

American Builder

New Ways To Build
With Steel

■
Cost-Cutting
Ideas
In Action

AUGUST
1959

★ A SIMMONS BOARDMAN TIME SAVER PUBLICATION • 75¢



HE ↑ LIKE OTHER HOUSTON BUILDERS, HAS HIS OWN IDEAS (See p. 63)

What will you be building tomorrow?



the quality... the design... sells itself

now ... famed Scholz designs ... anywhere in the nation

Now the famed Scholz prestige designs are available to builders in every part of the United States. In addition to special plans, specifically developed for maximum sales appeal to the peculiarities of buyer preference in each region, access is provided to all of the merchandising know-how and selling techniques developed by America's largest and most successful seller of quality homes. Call or write today: Mr. Howard Trinz, Scholz Homes Inc., 2001 N. Westwood, Toledo 7, Ohio.

P L A N T S

east	central	south	west
Long Island Durham	Toledo Kansas City	St. Petersburg Houston	Long Beach Greeley (Colo.)

SCHOLZ HOMES, INC., 2001 N. Westwood,
TOLEDO, O.
Please have your field representative call. ABB

Builder's Name _____
Address _____
City _____ Phone _____
We normally build _____ houses per yr. in the \$
to \$ _____ range.

DRESS UP YOUR DOORWAYS WITH

Gold or Silver

PUT PROSPECTS IN A BUYING MOOD WITH . . .

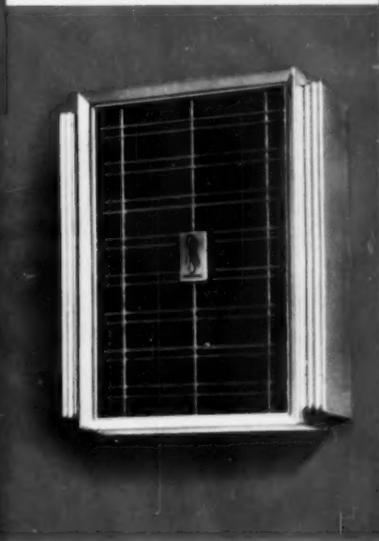
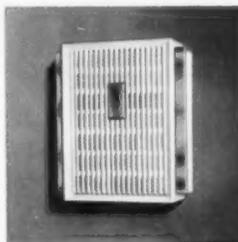
NuTone Door Chimes

"Cheerful Earful" & "Delightful Sightful"

Some like them SURFACE MOUNTED
.. Some like them BUILT-IN
... NUTONE HAS THEM BOTH!

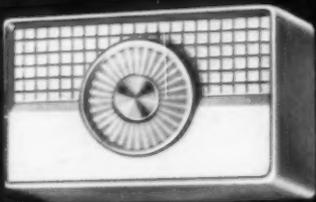
Make your homes more inviting with this friendly "hello" at your doorways. NuTone Door Chimes are beautiful to hear . . . attractive to see . . . add elegant charm to your hallways, living rooms or kitchens. Brilliantly designed in Contemporary and Traditional models to suit any interior. 23 handsome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

← Model L-21 "Rythmatic". . White and Silver Anodized . . or Ivory and Gold Anodized. Repeating chime notes for front door, 2 notes rear and 1 note for third door. \$9.95 list



↑ Model L-30 "Chord Tone" . . Desert Sand cover. Smart grille with gold flecked grille cloth. Two chord tones for front door, two notes for rear. \$13.95 list

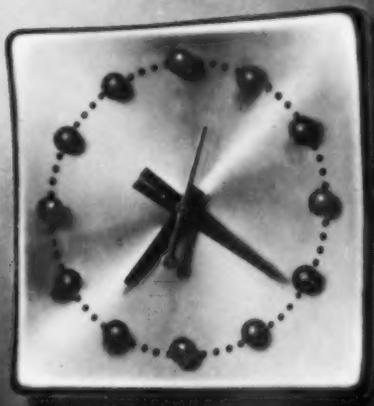
← Model L-36 "Built-In Chord Chime and Clock" Stunning design plus chord tones. Telechron movement. Pleasing to the ear, attractive to the eye. Simplified installation . . . no clock outlet needed. Flush with wall. Chime housing completely recessed. Choice of Copper, Gold or Silver Anodized. 2 chords for front, 2 notes rear. \$22.50 list



Model L-12 "Champion"
Plastic cover in White and Silver or Ivory and Gold. 2 notes front, 1 for rear. \$4.95 list

FREE CATALOGS
Write NUTONE, INC.
DEPT. AB-8
Cincinnati 27, Ohio

SEE OTHER SIDE



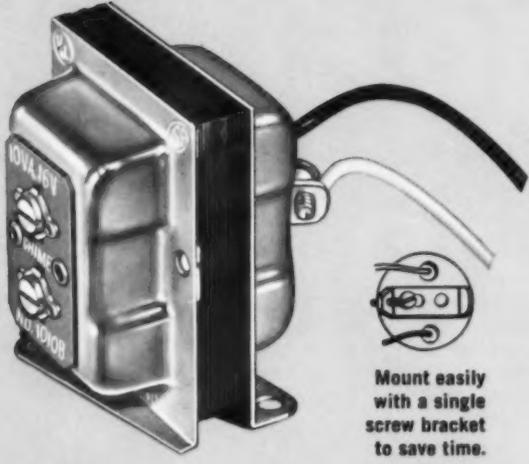
Gold or Silver

DRESS UP YOUR DOORWAYS WITH . .

NuTone Pushbuttons

Home sales start at the front door when you use NuTone Pushbuttons. Here's beauty that will last because NuTone Pushbuttons are Anodized to prevent rust or tarnish. You can choose either Traditional or Modern styles . . with standard type buttons or with sparkling new ELECTRICALLY LIGHTED pushlites that shine like jewels to brighten the doorway at night.

 PB-1 .48	 PB-2 \$1.00	 PB-3 \$1.25	 PB-4 \$1.25
 PB-5 \$3.25	 PB-6 \$1.25	 PB-8 \$2.50 PB-10 \$1.58	
 PB-11 .60	 PB-12 .37	 PB-14 \$1.25	 PB-15 \$1.25
 PB-16 \$1.58	 PB-17 \$2.50	 PB-21 \$1.75	



Mount easily with a single screw bracket to save time.



5 models \$2.54 list to \$4.73 list.



*Lifetime
Guarantee
on ALL*

NuTone Transformers

NUTONE TRANSFORMERS HAVE "LIFE-TIME" GUARANTEE BECAUSE THEY CONTAIN A BI-METAL THERMAL CUTOUT FOR PROTECTION AGAINST OVERLOAD OR SHORT CIRCUIT.

Especially recommended for all NuTone Door Chimes
Ideal for air conditioning, oil or gas heating systems.

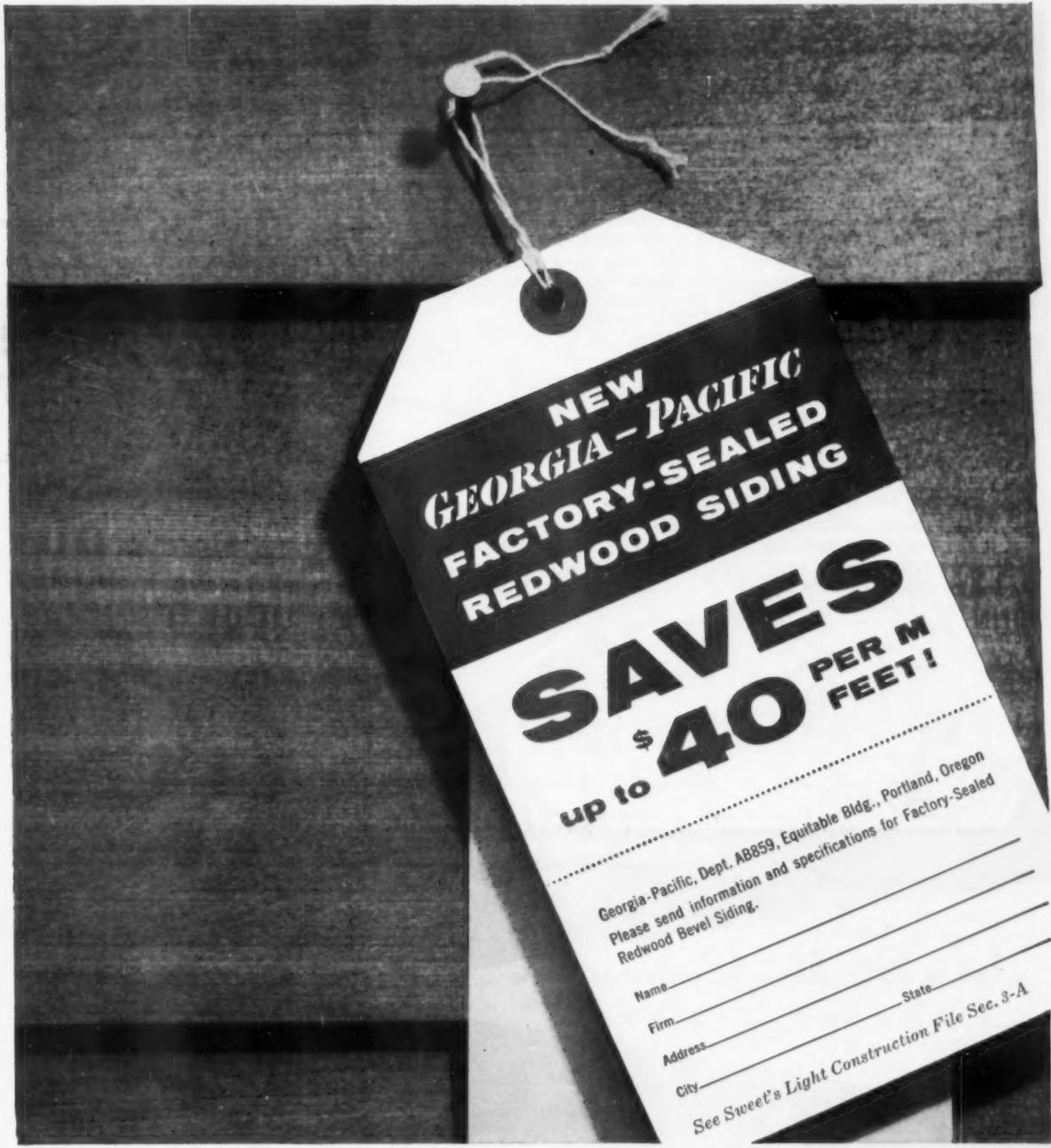


NEW CATALOGS! Write NUTONE, INC. Dept. AB-8 Cincinnati 27, Ohio

Name _____ Firm _____
Address _____
City _____ State _____

SEE OTHER SIDE

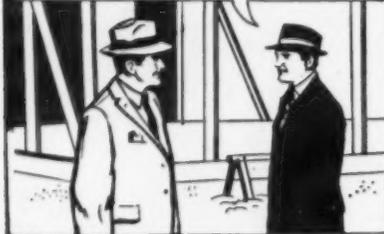
Cut paint costs, damage loss  with new Georgia-Pacific
 Factory-Sealed Bevel Siding. G-P immersion-sealing process eliminates
on-the-job priming — saves up to \$40. per M feet!  Paint or
 stain finish-coats flow on faster, cover better, last longer. New plastic-coated,
 heat-sealed package  cuts handling time and damage loss!





What are you putting in your houses to increase sales?

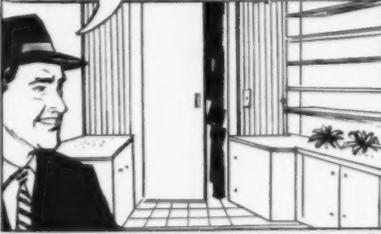
THAT'S SIMPLE, I'M FEATURING SLIDING POCKET DOORS BETWEEN ROOMS IN ALL MY HOUSES.



YOU SEE... POCKET DOORS ARE NOT ONLY BEAUTIFUL SPACE SAVERS BUT WHEN OPEN, THEY'RE IN THE WALL OUT OF THE WAY.



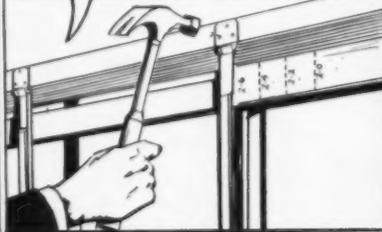
I MAKE EVERY SQUARE FOOT OF SPACE USABLE. ANY OTHER KIND OF DOOR... SWINGING, FOLDING OR ACCORDION... TAKES UP SPACE.



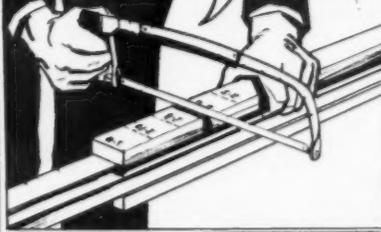
THESE POCKET DOORS ARE MUCH BETTER THAN THEY USED TO BE BECAUSE I'M USING THE STERLING POCKET DOOR FRAME.



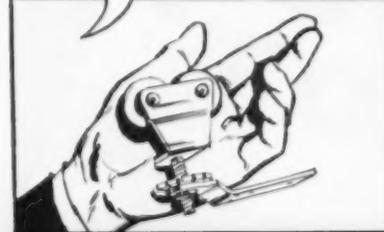
THIS NEW POCKET DOOR FRAME IS THE MOST SIMPLE AND EASIEST ONE TO SET UP AND INSURES ME OF WARP-PROOF WALLS.



I BUY JUST ONE STANDARD UNIT TO FIT ALL DOORWAYS BECAUSE IT CAN EASILY BE CUT TO FIT ANY DOOR.



HERE'S ANOTHER STERLING EXCLUSIVE THAT I LIKE - THIS MICRO-DISC HANGER - THERE'S NOTHING LIKE IT!



SEE... THE DOOR CAN BE PLUMBED AT ANY TIME BEFORE OR AFTER THE TRIM IS ADDED.



THIS SURE LOOKS LIKE A GOOD THING FOR ME. I'M CHANGING SOME PLANS TO INCLUDE POCKET DOORS WITH STERLING.



Builders know Sterling means Quality

You, too, should know more about Sterling features.

Send for complete catalog today!

John Sterling Corporation

RICHMOND, ILLINOIS

**Sterling
HARDWARE**



Sliding door track—Hangers · Cushions · Locks · Pulls · Guides · Door Catches

THE Opportunity PAGE

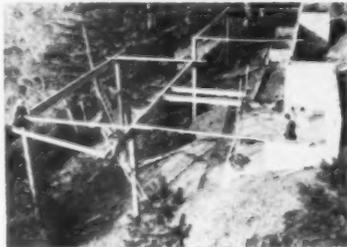
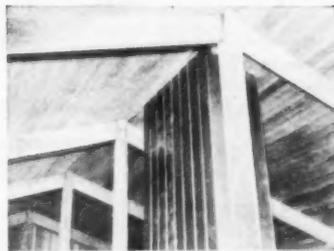
Where will you be
5 years from now?

See how 8 Houston builders
are placing their bets in a market set
to grow 96% by 1965 . . . on page 63

Two new ways
to frame:

with poles . . . ▶

. . . with steel ▼



These methods can save you
up to \$2,500 per house, by
cutting foundation costs.

See pp. 82 to 91.

Your house may win in AMERICAN BUILDER's two contests. See p. 80.

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PUBLISHER'S LETTER

Here's an issue about better ways to build just about every part of the house but the roof (although our editors did get as high as the gutters on p. 154 and of course we just had a whole issue on the roof.)

You'll find a wonderful way to cut foundation costs on p. 67.

Over on p. 22 is a new way to (1) support a floor and (2) simultaneously provide an under-floor heating plenum.

(Maybe I'm getting ahead of myself. You could say that a house starts with Land Planning, solidly reported on p. 152!)

Speaking of heating, there's also an air conditioning story on p. 158.

Rising above foundation and floor, you'll find two framing systems—a new twist on pole framing on p. 82—and some fresh ideas on steel framing on p. 87. Both, by the way, have commercial applications—and there's a whole piece on non-residential building on p. 92.

Walls? Windows? Entire houses and plans? You'll find the issue loaded with them.

One last point: this sounds like a lot of reading matter—and it is. But it's not a lot of reading—not long, laborious reading, anyway. Why?

Our editors use a modern editorial mix of big pictures and short words that saves you time. See if you don't agree.

Arthur McJimis

Publisher

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!*

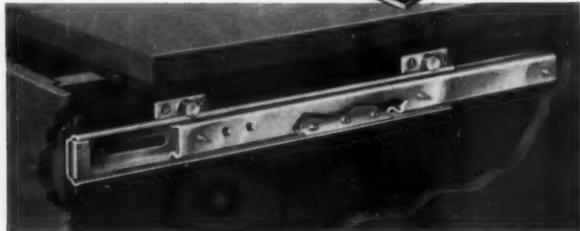


K-V OFFERS YOU the most complete line of drawer slides on the market today for every type of installation. Fast-selling too, because builders and householders recognize their quality and performance. Well designed, sturdily constructed; keep drawers from sagging or sticking. Quickly and easily installed.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

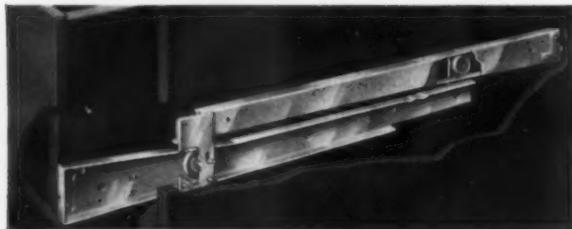
No. 1300 drawer slide.
Lightweight extension slide. Up to 50 pound capacity. Ball bearings, nylon rollers. Sizes 12" to 28".



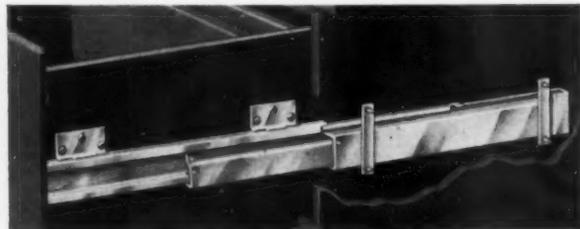
No. 1100 drawer slide. Ideal for kitchen and other home cabinets. Full 25 pound capacity. Nylon rollers. Sizes: 18" to 24".



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".

Knappe & 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

READER'S Guide FOR AUGUST 1959

PLANNING

BUYING

BUILDING

SELLING



Cover Story: smart Houston builders give their success formulas for today's and tomorrow's markets, starting p. 63. (Cover photo by Victor Helm.)

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AMERICAN BUILDER Blueprint House No. 266

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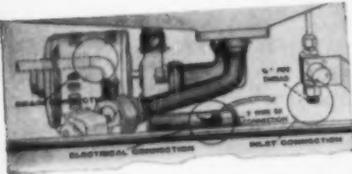
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FUTURE REFERENCE

ANOTHER HOTPOINT FIRST



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before you specify any appliance!

NEW LOW COST DISHWASHER DESIGNED FOR 15-30 MINUTES FASTER INSTALLATION

**NEW
SEPARATE
ROLL-OUT
RACKS**

Model DA25-A

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A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS
CLOTHES DRYERS • CUSTOMLINE • DISHWASHERS • DISPOSALS
WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

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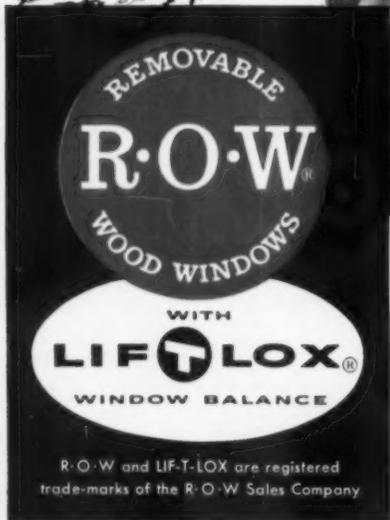
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BETTER BUY

R·O·W

Removable

WOOD WINDOWS



You can't buy better windows at any price. All wood windows provide better insulation than metal units. Few wood windows come up to R·O·W millwork quality. No other windows have the R·O·W spring mechanism permitting either instant removal or constant pressure-seal. No other windows have the exclusive, finger-pressure LIF-T-LOX balance. You pay no more for these *extra* features than for other windows lacking these features.

Build Better Homes With R·O·W "Better-Buy" Windows

R·O·W SALES COMPANY • 1301-8 ACADEMY AVENUE • FERNDALE 20, MICHIGAN

AMERICAN BUILDER Impact

To The Editors:

AMERICAN BUILDER
30 Church Street
New York 7, N.Y.

"Markets on the Move" revisited

Ed. Note: Letters from senators and congressmen who received copies of AMERICAN BUILDER's exhaustive research report, "Markets on the Move," appeared in the May issue. And in June, AMERICAN BUILDER published the first in a series of articles about specific builders on the move in these markets. Following are additional congressional comments.

... "Markets on the Move" ... has been placed in an appropriate file for future reference when considering housing legislation during this Congress.

William H. Avery
U.S. Representative, Kan.

I have always valued an authoritative viewpoint and ... these texts ... will be most helpful to me during my consideration of any related legislation.

John Sherman Cooper
U.S. Senator, Ky.

... I appreciate having your views, and you can be assured that they will receive my careful consideration.

Strom Thurmond
U.S. Senator, S.C.

... I have read the editorials ... with much interest.

Herman E. Talmadge
U.S. Senator, Ga.

... There should be no question now as to the attitude of the House toward the housing problem.

Ed Edmondson,
U.S. Representative, Okla.

... It proved very useful to me during the recent hearings and debate on housing legislation.

William Proxmire
U.S. Senator, Wis.

Who (or what) is a merchandiser, anyway?

Ed. Note: Bill Dawn seems to have started a hassle. In the June issue of AMERICAN BUILDER this Knoxville builder came out strong against "the big hard sell." Said Dawn: "I'm sick and tired of hearing that word 'Merchandising.'" In quick rebuttal, two of the country's smartest home merchandisers claim Dawn is an expert merchandiser himself, whether he admits it or not. Their letters follow. What do you think? Who's right? Or is this merely a matter of semantics? Your comments are invited.

Bill Dawn is an excellent example of a good merchandiser. The things he says he wouldn't do, such as high-pressure selling, trick ads, etc., are just what we feel are unnecessary.

The things he does do are what any good merchandising builder should do. He must have a good home—designed right, priced right—and build a reputation in the community for himself.

He will get no argument from me that selling value does not mean "knocking himself out" with sales gimmicks, promotions, and the like. We have many good merchandising builders of all sizes and, depending

on the volume they want, the program is scaled accordingly

David G. Fox
Fox & Jacobs Construction Co.
Dallas, Tex.

Your sparkly June issue carried a most inconspicuous booby-trap, so well camouflaged that some unsuspecting builder might just fall for it—and get clobbered!

I refer to the piece about builder Bill Dawn's contempt for the word "Merchandising." Toss out merchandising, snorts Dawn; let your house sell itself. In so doing, you'll have time to fish with your kids—instead of gnawing off the end of a pencil dreaming up an ad for Sunday. Instead of bothering with salesmen, begin a hobby—such as collecting antique automobiles.

Dawn's dislike for the word merchandising compares to the thin man who's bored to death with all the chatter about reducing diets. Dawn's been merchandising successfully for the past 20 years. His problem isn't selling houses.

But before some unsuspecting readers of AMERICAN BUILDER leap to fire their salesmen, realtors, or ad agencies, let's peel back some of

(Continued on page 178)



"The owner insisted on a sunken tub, and we couldn't talk him out of it."

**'NO, YOU CAN'T TAKE IT
WITH YOU'**

But, Brother, you can sure enjoy it here when you put Bird Wind Seal Shingles on your homes. People know 'em. People like 'em. People read about 'em in *The Saturday Evening Post*. People pay more for Wind Seals—willingly. FHA accepts 'em. Use Bird Wind Seals to show your prospects you've put quality even in the hidden parts of your homes. Sales come easier.



Bird & Son, Inc., East Walpole, Massachusetts
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Quality products since 1795

BEST FOR YOUR ROOF

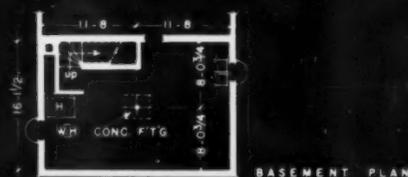
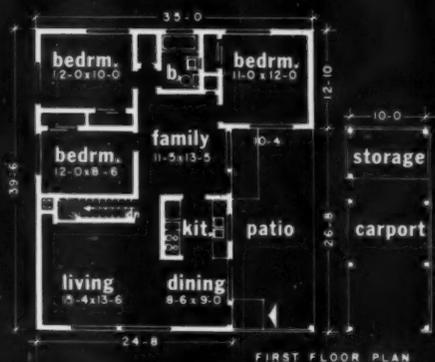
BIRD
Wind Seal Shingles

CONSTRUCTION Ideas in Action



LOW-PITCHED roof gives this house a stylish, low-slung contemporary look, makes it look bigger. Patio area, open

to sky through undecked roof, lies behind a screen between house and carport. Architect was Howard Lorenz.



This easy-to-frame roof makes the house look bigger

THE HANDSOME, low-pitched roof on this little house (by Howard C. Graves, Hales Corner, Wisc.) serves a dual purpose.

First, it makes the house look much bigger than it really is. The roof pitch runs at right angles to

the normal direction, and the long side of the roof runs out to cover a patio and a carport.

Second, it greatly simplified the framing of the roof. By using post-and-beam construction, Graves was able to run his rafters all the

way from the house ridge to the carport in one continuous operation.

And as a bonus, the post-and-beam roof made possible a modern, low-cost cathedral ceiling throughout the house.



Steel Windows — in for 27 years — still good

The owner of this house is well pleased with his steel windows. They've been in for 27 years and haven't given a bit of trouble! They stay tight, keep their shape and blend with the surrounding trim. The chances are that they will last as long as the house.

Any style you want. Today, steel windows are styled to fit any type of architecture from modern to colonial . . . and the big expanse of glass in so many homes needs the strength of steel for adequate support.

Why builders like steel. The ease of installation of steel sash makes it less costly to use and you get so few call-backs for maintenance that steel is much cheaper in every way. Couple this with low original cost and you have the very best.

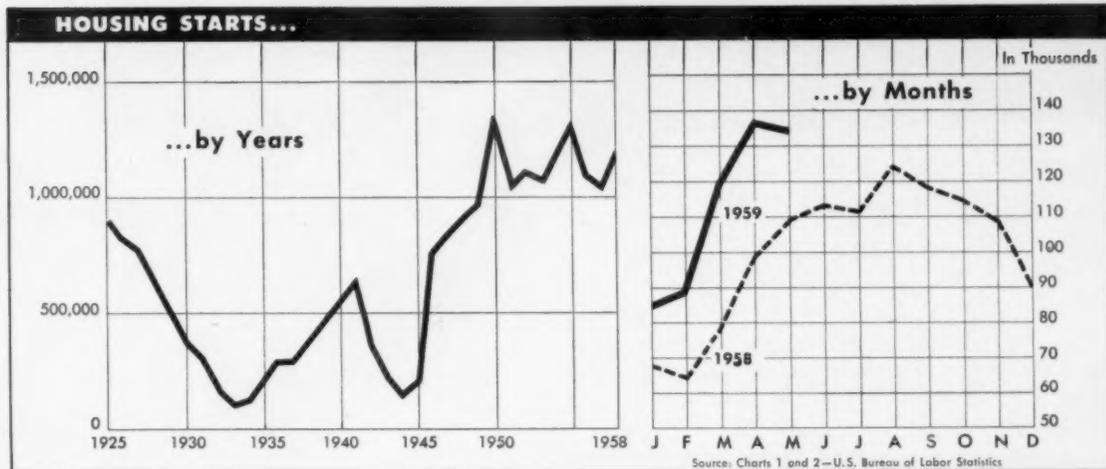
United States Steel supplies window manufacturers with special rolled sections of high-grade open hearth steel. You can be sure of a quality product when you buy windows made from USS Steel. *USS is a registered trademark*

United States Steel Corporation — Pittsburgh
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United States Steel



THE Pulse OF BUILDING



Interpretations:

The continuing high pace of starts almost insures that 1959 will be a record-shattering year. The Jan.-June total was the highest on record—709,500, an increase of 32 per cent over the same 1958 period. June starts, alone, hit 136,000, just slightly below the banner April figure and ran about 20 per cent above the June, 1958 total. Contra-seasonally, the June rate was above May's.

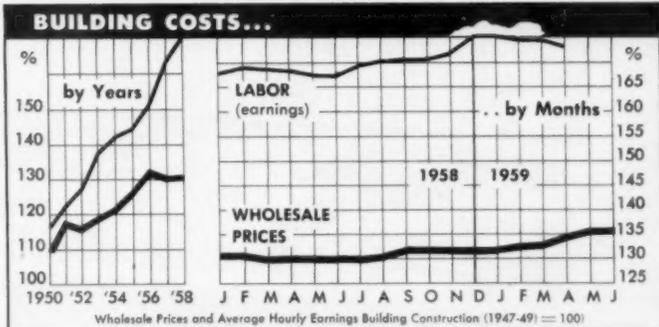
FHAs accounted for 34,750 of the starts. Of these, 32,650 were in the one-to-four-family category. This was six per cent above May. Overall June FHA starts were up 24 per cent over June, 1958 and contributed to the 44.6 per cent increase in FHA starts during the first six months of 1959 over the like-1958 period.

At the same time, FHA applications continued at a good clip. In June, 109,300 units were covered. Of these, 60,200 were for new homes—up 58 per cent over May. The six-month total of FHA applications—555,800—was a 20 per cent rise over the same 1958 period.

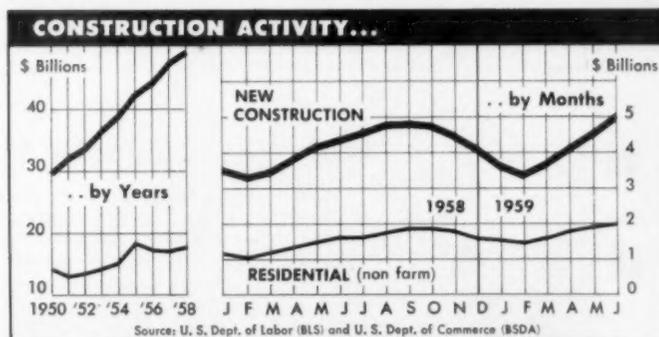
Although some of the heavy increase in May-to-June applications probably was due to the changeover from old MPRs to new MPSs, the large increase indicates a continuing confidence of builders in the future.

(The Census Bureau has taken over the compilation of the 15 leading home building areas from the Bureau of Labor Statistics. Therefore AMERICAN BUILDER was unable to obtain these figures in time for this issue.)

1 EDGING up in June, starts hit 136,000, giving a seasonally adjusted annual rate of 1,370,000. (Because of a governmental change, the figures were not available in time to include them on the chart.)



2 STABILIZING for the first time since December, June's wholesale price index was 135.8—same as the revised May figure. (No figure was available for May earnings as AMERICAN BUILDER went to press.)



3 FOR THE THIRD CONSECUTIVE MONTH, new construction outlays set a monthly high. June's \$5 billion brought the first six-month total to \$24.9 billion, 15 per cent above the same period in 1958.

"WE FIGURE ON

FASCO



Ralph Campbell owner of Campbell Leisure Living Homes, Builder of Windsor Park Development in suburban Harrisburg, Penna.



for fresh, modern styling that helps sell our homes."

Like all smart home builders Ralph Campbell, of Harrisburg, Pennsylvania knows it's the out-of-the-ordinary appointments that add extra value to homes. That's why he uses Fasco hoods and ventilators exclusively to give his homes that extra sparkle that lifts them out of the ordinary . . . makes them more attractive . . . sell faster!

Fasco hoods and ventilators are precision built and engineered for fast, economical installation . . . dependable, efficient service . . . call backs are cut to a minimum. Let Fasco help you sell . . . get the facts from your Fasco representative today!



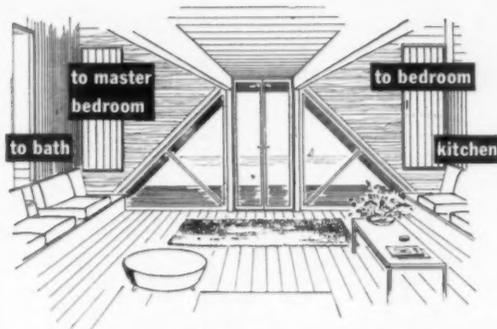
FASCO industries Incorporated • rochester 2, N. Y.

SEND COUPON FOR FULL COLOR CATALOG ON THE FASCO LINE

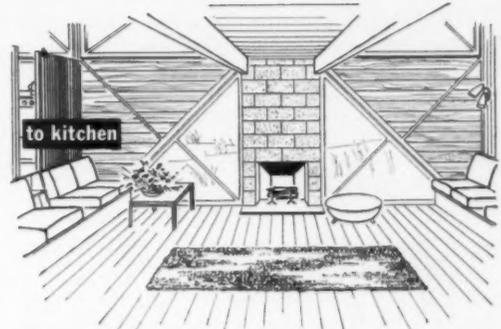
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Street _____ City _____ State _____

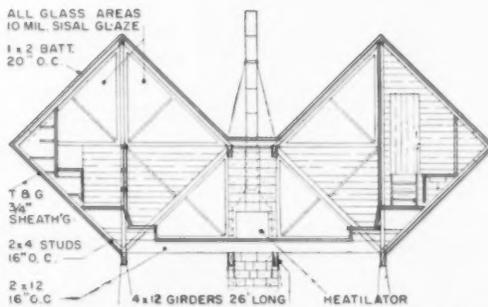
Tomorrow's HOUSE



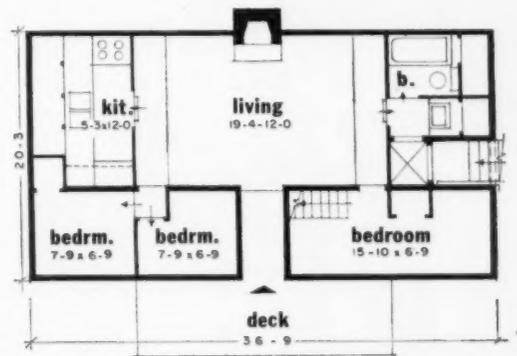
CENTRAL LIVING AREA is 14x22 ft., is flanked by two bedrooms (up the steps), bathroom, kitchen.



CEMENT-BLOCK FIREPLACE is opposite main entrance. Built-in seats can be converted into bunks.



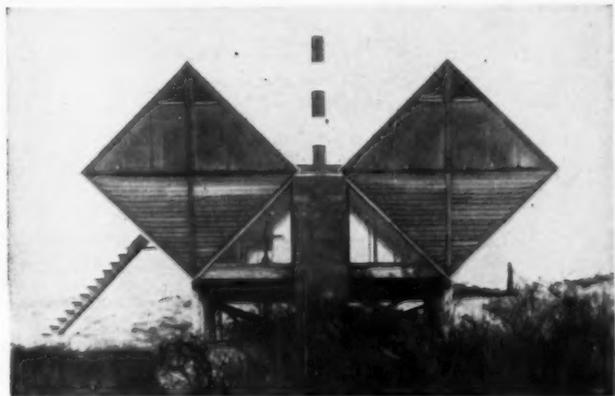
CROSS-SECTION of tilted boxes shows two-floor arrangement. Flat-roof section doubles as sun deck.



Little space lost in double-diamond beach house

This house is a real space saver, says its designer, Andrew M. Geller of Raymond Loewy's New York office. By joining two boxes tilted on their sides, space normally lost at the junction of sidewall and ceiling is easily converted into a storage area. Ceiling heights are reduced only in the second-floor sleeping and bathing areas.

Another advantage: this arrangement minimizes foundation work. The locust-pole foundation is only 18x22 ft., although the house has 600 sq. ft. of living space. Cost of this unusual house: \$6,500.



GLASS BOX-ENDS of this Long Island, N.Y. beach house face the Atlantic. Stairs at left lead directly to shower bath.

"Public Demand Dictated We Use WOOD WINDOWS,"

Says Kimball Hill, Kimball Hill & Associates, Rolling Meadows, Illinois

"According to the 25,000 people who visited the 20 model homes we built to find out what consumers wanted in their new homes, wood windows were a must item," Mr. Hill continues. "People said, 'Put wood in.' We did. We switched to wood windows completely. Furthermore, there is a warmth to wood from the standpoint of living with it that makes it a natural choice for homes in this area."

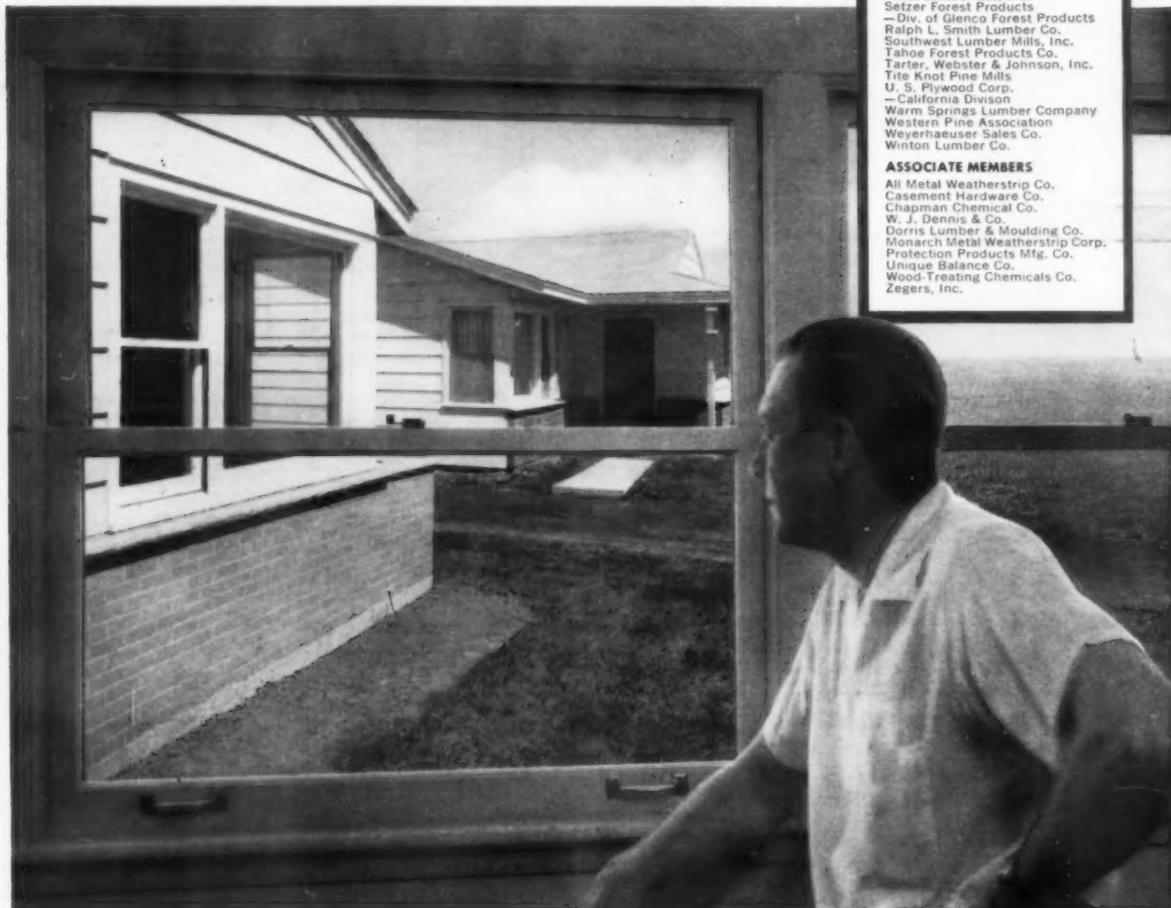
Your homes will have warmth and livability when you use Ponderosa Pine Window Units.

BEST BUILDERS' GUIDE TO WINDOW QUALITY



The American Wood Window Institute Seal on the windows you install is your customer's assurance that they conform to the specifications of new FHA standards and are:

Correct in design • Properly constructed • Preservative treated • Properly balanced
Made from carefully selected kiln-dried lumber • Efficiently weatherstripped.



Because Wood is So Good to Live With

Ponderosa Pine WOODWORK
An Association of Western Pine Producers and Woodwork Manufacturers
39 S. LaSalle Street • Chicago 3, Illinois

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IT'S

NEW!



OWENS-ILLINOIS "SHADE GREEN" GLASS BLOCK

... excitingly decorative because the color is in the glass!

Now . . . for the first time . . . Owens-Illinois brings you a decorative Glass Block made of *colored* glass . . . SHADE GREEN.

From *any* viewing angle, the cool, distinctive SHADE GREEN color is *always* visible, enhancing the ripple-like design of this richly decorative new

block. Concentric circles within panels create swirls of shifting blue-green tints for exciting light patterns.

You'll find so *many* decorative uses for SHADE GREEN in your homes, stores, offices, factories! It's as-permanent and maintenance-free as the masonry materials you work with.

Illustrated above is the #30 design. Shade Green is also available in the decorative #31 pattern and the functional #80-F design. In 8" and 12" sizes.

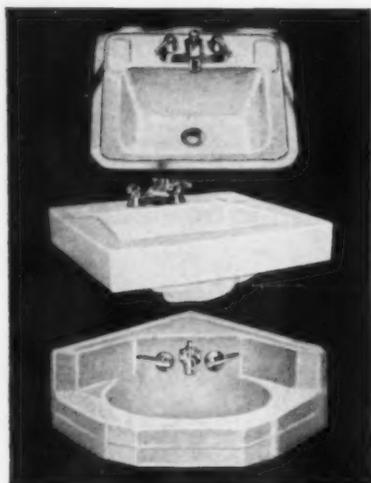
Send for a new booklet on exciting new SHADE GREEN Glass Block. Write Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.

OWENS-ILLINOIS GLASS BLOCK
AN  PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

A Complete Line... one of the reasons why RHEEM-RICHMOND is

The Fastest Growing Name in Plumbing Fixtures



The completeness of the RHEEM-RICHMOND line means not only the inclusion of every category: from residential through schools, hospitals and prisons, to commercial and industrial installations. It means also an exceptional choice within each category.

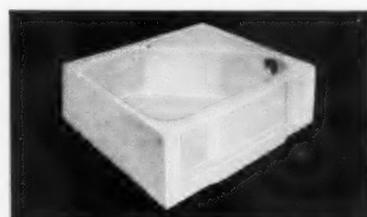


Take lavatories for the home as an example . . . the four shown in this column are but a few of those available, all of top RHEEM-RICHMOND quality, all in seven matched colors plus "whiter-white." They include spectacular new additions, such as the "Futura" pictured just above.

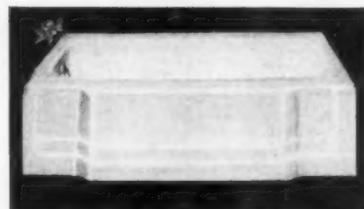


Or consider closet combinations. Two are shown here. The line includes many, many more for every type of installation.

This category is an especially good illustration of price range. The new RHEEM-RICHMOND closet combination shown just above—the "LaCrosse"—is actually priced in the economy class yet it makes a luxury appearance, with its modern lines and with any of RHEEM-RICHMOND's perfectly matched colors (or "whiter-white.")



Today, residential tubs are a good guide to advanced styling and completeness of line. The model illustrated just above is a modern square tub, RHEEM-RICHMOND's "Pompeii."



Here RHEEM-RICHMOND presents the beautiful "Breslin" in the regular 16" height. The "Breslin" is also available in 14" height. Again there are many, many more in a broad range of colors, sizes and styles.



Laundry and kitchen sinks, too, of course . . . anything you can name in plumbing fixtures. Make your choice from the truly *complete* line, and be sure of RHEEM-RICHMOND quality. Write for literature.

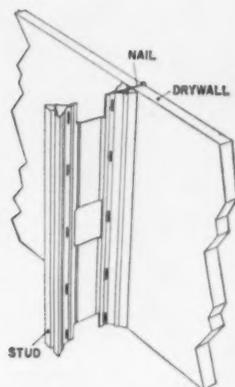


RICHMOND

PLUMBING FIXTURES DIVISION

Rheem Manufacturing Company, Metuchen, New Jersey

BUILDING WITH Brains



You can nail directly into steel studs in this steel-drywall partition system

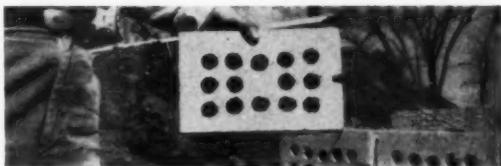
One of the biggest problems in using steel framing is field fastening other materials to it. But here's a system that permits drywall and similar materials to be nailed directly into the steel studs.

As the drawing shows, each stud has a slot in either side. Annular-ring nails go through the wall and into the slot. They're held by tension of the steel.

For added simplicity, studs come

precut, can be nailed into the steel plate and shoe without special fastening.

For details on this system of steel stud fastening write to Atlas Steel Stud Co., Huntington Park, Calif.

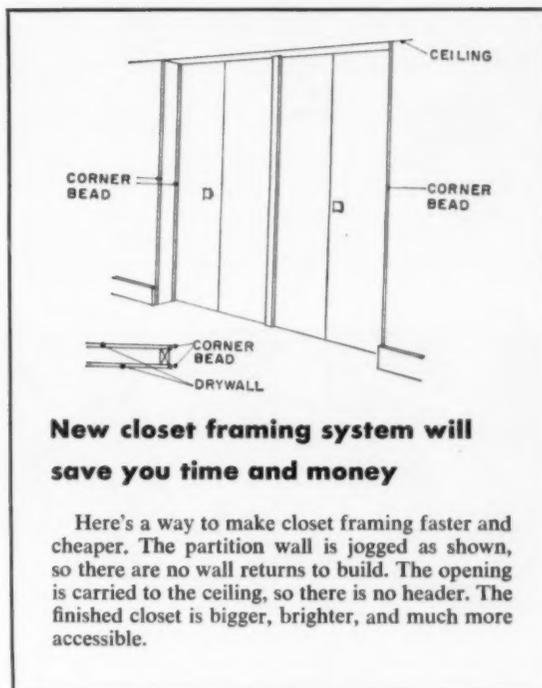


This new oversize brick . . .



. . . saves laying time

Instead of a regular header course, Wes Podany, Milwaukee, Wis., uses the double-sized brick shown above. It doesn't interrupt the regular pattern, simplifies handling problems.



New closet framing system will save you time and money

Here's a way to make closet framing faster and cheaper. The partition wall is jogged as shown, so there are no wall returns to build. The opening is carried to the ceiling, so there is no header. The finished closet is bigger, brighter, and much more accessible.

This small aluminum truss will let you combine



PROFESSOR STOUT holds an aluminum floor truss. It was made in the die to his left.

Both slabs and crawl spaces have advantages for the builder. But the new floor system shown here, developed by a professor at Penn State University, promises to roll all the advantages of both into one package.

Heart of the system is a small aluminum truss, shown at left in the hands of its inventor, Prof. Stout. Used as shown on these pages, it offers these advantages:

1. Nailing for a subfloor, underlayment, or finished wood floor. The floor is resilient, will be comfortable under foot.

2. Space below the finished floor that can serve as a heating plenum. The trusses offer minimal resistance to air flow.

3. Easy slab insulation. Perimeter of blanket insulation is laid on the slab, joists and floor trusses are laid over it.

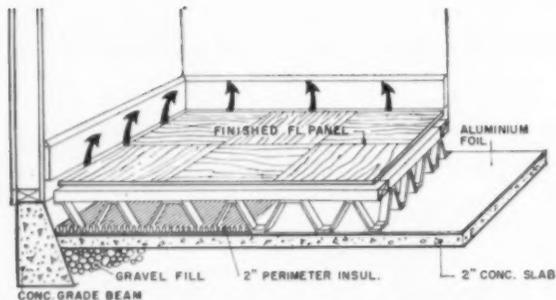
4. Warmer floor than with conventional perimeter loop systems. Heat will be under the entire floor, not just around feeder ducts.

5. Enough room for all plumbing and electrical lines to be laid between floor and slab.

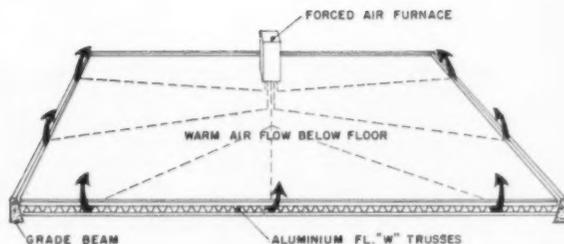
6. Easier slab finishing. Floor is not laid directly on the slab, so the slab requires only a level float finish.

7. Thinner slab. A 2-in. slab is entirely adequate, because the truss-and-joist system distributes floor load over a wide area, not just to isolated spots.

You get a low-cost heating system . . .



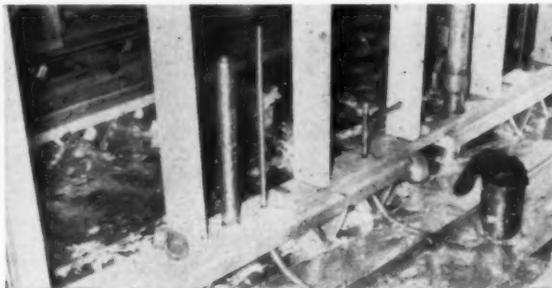
SPACE BELOW THE FLOOR acts as a heating plenum. Warm air is forced out from the furnace, enters the rooms through a screened continuous slot around the perimeter.



CROSS SECTION of the slab and floor system shows positions of various components. Slab has conventional vapor barrier below, aluminum foil and insulation on top.



3 PARTITIONS (ALL NON-LOADBEARING) can be set before floor is in place. They must be laid out to fall over a floor joist, or a floor joist can be shifted.



4 PLUMBING LINES, electric cable are put on top of the slab before the floor is laid. Partition could be left out until floor is laid and pipes run up through floor.

the best qualities of the slab and the crawl space



GRADE BEAM HAS BEEN POURED and house is ready for slab. Slab will be set low enough so that finished floor will eventually wind up level with top of grade beam. Slot between floor and beam is the warm-air register.



FLOOR JOISTS, with aluminum floor trusses nailed to them, turn slab foundation into a crawl-space foundation. Here, joists have been laid out and leveled. Strip in foreground is temporary brace to hold them until floor is laid.

... and here are the steps to install it



1 ALUMINUM FOIL is laid down as both insulation and extra vapor barrier. Perimeter of blanket insulation goes over the foil, to insure a warm floor.



2 ALUMINUM "W" FLOOR TRUSSES are nailed to bottoms of 2x4 floor joists. One end is nailed, the other end moved until height is right. Then it too is nailed.

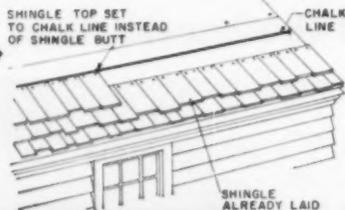


5 BLOCKING STRIPS, also with trusses attached, are staggered between joists. They're set on 48-in. centers. Joists go on 24-in. centers for special flooring.



6 COMBINED SUBFLOOR and floor is laid on joists. It's a 7-ply plywood with finished flooring on top. Tongue-and-groove edges permit the blind nailing.

HOW

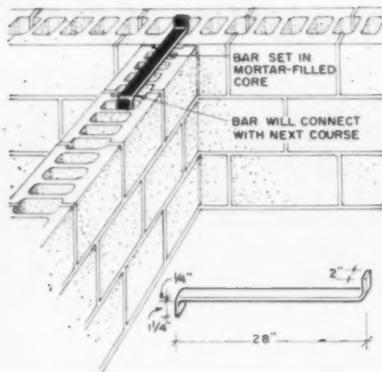


WHAT



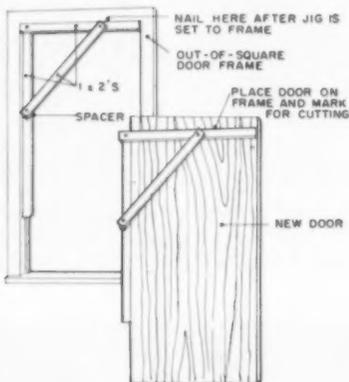
How to get colonial shadow effect

Albert Caiger, whose project of colonial design is shown in this month's Land Planning Section, uses this idea to get a soft, slightly irregular effect on his cedar roof shingles. He snaps a line for the fin ends of the shingles, instead of the butt ends. All shingles vary slightly in length, so the butt ends will not be perfectly aligned. Resulting line will be as shown above.



Bent steel rods strengthen block-wall intersections

Here's a device that adds to the strength of intersecting block walls. The bar ends are dropped into the block cores, which are filled with concrete supported by metal lath. Idea is from H. Muller, Danboro, Pa.



How to mark a door to fit an old, out-of-square frame

This jig provides a quick way to cut a new door to fit an old, out-of-square frame. Side pieces are set to the frame, and the diagonal brace set in and nailed. The door can now be marked off from the jig. Repeat at all four corners. S. Clark, E. Bradenton, Fla.



This builder uses a heater to reduce his callbacks

Paul S. McConnel of Houston, Tex., uses this trick to cut callbacks. He brings a heater in before trimming, bakes the house finish lumber out at 95 degrees for eight hours. This drives out moisture, keeps lumber from shrinking after trimming out.

General Electric Kitchen Laundry "Planned Profit Package" offers you 6 big advantages



**Planning
 and styling
 help**



Your General Electric distributor or dealer has a Custom Kitchen Design service to help you with layouts, perspectives, color coordination. A builder sales specialist will assist you in planning your kitchen, show you how you can save space *and* money. This can mean more profit for you.

PLUS these 5 big bonuses:

Power of brand preference. Among the homebuyers . . . Women think General Electric makes the best home appliances. Among appraisers . . . Lending institutions in all parts of the country use General Electric's high quality as a basis for granting high appraisals.

Savings on labor and installation. General Electric "Straight-Line" Appliances provide flexibility—are easily and conveniently installed.

Product availability. 100 General Electric distribution points all over the country assure you wide selection and availabilities.

Complete merchandising program. Merchandising tools, widespread advertising and publicity help create model home traffic for you.

Product service. Your General Electric distributor or dealer relieves you of the product service responsibilities covered by the manufacturer's written warranty. This can increase your profit.



As an authorized builder of "Live Better Electrically" MEDALLION HOME, you get prestige and promotional advantages. Ask your local utility about this program.

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'59 FORD PICKUPS GIVE 25.2% MORE MPG!

Certified! 25.2% more miles per gallon than the average of other leading pickups in Economy Show-down tests. And 25.2% means five days' driving on four days' gas!

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Standard six-cylinder models of all leading ½-ton pickups were put through the same series of road trials. After careful break-in and tune-up, they were tested at low speed and high . . . in simulated city traffic and door-to-door delivery.

And the '59 Fords outstripped every other make in every test. Altogether, they delivered 25.2% more miles per

gallon than the average of all the other pickups! Here's the record—certified by the nation's leading independent automotive research firm:

- '59 Ford Pickups' advantage
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25.2% more mpg than average

A 25% advantage in gas mileage mounts up fast, too! It's one gallon

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Dearborn 31, Michigan

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WHAT'S **New** AND **WHAT TO DO ABOUT IT****New housing law still in doubt, but . . .**

Chances are you'll still get some housing legislation this year. Maybe not an omnibus bill, but at least an extension of FHA's insurance authority, which is now almost exhausted.

Whatever the outcome, builders will probably not be greatly affected this year; the momentum of this boom year will most likely carry through to the end of '59.

Next year, however, may be something to worry about, particularly in view of the tightening money situation. So builders looking ahead to '60 are already beginning to think and plan more cautiously.

What Ike wants

At presstime it was doubtful that Congress could override President Eisenhower's veto last month of its housing bill. But, despite bitter resentment of the veto, the lawmakers are expected to work with the Administration to draft housing legislation along the lines called for in the President's veto message. Basically, he called for:

- Additional FHA mortgage insurance authority by elimination of the ceiling on this authority.
- Extension of the FHA program for insurance of Capehart military housing loans.
- Continuation of the Voluntary Home Mortgage Credit Program.
- Replenishment of authorizations for urban renewal grants, with increase in the local share of the costs; and enactment of the college housing program proposed in his '59 Budget Message.
- Raising of the statutory interest rate ceilings governing mortgages insured under the FHA's regular rental housing and cooperative housing programs.

To cut or not to cut

In immediate, outraged reaction to Ike's veto, Rep. Albert Rains (D., Ala.) coupled his blast with a warning against any attempt at piecemeal legislation. Rains, chairman of the House Subcommittee on Housing, told AMERICAN BUILDER: "Unless the Congress can override, the veto of the housing bill has jeopardized all of the liberalizations to the FHA and FNMA programs which the bill contained. In my judgment, any attempt to water down or break up the bill will fail. The blame lies squarely with the Administration."

Similarly, Sen. John Sparkman (D., Ala.), chairman of the Senate Subcommittee on Housing, called the President's specifications "generalities." Said Sparkman: "I will not consent to vote on a housing bill until the Administration has spelled out, item

by item, what it wants and has given us the figures in that connection. . . ."

And, Senate Majority Leader Lyndon Johnson (D., Tex.), called it "unfortunate that the Congress and the country are now confronted with an all-or-nothing attitude" but added that (with the help of Republican senators) "I think perhaps we can reach agreement. . . ."

New bill hews to Administration views

Within one week of the veto, a new housing bill was introduced in the House by two Republicans: Rep. Gordon L. McDonough (Calif.) and Rep. William B. Widnall (N.J.). As submitted, the bill sought to carry out President Eisenhower's urban renewal and college housing programs and to continue FHA's ability to insure home mortgages. The bill omitted public housing projects, housing for the elderly, college classroom loans, and other features which caused Eisenhower to veto Congress's \$1.375-billion bill. In its principal features the bill is patterned closely after proposals made by the President. Consequently, introduction of the bill by Administration congressmen was interpreted by some observers as a clear indication that the Administration is anxious to create a new housing law.

Since Congress failed to produce an omnibus housing law last year, it was thought quite possible that both the Senate and House would stay in session this year until they do—even beyond Labor Day.

► **Face the real possibility of no new housing law this year and start making plans to protect yourself against the hazards that may result during the next 12 months. Right now, wire your congressmen on the need for immediate, sound legislation. Note the additional danger in the tightening money situation and consider taking these steps: 1) Firm up your commitments; 2) Cut back on your land-buying to avoid overextending yourself; 3) Plan for more conventional loans as a hedge against a shortage of FHAs-VAs and subsequent higher discounts.**

Highways, homes—your opportunity

As we've said before (May, 1959), far-out land along or near new highways offers a golden opportunity to builders in land-scarce areas. Now we've discovered two Houston builders who are taking advantage of this goldmine of building sites. Their story (pages 66-69) is part of our big round-up on what's happening in Houston (page 63).

'59 house is larger, less expensive

Typical house this year is slightly larger than last year's but sells for a little less, an NAHB survey indicates. The typical house has 1,210 sq. ft., is tagged at just under \$14,000. The study, made in May by the association's Builders' Economic Council, covered 525 builders in all types of operations and price classes throughout the country.

Note this important switch to lower price tags: houses in the \$8,000-\$9,999 bracket nearly doubled and the \$13,500-\$14,999 group went up more than 50%. Median prices: Southeast: \$12,780; Mid-Atlantic: \$13,700; Southwest: \$14,000; West: \$14,200; North Central: \$15,330; Northeast: \$15,420.

Again most of the new houses are one story, with the same proportion of garages as last year, but fewer carports. About three in ten have basements, as in 1958, but a slightly higher percentage are slab units. Only 37% have just one bath (last year 43%); 80% have three bedrooms (last year 72%) and only 7% have two (last year 18%).

▶ Use this information as a guide, but check with your local utilities and FHA and VA offices about local preferences. Ask your town and state newspapers, radio and tv stations for current market data and information on the characteristics of houses being advertised in your area. Consult your local real estate board. Better still, make your own preference study (inexpensive by mail).

Builders bullish on 2nd half of '59

Housing starts for the rest of the year will be better than the first half, according to builders surveyed by NAHB's Builders' Economic Council (see above). Only one out of four think starts will go down either nationally or in their own communities. Feeling optimistic, nearly half the surveyed builders have changed their plans since early this year; most plan more starts, some are moving to higher prices.

Caution: the study was made in May, before mortgage money began to tighten and before Eisenhower vetoed the proposed housing law last month (see p. 27).

However, says NAHB Economics Director Nat Rogg, "The survey provides encouraging evidence of a trend toward more careful management planning of [builder's] financing operations." Inventories are down, markets seem strong, and most of the reporting builders have protected themselves much better than in the past against tightening money by obtaining firm commitments for permanent financing on most of the units being built and planned.

Also, many builders were counting heavily on an increase in the VA housing interest rate. With the rate hiked to 5¼% early last month, these builders are breathing more easily.

▶ Play it safe, at least until you know what kind of housing law you will have, if any; protect yourself by getting firm commitments for most of your starts.

New I-B-R Hydronic Research House

Six miles of wiring connected to thermocouples and other metering devices is measuring the heating and cooling performance of various building materials in a new research house in Urbana, Ill. The split-level laboratory was opened recently by the Institute of Boiler and Radiator Mfrs. to continue its study of ways to increase comfort through hydronics. The house is a combination of brick and vertical wood siding containing 2,530 sq. ft. Interior walls can be removed in sections to simplify changes in type and thickness of insulation.

Built-in bomb protection

Bomb shelters may be required in all new New York construction before long. A special task force on protection from radioactive fallout has recommended such a plan and Governor Rockefeller may urge action by the State legislature next year. The plan also calls for adding bomb shelters to existing construction. First reaction of the area's builders was cool. Victor A. Sullivan, president, N. Y. State HBA called the plan "very premature," while Otto Hartwig, assistant to the president, Long Island HBI, said the added cost might discourage new home buyers. Both men complained that builders weren't told before the plan was announced.

▶ Although it won't happen overnight, there's a good chance bomb shelters might be required in most sections of the country soon. The same day Gov. Rockefeller announced his program, the *Saturday Evening Post* hit the stands with a lead article entitled, "Civil Defense: A National Disgrace." Authored by Sen. Stephen M. Young (D.-Ohio), the article called present evacuation methods "obsolete." The real solution, Young said, is in providing a practical shelter program. For a good idea on how you can build a virtually blast-proof house, see *AMERICAN BUILDER's* Feb. issue, p. 158. More information on this house can be obtained from SCPI, 1520 18th St., N.W., Washington, D. C.

What's the answer to the minority housing problem?

Before 1957, Negro families like these had trouble buying new, attractive housing in San Diego.



Now, two enterprising builders have proven good houses can be built for minority groups—with no financing problems.



Courtesy Union Title Insurance Co.

"...give honest value, maintain high construction quality"

Building good housing for minority races has been—and continues to be—a problem in most of the nation. San Diego is no exception. But, Ben H. and Aaron H. Kolkey, who comprise the Dass Construction Co., have found a partial solution to the problem.

In 1957, no FHA or VA loans were available in San Diego for minority groups. And, there were no developments going up for these groups.

At that time Dass owned some land in a "mixed" area. A group of Negroes asked the Kolkeys to build some houses on this land.

Financing was the main problem. Although the lending institution involved was frankly skeptical, Dass managed to arrange conventional loans for 17 houses. These houses were priced from \$12,-\$13,500, including lots valued at about \$3,500.

Later on the Kolkeys built another 29 homes; then 56 more. This year they completed their

latest tract—81 houses priced from \$13,-\$15,500 in the Logan Heights area. There was no sales problem. Every one of these 81 houses was pre-sold from blueprints. And, the Negro sales agency Dass uses has a waiting list for the next group of houses.

Financing was no problem on the latest tract: 80 per cent of the houses were VA-guaranteed; the balance were FHA-insured. Applicants had to earn between \$360 and \$460 a month to qualify. Four out of five who applied received loans.

Fair treatment pays off

Aaron Kolkey has this explanation for the lack of sales problems:

"We have been successful in selling Negroes because we give them an honest value," he said.

"We gained their confidence with our first small group of homes and we held it because we maintained high quality in the succeeding tracts."

Kolkey maintains that most Negroes don't want to infiltrate into white areas. But they do want "respectable homes in their own neighborhoods."

Negroes are suspicious of builders who offer them houses far below white standards, he stated. (Logan Heights houses have three bedrooms, one-and-one-half baths and occupy 60x110-foot lots.)

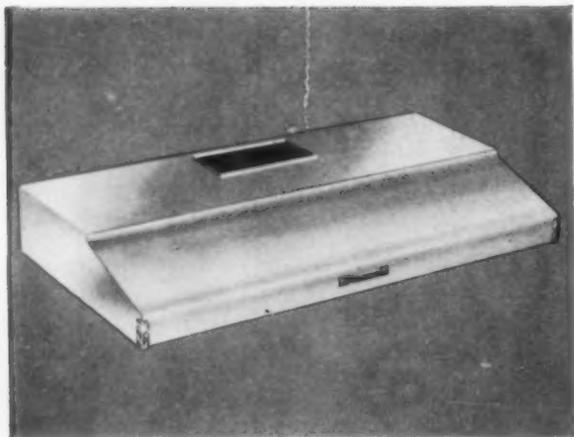
Large minority market exists

Dass is currently planning another tract for Negroes. The new houses will sell for about the same price. In this case, the builders will try to include some built-ins without greatly increasing the cost of the houses.

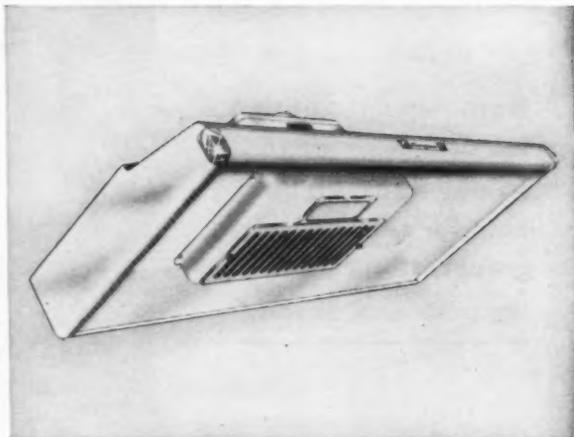
Says Kolkey: "The surface of this market hasn't even been scratched. We actually have less trouble in qualifying Negroes than [we do] in many of our other tracts." (The company is also building 600 Medallion homes in the Lake Murray area.)

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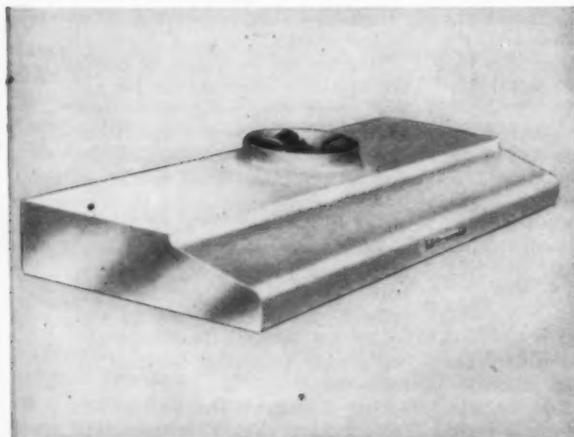
Rangaire



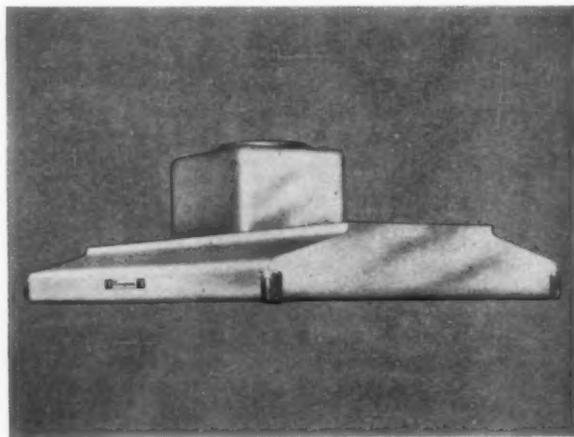
RANGAIRE UC 600 The ultimate in kitchen ventilation with exclusive horizontal-type exhaust unit contained completely within the hood. Double recessed lights, extra large washable aluminum foil filter and convenient push-button controls. Highest efficiency under most exacting conditions. Designed for utmost ease in installation.



RANGAIRE UC 2 Popular favorite for luxury kitchen ventilation. Beautiful, long-lasting baked enamel finish, powerful squirrel cage exhaust unit with automatic backdraft damper and permanent, washable aluminum foil filter. Recessed frosted glass lights, and fingertip push-button controls add the final touch of luxury. Easily installed.



RANGAIRE UC 656 Decorator designed to beautify any kitchen yet economically priced, the 656 has many of the luxury features of the more expensive makes. Wipe-clean baked enamel finish, washable aluminum foil filter, recessed frosted glass lights. Full 8" exhaust fan removes heat and cooking odors rapidly and efficiently... Easy installation.



RANGAIRE ISLAND-TYPE UC 2 Designed to meet the ever increasing demand for under-cabinet island installation, with all of the luxury features of the standard UC 2, this smart-looking hood comes plain as shown or with scalloped-edge trim. A perfect design element for the pace-setting kitchen this beauty is available in all Rangaire Color-Mates.

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with the "built-in flexibility" that every builder needs . . . and the consistent high quality that every builder wants — regardless of price.

No matter what price home you plan to build, there is a Rangaire hood to fit your need . . . and a price to fit your budget. Nationally advertised, Rangaire's consistent high quality lends added charm and visible sales appeal to your home.

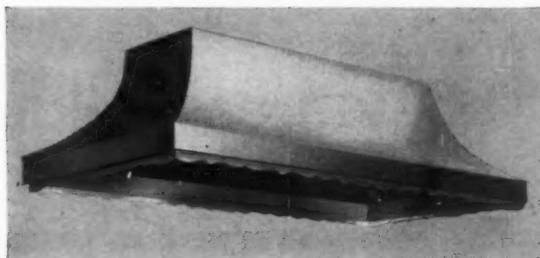
COLOR FLEXIBILITY A must for today's homebuilder. Rangaire Color-Mates match or mix with all major appliance colors. Standard colors are coppertone, antique copper, white, and stainless steel.

SIZE FLEXIBILITY Here's real help for the builder. Rangaire

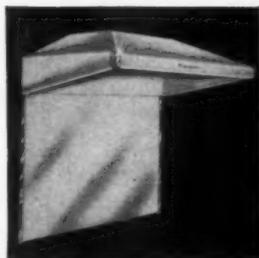
manufactures all popular sizes up to 42" as standard, and will fill any odd size requirements on request.

PRICE FLEXIBILITY Rangaire meets all comers with a right-price hood for mass builder economy to custom-designer, and the Rangaire quality is always there.

DESIGN FLEXIBILITY From standard to custom — Rangaire has the right style hood for your home. Under-cabinet, Island-type, Free-standing, are all standard with Rangaire. Custom designs built to your specification. See your Rangaire dealer today . . . you'll be glad you did.



RANGAIRE IMPERIAL This exclusive, ceiling-installed masterpiece offers true "style magic" for the really deluxe kitchen. Squirrel cage exhaust, washable foil filter, and recessed frosted glass lights.



MODELS 3 AND 41. Free-standing. Deluxe 41, squirrel cage exhaust, with filter. Model 3, swing-down fan.



RANGER 110 Low-cost efficiency for ceiling or cabinet. Squirrel cage exhaust. Washable foil filter.



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- No Drift Feature
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Write for further information and free literature: Rangaire, Cleburne, Texas. Dept. A1



WIDE EAVES, extended beams, natural materials, simple lines make this contemporary-style house look even larger.



Architects: Jones & Emmons

Bay area builder



Winner of 1958 Merit Award
\$16,000 to \$40,000 Class

FLOOR PLAN of 1,500 sq. ft. is laid out for today's larger families. Highlights: two bath rooms; four bedrooms; two-car garage; all-purpose room convenient to patio and kitchen.

How can San Francisco's Eichler Homes sell contemporary houses (169 in 1959) when so many others shy away? Simple: they give a lot of house for the money. The model shown here sold for \$22,500 with land.

Here are three ways Eichler pares costs. First, they use time-saving post-and-beam construction instead of conventional framing. Second, they keep material lists as short as possible—only two materials are used on

the exterior. Third, they use simple detailing to reduce finishing costs that are often high.

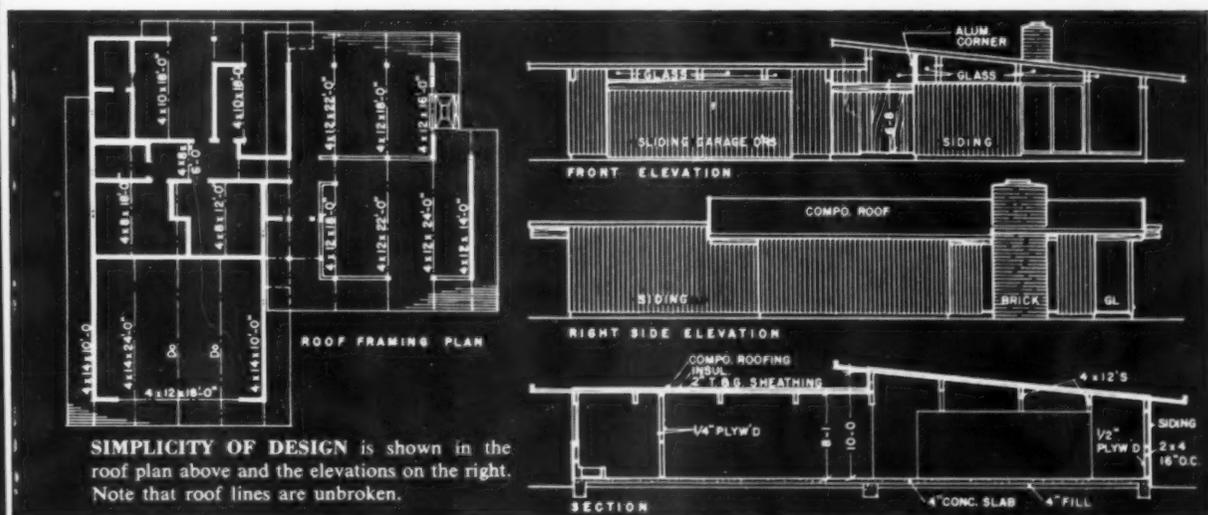
Adding quality to their low-cost, big-space story, Eichler uses and promotes brand-name products wherever possible.

of the MONTH for August



INSIDE, feeling of luxury and easy maintenance is created with Philippine mahogany paneling, vinyl tile throughout.

sells with contemporary style

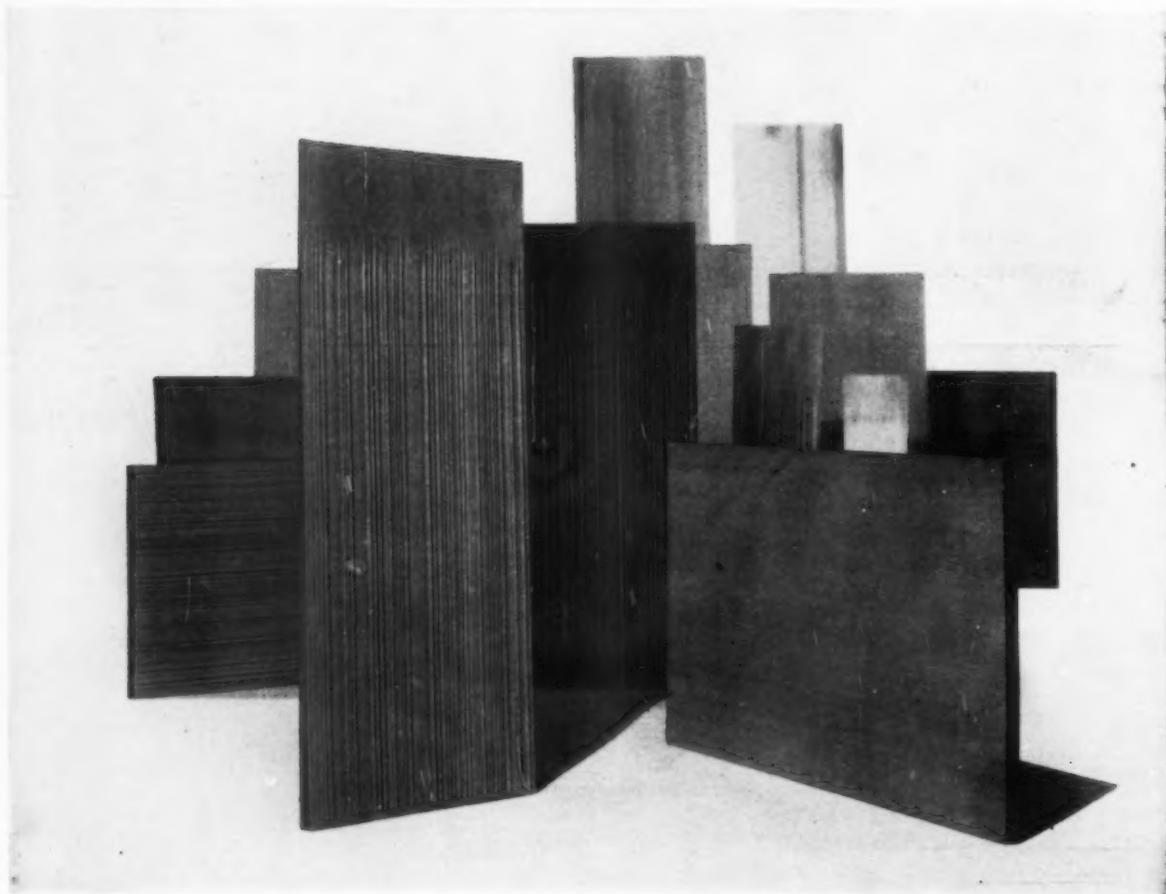


the three dimensions of cedar

Cedar gives you thickness that tells prospects your homes are built to last. It gives you texture that dramatically shows your awareness of good taste in exterior finishing. And, it gives you visible quality that is unmistakable.

Whether featured on roofs, on walls, or in tasteful combination... red cedar shingles and machine-grooved cedar shakes provide a range of design possibilities unmatched by other exterior materials.

Let the thickness, the texture, the natural quality of cedar shingles and shakes add new dimension to your home-selling program.



For application details, see your current Sweet's File... or write...

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Now you can turn all interior wall erection over to your gypsum drywall contractor

See how on next page



Pabcowall System, patent pending

PABCOWALL—

a new idea
in building

All new studless drywall system

Now, your drywall contractor can **completely** erect all non-load bearing interior walls! Pabco's new studless drywall system eliminates interior wood framing altogether.

This advanced Pabco system consists of standard $\frac{5}{8}$ " tapered edge Pabco gypsum board panels, 1" thick gypsum spacer ribs 6" wide,



1 First step is laminating strong 1" x 6" gypsum ribs to gypsum board panels. Ribs are attached on center with Pabco joint cement at a rate of one each 60 seconds. Total laminating time is 40 minutes on an average job.

2 Nailing strips, 1" x 1½", are applied to ceilings, floors and sidewalls. Walls laid out according to blueprint with chalk line and level.

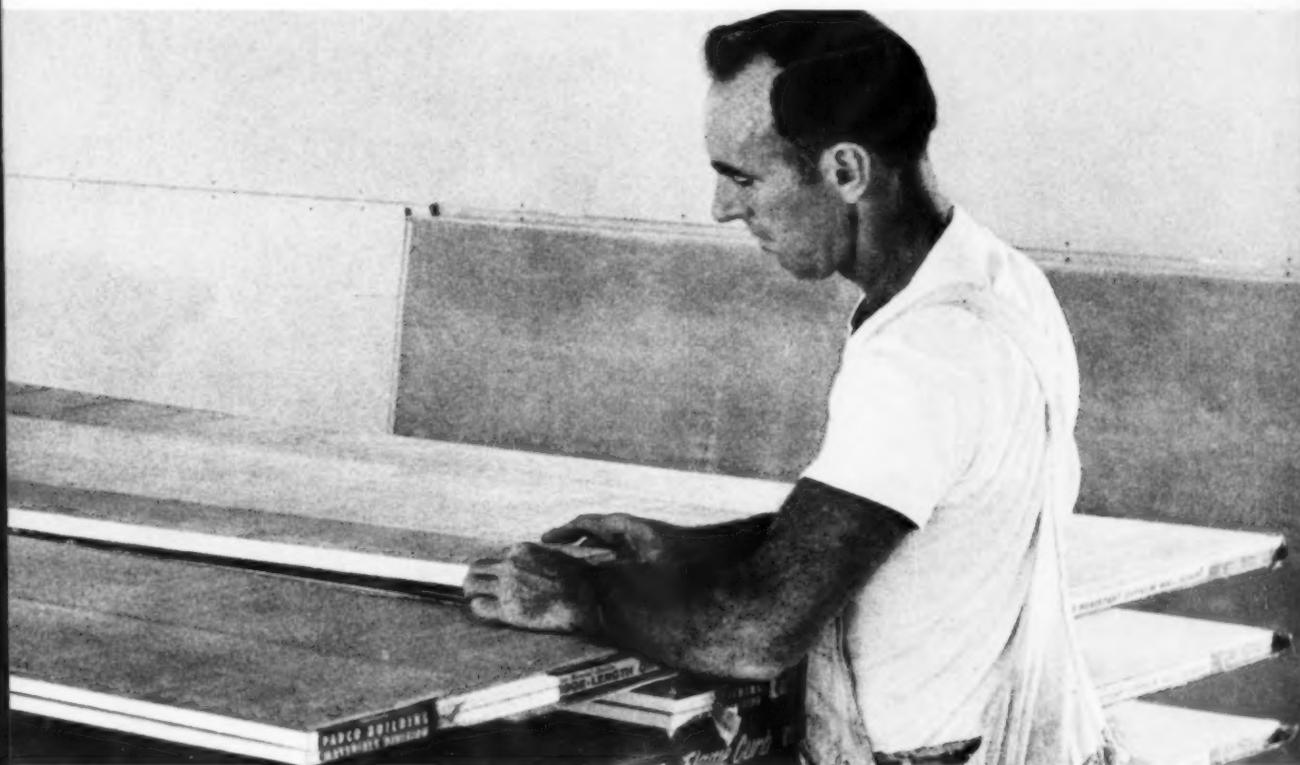
3 Panels go up fast, erected with staggered joints for strength and nailed along wood strips. No nails in field of panel to "pop" later! Face panels are laminated to ribs at joints. 6" ribs, 24" o.c., give twice as much solid wall as wood studs.



eliminates interior framing

and 1" x 1½" wood nailing strips. These materials are quickly joined with Pabco joint cement, nails, and wood screws and erected to form strong walls 2¼" thick.

With Pabcowall, you simplify building — get more liveable floor space for less money!



PABCOWALL

— more liveable floor space for less money

4 No. 7 wood screws, 2" long, tie wall together at each joint. Three screws on edge of each panel.

5 Doors are cut or placed anywhere. Door bucks reinforced with 1" x 1½" wood strips in space between face panels.

6 Ready for taping in record time. Note strong outside corner achieved with 1" x 1½" wood strip. Wiring is simple, with conduit coming through ceiling nailing strips and running between face panels to outlets.



Greater strength

Only Pabcowall gives you these advantages



20 square feet more liveable floor space in average house

Lower building cost

Excellent sound deadening qualities

A fire-rated wall

Less wall deflection

No nail popping

Faster job completion



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Western Views

By **BILL RODD**

IF ALL THE CLOSE-IN, level land in your community has been used up, perhaps you can follow the example of enterprising builders in Los Angeles, San Francisco, Seattle, and Portland areas who have turned to the hills for building sites. There, on terrain formerly thought fit only for mountain goats, they are tapping a great new reservoir of land.

IN LOS ANGELES ALONE it is estimated that 2,000,000 people can find homes in the hills. And builders are taking to the hills in droves. Suburbs on level ground have been pushed out as far as they can go. Property owners are beginning to rebel at long, arduous bumper-to-bumper drives. In Oakland, Calif., one close-in hillside development has drawn a good percentage of its sales from former commuters who tired of the driving.

CLOSE-IN HILL SITES were largely neglected until recently because of the high cost of hillside building, the difficulty in getting financing and because only adventurous souls wanted to live on hillsides. But all that is changing. Improved earth-handling techniques and new methods in design and

construction have reduced costs to the point where in many cases the extra cost of building is offset by the low original cost of the land. Hillside lots, unless they are level-view lots, are usually priced considerably below lots on level ground. (Where a builder carves out a level pad for a house on a hillside with a view, the price in L.A. can be upward of \$10,000 for the lot.)

SO-CALLED "PROBLEM" LOTS are comparatively low in price. Due to stringent, protective building codes, and the large number of successful jobs in recent years, both lending institutions and the public are losing their fear of hillsides. Even FHA will now approve loans on compacted fills. Of course the lending institutions require that builders use expert advice from qualified geologists and soil engineers in designing and preparing the sites.

IMPORTANT AMONG THE NEW TECHNIQUES which facilitate hillside building is the use of structural steel frames. Building on a problem lot with many elevations and a variety of slopes usually calls for a minimum of footings

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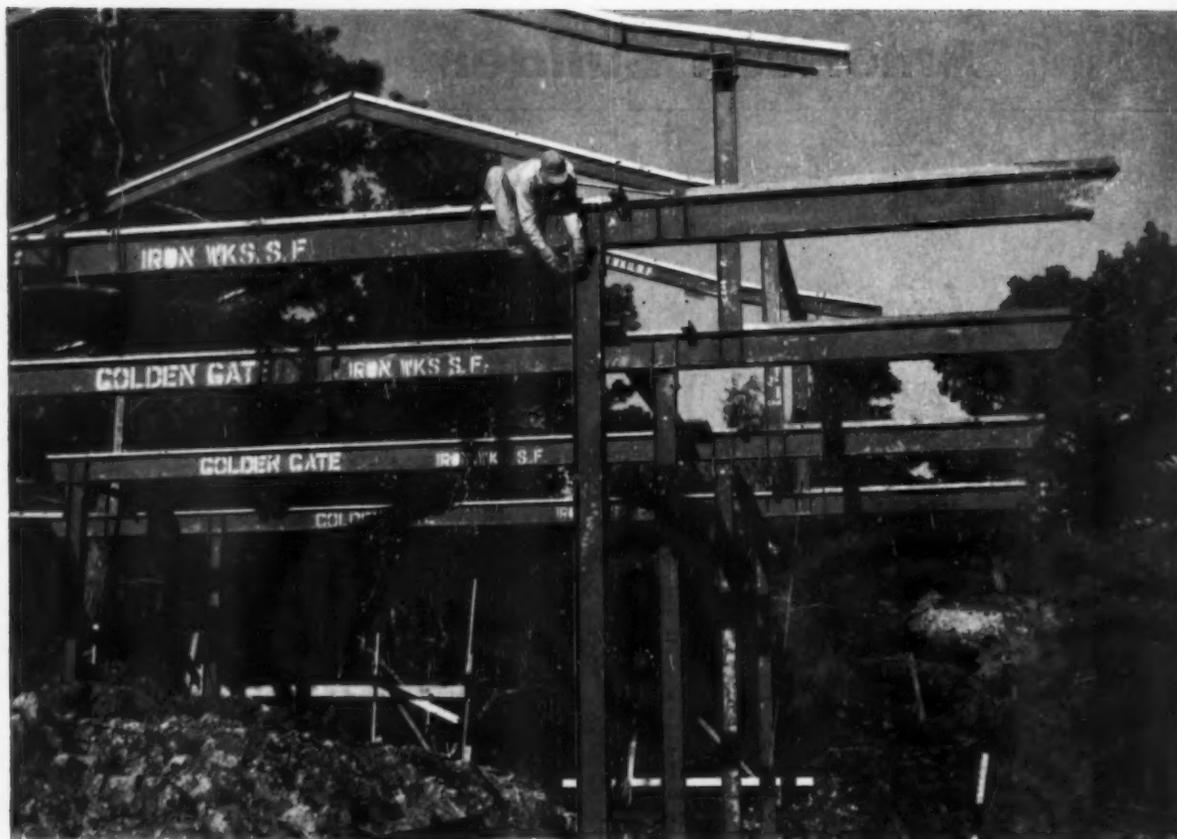
and columns. Structural steel makes this possible, as will be seen from the Schmidt house, supported by only five columns. (See page 90.)

STEEL SPEEDS CONSTRUCTION, gives earthquake and slide protection, permits wide expanses of glass, makes it simple to cantilever for decks. Most builders are familiar with the use of steel pipes and steel beams to support otherwise conventional homes. But the new trend is to use complete steel roof decks, allowing the structural members to be exposed. Such frames are usually shop-fabricated and installed by the steel subcontractor.

WANT MORE INFORMATION on building with steel? Both Columbia-Geneva Steel and Bethlehem Pacific Steel will be glad to aid you.

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COMPLETED steelwork skeleton for entire house: wood nailer strips have been fastened to top of deck and roof beams.

A skeleton of steel frames

The structural steel skeleton of this contemporary home would be found more often in a skyscraper. But here, it enabled Roth Construction Co., Belmont, Calif., to build on a steep hillside site. Although steel framing also works on level sites (Roth already has used an identical framing system on such a site) the system is particularly useful in hillside construction, where it eliminates costly undercutting.

The steel frame (put up by iron workers) also eliminates the need for load-bearing interior walls, allows interior "open" planning. A central gallery runs the width of the house and di-

vides the bedroom-bath area from the living area. Interior partitions are stud-and-drywall construction. Some extend to the ceiling to cover plumbing and duct work; others are storage room dividers.

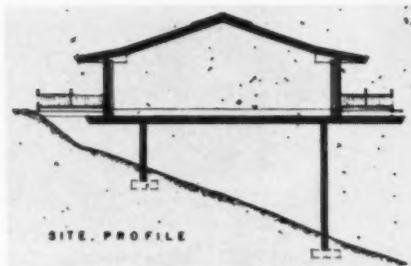
The house is located in the Freemont Hills development at Los Altos Hills. Architect: Johnson-Hawley & Associates, Palo Alto; structural engineer: Warren & Siebert, Palo Alto.

STEEL COLUMNS elevate floor level high enough so that overhang on the view elevation can serve as a carport. ▶

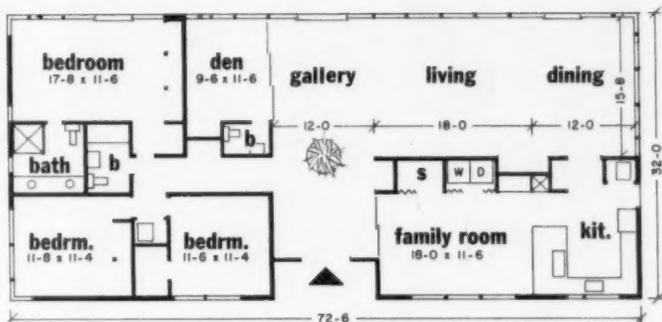




HOUSE takes off from natural slope of hillside, leaving natural surroundings undisturbed.



CROSS SECTION shows how steel permits house to sit on unexcavated site. Steel is only material that can be used in columns this high.



this hillside house





Lightens
your work
Brightens
your leisure
Widens
your world

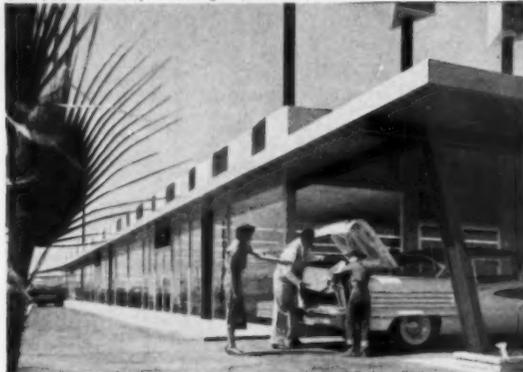
Westerners like these new ideas in USS steel

Owner: Janrick, Inc., Arlington, Wash. Contractor: Texmo Pole Structures, Inc., Bellingham, Wash.



New Ground Cover for Aircraft. When storm warnings fly in northern Washington, all planes are secure in weather-proof steel hangers at Arlington Airport. These structures were built to last from USS Galvanized Sheets, formed into special long length panels by Western Aluminum Corp., Seattle. This new application of USS Sheets provides extra strength and saves money, through faster erection time and easier handling.

Owner/Builder: Lindsay M. Waddingham, Lancaster, Calif.



New Design for Furniture Sales. Lindsay's Interiors, Lancaster, California—a new approach in store design, by Calcor Corp., Huntington Park. Structurals, wall panels and roof decking are formed from USS Steel. Post-free, clear spans provide maximum use of interior display space. Features like these make steel a fast-growing favorite of architects and builders throughout the West.

Contractor: Leiser Construction Co., Denver.
Steel Windows: Colorado Metal Products Co., Denver.



New Dash for Dwellings. Strong, light-weight framing of USS Steel, by Sterling Steel & Supply gives the Melbro Apartments, Denver, Colorado, rigid, lasting beauty.

STEEL FOR EVERY PURPOSE FROM A SINGLE SOURCE

Western industry works better in steel buildings. And to keep pace with Western growth, USS produces steels for every building purpose. When you build—build modern with steel! Call your nearby United States Steel representative for full information.

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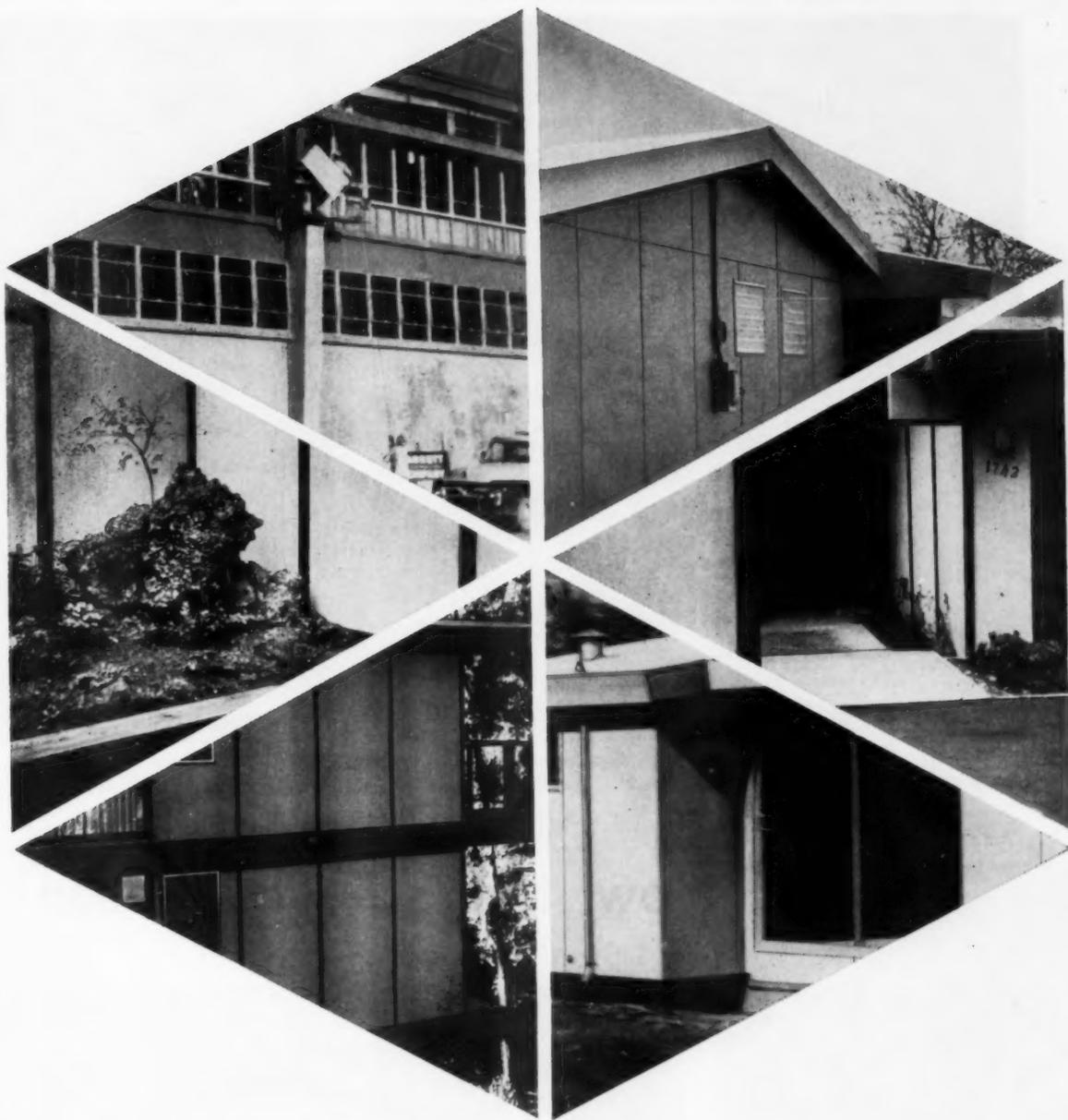
Curtain walls: Fentron Industries, Inc. Architects: Mallis & DeHart. Contractor: H. Halvorson, Inc., Seattle, Wash.



New Class for School Buildings. Steel is making a major contribution toward solving the West's critical school shortage. Shoreline High School, Seattle, Washington, a case in point, is finished in style with porcelain-enameled panels of USS Steel for maximum service and minimum maintenance.



**Columbia-Geneva Steel
Division of
United States Steel**



MOST VERSATILE BUILDING MATERIAL SINCE WOOD

No other material does so many jobs—inside and outside—so well, at such low cost.

Use these tough new asbestos-cement panels as siding for every building . . . or for interior walls of commercial, industrial, and farm structures. Also ideal for fences, windbreaks, grain bins, growing benches.

Pab-Flex and Pab-Rok sheets are fireproof, rot-proof, weatherproof, termite-proof. Smooth, stone-hard surface decorates beautifully. Large 4'x4' and 4'x8' sheets speed application. Cut by scoring or sawing.

Pab-Flex available: 1/8", 3/16", and 1/4". Pab-Rok available: 3/16" and 1/4".

Both meet Federal Specifications. Order from your building material supplier.

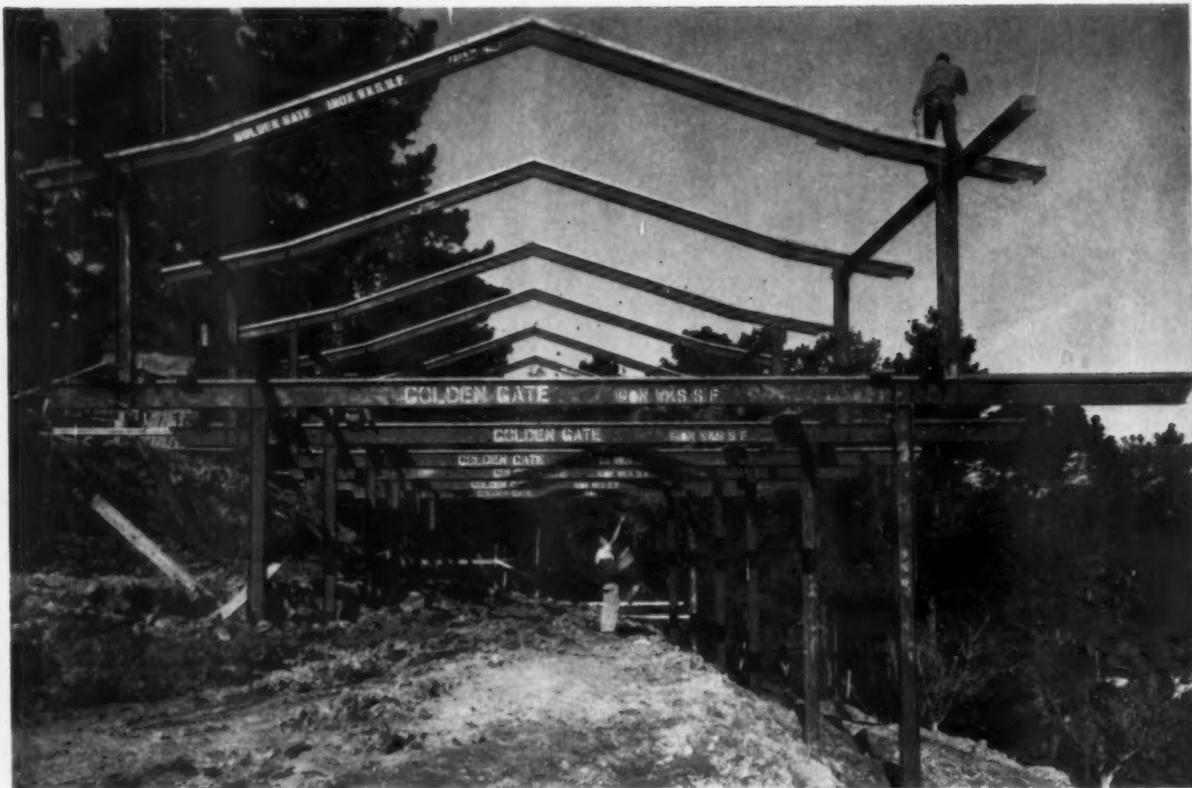
Pabco Building Material Division, Fibreboard Paper Products Corporation, San Francisco, California.

NEW! PAB-FLEX

Flexible Asbestos-Cement Board

NEW! PAB-ROK

Utility-grade Asbestos-Cement Board,



EACH STRUCTURAL bent consists of a welded roof section, two columns, a floor beam, supported over two

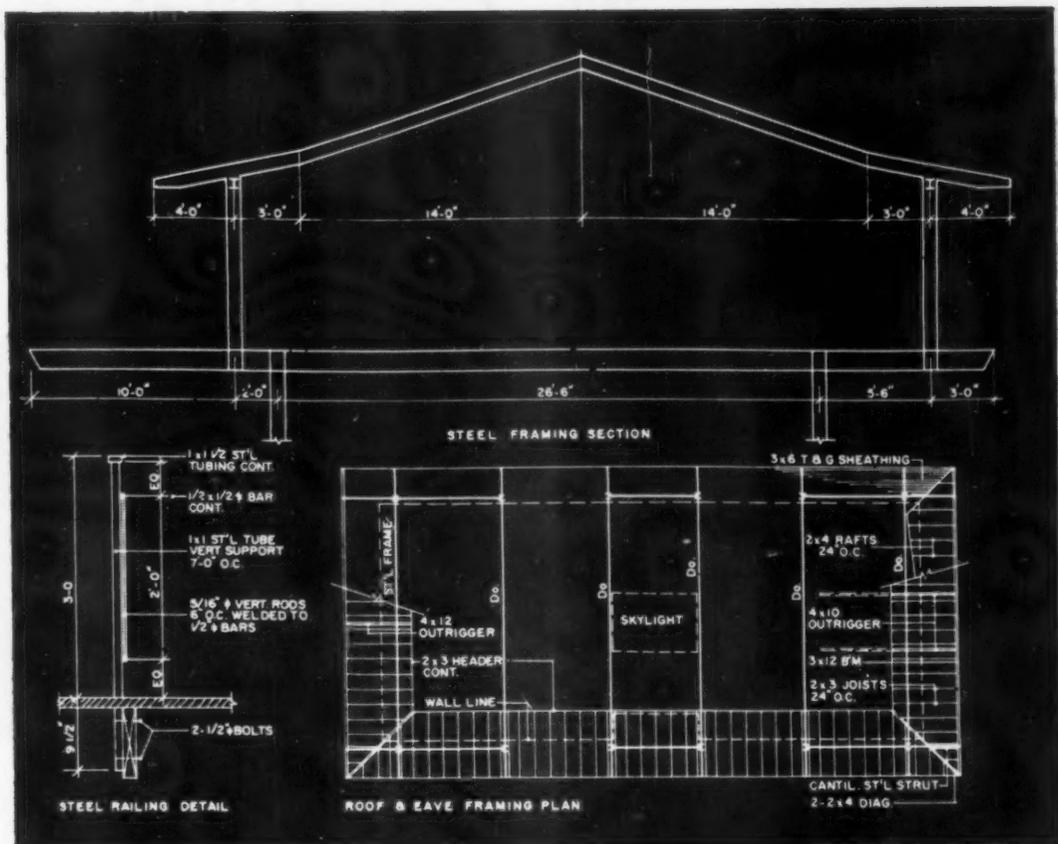
pier columns spanning 34 ft. The six bents were placed on 14-ft. centers. Column-to-column span is 29.5 ft.

How the steel skeleton

The six identical frames that form the home's skeleton were fabricated by Bethlehem Pacific Coast Steel Corp. They were trucked to the site and erected in two days. Steel shafts, bolted to single concrete footings, adjust the house to the lot level. Only hand digging was necessary for the footings. Each pier is a 3-ft.8-in. square of reinforced concrete, 1 ft. thick. All field connections were bolted; each frame leveled onto the footing by self-leveling nuts seated on the imbedded foundation bolts.

CRANE moves in top frame of roof-and-column section. Rigid frame of wide-flange steel sections easily span 34 ft. without any interior supporting elements.





is framed



IRON WORKER plumbs column with a level. A simple turn of footing bolts, which fasten column to concrete footing, adjusts for plumb.

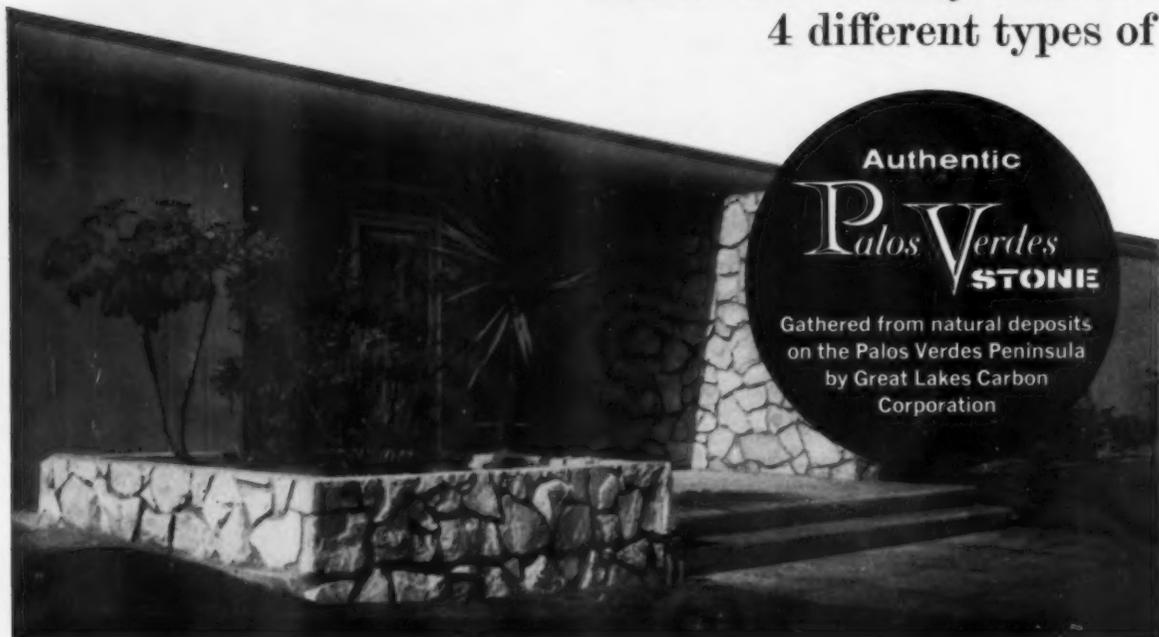


ALL CONNECTIONS were designed to be bolted with high-strength bolts and machine bolts. Here, workman tightens beam-to-column connection.



TO PROTECT steel columns from moisture at ground level, concrete is poured around them, into metal form, from top floor level of the house.

The Look of Distinction comes more easily with the 4 different types of



Outside or Inside

...the wide variety of natural rustic effects obtained with this distinguished stone rises from the fact that only authentic Palos Verdes Stone provides 4 distinctive types, varying in tone, texture and character. There is the popular *Mossback*—rough and rugged; *Oatmeal*—light in tone, even in color and texture; *Plaster Rock*—almost white, with a distinctively 'rippled' surface; and *Ornamental* or *Specimen*—pieces of natural sculpture, for rugged effects in masonry and for landscaping and garden effects. The colors of all 4 types are soft and relatively neutral, harmonizing with most architectural and decorative styles.

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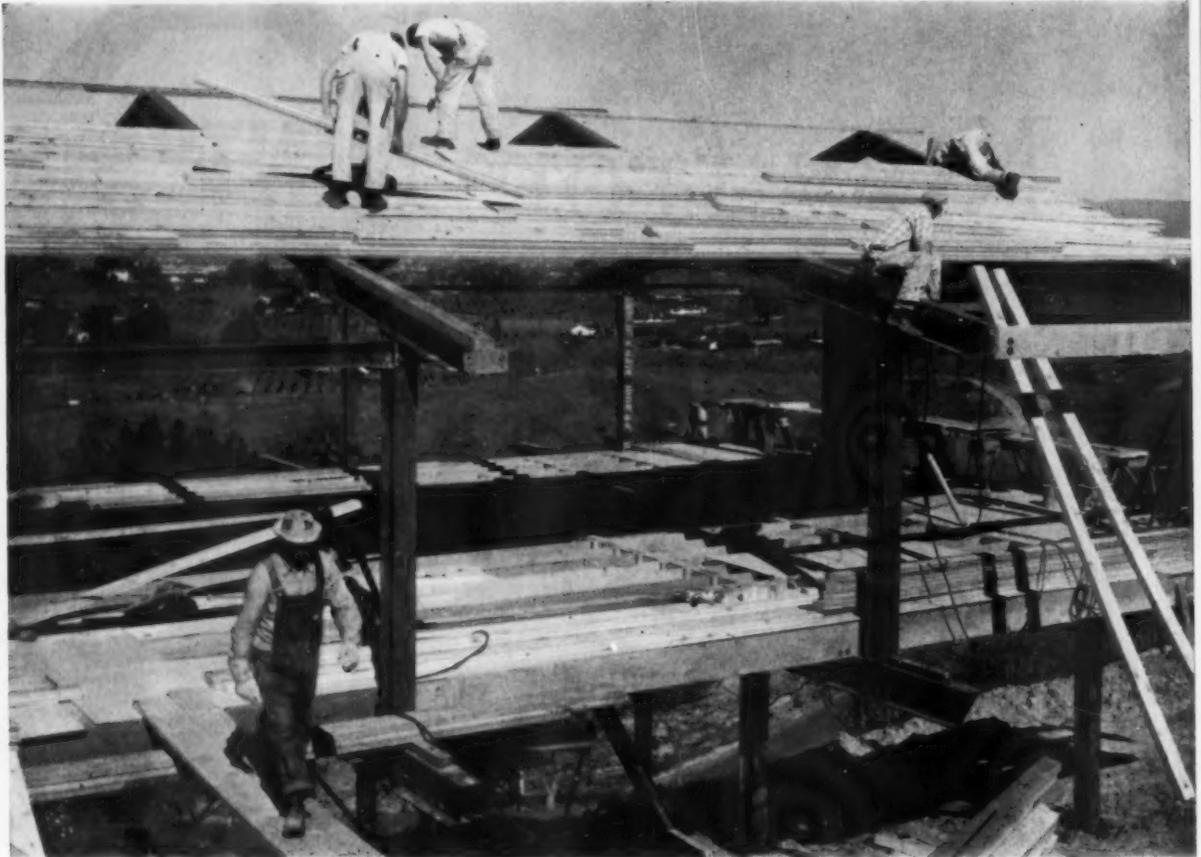
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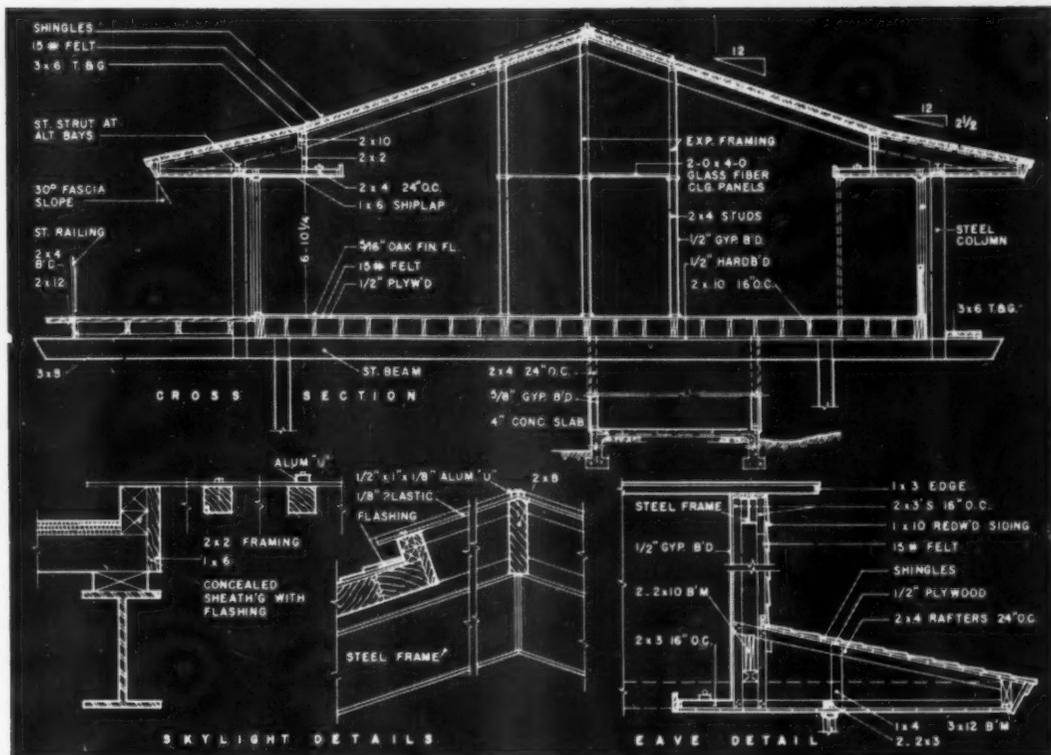
How wood goes over the steel



STEEL FRAMES have been drilled to receive wooden members. Wooden rafter section will support fascia.

PANEL frames are preassembled in 4x7-ft. units, then installed between soffit and floor. ▶





WOOD roof and flooring are installed simultaneously, nailed to nailer strips on the steel. Floor is framed with 2x10 joists with plywood subflooring. Roof consists of 3x6 tongue-and-groove deck over bolted wood nailers.

CONVENTIONAL WOOD SKIN and floor goes on over the steel frame. Floor is laid on 2x10 joists on 16-inch centers, roof is 3x6 double T & G decking. Wood nailers on the steel makes finishing quick and simple.

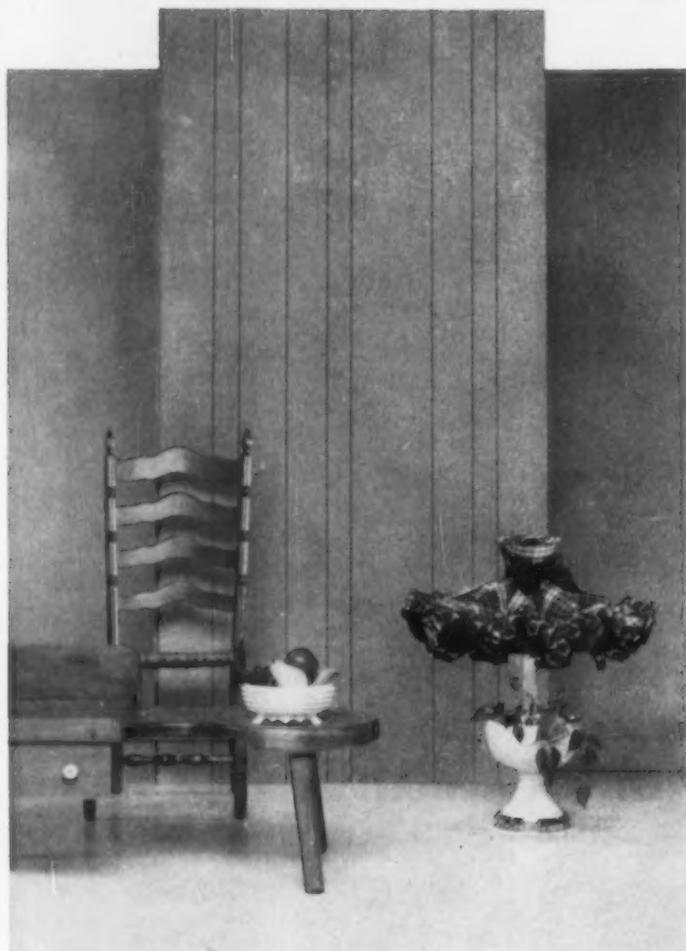
to form the final structure



When the steelwork is finished, carpenters move onto the job to cover the house. The roof is 3x6 double tongue-and-groove roof deck, pre-drilled to receive long steel spikes driven laterally through the decking. Underside of decking forms ceilings throughout. Floor framing is conventional 2x10 joists. Decking is plywood with hardwood and resilient flooring. Exterior walls are weatherproof "Timblend" panels set in pre-fabricated redwood frames; stained panel surfaces are exposed on both sides.

EXTERIOR GRADE particle board panels are cut and installed in wood frames, then nailed and covered with trim. Floor and ceilings are separated by 8 1/2-ft. space.

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PENNY-PINCHING . . . You save money with THRIF-TONE. The price is surprisingly low to start with, the panels save time and labor costs on application *and* you have no painting costs. What's more, your first expense is probably the last. THRIF-TONE is *tough* with a sealed surface that is designed to take abuse. It rarely needs any attention or repair.

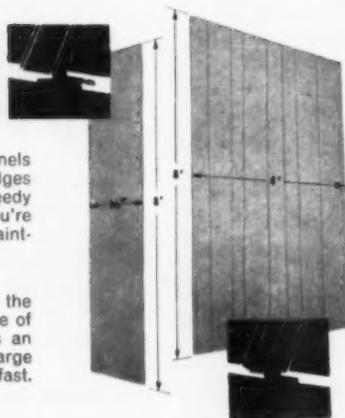
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Mrs. Typical Los Angeles tells what

"I swear," the woman exclaimed, "the next house I build will not have a sink on one side and the stove on the other. It causes more work for myself, dripping things back and forth."

The youthful, middle-income home owner who said this was typical of those who attended a recent Family Housing Conference of Greater Los Angeles. The conference, co-sponsored by *Look* and the Larwin Co., Los Angeles builders, was held to give the building industry an idea of what's wanted and what's disliked in the \$13,500 to \$17,000 Los Angeles home.

The reaction to the first delegate's comment was immediate. "I think I have read," another woman stated, "and I would like to agree, that the range, the refrigerator and the sink should make a triangle. (See *AMERICAN BUILDER* for September for more on kitchen planning.) You're constantly going from one side to the other, and not just

in a line, down the line—but so that you make a triangle path working from your sink, range and refrigerator."

In other words, a third woman pointed out, "your general work area should be pretty much coordinated."

Here's what the women voted on for kitchens.

- Shape: both corridor and U-shaped were favored because both are efficient, save many steps.
- A table is preferred for eating rather than a counter bar.
- More counter space is needed—not only for work, but for small appliance placement.
- Windows should be over the sink and face the morning sun.
- A garbage disposer is the most-wanted appliance—after the range and refrigerator.
- Everything should be built in for the sake of cleanliness and good looks—especially the dishwasher which women don't want

to push around.

What about the living area?

In the living area of the houses, most women voted for a family room. They're willing to take a smaller living room to satisfy this wish.

"I resent the adults being squashed into an area so the children may use the family room to use the television," said one mother. "I'm selfish. I feel we deserve as much comfort as the children do and this is the way the separation usually comes. The adults go to the living room and the children to the family room."

As for bedrooms, most of the women wanted a separate room for each child. But they said they would take three larger bedrooms in preference to four smaller ones.

"They advertise four bedrooms, and the bedrooms are so small that the family would rather have three

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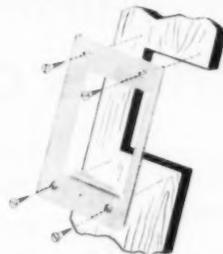
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Altadena, Calif.

she likes—and doesn't—in new homes

larger bedrooms," complained one housewife.

"If the rooms could be divided by accordion doors, at least, it would give each of them a partition in the room that is theirs. And they can put it across if they want privacy," declared another delegate.

Entrance halls and guest closets got a lot of votes. Typical comments:

"I feel the guest closet is very important in the hall. I don't want everyone that enters my home to go through any portion of my living room. I don't want anyone walking through any portion of that. And, I feel that the guest closet is important in the hall."

"No matter how small the house is, or how large or imposing, an entry hall creates an invitation and sets the scene for a home. I think it has tremendous sales appeal, as well, to a woman."

Just in case there were any doubts about outdoor living being

a "must" in Western homes, the delegates dispelled them. Everyone voted "yes."

"The patio is an accepted factor. You just automatically look for that like you would for a living room," one woman stated.

"Well, the patio to me has just become part of the house, practically," declared a second delegate. "Without a patio, you are just lost. It's just another living room."

Everyone voted for the patio to be at the rear of the house.

Brand names are important

"Label-conscious" is the best way to describe the public when they're buying a new home. This applies to appliances, bathroom fixtures and construction materials. Many of the women complained it was difficult to get parts for repairing unknown brands.

"I think if she had ever owned one home, a woman will shop for

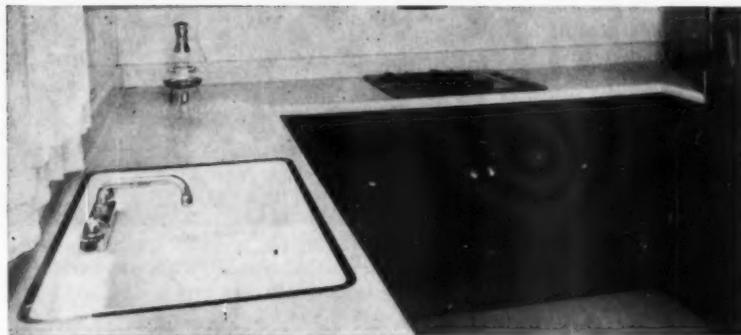
the second home the same way she shops for clothes—and that is strictly by label. You know what has proven to be good. In the particular home we own, there are so many things like the bathroom fixtures, the kitchen fixtures, many things in a house that are not standard. We cannot replace them." This was one woman's opinion.

Said another delegate: "They most certainly would influence me in the purchasing of a home because certainly brand names have gotten their names through their serviceability and their fine reputation, and the fact that they stand behind their guarantees. And I would certainly insist on certain brand names if I were building."

If the conference established one point, it was this: home owners in the West—at least in Los Angeles—want just about the same things in their new homes as do buyers in other sections of the country.

VOLUME BUILDERS! Rely upon the West's most experienced sink-top fabricators for

TOPS WHEN YOU NEED THEM!



SANI-TOP sink top and range counter in Luria-Towbes' elegant Cliff House apartments, Santa Barbara

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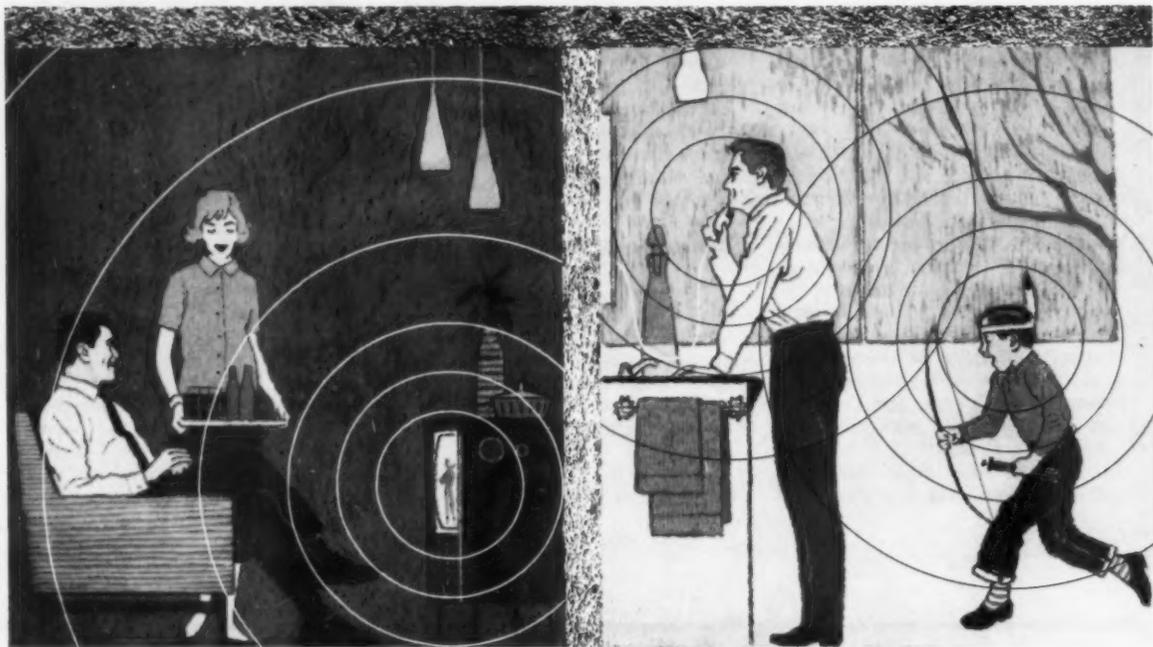
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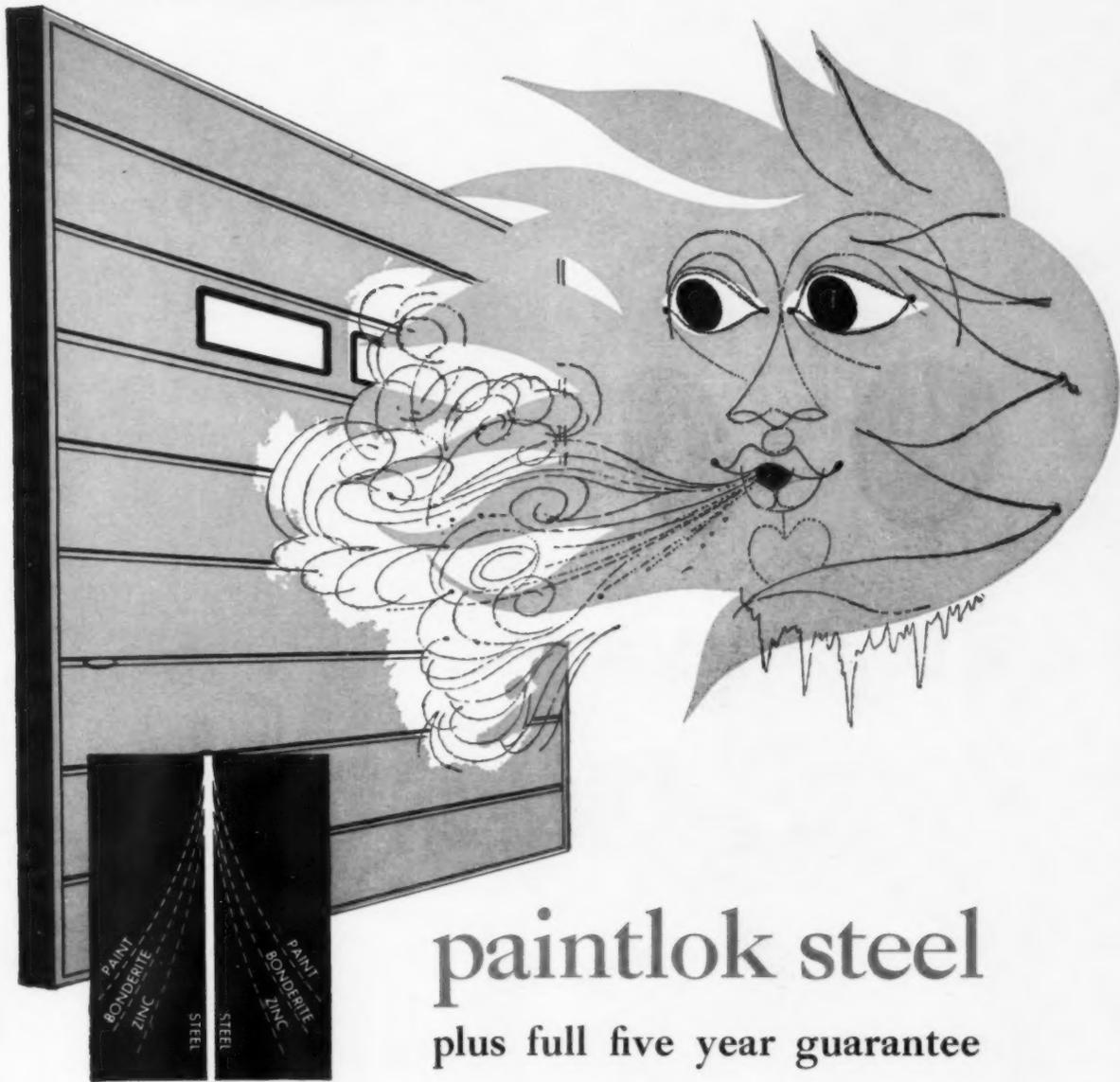
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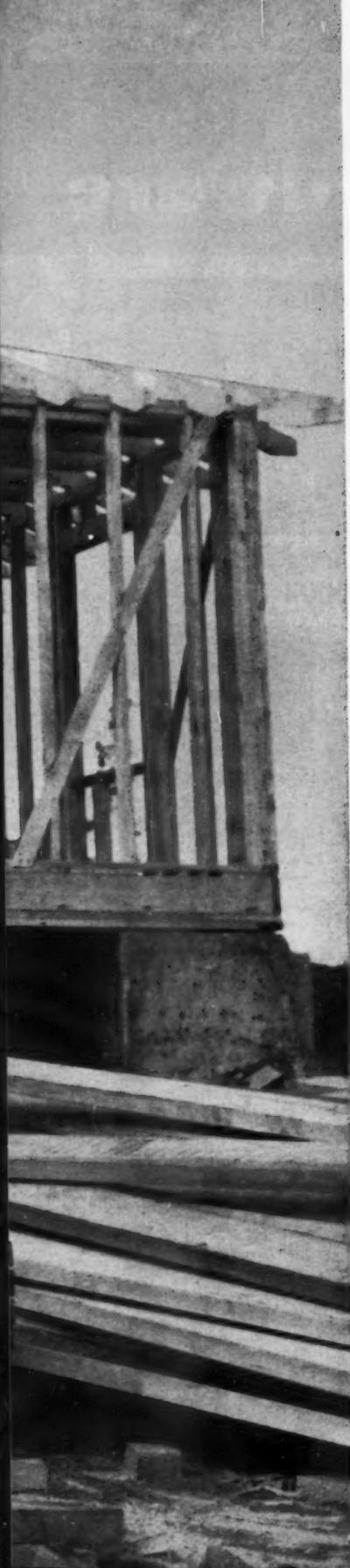
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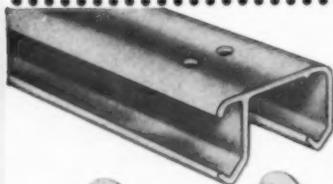
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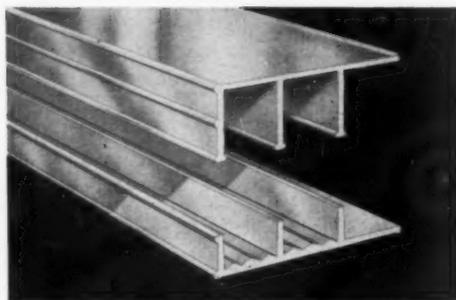
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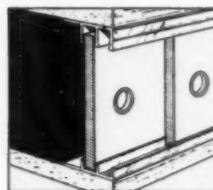
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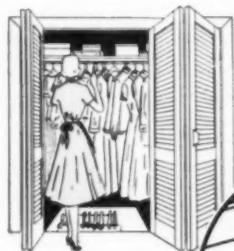


M-D Aluma-Slide SLIDING DOOR TRACK

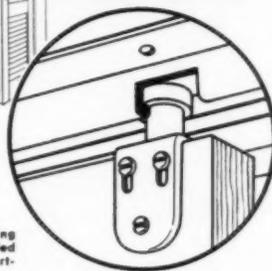
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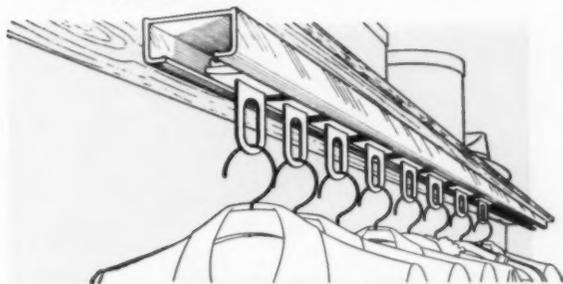
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M-D CLOSET RODS

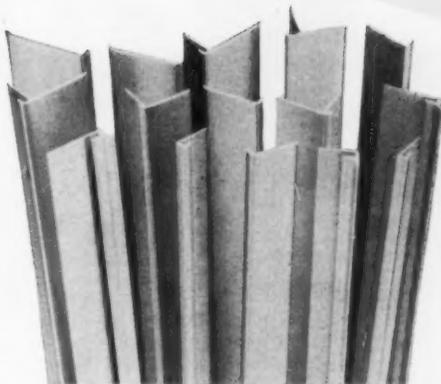
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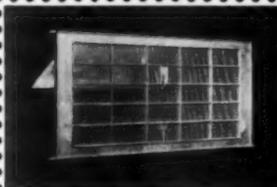
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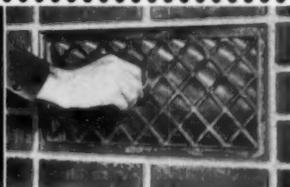
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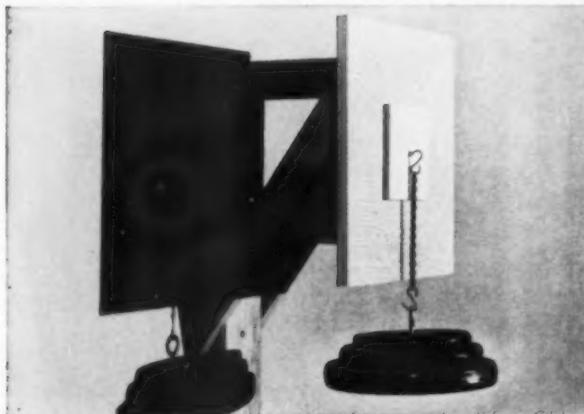
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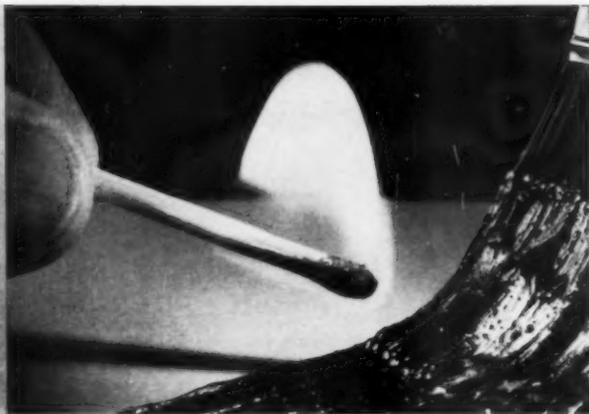
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NONFLAMMABILITY. Solvent-free Adhesive EC-321 won't burn during application, even near an open flame. You can apply insulation anywhere without fear of fire. EC-321 supplies a durable bond that resists high heat, moisture and vibration. Bonds through thin oil films.



QUICK SETTING. 3M Cove Base Adhesive holds base firmly in place immediately after application without shoring. Bond can be completed up to 15 minutes after applying the adhesive. One gallon covers about 300 lineal feet of 4-inch material. Ideal for rubber, vinyl, asphalt.



QUICK GRIP. ROLITITE® brand contact cement bonds decorative laminates to walls at a touch. No nails or clips needed. No nail holes to fill. Simply coat both surfaces, let dry and hand roll laminate into position. Highly water resistant, it prevents warping or peeling.

SEE WHAT 3M ADHESIVES CAN DO FOR YOU! 3M offers a complete line of adhesive products to the construction industry. Contact your 3M Field Engineer. Or, for more information and free literature on any 3M job-proved building adhesives and sealers, write on your company letterhead to A.C.& S. Division, 3M, Dept. YE-89, 900 Bush Ave., St. Paul 6, Minn.



ADHESIVES, COATINGS AND SEALERS DIVISION

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW



An important challenge to:

the **1** builder in **2** who **INSTALLS** his own **INSULATION**

Let your own men prove how today's ALFOL Blanket can save you time and money

To find out how much time and labor you can save with Borg-Warner's ALFOL Blanket, make this simple test. First, figure the payroll cost of insulating your average home with the material you are presently installing.

Then, using your regular application labor, insulate just one home with ALFOL. Your own watch will prove that ALFOL installs faster...from the very first panel. And later, as your men get used to it, your ALFOL savings grow...until ultimately, speeds may be attained up to *twice* those possible with bulk-type materials.

That's because faster installation is a built-in feature of today's ALFOL Blanket. Expansion of the aluminum foil layers is automatic. And there's no bulk to wrestle with, no tedious cutting and fitting—ALFOL installs in full-panel lengths. It's clean, light, non-irritating, too...your men will really like it.

So, too, will your customers. For ALFOL gives them full winter efficiency...plus the finest summer value obtainable. Isn't it time you discovered the money saving possibilities of ALFOL Reflective Insulation? Use the handy coupon below.



ALFOL application . . . fast, easy, positive



- 1 Cut or tear ALFOL blanket to full panel length.
- 2 After stapling one flange, pull blanket to expand.
- 3 Staple free flange... then seal across plates... and the job is done!

SEND TODAY for FREE brochure "New lower costs in insulation application"



ALUMINUM
FOIL
ALFOL[®]
INSULATION



REFLECTAL
Borg-Warner[®]

5294

Please send
 Free ALFOL brochure:
 "NEW
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 in
 Insulation
 Application"

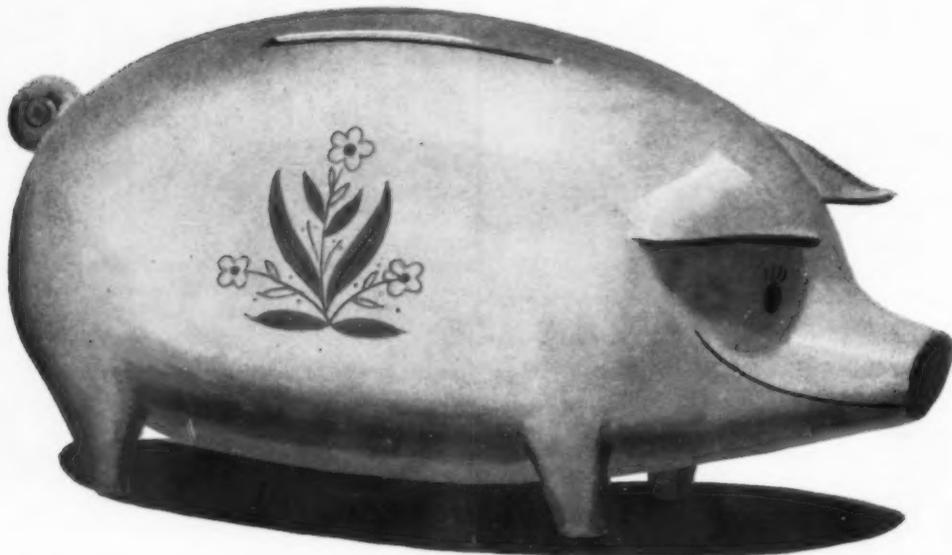
REFLECTAL CORPORATION, Department A-45
 A subsidiary of Borg-Warner Corporation
 200 South Michigan Avenue, Chicago 4, Ill.

Name _____
 Firm _____
 Address _____
 City _____ Zone _____ State _____





save at least **80%** *of wood finishing*



Top quality with tremendous finishing savings go hand-in-hand with General's *Gibraltar* and Paine's *Century* SSS flush doors. The same is true of SSS wall paneling.

Our factory controlled Super Microseal Process makes these finishing savings possible by effecting a chemical-physical change on and within the wood's surface . . . the natural way.

Result: a beautiful finish in *depth* which is hand rubbed in appearance . . . a better finish than costly on-the-job built-up finishes. With the Super Microsealed surface there is NO SANDING . . . NO SEALING . . . NO SECOND COATS . . . NO IN-BETWEEN COAT SANDINGS. Just *one final* coat of wax or clear finish and the result is magnificent! Think of your savings!



costs on SSS doors and panels

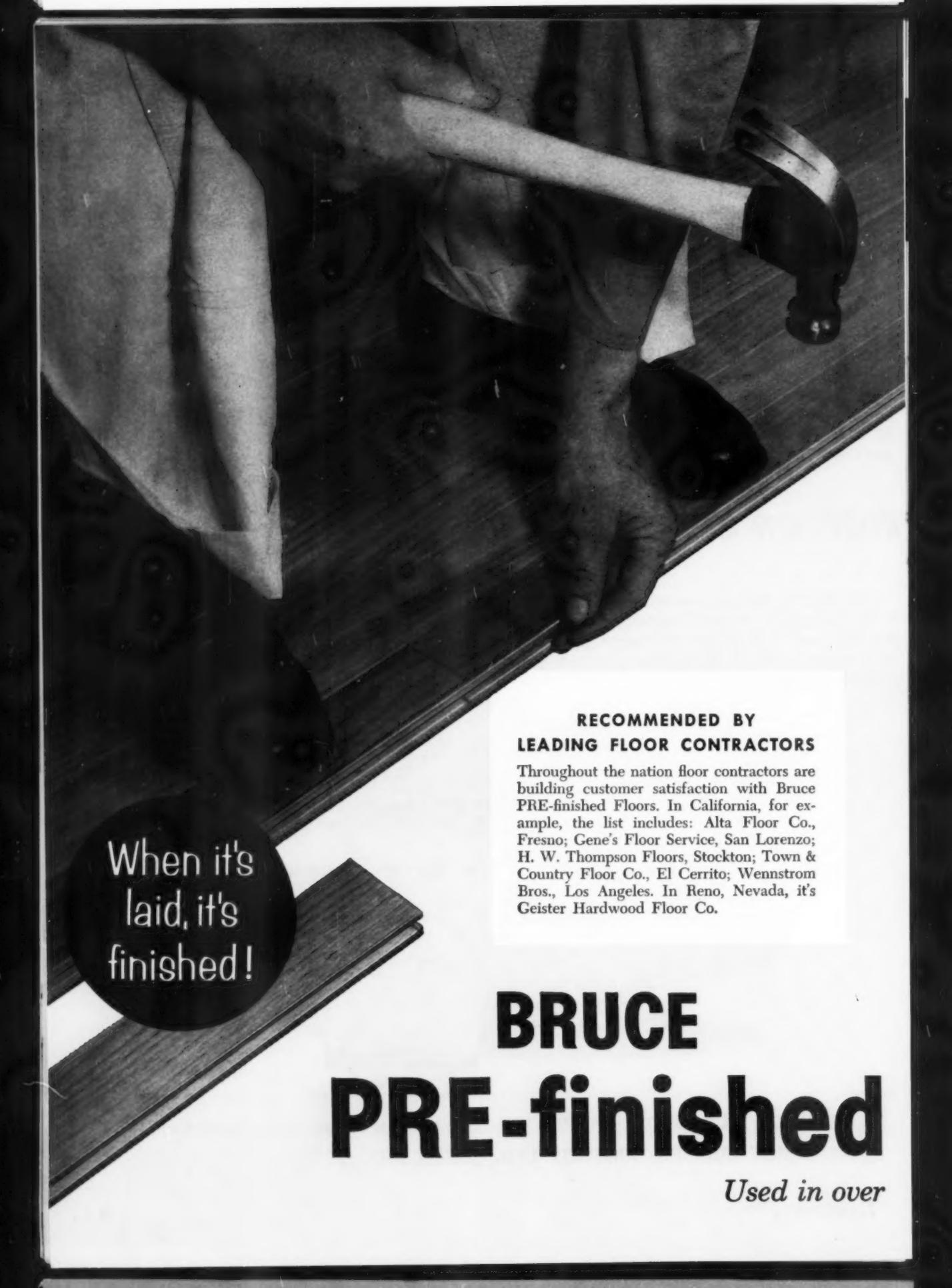
Specifically, you save a *minimum* of \$3.20 per door in finishing costs. On one house alone you save at the very least \$42.00; twenty houses \$840.00 and fifty houses \$2,200.00. Elimination of these five steps make it possible.



SSS DOORS AND PANELS ELIMINATE THESE FIVE STEPS



GENERAL PLYWOOD CORPORATION 3131 W. Market Street, Louisville, Kentucky
 PAINE LUMBER COMPANY LTD. Oshkosh, Wisconsin



When it's
laid, it's
finished!

**RECOMMENDED BY
LEADING FLOOR CONTRACTORS**

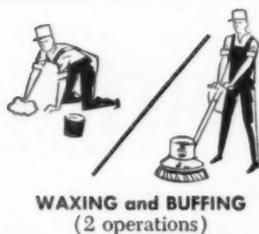
Throughout the nation floor contractors are building customer satisfaction with Bruce PRE-finished Floors. In California, for example, the list includes: Alta Floor Co., Fresno; Gene's Floor Service, San Lorenzo; H. W. Thompson Floors, Stockton; Town & Country Floor Co., El Cerrito; Wennstrom Bros., Los Angeles. In Reno, Nevada, it's Geister Hardwood Floor Co.

**BRUCE
PRE-finished**

Used in over

Cut on-site labor 40% to 50% with Bruce PRE-finished Floors

YOU ELIMINATE ALL THESE OPERATIONS



ADDED TIME SAVED:

No slowing down
work of other trades.
No waiting for
finishes to dry.

*Homeowners like the beauty
and durability of
Bruce PRE-finished Floors*

The factory-applied Bruce Finish brings out the full beauty of the wood and keeps floors looking new year after year. Tests show this superior finish will outlast surface finishes 3-to-1 because it's baked into the wood. Durability has been proven in over half-a-million homes.

Surveys show home buyers prefer Bruce Flooring by a wide margin over all other brands. This overwhelming acceptance results from dependable quality and consistent advertising in leading national magazines. Builders find it pays to feature Bruce PRE-finished Floors in their homes.

MAIL FOR LABOR-SAVING FACTS

Floors

half-a-million homes



E. L. Bruce Co.
1760 Thomas St., Memphis 1, Tenn.

Send complete information on Bruce PRE-finished
Floors to:

Name _____

Address _____



Two great new

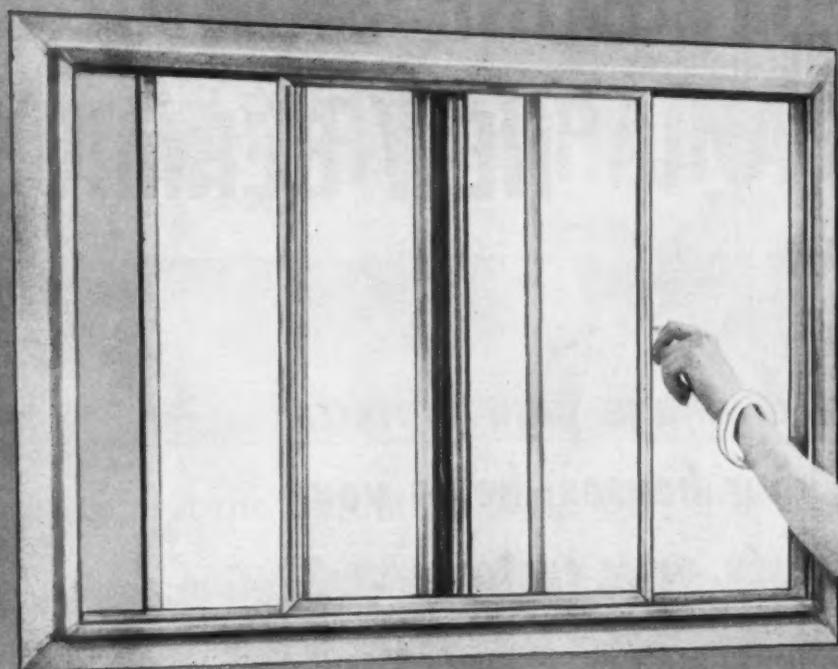
NEW SINGLE HUNG WINDOW WITH REMOVABLE SASH

...at lower than ever cost!

- Push-button, lift-out lower sash
- Full length finger rail
- No metal to metal contact on moving parts
- Interlocking meeting rail
- Positive mechanical balance holds set adjustment
- Hollow extrusions for added strength
- Snap-in hard vinyl simplifies reglazing



ROLLING GLASS DOORS • PRIME WINDOWS
• WINDOW WALLS • COMBINATION STORM
DOORS, WINDOWS, SCREENS • JALOUSIES
• EXTRUSIONS



windows from Capitol!

NEW FOUR TRACK SLIDER

designed for builders...by builders

**WITH ALL THE MOST
ASKED FOR FEATURES:**

- Prime window and storm sash tracks in one integral frame
- All panels easily inserted from inside... can't be removed from outside
- Two full length finger rails for easy opening of prime window
- Storm sash and prime window have full vinyl weatherstripping for air-tight fit
- Save on delivery... storm sash can be shipped pre-installed in prime slider
- Heavier welded frame... maximum rigidity

See Your Capitol Distributor For Full Information

CAPITOL PRODUCTS CORPORATION

MECHANICSBURG, PA.

CAPITOL... a single source, singular service for ALL your aluminum doors and windows!



**THIS HOME IS
PROTECTED BY THE
BERMICO
SURE DRY
DRAINAGE PLAN**

SURE SIGN OF A NEW BERMICO

***New, low-cost drainage plan protects
you; protects your houses; helps you
sell and satisfy your customers***

Today, home buyers demand assurance of a dry cellar . . . a dry yard . . . a trouble-free sewage disposal system. These are *musts* with them . . . not luxuries, but *musts*!

And now you have a new, low-cost way to meet this demand — the Bermico *Sure Dry Drainage Plan*.

Protects you . . . your houses . . . your buyers

Bermico *Sure Dry Drainage* protects you and your reputation as a quality builder.

Bermico *Sure Dry Drainage* also protects your houses, with planned drainage of unwanted water — underground water, waste water, runoff water.

Most important, Bermico *Sure Dry Drainage* helps you sell home buyers and keep them happy by assuring planned drainage.

And home buyers will *know* you're offering better homes. They'll read about the Bermico *Sure Dry Drainage Plan* in THE SATURDAY EVENING POST and SUNSET mag-

azine. They'll see Bermico *Sure Dry Drainage Plan* signs on your site.

To give your homes unique *Sure Dry* "sell", get the details, get your Sales Aids, get your *Sure Dry Site Signs*, free . . . mail coupon today!

PERMANENT BERMICO BITUMINIZED FIBRE PIPE AND FITTINGS . . .

Bermico Sewer Pipe (solid)
Bermidrain (perforated for water collection)
Bermisepic (perforated for liquid waste disposal)

- ✓ strong, root-proof, rot-proof, shock-resistant
- ✓ unaffected by freezing, thawing or normal soil settlement
- ✓ impervious to acids and alkalis
- ✓ light easy-to-lay 8 ft. sections
- ✓ fast, easy-to-install connections



Bermico has been made and steadily improved for over 40 years by Brown Company . . . the only bituminized fibre pipe manufacturer whose basic research is in the field of cellulose fibre. This means the best product for you.



Another Quality Product of

BROWN  COMPANY

General Sales Offices: 150 Causeway St., Boston 14, Mass.

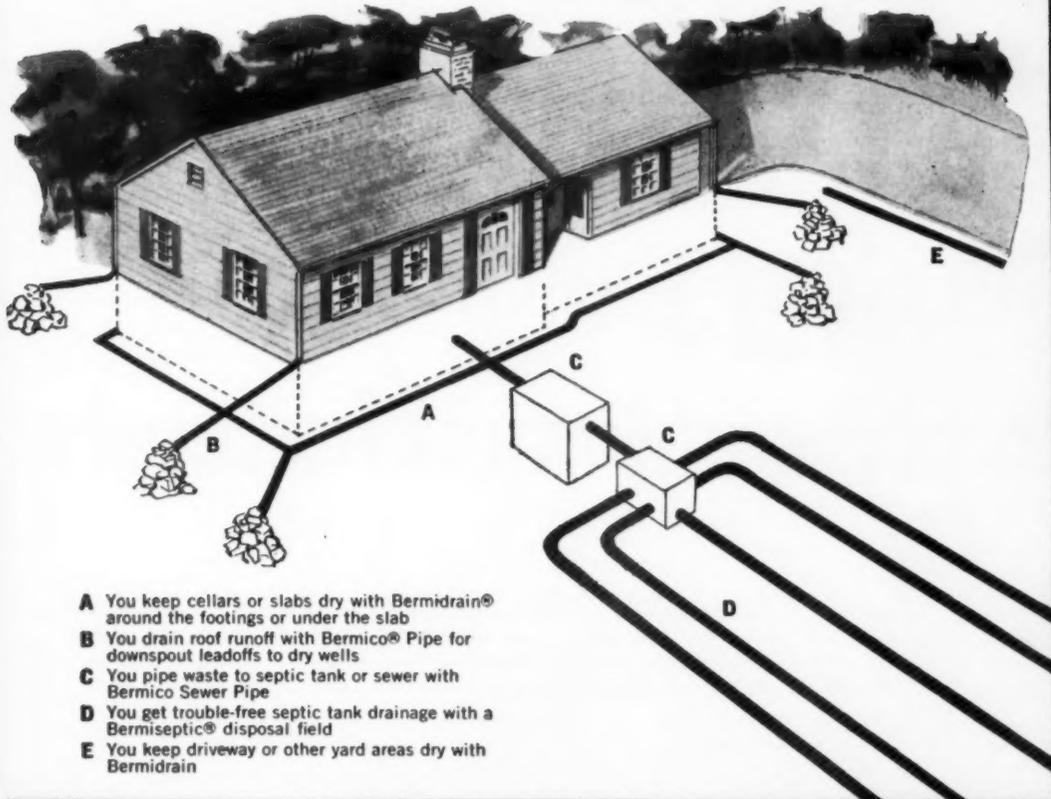
Mills: Berlin, N. H.; Corvallis, Ore.

DRY HOUSE, A DRY YARD...

SURE DRY DRAINAGE PLAN



Why we call it the BERMICO SURE DRY drainage plan



FREE! SURE DRY
SITE SIGNS and SALES AIDS



Dept. 689, BROWN COMPANY, 150 Causeway St., Boston 14, Mass.

Gentlemen: Please send () Sure Dry Site Signs, free. Also samples of Sales Aids, details of the BSDDP — its benefits to me and my customers.

Name

Company

Street

City

State



Fir Plywood Promotion and Research

PERIOD: 1938 through 1959

AMOUNT: \$32,465,580 AND 00 CTS

RESULTS PAYABLE

TO: THE BUILDING INDUSTRY

DOUGLAS FIR PLYWOOD ASSOCIATION

Q. Who signs the check?

A. The plywood manufacturers

The phenomenal growth of fir plywood construction — its nation-wide acceptance among families who buy your homes, code officials and lending agencies — is a direct result of the research and promotion programs financed by the manufacturers of DFPA-quality trademarked plywood.

In the past 21 years, they have invested over \$27 Million to back *your* selling . . . improve product quality . . . pioneer new products and building techniques. This year, another \$5 Million is being spent to support you with:

- ✓ **NATIONAL ADVERTISING**
... to pre-sell the families who buy the homes you build
- ✓ **FHA and BUILDING CODE WORK**
... to solidify acceptance of plywood construction
- ✓ **RESEARCH and ENGINEERING**
... to help you build better for less
- ✓ **QUALITY CONTROL and TRADEMARKING**
... to assure dependable plywood quality

Insist that all plywood you buy bears the DFPA trademark. Assure continuation and expansion of the programs which back *you* with consistent quality *and* consistent promotion.



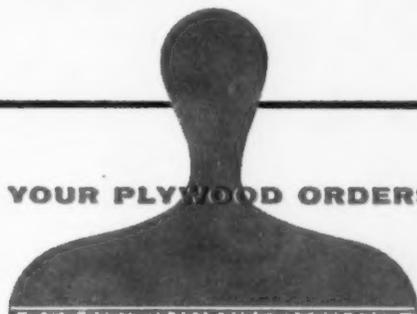
who use this trademark!

ARE YOU USING THIS STAMP ON ALL YOUR PLYWOOD ORDERS?

If not, send for your free stamp today.

It's the best way to make sure you are getting good plywood, manufactured by one of the more than 110 reliable mills* who think enough of your business to give you quality plywood . . . and back it with promotion and research needed to help you use it properly and profitably.

*Producing 90 per cent of all Douglas fir and Western softwood plywood.



**All softwood plywood on this order
must bear DFPA GRADE TRADEMARKS
legibly applied to each panel.**

DOUGLAS FIR PLYWOOD ASSOCIATION, TACOMA 2, WASHINGTON

TRUSCONOMY

Great new products—designed especially for today's home-building market—with excess costs engineered out, and Truscon quality built in. That's Trusconomy—Truscon's brilliant new economy line of metal windows and doors.

NEW! Series 500 Aluminum Awning Window. Loaded with quality features usually found only in the highest priced merchandise. Sturdy, substantial operators. Top vent moves down and out away from the frame, leaves space to reach through for washing from inside. Beautifully finished. A window you'll be proud to show. And, low purchase price buys it.

NEW! Aluminum Horizontal Sliding Window, Series 700. Nothing flimsy about this beauty. It's rugged. And, it's graceful. Glides easily, weathers



New economy line offers traditional Truscon quality at low purchase price

wonderfully. Sash slips out for easy washing from inside. It's a window you'll be proud to demonstrate. And, low purchase price puts it into your homes.

YOU SAVE! Truscon Hollow Metal Doors and Frames save dollars all the way. Install in 15 minutes, complete with all hardware. No cutting, no sanding, no planing, no fitting. Frame is finish trim and serves as plaster return. Bonderized and primed. One-coat painting does the job.

TRUSCONOMY. Applies throughout Truscon's big line. Aluminum and Steel Windows. Hollow Metal Doors and Frames. Tru-Mesh Metal Lath and Accessories. Reinforcing Products. Stocked by dealers everywhere. With 25 Truscon warehouses to assure prompt, on-time shipment. There's new "go" in Truscon. Try it. You'll approve.

REPUBLIC STEEL



*World's Widest Range of
Standard Steels and Steel Products*



REPUBLIC STEEL CORPORATION
TRUSCON DIVISION
DEPT. C-8113
1312 ALBERT STREET • YOUNGSTOWN 1, OHIO

Please send me more TRUSCONOMY information:

- Series 500 Aluminum Awning Window
- Aluminum Horizontal Sliding Window
- Hollow Metal Doors and Frames
- Tru-Mesh Metal Lath and Accessories

Name _____ Title _____

Firm _____

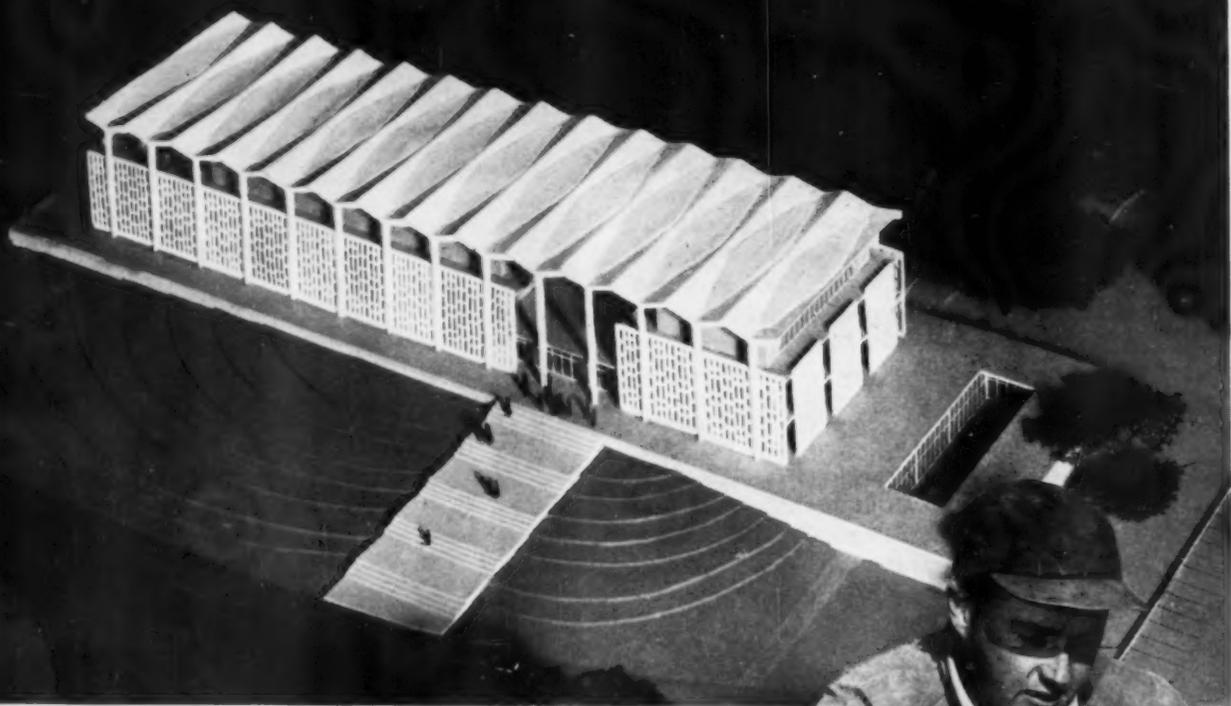
Address _____

City _____ Zone _____ State _____

PAVILION OF BEAUTY...

The first unit of the new Memphis Academy of Arts rises majestically in the city's Overton Park. This impressive structure will be the pride of Memphis residents for generations.

KEYWALL masonry reinforcement is protecting the beauty of this Fine Arts Center. It's adding greater crack resistance and increased strength to outside and partition



BUILT TO LAST WITH

KEYWALL

Galvanized Masonry Joint Reinforcement

walls, as well as the retaining wall at the base.

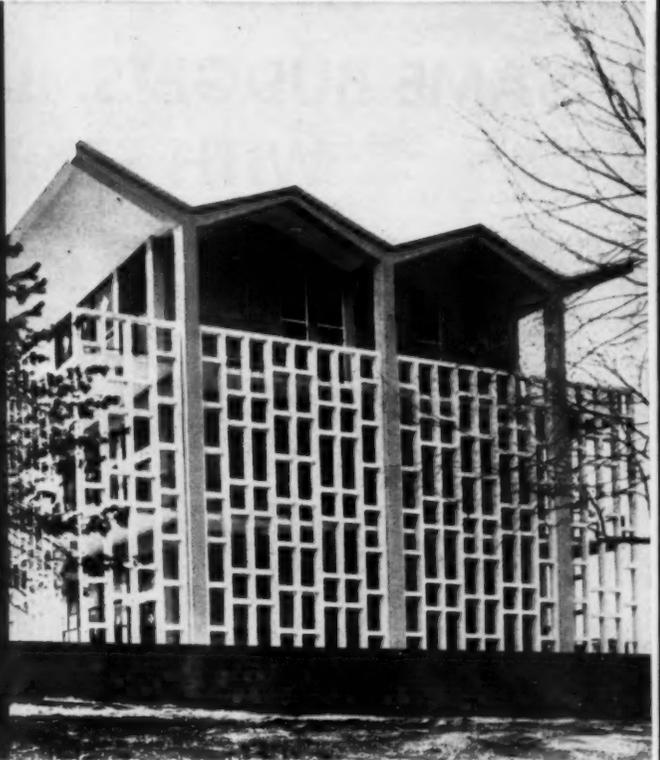
Architects have specified KEYWALL because they know it does an exceptional job in reducing shrinkage cracks and increasing lateral strength. And, as on all KEYWALL jobs, they can be sure this masonry reinforcement is used as specified.

Masons find KEYWALL easy to handle

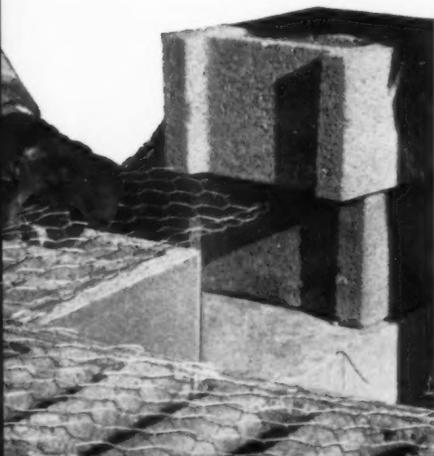
and store. It unrolls in place on the wall, it cuts easily, and it's easy to lap without adding thickness to mortar joints. Full embedment and a strong bond are always assured.

Why not use KEYWALL masonry joint reinforcement on your next job? You'll find it gives the low-cost, effective reinforcement you've been looking for.

The winning design in the Million Dollar Fine Arts Center architectural competition, Memphis, Tennessee. When completed, this building will have facilities for an art academy, a theatre and a concert hall. Mann and Harrover, Architects; Allen and Hoshall, Mechanical Engineers; John C. Brough, Structural Engineer; Whitsitt Construction Co., Inc., General Contractor; Memphis.



KEYWALL masonry joint reinforcement is made for the following wall thicknesses: 4", 6", 8", 10" and 12".



KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

Keywall • Keycorner • Keystrip • Keymesh® • Welded Wire Fabric • Nails

Keystone Steel & Wire Company

Dept. AB-89

Peoria 7, Illinois

Please send me complete information on Keywall.

Name _____

Title _____

Company _____

Address _____

City _____ State _____



CHEMISTRY sets new pace in building materials

New materials created in chemists' beakers are taking their place among those coming from the saw, the refractory and the blast furnace. These are polychemicals, man-made materials

that are lightweight, versatile, easy to fabricate and have excellent resistance to moisture. Here are three new Dow building products, each with a special set of benefits for modern construction.

SAME BUDGETS, BETTER BUILDINGS WITH STYROFOAM®

Insulation-plaster base construction provides a warm, dry interior, solid masonry exterior at surprisingly low cost

Masonry wall . . . Styrofoam* insulation . . . plaster. These are the keys to better, more saleable homes or buildings at lower construction cost. Styrofoam is simply adhered to brick or concrete block with portland cement mortar, and then plastered over. Furring and lathing are eliminated. Handling and installation costs are cut. The building is warm and dry, packed with sales appeal, yet often no more expensive than frame construction.

An Iowa builder reports, "We can build brick homes at frame house cost, get higher mortgage loans."

Another in Cleveland says, "We cut our insulation and plastering costs 33% in motel construction, keep heating costs down, too". In fact, builders of all kinds of buildings all over the country report cost savings, better and more lasting insulation with Styrofoam.

*Trademark of The Dow Chemical Company

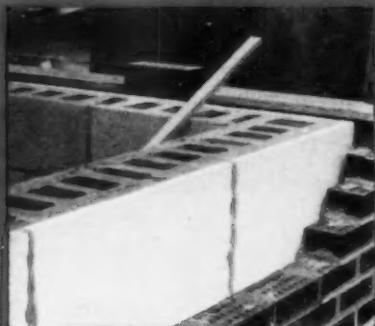




**Styrofoam® lasts a
lifetime in perimeter use**

When used as a perimeter insulation, Styrofoam pays off in a warm, damp-free floor that *stays* that way. For Styrofoam resists rot, mold, and deterioration. Its low "K" factor stays low because Styrofoam won't absorb water—thanks to its millions of non-interconnecting air cells.

The ability of Styrofoam to be cut and shaped with ordinary tools, plus its light weight, bring additional installation economies. It's being used in the finest custom homes, commercial buildings and in even the best selling models of the nation's top prefabricators. Styrofoam is used horizontally, vertically, around perimeter heating systems and often under the entire slab. It comes in a wide variety of lengths, widths and thicknesses.



STYROFOAM
Cavity walls stay dry

No worry about undesirable condensation forming in cavity walls. Styrofoam provides a vapor seal . . . insulates against extreme temperature differences. It's permanently effective.



SARALOY 400
flexible flashing

New elastic flashing expands and contracts along with the roofing materials it's adhered to. Easy to cut and fit, easy to contour to any shape under mild heat. Durable and attractive, too.



POLYFILM
Dow polyethylene film

An excellent weather barrier before doors and windows are installed. Seals concrete slabs from destructive moisture. Ideal as a general use tarpaulin to protect materials stored at job site.

**WANT TO KNOW
MORE?**

If you'd like to learn how Dow building products can improve quality and cut costs in your next building project, write to us today. Plastics Sales Department 2201DS.

**when you build
SPECIFY DOW BUILDING PRODUCTS**

**STYROFOAM® • SCORBORD® • POLYFILM®
ROOFMATE® • SARALOY® 400**

®Trademark

THE DOW CHEMICAL COMPANY, Midland, Michigan



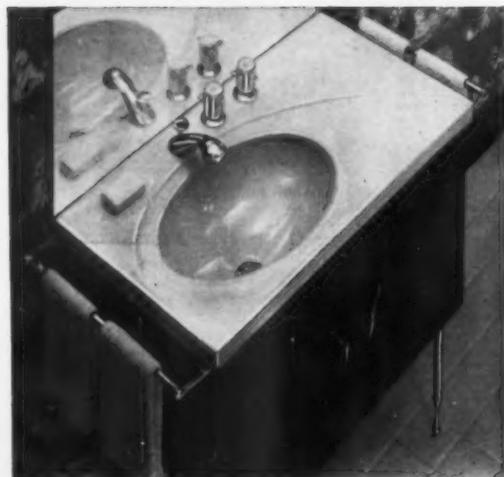
Eye appeal that spells "buy" appeal

Look to Briggs Beautyware for the features home buyers want most



There's potent sales appeal in a Briggs bathroom. The new Briggs bathtub, for example, is excitingly sculptured in six glamorous colors of lustrous, stain-resistant enameling iron. Its exclusive porcelain finish and cleanly functional hardware design (with color inserts to match the fixtures) have both eye-appeal and simple maintenance. Slip-resistant bottom, to be sure!

The merest flick of mop or broom cleans beneath the Briggs "King." No awkward dust-catchers or hard-to-reach space—a feature housewives will appreciate. Six glamorous colors, non-fading vitreous china.



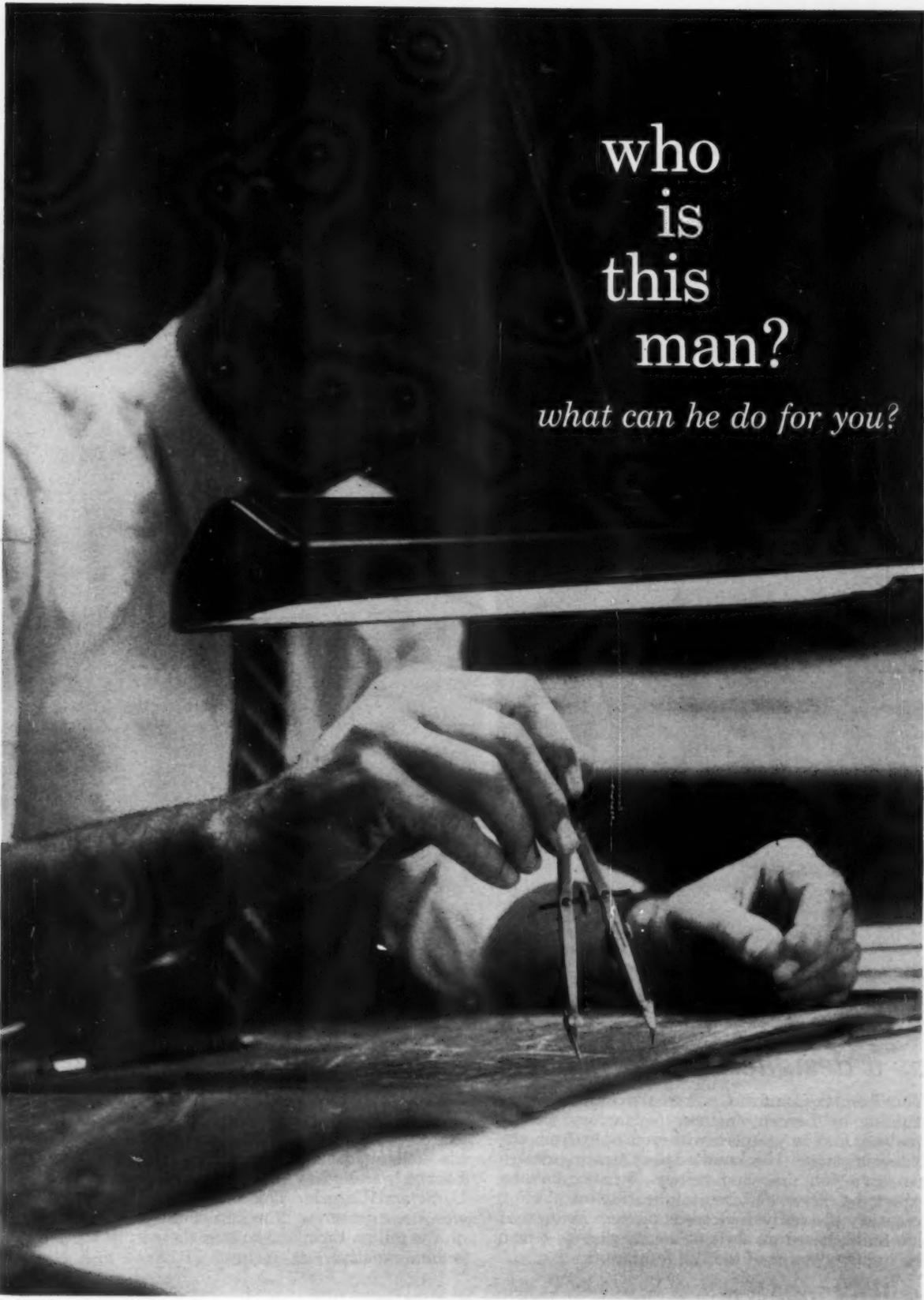
Smart new fitting arrangement of Briggs "Chaucer" features unique spray spout. The "Chaucer" gives you great flexibility. It may be installed on cabinet, as shown here, built into a vanity or put on legs.

For homes modern today, modern to stay, install Briggs Beautyware. For full information, job-timed deliveries, contact your plumbing distributor or Briggs representative.

BRIGGS

B E A U T Y W A R E

AMERICAN BUILDER



who
is
this
man?

what can he do for you?

HE IS YOUR LENNOX

His service and experience will



as a designer:

Your Lennox Comfort Craftsman's comprehensive training by Lennox engineers in factory schools qualifies him to pre-plan with you right from the blueprint stage. His knowledge of heating design can save you time and money. Because he's an expert, he *custom designs* each heating installation to satisfy the individual needs of each home that you build, based on style of house, climate—even the living patterns of today's families.



as a businessman:

Your Lennox Comfort Craftsman is in business to stay. He knows that prompt, perfect installations geared to *your* building schedules are important to his continued success. He *deals direct* with the Lennox warehouses and factories throughout the U. S. and Canada. This enables him to *get and give faster deliveries*. You can count on him to be on the job on time, and to stay there until the job is done exactly!

COMFORT CRAFTSMAN

save you time and dollars!



as a craftsman:

Your Lennox dealer knows that installing a heating or air-conditioning system is more than a simple "plug in" job. Therefore, he personally custom-engineers each job with a Craftsman's dedication. That requires not only skill, but a complete assortment of heating or cooling units. *He stocks the world's largest heating and air conditioning line, from which he selects the exact combination that is best suited to comfort condition your homes.*

as a salesman:

Your Lennox Comfort Craftsman's job isn't done until you've made the sale. Even then, he helps you keep your customers sold with a follow-up service program that lasts until he's satisfied the heating unit is operating perfectly. He also supplies professionally planned advertising materials, in-home displays, *personalized* builder brochures and billboards. His service program and merchandising aids make home selling easier for you!

... and your Lennox Comfort Craftsman lives by this philosophy! ▶



*"Quality goes beyond
quality product ..."*

"Customer satisfaction has always been the ultimate Lennox goal. But satisfaction is a result of not only the product and the comfort it provides, but of the servicing of that product as well. That's why we at Lennox are so particular in the selection of our Comfort Craftsmen.

"That's why we go overboard in training. No one else in the industry gives their dealers such comprehensive factory-engineer training. As a result, Comfort Craftsmen become *experts in installation* and heating design, and *experts in service!*

"The quality and degree of the Comfort Craftsman's service is best exemplified in the Comfort Craftsman creed which every Lennox dealer signs and lives by. IT'S YOUR ASSURANCE OF SATISFACTION AND DEPENDABILITY WHEN YOU DEAL WITH A LENNOX COMFORT CRAFTSMAN!"

John W. Norris, President
Lennox Industries Inc.

**The Lennox
Comfort Craftsman Creed**

In consideration of being authorized to display the shield of The Lennox Comfort Craftsman I, the undersigned, am pledged to:

- 1 Carefully custom-engineer each Lennox heating or air conditioning installation;
- 2 Accurately calculate the heating or cooling load in order to correctly specify the proper capacity Lennox equipment;
- 3 Use the greatest skill at my command and my Lennox training in the installation and adjustment of Lennox heating and air conditioning equipment;
- 4 Apply my sincere best skill and Lennox standards in the service of such installations;
- 5 Increase my proficiency in heating and air conditioning technology through regular attendance at Lennox dealer schools;
- 6 Maintain a clean, orderly, attractive place of business;
- 7 Conduct myself and direct my employees so that at all times my operation is a credit to myself, to my community, and to Lennox;
- 8 Combine engineering skill, business integrity, sales aggressiveness and a spirit of service so as continuously to qualify for the title of LENNOX COMFORT CRAFTSMAN;
- 9 Relinquish my Comfort Craftsman identification whenever my operation fails to meet the exacting standards of the Lennox Comfort Craftsman Program.

 _____
Firm Name

LENNOX

*World leader in indoor comfort
for homes, business, schools*

©1958 Lennox Industries Inc., founded 1895; Marshalltown and Des Moines Ia.; Syracuse, N.Y.; Columbus, O.; Decatur, Ga.; Ft. Worth; Los Angeles; Salt Lake City. In Canada: Toronto, Montreal, Calgary, Vancouver, Winnipeg.



Suppose you were building in a town that was going to grow 98% in the next 5 years.

... Chances are you'd expect business and profits to zoom. But you might be wrong. Headaches as well as opportunities would lie ahead, such as sharp price fluctuations, or the disappearance of good building sites. AMERICAN BUILDER's researchers say that Houston, Tex., can expect to put up 145,000 houses in the next five years, compared to 73,600 in the past five. That's good. So what are Houston's builders thinking and doing about their rosy future? Editorial Director, Joe Mason, flew down to find out. He talked to big and little builders. They expect a shortage of close-in sites, spoke of rising land costs, of growth along the new freeways. They foresee houses with more floor area, more air conditioning, bigger family rooms. The big job, though, is to gauge the trends, the market, the changes. That led to the question ...



What kind of builder would you want to be?

Builders and building are on the move in Houston. A great many young men have entered the market, are building on scattered sites over the huge suburban area. More established firms are carefully acquiring the land they know they'll need. Some have plenty of it, but not all in the right places. A few of the newcomers have hit the jackpot with a better plan, or a new design, or a cost-cutting technique. What kind of builder has the best chance to succeed in the next five years?

The most-mentioned qualities, as listed by editor Mason, were:

1. "Canny" judgment;
 2. Foresight;
 3. A "forward-looking" approach;
 4. Smart market analysis;
 5. Good business management;
 6. Technical know-how;
 7. Merchandising.
- On the next 18 pages you'll see how eight Houston builders view the next five years.



Here are case histories of opportunities that may help you plan your future

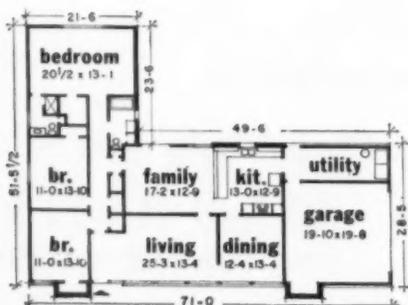


All photos by Victor Helm

CASE HISTORY No. 1:



"I'm a small builder, but I'll

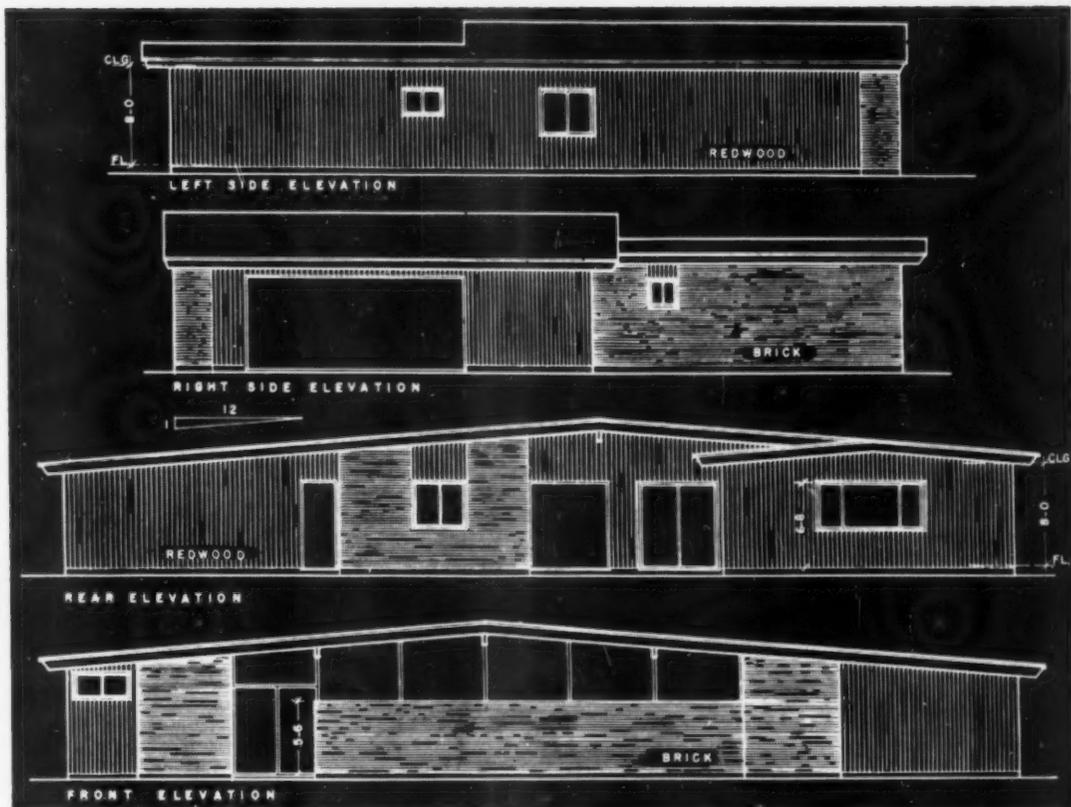


Al Fairfield, 24, fresh out of Texas' S.M.U., started as a salesman. He built two houses in 1958, will complete 12 this year. His exciting contemporary designs by architect William Norman Floyd have helped him grow; he expects to build 75 in the next five years.

◀ "OUR OPEN PLAN treatment makes all the rooms seem larger," says Fairfield. The 18-ft. family room has 8-ft. sliding doors leading to a private terrace. Breakfast bar, 13x13-ft. kitchen are popular features.

"I vote for contemporary styling by a good architect who knows costs, can standardize details and components"

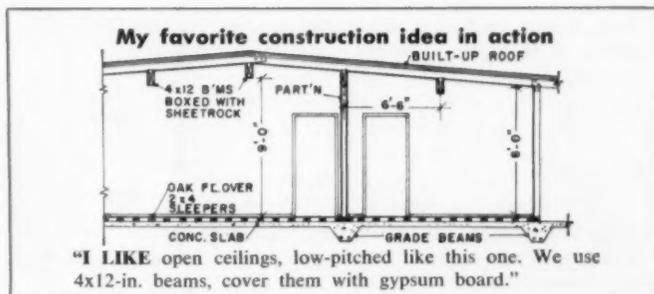
WHAT
↔
HOW



William Norman Floyd, architect

get bigger with look-ahead styling"

Plenty of Texans like contemporary designs like these—but they want them at a competitive price," says Al Fairfield. Working with architect Floyd, he employs standardized details, post-beam framing. He sees his future tied up with good design, using more metals and prefinished materials, larger components, larger glass areas, better kitchens, air conditioning.



CASE HISTORY No. 2:



"Your building tomorrow is as good as

"L and prices no doubt will rise rapidly with the coming boom," says Raleigh A. Smith, Jr. His firm has grown sharply in the past five years from a small start, expects to build 1,000 houses in the next five.

"Wise builders are seeking protection against increases in raw land prices," he says. "They do

this by keeping an inventory of subdivision land." Smith got his technical training at Rice Institute, is a smart merchandiser. His latest project, Hidden Valley, is on the new freeway to Dallas, provides ample land for growth. Lot sizes will increase, Smith believes, and the floor area of houses will be considerably increased in size.



RALEIGH SMITH sees a trend toward definite style types, such as this popular Colonial. He calls it a "Candlelight and Silver" home, featuring high-style details, shuttered windows, carriage lamps, decorator colors and interior styling. More of this ahead, he says.

PLAN BUYERS LIKE is featured in Smith's latest model home group. A clever wood-paneled divider separates kitchen area from living room, yet does not destroy spaciousness.



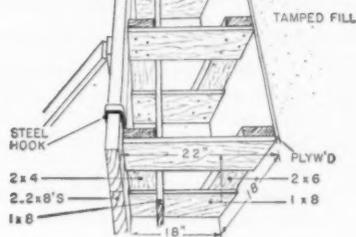
your land planning today"

"Living area will increase because of the addition of the family room, second bath, and a tendency to add dining rooms" he predicts. "However, the living room will tend to become smaller. We expect an average 'inflationary' cost increase of about 3% per year. We also see a trend to definite design types, including colonial, English and con-

temporary with "good taste" detailing. We expect to see less cluttered exteriors. And use of components will increase, we think.

"To be a success in the next five years a builder needs a combination of these two abilities: business management and technical know-how. That combination will get results we are convinced."

My favorite construction idea in action



Here's a sample of the "technical know-how". Raleigh Smith lists as one of the keys to builder success in the next five years. He felt that the concrete beam and slab required by FHA was over-designed and over-costly. To prove his point, he retained an engineer to make soil tests, and to design a less costly method. The tests clearly showed a stable soil, suitable to a less costly system than is required in other areas. The redesigned grade-beam slab required four yards less concrete per house and 1,000 feet less reinforcing.

To persuade FHA to accept the lower-cost slab required extensive engineering tests. But it was more than worth it, because it resulted in an important cost saving per house. (For more complete details, see "Building with Brains," in the July AMERICAN BUILDER.)

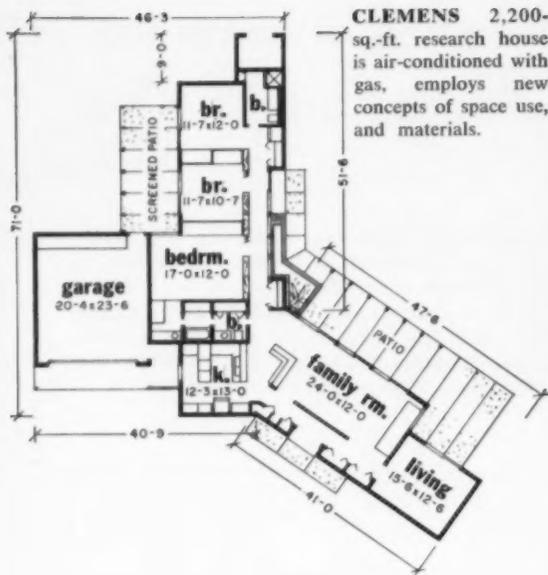
Along with the new foundation design, Smith developed the "waste-proof" beam form shown at left. Fill is tightly compacted all around the form, so that hardly a teaspoon of concrete is wasted. At the same time it protects the buyer by assuring that the slab and beam turn out exactly as specified in the contract.

My favorite merchandising idea in action



"We used "Candlelight and Silver" as our theme words when we opened our last five model homes," Raleigh Smith reports. "Each model had candlelight and silver table decorations designed by our local department store. We issued formal invitations for open house, and invited all the present residents of Hidden Valley."

Smith's merchandising spotlights styling, both inside and out. Models are smartly decorated, exteriors are brightened with such details as carriage lamps and shutters.



CLEMENS 2,200-sq.-ft. research house is air-conditioned with gas, employs new concepts of space use, and materials.

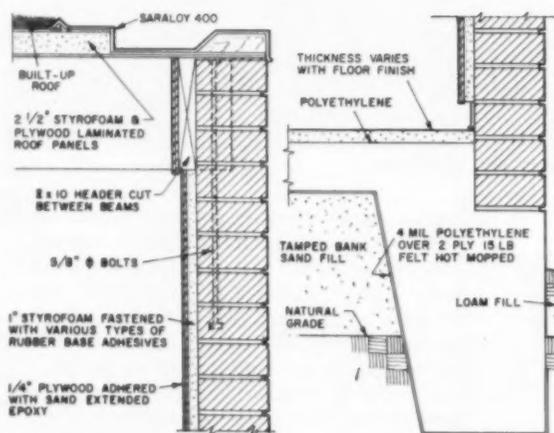


CASE HISTORY No. 3:



"I'm looking ahead now with research houses"

My favorite construction idea in action

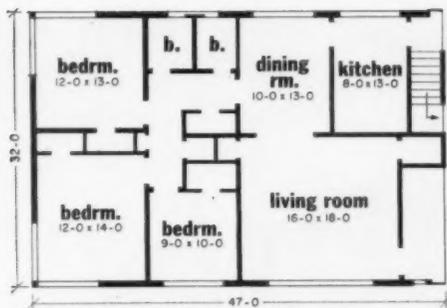


NEW TECHNIQUES employed by Clemens in his research house include "sandwich" walls of brick, styrofoam and plywood. The roof uses Saraloy 400 over panel.

We photographed Bob Clemens in front of the house he built for the recent Houston Parade of Homes. It's a good point to view him from, for the house is packed with new ideas, concepts, materials.

Builder Clemens has an inquiring mind, and is forever seeking newer and better ways to build. He believes more builders should do local field research to improve their products. He also feels they should be encouraged and helped by manufacturers. "We're in the center of the world's greatest petro-chemical and plastic producing area," he says. "So we builders should be trying out these terrific new products. But it's discouraging to find that manufacturer policies are often unsympathetic."

Even so, Clemens continues to build research houses. The one above has all windows away from the street, has walls built like a "sandwich" of brick, styrofoam, and plywood. New adhesives, laminates and plastics are extensively used.



TYPICAL PLAN of three bedroom apartment in Town and Country, a 491-unit project built by Melvin A. Silverman. He is now building apartments for Negroes "because very little has been done for them in this area."



"**WE EXPECT** a tremendous market in old-age housing in the next five years," says Silverman. He has already started a pilot project for "Senior Citizens" in metropolitan Houston.

CASE HISTORY No. 4:



"My chips are on old-age and minority housing . . .

Houston's Melvin A. Silverman is a unique kind of builder: a man with a clear grasp of needs and trends, and a vision of the future. In the picture above he's standing in front of Town and Country apartments, a 491-unit project including a large shopping center.

"Several years ago we switched to building homes and apartments in Negro residential areas," he says. "The reason: 27 percent of Houston's population was Negro, and very little had been done for them.

"Today we have 300 Negro apartments under construction, one of them adjoining Texas Southern University. We consider this important.

"For the future, we plan to build old-age housing, on unused land in old neighborhoods, close in to good transportation, churches, and shopping centers. We have already filed a small pilot project with FHA which will be the first old-age housing of the 'for sale' type.

"My firm expects a tremendous market in this old-age—or as it's now called—Senior-Citizens program. These houses will be two-bedroom ranch or Colonial models, about 650 to 700 sq. ft. in size. They'll sell in the \$8,950 range. This will be good housing, and needed housing."

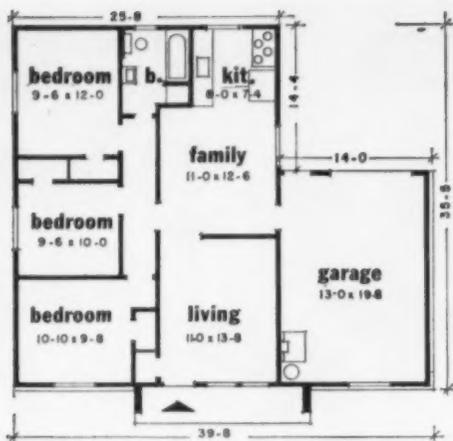
Silverman is president of the Houston Home Builders Association, a big job in itself.

... but I also go for non-residential"

"Build in a demand market; build what is needed; don't glut an overbuilt market."

This is Silverman's statement of a success formula, and it explains why he does a variety of commercial, as well as residential, building.

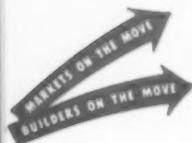
He has built office buildings, shopping centers, stores, and is now concerned with several large fireproof downtown parking garages. "We feel there is more of a market for this type of building now," he said.



"THEY SELL FASTER than we can build," says Miles Strickland of his Northwood houses. This model has 900 sq. ft. (without garage) sells for \$25 down, \$64 a month, including taxes.



CASE HISTORY No. 5:



"Low-cost housing: that's my future market"

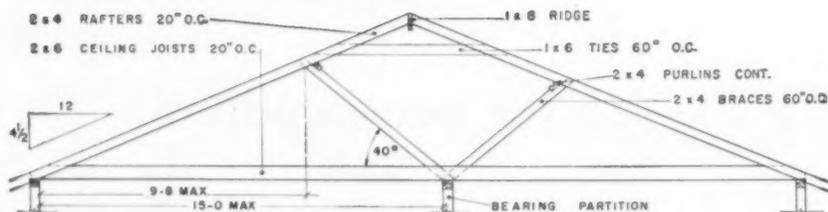
Since Miles Strickland has the hottest low-cost home project in Houston, he knows what he's talking about when he says, "That's my future."

His new Northwood Manor is a nicely wooded tract, just 15 minutes by the new freeway from downtown Houston. Here he has 2,200 building lots. He is building 400 houses this year, and plans to close out the subdivision in five. Houses sell for \$8,500 to \$9,500. Down payments are only \$25,

carrying costs about \$64, including taxes.

The secret is good land, fast highways, and good water, with an assist from the state board of health. Houston needs this kind of housing, and Strickland's customers are a fine class of young people with good jobs. If the buyer wants to do his own painting, he can, and earns a credit of \$225. Nine out of ten do. Business is so good, Strickland has eight other builders working with him.

My favorite construction idea in action



OFF-CENTER LOAD distribution is made possible by this roof-framing method. The 2x4 braces are on

60-in. centers, tied to continuous 2x4 purlins. Ceiling joists are 2x6's on 20-in. centers.



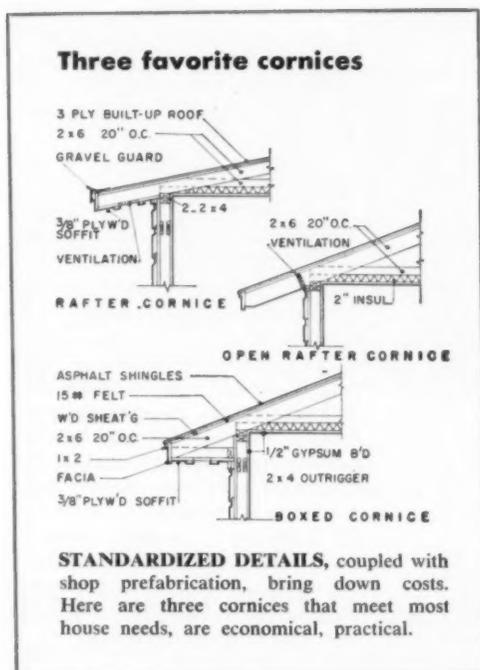
POPULAR MODEL built by Lawrence and Eugene O'Donnell using standardized parts built in their own yard. Parts fit any one of 50 models, provide custom styling at mass prices.



CASE HISTORY No. 6:



"Semi-prefab, to give more house for the money"



"By pre-fabbing many parts of our houses in our own yard," says Eugene O'Donnell, "we compete with custom-builder styling,—but at speculative builder prices."

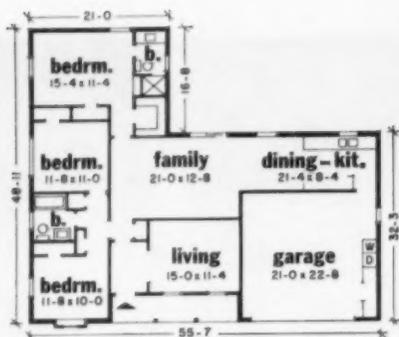
Eugene and Lawrence O'Donnell certainly do compete. They've built 3,500 houses in the past five years, expect to build an equal number in the next five. "We build about 50 different types and sizes of houses, at prices ranging from \$7,000 to \$30,000," explains Larry O'Donnell.

"We prefab door and window bucks, tees and corners, cut studs to length. We hang both outside and inside doors in our shop, build our own cabinet doors and drawers."

The O'Donnells expect a still further trend toward this kind of prefabrication, greater use of large components. They predict a trend away from medium-priced houses (1,100 to 1,200 sq. ft.) to smaller (900 sq. ft.) and larger (1,500 sq. ft.).

Design trends, they say, are toward modified Colonial and "friendly contemporary" models. They predict smaller living rooms, but larger family rooms, attached garages, two baths.

Looking to the future, the O'Donnells have a planned land-acquisition program, now have enough lots for two or three years' work. They expect future lots to be slightly larger.



SMART PLANNING is shown in this best-selling Caton model. It parades a den-dining-kitchen area clear across the rear, opening on a paved terrace. Living room has become a formal parlor.

CONTEMPORARY design, handled in the Caton manner, has definite buyer appeal. Note how low pitch and wide sweep of roof carried over garage adds to sense of size.



CASE HISTORY No. 7:

"I'll exploit 'Curb Appeal'"



"The trend is toward contemporary design, with heavy demand for the 'indoor-outdoor' kind of living," says builder Jack Caton.

"So within the bounds of buy-

ers' pocketbooks, I plan to exploit 'curb appeal.' And once the prospects are looking, I'll sell them on my interpretations of casual living."

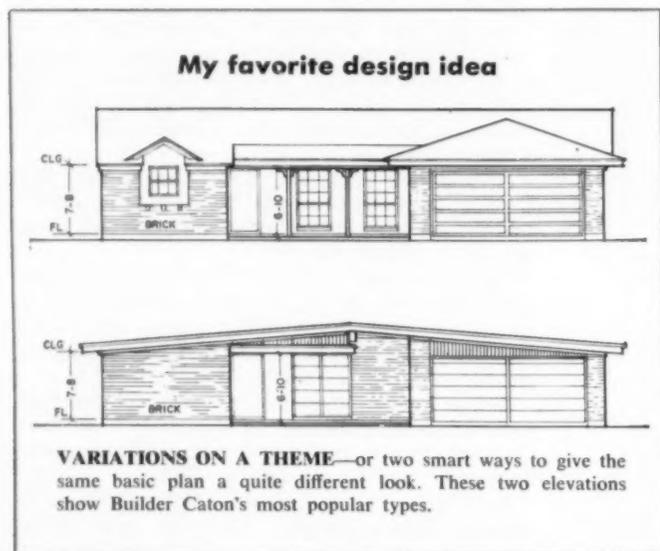
Caton is a builder of medium

size. He put up 21 houses in 1958, is planning 35 for 1959. He expects to step up volume to 300 in the next five years.

He is one of the few Houstonians, however, who expressed a note of caution about "too-optimistic" growth figures. Houston depends, he points out, on oil and water—and both are at times unreliable.

Having made this point, he still believes he will construct more and better houses in the years ahead. He is building in the Sharpstown area, close to another new freeway which brings downtown Houston within 12 minutes' drive.

He plans to build FHA and GI homes in the \$13,500 to \$15,500 range, in sizes ranging from 1,440 to 1,600 sq. ft. His custom and conventional type houses fall in two classes: (1) 1,800-sq.-ft. models at \$20,000; (2) 2,500-sq.-ft. models at higher prices. The higher-priced houses are equipped with built-in ovens, ranges, dishwashers, carpets, year-round air conditioning.





CASE HISTORY No. 8:



**"This Quality House *today*
builds our sales for *tomorrow*"**



CORNER FIREPLACE separates the friendly family room of Paul J. McConnell's house from the dining area. He features authentic colonial details, fine hardware, ranch plank floors. House above is most popular model.



QUALITY KITCHEN viewed from dining area, with wall of brick fireplace at left. McConnell features a U-shaped plan, with pass-through to dining area, oak cabinets, built-in Westinghouse range and appliances.

For quality blueprint details, turn page

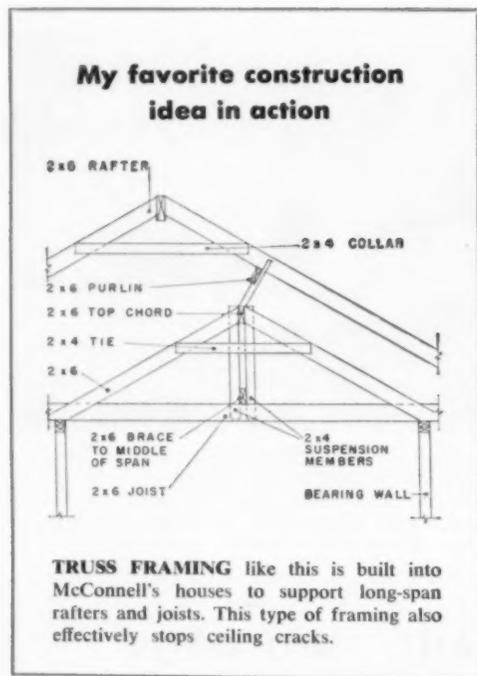


FAVORITE MODEL of custom builder Paul McConnell has "what the buyer wants:" a quality look and quality materials. Colonial details, porch, family room are popular.

CASE HISTORY No. 8:



**This quality house today
builds our sales tomorrow**

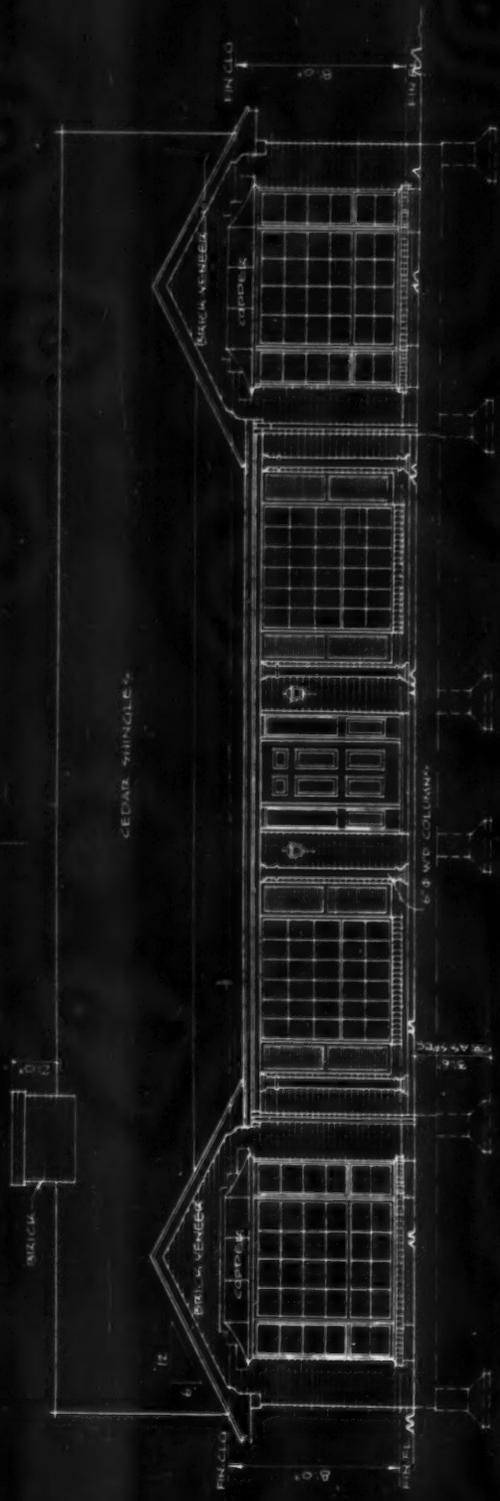


FOR our cover and blueprint house this month, AMERICAN BUILDER editors elected this custom-quality house built by Houston's Paul J. McConnell. The quality construction details are revealed in the blueprint opposite. But behind the details lies the story of a builder who lives, breathes, and insists on *quality* construction methods. Here's why:

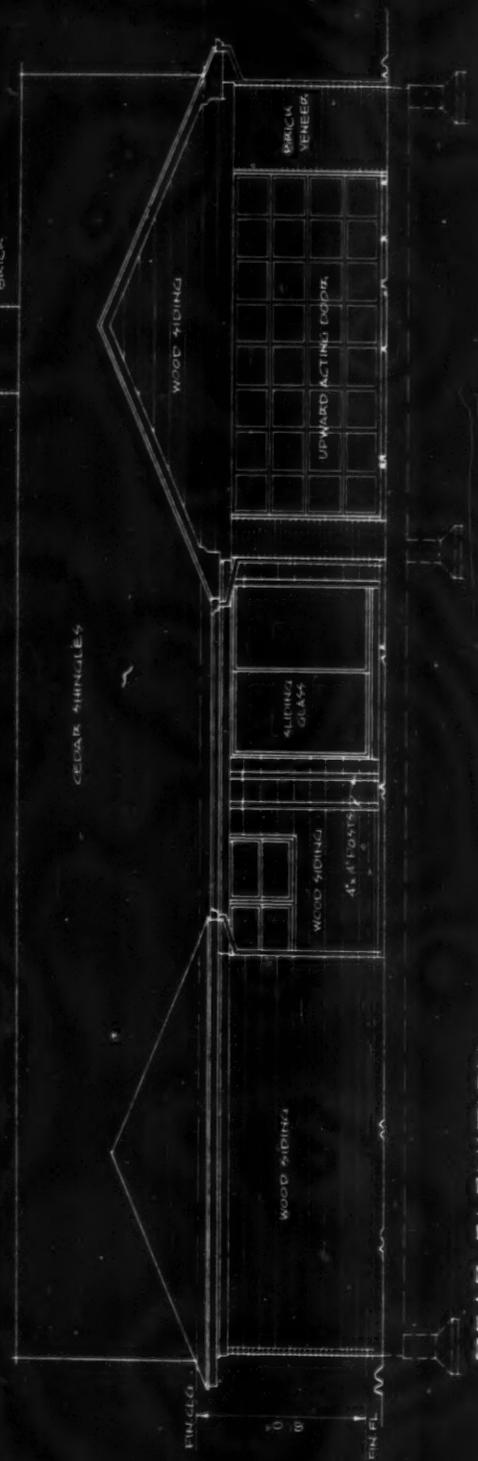
"Our growth is built by satisfied customers," says Paul McConnell. "We guarantee our houses for a full year. If anything goes wrong, we give *instant* service to fix it. That makes friends, and we want our buyers to be our friends."

The cover-blueprint house we show is a popular model McConnell has built many times with variations. This one is in pink used brick, with shuttered windows, colonial details, a sheltering front porch, and attractive balanced wings with large bay windows. Its 22x15-ft. family room, with corner fireplace and ranch plank floors, is the big feature. But it has many others, including the large master bedroom, which opens on the secluded porch-patio at the rear.

McConnell does some speculative building to aid his custom work. He puts up 8 to 10 houses a year on spec, uses them as models to sell his 30 to 40 quality-custom jobs at prices ranging from \$25,-\$60,000. Blueprints opposite show quality details.



FRONT ELEVATION
SCALE 1/8" = 1'-0"



REAR ELEVATION
SCALE 1/8" = 1'-0"



LEFT SIDE ELEVATION
SCALE 1/8" = 1'-0"



RIGHT SIDE ELEVATION
SCALE 1/8" = 1'-0"



FLOOR PLAN SCALE 1/8" = 1'-0"





CASE HISTORY No. 8:

"These custom quality details bring us word-of-mouth buyers"

"If we were starting another house tomorrow, we wouldn't consider any other builder," wrote one of Paul McConnell's Houston customers the other day. She then added: "If we can be of any help in showing the house, please call on us."

This state of mind is typical of McConnell's home buyers. And each such satisfied customer is a word-of-mouth salesman.

McConnell custom builds homes in the \$25,000 to \$50,000 range, and in this field, quality is king. He tries to eliminate call backs completely, but if there is any complaint, or malfunction, he attempts to give service, not only the same day, but within the hour. It's what he calls "instant service." He uses a radio telephone in his car to get a service man out fast. "Quality and service are the cornerstones of custom work," McConnell declares.

He picks Quality Brand Name Products

To start with, McConnell selects and features such quality brand products as Carrier air conditioning, Fiberglas insulation, Westinghouse built-in ovens, ranges and appliances, Kohler plumbing, Armstrong linoleum, Du Pont paint, Bruce plank flooring, Certigrade shingles.

He backs these with extra-sound construction. His footings and grade beams (see blueprint details) are ultra conservative. He uses 2500# test concrete, 6x6 wire mesh in slab, polyethylene plastic vapor barrier.

He places 5/8-in. steel rods in grade beams, and uses a concrete vibrator to compact the concrete in exterior beams, thereby eliminating honeycombing of slab. He often takes a customer out to the

site to show how he builds a crack-proof slab.

He hates cracks or blemishes

Any kind of crack, hairline or other, makes McConnell very unhappy. Before trimming the interior, he closes the house up, turns on a 125,000-BTU-per-hour heater, and dries everything thoroughly. This includes gypsum board, trim, frames, flooring, all cabinet work. After 8 to 12 hours the moisture content has been brought down, and then his men move in to finish.

On wide ceiling spans, such as over the family room, he builds a special brace to prevent ceiling cracks (see page 74). He applies wood panelling over 1x4 stripping to stop expansion.

Buyers like quality details

McConnell's "hidden values" are important, but he also is careful to put in the visible quality items that appeal to buyers—such as a craftsman-built breakfast bar of polished wood; or special trim with a fine, original Colonial detail, or a family room fireplace with pink used brick.

Other quality details include solid brass hardware, antique copper pulls on kitchen cabinets (National), Grant quality drawer slides, Crawford garage doors, Newtowne range hood, Mosaic tile.

Another principle: McConnell buys nothing but first-quality grade and trade-marked lumber. He deals exclusively with a local dealer who provides proven quality as well as reliable service.

"A custom builder has to build quality," he declares. "Word-of-mouth endorsement by our satisfied customers keeps us growing."

WHAT

HOW

QUANTITY LIST OF MATERIALS FOR BLUEPRINT HOUSE No. 266

AMERICAN BUILDER HOUSE No. 266	
FIRST FLOOR ONLY	2,400 sq. ft.
GARAGE ONLY	480 sq. ft.
PORCH ONLY	430 sq. ft.
PATIO ONLY	670 sq. ft.
—EARTH EXCAVATION & GRADING—	
Topssoil 6" Grade Exc. & Pile	6,960 sq. ft.
Earth—Hand Grade Bm. Exc. & B'fill	875 cu. ft.
Earth—Hand Pier Exc. & B'fill	1,280 c

Sand 4" Floor Sub-fill	3,610 sq. ft.
Water Encountered Drainage	Sum

—CONCRETE CONSTRUCTION & FINISH—

2500# Conc. Grade Beams	700 cu. ft.
2500# Conc. Grade Beams Forms	1,230 sq. ft.
2500# Conc. Pier Footing	70 cu. ft.
2500# Conc. Rd. Pier Footing Forms	140 sq. ft.
2500# Conc. Structural Pier	30 cu. ft.
2500# Conc. Rd. Structural Pier Forms	110 sq. ft.

(Continued on page 160)

Why you should enter AMERICAN

▼ 1. "Best Model Homes" Contest



"You can't put a dollars-and-cents value on winning this kind of contest. It's a big sales aid, gives us plenty of promotion and merchandising ammunition. But best of all, it gives us quality recognition . . . puts us above, and apart from, the other fellows in our area." That's Andy Place talking. The South Bend, Ind., builder was a top winner in last year's AMERICAN BUILDER Best Model Homes Contest. At left, he stands next to some of his "merchandising ammunition," a giant reproduction of the AMERICAN BUILDER telegram announcing his award. Like to be this year's contest winner? Read below.

How one of your houses can win in our Best Model Homes Contest

This contest is part of AMERICAN BUILDER's observance of National Home Week (September 12th to 19th, 1959). Any model house built during the year and on display during National Home Week may be entered.

You'll have a choice of two price categories: houses under \$16,000 (without land); and houses from \$16,000 to \$40,000 (without land). You can enter houses in both. From your entries and all the others we receive, our panel of judges will choose the model homes they think best express the purpose of National Home Week: more saleable houses. They'll check all houses entered on (1) exterior design; (2) floor plan; (3) construction techniques; (4) quality materials and equipment; (5) merchandising. Then, they'll choose three top winners and 15 "Award of Merit" winners in each category . . . a total of 36 winning houses to receive an AMERICAN BUILDER

Best Model Homes plaque.

As a contest winner, your model home will be featured in our big December "Best Model Homes" issue. It will go on display at the 1960 NAHB convention in Chicago; and it will be the subject of a feature article in AMERICAN BUILDER during 1960.

Choosing the best model homes will be seven top-level experts in the building field: Carl T. Mitnick, President of the National Association of Home Builders; Gerald Geerlings, American Institute of Architects; Robert Schmitt, Chairman, Research Institute, NAHB; James L. Pease, Jr., Secretary-Treasurer, National Home Manufacturers Association; Ernest B. Norman, Chairman of the National Home Week Committee, NAHB; David G. Fox, Chairman, Merchandising Committee of the NAHB; and Joseph B. Mason, Editorial Director of AMERICAN BUILDER.

How to submit your entry:

1. Deadline for all contest entries is Oct. 2, 1959. Material must be sent to Contest Editor, AMERICAN BUILDER Magazine, 30 Church St., New York 7, N.Y.

2. Entries *must* include: blueprints of working drawings and floor plans; exterior and interior photographs; a list of the important materials and equipment used in the house; samples of advertising and promotion material.

3. Entries *may* also include: detail drawings of special features; description of cost-saver building techniques; newspaper publicity.

4. In a covering letter, give full name and address of builder or building company; architect; name of model; its price and location; sales results, if possible.

5. If you wish to enter the same house in the Hidden Values Contest (see opposite page), please note this in your letter.

BUILDER's two big contests

▼ 2. "Hidden Values" Contest



Could you use this big, rugged 1960 Ford V-8 pickup truck? It's yours if you take first place in our Hidden Values Contest. If you come out second, third, or even 36th in the contest, you'll receive a valuable prize worth \$200 or more. AMERICAN BUILDER's Hidden Values Contest is aimed at encouraging builders to "sell" the unseen qualities in their houses (like wiring, piping, insulation). If you do a real job merchandising hidden values, then you have a good chance of winning. Besides your prize, and a plaque, you'll get valuable publicity: you and your house will be featured in our November issue.

How you can be a prize winner in our Hidden Values Contest

Are you really "selling" the hidden values in your houses? Do you show what's behind your finished walls? Do you have a display of quality products used in your houses? Do you spotlight a value "behind the scenes" as well as seen? Do you show wiring diagrams or layouts of the house's plumbing and piping? These are the things our judges look for when choosing a Hidden Values Contest winner.

If your house is a winner, you'll receive a valuable prize and feature billing in AMERICAN BUILDER's November '59 issue.

How to submit your entry:

1. Deadline is Oct. 2, 1959. Send entries to Contest Editor, AMERICAN BUILDER Magazine, 30 Church St., New York 7, N.Y.

2. Entries *must* include: photos of hidden-value displays; photo of the builder; promotion and adver-

tising literature; a description of why you found it profitable to merchandise hidden values.

3. Entries *may* also include: exterior or interior photos of your model house; blueprints; floor plans; detail drawings; newspaper publicity and any other pertinent material.

4. In a covering letter, give the

full name and address of builder or building company; architect; name of model; its price and location; and a list of all the important brand-name products used.

5. If you wish to enter a house in both the Hidden Values Contest and in the Best Model Homes Contest, mention this in your letter.

DONORS AND THEIR PRIZES SO FAR IN HIDDEN VALUES CONTEST

THE BLACK & DECKER MFG. CO.

1 "high caliber" 8-inch Heavy-Duty Saw
1¾ H.P. Router-Plane Kit

CONGOLEUM-NAIRN, INC.

"Ultima" inlaid linoleum with Clearfelt backing and Vinex finish (\$200 worth)

KEASBEY & MATTISON COMPANY

Twenty squares of SHAKE SHINGLE Asbestos-Cement Siding (\$300 worth)

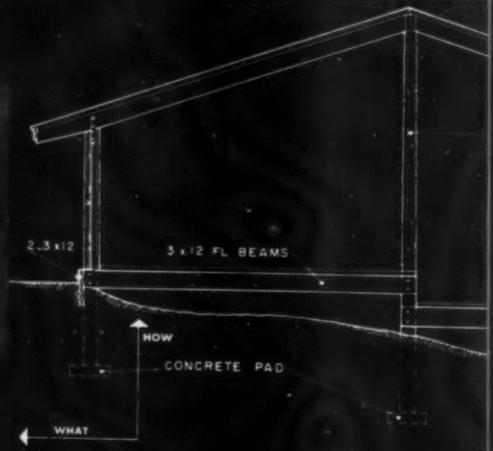
RHEEM MANUFACTURING COMPANY, RICHMOND PLUMBING FIXTURES DIV.
3-piece bathroom set

RODALE MFG. COMPANY, INC.

Rodale Touchette Switches (\$200 worth)

THE TAPPAN COMPANY

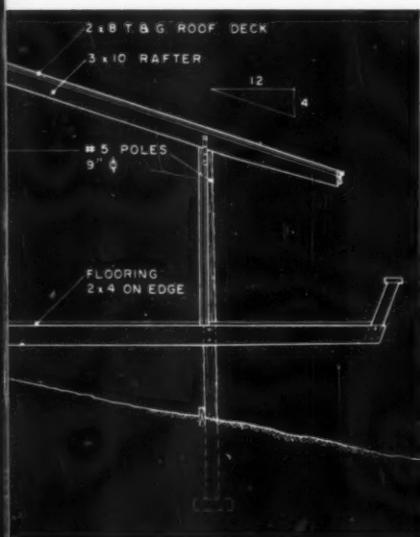
1 Fabulous "400" model PV-442 built-in range (worth \$675)





POLES AT EACH CORNER of the house become an integral part of the design. Note pole scraps set in patio.

Pole framing: it saved \$2,500 in foundation costs on this house



Here's a house that should make builders take a new look at pole-type construction.

It's a house without a foundation. It's hung on 41 chemically-treated poles sunk in the ground. An estimated \$2,500 in foundation costs were saved by this method.

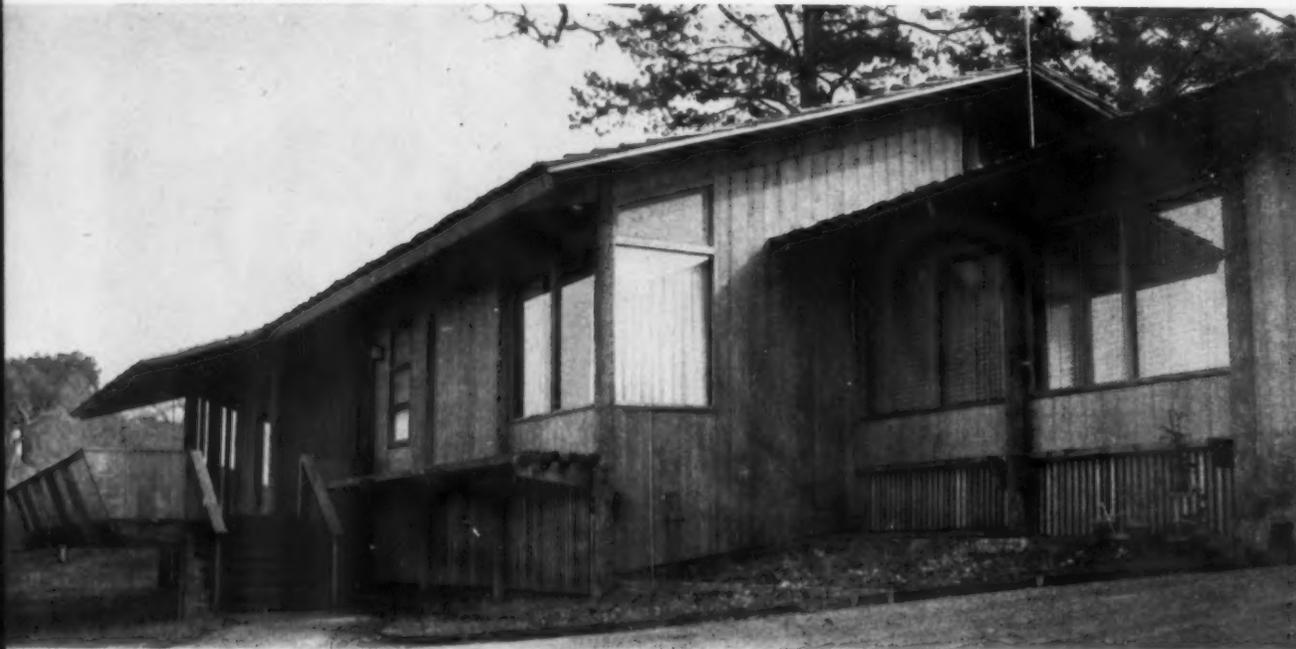
Pole framing has long been used in building low-cost (\$1 to \$2 a ft.) farm buildings—barns, warehouses, etc. Today, with construction costs steadily climbing, it may offer new opportunities to home builders—especially in the low price ranges.

That's because it's about the simplest building method there is. The poles (in this case, standard 9-in. tapered pilings) are set into holes augered in the ground. (Drawing at left shows the poles sitting on concrete pads. This was a local building inspector's decree; in most cases, the pads would be unnecessary.) Floor beams and rafters are hung from the poles, and the house is then completed as a standard post-and-beam structure.

In this particular house, built in Woodside, Calif., architect Edwin A. Wadsworth has done one more unusual thing; he's designed an "all-wood" house, using nothing but wood for the framing, foundation, walls, partitions, and roofing. The result: the warm, rich-looking house you see in the photos here and on the next pages.

Here's how the house's frame is

Photos for this story, courtesy American Wood Preservers Institute



FROM OUTSIDE, poles are visible as attractive modular bays. Ends of cantilevered floor beams support front

porch and planters under living room windows. Ventilated plywood siding encloses space beneath the house.

This house literally hangs from the poles that form its foundation. The roof rafters are handled in a conventional post-and-beam style, and all walls are non-load-bearing.

Instead of sitting on foundation walls, the floor beams are

bolted to the poles. This means that, like the poles, the beams are on 8-10-ft. centers; this distance is spanned by the flooring—2x4's set on edge, edge nailed, and sanded flush.

The roof deck is handled in a similar manner. Rafters are also

on 8-10-ft. centers, and a 2x8 T&G roof deck spans them. This deck is left unfinished on the underside, to form the ceiling.

All wood in the house is pressure treated with Chemonite, to prevent damage from termites, fungus, rot.

Cost breakdown of pole-type house

Site preparation (Normally includes clearing, stripping the topsoil. Here, only clearing necessary.)	\$75.00
Drilling pole holes (Replaces cost of trenching and excavating.)	\$107.50
Concrete in place (This includes the garage foundation and floor, which of course are conventionally built, and the concrete pole pads. The pads amount to less than a third of this figure, and would not be necessary under many codes and/or soil conditions.)	\$430.95
Poles, precut and predrilled (This represents part of what would be foundation costs, and a healthy slice of the framing costs.)	\$796.50
Frame & finish lumber	\$9,426.25
Interior & exterior finishing	\$4,893.31
Plumbing, heating, electrical (including fixtures)	\$5,641.00
Labor	\$7,136.88
Taxes, insurance, supervision	\$1,478.12
Total	\$29,985.51



AMERICAN BUILDER

hung from the poles



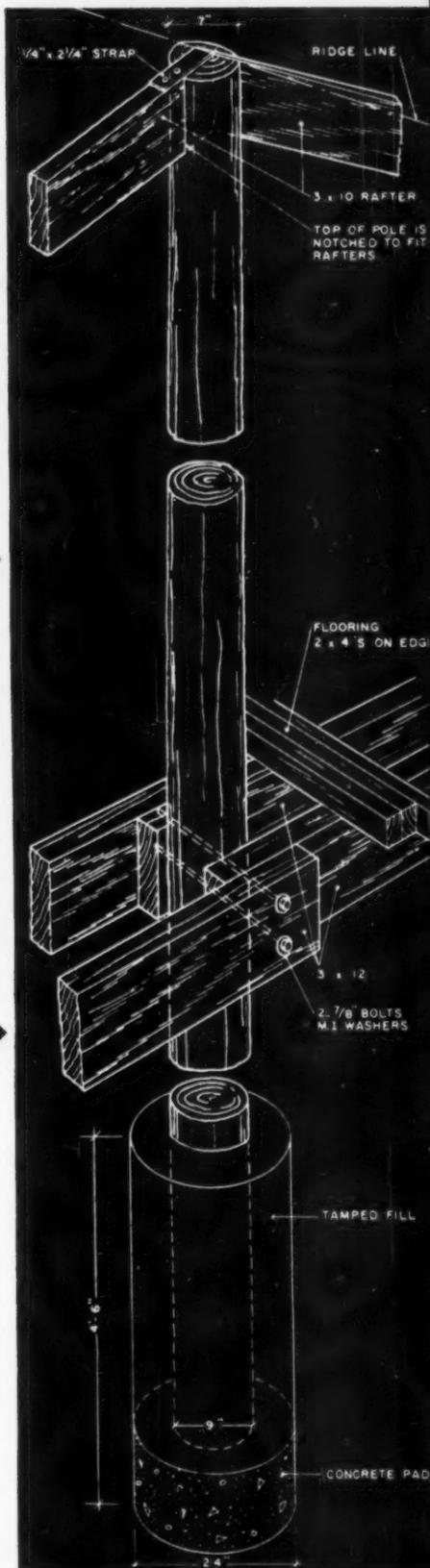
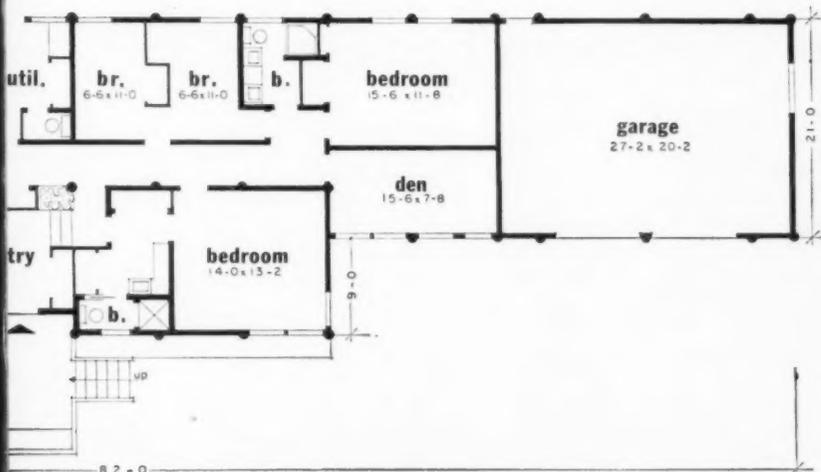
RAFTER ENDS butt into slotted center poles at the ridge. Metal straps screwed to top edges of rafters hold ends firmly in place. The decorative cover surrounds chimney flues.

WHAT
HOW

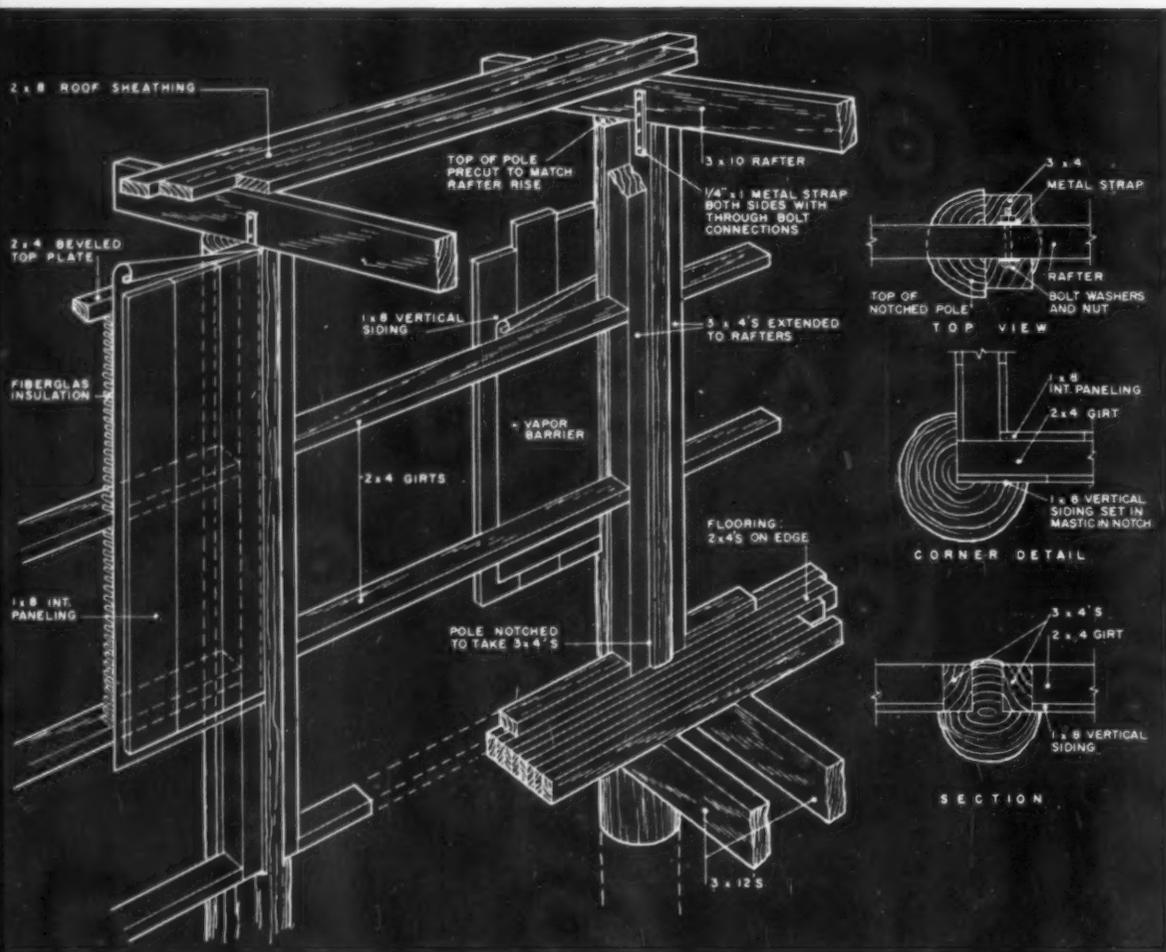


FLOOR BEAMS are bolted on both sides of poles. Ends overlap at center poles. Carpenter is shown laying 2x4's on edge, to form floor, which spans distance between beams.

WHAT
HOW



Here's how side walls tie into the poles



What pole framing means to home builders

Does pole framing have a future in home building? "Definitely," say architect Edwin A. Wadsworth, designer of the house, and Marx Hyatt, its owner, and vice president of the company that manufactured the poles. But they point out that pole framing is a relative newcomer to home building; so it still involves plenty of problems.

"It's a fast system," says Wadsworth, and it's one that makes it

easy to use multiple floor levels. But there are problems in setting the poles correctly, and in the details of assembling the parts."

Hyatt sees the system as a step toward lower-cost housing, but points out that "First, someone has to take hold and do some engineering work." He suggests using sawn 4x4 or 6x6 posts, spaced on a modular basis. Panels could then be prefabricated and dropped into place.

Finally, Hyatt points out that the pole system can make possible a simple slab-floor system, even cheaper than the wood floor used in his house. Poles would be erected (chemically pressure treated, of course), and the roof built. The slab could then be poured on the ground around the poles. No footings or foundations would be necessary, since the poles would carry the entire structural weight of the house.

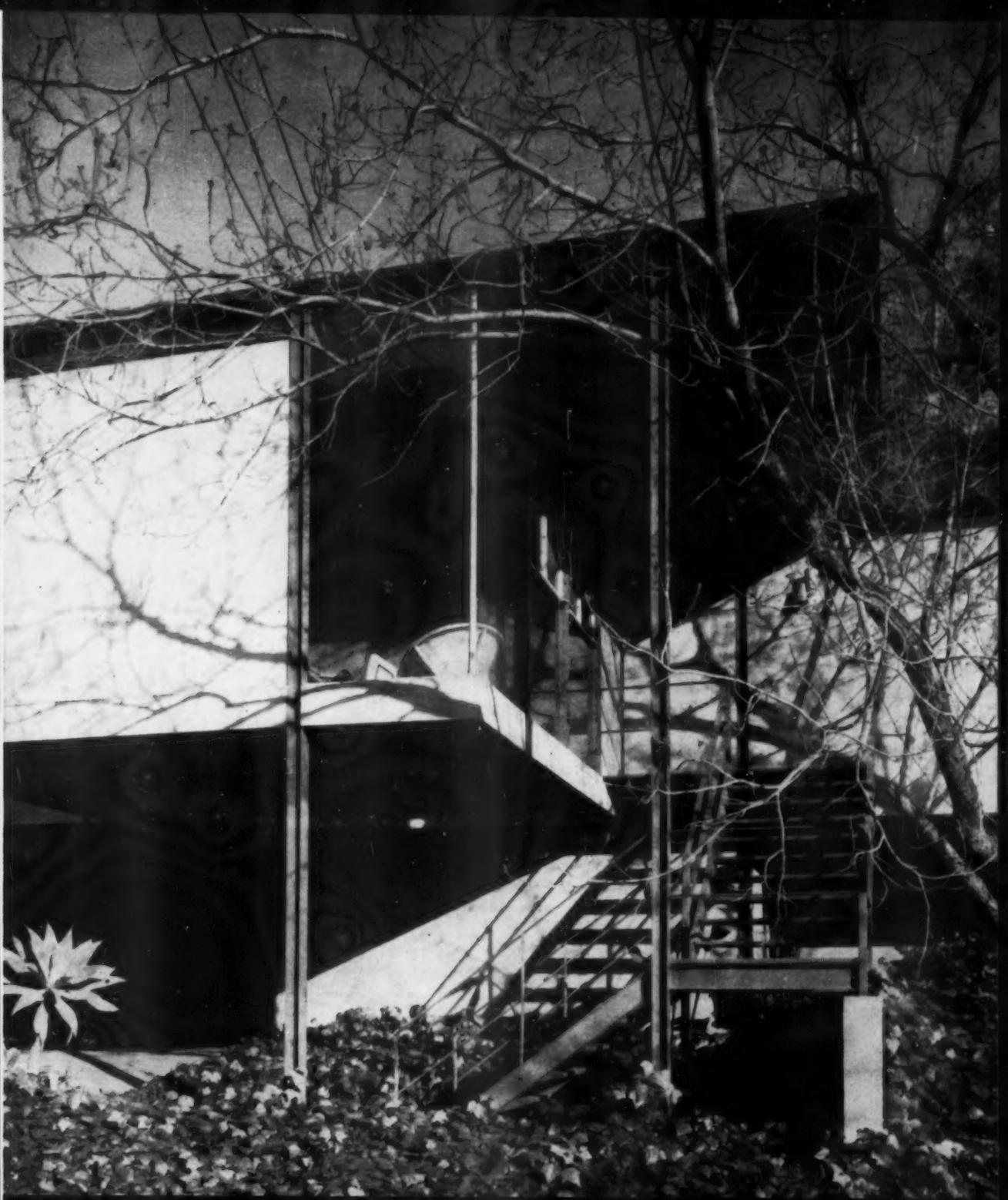


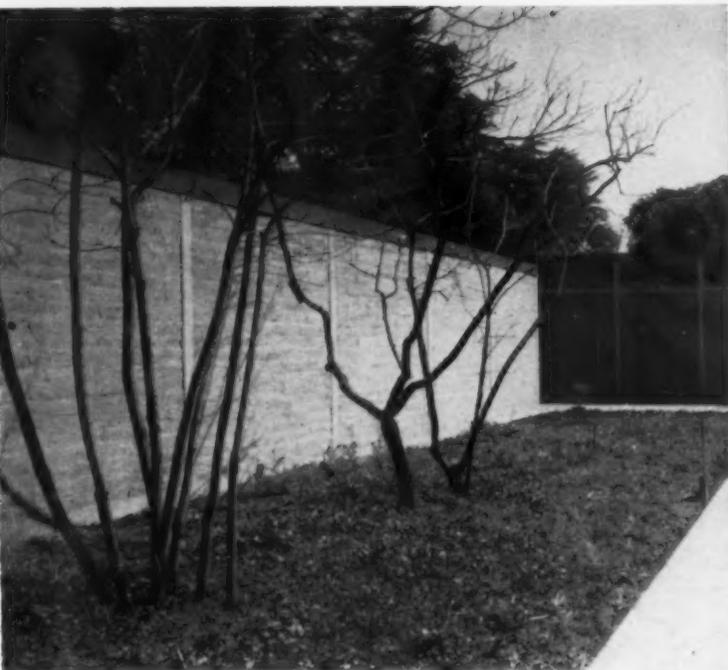
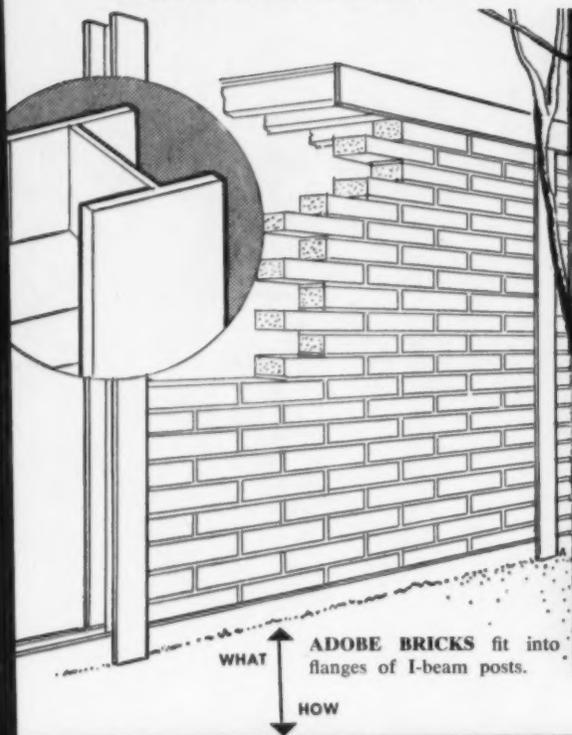
Photo by Jason Hailey, Courtesy Columbia-Geneva Steel

New ways to build with steel ▶

AUGUST 1959

87

BUILDING WITH STEEL, continued

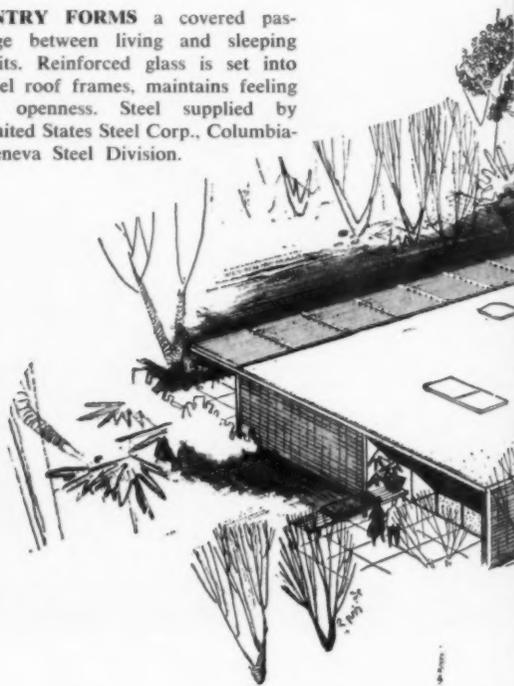


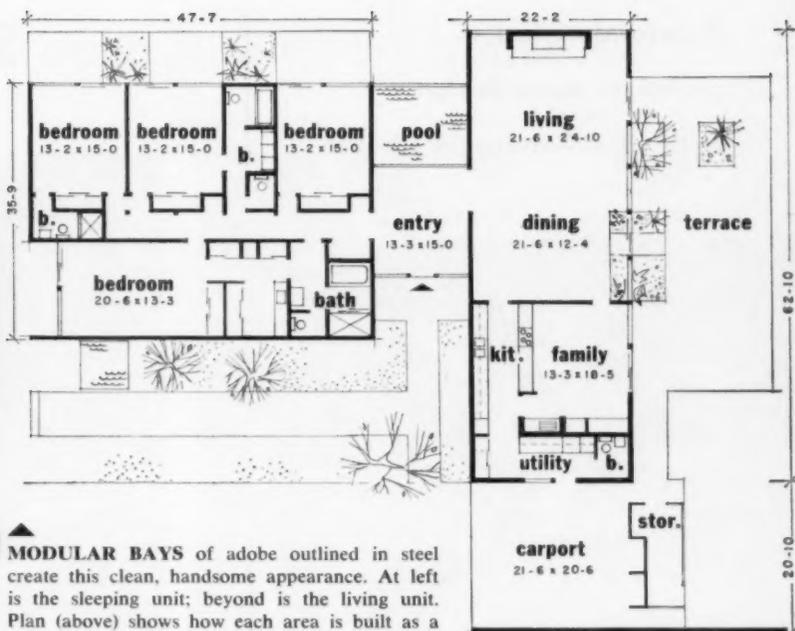
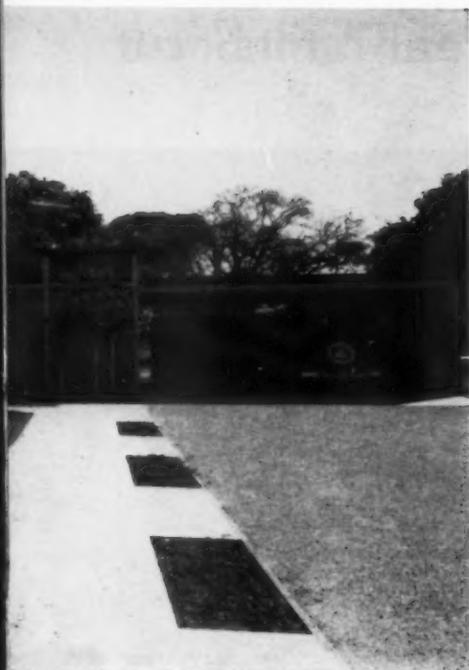
Photos: Dean Stone, Hugo Steccati—San Francisco

Steel

Believe it or not, this is a spec house. Whelan Construction Co. built it in Atherton, Calif., in 1955 for \$11.34 a sq. ft.; and

ENTRY FORMS a covered passage between living and sleeping units. Reinforced glass is set into steel roof frames, maintains feeling of openness. Steel supplied by United States Steel Corp., Columbia-Geneva Steel Division.





MODULAR BAYS of adobe outlined in steel create this clean, handsome appearance. At left is the sleeping unit; beyond is the living unit. Plan (above) shows how each area is built as a simple, economical rectangle with no breaks. Don Knorr and Associates designed the house.

framing for a masonry curtain wall

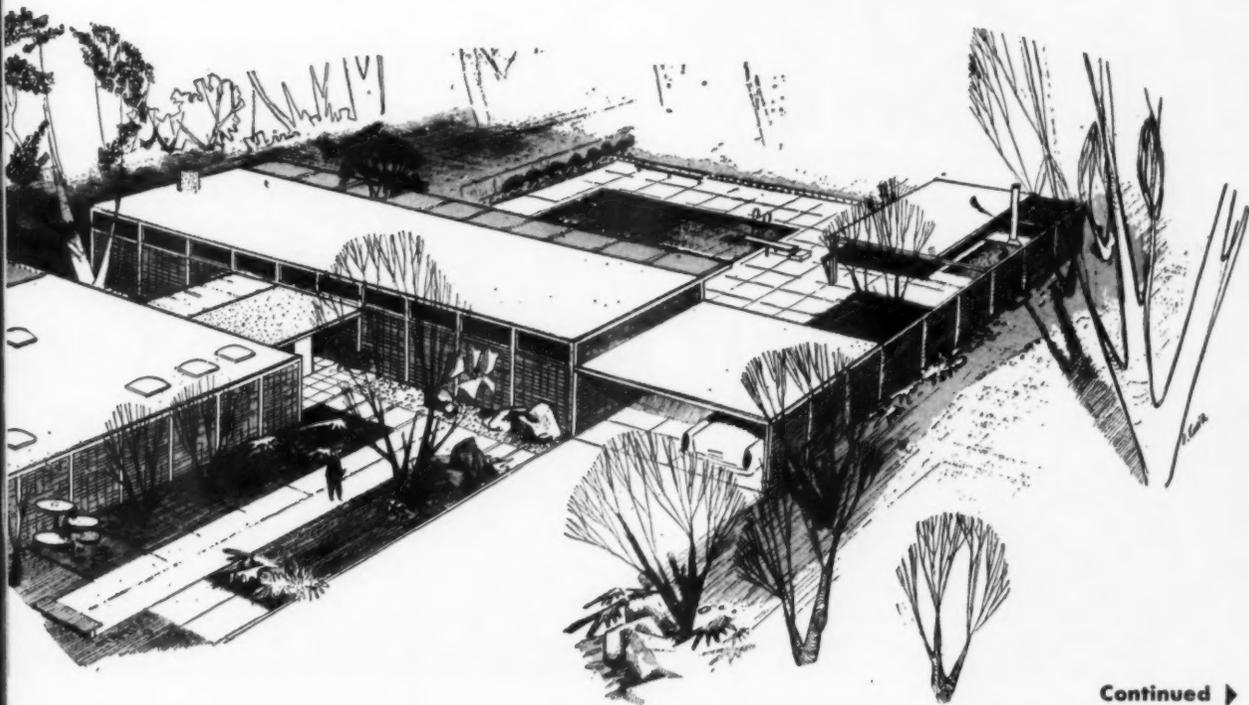
steel framing was a major factor in keeping costs this low.

Adobe brick was used in a new, economical way with the

steel. Instead of a bearing wall eight to twelve in. thick, it became a 4-in.-thick curtain wall, held in place by the flanges of the

steel I-beam framing members.

Waterproof adobe and a special waterproof mortar were used throughout the house.



Continued ▶

**Structural materials
create the basic design
in this steel-and-adobe house**



FRONT OF THE HOUSE as seen from beyond the carport (right). Front door is in the center.



CLOSE UP of the front door shows how it echoes the simplicity of the main structure.

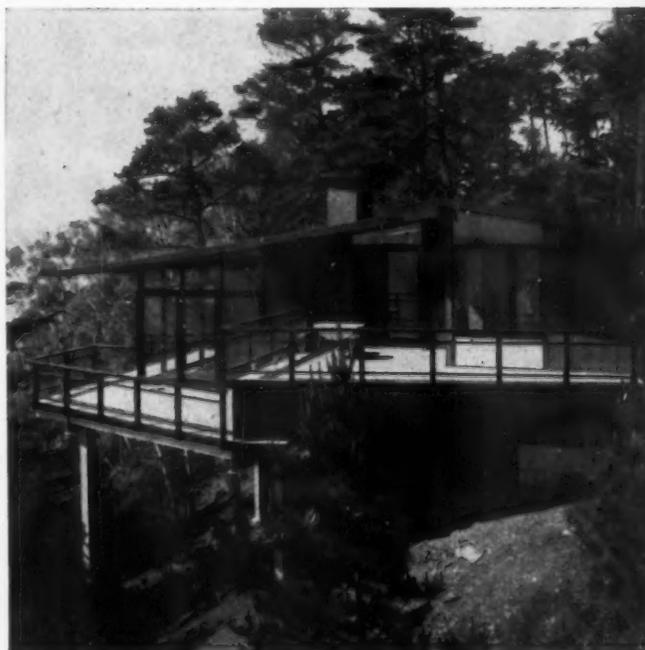


STRUCTURAL MATERIALS—steel, adobe, and wood deck—are finish materials of living room.

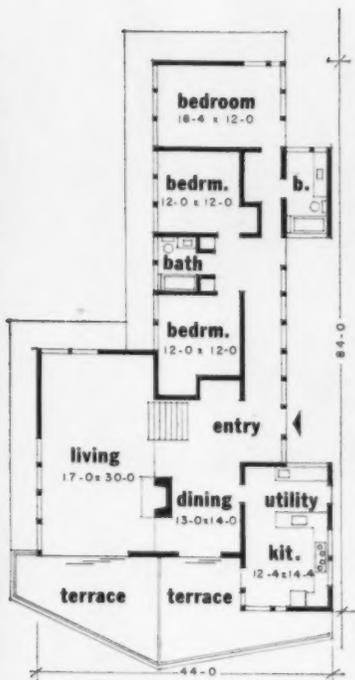
Steel "stilts" cut



STEEL FRAMING is almost completed in this picture. Builders were H. S. Meinberger and Sons, of Kentfield, Calif. Steel for the foundation was supplied by the Bethlehem Pacific Coast Steel Corporation.



foundation costs on this hillside house



FLOOR PLAN shows narrow design that keeps house from sticking too far out from the hill. Photo at right shows combined deck and floor made from 2x4's set on edge. This saved some \$1,000 over conventional framing.

Steel as a basic building material is seldom used in conventional home building. But steel used as a foundation under conventional building can make a lot of sense—particularly on difficult house sites like this Belvedere, Calif., hillside.

Any builder who has built on steep slopes knows the problems: deep excavations, heavy retaining walls to brace the cuts, piers down through the filled sections. Architect Felix M. Warburg saved between \$1,000 and \$2,000 in just this kind of work by designing the simple steel platform shown here. Result: a minimum of grading. It supports most of the house on five steel posts, requires only a small, simple concrete foundation section.

Time was another saving factor here. In just 48 hours after concrete was poured, steel framing was welded into place, and construction of the house itself was begun.

◀ **FINISHED HOUSE** sits high above the trees in front of it. Setting the house on "stilts" this way eliminates most excavating, permits the growth immediately surrounding the house to be left untouched.



COMMERCIAL BUILDING



TEMPLE B'NAI OR, in Morristown, N.J., is in modern-colonial style. Ridged roofs of the office and sanctuary are covered with dark asphalt shingles. These contrast with the white-painted brick veneer front, and clapboard sides.

SANCTUARY FACADE is of white-painted brick veneer. It's decorated with large bas-relief Menorah and two narrow etched-glass windows. The temple's good looks recently won an award from the Morristown Association. ▶



Standard home-building methods can work for non-residential jobs:

"I built this temple for \$15 a sq. ft.,



CHARLES CUTLER: His home-builder's know-how paid off on this strict-budget job.

Here's the problem that small builder Charles Cutler, Morristown, N.J., had dumped in his lap: his congregation, B'Nai Or, had grown too big for its present temple, but they could only budget \$60,000 to build a new one.

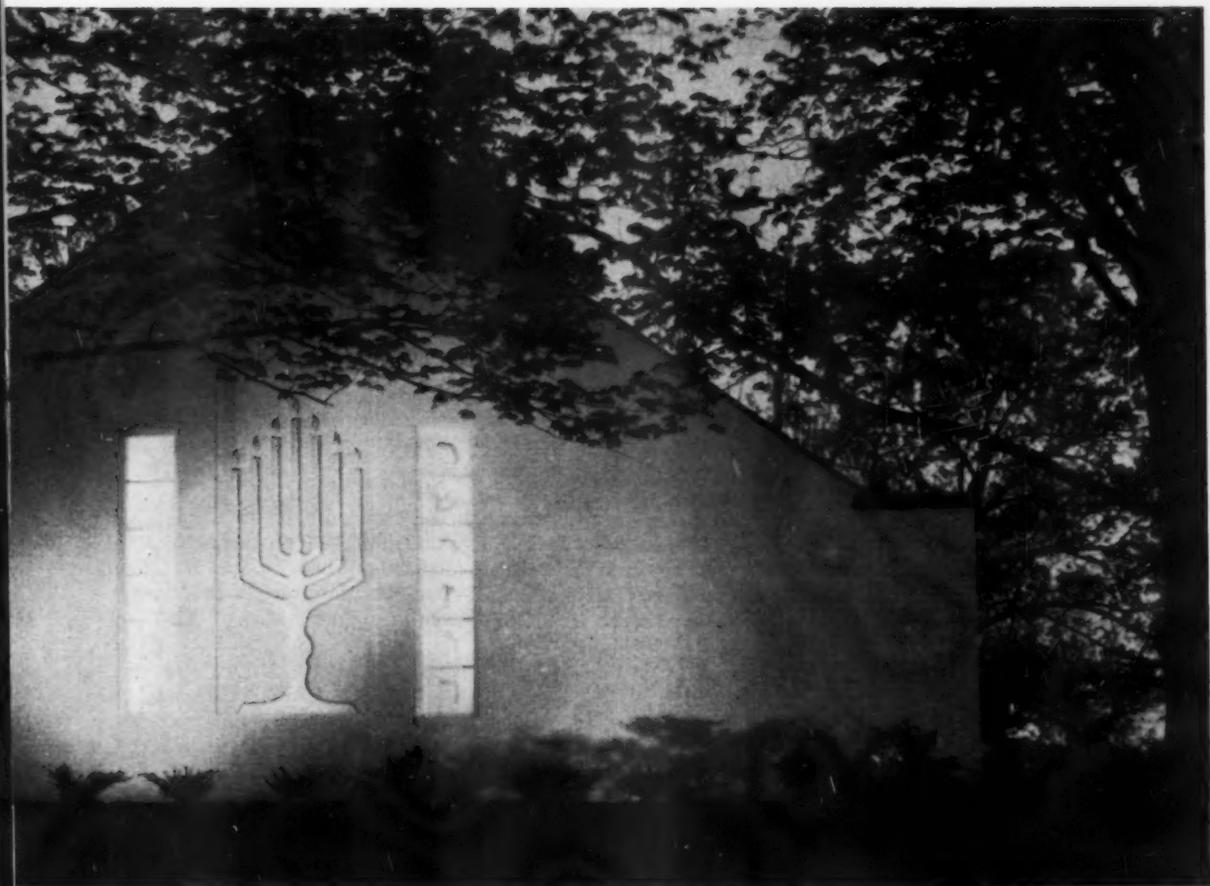
Cutler solved the problem to everyone's satisfaction. He built a new temple, held it under the budget (total cost was \$15 a sq. ft.) and still made a fair profit.

What Cutler did: "I used the standard construction techniques I've been using right along as a home builder," he says (see page 94). "I used ordinary house

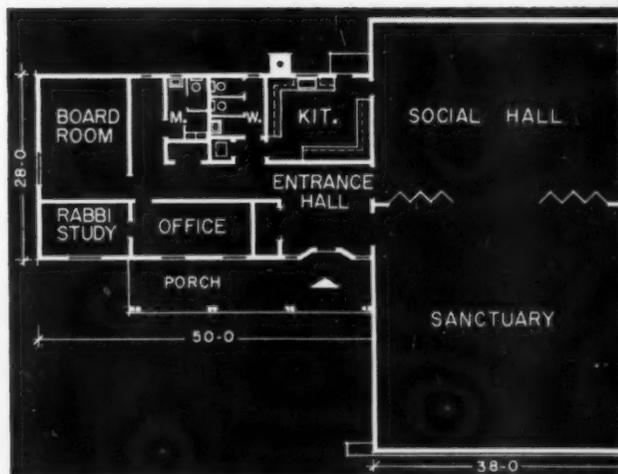
framing, fabricated my own trusses, built over a slab, put down on-slab flooring."

What the congregation got for its \$60,000: the complete building with plumbing and heating equipment, rough grading of the lot, stone base for the driveway and parking lot, the flagstone walk, plus architectural and design services.

Did the low price force the congregation to accept a less-than-average temple? Apparently not; the building recently won an award for its appearance from the Morristown Association.



still made a profit"



FLOOR PLAN is suited to any house of worship. Sanctuary is accessible from lobby, social hall, driveway. Doors between hall and sanctuary fold back, to create one big room. Note placement of kitchen, adjoining hall.

◀ **SANCTUARY INTERIOR:** Cutler achieved good looks at low cost. He covered front wall with hardwood paneling, covered trussed cathedral ceiling with dry-wall. Folding chairs, on-slab vinyl floor, were big cost cutters.

These home-building cost-saver techniques



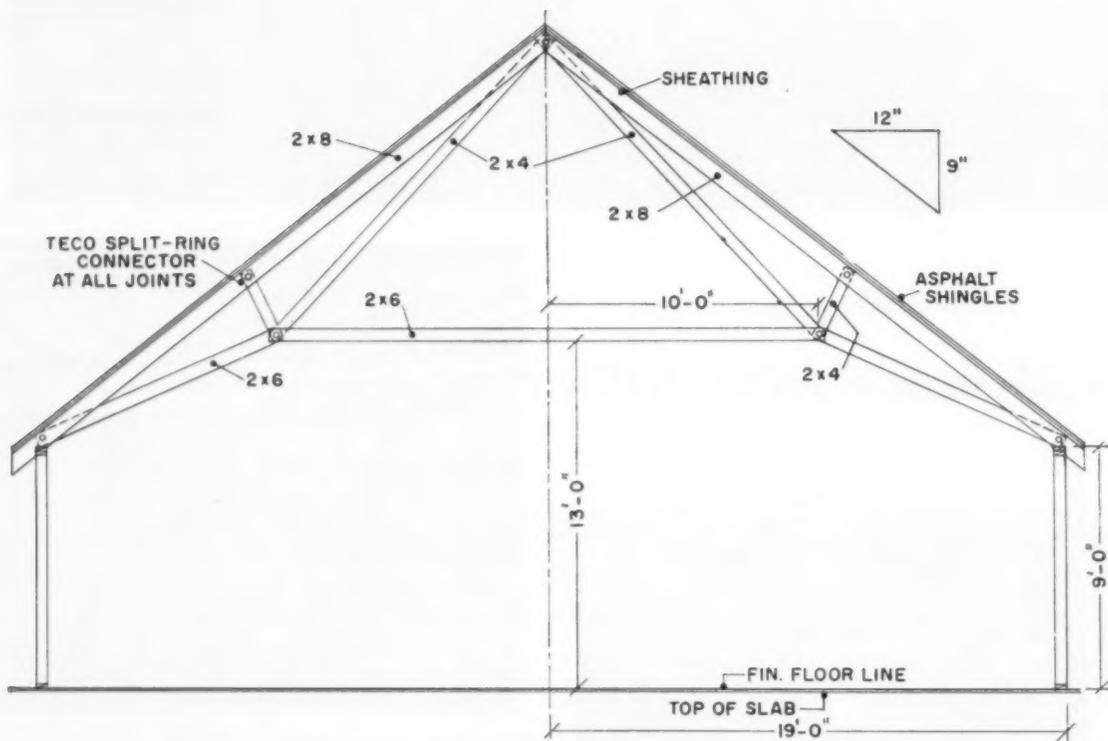
The basic structure was framed just like a house

Cutler framed the temple just like a house, with two exceptions: walls are 9 ft. high, instead of 8, and studs are spaced 12 in. on center, to provide ex-

tra stiffening for the plywood paneling on the inside.

When construction started, winter had almost set in. So Cutler used another house trick: he

tilted the walls up on the block foundation, put on the roof immediately. Then he was free to pour the slab under cover, or even in a heated area.



Fabricating his own trusses saved the builder \$1,400

“My biggest single saving on this job,” says Cutler, “was in the roof trusses.” The drawing above shows how he used an unusual truss shape to

span the 38-ft. width of the building, and to provide the high, vaulted ceiling.

The truss is a split-ring type, engineered by Teco. Cutler built

the trusses himself, saved \$1,400 over the \$2,800 price a fabricator quoted. Erection took five men and a block and tackle, was completed in five days.

made this low-cost temple possible



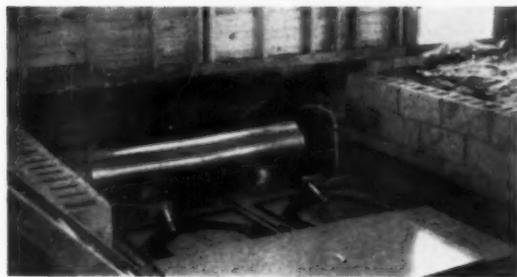
On office wing, conventional roof framing proved logical

The wing of the new temple has conventional roof framing rather than trusses.

"We wanted the storage space above the ceiling joists," says

Cutler, "and we had plenty of bearing partitions below, so there was no need for trusses. But we did want to pour this slab after the roof was up, which meant

the partitions would have to come after the pour. So we trussed the joists to the rafters, and put the partitions in after the slab was finished."



Installing perimeter loop heating system was a big cost cutter

"To heat the building," says Cutler, "we used the most economical system available to the home builder—the perimeter loop."

As the photo at left shows, ducts were buried in the slab. Heating units were two 260,000 Thatcher forced-air furnaces. One heats the sanctuary only. The

other is used primarily to heat the office wing; the overflow goes to the sanctuary. Blanket insulation (right) was used in both ceiling and walls.

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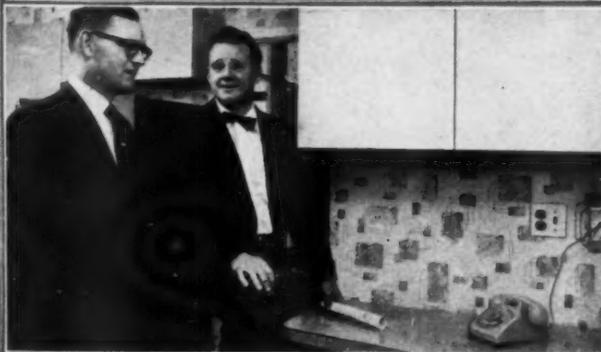
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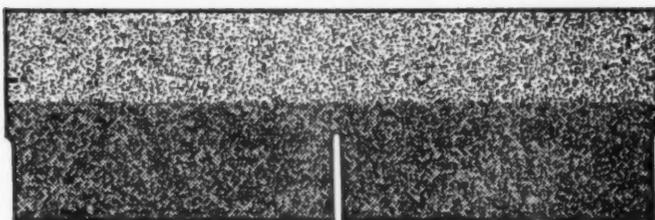
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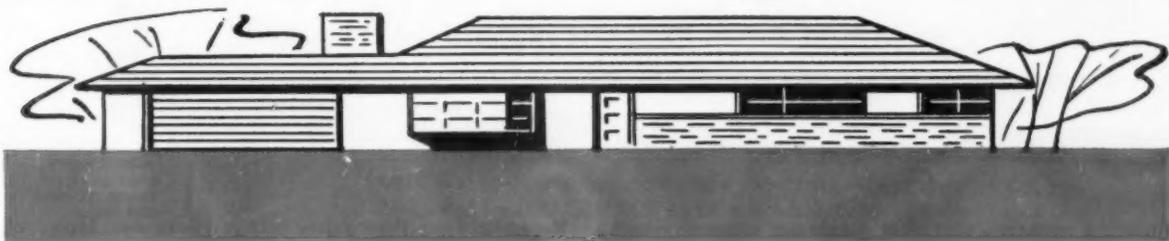
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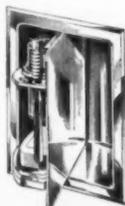
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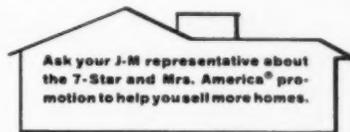
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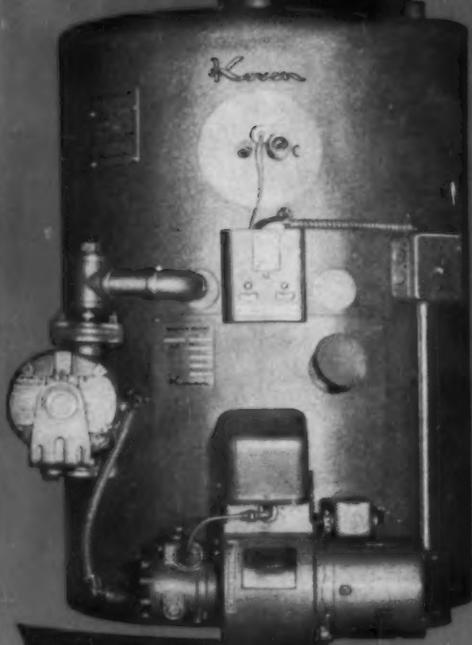
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- **FULLY WIRED AND ASSEMBLED** READY TO INSTALL IMMEDIATELY
- **FITS THROUGH A 30-INCH DOOR** in easy one-man handling crate
- **BUILT TO FIT THE MODERN HOME**

Nationally
Advertised

QUICK AS
HELLO AND
GOOD-BYE



L.O. KOVEN & BRO., INC.
RICHBOYNTON ROAD, DOVER, NEW JERSEY

You Just Know...
**THIS CONTRACTOR
USES A**
Mulkey

Portable **CONVEYOR**
and **BUILDS** for a **PROFIT!**
BELT-Chain & Flight-UTIL-A-VEYOR
Maybe **ALL THREE!!**



MULKEY PORTABLE BELT UNLOADS A 6 YD. TRANSIT MIX EVERY 15 MINUTES

Concrete, sand and gravel may be delivered directly from truck to gravity hopper without intermediate handling, maintaining a continuous flow of materials from truck to point of use on the job.

One man on the ground can keep 10 men busy in the air. Pours of 120 yards a day are commonplace.

MULKEY
UTIL-A-VEYOR

**Its low price will
please you.**

This light weight unit was especially designed for the small contractor whose volume of work does not justify the heavy duty conveyors. The unit is expandable from a basic 16' length by means of 8' extensions quickly applied in the field at low cost per foot. A 16' unit will deliver material to a discharge height of 13'; 24' to 20'; 32' to 27'; 40' to 34'. A lock swivel wheel assembly is available as an accessory. Write directly to the Sam Mulkey Company for full details and specifications.



Handles With Speed and Ease

Blocks, Bricks, most all solid materials including plywood. A 32' unit at 60° angle delivered bricks and blocks to 27' height at the rate of 2500 bricks and/or 1000 concrete blocks per hour. This is truly the answer to the small contractor's prayer for automation in materials handling.

YOUR LOCAL DEALER CAN SUPPLY . . . IF NOT . . . Write, Wire or Phone Sam Mulkey Co. direct—we will see that you are supplied promptly.

SAM MULKEY CO.

MANUFACTURERS OF PORTABLE CONVEYORS

DEPT. AB, P.O. BOX 270, LEE'S SUMMIT, MO.

Chevy beats high upkeep costs on tough construction job



“Our Chevrolet heavyweights went 150,000 miles before any major work was needed.”

—VICTOR LESTER,
LESTER BROTHERS, INC.;
MARTINSVILLE, VIRGINIA

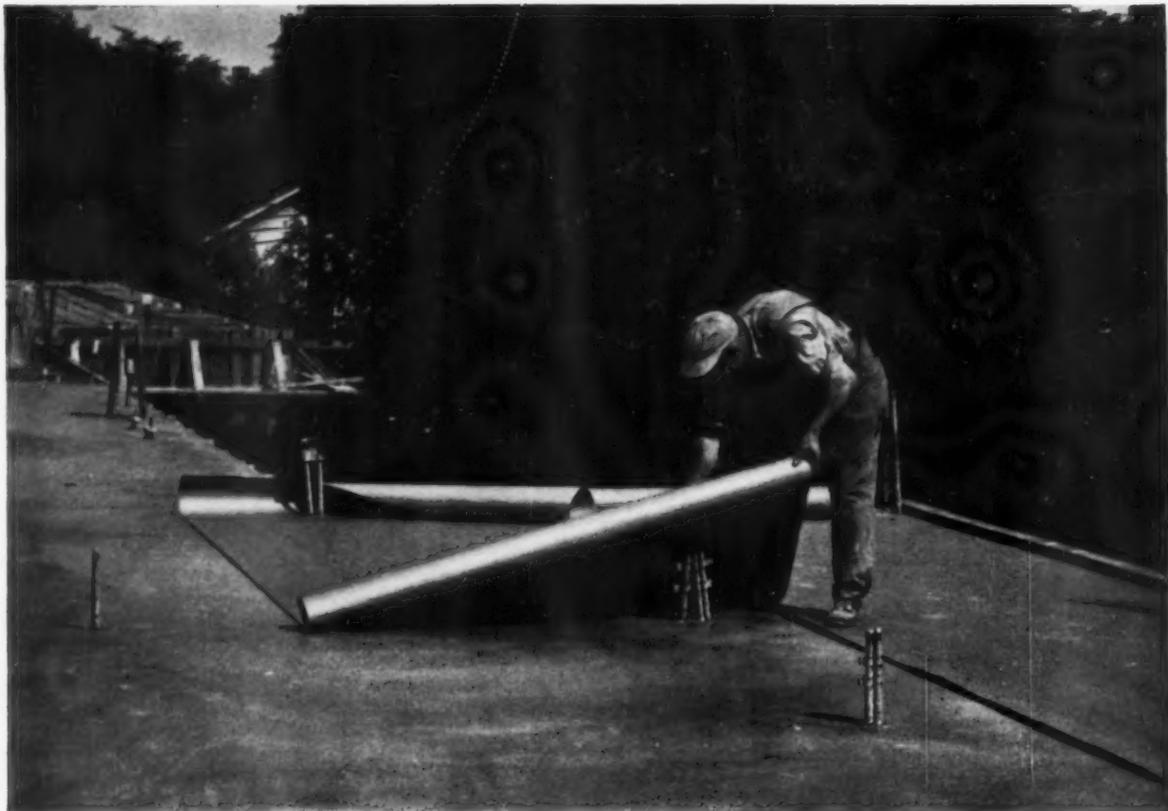
“We use 23 Chevrolets to deliver prefabricated houses to job sites, over extremely rough terrain, often through deep mud and sand which cause a tremendous strain on engine, axles and chassis. Most of our Chevies are operated 100,000 miles before engine heads are removed for rings or an overhaul. Some of our Chevy heavyweights went 150,000 miles before any major work was needed.

“They cost less to maintain than other makes we’ve owned. We like their handling ease and highway speed, too. You’re right when you say no job’s too tough for a Chevrolet truck.”

Chevy, you’ll find, is winning a lot of new boosters among building contractors, for a number of good reasons. Reasons like money-saving *power*, for instance. Chevrolet for '59 offers newly improved valve-in-head 6's that nurse a gallon of gas like nothing in trucks has before. Or big V8's for every Series that include the shortest stroke design—the best saving design—in the field. And for the *toughness* that leads to low maintenance, Chevy's advanced chassis components are specially designed for the capacity to out-muscle the roughest kind of runs. For the *latest* in low-cost hauling equipment, see your Chevy dealer! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



No job's too tough for a Chevrolet truck!



FOR PROTECTING NEW CONCRETE, NOTHING CAN MATCH SISALKRAFT

- ① **FOR DURABILITY**
- ② **FOR EASY HANDLING**
- ③ **FOR RE-USES**

Tough Sisalkraft papers remain the most practical method of covering newly-poured concrete. These reinforced, scuff-resistant papers have "body" . . . handle well even on a windy job. In addition to low material cost, quick and easy application means minimum labor cost.

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

*Reg. Applied for

Concrete floors and slabs with clean, hard, dust-free surfaces are assured. Widths from 36" to 96", special rolls up to 26½'. Exclusive "Bleached White" Sisalkraft for highway curing.

For the *real* story on "Better Concrete", write for booklet CP-1, c/o Attleboro, Mass.



SISALKRAFT PRODUCTS ARE AVAILABLE IN CANADA THROUGH MURRAY-BRANTFORD LIMITED, MONTREAL

THE **Payoff** DEPARTMENTS

New Products and Catalogs..... 110 →

Builders' supermarket for the latest information on new products and catalogs.

Reply Card..... 112 →

Circle numbers of products and catalogs that interest you, mail the postcard, and you will receive the information free.

Land Planning..... 152 →

Design control is the key to this land developer's success. Builders may use only colonial styles in his subdivision.

Better Detail Of The Month 154 →

This wooden colonial-trim gutter will last a lifetime, because of the way it is constructed. It's a cost cutter, too.

Technical Guide..... 158 →

How one builder air-conditions an entire house with only three room-size units built into walls in strategic places.

Cost Saver..... 168 →

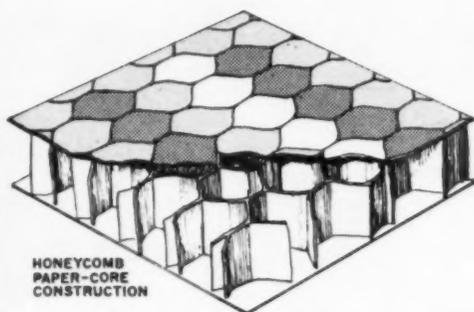
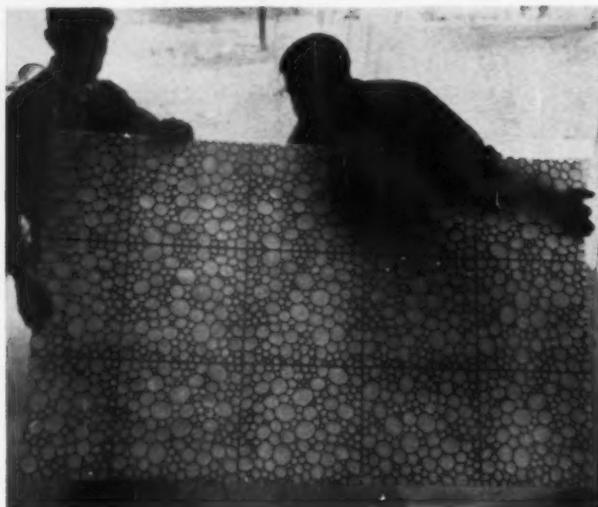
This non-load-bearing gypsum-board wall requires no studs, promises to cut costs.

Ask The Experts..... 170 →

How to put a finished floor over an old concrete slab using plywood or new concrete base, and still keep it moisture-free.

The Month Ahead..... 180 →

Things for you to think about during August.



HONEYCOMB
PAPER-CORE
CONSTRUCTION

PREPARING TO INSTALL a dropped ceiling . . . of new Tropiciel. Reinforced plastic panel has "skins" of polyester and glass fibers. Core is cardboard tubing. "Circler" pattern (left) and "Honeycomb" (above) come in soft translucent colors.

**Decorate, divide, panel a room . . . you can use
this plastic product a dozen different ways**

The panel you see above is called "Tropiciel." The workmen are about to install it as a dropped ceiling. But they could be finishing off any number of other jobs. Tropiciel can be used for partitions, skylights, sliding doors, shower stalls, patio roofs, and room dividers.

Each Tropiciel panel is a trans-

lucent sandwich of strong polyester resin and glass fiber. Produced by U.S. Rubber, the panels come in four patterns—usually with a choice of 21 colors or combinations. Tropiciel is given a special protective finish for use outdoors. But indoors or out, the panels remain colorful, rigid and durable. (No. Z1, p. 112.)

LOADING* (MAXIMUM DEFLECTION 1/240 OF SPAN)

Span	Thickness			
	1/2"	3/4"	1"	1-1/2"
	pounds /sq. ft.	pounds /sq. ft.	pounds /sq. ft.	pounds /sq. ft.
1 ft.	83	100	125	167
2 ft.	30	67	91	167
3 ft.	17	37	56	115
4 ft.	13	27	37	74

*Load distributed uniformly; panels supported on ends only; movement unrestricted.



ELECTRIC SAW is used at job site to cut Tropiciel to proper size. Panel edges are then taped to prevent dust penetration.



PANELS are installed by standard glazing techniques, framed or supported by molding. Material is strong, requires no special handling.



TROPICIEL IN ACTION . . . here, as a room divider. Design, color, and translucence of panels make it easy to achieve a light, airy effect.

You have just entered the **American Builder**
Supermarket



Help yourself to everything you want in new information and literature about new products listed 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 . . .



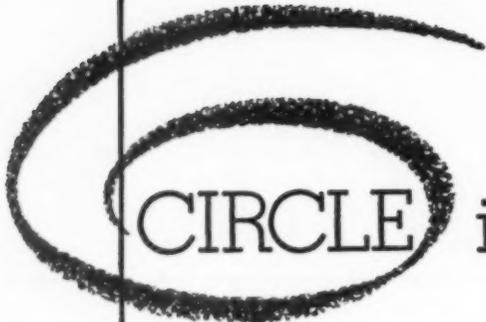
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on PRODUCTS & EQUIPMENT

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NEW PRODUCTS

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- Z2 Texboro cabinets
- Z3 Three Centuries tile
- Z4 Portland Cement pebble concrete
- Z5 Burr-Southern barbecue units
- Z6 Pyle-National light-scaping
- Z7 Frantz garage doors
- Z8 Integrated Ceilings, Inc. luminated ceilings
- Z9 Silver Bells calculator
- Z10 Milwaukee Electric saw
- Z11 Thermosol steam bath
- Z12 Madreppearl panels
- Z13 Pesco Prods. electric power plant
- Z14 Pittsburgh Plate Glass latex paint
- Z15 Doran cedarization
- Z16 Locke Mfg. lanterns
- Z17 Armstrong Cork display unit
- Z18 Glidden Co. paint
- Z19 Kitchen Maid Corp. cabinet
- Z20 Breneman-Hartshorn window shades

- Z21 Davis scaffold
- Z22 Dixie Products range
- Z23 Stow Mfg. vibrator
- Z24 Owens-Corning insulation nails
- Z25 Pyramid Ind. piping
- Z26 Briggs Mfg. bathtub
- Z27 Reynolds Aluminum vent
- Z28 Caterpillar tractor-scraper
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- Z30 Muller Machinery heater
- Z31 Charles Machine trencher
- Z32 Rock Maple chopping block
- Z33 Grant Chemical tile coating
- Z34 C&H radio and intercom
- Z35 Mosaic Tile sheets
- Z36 Badger Div. backhoe

CATALOGS

- Z37 Master Builders Co. concrete and mortar
- Z38 Wood Preserving Div. temporary shelters
- Z39 Youngstown Kitchens selling guide
- Z40 Athey Forged-Tools
- Z41 Playground Corp. playgrounds

- Z42 Caterpillar Tractor cost records
- Z43 Smoot-Holman lighting
- Z44 Whizzer window walls
- Z45 U.S. Leasing Corp.
- Z46 Philip Carey fire-proof shingles
- Z47 Roberts radio intercom

- Z48 Mathes air conditioners
- Z49 Deming sump pump
- Z50 Owens-Corning roof insulation
- Z51 Tretol concrete and masonry
- Z52 Armstrong Cork acoustical ceilings

- Z53 Plumbing Fixture Mfg. Assoc. on schools
- Z54 Sam Mulkey conveyor
- Z55 National Lock Co. hardware
- Z56 CMC Homes Inc. panels
- Z57 U.S. Gypsum drywall construction
- Z58 Calcium Chloride Inst. concrete manual

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AUGUST, 1959

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I wish to enter a subscription to American Builder for one year (\$3.50)

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NEW PRODUCTS



New styles in wood

Kitchen cabinets feature new designs in doors. The Woodweave is made of fabricated individual hardwood strips and anodized aluminum stringers. The Woodlouver has individual louvers. Both styles have magnetic catches and concealed door pulls.—Texboro Cabinet Corp.

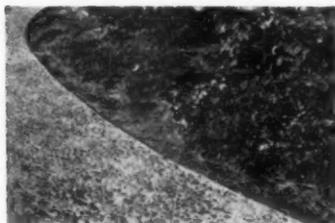
Circle No. 22 on reply card, p. 112



Use tile as sun breaker

Hand-made imported French Terra Cotta tiles come in Brise-Soliel (clover) pattern in three sizes. Especially suitable for sun-breaking walls. Other combinations or designs suitable for floors, walls, pools, and roofs. Terra Cotta or glazed in any color.—Three Centuries.

Circle No. 23 on reply card, p. 112



Dramatize the driveway

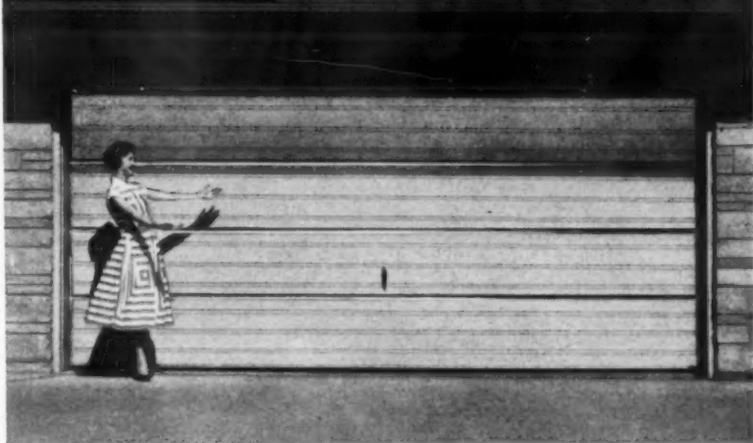
Brightly colored pebbles or crushed stone can be worked into concrete surface. Result is a "Custom-look" dramatic driveway, both colorful and durable. Pebble concrete can also be used for patios and garden walks, borders and dividing strips.—Portland Cement Association.

Circle No. 24 on reply card, p. 112

NOW!

FRANTZ No. 2400 SERIES FILUMA DOOR*

made of Fiberglass with Aluminum Frame



New, Smart, Beautiful!



Strong Aluminum Frame...
has overlapping joint between sections to seal out weather.



Always New Looking...
Light hosing keeps smooth surface clear and color bright.

Lets light in. Colorfully translucent, the Frantz "FILUMA" comes in yellow, white or coral. Blends beautifully. It diffuses a soft daylight inside the garage, eliminating dark areas.

Keeps weather out. "FILUMA" 4-Section Doors utilize sculptured FILON Fiberglass. Guaranteed five ways . . . shatterproof, weatherproof . . . nylon reinforced for extra strength . . . backed by a lightweight rugged frame of extruded, tempered Aluminum. Fleximatic guide seals top of door against header—entirely automatic. Positive overlapping joints between sections.

Eliminates Painting. Easiest of all doors to maintain. Clear-through color, never needs painting.

A New concept in garage door engineering. A complete "FILUMA" Door weighs only 1/2 as much as the same size wood door. Installs more quickly, operates amazingly easy. Cannot bind or warp. Requires only 11 1/2" headroom. Zinc-plated hardware and track, Chrome handle, inside-outside latch, full 14 inch radius curve. Complete range of single and double width sizes from 8' x 6'6" to 18' x 7' inclusive. See your lumber dealer today.



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RUSH COUPON for DETAILS TODAY

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*Patent Pending



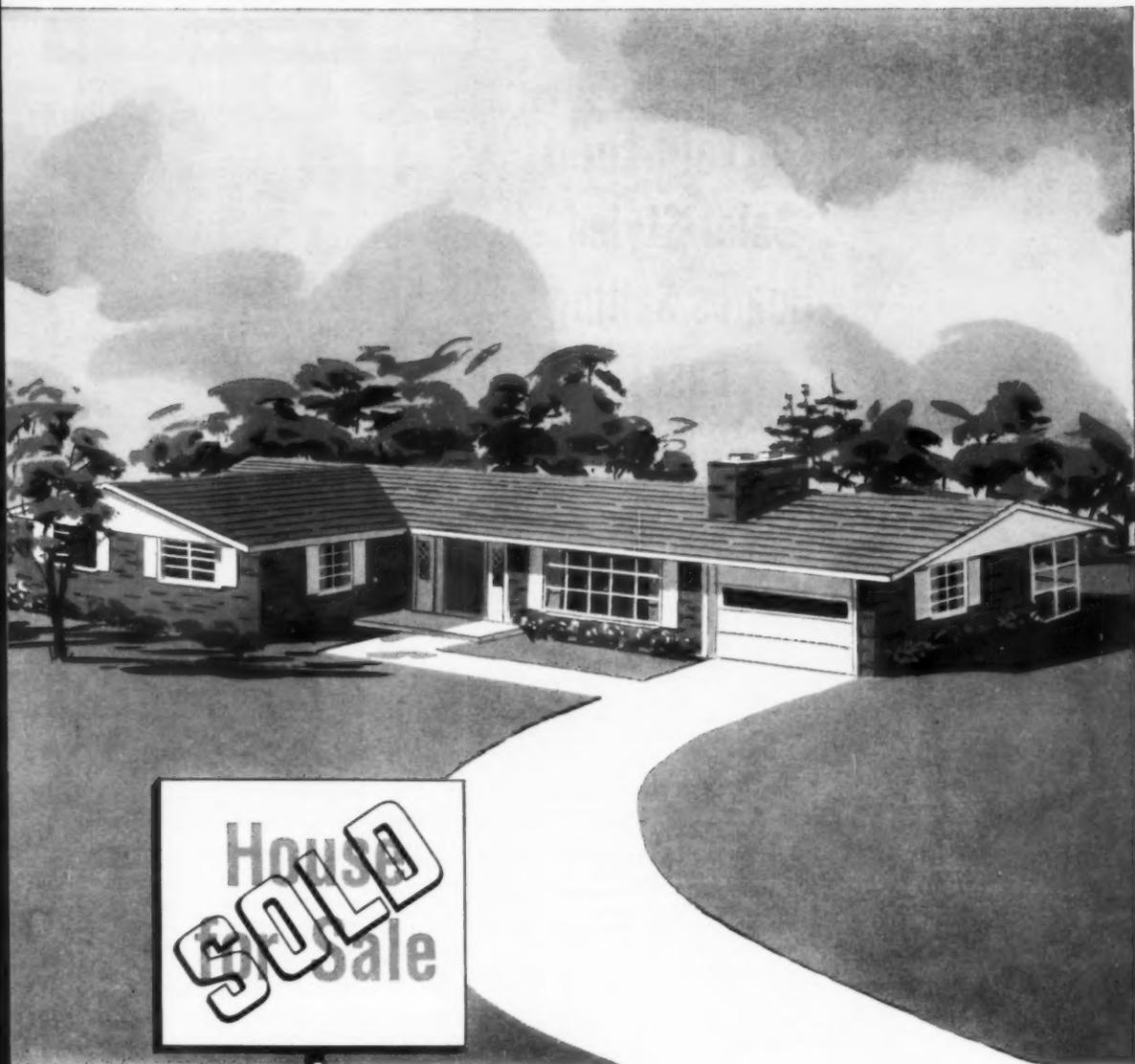
The difference between this
is often **USS** American Welded Wire

WHEN you use USS American Welded Wire Fabric for all concrete areas for the homes you build, you give them a definite sales advantage over houses without this important quality feature. Walks, patios, driveways and basement slabs will wear better, look better, and last longer when they're reinforced with USS American Welded Wire Fabric. And your customers know this . . . they know to ask before they buy "is it reinforced?"

Put this sales-pulling advantage to work for you. Use USS American Welded Wire Fabric in all your concrete work. Tell your prospects it costs only about a penny a day on

the mortgage life to insure protection and appearance of concrete around the average home . . . that reinforced concrete will be in good condition even after the mortgage is paid. USS American Welded Wire Fabric adds 30% to the strength of concrete. It is made of cold-drawn steel wire and is prefabricated for quick, easy installation. It's available in a wide variety of styles and sizes. For more information, see your building supply dealer, or write to American Steel & Wire, Dept. 938, 614 Superior Avenue, N.W., Cleveland 13, Ohio.

USS and American are registered trademarks



and this

Fabric for concrete reinforcement

Buyers will ask, *"is it Reinforced?"*



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Continued on Page 6, Column 5

Certain-teed Color-Styled Homes Selling Fast!

NEW PROMOTION KIT AIDS BUILDERS

Ardmore, Pennsylvania. . . Reports from all areas of the country indicate the rousing success of Certain-teed Products Corporation's new color-styling service to builders.

The service, introduced nationally the first of the year, offers to builders using Certain-teed products the opportunity to have the exterior of their new homes completely color-styled at no charge by Beatrice West, famous color consultant.

Sales Kit Introduced

To give further impetus to this service, Certain-teed also is distributing free to builders a complete merchandising kit which contains field-tested ideas for increasing sales.

The kit contains suggested newspaper ad layouts, television and radio scripts, and detailed plans for a public relations and publicity program to launch the opening of a new development.

All Certain-teed representatives have complete information on both the color-styling service and the new promotion kit.



Certain-teed® Superior Products through Creative Research

**CERTAIN-TEED
PRODUCTS CORPORATION**
Ardmore, Pennsylvania

Plants and offices
throughout the United States

Certain-teed Products Corp., Dept. H
120 E. Lancaster Ave.
Ardmore, Pa.

Please send me information on your free Color-Styling Service and Builder Promotion Kit.

Name Title

Company

Street

City Zone State

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if anytl
him.

Long, "Kingfish" was ass: at Baton Texas he was repor from "co haustion" speech political

HEAR SE
At Baton gry U. S. S told a join isiana Legi was forced reasons of burdens o more tha

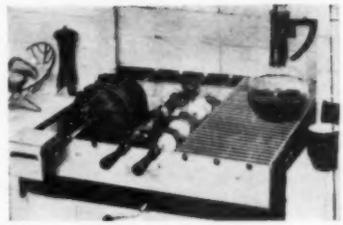
Long, leave the out address because six jected, saic Frazar is r "He is man, a l he will success.

STIPULA
Louisiar Governor as long as other par requires th or to take or is una duties.

Gov. Le Galveston necessity c Sen. Lon he would n ber if ther Six memb previously pearance fore the the actio proper off.

"SICK OF
"I am s ing," the said. "In persu"

NEW PRODUCTS



Grills, roasts at same time

Barbecue unit permits roasting, cooking, barbecuing, all at the same time. Designed for indoor use, but can be built into outdoor shelter. Electric motor operates from 115-V, AC power. Required space for building-in is only 26½ x 24½ x 6".—Burr-Southern Div., State Steel Ind.

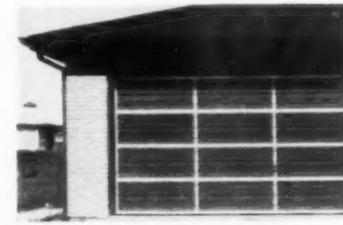
Circle No. 25 on reply card, p. 112



"Lightscape" your models

Reflectors produce theatrical effect in lighting model homes. Spotlights with built-in halo avoid "white-washing"; create atmosphere of elegant living. Variety of garden reflectors and spotlights to aid in sales. From \$5 to \$15.—Pyle-National Co.

Circle No. 26 on reply card, p. 112



Lets light into garage

Upward-acting garage door of Fiberglas has an aluminum frame, is light-weight. Diffuses light through garage. Weather resistant, shatterproof, and shrinkproof. Needs no painting or later maintenance. Comes in 4-section type. Ten sizes to fit single and double openings.—Frantz Mfg. Co.

Circle No. 27 on reply card, p. 112

DUR-O-WAL[®]

COMPARE THESE WEIGHTS

Standard Dur-O-wal	187 lbs. per 1000 ft.
Standard Ladur Type	139 lbs. per 1000 ft.

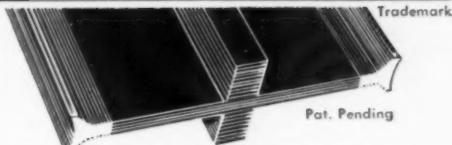


IT'S THE
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Results

Insist on genuine Dur-O-wal for crack-free masonry walls with a backbone of steel

New Companion Product for Masonry Walls

Rapid CONTROL Joint

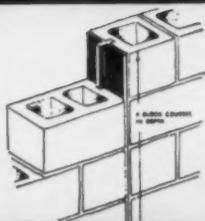


Neoprene compound flanges with concave edges allow easy compression and tight control joints.

WIDE FLANGE



Wide Flange rubber control joint shipped in convenient cartons.



Mail today for your free literature on better masonry wall construction

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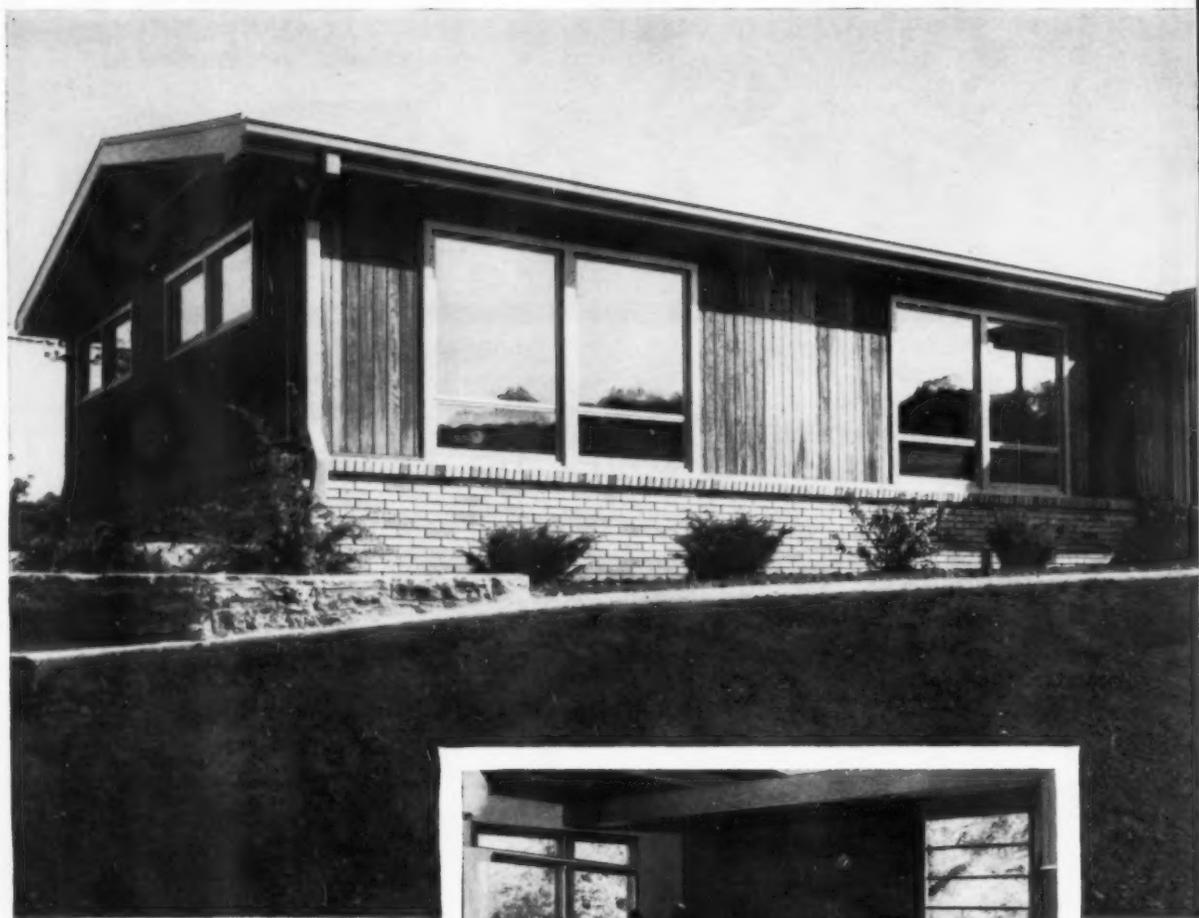
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“The inclusion of TWINDOW
in our homes makes them much



easier to sell,"

says John Ramsey, Jr.,
Ramsey-Daugherty Co.,
Nashville, Tenn.



John Ramsey, Jr.



R. H. Daugherty

RAMSEY-DAUGHERTY CO. build speculative houses priced from \$17,500, and \$20,000 to \$100,000 homes built to contract.

In describing his experience with TWINDOW, Mr. Ramsey says, "We have been building an ever increasing number of homes for customers who specify TWINDOW and this popularity of TWINDOW has encouraged us to include these insulating windows in our speculative homes. We feel certain that the inclusion of TWINDOW in our homes for sale makes them much easier to sell. We have found that TWINDOW insulating glass is needed just as much in the moderately priced homes as in the higher-priced job. And why not? No storm windows, no sweating and water running onto the sash and, most of all, more comfort all year round."

One builder after another is finding that the comforts of TWINDOW add sales appeal to every type of house. And as many of them have stated: "TWINDOW costs no more than single sash plus storm windows."

We invite you to write for more information about TWINDOW. Our new TWINDOW booklet describes all its selling points, and lists applications of both Glass Edge TWINDOW and TWINDOW—Metal Edge. We will send it to you free. Write to Pittsburgh Plate Glass Company, Room 9193, 632 Duquesne Blvd., Pittsburgh 22, Pennsylvania.

TWO TYPES OF TWINDOW



TWINDOW—METAL EDGE. This type is ideal for large windows and where maximum insulation is needed. It's made up of two panes of 1/4" clear-visibility Plate Glass, with a 1/2" sealed air space between. Its stainless steel frame, a TWINDOW feature, eliminates bare edges . . . makes handling safe, quick and easy.



TWINDOW—GLASS EDGE. This type is just the thing for modern window-wall construction. Having exceptional insulating properties, it is constructed of two panes of 1/4" PENNVERNON®—the quality window glass—with a 1/2" air space between. TWINDOW—glass edge units are available in popular sizes for a variety of window styles.

TWINDOW®

... the windowpane with insulation built in



PAINT • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

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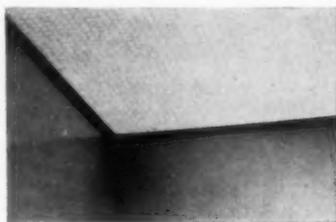


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Minnesota Mining and Manufacturing Company
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Company _____
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NEW PRODUCTS



Ceiling lights whole room

Infinite luminous ceiling gives wall-to-wall illumination. Erases dark corners, eliminates shadows. Can direct light where it is wanted, draw attention to certain areas. Adds luxurious touch to bathroom, kitchen, office reception room.—Integrated Ceilings, Inc.

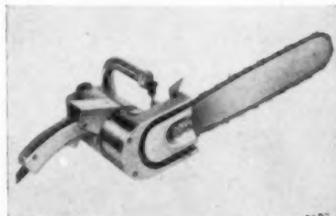
Circle No. 28 on reply card, p. 112



Does your calculating

This controller calculates areas, volumes, fractions to decimals, inches to centimeters. Multiplies, divides, does everything a 10" slide rule can do, according to its manufacturer. All aluminum, 3" in diameter, it weighs only 1 oz. Does not rust. Not affected by climate.—Silver Bells, Inc.

Circle No. 29 on reply card, p. 112



Chain saw cuts faster

Two-horsepower electric chain saw for heavy duty weighs only 17½ lbs. Easy to handle in dense undergrowth, tops of trees. Its ¾" chain cuts at 2,000' per minutes. Operates on 115-V, AC-DC, or with portable generating equipment. Price: \$125.—Milwaukee Electric Tool Corp.

Circle No. 210 on reply card, p. 112

BRIXMENT MORTAR

Has Better Water-Retention



Place a dab of Brixment mortar and a dab of ordinary cement-and-lime mortar on a brick. Wait a minute, then feel each mortar.



The one that stays plastic longer will be the one having the highest water-retention. Feel the difference with Brixment mortar!

—AND HIGH WATER-RETENTION IS ESSENTIAL TO WELL-BONDED, WATERTIGHT MASONRY

Water-retaining capacity is the ability of a mortar to retain its moisture, and hence its plasticity, when spread out on porous brick.

High water-retaining capacity is of *great importance* in mortar. If the mortar does not have high water-retaining capacity, it is too quickly sucked dry by the brick: the mortar stiffens too soon, the brick cannot be properly bedded, and a good bond cannot be obtained.

Brixment mortar has high water-retaining capacity. It strongly resists the sucking action of the brick. Brixment mortar therefore requires less tempering, stays smooth and plastic longer when spread out on the wall. *This permits a more thorough bedding of the brick, and a more complete contact between the brick and the mortar.* The result is a better bond, and hence a stronger and more water-tight wall.

LOUISVILLE CEMENT COMPANY, LOUISVILLE 2, KENTUCKY

Cement Manufacturers Since 1830

Now ONE giant HANDBOOK

covers every major phase of building design and construction

PRACTICAL CONSTRUCTION FACTS ON ALL TYPES OF BUILDINGS

Here's the handbook you need to see you through any project connected with building design and construction. Every decision you have to make — every choice that you must weigh — can be handled with economy and dispatch when you have this handbook. Whether you're a structural engineer checking moment distribution or a supplier trying to meet specifications . . . whether you are an owner faced with selecting an architect or a contractor preparing a bid . . . this key to the many-sided picture of building gives you the facts that can influence your personal profit and success.

BUILDING CONSTRUCTION HANDBOOK

Prepared by a Staff of Specialists

Editor-in-Chief

FREDERICK S. MERRITT

Senior Editor,
Engineering News-Record

- 29 Sections on:**
- stress analysis
 - structural design
 - properties of building materials
 - relationship of owner, architect, consulting engineer and contractor
 - construction practices
 - control of internal environment
 - building services
 - surveying • specifications
 - construction management
 - insurance and bonds

836 pp., 428 illus., \$15
Written by 25 authorities, this handbook presents modern developments in design theory and construction practices. Details are as useful to the non-specialist as the specialist, and the approach is decidedly practical. Covers all specialized phases of constructing a building, whether it's a private home, auditorium, factory, school, apartment house, or office building, etc. Get it and see for yourself!

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Send me Merritt's Building Construction Handbook for 10 days' examination on approval. In 10 days I will (check one) remit \$15, plus few cents delivery costs; or \$5.00 in 10 days and \$5.00 a month for two months. Otherwise, I will return book postpaid. (We pay delivery costs if you remit with order; same examination and return privilege.)

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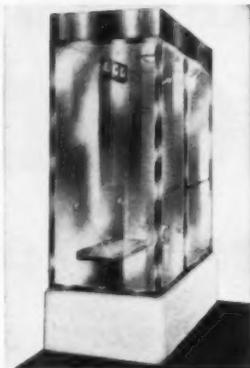
Company

Position

For price and terms outside United States, write McGraw-Hill International, New York City.

ABB-8

NEW PRODUCTS



Build in a sun room

This equipment makes a steam or sun room from bath tub or shower. Does not interfere with fixture's regular use. Package includes electric boiler, sun lamp, vapor-proof enclosure, and wall-hung metal seat. Comes in five models from \$599 to \$1,105.—Thermasol Ltd.

Circle No. Z11 on reply card, p. 112

Decorate with pearls

Easy to cut with hand or power saw, Madreppearl panel is made of imported mother-of-pearl in shell pattern. Can be used for walls, columns, moldings in the bathroom, foyer. Also for commercial buildings. Comes paper-backed, may be glued to hard surfaces.—Madreppearl Corp.

Circle No. Z12 on reply card, p. 112



Have electricity anywhere

Portable electric power plant, the Zeus, produces alternating current on-the-spot. Weighs only 64 lbs., delivers full power rating for long periods. Has Pesco permanent magnet alternator.—Pesco Prods. Div., Borg-Warner Corp.

Circle No. Z13 on reply card, p. 112



Colors concrete anywhere

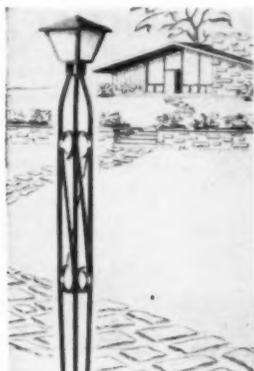
New latex paint for concrete floors, walls, patios, steps, porches is easy to apply and dries in less than an hour. The emulsion-type paint can be applied over old paint and waxed after 24 hours. Cleanup is easy with soapy water.—Pittsburgh Plate Glass Co.

Circle No. Z14 on reply card, p. 112

Makes closets safe

You can apply this cedarized compound to closets for extra moth protection. Seals out dirt and remains effective for more than two years. Can be applied to any standard closet. Average cost for closet of 75 sq. ft. is approximately \$3.50.—Doran Chemical Co.

Circle No. Z15 on reply card, p. 112



Lanterns need no piping

Two new styles of lanterns and posts can be used with either gas or electricity. Their tubular construction makes conduit or piping unnecessary. Phosphated and painted inside and out for rust resistance. Post 81" high. Can be driven into ground or set in masonry.—Locke Mfg. Co.

Circle No. Z16 on reply card, p. 112

meet DOUG SEIBER... *at work in the world's newest plywood plant, Santiam Lumber Co., Doug is pulling veneer from the green chain ... one of the first steps in producing Teco-Tested plywood. Santiam's new plywood plant covers 10 acres ... the exterior of all the new buildings are covered with Teco-Tested plywood. Just as Santiam insisted on the best for their own use they will be guaranteeing their customers the best. All of Santiam's plywood will undergo the production line inspection and testing by trained technicians from Timber Engineering Company of Washington, D. C., top rated independent research and testing agency. Always look for the "Struc" mark on Teco-Tested Plywood. This stamp means the plywood complies with F. H. A. structural standards of dependable quality for all load bearing plywood applications.*

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window walls



REUTEN Tru-Bows and Tru-Walls . . . quality wood windows . . . increase the "saleability" of homes in any architectural style. The OL Tru-Bow (top picture) fits perfectly in a Modern setting; the OC Tru-Bow (second picture) adds charm to a Colonial house. Four additional styles and over sixty combinations of sizes, pane shapes, and vent positions can be ordered. Both Tru-Bows and Tru-Walls meet custom quality standards and are stocked by regular millwork jobbers.

See our complete catalog in Sweet's A or LC files, our display in the Architects Building, 101 Park Ave., New York City, or write for additional information.



FRED REUTEN INC.
CLOSTER, NEW JERSEY

NEW PRODUCTS



Helps buyer choose

"Floor selector display" shows a range of patterns for the home buyer. The 8-ft. folding unit is designed to be erected in garage or basement of a model home. Complete display: \$20. Samples, color schemes, signs, and working drawings available to builder.—Armstrong Cork Co.

Circle No. 217 on reply card, p. 112

Outdoor paint dries fast

This new type of exterior house paint can be applied over damp wood and be dry in 20 minutes. It's a latex type of paint made especially for outdoor masonry, stucco, concrete, metal, asbestos and asphalt shingles. Has high degree of blister resistance.—The Glidden Co.

Circle No. 218 on reply card, p. 112



Add space for appliances

This slide-out cabinet provides an easy-to-get-at place in kitchen for small appliances. Multi-tray appliance base has six heavy-duty shelves which pull out easily, offer plenty of space. Also provides place for appliance cords on door hooks.—Kitchen Maid Corp.

Circle No. 219 on reply card, p. 112

Most practical sink for today's kitchen!

DISPOSO-WELL[®]



There's good reason why sales of the new Lyoncraft Dispo-Well are surging way ahead of the crowd. No other sink better meets your prospects' needs. That's because Dispo-Well, only sink designed just for disposer units, has moved the disposer drain to the upper corner, out of the way. The result is more unbroken work space in the sink, on the counter, and in the cabinet.

Homemakers also welcome the Redi-Rim[®] construction . . . rim and sink a single, sanitary unit. And it's so easy to install. Naturally, only quality, chrome-nickel stainless is used in Dispo-Well.

For sinks with real "sell-ability," install the new Lyoncraft Dispo-Well, available in double and single bowl models.



OPTIONAL: Maple Cutting Board fits over disposer side of sink. After preparing food on board, waste is shoved directly into disposer.

World's largest fabricator of nickel stainless steel



Lyoncraft

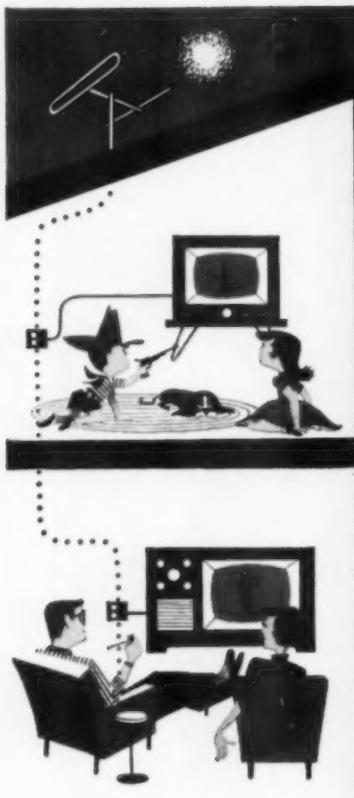
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DIVISION OF LYON INCORPORATED**

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Detroit 28, Michigan

AUTOMOBILE WHEEL COVERS • PRESTIGE TABLEWARE • KITCHEN SINKS • HOUSEWARES

AUGUST 1959

125



CATER TO 2-SET FAMILIES

(AND THOSE WHO
WANT TO BE)

install MOSLEY TV ANTENNA WIRING KITS

Mosley TV Antenna Wiring Kits connect one antenna to 2 or 4 rooms ...users plug in their sets anywhere in the house.

2-Outlet or 4-Outlet Kits...complete with wiring, wall plates and hardware...are low-cost and easy to install—high in the convenience appeal that swings sales. They meet FHA requirements.

Pick up salespower! Pick up Mosley Kits at your electrical wholesaler, or write

**Mosley
Electronics, Inc.**

8622 St. Charles Rock Rd., St. Louis 14, Mo.

FREE—Builders Booklet AB-1.

Send for yours.



9 to 11 Foundations

Pouring 9 to 11 house foundations a week is a regular occurrence in the sparsely populated area of Logan, Utah. In fact, Morris J. Smith, the concrete contractor, and his crew with about 5,000 square feet of Symons Steel-Ply Forms have poured more than 400 foundations in 2 years. The plywood has not been turned and is still good for many more pours.

Symons CLAMP AND MFG. CO.

4261 Diversey Avenue, Dept. H-9, Chicago 39, Illinois
Please send folder giving the complete Morris J. Smith story.

Name

Firm Name

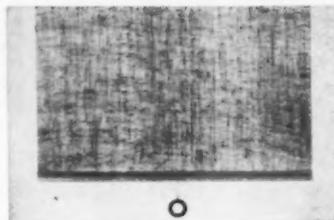
Address

City

Zone

State

NEW PRODUCTS



Bright shades shed dust

New window shades are made of loosely woven flax fabric. Have a hand-woven appearance, yet are treated with a vinyl finish which makes them dust-resistant and washable. Colorful, for both modern and traditional interiors. Up to 6' long, 40" wide. \$7.55.—Breneman-Hartshorn, Inc.

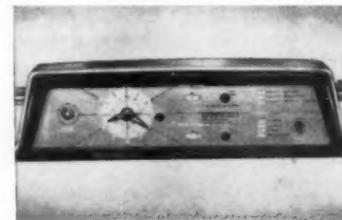
Circle No. Z20 on reply card, p. 112



Erect scaffold in seconds

Three-piece "unit" scaffold consists of two end frames and a one-piece platform. Can be assembled by one man in less than a minute. New X-brace welded platform makes it sturdy, yet lightweight and easy to handle. Close adjustment of platform heights on 4" centers.—Davis Scaffold Co.

Circle No. Z21 on reply card, p. 112

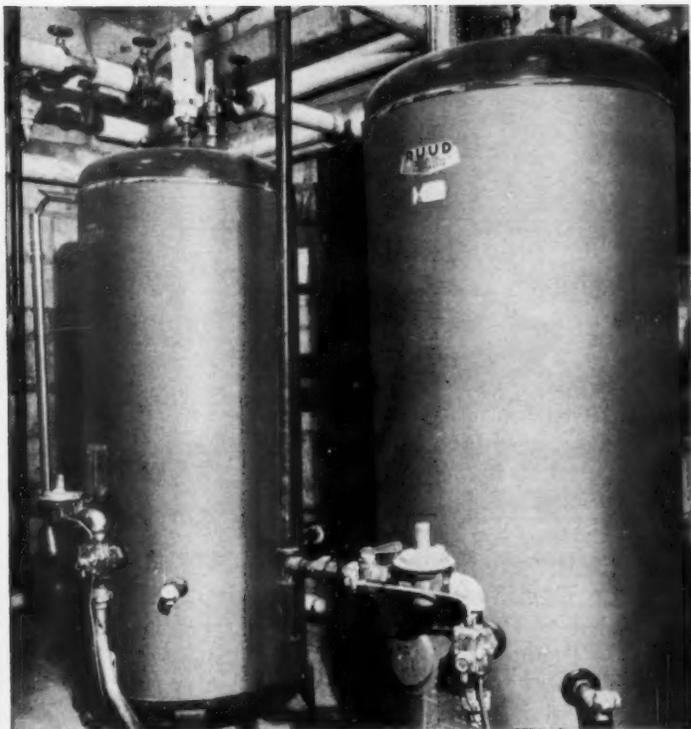


Computes roasting time

Dial-A-Magic roasting control now on Magic Chef gas range. Calculates the length of time needed for roasting meat, then turns oven on and off at correct times. Allows the housewife to dial dinner in the morning, have day free.—Magic Chef Div., Dixie Products, Inc.

Circle No. Z22 on reply card, p. 112

**HOWARD JOHNSON
MOTOR LODGE
REPORTS:
"NO COMPLAINTS
ABOUT
HOT WATER
WITH
WATER HEATERS
OF
ALCOA ALUMINUM"**



Plumbing Contractor: Conners and Morrison, Summit, N. J.

Two Alcoa alloy gas water heaters help keep Howard Johnson's Springfield, N. J., Motor Lodge 98 per cent occupied all year-round by providing a plentiful supply of hot water in all 36 units.

The two Ruud-Alcoa water heaters have a high recovery capacity of 168 gallons per hour. That means every guest in each unit could take a bath or shower simultaneously and still have an abundance of 160° hot water. The water heaters were installed in September, 1956, when the building was constructed, and operate around the clock, every day of the year, through 106 outlets. There have been no breakdowns or service interruptions.

In applications where a dependable supply of hot water is essential, it pays to specify Alcoa alloy water heaters. The aluminum alloy tank is strong, solid and corrosion resistant for longer life and freedom from water discoloration. High thermal conductivity assures rapid recovery rate and economical operation. Specially designed units meet American Gas Association Laboratories' requirements. For more information on any application—commercial, industrial or residential—send in the coupon,

or write Aluminum Company of America, 1888-H, Alcoa Building, Pittsburgh 19, Pa.

Your Guide to the Best
in Aluminum Value

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



Aluminum Company of America
1888-H Alcoa Building
Pittsburgh 19, Pa.

Please send me *Water Heater Applications of Alcoa Aluminum*, the 12-page FREE booklet that tells why Alcoa alloy water heaters outperform other water heaters, gives the easy way to figure hot water requirements, lists case histories.

Name _____ Title _____

Company _____ Street _____

City _____ Zone _____ State _____



Case Non-Overflow
One-Piece* Water Closet
With Whispering Flush

KITTEN
QUIET

SELLS ITSELF

- Non-Overflow Safety Feature
- Time-Tested Healthful Height
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plus sparkling black and white



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REGISTERED



*you can
do away with
that transit*

← Set your levels and grades →

the easy **LEVELALL** *way!*

The LEVELALL is a one man instrument requiring no skill to use. Accuracy superior to that of a transit. LEVELALL can even set grades underground, or around corners!!

The LEVELALL is unconditionally guaranteed to be top quality and to satisfy your leveling needs — we will accept for full credit any unit returned to us within 60 days of its purchase. How can you lose — precision results, guaranteed savings, low price — or your money back!! You'll never regret filling out the coupon.

LEVELALL, BSE Webster St., Rockland, Mass.

Mail me 75" Deluxe LEVELALL @ \$13.75. Regular 50' model @ \$10.75. Ship postpaid full price enclosed. Ship C.O.D.

Please send free booklet, "On the Level."

Name _____

Street _____

City _____

State _____



there's a Ro-Way for every Doorway!

ROWE MANUFACTURING CO.
799 Holton St., Galesburg, Ill.

Houses sell twice as fast!

7 OUT OF 10 PROSPECTS WANT GAS

Beyond the city mains, your houses sell *twice* as fast when equipped with LP-Gas. Gas is the preferred fuel. A U.S. Dept. of Labor study reveals that 7 out of 10 new homes are gas-equipped. Economical, too. An LP-Gas water heater, for example, costs less to buy and less to install than any comparable electric model. Maintenance costs are lower because LP-Gas burns clean and requires fewer service calls. For clean heating, modern cooking and other home uses beyond the mains, it's LP-Gas!

LP GAS



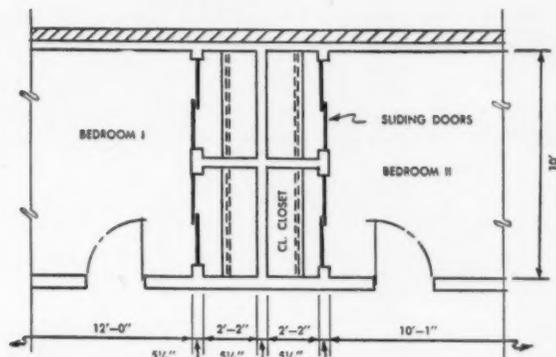
Give More Living and Storage Space at Less Cost to You

Floor to ceiling

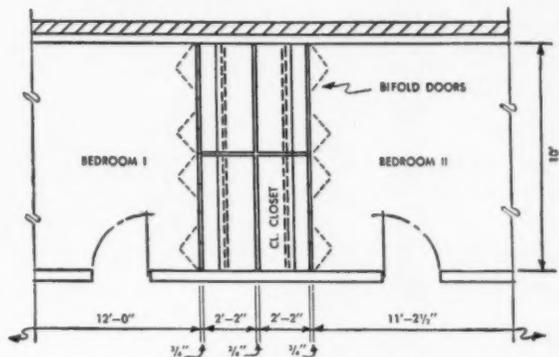


PANIFLEX BIFOLD DOORS of Novoply in the Willoughby Walk Apartments, Brooklyn, N. Y. Arch: S. J. Kessler and Sons; Bldr: Herbert Const. Co.

Wall to wall



CONVENTIONAL CONSTRUCTION—2 x 4 studding and plasterboard.



NOVOPLY CONSTRUCTION—Paniflex Bifold Doors and Novoply partitions.

Weldwood Paniflex Bifold Closet Doors of Novoply

...SAVE MONEY. Weldwood Paniflex Bifold Doors save you the cost of 2 x 4 studding and framing in, can be installed without floor or ceiling tracks. Why? Because the doors are made of Weldwood Novoply, a 3-ply panel with face plies of wood flakes over a wood chip core. Each ply is resin-impregnated and bonded under heat and pressure to give the strongest, flattest panel on the market.

...SAVE TIME. Packed complete with specially designed hardware, Paniflex Doors can be installed with ordinary labor in 30 minutes total. Novoply is also ideal for shelving and partitions in closets between rooms (see diagrams). Closets are installed without the need for studding and back supports because Novoply has the stability and strength to span its width without buckling.

Write us for the name of Paniflex door manufacturer in your area.



WELDWOOD®

PANIFLEX T.M. BIFOLD DOORS • NOVOPLY®

Products of UNITED STATES PLYWOOD CORPORATION. In Canada: Weldwood Plywood, Ltd.

...SAVE SPACE. Unlike sliding doors, Paniflex Bifold Doors give full closet access. And Paniflex Doors permit floor to ceiling closets that help you meet the new FHA minimum storage requirements without altering your floor plans. Because 2-sided partitions of plasterboard and studding are eliminated, Novoply walls yield more usable floor space. For free descriptive booklets on Paniflex Doors and Novoply, mail the coupon.

United States Plywood Corporation

Dept. AB-8-59, West 44th Street, New York 36, N. Y.

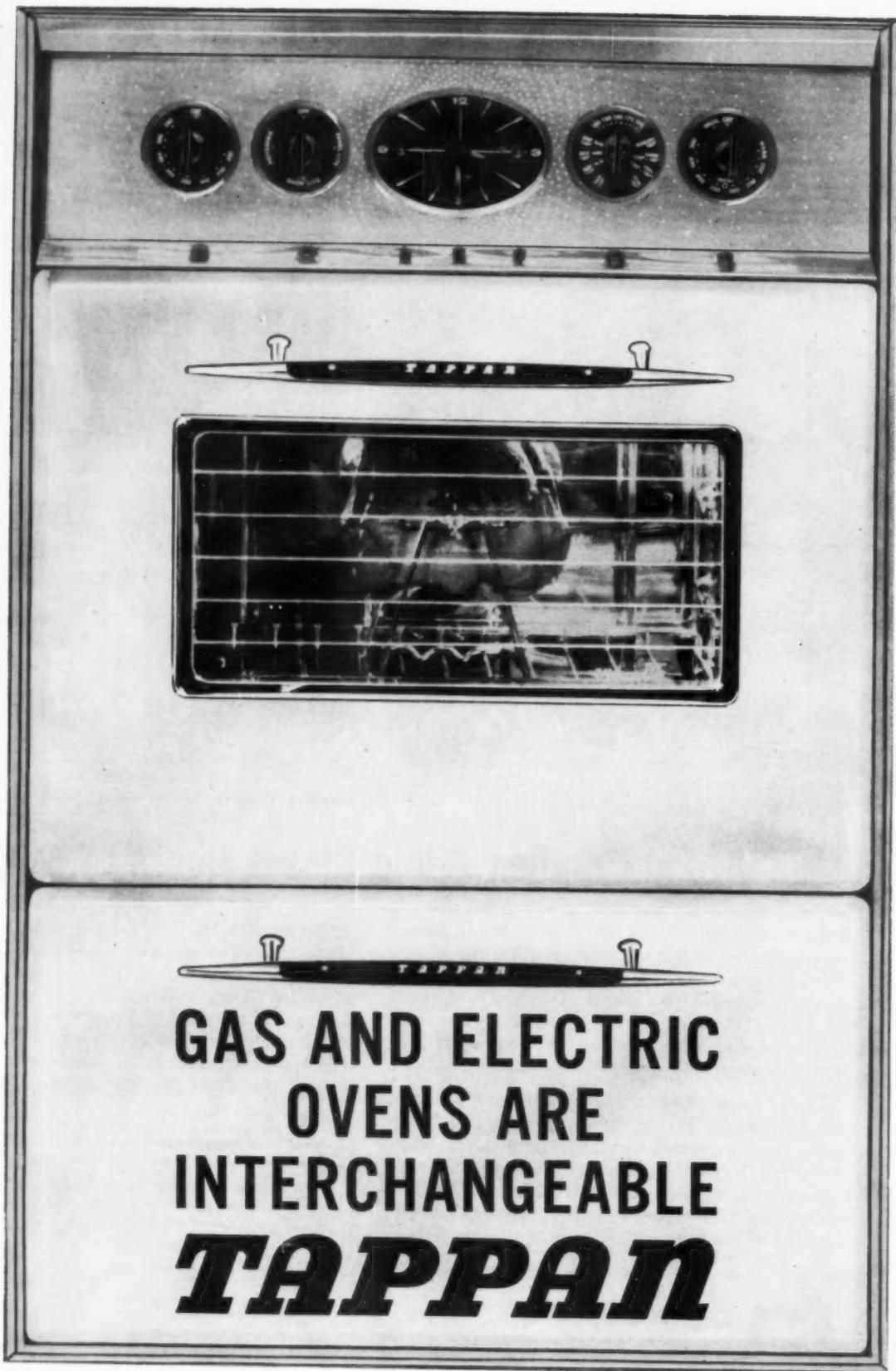
Please send me: #1815—"Paniflex Bifold Doors."
 #1770—"Installation Details for Novoply."

Name

Firm

Address

City.....Zone.....State.....



GAS AND ELECTRIC
OVENS ARE
INTERCHANGEABLE
TAPPAN

GAS AND ELECTRIC OVENS ARE INTERCHANGEABLE

Give your customers their choice of fuel. Tappan's ovens are identical twins—you can't tell gas from electric ovens. Surface units are interchangeable, too, in same size cutouts.

You and your customers will like this feature.

EXCLUSIVE FEATURES

- Proven customer pleasers include
- Lift-off door for easy cleaning
 - Illuminated control panel
 - 6 colors to match or contrast with decorations
 - Sizzle 'N Simmer burners—highest turn-up, lowest turn-down

You and your customers will like this feature.

EASY TO INSTALL

Tappan ovens fit into standard 24" cabinets. Tappan surface units feature a patented clamp which allows one-man installation. Fast—all work is from the top.

You will like this feature.

QUALITY NAME

Your customers know and trust the Tappan name. Full-page, full-color ads in *Reader's Digest*, *Better Homes and Gardens*, *Ladies' Home Journal*, *Woman's Day*, and *Sunset* plus radio and TV pre-sell women on Tappan. Proof: Tappan sells more built-ins than any other manufacturer.

You and your customers will like this feature.

EASY TO SERVICE

Ovens are serviced from the front, surface units are serviced from the top—no need to remove units. Parts warranty and fast replacement help keep your customers satisfied.

You and your customers will like this feature.

For more information on Tappan Built-Ins write

The Tappan Company
Department AB-89, Mansfield, Ohio

Name _____

Address _____

City _____ Zone _____ State _____

TAPPAN

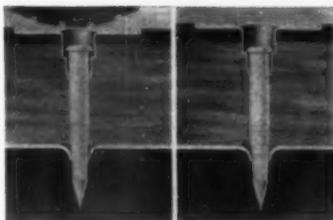
NEW PRODUCTS



Moves hardest concrete

Powerful motor-in-head type of vibrator has high amplitude. Speed is more than 10,000 vibrations per minute. No brushes or commutators. Waterproof on-off switch 7' from head can be immersed in concrete. Comes in two sizes of vibrator heads.—Stow Mfg. Co.

Circle No. Z23 on reply card, p. 112



Fastens roof insulation

"Flexhead" nail fastens Fiberglas roof insulation directly to wood and steel decks. Makes bitumen unnecessary. Has a movable head 1^{3/16}", which rides down under pressure, then snaps back up. Product offers a real time-saving step in installation. Photo shows nail used with steel decks.—Owens-Corning Fiberglas Corp.

Circle No. Z24 on reply card, p. 112



Hub is part of pipe

No separate coupling or tapering is required with these plastic sewer and drain pipes. The hub is on the pipe. Both come in regular diameters, and regular or special lengths. Can be cut with hand saw. Also in double-hubbed lengths.—The Pyramid Industries, Inc.

Circle No. Z25 on reply card, p. 112

The most important



holes in your home!



... and how to fill them.

Specify Crestline windows and doors for lower costs, better building!

Window Units Include: Casements, Stacking Awnings, Double-Hungs, Sliders, Basement, Universals

Doors Include: Louvers, Panel & Sash, Aluminum, Bi-folds, Solid Core



SEE YOUR BUILDING SUPPLY DEALER!
THE CRESTLINE COMPANY—WAUSAU, WIS.
(FORMERLY THE SILCREST CO.)

More Profit with Ideal System



Sample entries show how to keep this simple record.

Designed Especially for CONTRACTORS

You'll see where to cut costs, where your best profit opportunities are, when you keep your business and tax records in this easy "do-it-yourself" book. No bookkeeping experience needed. Especially designed for contractors. Used by thousands in the building trade. From America's largest publisher of simplified bookkeeping systems. Recommended by bankers and accountants. Order from your stationer, \$3.50 and up. If he doesn't stock, write for full information to The Ideal System Company, 2437 West Pico Boulevard, Los Angeles 6, California.

Now at Most Stationers



NOW

in plain sight...
proof that you've used

Thermopane®

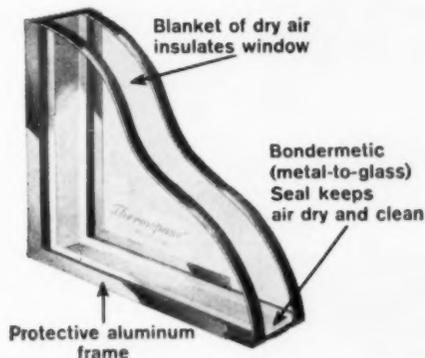
PROOF that you've used the finest insulating glass made. PROOF that you're offering more comfortable living . . . all year 'round. PROOF that your homes will be cheaper to heat and air condition.

Because all *Thermopane* manufactured since August 3, 1959, has the name delicately inscribed right on the glass where prospects can see it.

There's no better way to merchandise houses than to feature the quality, nationally advertised materials used in them. Now, more than ever, *Thermopane* insulating glass helps you do just that! And it's the *only* insulating glass in the world that's permanently trade-marked.

Thermopane is the original insulating glass, made since 1937, and nationally advertised for 16 years. It was the first insulating glass to be featured on television networks. This year *Thermopane* again will be heavily promoted on television and with ads (like the one below) in consumer magazines telling people to "look for the name on the glass, it's the mark of a quality home".

NOTE: *Thermopane* units with the *Bondermetic Seal*® have long been trade-marked on the metal-to-glass seal between the panes. You will continue to get such units until stocks are exhausted, but in a short time Libbey-Owens-Ford distributors will be supplying units with the trade-mark also inscribed directly on the glass.



Thermopane

INSULATING GLASS

Made in the U. S. A. by
LIBBEY • OWENS • FORD only
TOLEDO 3, OHIO



BRICK... is a magic merchandising material that can help you sell!

Smart home buyers... like smart home builders understand the proven values in beautiful brick!

The Surveys prove it... Buyers want BRICK HOMES, 2 to 1 over a second choice! They want BRICK's sturdy construction, fire safety, freedom from maintenance, rich texture and color, and all season security.

Brick is more than a mere construction material. It can also be a powerful selling material so why not let it work for you.

For prestige exteriors and smart interiors... whether modern or traditional, low cost or luxury... to sell homes quick build with brick.

NEW full color IDEA BOOK
"MERCHANDISING MAGIC WITH BRICK"*
Tells how you can sell houses FASTER!



Your brick supplier has some excellent merchandising ideas and materials that will help make your homes more saleable. Call him today and ask for a copy of the new booklet. "Merchandising Magic with Brick"

*Winner of Exceptional Merit Award—1958 Ideas for Homebuilders Contest.

Structural Clay Products Institute

1520 18th Street, N. W., Washington 6, D. C.

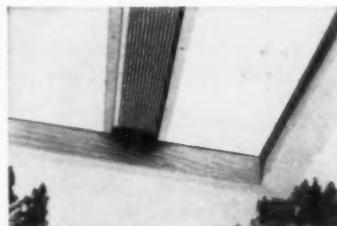
NEW PRODUCTS



Tub weighs only 125 lbs.

Beautyware "Medallion" bathtub is lighter weight (only 125 lbs.). Needs no extra support, blocks, or shims. Floor covering can be easily installed around its straight-edged, one-piece construction. Porcelain enamel finish, recessed design, full-width seat.—Briggs Mfg. Co.

Circle No. 226 on reply card, p. 112



Vent is ready to paint

Continuous undereave vent is made in 8' and 12' lengths from Colorweld aluminum. Less costly to install than conventional materials. Also improves house's appearance. Fits openings 2½" wide, is perforated, primed, ready for painting.—Reynolds Aluminum Supply Co.

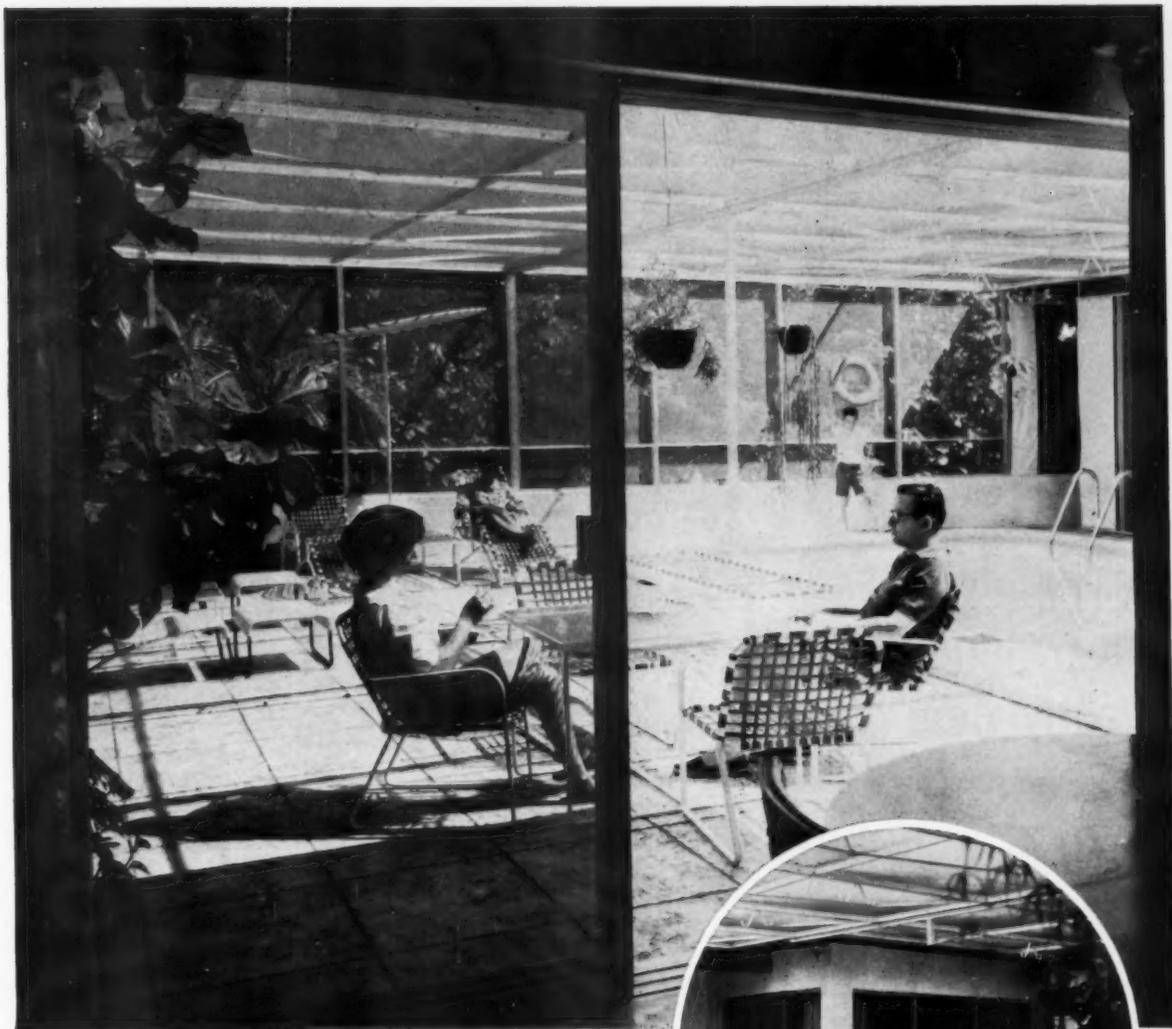
Circle No. 227 on reply card, p. 112



Moves dirt at 30 mph

New 2-wheel tractor-scraper combination operates safely at high speed. Formerly possible only with 4-wheel hauling units. Powered by 225 hp, turbo-charged diesel engine. Easy loadability. Same size class as the DW15 wheel tractor.—Caterpillar Tractor Co.

Circle No. 228 on reply card, p. 112



Two views of American Lustragray glare reducing glass in home of Alex Miller, Bay Heights, Miami, Florida. Sliding glass doors manufactured by Daryl Products Corp., Miami.



for maximum home comfort
... AMERICAN Lustragray glass
 reduces glare and heat without sacrificing vision

Prospective buyers of new homes are quick to see and feel the two kinds of increased comfort produced by American Lustragray in windows and doors. (1) Greater eye comfort is seen by eliminating harsh contrasts in brightness levels. (2) Greater bodily comfort is felt by reducing solar heat. Lustragray's comfort-features plus distinctive appearance make homes more salable.

Consult your phone directory now for your nearest AMERICAN distributor or glazier. You'll find the price is right.

WGW 7824

Made by the makers of America's best clear sheet glass

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.



"Over 500 jobs last year resulted directly from our Yellow Pages ads"

says Claude Reynolds, Pres., Southern States Construction Co., Jacksonville, Fla.

"We make it a point to ask new customers how they came to call us. The answer we heard over 500 times last year was 'your ads in the Yellow Pages.'

"We specialize in home building, remodeling and repair work. In this section of the country this is an all-year business so we have to advertise in a medium that can sell for us 12 months a year. That's why we rely on the Yellow Pages. It's the most effective and economical way of reaching prospects for our services the year 'round."

You too can rely on the Yellow Pages to help bring in important new business. Advertising in the Yellow Pages tells your prospects where to find your products and services. Call the Yellow Pages man at your local Bell telephone business office for full details on the AWHERENESS program that best suits your needs.

Southern States CONSTRUCTION CO.

Shell Homes
BUILT ON YOUR OWN PROPERTY
from \$1395.00 complete

Artistic Windows and Doors
The Best Contractor's Dream

★ WE ALSO DO . . .

ROOM ADDITIONS • FINISHING
BATHROOMS • INCLUDES PORCHES

Complete Home Remodeling
Building of All Types of Storage • All Types Shelving
Aluminum Siding • Clay Tiles • Shingles

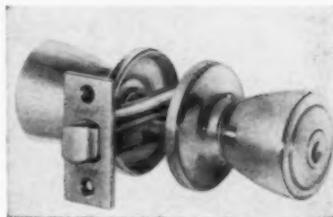
MEMPHIS 60901 • YONKERS

ELgin 3-8289
MEMPHIS, TENN. • YONKERS, N.Y.

THIS 1/4-PAGE DISPLAY AD (shown reduced) attracts the attention and business of Jacksonville homeowners. Mr. Reynolds reports that it's his number one source of new business.

Nothing builds business like **AWHERENESS**—and nothing builds **AWHERENESS** like the Yellow Pages—the buying guide that tells people **WHERE** to buy.

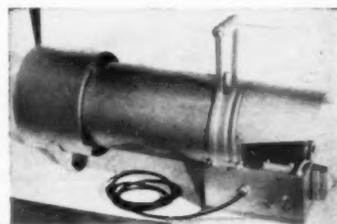
NEW PRODUCTS



Protects outdoor brass

Transparent plastic coating preserves luster of shining lockset finishes. Makes them scratch resistant, stops crazing, flaking, and coating. Durable in all kinds of weather, assures protection from sun, rain, smog, and salt spray.—Kwikset Div., American Hardware Corp.

Circle No. Z29 on reply card, p. 112



Heater sets up quickly

LP-Gas forced-heat space heater is rated at 200,000 btu. Produces high volume of quiet, sootless, odorless heat. Weighs only 45 lbs. Unit includes burner control. Can be set up quickly, connected with gas bottle, plugged into a 110-V AC outlet.—Muller Machinery Co., Inc.

Circle No. Z30 on reply card, p. 112



Easier to control

This 1959 trencher has 20,000-lb. test digging chain; improved digging teeth. Telescoping digging boom provides correct boom length for every job. New positioning screw raises and lowers boom three times faster. New planetary gear reduction unit.—The Charles Machine Works, Inc.

Circle No. Z31 on reply card, p. 112



New Ford Industrial Tractor with Super-Duty Loader

LOAD WITH FORD You'll Be a One-Man ^{Work} Gang!

- Full length load-carrier frame.
- 7000 lb. capacity "H" beam front axle assembly.
- 11,000 lb. capacity grille-bumper.
- 172 cu. in. "Red Tiger" engines, gasoline or diesel.
- Choice of transmissions including "Select-O-Speed."
- Full hydraulic power steering.
- "Third hand" foot throttle.
- Tire and wheel options for every job.
- Loader uses equipment hydraulic system; 3-point hitch system free for other attachments.
- $\frac{5}{8}$, $\frac{3}{4}$ and 1 cu. yd. tread width buckets.
- 2500 lb. lift capacity; 5500 lb. breakaway.
- Cushioned seat with back rest; wide open visibility.
- Exclusive bucket position indicator.

Ford Motor Company



New Ford Industrial Tractor with 12 ft. Backhoe

DIG WITH FORD

You'll Be a One-Man ^{Work} Gang!

- Choice of Ford 10 ft., 12 ft., 14 ft. Backhoes.
- Rugged construction, exclusive design for superior performance on any digging job.
- Backhoes use tractor's equipment hydraulic system; quickly attached or detached to free 3-point hitch.
- Clamp-type hitch; no pins or bolts.
- Cushioned seat with back rest; wide open visibility.
- Wide 10' stabilizer work stance; 77" transport width.

- Superior reach, digging depth, undercutting, truck loading with all models.
- Many buckets; unmatched capacity.
- Full-power 185° swing.
- No delays, no wandering in swing system.

These of course are only highlight features. See Ford, try Ford at your dealer's, or for detailed specifications write Industrial Tractor and Equipment Department, Ford Motor Company, Birmingham, Michigan.

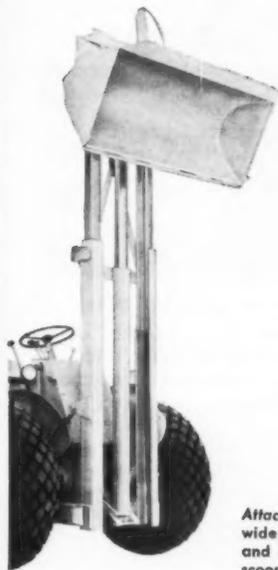
Ford Motor Company

PRINTED IN U. S. A.

OLIVER



NEW OLIVER 550 GIVES MATERIALS HANDLING A BIG LIFT



5000 pounds to 10½ feet at 15-inch load center is a cinch for the new Oliver 550 fork lift. All the same outstanding features of the popular Oliver 550 tractor are contained in this exclusive fork lift model to give you a perfect combination of lifting capacity and maneuverability for almost any kind of material.

Exceptional maneuverability is an inherent feature of the 550. Safe, easy power steering and large 12 x 26 pneumatic tires are "made to order" for unpaved yards, roads, fields or slopes—keep your load under perfect control, provide plenty of traction in mud and snow. Six forward speeds and two reverse let you pick the exact speed you need for long or short hauls. Exclusive Oliver-designed counterweight

grille gives the 550 fork lift the shortest overall length of any lift of its type, lets it go where others can't.

Easy operation is a natural with the 550, as all controls and instruments are placed directly in front of the operator, solely for fork lift operations. Powerful hydraulics respond quickly and smoothly to positive controls. A new side-shifter attachment enables you to make a single approach to a load and line up the forks to either side without having to jockey into position for accurate pickup.

Whatever your materials handling needs, the Oliver 550 fork lift can fill the bill. Your Oliver Dealer will gladly arrange a demonstration—let you see for yourself how Oliver equipment can economically speed *your* work.

Attachments to fit the job include: a wide selection of standard pallet forks and concrete block forks, hydraulic scoop bucket, dozer blade and log clamp attachments.



THE OLIVER CORPORATION

Industrial Division, 19300 Euclid Ave., Cleveland 17, Ohio

a complete line of industrial wheel and crawler tractors and matched allied equipment

NEW PRODUCTS

Build in a chopping block

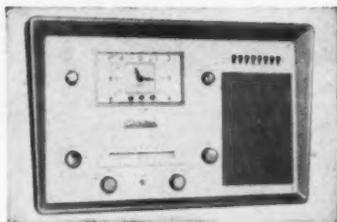
Chopping block is made of laminated strips of rock maple. Can be built into any kitchen countertop. Chop-N-Top is installed by cutting opening in counter and fastening with pre-drilled, hold-down strips. Excellent for replacing worn sections in counter. — Rock Maple Products, Inc.

Circle No. Z32 on reply card, p. 112

Protect masonry with color

Permanent coating of "Tile Kote" protects masonry, concrete, other building materials with colorful finish. Synthetic resin resists greases, food acids. Prevents absorption of moisture, odors. Cures in one to four hrs. All colors.—Grant Chemical Co., Inc.

Circle No. Z33 on reply card, p. 112

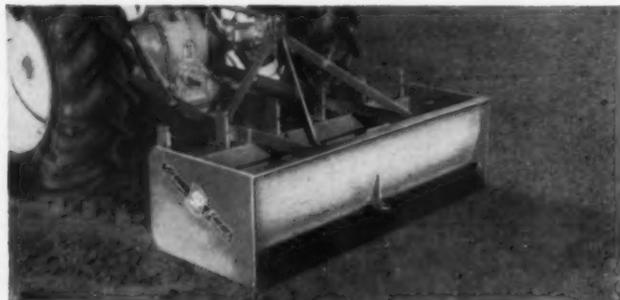


Intercom has "new look"

Built-in-the-wall AM-FM and Intercom in latest styling. Complete with three extended range 6x9 dual cone speakers. Unit comes in desert-sand, white and gold with the new decor baffles in the same color. Trouble-free performance, superior style and quality.—C and H Supply Co., Inc.

Circle No. Z34 on reply card, p. 112

NOW! a New Process for Landscaping!



Two pieces of equipment instead of seven. Result: lower investment and a terrific saving in time of changing from one attachment to another. That's the capsule story of the new Sherman line of soilworking tools. The Sherman Landscrapper and the Sherman-Gill Multi-Purpose Tool revolutionize landscaping.

The Sherman Landscrapper does the rough grading. Then the Sherman-Gill scarifies, breaks clods, levels, finish grades, pulverizes, rolls and firms. And when you're finished, you just put the Landscrapper on top of the Sherman-Gill and roll down the road to the next job.

The Sherman Landscrapper and the Sherman-Gill are inexpensive, high productive landscaping tools. Ask for a demonstration today or write for Bulletin No. 792.

POWER DIGGERS
LOADERS

SHERMAN **S** PRODUCTS

SOIL WORKING
TOOLS

SHERMAN PRODUCTS, INC. • Royal Oak, Michigan



Set tiles in "eights"

Swift-Way mounting makes tile setting faster than individual method. Mosaic glazed wall tiles come in sheets of eight. Convenient to handle, save time in labor. Perforated backing remains in the setting bed, eliminating tearing off backing sheets.—The Mosaic Tile Co.

Circle No. Z35 on reply card, p. 112



New mounts add flexibility

The 3/4-yard Hopto backhoe offers two new mounts for greater maneuverability and stability. Self-propelled rubber mount gives a 16-ft. turning radius for tight places. Crawler mount has heavy-duty frame for off-the-road operations.—Badger Div., Warner & Swasey Co.

Circle No. Z36 on reply card, p. 112



It's a bulldozer with exclusive "radius control" of dozing depth which allows you to bulldoze with inch-close accuracy.



It's a scraper with the stripping ability and fast, live "boiling action" of large, expensive carry-type earthmoving scrapers.



It's a Skid-Shovel with patented pry-over-shoe break-out action which gives over 5½ tons of break-out force, for prying out stubborn materials, stumps, and boulders.



It's a clamshell with exclusive ability to "surround" loose materials for loading, and to dump sticky materials through the bottom of the bucket.

New T-340 FOUR-IN-ONE gives you versatility unlimited in ¾ cu yd* size!

Now you can have four-machine utility at the lowest cost ever! New T-340 International Drott Four-In-One combines in one machine the actions of front-end loader, dozer, carry-type scraper, and many-purpose clamshell. With these four machine actions in one, you can handle dozens of specialized jobs single-purpose rigs can't even touch!

The Four-In-One with the new 31 dhp International T-340 crawler makes an unbeatable team for lowest-cost earthmoving and materials handling. The T-340 delivers the most push and pull-power in its size class. Famous Four-In-One Skid-Shovel versatility has never been equaled by any other loader on the market. Together, the T-340 and Four-In-One give you a wider job range and greater

earning capacity than ever before available in the small crawler loader field.

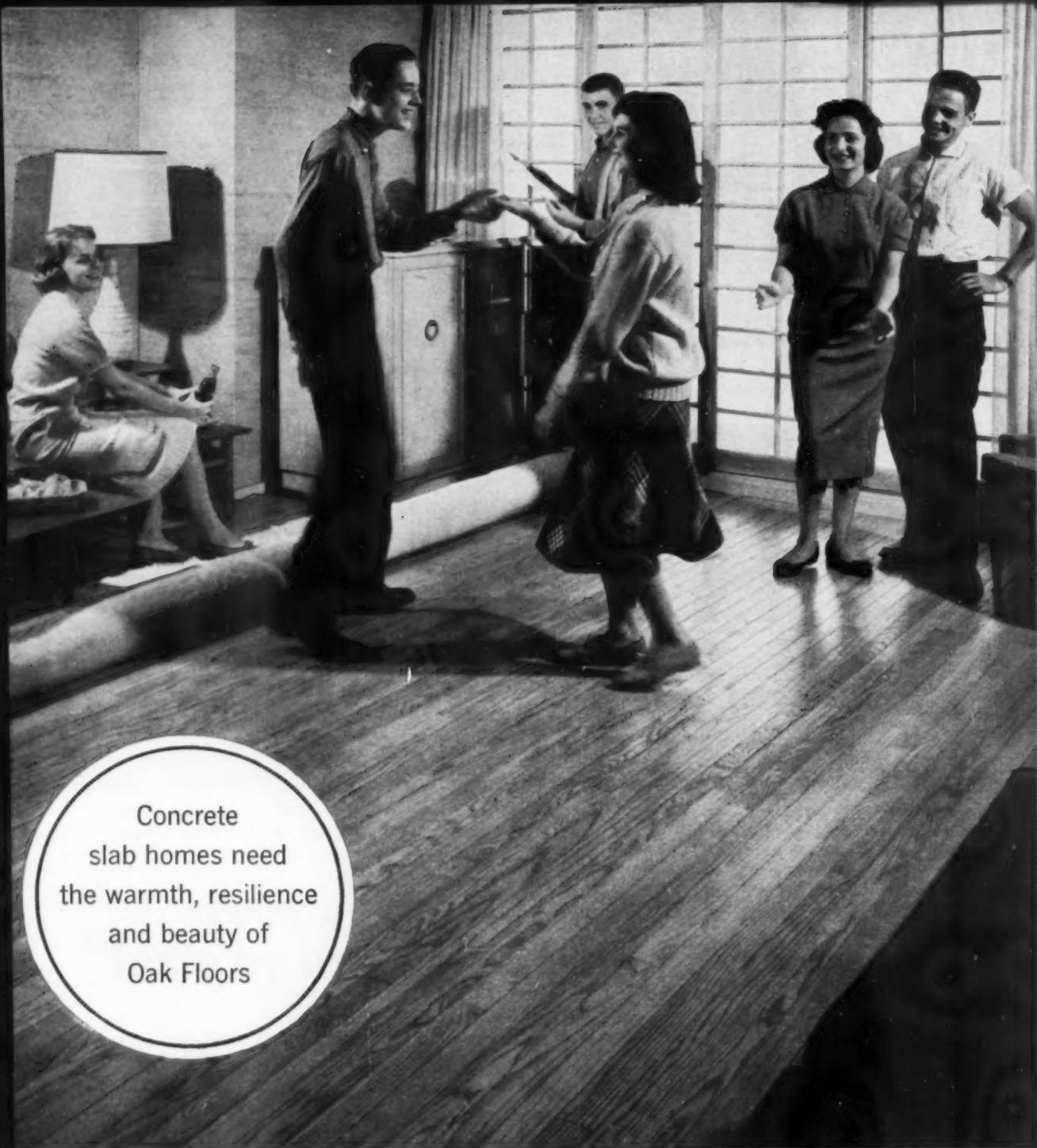
Find out first hand . . . see the IH dealer nearest you! For his name, and specification folder, write International Harvester Company, Dept. AB-8, P.O. Box 7333, Chicago 80, Illinois.

**¾ cu yd, heaped.*

International Harvester Company, Chicago 1, Illinois
Drott Manufacturing Corp., Milwaukee 15, Wisconsin



INTERNATIONAL®
DROTT®



Concrete
slab homes need
the warmth, resilience
and beauty of
Oak Floors

Compare the advantages of OAK with any floor at any price

- Lifetime durability
- Comfortable resilience
- Easy to keep clean
- Low cost
- Natural wood beauty
- Resistance to damage
- Warm and healthful
- Easy to install
- Distinctive grain and color
- Non-denting surface
- High insulating quality
- Tops in buyer acceptance

OAK FLOORS

Over concrete slab, use this low-cost way to install Strip Oak Floors

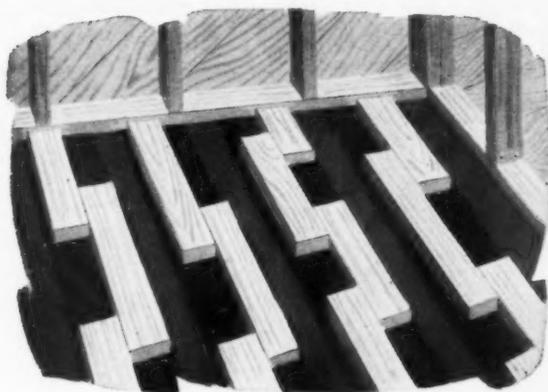
Use Strip Oak Floors to help overcome buyer objections to concrete slab foundations. Warm and resilient, Oak Floors make a slab home much more comfortable, and their beauty and durability rate "tops" with home buyers everywhere.

The proven-effective "screeds-in-mastic" method of providing a sound nailing surface for Strip Oak Floors over concrete is used successfully by builders throughout the country. It's as simple as the 1-2-3 steps shown here, and is fully approved by lending agencies.

Oak Floors aren't expensive, and this low-cost installation method makes them economically practical for homes built on the most modest budget. Start using this system now. Write today for your free copy of complete step-by-step instructions.



1. Apply surface moisture barrier to slab and lay flat, dry, preservative-treated 2 x 4 wood screeds in hot mastic. Use random length screeds, 18" to 30".



2. Lay screeds at right angles to proposed direction of flooring, 12" on centers with ends lapped 4". Staggered pattern helps to provide good nailing surface.



3. Blind nail tongued-and-grooved, end-matched Strip Oak Flooring at each screed intersection. Double-nail at lapped screeds. Finished floor is beautiful and durable.



NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION
814 Sterick Building, Memphis 3, Tenn.

The most popular, most practical of all floors

Win

THIS TR-3



30

ROUTERS!

New routing ease for the finest professional results. Lightweight, easy handling, powerful $\frac{3}{4}$ h.p. motor make it a must for every routing job. Skil Model 297.



15

RECIPRO SAWS!

Does the work of keyhole, hand, and hack saws. Cuts wood, plaster, or metal equally well. A natural for every cutting job. Carrying case included. Skil Model 700.



You're always a big winner



All-steel strength; easier installation, adjustment; 900 FA pocket Kennaframe—Warp-proof frame with a new ratchet type hanger permits door adjustment anytime without removing stops or trim. Only finger-tip pressure on this adjustable hanger is needed to insure perfect alignment. Shipped to fit your exact size specifications. Has removable track and nailing strips in place, ready for faster, easier assembly. Doors are held in place by simple retainer lock that disengages with pencil tip pressure.

"Snap-in"—"Snap-out" knee action hanger series 675—By-passing installations are a cinch: doors snap in or out with fingertip pressure. Spring knee-action permits mounting or removing door after trim has been added without changing door alignment. Hangers are adjustable. Makes by-passing installations practical in more home areas. Saves time, saves labor, saves millwork!

...SKIL POWER TOOLS IN KENNATRACK'S BIG SWEEPSTAKES!

Get your entry blank with every box of Kennatrack quality hardware for gliding and folding doors

Watch for this coupon in the next carton of Kennatrack hardware you buy. Just fill in your name, address, and dealer's name and mail to Kennatrack Corporation, Elkhart, Indiana. If you prefer, mail in a post card with the same information. You can win a classy TR-3 English sports car, or a Skil Power Tool that makes dozens of jobs easier. Send in as many entries as you wish. The more you enter, the better your chance to win one of these valuable prizes. Sweepstakes restricted to professional builders only. Contest ends December 31, 1959.

**PRIZES WILL BE AWARDED AT THE NAHB CONVENTION,
CHICAGO, JAN. 17, 1960**
(winners do not have to be present)

BUILDER NAME _____
BUILDER ADDRESS _____
DEALER NAME _____
DEALER ADDRESS _____

All entries must be postmarked before midnight, December 31, 1959, and received by Kennatrack no later than January 8. All prize winners will be selected by drawing on January 17, and all winners will be notified on or before January 22, 1960.

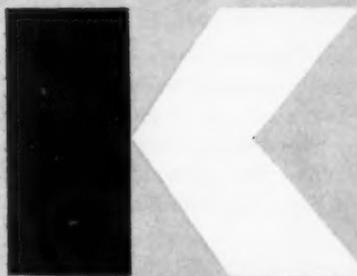
Only one prize will be awarded to each winner. Only professional builders are eligible for this sweepstakes. Employees of Kennatrack, its advertising agency and their families are not eligible. This sweepstakes is subject to all government laws and regulations.

with **KENNATRACK!**



Top quality, "Top to Bottom"—for folding doors series 2300S—
New spring action hangers and pivot insure smoother operation, sure flush close for folding doors or wardrobe dividers. Hangers hook into notched track for fastest, simplest installation; fits within 3/4" stop for minimum headroom. No additional trim needed. Available with top mount or side mount hangers. (For complete factory assembled folding door unit, including louvered doors, specify 2340S Kenna-Rama.)

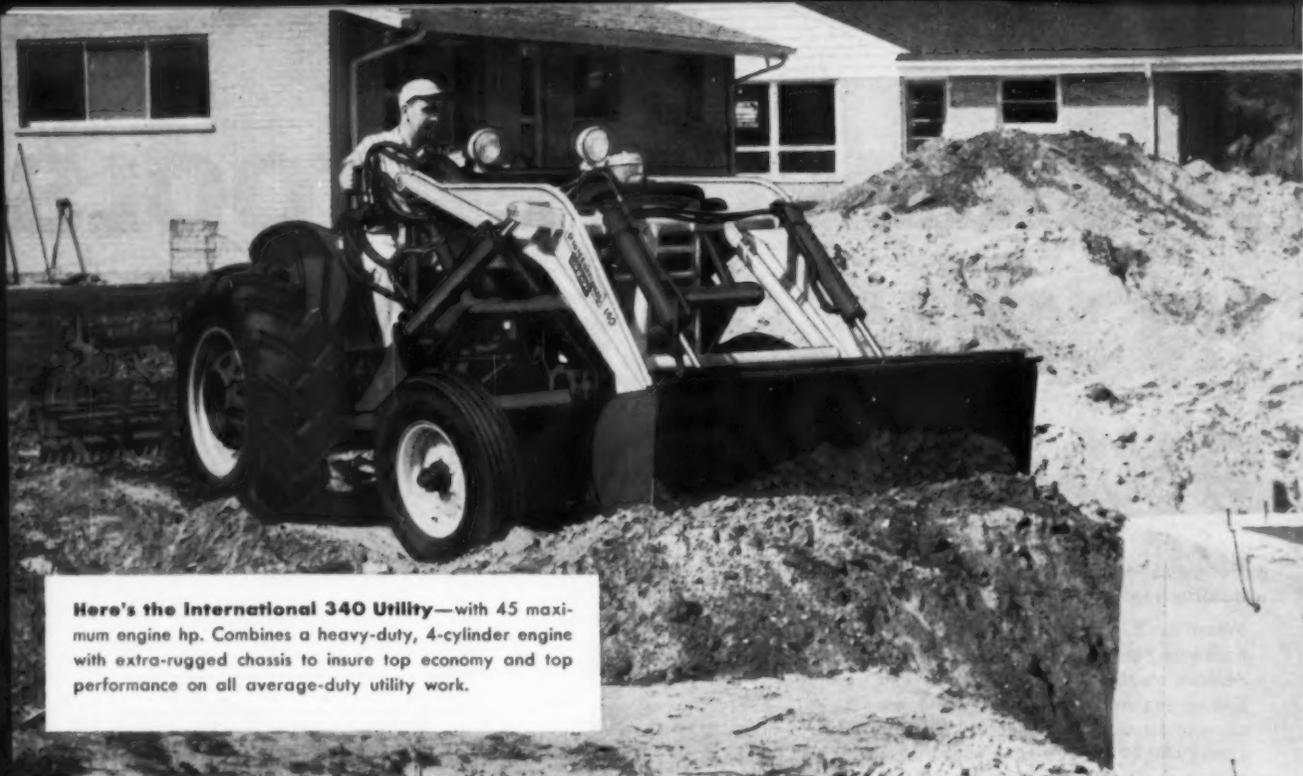
for quiet and for quality



KENNATRACK®
SOUND-CONDITIONED
GLIDING DOOR HARDWARE

Kennatrack Corporation, Elkhart, Indiana
A subsidiary of Ekco Products Company

©1959



Here's the International 340 Utility—with 45 maximum engine hp. Combines a heavy-duty, 4-cylinder engine with extra-rugged chassis to insure top economy and top performance on all average-duty utility work.

On schedule... what a difference built-in brawn makes!

The first time you watch an International® Utility tractor at work, you'll see a big difference in the traction, the capacity, the speed of dozing, loading, backfilling, and other work. That's because these sturdy tractors have greater *built-in* weight than the lighter-weight rigs you've been used to. The result is an improved *Power-weight* ratio for greater traction, as well as *stamina* to keep you on the job under the pressure of tight construction schedules!

Ask your IH Dealer to prove International Utility tractor performance with an on-the-job demonstration! Three sizes—38.5, 45, and 61 maximum engine hp. For dealer's name and catalog, write International Harvester Company, Dept. AB-8, P.O. Box 7333, Chicago 80, Illinois.



See your
**INTERNATIONAL
HARVESTER** dealer

International Harvester Products pay for themselves in use—Farm Tractors and Equipment... Trains... Industrial Tractors... Motor Trucks... Construction Equipment—General Office, Chicago 1, Illinois.

From foundation to final landscaping, brawny International Utility tractors provide unlimited loading, digging, carrying, and lifting power... dependable power that keeps you on schedule... reduces maintenance... cuts downtime.

CATALOGS

CONCRETE AND MORTAR comprehensive check-list. Aids builder in deciding the right properties of these materials for specific purposes. Also shows how to write specifications.—Master Builders Co.

Circle No. 237 on reply card, p. 112

PERMANENT BUILDINGS costing almost as little as temporary shelters are illustrated in 20-page booklet. Shows details on pole-type construction.—Wood Preserving Div., Koppers Co.

Circle No. 238 on reply card, p. 112

SALES MAKER GUIDE shows how to promote and sell model home. Shows small builder how to do his own advertising. Furnishes individual promotional items.—Youngstown Kitchens.

Circle No. 239 on reply card, p. 112

ABSOLUTE STABILITY of Trak-mounted equipment is illustrated in 12-page booklet. Describes ability of Athey Forged-Traks to operate where wheels cannot—in hauling, stumping, etc.—Athey Products Corp.

Circle No. 240 on reply card, p. 112

PACKAGED PLAYGROUNDS—"sell homes by selling the community"—is the subject of this catalog. Playscapes are designed for 18-month to 13-year olds. Catalog gives heights, weights, sizes, costs.—Playground Corp. of America.

Circle No. 241 on reply card, p. 112

COST OF EQUIPMENT operation can be recorded in special 24-page book. Contains columns for day-by-day expenses of all kinds for each machine. Shows calculating method for monthly and yearly costs.—Caterpillar Tractor Co.

Circle No. 242 on reply card, p. 112

SCHOOL LIGHTING . . . the amount and quality of light necessary, as well as light planning. Explained in detail in 24-page booklet. Includes illustrations of 26 fixtures with complete performance charts.—Smoot-Holman Co.

Circle No. 243 on reply card, p. 112

WINDOW WALLS offer savings up to 40% in building erection cost. A new illustrated six-page brochure by Glidorama Div. gives design and construction flexibility. Also complete architectural specifications.—Whizzer Industries Inc.

Circle No. 244 on reply card, p. 112

AUGUST 1959



Select a safe **well**
SUBMERSIBLE SUMP PUMP

because . . .

Send for FREE Booklet,
"THE TRUTH ABOUT SUMP PUMPS"

Make your Sump Pump
ANOTHER HIDDEN VALUE

Well PUMP COMPANY

1510B No. Fremont St.
Chicago 22, Illinois

In selecting a sump pump for residential installation the contractor must be sure that it is a **SAFE PUMP!** Safe for the homeowner and his family. The well Submersible Sump Pump is a safe pump.



Approved and listed by
the Underwriters' Laboratories, Inc.

- **IT IS QUIET.** All operation is in the pit.
- **IT IS CLEAN.** The pit is sealed. No dirt, no odors.
- **LOW INSTALLATION COST.** Only one piping connection; one electrical connection (just plug in).
- **LOW MAINTENANCE COST.** The factory sealed and permanently lubricated unit, all ball bearing, 1/3 HP Capacitor motor with overload protection assures long life.
- **IT IS DEPENDABLE.** Heavy duty construction and fully tested MICRO-SWITCH guarantee trouble-free performance.



**MORGAN-
WIGHTMAN**

America's
fastest
growing
WHOLESALE
building
supply
house

right source
right products
right prices

MORGAN-WIGHTMAN
DEPT. A17 • P. O. BOX NO. 1
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Catalog

NAME _____
COMPANY _____
STREET _____
CITY _____ ZONE _____ STATE _____



"...best unit by far



**H-70
PAYLOADER**

for basement digging"

"This Model H-70 is the fifth 'PAYLOADER' I've owned and used for digging basements," reports Howard Bachman of Denver, Colorado. "I've found them all excellent for this type of work. Rubber tires let me work around concrete and over sidewalks, curbs, gutters and streets without harm. This you can't do with a crawler unit."

Contractor Bachman specializes in basement digging and grading for Denver homes. He completes a large basement easily in one day . . . usually digs and piles 400 cubic yards in 7 hours.

"Contractors like the basements we dig because they are more accurate. The dirt is all in one stockpile and the corners are not dug out as most crawler operators leave them . . . makes it easy for concrete trucks to get in close to pour foundations and there is less backfilling. The H-70 is the best unit by far for my work. It makes the operator's job easier and production rate much higher."

A 'PAYLOADER' is the most versatile of tractor-shovels because of its wide selection of interchangeable attachments — back hoe, side boom, black-top spreader, "4-in-1" bucket, vibratory compactor, fork lift and others.

PROVEN 'PAYLOADER' MODELS
—are available for every material handling purpose, indoors or outdoors . . . carry capacities from 2,000 to 12,000 lbs. . . and a Hough Distributor nearby to serve you.

HOUGH

THE FRANK G. HOUGH CO.
LIBERTYVILLE, ILLINOIS
SUBSIDIARY — INTERNATIONAL HARVESTER COMPANY

THE FRANK G. HOUGH CO.
811 Sunnyside Avenue,
Libertyville, Ill.

Send Bulletin No. 390 describing
the complete "PAYLOADER" line of
tractor-shovels:

2-3-7

Name _____
Title _____
Company _____
Street _____
City _____
State _____

CATALOGS

LEASE EQUIPMENT, machinery, capital fixtures. Catalog describes advantages of leasing for small firm as well as large corporation. Variety of equipment offered.—United States Leasing Corp.

Circle No. Z45 on reply card, p. 112

FIRE SAFETY is emphasized in new 12-page catalog illustrating Fire-Chex, an asbestos-plastic composition shingle. Gives sizes weights, exposure, shadow blends.—Philip Carey Mfg. Co.

Circle No. Z46 on reply card, p. 112

RADIO INTERCOM and kitchen range hoods are illustrated in catalogs for each by Rangaire. Shows a variety of hoods. Gives a sample floor plan for installation.—Roberts Mfg. Co.

Circle No. Z47 on reply card, p. 112

AIR CONDITIONING units are designed for real beauty. Described in 16-page catalog. Gives pictures, models, dimensions, weights; suitable models for every purpose.—Mathes Company

Circle No. Z48 on reply card, p. 112

SUMP PUMP—operable totally submerged—is the subject of eight-page bulletin. Includes performance and dimension tables, installation data, architectural specifications, optional equipment.—The Deming Company

Circle No. Z49 on reply card, p. 112

ROOF INSULATION is described and illustrated in eight-page brochure. Information is presented concerning deck requirements. Details their construction, weight, durability, heat transference, moisture absorption.—Owens-Corning Fiberglas Corp.

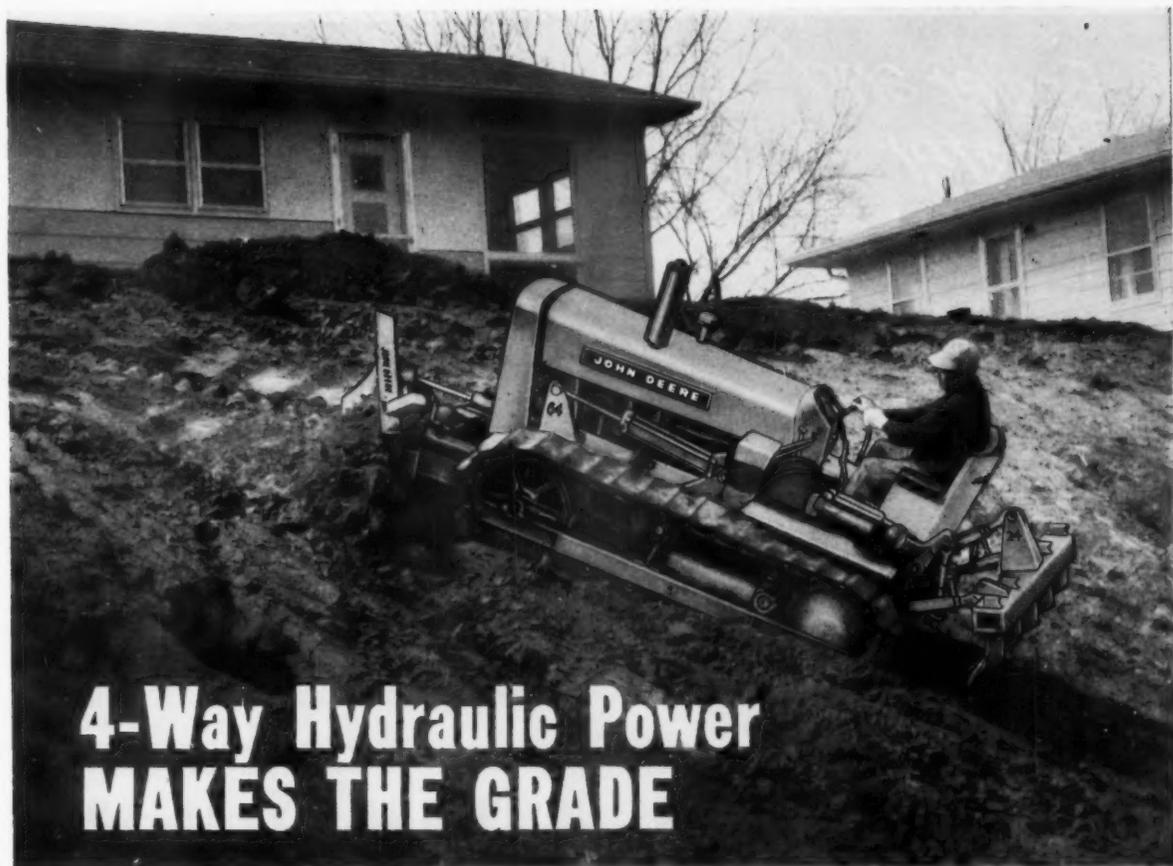
Circle No. Z50 on reply card, p. 112

CONCRETE AND MASONRY construction is subject of this new manual. Provides detailed information regarding the formula of each type of masonry product. Tells where and how it is used, and methods of application.—Tretol Inc.

Circle No. Z51 on reply card, p. 112

ACOUSTICAL CEILINGS are thoroughly treated in 36-page catalog. Includes pictures of attractive designs in every size. Booklet points out low cost, easy maintenance, details of insulation, reflection, and installation.—Armstrong Cork Co.

Circle No. Z52 on reply card, p. 112



4-Way Hydraulic Power MAKES THE GRADE

with the JOHN DEERE 64 BULLDOZER

TRICKY terracing jobs go a lot faster with this all-hydraulic John Deere 64 Bulldozer. Because angle of the blade can be reversed on the go, no deadheading is necessary—every pass speeds the job along.

Hydraulics control tilt, lift, and down pressure, too—right from the operator's seat. Manual clutch-type direction reverser is another time saver that cuts operator fatigue as well.

In the 64 Bulldozer, *Deere weight and size* provide full maneuverability and make it safe to grade next to foundations and over septic tanks, reducing costly handwork.

Diesel or Gasoline Power

You can get a John Deere 64 Bulldozer with either Diesel or gasoline power—whatever best fits your needs—and all units have a new heavy-duty transmission with working speeds specially developed to give you full advantage of these efficient power plants.

See the 64 at your John Deere Industrial Dealer's or write for detailed literature today.

Immediate Ownership Through the John Deere Credit Plan

This modern, flexible financing plan has enabled hundreds of contractors to get started on better-paying jobs and to add to their equipment spreads. Your John Deere Industrial Dealer has all the details.

John Deere
Industrial Division
Dept. 552, Moline, Ill.

JOHN DEERE



"Specialists in Low-Cost Power with a Heavyweight Punch"

*Easier and
Faster*
to INSTALL



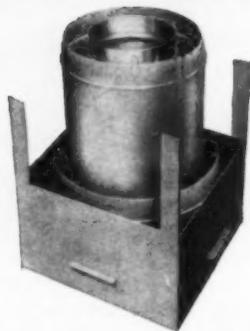
THE NEW

McQuay

STAINLESS STEEL FLUE

PACKAGE CHIMNEY

The new McQuay Package Chimney is the finest. It tests better because it is built better—by McQuay, with more than a third of a century of heating experience—and is easier and faster to install. Compare McQuay quality, compare erection time and costs, compare McQuay advantages. Then you'll see why the new McQuay Package Chimney excels in every way. See your jobber or write McQuay, Inc., 1699 Broadway Street N. E., Minneapolis 13, Minnesota.



Starter Box and Starter Section in one unit for fast erection. Interliner and stainless steel flue supported by exclusive McQuay stainless steel and aluminized steel tension spring spacers. Permits quick drafts and even temperature top to bottom for peak efficiency under steady or intermittent firing.

Check these features against those of any other chimney!

- Stainless steel flue • Handles all fuels • Light weight • Strong and durable • Long life • Baked on finish • Quick installation
- Low installation costs • Competitively priced
- Safe—U.L. approved

McQuay
Means Quality

McQuay INC.



AIR CONDITIONING • HEATING • REFRIGERATION

CATALOGS

SCHOOL PLUMBING FIXTURES are discussed in this 44-page booklet. Tells size, type, number, and location of plumbing fixtures for each purpose.—Plumbing Fixture Manufacturers Assn.

Circle No. Z53 on reply card, p. 112

CONVEYOR is ideal for floor-to-floor handling, truck loading or unloading, and horizontal moving. Brochure explains heights, power requirements, and accessory items.—Sam Mulkey Co.

Circle No. Z54 on reply card, p. 112

"HARMONY IN HARDWARE" is a 14-page builder brochure. Data and color illustrations help you select proper decorative and functional hardware for your houses.—National Lock Co.

Circle No. Z55 on reply card, p. 112

CALSI-CRETE PANELS, newly designed and now available for home construction. Provide walls and roofs that are durable, fire-resistant. Folders explain and illustrate uses and practical features.—CMC Homes, Inc.

Circle No. Z56 on reply card, p. 112

DRYWALL CONSTRUCTION handbook compiles detailed information on subject. Describes materials, systems, and procedures for construction. Includes latest job experiences.—United States Gypsum Co.

Circle No. Z57 on reply card, p. 112

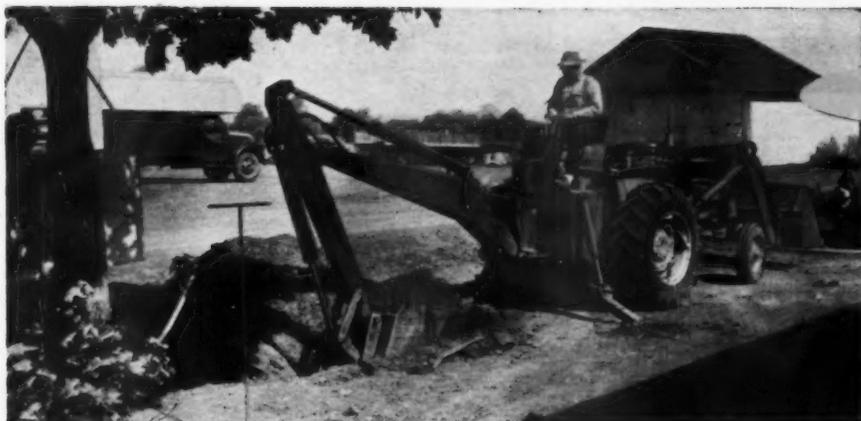
CONCRETE MANUAL has nearly 20 charts and 40 illustrations. Shows benefits of calcium chloride in modern concrete construction. A handy reference to quantitative data, effects, uses, etc.—Calcium Chloride Institute.

Circle No. Z58 on reply card, p. 112

FOR A SLIGHT CHARGE . . .

MARBLE IN BATHROOMS . . . illustrated in 24-page catalog. Shows both simple and elaborate installations. Filled with detailed construction drawings, plans and elevations. Cost: 50 cents.—Marble Institute of America, Inc.

TOTAL ELECTRIC LIVING is illustrated in 43-page booklet showing the Electric Living Center idea. Shows each center, including dining, food preparation, laundry, sleep, health, education. Price: 25 cents.—Westinghouse Electric Corp.



Trenching



Backfilling



ALLIS-CHALMERS UTILITY TRACTORS HANDLE BOTH JOBS BETTER

These tractors really spread out to provide exceptional stability. For example, the popular D-14 shown here has a wheelbase of over 85 inches. Tread width from 54 to 80 inches is power-adjusted. You can pull in the wheels to get into tight places... or spread them out to straddle wide trenches.

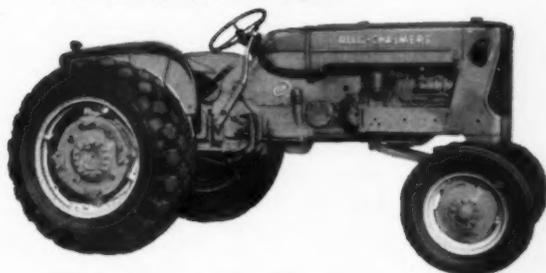
When it comes to loading or backfilling... you will like the way the D-14 Tractor switches

from forward travel to backing up. SHUTTLE clutch let's you go with the lever — forward or back equally fast at the throttle speed you choose. There is no foot clutching... no clashing of gears.

Call your Allis-Chalmers dealer. He knows a dozen ways a D-14 or D-17 can help you keep your job on schedule. He'll demonstrate, too... name the day. Allis-Chalmers budget financing costs less than you may think.

ALLIS-CHALMERS

D-14 43-hp, 4,200-lb weight



D-17 63-hp, 5,300-lb weight

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Utility Tractors and Equipment
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 A Job Demonstration

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Design control is the key



AUTHENTIC COLONIAL DESIGN is a big factor in making Slate Hill Farm one of the top-valued developments in



Albert Caiger is a land developer with strong ideas about what kind of house design builders build in his subdivision. In Slate Hill Farm, his 47-acre project in Middletown, R.I., he permits just one style of architecture: authentic colonial.

This preference for colonial is partly personal; Caiger is a connoisseur of that style. But it also makes good business sense in a tradition-minded region like New England. Sales have been steady in Slate Hill Farm—despite a \$25,000-and-up price range—and local banks consider the development about the best mortgage risk around. (It is also the only development in the area

◀ **DEVELOPER ALBERT CAIGER** stands in front of his own home. He and his son, Albert Caiger, Jr., built it in 1938, have also built a dozen homes in Slate Hill Farm.

to this land developer's success

This home is colonial all the way through . . .



. . . but this is a ranch with colonial trim.



These details give the colonial look.



the Newport, R.I., area.

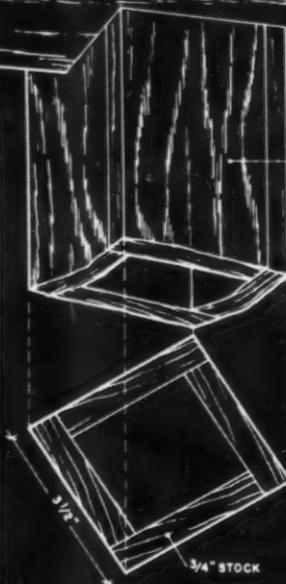
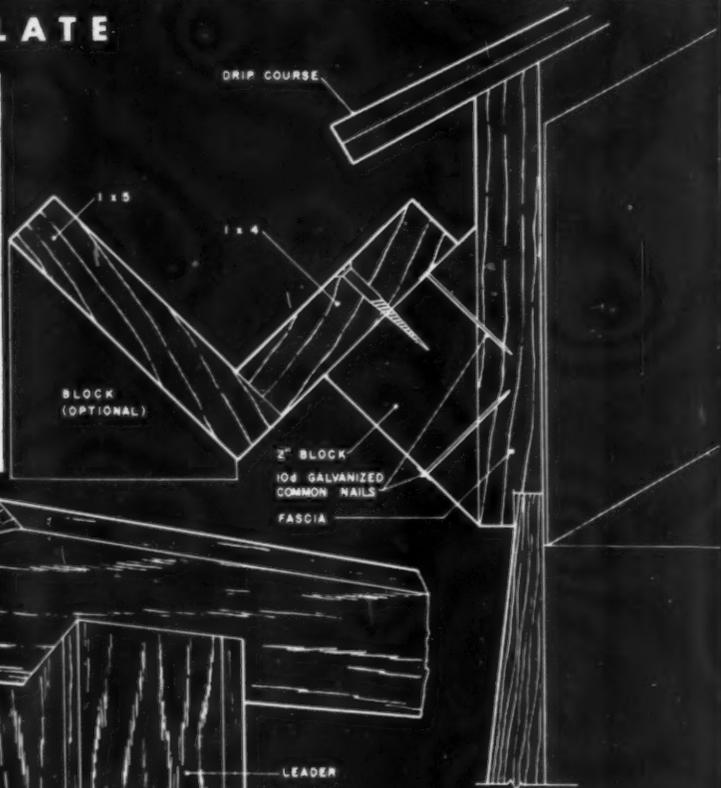
where FHA approves homes without city water or city sewage.)

Caiger passes on all plans for Slate Hill Farm. And as a builder himself, he knows the important points of colonial design.

"Detailing is the most important thing," he says. "Roof pitches should be at least 8 in. on a one-story house, 5 in. on a two-story. Windows should be small-paned; I prefer 8/12, 12/8, and 12/12. Chimneys should be big and fat. Front doors should be shuttered, or have frames with side lights. Dormers should be small. Shingles should be set a maximum of 6 in. to the weather, clapboard not more than 4 in."

What does all this do to costs? Raises them somewhat, says Caiger. "But this is more than offset by the increased value and proven salability of the houses."

BETTER DETAIL PLATE



This colonial-trim gutter will last a lifetime

Wood gutters are part of the colonial detailing Albert Caiger puts on his houses (see preceding page). Designed as shown here, they not only add to the looks of the house, but give

it a gutter system, including downspouts, that should last forever.

"When installed, this gutter is free of the building," says Caiger, "so water can't get behind it. And it's made of redwood, so it is un-

likely that it would ever rot."

The cost? "I'd pay 55 cents a foot for ogee wood gutters out of a yard," says Caiger. "This way I pay \$1 for them hung and painted—including downspouts."

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4 5 DOZER BLADE backfills, spreads, clears snow.



2 8 LOADER BUCKETS, 11, 13 cu. ft.; 2/3 cu. yd. digs and loads dirt, gravel, snow. Carries soil, materials. Backfills, grades, lifts.



6 CRANE BOOM lifts partitions, sets forms, window units, bulky articles.



7 PALLET FORK handles lumber, roofing, large materials, 1000# of brick, block, stone.



3 ALL-PURPOSE BLADE finish grades, cuts ditches, sidewalks, forms terraces.



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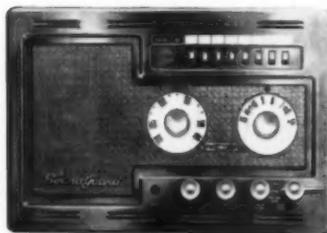


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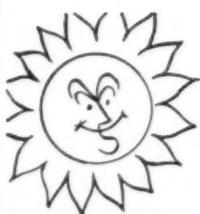
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 name of local distributor

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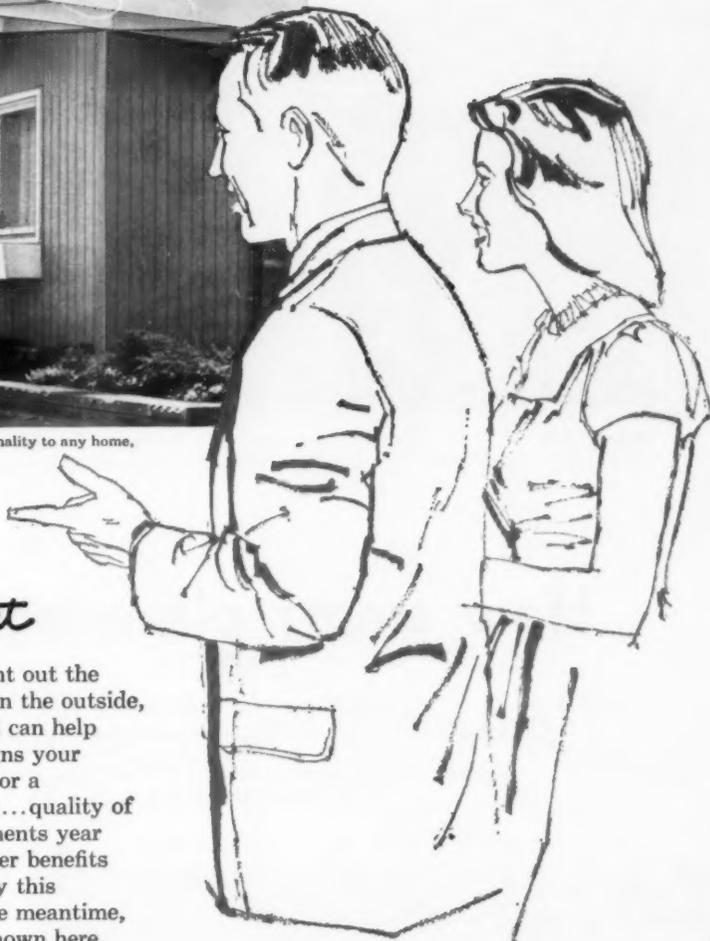
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499-B

QUALITY AT FIRST GLANCE



Panelgroove, in large or accented areas, lends a distinctive personality to any home, creates good buyer impressions right off.



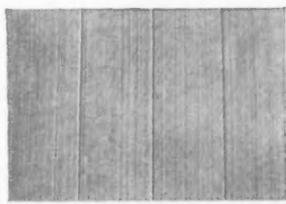
Siding by Masonite helps sell from the start

Best way to start a sale off right is to point out the good-looking, quality materials you use. On the outside, for example, siding of Masonite hardboard can help you a number of ways: clean-looking designs your prospects will like, achieved with any one or a combination of 16 different panel products...quality of manufacture, ability to withstand the elements year after year, and carefree maintenance—buyer benefits you can point to with pride. Next time, try this approach to selling homes; it works! In the meantime, consider the Masonite exterior products shown here. Your dealer or Masonite salesman can tell you all about these tough, grainless panels. Or, if you prefer more leisurely consideration, send the coupon for an illustrated brochure.

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Shadowvent, Masonite's revolutionary lap siding. It goes up fast and not a nail shows.



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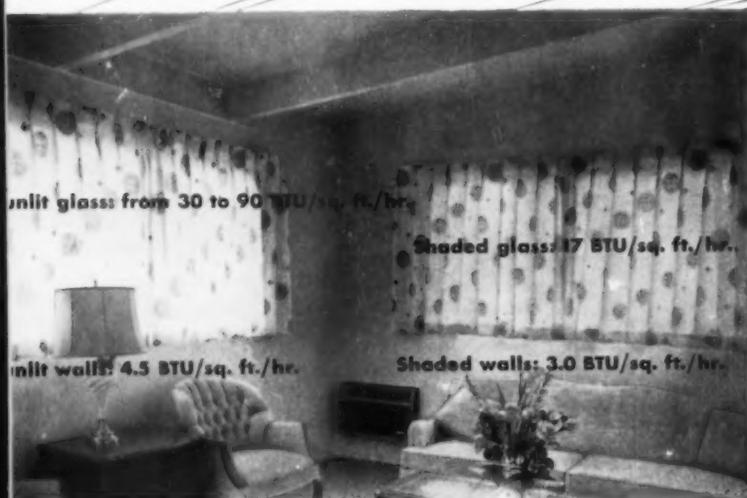
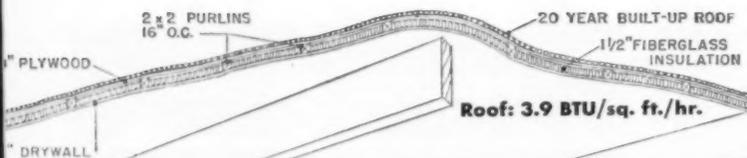
MEL LARSON and his wife, Clair stand before a house in Clair-Mel City development. House's wide overhang reduces air-conditioning load.

Builder Mel Larson, Tampa, Fla., wanted to air-condition every house in his Clair-Mel City development. But his \$9,-\$12,-000 price range couldn't stand the additional costs of using central cooling. To solve the problem, he turned to one of the most interesting applications of air conditioning in the United States today.

"I put three room-sized York air conditioners in each house," says Larson. "I install them through the wall, and I've found that with proper planning (see below) they cool the entire house.

"This approach saved me the

How smart planning gives him the



"If a house is to be cooled by room air conditioners," says Larson, "it must be properly designed and oriented; you have to minimize the load on the cooling units."

To accomplish this at Clair-Mel, Larson worked closely with application engineers from York Corp. Here's what they did:

First, they oriented the homes so that large glass areas faced away from the sun, or were shaded by wide overhangs. In some houses, this reduced the load factor by as much as 35 per cent. (The photo at left shows how the amount of heat transmitted into the home can vary between sunny and shaded walls.)

Then, to further reduce the load factors, they specified white built-up roofing. This reflects part of the sun's heat away from the houses. In addition, roofs

GUIDE FOR THE MONTH OF AUGUST

\$9,695 house ▶

trouble and expense of redesigning my houses to accommodate a central station. And I don't have to install ductwork and drop ceilings, or give up any slabs to build a crawl space to use as a plenum."

Larson's Clair-Mel City features six models. These range from a \$9,695 three-bedroom model to a four-bedroom model at \$12,195. Floor areas go from 800 to 1,200 sq. ft. Each house is equipped with Norge refrigerator-freezer, Norge built-in range and oven, double sink, and automatic forced-air furnace, Fiberglas insulations.



THREE THROUGH-WALL air conditioners like this cool each home in Clair-Mel City. Buyers can take one or two units on closing, others later.

most from room-sized coolers

were insulated with fiber glass.

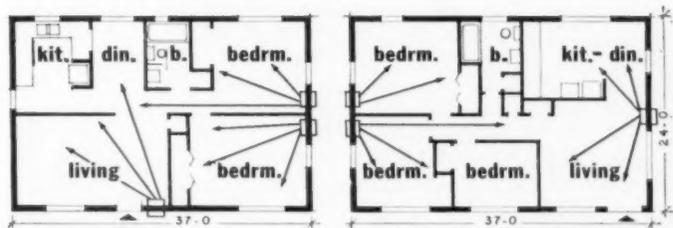
Finally, and perhaps most important, they worked out floor plans that would allow the cooled air to reach every part of the house.

The photos at right show how this was done. In most cases, two cooling units were installed in adjoining bedrooms. The units have about 40 per cent more capacity than required by the two rooms; the resulting spill-over cools the third bedroom.

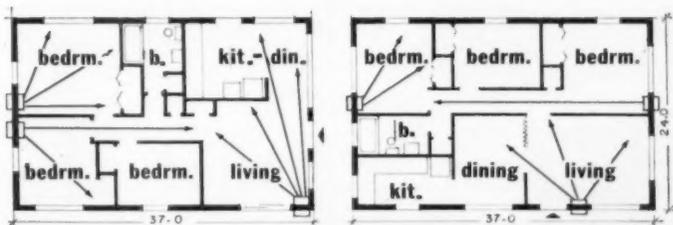
The third air conditioner goes into the living room, dining room, or kitchen.

When all units operate together, they set up an oval-shaped air flow that "spills" cool air into all parts of the house. "Two units might do the job," says Larson, "but they wouldn't have enough kick to prevent some hot air from stagnating in the corners of the rooms."

Floor plans, room-sized air conditioners, "work together" for maximum efficiency



Third unit goes in living room near the dining area . . .



. . . in a corner of the living room. First two units can go in the hall.

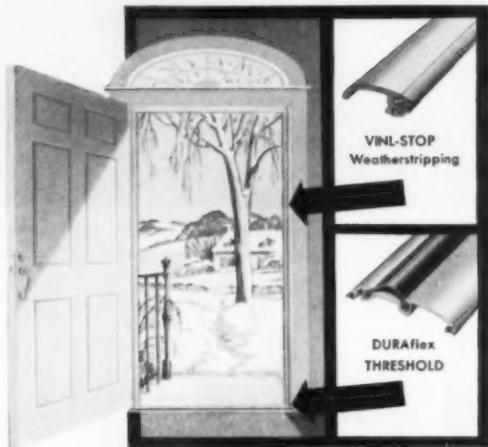
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ESTIMATING TAKE-OFF

(Continued from page 79)

2500# Conc. Chimney Footing	30 cu. ft.
2500# Conc. Chimney Footing Forms	25 sq. ft.
2500# Conc. 4" Floor Slab O.G.	2,280 sq. ft.
2500# Conc. 4" Garage Slab O.G.	480 sq. ft.
2500# Conc. 4" Patio Slab O.G.	670 sq. ft.
2500# Conc. 5" Porch Slab O.G.	430 sq. ft.
2500# Conc. 24x18x4" Splash Blocks	6 units
Monolithic Floor Finish	2,760 sq. ft.
Monolithic Floor Float Finish	1,100 sq. ft.
Kraft Paper Floor Protect. & Cure	3,610 sq. ft.
Sht. Plastic Floor Vapor Barrier	2,760 sq. ft.
Carb. & Groat Exposed Conc. Rubbing	260 sq. ft.
Trade Items Set-In	Sum

—STEEL ROD & MESH REINFORCING—

#5 Steel 1.043# Rod Reinforcing	1,640 lin. ft.
#3 Steel .376# Rod Reinforcing	2,095 lin. ft.
#6 Steel 6x6 Mesh Reinforcing	3,610 sq. ft.

—BRICK CONSTRUCTION & VENEER—

Face Brick 4" Cav. Wall Veneer	1,095 sq. ft.
Face Brick 8" Interior Wall F.25.	35 sq. ft.
Face Brick 4" Interior Wall	20 sq. ft.
Face Brick 4" F.Pl. & Ch. Veneer	110 sq. ft.
Face Brick 2x6" Window Sill	40 lin. ft.
Brick or Conc. 54x30x6" Chim. Cap.	1 unit
Com. Brick Chimney Construction	115 cu. ft.
Fire Brick 4" Fireplace Lining	50 sq. ft.
Vitr. T.C. 12x12" Flue Lining	16 lin. ft.
Marble 1" Hearth Paving	10 sq. ft.
Acid & Mort. Expos. Brick Clean & Point	1,295 sq. ft.
Trade Items Built-In	Sum

—LUMBER FRAMING & CONSTRUCTION—

4x4" Dress Fir Porch Post	25 lin. ft.
2x10" Fir Ovhd. Door Lintel	35 lin. ft.
2x8" Fir Roof Ridge	135 lin. ft.
2x6" Fir Wall Studs	20 lin. ft.
2x6" Fir Partition Sills & Plates	15 lin. ft.
2x6" Fir Ceiling Joists	1,945 lin. ft.
2x6" Fir Roof Rafter	2,365 lin. ft.
2x6" Fir Roof Valley Rafter	85 lin. ft.
2x6" Fir Roof Hip Rafter	25 lin. ft.
2x6" Fir Joist Stringer	55 lin. ft.
2x4" Fir Partition Studs	3,975 lin. ft.
2x4" Fir Partition Sills	755 lin. ft.
2-2x4" Fir Partition Plates	755 lin. ft.
2x4" Fir Soffit Outriggers	175 lin. ft.
2x4" Fir Porch Rafter	150 lin. ft.
2x4" Fir Wall Ledger	115 lin. ft.
2x4" Fir Roof Brace	500 lin. ft.
2x4" Fir Roof Purlin	235 lin. ft.
2x4" Fir Wall Studs	40 lin. ft.
2x3" Fir Wall Sill	5 lin. ft.
2-2x3" Fir Wall Plate	5 lin. ft.
1x6" Fir Collar Beams	115 lin. ft.
2-2x3" Fir Wall Plate	5 lin. ft.
1x6" Fir Collar Beams	115 lin. ft.
1x4" Fir Wall Furring	985 lin. ft.
1x4" Fir Roof Strips	5,775 lin. ft.
1x3" Fir Joist Bridging	645 lin. ft.
3/4" Dress Fir T.&G. Wall Boarding	1,310 sq. ft.
3/4" Fir Plywd. Wall Lining	1,310 sq. ft.
Cedar Roof Shingles	3,850 sq. ft.
15# Felt Wall Insulation	1,310 sq. ft.
Rock Wool 2" Wall Insulation	1,615 sq. ft.
Rock Wool 4" Ceiling Insulation	2,450 sq. ft.
Gypsum 1/2" Wall Lining	1,150 sq. ft.
Wood Misc. Furring & Grounds	Sum
Metal Structural Hardware	Sum

—WOOD EXTERIOR & INTERIOR MILLWORK—

1 3/4" Wht. Pine 16'6x7'6" Ovhd. Door, F.&T.	1 unit
1 3/4" Wht. Pine 6x7' Ext. Gl. Door, Sidi., F.&T.	1 unit
1 3/4" Wht. Pine 8'6x7' Ext. Gl. Sliding Door, F.&T.	1 unit
1 3/4" Wht. Pine 6x7' Ext. Gl. Sliding Door, F.&T.	1 unit
1 3/4" Wht. Pine 2'8x7' Ext. Gl. Door, F.&T.	2 units
1 3/4" Wht. Pine 5'4x6'8" Int. Slid. Door, F.&T.	1 unit
1 3/4" Wht. Pine 5'x6'8" Int. Slid. Door, F.&T.	4 units
1 3/4" Wht. Pine 2'8x6'8" Int. Slid. Door, F.&T.	2 units
1 3/4" Wht. Pine 2'6x6'8" Int. Slid. Door, F.&T.	2 units
1 3/4" Wht. Pine 2'8x6'8" Int. Fl. Door, F.&T.	5 units
1 3/4" Wht. Pine 2'x6'8" Int. Fl. Door, F.&T.	4 units
1 3/4" Wht. Pine 1'6x6'8" Int. Fl. Door, F.&T.	1 unit
Wht. Pine 2'6x6'8" Casced Opening	2 units
Wht. Pine 1'6x4' Linen Cl. Door, F.&T.	2 units
Wht. Pine 1'6x2' Linen Cl. Door, F.&T.	2 units
Wht. Pine 6'x6'6" D.H. Wind., F.&T.	4 units
Wht. Pine 3'6x6'6" D.H. Wind., F.&T.	1 unit
Wht. Pine 1'6x6'6" D.H. Wind., F.&T.	4 units
Wht. Pine 6x3' D.H. Wind., F.&T.	2 units
Wht. Pine 3x3' D.H. Wind., F.&T.	4 units
Wht. Pine 1'9x6'6" Wind. Shutter & Acc.	6 units
Wht. Pine 1'9x3' Wind. Shutter & Acc.	8 units
Wht. Pine 1" Closet Pole	55 lin. ft.
Wht. Pine 1" Closet Shelving	175 sq. ft.
Wht. Pine 1x3" Shelving Cleats	110 lin. ft.
Wht. Pine 1x6" Wall Fascia	55 lin. ft.
Wht. Pine 1x6" Roof Fascia	275 lin. ft.
Wht. Pine 1x1" Fascia Trim	60 lin. ft.

(Continued on page 162)

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NEW 6-cylinder diesel smoothness and power wallop! Both the new TD-6 and TD-9 Four-in-One's are powered with the millions-of-hours-proven, direct-starting, 6-cylinder International UD-282 diesel. Naturally-aspirated in the TD-6, it produces 55 net engine hp; turbocharged in the TD-9, it delivers 71 net engine hp!

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And both the new TD-6 and TD-9 have exclusive vented track-roller and idler shafts, assuring positive seal protection from over-lubrication. Big 300%-increased lube capacity shells provide 500-hr. track-roller greasing intervals!

Move the selector lever! Prove versatility unlimited of exclusive 4-in-1 as Skid-Shovel; space-saving, bottom-dumping clamshell; full-sized bulldozer; inch-close-accurate "carry-type scraper." Add up how many tens of thousands of dollars a new TD-6 or TD-9 four-in-one can save you, doubling for one limited-duty rig after another! Measure the plus value of exclusive shock-swallowing Hydro-Spring. See your International Drott Distributor for a demonstration!

International Harvester Company, Chicago 1, Illinois
Drott Manufacturing Corp., Milwaukee 15, Wisconsin



INTERNATIONAL
DROTT



New 1½ cu. yd. International Drott TD-6 Four-in-One. New TD-9 Four-in-One has 1½ cu. yd. bucket capacity.

ESTIMATING TAKE-OFF

(Continued from page 160)

Wht. Pine 3/4" Qt. Rd. Fascia Molding	115 lin. ft.
Wht. Pine 1" V-Joint Eave Soffit	230 sq. ft.
Wht. Pine 1" V-Joint Porch Soffit	425 sq. ft.
Wht. Pine 6"-d. x 7" Porch Column	4 units
Wht. Pine 1'x1'x4" Column Base	4 units
Wht. Pine 1'x1'x4" Column Cap	4 units
Wht. Pine 1x4" Vanity Cornice	5 lin. ft.
Wht. Pine 1x4" Wall Base	510 lin. ft.
Wht. Pine 3/4" Qt. Rd. Wall Base Molding	510 lin. ft.
Wht. Pine 3x2x3" Chest	1 unit
Wht. Pine 3x2x3'6" Vanity	1 unit
Wht. Pine 4'9x2'6" Lav. Cabinet	1 unit
Wht. Pine 6'2x2'6" Lav. Cabinet	1 unit
Oak. & Mastic Door & Wind. Caulking	395 lin. ft.
1/4" Pol. Pl. Slid. Dr. & Dr. Panes	125 sq. ft.
1/4" Dbl. Glass Window Panes	290 sq. ft.
Metal Finish Hardware	Sum

—METAL SHEET WORK—

Metal 96x18" Gable Louvre	2 units
Copper 3" Roof Leader	40 lin. ft.
Copper 12" Cap Flashing	20 lin. ft.
Copper Bow Window Fl. Covering	40 sq. ft.
Copper 18" Chimney Flashing	15 lin. ft.
Copper 18" Valley Flashing	90 lin. ft.
Copper 6x4" Rain Gutter	130 lin. ft.

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

Gyp. Board 1/2" Ceiling Boarding	2,205 sq. ft.
Gyp. Board 1/2" Wall Boarding	5,615 sq. ft.
Metal Corner Beads	150 lin. ft.

—PLASTER WALL FINISH—

Metal 3.4# Wall Lathing	10 sq. ft.
Gyp. Plaster 3/8" Wall 3 coats O.L.	10 sq. ft.

—METAL ORNAMENTAL & MISCELL. WORK—

Wrt. Iron 3'6x3' Porch Gate & Acc.	1 unit
Cast Iron Flue C.O. Door & Fr.	1 unit
Steel 3x3x1/4" Firepl. Lintel	5 lin. ft.

—ASPHALT & RUBBER FLOOR & BASE TILING—

Asphalt 1/2" Floor Tiling	2,040 sq. ft.
Rubber 4" Wall Base	30 lin. ft.

—CERAMIC FLOOR & WALL TILING—

Ceramic Floor Tiling	75 sq. ft.
Ceramic Wall Tiling	290 sq. ft.
Ceramic Wall Base	60 lin. ft.

—PAINT EXTERIOR & INTERIOR FINISH—

Lead & Oil Ext. Wl. Board 3 coats	1,310 sq. ft.
Lead & Oil Ext. Millwork 3 coats	1,525 sq. ft.
Stain & Varn. Int. Millwork 4 coats	1,765 sq. ft.
Lead & Oil Gyp. Bd. Ceil. 3 coats	2,205 sq. ft.
Lead & Oil Gyp. Bd. Wall 3 coats	5,615 sq. ft.
Lead & Oil Ext. Sash 3 coats	295 sq. ft.
Stain & Varn. Int. Sash 4 coats	295 sq. ft.

—METAL & GLASS TOILET ACCESSORIES—

Chrome Metal Toilet Paper Holder	2 units
Chrome Metal Soap Holder	2 units
Chrome Metal Tumbler & Brush Holder	2 units
Chrome Metal 30" Towel Bar	4 units
Chrome & Cloth 6' Shower Rod & Curtain	1 unit
Chrome & Cloth 3' Shower Rod & Curtain	1 unit
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(Continued on page 174)

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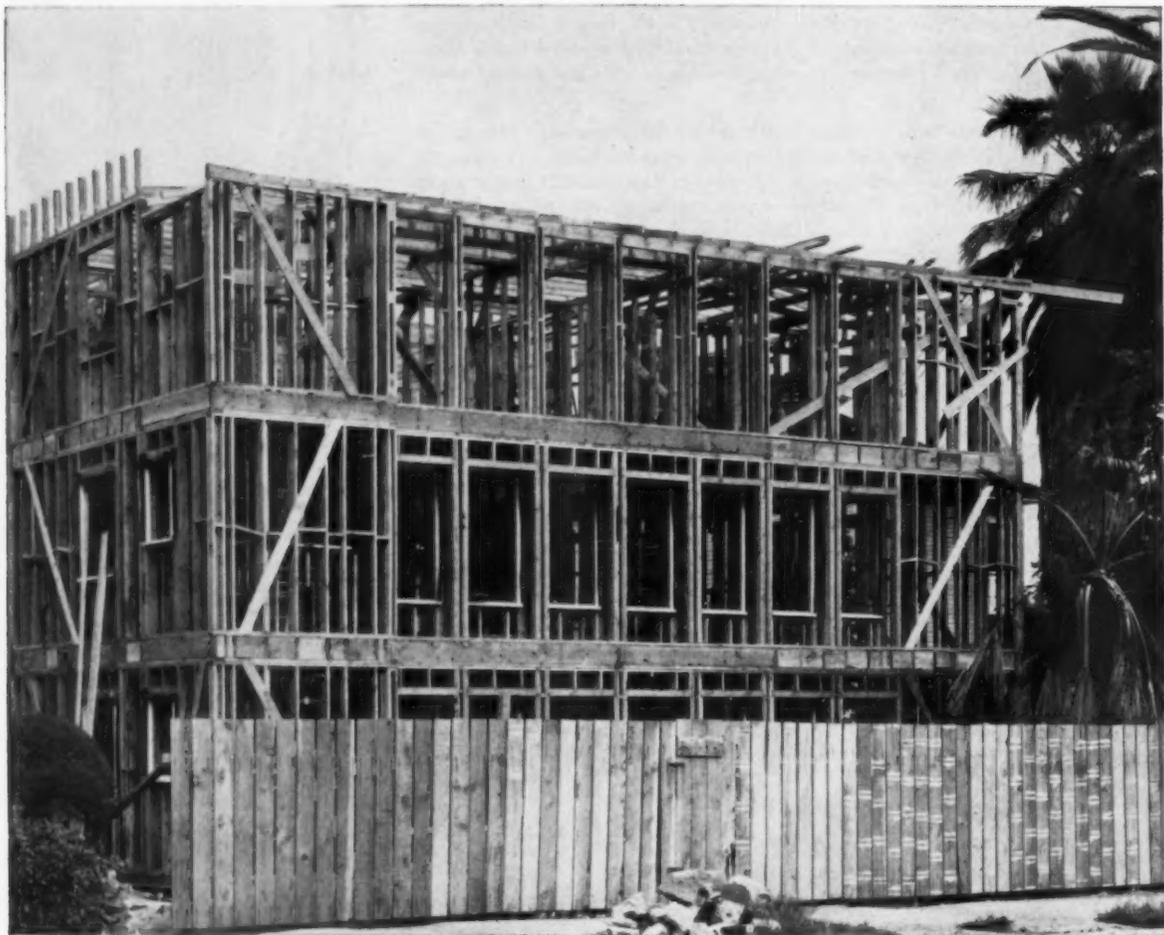
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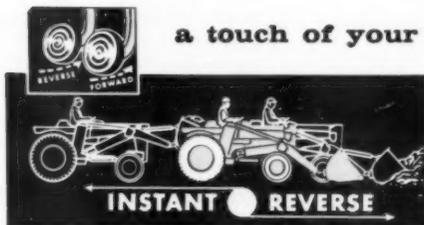
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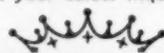
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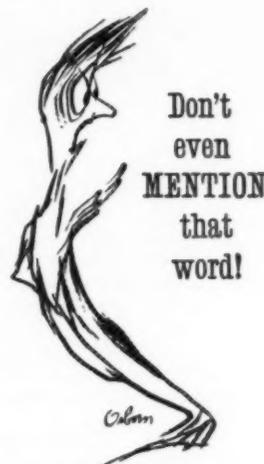
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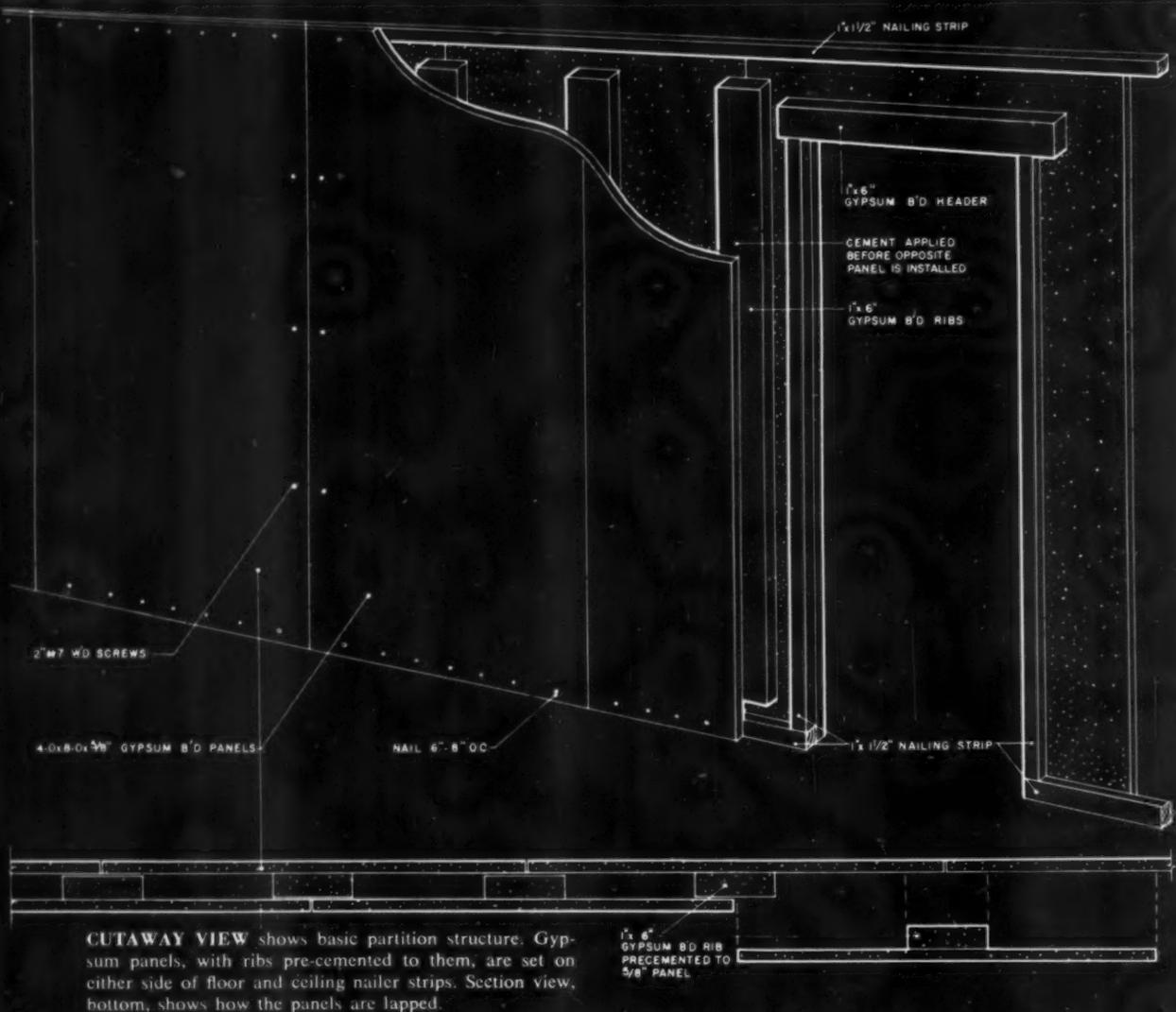
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This studless wall of gypsum

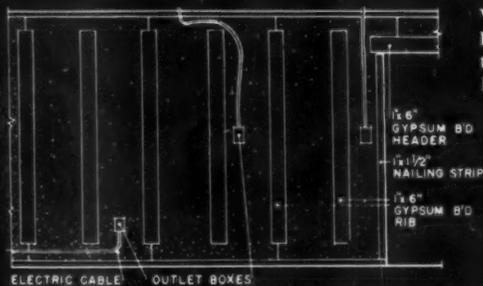
Pabco Division of Fibreboard Paper Products Corp. engineered the non-load-bearing partition system shown above. Called "Pabcowall," it needs no studs, requires less spackling, should cut costs. (Actual figures

will probably be available soon.) The new system is a conventional drywall, except that ribs of 1-in. gypsum board on 2-ft. centers are used instead of wood studs. The walls themselves are 5/8-in. gypsum board. The whole

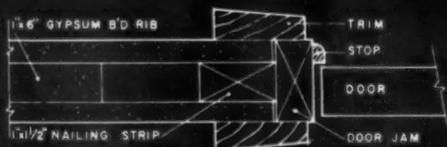
unit is cemented into a strong, monolithic structure that has good acoustical properties, and finishes off as a smooth wall.

Installation is simple. A crew should master it in a day. The only unusual operations are pre-

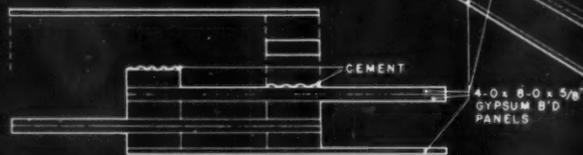
FOR THE MONTH OF AUGUST



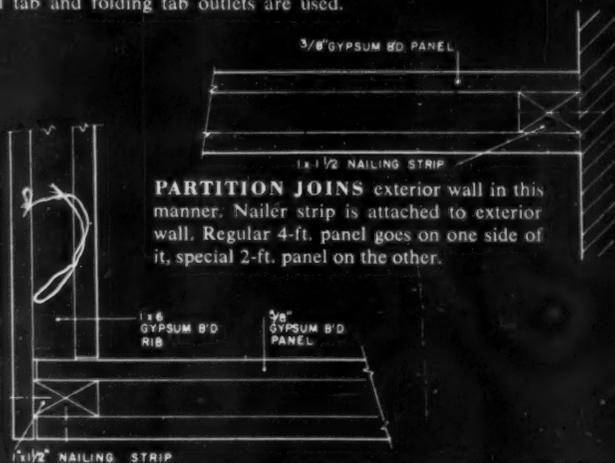
WIRING IS RUN with no cutting or drilling. Ribs are stopped just short of top and bottom, allowing cable to be run anywhere. Metal tab and folding tab outlets are used.



DOOR BUCKS are nothing but nailer strips nailed between the two walls. Jambs are then installed as shown, and stop and trim added. If possible, openings should fall between ribs.

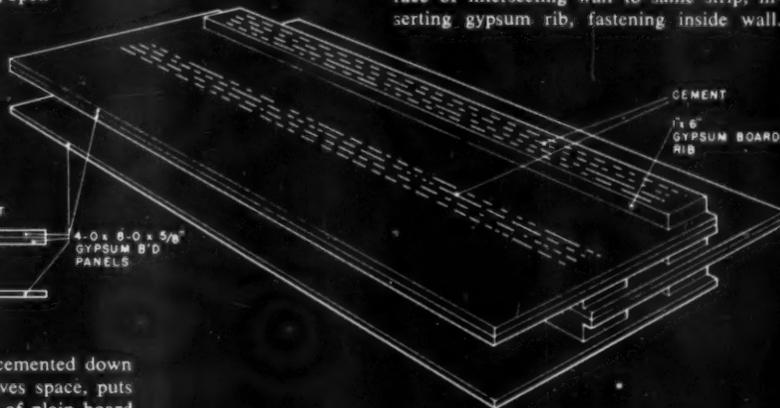


SIX-INCH RIB of 1-in. gypsum board is cemented down the middle of each panel. This method saves space, puts plenty of weight on the joints. Four pieces of plain board should go on top to weight the last few joints.



PARTITION JOINS exterior wall in this manner. Nailer strip is attached to exterior wall. Regular 4-ft. panel goes on one side of it, special 2-ft. panel on the other.

OUTSIDE CORNER is made by nailing wood strip into one wall end, nailing outside face of intersecting wall to same strip, inserting gypsum rib, fastening inside wall.



board promises to cut costs

cementing the ribs to the 4x8-ft. panels (they must set for 16 hours afterwards) and ripping the wood nailer strips to exactly 1-in. to match rib thickness.

The drawings above show how the Pabcowall system works.

Wood strips are nailed to walls, ceilings and floors (with blocking where they miss studs or joists). The strips are drilled, and wires are pulled through for electric outlets. The pre-ribbed panels are set up lap fashion. The

joints are cemented, and held in place by 2-in. #7 wood screws. Outlet boxes are set as panels go up. Door openings are cut after the walls are up, and are reinforced with wood strips on the side, a 1-in. gypsum header.



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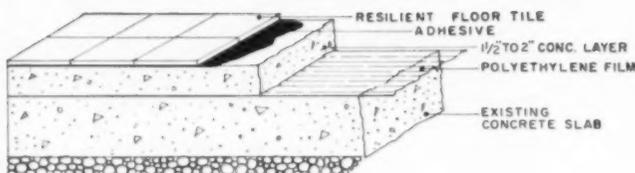
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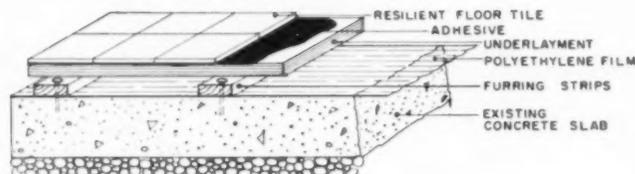
Ask the experts...

**Here are two ways you can
put a finished floor over an
old concrete slab ...
... and still keep it moisture-free**

1. On a new-concrete base:



2. On a plywood base:



QUESTION: I have a customer who is converting a garage into living quarters. He wants the concrete floor covered with resilient tile. Since floor was poured 10 years ago, I don't know what was used as base or fill.

It may have been poured with no crushed stone under it, and I know that no kind of vapor barrier was used.

What type of tile and adhesive should I use?

Also, how can I prevent moisture from reaching the finished floor?

The partitions are all in place and the floor is on grade.

Howard B. McBride
McBride Brothers
Ada, Ohio

ANSWER: I would suggest two ways to prevent moisture from reaching your finished floor:

(1) Lay down a vapor barrier film on top of the existing concrete floor. Then pour a 1½- to 2-in. layer of concrete on top. Lay the asphalt tile with adhesive on top of the seasoned concrete.

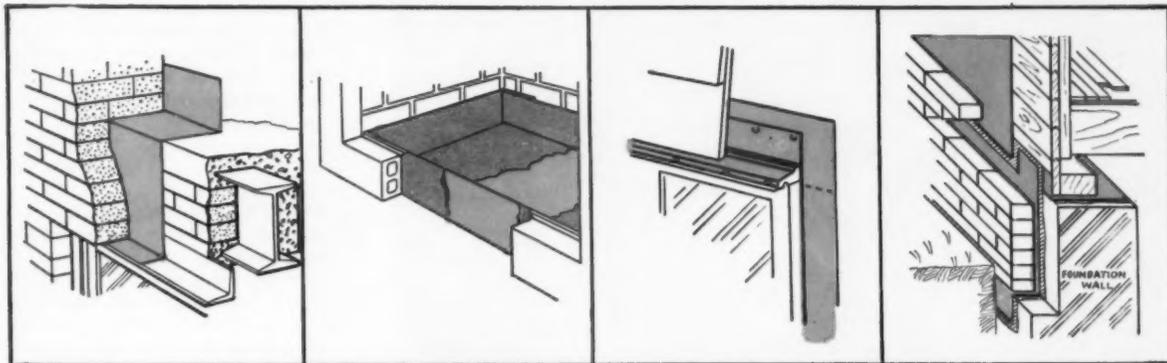
(2) Place a vapor-barrier film on the concrete floor, nail on furring strips, lay plywood sheets on top of the furring. Finally, lay asphalt tile on the plywood with adhesive.

Since there are many makes of tile and adhesive, discuss this with your supplier.

George A. Kennedy
Structural Engineer
Chicago, Ill.

Continued ▶

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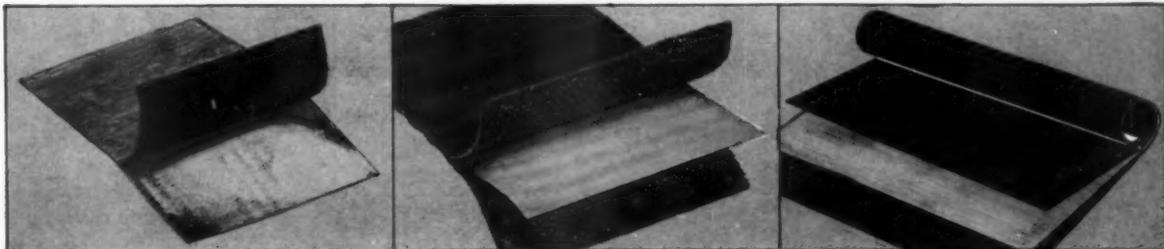
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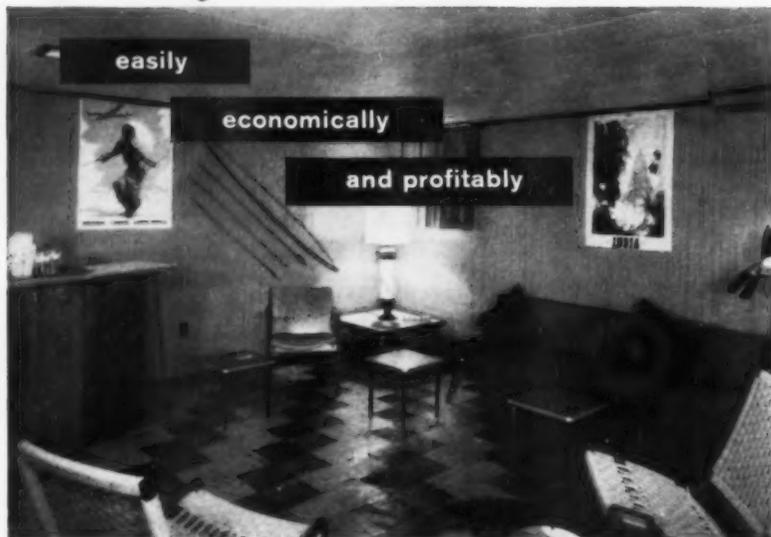
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ASK THE EXPERTS

(Continued from page 170)

How to lay polyethylene film over a gravel fill

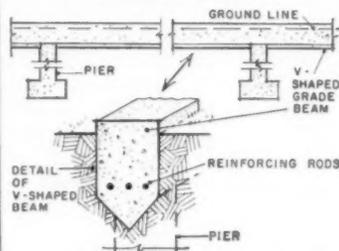
QUESTION: Will a sheet of .006-in. polyethylene provide a good vapor barrier if laid directly over tamped earth? Or is a gravel fill needed? If so, how do you keep the film from being punctured by the rough gravel?

R. F. Farrar
Atlanta, Ga.

ANSWER: Manufacturers of polyethylene vapor barriers recommend an underlying sand fill. For a concrete slab, first lay a gravel and/or sand fill on the ground. Then apply your polyethylene film over the sand subgrade, smoothing it down. Lap your film 6 in., placing top lap in direction of concrete spread.

George A. Kennedy
Structural Engineer
Chicago, Ill.

V-bottom grade beam transfers load to end footers



QUESTION: How does the V-bottom grade beam shown compare in design characteristics with a rectangular beam (cross-section 12" x 15")? Please name some references.

William J. Chizick
Old Forge, Pa.

ANSWER: Reason for the V-shaped bottom along the grade beam is to avoid bearing on that surface. Beam is designed to carry loads to supports at *ends* of beam. If grade beam is flat along bottom, it tends to bear against underlying soil. Also frost heave finds a poorer surface to work against with V-shape. An additional amount of concrete is needed in V-bottom, however, beyond rectangular design required to meet deflection, moment and shear. Sutherland & Reese's *Reinforced Concrete Design*, 2nd ed. and Dunham's *Foundation of Structures* are good references.

George A. Kennedy
Structural Engineer
Chicago, Ill.

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was my boss
when
that job
came up?



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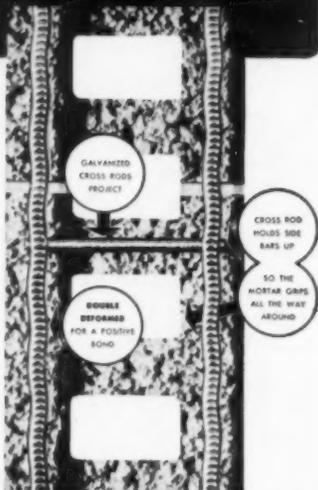
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(Continued from page 162)

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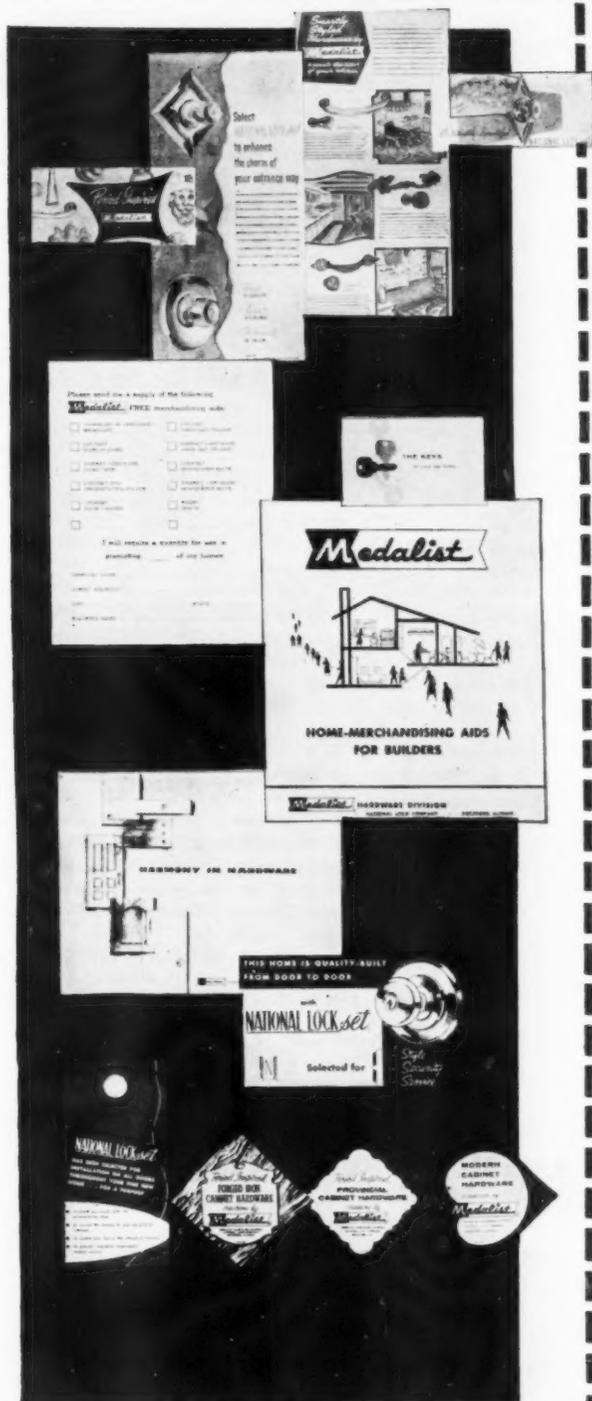
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Send for sample kit!

Install Medalist hardware and take advantage of these highly effective home-merchandising aids. Complete kit contains sample lockset display card, key presentation folder, knob hanger, hand-out folder, cabinet hardware hang-tags, consumer folder and newspaper mats. Each piece explains to prospective buyers why Medalist hardware "marks the home of quality." Materials are designed specifically for use with open house events and model home showings.

"HARMONY IN HARDWARE" BROCHURE

Kit features 16-page brochure describing how decorative and functional hardware can be used most effectively. Lockset, cabinet hardware and furniture trim installations illustrated in full color. A real hardware guide for your customers . . . a real selling aid for you!

ORDER BLANK

Order blank included in kit facilitates ordering reasonable quantities of materials directly from manufacturer. Aids are FREE. Order your sample kit NOW!

Medalist

HARDWARE DIVISION

National Lock Company • Rockford, Illinois



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"Home-Merchandising Aids" kit

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WORLD'S MOST COMPLETE LINE OF
ALUMINUM AND GALVANIZED
VENTILATING LOUVERS . . .

147 different sizes
and shapes to
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NEW LoManCo TWIN SECTION

A new stronger, sturdier twin section stationary louver with wider mounting flange, 8x8 mesh insect screens. Available in either aluminum or galvanized, 14 models . . . 6, 8, 10 and 12 ft. base lengths, 2½-12 to 5-12 pitch. Other sizes also available on request.

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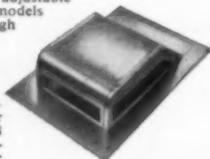


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The original, patented adjustable aluminum louver. 10 models and sizes—4-12 through 12-12 pitch.

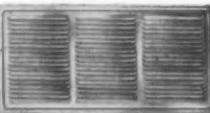
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3 models and sizes—three sides open for more ventilation, 8x8 mesh screens. Available in aluminum or galvanized.



LOMANCO CORNICHE VENTS

One piece aluminum or galvanized cornice ventilators available in 3 sizes, complete with 8x8 mesh screens (Round Corniche Vent also available.)



Here's why

LOMANCO LOUVERS ARE YOUR BEST BUY, BY FAR!

- **FHA accepted design.** All LoManCo louvers meet the new revised FHA minimum property requirements
- **Heavy Gauge Construction.** Only strong heavy gauge aluminum and galvanized materials used in LoManCo louvers
- **Complete Selection of Models and Sizes.** Largest selection available—with unique quality design features.

See our complete line in Sweets Light Construction Catalog File 16, or write for catalog.



Louver

MFG. COMPANY
3609 Wooddale Ave.
Minneapolis 16, Minn.



DICKERMAN'S COLUMN . . .

NAHB plans all-out drive for Central Mortgage Bank as money tightens again

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



Dickerman

it brought about.

As industry booms—and it's booming now—it increases its demand for money to be ploughed into new plant and equipment. And the home-building industry, with its dependence upon the mortgage as an investment instrument, is shunted aside in the scramble for funds.

This unhappy process, which has occurred all too often in the past, is developing once again.

True, home building kept pace with the economy generally during the first half of 1959. Housing starts, as this was written, were at exceptionally high levels. Mortgage money obviously has been available to support the volume, and generally speaking, at a price the builders could pay.

But to those of us in the National Association of Home Builders whose job it is to follow economic trends, the future holds no mysteries as to the difficulties that lie ahead for housing. Money is growing tighter; interest rates are going up; and discounts are getting bigger.

Add to these developments the relative unattractiveness of the mortgage as an investment instrument (when competing with bonds

and other simpler forms of investment) and the only conclusion is trouble for home building. It will be accentuated if Congress takes measures to increase the competitiveness of long-term government bonds. President Eisenhower has requested this be done. The one bright spot in the present picture is the data obtained in a recent survey of the NAHB's Builders Economic Council. The survey, in which more than 500 representative builders throughout the nation participated, provides encouraging evidence of a trend among home builders toward more careful management planning of their financing operations.

The reporting builders disclosed that two-thirds of all their 1959 production has been covered by firm permanent financing commitments. This included four-fifths of the units which had been started at the time the survey was made, and six-tenths of the units for which starts were planned. By contrast, in September, 1956, when money also was tightening, only 42 per cent of the BEC reporting builders said current starts were covered by financing commitments.

These precautions should lessen the initial impact of tight money. But obviously they offer no solution to the problem. The cure, against the fluctuations in the money market which obstruct the equitable and steady flow of mortgage funds lies, I think, in the creation of a true Central Mortgage Bank. This is an objective which NAHB will push with increasing vigor in the months ahead.

Watch for these AMERICAN BUILDER issues:

IN SEPTEMBER:
Smartest Planning and Merchandising
with GAS YET

IN OCTOBER:
Your 1960 Builders' Planning Issue



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-98, Racine, Wisconsin.

AUGUST 1959

Grow with the growth of ALUMINUM

THE PRESTIGE METAL THAT BUILDS
GOOD WILL AND SALES

nichols
NEVER-STAIN

ALUMINUM building products



ALUMINUM — the prestige metal of the building industry offers you the opportunity to profit from its increased public acceptance.

ALUMINUM — today's hallmark of quality construction is looked for and expected by prospective home buyers everywhere.

Ask your dealer now about NICHOLS "NEVER-STAIN" ALUMINUM BUILDING PRODUCTS or write direct for descriptive literature.

nichols WIRE & ALUMINUM CO.

DAVENPORT, IOWA

World's Largest Manufacturer of Aluminum Nails

IMPACT

(Continued from page 11)

the camouflage and take a closer look.

Number one: Dawn does an excellent job of merchandising.

Number two: Dawn builds in Knoxville, Tenn. Knoxville is not a merchandising city.

Number three: Dawn's idea of merchandising embodies phony gimmicks, high pressure, tricky ads, super salesmen—all mixed together to produce a fine crop of Madison Avenue ulcers.

There's another definition or idea of merchandising. It's summed up in the one-day merchandising short course that Bill Molster pilots around the country for NAHB. Merchandising means marketing your houses profitably, utilizing the best possible methods and techniques that fit your local situation. Unfortunately, Bill Dawn missed this course three weeks ago when it landed in Knoxville. Chances are he would have approved the party line.

Knoxville's business climate caters to the shirt-sleeved, truck-driving approach adopted by

builder Dawn. The city's biggest builder accounts for about 70 houses a year. Less than 1% of the NAHB builder members use a model home. One of the few site signs in town had been damaged, making the first word illegible. Knoxville is relaxed—just comfortably active. If ever an area catered to the builder letting the house sell itself, Knoxville certainly does.

Despite this sleepy-time-down-South background, Bill Dawn absents himself from the fishing pole long enough to practice some very effective merchandising. For example: a Dawn trouble shooter visits each new home three times *without* being asked, something that builds the most convincing kind of word-of-mouth promotion (something, too, that the NAHB course underscores).

In keeping with the general character of Knoxville, Bill Dawn provides a very quiet site sign. It reads: "Bill Dawn's houses are honestly built and honestly priced." Just the right kind of a sign to fit the locality. Conservative, dignified, few words, and emphasizing honesty.

Another item: Dawn says he concentrates on his owners, interested

in their well-being. In selling medium-priced merchandise (which Dawn does), such concentration invariably pays off. Every year 24 more families in Knoxville sing the praises of Bill Dawn—a builder who really cares about his customers.

Undoubtedly, Bill's antique car hobby just happened. Judging from the picture of his ancient Hollywood Rolls Royce (the kind Ronald Colman used to drive in the Bulldog Drummond pictures), it's just possible that the citizenry of Knoxville nudge each other every time he moans into town. It's just possible that by associating himself with a Rolls, by having people twist their necks to see him, he's scoring a merchandising advantage—although indirectly.

So much for the booby-trap. Certainly you should let your houses sell themselves—just so long as you merchandise them a la Dawn, and so long as the selling climate matches Knoxville—and so long as your competition agrees to knock off their merchandising programs.

Jim Mills, publisher
Home Facts Inc.
New Canaan, Conn.

FREE BOOKLET Tells How To Enrich Concrete and Asphalt with
KEMIKO
Long-Lasting, GRAND CANYON Colors!



Kemiko, as used at the Beverly Hilton Hotel, captures the beauty and colors of the Grand Canyon on concrete and asphalt. Kemiko Concrete Stains produce permanent color in concrete surfaces through chemical reaction. Kemiko Stains and their companion finishes answer every need for natural stone or rich, uniform colors. Eight Grand Canyon colors available at low cost! Easy to apply! Worldwide usage—since 1930!

SEND COUPON today for FREE four-color booklet with full details, prices, where to buy. **DEALERS WANTED**

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WITH
TRANSMIX
UTILITY MIXER!

UNCONDITIONALLY GUARANTEED

Here is the answer on the smaller job where concrete work is needed. Here's the chance to be rid of costly wheelbarrow labor!



TRANSMIX mixes 1 or 1½ bags of cement in 1½ to 3 minutes—while stationary or transporting. TRANSMIX IS THE LOWEST PRICED 1 OR 1½ BAG TRANSPORTING MIXER ON THE MARKET. It can be operated by one man or several. It fits most makes of tractors—and can be installed in 15 minutes. For more information and complete prices write—

UNIVERSAL PULLEYS COMPANY
230N. Mosley, Wichita, Kansas

CAULKING GUN LOADER

SAVES **4** WAYS

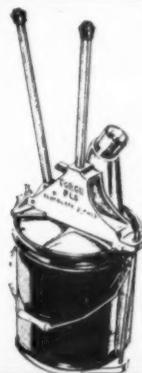
In time, money, material and labor. This manually operated loader fills caulking guns with caulking, glazing, pointing, sealants, etc. compounds in seconds! Will load one-pound gun in two strokes. Saves over 30% in materials and 75% of time.

Write for Literature

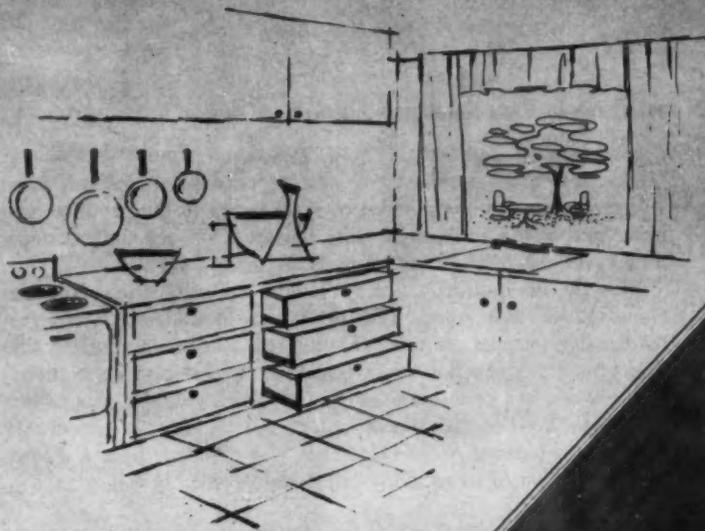
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• DEALERS INVITED •



**FROM
THE
ground
UP**



NEW!
a low cost,
high quality slide
designed specifically
for kitchen cabinets.
THE GRANT 337 SLIDE.

Occasionally a product with outstanding features gains market acceptance at a pace so fast that even the manufacturer is somewhat surprised.

Such a product is the Grant 337 Kitchen Slide, whose entry in the competitive market 6 months ago, was greeted by a very substantial number of orders — and whose present position as *the* slide made expressly for kitchen kitchen cabinet application, is unchallenged.

Why has this happened?

Perhaps because Grant's research and development efforts are unique and superior — or, perhaps, because Grant's quality, prices, delivery and product dependability are without equal.

Whatever *your* reasons for liking the 337 — the following must be among them: it is low in cost . . . high in quality . . . and specifically designed for kitchen cabinets. It is available in production packages suitable for mass installation, standard packages or less than standard packages. Specifically, the 337 slide requires only 1/2" side space for mounting, installs with minimum effort and supports up to 30 lbs. Quiet nylon wheels have a positive mechanical stop to further insure efficient operation *and* durability.

Why not check further into the 337 — your kitchen-appeal will be substantially increased. Literature available upon request.

GRANT SLIDING HARDWARE



GRANT PULLEY AND HARDWARE CORPORATION

1 High Street, West Nyack, New York • 944 Long Beach Avenue, Los Angeles 21, Cal.

sliding door hardware • drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware

THE MONTH Ahead

KEEP COOL, MAN, COOL

August's heat may fry you during the day and keep you awake at night, but it can also provide an extra push to help you sell your houses.

Statistics show that air conditioning is fast becoming a standard item in the medium to high-cost price ranges. In the lower brackets, however, there is often a tendency for both builder and buyer to regard A/C as a prohibitively expensive extra. Actually, it often is nothing of the kind; and when central A/C pushes costs a little too high, individual-room air conditioners can often do the trick for considerably less (see page 158 of this issue).

In any event, an air-conditioned model can be a wonderful salesman when the mercury gets into the nineties. The extra cost of the cooling system, conspicuously posted, will help too. And a potential customer will be much happier to sit and listen to your sales pitch if the atmosphere is nice and cool.

NEWEST ON PAINTING

Painting is something most builders leave to their paint sub; but for those more technically minded, there's a new book on the subject. It's called "Field Applied Paints and Coatings," and while there is a lot in here on industrial and other special uses of paints, there is also a great deal that's of interest to the builder. If you'd like a copy send \$5 to the Building Research Institute, 2101 Constitution Ave., Washington 25, D.C.

Next Month: National Home Week

The week of September 12-20 is National Home Week—your week. During those nine days, newspapers, radio, and television will give an enormous amount of extra space to the products you make and sell. The homebuilding business will get more concentrated publicity than at any time during the year.

Directly or indirectly, every builder benefits from National Home Week. For some, like the smaller remodeler or contract builder, the benefits are somewhat limited. But for the builder who wants to build and sell as many houses as he possibly can, National Home Week is a priceless opportunity. It is a period during which literally millions of people will make a special effort to go out and look at new houses. At no other time will a builder have a chance to show his wares to so many interested people.

How Can You Get Into The Act?

Many major metropolitan areas will have parades of homes, run by the local home-builder associations and these will create the biggest points of interest in their areas. But builders who do not participate (and most, of course, don't) can still ride very comfortably on the coattails of the big promotions. An ad placed in one of the special National Home Week newspaper sections should get bigger results than any other ad you run all year. And special National Home Week signs in front of your current model will pull a lot of people off the road.

But whatever you do, get busy now. Time is short.

More Work For The Winter Months

Here's a final thought. When National Home Week was conceived eleven years ago (by the then editor of *AMERICAN BUILDER*, the late Ed Gavin) home building was largely a seasonal industry. An important aim of National Home Week was to push fall sales, give builders something to chew on all winter.

It worked, of course. Home building is now a healthy year-round business. And it can work for you, too. Every extra sale you make during National Home Week means extra winter work for your crews, and more money in the bank for you.

IN THE NEXT ISSUE: a special feature on planning with gas — how to design your kitchens around it, how gas will help you sell your houses... a report on small sewage treatment plants and what they can mean to the small builder... introducing the Plans Clinic, a new service that will help you build more salable houses.

solid sell!

New solid vinyl is a big talking point ... looks better... costs less

Install Wonderflor*, the new vinyl tile by Congoleum-Nairn, and you put a lot of extra selling zip into your homes.

This beautiful tile is vinyl right through to the Sure-Grip back—real honest vinyl toughness *all the way*. You can tell prospects this floor will give *twice the wear resistance of service gauge linoleum!*

It's wonderfully comfortable underfoot too: exceptional resilience. Yet it resists indenting by weights up to 150 pounds per square inch! And, of course, it has all of vinyl's easy-cleaning, non-staining features, plus a new buffered smooth-glow finish that is a real long-lasting beauty even under heavy household traffic.

Best of all, Wonderflor costs no more than floor tiles with just a thin layer of vinyl veneer on top—it's backed by the famous, nationally advertised name: Congoleum-Nairn—and is made in today's most popular interior colors. See them all. Write to Builders' Bureau, Congoleum-Nairn Inc., Kearny, N. J.

WONDERFLOR*
solid vinyl tiles



Congoleum-Nairn
FINE FLOORS

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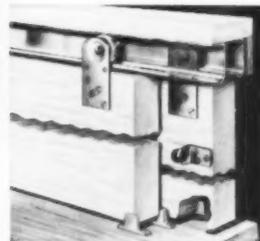
Builders who "look for"
hardware by *National*



With quality you can
demonstrate to
Sell More
Home Buyers



No. 185 Two Wheel Hanger



No. 182 Single Wheel Hanger

NATIONAL M
18908 First

Look ahead" specify

National of Sterling



Today's home buyer is looking "behind closed doors" for assurance that your house is well constructed. He's looking for those little extras that spell "quality." That's why so many prominent builders *insist* on hardware by "National of Sterling." It helps build customer confidence and satisfaction . . . reduces service call backs.

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