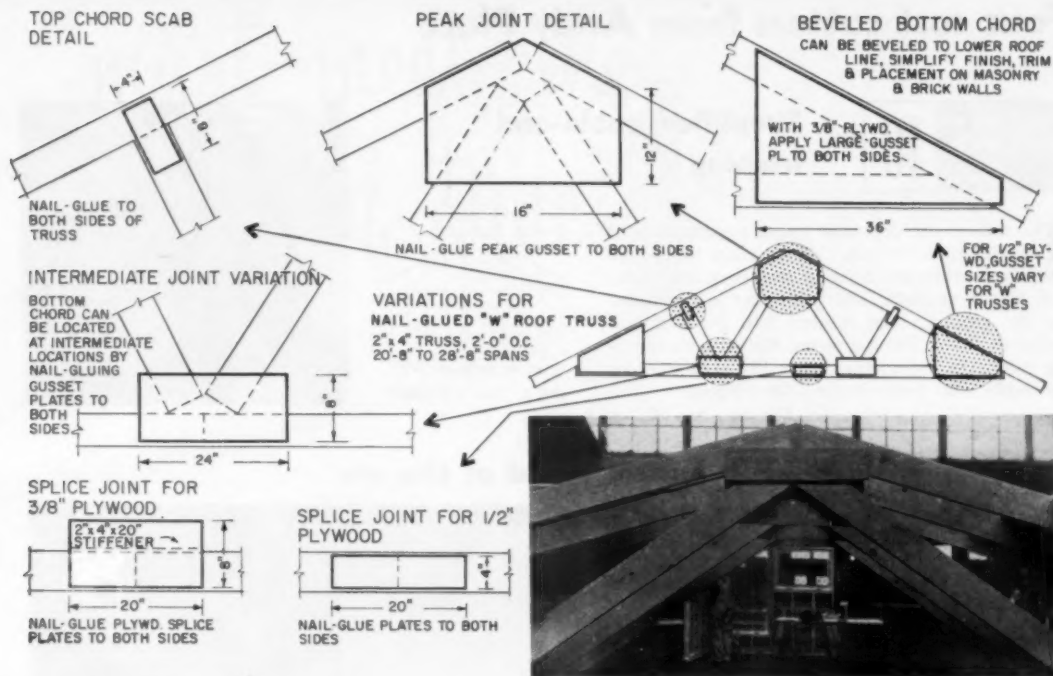


The short-course meeting heard a report on a buyer survey made by Kimball Hill (above), president of Chicagoland HBA. Faced with a decline in sales in early '58, Hill set up 20 research

houses, which were open to the public. Visitors filled out questionnaires (right), which were evaluated by a real-estate research firm.

Hill intends to build a series of houses based on the survey.





MONEY MAKER 8

Here are four new methods that simplify fabrication of nail-glued "W" trusses

First: 1x4 peak scab is replaced by full-size gusset plates. This beefs up truss, makes it easier to stack. Old way had a plywood gusset on one side, 1x4 scab on the other (see photo).

Second: Old-type truss had only one joint on lower chord—at center line of truss. Nail-gluing gussets to both sides allows two joints at intermediate locations.

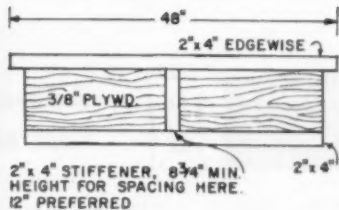
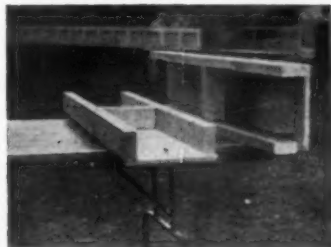
Third: 3/8" interior, or unsanded

C-D grade plywood may be used for gusset plates, instead of 1/2".

Fourth: Faster production: Use staples 1 1/8" long instead of nails. Write to the Small Homes Council for more details.

MONEY MAKER 9

A new plywood nail-glued header for Lu-Re-Co door and window panels



This new framing member eliminates the double members used as window and door headers.

Photo at left shows workmen setting the Lu-Re-Co panels. New plywood headers are shown in the

close-up shot and detail (above).

In use, the header is laid on top of the panels, and ties the shop together. It is fabricated in the shop, using 2x4's, unsanded C-D plywood, casein glue, 4d nails.

Building with Brains

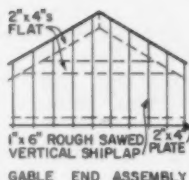
Four cost cutters from Andy Place

MONEY
MAKER

10

Simplified gable-end framing

To reduce the cost and speed construction of trussed-roof houses, Andy Place uses the simplified gable-end framing shown in the photo and sketch at right. The gable end is fabricated on the ground, then hoisted into position and nailed to double 2x6 top plates. Rough-sawn ship-lap vertical siding is nailed to the flat 2x4's forming the gable. Flat collar brace adds support.



MONEY
MAKER

11

Use materials found at the site

Andy pours his basement walls, then backfills before decking is laid. Here is how he supports his walls without investing in a lot of expensive timbers.

He uses trees, 5 to 6" in diameter, which have been cut down to make room for the house. Normally, they would have been burned. Instead, he cuts them into poles, uses them as wall braces.

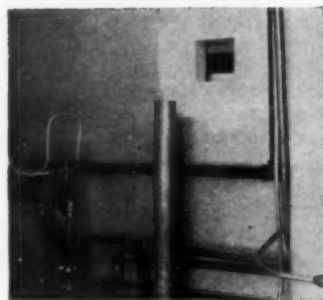
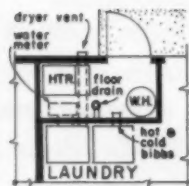


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12

Plumbing arrangement saves \$10 per house

As shown in the drawing, Place locates the laundry next to the furnace room. A 4x4" hole is cut in the wall common to both rooms (see photo). Through this hole pass the dryer vent, the hot- and cold-water and waste connections. The standpipe comes up from the floor to receive the water from the washer. This arrangement requires little additional plumbing.



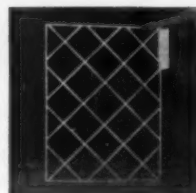
MONEY
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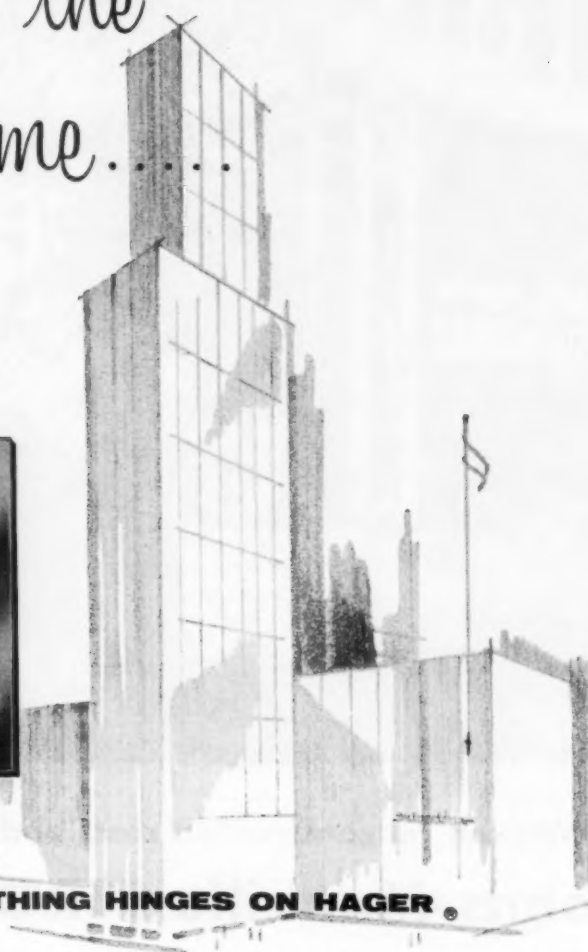
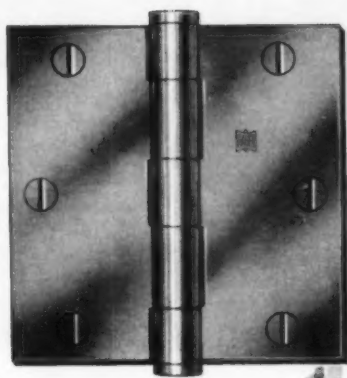
Add-on grilles reduce cost of windows

This plant-on window grille by Vent-L-Air, Muskegon, Michigan, is a low-cost way to achieve the decorative effect of small-paned windows. And it greatly simplifies the buyer's window cleaning problem, since it is much easier to wash a single large pane than many small ones.

Andy Place has been using these snap-in grilles for several months.



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must meet the
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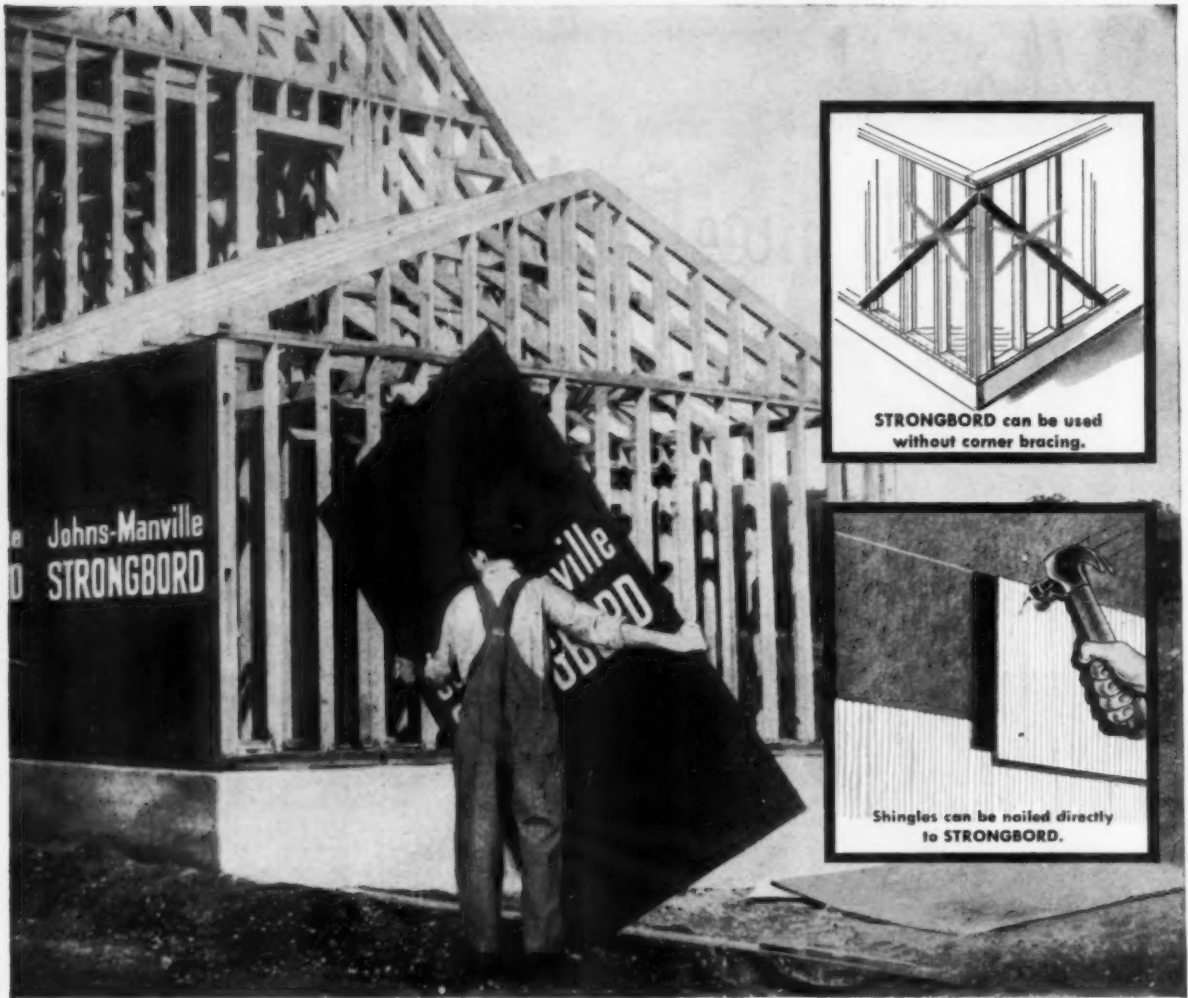


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Johns-Manville STRONGBORD sheathing

One of the greatest contributions to the building industry in recent years has been the development of STRONGBORD sheathing by Johns-Manville. There is no stronger $\frac{1}{2}$ " insulation board sheathing on the market today!

This rugged insulation board sheathing adds extra bracing strength to the building frame. When applied over studs 16" c. to c., according to J-M specifications, STRONGBORD fully complies with FHA requirements for use without corner bracing. You save on material cost and labor.

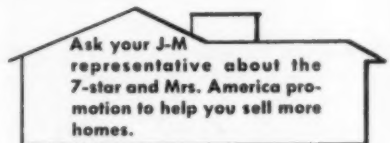
Asbestos or wood siding shingles can be nailed directly to STRONGBORD. Its nail-holding ability is exceptionally strong.

Sheets come square-edged in 4' modular widths and in 8' and 9' lengths. Because one man can handle these large sheets — STRONGBORD goes up fast.

Made of selected wood fibers bonded together with special bituminous compounds STRONGBORD has high weather and moisture resistance. It also provides additional insulation against heat and cold, builds

better quality into homes.

For complete data and samples write: Johns-Manville, Box 111, New York 16, New York. In Canada, Port Credit, Ontario.



JOHNS-MANVILLE



Conventional financing saves time and money

**New York's unique terms
prove that conventionals
can compete with FHA-VA**

Next month marks the first anniversary of one of the most important state aids to home builders. This is the amendment to the New York Banking Law which permits savings banks and state-chartered savings-and-loan associations to make 90% mortgage loans up to \$25,000 for 30 years. These loans are limited to one-family houses, no more than two years old, located in the state and no more than 50 miles from the lender's main office. In lieu of government insurance or guarantee, lenders must set aside an annual reserve equal to one-half of one per cent of the declining principal balance. Loans must be made on a monthly budget basis with amortization of principal, interest and taxes included in equal monthly payments.

The advantages of such provisions are evident. For the first time conventional mortgages favorably compete with FHA's and VA's on a long-term, low down-payment basis. And, as most builders who have worked with conventionals are aware, these

loans eliminate expenses, delay and red tape—with a resultant saving of money.

The changes in the mortgage financing picture since the New York amendment was passed make it obvious that similar legislative action should be supported by builders for all sections of the country. Here's what happened at the Dime Savings Bank of Brooklyn, which originates and holds more home mortgages than any other savings bank in the world. The report comes from Frederick Jackson, vice-president.

Until the new legislation was passed, conventional loans were limited to 80% of the first \$15,000 of bank appraised value and 50% of the remainder. In many cases, this amounted to a two-thirds loan. Also, the mortgage term was limited to 20 years. The result: rather high monthly payments. Because of the small loan-to-value ratio and the relatively short term in relation to FHA and VA financing, comparatively few conventional mortgages were made under the old terms.

Now, however, the bank is actively soliciting conventional loans among builders and individual home buyers. In the nine-month period beginning last April 23, "Dime" made 798 loans under the new provisions. These had a total face amount of \$13,852,494.

(Continued on next page.)

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MAKER

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Conventional financing offers many advantages. Usually, conventionals are processed more quickly than FHA's and VA's; there's no need to fill out forms in triplicate, etc. All of this saves time, which, in turn, saves money. Biggest drawbacks in conventionals have been high down payments and comparatively short-loan terms. But, these problems are no longer insurmountable. New York savings banks and

state-chartered savings-and-loan associations now can make conventional loans under relaxed provisions. This has increased the number of conventionals issued in the state.

So that you might work for similar terms, AMERICAN BUILDER requested Frederick Jackson, vice-president, Dime Savings Bank of Brooklyn, to explain how the law was revised. Although not permitted to lend conventionally outside N. Y. or abutting states, "Dime" originates and holds more home loans than any other savings bank in the world.

(Conventionals, continued)

One important point: only one-fourth of the borrowers asked for the minimum down payment, while one-third asked for 85% to 90% loans. These figures point out two salient points.

Terms favor important groups of buying public

- Although 75 per cent of the loans were for less than 90%, a substantial number of families would not have been able to buy a home were it not for the permissive 10% down payment. (This is of major importance during periods of tight money when FHA-VA loans are hard to come by—especially without high discounts.)

- The fact that the large pro-

portion of borrowers asked for 85% mortgages is of great significance. This 15-per-cent-down-payment segment is where the new provisions can give the most valuable aid. Here's why.

A large proportion of today's new-home market consists of second- and third-time buyers who want as small a mortgage as possible on their new homes. Although they realize a substantial cash sum (over and above the existing mortgage) on the house they are selling, they want to use part of this cash for furnishings, etc. Thus, many more buyers can make a 15% down payment than can lay out 20% or more.

It is obvious, therefore, that this new law has opened up a broad field in which lenders can operate for the greater benefit of both builders and buyers. (Ed.'s note:

Federal Home Loan Bank Board now permits federally chartered savings-and-loan associations to make 90% conventionals up to \$18,000 for 25 years.)

Conventionals necessary for steady money flow

While stressing the importance of loans made under these relaxed provisions, Jackson does not sell FHA and VA short.

"My bank," he stated, "has consistently supported the mortgage-loan programs of both agencies since their very inception. And, we will continue actively to support this type of home financing—provided the government allows interest rates to become flexible and competitive."



Small builder wins \$1,000 for a big idea

A Lansing, Illinois, builder is \$1,000 richer for having submitted the winning idea for new and practical applications of aluminum in the home.

Orrin C. Kreps, who builds about 15 houses a year, entered the following suggestion in the "Thousand Dollar idea contest," sponsored by Kaiser Aluminum & Chemical Sales, Inc. at the NAHB convention:

"Enhance the use of aluminum gutters by combining the gutter proper with a combination fascia and soffit support. Can be one piece or assembled."

Details for the contest were arranged by W. H. Slem, Jr., manager, residential products, Kaiser. Winning entry was chosen by Joseph B. Mason, editorial director, AMERICAN BUILDER, and other editors. Pictured (top from left): Sam Ballard and Walter Flores of Kaiser; Maxwell Huntoon, Mason and William Koelling, managing editor, all of AMERICAN BUILDER. (Bottom): Mason, Koelling and winner Kreps.

Jackson feels strongly that the new state law provides an additional tool to support the industry. "With this," he declared, "plus the FHA and VA, we can now satisfy every home mortgage need. . . ."

But, he added, "conventional lending is necessary and vital in most states if the home-building industry is to reach the entire housing market and have a steady supply of mortgage money available in sufficient quantity to support large-volume production."

How New York builders fought for relaxed terms

Builders and a few mortgage lenders in New York had recognized the need for more liberal

conventional terms for some time. Through the legislative committee of the New York State HBA the necessary legislation was framed during the Fall of 1957.

Support was enlisted from two State legislators—Sen. John H. Cooke and Assemblyman Malcolm Wilson. They agreed to sponsor the legislation and the bills were introduced soon after the legislature convened in January, 1958.

Before the bill came to the floor, the state HBA's legislative committee was actively at work. Local builder associations contacted their state representatives, pointing out the need for the amendment and urging its enactment. Union leaders, representing more than 100,000 members in the organized building trades, also urged passage of the measure.

After all the groundwork had

been laid during a two-month period, the bills were brought out of committee and passed almost unanimously by both houses of the legislature. But, the measure was vetoed by the governor. The veto, which came during a weekend near the close of the legislative session, caught everyone by surprise.

Then, the HBA's legislative committee, under the chairmanship of Victor A. Sullivan, really got to work.

Telephone wires buzzed all weekend. Senators and Assemblymen were interviewed at home and on the street.

The bill, slightly rewritten, was reintroduced and passed again almost unanimously. This time it was signed.

Says Jackson about the amendment: "We love it. Our builders love it. And, home buyers love it."

LUMBER DEALERS . . .

Salesmanship will create desire for quality housing

by H. R. Northup, Exec. Vice Pres., National Retail Lumber Dealers Assn.



Northup

The movement to build up a greater public appreciation of quality housing should go forward without delay. All major elements needed for quality homes are currently available. And the idea will have the solid support of retail lumber dealers who necessarily will play a prominent part in any such efforts by providing some of the principal ingredients.

The answer to quality housing does not lie in better design. Anyone interested in a new home can now find a host of quality plans, available through individual designers or organizations such as National Plan Service. Better designs would, of course, be welcome, but they are not imperative.

The desired improvement in quality will come about principally

through using better materials, better workmanship and construction methods, and by providing more space per dollar spent.

Better workmanship is largely a matter of management and supervision. It can be had, perhaps at a premium price, by those who know how to get it.

Better construction methods, which will either reduce costs or improve quality or both, have been widely publicized. They are available for use by all, though many builders have yet to adopt them.

As for quality materials, a host of them can be found in any retail lumberyard. They are waiting for the customer who appreciates quality. Whenever he finds a buyer whose interest does not center entirely on low price, the dealer gladly shows and demonstrates these superior materials. They cost so very little more than the lower-priced lines which are so commonly used to produce a low-priced home in-

stead of a quality house.

A public demand for acceptance of quality materials and workmanship requires a continuing program of education. But the desire for the other element in quality housing—adequate space—already exists. This is particularly true of women.

Whenever women get together to discuss the subject, they invariably ask for larger rooms, extra rooms, another bath, more closet space and more privacy. The desire is unmistakable. The problem here is to persuade the buyer that what she wants is worth what it costs—or to make the extra space seem so desirable that its costs will not be challenged.

Yes, the elements needed to produce quality housing all are available in plentiful supply. The only problem is to create sufficient acceptance for them. That calls for a better and more convincing job of salesmanship and promotion than has been done heretofore.



AMERICAN BUILDER honored by HBA

The San Antonio Home Builders Assn. has honored AMERICAN BUILDER. Presentation of a Certificate of Appreciation was made by officers of the association at a special ceremony held during the recent NAHB Chicago convention.

AMERICAN BUILDER received the award for its "outstanding contribution to the 1958 Parade of Homes held in San Antonio" and for its "generous contribution to the Fall Directors Meeting of the NAHB."

San Antonio's "parade" was held in conjunction with the National Housing Center's 2nd annual marketing conference and NAHB's

fall directors' meeting.

Some 1,500 out-of-town builders and manufacturers toured the five-site parade. In a speech made before the tour, AMERICAN BUILDER editor Walter Reese Browder, discussing model homes, said:

"The National Home Week house is the most important model house a builder puts up." (For a complete story on the "parade," see the Nov., 1958 issue.)

The certificate was accepted by editor Browder (pictured above, center). At left, E. H. "Cotton" Jaroszewski, past president, San Antonio HBA; at right M. M. Hughes, the association's president.

New FHA chief is

Julian Zimmerman

The newly-confirmed Commissioner of the Federal Housing Administration has had a varied career.

Julian H. Zimmerman had been general counsel of the Housing and Home Finance Agency for 18 months. Before that he was assistant general counsel.

In addition to performing legal duties, he actively participated in formulating legislative policies for HHFA and its five constituents. These covered the entire range of government activity in the housing and urban renewal fields.

Before joining HHFA, he was a member of the Wichita law firm of Kahrs and Nelson, served as executive secretary to Governor Edward Arn of Kansas, was president of a publishing firm, and a member of the armed forces.

Names in the news

James M. Udall of Los Angeles has been installed as 51st president of the National Assn. of Real Estate Boards.

Urban Land Institute re-elected David D. Bohannon, San Mateo, California, builder as its president.

New president of the National Lumber Manufacturers Assn. is Robert M. Ingram, president and general manager, E. E. Miller Cedar Lumber Co., Aberdeen, Wash.

American Council To Improve Our Neighborhoods, Inc. (ACTION) has chosen James W. Rouse as its 1959 president. Rouse is also president of Community Research and Development, Inc., and James W. Rouse and Co.

DICKERMAN'S COLUMN . . .

U.S. asked to aid in world-wide housing program

By John M. Dickerman, Executive Vice-President, National Assn. of Home Builders



Dickerman

The yearning of the peoples of the underdeveloped parts of the world and, yes, many of the peoples in the developed parts of the world, for a privately owned home has found an eloquent and powerful spokesman. He is Dr. Charles Malik of Leb-

anon, the distinguished President of the U. N. General Assembly.

Dr. Malik gave the final address of the 1959 convention-exposition of the National Association of Home Builders. It might better be said that he delivered the final challenge, because it was a challenge in every sense of these words:

"America today has unprecedented responsibilities of the world and for the world. It cannot therefore be satisfied with seeing that

homes are built for its own people while millions upon millions of people remain homeless throughout the world. . . .

"Here, then, is a vast, bold, imaginative, even revolutionary challenge that can be put up to America; help in building homes throughout the world, help in clearing the slums of the earth!"

This proposal, coming as it does from the president of the U.N., is

(Continued on page 208)

Trouble selling? Builder group tells its members why

Are you having trouble selling your houses? If so, there's a lesson to be learned from members of the General Contractors Assn. of Contra Costa in Lafayette, California. It has a unique inspection service that tells its members why their houses aren't moving.

Here's a new service your local NAHB group can give its builder members.

No matter how successful a builder is, there comes a time when a house, or for that matter, an entire tract won't sell. The builder is usually so involved in the problem that he can't see why. That's why the General Contractors Assn. of Contra Costa has a "Why Houses Haven't Sold" committee. It's providing a service that can't be beat.

Purpose: to investigate why builder-member houses aren't moving and try to analyze the causes.

Here's how it works:

- The committee will only inspect a house at a builder's request.
- A minimum of three committee members goes on each trip.
- One real-estate member is desired at each inspection.
- Reports are kept CONFIDENTIAL.
- The builder whose house is inspected cannot accompany the committee.

The program was instituted after four months of discussion by the Association's Sales and Merchandising Committee, headed by Johnson Clark, Chairman of the subcommittee is Robert J. Hanford.

Although the reports are issued only to the builder whose house is inspected, two were released exclusively to AMERICAN BUILDER magazine.

The reason: the builders, reliable and well-known men, felt the committee was performing a service valuable enough for other builders to read about and institute in their associations.

To help evaluate the forms used on each trip, and to see how the committee would work, the first house inspected was a test on its first in-

spection of a new house.

It was built by Jack Eyman, past president of the group, and his partner, Allan Fuller.

Before the inspection, the partners filled out a form giving data on

For further data on how your association can start such a committee, have your executive officer contact:

Frederick C. Kracke
Executive Vice President
General Contractors Assn. of
Contra Costa County, Inc.
3462 Mt. Diablo Boulevard
Lafayette, California

the house. They said it saw little activity, and believed it lacked an adequate showing.

It's a split level built on a hillside lot. One of its biggest features is a huge patio area (which needed cor-

rection, the committee said).

The lower level features a rumpus room leading to a patio. Off the living room on the second level, was a second patio.

Since the lot was on a hillside, the outdoor areas were on different levels and were accessible to each other only by entering the house.

It was suggested that the builders connect the two patios at the back of the house with outdoor stairs.

Other recommendations and criticisms:

- When building on a hillside lot, take advantage of the view. In this house, it was lost.
- Exterior appearance could be pepped up with grass and by weeding the driveway.
- Closets and garage were not clean—they should be.
- Finish downstairs bath.
- No entry—all traffic went through the living room.
- Kitchen—oven location bad.
- Bedrooms were adequate but not large.
- Little storage space.

Although the house has 1,850 sq. ft. and 2½ baths, it was suggested that the price be lowered from \$27,250 to \$21,500-24,500.

Jack Eyman was enthusiastic about the job the committee did. He said the suggestions, "showed a good deal of thought" and that he planned to follow through on them.

THREE FORMS are used for each inspection. The builder fills out one giving data on his house. The committee fills out the other two—one evaluating the house, the other giving recommendations for selling it.

VALIDATION OF THE COMMITTEE ON
"WHY HOUSES HAVE NOT SOLD"

APPROACH:
Location (general appearance of neighborhood) Very good
Condition of roads good
Site development good
Style of home Split Level
Neighborhood (does house conform?) yes
Design good

TOBS:
General condition good
Appearance (first impression) Fair
Is the house finished? yes
Is the house and lot clean? yes
Colors good

Traffic Circulation good
Appearance good
Outdoor Living Features
Privacy good
Access good
Patio good

KITCHEN:
General Appearance good
Built-in good
Sinking Area good
Layout (efficiency) good
FAMILY ROOM OR DINING ROOM: good

BATHS: (Compatible with price of house) good

BEDROOMS: good

SPRINK: good

GARAGE: good



SAVE TIME, LABOR COSTS

Big prescored 2' x 8' boards cut fitting time in foundation insulation jobs as much as 80%:



1. Snap. Lay lightweight Scorbord on the foundation and snap it off with a light pressure of the hand. This exclusive "snap-off" feature provides clearly marked prescorings at 4", 12" and 21" from one side. Result: No measuring, no cutting—time saved.



2. Position. Butt one section of Scorbord against the foundation and the other against the tamped fill. No refitting, recutting or adjustments. Scorbord can be readily and accurately cut to fit around pipes and other irregular shapes. Result: More time saved.



3. Pour. Now pour the concrete slab on Scorbord and the fill. (Don't worry, Scorbord has plenty of compressive strength.) Final result: Insulation that will last a lifetime—with a savings of up to 80% in cutting and fitting time!



WITH **SCORBORD**[®]

Scorbord is not only a time and cost saver—it's an outstanding insulation. Here is a prescored insulating board crowded with millions of non-interconnecting air cells that make water absorption almost impossible. This ability to stay dry, combined with an outstanding resistance to rot, mold and deterioration, means that its insulating effectiveness will last a lifetime.

Scorbord was specifically designed for use around the perimeter of foundations, around perimeter heat-

ing ducts, and under the entire foundation slab when necessary. You'll find Scorbord an added sales feature for your houses and commercial buildings and a real help in maintaining a reputation for quality construction among your customers.

An F.H.A. materials release has been issued. For further information contact your nearest Dow distributor or Dow Plastics Sales Department 2200D3.



THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN

**American
Builder**

Selected WESTERN HOUSE



Extended rafters, redwood grillework help offset simple lines and add to effect of seclusion.

A year-'round beach

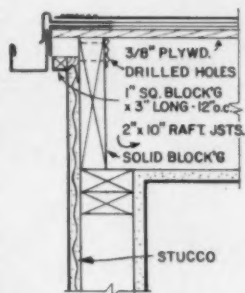


◀ **LOW WALL** and masonry fireplace divide family and living rooms. Floor-to-ceiling windows promote an outdoor feeling in keeping with beach house tradition.

OUTDOOR LIVING with privacy is ▶ achieved by this enclosed central court. Sliding glass doors connect living and sleeping area with a planted terrace.

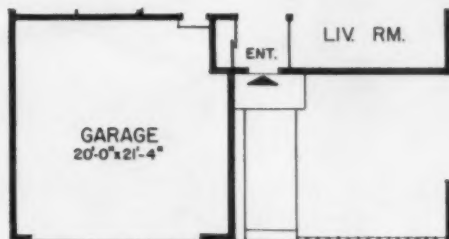
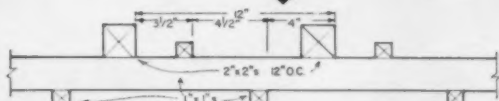
of the MONTH for March

WHAT
HOW

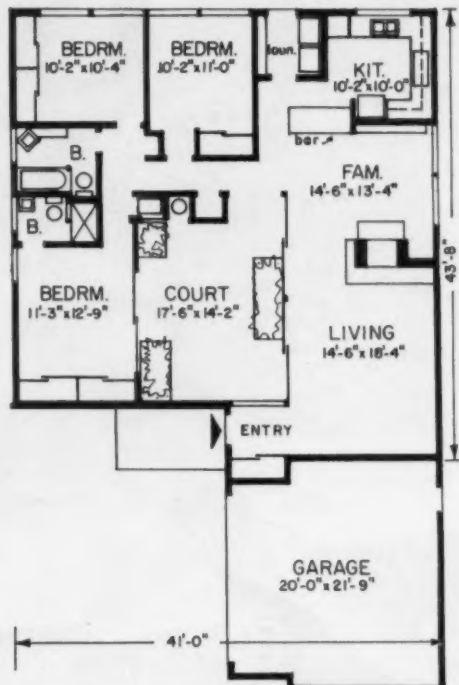


◀ **A REAL COST CUTTER** was dead-level roof of $\frac{3}{8}$ " plywood on 2x10 joists. Topping was gravel.

REDWOOD grillework at entrance breaks up otherwise boxlike lines of flat-roofed structure.



IN ALTERNATE DESIGN, garage may be in front of bedroom or living room. Quarry tile porch and entry hall with colored concrete ter-



race are the rule. Flooring is hardwood in living and sleeping spaces, linoleum in kitchen. Family room is handy to court area.

house for \$16,600

MONEY
MAKER 15



Comfort, smart styling, spaciousness and economy: any home with all these features is bound to be a real money-maker.

This beach house is an attractive three-bedroom model with two baths and many work-saving conveniences. A fireplace and a private terrace are only two of its "luxury" features. The simple flat-roof design enabled Butler-Harbour Construction Co., Anaheim, Calif., to price it at \$16,600.

Quality products list

Armstrong linoleum; G.E. Textelite counter tops; Gladding McBean Hermosa ceramic tile; Waste King garbage-disposal unit; choice of O'Keefe & Merritt automatic oven and range or Hotpoint built-in range and oven; choice of Hotpoint refrigerator or Servel refrigerator; Minneapolis-Honeywell top switches; NuTone fan; Universal-Rundle lavatories; Weiser hardware.



... a Crawford Door gives you the
"extra selling edge" you've been looking for

Time was when building a saleable house was largely a matter of pleasing design, quality construction and convenient location at a reasonable price.

You, the builder, competing for *today's* home buyer's dollar must consider additional features to attract the customer's interest and to provide yourself with that "extra selling edge."

The question is—what can you add that will not raise your selling price too high?

There is *one* answer you may have overlooked . . . feature a sales appealing, handsome, home-enhancing *quality* garage door. Fact is, you *should* if the garage faces the street.

A strikingly designed, distinctively styled, perhaps even tastefully "customized" Crawford garage door can materially add to the architectural beauty of your home and its customer appeal—with little additional cost.

Point is, a Crawford door, with its luxury-look, individuality and ease of operation, provides the "extra selling edge" you've been looking for. And if you'd like an additional "tie-breaker" you might consider a Delco-matic garage door operator. Ask your Crawford Distributor about it when you call him.



CRAWFORD DOOR COMPANY
 213-20263 HOOVER ROAD • DETROIT 5, MICHIGAN



MANAGEMENT STAFF meets every Saturday. General managers of the 15 participating companies meet once a month. Above, L. to R., M. W. Collins, director of sales

training; Ralph Burns, director of recruiting and merchandising; Charles Criswell, president; Robert E. Brainard and Ben L. Bingham, administrative and construction.

1958: 3,000 sales—1959 goal: 6,000 sales

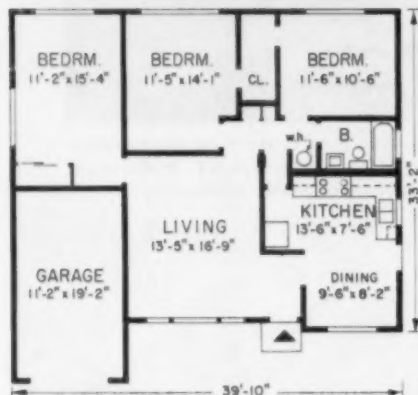
Here's a management service that helps 15 builders sell low-cost houses

What Harmony management does for its 15 participating companies

- 1** Provides an over-all successful organization plan.
- 2** Helps recruit personnel of the right calibre and maintains a sales-training program for members.
- 3** Educates members' construction personnel on the techniques which make possible quality building at low cost. Provides cost-control methods.
- 4** Furnishes advertising services at a fraction of the cost an individual builder would have to pay.
- 5** Insures mortgage money by guaranteeing lenders that homes will be completed and all bills paid, and there will be no liens.

What the small-to-medium builder can learn from Harmony's service

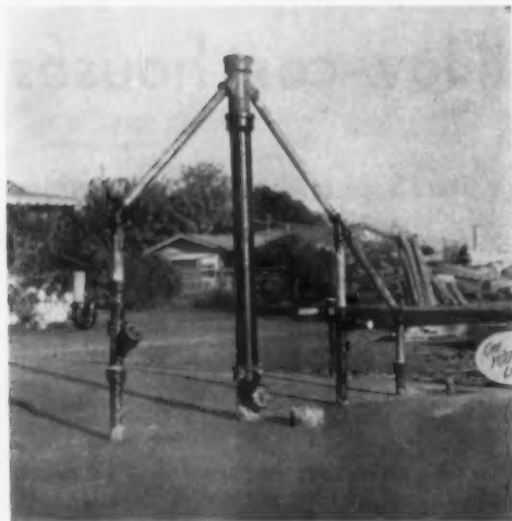
- 1** Individual building sites are available, but the house must be suited to the isolated lot.
- 2** There's a terrific market for the very low-cost house. No frills are required, but sound construction is essential.
- 3** Costs can be lowered considerably if a builder develops one or two standardized floor plans.
- 4** "In union there is strength." Work out a joint venture with one or two other builders and capitalize on combined volume.
- 5** Even in a recession, business and mortgage money are available.



THREE-BEDROOM HOUSE has 1,118 sq. ft. Harmony builders use one basic plan that can be upgraded or downgraded, depending on the number of bedrooms, whether or not a buyer wants a dining room, and the number of baths in the house. All homes are built on owner's lot.

FOUR STANDARD MODELS are offered by Harmony. This one sells for \$5,445 including the garage. Although the price is low, framing, exterior stucco, and interior plaster are the same as found in most of the tract houses in the area. Average cost for all Harmony houses runs about \$5.00 a sq. ft.

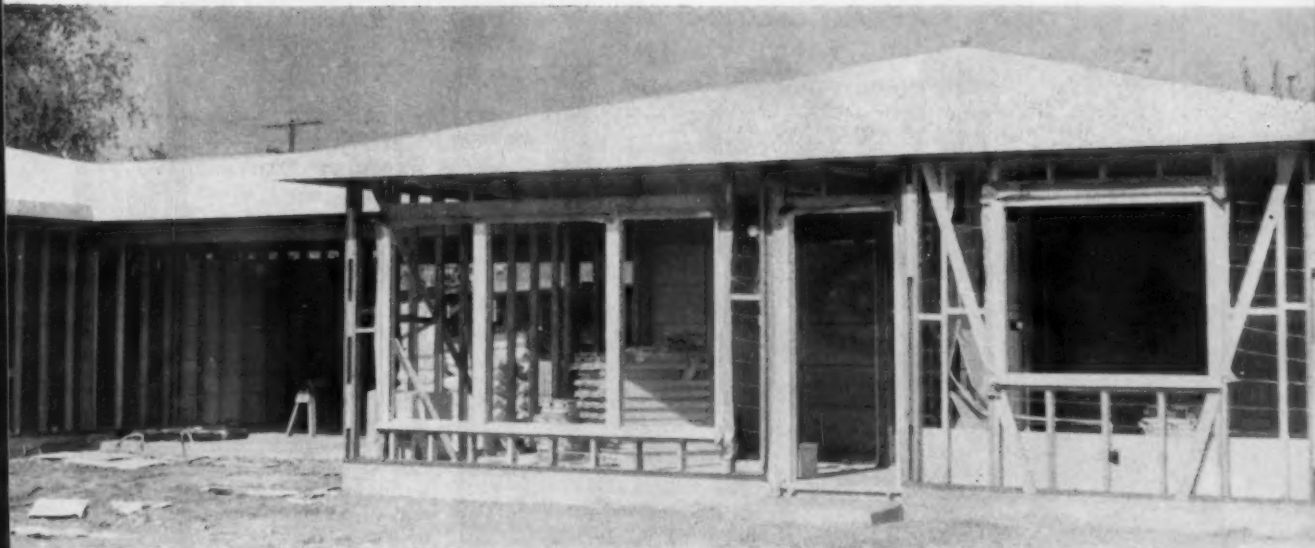
How Harmony



TWO MEN CAN SET the plumbing tree in about two hours. It takes six hours for the top-out (for two men); one man sets the fixtures and furnace in three hours. A system of penalties has been worked out for all trades. Any trade that holds up the one following it must pay a fine. Harmony gets work done on time and at low cost.



ELECTRICAL CONTRACTOR knows exactly what materials and how much time is required for rough and finish. With only four models he doesn't have to visit each job to make an estimate; doesn't have to guess how long a job will take. He can schedule a full day's work for each man. This is true of all trades—wasted time is minimized.



IN 32 HOURS this two-bedroom house is completely framed, including the roof sheathing. To cover the roof with asphalt and crushed rock takes 9 man hours. Frame construction uses 2x4 studs on 16-in. centers, plastered inside and stuccoed on the outside. Slab floor is covered with asphalt tile in all rooms. There are only four Har-

mony plans and all work is standardized so there is no lost motion. Men do not even have to look at the plans unless there is a red checkmark which indicates a change from standard procedure. Price of each Harmony home includes complete plumbing, heating and electrical fixtures. Not included: walks or driveway or hookup to sewer.

management keeps house prices low



LATH AND PLASTER is used by Harmony. The firm could cut completion time by using dry wall, but feels it would meet sales resistance. "Getting the most from subcontractors is the result of giving them the most," said Ben Bingham. "We look to them for price, quality, service. They look for volume, quick pay, job cooperation."

Showing its members how to build a low-cost house has been one of the major factors for Harmony Management Service's (near Los Angeles) success. Selling price is kept in the \$3,-995 to \$6,495 range. Here's how HMS does it.

First, builders put up houses only on buyers' lots (there are no big land investments). Second, members build only four standard models and work on a minimum profit per unit. Homes are built at the sites using precut lumber and the usual preassembled items.

Harmony takes care of carpentry and cement work for members but subs out all other trades. It also buys material in volume, lines up lenders, keeps an eye on costs and progress.

In effect, it gives each of the small builders the same advantage of volume bargaining power with suppliers and subs, and the expert sales and financial assistance that only a big builder could normally afford.

Participating companies are not tied to HMS by contract; they are free to cancel the service any time. "This means we have to perform," says Chuck Criswell, president. "We have to earn our fee and that keeps us on our toes."

Each company using the service is expected to sell and build 20 to 30 homes monthly.



HARMONY ADVERTISING SERVICE serves all 15 companies. It provides them with ad mats, radio scripts, brochures, at a fraction of the cost they would have to pay individually. In addition to this service Harmony is always staging some kind of competition for salesmen. Sometimes the incentive to bigger sales is a trip, sometimes cash. Last year a prize of \$4,500 was awarded to the company among the 15 which had the most sales. This money was divided among all the company's personnel, including its stenographers.



SALESMEN ARE MADE, NOT BORN. Harmony conducts a sales school for salesmen, not only before they start to work, but after they've been on the job a month or two. They are shown how to develop leads, close sales, investigate credit and title problems. It also provides incentives in the form of trips and cash. Salesmen are paid a flat fee for each house they sell. Harmony prefers this over a percentage commission in marketing low-cost homes. It helps to discourage salesmen from pushing customers beyond their financial means.

"Our efficiency stems from our organizational format rather than new construction techniques. We spend our time making existing techniques more efficient," says president Chuck Criswell.

Proof: the Harmony home priced at \$3,995 today is of the same size and even better quality than the one which sold for that price in 1954, when Harmony began operations. In spite of higher materials and labor costs, and lower profit per house, the company's net was highest in 1958.

Harmony builders only put up houses on the owner's lot. The company has found that in most cities lots zoned for two or more homes can be found near manufacturing districts and in less desirable neighborhoods. Single-family districts which have deteriorated are rezoned for multiples.

These lots are in areas taken over by minority

groups. Harmony found that although these people are in low-income brackets they have good credit records and can qualify for homes. Over 30 per cent of its sales are to minority groups.

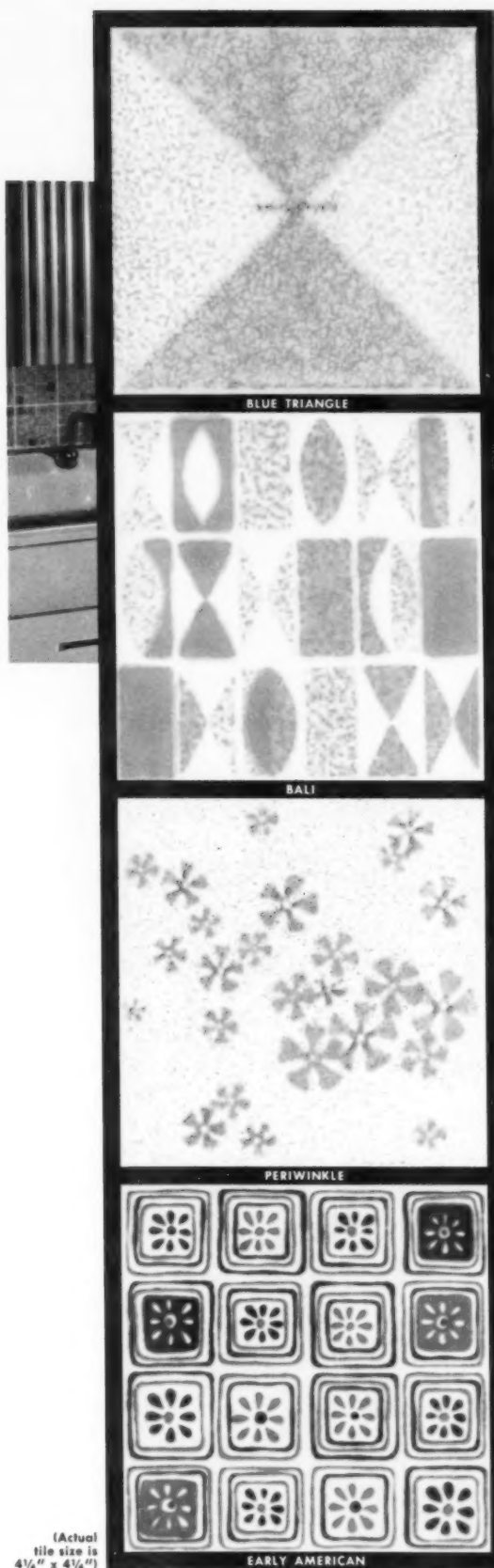
Thirty per cent of sales are to buyers who build for their own occupancy. The other 70 per cent involves rentals where there are two houses on a lot: the buyer lives in one, rents the other.

Harmony didn't reach its stature just selling a low-cost home—although this is one of the prime factors. They also provide:

- Awards for salesmen. Several have won trips.
- Buyers' incentives. In August, 1958, it was announced that every person who bought a Harmony house was eligible to win his home free.
- Harmony funnels all advertising through one channel and provides salesmen training programs.

NEW CERAMIC TILE—

BOLD OR DELICATE—TRADITIONAL OR MODERN



Ceratile

Makes Any House More Valuable

New CERATILE line offers limitless styles and possibilities. Complete ceramic tile installation adds beauty and value—exclusive appearance at greater economy for you. New CERATILE line is available *now* throughout the United States.

- CERATILE designs offer extraordinary patterns, colors, and textures.
- 22 exclusive patterns—30 color combinations in standard line.
- CERATILE is hand crafted of high-quality. Many patterns with Krystal-glaze texture.



Write now to Pacific Tile and Porcelain Company, Dept BC-2 for new CERATILE Catalog. It's a must for your files—a working piece with the full line and in full color.

EAST OF THE ROCKIES: Contact your local Tile Contractor, United States Ceramic Tile Co., or The Cambridge Tile Mfg. Co. **WEST OF THE ROCKIES:** Call your Tile Contractor or contact nearest Pacific Tile Representative. **SHOWROOM AND SALES:** 832 No. Cole Avenue, Los Angeles 38. Also in North Hollywood, San Diego, Palo Alto, Fresno, Phoenix, Salt Lake City, Ogden, Seattle, San Antonio and Houston.

PACIFIC TILE and Porcelain Company

7716 East Olive Street, Paramount, Calif.
NEvada 6-3233 • MEtealf 3-1195

Serving the West for Over a Quarter Century

Member of Tile Council of America, Inc. and The Producers Council, Inc.

(Actual
tile size is
4 1/4" x 4 1/4")



FOREST $\frac{3}{8}$ " PANEL SIDING
gives you sales ammunition!

**LOOK AT THE SPELL-BINDING SALES TALK YOU
 CAN GIVE WHEN YOUR HOMES ARE SIDED WITH
 FOREST $\frac{3}{8}$ " PANEL**

1 First of all, state that Forest $\frac{3}{8}$ " is a panel that is designed and engineered *specifically* for exterior siding.

2 Then say, "This Panel is built to absorb dimensional changes within itself to minimize warping, shrinkage and stress deflection. It stays attractive for years and years."

3 Run your hand over the surface and show it's hard, smooth, sealed surface that paints so beautifully.

4 Point to the clean cut edges and grooves, that add to the beauty.

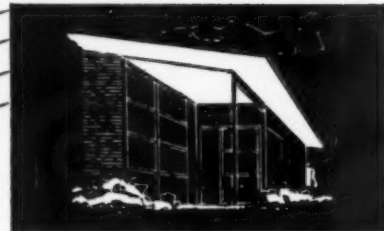
5 You can say it has lowered the cost of the home. (The large panels do go up faster, save labor costs . . . The sealed surface saves paint, too.)

6 And there are different patterns to mention. They can have grooves on 4", 8" or Random spacing on either smooth surface or Rustic, the shallow textured panel. Both panels fully oil tempered.

Panel Sizes: 4 feet wide by 4', 6', 8', 10', 12', and 16 feet lengths.



For Breezeways



For Soffits

**Carpenters like to work with
 FOREST $\frac{3}{8}$ " thick Panels**

The large stiffer panels are easy to handle . . . easy to apply. They saw, trim, nail, plane precisely with power or ordinary hand tools. What's more, they don't dull tools.

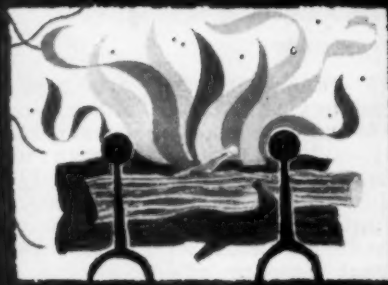
For more information contact your Forest Hardboard distributor or write



Forest Fiber Products Co.
 P. O. BOX 68 AB,
 Forest Grove, Oregon



*Versatile new
building slabs
insulate 3 times better
than ordinary
home construction!*



A "heat-barrier" of Cemex walls and ceilings insulates far better than ordinary types of materials... yet in many cases, costs no more.

Cemex reduces summer temperatures by as much as 20 degrees—and during cold months, cuts fuel bills by keeping heat *inside*. A house built with Cemex is more comfortable 12 months a year, with higher value for both builder and buyer.

Cemex structural slabs have already proved themselves in nearly 1300 residential and commercial buildings. Made of wood fiber bonded by Portland cement and hydraulically molded, they can be delivered to most job-sites overnight from our new West Coast plant... quickly installed by any competent contractor. Send coupon for a free Cemex sample!

*Cemex makes a
good design better*

**Engineering
consultation service
without obligation**



CEMEX IS WHAT YOU MAKE IT! Roof decks, ceilings, flooring, partitions, curtain walls, and even icehouse liners — there seems to be no end to the uses you can make of Cemex! Slabs are 1½, 2, 3, 4 or 5 inches thick, in any size you wish up to 32 x 96 inches. Cemex can be nailed, sawed, painted, and plastered without bonding material. In addition to controlling temperatures, Cemex also *beautifies—absorbs sound—supports roofs and ceilings—installs quickly, easily—resists moisture, termites, and is rated incombustible.*



Acoustical ceiling of Cemex in the Dr. Kent Barber home in Quincy, Illinois (architect, Charles F. Behrensmeyer) is highly decorative and helps equalize Midwest temperature extremes.

Sales Division: 8949 Sunset Blvd. • Los Angeles 46 — CR 6-6236

See for yourself how Cemex makes a good design *better*—just mail us this coupon, and we will ship you a free CEMEX sample by return parcel post.

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Western Views

By **BILL RODD**

GOOD NEWS for American Builder advertisers and readers. We're opening an office at 1336 Wilshire Blvd., Los Angeles 17, California. The purpose: to coordinate sales, editorial and circulation under direct company officers. Bayne Sparks, a

vice president of our corporation, will be in charge of the 11 western states, not only for American Builder, but for all Simmons-Boardman publications. The advantage to you: bigger and better service.

REPORT ON THE 35th ANNI- VERSARY CONGRESS OF THE BUILDING CONTRACTORS AS- SOCIATION OF CALIFORNIA.

• Southern California will grow with a 100% increase in population to 17,000,000 by 1980, according to J. Edward Day, Prudential Insurance vice president—one of the principal speakers at the convention. Day said industrial development is keeping pace with population growth. He recommends: "think big and plan bold."
• Dr. James Gillies of UCLA, economic adviser to BCA said, "Inflation is bound to be with us for a long time, and we'd better face it. Inflation grows," he added, "When the supply of money in people's pockets increases faster than the supply of useful goods." He gave a very clear example to illustrate his point. "Billions of dollars are spent for missiles which disintegrate in the air. All this money is paid out in wages to workers who produce nothing which they or

other consumers can buy. This increases the money supply, but not consumer goods." He pointed out too, that wage increases are inflationary when they're not accompanied by greater production per worker, and that union labor still demands and gets periodic increases.

• Dr. Gillies stated that it appears that plenty of mortgage money will be available on conventional loans through savings-and-loan associations which took 28% more savings in 1958 than in 1957. Ninety-four per cent of the associations' money went into conventionals last year.

• A reversal of our real-estate tax policy could help to solve our slum problem, according to Arthur B. Gallion, Dean, School of Architecture, University of Southern Cal. "Taxes based on assessed valuations are highest when buildings are new and come down as buildings deteriorate," he said. "This encourages owners to let their properties run down. Furthermore, owners of old property have a distinct tax advantage over those with new units." He advocates low taxes on new construction, increases as buildings get older.

CALIFORNIA Home Builders
and Developers!

MONEY?

DO YOU NEED

\$1,000,000 AVAILABLE!

If you are building houses in California and taking back trust deeds instead of money, contact Trust Deed & Mortgage Exchange. We will quote in advance on your 2nd Trust Deeds. We pay cash for trust deeds... top dollar, with no escrow and no hidden charges. We'll even buy them through the escrow while your deal is being consummated, so that you get cash upon recording.

Write, wire or telephone today.
No obligation, of course.



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New...Natural Beauty!

BELLO

PRECAST TERRAZZO TILE



FOR HOMES

PATIO DEN
LIVING ROOM
BATHROOMS

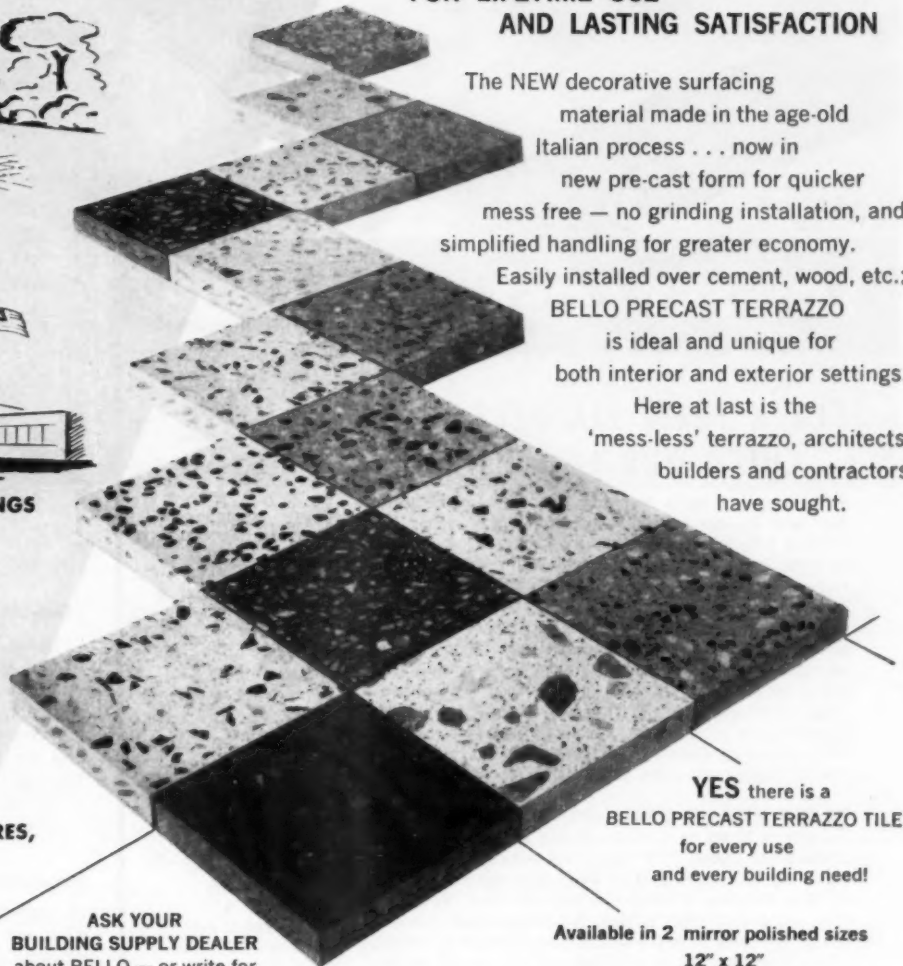


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HOSPITALS
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FOR BANKS, THEATRES, CHURCHES



FOR LIFETIME USE AND LASTING SATISFACTION

The NEW decorative surfacing material made in the age-old Italian process . . . now in new pre-cast form for quicker mess free — no grinding installation, and simplified handling for greater economy.

Easily installed over cement, wood, etc.:

BELLO PRECAST TERRAZZO

is ideal and unique for both interior and exterior settings.

Here at last is the 'mess-less' terrazzo, architects, builders and contractors have sought.

YES there is a BELLO PRECAST TERRAZZO TILE for every use and every building need!

Available in 2 mirror polished sizes
12" x 12"
16" x 16"
in 30 basic colors,
or to your specifications.

ASK YOUR BUILDING SUPPLY DEALER about BELLO — or write for TRU-color brochure and specification sheets.

Several choice distributorships are currently available in the Southwest and West. Interested parties are invited to investigate

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THE **HAVES** CORPORATION 1105 Jericho Turnpike, New Hyde Park, N. Y.

UTILCO SERVICE AND MAINTENANCE BODIES
OAKLAND



MODEL UB

LOWEST COST • MODEL UB

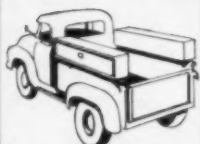
CHECK THESE FEATURES THEN ...CHECK OUR LOW PRICES!

- Anti-Buckling, heavy duty corrugated or diamond plate floor with drainage outlets
- Rigid front panel ribbed for stiffness
- Removable dividers every 4" on tray in curb side horizontal compartment are held down with retainer to keep dividers from bouncing and causing parts to mix
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- Doors hinged on special grease loaded bearings to prevent binding common with piano hinges
- Full 48" Bed Width.

THE NEW MODEL UB SERVICE AND MAINTENANCE BODY is available to fit any 1/2 or 3/4 ton chassis in a choice of three Compartment Layouts. The variety and flexibility of designs makes the UB UTILCO SERVICE BODY adaptable in a variety of fields including: Utilities, Plumbing, Electrical, Refrigeration, and governmental service. The Compartment interiors can be assembled to meet each customer's individual requirements. This is but one of a full and complete line of Service and Construction Bodies...write UTILITY BODY COMPANY or telephone your nearest distributor.

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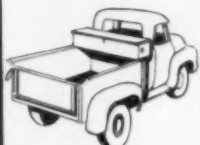
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SERIES TC
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MODEL UB-X



SERIES U-56
CROSS COMPARTMENTS



MODEL UB-T

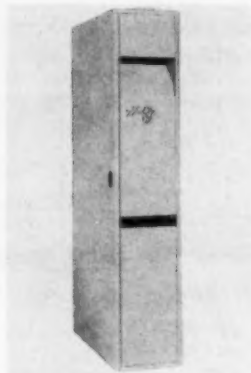
WESTERN NEW PRODUCTS . . .



Grout for use on ceramic tile

A nonstaining resin grout called "Resist-Stain" is available for use on ceramic tile counters and table tops. It provides a nonporous, stain-defiant surface. Comes in packages containing material to grout 12 sq. ft. of 4 1/4-in. tile. Pacific Tile and Porcelain Co., Dept. AB, 832 N. Cole, Hollywood, California.

Circle No. M61-W on reply card, p. 144



Slim-line furnace

"Mighty Mite" a 58,000 btu gas, forced-air furnace is only 10 in. wide. Features include: automatic wall thermostat; factory-wired integral controls; an adjustable speed and air filter. Holly General Co., Div. of Siegler Corp., Dept. AB, P. O. Box 2098-D, Pasadena, Cal.

Circle No. M62-W on reply card, p. 144

New hardware catalog

A revised four-page catalog, CF-136, has been issued by Superior Scaffold Co. It shows the company's complete line of scaffold hardware. Profusely illustrated, the new publication contains many erection tips and job applications of Superior's Jiffy Jack Adjustable Trestle, Mortar Board Stands, Shack Jacks, Flat Backs, Hi-Lo Trestle, etc. Superior Scaffold Co., Dept. AB, 5624 Bankfield Avenue, Culver City, California.

Circle No. M63-W on reply card, p. 144

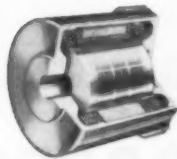
PACKAGED POWER

FOR ON-THE-SPOT ELECTRICITY WHEN YOU NEED IT



THE ALL NEW **ZEUS** ELECTRIC POWER SUPPLY
A BORG-WARNER PRODUCT

Featuring Permanent Magnet Alternators—*Proved in missile flight*



THE SECRET behind the ZEUS generator's amazing performance—a Pesco permanent magnet alternator, as used in many major missiles and supersonic aircraft. Power generation is created by a permanent magnet rotating field—eliminating entirely all brushes, slip rings or commutator. No maintenance is required, and years of trouble-free service are assured.

PORTABLE...ULTRA QUIET...LOW COST...CLEAN OPERATION

Now... a super quiet, low cost electric power plant weighing *only 63 pounds*—making it truly a portable unit. Easy to look at—rugged in construction and powerful in performance, the ZEUS makes it possible to provide assured alternating electric current power wherever it is needed. Powered by a fast-starting, economically operated Briggs and Stratton engine, the ZEUS will furnish prime or emergency A.C. power for lights, appliances or tools in remote locations. Utilizing a missile-flight proven Permanent Magnet Alternator for power generation, connected directly to the engine, the ZEUS requires no power wasting belts, and little, if any, maintenance. The new Zeus will deliver full power rating for long periods of continuous running—without voltage loss or over-heating. A rugged fibreglass cover protects the unit from damage and adds to quiet operation.



ECONOMY MODEL

The ZEUS is also available in heavy duty or standard models without the fibreglass cover for use where appearance and extra quiet operation are not required, such as timber cutting, construction, gardening, etc.



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PESCO PRODUCTS DIVISION
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Burbank, California



OUTDOOR LIVING



BUILDING AND CONSTRUCTION

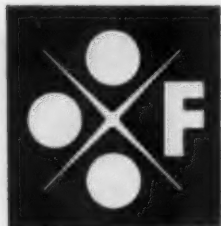


FARM AND HOME

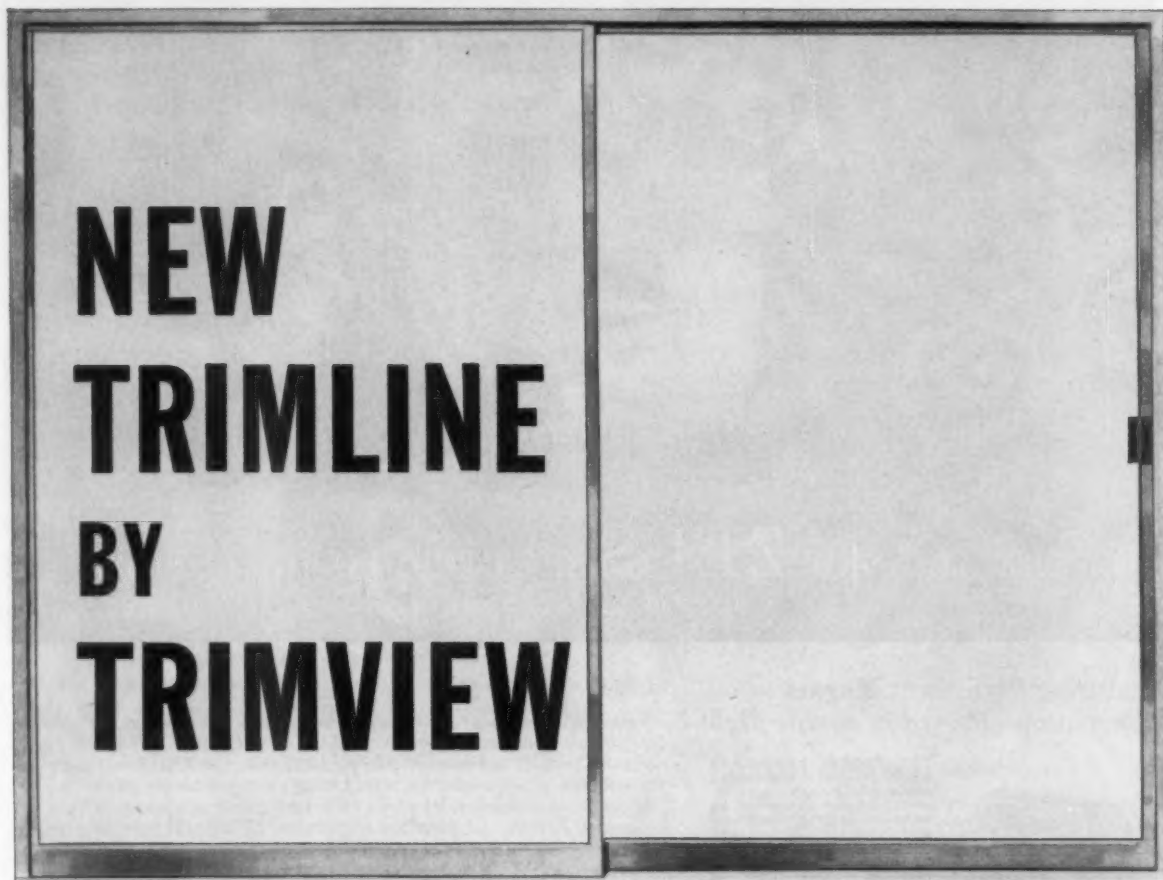


POWER FAILURE





ANOTHER PRODUCT FEATURED IN FULLER'S PACKAGE PLAN



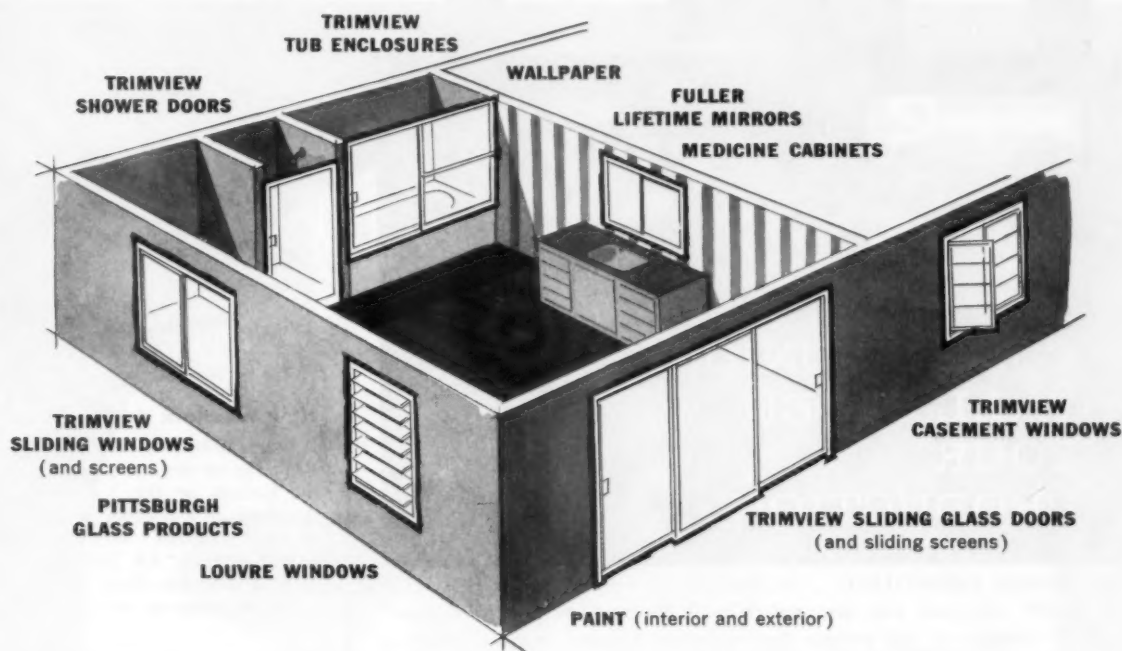
ALUMINUM SLIDING GLASS DOORS

Here for the first time is a luxury "extra" you can afford to put in any home. New Trimline Doors are competitively priced because of their simplified design—yet they have these famous Trimview quality features: sturdy frame construction of heavy-gauge aluminum, corrosion-resistant finish, continuous weather-stripping, and many optionals, including double glazing and Fuller's special gray glass. Dealers' inventories are kept at a minimum because left and right panels can be assembled as needed, and the same frames accommodate both single and double glazing. Four standard widths from 6' to 12', simple width and height alterations. Ask your Fuller Representative now to see new Trimline!

HOW FULLER'S PACKAGE PLAN WORKS

Under the Fuller Package Plan, you are guaranteed present competitive prices for a period of up to one year on Fuller Products you plan to use during that period. For these products, you will pay only the agreed price—regardless

of price increases. Thus you can forecast your costs accurately and hold those costs down. In addition, you gain all the service advantages of dealing with one company—in uniformity, in billing, in delivery.



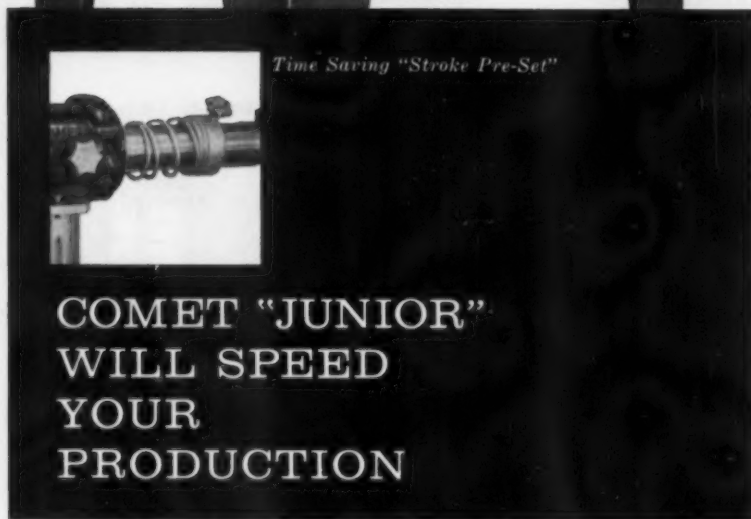
HOW FULLER PRODUCTS HELP SELL YOUR HOMES

Fuller Package Plan Products are designed to give any home that modern look. Many of these products are luxury "extras" that help sell homes on sight. But most important, Fuller Products sell homes on quality. Their high quality speaks for the quality of your construction—now and in the years ahead. Consider Fuller's modern, quality products not only for their immediate sales appeal, but as part of the good reputation that helps you sell other homes. And add the economy of the Package Plan! Why not see your Fuller Representative now?





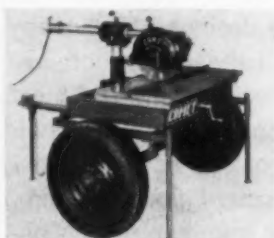
Precision and Safety
Only with Comet
Retractable Radial Arm



**COMET "JUNIOR"
WILL SPEED
YOUR
PRODUCTION**

ON-THE-JOB VERSATILITY... In your shop, or "on-location" COMET "JUNIOR" will save you time and money! Mounted on the "workhorse" COMET Trailer, it will provide fast, accurate, versatile cutting power... right where you need it. "Pre-set" cut-off strokes, made possible by the exclusive COMET return spring, increase production up to 20%! Get true, retractable radial arm reliability (standard length for 19" cross-cut, or the long arm for 25" cross-cut). Rugged steel radial arm glides smoothly on eight permanently lubricated ball bearing rollers: moves completely out of the way for *full table working area*. Power-packed COMET single or 3-phase 2 H.P. motor, assures smooth performance... cross-cut, compound miter, rip, dado, shape, route, grind, bore. On the job or in the shop, the professional COMET "JUNIOR" means speed, safety, and year after year "full load" dependability.

COMET MANUFACTURING CO. AB-1
2033 Santa Fe Ave. • Los Angeles 21, Calif.
• a division of The Siegler Corp.



COMET *

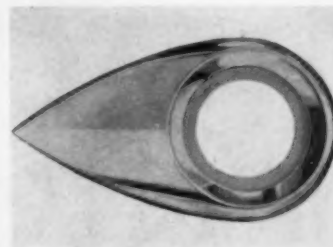
**WESTERN
NEW PRODUCTS . . .**



Tile matches wallpaper

A new concept in decorative tile features Oriental designs with correlating wallpaper. The series includes seven designs on three distinctive backgrounds. Hand-screened wallpaper by Albert Van Luit & Co., Gladding McBean & Co., Dept. AB, 2901 Los Feliz Blvd., Los Angeles 29, Cal.

Circle No. M64-W on reply card, p. 144



New Westlock design

A streamlined escutcheon (No. 875) can be used for a regular 2 3/8-in. backset or the 5-in. backset. Available in a number of dull and polished finishes. Western Lock Mfg. Co., Dept. AB, 2075 Belgrave Ave., Huntington Park, California.

Circle No. M65-W on reply card, p. 144



Sheets made from material

Wallfab, made from almost any material, is a soft-lustre, flexible, durable laminated sheet which can be glued to almost any backing with an appropriate cement. Can be used on floors, kitchen walls. M. C. Gill Corp., Dept. AB, 1418 North Potrero Ave., South El Monte, Cal.

Circle No. M66-W on reply card, p. 144

NEW

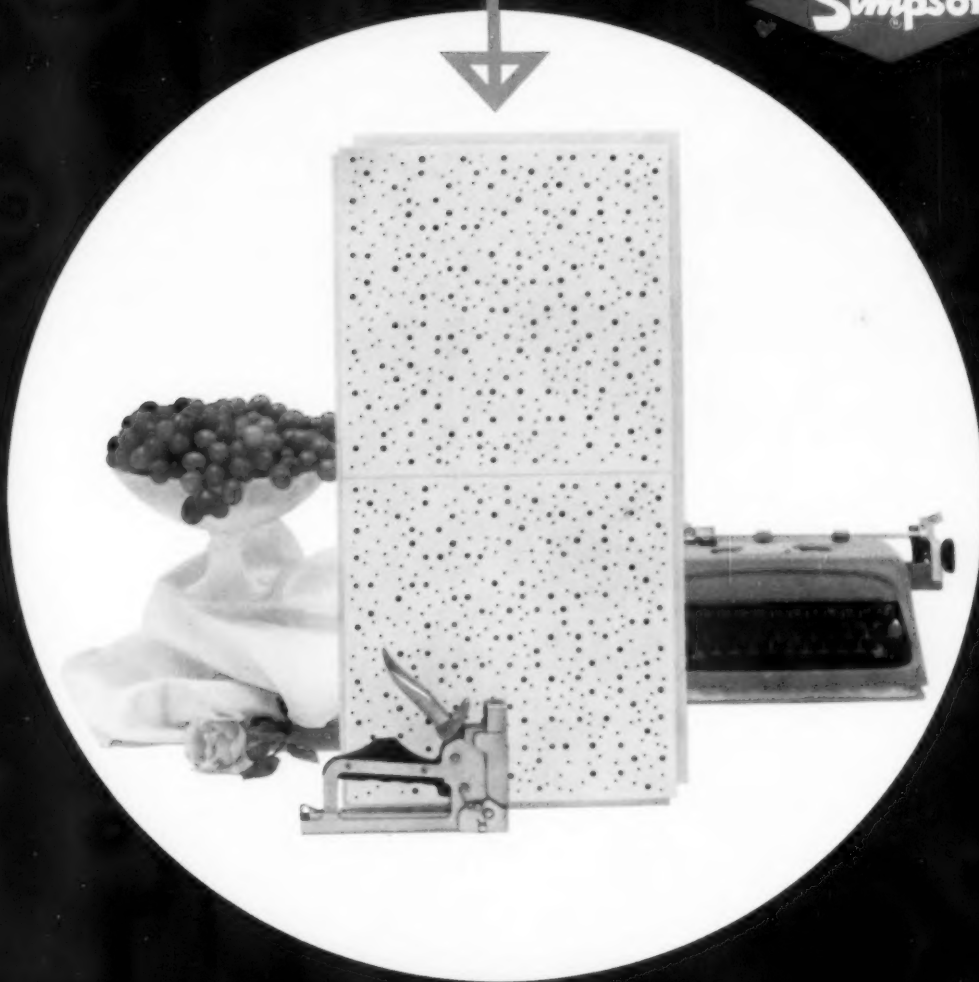
SIMPSON RANDOM DRILLED ACOUSTICAL TILE

**FOR HOME OR OFFICE—FEATURE CEILING
BEAUTY PLUS LOW COST SOUND-CONTROL**

Noise-control for modern interiors is an important sales advantage. This unique acoustical tile offers three different hole sizes, full random design and an exceptionally smooth surface. Flame resistant or regular painted finishes are washable and give high light reflection. Tile can be repainted without appreciable loss of efficiency. Sizes of 12" x 12", 12" x 24" and 24" x 24" can be installed quickly, easily. Check Sweet's File or see your Lumber Supplier.

RELY ON

Simpson



● *Another new product developed by Simpson Logging Company, Shelton, Washington.*

Mail coupon on back page of insert for free Acoustical-Insulating Board Catalog.

RELY ON SIMPSON FOREST PRODUCTS



Melanie Kahane, A. I. D., designed this room featuring a divider of Simpson rift grain redwood plywood.

*ACCENT ON SALES APPEAL
WITH WALLS OF REDWOOD PLYWOOD*

Home buyers are visibly impressed by dramatic accent walls of Simpson Redwood Plywood. Exclusive deep-toasted V-grooves "brand" walls with handsome random planked beauty. The natural warmth of rift grain redwood is a distinctive background for any style furniture or interior decor.

You can create rooms to remember... by combining the beauty and durability of redwood with the strength and economy of plywood. See your Lumber Supplier, or mail the coupon on the back of next page for free 16-page Catalog. Simpson Logging Company, 2301 N. Columbia Blvd., Portland 17, Ore.



RIFT GRAIN REDWOOD



REDWOOD RUSTICWOOD



REDWOOD SHADOWWOOD



FIGURED GRAIN REDWOOD

FOR BETTER BUILDING . . . BETTER LIVING!

"... and best of all, a Forestone Acoustical Ceiling!"

Homes sell faster when they are sound-conditioned with beautiful, deep-fissured Forestone® ceilings. Forestone absorbs up to 70% of all sounds striking it and can be repainted without appreciable loss of efficiency or rich, textured beauty. Forestone costs about the same as an ordinary ceiling and your own crew can install it quickly, easily. Sizes available for all standard installations. See your local Lumber Supplier or refer to Sweet's File. Simpson Logging Company, Shelton, Washington.

Mail coupon on back of this page for free Acoustical-Insulating Board Catalog.

SIMPSON
Forestone.

*Reg. U. S. Pat. Off. — U. S. Pat. No. 2,791,289
The original fissured woodfiber tile.



Home buyers appreciate Forestone's fissured beauty and highly efficient noise-control qualities.

RELY ON



Redwood siding paints quickly, easily, and no special preparation of the surface is required.



PAINT GOES FARTHER...

...and lasts much longer on redwood than on many other commonly used sidings. Simpson certified kiln dried redwood contains no natural oils or resins inhibiting paint retention.

Mail coupon on back of this page for free Simpson Redwood information.



Simpson certified kiln dried redwood is available throughout the nation, and Canada, for interior and exterior use. No other wood surpasses redwood for durability, natural beauty and its remarkable resistance to termites, mildew and fungus growth. See your local Lumber Supplier soon. Simpson Redwood Company, Arcata, California.





BETTER HOUSING BY DESIGN

Successful builders, in increasing numbers, are finding that architect designed homes frequently cost less to build, *and sell quickly and profitably.*

For that reason alone, this growing professional "partnership" is an exciting development, worthy of every possible encouragement.

Direct benefits do not stop there, however. The home buyer is offered a more diversified selection of attractive designs, newest concepts of comfort and convenience, more efficient usage of space and materials... in short, greater values.

Everybody benefits—architects, builders, suppliers and manufacturers—with an ever expanding market for services and products.

Simpson continues its rewarding search for new and more versatile wood products to reduce construction time and cost, to accommodate new design concepts, and generally increase the livability of the home. This search has developed such product examples as: insulating roof deck, economical fissured woodfiber acoustical tile, hollokore drilled perforated tile, the biotox process and many other advances.

With nearly half a million acres of timber reserves, annually replenished by proven conservation and reforestation activities, and supported by constant research for better utilization of these resources, we can assure builders, architects and dealers of a dependable supply of wood products for the homes of America throughout the coming years.

RELY ON



*The finest in Douglas Fir, Western Hemlock and Redwood Lumber;
Acoustical, Insulating and Hardboard Products; Plywood and Doors;
Wood Tank and Pipe Products; and Paper.*

SC-92B

SIMPSON, 1071B WHITE BLDG., SEATTLE 1, WASHINGTON

Please send me FREE information on the following products as checked:

Doors

Redwood

Acoustical and Insulating Board

Plywood

Name _____

Company _____

Address _____

City _____

State _____

Clipped from _____

magazine

Litho in U. S. A.
on Simpson 100#
White Wave Seaplane Offset

Imaginative new conceptions in architecture can frequently trace their origin to a basically simple idea. One of the oldest types of roofing, terne metal, thus lends itself to many dramatic new applications in the contemporary idiom. Because of its inherent adaptability in both form and color, Follansbee Terne permits the visible roof area to become a significant part of structural design. Thus by re-discovering and re-interpreting a time-tested material, we make out of the very old the very new. I have furthermore found terne superior to other roofing metals in economy, color-adherence, heat-reflection, permanence, workability, and low coefficient of expansion.

F. L. Wright



FRANK LLOYD WRIGHT
Sculpture by Eloise Fichter



Quality Building Specialties



Anodized Aluminum MAIL BOXES

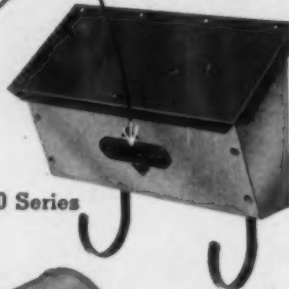


700 Series

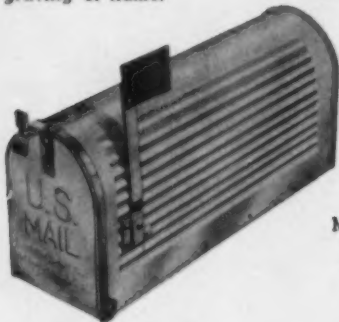
FREE
Engraved
Name Plate with
every box

Available in 5 exciting anodized finishes: gold lid on black box, black lid on gold box, black lid on black box, gold lid on gold box and anodized aluminum lid and box.

Each M-D Mail Box has a blank name plate. An order form and envelope are inside the box. To "personalize" mail box, your customer returns plate to us for FREE engraving of name.



500 Series



M-D Rural Mail Boxes are available in 4 beautiful lifetime finishes that never rust or tarnish. Albras (brass color), Albright (chrome bright), Alblack (black), and Alacrome (natural aluminum). Standard No. 1 size. Approved by U. S. Postmaster General.



M-D Mail Box Holder No. 44 for 4" x 4" wood posts.



M-D Mail Box Holder No. 150 for 1 1/2" metal pipe.



Nu-GARD Automatic DOOR BOTTOM



Up automatically to clear carpet easily when door opens.

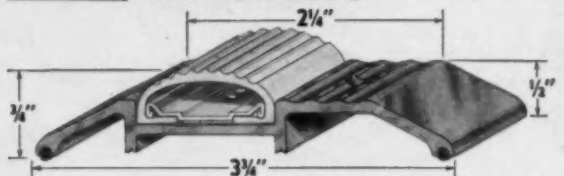


DOWN snugly against floor to seal out drafts when door closes.

Here's the perfect automatic door bottom and draft eliminator for ALL doors. Smartly designed with silvery-satin finish—will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48".



Extruded Aluminum THRESHOLDS with Vinyl insert

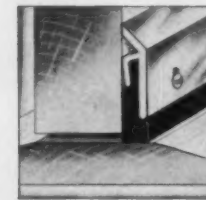


This beautiful vinyl-type threshold is available in either Alacrome or Anodized Albras finish. Albras is a permanent anodized color that will never tarnish—never needs polishing. Available 3 3/4" wide by 3/4" or 1 1/8" high or 1 3/8" wide by 5/8" high.



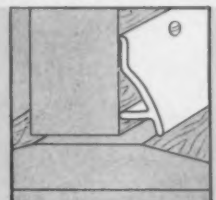
Numetal DOOR BOTTOM

Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths. Packed 1 doz. same length to carton.



M-D EXTRUDED HEAVY DUTY DOOR BOTTOM

Extruded aluminum and felt door bottom—in natural or anodized finishes.



M-D EXTRUDED HEAVY DUTY DRIP CAP

Extruded heavy duty drip cap—in natural finish or anodized finishes.



MACKLANBURG-DUNCAN CO.

P. O. BOX 1197 — OKLAHOMA CITY 1, OKLAHOMA

are **BEST SELLERS** "in the house"



Numetal WEATHER STRIPS

Packaged Sets for Doors



AVAILABLE IN
STAINLESS STEEL
OR BRONZE

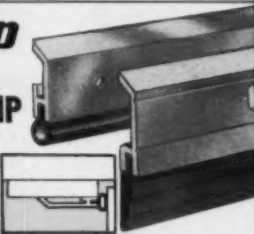
This complete package unit means easier handling for you . . . easier installation for your customers. M-D Numetal door sets are available with regular door bottoms or with any M-D threshold.



Jamb-Up DOOR WEATHER STRIP

EXTRUDED ALUMINUM & VINYL

Made of sturdy, extruded aluminum and tough, durable vinyl. Perfect for wood or metal doors. Comes completely packaged with necessary strip, nails, screws and instructions.



Nu-WAY WEATHER STRIP

Fast-selling because it's so easy to put on. This is the "original" coil metal and wool felt weather strip. Each individual carton contains one 18 ft. roll with nails and instructions. Packed 12 cartons in free display.



CALKING & GLAZING COMPOUND

Nu-CALK

World's best calking compound available in loads, with or without nozzle . . . or 1/2 pt., pt., qt. and gal. cans. Also 5-gal. and 55-gal. drums, gun or knife grade.



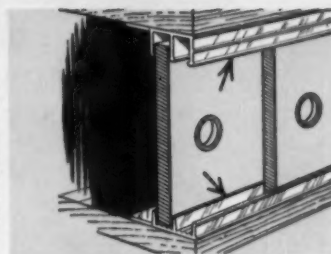
Nu-Glaze

You can use and recommend this glazing compound with complete confidence that it always "stays put." Packed in 1/2 pt., pt. and qt. cans, 2 1/2 lb., 5 lb., 10 lb., 80 lb. drums.

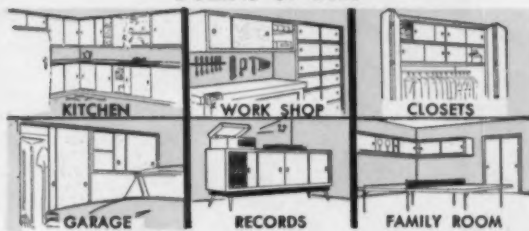


Aluma-Slide SLIDING DOOR TRACK

For 1/8", 1/4", 3/8", 1/2" or 3/4" sliding panels of glass, plywood, masonite, pegboard. Aluma-Slide aluminum track sets can be used on any size cabinet. Fast, easy installation without special tools. In packaged sets with holes drilled, screws furnished and instructions.

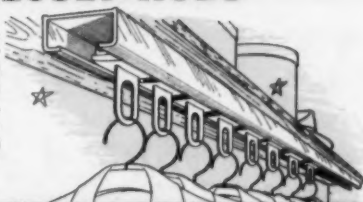


DOZENS OF USES



Shelf-Mounted CLOSET RODS

Here's a sturdy, extruded aluminum rod with nylon hanger-glides that slide easily. Completely packaged sets, in sizes to fit all closets.



17 magazines will carry
197,000,000 Messages

to your customers
about M-D products!

124 ads (some in 2 colors) will
cover the line of M-D products and
create store traffic for you!

DEALERS Order today!
Your order shipped
promptly! All M-D prod-
ucts are fast sellers,
nationally advertised.

BUILDERS M-D prod-
ucts sold nationally by
hardware, lumber and
building supply dealers.



Win yourself this carload *while you get acquainted with America's broadest*

Big promotion going on! Two weeks from now, this same Flintkote flatcar starts rolling into big space ads in LIFE and SATURDAY EVENING POST. Other powerful selling ideas are coming up in READER'S DIGEST too. The purpose: to demonstrate that Flintkote makes the broadest line of building products in America, and to help everyone who moves Flintkote products into the homes of America. While the whole country's getting a look at the length and breadth of Flintkote's line . . . you can cash in . . .

win yourself every can, case and carton you see above!

Or you can win the equivalent in cold cash . . . \$5000. Or win one of 121 other cash awards!

EASY TO ENTER!

Read the official entry rules (right). Complete the entry blank in this ad and mail it to FLINTKOTE CARLOAD CONTEST, Box 7A, Mount Vernon 10, New York. Hurry! Each entry must be postmarked no later than April 15th, 1959 and received by April 21st, 1959.

Nothing to buy!

122 chances to win!

GRAND PRIZE

Three choices:

- The products shown on the flatcar illustrated.
- The equivalent in Flintkote Building Products of your choice.
- The cash value, \$5000.00

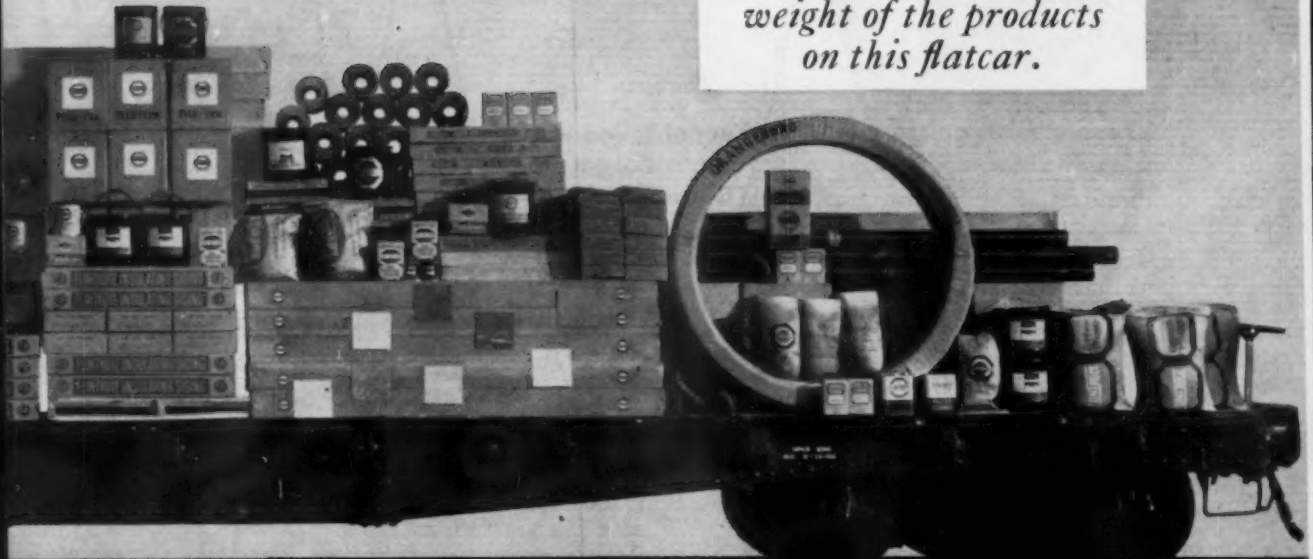
Plus 121 Cash Awards

- 2nd Prize \$500 cash
- 20 third prizes, each \$100 cash
- 100 fourth prizes, each \$25 cash

Enter today! Flintkote's \$10,000 CARLOAD CONTEST

Guess

how many building products the Flintkote Company makes and guess the total shipping weight of the products on this flatcar.



(or \$5,000 in cash)
line of building products

FLINTKOTE CARLOAD CONTEST RULES

(1) Only one entry per person. Each entry must be mailed separately and may be submitted on either the official entry blank or on ordinary paper bearing your name and address.

(2) Entries will be judged by the Reuben H. Donnelley Corporation on the basis of accuracy of answers to (a) the number of different products the Flintkote Company makes and (b) the total shipping weight of all the products shown on the flatcar in this advertisement.

(3) In the event of a tie, tied contestants will be asked to complete the following statement in twenty-five words or less: "The Flintkote line of products is a good line because . . .". Ties will be broken by judging these statements on originality of thought, logic, clarity and conciseness of expression. In the event of a final tie, duplicate prizes will be awarded. The decision of the judges is final.

(4) This contest is open to all dealers, distributors, builders, specifiers and architects in the continental United States and Canada, except employees (and their immediate families) of The Flintkote Company, its affiliates and their advertising agencies.

(5) This contest is subject to all Federal, state and local laws, ordinances and regulations, and is not open to contestants in any area where state or local laws, ordinances or regulations render participation illegal.

(6) All entries, contents and ideas therein become the property of the Flintkote Company to be used as it sees fit.

(7) Winners will be notified personally or by mail about six weeks after the close of the contest. Names of the winners will be available about 60 days after the close of the contest to those sending stamped, self-addressed envelopes to FLINTKOTE CARLOAD CONTEST, Box 7A, Mount Vernon 10, New York.

OFFICIAL ENTRY BLANK FLINTKOTE CARLOAD CONTEST

The number of building products made by the Flintkote Company is

The total shipping weight of the products shown on the flatcar is

Pounds, Ounces.

Mail to:

FLINTKOTE CARLOAD CONTEST,
Box 7A, Mount Vernon 10, N. Y.

NAME _____
COMPANY _____
BUSINESS ADDRESS _____
CITY _____
STATE _____
ZONE _____

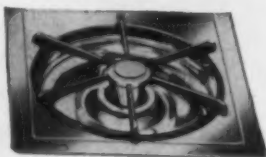
*She loves to
bake a lot but her
oven's too crowded.*



For her:
**Tappan's King-Size
Double Oven**

that permits bak-
ing and broiling
at the same
time. And
it's chrome-
lined.

*She feels left out of
things when she's stuck
in the kitchen cooking.*



For her:
**Tappan's Automatic
Set 'n Forget Top
Burner**

ends constant
pot-watching,
prevents
burning
and boil-
overs.

*She likes to be
on-the-go... helping
out in community
affairs, women's clubs.*



For her:
**Tappan's
Fully-Automatic
Oven**

bakes pies, cakes,
meals without
her being any-
where near-
by. Starts,
turns off
auto-
mati-
cal-
ly.



She saw it in **WOMAN'S DAY**



She saw it in **LADIES' HOME JOURNAL**



She saw it in **READER'S DIGEST**

Please 'em all with **TAPPAN**

Women have very personal reasons for their cooking preferences. But with Tappan you can please every woman's whim! Gas or electric! Single oven or double! Any arrangement of burners or surface units! Copperloy, Lusterloy or pastel color finishes! And Tappan gas and electric surface units and built-in ovens are completely interchangeable

She often wished she could cook outside all year 'round.



For her:
Tappan's Built-In Rotisserie

lets her barbecue chicken and roasts right in her own kitchen.

She loves to make big, week-end breakfasts.



For her:
Tappan's Griddle-in-the-middle

lets her whip up big batches of pancakes, bacon and eggs.



She saw it in *FARM JOURNAL*



She saw it in *BETTER HOMES & GARDENS*



today's biggest Built-in-Line

in the same size cut-out! Only with Tappan can your kitchens be as flexible as a home buyer's mind. Only with Tappan can you interchange gas and electric units **WITHOUT** extra carpentry, **WITHOUT** refitting problems of any kind.

For complete details on built-ins, write the Tappan Company, Box AB 39, Mansfield, Ohio.

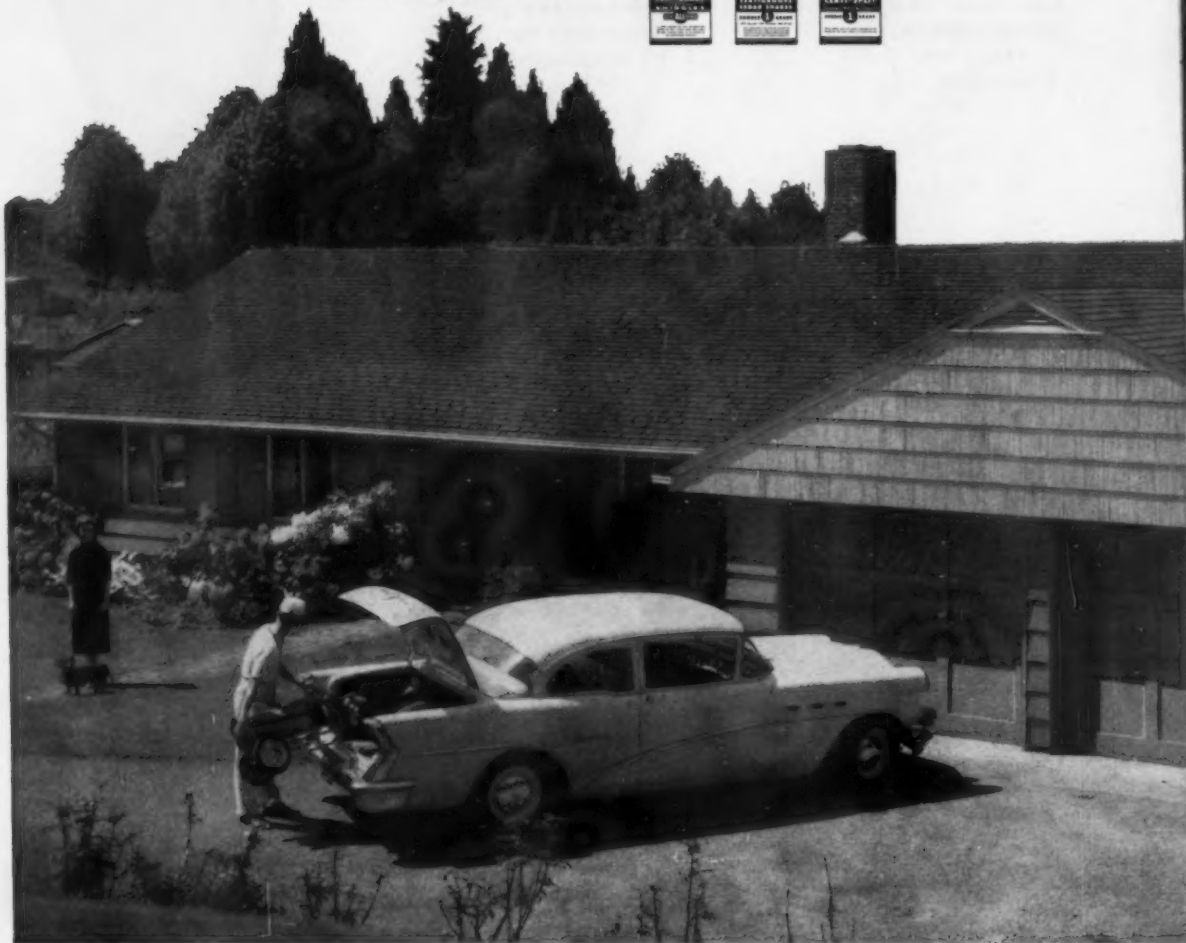
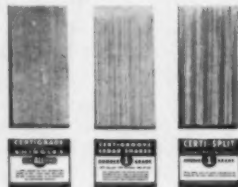
WESTERN RED CEDAR

... native to better neighborhoods

You can tell a really good district at a glance—and so can your customers! Fads and fancy stuff are at a minimum. The designs and materials are chosen for their enduring qualities of natural good looks and honest function. Triple-thick roofs of rugged cedar shingles... richly-textured walls of cedar shingles or shakes... are marks of the better neighborhood. For the house of cedar is the house of quality. And quality today—*more than any other single feature*—is apparent in the homes that sell.

RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington
550 Burrard Street, Vancouver 1, B. C.



For full application details on cedar shingles and shakes, see the current Sweet's Catalog...or send coupon...

NAME _____
FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Quality-Packed
NEW

THUNDERBIRD






by Inland Homes






Designed to sell for
\$8150 plus lot

The new Thunderbird opens up a whale of a big market for you — families that are hungry for a roomy, quality house with a small price tag.

Look at these quality features of the Thunderbird.

-  **12 Colonial, Contemporary, French Provincial and Ranch designs.** All architect-designed.
-  **Over 1000 sq. ft.** with big living room, extra large kitchen, dining space, and 3 bedrooms.
-  **2" x 4" construction** throughout.
-  **Cedar shakes** are factory applied and double coursed. Horizontal siding also available, or sheathing only for brick.
-  **Double wall construction** with impregnated insulated sheathing.

Mr. Builder —
We cordially invite you
to use a Thunderbird Model
Home in your subdivision
at no cost to you during
the 1959 building season.
Write, wire or phone
for complete information!
Inland Homes Corporation

-  Prehung flush doors throughout.
-  Wood kitchen cabinets.
-  Complies with FHA'S new MPS.

Get started TODAY. For details on the Thunderbird and Model Home Plan, visit, write, or phone P. R. Thompson, Vice Pres., Sales—phone PRespect 3-7550, Piqua, Ohio.

INLAND HOMES



INLAND HOMES CORPORATION • Plants in Piqua, Ohio and Hanover, Pa.
Manufacturer of America's Finest Homes



Luxury Home Builder

of Westchester County, N. Y.

Speaks Out for **PREWAY** Bilt-Ins

"Kitchens are an important headline element in my houses," says Mr. M. Jacobs . . . "and PREWAY does the most for me in adding to decor, in holding down installation costs and in keeping my customers enthusiastic with their performance.

"When you build homes as I do, in the forty to fifty thousand bracket, you aren't concerned with nickels. I always spend more to get the best . . . and that is why PREWAY is my selection. Certainly, I have tried others — but my records show conclusively that PREWAY not only looks good, but is good, all the way through. It's a rare day when I have a service call."

And what M. Jacobs says is true the country over . . . for all builders. Write today for colorful specification bulletins that will give you full information on PREWAY Bilt-In appliances.



Inc. 8359 Second Street, N., Wisconsin Rapids, Wis.
Since 1917 — Pioneer manufacturer of built-in appliances . . . refrigerator-freezer combinations; gas and electric ovens and surface units, ventilating range hoods, dishwasher.

Mr. Jacobs is president of Cavanaugh Homes Inc., home-builders in Westchester County, Scarsdale, New York.

As delightful a kitchen as you'll ever see is this thoroughly thought out kitchen that is a feature of the house illustrated here.



In Westchester County, New York, the homes that M. Jacobs builds are the trend-setters, the style leaders — homes like this one, that make the most of their environment and that illustrate the best in functional layout.

FOR HEALTH'S SAKE



Homes built on concrete slab need the warmth and resilience of OAK FLOORS

FOR greater sales appeal in your slab-on-ground homes, use Oak Flooring... preferred by home buyers everywhere. Oak Floors provide needed resilience and warmth so necessary to health and comfort. Their beauty and durability are added sales features.

The screeds-in-mastic installation method provides a sound nailing surface for Strip Oak Flooring over concrete and is used by many leading builders. It's easy, fast and effective... has the approval of lending agencies... and meets the budget of lowest priced homes. Try it in your slab-on-ground homes for greater sales appeal.



Over concrete, install Strip Oak Flooring this low-cost way... on screeds imbedded in mastic.



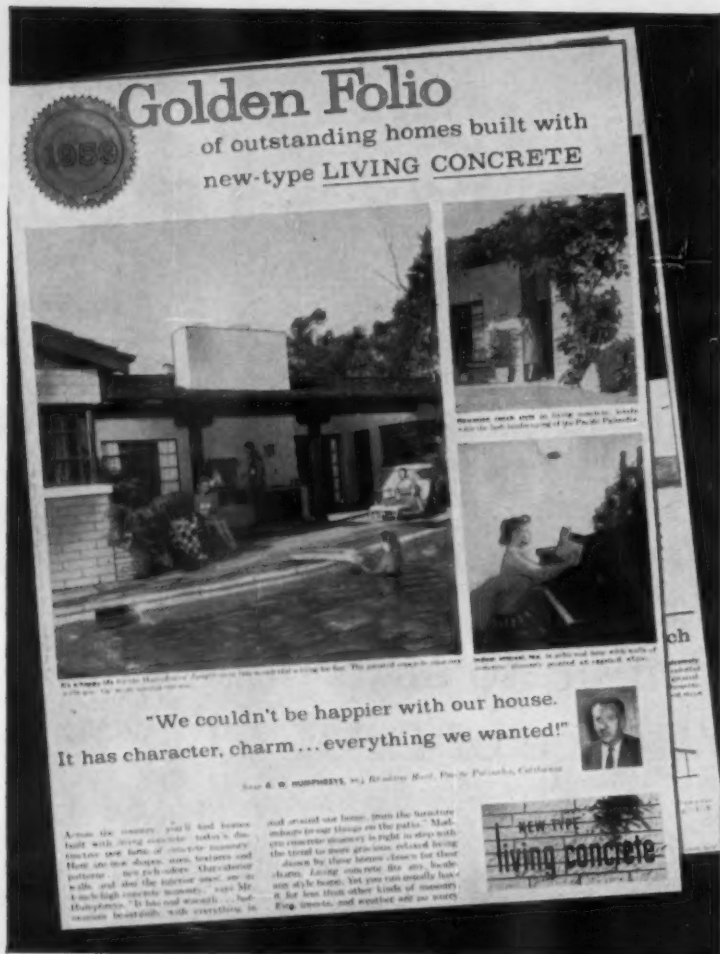
Write for free Installation Manual.
NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION
840 Sterick Building • Memphis 3, Tenn.



Golden Folio

of outstanding homes built with
new-type **LIVING CONCRETE**

appears April and May in top "home" magazines!



Newest advertisement by PCA —
3 pages in full color—featuring beautiful homes of today's newest forms of concrete masonry!

Again, important promotion effort is being put behind the newer forms of concrete masonry. Another impressive advertisement in this continuing campaign dramatizes the story for millions of Americans... creates still greater acceptance for this building material so suited to modern moods and needs.

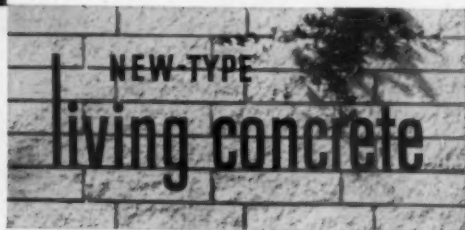
Spring breaks out in April and May, and so does this colorful 3-page folio—in Better Homes & Gardens, House Beautiful, House & Garden, and in Living for Young Homemakers.

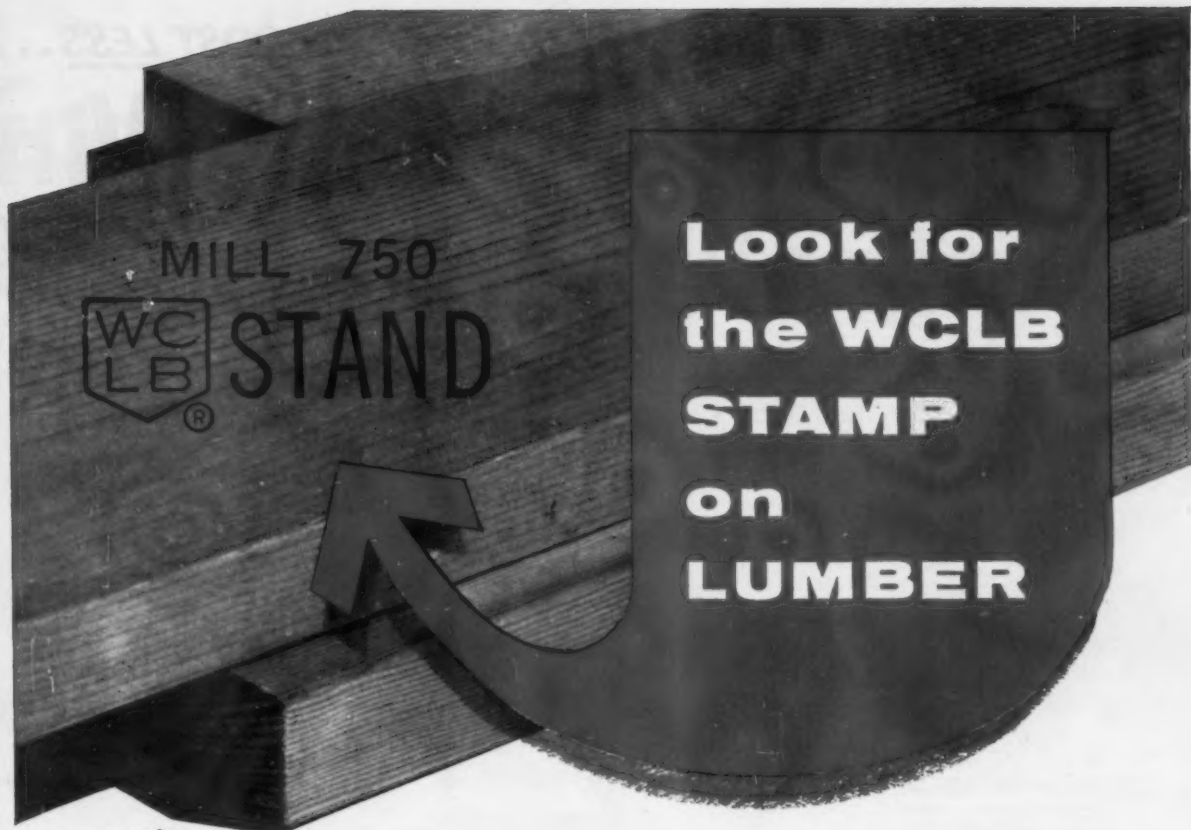
Beautiful homes built with one of the countless new forms of concrete masonry are depicted. Each home dramatically illustrates how new sizes, textures and colors combine to create charm, character and livability. Here's striking evidence of how today's concrete masonry suits any style home, any locale.

All this is keyed to a descriptive and promotable idea... *new-type Living Concrete!* Architects, builders, financial people, as well as home buyers, are giving modern concrete masonry a fast-growing role in today's construction market.

PORTLAND CEMENT ASSOCIATION

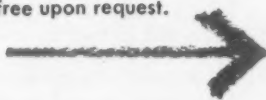
A national organization to improve and extend the uses of concrete





Either mill number or name appears as part of stamp.

Shown above are five basic stamps of the WCLB grading system. Details of these as well as all other WCLB grade stamps are shown in a pocket size folder "Grade Stamps for West Coast Lumber" free upon request.



The WCLB grade stamp is used by some 450 sawmills operating in Coast-type timber in Western Washington, Western Oregon and Northwestern California. These mills believe in strict conformance to uniform standards of lumber grading and manufacturing. Grading procedure in each of these mills is carefully supervised; they take pride in their reliability and in their product.

Look for the WCLB grade stamp on lumber. For 35 years it has been the "seal of approval" on lumber everywhere.

WEST COAST

LUMBER INSPECTION BUREAU

of the West Coast Lumbermen's Association



West Coast Lumber Inspection Bureau, Room 15
1410 S. W. Morrison Street, Portland 5, Oregon
Please send me your free folder
"Grade Stamps for West Coast Lumber".

Name _____

Address _____

City _____ Zone _____ State _____

NOW! CERTIFIED PROOF—FORD TRUCKS COST LESS...

'59 Ford Trucks Win — average 25.2%



'59 Ford pickups running one of the Economy Showdown courses set up by the research engineers. Like all the new '59 pickups tested, these are regular stock models with a standard six-cylinder engine, 3-speed transmission and standard rear axle ratio.

- Biggest comparison tests of truck gas mileage ever conducted by an independent research firm!
- Pickup models of all six makes tested in all kinds of driving!
- Both new and used trucks tested—534 units all told!

The difference between the right truck and the wrong truck can cost you *hundreds of gallons of gas* the first year alone!

A pretty startling figure? It's just one of many findings from the most far-reaching tests of truck fuel economy ever made.

These tests dug out the actual facts on gas mileage the only way they could be gotten—every truck pitted against its brother in an Economy Showdown.

To keep the tests fair and impartial, Ford Motor Company went to America's leading independent automotive testing firm. The project was outlined, the funds provided, and the Economy Showdown became solely the research organization's baby.

FIRST TESTS—NEW '59 TRUCKS

Standard six-cylinder models of the six leading half-ton pickups first were put through exhaustive road trials. All '59 trucks—Ford and competitive—were bought from dealers, just as you would buy them. After at least 600 miles break-in, all were brought up to manufacturer's recommended specifications.

The trucks were then tested at constant speeds of 30, 45 and 60 miles an hour. Next came stop-and-go tests ranging from moderate city traffic to normal retail delivery operation. Acceleration rates were carefully timed in each gear to insure accurate results for all makes. Here are the results—certified by America's foremost independent automotive research organization.

All tests
conducted and results
CERTIFIED

by America's foremost
independent automotive
research organization*

*NAME AVAILABLE ON REQUEST.

Send inquiry to: P.O. Box 2687
Ford Division, Ford Motor Company
Detroit 21, Michigan

Economy Showdown USA *better gas mileage!*

CERTIFIED SHOWDOWN RESULTS

The '59 Ford Sixes, in every test, averaged more miles per gallon than every other make!

Combining all tests, the '59 Fords led the average of all other '59 pickups by 25.2%.

To put it another way, for every 1,000 miles driven, the '59 Fords gave an extra 252 miles *gas free*.

For the typical truck owner driving 10,000 miles annually, this would amount to a saving of 129 gallons of gas the first year alone.

WHAT'S THE SECRET?

How can a '59 Ford Six make four gallons do the work of five in other trucks?

First, of all pickup Sixes, only Ford has modern Short Stroke design. This new type of engine is basically far more efficient than the long-stroke Sixes of other pickups—most of which were born before World War III!

Second, to this modern engine Ford has added a new economy carburetor. By metering fuel more precisely in both low- and high-speed ranges, Ford's new carburetor boosts gas mileage in every type of driving. And it's *standard at no extra cost*.

WHAT SPEED GIVES BEST ECONOMY?

Economy Showdown tests reveal that, with any make truck, actual miles-per-gallon depend upon the kind of driving you do. In normal retail delivery operation, for example, gas mileage drops to less than half that obtained at a steady 30 miles per hour.

High speeds are hard on economy, too. At 60 mph, it takes 16 gallons to go the same distance that 10 gallons will take you at 30 mph.

You can't always tailor your driving to get absolutely maximum economy, of course. But of this you *can* be sure. No matter where or how you drive, no other leading truck will give you the gas savings of Ford's modern combination: Short Stroke Six plus new economy carburetor. Economy Showdown USA proved it!

Your Ford Dealer now has the full report of Economy Showdown USA. Why not call him today and get the whole story firsthand?

HOW NEW '59 SIXES RATE IN GAS MILEAGE

'59 FORD SIXES GIVE	25.2% more miles per gallon than Make "C"	31.1% more miles per gallon than Make "I"	9.6% more miles per gallon than Make "G"	42.6% more miles per gallon than Make "D"	22.0% more miles per gallon than Make "S"	25.2% more miles per gallon than the average of all makes
IN ONE YEAR (10,000 miles) FORD SAVES	129 gallons of gas	160 gallons of gas	49 gallons of gas	219 gallons of gas	113 gallons of gas	129 gallons of gas

HOW GAS MILEAGE DROPS FOR OLDER TRUCKS

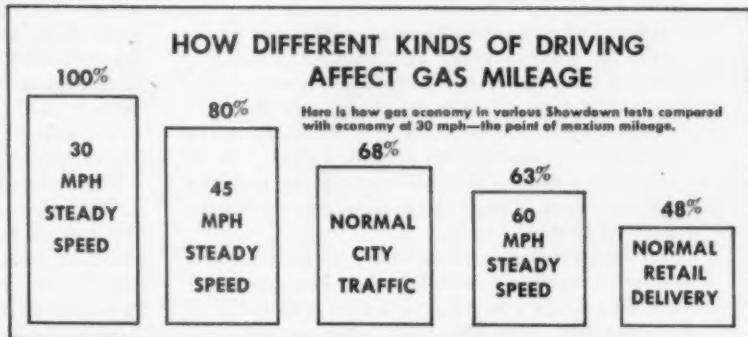
Everybody knows that gas mileage falls off as a truck gets older. But how fast, how far? 499 pickups were tested. In these tests, the '59 Fords were tested without break-in.

As you can see, gas economy tends to drop sharply somewhere between the second and fourth years . . . levels off after six years. Had the new '59 Fords been broken in (as all 1959 trucks were in the tests above), they would have achieved a much greater advantage.

'59 FORD GAS MILEAGE BETTER BY

25.6%	27.5%	24.6%	15.2%
9- to 11-year old trucks	6- to 8-year old trucks	3- to 5-year old trucks	1- and 2-year old trucks

HOW DIFFERENT KINDS OF DRIVING AFFECT GAS MILEAGE



GO FORD-WARD for savings
FORD TRUCKS COST LESS

LESS TO OWN . . . LESS TO RUN . . . LAST LONGER, TOO!

PUT YOUR MONEY IN GRACIOUS LIVING...

but don't "Gold-Plate" the drain!



Specify Republic Steel Pipe for maximum economy in waste line service

Most people who purchase a new home look forward to years of tasteful living, surrounded by the marks of modern grace and comfort. Providing features that make this possible—without undue costs to the buyer—can be a real problem for builders. One way to solve this problem, while still maintaining high standards of quality, is to choose fully dependable, yet economical, building materials. Such a material is Republic Steel Pipe for waste lines.

Steel Pipe is low in initial cost—yet its price and availability remain relatively stable. Republic Steel Pipe also helps you achieve higher standards of workmanship. It is absolutely uniform, for sure

speedy installation. Further, since one grade of steel pipe meets all requirements, inventory problems are reduced, and there is no chance of installing the wrong grade. Reputable plumbers everywhere, with years of steel pipe experience, can economically install a steel pipe waste line system that will last the life of the building.

These and other steel pipe advantages bring substantial economies—economies that can be utilized to provide a more livable, more salable home. For complete details, contact your Republic Pipe Distributor, or write Republic Steel Corporation, Department AB-6913, 1441 Republic Building, Cleveland 1, Ohio.

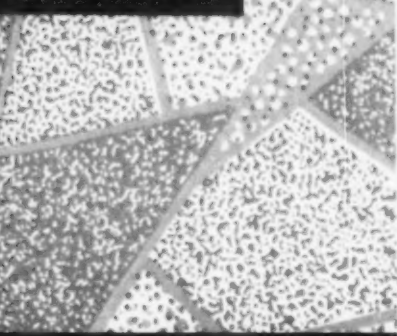
REPUBLIC STEEL



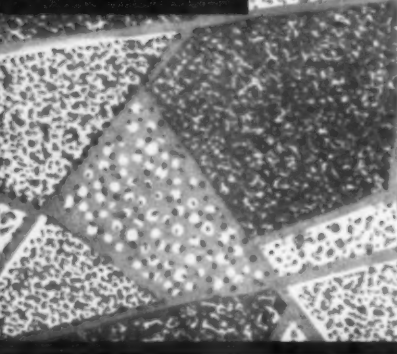
World's Widest Range of Standard Steels and Steel Products

New! PLAZA by Consoweld

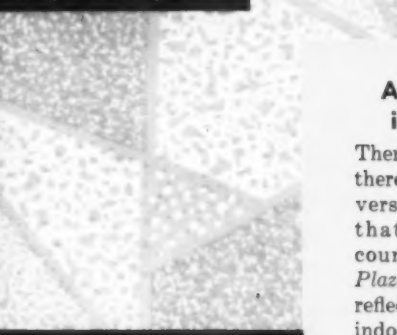
TERRACE GREEN



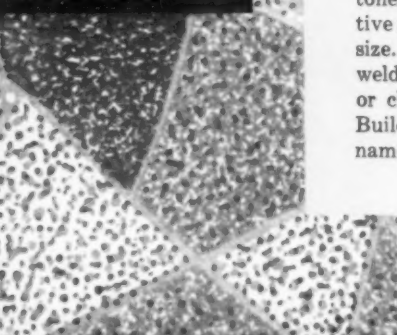
AUTUMN BROWN



SHADOW GRAY



MOSS ROSE



A dramatic new pattern in 4 bright new colors

There's excitement in color . . . and there's new kitchen beauty and versatility, too, when you add that color with a Consoweld countertop in the striking new Plaza pattern. Plaza is a colorful reflection of today's trend toward indoor-outdoor living—a sparkling mosaic design of geometric character highlighted by subtle color tones. Plaza comes in four distinctive new colors as illustrated actual size. See this exciting new Consoweld pattern at your dealer's now or clip the coupon and write for Builder Information Kit and the name of your nearest supplier.

Contour-formed countertop showing Moss Rose Plaza.

Good for a colorful lifetime



CONSOWELD CORPORATION, WISCONSIN RAPIDS, WISC.

Write for Builder Information Kit

Use coupon on next page!

"Brighten up" with TWINKLE by Consoweld



Countertop in Shell Pink Twinkle.

Countertops of Consoweld *Twinkle* really sparkle with color. That's what has made *Twinkle* one of the most popular selections in the Consoweld line. Flecks of gay and cheerful color tones are scattered throughout the design. Consoweld *Twinkle* comes in the 6 bright colors shown actual size. And with *Twinkle* you can add matching walls and wainscoting, too! Consoweld 10 *Twinkle* for walls is available in 5 colors. See *Twinkle* at your dealer's, or send in coupon for Builder Information Kit and name of your nearest supplier.

NEW Twinkle Bathtub Showerwall

Add modern bathroom beauty quickly—and at low cost—with the nationally advertised Bathtub Showerwall Package. Available in 5 bright *Twinkle* colors and 6 luxurious *Marble* colors. Ask your dealer for details.



Bathtub Showerwall in Rose Beige Twinkle.

Good for a colorful lifetime



CONSOWELD CORPORATION, Dept. AB-39
Wisconsin Rapids, Wisc.

Please send me, free, Builder Information Kit and complete information on the Consoweld line of laminated plastics and the name of my nearest supplier.

Name _____
Company _____
Address _____
City _____ State _____

Please check:

Builder Architect
 Remodeler Other _____

ROSE BEIGE

MINT GREEN

SILVER GRAY

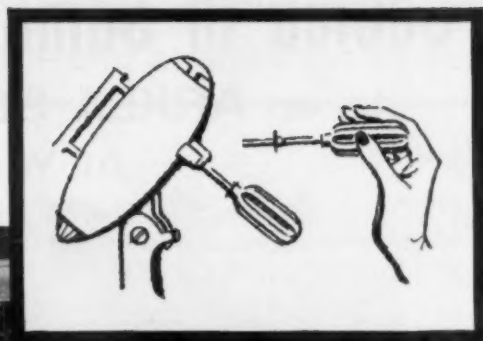
ORCHID

TURQUOISE

SHELL PINK

Removability...

makes the **BIG** difference



R·O·W and LIF-T-LOX are the registered trade-marks of the R·O·W Sales Company

Modern food mixers and modern windows are both designed for easy cleaning—better living.

Styling is important, too, and rugged R·O·W windows are beautifully designed to outlast the home.

Buyers want homes with brand-name products. They want quality, value and extra features that can be demonstrated. Step up *your* sales by offering the beauty and weather-protection of removable R·O·W wood windows—with the exclusive LIF-T-LOX balance which permits instant removal and replacement.

See your local lumber dealer or write

R·O·W SALES COMPANY • 1301-3 ACADEMY AVENUE • FERNDALE 20, MICHIGAN

SOLD

— almost on sight—
the house that's

Cooled in Summer... Warmed in Winter

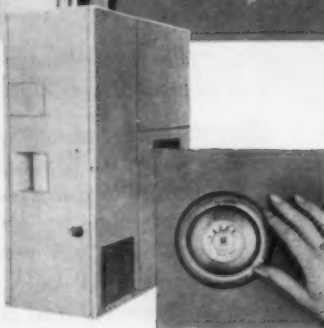
by an ARKLA-SERVEL SUN VALLEY*

All Year® Gas Air-Conditioner!



Advantages for the Buyer:


Today's home buyers appreciate—and demand—year 'round comfort indoors. Show them the advantages of an Arkla-Servel Gas Air-Conditioner: summer and winter, one trouble-free unit, one easy-to-set thermostat provides just the right temperature. Fuel and maintenance bills are lower with Gas. *Never* any worry over deliveries. *And* Gas is cleanest.



Advantages for the Builder:

The moment prospects enter, they can feel the difference. You are offering the best, with one, double-duty Arkla-Servel that heats and cools. And you're giving them low-cost maintenance and long life... the secrets of economy with Gas. So for better sales, install Gas air-conditioning.

AMERICAN GAS ASSOCIATION

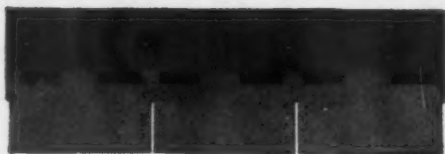
ONLY GAS  **does so much more...for so much less!**

*Trademark. Product of Arkla Air Conditioning Corp., Evansville, Ind., & Little Rock, Ark.

BARRETT

STORM KING[†] SELF-SEALING SHINGLES

...give your prospects a rugged roof—and a name they trust



1 POWERFUL BANDS OF ADHESIVE provide greater gripping area—for stronger bonding between shingles. You can show prospects the bands that will make their new roof wind-proof.



2 NO EXTRA APPLIED COST! "Storm King" Shingles are packed and applied in the standard way. They do not take extra time to apply as do many other self-sealing shingles.



3 DEFIES HURRICANE WINDS Why risk blown-off shingles on houses built but not yet sold. "Storm King" Shingles end your storm worries.



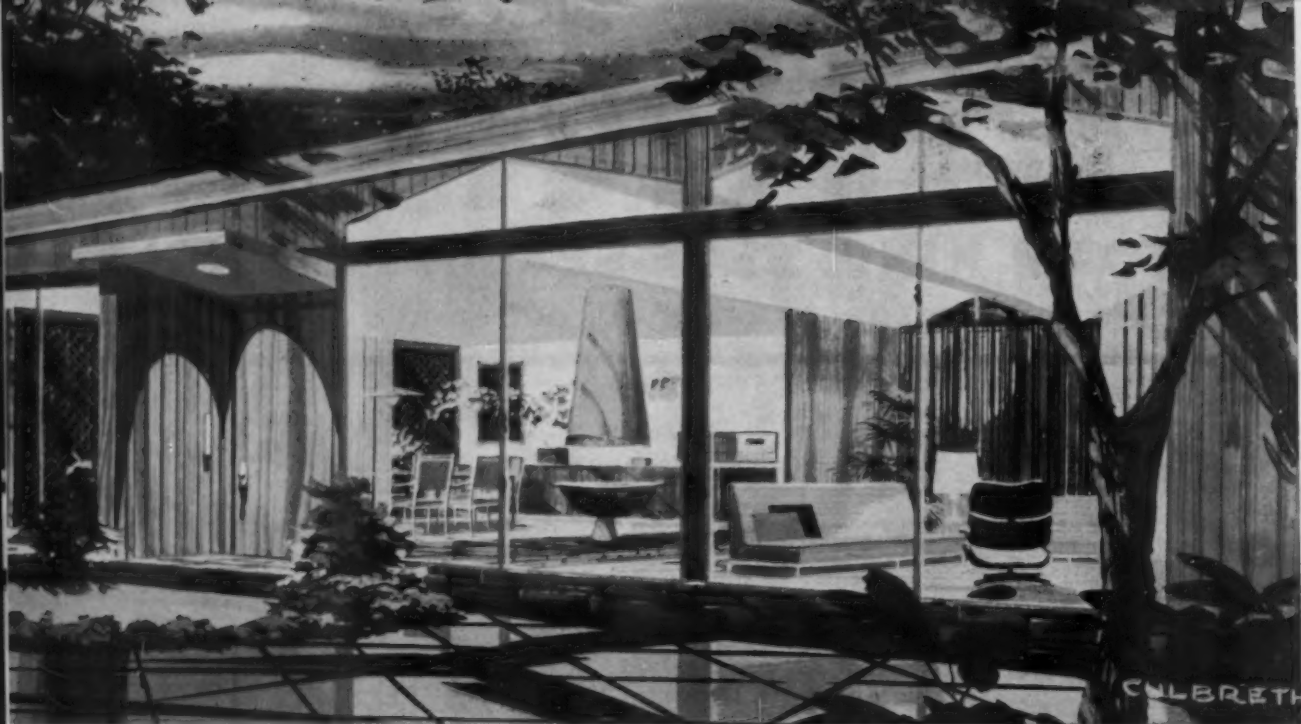
4 BACKED BY THE BARRETT NAME, the greatest in roofing with a century-old reputation for delivering quality. Put Barrett on your list of famous brand names used in the homes you build.

A self-sealing shingle with real stay-power! For samples or further information write or wire us direct.

[†]Trade Mark of Allied Chemical Corp.

BARRETT DIVISION
40 Rector St., New York 6, N. Y.





WESTINGHOUSE

stimulates new interest in home ownership
with a dynamic new program to sell the
concept of Total Electric Living

... where electricity does everything

... heats, air conditions, launders, illuminates,
cooks, preserves food, entertains.

Now, through the concept of the Total Electric Home, Westinghouse sets out to promote electrical living in its most advanced form—homes that rely solely on clean, safe electrical power for the operation of heating, air conditioning and appliances.

Westinghouse will promote this idea aggressively on television, in magazines, and in newspapers. As a result, Westinghouse will stimulate new interest in home ownership and help to bring you more enthusiastic buyers who are dissatisfied with their older, out-of-date homes.

The Total Electric Home Program will pioneer new ideas in home planning, several examples of which are shown opposite. All the ideas are practical . . . all of the Westinghouse products shown—even Electric Heating—are on the market today. The heart of this home is *Electric Heating* . . . and in many areas electric

utilities are working with builders to push this great improvement in home comfort.

As the Westinghouse Total Electric Home program gathers speed you will find it profitable to make the homes you build Total Electric.

Total Electric Home Department, Westinghouse Electric Corporation,
3 Gateway Center, Pittsburgh 30, Pa.

Westinghouse
TOTAL ELECTRIC HOME
HEATING · COOLING · APPLIANCES



YOU CAN BE SURE...IF IT'S **Westinghouse**

WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS" CBS-TV MONDAYS



THE TOTAL ELECTRIC HOME



Total Electric Living as expressed in these Home Centers will be featured in Westinghouse advertising to home buyers.

LAUNDRY CENTER—This new Westinghouse Laundromat actually *thinks* for itself. . . its program computer chooses exact cycle for each fabric! Dryer shuts itself off the instant clothes are dry. Clothes hampers contain germicidal Odor-Out lamps.

FOOD PREPARATION CENTER—Makes preparing and cleaning up after meals fast and fun. Refrigerator keeps meat fresh 7 days without freezing. Electronic range cooks complete meals in a few minutes.

WEATHER CONTROL CENTER—Contains master switch and thermostat for electric heating and air conditioning. Operates precipitron and germicidal lamps which eliminate dust, pollen and air borne health hazards. Controls lights, de-ices sidewalk, turns on lawn sprinklers. Includes wind gauges, barometer, inside-outside thermometers, and humidity indicator. While Westinghouse does not build a Weather Control Center, we will be glad to furnish suggestions and list of components needed.



A great new sales feature for your homes
NOW POLY-CLAD® PLYWALL®
 with the toughest finish ever developed

Plywall.

PLYWALL PRODUCTS COMPANY, INC.
 P. O. Box 825, Dept. AB 359
 Fort Wayne, Indiana

Please send me your full color brochure and information describing Poly-Clad Plywall.

Name _____

Title _____

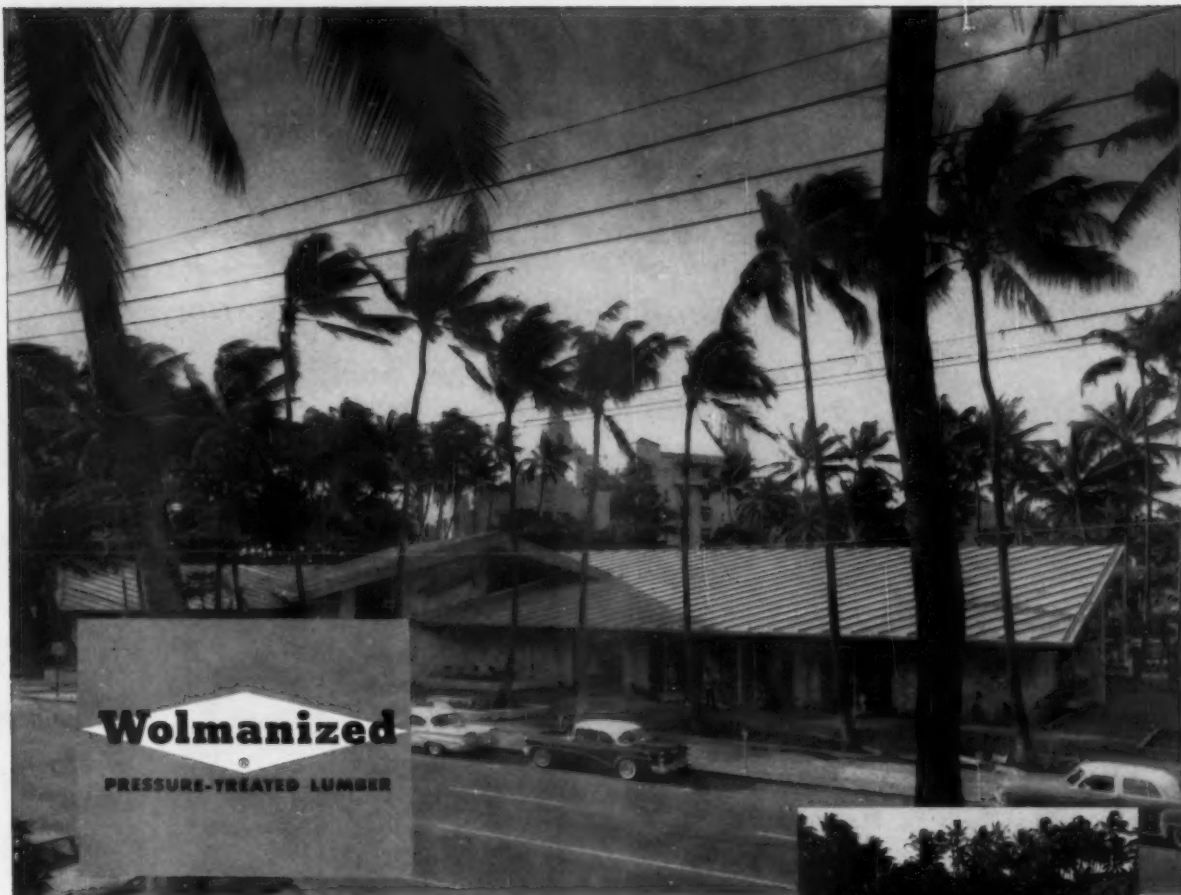
Address _____

City _____ State _____

Want an outstanding sales feature for your homes? You have it in the new Poly-Clad Plywall. This "Care-Free" paneling has the toughest wood finish yet developed . . . it shrugs off stains, mars and scuffs . . . and it's guaranteed fade-resistant, guaranteed against structural defects and guaranteed against delamination. The tough Poly-Clad finish protects this fine wood paneling from the abuse of family living. Kitchen cleansers, detergents, even nail polish and nail polish remover won't hurt Poly-Clad Plywall.

Best of all, the cost of Poly-Clad Plywall paneling is still just about half the usual cost of other wood paneling. You can choose from a wide variety of wood grain finishes and sizes, V-grooved or plain for beautiful interiors that help sell homes on sight!

PLYWALL PRODUCTS COMPANY, INC.
 P. O. Box 825, Fort Wayne, Indiana • P. O. Box 837, Corona, California



Unique roof of Wolmanized® lumber protects this modern store

For lasting protection against termites and decay, Wolmanized® lumber was used in the roof and throughout McInerney's handsome new store on the Royal Hawaiian grounds at Waikiki. A total of seventy-seven thousand board feet of Wolmanized pressure-treated lumber was used for the store.

The unusual roof was constructed of Wolmanized Douglas Fir, 2-inch tongue-in-groove sheathing. Copper roofing was then applied to conform to the interesting ribbed design.

To acquaint *you* with the many advantages of decay and termite protected Wolmanized lumber, and how you can use it in light, heavy, and residential construction, send for the 16-



Architect: Vladimir Ossipoff, F.A.I.A.
Contractor: Walker-Moody Construction Co., Ltd.

page booklet that's free for the asking. Or, if you are in the tropics, ask for our new "tropical" brochure. Mail the coupon today.

W-68
Wolman Preservative Department, Koppers Company, Inc.
769 Koppers Bldg., Pittsburgh 19, Pa.



Please send me the 16-page brochure on the use of Wolmanized pressure-treated lumber.

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____



Wolmanized®
PRESSURE-TREATED LUMBER

KV drawer slides give you more of just what you're looking for!

*★ Top Quality ★ Easy Installation ★ Trouble-free Performance
...and the best known line in the business!*



K-V OFFERS YOU the most complete line of drawer slides on the market today for every type of installation. Fast-selling too, because builders and householders recognize their quality and performance. Well designed, sturdily constructed; keep drawers from sagging or sticking. Quickly and easily installed. Ask your K-V sales representative about this great line—soon.

No. 1300 drawer slide.
Lightweight extension slide. Up to 50 pound capacity. Ball bearings, nylon rollers. Sizes 12" to 28".



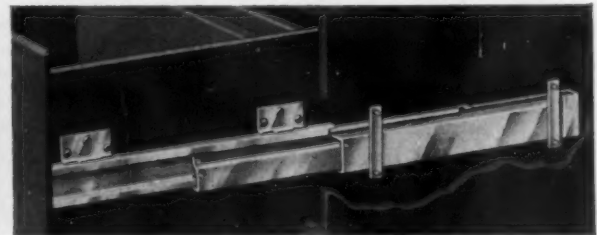
No. 1100 drawer slide. Ideal for kitchen and other home cabinets. Full 25 pound capacity. Nylon rollers. Sizes: 18" to 24".



No. 1400 drawer slide. (Full-Extension) Self-lubricating frictionless bearings; won't sag under 100 lb. loads at full extension. Sizes: 12" to 38".



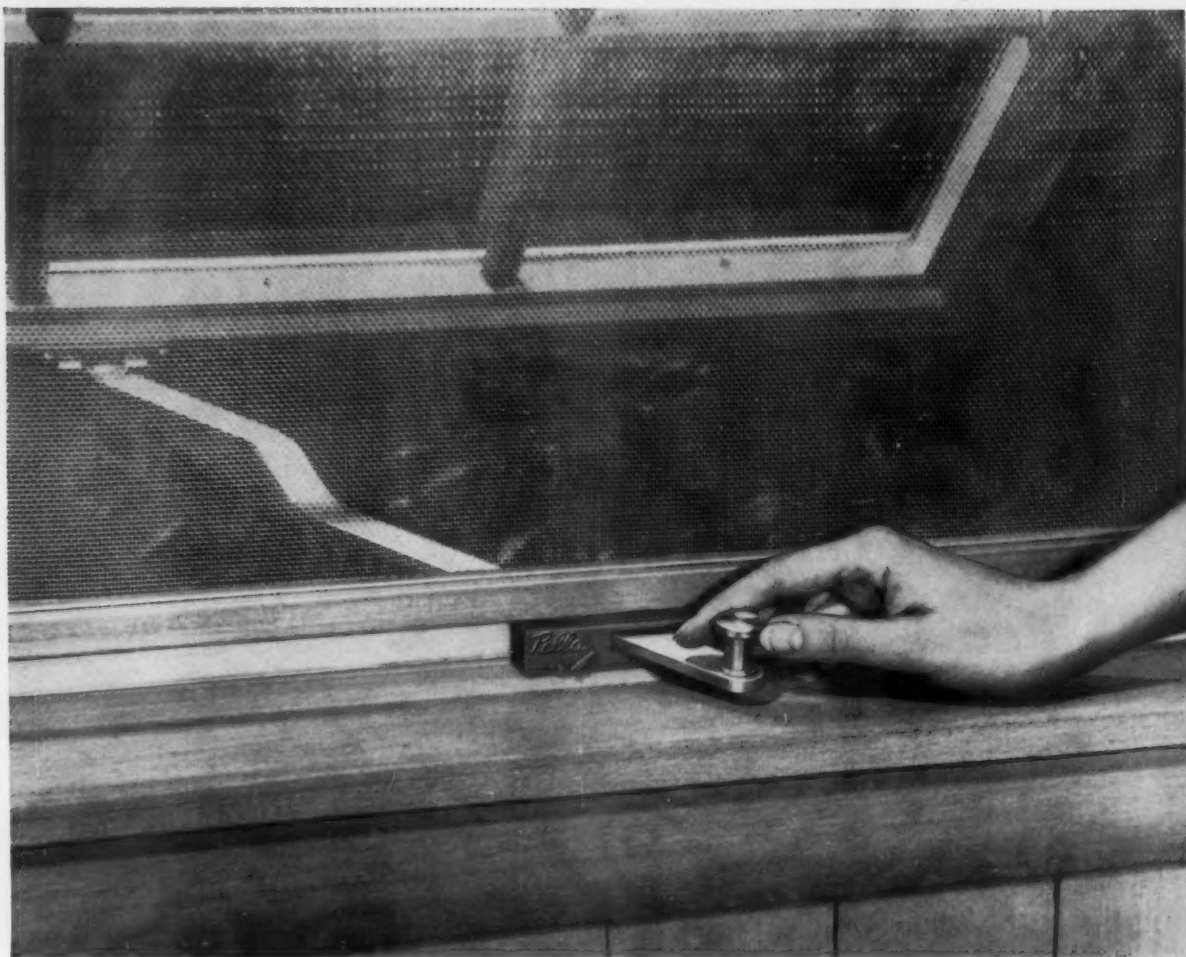
No. 1600 drawer slide, with 100 lb. load. Closes automatically when drawer is within 6" of closing. Ball bearing nylon rollers. Sizes: 17" to 27".



No. 1700 drawer slide. (Full-Extension) Extra heavy-duty, fully progressive. No strain even under loads of 100 pounds or more. Sizes: 17" to 27".

Knape & Vogt Manufacturing Company, Grand Rapids, Michigan

MANUFACTURERS OF ADJUSTABLE SHELF HARDWARE, SLIDING AND FOLDING DOOR HARDWARE, CLOSET AND KITCHEN FIXTURES AND HANDY HOOKS FOR PERFORATED BOARD



OPEN... THEN HELP CLOSE THE SALE WITH THIS NAME

If you want to add a well recognized MARK OF QUALITY to your homes . . . do it with PELLA MULTI-PURPOSE WOOD WINDOWS. Then you can sell the "living difference" that these windows make in a home.

Let prospects open and close the ventilating sash of PELLA M-P and TWINLITE WOOD WINDOWS with the exclusive, new GLIDE-LOCK® underscreen operator. Demonstrate PELLA'S

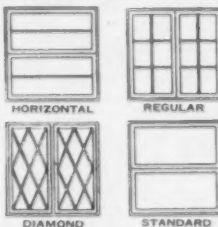
REMOVABLE MUNTIN BAR feature and how outside glass can be cleaned from inside. Point out the time and work saved by inside self-storing storms and screens.

Use nationally advertised PELLA M-P and TWINLITE WINDOWS on one or more of your next jobs. See how they strengthen your sales story. For nearest PELLA distributor, see the classified telephone directory . . . or mail coupon.



REMOVABLE MUNTIN BARS
Removable muntin bars snap in, snap out, for easy cleaning. Available for all PELLA WINDOWS.

ONE WINDOW . . . FOUR DIFFERENT APPEARANCES



.....
 • **ROLSCREEN COMPANY**, Dept. KB-18, Pella, Iowa
 • Please send literature on PELLA M-P and
 • TWINLITE WINDOWS.
 •

NAME _____

FIRM NAME _____

ADDRESS _____

CITY & ZONE _____

STATE _____

.....

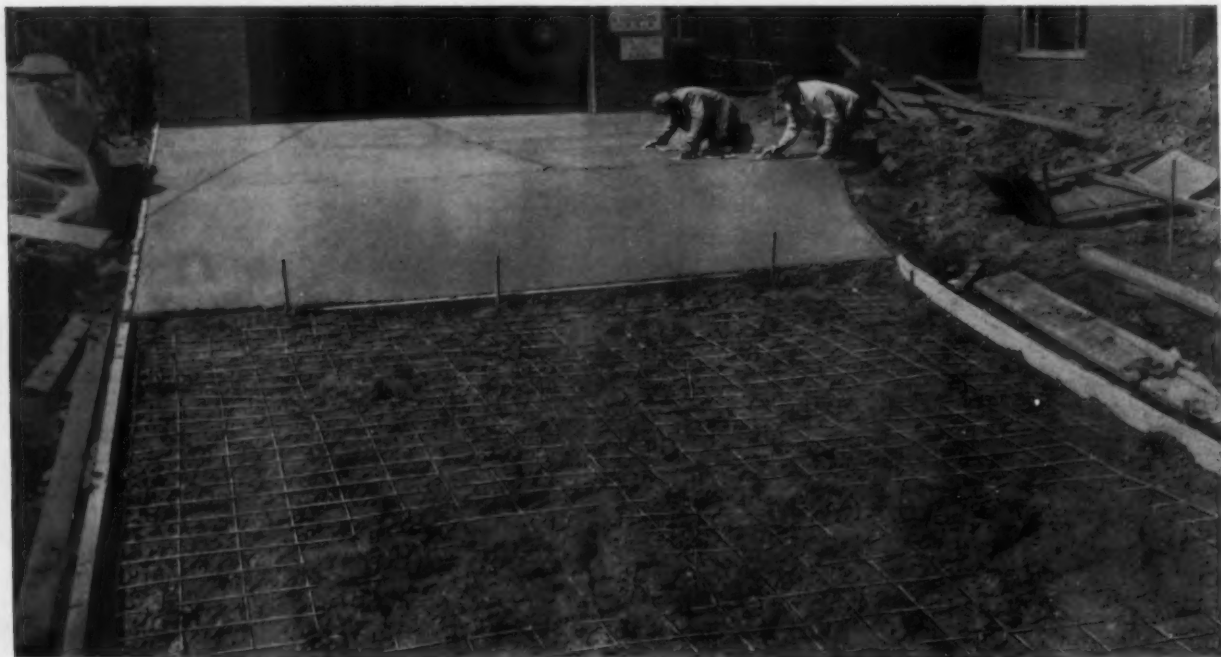
"I've been buying American Welded Wire Fabric for 24 years,"

says Mr. Marty Sinnema, Cleveland, Ohio, cement contractor

"I have been in the cement contracting business for over 36 years. Since 1934, when I started my own business, I have always bought American Welded Wire Fabric. With American Welded Wire Fabric, I am sure of the results on every job because I know it's the most reliable concrete reinforcement on the market.

"Many of my original jobs are still as smooth and crack-free as the day I put them in. I have found that installing *quality* reinforced concrete is the secret of keeping these jobs looking like new for so many years. As a result, not only have my customers been well satisfied, but they have recommended my work to their friends and business associates.

USS and American are registered trademarks





Take a tip from Marty Sinnema and insist on American Welded Wire Fabric when you need concrete reinforcement. It costs less to build a concrete slab with American Welded Wire Fabric, for it adds 30% to the strength of slab concrete. All concrete installations need the added strength and crack-resistance formed by the quality reinforcement of American Welded Wire Fabric. And remember, reinforcement cannot be added later. For more details, call our nearest office, or write to American Steel & Wire, 614 Superior Ave., N.W., Cleveland 13, Ohio.

Buyers will ask, *"is it Reinforced"*

American Steel & Wire
Division of **USS** United States Steel

Columbia-Geneva Steel Division, San Francisco, Pacific Coast Distributors - Tennessee Coal & Iron Division, Fairfield, Ala., Southern Distributors
United States Steel Export Company, Distributors Abroad



Enhances every architectural style! "K&M" Asbestos-Cement SHAKE SHINGLE adds to the beauty of every type and size of home . . . within every price range. Carries the Good Housekeeping Seal of Approval.

join the
trend
to new,
exciting
"K&M" ASBESTOS-CEMENT
SHAKE SHINGLE!

After only seven months, builders everywhere are turning to the new dramatic siding that looks like wood . . . lasts like stone!

"K&M" SHAKE SHINGLE puts profits in your pockets with two striking sales-making features: the attractiveness of wood shakes and the durability of asbestos-cement.

Just look at what you can offer your home-buyer prospects: unique design and five modern decorator colors . . . White Shake, Yellow Shake, Gray Shake, Green Shake, and Coral Shake. Plus freedom from maintenance. Freedom from expensive repair and replacement costs. "K&M" SHAKE SHINGLE won't rot, corrode, or curl. Never needs protective painting. Resists fire and weather. And, it's vermin-proof.

What's more, "K&M" backs up your selling effort with hard-hitting national advertising. And, the following merchandising helps are available: wire display rack for model homes and sales offices, consumer envelope stuffers, and 4-color "K&M" advertising in Good Housekeeping. Quality products, dramatic advertising, effective sales promotion—you get everything you need for bigger sales and bigger profits.

See your local "K&M" building materials distributor, or write to us today for complete details.

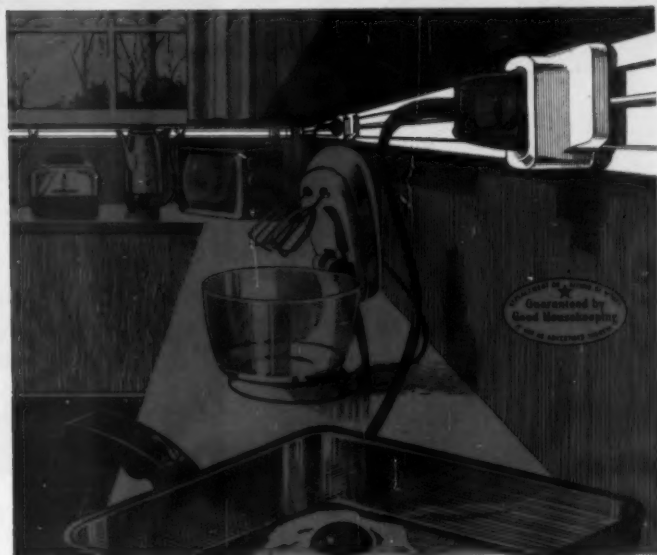


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It costs you no more to give home buyers the very latest in electrical wiring . . . Electrostrip, the movable outlet system. And what a sales maker!

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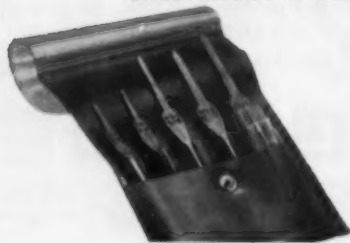


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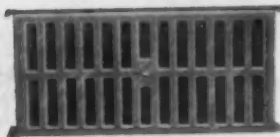
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ML-31

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Ernest B. Norman, Jr., of Aurora Gardens, award-winning New Orleans Community, says: "Nothing is more important than the framing, the actual 'bone structure' that holds a house together. That's why I use Grade-Marked Southern Pine. The SPIB grade-mark means the wood is really dry. I also look for the SPA mark meaning quality lumber from one of the mills of the Southern Pine Association." Homes built with dry, seasoned Southern Pine have stood straight and true for centuries.

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Formica Illustrated:
26-CR-58 Kashmir Walnut and 949 White



The sales power of genuine Formica on kitchen tops has been used by leading builders for many years.

Our illustration of a family room wall is one example of how aggressive builders are using Formica on walls not only in kitchens and bathrooms but the house over.

The beauty of Formica colors and woodgrains coupled with trouble-free maintenance will give your homes the extra appeal that makes the sale.

NEW COLOR SAMPLES FOR



BUILDERS



- Black Sequin, 3-SE-9
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- Light Aqua Sequin, 23-SE-46
- Rose Beige Sequin, 16-SE-45

YOUR PROSPECTS WILL BE ASKING FOR

NEW FORMICA® Sequin *Laminated Plastic*

1959 model homes offer a real golden opportunity for builders to cash in on the hottest trend in consumer color preference. Gold flecked colors have captured the hearts of home buyers as few ideas ever have.

Formica Sequin comes in black, white, gray and five soft pastel colors to blend with popular appliance and cabinet colors.

Contact your Formica sales representative for help in installing and merchandising Formica in this year's model homes.

Send today for your free swatches of these new "Formica Gold Rush" colors together with ideas and installation instructions for Formica.

This mark certifies genuine

Be sure you get genuine Formica. Look for this wash-off registered trade mark on the surface.



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Gentlemen:

Please send me without obligation, color swatches of your new colors, ideas, and installation help on Formica.

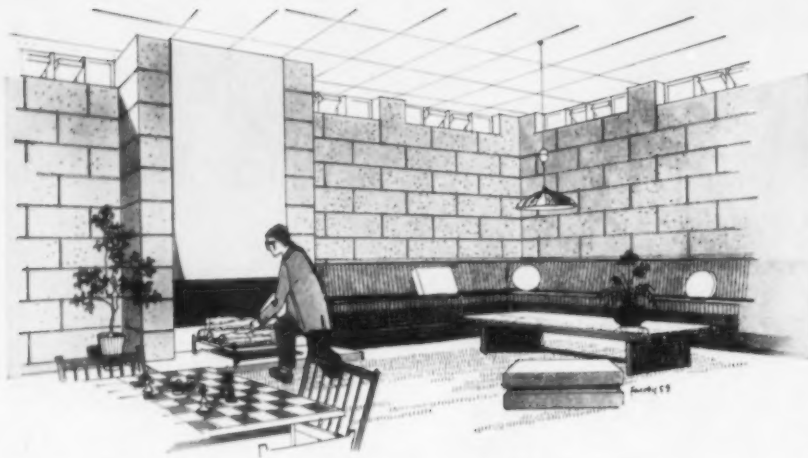
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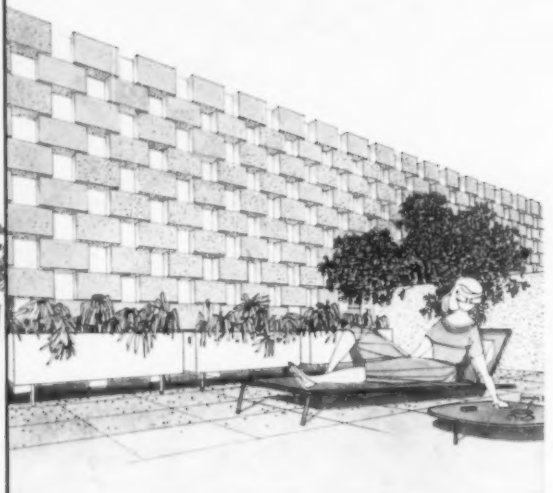
BASEMENTS

O-I Glass Block and Panel Vent units are set between concrete masonry piers to provide perimeter illumination and ventilation.



CHURCHES

Glass block handsomely complement the rich textures of concrete masonry and flue block.




OUTDOOR TERRACES

A terrace wall of Owens-Illinois Glass Block and concrete masonry provides privacy and an elegant decorative effect.

Plan now to add the beauty of Owens-Illinois Glass Block to your new buildings. A new idea-packed booklet, "Ideas Unlimited," prepared for Kimble Glass Company and the National Con-

crete Masonry Assn., by Robert M. Engelbrecht, A.I.A., is now available to help you. For your copy, write Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-3, Toledo 1, Ohio.

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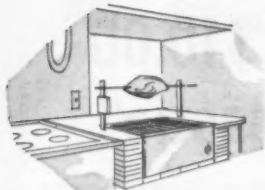
● THE NEW TREND IN MODERN KITCHENS...



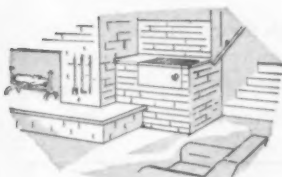
BUILD EXTRA SALES APPEAL INTO YOUR HOMES WITH

Donley indoor barbecue units

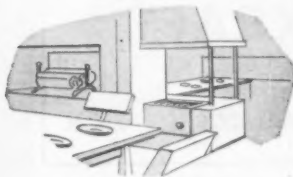
Families everywhere enjoy delicious charcoal-cooked foods . . . summertime, wintertime, *anytime* . . . with the new Donley Indoor Barbecue Unit. This eye-catching indoor range features a sparkling nickel-plated top frame and grill . . . plus attractive chrome-plated handles contrasted against a black wrinkle-finish door. Special Donley Fire Adjuster regulates cooking speed . . . swings out with the door for convenient fire-tending. The all-steel unit is shipped assembled and ready for easy installation in masonry in new or remodeled homes. Ask your local Donley Dealer for complete information or send coupon below.



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Mr. S. De Marco, Vice President, Campanelli Brothers, Inc.

“Vaporstop under concrete slabs is easier to handle and saves us about \$10.00 a house compared to 6 mil plastic”

states Mr. S. De Marco, Vice President, Campanelli Brothers, Inc., So. Braintree, Massachusetts

Builders like Campanelli Bros. know that tough, rot-resistant Vaporstop is lower in material cost and saves labor. Unlike thin, flimsy plastic, it has the strength to resist tearing and puncturing during application. Vaporstop has body, too, to make it “behave” on a windy job.

Vaporstop is ideal as a vapor barrier under concrete and as a ground cover in crawl spaces. Stops

The Sisalkraft line includes Orange Label Sisalkraft,® reinforced waterproof building paper; Copper Armored Sisalkraft,® electro sheet copper flashing; Sisalation,® reflective insulation; Moistop,® reinforced paper and polyethylene vapor barrier; Vaporstop®, rot-resistant vapor barrier; Seekure®, non staining waterproof paper; Sisal-Glaze®, Eskay-Lite® and Sisalite,® clear plastics.

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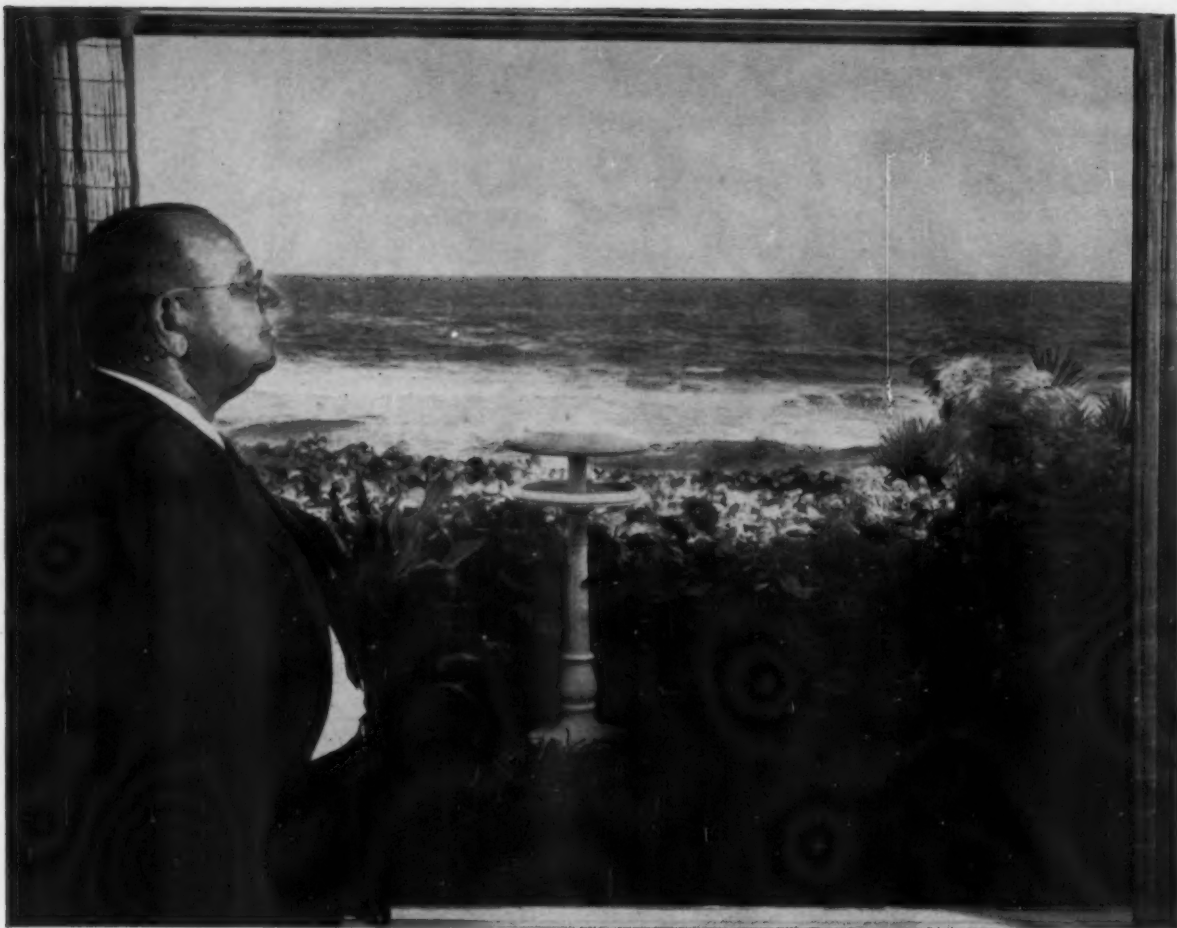


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Lustragray window walls provide this beautiful Florida home with privacy from the exterior, "clear glass" non-glare vision from the interior.



Clint B. King, retired executive, has this to say about the Lustragray glass in his Hillsboro Beach, Florida home: "Sun glare was a real problem at our beachside home until we replaced the glass in window areas with AMERICAN Lustragray. Now we can relax and enjoy our view of the Atlantic in comfort. I've also had many compliments on the attractive appearance of the glass. I'd recommend it to anyone. Its small additional cost is refunded every time we look through a window."

These Lustragray benefits, plus its heat-absorbing qualities, will help you sell homes faster. Consult your phone directory now for your nearest AMERICAN distributor or glazier.

AMERICAN WINDOW GLASS DIVISION



AMERICAN-SAINT GOBAIN CORPORATION



General Offices: FARMERS BANK BUILDING • PITTSBURGH 22, PA.

AMERICAN-SAINT GOBAIN CORPORATION is a merger of the former American Window Glass Company, Pittsburgh, Pa., and the former Blue Ridge Glass Corporation, Kingsport, Tenn. (which was a wholly-owned subsidiary of Saint-Gobain of Paris, France). American Window Glass Division plants are located in Arnold, Jeannette, Ellwood City, Pa.; Okmulgee, Okla. Blue Ridge Glass Division plant is located in Kingsport, Tenn.

WSW 7472 A

One of the country's top builders shows you 20 ways to make money



Cover Story By
Maxwell C. Huntoon, Jr.

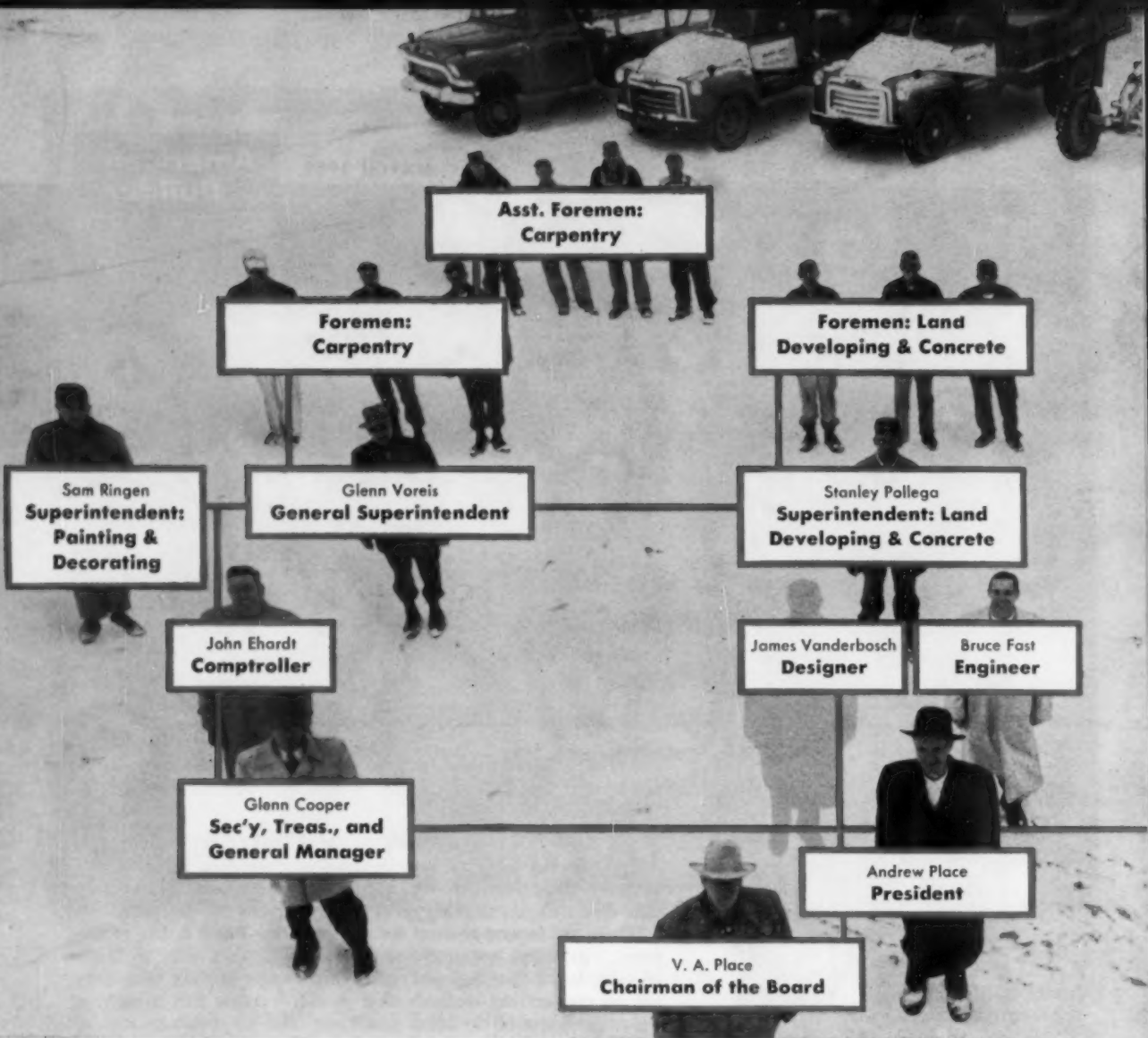
Our cover this month shows the "Hidden-Values" merchandising used by one of the country's top builders: Place & Co. of South Bend, Indiana. It is the final step in a building program that offers money-making ideas from one end to the other.

There are several reasons for our featuring Place & Co. in this issue. First, they are quality builders. While they offer as much or more house for the money than any builder in their area, they use no cost-cutting methods that would decrease this quality in any way. Some of the ideas you'll see offer no direct savings at all; but they produce a house that will enhance the builder's reputation.

Second, Place & Co's operation is planned as a whole, not as a collection of separate ideas. A house is a complex structure, built up of hundreds of steps. Each step must mesh smoothly with the ones before and after. The ideas you'll see here are part of a program that flows smoothly and efficiently from the foundation to the last coat of paint.

Third, the best of Place & Co.'s money-making ideas can be used in any size building operation. While Place & Co. qualify as big builders (a planned minimum of 125 houses in 1959) the items we have picked will work just as well for the five-house-a-year builder. Andy Place, president of the firm, puts it this way: "You don't have to be a big builder to know that by making all your doors the same size, you cut down on both inventory problems and framing errors. And modular design will save you money whether you build one house or a thousand."

Finally, we have a personal reason for featuring Place & Co. Both their "Somerset", this month's Blueprint House, and their "House of Quality" (p. 106) won first prizes in AMERICAN BUILDER contests last year. We think every builder can benefit from studying the money-making ideas that led to this achievement.



LESSON in homebuilding is given by Glenn Cooper, general manager, right, Andy Place, second from right, and Designer Jim Vanderbosch, left. Pupil is Max Huntton, *AMERICAN BUILDER's* Construction Editor.

**MONEY
MAKER 16**

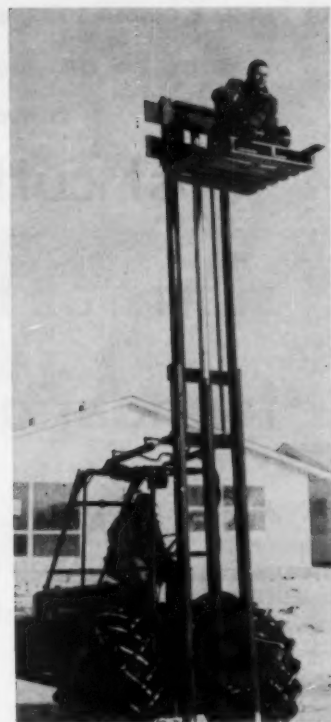
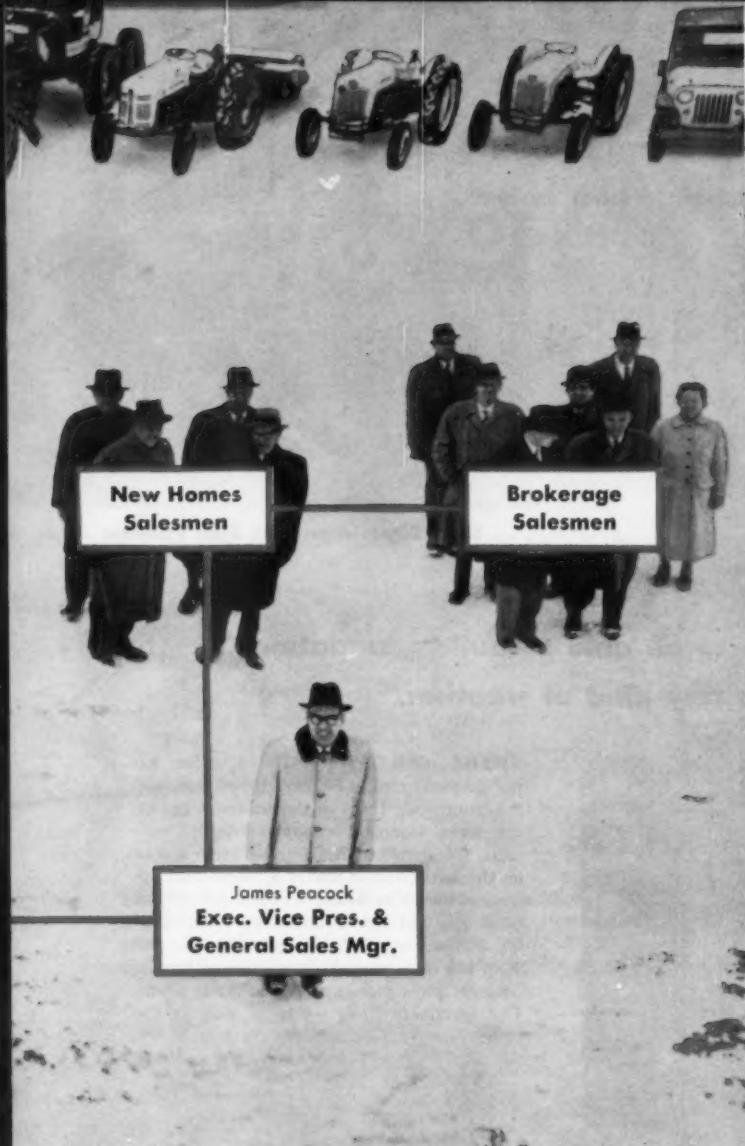
Efficient

When *AMERICAN BUILDER* first talked over plans for this feature with Andy Place, he made one iron-clad condition.

"Keep me out of the story," he said. "Talk about the rest of our gang; they're the ones who build and sell the houses. All I do is keep an office chair warm."

Finding and keeping top men is an all-important

On the following pages: a step-by-step



FORK-LIFT tractor is one of Place's most versatile pieces of equipment. Here it serves as a camera perch for Huntoon to take the photo at left.

◀ **KEY PERSONNEL** of Place & Co. line up in their organizational order. Construction group, at left, runs a working crew of close to 100 men. Brokerage salesmen, far right, handle outside real estate; but their used-home sales often work like trade-ins, set up many contracts for the sale of new homes.

building starts with good men

part of any successful business. Place & Co. boasts an efficient, job-proven organization headed (despite his modesty) by one of the smartest building men in the country. Any man in the company who gives orders is a man who has proven his ability. Thus, morale is high; everybody from the president down calls everybody else by his first name.

"It's taken time to get our organization to this

point," says Place. "We've been building it since we started business twenty years ago, and we've grown by evolution, not revolution. When a man couldn't handle a job, we shook hands and said goodbye. When he showed promise, we promoted him. If we have a personnel policy, that's it. We want the best people to work up to the top. And so far, that's the way it's worked out."

guided tour of the program this team uses to build and sell its houses ▶

"Cost cutting starts at the foundation . . ."



. . . Says Superintendent Stan Pollega

MONEY
MAKER 17

"You've got to be able to build foundations and slabs in any kind of weather."



THERE ARE TWO THINGS under this polyethylene tent: a freshly poured slab, and a heating unit. Even in the coldest weather, this setup assures adequate curing of concrete. Combined with the grade beam shown on the next page, it makes a foundation operation that is as nearly winterproof as possible. The tent serves another purpose; thawing frozen earth before concrete is poured. With the frost gone, holes are bored for the concrete piers that support the grade beam. The remaining form work, as well as the pouring itself, is done inside the tent.

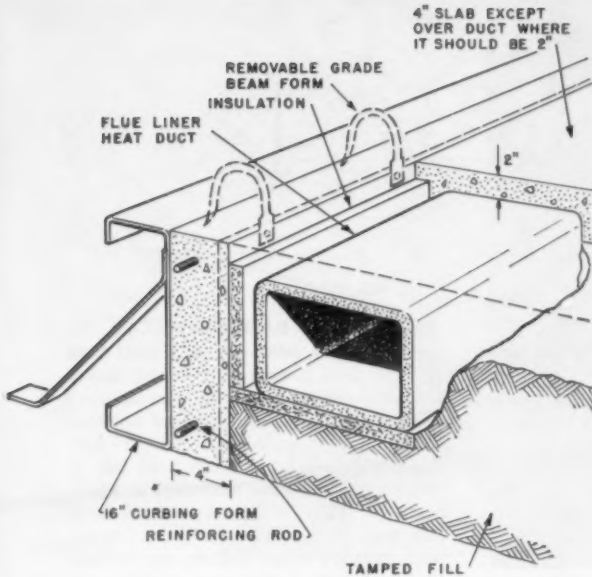
MONEY
MAKER 18

"Ordinary glazed flue liner makes low-cost, easily installed perimeter duct."



THIS IS ABOUT THE LOWEST COST perimeter heating system ever devised. The ductwork is of ordinary sections of glazed flue liner joined with plastic tape. Sections are available with scoring for register knockouts, corner miter cuts, and cutting irregular lengths. The big economy factor is the absence of radial ducts. This cuts in half the amount of ductwork used. And once the tractor has spread and leveled the slab fill, there is no need for hand-digging of trenches, as would be necessary for radial ducts. This system has proved entirely satisfactory in actual use.

"If you use a grade beam, you can do your foundation and slab in one pour."



CROSS SECTION SHOWS edge of the slab, reinforced grade beam, and heating duct. Steel curbing form is in place. Dotted lines indicate removable form. It holds perimeter insulation in position until grade beam is poured.



FOUNDATION JUST BEFORE slab is poured. Loops along top are spacers for removable grade-beam form. Polyethylene vapor barrier, reinforcing wire are laid atop tamped fill. Round ducts have been replaced by flue liner.



CONCRETE IS POURED, and man at left is using electric vibrator to speed floating of concrete in the grade beam. Vibrator also makes dense, strong concrete, leaves a smooth, finish on the exposed foundation surface.

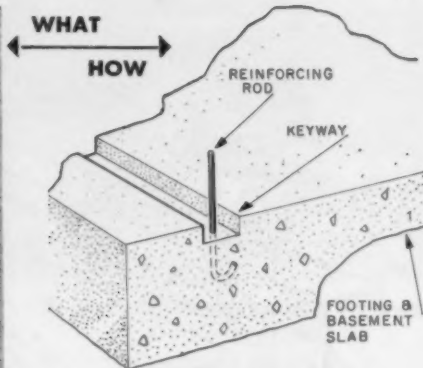


REMOVABLE FORMS are lifted out to finish the slab. This system allows beam and slab to be done in one pour. Except for the piers, a crew can finish an entire foundation and slab in a single working day.

MONEY
MAKER

20

"You can build a basement slab and footings in one

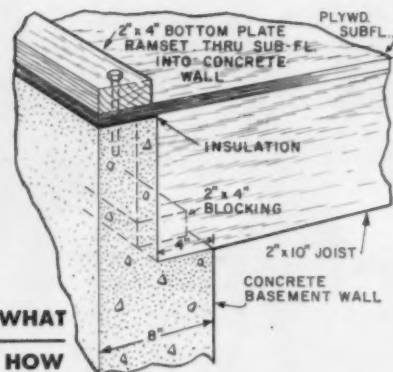


MAKING THE BASEMENT SLAB and footings in one pour can be a great time saver. It saves a day's setting time, makes a much easier surface for subsequent crews to work on, and simplifies floor finishing near the wall. Certain precautions are necessary, however, to assure a good job. A keyway should always be made. For added insurance, Place & Co. uses reinforcing rods (above). Note that footing drains are being installed below, not on, the footing.

MONEY
MAKER

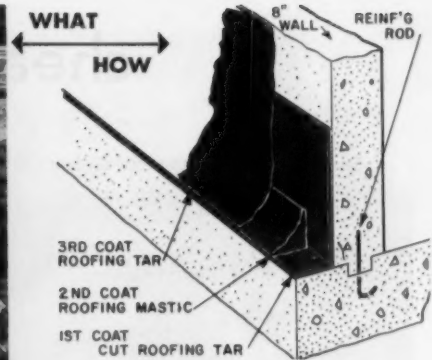
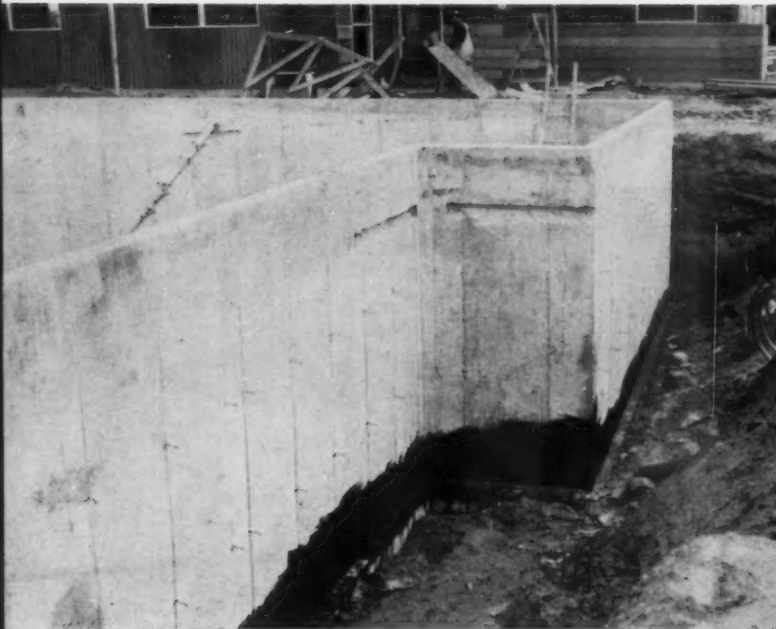
21

"A basement wall with a stepped top can save you



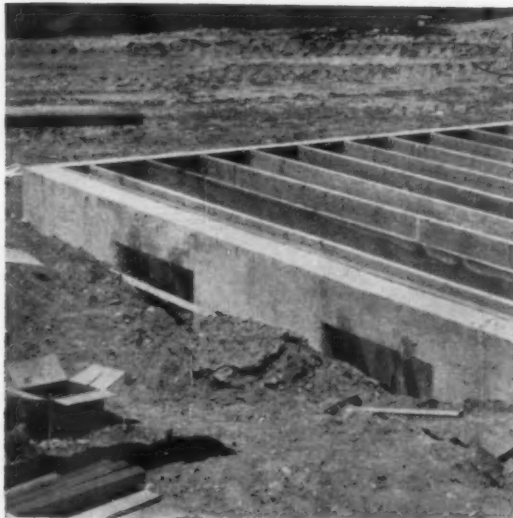
THE FOUR-INCH STEP shown in the top of the foundation wall at left replaces a lot of lumber. Joists are dropped onto the shelf; no box header is needed. As the drawing shows, the joists and subflooring rest on the concrete, eliminating the sill. The basement walls, parallel to the joists, carry subfloor. This eliminates a total of three joists. Bottom plates of exterior walls are ramset through the subfloor into the concrete. Photo at left shows angle iron lintel poured into wall.

pour, but you've got to make a waterproof joint."



WATERPROOFING is the big problem in any cellar. In this case the keyway joint between wall and footing is especially vulnerable. Place uses three coats of waterproofing. The first is roofing tar cut with solvent, applied a couple of feet up the wall (photo, left). Next, thick roofing mastic is troweled into the joint. Finally, uncut roofing tar is spread on up to the grade line. None of the cellars Place has built this way has leaked a drop.

material, and make your house look lower too."



APPEARANCE OF THE HOUSE will benefit greatly from the stepped foundation. House sits ten inches lower than usual, or at the same level as a slab model. This picture, taken after backfilling, shows the relationship of the floor level to the grade line. Note the unusually low position of the basement windows.



SIMPLICITY OF FRAMING possible with the step foundation is obvious here. The only members other than joists and flooring are the blocks, shown here, between bottoms of the joists. These supply the rigidity normally obtained from nailing through the box header. Their installation is much less expensive than that of bridging.

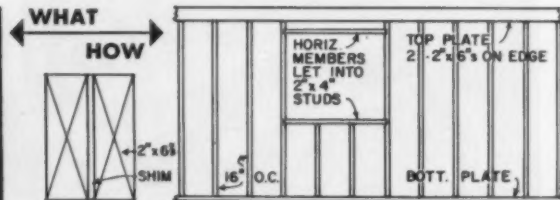
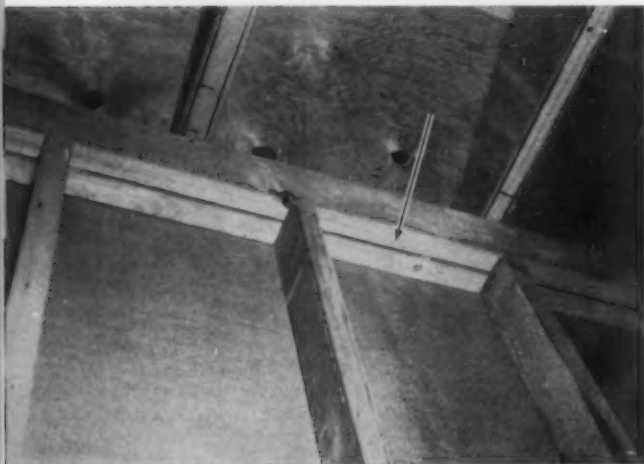
"This is the simplest and cheapest way to frame..."

... Says General Superintendent Glenn Voreis.



A **CONTINUOUS** double 2x6 header is the key to the wonderfully simple framing system used by Place & Co. It will span any opening up to 4 ft., more than enough for any door or window that Place uses. Thus, it replaces the headers normally dropped in over these openings, and, more important, all the little cripples and jackstuds that

go with a short header. The over-all saving in lumber is appreciable, and the saving in labor can be even greater; short studs require more cutting and fitting than full-length studs. The in-place cost of this system can be up to 35 cents less per linear foot than would be the cost of conventional exterior framing.



PART OF THE SAVING Place & Co. gets from its framing is due to the modular positioning of all openings. A typical instance is shown in the drawing above. The aluminum awning windows (which Andy Place designed and plans to market soon) are sized to fit on two studs spaced 48 in. o.c. Two 2x4's are let into these studs above and below the opening. That is the extent of the framing. An extra cost cutter is the slot between the 2x6's of the header, shown at left. The slot provides ventilation for the wall cavity, has virtually eliminated paint peeling caused by moisture in the walls.

"It's faster to build your walls flat on the ground and tilt them into place."



SCAFFOLDING takes time to set up, and work done up high goes slowly. Consequently, the fastest place to frame walls is flat on the slab. Here, frames for the end walls are laid on the rear wall, which has been completely finished. When sheathing and siding go on the end walls, they will be tilted up into position.



BEVEL SIDING is nailed to the framing. Note how the window-sill height and the siding height have been coordinated; the course just reaches the sill, will require no cutting. House is framed in four-foot modules. These are measured to the outside stud faces, since inside wall-board is easier to cut than exterior sheathing.

"It's much less expensive to vary your joist spacing than to vary your joist size."



THE BUILDER who wants to provide maximum area for the money will use his joists to the limit of their span. But this can raise problems when a jog or ell is needed in the plan. An extra girder is expensive; so is beefing up all joists just to take care of one oversized span. And bigger joists in just this one area would raise problems in the level of the floor, or the ceiling below.

In the photo at left, the 2x10 joists at right are spaced 16-in. o.c. They are adequate for their span, but too light to handle the job at left. Place pulls them in to 12-in. o.c. spacing, as at left. This handles the span, and the cost is less than the other possible solutions.

**Here are four ways
to speed your finishing** ▶

"Don't handle your wallboard more than once; put it in the right place the first time."



GYPSUM WALLBOARD IS HEAVY, and awkward to handle with anything other than a fork lift. But a fork lift loaded with wallboard can't be driven into a house.

Place's solution: use the lift to set the board on the slab, and build the house around it. When drywalling time comes, the board is already piled in the living room.

"Finishing will go faster if you give your crew a lift up to where the work is."

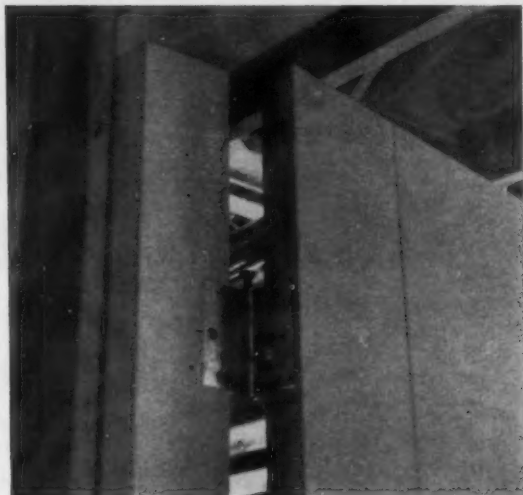


WORKING UP HIGH is just as much a problem indoors as out, especially with drywall finishing. Place & Co.'s drywall crews wear these aluminum stilts while taping and spackling ceilings. A man can become quite expert on them with a couple of day's practice.

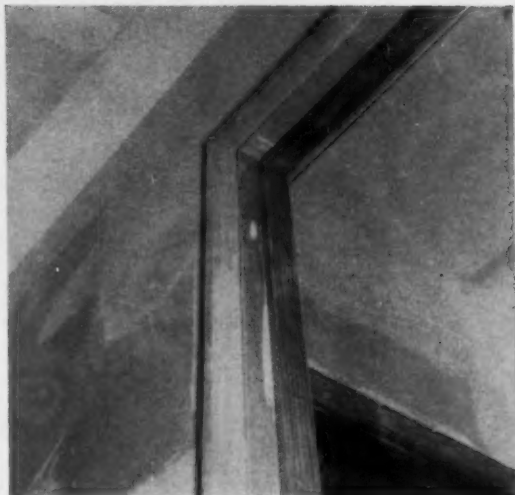


TO SAND FINISHED JOINTS on the ceiling, the tool is elevated instead of the man. Long strokes are easier to make with this extension handle than with stilts. But either method requires much less time than setting up and moving horses and planks.

"Use good lumber, and you can make a door frame that will double as a jamb."



THIS DOOR-FRAMING IDEA entirely eliminates the conventional door jamb, and the tedious shimming that goes with it. Place buys "D and Better" grade 2x4's, positions them with great care, uses them as both the framing members and the finished jambs.

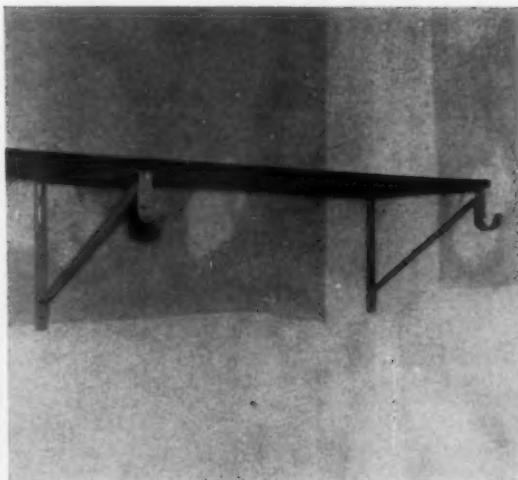


FRAME-AND-JAMB COMBINATION is shown here completely trimmed out. Door stop has been nailed in, and molding put around the frame. A special molding, with a rabbet in the back, is used here, since the wallboard laps the jamb instead of butting up against the side of it.

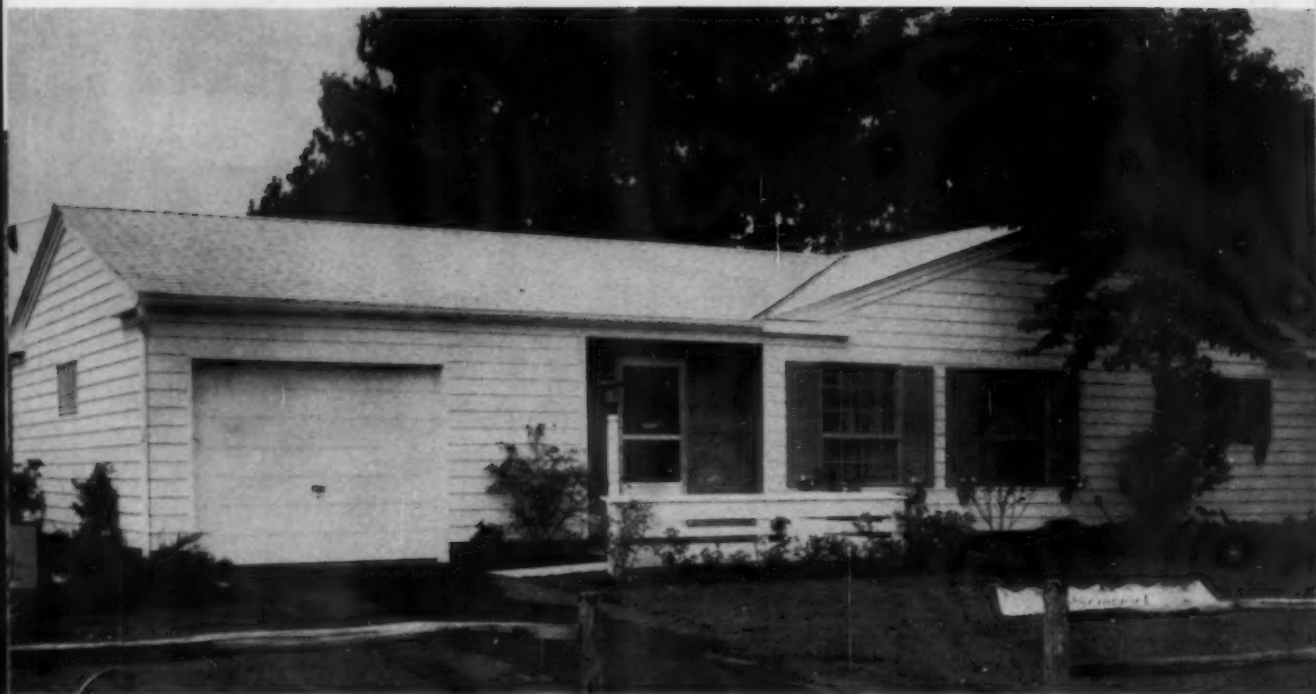
"Keep your closet construction simple, and use products that will go up fast."



CLOSET FRAMING is simplicity itself. There are no return walls. Overhead track for the bifold door (above) is fastened directly to the ceiling. This leaves no header to frame. Doors are of particle board. They are ordered precut, and hardware is installed on the job.



TIME TAKEN TO TRIM OUT closet interiors has been reduced to a matter of minutes by Place & Co. These metal brackets, screwed through the wallboard and into the studs, support the closet shelf and clothes pole. Brackets, by McKinney Mfg. Co., cost about 50¢.



THE "SOMERSET" took top honors in American Builder's 1958 Best Model Homes contest.

MONEY
MAKER 29

Blueprint for easier sales: A low-cost, prize-winning design

WHAT

HOW

All of Place & Co.'s cost-cutting ideas would be wasted if they didn't result in an attractive house. The low price of the "Somerset" (\$18,695, including land) is important to buyers. Just as important are its good looks, above, and its superlative floor plan, right.

The most significant thing about the "Somerset" is its blending of good design with good construction. On its up-to-the-minute frame is hung handsome colonial styling. And the same floor plan that provides convenience and comfort for the housewife also provides construction economies for the builder.

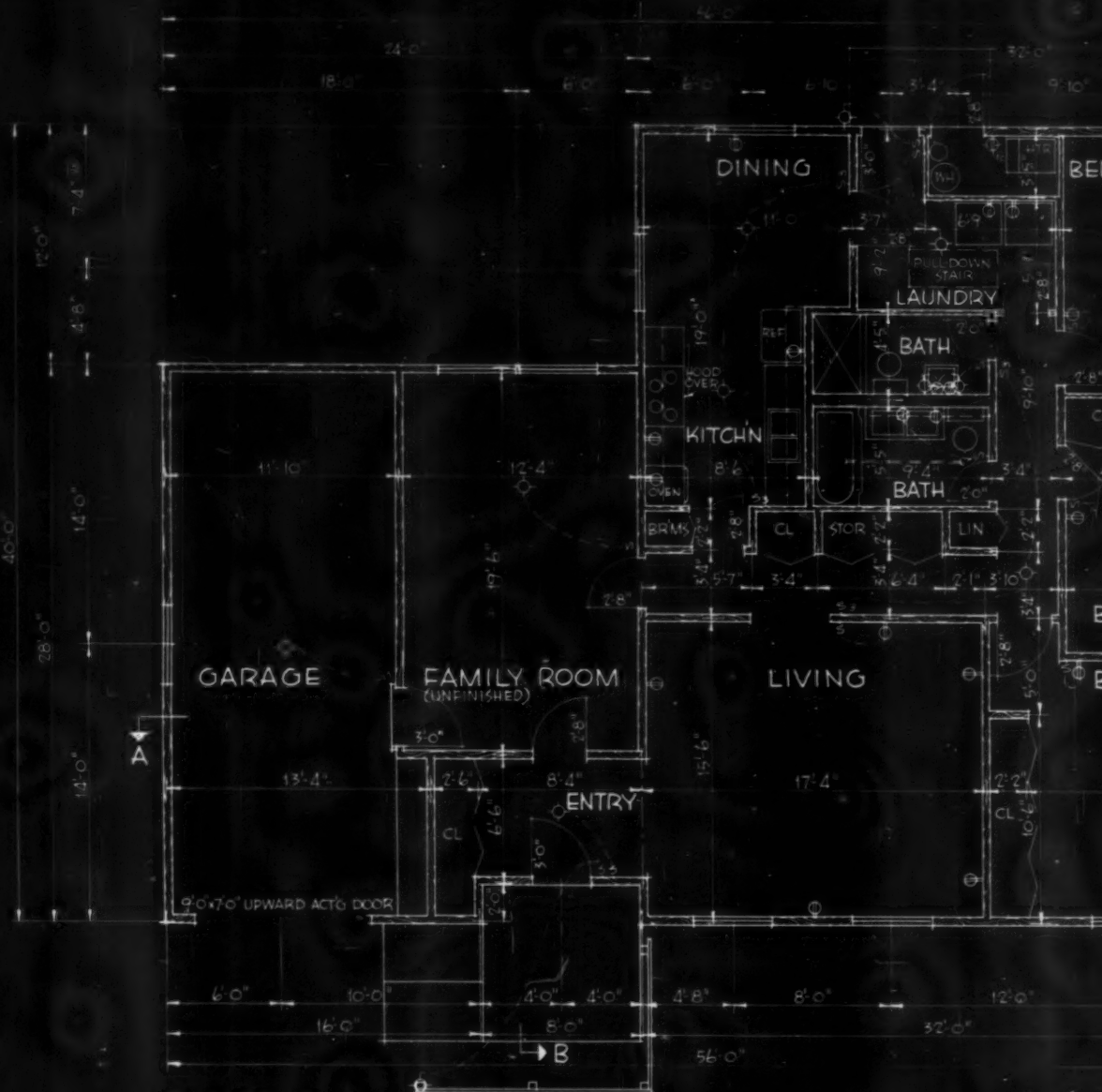
The judges in American Builder's 1958 Best Model Homes Contest were tremendously impressed by the "Somerset". They voted it into first place in the under-\$16,000 class (the house costs \$15,995 without land). In doing so, they gave it the highest score accorded a single entry in the entire history of the contest.



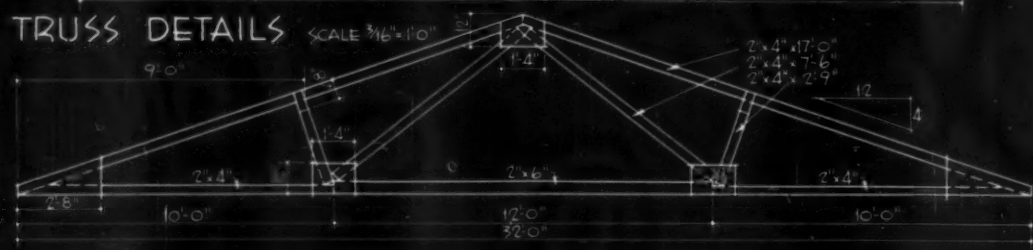
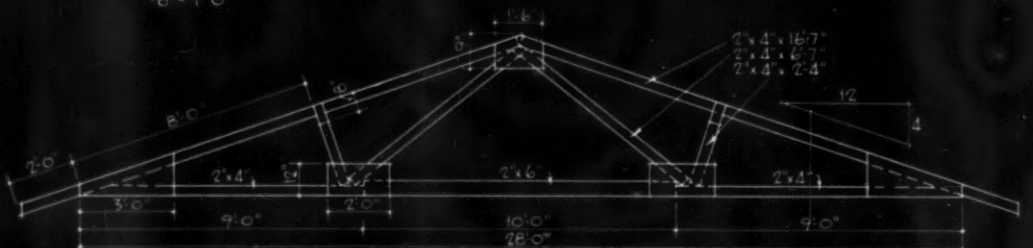
AWARD-WINNING BUILDER: Andy Place stands by the sign made from telegram that announced his contest victory.

AMERICAN
BUILDER
BLUEPRINT
NO. 262



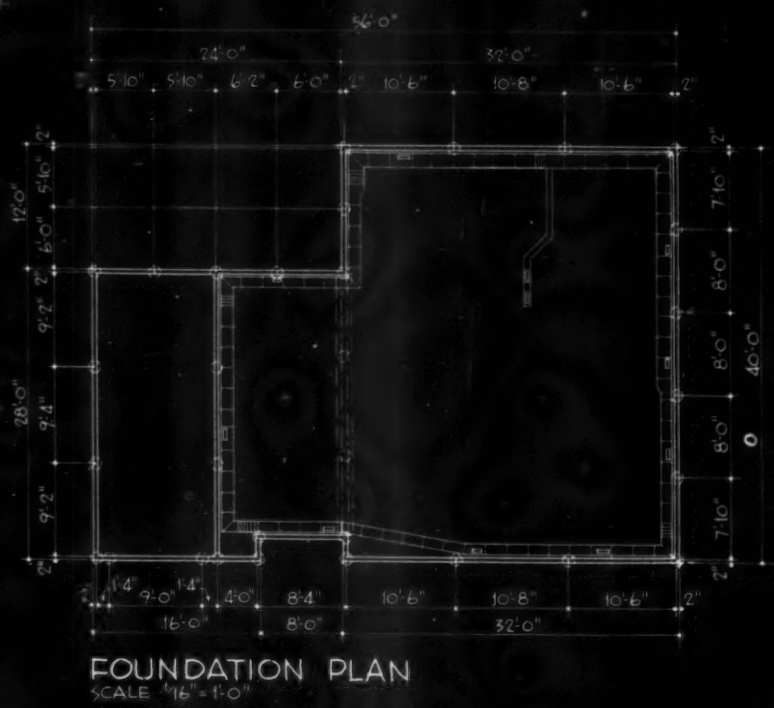
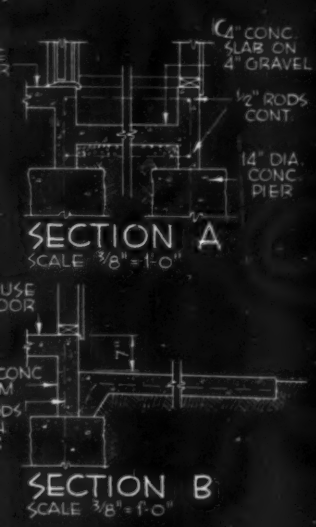
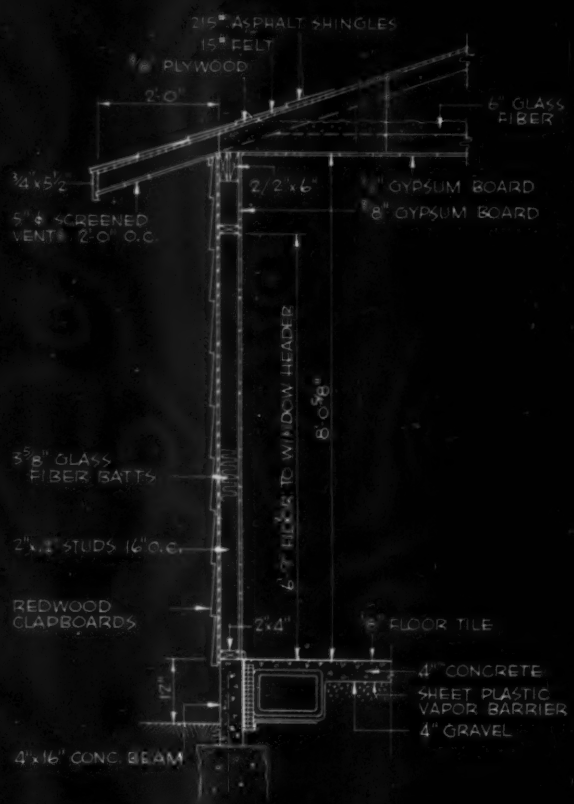


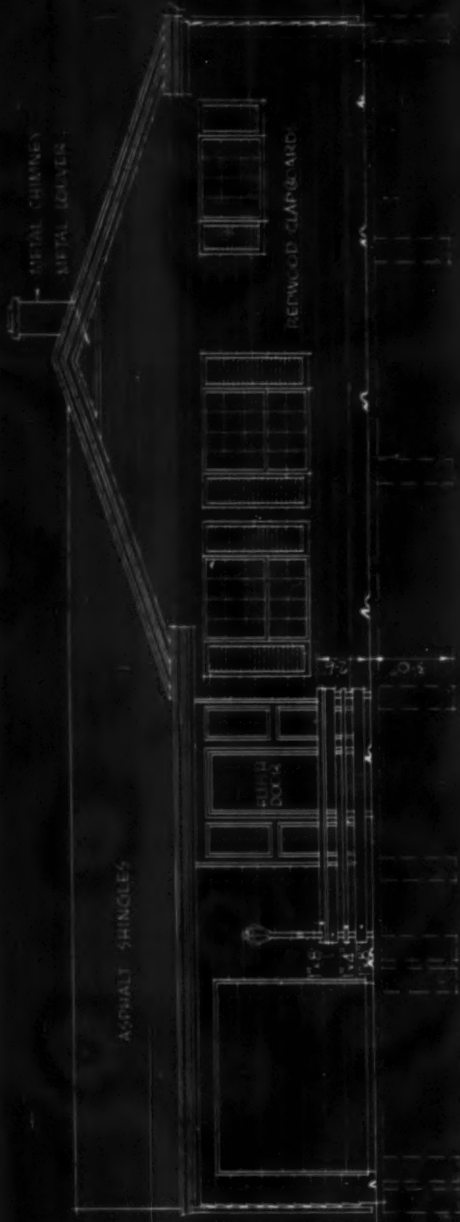
FLOOR PLAN
 $\frac{1}{8}" = 1'-0"$



TRUSS DETAILS SCALE $\frac{3}{16}" = 1'-0"$

HOUSE FLOOR
 HOUSE FLOOR
 4" x 16" CONC BEAM
 $\frac{3}{8}"$ RODS EACH PIER





FRONT ELEVATION

SCALE 1/8" = 1'-0"



REAR ELEVATION

SCALE 1/8" = 1'-0"



WHAT

HOW

Here's a list of the materials that go into the "Somerset"

ESTIMATING TAKE-OFF

AMERICAN BUILDER HOUSE No. 262

FIRST FLOOR ONLY	1,585 sq. ft.
GARAGE AREA ONLY	335 sq. ft.
PORCH AREA ONLY	80 sq. ft.

—EARTH EXCAVATION & GRADING—

Top Soil 6" Grade Exc. & Fill	3,300 sq. ft.
Earth Hand Pier Exc. & B'fill	290 cu. ft.
Gravel 4" Floor Subfill	2,000 sq. ft.
Water Encountered Drainage	Sum

—CONCRETE CONSTRUCTION & FINISH—

2500# Conc. Grade Beams	100 cu. ft.
2500# Conc. Grade Beams Forms	600 sq. ft.
2500# Conc. Post Footing	10 cu. ft.
2500# Conc. Structural Pier	120 cu. ft.
2500# Conc. Structural Pier Forms	400 sq. ft.
2500# Conc. 4" Floor Slab O.G.	1,585 sq. ft.
2500# Conc. 4" Garage Slab O.G.	335 sq. ft.
2500# Conc. 6" Porch Slab O.G.	80 sq. ft.
2500# Conc. 24x18x4" Splash Blocks	3 units
2500# Conc. Floor Haunch	15 cu. ft.
2500# Conc. Floor Haunch Forms	45 sq. ft.
Monolithic Floor Finish	1,585 sq. ft.
Monolithic Floor Float Finish	415 sq. ft.
Kraft Paper Floor Protect & Curing	2,000 sq. ft.
Sheet Plastic Floor Vapor Barrier	1,920 sq. ft.
Carb. & Grout Exposed Conc. Rubbing	220 sq. ft.
Rigid Fiber 2x12" Perimeter Insulation	165 lin. ft.
Trade Items Set-in	Sum

—STEEL ROD & MESH REINFORCING—

#4 Steel .668# Rod Reinforcing	450 lin. ft.
#3 Steel .376# Rod Reinforcing	185 lin. ft.
#10 Steel 6x6 Mesh Reinforcing	1,920 sq. ft.

—LUMBER FRAMING & CONSTRUCTION—

4"x4" Dr. Fir Porch Posts	25 lin. ft.
2'x6" Fir Ext. Wall Plate	210 lin. ft.
2x6" Fir 16" o.c. Int. Part. Studs	30 lin. ft.
2x6" Fir Partit. Sill & Plates	20 lin. ft.
2x6" Fir Roof Ridge	80 lin. ft.
2x6" Fir Roof Jack Rafter	150 lin. ft.
2x6" Fir Roof Valley Rafter	45 lin. ft.
2x6" Fir 12" Roof Truss Bottom Chord	21 units
2x6" Fir 10" Roof Truss Bottom Chord	13 units
2x4" Fir 10" Roof Truss Bottom Chord	42 units
2x4" Fir 9" Roof Truss Bottom Chord	26 units
2x4" Fir 17" Roof Truss Top	42 units
2x4" Fir 16" Roof Truss Top Chord	26 units
2x4" Fir 7'6" Roof Truss Bracing	42 units
2x4" Fir 6'7" Roof Truss Bracing	26 units
2x4" Fir 2'9" Roof Truss Bracing	42 units

2x4" Fir 2'4" Roof Truss Bracing	26 units
2x4" Fir 16" o.c. Wall Studs	1,365 sq. ft.
2x4" Fir Wall Plates	200 lin. ft.
2x4" Fir Window Headers	50 lin. ft.
2x4" Fir 16" o.c. Int. Part. Studs	1,595 sq. ft.
2x4" Fir Truss Bridging	130 lin. ft.
2x4" Fir Int. Part. Plates	140 lin. ft.
2x4" Fir Int. Part. Sills	170 lin. ft.
2x3" Fir 16" o.c. Int. Studs, S.&P.	360 lin. ft.
1x6" Fir Wall Lining	1,420 sq. ft.
3/4" Plywood Roof Lining	2,160 sq. ft.
Redwood Wall Clapboards	1,420 sq. ft.
Fiberglass 6" Ceiling Insulation	1,880 sq. ft.
Fiberglass 3 1/2" Wall Batt, Insulation	1,450 sq. ft.
21# Asphalt Roof Shingles	2,160 sq. ft.
15# Felt Roof Isolation	2,160 sq. ft.
15# Felt Wall Isolation	1,420 sq. ft.
3/4" Plywood 36x15" Truss Gussets	26 units
3/4" Plywood 32x15" Truss Gussets	42 units
3/4" Plywood 24x12" Truss Gussets	26 units
3/4" Plywood 16x12" Truss Gussets	42 units
3/4" Plywood 16x12" Truss Gussets	21 units
3/4" Plywood 18x9" Truss Gussets	13 units
Metal Structural Hardware	Sum
Wood Misc. Furring & Grounds	Sum

—METAL SHEET WORK—

Metal Gable Louver	15 sq. ft.
Copper 2" Roof Leaders	30 lin. ft.
Copper 18" Cap & Base Flashing	10 lin. ft.
Copper 18" Valley Flashing	45 lin. ft.
Ogee Roof Gutters	120 lin. ft.

—GYP. BOARD TAPE JOINT WALL & CEIL. BOARDING—

1/2" Gyp. Board Ceiling Boarding	1,880 sq. ft.
3/8" Gyp. Board Wall Boarding	4,052 sq. ft.
Metal Corner Beads	100 lin. ft.

—WOOD EXTERIOR & INTERIOR MILLWORK—

1 1/4" W. Pine 9x7' Overhead Door, F.&T.	1 unit
1 1/4" W. Pine 7'6"x7' Ext. Flush Door, Sdl., F.&T.	1 unit
1 1/4" W. Pine 3'x6'8" Ext. Glaz. Door, F.&T.	1 unit
Clapboard & Fir 2'8x6'8" Ext. Flush Door, F.&T.	1 unit
1 1/4" W. Pine 3'x6'8" Int. Flush Door, F.&T.	1 unit
1 1/4" W. Pine 2'8x6'8" Int. Flush Door, F.&T.	1 unit
1 1/4" W. Pine 2'x6'8" Int. Flush Door, F.&T.	2 units
W. Pine 8x3' Projected Dbl. Wind., F.&T.	1 unit
W. Pine 4x5' Dbl. Hung Wind., F.&T.	2 units
W. Pine 4x3' Proj. Wind., F.&T.	7 units
W. Pine 4x2' Fixed Wind., F.&T.	1 unit
W. Pine 1'9x5' Wind. Shutter & Acc.	4 units
W. Pine 1'9x3' Wind. Shutter & Acc.	2 units
W. Pine 1"-d. Closet Pole	40 lin. ft.
W. Pine 1x12" Closet Shelving	80 lin. ft.
W. Pine 1x8" Fence Railing	40 lin. ft.
W. Pine 1x6" Eave Fascia	100 lin. ft.
W. Pine 1x4" Fence Railing	20 lin. ft.
W. Pine 1x3" Shelf Closets	130 lin. ft.
W. Pine 3/4x5 1/2" Roof Fascia	120 lin. ft.
W. Pine 3/4x2" Fascia Moulding	100 lin. ft.
3/4" Fir Plywood Roof Eave Soffit	185 sq. ft.

(Continued on page 198)



Your buyers will have more confidence if you give them brand names they know

LIST OF SUPPLIERS FOR THE SOMERSET HOMES.

Nicholas Wire and Aluminum Company nails; Stanley closet hardware; Pittsburgh Plate Glass Twindow; Koppers foam slab insulation; American Vitrited Products heat ducts and sewer pipe; Fabricated Steel Products reinforcing bars; Universal Atlas cement; Lewin-Mathes Copper tubing; Alcoa window extrusion flashing; American Siskraft sidewall paper; Steel Door Corporation garage door; General Aluminum Products combination doors; Cincinnati Builders Supply Company vanity tops; Masenite Corporation siding, doors; Georgia Pacific roof plywood; Weyerhaeuser framing lumber;

Simpson Logging Company siding; Philip Carey roofing; American Standard bath & kitchen fixtures, water heaters; Dexter doors and cabinet hardware; O'Brien Corporation exterior paint; Mohawk Flush Doors, Inc., interior doors; Truscon exterior steel doors; Fibersin Plastics cabinet doors and counter tops; The Independent Ohio Nail Company, special nails; Owens-Corning Fiberglass insulation; Certain-Teed Products wallboard; United States Gypsum, Neo-Fleck interior paint; Vikon porcelain enameled aluminum bath tile; Armstrong Roofs; Chrysler Airtemp furnaces.

Here's how design can be a money-maker

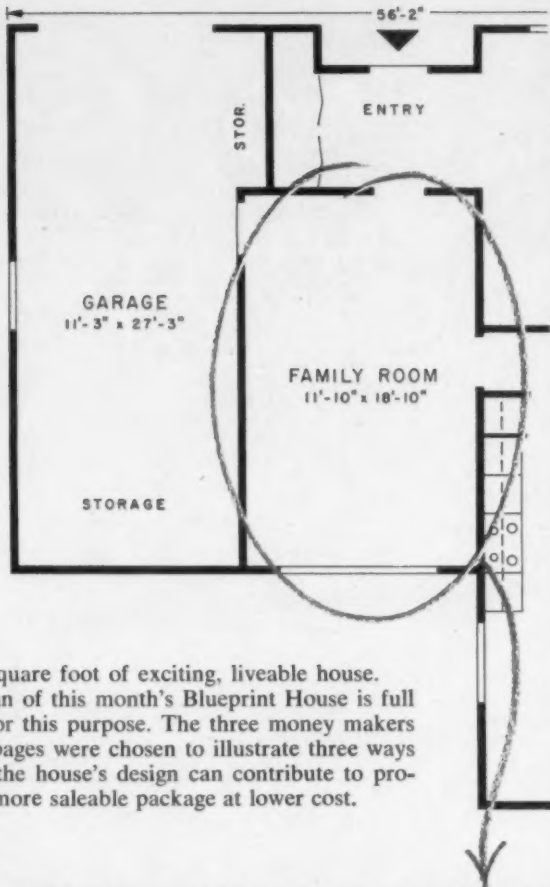


Designer Jim Vanderbosch, left, says . . .

"... Your design can be a cost-cutter too."

Design is generally thought of as having two functions: to make a house look attractive, and to make it convenient to live in. But for the builder like Andy Place, design has still another function. It is a major tool for keeping quality up and costs down. It helps him give his buyers every

DESIGNER JIM VANDERBOSCH goes over a new floor plan with the boss, Andy Place. Their theory: the more completely it's worked out on paper, the easier and faster it can be built.



possible square foot of exciting, liveable house.

The plan of this month's Blueprint House is full of ideas for this purpose. The three money makers on these pages were chosen to illustrate three ways in which the house's design can contribute to producing a more saleable package at lower cost.

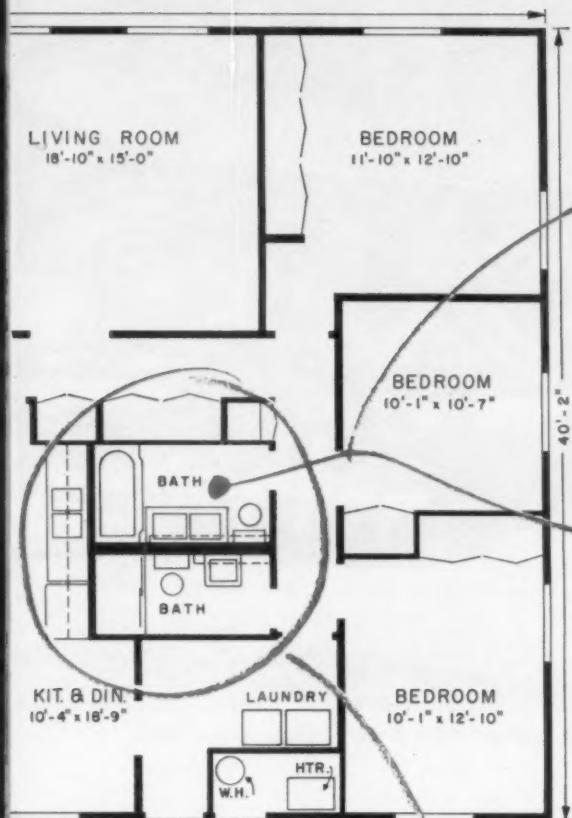
MONEY MAKER 31

"Design a room that buyers can finish off to suit themselves."

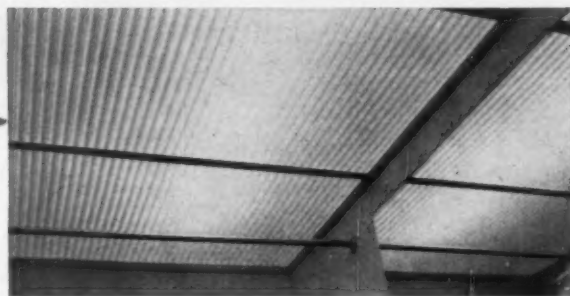
"UNFINISHED" FAMILY ROOMS have been a Place & Co. sales feature for several years. In the Blueprint House, this room has 230 sq. ft. of area. It is provided with insulation, registers in place, overhead light, ceiling taped and spackled, but not painted. Actually about 80 per cent of the buyers of houses with this feature have had the family room finished before they moved in. The cost is low—about \$1.50 a square foot. Buyers are given their choice of two kinds of acoustical ceiling and three kinds of wood paneling.



"Design glamor extras that you can build into your houses at low cost."



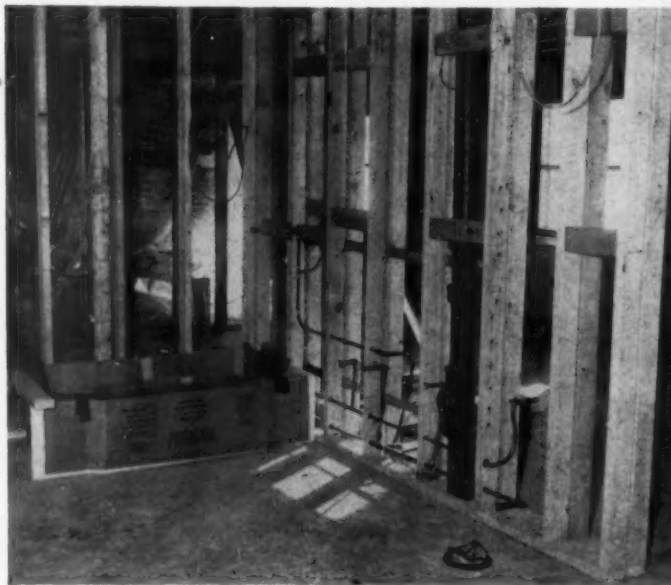
ELEMENTS OF THE GLAMOR BATH are few and simple: a molding strip around the wall, supports made by bolting together two pieces of aluminum angle, and a plug-in strip with bulb attachments. Fan is plugged in strip, goes on with lights.



PIECES OF CORRUGATED VINYL plastic are laid over the aluminum supports, and the ceiling is finished. Vinyl can be removed for cleaning or bulb replacement in a matter of seconds. Place says cost over normal lighting is less than \$25.

"Design all your plumbing around a single central utility core."

PLUMBING COSTS can be cut to reasonable levels by good design. The most important thing is to group bathroom and kitchen fixtures as close together as possible. In the photo, the wall at right is the common wall between the two bathrooms. The kitchen sink will be set against the back of the wall at left. This compact arrangement minimizes all supply and waste line runs, and allows venting of all fixtures through one stack. Note that the bathtub remains covered. This is done to protect it from damage until work is completed.





GENERAL SALES MANAGER Jim Peacock points to the "House of Quality," Place & Co.'s Hidden Values house. Says Peacock . . .

MONEY
MAKER 34

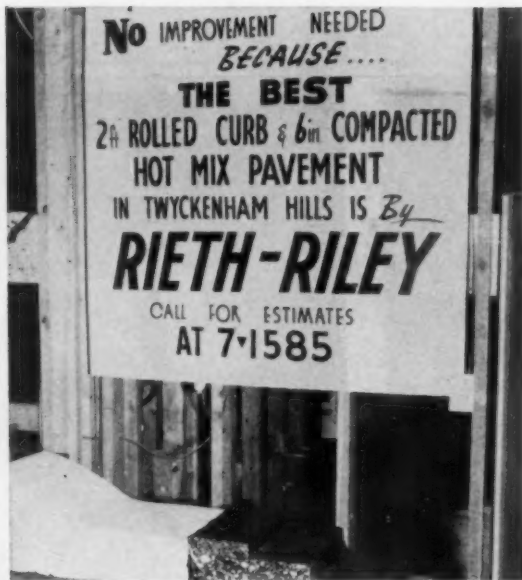
"... use Hidden Values merchandising to show buyers you're building a quality house."



FIRST PRIZE in American Builder's "Hidden Values" contest was an International truck. Here Jim Peacock and Andy Place see a photo of the prize they won.

Jim Peacock, general sales manager of Place & Co., has a high regard for today's home buyer. "Everyone is shopping these days," says Peacock, "and the prestige of a quality house is the best sales weapon we have. We're giving as much or more house than any other builder, but we have to convince people."

The "House of Quality" shown at the top of the page is Place & Co.'s convincer. It is an unfinished shell, cut away inside to show buyers the quality of every item that goes into a Place & Co. home. The slab, walls, and utility areas are all laid open for inspection. Displays by both local and national suppliers point up their quality products. Among those convinced by the "House of Quality" were the judges of American Builder's "Hidden Values" merchandising contest. They awarded Place & Co. top honors in a 100-entry field.



LOCAL SUPPLIERS and subcontractors are among the contributors to the "Hidden Values" display. They have a chance to tout the quality of their work, and both they and Place & Co. benefit. This is an actual cutaway of the roads and curbs that Place & Co. use in their projects.

NATIONALLY KNOWN BRANDS are highlighted all through the "House of Quality," both by signs, as on this exposed plumbing wall, and by special displays in the house. Many national manufacturers have contributed special display material and literature to be used in Place & Co.'s "Hidden Values" house.



**MONEY
MAKER** 35

"Use any excuse you can find to stage a full-dress promotion program."



CHRISTMAS is a natural time for a promotion. Model houses get seasonal decorations, and newspaper advertising is stepped up and tied in with the holiday motif.



SANTA CLAUS AND A TREE bring Christmas inside a display model. Says Peacock: "We'll use any excuse to get people to come out and go through our houses."

On page 176, a Land-Planning money maker by Place ▶

BEFORE



POTENTIALS of this unfinished on-grade basement were tremendous. But half-completed appearance, lack of storage made it a dismal space waster. This basement was typical of many which have remodeling possibilities.



WASTED SPACE before remodeling is obvious. Architect Jesse T. Wilkins, Jr., AIA, solved most of the problems by

Remodel for profit: basements offer

AFTER



BUILT-IN bookshelves and cabinets for hi-fi equipment and record storage are under windows in "new" adult area. Also featured in adult area: television set, radio-phonograph, waist-high cabinets for record storage, two long benches that double as storage bins. All facilities were integrated to blend with each other. Major storage units were scaled low.



TO PLAY UP division between the two areas, a closet (left) was built out from the wall next to the outside entrance. The closet has ample room for a folding bed, and has shelves for bedding. Wood strips



using low-scaled built-ins. Sound-deadening acoustical tile on ceiling made big change in appearance.



PORTIONS OF CHILDREN'S PLAY area and adult area as they originally appeared. Builder Knut Haga of Seattle did the work. He says the job has had a promotional effect, has led to many similar remodeling projects.

a golden opportunity

MONEY
MAKER 36



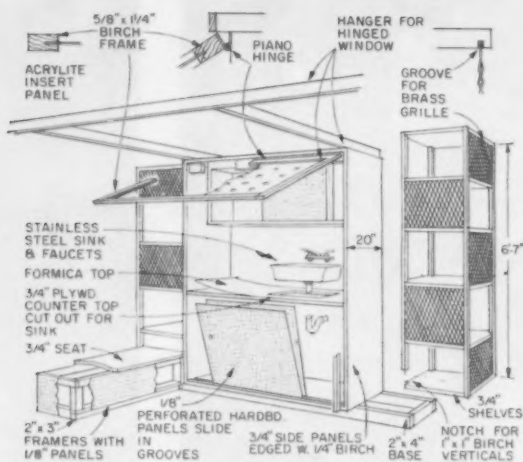
on the outside of the three visible walls make the closet unnoticeable when its door is closed. No ordinary closet this: its depth is enough to provide necessary wall space for a spinet piano.



ROUGHLY T-SHAPED, the basement easily divided into two areas. The stem of the T became the children's area (background) with a game table, a folding cabinet door, storage shelves with sliding perforated hardboard doors, and wall panels on which game equipment can be hung; there is also a soft-drink bar (not shown). Part of adult area, with fireplace, is in foreground.

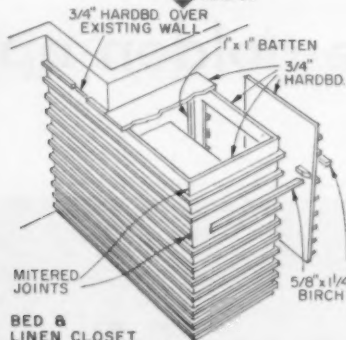
These basement built-ins are

WHAT HOW



SOFT-DRINK BAR: plastic bar is raised to provide access to bar; plumbing and storage space are below. Drawing illustrates how hardboard panels slide in grooves. Counter top of 3/4" plywood is cut out for sink.

WHAT HOW



BED & LINEN CLOSET
UNIQUE CLOSET: folding bed (as well as linen) fits into this "divider" of 3/4" hardboard. Framing members on outside are decorative, give extra inside space.

There are hundreds of thousands of homes in the United States with unfinished basements, and just as many home owners aching to use them as living space. This Seattle remodeling job is an excellent example for any builder who wants to share in remodeling profits.

The photos and drawings on these pages (courtesy *Mechanix Illustrated Magazine*) show how an on-grade basement can be transformed from a drab space waster into modern, functional living area. This portion of the basement was frame—rather than masonry—therefore ideal for remodeling.

The owners needed play space for three chil-

dren, toy storage space, a guest room, a place for a large record collection and record player, space for a piano, and an area where a large party could be held in comfort.

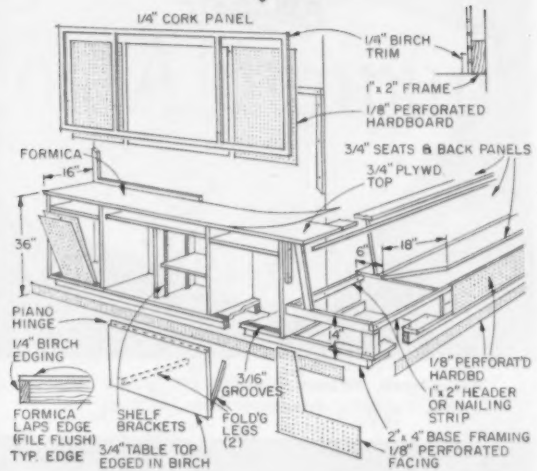
The job was done mainly with built-ins, which insured minimum loss of space. Wiring cable and pipes were hidden between the overhead framing members. These were covered with noise-reducing insulation board tile, nailed to 1x3" wood furring strips. Most exposed surfaces are hardboard. Increasing the utility of both rooms are the vinyl-tile floor and acoustical-tile ceiling. Knut Haga, Seattle builder, handled the remodeling job.

adaptable to any part of the house

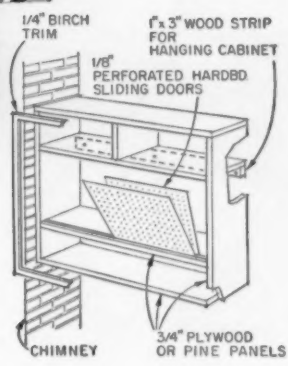
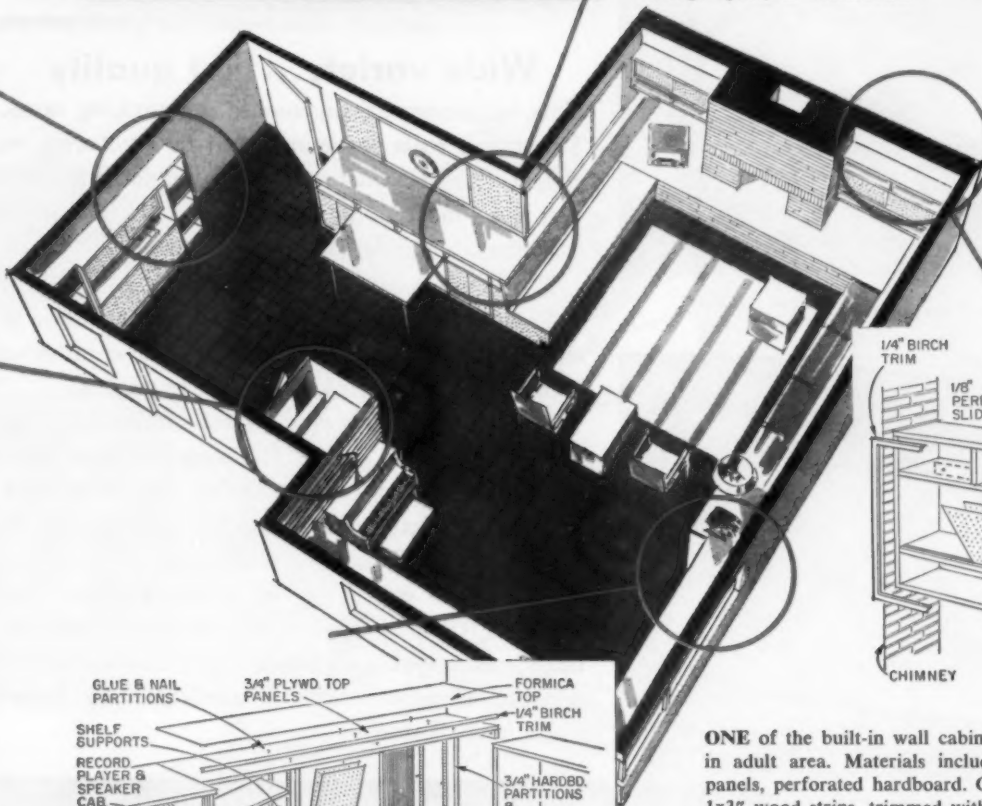
WHAT



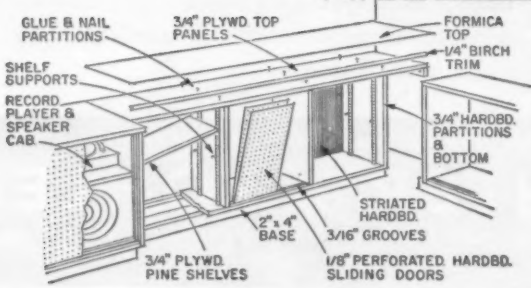
HOW



CHILDREN'S game table: cabinet door folds up and out to form a table large enough to hold an electric train set. Right of drawing shows how built-in bench (doubling as storage space) is constructed.



ONE of the built-in wall cabinets flanking fireplace in adult area. Materials include plywood or pine panels, perforated hardboard. Cabinets are hung on 1x3" wood strips, trimmed with 3/4" birch.



UNDER-WINDOW bookshelves and cabinets; record player and speaker cabinet are at left. Built-ins also provide space for books, record collection. Units are mainly of hardboard, perforated hardboard, plywood.



Arrowhead, vitreous china, 20 x 18", 24 x 18".
Tahoe, enameled iron, same style and sizes.



KOHLER LAVATORIES *for Building-in*



Deauville, vitreous china, 17 x 14", 19 x 17".



Vilas, enameled iron, 20 x 18".
Piedmont, vitreous china, same style and size.

Wide variety...first quality

New bathroom arrangements are making news. The trend calls for more built-in lavatories on counter-tops and cabinets. The Kohler line gives you the widest range of types and sizes to meet customer demands—and increase sales.

The Arrowhead, of vitreous china shown in a tile counter, is matched in style by the Tahoe of enameled iron. Both may be built into counter or cabinet tops of Formica or other materials.

The Deauville is a new vitreous china lavatory of attractive oval shape. The enameled iron Vilas and the vitreous china Piedmont, identically styled, have extended fronts that permit space-saving installations on 16-inch counters.

All models are available in seven colors and white. Fittings of distinguished design are all-brass, chrome-plated. Brass has maximum wear-and-corrosion resistance, is unaffected by detergents and alkalis.

KOHLER CO. Established 1873 KOHLER, WIS.

KOHLER OF KOHLER

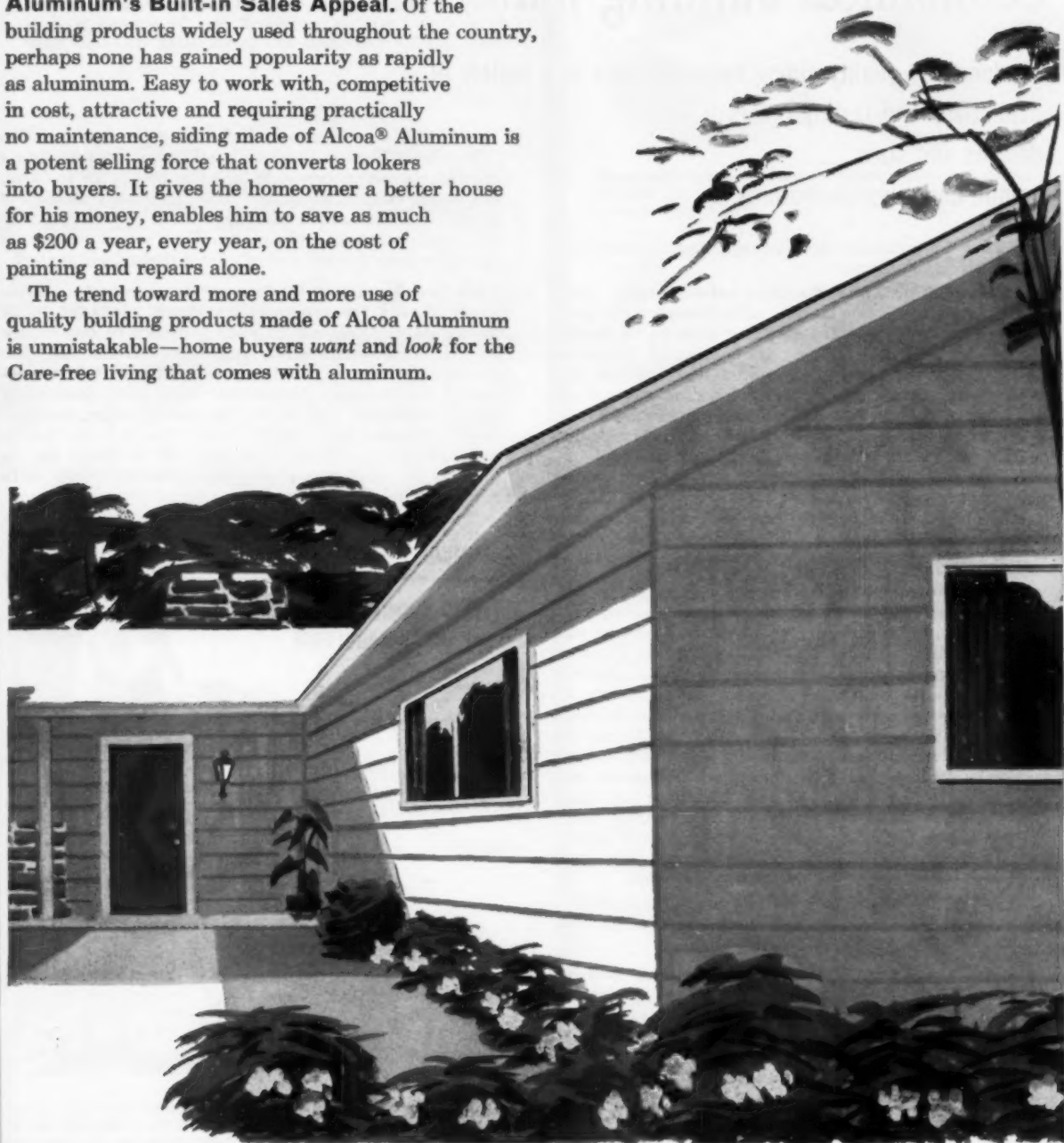
Enameled Iron and Vitreous China Plumbing Fixtures • Brass Fittings
Electric Plants • Air-cooled Engines • Precision Controls

Builders construct
higher quality houses
that sell faster with

Siding of Care-free Alcoa Aluminum

Aluminum's Built-in Sales Appeal. Of the building products widely used throughout the country, perhaps none has gained popularity as rapidly as aluminum. Easy to work with, competitive in cost, attractive and requiring practically no maintenance, siding made of Alcoa® Aluminum is a potent selling force that converts lookers into buyers. It gives the homeowner a better house for his money, enables him to save as much as \$200 a year, every year, on the cost of painting and repairs alone.

The trend toward more and more use of quality building products made of Alcoa Aluminum is unmistakable—home buyers *want* and *look* for the Care-free living that comes with aluminum.



Aluminum Company of America, Pittsburgh 19, Pa.

Aluminum siding... over the years, the most Care-free, economical building material of them all

Produced by quality siding manufacturers in a variety of
attractive, long-lasting colors...
designs and sizes...
unique construction features

*For New Construction and Remodeling—Contemporary
and Traditional Homes*

Cuts Installation Time, Reduces Labor. Light, precision-formed aluminum siding and accessory parts go up faster with less work. Interlocking sections fit snugly. Countersinking and puttying are eliminated. An entire house can be sheathed in aluminum siding in less time than with other materials. It's the building product you can work with 12 months of the year, fair or foul weather. Work stays on schedule, interior construction starts sooner, houses are finished, *ready for sale*, earlier.

It can be applied to practically any type of wall by your present help—no special tools are needed.

Unmatched for economy—one square of aluminum siding covers 100 square feet. There are no split or warped pieces. Painting is eliminated.

Bright, Eye-Appealing Colors That Stay Care-free, Help Sell the Houses You Build. The oven-baked vinyl or alkyd enamel finishes incorporated into present-day aluminum siding will outlast most mortgages. Extreme weather conditions, even highly corrosive industrial atmospheres, have little effect on its surface.

For two-way protection, manufacturers usually bond the finish to both sides of high-strength Alcoa Aluminum alloy. Attractive colors now available include—white, buff, gray, yellow, pink, blue, light and dark green and red. Unlike ordinary paint finishes that soon fail, these firmly bonded colors will not blister, peel or flake off.

Deep butt shadow lines further enhance and accent aluminum siding's smooth, soft appearance. Its good looks are never marred by unsightly nail heads.

Simply washing with hose and cloth restores its bright, clean beauty. Truly Care-free, attractive aluminum siding helps sell the houses you build.

Durable, Corrosion-Resistant Aluminum Siding Guards Exteriors to Reduce Depreciation. Corrosion-resistant aluminum siding can't rot or deteriorate—it defies the elements. Its permanence assures higher resale value and reduces the rate of depreciation. Aluminum protects the homeowner's investment and pride of ownership throughout the life of the house. Aluminum protects against termites, vermin, flames—*permanently*.

When you build with aluminum, you build houses worth more now and in the years to come. Its advantages provide the sales clincher that is paying off for builders throughout the country.

Aluminum's High Insulating Quality Makes Important Savings in Fuel Costs. Aluminum's superior insulating characteristics provide added economy and more comfort for the homeowner. Its insulation value is equivalent to several layers of asbestos, 18 inches of concrete or six inches of brick. Heating and air-conditioning costs are lower—through-wall heat losses are minimized. Because it reflects up to 95 per cent of the summer sun, interiors

stay cooler for welcome relief during the hot months.

For even better insulating efficiency, many siding manufacturers incorporate into the panels up to 3/16-in. insulating boards, Fiberglas* or other quality insulating material. This built-in insulation further contributes to the panels' strength and rigidity. Their sound absorption qualities help deaden and shut out disturbing noises.

Care-free Aluminum Reduces Maintenance to a Minimum—Saves Homeowners as Much as \$4,000 in 20 Years. More than half of your prospective buyers are former homeowners—they remember all too well the evenings, week ends and vacation time lost in never-ending maintenance chores, the constantly increasing cost of materials and labor. Aluminum siding supplies double-barreled sales appeal. It does not rob the family of leisure hours and saves up to \$200 annually for its owners. It minimizes repair and painting costs, cuts down on fuel bills and reduces rate of depreciation.

*Trademark of Owens-Corning Fiberglas Corp.

ALUMINUM COMPANY OF AMERICA, PITTSBURGH, PA.

TYPICAL ALUMINUM SIDING APPLICATION PROCEDURE

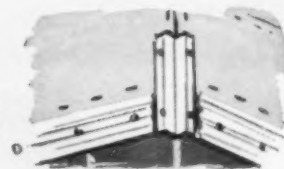
Light,
uniform sections
and accessories
install quickly,
easily



According to manufacturer's recommendation, exterior walls are first covered with sheathing paper, perforated aluminum foil or aluminized paper. Covering material is stretched tight and fastened with 1/2-in. staples or large-headed roofing nails.



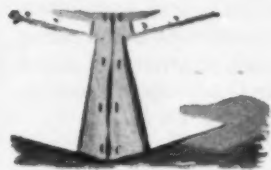
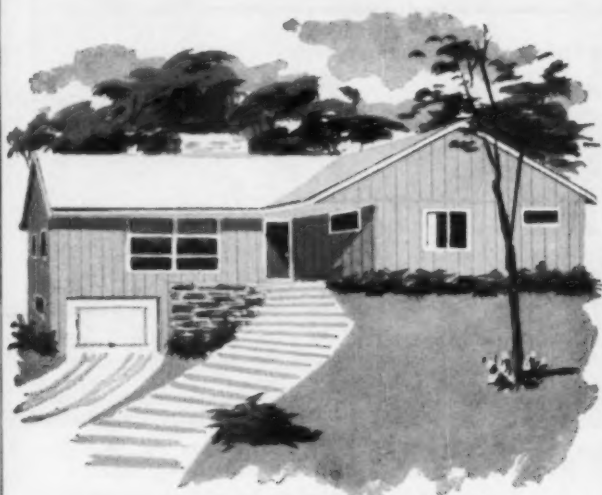
Chalk line is snapped around base of house to determine level line on which starter strip is installed. Starter strips are securely nailed on the base line at specified intervals.



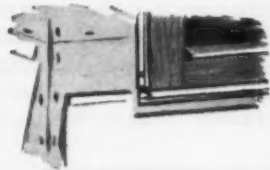
Inside corner strips (and outside corner strips, if used) are applied before siding goes up. Channeling or window and door trim is then applied for weathertight seal.

**VARIETY OF SPECIAL AND OPTIONAL
FEATURES INCORPORATED IN
DIFFERENT BRANDS OF
ALUMINUM SIDING**

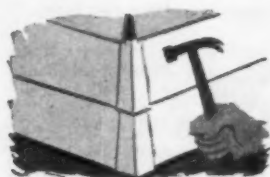
Most aluminum siding manufacturers today provide an exposed face of approximately 8 in. with up to 3/4-in. butt depth. Panel lengths vary from 10 ft to 12 1/2 ft and are fabricated from durable, .024-in. and .019-in. aluminum stock. All panels provide an interlocking system of one design or another, as well as vent or weep holes along the underside of the butt.



Siding panels are then applied by inserting into starter strips and nailed snug. Panels join firmly or interlock in succeeding courses to cover entire area. Vertical joints are staggered throughout the installation.



To finish off around windows, doors and eaves, siding is trimmed to fit as work progresses upward.



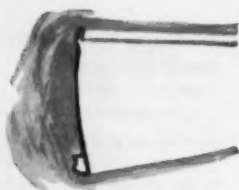
Individual or profile outside corners are applied after all siding has been installed. Pieces are snapped into place and nailed as work progresses. Corner pieces are applied starting from bottom or top, depending on manufacturer's design.



All exposed or cut edges around windows, doors, etc., should be carefully calked. Complete installation by removing dirt or finger marks from siding with damp cloth.

**Exclusive and generally common features
found in today's aluminum siding**

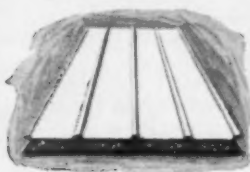
Concave panels that may be applied vertically for modern treatment, or horizontally for traditional effect. Siding remains under constant tension for added strength and rigidity. Installation begins at top of exterior walls.



Two-piece window and door accessory trim that flashes and seals openings simply, quickly.



Choice of profile or continuous strip corners in matching colors.



Panel system designed to eliminate supports, backers or starter strips.



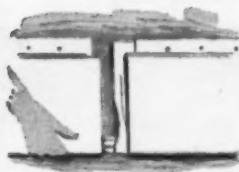
Concealed nailing slots that allow for expansion and contraction of siding.



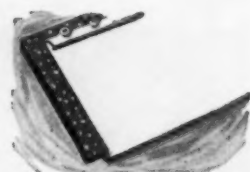
Heavy-gage back-up supports for use at wall openings and under each vertical joint for greater rigidity and tighter fit.



Interlocking, self-leveling panels for fast, economical application.



Pruned panel ends for fast, tight fit at overlapping joints.



Panels with factory-installed insulation board for added strength and insulation value.



Exclusive 5 process baked enamel on white enamel that stays white.



Full-floating, insulated panels that install without nails touching metal.

PERFORMANCE DATA AND EVALUATION OF ALUMINUM SIDING

Thermal Insulation or "U" Value

Typical Wall Construction	Thermal Resistance of Wall Components	
	Case 1 (Without Backer-Board)	Case 2 (With Backer-Board)
Outside surface—1/f _s	0.17	0.17
Aluminum siding (No backer-board, 3/8-in. air space)	0.26	—
Aluminum siding (With aluminum siding backer-board)	—	1.95
3/8-in. sheathing—insulation board	2.06	1.16
3 3/8-in. air space	0.92	0.92
1/2-in. plaster on 3/8-in. gypsum lath	0.42	0.42
Inside surface—1/f _i	0.68	0.68
"U" Value—Btu/Sq Ft/Hr/F	0.286	0.229

Laboratory and Field Test Evaluation of Aluminum Siding Finish

Flexibility: Descriptive Specific—Test	Exceptional No Film Fracture, 180° Bend on Aluminum	Salt Spray Test: Descriptive Specific—Test	Excellent 20% Concentration, 97°F, 2,000 Hours
Impact Resistance: Descriptive Specific—Test	Exceptional 28-in. Drop Test—No Film Fracture	Fade Resistance:	Excellent
Adhesion: Descriptive Specific—Test	Exceptional Knife Test—Difficult to Remove (Greater Tenacity)	Peeling and Scaling Resistance:	Excellent—Elastic, Highly Flexible and Adhesive Film Precludes Peeling or Scaling
Humidity Test: Descriptive Specific—Test	Excellent 100% Relative Humidity, 110°F, 8,000 Hours	Film Erosion Resistance:	Excellent—Due to Slower Chalking Rate and to Highly Flexible and Adhesive Film
		Over-all Weathering Resistance:	Exceptional—Superior Performance Resulting in 50% Longer Film Life

THE ALCOA CARE-FREE TAG CAN SPUR HOUSE SALES FOR YOU, TOO!

When you build with siding made of Alcoa Aluminum, you gain the mighty selling power of the Alcoa Care-free tag. Promoted on two network television programs, radio, national magazines and local newspapers, it identifies quality building products made of Alcoa Aluminum. Preselling more than 40 million people on Care-free aluminum building products—it helps sell the houses *you build*.

Join the trend to aluminum for maintenance-free homes. Alcoa invites you to share in its facilities and the more than 30 years of knowledge and experience in developing products and techniques.

For the names of manufacturers who make siding of *quality* Alcoa Aluminum, call your nearest Alcoa sales office or write: Aluminum Company of America, 1888Q Alcoa Building, Pittsburgh 19, Pa.



Look for this Alcoa Care-free tag on the aluminum siding you buy.



A message of special interest to:

the 1 builder in 2 thinking about AIR CONDITIONING

(as standard or optional extra equipment)



Borg-Warner's ALFOL Insulation helps you save on initial tonnage . . . cut operating costs

Air conditioning usually costs less in homes insulated with ALFOL . . . and the chart above shows why. *Nothing* can seal out summer heat like a multi-layer aluminum foil blanket!

In terms of initial cooling equipment, this "plus" ALFOL efficiency can literally shrink your tonnage requirements. For some builders, it has meant the difference between a 5- and 3-ton unit . . . at savings of up to \$400 per home!

ALFOL's acknowledged summer superiority reduces operating costs, too. Your customers get the most economical cooling possible. And ALFOL also gives them exceptional *winter* efficiency . . . plus the finest in year-round moisture protection.

If you are thinking about air conditioning, it will pay you to investigate ALFOL. Start by sending now for FREE brochure, "How to INSULATE your way to Lower Cost Air Conditioning."

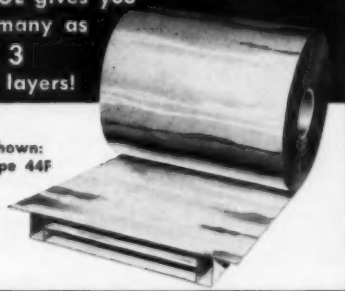
U. S. BUREAU OF STANDARDS SUMMER EFFICIENCY FINDINGS

Published by the National Bureau of Standards, Report BMS-52 rates 5 insulation materials as follows in their "order of decreasing effectiveness in protecting ceilings against summer heat":

- 1 Two layers of aluminum foil (both sides of each layer reflecting)
- 2 Full thick (3-5/8") rock wool
- 3 One layer of aluminum foil (both sides reflecting)
- 4 Full thick (3-5/8") glass wool
- 5 2" of rock wool or 2" of wood-fibre blanket

ALFOL gives you
as many as
3
foil layers!

Shown:
Type 44F



Please send
FREE ALFOL Brochure:
"How to Insulate
your way to
Lower Cost
Air Conditioning."

REFLECTAL CORPORATION, DEPARTMENT A-43
A subsidiary of Borg-Warner Corporation
200 South Michigan Avenue, Chicago 4, Illinois

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

REFLECTAL®

Borg-Warner®



Courtesy Pittsburgh Plate Glass Company
Manufacturers of "Twinview" Glass

From every viewpoint...

BILT-WELL Casement Windows

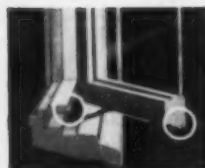
Add Sales-Appeal to your homes

On the outside...



Modern, Uncluttered Exterior

Hinges, fastened to the frame, head jamb and sill, are completely concealed. No exposed hardware to rust, corrode or mar the clean, simple lines of the window. Lack of exterior hinges makes the BILT-WELL Casement burglar-proof, too!



Fuel-saving Weathertightness

Two complete, independent systems of weatherstripping keeps cold air out, warm air in. Tests show BILT-WELL Casement Windows save as much as \$28.00 a year on average twenty-window home.



Design Flexibility

Unique utilized sill permits changing of exterior appearance simply by varying window arrangements. Units can be joined in any number of combinations without the need for special sills or extra framing.

On the inside...



Finger-tip Operation

Trouble-free worm gear operator on sill provides easy, quiet, maintenance-free opening and closing.



Maximum View

The precision construction of BILT-WELL Casements assures necessary strength with minimum framing, providing larger glass area.



Easy Cleaning

Sash swings out to a full 90° to permit washing of inside and outside of glass from the inside.



Simple Maintenance

Lightweight storm and screen panels are designed to lock quickly onto the inside of the sash.

No other window on the market offers the extra consumer-appealing features and cost-saving installation advantages of the BILT-WELL Casement Window. Yet, BILT-WELL Casements are competitively priced. Ask your building supply dealer about them today, or write CARADCO for full specifications.

BILT-WELL WOODWORK

Manufactured since 1866 by **CARADCO, INC.** Dubuque, Iowa
(formerly Carr, Adams & Collier Company)

For complete information on BILT-WELL Products see 1959 Sweet's Architectural 17c/Car and 24b/Car, or Sweet's Light Construction 6c/Car and 12a/Car.



Photo by Hedrich-Blessing

You can bank on Ranch Plank

This popular-priced version of famous random Oak plank flooring always pays off! Bruce Ranch Plank Floor has unusual buy-appeal with its factory-inserted walnut pegs . . . alternating strips of 2 $\frac{1}{4}$ " and 3 $\frac{1}{4}$ " widths . . . and mellow, medium-dark finish. The finish is factory-applied for beauty, durability and economy of installation (no sanding and finishing on the job). Ranch Plank is easy to lay; nail it just like strip flooring. Write for color booklet. See our catalog in Sweet's Files.

E. L. BRUCE CO.
Memphis 1, Tennessee

Bruce Ranch Plank Hardwood Floors

Naturally Beautiful

BRUCE UNIT-WOOD BLOCKS



BRUCE FIRESIDE PLANK



BRUCE LAMINATED BLOCKS



BRUCE STRIP



If you want to make a sale...



...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

The 15½ million family members who enjoy Better Homes and Gardens each month (including husbands as well as wives) are thirsty for ideas about living better and how to go about it. And that's exactly what they find in their favorite idea magazine.

Every single page of Better Homes and Gardens is devoted to family service. And what a wide, wide world of

interests that covers—at home, and away from home, too!

More and more advertisers are discovering the tremendous sales power of BH&G's brand of what-to-do and where-to-get-it ideas. Want proof? See your Better Homes and Gardens representative! *Meredith of Des Moines...America's biggest publisher of ideas for today's living and tomorrow's plans*

During the year 1/3 of America reads



...the family **idea** magazine

NOW OVER 4,600,000 COPIES MONTHLY

For the room her daughter will love...**Eve Arden** chooses the simple charm of birch **Craftwall** wood paneling!



In planning her new California home, television star Eve Arden wanted a particularly charming room for her older daughter Liza. Using lovely Craftwall birch paneling she combines teen-age informality with feminine daintiness.

Crayon, nail polish, even ink in the grooves won't stain it. Craftwall wipes clean . . . needs no care.

Craftwall has that genuine hand-rubbed look—professionally pre-finished to give the most durable wood finish known. Every "plank" is hand-selected to show rich natural grain! Hardwood Craftwall for an 8'x12' wall retails as low as \$60.

The goal of most buyers today is a home that has the look of luxury. That's why more and more builders are using Craftwall wood paneling to give rooms the "custom designed" look that helps clinch the sale. One beautiful way it can be done is illustrated by this charming bedroom, paneled in golden-toned birch Craftwall and featured in *Better Homes and Gardens* and other leading magazines.

Craftwall woods are wonderfully varied. Use *Elm or Birch* (two kinds), *Maple, Cherry, Pastel Cherry, Walnut, Oak or Sherwood Oak*. They all come in 1/4" modular size panels (48"x96", 48"x84", 32"x64", 16"x96", or longer), easily installed with nails or Roddis Contact Cement.

With Craftwall there's no maintenance

problem. Its tough, smooth finish resists scuffs and stains, cleans like new in a minute, with just a damp cloth. No waxing is needed. And the home owner gets a written lifetime guarantee on his Craftwall from Roddis. Send in the coupon below today for complete Craftwall wood paneling details.

Roddis also offers custom Hardwood Paneling . . . Doors . . . Wood Finishes . . . Adhesives . . . Plywoods and Timbend



Craftwall Idea and Fact File on request!
Roddis Plywood Corporation,
Dept. AB-359, Marshfield, Wisconsin
Please send me your Builders' Idea File on Craftwall wood paneling.

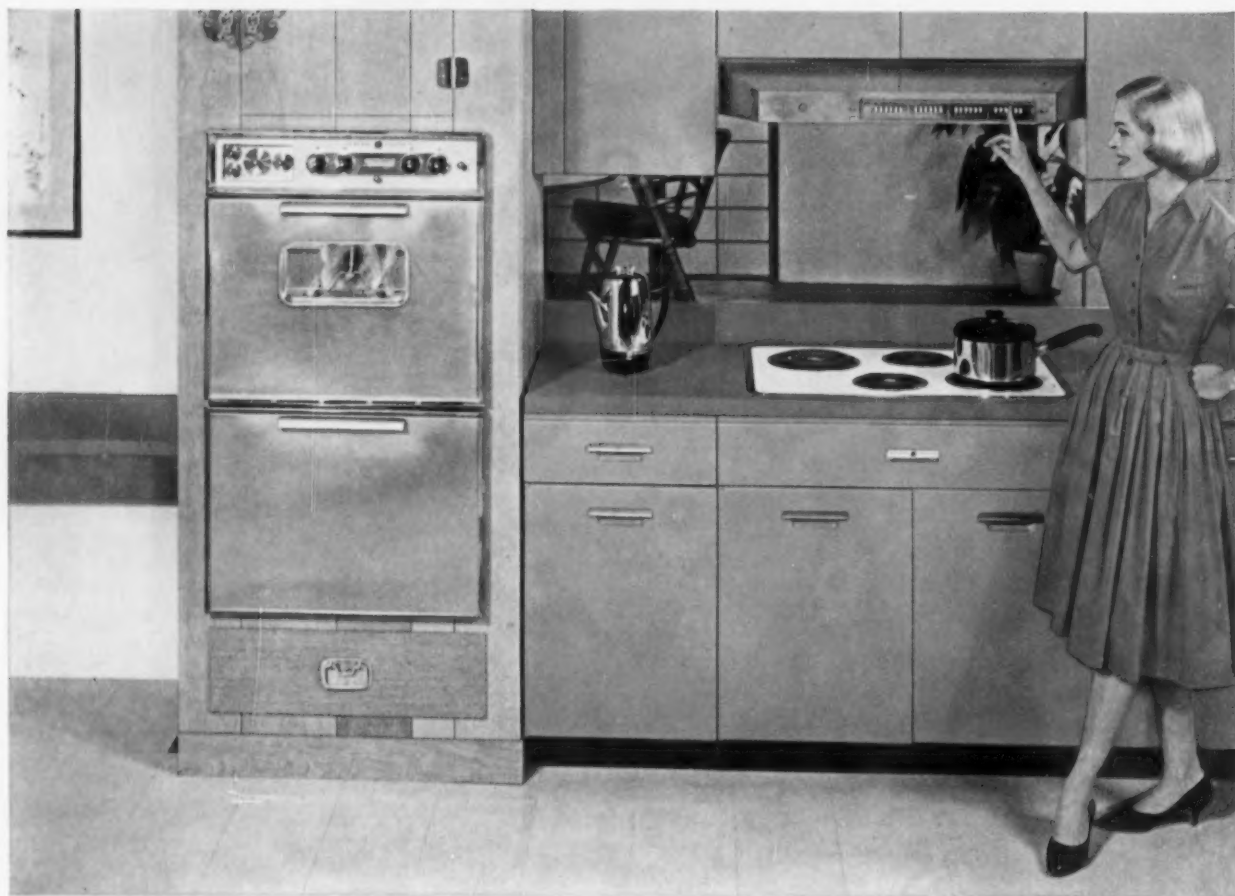
Name

Firm

Address

City State

New models for every priced home! New simpler, quicker
New General Electric Builder-



This is just one of many beautiful kitchens you can plan around these new G-E Ovens and Cooktops. Features the Custom Double Oven Model J-780 in handsome new Copperfinish.

Two full-sized ovens install as one unit. Each oven has its own automatic timing, broiler, floodlight, two shelves. Upper

oven has automatic rotisserie and meat thermometer. All controls for both ovens in eye-level panel.

New eye-level pushbutton controls for cooktop are built right into hood . . . easy to see, easy to use, easy to clean . . . safely out of children's reach. *Hoods available in June!*

Installation ease that can't be matched by anybody!



One-piece drop-in cooktop has built-in pushbutton controls . . . no separate panel to mount. Fits 29 13/16" x 20 7/16" space . . . flush with countertop.



Six thumb screws to tighten—one conduit—the job is done! Oven and cooktop installed by The Eagles Co., Louisville, in less than 32 minutes.



One-piece oven slides into wall opening or 27-inch cabinet. Comes from factory ready to install—no knobs or trim to remove or replace.

installation! New high-appeal styling and features! designed Ovens and Cooktops

- Two full-sized ovens in single-mount unit fit space 27" wide 45 7/16" high! Need just one connection!
- Eye-level cooktop controls built into hood equipped with exhaust fan, floodlight! One connection!
- Engineered for easy installation...install both units in less than 45 minutes!

You'll find a built-in combination to fit *any* priced home you plan to build when you see the all-new line

of General Electric Ovens and Cooktops.

Dramatic new styling combined with all the most wanted automatic features make this the finest line of built-in ranges you've ever seen!

This G-E line is *Builder-designed* to offer you maximum flexibility with minimum installation cost!

Best, too, because there are no service headaches when you use G-E Ovens and Cooktops—every unit is backed by famous, dependable G-E service!

Plenty of features to talk about!

New Automatic Oven Timer—easy to set as a clock

Automatic Meat Thermometer—for perfect roasting, broiling

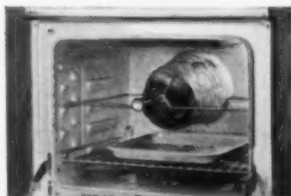
"Charcoal-type" broiling—with exclusive Focused-Heat broiler

Built-in oven vent—keeps door and controls condensation free

Automatic oven floodlights—recessed into wall

Separate Minute-Minder—1- to 60-minute range

Picture-window doors—on *all* G-E Built-In Ovens



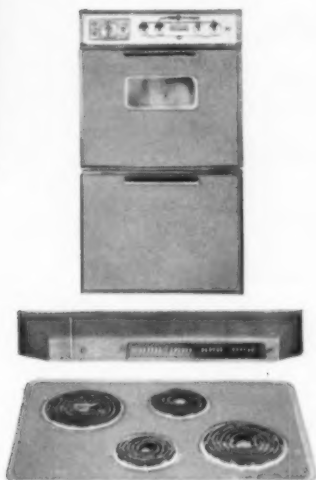
Automatic rotisserie barbecues a 20-lb. roast! Stainless steel spit. Removable handle grips hot spit safely, easily.



Removable oven door makes oven cleaning easy. Open door, flip up two pins, slide door off. Replaces with equal ease.

They mix'n match!

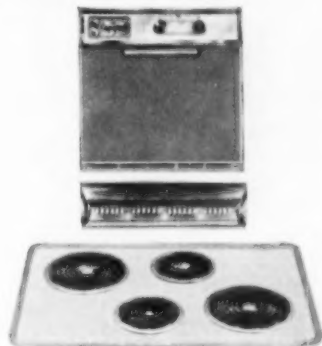
Mix or match these G-E Oven and Cooktop colors for really distinctive kitchens! Ovens available in Petal Pink, Turquoise Green, Canary Yellow, Woodtone Brown, White, Satin Chrome and new Copperfinish. Cooktops come in all colors and Stainless Steel.



Custom Double Oven Model J-780; Cooktop J-890 with eye-level controls built into hood. The perfect combination for custom installations.



De Luxe Oven Model J-750; integral Control Cooktop J-820—smart styling, automatic features, fast installation. Popularly priced combination.



Custom Single Oven Model J-720 and Remote-Control Cooktop J-850—newest features and advanced styling for unmatched convenience and beauty.



Model J-802—2-unit cooktop with remote controls. In stainless steel. Use in pairs or with 4-unit cooktop for flexibility and convenience.

For more Built-In news, turn page . . .

GENERAL  **ELECTRIC**

Here's built-in news...and it's all good!

NEW General Electric ONE-PIECE Built-In Range

real built-in beauty...
installation savings

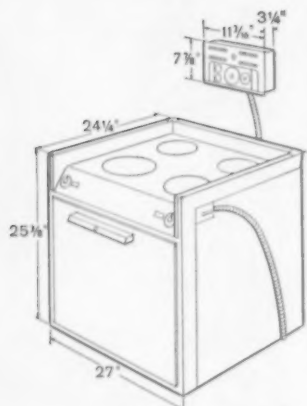
up to \$100*

Now you can add built-in appeal to any priced home! This new G-E One-Piece Built-In Range is a de luxe large oven and a recessed 4-unit cooktop—all in one piece to reduce installation costs!

Quality features to please your customers:

- Big-capacity oven
- Removable oven door
- Focused-Heat broiler
- Automatic Oven Timer and Minute-Minder
- Hi-speed surface units. Pushbutton controls with master indicator light
- Fully enclosed bake and broil units
- Colors available: Pink, Turquoise, Yellow, Brown, White

**Saves 5 square feet
of kitchen space!**



Separate oven and cooktop need space 57" x 24"—this new G-E One-Piece needs only 27" x 24"! Gives you extra space to add another kitchen feature—or cut this space and save up to \$60 in construction costs!



Range Dept., General Electric Co., Louisville 1, Ky.

GENERAL  ELECTRIC

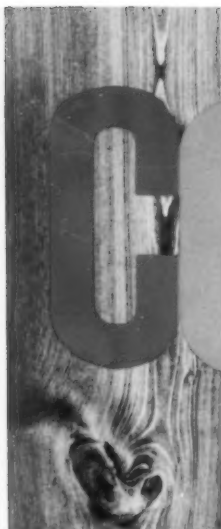


Builder-designed to give these installation cost advantages:

Single conduit connection	Save up to \$ 25.00
No oven cabinet needed	Save up to 45.00
No cooktop base cabinet needed	Save up to 20.00
No waste in countertop covering	Save up to 20.00
	\$ 110.00
Less base panel below oven of G-E One-Piece	10.00

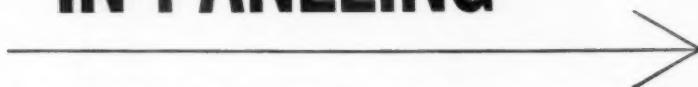
Net savings to you \$100.00*

*Savings approximate. They will vary with local material, equipment and labor costs.



COLOR

IS THE BRIGHT NEW IDEA IN PANELING



built-in sales appeal in any room...with

Western Pine Region Woods

Have you noticed the new idea in paneling?

Your customers have! More than 13 million potential home buyers have seen a dramatic new paneling idea in magazines this month.

That idea is color.

With color, paneling takes on new appeal, new charm and new practicality. And the versatile lumber from woods of the Western Pine Region has the grain and texture adaptable to many coloring effects — for *any* room in the home, for *any* taste or personality.

The advertisement on the next page is the first

in a series featuring Western Pine Region wood paneling in color. It is designed to alert your customers to the intriguing effects possible with paneling.

Give your homes more sales appeal—the warmth of *genuine* wood in bright, new dress. To achieve interesting color with natural beauty, specify Western Pine Region woods . . . your assurance of highest quality lumber.

For more information about Western Pine Association's program of color paneling write to: WESTERN PINE ASSOCIATION, Dept. 410, Yeon Building, Portland 4, Oregon.

The advertisement on the next page appears in *American Home*, *Popular Science*, *Popular Mechanics*, February; *Living for Young Homemakers* and *Better Homes & Gardens*, March

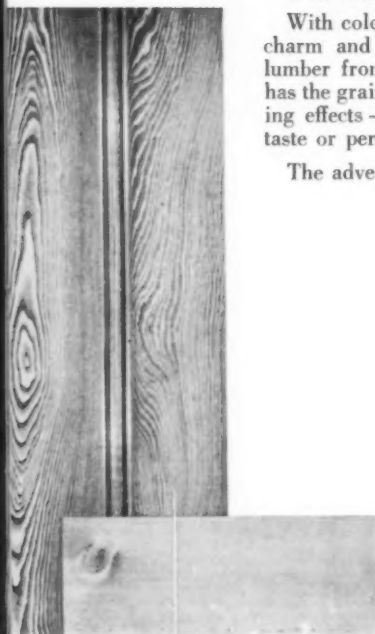


Western Pine Association

member mills manufacture these woods to high standards of seasoning, grading and measurement . . . grade stamped lumber is available in these species

**Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce**

TODAY'S WESTERN PINE TREE FARMING GUARANTEES LUMBER TOMORROW



NEW...

Now you can add the excitement of color to the natural beauty of wood paneling. Only with

Western Pine Region woods*

can you create so many colors, textures and effects.

A new book tells you how.

Write for "Nature Makes News" and "101 Home Ideas" to

Western Pine Association, Dept. **C**

Yeon Bldg., Portland 4, Oregon,



Family room wall of Ponderosa Pine finished in Fuego Flame

Look for this  mark on well-manufactured and carefully graded lumber

*IDAHO WHITE PINE • PONDEROSA PINE • SUGAR PINE • WHITE FIR • INCENSE CEDAR
DOUGLAS FIR • LARCH • RED CEDAR • LODGEPOLE PINE • ENGELMANN SPRUCE

On time on **FIRESTONES!**

They cut costs on building materials deliveries

Whether you operate one truck or twenty trucks, count on Firestone Rubber-X, the longest wearing rubber ever used in Firestone truck tires. It's yours with every Firestone, for extra trouble-free deliveries and lower truck tire costs.

And along with new long-wearing tire rubber, all Firestones bring you Firestone S/F (Shock-Fortified) cord for still more stamina and dependability. No wonder more and more truck owners like yourself find it good business to buy and specify Firestones! Ask about them today at your nearby Firestone Dealer or Store. Headquarters for fast, reliable service!



TRANSPORT*

SUPER ALL TRACTION*

*FIRESTONE T.M.



LOOK FOR NEW LOW COSTS PER MILE WITH LONG-WEARING FIRESTONE TRUCK TIRES

Enjoy the Voice of Firestone every Monday evening on ABC television

Copyright 1959, The Firestone Tire & Rubber Company

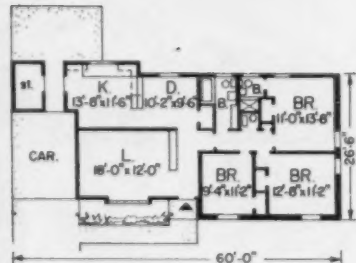
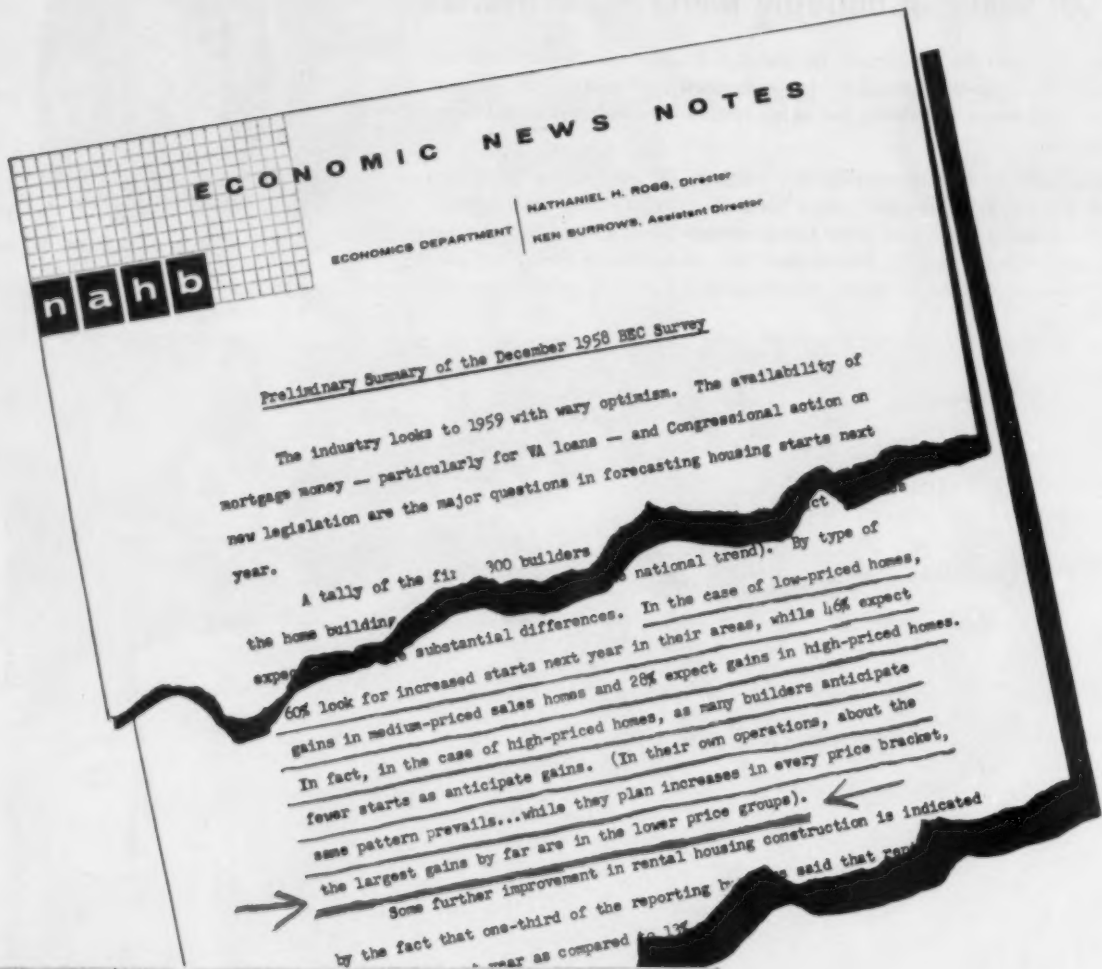
MARCH 1959

Firestone

BETTER RUBBER FROM START TO FINISH

127

Here are 8 houses



Memphis, Tennessee

MONEY MAKER 38

CINDERELLA DESIGN, covered patio are outstanding exterior features of this house. For \$13,600 (\$11,600 less land), Wallace E. Johnson, Inc. offers 75x100' landscaped lot,

3 bedrooms, 2 baths, living room, dining room, kitchen, carport. Interior finishing includes such luxury features as wood paneling, wall-to-wall carpeted living room.

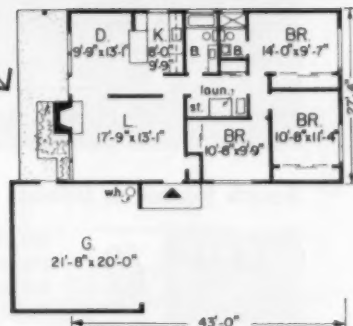
Good advice about low-cost houses for '59's low-cost market



**MONEY
MAKER** 39

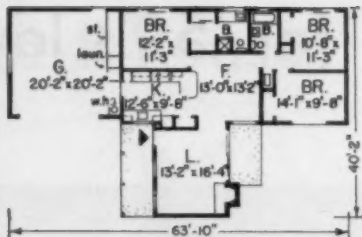
Oakland, California

LOTS OF GLASS, patio with 6' roof overhang are typical Western design features of this house by Lincoln Lumber Co. Price is \$13,700 with a 6,000-sq.-ft. lot, or \$11,000 less land. This model features spacious living room with fireplace and beamed ceiling. Glass doors connect patio with dining room. There are 3 bedrooms, 2 baths, laundry, kitchen and attached garage.



MARCH 1959

Here are six more low-priced homes ▶

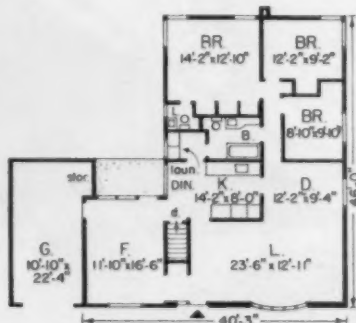


Los Angeles, California

**MONEY
MAKER** 40

SPACIOUS FRONT PORCH is exterior feature of this 3-bedroom Cape Cod in Seal Beach, a suburb of Los Angeles. Brighton-Bilt Homes sells it for \$20,950 on a 50x100'

lot, or \$14,950 without land. A family room, living room, two baths, attached garage complete the layout. Living room has a fireplace, equipped with a gas log lighter.

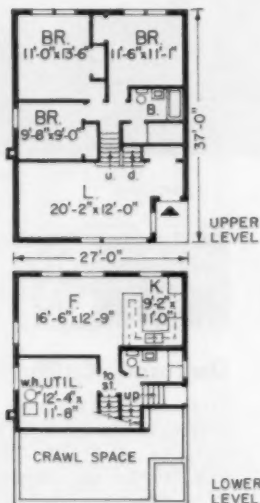
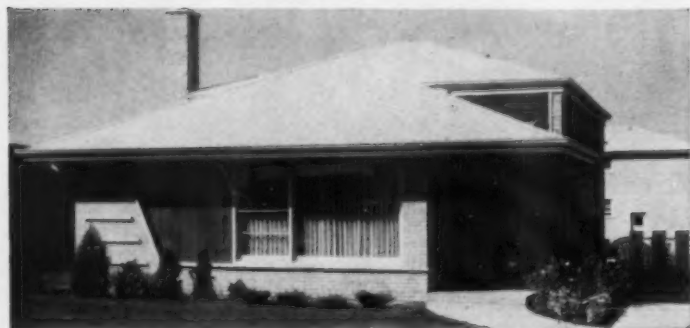


East Northport, L.I., New York

**MONEY
MAKER** 41

GAY LORE DEVELOPMENT CO., INC. offers this ranch model for \$13,000 without land, or \$17,690 on a landscaped 20,000-sq. ft. lot. It has 3 bedrooms, 1½ baths, liv-

ing, dining, laundry, and family rooms, plus a kitchen-dinette. Layout divides the house into 3 distinct areas—entertainment, family, and sleeping.



South Holland, Illinois

**MONEY
MAKER** 42

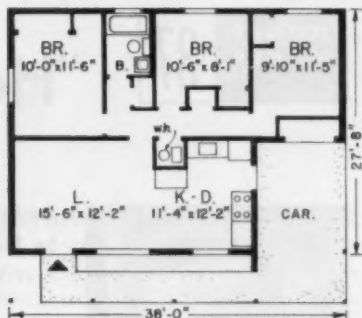
SPLIT-LEVEL DESIGN with 3 large bedrooms, 1½ baths, living room, family room, dining-kitchen is priced at \$19,900 on a fully improved 55x125' lot. It would cost \$16,100 without land.



Bountiful, Utah

**MONEY
MAKER** **43**

REALLY LOW PRICE—\$8,700 (with improved \$1,500 lot)—is made possible by this model's simple design, concrete-block construction. The house has 3 bedrooms, living



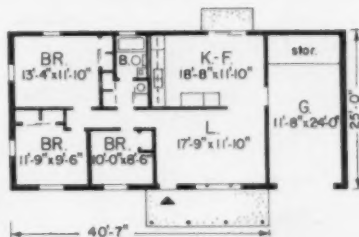
room, dinette-kitchen, carport, perimeter gas heating, tub shower in bath. Interior finish is mostly exposed masonry. This attractive home is offered by Daley and Prows, Inc.



Indianapolis, Indiana

**MONEY
MAKER** **44**

THIS HOUSE, a 3-bedroom colonial, is sold for \$11,600 less land, by ABC Construction Corp. Price with 82x137' landscaped lot is \$14,600. Feature of this model is the large



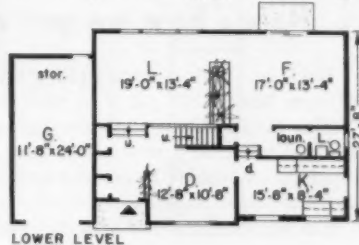
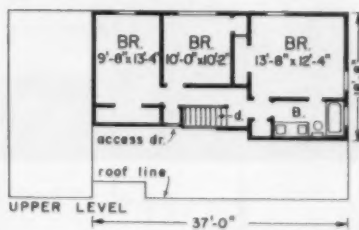
master bedroom. It also has ample-sized living room, which is connected to a patio by glass doors. A variety of exterior finishes is available to buyers of this house.



Norfolk, Virginia

**MONEY
MAKER** **45**

SPACIOUS LIVING AREA—1,620 sq. ft.—is keynote of this 3-bedroom split level built by the Gull Corp. Price is \$15,250 with landscaped lot, or \$12,750 without land.



"How we took advantage



As told to Technical Editor Joe Ferche
by Jack Worthman, home builder
Fort Wayne, Indiana

"The home builder is an investor. As such, he should look for new fields in which his capital and know-how can pay off—especially when home construction lags or competition grows too tight. Here's how my company took a successful plunge into the restaurant business."



1 Here's how we got a hot property in a trading deal

Back in 1954, we acquired a building on South Clinton Street. We got it in trade for a two-family duplex (acquired through another trade), three developed lots and a new home, plus some cash. We intended eventually to make it into an office for our own use.

But we soon realized that its location gave it real

money-making possibilities. It's in the biggest population center of the city. Within a block there are two branch banks, a big new Sears & Roebuck, several drug stores and one of the busiest shopping centers in town. We'd have wasted a good business property by using it as an office; we could turn a good profit with a commercial building.

of commercial remodeling"



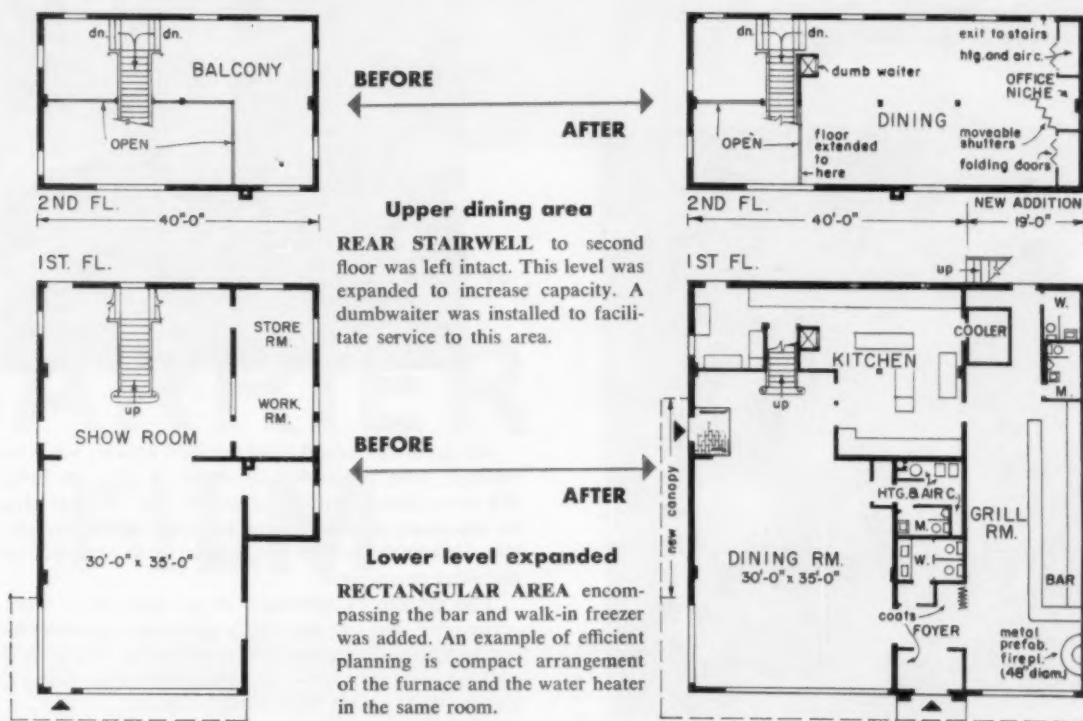
2 A restaurant was the best bet

There were very few eating places in one of Fort Wayne's important business districts. And you had to go several miles to find a real quality restaurant, like the one we finally built.

After preliminary dealings with architects and restaurant people, we began developing the idea ourselves. Work started in fall, 1957. By summer, 1958, the place was leased and open for business.

But the job wasn't as easy as it sounds. The usual home-building codes (plumbing, heating, electrical, etc.) are more stringent when applied to a restaurant. Also, there are rules governing design, construction and operation that home builders don't usually encounter. Everything we did needed the approval of the fire department, board of health and Alcoholic Beverage Commission. We faced one inspection after another.

Another source of new problems was the kitchen, which had to be designed with the anticipated speed and amount of food turnover in mind.





3 Here's how we saved money

Throughout the job, we found our home-building experience a big help—especially in terms of cost-cutting. Our crew's light-construction experience (with built-ins) enabled them to make salad bars, serving counters, waitress stands and other fixtures that would have cost a lot more if we'd bought them.

And our remodeling experience gave us the foresight to reuse some of the building's existing materials. For example, we salvaged a lot of acoustical tile. We painted it to match new tile, then rolled over both new and old tile with an applique. This gave a good match, and the result closely resembles the latest patterns.

Also, the hardwood paneling on the back wall of the garden shop was reused. It was restained or painted, depending on the decorative effect we wanted to achieve.

4 Flexibility helps cut costs

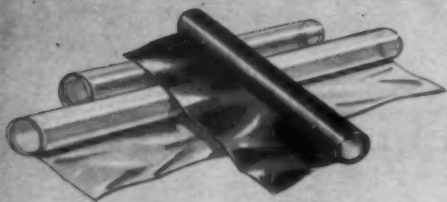
The concrete-block walls of the second level were left exposed. We weren't sure, at first, that an exposed masonry interior would be correct in a restaurant. But we painted the blocks light blue and rolled on a darker blue and gold texture. This gave a pleasing effect that has worked out just fine.

Any home builder considering a light commercial structure should note the difference between our approach to this job and the usual architect-contractor method of approach.



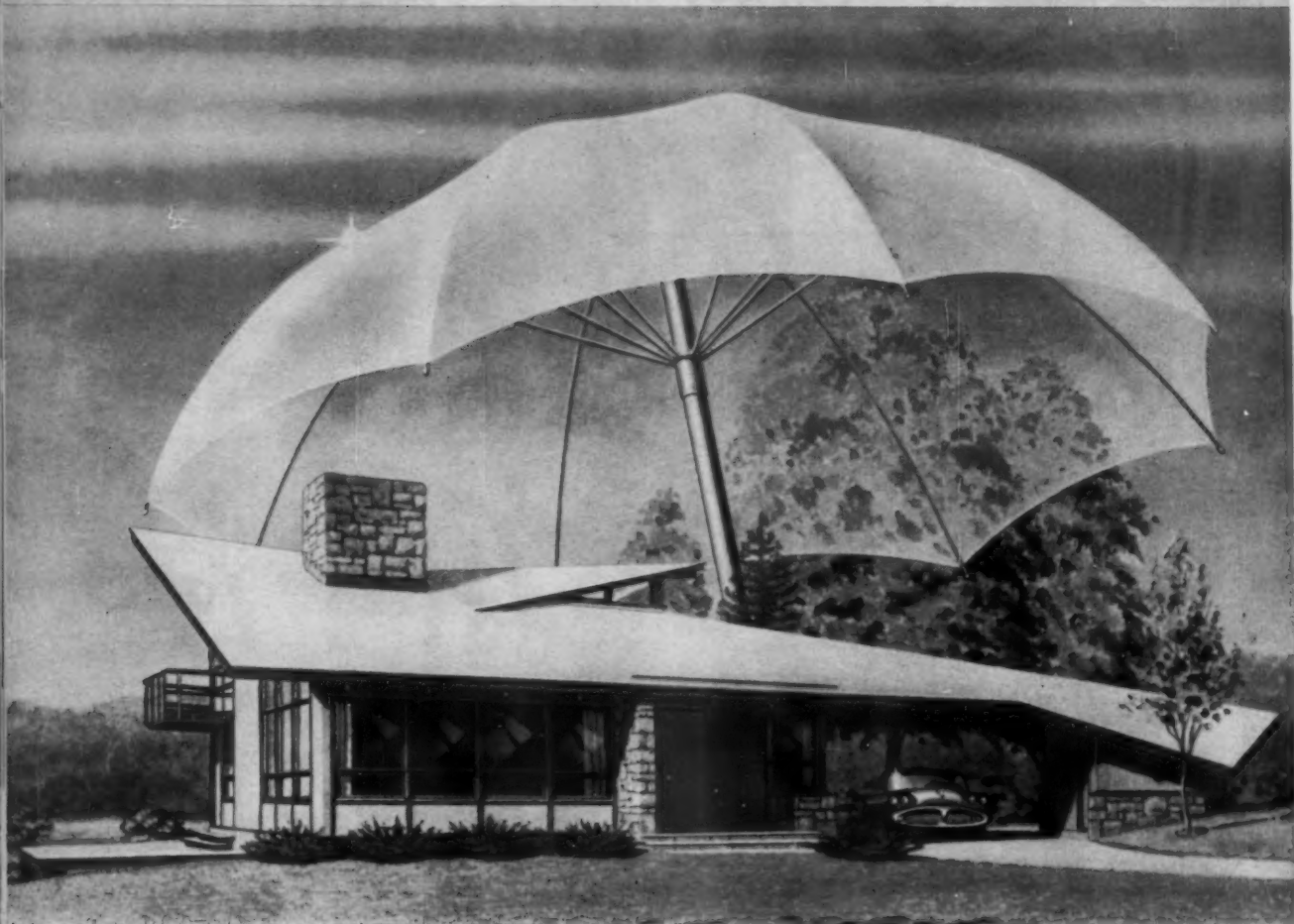
An architect would have decided exactly what he wanted, then proceeded to obtain it through bids. We were always willing to modify the original idea to use more economical techniques and materials. We constantly brought in whole new concepts as the work progressed.

The architect's approach might have been more systematic, but our flexibility gave us a good-looking restaurant at greatly reduced cost. And, as I pointed out to AMERICAN BUILDER's Joe Ferche, it's the final result that really counts.



LOW-COST MOISTURE-VAPOR CONTROL

that umbrellas the home from the foundation up



ARCHITECTS: ELEANORE PETERSEN, A.I.A., ATTO NEWER, A.I.A.

SPECIFY

Ger-Pak® Virgin Polyethylene

BARRIER FILM

Name your need from attic to below grade. Damp-proofing under concrete slabs? Dust-sealing over sub-flooring? Lining crawl spaces? Flashing? For over-all protection!

Ger-Pak virgin polyethylene film fills the bill *right* the first time!

Only Ger-Pak comes in every working size from 10 in. for flashing up to 40 ft. wide. Choice of BLACK, NATURAL and opaque WHITE. And it's tough, lightweight, easy to handle and, yes, — inexpensive.

Specify versatility unlimited . . . specify Ger-Pak film. At your dealer's.

FREE samples and informative brochure yours for the writing.

DESIGNED TO MEET FHA REQUIREMENTS



GER-PAK—the short way to say superior polyethylene film



Under Concrete Slab

Over Studding

Lining Crawl Spaces

Concealed Flashing

Material Protection

GER-PAK®

Virgin Polyethylene Film

GERING PRODUCTS INC., Kenilworth, New Jersey

Westinghouse
TOTAL ELECTRIC HOME
HEATING · COOLING · APPLIANCES



... Where Electricity Does Everything!



YOU CAN OFFER EXCITING KITCHENS LIKE THIS when you use the all-new line of Westinghouse Built-Ins *plus* Westinghouse Heirloom Maple Wood Cabinets. The cabinets are designed to match and sized to accommodate all Westinghouse Built-Ins. Also available is a complete line of Westinghouse Steel Cabinets in attractive Confection Colors. For further details on the most extensive line of built-ins on the market today and matching cabinets, go to *one* source . . . your Westinghouse Distributor. Or write to Westinghouse Electric Corporation, Contract Sales Dept., Major Appliance Division, Mansfield, Ohio.

YOU CAN BE SURE...IF IT'S **Westinghouse**

WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS"—CBS-TV MONDAYS

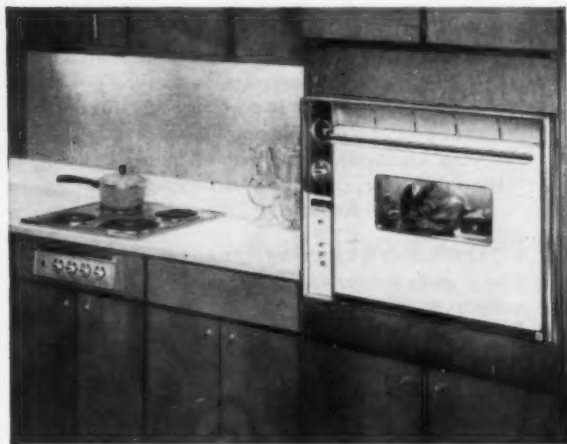
BUILD EXCITEMENT INTO YOUR HOMES WITH NEW WESTINGHOUSE ***** BUILT-INS AND CABINETS



REFRIGERATOR-FREEZER IS TRIM AND TERRIFIC. Trim because it has no coils on back . . . because it needs no extra space for door swing. Concealed hinges permit opening to a full 90° within cabinet width. Terrific is the word for this built-in's exclusive Cold Injector that keeps meat fresh up to 7 days without freezing.



DISHWASHER GUARANTEES 140° HOT WATER. That's the temperature needed to get dishes really clean. Only this new Imperial Roll Out model provides it, regardless of tap water temperature, with its unique Hot Water Booster. Attractive Choose 'N Change front panels are available in 9 colors and finishes. Holds service for 10.

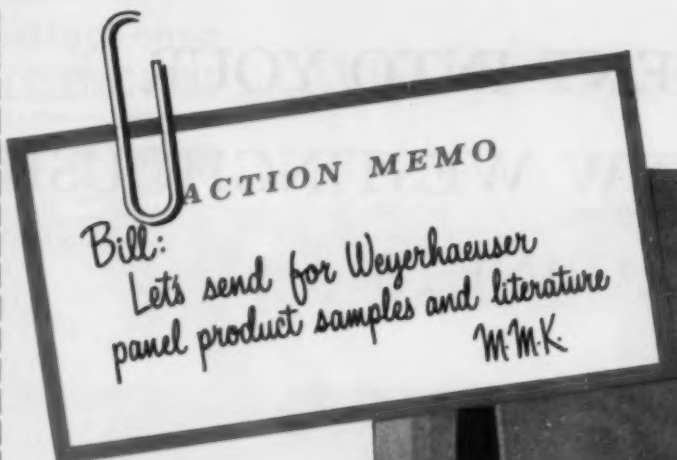


OVEN HAS DRAMATICALLY NEW DESIGN. Controls are ideally located in vertical panel at side . . . out of heat zone, yet easiest to reach. Available in built-in or stack-on models, it features the Serv-Temp Roast Guard, Built-In Rotisserie and Lift-Off Door. New range platform has remote controls, 1001 heats. Check for availability dates.



PUSH-BUTTON LAUNDRY BUILDS-IN ANYWHERE. Put it in the kitchen, bathroom or hall closet. Matching Clothes Dryer installs on top of Laundromat to save space. 25" wide Space-Mates also build-in undercounter or up in the wall. Together, they wash and dry 18 lbs. of clothes at the same time . . . are completely automatic.

Weyerhaeuser PANEL PRODUCTS



WEYTEX hardboard is your real money-saver for sliding doors. No hardware is required as the smooth, non-splintering edges glide evenly between molding strips or dadoed guides. Warp-resistant, dimensionally stable with a tough mar-resistant surface, these dependable panels are built for top performance. And light-colored Weytex takes natural or painted finishes beautifully.



Weytex and Versabord are engineered to give you maximum workability, performance, and economy. Panel cuts cleanly with hand or power equipment. Rigid quality control and grading standards assure piece-to-piece uniformity. The result is quality construction that you can depend on. There's a Weytex hardboard or Versabord panel to do the job better... at less cost to you. Next time you order, specify Weyerhaeuser.

◀ **VERSABORD** underlayment is absolutely free of grain and knots, pre-sanded both sides and uniform in thickness. Panels lay flat—stay flat in job after job—to give you a smooth base for tile, linoleum, carpeting. Finished floors have longer life—you have fewer call-backs. For "trouble-free" installations every time use Weyerhaeuser Versabord.

Ask your lumber dealer for Weyerhaeuser Weytex and Versabord. For further information write: Silvatek Products Division, Weyerhaeuser Timber Company, Box S, Tacoma, Washington.



Weyerhaeuser Panel Products

Silvatek Products Division • Weyerhaeuser Timber Company
Tacoma, Washington

The Payoff Departments

New Products and Catalogs..... 141 →

Builders' supermarket for the latest information on new products and catalogs. Reply card, page 144.

Land Planning..... 176 →

How to make money from a piece of "worthless" land.

Technical Guide..... 184 →

Here's a newly designed 32'8" king-post all-nailed truss.

How To Do It Better..... 186 →

Here's how to trim the cost of roof framing with an easy-to-make jig.

Cost Saver..... 192 →

Save 16 man hours pouring project slabs with a vibrating screed.

Ask The Experts..... 194 →

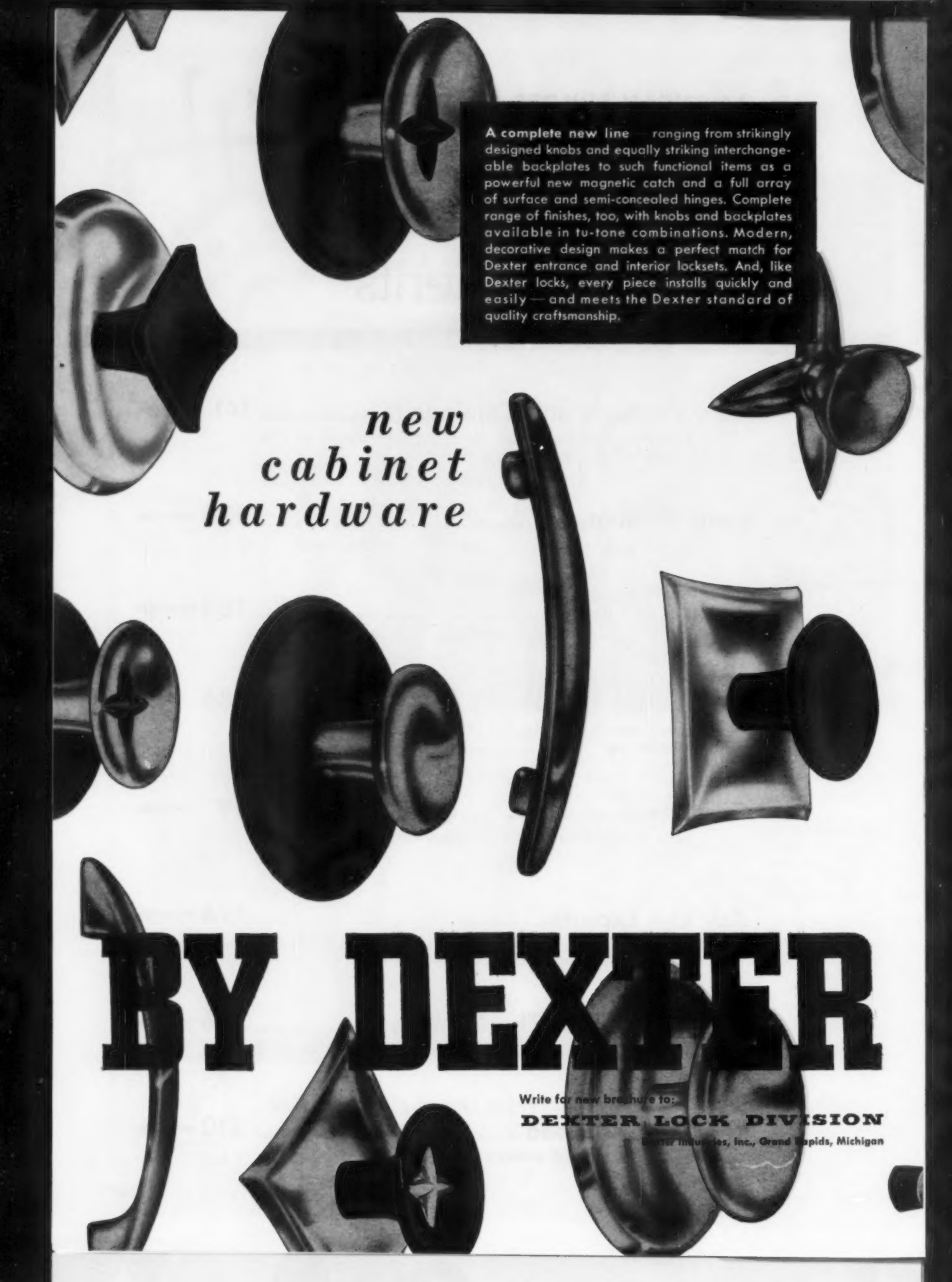
Remodeling problem: to eliminate two columns would cost \$2,000. Here's how job can be done for less.

Better Detail Of The Month..... 206 →

You can save dollars in labor and materials by spacing frames at 4 ft.

The Month Ahead..... 210 →

Things for builders to think about during March.



A complete new line — ranging from strikingly designed knobs and equally striking interchangeable backplates to such functional items as a powerful new magnetic catch and a full array of surface and semi-concealed hinges. Complete range of finishes, too, with knobs and backplates available in tu-tone combinations. Modern, decorative design makes a perfect match for Dexter entrance and interior locksets. And, like Dexter locks, every piece installs quickly and easily — and meets the Dexter standard of quality craftsmanship.

*new
cabinet
hardware*

BY DEXTER

Write for new brochure to:

DEXTER LOCK DIVISION

Dexter Industries, Inc., Grand Rapids, Michigan

Two ways to panel walls fast

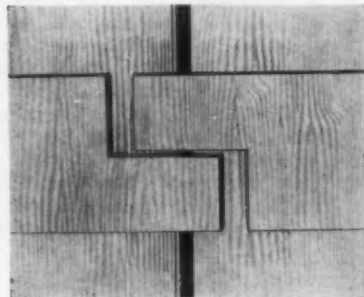
MONEY
MAKER

46

How to panel a room in ½ a day

Time is money. That's not news, but this time-saver paneling is. Using slip-together panels, a couple of hand tools, and power saws, two men can completely panel a 13x20' room in half a day. Interlocking furring

strips nail directly to the studs. This wall paneling also eliminates finishing. It cuts face-nailing, except, around openings, minimizes nail filling. Saves time, labor, yet gives a beautiful wall. Weyerhaeuser Sales. (Circle No. M1)



◀ **CLOSE-UP PHOTO** at left reveals the simple secret of the lock-together paneling. Shows the factory-applied backing strips and how they fit for fast, snug application on the wall.

▶ **ON-THE-JOB PHOTO** shows Loc-Wall panel being slipped into position. Backer strips of left panel interlock with those of right panel. Nailing of backer strips is hidden by next panel.



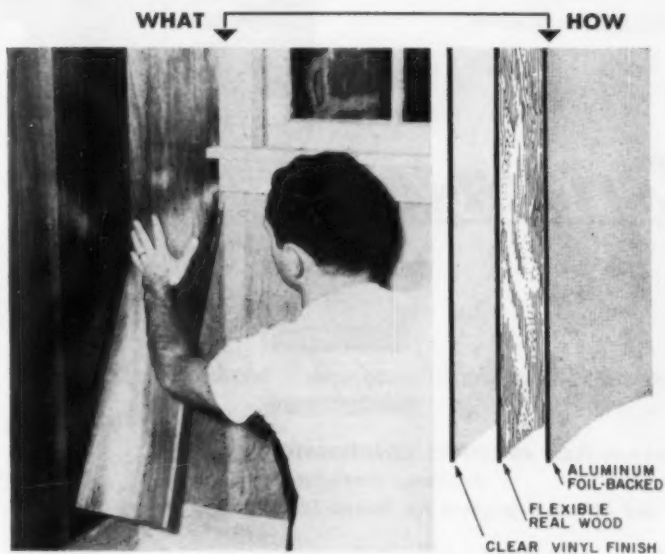
MONEY
MAKER

47

Wood paneling goes up like wallpaper

Here's a new version of the old money-maker — wood paneling. This real wood veneer applies as easily and as quickly as wallpaper. You can put it on any clean, dry surface (flat, curved, or round) using ordinary tools. Needs no surface preparation. Comes in 4x8' sheets of matched- or random-width panels. When Furnaflex is up, the job is done. Needs no waxing or polishing, will resist heat and moisture. This paneling is a time-saver before, during, and after the job. Data from Wilcox Woolford. (Circle No. M2)

▶ **FLEXIBLE WOOD VENEER** is simply fitted to required space. Detail (at far right) shows the make-up: aluminum foil-backed sheets, wood, and finish.



NEW FOR YOU...

the most complete roofing
specification book in the industry

Now for the first time
one book contains 4 different
specification series:

- asphalt felt
- glass felt (Certaglas)
- mineral surface
- tarred felt

Also featured are
Certain-teed's new *base sheet*
specifications with the
important advantages of
quick dry-in, fewer wrinkles,
greater nail-holding strength,
and better mopping surface.

Take advantage of this wealth
of information now. Your
Certain-teed representative
has full information.



Certain-teed®



Superior Products through Creative Research

CERTAIN-TEED PRODUCTS CORPORATION
Ardmore, Pennsylvania
Plants and offices throughout the United States

CORRECTION:

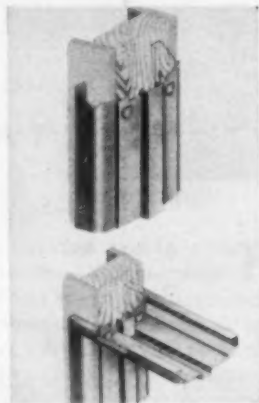
The Kewanee item on p. 120 of
our January issue should have
been presented as below:



Door installs fast

This door is designed for quick installation in poured concrete "walk-in" basements. The buck frame is positioned against the wall form and nailed. Saves labor, time, and materials. Steel door frame, of all-welded construction, is made to full wall thickness. Comes in two standard widths and heights for 1¾" prime door and for a full range of wall thicknesses. Kewanee Mfg. Co., Dept. AB, Kewanee, Ill.

Circle No. M3 on reply card, p. 144



Installs over drywall

New steel door frame installs over drywall. "Kwik-Fit" assures fast installation. Saves time and labor. Smooth contour surfaces cut painting costs. No sanding or nail-hole filling is needed. Entire frame is of galvanized bonderized steel. Rubber bumpers on strike jamb provide silent operation. Available for ¾", ½", ⅜", and ¼" drywall, and in sizes for standard doors. Kewanee Mfg. Co., Dept. AB, Kewanee, Ill.

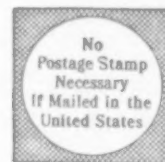
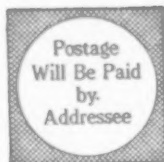
Circle No. M4 on reply card, p. 144

You are in the **American Builder**

Supermarket



Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). AMERICAN BUILDER will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .



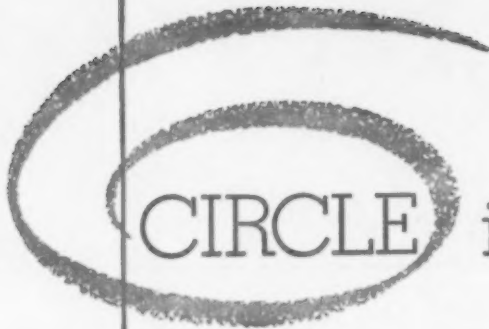
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NEW PRODUCTS

- M1 Weyerhaeuser Sales paneling
- M2 Wilcox Woolford paneling
- M3 Kewanee door
- M4 Kewanee door
- M5 St. Charles kitchen
- M6 General Tire & Rubber floor tile
- M7 Goodyear Tire & Rubber counter top
- M8 Fergamite adhesive
- M9 The Upson Co. sheathing & siding panel
- M10 NIBCO, Inc. fittings
- M11 United Dry Wall Products, Inc. coving
- M12 Kay Enterprises plastic rim
- M13 Charles O. Larson Co. brackets
- M14 Geo. A. Tinnerman Corp. fastener
- M15 Aubrey Hardware Mfg. Inc. range hood
- M16 Partridge Products anchor
- M17 Michael Flynn Mfg. Co. a/c curtain wall
- M18 Air-Tite Products door trim
- M19 Frost Paint & Oil Corp. paint
- M20 Westinghouse electronic air cleaner
- M21 Denny Paper & Board Co. sheathing
- M22 Soss Mfg. Co. hinge
- M23 Spee-Pla Co. heater
- M24 Fleet of America doors
- M25 Chase Brass & Copper Co. flashing
- M26 Ductless Hood Co. oven hood
- M27 Modernwood Co. floor

- M28 Milwaukee Electric Tool Corp. chain saw
- M29 Hardware Designers, Inc. hardware
- M30 Kal, Inc. mixer
- M31 Rain Jet Corp. shower head
- M32 Dunkirk Radiator Corp. boiler
- M33 Kemlite Corp. KEMHUT Celotex Corp.
- M34 sheathing
- M35 Textron Metals Co. window frame
- M36 Union Insulating Co. light fixture
- M37 Flood Control Valve Co. valve
- M38 Outdoor, Inc. door
- M39 Iron Fireman Mfg. Co. Co. furnace

CATALOGS

- M40 Slide-View Door & Window Co. sliding door
- M41 Nat'l LP-Gas Council gas
- M42 Colorizer Assoc. color kit
- M43 Tamblin System calculator
- M44 Jeff Jones Co. calculators
- M45 Jeff Jones Co. calculators
- M46 Johns-Manville insulation
- M47 Baldwin-Hill Co. ceiling data
- M48 Frantz Mfg. Co. Dial-A-Door
- M49 Gering Products, Inc. barrier film
- M50 E. S. Wyatt Mfg. Co. bath

- M50 Macklanburg-Duncan Co. building
- M51 Dearborn Glass Co. decorative panels
- M52 Chase Brass & Copper Co. plumbing, heating, a/c
- M53 Farley & Loetscher plastics
- M54 Rockwell Mfg. Co. saws

- M55 Meurl Chemical Corp. foam concrete
- M56 Forest Fiber Products Co. panel
- M57 Porter-Cable Machine Co. power tool
- M58 Reynolds Metals Co. curtain wall system
- M59 O. A. Sutton Corp. air conditioning
- M60 Boice-Crane Corp. sander

WESTERN PRODUCTS

- M61-W Pacific Tile and Porcelain Co.
- M62-W Holly General Co.
- M63-W Superior Scaffold Co.
- M64-W Gladding McBean & Co.
- M65-W Western Lock Mfg. Co.
- M66-W M. C. Gill Corp.

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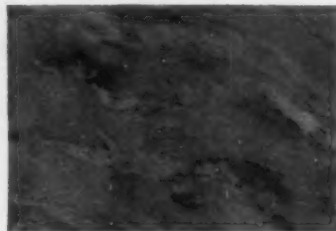
NEW PRODUCTS . . .



Here's a "no stoop" kitchen

Model kitchen for '59 is an "off-the-floor" culinary workshop. Advance styling will "sell" the homemaker. It eliminates stooping and stretching. All conveniences and appliances are within easy reach, yet room has feeling of spaciousness. St. Charles Mfg. Co., Dept. AB, St. Charles, Ill.

Circle No. M5 on reply card, p. 144



Tile looks like marble

Translucent vinyl floor tile, "Cirrus" resembles fine marble. Available in 9x9" and 12x12" sizes, it is made in .080 gauge and 1/8" thickness. Styling and color were designed so that it lends itself to varied applications. Comes in nine colors. General Tire and Rubber Co., Dept. AB, Akron, Ohio.

Circle No. M6 on reply card, p. 144



Trim topping on the job

Highly flexible and workable all-vinyl counter top can be easily contoured on the job. Since it can be self-faced at installation, it eliminates face-trim metals. Whole job takes less time. Fashion designs at economical price. Goodyear Tire & Rubber Co., Dept. AB, 1144 E. Market St., Akron, Ohio.

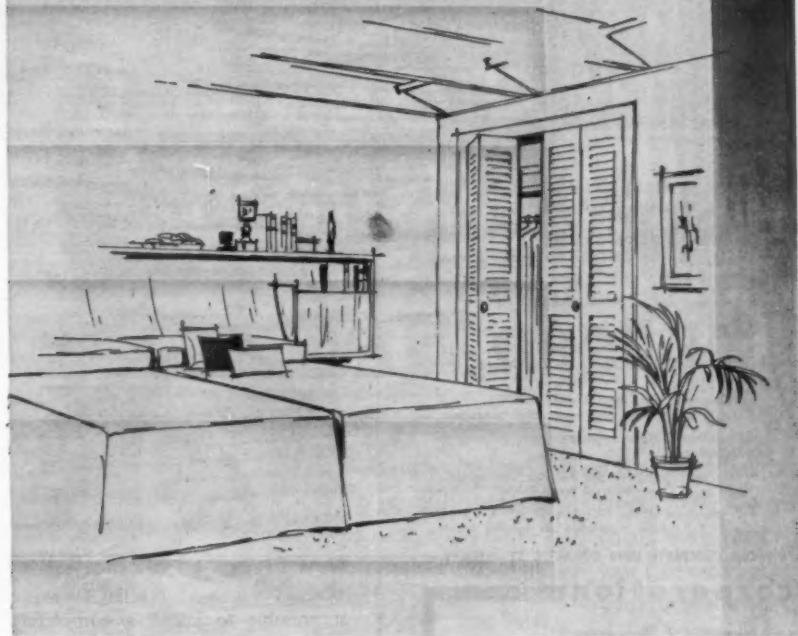
Circle No. M7 on reply card, p. 144

**FROM
THE
ground
UP**

**GRANT 2520
FOLDING PANEL HARDWARE**

Only 1 set (with 3 track sizes) for every closet or passageway installation—whether two or four doors. Aluminum track, nylon "captive" lead guides. Floor or jamb mounting. Captive guides insure fast, simple installation.

—Only a few of the many reasons why more and more builders and home owners are asking for Grant Folding Panel Hardware, the quality line, competitively priced, that has no equal.



There are times when a product, or line of products becomes so popular, so quickly, that builders may be taken aback by the speed of the occurrence.

Today, Folding Panel Hardware is just such a line. Whether adapted to solid panels or to louver doors, this hardware has become a "looked for" item by the prospective purchaser. *And this is good.*

Grant 2520 Folding Panel Hardware will make your potential customer smile in admiration. *And this is good, from both your point of view — and ours!*

Your customer may notice the 2520's smooth, quiet, effortless operation...the lack of metal-to-metal contact...the absence of gadgets or a multitude of parts requiring maintenance — and be sold. By the same token, you'll notice its fast, simple installation (minutes!)...its adaptability to floor or jamb...its re-inforced materials...its competitive price. No matter who looks at it (and no matter *how* they look at it), the 2520 is a valuable addition to your new homes. Forgive us, we haven't mentioned call-backs. Frankly there's no reason to mention them, since they don't exist for Grant 2520 Folding Panel Hardware.

By the way — Grant No. 15 and No. 16 Accordion Door Hardware are also lines to check. We'll be pleased to send you literature upon request.

GRANT SLIDING HARDWARE



GRANT PULLEY AND HARDWARE CORPORATION

1 High Street, West Nyack, New York • 944 Long Beach Ave., Los Angeles 21, Cal.

sliding door hardware • drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware

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**SUPER
SIMPLEX**



**NATIONALLY ADVERTISED
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House Beautiful
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AMERICA'S FINEST ATTIC STAIRWAY
Designed and Engineered by HARMON

The Super Simplex Stairway is stronger . . . bigger (for 30" x 54" ceiling opening). It's especially built to enable home-owners to take full advantage of the attic for safe, dry storage of large equipment and furniture.
This Precision-Built stairway is a symbol of quality to homebuyers everywhere . . . a positive sales feature to you!

CHECK THESE QUALITY FEATURES:

- Fits 30" x 54" rough opening
- Insulated, flush-type door panel
- Concealed door hinges
- Double hinges for ruggedness and strength
- Full width safety treads
- Highest quality materials throughout
- No attic space required
- Shipped in one package.

**PRECISION "Labor-Saver"
Closet Front Assembly**

Another guaranteed quality product designed by HARMON for fine homes everywhere.

- Louvered doors in White Pine.
- Flush doors Solid Core.
- Available in White Pine, Knotty Pine, Ponderosa, Birch or Luan Mahogany, and Walnut.
- Aluminum Track and Nylon Bearings on all doors for perfect alignment and operation.
- Completely assembled and packed one to a carton.
- Can be installed in 20 minutes by one person with hammer and screwdriver.
- 2 standard sizes: 49 1/2" x 91 1/2" & 25 1/2" x 91 1/2". Also available in special sizes.

MANUFACTURERS OF AMERICA'S MOST COMPLETE LINE OF ATTIC STAIRWAYS

PRECISION parts corporation

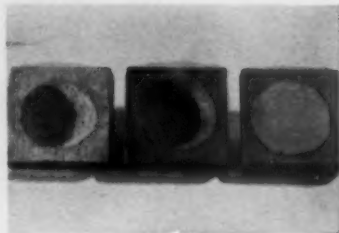
400-AB North 1st St. Nashville 7, Tennessee

Please send me FREE color brochure and complete information on:

- Precision Stairway Line Precision "Labor-Saver" Closet Front Assembly

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ADDRESS _____
CITY _____ ZONE _____ STATE _____

NEW PRODUCTS . . .



Welds wet to cured concrete

Joining fresh concrete to cured concrete is no longer a major problem. "Uniweld" is said to weld the entire contact area without any mechanical interlocking. The bond is strong, durable and moisture-proof. Also adheres to brick. Permagine Corp. Dept. AB, 34-43 56th St., Woodside 77, N.Y.

Circle No. M8 on reply card, p. 144



Sheathing, siding combined

Now sheathing and siding come combined into a single panel. Designed for board-and-batten construction, DUBL-BILT cuts out double application. Saves builder both time and cost. Available primed, in 4' width by 8', 9', and 10' lengths. The Upson Co., Dept. AB, Lockport, N.Y.

Circle No. M9 on reply card, p. 144



New fittings on the market

Welded fittings by NIBCO make it possible to install a completely welded job for the same price as threaded systems. New fittings have smooth surfaces to match perfectly with pipe they connect. Roughing-in dimensions are the same as the nominal size of the fitting. NIBCO, Inc., Dept. AB, 500 Simpson St., Elkhart, Ind.

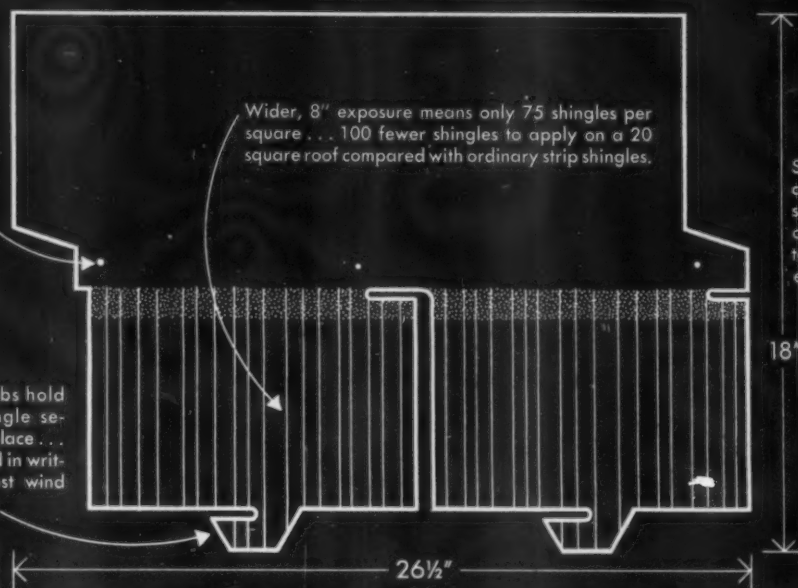
Circle No. M10 on reply card, p. 144

Only three nails required per shingle... 1,900 fewer nails on a 20 square roof... nailing marks insure correct and fast application.

Wider, 8" exposure means only 75 shingles per square... 100 fewer shingles to apply on a 20 square roof compared with ordinary strip shingles.

Self aligning... approved for low slope roofs without cementing tabs (except along eaves and rakes).

Strong tabs hold each shingle securely in place... warranted in writing against wind damage.



ANOTHER
RUBEROID
DESIGN...

AVAILABLE IN
Trend Colors

FOR HOMEBUILDING ECONOMY!

LOK-TAB[®] asphalt shingles

Lok-Tabs are designed by Ruberoid to cut application costs, yet at the same time provide a better and stronger roof. Ruberoid offers a written warranty against wind damage on every Lok-Tab roof. Lok-Tabs give you a new roof selling feature for your new homes and cut your building costs.

The Lok-Tab is another product originated by Ruberoid and designed to improve new

homes and cut building costs. It's part of a line that has been serving builders better since 1886. On your next house or project, check with your Ruberoid dealer. Learn how you can build a better looking home and cut your costs with quality Ruberoid building products. For more information on Lok-Tab asphalt shingles, write:
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Blake, Moffitt & Towne Bldg., Portland, Ore.
Arch.: D. L. McConnell — Portland, Ore.
Contr.: Wagner & Martinez — San Francisco, Cal.

**"BEAMS
FABRICATED
WITH EXTREME
ACCURACY
FIT INTO BUILDING
VERY ECONOMICALLY"**

says Contractor A. A. Martinez



Associated Grocers Warehouse,
Pueblo, Colorado
Arch.: C. Francis Pillsbury —
Denver, Colorado
Contr.: A. W. Soderberg
Constr. Co. — Wichita, Kan.

"The glued beams were fully up to specifications, were prefabricated with extreme accuracy—*Our past experience has been different with other manufacturers,*" says Contractor Martinez.

Each RILCO beam is carefully fabricated for *your* job—each connection fits. Nothing is left to guesswork. The beams arrive at the jobsite completely wrapped with holes drilled for connecting hardware furnished. Erection is fast and simple, even with inexperienced labor. This savings in time, plus low initial cost means a big savings in money.

The proof is in the using—Architect C. Francis Pillsbury says "I have used a great many RILCO trusses since this installation, Associated Grocers Warehouse, like them, and will use many more."

Besides fast erection and low cost, RILCO laminated wood members add utility, fire safety and outstanding beauty to school, church, factory or commercial buildings. Learn how RILCO can help you complete jobs on time, at a profit. Write your nearest RILCO office.

RILCO LAMINATED PRODUCTS, INC.
W811 First National Bank Building
Saint Paul 1, Minnesota

District offices:
Newark, New Jersey; Fort Wayne, Indiana;
Tacoma, Washington



NEW PRODUCTS . . .



Low-cost coving adds value

Coved ceilings for custom home styling can now be offered with exclusively dry-wall construction. Low-cost ceiling cove adds value, requires little installation time. Features precut sections with mitered ends. United Dry Wall Products, Inc., Dept. AB, 6575 Pearl Rd., Cleveland 30, Ohio.

Circle No. M11 on reply card, p. 144

Rim is a time-saver

Little plastic rim for paint cans makes painting less messy, saves clean-up time. Has a built-in magnet which holds paint brush with bristles down to paint supply. Also features a beveled pouring spout and a brush drip ridge to keep can clean, rim clear. Kay Enterprises, Dept. AB, Cranston, R. I.

Circle No. M12 on reply card, p.144



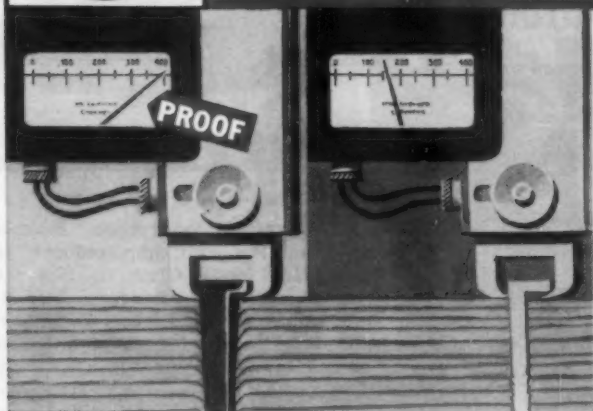
Brackets save time

Saw-horse brackets which clamp together quickly save valuable job time. New Model 1424 brackets set up fast with 2x4 lumber. Spin Speed Nut locks the crosspiece and legs in position. Needs no nails or screws. Are extra strong for rugged use. Charles O. Larson Co., Dept. AB, P. O. Box 358, Sterling, Ill.

Circle No. M13 on reply card, p. 144



L-HEAD CUT NAILS BY WHEELING



...hold 2½ times stronger

Scientific tests show it takes an average of 395 pounds to pull Wheeling L-Head Cut Flooring Nails from yellow pine. On the other hand, machine-driven cleats pulled out after only 154 pounds pressure. Wheeling Cut Flooring Nails have more than twice the holding power!

...greatly reduce splitting!

Unlike other nails, Wheeling Cut Nails do not split flooring. They cut wood fibers instead of spreading them. Then the fibers act like fish hooks to hold nails tight and secure. Ask your Wheeling representative for details. Or write Wheeling Corrugating Company, Wheeling, W. Va.

WHEELING CORRUGATING COMPANY • IT'S WHEELING STEEL! Warehouses: *Boston, Buffalo, Chicago, Columbus, Detroit, Kansas City, Louisville, Minneapolis, New Orleans, New York, Philadelphia, Richmond, St. Louis.* Sales Offices: *Atlanta, Houston*



Beautiful
**PANELING
FIXTURES AND
TRIM ARE
EXTRA VALUES
THAT SELL**



USE

**philippine
mahogany**

Check these advantages

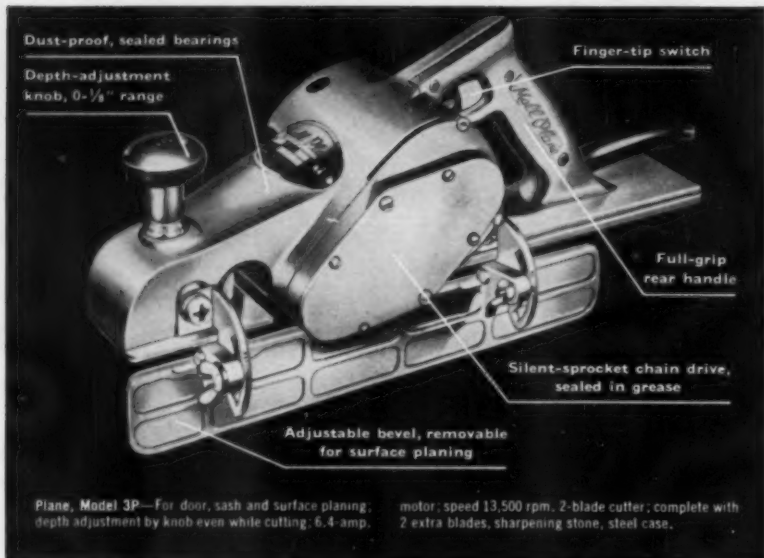
1. Competitively priced
2. Fast, easy installation
3. Takes wide variety of finishes
4. Good Buyer Acceptance.

Ideal for new construction and remodeling in residential and commercial building.

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P.O. Box 311 South Pasadena California
Philippine Lumber Producers' Association, Inc.,
Manila

POWER to boost job efficiency with REMINGTON tools



Dust-proof, sealed bearings

Depth-adjustment knob, 0-1/2" range

Finger-tip switch

Full-grip rear handle

Silent-sprocket chain drive, sealed in grease

Adjustable bevel, removable for surface planing

Plane, Model 3P—For door, sash and surface planing; depth adjustment by knob even while cutting; 6.4 amp.

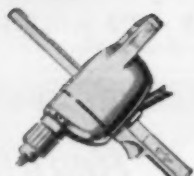
motor; speed 13,500 rpm. 2-blade cutter; complete with 2 extra blades, sharpening stone, steel case.



Sander, Model 57B—7" discs, quick-change spindle lock; free speed: 4,500 rpm.; heavy-duty ball bearings; 10 amps., 115 or 230 v.; wt. 14 lbs.

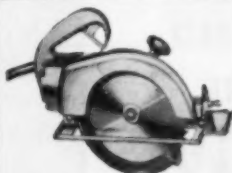


Heavy-Duty 3/4" Drill 384 has high torque; capacity: 1/2" steel, 3/4" wood. Powerful 5-amp., AC-DC motor; ball and needle bearings; net 8 1/2 lbs.



Electric Drill, Model 125—1/2" capacity, geared key chuck; 5-amp. motor; removable auxiliary handle; ball and needle bearings; wt. 8 1/2 lbs.

Powerful, rugged, easy to handle—Remington Power Tools help you boost output and ease the tough jobs. They're precision-built for long service and minimum maintenance. Your Remington distributor stocks and services the industry's widest selection of power tools and parts.



Electric Saw, Model 86—8 1/2" blade; cuts full 2 3/4"; bevel cuts to 2 1/2"; powerful 15 amp. motor; complete with blade, wrench and carrying case.



Screwdriver, Model 143SR—Reversible; capacity: No. 10 wood screws; adjustable clutch for pre-set tension; ball bearings; locking trigger switch.

CHOOSE THE POWER MOST EFFICIENT FOR YOU. REMINGTON POWER TOOLS ARE AVAILABLE IN AIR • ELECTRIC • GASOLINE AND POWDER ACTUATED MODELS

Remington

Remington Arms Company, Inc., Bridgeport 2, Conn.
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Please send—without obligation—catalogs on Remington Contractor & Industrial Tools checked below:

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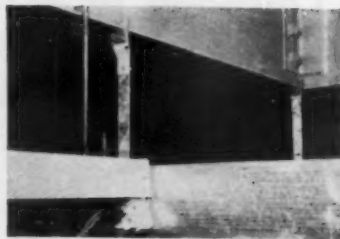
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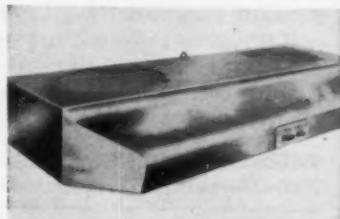
NEW PRODUCTS...



Fastener is a cost-cutter

Electrical construction fastener, Rod Hanger Clamp, reduces "in-place" costs. Clamp is first pre-assembled to a hanger rod or #8 or #9 wire and then rapidly hammered into place. Will fit beams and joists with 1/8" to 1/2" flange thickness. Geo. A. Tinnerman Corp., Dept. AB, 19932 Detroit Rd., Cleveland 16, Ohio.

Circle No. M14 on reply card, p. 144



Push button for quick control

Range hood, designed for '59, has quick-action push-button speed controls. The Rangemaster "75" also features mitered corners, solid top for cabinet protection, and enclosed underhood light. Light comes prewired for easier installation. Aubrey Hardware Mfg., Inc., Dept. AB, Union, Ill.

Circle No. M15 on reply card, p. 144



Anchor holds everything

Nylon anchor secures "everything to anything." This newest time- and labor-saving device comes complete with an expansion pin inserted. When the anchor is tapped into the hole the serrated jaws of the anchor expand and hold firmly. Won't rust or corrode. Partridge Products, Dept. AB, Hialeah, Fla.

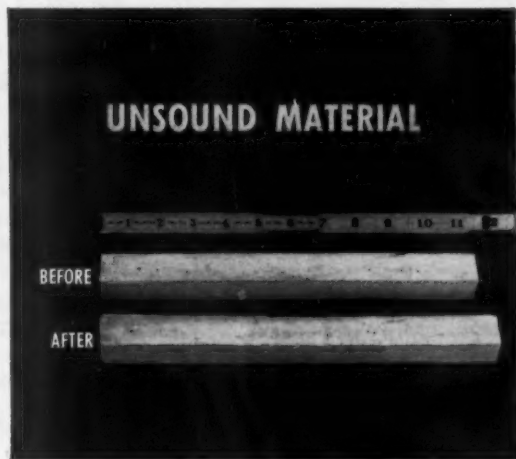
Circle No. M16 on reply card, p. 144

BRIXMENT MORTAR

Is Sound — Stays Sound



In these autoclave tests, neat cement bars were exposed to 295 lbs. steam pressure, 420°F., for 3 hours. Left: The two bars are both Brixment. Note that it is sound—it has not



expanded. Right: The two bars were made of one part portland cement and one part of a lime which does not meet the autoclave test. Note the expansion—proof of unsoundness.

AND SOUND MORTAR IS ESSENTIAL FOR STRONG, DURABLE MASONRY

Some mortars may contain constituents which can cause them to expand or "grow" after long exposure to weather. Such mortar is called "unsound".

The quality of soundness is easily proved by the autoclave test — an accelerated test under great heat and pressure in a steam chest.

Brixment makes sound mortar. It easily meets the autoclave test require-

ments included in Federal and ASTM Specifications for masonry cement.

Soundness is only one of many advantages which have helped make Brixment the most widely-used masonry cement on the market. It will be worth your while to hear *all* the advantages of Brixment the next time a Brixment salesman calls on you. Or write direct for full details. Address: Louisville Cement Company, Louisville 2, Kentucky.

LOUISVILLE CEMENT COMPANY, LOUISVILLE 2, KENTUCKY

Cement Manufacturers Since 1830

MAZE NAILS

Modern Nails for Today's New Building Materials

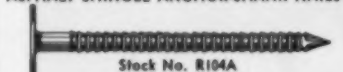
Featuring **STORMGUARD NAILS**

STRONG STEEL NAILS DOUBLE-DIPPED IN MOLTEN RUST-RESISTANT ZINC!

(NOTE: In a zinc coated nail, F.H.A. requires the hot-dipped type for all exterior work . . . and now specifies threaded nails for application into plywood roof and wall sheathing.)

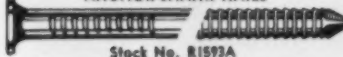
FOR
 • ROOFING
 • SIDING
 • TRIM

ASPHALT SHINGLE ANCHOR-SHANK NAILS

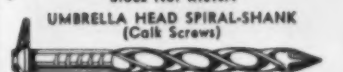


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INSULATION ROOF DECK ANCHOR-SHANK NAILS

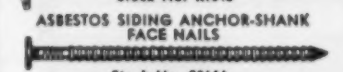


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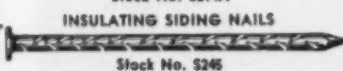
UMBRELLA HEAD SPIRAL-SHANK (Calk Screws)

Stock No. R1345



ASBESTOS SIDING ANCHOR-SHANK FACE NAILS

Stock No. S214A



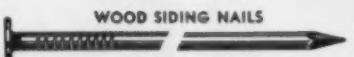
INSULATING SIDING NAILS

Stock No. S245

HARDBOARD SIDING SPIRAL-SHANK NAILS

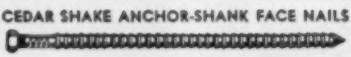


Stock No. S2555



WOOD SIDING NAILS

Stock No. S206



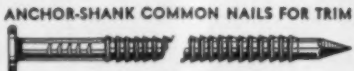
CEDAR SHAKE ANCHOR-SHANK FACE NAILS

Stock No. S235A



CASING NAILS FOR TRIM

Stock No. T305



ANCHOR-SHANK COMMON NAILS FOR TRIM

Stock No. T337A

SIDING NAILS IN COLORS TO MATCH ALL POPULAR SIDINGS

MAZE

INTERIOR NAILS

"GRIPSTAYS" WALLBOARD NAILS



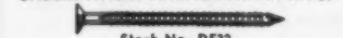
Stock No. W94

DRYWALL ANCHOR-SHANK NAILS



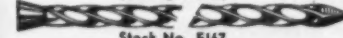
Stock No. D81

UNDERLAYMENT ANCHOR-SHANK NAILS



Stock No. DF32

FLOORING SPIRAL-SHANK NAILS (Casing Head)



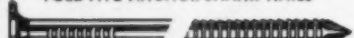
Stock No. F167

MASONRY NAILS HARDENED SPIRAL-SHANK



Stock No. M595

POLE-TYPE ANCHOR-SHANK NAILS



Stock No. S26A

TRUSS RAFTER SPIRAL-SHANK NAILS

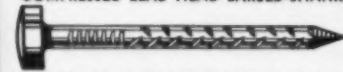


Stock No. S235

MAZE

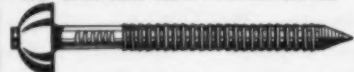
CORRUGATED METAL ROOFING NAILS

COMPRESSED LEAD HEAD BARBED-SHANK



Stock No. P223 — (Bright or Galvanized finish)
 Also available in Anchor-Shank

HOT CAST LEAD HEAD ANCHOR-SHANK



Stock No. C223R — (Bright or galvanized finish)
 Also available in Barbed-Shank

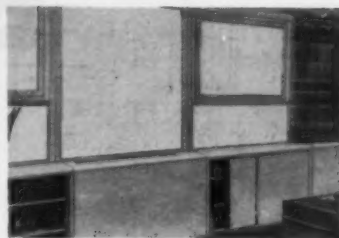
FOR MORE INFORMATION SEE YOUR DEALER, OR WRITE TO



W. H. MAZE COMPANY

PERU 3, ILLINOIS

NEW PRODUCTS . . .



Curtain walls feature a/c

Air conditioning units are "built-in" these new curtain walls. For commercial building, these wall panels have all the advantages of conventional curtain wall. They eliminate separate a/c installations, and cut costs. Michael Flynn Mfg. Co., Dept. AB, 700 E. Godfrey Ave., Philadelphia 24, Pa.

Circle No. M17 on reply card, p. 144



Trim serves dual purpose

This F.H.A. approved door trim serves as a combination door-stop and weatherstripping. Has special tubular vinyl insert which prevents door-slam and seals out the weather. Comes with screw holes prepared for fast application. Air-Tite Products, Dept. AB, 1700 S. Franklin St., South Bend 14, Ind.

Circle No. M18 on reply card, p. 144



Saves painting costs

New Froproc house paint solves "behavior" problems such as blistering, cracking, peeling, and mildew. It is both mold and peel resistant. It provides a bright clean surface which is said to last two-thirds longer. Frost Paint & Oil Corp., Dept. AB, 1209 N. E. Tyler, Minneapolis 13, Minn.

Circle No. M19 on reply card, p. 144

Builders and contractors know...
THE SIGHT IS RIGHT WITH A

DAVID  WHITE

NOW!
#8007 and #8025
come with new Fiber-
glass carrying case.



For Concrete Contractors—You will enjoy using this versatile, low-cost instrument. Determine differences in elevation, run lines for curbs, plumb walls, lay out angles. Rugged construction. New, streamlined styling. *T8007 Light Construction Level-Transit*—Tripod included. Retail for **\$89.50**.



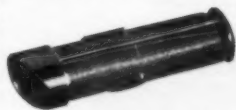
For Builders—Heavy-duty instrument for building construction. Use to align piers, plumb walls, level floors, lay out foundations and drain tiling. *T8300 Universal Builders' Level-Transit* Includes new, American-style, wide-frame tripod. Retail for **\$217.00**.



For Contractors—Measure differences in grade, elevation, lay out building sites, align piers, courses. Many other uses for this handy instrument. *T8025 Light Construction Level*—Tripod included. Retail for **\$49.95**.

For Every Construction Worker! Precision-made level with many uses. For rough estimates, paving, landscaping, laying out foundations, drainage, contouring. Fits easily in shirt pocket. Get yours today! *5556 True Sight Hand Level* Only **\$2.95**.

NEW HAND LEVEL



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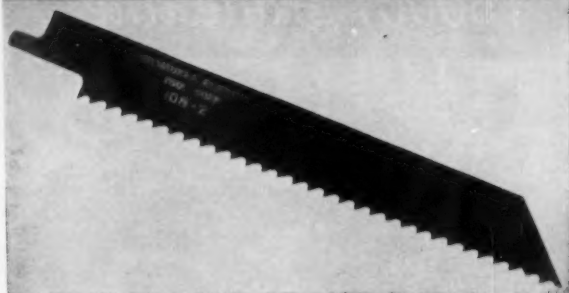
Prices slightly higher west of the Rocky Mountains

DAVID WHITE INSTRUMENT COMPANY

Dept. CA, 2051 North Nineteenth Street, Milwaukee 5, Wisconsin

MARCH 1959

WHAT'S IN A BLADE?



**MUCH MORE THAN YOU THINK
WHEN IT'S A *Genuine*
SAWZALL BLADE!**

FINEST QUALITY, TOUGHEST STEEL AVAILABLE! Sawzall hacksaw blades are heat-treated and uniformly hardened for extra strength.

SAWZALL BLADES CUT FAST! They're designed that way... thinner, to operate at faster speeds. Only high grade steel permits this design. An ideal combination of flexibility and strength that pays **BIG** in longer blade life.

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SPEED-MATCHED! Designed specifically for the Sawzall... to cut with maximum efficiency at 2250 strokes per minute.

No compromise to fit other hacksaws, varying speeds. No sacrifice in sawing efficiency. It does make a difference!

A TYPE AND SIZE FOR EVERY NEED!
Over 39 blade types for all materials
— from sponge to steel.



Can you afford to compromise on quality and design?

SAWZALL — Finest
Heavy-Duty Portable
Electric Hacksaw

ALWAYS INSIST ON *Genuine* SAWZALL BLADES!

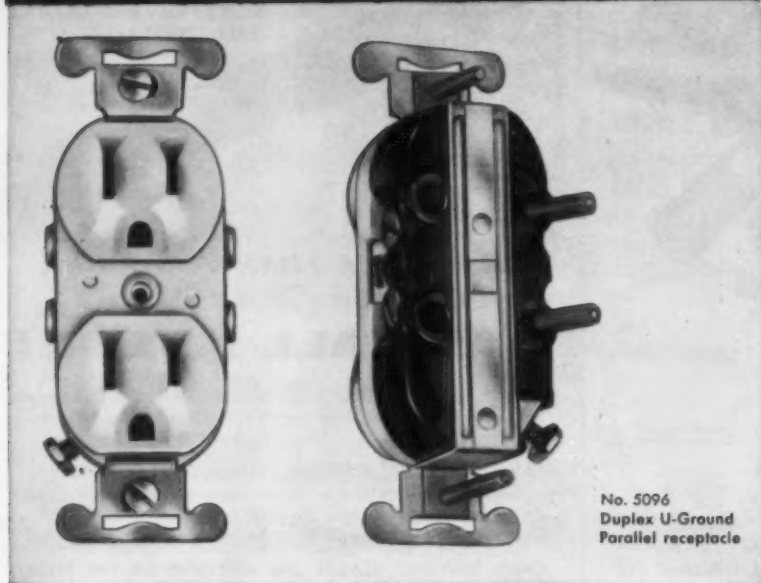


SAWZALL
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LASTS LONGER!

See your Milwaukee Sawzall dealer
Listed in Yellow Pages — under Tools, Electric

MILWAUKEE ELECTRIC TOOL CORPORATION
5356 West State Street, Milwaukee 8, Wisconsin

*NOW! Leviton adds
back and side wired
devices to the specification
(5000) grade line!*



No. 5096
Duplex U-Ground
Parallel receptacle

LOOP IT OR DO IT THE EASY WAY!

LEVITON back-and-side wired devices offer two types of connections. Loop it the standard way, or clamp it for back-wiring—the new simple and modern way that gives you a connection that is electrically right and

mechanically tight. Either way you are assured the right kind of power to carry heavy duty loads. Here is the maximum in performance at minimum cost... with absolutely no compromise in quality!

**Back-and-Side Wired
Devices Now Available:**
Rated 15A.—125V.
(No. 5089 15A.—250V.)



No. 5062



No. 5074



No. 5088



No. 5089

Just Check These Features:

- All devices have double-wiping phosphor bronze contacts.
- Plaster ears—wide and break-off types.
- Grounding Screws on all U-Ground devices.
- Entire assembly solid-riveted for permanence.
- Heavily sectioned molded phenolic bases.
- Full underslung straps, completely *rust-proofed*.
- Easy back-wired installation for up to No. 10 wire.
- Strip gauge for obtaining maximum clamping.
- Individually packed with mounting screws attached to straps.

Meet U. L., C. S. A., and Federal Specifications
All back-and-side wired devices in brown and ivory.

NEW PRODUCTS...



Units clean the air

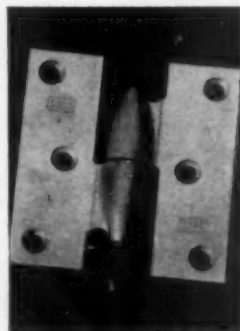
Residential electronic air cleaners will remove over 90% of dirt and pollen circulated in the air. Model PH-124, 1,000 to 1,200-cfm, is designed for five- to seven-room house; model PH-244, 2,000- to 2,400-cfm is for larger homes. Westinghouse, Dept. AB, 200 Readville St., Boston 36, Mass.

Circle No. M20 on reply card, p. 144

Sheathing slashes costs

Aluma-Sheath promises to cut sheathing costs up to 50%. Product has perforated aluminum foil (Alcoa) on both sides of 1/8" fiberboard core. Is lightweight, easier to handle. Can be knife cut eliminating time-consuming saw cuts. Denny Paper & Board Co., Dept. AB, 2028 Washington Ave., Philadelphia 46, Pa.

Circle No. M21 on reply card, p. 144



Hinge makes hardware news

Attractive olive knuckle hinge is said to be as inexpensive and easy to install as a butt hinge. These hinges make a closed door burglar-proof, but an open door is easy to remove without taking out any pins or screws. Assures silent operation. Soss Mfg. Co., Dept. AB, P. O. Box 38, Detroit 13, Mich.

Circle No. M22 on reply card, p. 144

Listed by Underwriters' Laboratories

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LEVITON MANUFACTURING COMPANY, INC.
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MORE SALES APPEAL

with  **ALSCO**

ALUMINUM SIDING



AlSCO siding used exclusively in this 85 home development by N & S Builders, Inc., Massillon, Ohio.

It's a fact! Houses covered with AlSCO aluminum siding attract more buyers — faster.

A brand name, it's nationally advertised in *Better Homes & Gardens* and other leading home magazines. AlSCO siding meets F.H.A. specifications for new construction and satisfies the Uniform Building Code of the International Conference of Building Officials. In Canada it meets National Housing Act specifications.

You have a tremendous story to tell prospective home-buyers about the lifetime lasting qualities of AlSCO as well as the baked enamel finish which virtually ends paint problems.

AlSCO siding is easy and economical to work with. Installation is no problem! (AlSCO will

furnish, or help you train installers.) There's no waiting for better weather for a second coat of paint — it arrives at your job site with two finished coats ready to install.

You get merchandising aids from AlSCO in the form of point of sale signs, displays, literature, brochures, newspaper ad mats and other materials to help you sell houses.

If you are looking for a practical way to inject sales appeal into your homes—investigate AlSCO aluminum siding. In the long run—it costs less.

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INFORMATION AND SAMPLES!**

Dept. S-36, Siding Department, AlSCO, Inc.,
225 S. Forge St., Akron 8, Ohio.

Builder's Name _____

Address _____

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ALUMINUM BUILDING PRODUCTS

the final touch to assure her
that she is buying
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Comes
 Complete
 With All
 Accessories
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MODEL UC 2 Undercabinet Hood

Rangaire Range Hoods give your kitchen a look that sells

Put the sales-power of nationally advertised Rangaire kitchen range hoods into your next home. Rangaire gives you product quality that Mrs. Homebuyer actually sees, a selling feature that you can point to with confidence. Rangaire gives your home the final touch to assure her that she is buying a quality home—elegant styleline design, lustrous lifetime finish, aluminum foil filter and efficient exhaust unit to keep her new kitchen wonderfully fresh forever.

For complete information, visit your Rangaire dealer or write Roberts Manufacturing Company, Cleburne Texas. DEPT. F-3.

Rangaire
 KITCHEN RANGE HOODS

NEW PRODUCTS . . .



Paint heater is portable

Inexpensive paint heater, for construction painting, is both compact and light weight. It provides all the advantages of the hot-spray system: elimination of runs and sags, reduction of overspray, and use of only one coat. Details from Spee-Flo Co., Dept. AB, 6614 Harrisburg Blvd., Houston, Tex.

Circle No. M23 on reply card, p. 144



Utility-plus-glamor doors

Replacing wood closet doors with mirrored sliding doors is a remodeling job which up-dates homes. Fleetlite doors have 1/4" mirrors backed with 1/8" masonite. Easy to install, they come in by-pass, single- or double-pocket styles. Fleet of America, Inc., Dept. AB, 2015 Walden Ave., Buffalo 25, N.Y.

Circle No. M24 on reply card, p. 144



Use a cost-cutter flashing

Here's a concealed flashing which consists of aluminum sheet, bonded with plasticized asphalt to heavy-creped kraft paper and reinforced with glass fibers. It will waterproof, dampproof, and verminproof a building. Is strong and tear resistant. Chase Brass & Copper Co., Dept. AB, Waterbury 20, Conn.

Circle No. M25 on reply card, p. 144

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The NATION'S BEST

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the Areawall you want.
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SAINT PAUL CORRUGATING CO.
ORIGINATOR & Largest Producer

SOUTH END WABASHA BRIDGE • SAINT PAUL 7, MINN.



Case Non-Overflow
One-Piece* Water Closet
With Whispering Flush

KITTEN
QUIET

SELLS ITSELF

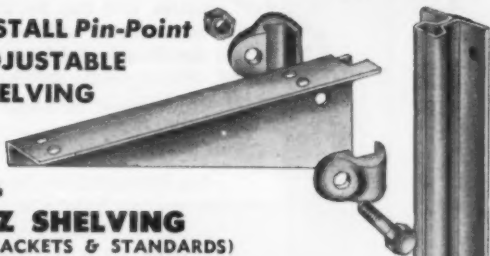
- Non-Overflow Safety Feature
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- Comfortable Body Contour Seat
- Produced in 49 Decorator Colors
plus sparkling black and white

Case

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33 MAIN STREET, BUFFALO 3, N. Y.

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INSTALL *Pin-Point*
ADJUSTABLE
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E-Z SHELVING
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Provides These Advantages:

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- (4) Individualized Displays. Wide variety of sizes permits tailored precision fabrication.

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NO keyholes or slots. Brackets slide up and down in Standard groove and lock at any point on Standard. Fits most shelving and fixture needs.

HANDLES ALL NORMAL DISPLAY LOADS

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GUARANTEED . . . Less than any other
machine or method!



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Down to 4 Ft. Deep
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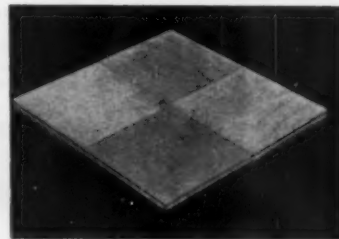
NEW PRODUCTS...



Hood takes little space

Self-contained oven hood fits into space only 5 3/4" deep and 6" high. Features two filters for absolute air purity. Installation is fast and simple as unit needs no ducts, piping or outdoor venting. Comes in sizes to fit any oven. Ductless Hood Co., Dept. AB, 601 Plandome Rd., Manhasset, N.Y.

Circle No. M26 on reply card, p. 144



Flooring goes down fast

Block-design laminated hardwood flooring is economical in many ways. It comes in easy to handle 9x9" squares and can be laid directly on concrete subfloors. No further on-the-job finishing is required. Won't swell, shrink, warp or buckle. Modernwood Co., Dept. AB, Clinton, S. C.

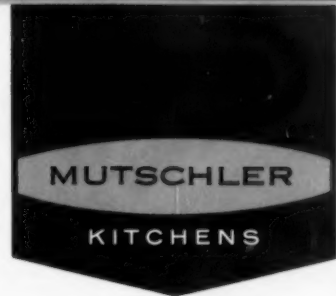
Circle No. M27 on reply card, p. 144



Chain saw is light weight

Heavy-duty electric chain saw is easy to maneuver about. Weighs only 17 1/2 lbs., has a 17 1/2" bar length with 3/8" chain pitch. Cutting speed is approx. 2,000 ft. p.m. Complete information on Model 160 from Milwaukee Electric Tool Corp., Dept. AB, West State St., Milwaukee 8, Wisc.

Circle No. M28 on reply card, p. 144



SERIES M700. This is the newest concept in modern kitchen styling . . . built-in units with a "furniture look," as designed for Mutschler by Paul McCobb. This contemporary cabinetwork is made of finest northern maple, finished in walnut (as shown) and in striking modern colors. Leg stanchions are anodized satin aluminum. Series M700 is especially suited for open-plan kitchens, and also may be used for built-in storage throughout the home . . . in dining area, living room, den, bedrooms and bath. For modern décor, Series M700 is the answer in home or apartment . . . whether the budget is large or small.

New kitchen stylings from Mutschler

SERIES M500. Mutschler Series M500 kitchens are unequalled for quality and value at reasonable prices. This northern maple cabinetwork of conventional styling is available in many natural grains and decorator colors, with choice of hardware. Period molding on doors and drawers, if desired. Series M500 is extremely versatile as to décor . . . from Cape Cod to Oriental Modern, and is a wise choice for new homes and apartment buildings, as well as those being remodeled.

To help acquaint builders and architects with newest developments, Mutschler planning specialists offer the experiences of a nationwide organization. These services are available at no extra charge. See your Mutschler specialist or write—

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For complete specifications, see: Sweet's
Architectural File 24b-Mut



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FIRST OF A SERIES This colorful, full page ad appears in April 13th LIFE with an estimated audience of 32 million.

Once again, Orangeburg pulls out all stops to help you sell homes. During 1959, Orangeburg's quality story will be told again and again to more home buyers than ever before. With more ads! Bigger ads! All to help you make sales easier, to be sure of more satisfied customers. Why not join the sales-minded builders who now use *genuine* Orangeburg: *Root-Proof* Pipe and Fittings for house sewer lines, downspout run-offs...*Perforated* Pipe for foundation drains, septic tank filter beds, sub-surface drainage. "Look for the Silver Band*" and make sure you get the *genuine* Orangeburg Brand. Write Dept. AB-39 for free catalog describing Orangeburg Pipe's many uses and time-saving advantages.

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* THE NAME ORANGEBURG AND THE SILVER BAND ARE REGISTERED TRADE-MARKS OF THE ORANGEBURG MANUFACTURING CO.

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NEW PRODUCTS . . .

Smooth sliding with guides

Economical, extra-quiet drawer operation is possible with new Nylslides "250" series of nylon drawer glides and guides. Two outstanding features are: a minimum of contact points and the use of nylon for minimum resistance. Data from Hardware Designers, Inc., Dept. AB, 1052 E. Elizabeth Ave., Linden, N.J.

Circle No. M29 on reply card, p. 144



Small boiler—big heat

Dunkirk Wee Scot boilers are miniature gas-fired hot-water heating boilers with efficiency and stability of large cast-iron boilers. For installation where high output is required from a small low-cost heating unit—in 50, 70, 90, btu input sizes. Dunkirk Radiator Corp., Dept. AB, 85 Middle Rd., Dunkirk, N.Y.

Circle No. M32 on reply card, p. 144

Build shack in few hours

The KEMHUT, made of fiber glass reinforced panels, is 10' wide, 12' long and 7' high. Can be quickly put up or dismantled for use as a job office. Staked to ground or mounted on wood sill, it's self-supporting. Package includes panels, door, and hardware. Kemlite Corp., Dept. AB, 101 N. Republic Ave., Joliet, Ill.

Circle No. M33 on reply card, p. 144

Small mixer is fast

Lightweight, small concrete mixer can mix 8 cu. ft. of concrete every hour. Is easy to carry; completely portable, needs no fastening down, no wheelbarrow, mortar box, or hoe. Handy for remodeling; for patching walls, floors; laying bricks; pouring patios. Kol, Inc., Dept. AB, 2323 Ellis Ave., St. Paul 14, Minn.

Circle No. M30 on reply card, p. 144



Head has pendulum action

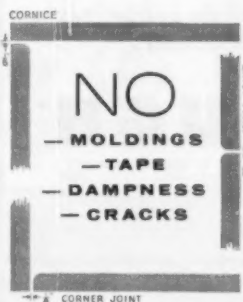
New shower head gives a swirling shower. A precision turbine and gear inside the shower head maneuvers an ordinary stream of water into a pendulum-action rotating stream of water. For standard fittings, is non-corrosive, non-rusting. Rain Jet Corp., Dept. AB, 301 S. Flower St., Burbank, Cal.

Circle No. M31 on reply card, p. 144



QUIET,

Friendly Walls and Floors and Ceilings
Dry-Wall HAS COME OF AGE...WITH HOMASOTE



Quiet rooms in quiet homes safeguard the nerves, forestall the jitters. With Homasote Dry-Wall, even the slam of a door is muted. Homasote's friendly linen surface absorbs the glare of light, causes no eye-strain. Homasote's size (up to 8' x 14')—combined with great structural strength and top insulation value—means dry walls, free from moisture, mildew, drafts.

To have Dry-Wall at its finest, the basic rule is: Cover all possible walls in ONE piece. Homasote Big Sheets cover all walls up to 14' in length. X-nail all panels; at each stud nail on a line snapped from corner to corner and from 12" to 16" along the edges. The problem of joints between ceilings and walls, at corners, and even between wall panels has been among the most difficult to solve. Taping does not finally solve the problem of expansion and contraction. By a simple device, and due to the high density of Homasote, taping and moldings can be eliminated—also window and door trim; interior trim can be eliminated—except for baseboards. This means real economy.

For a wall joint, round the outer edges of the Homasote panels with a portable router and position them 1/8" apart. For a corner or cornice joint, round the edge of one Homasote panel; leave the other square; position them 1/8" apart. Homasote ceilings and underlays complete the picture.

There's always news from Homasote—use the coupon below.



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 One-Man Panels Homasote (72-pg.) Handbook

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... Put a man on a rubber-tired "PAYLOADER" and there's no limit to the jobs he can handle ... no limit to the all-around utility use of this tractor-shovel on building job sites.

Owners report that a "PAYLOADER" moves 50% faster than track-type machines ... does more by traveling and working over sidewalks, curbs and roads without damage ... solves many problems in material handling because only "PAYLOADER", in the tractor-shovel field, has such a wide choice of attachments, quickly interchangeable with the bucket — such as the fork lift

(shown), hydraulic backhoe, black-top spreader, patented Drott "4-in-1" bucket, vibratory compactor, side boom.

If you want to reduce your equipment investment and operating costs, it will pay you to check the performance and usefulness of "PAYLOADER" tractor-shovels. There is a size and type to fit every need — up to 9,000 lb. carry capacity. Write for more information and name of the nearby "PAYLOADER" Distributor.

HOUGH®

H THE FRANK G. HOUGH CO. **HM**
LIBERTYVILLE, ILLINOIS
 SUBSIDIARY — INTERNATIONAL HARVESTER COMPANY

**PURCHASE AND
 HOUGH
 LEASE PLANS**

Hough Distributors have the most complete set of financing plans ever offered — TIME PAYMENT, LEASING PLANS, with or without OPTION TO PURCHASE — to help you obtain "PAYLOADER" equipment.

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 Title _____
 Company _____
 Street _____
 City _____
 State _____
 3-B-6 AB

NEW PRODUCTS...



Sheathing is a time-saver

Asbestos and wood shingles can be nailed directly to this new 1/2" insulating sheathing. Called Strong-Wall, it not only exceeds FHA requirements for nailability, but also for application without corner bracing. More information from Celotex Corp., Dept. AB, 120 S. LaSalle St., Chicago, Ill.

Circle No. M34 on reply card, p. 144



Frame weather-seals

Two-piece aluminum window frame provides an internal weather-seal. Also is double-glazed for extra insulation at less cost. Has easily removable screen for insect control. Comes single or double hung, horizontal slide, and fixed sash. Textron Metals Co., Dept. AB, 39 James St., Girard, Ohio.

Circle No. M35 on reply card, p. 144



Fixture mounts 3 ways

Non-metallic lighting fixture can be mounted horizontally, vertically or on the ceiling. Line of fixtures are designed to accentuate style in contemporary homes. In a wide choice of finishes, fixtures are non-staining, non-corrosive. Union Insulating Co., Dept. AB, Box 351, Parkersburg, West Va.

Circle No. M36 on reply card, p. 144



“Telephone planning helped us sell over 2500 homes!”

—says Robert C. Gordon, Ashdon Corporation,
San Diego, California

“Planning for the future telephone needs of our home buyers has always made good sense to us,” says Bob Gordon. “In fact, we’ve offered concealed telephone wiring in every one of the more than 2500 homes we’ve built since 1949.

“It makes sense to prospects, too. They like the idea of telephone wiring neatly concealed inside the walls. And they like having outlets throughout the house, so they can expand their phone service as they need to. No doubt about it—it’s a built-in ‘extra’ that really helps us sell our homes.”

Mr. Gordon’s corporation is currently building Coronado Estates, a community of 85 beautiful homes in the \$24,000 to \$45,000 price range located on the Silver Strand peninsula offshore from San Diego. Each home is telephone planned, and this fact is featured prominently in the builder’s local advertising.

Your local Telephone Business Office will gladly help you with telephone planning for your homes. For details on home telephone installations, see Sweet’s Light Construction File, 81/Be. For commercial installations, Sweet’s Architectural File, 32a/Be.

BELL TELEPHONE SYSTEM



This is one of the Coronado Estates homes, being built by Ashdon Corporation in the San Diego area.



FLEETLITE SLIDING MIRROR DOORS



*Add the Touch
that Closes Sales!*

QUALITY FEATURES THAT DISTINGUISH FLEETLITE SLIDING MIRROR DOORS



Exclusive design permits double mirror glazing or a combination of mirrors and decorative material.



Offset adjustment bolts make door alignment easy. No notching or cutouts necessary.

Fleetlite
AMERICA'S *Finest* WINDOW

Watch your prospects when they see the exciting new Fleetlite Sliding Mirror Door in your model home. Floor to ceiling sparkling mirrors reflect the loveliness of the room decor... double the beauty and color... add spaciousness and charm that will captivate the home buyer. Watch the woman in particular and you'll see the sales appeal of this new decorating idea.

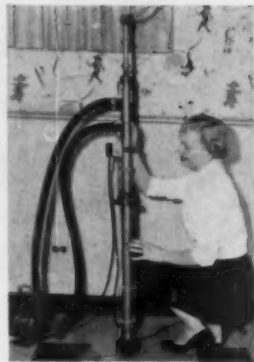
Fleetlite Sliding Mirror Doors have that important difference which motivates sales. With crystal clear mirrors and a hardboard backing, they turn a drab closet area into the beauty spot of any room. With mirrors back-to-back, they form distinctive room dividers or provide full length dressing mirrors between the master bedroom and adjoining bath. This double mirror glazing is a Fleetlite exclusive made possible by offset adjustment bolts in a unique frame design.

By-pass, single and double wall pocket doors are available in heights of 6'8" and 8'0". Widths for two panel by-pass and double pocket doors range from 3'0" to 12'0"; single pocket doors from 2'6" to 6'0". Ribbon slim aluminum frames may be clear or gold anodized.

Write for literature.

FLEET OF AMERICA, INC., DEPT. AB-39
2015 WALDEN AVE., BUFFALO 25, N. Y.

NEW PRODUCTS...



Stops basement floods

Double-duty flood-control valve disposes of seepage water, and prevents water in sewer lines from entering basement. Operates automatically when sewer lines become overloaded and water starts to back up into house sanitary lines. Flood Control Valve Co., Dept. AB, 9938 Wyoming Ave., Detroit 4, Mich.

Circle No. M37 on reply card, p. 144

Door blends view and room

Rolling patio door is designed to beat the condensation problem... adding practical and aesthetic quality to the home. Framed in wood with dual glazing, it assures complete protection from the elements. Can be installed quickly. Outdoor, Inc., Dept. AB, 5601 S. 108th St., Hales Corners, Wis.

Circle No. M38 on reply card, p. 144



Furnace is clean burning

High-efficiency oil furnace is clean-burning and needs no adjustment after installation. New combustion flow system provides high fuel savings. Comes in ten sizes, vertical and horizontal design for many applications. Iron Fireman Mfg. Co., Dept. AB, 3034 W. 106th St., Cleveland, Ohio.

Circle No. M39 on reply card, p. 144

Save time...hand labor...subcontract costs

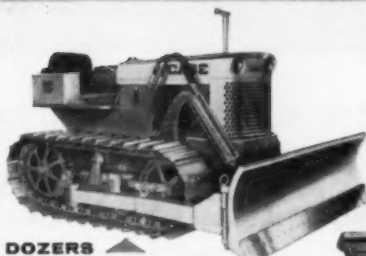
with **CASE** Utility rigs

Every contractor who builds 5 or more houses per year *should have at least one* of these low-cost Case *Utility* wheel or crawler tractor units, to speed scattered loading, trenching, grading and general clean-up jobs. Gives you *better control* over the quality and scheduling of other operations... keeps costs low for *added profit* on every contract. Mail handy coupon below for full information and free demonstration.



▲ NEW BUDGET-PRICED *Utility* 210B LOADER

This handyman Case outfit digs and loads fast with 34 hp high-torque engine, lifts 1000-lb. loads over 10' in seconds. Bucket dumps clean at 45° angle with 30" reach and 8'5" clearance for fast dump-and-go... rolls forward 90° for smooth backfilling and finishing. Available with 10' backhoe, optional power steering, shuttle transmission, and wide range of interchangeable attachments including: dozer blade, pallet fork, sweeper, crane boom, plus rear hitches and full complement of tools.



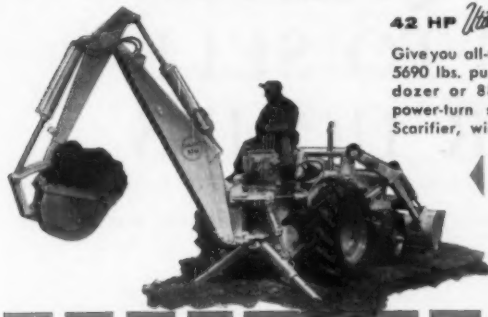
42 HP *Utility* DOZERS

Give you all-weather crawler flotation with 5690 lbs. push-pull power, 71" x 23" bulldozer or 88" x 25½" angling blade, power-turn steering, long-wearing clutch. Scarifier, winch and rear hitch available.



▲ 5/8-YD. *Utility* CRAWLER-LOADER

Works anywhere, anytime. Lifts 2600 lbs., dumps 45° with positive "knock-out" and 8'10" clearance. Heaviest track assemblies in its class.



42 HP *Utility* BACKHOE-LOADER

Backhoe digs clean, smooth-bottom trenches to 12½', reaches 16' from pivot, 180° foot-controlled swing. Loader lifts 1500 lbs., dumps 45° with 9' clearance. 4000-lb. fork lift model also available.

J. I. CASE CO., Dept. C1409, Racine, Wis., U.S.A.

CU-CL-67

**TODAY...
Mail this
coupon for
full details**

Send free information on:

- 34 hp wheel tractor
- 42 hp wheel tractor
- 42 hp crawler tractor

} with {

- Loader
- Dozer
- Backhoe

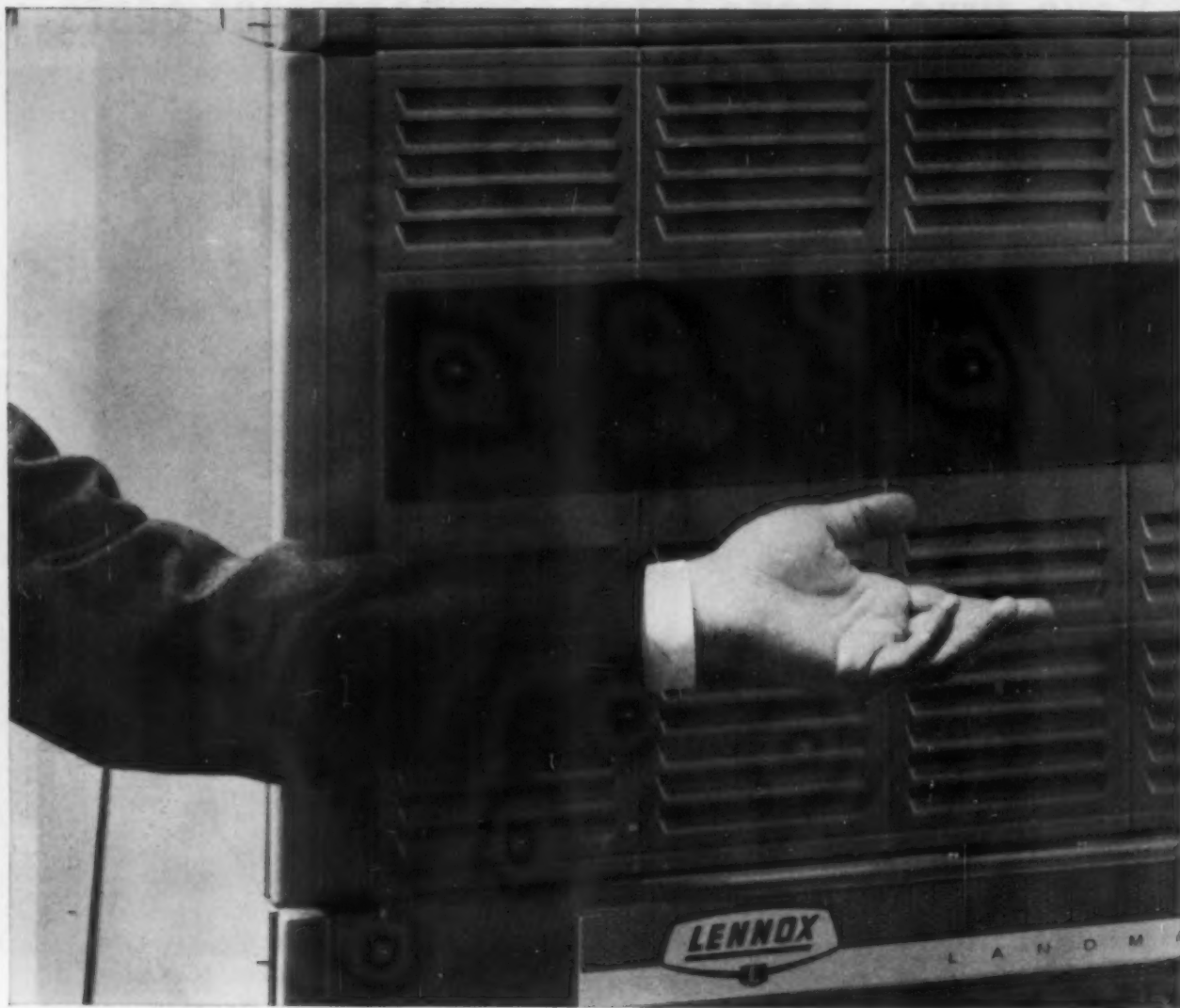
Name Position

Company

Address

City State





HOW LENNOX QUALITY
WORKS TO SELL
YOUR HOMES



More people know Lennox—prefer it over all other makes of warm-air heating and air conditioning

Good home designs attract prospects, but it takes more than that to sell them. Today's smart buyers want to be sold on the *quality* that goes into your homes, too!

Here's where the Lennox name pays off. For . . .

- Lennox is the most widely advertised name in warm-air heating and air conditioning.
- Lennox is the most widely used brand in warm-air heating and air conditioning.
- Lennox is the name more people know, trust, prefer—in warm-air heating and air conditioning.

Three good reasons why the Lennox name, more than any other in the industry, can do a better job of selling

the *quality* of your homes. Which means more and faster home sales for you!

LENNOX QUALITY WORKS FOR YOU IN OTHER WAYS, TOO.

For example: *all* Lennox heating and air conditioning equipment is planned, installed and serviced by your local Lennox Comfort Craftsman—a man who is engineer-trained, deals directly with a nearby factory, offers the world's largest line of heating and air conditioning equipment.

Get facts on the Lennox merchandising program, which includes professionally planned advertising materials, in-home displays, personalized builder brochures and billboards. For sample merchandising aids, write Lennox, Marshalltown, Iowa.

LENNOX ...world leader in indoor comfort for homes, business, schools

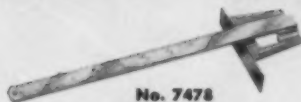


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FREE \$15.00 VALUE



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Rip Guide
Regularly \$2.50



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Carrying
Case
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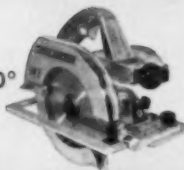
No. 800
8 1/4" — 2.0 H.P.
Capacity: 2 7/8" at 90°
2-9/32" at 45°
\$95.00



You get tremendous cutting capacity and exceptional light weight in these powerful, all-new professional saws. From grip to guard, they're

ANY ONE OF THESE

No. 747
7 1/4" — 2.0 H.P.
Capacity: 2 3/8" at 90°
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loaded with extra-value, extra-performance features: New, exclusive "Micro-Guide"® . . . New "Full-Power" motors . . . New perfect-

NEW HEAVY DUTY

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Capacity: 2" at 90°
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balance handles . . . New direct-reading adjustment scales . . . New quick-change blade retaining bolts . . . and many, many more.

POWER SAWS

Offer good for limited time only!

**MILLERS FALLS
TOOLS**

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GREENFIELD
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CATALOGS . . .

SLIDING GLASS DOORS data . . . in an eight-page catalog. Full-color photos show actual installations. Introduces two all-aluminum doors: Model TC-AL "Thermoslide" for double glazing and Model 200-D for single glazing. Slide-View Door and Window Co., Dept. AB, 1557 N. Tyler Ave., El Monte, Cal.

Circle No. M40 on reply card, p. 144

SUBURBAN BUILDERS will find *Facts About America's Most Modern Fuel LP-Gas* a helpful catalog. It details the availability and uses of LP-Gas. Illustrated, 24-page booklet describes applications. Nat'l LP-Gas Council, Dept. AB, 185 N. Wabash Ave., Chicago 1, Ill.

Circle No. M41 on reply card, p. 144

FUNCTIONAL COLOR KIT for commercial construction shows how to use color scientifically. Tells how color can promote better seeing conditions in schools, hotels, motels, etc. Gives a set of color standards. Colorizer Assoc., Dept. AB, 345 N. Western Ave., Chicago 12, Ill.

Circle No. M42 on reply card, p. 144

FIGURE COSTS easily says latest data about the Building Labor Calculator. Literature shows easy-to-read sample table. Calculator gives 150 tables for estimating material quantities, and labor hours needed. Tamblin System, Dept. AB, 1455 38th Ave., Columbus, Nebr.

Circle No. M43 on reply card, p. 144

MASONRY CALCULATOR makes it easier to determine possible number of courses in a given height. Quickly calculates spacings for brick, cinder block, glazed tile, etc. Masonry tape also gives uniform spacings. Jeff Jones Co., Dept. AB, Box 9242, Denver 20, Col.

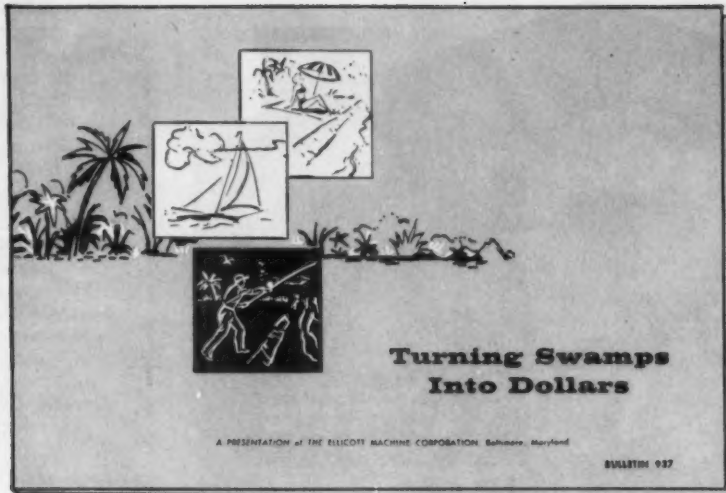
Circle No. M44 on reply card, p. 144

INSULATION is the basic ingredient in the comfort specification, says latest catalog from Johns-Manville. Describes the effectiveness of mineral wool insulation, gives characteristics, C-Factor chart. Johns-Manville, Dept. AB, 22 E. 40th St., New York 18, N. Y.

Circle No. M45 on reply card, p. 144

CEILING DATA SHEET lists and details acoustical pad installation specifications. Tells how to use "Panatone," a non-combustible, mineral wool acoustical pad. Includes complete list of materials, directions and specs. Baldwin-Hill Co., Dept. AB, Trenton, N.J.

Circle No. M46 on reply card, p. 144



This Free Booklet Can Lead You To Spectacular Profits...

It's the true story of how informed businessmen are now reaping large profits in tidelands reclamation, without risking large amounts of capital. Read how you can, too.

The exciting economics of the new "land boom" begins with the natural scarcity of land—greatly accentuated in such booming, land-hungry areas as semitropical, semisubmerged Florida.

It's a "stable" boom—real estate men emphasize the solid economic base upon which rising land prices rest. This is no nickel and dime speculation of the 1920's. Florida, for example, now welcomes 2500 newcomers every week. Its permanent population has increased 60% since 1946. Its 5,000 factories raised manufacturing employment some 66% above the 1947-49 level. And all this is in addition to six million tourists who poured \$1 billion into the State's economy last year alone!

What does this mean to land prices? Two recent, typical examples will give you an idea:

- ...in the Florida Keys, the value of an acre of land has increased from \$500 to \$6,000 in less than five years.
- ...in other parts of the State, land bought at \$125 an acre now sells for \$21,450 per acre.

Your first step to profits like these is to clip and mail the coupon for your free copy of a fact-filled 12-page booklet entitled "Turning Swamps Into Dollars." Do it now!

ELLICOTT
1637 Bush Street
Baltimore 30, Maryland

Rush a copy of "Turning Swamps Into Dollars" to:

Name

Address

City..... Zone..... State.....





In putting up ceiling tile, the easy way is the approved way . . . with DUO-FAST Tackers and resin-coated DUO-FAST Staples.

Tacking up polyethylene and other vapor barrier materials is easy with DUO-FAST. One hand does the job.

Use of long, heavy DUO-FAST Staples assures good installation of cornerite and metal lath.

Stapling up low-voltage, electric radiant heat cable is safe, fast and easy . . . the one-hand DUO-FAST way.

Application of shake undercoursing to sidewalls is a snap with the DUO-FAST Hammer Tacker.

Insulation work of all kinds is done faster, easier with DUO-FAST Hammer or Gun Tackers.

With DUO-FAST Automatic Tackers . . .
**do these 6 homebuilding jobs
 in half the time (or less)!**

Shown here are just a few of the jobs on which DUO-FAST Automatic Tackers can save you money by saving time. There are literally hundreds more.

DUO-FAST one-hand method leaves one hand free to hold the work. You multiply your fastening speed . . . and get a better job in the bargain. (The DUO-FAST method is approved by America's top manufacturers of quality building materials.)

Free Service Policy. DUO-FAST gives you extra savings on maintenance, too. Every DUO-FAST Tacker gives you the extra protection of our famous Free Service Guarantee.

Send today for our Free "Timesavers" Bulletin FT-26. No obligation.

Coming soon . . .
 the New DUO-FAST
 \$-762 Air Stapler
 Drives 1", 1 1/4" and 1 1/2"
 staples (16-ga.) for gypsum
 lath, sheathing, subflooring,
 etc. Watch for it.

DUO-FAST

FASTENER CORPORATION
 3754-64 River Road, Franklin Park, Ill.

DIAL-A-DOOR is a new merchandising piece. When buyers dial the large disc, the different styles of garage doors appear in sequence in the ranch house picture. Is made of 11 pt. board, printed in gay colors and varnish-protected. Frantz Mfg. Co., Dept. AB, Sterling, Ill.

Circle No. M47 on reply card, p. 144

BARRIER FILM BROCHURE details the wide range of uses for this polyethylene vapor barrier film. Sketches typical applications. Describes three types: natural translucent, sunlight-resistant black, and white opaque. Gering Products, Inc., Dept. AB, Kenilworth, N.J.

Circle No. M48 on reply card, p. 144

BATH BROCHURE depicts a complete line of bathtub and shower enclosures. These shower doors and enclosures allow full access to the tub, add functional beauty. Illustrations show models, finishes. R. B. Wyatt Mfg. Co., Dept. AB, 67 Steuben St., Brooklyn 5, N.Y.

Circle No. M49 on reply card, p. 144

BUILDING SPECIALTIES book for '59 totals 65 pages. Profusely illustrated, this reference catalog includes data on door weatherstripping, folding- and sliding-door and cabinet hardware. Macklanburg-Duncan Co., Dept. AB, Box 1197, Oklahoma City 1, Okla.

Circle No. M50 on reply card, p. 144

DECORATIVE PANELS combine screen-printed vinyl butyral plastic between two layers of glass. Door-size safety panels available. Colorful booklet shows nature patterns and geometric designs. Dearborn Glass Co., Dept. AB, 6600 S. Harlem Ave., Bedford Park, Ill.

Circle No. M51 on reply card, p. 144

SAVE MONEY WITH COPPER for plumbing, heating, and a/c systems. *Save on the Home You Build*, a 24-page booklet, contains information on the types of tube for maximum economy and durability. Suggests economical plumbing layouts. Chase Copper & Brass Co., Dept. AB, Waterbury 20, Conn.

Circle No. M52 on reply card, p. 144

LAMINATED PLASTICS for enduring surfaces are described in a Farlite quick reference manual. Shows full-color reproductions of new patterns and colors. Lists grades, finishes, types, and specifications. Farley & Loetscher Mfg. Co., Dept. AB, Dubuque, Iowa.

Circle No. M53 on reply card, p. 144



Gasoline, Diesel, or LP Gas—New Multi-Range 6-cylinder engines for the International 460 Utility—gasoline, Diesel, LP Gas—deliver 61 hp at the fly-wheel, 48 at the drawbar.

New International® 460 Utility tractor

...SMOOTH 6-CYLINDER POWER

with brawn to match!

Add new Multi-Range 6-cylinder power to International's traditional built-in brawn . . . you literally step into a *new world of utility tractor performance!*

Here's sensationally **SMOOTH** power, virtually vibration-free, to lessen operator fatigue and thus step up daily output. It's *economical* power, because new Multi-Range design delivers remarkable fuel economy at every load range. It's *flexible* power, with instant governor response to load demand at any engine speed from 900 to 1,800 rpm. And it's power, *balanced* with built-in brawn, that delivers over 48 drawbar horsepower for the widest range of heavy-duty utility tractor work.

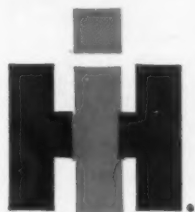
Ask your IH dealer to demonstrate the new 460 Utility . . . or others in the complete International line, 12.8 to 72.5 bare engine hp. For free catalog, or name of your nearest IH dealer, write International Harvester Company, Dept. AB-3, P. O. Box 7333, Chicago 80, Illinois.



Built-in brawn means tractor strength and stamina to handle big buckets on heavy-duty International Pippin or International Wagner backhoes—sizes for trenching to grade 10, 12½, or 13¼ feet deep.



New Fast Reverser Unit speeds up shuttle-type operations. In each of five gears, the reverse speed is 22 per cent faster than the forward speed in that gear.



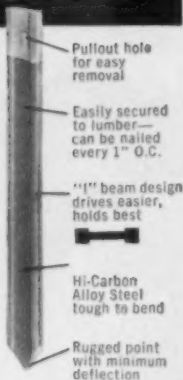
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**INTERNATIONAL
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International Harvester Company products pay for themselves in use—Farm Tractors and Equipment . . . Twine . . . Commercial Wheel Tractors . . . Motor Trucks . . . Construction Equipment—General Office, Chicago 1, Illinois

SYMONS Steel Stake

**Can Be
Reused
Indefinitely**

Drives easily into hard earth. Can be used for practically any type of stake work. This popular item is available in 12", 18", 24", 30", 36" and 42" sizes.



Symons

SYMONS CLAMP & MFG. CO.
4261 Diversey Ave., Chicago 39, Ill., Dept. C-9
We will send contractors a sample 12", 18" or 24" stake if request is received on company letterhead. Please include 50c for 12", 75c for 18", \$1.00 for 24" to cover cost of postage and mailing.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____



A NEW Gaslite

INCORPORATING
THE MOST
ADVANCED FEATURES
AND DESIGNS
IN DECORATIVE

Outdoor Lighting



LOOK FOR THE NAME



for information write:
ARKLA AIR CONDITIONING CORP.
SALES OFFICES: LITTLE ROCK, ARK.

CATALOGS . . .

RADIAL SAWS that perform 42 different woodworking operations are described in a new folder from Delta. The two-color catalog describes two of the company's units: the 10" portable, and its new "Super 900" 9" model. Rockwell Mfg. Co., Dept. AB, 498 N. Lexington Ave., Pittsburgh 8, Pa.

Circle No. M54 on reply card, p. 144

FOAM CONCRETE, a light-weight insulating concrete for roof decks and roof insulation, provides permanent, economical construction. New technical bulletin R411 illustrates the advantages and uses. Mearl Chemical Corp., Dept. AB, 220 Westfield Ave., Roselle Park, N.J.

Circle No. M55 on reply card, p. 144

FOR REMODELING. . . here's a cost-cutting panel. Low-cost panel is prefinished . . . saves the cost of paint. Illustrated literature gives details on this Thrif-Tone paneling. Photos show easy application. Forest Fiber Products Co., Dept. AB, P.O. Box 68-F, Forest Grove, Ore.

Circle No. M56 on reply card, p. 144

POWER TOOL buying guide includes pictures of 14 popular portable electric tools. Is complete with specifications. This 12-page booklet gives pointers on what to look for when buying power tools. Porter-Cable Machine Co., Dept. AB, 132 Exchange St., Syracuse 4, N.Y.

Circle No. M57 on reply card, p. 144

STANDARD CURTAIN WALL SYSTEM for one- and two-story commercial construction is announced in new eight-page catalog. Reynolds Aluminum Economy Wall offers important savings in material and labor. Reynolds Metals Co., Dept. AB, Richmond 18, Va.

Circle No. M58 on reply card, p. 144

YEAR-ROUND A/C for home comfort is sketched in handy brochure. Describes versatile Vornado heat pump with applications for homes, offices, stores and schools. Gives material specifications. O. A. Sutton Corp., Dept. AB, 1812 West 2nd St., Wichita 1, Kans.

Circle No. M59 on reply card, p. 144

VERSATILE STROKE SANDER presented in new illustrated catalog sheet. Lists many uses for this 6"x60" hand-stroke belt sander. Features include a machine-tool type base, free-rolling work table. Boice-Crane Co., Dept. AB, 966 W. Central Ave., Toledo 6, Ohio.

Circle No. M60 on reply card, p. 144

"TROUBLE SAVER"



**adjustable
STEEL TRESTLES
and SCAFFOLDING
ACCESSORIES
save time, money
and manpower**

Ideal for plastering, painting, roofing and siding contractors—"Trouble Saver" Trestles and Scaffolding Accessories are strong, durably-made, adjust quickly to meet all type of on-job conditions. Write for a copy of Catalog M-R which contains complete details and descriptions.

BIG NEW CATALOG NOW AVAILABLE

THE STEEL SCAFFOLDING CO., Inc.

Route 119 North, P.O. Box 1792, Dept. AB
Uniontown, Pennsylvania
Gentlemen: Kindly send us a copy of catalog M-R

Name _____ Title _____
Company _____
Address _____
City _____ Zone _____ State _____

SEND
FOR
YOUR FREE
COPY TODAY!

OLIVER



ALL-PURPOSE COST-CUTTER FOR BUILDERS—THE OLIVER 550



Available also as a fork lift, the Oliver 550 is ideal for handling and transporting building materials—in the yard or at the job site.

Whatever the work around the building site, the Oliver All-Purpose 550 is the practical, low-cost answer.

It has the power—35 hard-working h.p., gasoline or diesel—with the *built-in*, automatic hydraulic system for smooth, positive control of all equipment.

It has the speed—six forward speeds and two reverse—with straight-through shift from first to low reverse to save time and maneuver easily in close quarters.

It has the versatility—with a complete line of attachments including loader, trencher, front- or rear-mounted blade, scraper, scarifier, etc., to handle any job from digging laterals to driving posts. It's your handiest power—and your best buy.

See your nearby Oliver distributor today. Or write us for literature. Ask for Bulletin I-971.



THE OLIVER CORPORATION

Industrial Division, 19300 Euclid Ave., Cleveland 17, Ohio

a complete line of industrial wheel and crawler tractors and matched allied equipment

How to make money from a

In 1953, the land shown in the circle at right was a liability. To Place Construction Co., South Bend, Indiana, it was a useless three-acre swamp in McKinley Terrace, a new subdivision they were planning to develop.

Today that same "worthless" land represents pure profit. It has yielded thousands of yards of fertile topsoil. It has become a three-acre lake (known locally as the "lagoon") which has raised the value of each of the dozen lots around it. And it serves as a storm-sewer system that has saved Place & Co. thousands of dollars.

"To begin with, we didn't want the swamp," says Andy Place, company president. "We wouldn't buy it, so the owner gave it to us. It cost us nothing, but it was still a swamp, full of cattails, sitting in the middle of our subdivision."

"Useless" swamp begins to pay

However, the swamp soon began to change from a liability into an asset. First, it paid off in 8,000 yards of topsoil—enough for 80 houses. This would have cost about \$3,000 to buy.

Removing topsoil from the swamp created a large, clean basin. This promptly filled, to become a lake. So Place & Co. added \$200 each to the prices of 12 newly created "lakeside" lots. The swamp had paid off another \$2,400.

But the jackpot was still to come. When the lagoon was turned into a storm sewer, by the most conservative estimate it saved the company \$20,000.

"We started building a sewer lift station," says

Andy Place, "to handle both sanitary and storm sewage for the first 300 houses. But we found that with a little grading, the whole development could be drained into the lagoon. This would allow the equipment for the first 300 houses to handle the sanitary sewage for all 800 houses in the project." FHA, VA, and the City of South Bend readily approved the idea, which was finally worked out like this:

Lagoon holds storm water

As the drain chart on the opposite page shows, all streets in McKinley Terrace drain towards the lagoon. In a cloudburst, water flows through the streets to the lagoon spillways. This adds no new problems, since even with a normal system of catch-basins, heavy rains would flood the streets. The lagoon acts as a retaining basin, holding excess water until it can be pumped out.

"With a 2-in. rainfall," says Place, "the lagoon would rise only about 7 ft., which is less than its capacity. There is a 10-in. outfall line from the lagoon into the sanitary system, with a check valve so the sanitary won't back up. Two 750-gallon-a-minute pumps in the lift station can empty the lagoon at two-and-a-half million gallons a day. Assuming that the 2-in. rain would put some 15 million gallons into the lagoon, we could pump it out in less than a week. Actually, in the worst storms, we've never had to pump for more than three days."

For more about Andy Place and his operation, see the Cover Story starting on page 87.



◀ **STRAINER SITS** atop the 10-in. outfall line which goes from lagoon to lift station pumps. In dry weather, water level is well below it, as shown here. In wet weather, outfall acts as an overflow, holding the water level at strainer height.

RED LINES and arrows show the drain-off pattern of McKinley Terrace. Streets are graded so that storm water will eventually drain into the lagoon, shown in the circle at right. Dotted line is the sanitary sewer running from lagoon to city treatment plant. ▶

piece of "worthless" land

MONEY
MAKER

48



Reflection of Quality in Garage Doors

No matter how you look at it, a RO-WAY Garage Door reflects the finest in quality.

In styling, for example, you can see at a glance how its clean, simple lines enhance the design of the homes you build.

In construction, its selected woods and husky hardware are put together with cabinet-maker skill for lasting service . . . muntins, rails and stiles precision squared for perfect fit; mortise and tenon joints both glued and steel pinned for extra strength; sections rabbeted to make weather-tight joints; surfaces smoothly sanded for finest finish.

In operation, too, every RO-WAY door is unsurpassed. With specially designed Taper-Tite track, ball bearing rollers, and springs tension-balanced to the weight of the door, smooth, quiet performance is assured for years.

Yet, with all this quality RO-WAY garage doors are competitively priced. So why settle for less? Call your RO-WAY distributor for full details—he's listed in the Yellow Pages.

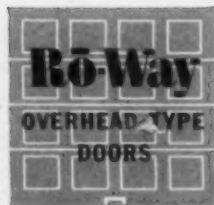
For added convenience, install the famous RO-WAY Model 80 Electric Operator with push-button or remote radio control

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for every Doorway!

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NEW**

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FORD

FOR '59

**FORD
10 FT
BACKHOE**

**FORD
12 FT
BACKHOE**

**FORD
14 FT
BACKHOE**



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THE LINE FOR

'59

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**NEW FORDSON
POWER MAJOR
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Tractor and Implement Division, Ford
Motor Company, Birmingham, Michigan.

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MORE MONEY!**

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**FORD
10 FT
BACKHOE**

**FORD
12 FT
BACKHOE**

**FORD
14 FT
BACKHOE**

**ALL FORDS ARE
ENGINEERED FOR:**

● **Fast Digging**

Long reach, free drop, unmatched bucket capacities, positive swing and boom control, Ford's exclusive placement of pivot points and hydraulic cylinders — all work together for faster production and greater lengths of trench from a single setting.

● **Precision Digging**

Instant, accurate control of boom, dipstick and bucket lets you hold trench floors to exact grade, dig plumb walls and square corners, work around underground lines, reduce costly hand finishing.

● **Problem Digging**

Wide-stance stabilizers and full-power 185° swing are among the many superior Ford features which help you undercut paved surfaces, dig at full speed on slopes or at right angles, work close to buildings, in cramped quarters, on soft ground.

FORD 10 FT. BACKHOE

Dimensional specifications with Ford Workmaster Tractor

Transport length: 17'1"	Reach outside tire @ 90°: 11'6"
Transport height: 10'4"	Hydraulic pump capacity: 14 gpm @ 1700 rpm
Seat to ground: 54"	Stabilizer, lift, bucket and crowd cylinders (double acting): piston 3" dia., rod 1 3/4" dia.
Axle to swing post: 3'2"	Swing cylinders (single acting): piston 3 1/2" dia., rod 1 1/2" dia.
Max. reach from axle: 17'4"	
Reach, pivot to bucket teeth: 14'2"	
Max. undercut forward of pivot: 5'7"	

Features offered by all Ford 10', 12' and 14' backhoes are listed on last page.

FORD 10 FT. COMPARISON CHART

FEATURE	FORD 10'	BACKHOE A	BACKHOE B
Max. length 40" excavation.....	14'3"	11'1"	11'
Max. digging depth.....	10'8"	9'8"	9'8"
Max. reach from swing post.....	14'2"	12'4"	13'
Max. swing.....	185°	140°	180°
Max. loading height.....	9'5"	7'4"	8'6"
Ground clearance.....	13 1/2"	10"	6"
Max. stabilizer spread.....	120"	78"	83"
Min. stabilizer spread (transport).....	77"	77"	84"
Approx. weight (installed with bucket).....	2397 lbs.	2110 lbs.	1725 lbs.
Struck capacity (cu. ft.)			
12" ditching bucket.....	2.5	2.3	1.75
18" ditching bucket.....	4.5	3.2	2.75
24" ditching bucket.....	6.0	4.5	3.75

INTEGRATED HYDRAULIC PACKAGES

Ford backhoes use an integrated hydraulic system with front-mounted loaders; or are supplied with separate pump, drive and reservoir for tractors without loaders:

- 1 Ford 10' Backhoe with Ford Extra Heavy Duty Loader on Ford NAA, 600, 601, 800 and 801 Tractors.
- 2 Ford 10' and 12' Backhoes with same loader on same tractors, but with bigger pump.
- 3 All Ford Backhoes with or without Ford Super-Duty Loader on Ford Industrial Tractors.
- 4 All Ford Backhoes without loader on Fordson Major Diesel and Fordson Power Major Tractors.



**FORD
12 FT
BACKHOE**

**FORD
14 FT
BACKHOE**

ALL FORDS ARE ENGINEERED FOR:

● **5-Minute "Quick Hitch"**

Ford has a clamp-type hitch, uses no pins or bolts. One man can put the backhoe on or off in minutes, right on the job. It takes no special tools or equipment. There's no interference with Ford's 3-point hitch. It's ready for work with commonly used rear tools as soon as the backhoe is removed.

● **Unmatched Stability**

Ford stabilizers are 10' apart when working—widest stance on the market. Stabilizers retract without manual adjustment to 77" width, carried high and close to tractor tires for transport and front loader work. Choice of five stabilizer plates—standard, sand, spike, street and special cemetery.

● **Cushioned "No Drift" Swing**

Short, single-link control of boom pivot helps keep swing system snug fitting, prevents swing drift. Automatic braking prevents slamming load into extreme swing limits in normal operations.

FORD 12 FT. BACKHOE

Dimensional specifications with Ford Powermaster Tractor

Transport length: 16'10"
 Transport height: 11'5"
 Seat to ground: 54"
 Axle to swing post: 3'2"
 Max. reach from axle: 19'
 Reach, pivot to bucket teeth: 15'10"
 Max. undercut forward of pivot: 5'10"
 Reach outside tire @ 90°: 13'1"

Hydraulic pump capacity: 14 gpm @ 1700 rpm
 Stabilizer, lift and crowd cylinders (double acting): piston 3½" dia., rod 2" dia.
 Bucket cylinders (double acting): piston 3" dia., rod 1¾" dia.
 Swing cylinders (single acting): piston 4" dia., rod 1½" dia.

FORD 12 FT. COMPARISON CHART

FEATURE	FORD 12'	BACKHOE C	BACKHOE D	BACKHOE E	BACKHOE F	BACKHOE G	BACKHOE H
Max. length 40" excavation.....	16'3"	13'2"	11'	11'	12'4"	12'11"	11'8"
Max. digging depth.....	12'5"	11'	11'5"	11'5"	12'7"	11'6"	12'
Max. reach from swing post.....	15'10"	15'11"	13'10"	13'10"	15'7"	15'5"	14'4"
Max. swing.....	185°	180°	140°-180°	180°-200°	180°	180°	188°
Max. loading height.....	10'7"	10'	8'2"	7'11"	9'1"	7'5"	9'11"
Ground clearance.....	13½"	11"	10"	10"	N.A.	10"	12¼"
Max. stabilizer spread.....	120"	95"	86"	86"	102"	110"	98"
Approx. weight (installed with bucket)	2685 lbs.	N.A.	1900 lbs.	1900 lbs.	2095 lbs.	2969 lbs.	3001 lbs.
Struck capacity (cu. ft.)							
12" ditching bucket.....	2.5	2.5	2	2	2	2	2
18" ditching bucket.....	4.5	4	3	3	3.5	3.25	3.5
24" ditching bucket.....	6	5.5	4.5	4.5	5	4.5	5

FORD 14 FT. BACKHOE

Dimensional and performance specifications with Ford Industrial Tractor

Transport length: 18'4"
 Transport height: 12'7"
 Seat to ground: 54"
 Axle to swing post: 3'2"
 Max. reach from axle: 20'8"
 Max. undercut forward of pivot: 5'10"
 Reach outside tire @ 90°: 14'10"
 Hydraulic pump capacity: 16.4 gpm @ 1700 rpm
 Stabilizer and bucket cylinders (double acting): piston 3½" dia., rod 2" dia.
 Lift and crowd cylinders (double acting): piston 4" dia., rod 2¼" dia.
 Swing cylinders (single acting): piston 4½" dia., rod 2" dia.

Max. length 40" excavation: 16'2"
 Max. digging depth: 14'1"
 Max. reach from swing post: 17'6"
 Max. swing: 185°
 Max. loading height: 11'8"
 Ground clearance: 13½"
 Max. stabilizer spread: 120"
 Min. stabilizer spread (transport): 77"
 Approx. weight (installed w/bucket): 2905 lbs.
 Struck capacity (cu. ft.)
 12" ditching bucket: 2.5
 18" ditching bucket: 4.5
 24" ditching bucket: 6.0
 24" high capacity ditching bucket: 7.0

NO

FORD 14 FT. COMPARISON CHART

(there's never been anything approaching this model short of big expensive equipment)



FORD
14 FT
BACKHOE

ALL FORDS ARE ENGINEERED FOR:

● **Four Major Lift Advantages**

1. Power from largest side of piston on lift, when meeting most resistance.
2. Straight-up transport position, better stability.
3. Excellent dump height.
4. Unmatched reach for undercutting forward of tractor rear axle.

● **Four Major Crowd Advantages**

1. Power from largest side of piston on crowd, when meeting most resistance.
2. Excellent leverage provided through entire crowd stroke.
3. Directs resistance force back to heavy boom, not to dipper stick.
4. Permits combination of work actions for efficient, faster digging.

● **Four Major Curl Advantages**

1. Power from largest side of piston when curling bucket through ground resistance.
2. Precise bucket positioning.
3. Maintains high average tooth force during bucket rotation.
4. Clean sweep action; no interference; no heel drag.

No matter what kind of HOLE, consider the WHOLE . . .

HERE ARE 55 EXCELLENT REASONS WHY A FORD BACKHOE WILL DO YOUR JOB BEST!

Quick Hitch

1. Close-coupled for good balance, stability.
2. Clamp-type hitch; no pins or bolts.
3. One man puts on or off in 5 minutes; no special tools.
4. Self-storing unit.
5. No need to disconnect pump drive; just connect uncoupled lines together and oil recirculates.
6. No interference with 3-point hitch; always ready for action.

Cool Hydraulic System

7. Clean design, shortest possible lines, no sharp bends. All help keep oil cool.
8. Ample oil capacity to provide full flow, maximum cycle speeds, and to prevent pump cavitation.
9. Six-spool multi-purpose body valve for top speed cycling, positive control, excellent throttling.
10. Main relief valve backed up by separate relief valves in hydraulic lift and crowd circuits.
11. No pipe, pipe threads or pipe fittings; all straight threads with "O" rings or tube fittings. Tight seal, easy service.
12. Minimum number of hose sizes to simplify owner maintenance.
13. All lines short as possible to reduce friction power losses.
14. Double acting cylinders throughout except for single acting swing cylinders.
15. All cylinders positioned for maximum force during stroke of greatest resistance.
16. Chevron type packing with phenolic resin back-up rings.

Rugged Construction

17. Backed up by Ford service warranty; one-stop parts and service; traditional good trade-in value.
18. Large replaceable pivot pins and case-hardened bushings at all wear points.
19. Hydraulic lines inside box members for protection where possible.
20. Control shroud cover easily removed to service plumbing.
21. Heavy duty swing post is shock resistant malleable iron casting.
22. Main swing pivot pins 1 1/4" dia.; special thrust washer in upper bearing resists wear from boom swing.
23. Boom, dipper stick and stabilizer arms all welded high strength box sections for maximum brawn, minimum weight.
24. Box section reinforcements at main pivot points of swing post, boom and dipper stick.

Operator Convenience

25. All models have adjustable, full-cushioned seat with back rest.
26. Plenty of leg room on anti-skid deck.
27. Superior work visibility.
28. Easy to reach tractor throttle, loader controls, etc. from seat of backhoe.

Unmatched Stability

29. Widest stabilizer stance on market.
30. Narrowest stabilizer transport width on market.
31. Individual control of stabilizers for leveling on slopes, uneven ground.
32. Wrist action pivot between each arm and stabilizer pad gives full ground contact.
33. Choice of five stabilizer pads to adapt for any type of work.

Superior Lift

34. Hydraulic power from big end of piston on lift stroke, when boom meets greatest resistance.
35. Free fall for speed and breaking ground.
36. Straight-up boom transport; closer to tractor center of gravity for stability.
37. Unmatched dump height.
38. Unmatched undercutting capacity.

Superior Crowd

39. Hydraulic power from big end of piston on crowd stroke, when dipstick meets greatest resistance.
40. Crowd force directed to lower end of dipper stick, near bucket pivot.
41. Cylinder location gives excellent leverage.
42. Resistance force transferred to heavy boom, not to dipper stick.
43. Crowd advantages are a vital part of Ford's over-all digging efficiency, permit faster production.

Superior Curl

44. Four-bar actuating linkage gives precise bucket positioning.
45. Hydraulic power from big end of piston when curling teeth through greatest resistance.
46. Maintains high average bucket tooth force.
47. Clean sweep action; no interference; no heel drag.

Biggest Bucket Capacities

48. Choice of 12", 18" and 24" standard ditching buckets; 24" high capacity ditching bucket for 14' model; 32" and 36" bell hole and cemetery buckets.
49. Replaceable wear points on teeth; bucket mouth flared to reduce friction.

Superior Swing

50. Positive, instant control; no delay getting bucket back into trench for another payload.
51. Fine throttling or feathering of swing control valve.
52. Combination flow and cushion valve maintains a solid oil circuit, prevents drifting.
53. Short, single-link connection between each cylinder and swing post; no chain or cable to wear excessively.
54. Short linkage reduces number of pivot points to four.
55. Retarding device on swing control lever automatically brakes swing to prevent slamming into stops. Operator can over-ride to get maximum swing.

Ask your Ford Tractor and Equipment Dealer for more detailed specifications and literature on these new backhoes as well as for all the other new tractors, loaders and matching equipment in Ford's new line for '59. See him today, or write to Ford Motor Company, Industrial Sales Department, Birmingham, Michigan.

Design, materials and/or specifications are subject to change without notice and without liability.

YOU SEE MORE
FORDS
BECAUSE THEY SAVE
MORE MONEY!



For the Construction Industry . . . the big news for 1959 is

JOHNS-MANVILLE FIBER GLASS

With L·O·F Glass Fibers Company joining the J-M family, your Johns-Manville Representative can now serve you with quality J-M fiber glass construction materials for these services:

Home insulation—lightweight *J-M fiber glass* insulation provides year-round comfort . . . improves efficiency of heating and air-conditioning systems. Exceptionally resilient and compressible, it saves space in transit and in storage.

Plumbing, heating and air-conditioning systems—lightweight, easily handled *J-M*

fiber glass pipe insulations, duct liners and wraps.

Sound control—large size, attractive, non-combustible *J-M fiber glass* panels for acoustical ceilings.

Skylights, partitions, awnings—shatter-proof, translucent *J-M Corrugulux®* panels reinforced with *J-M fiber glass*.

Underground pipe protection—a complete line of *J-M fiber glass* wraps for reinforcing and shielding coatings on pipe lines.

All buyers of fiber glass products will now be served by an enlarged field staff

of Johns-Manville sales and technical personnel operating out of 56 sales offices. This news means expanded distribution facilities . . . the addition of 7 strategically located plants . . . an expansion of research and development of fiber glass products.

Call your Johns-Manville Representative or write to Johns-Manville, Box 16, New York 16, New York. In Canada, address Johns-Manville Company, Limited; 565 Lakeshore Road East, Port Credit, Ontario.

JOHNS-MANVILLE



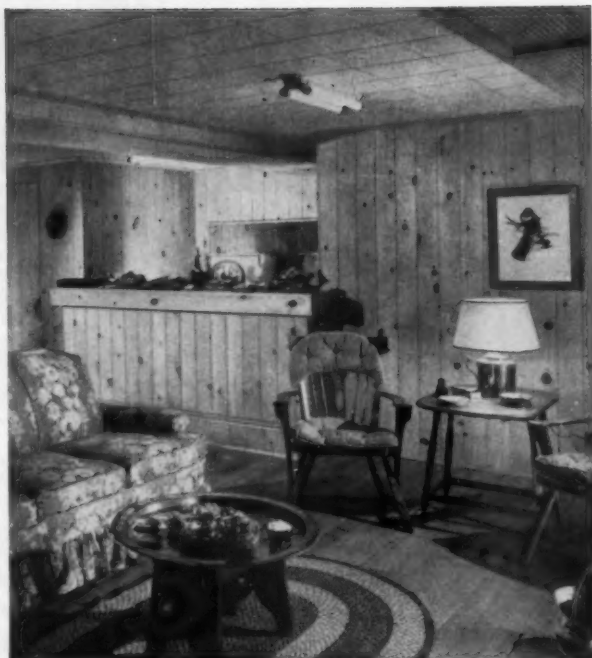
Weyerhaeuser 4-Square
IDAHO WHITE PINE
AGAIN IS PLENTIFUL

in Sterling and Standard Grades

● Builders are receiving this news with great enthusiasm . . . Weyerhaeuser 4-Square Idaho White Pine is again readily available in Sterling and Standard grades. These grades are ideal for paneling, cabinets, interior and exterior trim, built-ins, boards and battens, and for scores of other uses.

Because Idaho White Pine serves many uses so well, is easy to work, and possesses enduring beauty, builders and owners prefer this fine species.

That is why builders are glad to know that a plentiful supply of Weyerhaeuser 4-Square Idaho White Pine is **READILY AVAILABLE** in the yards of their retail lumber dealers.



Weyerhaeuser **4-SQUARE**[®]

LUMBER AND BUILDING PRODUCTS



IDAHO WHITE PINE

First Choice FOR MANY USES

Carpenters enjoy working with Idaho White Pine. It saws easily and sands quickly to a smooth finish, nails well, and takes stains and paints beautifully.

Builders use Weyerhaeuser 4-Square Idaho White Pine with full confidence because it serves well for a broad range of uses . . . outside and inside. It is the fine species that has always delivered extra building and decorative values for which white pine has been famous for generations. Many builders rely on it as their preferred multi-purpose lumber.

Your Weyerhaeuser 4-Square Lumber Dealer will be glad to inform you as to the many desirable Idaho White Pine items which are readily available in Sterling and Standard grades.



Weyerhaeuser Sales Company

FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA

Cut Costs from the ground up

with **JOHN DEERE**
Tractor-Loaders



Pass the shingles . . . finish-grade the grounds and driveway . . . seed the yard! From the day the foundation is staked out, to the moment the home is sold, the engine hardly cools on this versatile John Deere Tractor. It makes short work of landscaping, keeps materials moving, man power busy and productive, too.

The weight and size of John Deere Industrial Tractors make them ideal for use by builders. You can work close to foundations and grade over septic systems without danger. Fuel economy is outstanding in both Diesel and gasoline models. And all units, available with a wide choice of equipment, can be purchased through the John Deere Credit Plan.

Ask your John Deere industrial dealer for a demonstration on your job!



THE JOHN DEERE 71 LOADER

- Heaped Capacity 5/8 yard
- Full Height Lifting Capacity 2000 lbs.
(Breakaway Lift, 3600 lbs.)
- Maximum Dumping Height 9 feet, 7-1/4 inches
- Positive Shakeout Action, Welded-on Cutting Edge



THE CRAWLER-MOUNTED 831 Loader

Dumped from full-height position, the 7/8-yard bucket returns to 9-degree digging angle by boom control only. In grading, boom control alone raises and dumps bucket. Rollback of 35 degrees at ground level for great breakout power.



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Universal...the quality built-in now in gas or electric!



New styling...new versatility...famous for quality for nearly 4 generations

New Universal built-in gas ranges—only Universal offers such a wide choice of customized arrangements . . . 14 new two-burner, four-burner and griddle surface cooking units; five new oven-broiler units. Famous “air-conditioned” oven, smokeproof broiling, “obedient burner” top cooking.

New Universal built-in electric ranges—versatile surface cooking units can be installed for either front or rear control location. Hinged, flip-up “Quick-heat” element design permits easy, fast cleaning of spill-overs. Each element has exclusive “on” indicator. Choose from two double oven, two single oven models.



Now gas and electric units are interchangeable!

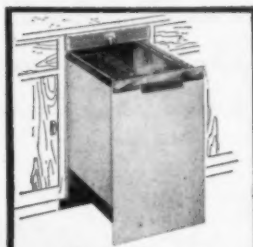
Gas and electric ovens and surface cooking units are fully interchangeable . . . all are drop-in units that fit standard cabinets. Available in your choice of five beautiful decorator colors: canary yellow, petal pink, turquoise green or copper-tone porcelain and satin-finished chrome.

Advertised in leading national magazines

UNIVERSAL

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700 N. Sacramento Blvd., Chicago 12, Illinois. Phone VAn Buren 6-4600



Universal Built-in Automatic Dishwashers

Exclusive “Jet-Torque” washing action, stainless steel construction, full-capacity compact design. Washes service for eight, yet requires only 18” of cabinet space. Decorator colors.

new
**GEORGIA - PACIFIC
FACTORY-SEALED
REDWOOD SIDING**

**PLAN NOW! CUT COSTS ON
SPRING BUILDING!**

Georgia-Pacific's immersion-sealing process coats bevel siding both front and back. Paint or stain flows on faster, covers better, lasts longer. No back-priming is needed, saves one front coat of paint! New sealer also prevents water spotting, superficial black stains, inhibits mold.



For specification data, refer to Sweet's
Light Construction File, Sect. 3A

Weatherproof Packaging

New plastic-coated, heat-sealed package protects this siding at job site. You can take delivery early, be ready to work in good weather. New package cuts handling time, prevents damage and marring loss.

Georgia-Pacific, Dept. AB359, Equitable Bldg., Portland, Ore.
Please send me complete information and nearest source
for new Factory-Sealed Redwood Bevel Siding.

Name _____

Firm _____

Address _____

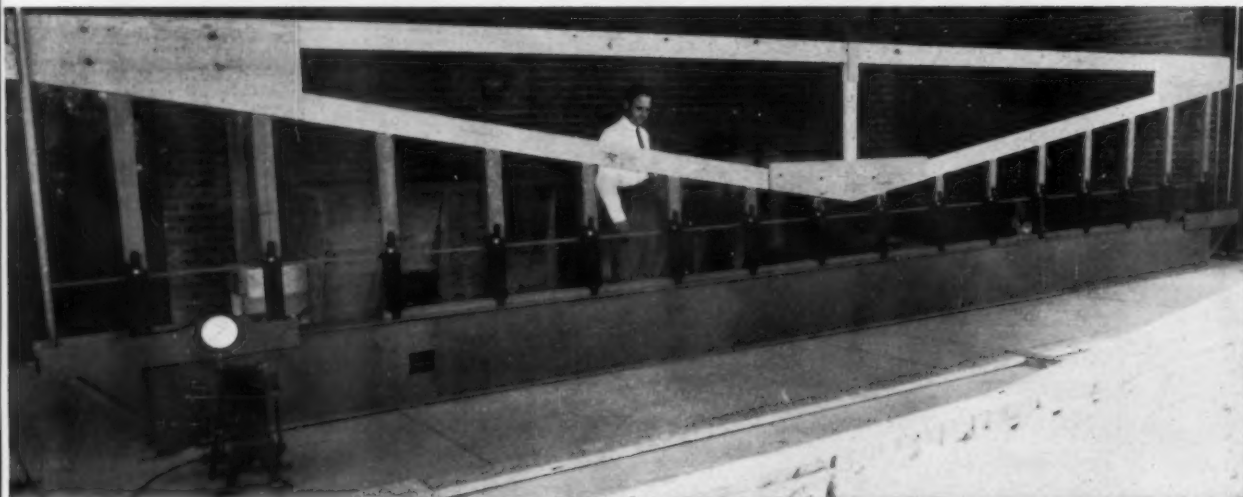
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MONEY
MAKER

49

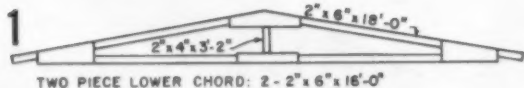
A newly designed 32'8"

Here the truss is being tested in the Research Laboratory



SIXTEEN LOADING CYLINDERS spaced 2 ft. o.c. and connected to pump in the foreground simulate a continuous roof load on the truss. Such tests made by Professor Stern

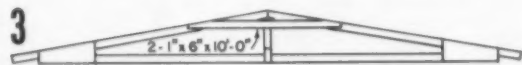
showed that a 32'8" king-post truss weighing 200 lbs. can support from 5½ to 7 times the design load of 40 psf, in a center space of 2 ft.

Here are three possible
truss variations:

TWO PIECE LOWER CHORD: 2 - 2" x 6" x 16'-0"



ONE PIECE LOWER CHORD: 1 - 2" x 6" x 32'-8"



RIDGE GUSSET PLATES REPLACED BY COLLAR BEAMS

SKETCHES 1 and 2 need no explanation. In sketch 3 a 1x6 collar beam of 12 bd. ft. replaces 12 sq. ft. of ½" plywood. Pitches for the new king-post truss are from 2-in-12 to 5-in-12. Spans are up to 32'8".

Professor E. George Stern of Virginia Polytechnic Institute has developed a completely new all-nailed king-post truss. He says it will be a first-rate cost saver. Here's why:

1. It is built from stock-length lumber, which eliminates a lot of cutting.
2. Its fabrication requires fewer angular cuts.
3. The new truss requires less lumber than the conventional "W" truss.
4. It has fewer members. This simplifies the builder's handling and fabrication problems.

The new truss is shown on these pages, along with suggested variations which make it adaptable to a wide range of uses. It was developed under the sponsorship of the Independent Nail & Packing Co., Bridgewater, Massachusetts.

The advantages of truss construction were covered in our December issue, in the "Building With Brains" department. Professor Stern says that feature drew 300 requests for more information, from builders.

For more details on the king-post truss shown here, write to Professor E. George Stern, Virginia Polytechnic Institute Wood Research Lab, Blackburg, Virginia.

GUIDE FOR THE MONTH OF MARCH

king-post all-nailed truss

Truss is made with improved nails and single sheet of 4x8' plywood.

IMPROVED NAILS:



1 1/2" for double shear; nail from both sides

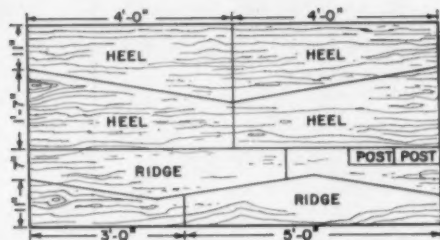


2 1/2" single or double shear; can be nailed from one side



3/4" used for double shear when nailing 1x6 collar beam

1/2" x 4' x 8' PLYWOOD

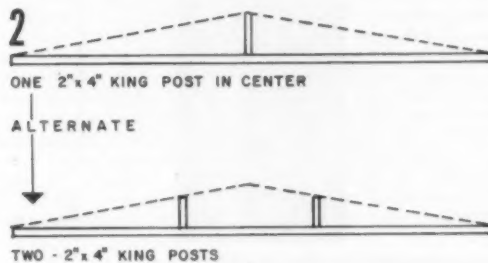


Plywood cutting schedule for king-post trussed rafter with one-piece lower chord member.

SPECIALLY ENGINEERED NAILS (above) permit flexibility of construction. All joints are assembled either with 1 1/2" helically threaded "Hi-Load" nails driven from both sides and loaded in single shear, or with 2 1/2" nails of the same type, driven from one or both sides and loaded in

double shear. The 3/4" nail is used for 1x6 collar plates nailed in double shear. The above cutting schedule is for a trussed rafter with one-piece lower-chord member. As shown, a single sheet of half-inch plywood provides enough gusset plates for a complete truss.

Four easy steps in making king post truss



TURNING POINT for the use of 2x4's as truss members (sketch 1) is the 26' span. For wider spans, use 2x6's. The determining factor here is the snow loading in your locality. Check local codes to see what is required. The double 2x4 king posts (sketch 2, alternate) are for use in nonresidential

buildings, like machinery sheds, chicken houses, or brooder houses where greater strength is often needed. Structures of this type might require hanging a cage or hoist from the ceiling. The 1x6 collar beam is used to form the ridge joint of the double king-post truss.

Look what you can do with these
2 remarkable liquid bonding
agents



FOR AS LITTLE AS 2¢ PER SQUARE FOOT, Weld-Crete and Plaster-Weld enable you to permanently bond concrete, gypsum, lime-putty, acoustical plaster and cement plaster directly to any sound surface . . . including concrete block, concrete slab, cinder block, brick, stucco, masonite, plywood, tile, painted and other surfaces . . . even glass! Job-proved for 9 years . . . today specified and used by leading architects, contractors, builders the country over on thousands of new construction, remodeling and maintenance projects—big and small. A Weld-Crete or Plaster-Weld bond is ageless . . . never lets go! Both Weld-Crete and Plaster-Weld are patented and approved by New York City Board of Standards & Appeals. For complete technical data and unlimited job-proof, see your Building Supply Dealer, consult Sweets, or write us direct. Address Box 5756 F, Larsen Products Corporation, Bethesda, Md.

TYPICAL APPLICATIONS

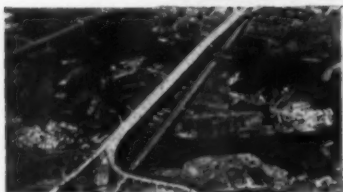


SOUTHERN CALIFORNIA HIGH SCHOOL

One of several California High Schools where Weld-Crete was sprayed on new, smooth tilt-up wall to provide bond for sprayed-on stucco application. Archt.: H. L. Gogarty; Genl. Contr.: J. C. Boespflug Contr. Co.; Plastg. Contr.: A. D. Hoppe Co.

HOTEL LINCOLN, NEW YORK

Remodeled and now known as the Hotel Manhattan. Here Plaster-Weld was sprayed on every interior wall and ceiling to assure lasting adhesion of new white coat over all painted and concrete surfaces. Owners and Genl. Contrs.: Webb & Knapp Construction Company.



GRANVILLE ST. BRIDGE, VANCOUVER, BRITISH COLUMBIA

One of largest 8-lane bridges in North America. Here Weld-Crete was applied to bridge surface to bond cement dividing strips. Genl. Contr.: Dominion Bridge Company.

American
Builder

TRAINING YOUR MEN

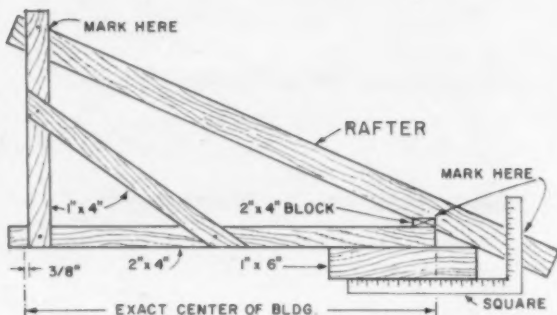
How to do it better

MONEY
MAKER

51

Marking rafters:

Jig is easy to make,
trims cost of roof framing



This jig is a great time saver in cutting the rafters for small buildings.

To use it, lay the rafter on the ground. Put the jig on top of it as shown. After marking the vertical 1x4 according to pitch, move the rafter to the desired position. Now tack the vertical 1x4 to the rafter and mark the ridge cut. (To allow for the ridge board, the distance between the left or outer

edge of the upright and the opposite end of the 2x4 must be exactly $\frac{3}{8}$ " less than one-half the width of the building.)

The heel cut is marked by scribing around the block which is nailed flush to the end of the 2x4. To mark the tail, or overhang cut, hold a 1x6 and a square against the 2x4 and scribe along the edge of the square.

H. Muller, Danboro, Pa.

Hose on pinch bar protects wood surfaces

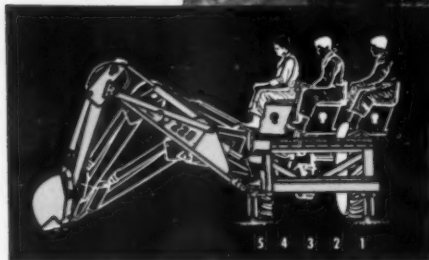


A section of rubber hose slipped over the curved end of a pinch bar will prevent marring of wood surfaces when the bar is used for pulling nails.

If the hose bulges too much where it seats against the surface of the wood, it can be flattened by shaving with a sharp knife. The claws will lie closer to the board, and still protect the wood.

H. J. Gerber, Stillwater, Okla.

the **GREATEST BACKHOE** of ALL!



**GETS READY TO FLUSH DIG
IN LESS THAN 5 MINUTES**

To slide the Davis 220 into any one of five digging positions, simply loosen four cap screws, then move the mast assembly on the slide rail by actuating the boom cylinder. Retighten. Notice how seat moves along with the digging assembly so you sit right over your work for unmatched visibility. Rotary hydraulic boom swing cylinder provides 200° continuous operating arc.



the **POWERFUL** -New **M-F Davis 220**

**with Hydra-Slide Positioning
for Digging Assembly and Operator**

The Davis Backhoe — already accepted as the industry's pattern setter, and the first machine ever to dig flush, has many new functional features that give you more profit-making advantages than any other backhoe.

The new Massey-Ferguson Davis 220 now has "Hydra-Slide" positioning so you can easily move the entire digging assembly — including the operator's seat so you're positioned right over your work — to any one of five digging positions in less than five minutes. You always look directly into the trench when digging and face the bucket when dumping.

It has new power, too, with 14,000 pounds breakaway. Increased operating pressure to 2,150 psi, combined with larger bucket cylinder shaft, gives 50% faster dumping.

All around it's a better, more powerful backhoe, with more utility than any other on the market. A demonstration by your dealer will prove it. **Write for his name.**



MASSEY-FERGUSON INDUSTRIAL DIVISION
1009 SOUTH WEST STREET • WICHITA 13N, KANSAS

**"Our Yellow Pages advertising works
24 hours a day for our 24 hour service!"**



*says Robt. M. Londer, Pres.,
Metro Builders, Incorporated,
Minneapolis, Minn.*

"One very important feature of our business is dependable twenty-four hour service. The best way we know to reach prospects whenever they're looking for a repair contractor is through the Yellow Pages.

"Our Yellow Pages advertising brings emergency calls at all hours. A recent call, I remember, came in at 2 A.M. Of some 100 calls received during a recent wind storm, we traced many to our Yellow Pages advertising. Just one of these jobs more than paid for all the ads."

Advertising in the Yellow Pages pays off round the clock . . . round the year. You reach more prospects at the very time they need your services. Let the Yellow Pages man help you plan a business-building program for you. Call him at the local Bell Telephone business office.



"YELLOW PAGES advertising reminds people to look in the Classified," says Mr. Londer. "And our ads under such headings as CONTRACTORS, GENERAL and ROOFERS, remind prospects to look for us!"

Metro BUILDERS, Inc.

General Contractors

- Insurance Repairs • Emergency Service
- Building • Remodeling
- Painting and Decorating

Estimate Services

Residential and Commercial

2909 NIC. AV.—MPLS

Day or Night Service

TAYLR 7-3693

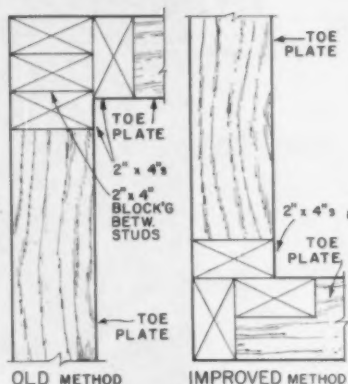
WE'LL
FIX
IT!

Nothing builds business like AWHERENESS—and nothing builds AWHERENESS like the Yellow Pages—the buying guide that tells 9 out of 10 people WHERE to find what they want to buy.

HOW TO DO IT BETTER

(Continued from page 186)

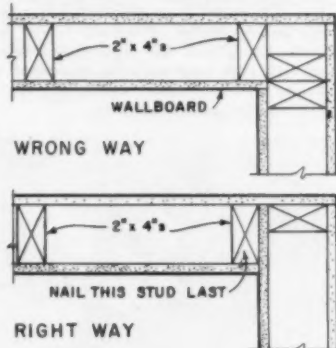
Outside corner blocking is eliminated



With the old type of corner shown above, it is necessary to use at least three or four 2x4 blocks as spacers. The type shown to the right is one I have found quite practical in home construction. It is built up of three 2x4's. Two are nailed as a trough with the third nailed between them. This method is adaptable to inside and outside corners and eliminates blocking.

Warren R. Hobbs, Kingsley, Iowa

Saves one stud in framing closet corners



Instead of using three 2x4's in closet corners, as is common practice, we get the same results with two. First nail the outside 2x4 stud in place. Then run the inside wallboard flush with the outer end of the stud. The second 2x4 is nailed over the wallboard and anchored to the first stud as shown.

S. Clark, East Bradenton, Fla.

"Now I can offer year-round comfort at a price that sells!"

"Last summer I was trying to determine how to include air conditioning in my homes and still sell competitively.

"Gold Bond Super Thick 6" Insulation was the answer. I was able to reduce my cooling equipment costs approximately \$430 per house*...with the help of Gold Bond Super Thick in the ceiling.

"The original 3 ton requirement was reduced to 2 tons and proved more than adequate. It costs me \$220 more for

additional Insulation (6" ceilings—3" sidewalls)...results in a *net* saving of \$210 on each house...a real bonus."

If you are providing air conditioning in your homes, learn how Gold Bond® Super Thick Insulation can save *you* money. And remember, electric heating calls for 6 inches of insulation as the *minimum* requirement for ceilings. For more information, write Dept. AB-39, National Gypsum Company, Buffalo 13, N. Y.

*Based on published statistics. Exact costs vary with locality.



Gold Bond
BUILDING PRODUCTS

a step ahead of tomorrow

"See, it's real *Thermopane*[®] ... that's good!"

This is a man who knows what he wants in a home—and windows glazed with genuine *Thermopane* insulating glass is one of them.

He is but one of hundreds of thousands of prospective home buyers who have been educated to the advantages of *Thermopane* by 16 years of intensive and vigorous advertising in national magazines and on top-rated TV shows.

He knows that with L·O·F *Thermopane* in the windows his family will be warmer in winter, cooler in summer, more comfortable all year 'round. And he knows that he won't have to buy and fuss with storm windows. (That, in itself, is a big sales point!)

There's no better way to merchandise houses than to feature the quality, nationally-advertised materials used in them . . . to prove that you have not used *substitute* materials. We can help you there . . . with literature, signs and displays made expressly for use in model homes. Just phone your local L·O·F Glass Distributor (listed in your phone book yellow pages), or write Libbey-Owens-Ford Glass Co., 339 Madison Ave., Toledo 3, Ohio.

TWO KINDS OF L·O·F THERMOPANE



GlasSeal[®] *Thermopane* for double-hung, casement, awning — many types of opening windows. Super *Thermopane* with *Bondermetic Seal*[®] for picture windows, window walls and sliding glass doors.



Thermopane
INSULATING GLASS

Made in U. S. A. solely by LIBBEY-OWENS-FORD a *Great Name in Glass* Toledo 3, Ohio

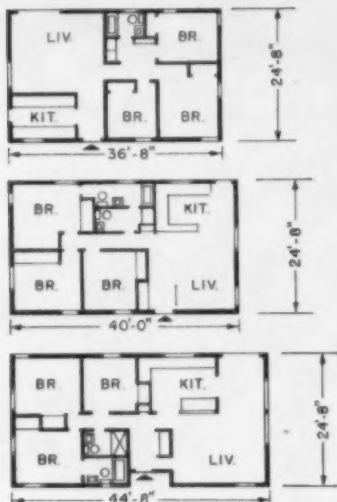


C O S T S A V E R F O R M A R C H

MONEY
MAKER

50

Smart planning with a vibrating screed . . .



MAJOR BUILDING CO. has been pouring 24'-8" concrete slabs in three lengths—36'-8", 40' and 44'-8". A typical 36'-8" slab takes 12 yards of concrete. Screeding time is only 1 hour, using a vibrating screeder made by Stow Manufacturing Co., Binghamton, New York.

. . . saves 16 man-hours pouring project slabs

Here's a way to save time and make better concrete slabs. The Major Building Co., Ansonia, Connecticut, uses 4" slump concrete for their floor slabs. Use of a Stow vibrating screeder (as wide as the building is wide) cut the number of men on

such jobs from 8 to 4. Time required was cut from 5 hours to 1. Time saved: 16 man-hours.

Building Research Institute says a slab made with good compaction is more durable and provides a better base for resilient flooring.



DESIGN OF THE END TRUCKS prevents transmission of beam vibrations to the forms. When the slab has set for 1½ to 2 hours, a Stow Roto Trowel is used to float the floor. Major Building adds 9 gallons of retarder to each truckload of concrete used in this type of slab.





EFFLORESCENCE causes white stains as water penetrates masonry



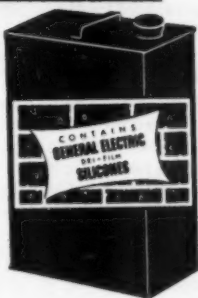
SPALLING AND EROSION resulting from moisture penetration

Guard against all this with a masonry water repellent containing General Electric Silicones



PEELING AND FLAKING of interior paints caused by moisture absorption through exterior walls.

General Electric does not make a water repellent but does manufacture basic silicone ingredients for the finished product. Water repellents made with General Electric silicones are available from leading manufacturers.



Masonry water repellents made with General Electric silicones penetrate deep into the capillary pores of masonry, forming an invisible water-repellent shield.

This silicone shield helps prevent surface salt deposits (efflorescence); retards chipping and cracking; minimizes water penetration and resulting freeze-thaw damage. It helps keep water out, yet permits masonry to breathe—thus protecting interior surfaces against peeling and flaking.

The cost? Surprisingly low when you compare it with the cost of many less effective materials. And this investment seems negligible when compared to costs of masonry repairs and interior decoration. Get the whole story by mailing the coupon below.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

In Canada, write to Canadian General Electric Company, Ltd., Toronto

MARCH 1959

Silicone Products Department, Section 539,
General Electric Company, Waterford, N. Y.

Please send me the complete facts, including guide-form specifications for material and application, on masonry water repellents made with G-E silicones, together with a list of suppliers.

For immediate application

For reference only

Name _____ Position _____

Company _____

City _____ Zone _____ State _____

PLUGMOLD® GIVES MORE OUTLETS FOR LESS MONEY

Time-saving installation on any surface in any building makes PLUGMOLD lowest-cost way to provide plenty of outlets wherever your customers will use several appliances. Many types cover all job possibilities. Ask contractors who have used it!



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THE WIREMOLD COMPANY • HARTFORD 10, CONN.

PLUGMOLD 2000 (UP TO 3 NO. 17 CONDUCTORS)

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VARIOUS SIZES AND SPACING. ALL-STEEL, GROUNDED.

ALL PLUGMOLD IN BUFF OR GRAY PRIME COAT

The Wiremold Company, Hartford 10, Conn.
Please send FREE PLUGMOLD DATA to:

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Company _____

Street _____

City _____

State _____

A5

American
Builder

TRAINING YOUR MEN

Ask the experts...

Remodeling problem:

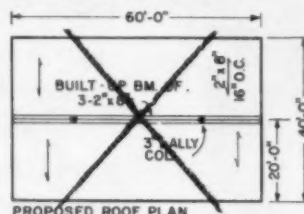
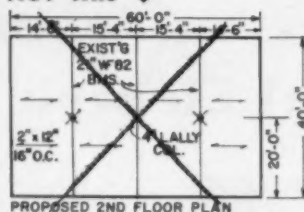
To eliminate two columns would

Cost him \$2,000

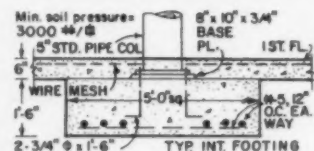
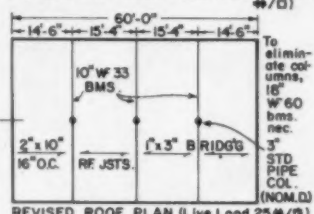
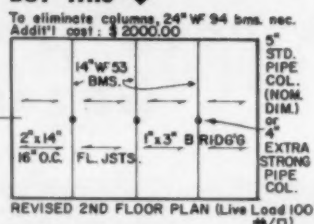
MONEY
MAKER

52

NOT THIS ▼



BUT THIS ▼



QUESTION:

The enclosed drawings show the present building with three steel beams as indicated—a two-story affair with a flat roof. We intend to gut the building and to replace the present 2x8 floor joists with 2x12, 16-in. o.c., covered with subflooring and oak flooring. The roof will give us an 8-ft. ceiling with 2x8 joists, 16 in. o.c.

Now here is the problem: can we get adequate support for the second floor with just one 4-in. lally column located at the center of the second-floor beam and imbedded in 2-ft. thick concrete?

We want to use the upstairs for dancing, parties, and meetings. Homosote on the side walls, with ceiling blocks under the flat roof is proposed.

Carl H. Levy
Wilkes-Barre, Pa.

ANSWER:

The accompanying sketches represent what we feel is your most economical solution.

As you have indicated the roof framing in your drawings, your building will not be structurally sound.

Either turn the beams and joists around, or use a stronger set of joists.

In any case, removal of the two lally columns would increase the cost of your structure by about \$2,000.

George A. Kennedy
Structural Engineer
Chicago, Ill.

(Continued on page 196)



*It's open season
on new
construction business . . .*

with **DODGE REPORTS** to track down your **live prospects**

A good nose for construction news is a big asset to any contractor. But you can't hope to corner *all* your prospects . . . just at the moment they're active . . . no matter how many doorbells you ring or how many rumors you chase.

Dodge Reports lead you straight to in-the-market prospects, so you can concentrate your efforts where they'll pay off.

What are Dodge Reports? They're daily notices — mailed directly to you — telling in advance who is going to build what and where . . . anywhere in the 37 eastern states.

You specify the area and types of jobs you want to cover. Dodge tells you whom to see and when to bid — even who else is bidding — on all phases of construction.

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F. W. Dodge Corporation, Construction News Division,
119 West 40th Street, New York 18, N. Y., Dept. AB-39

Send me the book "Dodge Reports—How To Use Them Effectively" and let me see some typical Dodge Reports for my area. I am interested in the markets checked below.

- House Construction General Building
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Area _____

Name _____

Company _____

Address _____

City _____ Zone _____ State _____



Dodge Reports

For Timed Selling
to the Construction Industry



*the lady goes for eye appeal
..... at eye level!*

You've seen her "warm up" to a house when certain charming *details* catch her eye. Call it feminine psychology... and capitalize on it! Specify for example the new Amerock "Contemporary" pull No. 444 (shown below) for built-ins, cabinets, and furniture. Designed to harmonize with both modern and conventional interiors, it carries the *quality* name in cabinet hardware she knows *best*. Complete range of patterns in Contemporary... Modern... Colonial styling.



ASK THE EXPERTS

(Continued from page 194)

Wants best covering for exposed wood flooring

QUESTION: Can you suggest a material (excluding paint) to protect exposed wood porch floors from weathering?

The Klein Realty Co.
Manchester, N.H.

ANSWER: You can cover wooden flooring of outside porches, sun-decks, etc., with any of the following materials: slate, stone, ceramic tile, brick, terrazzo, each in a setting of mortar. Or you may use concrete or oxychlorided cement floor surfaces. However, be sure the structure of the building has enough strength to support the additional weight.

George A. Kennedy
Structural Engineer
Chicago, Ill.

Can ground water leak be stopped by pressure grout?

QUESTION: I am building a house directly on a rock ledge which permits the entrance of ground water from below. I am installing an appropriate drainage system in the basement. Is there any way of controlling entrance of the water through the ledge.

Ray F. Smith
New York, N.Y.

ANSWER: Perhaps there is an adjacent subterranean stream feeding through this rock ledge. If the pressure of the water is not too great, pressure grouting of the area may divert the water.

George A. Kennedy
Structural Engineer
Chicago, Ill.

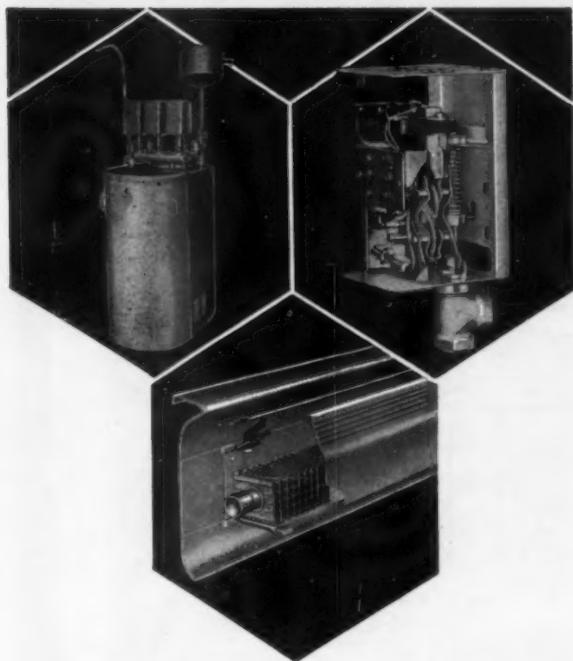
How to write specs for "at cost" charity job

QUESTION: When a builder contracts a new construction job "at cost" for a charitable institution, how are the specifications written for this and how is allowance made for the use of power tools and vehicles?

Joseph A. Bolf
Portland, Ore.

ANSWER: An "at cost" job should have specs written on the basis of time and material, so the contractor would be paid only exact costs of labor plus materials purchased. On use of power tools and vehicles, charges should include fuel, overhead, and normal maintenance and depreciation.

George A. Kennedy
Structural Engineer
Chicago, Ill.



designed for each other!

ONLY EDWARDS has everything for low cost, zone control hydronic heating!

Only Edwards offers a completely integrated, zoned hot water heating system, with components that go together for the life of the system. You shop once for **everything**, get one all-inclusive guarantee. Low initial cost . . . easy installation—2 men do the job in one day! That means higher profits for you and the world's finest zone control baseboard heating system for your customers

ZONE-A-MATIC Heating Unit is guaranteed for 20 years; handles from 1 to 6 pre-wired motorized zone control valves. All-copper tankless hot water heating coil; simple to install, complies with ASME code; completely pre-wired assembly. Automatic air elimination.

MOTORIZED ZONE CONTROL VALVES feature completely enclosed, **hermetically sealed mercury switches**; completely silent with positive shut-off valve. Electric power drawn only during opening and closing. Excellent for hot water or steam systems.

BASEBOARD ELEMENTS are factory cut to any desired length up to 20', making installation simple, economical. No metal to metal contact. Available in white, chrome, copper-tone, and wood-grain.

Write today for full-color broadside!



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TEmples 5-2808



*The
Women's Conference
says:*

"GIVE US GARBAGE DISPOSERS!"

*Proof that thousands of sales-minded builders
have been right about In-Sink-Erator*

Delegates to the Women's Conference on Housing voted the garbage disposer their most-wanted appliance on a list of features wanted for their homes. This was sure to happen, because thousands of sales-minded builders have known from experience how much women detest garbage chores—and how effectively In-Sink-Erator disposers in their kitchens influence women's buying decision!

Now's the time to let In-Sink-Erator help you sell

BECAUSE . . . women definitely want garbage disposers in their homes!

BECAUSE . . . dramatic In-Sink-Erator national ads in VOGUE, HOUSE BEAUTIFUL and SUNSET, and powerful merchandising aids really help you sell!

BECAUSE . . . In-Sink-Erator offers a disposer for every builder need!

In-Sink-Erator
originator and perfecter
of the garbage disposer

See our catalog in Sweet's light construction file; Sweet's architectural file; call your plumber; or write, wire or phone In-Sink-Erator Mfg. Co., Dept. AB-93, Racine, Wisconsin.





Let us send you this NEW DELTA CATALOG

... It puts the world's most complete line of power tools at your finger tips—offers a single source for 53 machines, 246 models, over 1300 accessories. You can match the tool to your job—in woodworking or metalworking—in maintenance, in crating, in production.

Save money because:

- DELTA TOOLS COST LESS TO BUY, OPERATE, AND MAINTAIN
- DELTA TOOLS ARE FLEXIBLE, CAN OFTEN REPLACE COSTLY SINGLE-PURPOSE MACHINES

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Complete descriptions and specifications of every Delta tool and accessory. See the complete line at your nearest Delta Dealer... he's listed under "TOOLS" in the Yellow Pages.

Rockwell Manufacturing Co., Delta Power Tool Division
646C N. Lexington Ave., Pittsburgh 8, Pa.

DELTA INDUSTRIAL TOOLS

another fine product by

ROCKWELL



ESTIMATING TAKE-OFF

(Continued from page 103)

Fabric & Wood 10'x7'8 Folding Door & Acc.	1 unit
Fabric & Wood 6x7'8 Folding Door & Acc.	2 units
Fabric & Wood 5'9x7'8 Folding Door & Acc.	1 unit
Fabric & Wood 3'5x7'8 Folding Door & Acc.	1 unit
Fabric & Wood 3'x7'8 Folding Door & Acc.	1 unit
Fabric & Wood 1'9x7'8 Folding Door & Acc.	2 units
Wood 2'x4'6 Coll. Pull-Down Stairs	1 unit
Aluminum 5" Scaff Screen Panels	55 units
Oak & Mastic Door & Wind. Caulking	270 lin. ft.
1x2" Hardwd. Base Moulding	250 lin. ft.
Metal Finish Hardware	Sum
1/4" Dbl. Glass Window Panes	185 sq. ft.

—ASPHALT & RUBBER FLOOR & BASE TILING—

Asphalt 1/2" Floor Tiling	1,440 sq. ft.
Rubber 4" Wall Base	435 lin. ft.

—CERAMIC FLOOR & WALL TILING—

Ceramic Floor Tiling	90 sq. ft.
Ceramic Wall Tiling	280 sq. ft.
Ceramic Wall Base	45 lin. ft.

—PAINT EXTERIOR & INTERIOR FINISH—

Lead & Oil Clapboard 3 coats	1,420 sq. ft.
Lead & Oil Ext. Millwork 3 coats	740 sq. ft.
Stain & Varn. Int. Millwork 4 coats	700 sq. ft.
Lead & Oil Gyp. Bd. Coll. 3 coats	1,880 sq. ft.
Lead & Oil Gyp. Bd. Wall 3 coats	4,055 sq. ft.
Lead & Oil Ext. Sash 3 coats	165 sq. ft.
Stain & Varn. Int. Sash 4 coats	165 sq. ft.

—METAL & GLASS TOILET ACCESSORIES—

Metal & Gl. 24x12" Med. Cabinet & Mirror	2 units
Chrome Metal Toilet Paper Holder	2 units
Chrome Metal Soap Holder	2 units
Chrome Metal 30" Towel Racks	4 units
Chrome & Cloth 6' Shower Rod & Curtain	1 unit
Chrome & Cloth 5' Shower Rod & Curtain	1 unit
Chrome & Glass 18x36" Bath Mirrors	3 units

—PREFINISHED KITCHEN CABINETS & ACCESS.—

Metal or Wood 2x2x8" Base Cab. & Acc.	1 unit
Metal or Wood 3x2x4" Base Cab. & Acc.	1 unit
Metal or Wood 7'6x2'x3' Sink Cab. & Acc.	1 unit
Metal or Wood 3x2x3" Range Cab. & Acc.	1 unit
Metal or Wood 2x6x2" Oven Cab. & Acc.	1 unit
1/4" Hardb. & Wood 7x5x1'2 Wall Cab. & Acc.	1 unit
1/4" Hardb. & Wood 3x2x1'2 Wall Cab. & Acc.	1 unit
1/4" Hardb. & Wood 2x3'6x1'2 Wall Cab. & Acc.	3 units
1/4" Hardb. & Wood 3x2x1'2 Wall Cab. & Acc.	1 unit
Ferroc Kitchen Counter Tops	25 sq. ft.

—PLUMBING SYSTEM & FIXTURES—

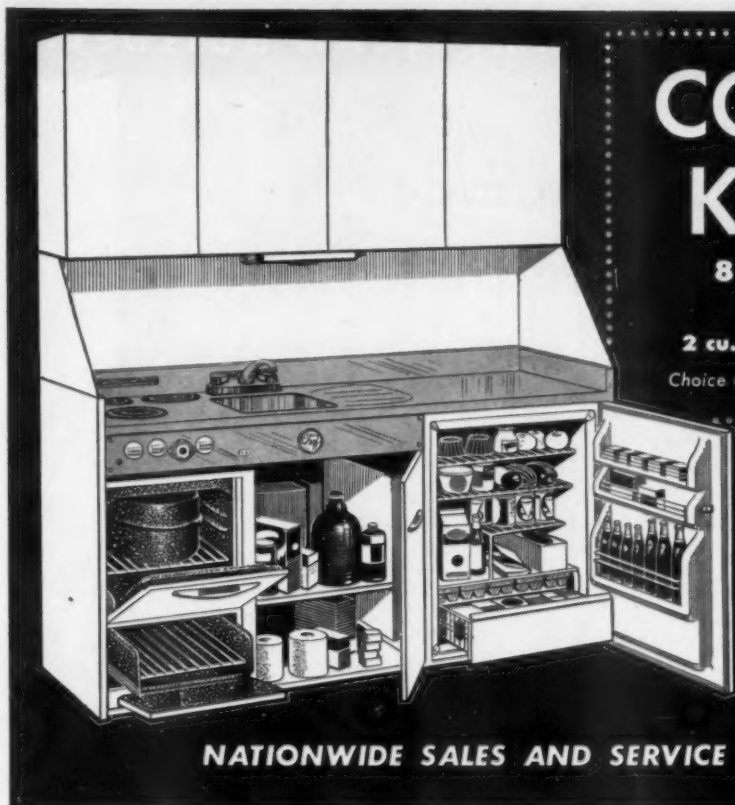
Water Service Connection & Piping	1 unit
Sanitary Service Connection & Piping	1 unit
Gas Service Connection & Piping	1 unit
Gas Furnace Connection & Piping & Acc.	1 unit
Hose, Bibb, Connection & Piping & Acc.	2 units
Lavatory, Piping & Accessories	3 units
Bath Tub, Piping & Accessories	1 unit
Water Closet, Piping & Accessories	2 units
Kitchen Sink, Piping & Accessories	1 unit
Oven, Piping & Accessories	1 unit
Shower Head, Piping & Accessories	1 unit
Dish Washer, Piping & Accessories	1 unit
Elec. H. W. Heater, Piping & Accessories	1 unit
Laundry Washer, Piping & Accessories	1 unit

—HEATING SYSTEM & FIXTURES—

Gas Warm Air Furnace & Accessories	1 unit
Gas Warm Air Temp. Control Equipment	1 unit
Prefab Metal 18"sq.x16" Flue & Chimney	1 unit
Vitr. T. C. 1'4x9" Hot Air Duct	55 lin. ft.
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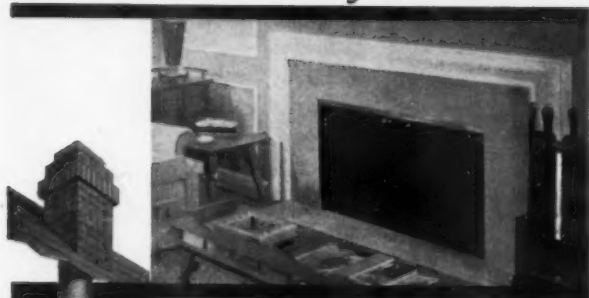
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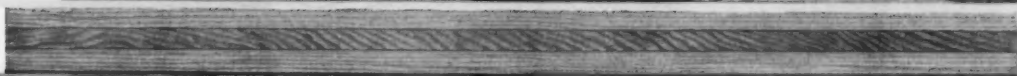
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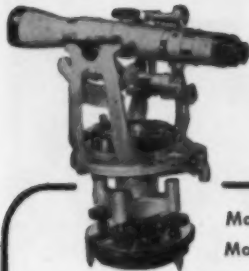
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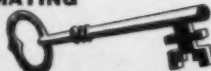
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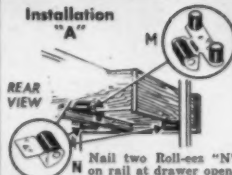
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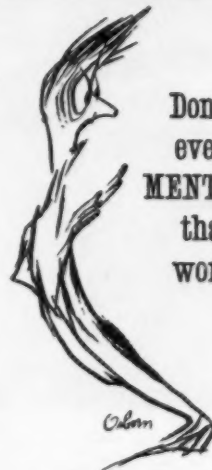
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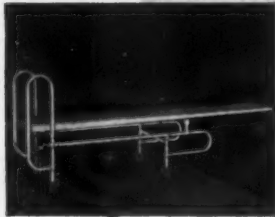


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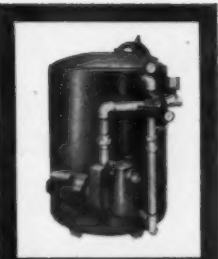
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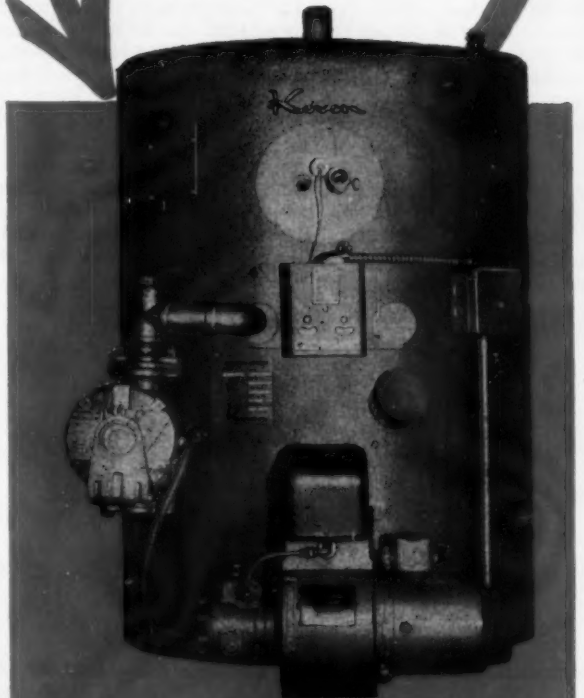
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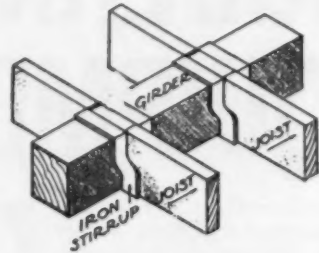
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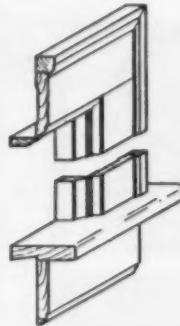
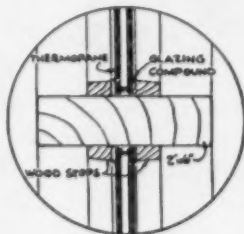
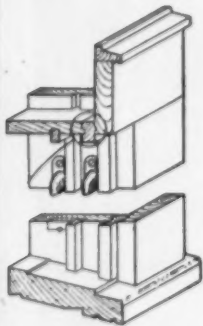
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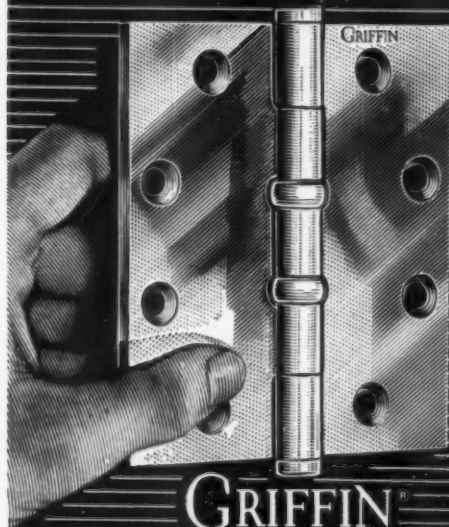
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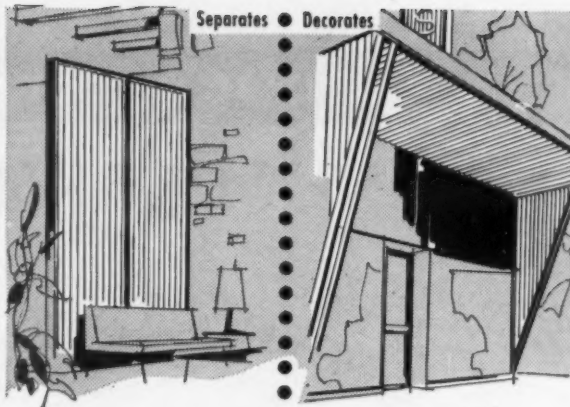
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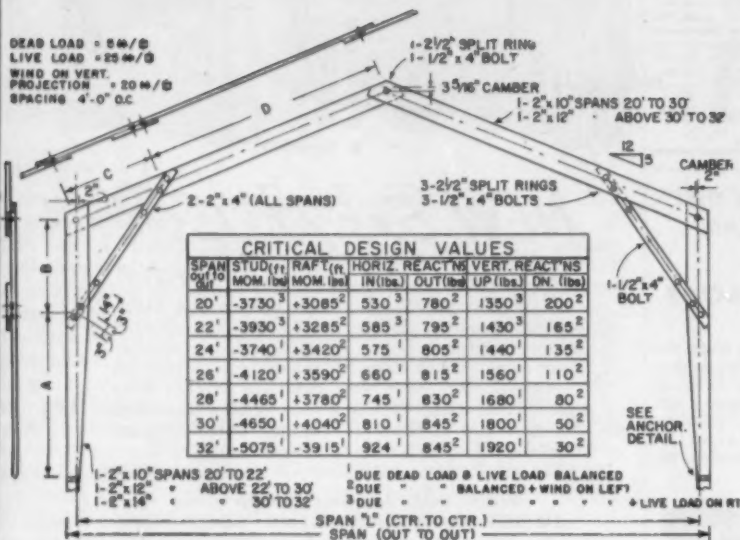
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DEAD LOAD = 5#/S
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PROJECTION = 20#/S
SPACING 4'-0" O.C.



SPAN	STUD (ft)	RAFT (ft)	HORIZ. REACT (lbs)	VERT. REACT (lbs)	DM. (lbs)
20'	-3730 ³	+3085 ²	530 ³	780 ²	1350 ³
22'	-3930 ³	+3285 ²	585 ³	795 ²	1430 ³
24'	-3740 ¹	+3420 ²	575 ¹	805 ²	1440 ¹
26'	-4120 ¹	+3590 ²	660 ¹	815 ²	1560 ¹
28'	-4465 ¹	+3780 ²	745 ¹	830 ²	1680 ¹
30'	-4650 ¹	+4040 ²	810 ¹	845 ²	1800 ¹
32'	-5075 ¹	+3915 ¹	924 ¹	845 ²	1920 ¹

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NO.	ITEM	SIZE
15	TECO-WEDGE-FIT SPLIT RINGS	2 1/2" DIAM.
15	MACHINE BOLTS	1/2" x 4"
30	WASHERS	1/2"
2	TRIP-L-GRIP ANCHORS	TYPE "BL"
2	" " " " " "	TYPE "C"
*2	" " " " " "	TYPE "BR"

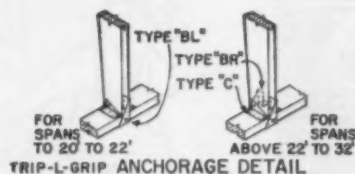
*FOR SPANS ABOVE 22' TO 32'

SPAN	2" x 4"		2" x 10"		2" x 12"	2" x 14"	TOTAL F.B.M.
	12'	14'	12'	14'	18'	12'	
20'	2		4				96
22'	2		2	2			103
24'	1	1	2	2	2		112
26'	2			2	2		120
28'	2			2	2		120
30'		2			2	2	129
32'			2			2	149

SPAN	"L" ctr. to ctr.	DIMENSIONS			
		A	B	C	D
20'	19'-2 1/2"	6'-9 1/4"	3'-0"	3'-0"	7'-4 7/8"
22'	21'-2 1/2"	6'-6 1/4"	3'-3"	3'-3"	8'-2 7/8"
24'	23'-0 1/2"	6'-3 1/4"	3'-6"	3'-6"	8'-11 3/4"
26'	25'-0 1/2"	6'-0 1/4"	3'-9"	3'-9"	9'-9 3/4"
28'	27'-0 1/2"	5'-9 1/4"	4'-0"	4'-0"	10'-7 3/4"
30'	29'-0 1/2"	5'-6 1/4"	4'-3"	4'-3"	11'-5 3/4"
32'	30'-10 1/2"	5'-2 7/8"	4'-6"	4'-6"	12'-2 3/4"

Dead load = 5 lbs./sq. ft.
Live load = 25 lbs./sq. ft.
Wind on vert. proj. = 20 lbs./sq. ft.

MONEY
MAKER **53**



Spacing frames at 4 ft. saves dollars in labor and material

The people at Timber Engineering Co. have announced a new arch frame design—TECO No. 683. It will help you slash roofing costs in light, low-budget structures.

The new frame is best suited to roof spans of 20 ft. to 32 ft. Used in animal shelters, storage buildings, etc., it will allow spacings of up to 4 ft. o.c. TECO says this feature, plus the component's easy fabrication and installation, means reduced labor and material costs. For maximum cost-saving, it can be used with light-weight sheathing and covering.

A big factor in the new arch frame's strength and economy of materials is its use of split-ring

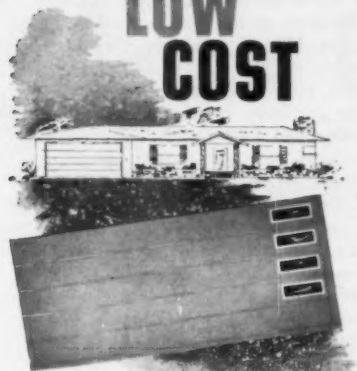
connectors at lapping joints. These effect more even load distribution at points of connection.

In constructing the frame, use lumber of a group "B" connector load species. This should give a unit stress of $f = 1,500$ p.s.i., and of $c = 1,200$ p.s.i. Modulus of elasticity should be at least 1,760,000 p.s.i.

Use 1/2-in.-dia. machine bolts, with washers. Make sure these are tight at time of installation. End distances should be 5 1/2 in. Avoid undue racking of frames during erection.

The required amount of camber can be provided during fabrication. To do this, adjust length of braces as shown.

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QUALITY
at a NEW
LOW
COST**



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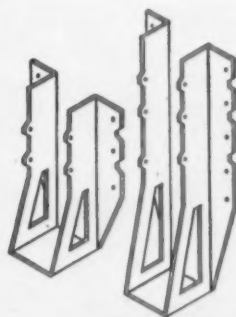
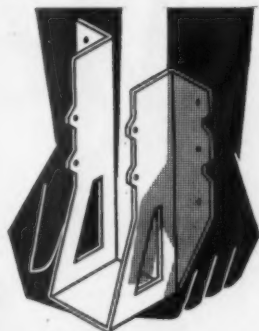
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DICKERMAN'S COLUMN

(Continued from page 32)

not to be taken lightly. It could well point to a new direction and purpose for the foreign economic aid programs in which this country is engaged. Owners of land, of a home, are not susceptible to the blandishments of Communism. Few will dispute this proposition. Here is Dr. Malik's blueprint for implementation.

8-point program

(1) A decision taken by the United States to help build homes and clear slums in the less developed countries. Liberal funds would be set aside for this purpose;

(2) This vast undertaking to be a cooperative venture between the U.S. government and private enterprise—such as is represented by the NAHB;

(3) The undertaking to be cooperative in another obvious sense, namely, between U.S. agencies and the countries concerned; and in these countries cooperation to be effected either exclusively between the U.S. and the local government or, where permissible and desirable, between the U. S. and independent local agencies operating

with the approval or blessing of the government;

(4) A fair share of the cost of each home would be borne by the individual citizen who will own the home—the method of payment to be decided upon according to the means of the owner;

(5) The homes would be good and cheap, so that a maximum number of people could own them, and so that slum clearance on a large scale could be set as a realizable goal.

(6) Nothing whatsoever fantastic about the homes; their style and scope to blend harmoniously into the style and standard of living of the country concerned.

(7) The scheme to be long-range and slow, extending in some countries 10, 20 or 50 years; but where it applies, the beginning of achievement should not wait indefinitely and grounds for hope should always solidly exist.

(8) It takes more than political decision and technical efficiency to realize this vision; an enthusiasm; a passion, a process must be generated—a movement capturing the imaginations and loyalties of peoples.

This, then, is what Dr. Malik has proposed. His objectives: "to furn-

ish some cheer and hope in the life of men, and to enable character to develop in wholesome surroundings, thus to prove that the fruits of freedom can overflow to bless the earth."

U. S. faces own problems

The American home building industry is not without challenges and objectives of its own in the United States. Much of the housing inventory is obsolescent. Our larger and older cities are plagued by slums. The problems inherent in providing houses and the requisite community facilities for our rapidly growing population are enormous.

But the pressures and problems that are ours alone should not prevent us from recognizing the validity and the urgency of the challenge that Dr. Malik has presented. The initial step, as Dr. Malik has pointed out, must come from the American government. Meanwhile, NAHB will encourage the activities of its own International Exchange Activities committee under the chairmanship of Richard D. Hudson, Montclair, N.J. The exchange of visits and information between the builders of many lands are useful stepping stones towards Dr. Malik's vision.

Vitroliner Chimneys for '59

RED WHITE BUFF GRAY

"EMBOSSED BRICK" ON METAL!

6" DIA. 7" DIA. 8" DIA. 10" DIA. 12" DIA.

New Beauty! — Ultimate in Performance!

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New beauty and traditional charm has been "captured" on metal by embossing a brick design on the metal chimney housing. The Standard Models illustrated are available in three colors: red, buff or white. The new VITROLINER top gives the chimney the distinctive appearance of a stone cap and tile liner.

Constructed WITHOUT a rain cap, VITROLINER provides for full draft and unobstructed free flow of combustion gases. This feature helps eliminate CONDENSATION problems and SOOT on the roof. VITROLINER

offers all sizes in Flue Diameters (6", 7", 8", 10" and 12").

Lightweight VITROLINER Chimneys are completely packaged for easy handling and fast assembly in minutes saving time and labor on the job. Space Saving and exclusive Special Features are YOURS at no extra cost.

For fast quote, please mail us "X", "Y" and DIAMETER dimensions, and QUANTITY WANTED. Write for details and your nearby dealer address.

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7 out of 10 choose Gas

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Save money and satisfy more buyers by installing LP-Gas heating in every home you build beyond the city mains. A safe, automatic LP-Gas furnace costs at least \$40 less than a comparable oil model. And gas is the preferred fuel. A study by U.S. Dept. of Labor reveals 7 out of 10 new homes are gas-equipped. Fewer service calls, too, for LP-Gas burns clean and requires little maintenance. For clean heating, modern cooking, fast water heating and other home uses beyond the mains, it's LP-Gas!



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We reserve the right to accept or reject any ideas submitted to us. When we accept a new tool or equipment idea, we do all necessary development work — and actually make and sell the merchandise. We contract to pay you, as the inventor, a royalty for every unit we sell.



WRITE US — ONLY IF YOU TRUST US!

Remember, we are constantly working on new ideas. Your idea may duplicate one already being worked on here! We must consider the inventor to be the first person who presents an idea to us. If you write us about an idea, you are accepting these conditions. Unless you are willing to trust us to deal fairly and honestly with you, please do NOT write! New-idea letters are acknowledged by us within 5 days.

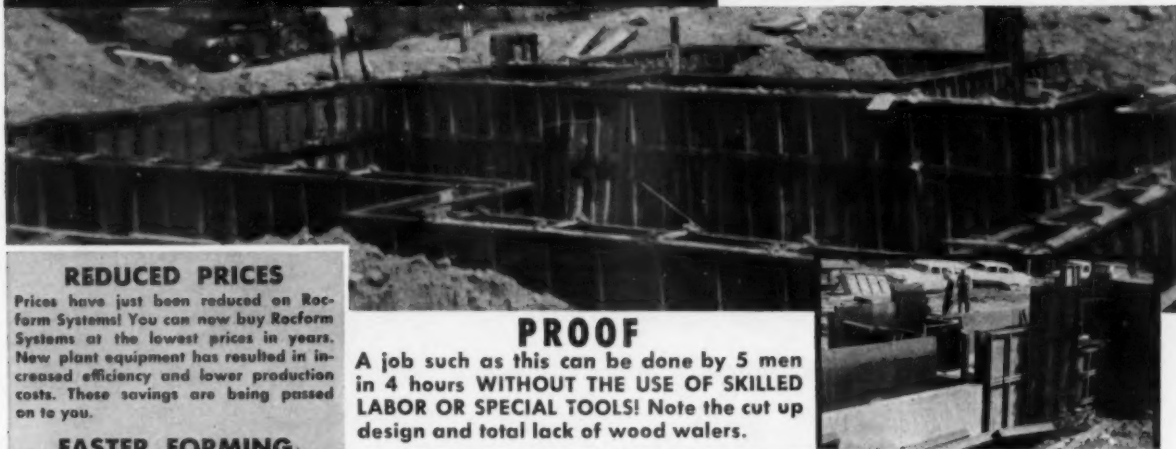


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A job such as this can be done by 5 men in 4 hours WITHOUT THE USE OF SKILLED LABOR OR SPECIAL TOOLS! Note the cut up design and total lack of wood walers.

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I plan to build _____ houses in 1959.

Metal walers on Rocform Systems are so strong that they do NOT have to meet those on adjoining panels. Step-up's and short walls can be formed faster and easier.

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The Month Ahead

THE FHA CHANGEOVER

Official word has not yet come on when you can start using the new FHA Minimum Property Standards. But the changeover will probably be made something like this:

On or about April 1st, you will be able to start using the new MPS's. Or you may stick with the old MPR's. This condition will last until around July 1st, when you will be required to shift over entirely to the new standards.

During this period from April 1st to July 1st, however, you must stay with one book or the other. You can't pick a requirement out of one book, another out of the other book, like a shopper in a supermarket.

KEEP 'EM BUSY

There's enough snowy time left to make this idea interesting. A builder we know has been using his otherwise idle tractors to clear driveways for his buyers. He charges just enough to cover expenses. He keeps his operators working, and the buyers love it.

MONEY
MAKER

54

Stop wasting things!

Take that group of lots you're about to start. Maybe a little time on the board would squeeze out an extra lot, or eliminate some cutting and filling.

Take that model house you're starting next month. Is it designed on a modular grid? Lay it out in four-foot increments; you'll save siding, sheathing, wallboard, and a lot of unnecessary cutting time.

Take those scraps of 2x4. Use them for blocking on the next framing job and you won't have to cut up eight-footers. Every foot you throw away is another dime out of your pocket. Save enough of these dimes, and you'll have a sizeable pile of change at the end of the year.

It's tax time again

Did you know the price of a subscription to AMERICAN BUILDER can be listed as a tax deduction? That's right; it's a legitimate business expense. For more tax help, turn to the Opportunity Department—p. 5.

Annual BRI confab—April 6 through 8

The Building Research Institute will hold its 8th annual meeting April 6 through 8 in Pittsburgh, at the Penn-Sheraton Hotel. BRI will also hold a conference on illumination May 20-21, at the Statler-Hilton, Cleveland.

MONEY
MAKER

55

COMING IN APRIL: an all-new 1959 **BUYERS GUIDE ISSUE.** You'll get a complete list of manufacturers, their addresses, their catalogs, and their products. There'll be a directory of brand names identified by manufacturer, plus a special directory of home manufacturers. Another up-dated feature will be a section containing 65 brand new plates. They'll give you the latest detailed technical data on all phases of home-building operations from foundation to roof.



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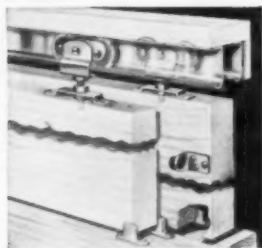
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