

FEBRUARY 1960

American Builder

A SIMMONS-BOARDMAN TIME SAVER PUBLICATION • 75¢

Prefab
Pro and Con

•
Curtain Walls
for Commercial



What's new in components



At least twice a day, Berry's

pinch-proof feature

protects your reputation as a quality builder

And you also feature full-width unlatching mechanism • tapered track • nylon sheaves and rollers • leveling brackets • metal stops • Paintlok-steel that won't swell, shrink, rust, check, peel

When the Berry steel garage door goes up and when it comes down, at least twice a day, you remind your customer of his good buy. You especially please parents because the rugged Berry sectional can't pinch little fingers. A special hinge design makes the

door child-safe. Protects adults, too!

Berry's other superior features are just as impressive (and just as appealing to prospects). You get them all at one low price—and you enjoy fast, easy installation. Furthermore, a full five-year guarantee protects you from callbacks. Choose now from sectional and one-piece models by the world's largest manufacturer of residential garage doors. See your distributor or write: Berry Door Corp., 2400 E. Lincoln, Birmingham, Michigan. In Canada: Berry Door Co., Limited, Wingham, Ontario.



NUTONE'S NEW

Jet-Power Exhaust Fans

CRISP, ULTRA-MODERN STYLING . . . QUIET, POWERFUL AIR DELIVERY

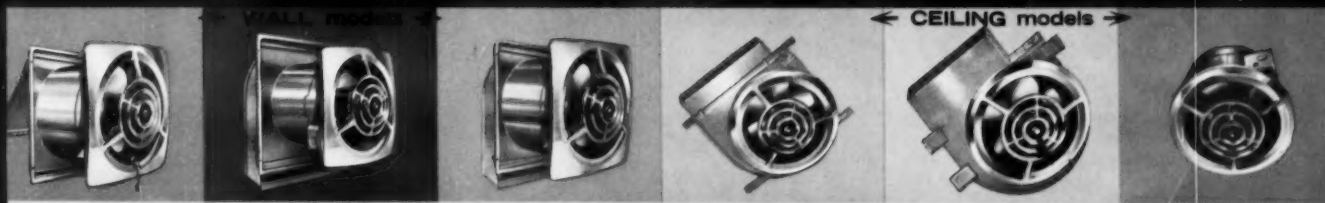


The New Jet-Look WITH *New Jet-Power!*

NUTONE offers America's Newest Exhaust Fans . . . completely redesigned for beauty and luxury . . . engineered for power and performance! Changed in every way . . . except the price is still the same.

Eight new models for WALL and CEILING . . . Pull-Chain or Automatic . . . Horizontal or Vertical Discharge. All NuTone Exhaust Fans meet or exceed the Minimum Property Standards of FHA (MPS).

FREE . . . DELUXE CATALOGS IN BINDER . . . SEE NEXT PAGE →



NUTONE'S NEW

Bathroom Ceiling Heaters

FOR CHILLY MORNINGS . . . OR IN-BETWEEN SEASONS

*QUICK Bathroom HEAT
When You Need It Most!*

NEW slim-line styling that hugs the ceiling!
Your choice of surface mounted Radiant type
with an air-cooled housing . . . or the exclusive
Heat-A-Ventlite which combines a Circulating
Heater, Exhaust Fan, plus bright Ceiling Light.

All NuTone Heaters have armored elements . . .
for longer life and trouble-free performance.

FREE DELUXE CATALOGS IN BINDER

Write to . . . NUTONE, Inc., Dept. AB-2
Cincinnati 27, Ohio



NEW Model #9090 HEAT-A-VENTLITE



NEW Model #9290 RADIANT HEATER



PROVED WHERE PROFIT DEPENDS ON PERFORMANCE



TRANSPORT*

SUPER MILEAGE LUG*

*FIRESTONE T.M.

FIRESTONE, THE LOW-COST-PER-MILE TIRE FOR ON-TIME BUILDING MATERIAL DELIVERIES!

Firestone tires' low-cost-per-mile is reflected in performance records of thousands of trucks across the country. That's because 425,000,000 tire miles a year in Firestone's own truck tire testing program prove Firestone truck tires are your best buy! This vast tire testing program resulted in Firestone Rubber-X, the longest-wearing rubber ever used in Firestone truck tires. It also resulted in Firestone S/F (Shock-Fortified) cord which means extra miles of service out of every tire. Get performance proved Firestone truck tires, on convenient terms if you wish, at your nearby Firestone Dealer or Store.

Firestone

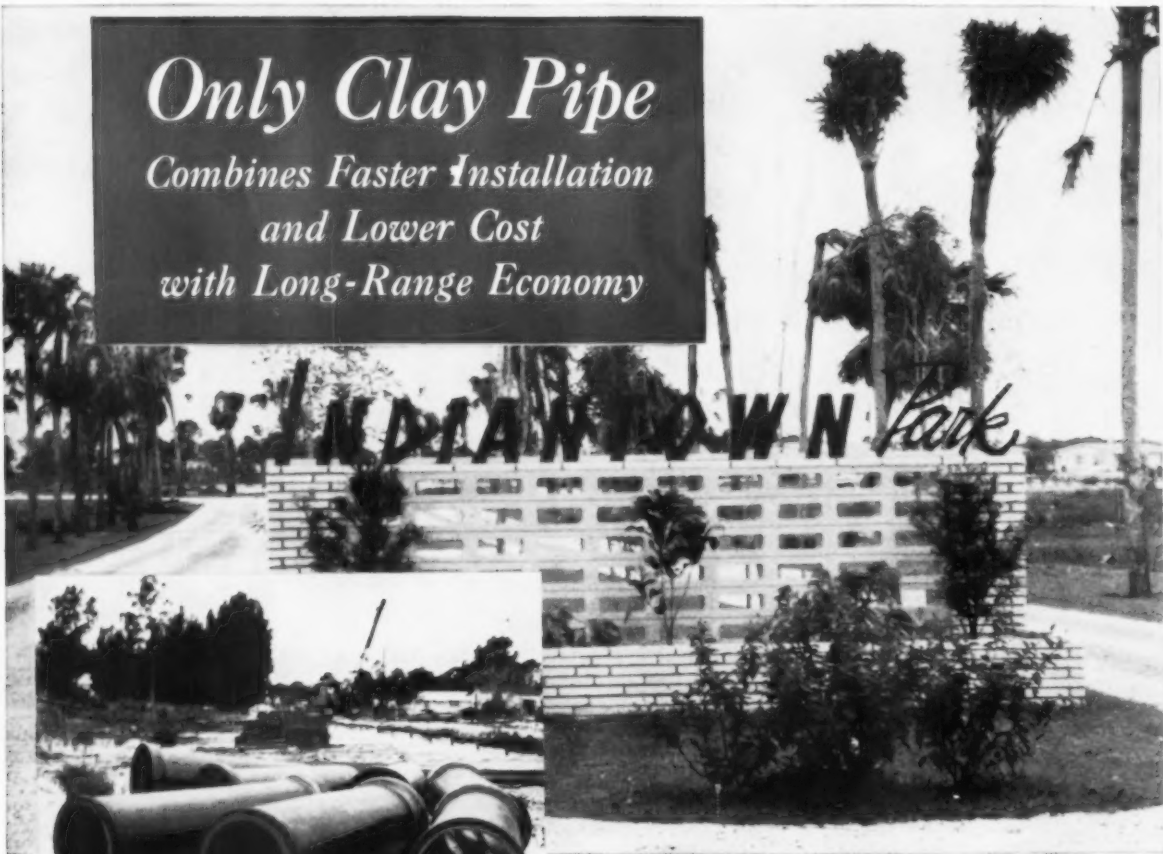
BETTER RUBBER FROM START TO FINISH

Copyright 1960, The Firestone Tire & Rubber Company



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*Only Clay Pipe
Combines Faster Installation
and Lower Cost
with Long-Range Economy*



Vitrified Clay Pipe was specified exclusively for the newly-developed town of Indiantown Park, Fla.

When planning the sewer system for a completely-new, self-contained community like Indiantown Park, Fla., costs have to be kept low. But *not* at the expense of quality—thanks to Vitrified Clay Pipe. Here's why: Clay Pipe is the *one* pipe that combines low installation costs with guaranteed performance.

Unlike substitute materials, Clay Pipe handles *anything* that flows through a sewer without rotting, rusting, corroding, squashing or disintegrating. And new longer lengths with research-developed Factory-Made Joints cut installation

costs . . . stop roots and infiltration.

It is the *only* pipe with *all* the features you can trust!

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Indiantown Co., Inc.

CONSULTING ENGINEERS:

Rader and Associates
Miami, Florida;
George Burks,
Resident Engineer

CONTRACTORS:

Wadell Utilities,
Albany, Georgia



WRITE TODAY for assistance in fitting Clay Pipe into your sewer project . . . and be sure of the lowest cost with the best performance.

C-160-1

Vitrified

CLAY PIPE

Never Wears Out

NATIONAL CLAY PIPE MANUFACTURERS, INC. 1820 N Street, N. W., Washington 6, D. C.
311 High Long Bldg., 5 E. Long St., Columbus 15, Ohio • 445 Ninth St., San Francisco 3, California • Box 172, Barrington, Illinois • 1401 Peachtree St., N.E., Atlanta 9, Georgia

THE Opportunity PAGE

Facing forward is the way most people want to ride on trains. What they want to see, apparently, is where they're going, not where they've been.

Magazine readers are the same way. Survey after survey shows they prefer articles about the fascinating future to those about the past.

Our editors? The very names of AMERICAN BUILDER's departments give them away: "Tomorrow's House" . . . "The Building Outlook" . . . "The Month Ahead." I'm delighted. As the saying goes, the future is where we'll all spend the rest of our lives.

Getting ready for the fascinating future is what most of this issue is about. We call our major report: "The Assembled House."

Every big, growing industry faces resistance—price resistance, quality resistance, style resistance. And, like a river, it flows along the path of least resistance. In the case of the building industry, the path has led toward assembly of the house out of larger and larger parts. In many instances, large plywood panels have replaced smaller boards, completed trusses have replaced separate framing members, door-and-frame units have replaced individual parts, etc., etc., etc. . . .

Just as surely as rivers flow down to the sea, the current of building is flowing in the direction of the assembled house. This is the way to lower costs, greater value, greater salability, greater profits. Everybody in the industry stands to gain by it (in one or another of its varied forms): builders, lumber dealers, building products manufacturers, home manufacturers.

You can't go backward. You can't stand still. The only way you can go is ahead.

Arthur J. McGinnis
Publisher



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*New beauty, higher warp-resistance,
better machinability than hardwood
plywood—AT LOWER COST!*

Roddis VENEERED

TIMBLEND

IT'S "BUILDER TESTED"

Builders tell us they are achieving finer product quality when they use Veneered Timblend for their cupboard doors, cabinets, built-ins, wardrobes and sliding doors. They're saving money, too! Here's why:

With new, Veneered Timblend you get all the beauty of the finest hardwoods, plus the proven advantages of Roddis' exclusive man-made core. *It's this Timblend core that makes the big difference . . . in product quality, in processing costs.*

For Veneered Timblend machines so easily, with hand or power tools. *Even lipped edges turn out beautifully!* Its remarkable dimensional stability assures highest warp-resistance, too.

Choose from Elm, Birch, Maple, Cherry, Mahogany, Oak, Walnut and other veneers in $\frac{3}{4}$ ", in common plywood sizes. Other sizes on special order. Prefinished, if desired. Send coupon for brochure: "Working with Veneered Timblend."

RODDIS *does wonderful things with wood*

Where moisture is the problem — choose our PHENOLIC TIMBLEND (unveneered).

Exterior phenolic Timblend is ideal for home and building siding, soffits, boat decks, etc. Checking minimized. Ideal for outdoor signs.

For general working choose dependable "standard" TIMBLEND (unveneered).

It's the original wood-blend panel. Use instead of plywood, for any interior application. Ideal for plastic underlayments. Excellent paintability.

RODDIS PLYWOOD CORPORATION, Marshfield, Wis., Dept., AB-260

Please send *free sample* of Veneered Timblend and brochure: "Working with Veneered Timblend." Also data on: () Phenolic Timblend () standard Timblend

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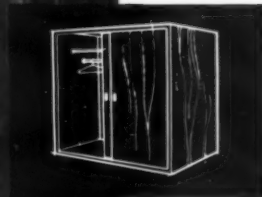
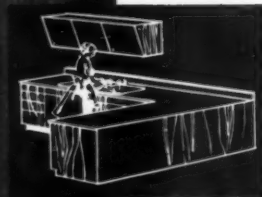
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**PRODUCT
REPORT**

SPECIAL
TIMBLEND
CENTER
CORE

YOUR
CHOICE OF
HARDWOOD
VENEERS



READER'S Guide FOR FEBRUARY 1960

PLANNING

BUYING

BUILDING

SELLING



Cover story: Above, you see a revolution going on—the use of parts, not pieces in home building. The system shown is part of the Research House being built by the Douglas Fir Plywood Assn. in cooperation with LuReCo and the Plywood Fabricators Service. For more about the change going on in homebuilding—prefab and components—see page 79.

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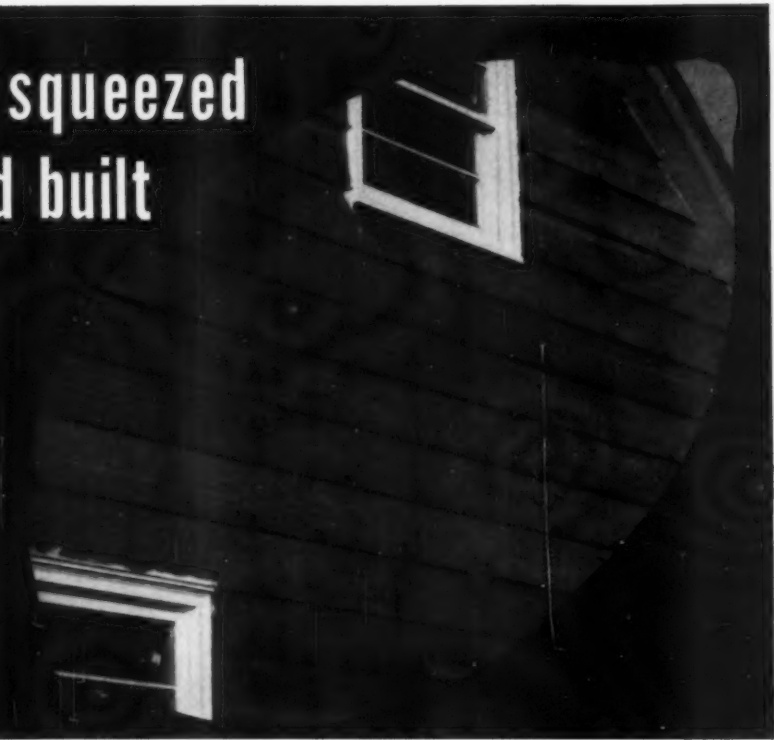
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This builder squeezed a dollar...and built a lemon!

Unretouched photo of a partially completed new house before painting, showing how quickly ordinary nails will rust. Painting will not hide these stains and streaks for long. Neither will countersinking and puttying now that the nails have started to rust. These ugly nail stains will bleed through again and again, and will plague the owner forever.



PROTECT YOUR CUSTOMERS AGAINST UGLY STAINS AND STREAKS WITH... **MAZE** *STORMGUARD NAILS*



FOR
ROOFING • SIDING • TRIM
Also

A COMPLETE LINE OF INTERIOR NAILS

Write for FREE Samples (Specify Application)

Stormguards are strong steel nails double-dipped in molten zinc (like french-frying potatoes). This exclusive Maze process bonds or fuses rust-proof zinc to the steel. Each nail picks up all the zinc it can hold. Special treatment between dips keeps ring and screw shanks from filling up with excess zinc — thus maintaining their high holding power.

- Do not confuse Stormguards with common hot-galvanized nails which usually are just barrel-tumbled with cold zinc chips in a furnace (roughly similar to buttering popcorn). Naturally, Stormguards cost a little more than common galvanized nails, but for the few dollars difference per house, you gain lasting stain-resistance and peace of mind . . . and you may well save your customer thousands of dollars in premature paint jobs!

- Stormguard nails provide the same practical stain-resistant service as aluminum nails — yet Stormguards cost about 30% less per nail and they drive much better.

THERE'S NOTHING LIKE 'EM — INSIST ON MAZE STORMGUARDS!



W. H. MAZE COMPANY
PERU 3, ILLINOIS

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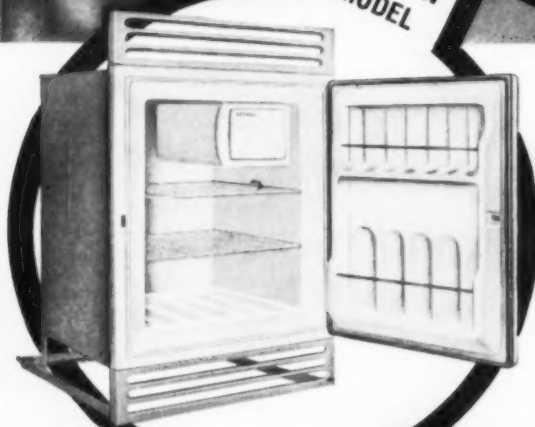
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New Spice for Living...New Lift for Your Sales

Linda Ferrule, Morphy-Richards home economist, introduces the new Astral built-in wall refrigerator—silent servant for modern living.



ASTRAL
BUILT-IN
MODEL



30 $\frac{1}{2}$ " high,
21" wide
and 22" deep.

MORPHY-RICHARDS
Astral

Astral BUILT-IN WALL REFRIGERATOR

Spot Refrigeration Wherever Desired

EVERYWHERE—a bright new luxury for living—the Astral built-in wall refrigerator. Conforming through simplicity, the Astral will enhance any contemporary design and will blend with the most modern. Anywhere—recreation room, den, dressing room, dining area or workshop—Astral provides spot refrigeration, a new spice for easy living.

GET THE FULL FACTS ON THE VARIED APPLICATIONS OF THIS NEW LUXURY APPOINTMENT.

Installed in three easy steps, the Astral built-in refrigerator is guaranteed silent forever. No moving parts to require service...operates electrically on AC or DC currents, 6 to 220 volts as required...also gas. Chip

**GUARANTEED
SILENT
FOREVER**

resistant standard white or modern walnut finish in addition to the new pre-paint finish to fit any room decor.

MORPHY-RICHARDS, INC.
232 S. Van Brunt, Englewood, N. J.

Gentlemen: Please rush me information on the new Astral built-in wall refrigerator—silent servant for modern living.

NAME _____

STREET _____

CITY _____ STATE _____

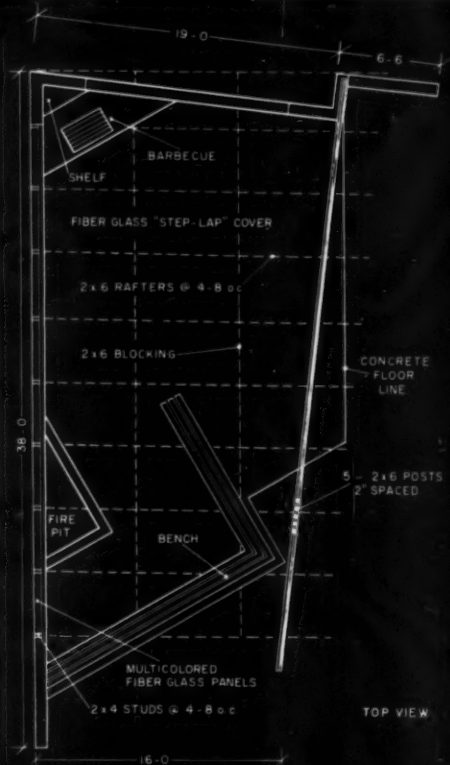
AB-2-60

CONSTRUCTION Ideas in Action



You'll sell this lanai patio

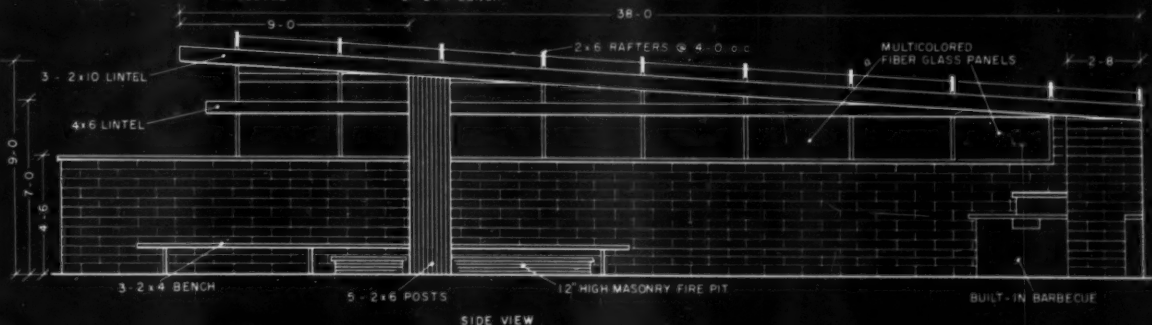
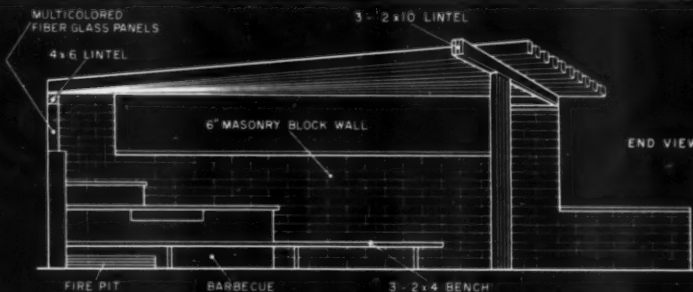
Start with a 6-in masonry wall (plan) over the patio. Set up five 2x6 posts to support three 2x10 lintels which, in turn, carry 2x6 rafters (4 ft. o.c.). These will ride back to rest on masonry wall. Roof-in between rafters with colored fiber glass panels, then leave final step (building-in the barbecue) for your do-it-yourself customers.



LANAI EFFECT shows to good advantage over free-form patios; though this floor blends with structural design of roof. Floor can be concrete, flagstone, or host of other materials.

MASONRY BLOCK WALL encloses lanai and screens party enclosure. Spacious, yet intimate, area should prove big seller in subdivisions where houses are close together.

DISCRIMINATING PROSPECTS who want more than the front of their house to look well will be impressed by the long, low, casual lines with which the lanai complements the house.



SIDE VIEW



The house the **MASS MARKET** can afford!



The bold and beautiful

NEW Mustang

*was planned to qualify
the huge house-hungry
mass market of America!*

Designed to sell with attached garage for **\$8070** plus mortgage financing and lot. The monthly payments for the Mustang are less than rent. For the first time a truly low-cost home with beautiful and varied designs. The Mustang is available in 12 models . . . Colonial, Contemporary, French Provincial, Ranch and New Orleans Colonial. Air conditioning can be included for less than \$300.

Get all the details about the hot new Mustang that you can sell to the mass market! Write! Wire! P. R. Thompson, Vice President, Sales, Department A-2, or phone PProspect 3-7550, Piqua, Ohio.

INLAND[®] HOMES



INLAND HOMES CORPORATION
Plants in Piqua, Ohio; Hanover, Pa.; and **NOW CLINTON, IOWA**

Tomorrow's HOUSE

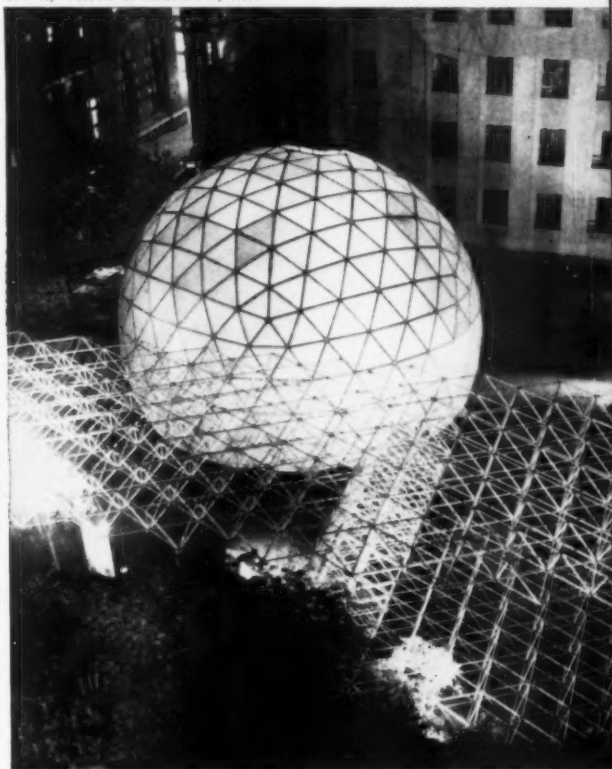
12 years later:

**Buckminster Fuller's
geodesic domes prove
practical in many places,
many fields . . .**

The first full-sized prototype of an R. Buckminster Fuller geodesic dome went up in 1948. When construction men saw the 50-ft. structure's intricate framing, they said: "Is it worth the trouble?" Fuller claimed it was, because his domes "enclose a maximum amount of space with a minimum surface."

Since then, engineers have transformed the dome into a practical, economical structure. Result: it now appears all over the world, housing everything from radar antennas to railway-car repair shops. And the dome is even getting a modest start in the housing field. (See below.)

Courtesy Museum of Modern Art, N.Y.

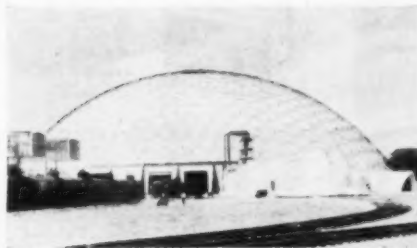


RADOMES—55-ft. plastic-skinned domes like this house radar equipment on the Distant Early Warning Lines. They withstand winds of over 200 mph.



COTTAGES—This one, from Pease Woodwork Co., Hamilton, Ohio, is wood-framed, covered with plastic-faced plywood. Other uses: garage, farm shed.

VACATION HOUSES—▶ Geoplex Enterprises, Anaheim, Calif., offers "Plydomes" in three sizes. They're made of plywood sheets. Among other uses: workshops, cabanas.

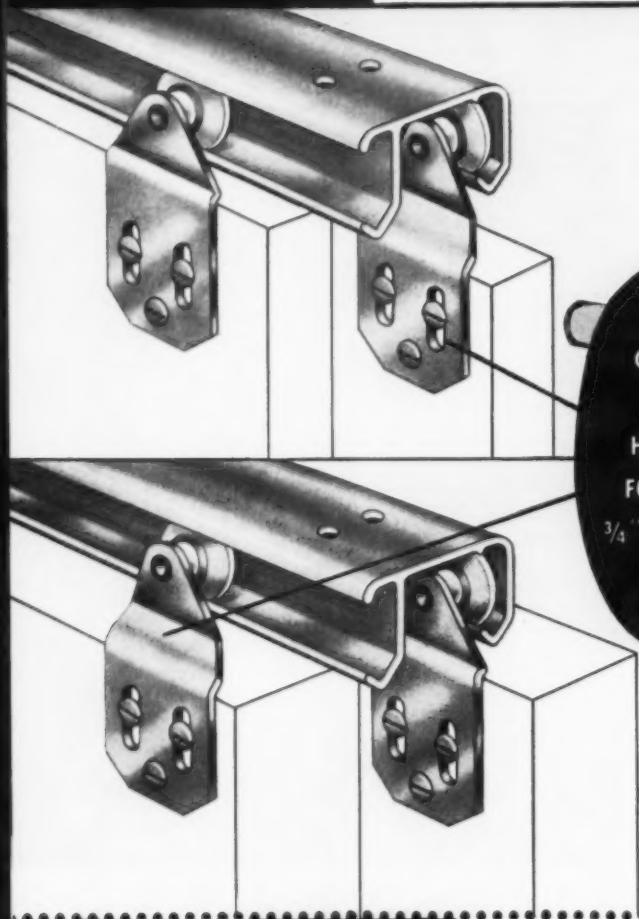


◀ **INDUSTRIAL SHOPS**—Union Tank Car Co. repair shop, Baton Rouge, La., is world's largest circular building. Made of steel, it could enclose a whole football field.

Open Doors
to MORE SALES
with



FOLDING &

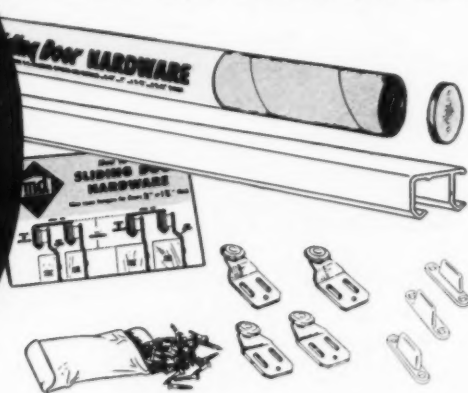


YOU
CAN USE
SAME
HANGERS
FOR BOTH
3/4" and 1 1/8"
DOORS



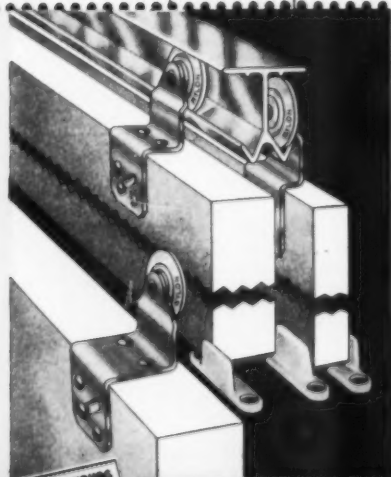
OT-400 Reversible SLIDING DOOR HARDWARE

Meets today's need for methods that save time; cut installation costs! Shown left, the same OT-400 hangers may be used on either 3/4" or 1 1/8" doors just by reversing their positions. This feature also simplifies ordering and stocking. OT-400 is made of sturdy extruded aluminum track with built-in no-jump feature, cadmium steel hangers with silent nylon wheels.



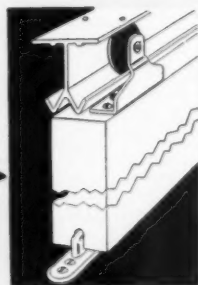
Complete set in new TUBULAR PACKAGE

Shown above, set includes track, hangers, guides, screws and instructions. Packaged in 3, 4, 5, 6, and 8 ft. lengths. Please specify OT-400 Reversible



OT-200 Overhead Type SLIDING DOOR HARDWARE

Extra-sturdy extruded aluminum track and hangers for doors 3/4", 1", 1 1/8" and 1 3/8" thick, single or by-passing. Built-in no-jump track feature. Noiseless, lifetime nylon wheels. Plastic door guides. All screws furnished and instructions. Hardware for each door thickness individually boxed.



WALL POCKET HARDWARE →

Shown at right is Hanger TH2 and Guide No. 13, made especially for Wall Pocket Doors. Packed 2 hangers and 1 guide to envelope, plus screws for hangers, guide and track.



MACKLANBURG-DUNCAN CO.

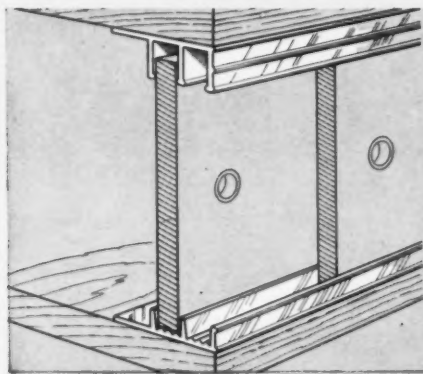
P. O. BOX 1197 • OKLAHOMA CITY, OKLAHOMA

SLIDING DOOR HARDWARE



Aluma-Slide SLIDING DOOR TRACK

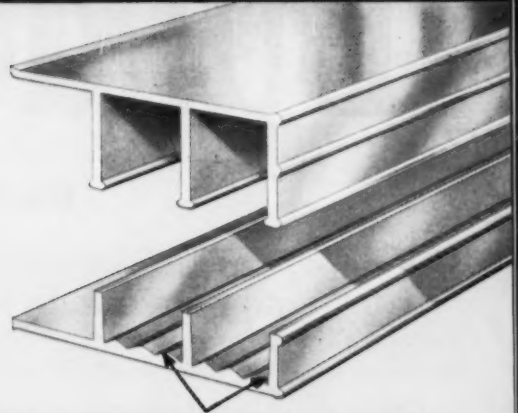
Shiny, M-D Aluma-Slide aluminum track sets can be used on any size cabinet . . . with any panel material. Comes in decorative Alacrome, Anodized Albras, Anodized Albright or Anodized Satin. Enhances the appearance of any cabinet.



Completely packaged sets!
Holes drilled—screws furnished

Sets available for 1/8", 1/4", 3/8", 1/2" or 3/4" sliding panels of glass, plywood, masonite, etc.

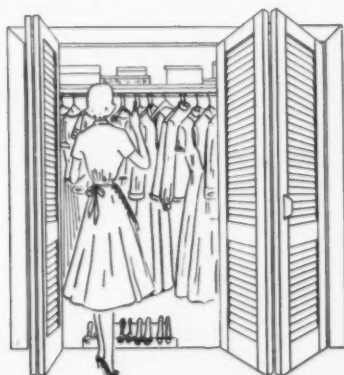
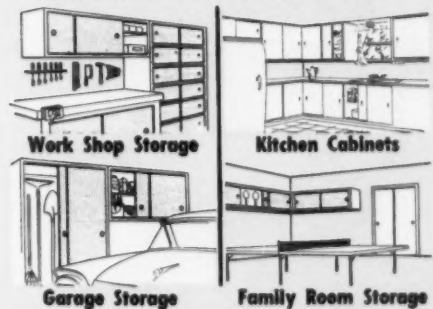
M-D Aluma-Slide Sliding Door Track provides a fast, easy way to add storage cabinet space. Has so many uses, yet, no special tools are needed. For heavier doors 1/2" or 3/4" thick special nylon buttons are included for smooth, easy gliding. Comes in tubular packaged sets of 3, 4, 5, 6 and 8-ft. lengths, complete with holes drilled, screws furnished and instructions.



NEW, IMPROVED LOWER TRACK

Smooth! Easy gliding! Panels slide along on special supporting ridges—not just one flat surface.

Aluma-Slide has dozens of uses!



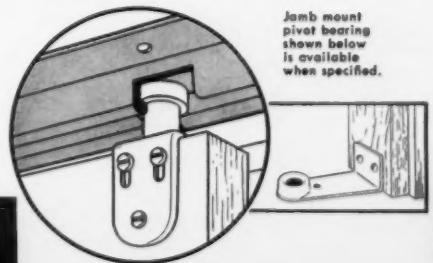
FOLDING DOOR Hardware

For closets, wardrobes, dens, bars, room dividers, etc. Ideal for 4 or 2-panel full or half-size interior doors of any thickness. Gives full access to closets, yet saves floor and wall space. Comes in completely packaged sets for 2 ft., 2 ft. 6 in., 3 ft., 4 ft., 5 ft., 6 ft. openings, ready to install.

NEW IMPROVED DESIGN

Can't slip out of track! Helps support doors!

Now, M-D Folding Door hardware has a silent, flange-type Nylon bearing that assures trouble-free, smooth operation. Positively can't slip out of the track. Helps support doors.



Jamb mount pivot bearing shown below is available when specified.

DEALERS Order today!

Your order will be shipped promptly!

ALL M-D PRODUCTS

are fast sellers—nationally advertised!

Now Rangaire Builder-Engineering-Resea

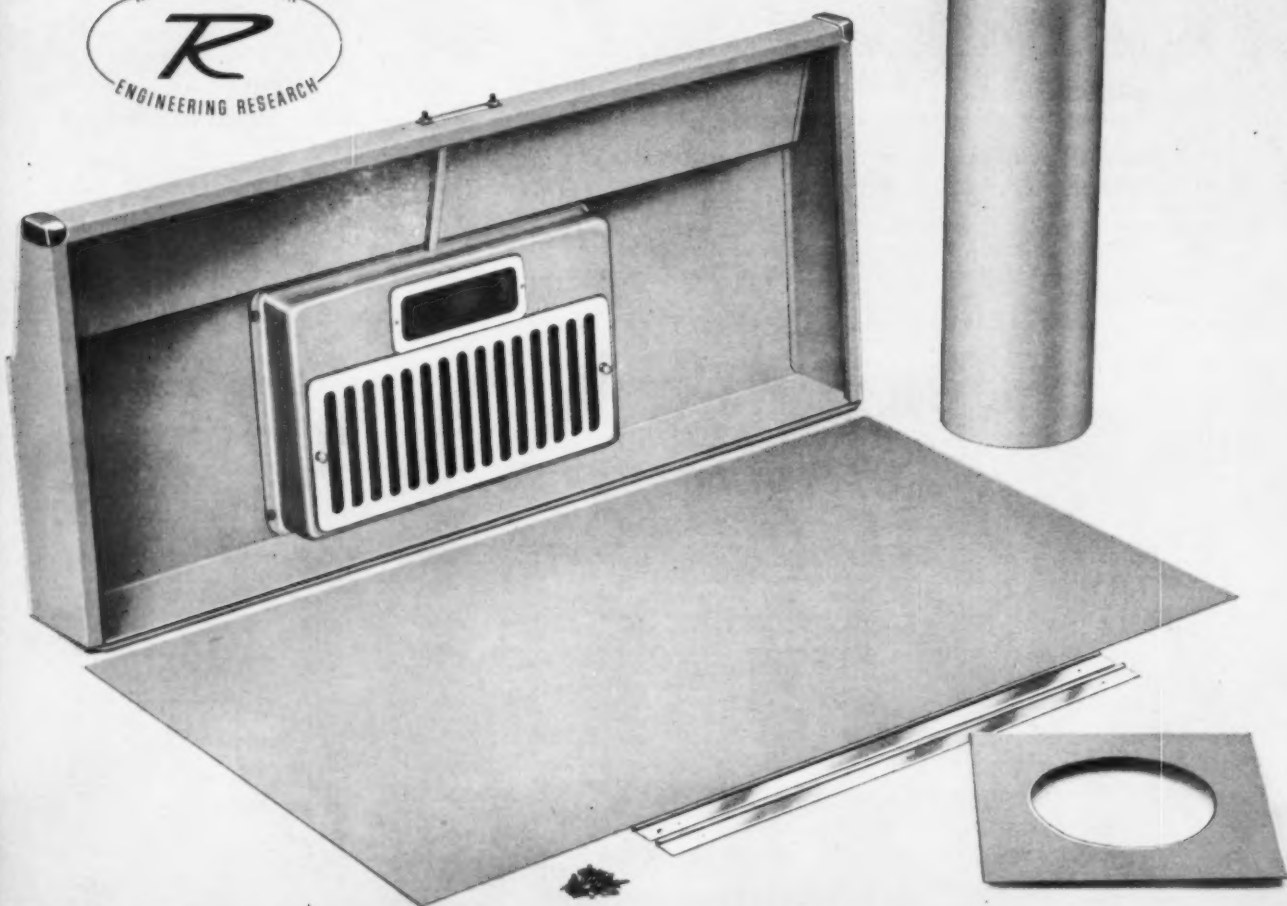
Builder-Enginee

Designed - Engineered - Manufactured -

RANGAIRE KITCHEN RANGE HOODS

*Builder - Engineered for Efficient, Profitable installation —
there are no Extras to Buy!*

Each Nationally advertised Rangaire comes complete, right down to the screws, with all color-matched accessories ready to install. America's most complete line, Rangaire has a price, size, and design for every builder's needs. Engineered for sales as well, Rangaire Color-Mates match perfectly with all major appliance colors lending visable charm and sales appeal to every home.



Model UC-2

rch leads the way with...

red Products!

Priced, for the Builder's Needs

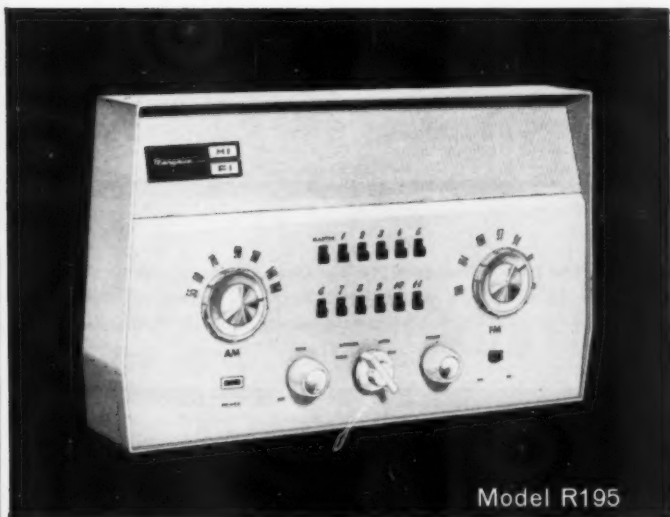
**A complete line in Kitchen Ventilation • A complete line of Radio-Intercoms
A complete line of Central Air Conditioning**

Quality in "Home Built-In" products consists of many things — superior materials, exceptional design, top engineering, skilled craftsmanship and tight quality control. Rangaire Builder-Engineering-Research, through test after test, provides all these features in every Rangaire product.

Each Rangaire line is complete in every respect — size flexibility for any requirement, price flexibility for mass builder or custom designer, and design

flexibility with a style or model that's right for any home you build.

Nationally advertised Rangaire products' consistent high quality lend added charm and visible sales appeal to your home. *You profit* from easy installation; *both* you and your customer profit from operating efficiency. See your Rangaire dealer today . . . you'll be glad you did.



Model R195



Model A-573



Rangaire Radio-Intercom systems.

From the economical WR 90 to the luxurious AM-FM High Fidelity RI 95, each Rangaire intercom is Builder-Engineered for easy installation, smartest styling, simple operation, and maximum performance.



Rangaire Year-Around Air Conditioning

Available in a complete range of sizes from 2 to 10 tons, Rangaire Heating and Air Conditioning systems are Builder-Engineered to give up to 25% more efficiency and up to 43% less operating cost.

SEE YOUR RANGAIRE DEALER TODAY OR WRITE DEPT. A12

Rangaire

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BUILDER RESEARCH IN ACTION

ROBERTS MANUFACTURING CO., CLEBURNE, TEXAS

SIDING is CAREY'S business

Alcoa Aluminum Siding is CAREY'S NEWEST product!

CAREY is your reliable source of supply for Alcoa Aluminum Siding, **The Three Wonderful Walls In One**... Now manufactured completely by Alcoa and **Now** sold in the U.S.A. by Carey Sales Representatives, Building Product Distributors and Dealers • Initial Carey warehouse stocks at Cincinnati, Ohio • Perth Amboy, New Jersey • Houston, Texas • Boston, Massachusetts • Atlanta, Georgia • Memphis, Tennessee

Carey[®]

THE PHILIP CAREY MFG. COMPANY, Lockland, Cincinnati 15, Ohio

CALL Your Carey Representative for full information on Alcoa Aluminum Siding, and on these Carey Quality Products: Ceramo *ceramic-surfaced* Siding • Styletex *plastic-surfaced* Siding • Fire-Chex *Underwriters' class "A"* and Roofmaster *self-sealing* Roofing Shingles • Miami-Carey Bathroom Cabinets and Accessories • Kitchen Range Hoods • Ventilating Fans • Door Chimes • and hundreds of others.



MADE BY ALCOA

New! Alcoa Aluminum Siding
is three wonderful walls in one!



NEW ALCOA SIDING IS A WALL OF BEAUTY!

NEW ALCOA SIDING IS A WALL OF COMFORT!



NEW ALCOA SIDING IS A WALL OF PROTECTION!



MADE BY

MADE BY ALCOA



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MADE BY ALCOA



THIS NATIONWIDE PROMOTION

INTRODUCING
NEW ALCOA SIDING:



172,000,000



ADVERTISING IMPRESSIONS

IN THE FIRST



SEVEN DAYS:

National Magazines—32,000,000 impressions in *Life*, *Better Homes & Gardens*, *American Home*, *Living!* All two-page, four-color advertisements!

Network Television—25,000,000 impressions on "Alcoa Theatre," NBC-TV; 25,000,000 more over "Alcoa Presents," ABC-TV!

Full-Page Newspaper Advertisements—90,000,000 impressions in 176 major markets, including full-color *Parade* and *Sunday*; ROP pages in 75 other newspapers!

Promotion Package—everything you need to cash in on this opportunity!

Remember: that's just the *first* week!



SELLS ALCOA SIDING FOR YOU!

Five Decorator Colors—
Developed by Noted Authority
Faber Birren



ALCOA WHITE



ALCOA GREEN



ALCOA GRAY

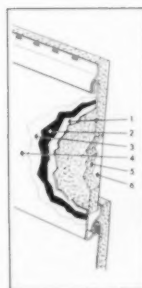


ALCOA YELLOW

ALCOA BEIGE

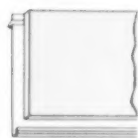


NEW ALCOA SIDING IS SIX WAYS BETTER!



1. New, stronger Alcoa® Aluminum core alloy used in no other siding.
2. Special alclad aluminum for life-long protection.
3. Bonderized surface grips paint so it defies chipping, peeling.
4. Specially developed Alcoa Alumalure® finish gives maximum life for outdoor exposure conditions.
5. New factory-applied foam insulates against heat and cold.
6. Alcoa reflective foil backing retains 95 per cent of radiant heat.

ALCOA IS THE COMPLETE SIDING LINE!

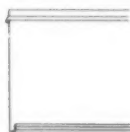


HORIZONTAL

INSULATED

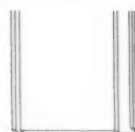


VERTICAL



HORIZONTAL

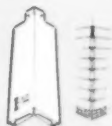
NONINSULATED



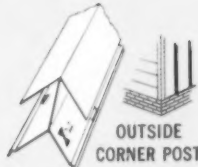
VERTICAL

MATCHED ALCOA ALUMINUM ACCESSORIES

for both horizontal
and vertical siding



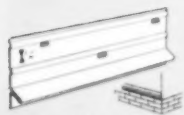
OUTSIDE
CORNER CAP



OUTSIDE
CORNER POST



WINDOW
HEAD FLASHING



STARTER
STRIP



INSIDE
CORNER POST



UNDERSILL AND
GENERAL-PURPOSE TRIM



WINDOW
AND DOOR TRIM



VERTICAL
BASE FLASHING

Alcoa Siding is designed for fast, easy custom installation

Lightweight 12½-ft horizontal sections, 10-ft vertical lengths have insulating foam and foil backing factory applied.

Interlocking joints give weathertight seal, speed installation and conceal nailheads.

Prenotched overlap insures fast, snug fit.

Aluminum nails grip tighter, can't stain. Nailing slots allow for expansion, prevent siding from buckling or pulling away from sheathing.

Foamed insulation and foil backing are factory applied to add rigidity, stay in place; make Alcoa Siding panels easier to handle and install.

SPECIFY THE SIDING THESE EXPERTS CHOSE!

With a total of 396 years of building products experience, these great names chose to sell new Alcoa Siding *exclusively!*

Barrett Division, Allied Chemical Corp.
40 Rector St., New York 6, N. Y.

Bird & Son, Inc.
East Walpole, Mass.

The Flintkote Co.
30 Rockefeller Plaza, New York 20, N. Y.

Mastic Corp.
131 S. Taylor St., P. O. Box 65, South Bend, Ind.

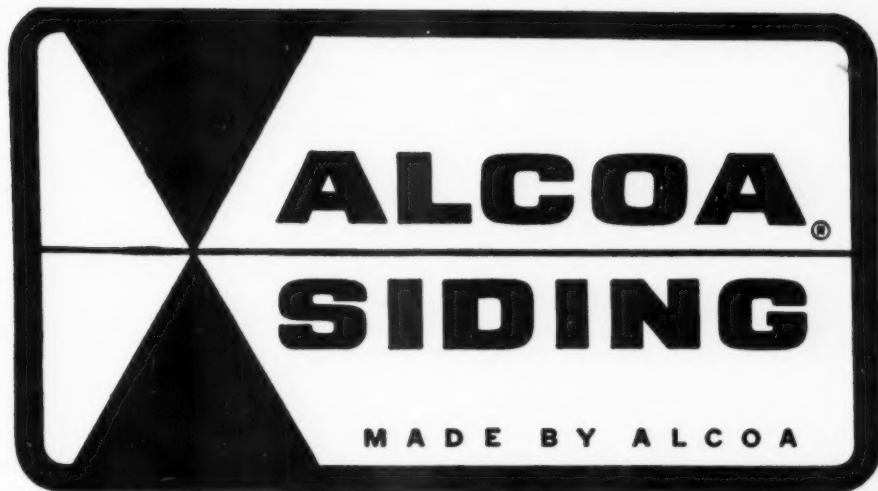
The Philip Carey Manufacturing Co.
Lockland, Cincinnati 15, Ohio

FOR IMMEDIATE ATTENTION, CONTACT ONE OF THESE EXCLUSIVE DISTRIBUTORS DIRECTLY!



MADE BY ALCOA

Aluminum Company of America • Pittsburgh 19, Pa.



**MANUFACTURED
FOR**



Your Barrett representative can take orders today for the complete line of Alcoa Siding. Prompt, dependable delivery is assured from seven conveniently located Barrett warehouses. And you can top off your next order of Barrett building materials with Alcoa Siding. Just call your Barrett representative, or contact us direct.

DISTRICT SALES OFFICES:

1327 Erie St., BIRMINGHAM 8, Ala.; Merchandise Mart, CHICAGO 54, Ill.; 3121 Euclid Ave., CLEVELAND 15, Ohio; 323 South 67th St., HOUSTON 11, Texas; 261 Madison Ave., NEW YORK 16, N. Y.; 36th and Grays Ferry Ave., PHILADELPHIA 46, Pa.; 1125 E. Morehead St., ST. PAUL, Minn.; 201 W. First St., CHARLOTTE, North Carolina; 378 Commercial St., MALDEN 48, Mass.

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





NEW 8010
Construction Level-
Transit with fiber-
glass carrying case
and European-style
tripod \$99.50 retail

2 NEW

INSTRUMENTS

**NEW STYLING! • NEW FIBERGLASS CASE!
NEW WIDE-FRAME TRIPOD!**



NEW 8027
Construction Level, with fiberglass
carrying-case and new heavy white
ash tripod. \$54.50 retail

NEW 9022 TRIPOD
European style, wide-frame legs for
greater strength and stability
\$19.95 retail

Now — for only \$99.50 — you can own a quality package of the finest level-transit, the finest carrying case and the finest type of tripod!

The 8010 level-transit features aluminum alloy construction combining strength and light weight in the sturdy new standard and base. There's a new aluminum horizontal circle for easier reading, and a new smooth finish for dirt resistance and easier cleaning. Rack-and-gear internal focusing with either hand, built-in sunshade, positive lever lock bar, unmatched David White 12-power optical system with sharp focus over the entire field at all distances are added features for greater precision, easier handling, longer service.

The new, fiberglass carrying-case combines light weight with shock resistance and gives perfect protection from jars, bumps, dust and water. The instrument fastens securely to the base with no pressure on the 'scope.

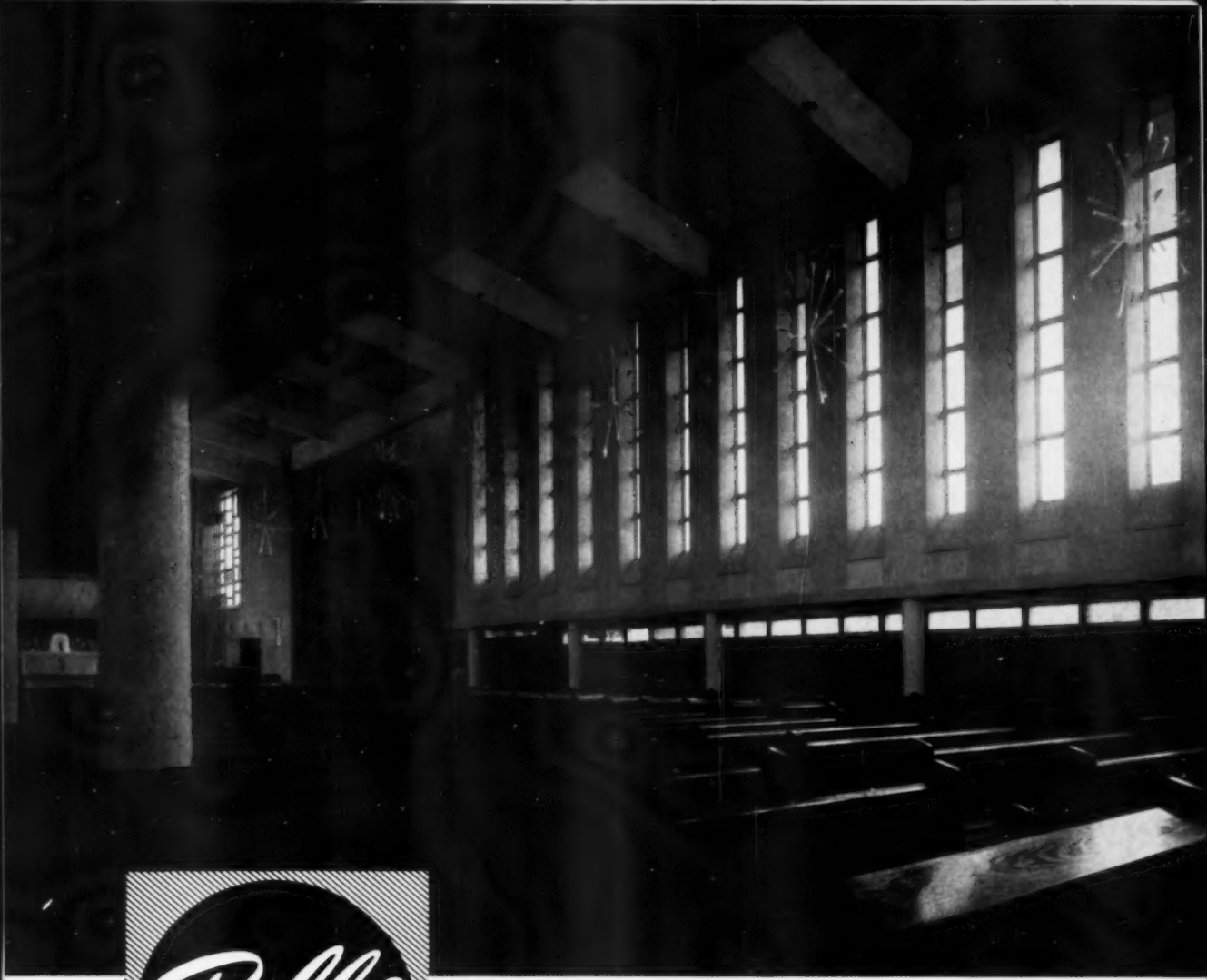
The new tripod for the level-transit is more rugged and sturdy with its European type wide frame.

Here's versatility that will pay dividends in time and labor savings day after day. Find out how instruments can save you time and money, write for "Point to Point," a how-to-do-it booklet — only 25c.



WHITE INSTRUMENT COMPANY

makers of fine optical equipment for over 60 years
2051 North 19th Street, Milwaukee 5, Wisconsin



L'EGLISE N. D. DU SAINT-ESPRIT A VALLEYFIELD, QUEBEC
ARCHITECT: PIERRE DIONNE; BUILDER: RAYMOND LECOMTE CONSTRUCTION, INC.

wood mp windows

integrate modern efficiency and church design

For protection against Canadian winters, these PELLA MULTI-PURPOSE WINDOWS offer the recognized insulating qualities of wood and self-storing, inside "storms". The 20 standard sized M-P units combine into hundreds of arrangements compatible with practically all architectural requirements. For maximum efficiency

and rapid, easy installation on the job, you can bank on the quality materials and exacting craftsmanship of PELLA M-P WINDOWS. So, get to know all the advantages of working with PELLA WOOD WINDOWS. Consult your classified telephone directory for name of nearest U. S. or Canadian PELLA distributor...or mail coupon.

..... **THIS COUPON ANSWERED WITHIN 24 HOURS**

ROLSCREEN COMPANY, Dept. LB-9, Pella, Iowa

Please send literature on

PELLA WOOD M-P WINDOWS

NAME _____

FIRM NAME _____

ADDRESS _____

CITY & ZONE _____

STATE _____

MATICO
MODEL HOME
IDEA ROOM #3



Sold on the home with

MATICO TILE FLOORS



"What's different about the house?" ... that's what Sunday "lookers" ask themselves. Successful builders know this ... know that rich, colorful, practical floors can make the difference that sticks in the prospect's mind. That's why smart builders feature nationally-advertised Matico Tile ... the tile of dramatic, lasting colors and patterns ... easy to install ... easy on the eyes ... easy on the housewife! And Matico Tile is priced to keep your costs down too!

See the results yourself when you install Matico Tile throughout your next project.

This striking floor is Matico Tweed Vinyl-Asbestos Tile #1155

MASTIC TILE DIVISION
The RUBEROID Co.

Houston, Tex. • Joliet, Ill. • Long Beach, Calif • Newburgh, N.Y.



Mastic Tile Division
The Ruberoid Co.
Dept. 5-2, P.O. Box 128, Vails Gate, N.Y.
Please send me information on Matico's Builder Program

Name

Address

City Zone State

Vinyl Tile • Rubber Tile • Asphalt Tile • Vinyl-Asbestos Tile • Plastic Wall Tile

WHAT'S **New** AND ► WHAT TO DO ABOUT IT**Business cycle still rising**

Builders getting into early action on 1960 construction were encouraged by the latest report of National Industrial Conference board that this country's business cycle is still on the way up, with the turning point still a year to a year and a half away.

The prediction of continuing business expansion was made by a panel of 15 top economists. They said the "gross national product" would rise about 5% by mid-year, that price stability would prevail, and that unemployment would decline.

► If you have doubts about your 1960 building program, check this and other U.S. business indicators. You may be underestimating the market, or be pricing at the wrong economic level for your community.

1960: a \$74 billion year

Able economist William C. Bober of the Johns-Manville Corp. predicts a record year for all U. S. building in 1960. Considered by many housing experts as the dean of his field, Bober points especially to the remodeling, repair and replacement market. He estimates it at \$22 billion for 1960—almost one third of the \$74 billion U. S. total for building and construction of all types.

More old-age housing

New census figures reveal there will be 4 million more people aged 65 or older by 1970. Thanks to pension plans, insurance benefits, etc., many will be financially independent, so they will be a ready market for old-age rental housing.

But this housing will be of a special type, owing to the physical limitations of old age. For example, these features will become musts: grab bars in bathrooms; horizontally sliding doors and windows; kitchen cabinets that can be reached without stretching; ramps instead of stairs; well-lit grounds; sound-proofed walls, floors, and ceilings. And a good idea is locating small—say, 24-unit—retirement projects in or near family-type communities. This helps keep the oldsters from feeling isolated.

► For the complete low-down, send a buck to the Small Homes Council, University of Illinois, Urbana, Ill. They'll send you a copy of "A Check-List for Retirement Homes." Also, talk to your local FHA director about new financing helps for retirement housing.

New housing data from census

Starting in April the U.S. Census will begin a historic attempt to add very-much-needed data to this industry's information about housing. A special Housing census is being taken as part of the 1960 census. Home owners will be asked to report number of rooms, water supply, plumbing, cooking equipment and appliances, value of houses. We'll learn a lot about the condition, age and value of U.S. housing today.

"Builder Salesmaker" wins prize

Favored trend in new catalog and product literature for builders is use of down-to-earth data to help them create sales. The "Builder Salesmaker Guide" prepared by Youngstown Kitchens won top award and a President's citation from NAHB and Producer's Council for "offering the greatest practical assistance in the selling of new homes." It was selected from 130 entries, and is available from Youngstown on request.

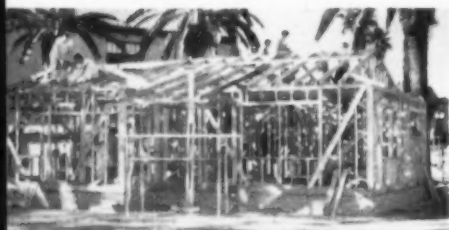
► Other high-award winners in the contest may be had, too, from the following firms:
BUILDER'S GUIDE TO FORMICA—Formica Corp.
DECORATIVE PLYWOOD PANELING—Georgia-Pacific.
DORWAL INSTALLATION DETAILS—Acorn Aluminum Prods.
FIR PLYWOOD ROOF SHEATHING MANUAL—Douglas Fir Plywood Assn.
HOW TO BUILD WITH ARMSTRONG DECKS—Armstrong Cork Co.
FOR COLOR AND EVERYTHING—Reynolds Metals Co.

Local planning helps builders

Builders should soon know what constitutes the "ideal" home for each section of the country. Twenty regional housing conferences are being conducted by Stanley Edge, president, Housing Market Research. Purpose: to "create better, more livable homes from representative groups in each area." At the South Florida Housing Forum, for example, women tossed a big surprise; said that despite their informal mode of life, they wanted a formal dining area, less open planning. Co-sponsors of the forum were Heritage Homes of West Hollywood and Better Homes and Gardens. Early next year Heritage will build a home based on what the women said they wanted.

Builders profit from learn-by-doing program

California homebuilders are looking forward to the benefits of an annual model-home building program now operating at Los Angeles Trade-Technical Junior College. Undergraduates, many of whom will work for established homebuilders after graduation, combine their talents to build a model home which is placed on exhibit and later sold.



FRAMING is put up by students enrolled in L.A. Trade-Tech's carpentry courses. Total construction time for project: 8 months.

The project is designed to improve the competence of students enrolled in the various building trades courses offered at the school. Contributors to the various phases of construction include students in brick masonry, carpentry, plastering, sheet metal, lathing, plumbing, electrical work, air-conditioning, glazing, and paper hanging.

The program is similar to one pioneered at Pasadena City College some ten years ago. That program, which is sponsored by the Pasadena-San Marino chapter of the Building Contractors Association, has often been cited as an outstanding example of community-campus-industry cooperation.



FINISHED HOUSE features shake roof with board-and-batten siding. After exhibit, the home is sold, trucked to permanent site.

This year's student-designed—and—built home at LA Trade-Tech is a six-room ranch. It has two bedrooms, kitchen, den, living room, 1 1/4 baths.

The 1,450-sq.-ft. home features an all-gas kitchen equipped by the Natural Gas Bureau. A gas heating and air-conditioning system, installed by students, is also included.

Construction of the model takes a full eight months—speed is bypassed in favor of student comprehension. When construction is completed, the model is furnished by a local department store. The model is then exhibited so that area residents can view and evaluate student skills.

When the exhibit closes, the home is sold to the highest bidder. Proceeds of the sale offset expenses incurred during construction. The



STUDENT GLAZIERS trim a window. Home is chosen from design competition conducted at Trade-Tech. Students contribute to all phases of the building job.

new owner then transports the model to its permanent site, at his own expense.

Other programs boost trend

Other California builders and utility companies are keeping pace with the trend toward increased cooperation between construction associations, local industry and communities. Here are some of their programs for stimulating youngsters' interest in the construc-



INTERIOR is furnished by local department store cooperating on the project. Carpets, and appliances are included in the sale price.

tion field, and particularly in homebuilding.

- The San Fernando Valley Chapter of BCA co-sponsors an annual plans drawing contest with a local lumber company and Valley schools.

- The San Gabriel Valley Chapter of BCA sponsors a model home building contest each year. Area students build scale models in a competition for drawing boards and drafting instruments.

- A \$1,000 scholarship for the study of architecture at the University of Southern California is awarded each year by the Southern California and Southern Counties Gas Cos. to a "most promising student" attending a local college or junior college.



KITCHEN CABINETS are all birch. Features include intercom system, light intensity controls. Open planning gives feeling of spaciousness.

KEWANEE'S FAST INSTALLATION STEEL DOOR FRAMES WILL SAVE YOU LABOR TIME (*Money*)



KEWANEE
PLASTERITE

Quick 3-piece installation. Nail holes on flanges of frame spaced 7 inches apart—provide secure anchorage. Galvanized finish protects metal frame from wet plaster. Full range of sizes to fit standard 1 3/4" and 1 1/2" doors, over 2 x 3" or 2 x 4" studs. Swing, sliding and folding doors . . . cased openings.

[Made under U.S. Pat. Nos. 2,660,272; 2,835,933 and Canadian Pat. No. 563,915.]

Both Kewanee steel door frames feature low "first" costs and a trim, modern appearance. Easily adapted to pre-fit doors—available for use in low-cost, pre-hung units. Shipped mortised and punched, and with mitered corners . . . ready for fast installation. Handy packaging—complete frame packed in individual carton to protect against damage in transit or at job site. Clearly marked with size and installation details. See your dealer or . . .

WRITE FOR STEEL DOOR FRAME LITERATURE

kewanee *Manufacturing Co.*

260 ROMPEL AVENUE • KEWANEE, ILLINOIS

FEBRUARY 1960

INSTALLS
BEFORE
PLASTERING

SNAPS
OVER
DRYWALL



KEWANEE
UNIVERSAL "KWIK-FIT"

For Swing, Sliding and Folding Doors. Jamb, stop and trim formed into a complete steel frame. Fits snugly over drywall. Nail only at baseboard position. Shipped prime coated with oven baked-on enamel, ready for finish painting. Sizes for 3/8", 1/2", 5/8" and 3/4" laminated drywall . . . standard interior door dimensions.

UNIVERSAL
"KWIK-FIT"

Contour edges . . .
looks like ranch
trim



PLASTERITE

Note simplicity
of line



ALSO NEW

**KEWANEE
MASONRY
DOOR FRAMES**

All welded unit frame
(Write for details)

ANNOUNCING NEW

...the fastest, simplest, least expensive



T & G 2·4·1

floor construction system ever devised

New t & g 2·4·1 plywood combined subfloor-underlayment will save you from fifty to well over two hundred dollars per house—depending on the materials and framing system you are now using—and also give you far stronger, tighter construction.

The system is simplicity itself. A two man crew can install over 1,000 sq. ft. of the new t & g 2·4·1 plywood in less than four hours. The number of pieces of framing, along with labor, is reduced by more than 60 per cent. Beams on four foot centers comprise the entire understructure, with the precisely engineered tongue and groove joint replacing conventional 2x4 blocking. The 2·4·1 panel serves as both subfloor *and* underlayment. No additional

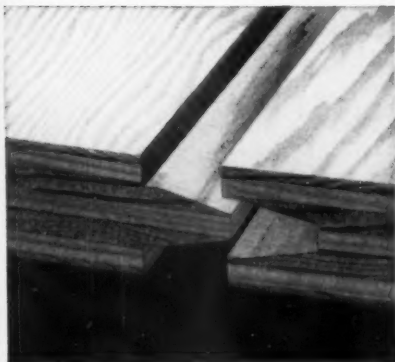
underlay or building paper is needed for tile, hardwood or other finish flooring. The smooth underside makes an attractive beamed basement ceiling.

The system has been thoroughly checked in both the laboratory and field installations by Douglas Fir Plywood Association engineers and has been used successfully on dozens of actual builder homes. For more information see your regular supplier, or write:

DOUGLAS FIR PLYWOOD ASSOCIATION

TACOMA 2, WASHINGTON

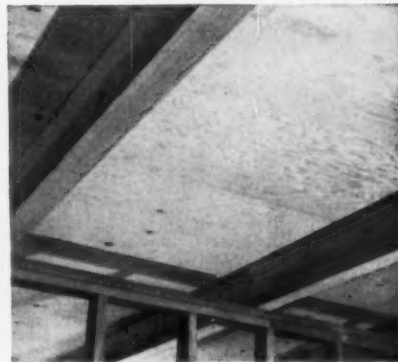
— a non-profit industry organization devoted to research, promotion and quality control



Precisely engineered tongue & groove joint eliminates blocking between beams, provides solid connection capable of withstanding heavy concentrated loads.



Finish flooring from thin vinyl to oak strip may be applied directly to the smooth 2·4·1 plywood surface. No additional underlayment or building paper is needed.



Underside of floor presents an attractive panel and beam basement ceiling, unmarred by a complicated network of joists and bridging—a big feature with home buyers.



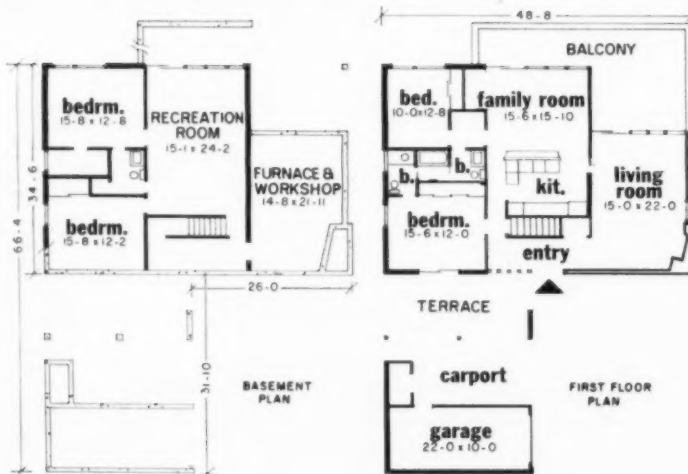
1/4" PLYWOOD COMBINED SUBFLOOR-UNDERLAYMENT



"Idea House" gains space



NATURAL MATERIALS — field stone, glass, and redwood siding—inside and out, give this house a feeling of warmth and space, plus a real Western flavor.



▲ **SIMPLE DINING COUNTER** separates all-electric kitchen from family-dining room. Open planning like this contributes to sense of space.

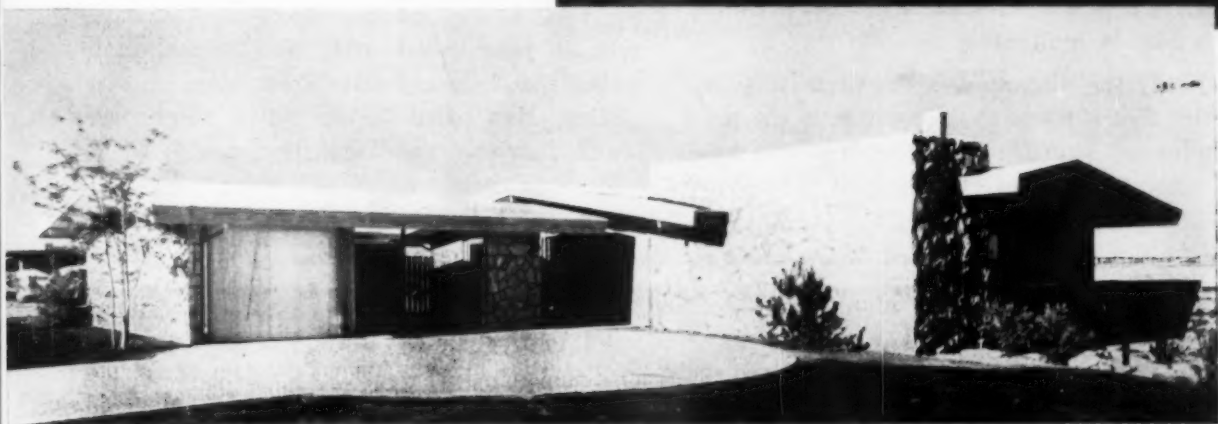
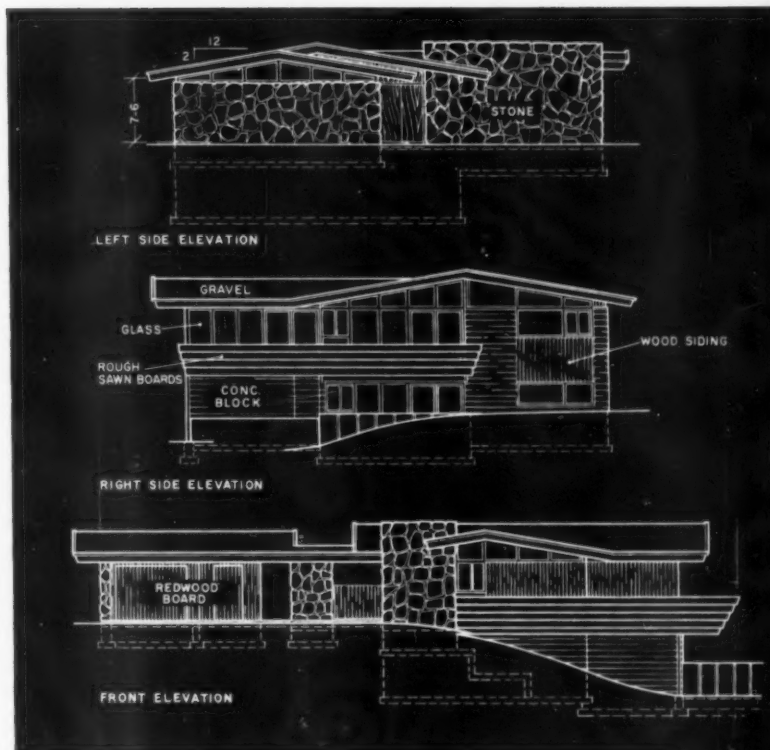
▲ **MAIN-ENTRY HALL** and kitchen form a central core in this plan. Every corner of upper floor is easily accessible from this area.

of the MONTH for February

by hugging the hillside

A hillside site actually helped Mannon Associates gain extra living space in this suburban Denver house (an adaptation of an on-slab two-bedroom *Better Homes & Gardens* Idea Home). Instead of grading the site level, builder Clyde Mannon put two extra bedrooms, a full bath, and storage facilities into what would have been the basement. The result is a house with 2,400 sq. ft. of floor space, not counting the garages and flying balcony. Sales price is \$30,500, including the cost of the land.

PRODUCTS IN THIS HOUSE. General Electric kitchen equipment; Textolite counter tops; Redwood siding; Pittsburgh Plate Glass glass; Kentile flooring; U.S. Gypsum Sheetrock wallboard; Road water heater; Lightolier fixtures; Crane plumbing fixtures; Emerson-Pryne vent fans; Lennox heating system; Celotex insulation; Starfire bathroom tile.



STRONG ARCHITECTURAL LINES combined with textured siding of board-on-board redwood and field stone help blend Mannon Associates' variation of a *Better Homes & Gardens* Idea Home with its mountain setting

near the Denver suburb of Littleton. Original plan was for a single-level house. But slope of the site made it possible to add a lower level (beneath cantilevered balcony) with sleeping quarters, bath, storage space.

NOW YOU CAN AIR CONDITION AND HEAT YOUR HOMES FOR AS LITTLE AS \$875

with the amazing Carrier Thermo-Center!

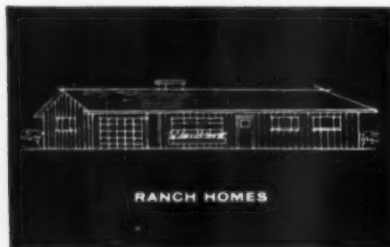
Here's a way to sell your new homes fully air conditioned at little more than the price of a heating system alone. It's the exclusive Carrier Thermo-Center—a unique method of combining a forced warm air heating unit with a self-contained summer air conditioner to provide low-cost, twelve-month central air conditioning. It can be used with substantial savings in ranch, split level or multi-story homes.

Study the diagrams on the opposite page. Notice that the key to this system is the pre-fabricated Thermo-Center wall sleeve and

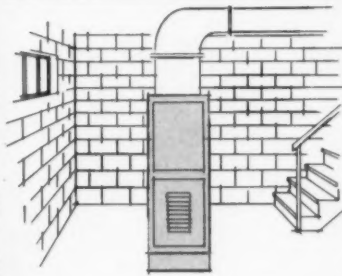
transition assembly which provides a simple, through-the-wall mounting for the air conditioner and controls the airflow between the heating and cooling units. The result is a cost-cutting installation technique for you and superior air conditioning your prospects want and can afford.

You can't afford to overlook this big sales plus in your new homes. Get the full facts about the Thermo-Center from your Carrier dealer. He's listed in the Yellow Pages. Or write Carrier Corporation, Syracuse 1, N. Y.

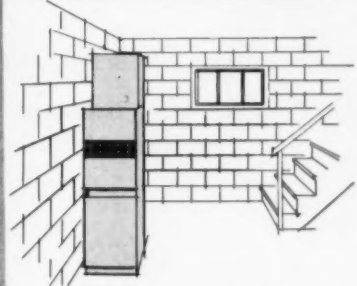
Any type of home can be a Carrier Thermo-Center home



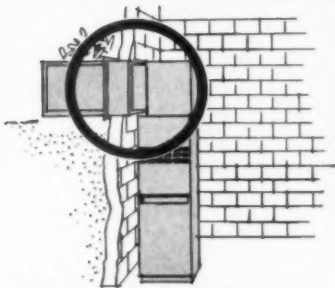
The ABC's of the Carrier Thermo-Center Concept



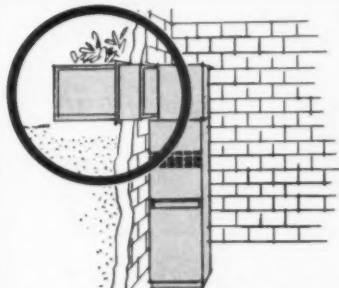
1 The first step is to put aside outdated notions of where a heating unit can be located. Planting the furnace in the middle of the basement was good enough years ago when people were satisfied with heating only.



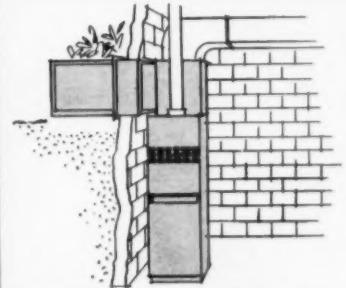
2 In the Thermo-Center, the unit is moved to an outside wall. There's no change in the amount of ductwork required, nor is the system operation affected. Heating units can be upflow, downflow or horizontal; gas or oil.



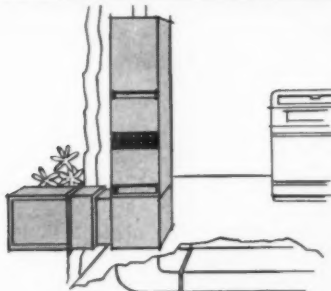
3 Next, the prefabricated sleeve and transition assembly is built into the wall and joined to the furnace plenum and ductwork. The sleeve can be applied to any type of wall construction—frame, brick or concrete.



4 The cooling unit is inserted into the sleeve, anchor brackets attached, seams caulked and electrical connections made. There are no refrigerant lines, no plumbing, no specialized work, no installation delays.



5 The Thermo-Center can be applied to any type of home—ranch, split level or multi-story. In a house with a basement, the cooling unit is connected to a plenum set on top of an upflow Carrier Winter Weathermaker.



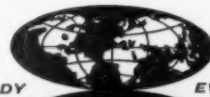
6 In a house built on a slab, the transition is joined to a Thermo-Center downflow plenum which supports the Winter Weathermaker. The plenum directs air from the heating and cooling units into the duct system.

You save hundreds of dollars per home

- 1.** No water supply or drain piping is required
- 2.** No refrigerant lines are needed
- 3.** Ductwork and wiring are simplified
- 4.** No specialized on-the-job construction is necessary
- 5.** Installation time and labor are greatly reduced
- 6.** Less than 5 square feet of floor area is required

MORE PROOF OF

BETTER AIR CONDITIONING FOR EVERYBODY



EVERYWHERE

Carrier

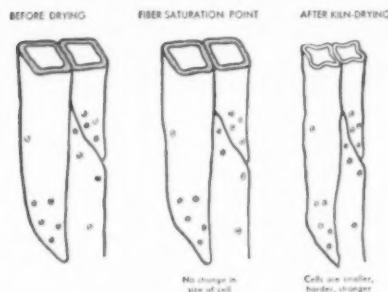


The Weyerhaeuser 4-SQUARE trademark is your assurance of scientifically KILN-DRIED lumber

Kiln-drying adds strength to lumber by reducing the natural moisture content of wood* to pre-selected levels. Lumber for framing is kiln-dried to 19% moisture content, finish lumber is kiln-dried to a 12% moisture content. These moisture levels are in contrast to a tree's natural fiber saturation point of about 25% moisture content, and actual moisture content of 115% or more, according to species, locale, etc. The principles of kiln-drying are to reduce moisture content below this natural 25% fiber saturation point so that the wood cells and fibers will shrink and become more compact (with the result that the lumber becomes more stable) . . . and to remove the moisture *evenly* from each piece of lumber so that the center is as dry as the surface. In order to do this, both heat and live steam are used in the kiln-drying ovens.

*Note: Moisture content is the weight of water contained in wood expressed as a percentage of the weight of the oven-dry wood. Weyerhaeuser 4-Square kiln-dried framing lumber is dried to an average moisture content of 19%, well below the 25% fiber saturation point. Finish lumber is kiln-dried to an average of 12%.

The illustration below shows how wood cells change as water is removed.



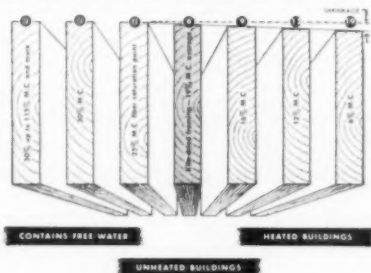
Kiln-drying not only reduces the natural moisture content of lumber: it also makes lumber less absorbent, less subject to changes in humidity. And as the "patterning" of the cells and fibers becomes more stable, lumber will grip and hold nails better. Pound for pound kiln-dried lumber is one of the strongest materials available to the builder!

Kiln-drying minimizes the effects of humidity

One of the characteristics of wood is that it shrinks or swells in proportion to the amount of moisture it contains. Scientifically controlled kiln-drying brings all framing, and all finish lumber to pre-determined moisture levels. The result is that all framing members in a home

built of kiln-dried lumber will shrink or swell equally with changes in humidity. The same is true of all finish lumber in a house. The result is that each piece of lumber works like a component part with every other piece. The house built of kiln-dried lumber offers exceptional resistance to the changes due to humidity variance, and thus to such problems as windows or doors that stick . . . cracked ceilings (generally caused by uneven shrinkage of floor joists) . . . popped nails, and the like.

The following chart shows the relation of shrinkage to the moisture content of wood. Several facts should be noted. (1) Shrinkage starts only after free water is gone—at about 25% moisture content. (2) The Western softwoods shrink in width and depth, not in length. (3) Moisture content of lumber in use is governed by temperature and relative humidity. This varies according to locality, use within buildings, and so on.



Weyerhaeuser adds these extra advantages to scientific kiln-drying:

1. Manufactured to size and cut to accurate length *after* kiln-drying.
2. Ends cut "4-Square" to give each piece a full load-bearing surface.
3. Edges eased for safer, easier handling.
4. Surfacing after kiln-drying to assure full dimension.
5. Accurate grading and correct identification after kiln-drying. (Kiln-drying tends to bring out otherwise hidden defects, and this step culls out pieces containing such defects.)
6. Trademarked and grade stamped to assure your receiving exactly what you ordered.

Weyerhaeuser 4-Square kiln-dried lumber is available in 11 species in finish, board, and dimension lumber—and in a variety of manufactured lumber products. For additional information, write: Weyerhaeuser Company, Lumber and Plywood Division, First National Bank Building, St. Paul 1, Minnesota.



KILN-DRIED stands for quality that can save you money!

More and more builders have found that prospective buyers actively check the products the builder uses and demand that the builder "stand behind" his homes. When you build with Weyerhaeuser 4-Square Kiln-dried Lumber, you gain a valuable sales feature: America's best known name in lumber—that has earned national consumer acceptance. You will also be working with a first quality material that is easy to handle, saw, and fit . . . that is lightweight, non-bulky, and strong . . . that is highly

stable and resistant to dimensional change. This can save you the high cost and inconvenience of many "call-backs".

The opposite page explains some of the other advantages of building with kiln-dried lumber—and some of the extra advantages you get with Weyerhaeuser 4-Square kiln-dried framing lumber, sheathing, siding, roof sheathing, sub-flooring, mouldings, and paneling. See your Weyerhaeuser 4-Square Lumber Dealer for estimates and further information.



Weyerhaeuser Company

Lumber and Plywood Division

'T

is the wise builder



who installs

NATIONAL LOCKset,

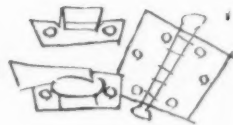


MEDALIST Cabinet

Hardware

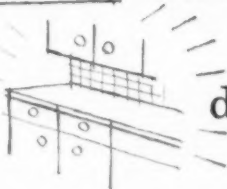


and Builders Hardware



in his homes... for Medalist hardware is quality-

made and smartly styled to

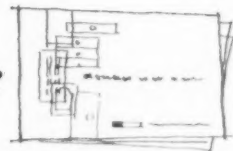


delight the fancy

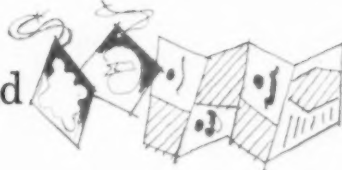
of



homeowners everywhere. Full-color

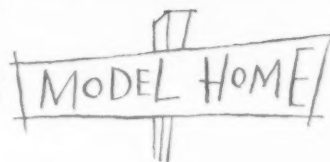


brochure, hangtags and



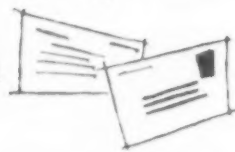
hand-out folders

tell prospective buyers and visitors to



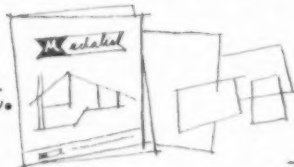
showings all about this superior hardware line. Write

us



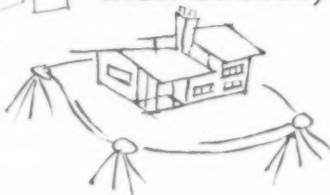
for FREE sample Medalist Home Merch-

andising Aids Kit.



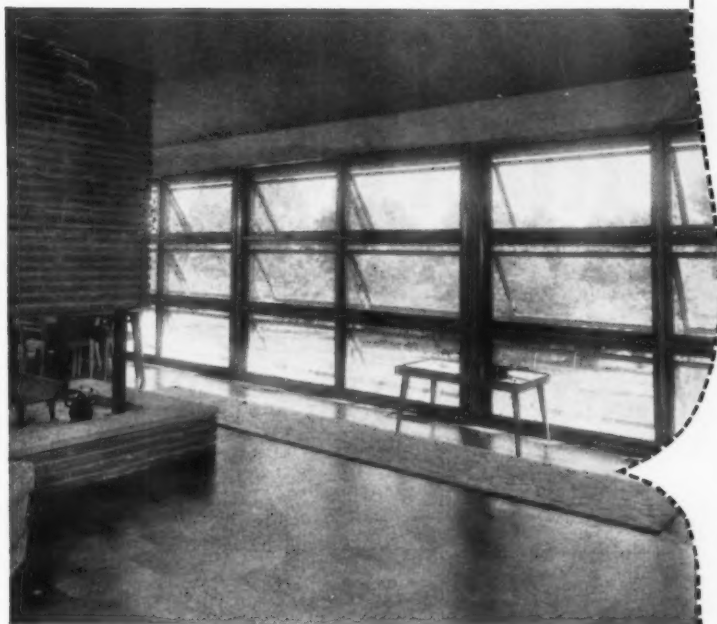
Remember, MEDALIST

marks the home of quality.



MEDALIST HARDWARE DIVISION
NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS

another first from **Bilt-Well**
by **Caradco**



Removable Awning Windows

**Exclusive BILT-WELL quick hinge release
makes sash removable from inside
without tools**

New removable BILT-WELL Awning Windows simplify original installation for the builder and maintenance for the homeowner.

Look for these other BILT-WELL features:

- 1 Brass or nylon bearings at all moving joints.
- 2 Hinge is fully concealed making unit prowler-proof.
- 3 Choice of operators—rigid bar, jointed bar, lever or gear.
- 4 Easily removed wood bead (patented) for simple reglazing.
- 5 New goldtone finish on all metal hardware.
- 6 Surpasses F.H.A. minimum property requirements.

FEBRUARY 1960

3

SIMPLE STEPS:

1. Slide detach shoe up the hardware linkage



2. Disengage linkage from swivel plate



3. Remove sash from retaining channel



The BILT-WELL Line of Building Woodwork—

WINDOW UNITS, Double-hung, Awning, Casement, Basement. CABINETS, Kitchen, Multiple-use, Wardrobe, Storage, Vanity-Lavatory. DOORS, Exterior, Interior, Screen and Combination.

CARADCO, Inc., Dubuque, Iowa

There's more to offer with

BILT + WELL
WOOD WORK
PH. U. S. PAT. OFF.

by Caradco

KINGSBERRY'S NEW MARKET BUSTER PLAN IS REALLY ROLLING!



*Newcomer becomes fastest growing builder in Pensacola within 2 years with **KINGSBERRY***

On April 17, 1958 Mitch Drake shipped his first Kingsberry Home to the Pensacola market. Today, less than 2 years later, Malone, Whiting, and Drake is Pensacola's fastest growing builder.

To crack his market, Drake has taken full advantage of Kingsberry's generous cooperative advertising program. Result? In 1960 Drake expects to build 200 houses and is looking for more land. Kingsberry quality gets him favorable mortgage rates, too.

THIS SENSATIONAL GROWTH HAS BEEN ACHIEVED ENTIRELY WITH KINGSBERRY HOMES, AND KINGSBERRY'S MARKET BUSTER PROGRAM.

Mail Coupon NOW and

Why do we urge you to mail this coupon today? Because Kingsberry is *NOW* introducing to its selected list of builder-dealers a special program which will help them get the jump on this year—will help them capture *MORE* of their market in 1960.

Because Kingsberry has financing—construction and long-term—available to help you get your program going *NOW*.

Because Kingsberry has a special market busting, *local* advertising program to put behind builders who are ready to act *NOW*. It will break soon. Deadlines won't wait.

Because Kingsberry is *NOW* offering builders the most sensational news in housing for 1960—SPACE HOUSES—the greatest home-buying value ever offered in the South. Builders are taking off with Kingsberry SPACE HOUSES *NOW*.

Kingsberry not only brings you this revolutionary profit opportunity, but backs it with a market busting program to help you *pocket* the profits.

1. Kingsberry's program spotlights *you* and *your* development with Kingsberry-paid advertising (in 4-color where available) through the spring selling season. It will be climaxed in May by the astounding new Kingsberry Space Houses.
2. Kingsberry offers the industry's most generous cash contribution to your local advertising program . . . you become the big-name builder in your market.
3. You get the tested-and-proved Kingsberry "News-



KINGSBERRY HOMES

HERE'S WHAT BUILDERS REPORT FROM THE FIRST MARKET TEST

— on only one ad, run Sept. 13, 1959 in Birmingham News Sunday Supplement

Advertising results excellent. 171 inquiries recorded to date. Public reaction good. House as pictured was complete and appealing. Price also had a big bearing on public interest. Expect 4 to 6 sales as immediate result of this advertisement.

Vincent Mazzara, Home Insulation Company—Birmingham

Received 47 inquiries as result of this advertisement. Ad resulted in 2 actual sales. Public reaction very good. This

advertisement was excellent and received good response.

Sam Raine, Jr.—Birmingham

Last Kingsberry advertisement in Birmingham News very effective. Have had many inquiries. One couple came from 75 miles away, brought the ad with them and requested price of house constructed in their locality. Consider advertising very powerful.

James K. Coleman—Tuscaloosa

Response and reaction on advertising

excellent. 16 inquiries and 5 expected sales. We strongly endorse continuation of this program.

Robert F. Medders, Calhoun Realty Company—Anniston.

Results on advertisement as follows: 16 inquiries, 4 expected sales. Public reaction good. Personal opinion that this is the finest type of advertising offered a builder.

Clarence R. Luttrell, Sales Mgr., Hines Realty Company—Breunton

Break Your Market Wide Open in 60 Days: Here's How

Maker" local advertising service for your own use and the Kingsberry "Sales-Maker" merchandising program to help you turn traffic into sales.

4. You benefit by national publicity such as the full-color feature stories that appeared last year in "Good Housekeeping" and "Living for Young Homemakers." More in '60.

5. Kingsberry made news in '59 by upping quality and cutting prices—5% on the average. For '60 prices are cut 2% more . . . plus new 3% savings on job-site construction.

6. Kingsberry guarantees . . . No price increases in 1960! Kingsberry safeguards builder's profits. Pins down 60% of your construction costs for next year. There'll be no increases in the middle of a busy selling season.

7. Kingsberry answers 1960's financing problems. This program includes construction financing . . . special model home . . . permanent mortgage and home furnishings financing.

8. Kingsberry's unique profit control program lets you build more units on the same investment with smaller

overhead and a smaller organization. You'll lower costs, reduce bookkeeping and simplify purchasing.

9. In 1960 Kingsberry presents the newest homes, the greatest range in sizes and prices, possible only through Kingsberry's architectural and manufacturing resources.

10. Kingsberry Homes are the most flexible you ever worked with . . . with many easy and economical variations that give that "custom look." The designs of Architects Herman York (AIA) and Henry Norris (AIA), are exclusive with Kingsberry.

11. You benefit by Kingsberry's highly automated production that assures better walls, floors, trusses, and roof. You get unique "packaged" bathrooms and kitchen assemblies, "optionals" in heating and kitchen equipment that save money for you and your customers. Kingsberry quality control assures superior construction.

Yes, here is a sure-fire way you can increase your home sales . . . and profits . . . this year. That's why we urge you again . . . MAIL THIS COUPON NOW. Don't miss out on 1960's most revolutionary home-building opportunity!

LAST CALL!

You can't delay another day!

KINGSBERRY HOMES, Dept. AB-3, Fort Payne, Alabama

Without obligation, please have your representative call with full information about the 1960 KINGSBERRY MARKET BUSTER PROGRAM—and show me how it fits into my present operation. (Please check your interest and fill in number.)

At present Kingsberry can serve builders only in the following states: Kentucky, Tennessee, North and South Carolina, Georgia, Florida, Alabama, Mississippi and Louisiana.

- I have _____ lots ready to build on. I have _____ lots being developed.
 I have _____ acres on which I need development financing.
 I am interested in construction financing.
 I am interested in model home furnishings financing.

Your name _____

Firm name _____

Street _____

City _____ Zone _____ State _____

For starter boards, roof decking, sheathing and subflooring... use

ENGELMANN SPRUCE

one of the dependable, right-for-color woods of the **WESTERN PINE REGION**



ENGELMANN SPRUCE is a lightweight wood, straight of grain, non-resinous and fine textured. Thus, it handles, works and nails superbly—providing maximum on-the-job economy. Its high insulation value makes it ideal for roof decking, sheathing and subflooring.

Engelmann Spruce's sturdiness, resilience and comparative strength fit it for studding, joists, framing—and other residential and light commercial uses.

DEPENDABLE—Engelmann Spruce from the Western Pine Region is milled,

seasoned and graded to rigid standards. Association mills are ever improving and expanding their facilities to provide even more consistency and uniformity in the manufacture of the naturally fine woods of this region. You can use Engelmann Spruce with complete confidence.

RIGHT-FOR-COLOR—One idea can sell a house. Make your idea paneling of Engelmann Spruce finished in color. It's a custom touch recognized by readers of *American Home* and *Better Homes & Gardens*, where rooms like



the one above are appearing in full-color advertisements... rooms paneled in the right-for-color woods of the Western Pine Region.



Western Pine Association

member mills manufacture these woods to high standards of grading and measurement... grade stamped lumber is available in these species.

Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce

TODAY'S WESTERN PINE TREE FARMING GUARANTEES LUMBER TOMORROW

American Builder

SPECIAL
WESTERN
SECTION

Western Views

By **BILL RODD**

MARKET RESEARCH VIA YOUR TELEPHONE COMPANY—Telephone companies have to know where to build new facilities far in advance of actual needs. If they waited until houses were up, they would be months late in furnishing service. Consequently they maintain highly competent staffs to study all available data, and they come up with reliable predictions as to where to locate telephone facilities to meet future needs.

So, if you want to know where the residential building will be in 1962 or later, drop in at your local telephone office. Gas and electric utilities have the same problem, of course, and their market research staffs can give you similar information.

MULTIPLE DWELLING SHOW—Although apartment house construction is booming in Southern California, the vacancy rate is high. Because the business is so competitive, a show to be held in Santa Monica Feb. 24-28, displaying products and ideas for drawing tenants, is expected to net an attendance of over 10,000 contractors and owners. One feature of the show will be the display of facades and fronts of rental buildings. The management is sponsoring

a competition along this line, and the winning drawings will be constructed and displayed.

SEATTLE H.B.A. MEMBERS are looking forward to their big Home Show promotion which has become a major annual event. In co-operation with the Post Intelligencer, they enlist the co-operation of all building trade factors and put on a show aimed to stir up tremendous public interest in building and remodeling.

TACOMA M.B.A. has an interesting plan of procedure. They sponsor a model home each year as a part of their home-show promotion.

After the plans for the model home have been selected by a committee, the home is actually constructed by the member who submits the highest bid. He bids what he will pay to the association for the privilege of putting the home in his tract. He gets lots of free advertising and publicity and many donations or special prices on labor and materials from subs and suppliers.

Tickets sold for the home show, which is held in a central location usually many miles from the model home, are good

WESTERN EDITOR

W. C. Rodd
8522 Lorain Rd., San Gabriel, Cal.
Phone: Atlantic 6-1842

ADVERTISING REPRESENTATIVES

Bayne A. Sparks

Regional General Manager
1336 Wilshire Blvd., Los Angeles 17
Phone: Hubbard 3-0390

David S. Clark, District Manager
244 California St., San Francisco 11
Phone: Exbrook 7-4990

Joe Sanders, Representative
3908 Lemmon Ave., Dallas 19, Tex.
Phone: Lakeside 1-2322

for admission to the home. The association spends a good part of the "fee" received from the builder for advertising and promotion to get people to visit the model and the show.

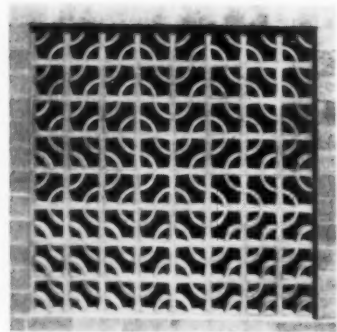
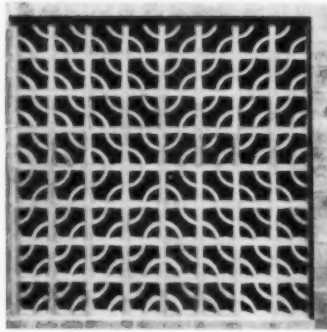
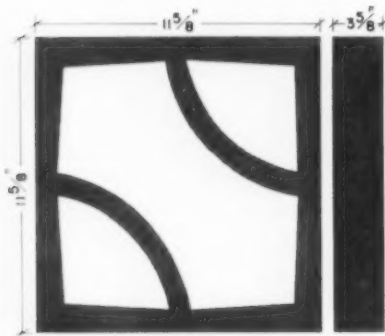
WORST FIVE WORDS in a home salesman's vocabulary, according to Tom Daugherty, top sales advisor, are "May I help you, please?" Natural answer is "No, I'm just looking"

Instead, Daugherty suggests that the salesman ask a question which will engage the prospect in conversation, such as "How many bedrooms do you have to have?" Once the salesman gets talking with the prospect he has a chance to use his sales ammunition, Daugherty says. He should know. One of his clients, Rossmoor, has sold approximately 2,500 homes in the \$20,000 to \$25,000 class during the last three years.

WESTERN ADVERTISERS INDEX

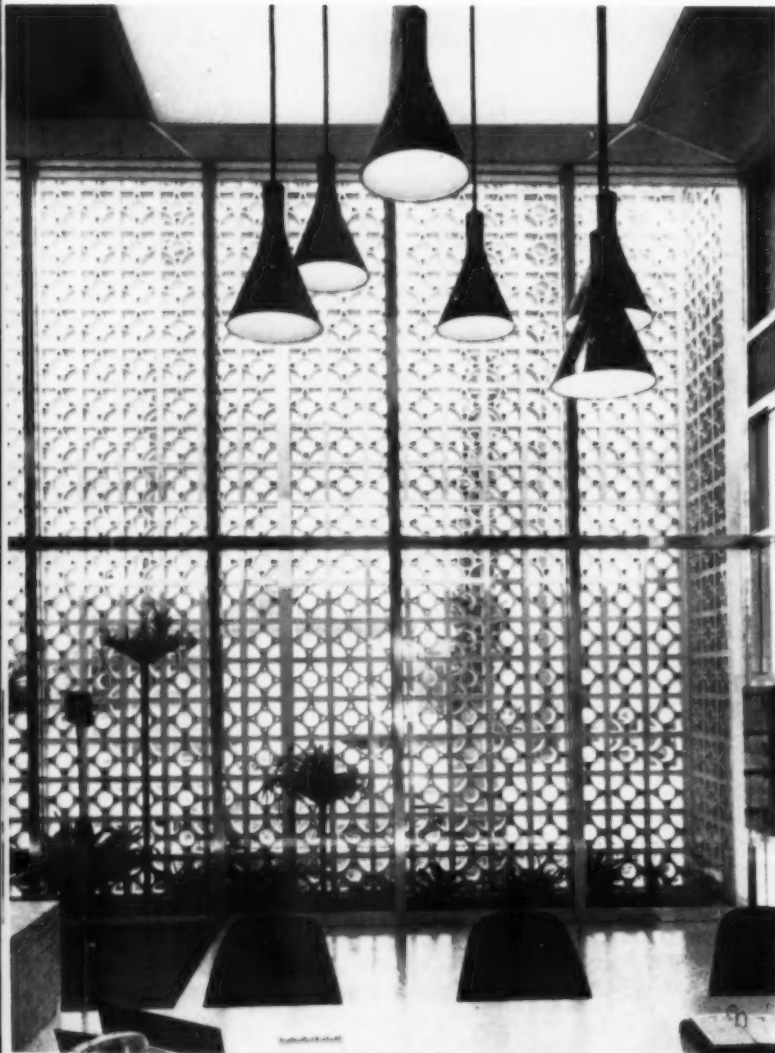
Fibreboard Paper Products Corp.
Pabco Building Material Div. 42F, 42G
Peterson Co., Robert H. 42L
Pioneer Division, The Flintkote Co. 42I
Radeo Products, Inc. 42J, 42K

Western Section, continued



▲ ONE BLOCK: multiple patterns

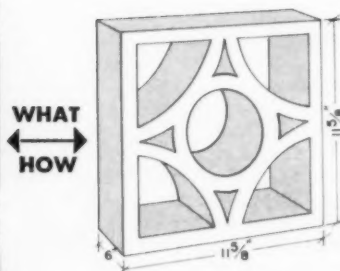
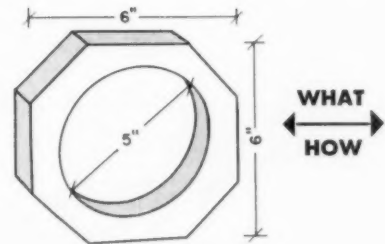
Add the custom touch



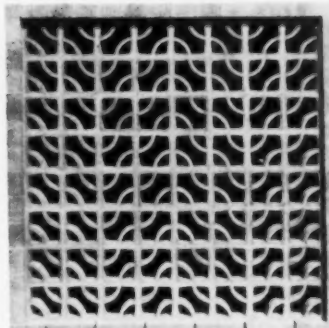
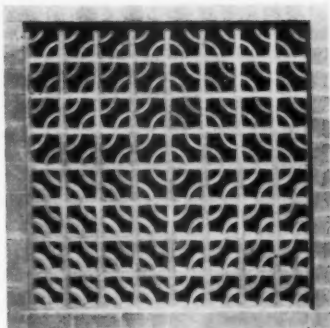
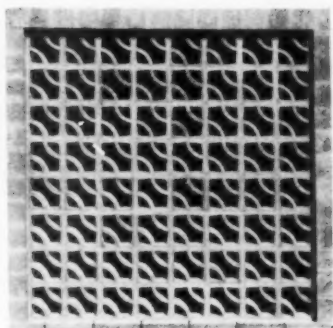
These pages are intended to give the builder proof that the tremendous decorative possibilities of concrete block are just beginning to be realized.

New shapes, pastel colors, and original adaptations, as shown in these pages, should encourage

◀ **VARIED STYLES:**



◀ **'Pacifico,' by O'Kelley-Eccles Co., screens floor-to-ceiling glass wall in office installation.** This technique is effective in remodeling work where the view is unattractive.



'Caprice' by General Concrete Products Inc.

with concrete block

builders to make use of this material in new construction, and in remodeling.

The new screen designs are not prohibitively priced, either. A typical 12"x12"x4" block sells for about 75 cents in small quantities. The cost of screen block

in place will range from \$1.50 to \$3.00 per sq. ft., depending on size of block, height of wall, framing, etc. This is certainly a nominal price considering the exciting effects which may be obtained.

Most of the companies cited

here will either provide block, notify builders as to the location of local dealers, or grant builder-dealer franchises.

Builders interested in screen block machinery prices should contact the Besser Mfg. Co., of Alpena, Michigan.

multiple uses



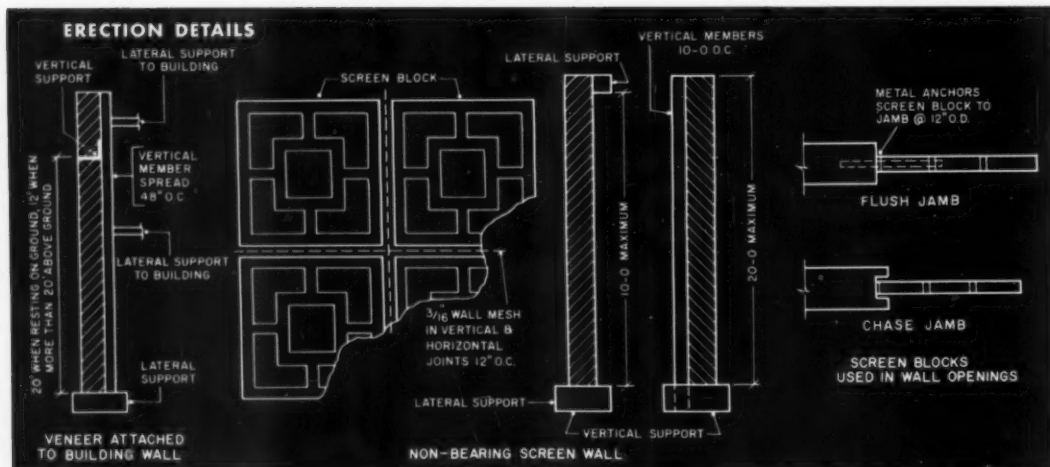
Scaled-down blocks are stacked in lumber frame as a room divider. Variety of shapes available make for infinite possibilities in interior partitioning.

The block shown in this photo is 'LaceStone' by General Concrete Products, Inc. Erection details for free standing partitions appear on the next page.



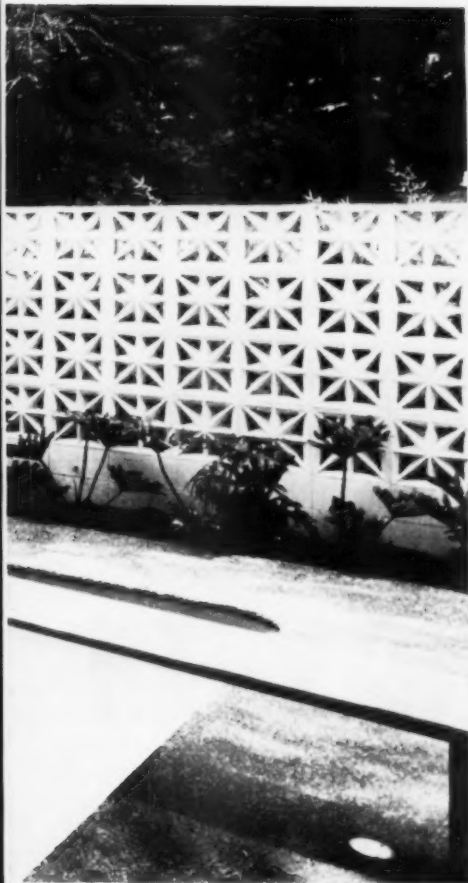
New shapes make screen

Courtesy: North Hollywood Concrete Tile Co.



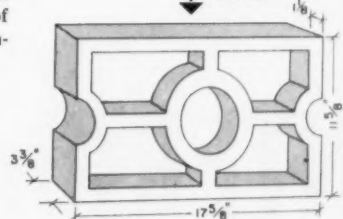
These construction details are intended as a general guide to the erection of screen block walls. Local building codes should be investigated for restrictive conditions. Block

manufacturers and distributors often provide assistance to builders regarding both framing techniques and decorative possibilities.

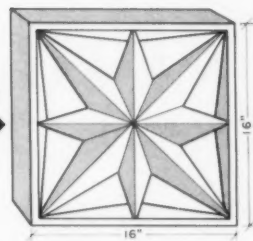


Serpentine wall creates illusion of spaciousness. Unusual shapes are not difficult to achieve with screen block. This block is 'Granada,' one of many styles available from General Concrete Products Inc., Van Nuys, Cal.

WHAT
↑
↓
HOW



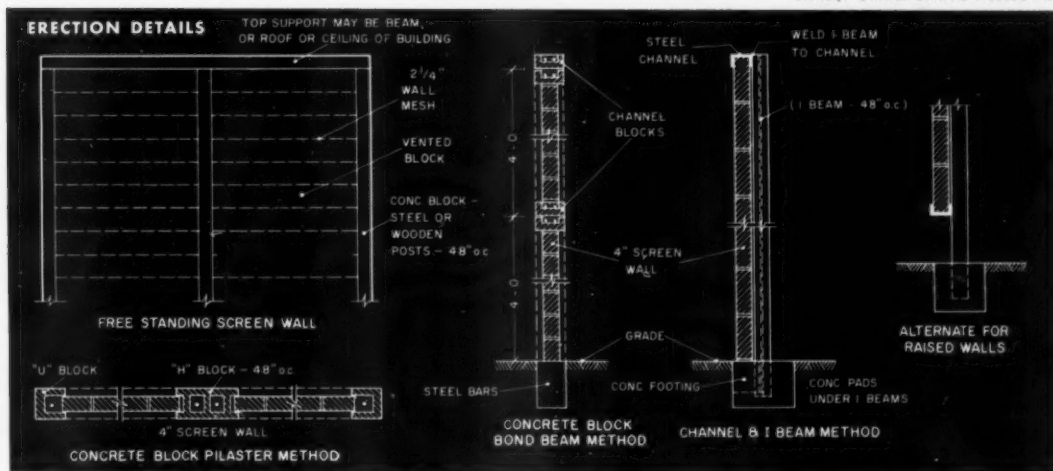
WHAT
←
→
HOW



Dramatically patterned block sets off swimming pool. Square footage cost of \$1.50 to \$3.00 is offset by the effects which are achieved. Large size of blocks cuts lay-up time. This pattern is 'Starburst' by General Concrete Prods., Inc.

block an ideal material

Courtesy: General Concrete Products Inc.



Though not suited for use in load-bearing partitions, screen blocks are capable of sustaining their own weight for varying heights. Specifications and erection details

for individual blocks are available from manufacturers. Builder-dealer franchises are available from many block manufacturers, and offer good potential for profit.

THIS HOUSE WAS

BECAUSE THE BUILDER



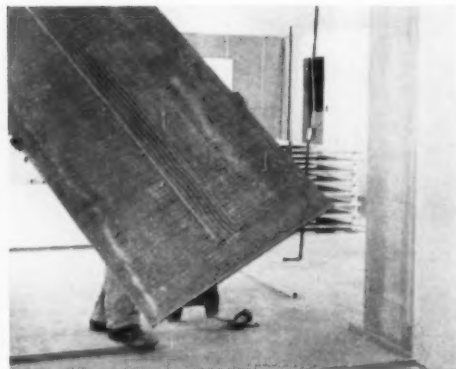
INTERIOR FRAMING WITH



1 **LAMINATE** 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 only 40 minutes on average job.



2 **NAILING STRIPS**, 1" x 1½", are applied to ceilings, floors and sidewalls. Walls are laid out according to blueprint with chalk line and level. Note how interior framing is eliminated.



3 **PANELS** go up fast, erected with staggered joints for strength and nailed along wood strips. No nails in field of panel. Laminate face panels to ribs at joints. 6" ribs, 24" o.c. give twice as much solid wall as wood studs.

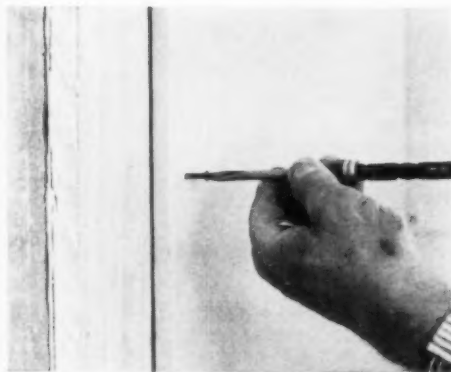
BUILT AND SOLD FASTER WAS ABLE TO ELIMINATE

PABCOWALL

(Patent Pending)



No wood studding! No nail popping! Pabcowall is the studless drywall system that: adds 20 sq. ft. more livable floor space to the average house; has passed the one-hour fire test and separate hose stream test in accordance with ASTM standards; insulates against sound transmission comparable to thicker conventional drywall construction. Pabcowall has won Uniform Building Code Acceptance. For free architectural specifications on Pabcowall, please write: Dept. AB, PABCO Gypsum Division, Fibreboard Paper Products Corporation, 475 Brannan Street, San Francisco, California.



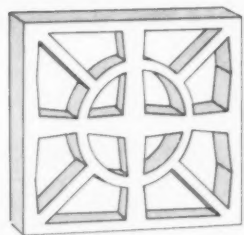
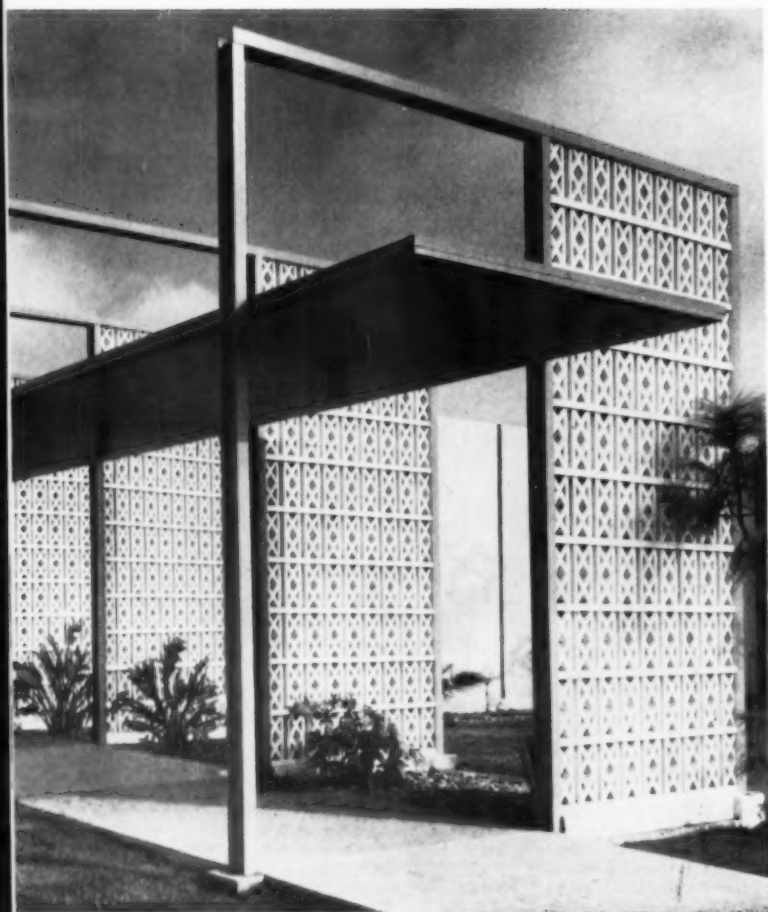
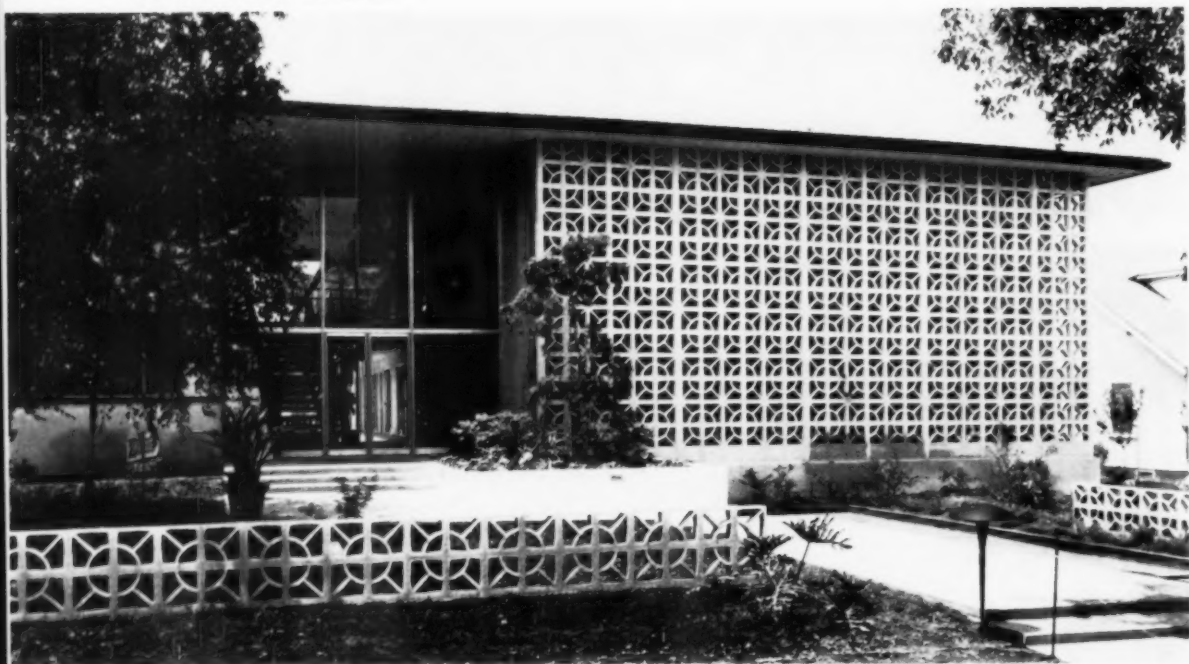
4 #8 WOOD SCREWS, 2" long hold units tight until joint cement has hardened. Screws are placed 24" o. c. on each side of joint. For quicker, cleaner construction, rely on Pabcowall.



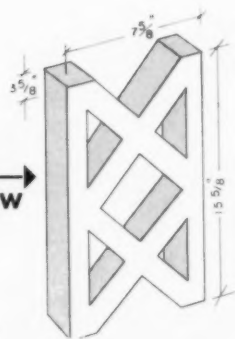
5 DOORS are cut or placed anywhere you desire. Door bucks reinforced with 1" x 1 1/2" wood strips in space between face panels. See how Pabcowall adapts itself to your most specific construction plans!



6 WIRING IS SIMPLE, with conduit coming through ceiling nailing strips and running between face panels to outlets. Note the strong outside corner achieved with 1" x 1 1/2" wood strip.



▲ **Commercial installation creates dramatic effect.** Careful use of screen block can serve to lighten appearance of commercial buildings. This is 'Radiant' block by General Concrete Products, Inc.



◀ **Series of screen baffles combine to make an impressive entrance.** Builders in light construction can take advantage of block's low cost, easy installation. This one is 'Vista' block by O'Kelley-Eccles Co. **END.**

FLINTKOTE flooring 1960 samplers



**FLEXACHROME and
TILE-TEX Samplers...
to help you sell newest
fashions in Vinyl-Asbestos
and Asphalt-Asbestos floor tile!**

Yours for sizzling sales in '60! The brightest, gayest, newest styles in the West... including fabulous new FLEX-GOLD. These Flintkote Flooring samplers have been best sellers the last two years—reserve your '60 series today.

TILE-TEX PIONEER DIVISION, The Flintkote Company
P. O. Box 2218, Terminal Annex, Los Angeles 54, California

TILE-TEX • PIONEER DIVISION • The Flintkote Company
P.O. Box 2218 Terminal Annex, Los Angeles 54, Calif.
*Please reserve my copies of
Flintkote Flooring 1960 Samplers*

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

RADCO "UNIVERSAL"

...a new

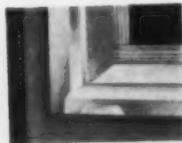
Here is one window design that meets every weather condition... fits all construction

New buyer appeals, new installation shortcuts and a whole new approach to positive weather control are only part of the story of the new RADCO window line. You'll find 18% more metal in this window than in ordinary windows; and the first use of two different kinds of weatherstripping to seal out sand, wind, and water. At its competitive price, the RADCO is the biggest value buy in today's market... and in more than 50 sizes! Get the full story now—just mail the handy coupon below.

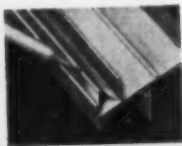
DOUBLE INTERLOCKING
meeting rails prevent bowing, seal tight.



NYLON SILL WEEPER
drains off condensation, eliminates water collection.



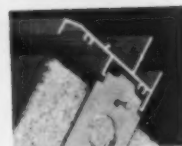
STAINLESS STEEL TRACK
snaps-in for lifetime easy operation.



PROWL-PROOF LATCH
has spring-loaded catch for security.



TWO TYPES OF WEATHERSTRIPPING
provide an all-weather window.



NEW MASONRY ANCHOR
speeds alignment in masonry construction.



RADCO PRODUCTS, INC., 3121 Skyway Drive, Santa Maria, California
Please send information on RADCO "Universal" Window

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____



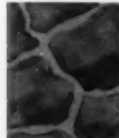



RADCO PRODUCTS INC.
3121 Skyway Drive • Santa Maria, California
*RADCO—the West's largest maker of
aluminum sliding windows*

THE MOST VERSATILE WINDOW

kind of window!



*For all types
of construction*

- block

- brick veneer

- stone

- stucco

- frame

- post & beam


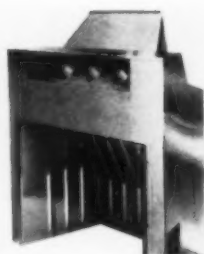
NEW PRODUCTS FROM THE WEST



Cut to 51" height

New forced-air furnaces in "Pace-maker" series are only 51" tall. Use of direct drive blowers in full range of sizes allows lower height. Makes unit easily adaptable to basement installation with optional return duct cabinet. New, up-to-date colors and exterior styling.

▶ The Payne Company
Circle No. F80-W on reply card, p. 124



Prefabbed to save costs

New Firebird Circulating Fireplace line come in three models. Fits modern, raised hearth, Swedish and open-side fireplaces. Unit features rust-proof smoke shelf, reinforced firebox, tear-drop flues, redesigned damper. Smoke shelf eliminates need for a masonry shelf, saves on materials and labor. Unit is easy to install for almost any workman. Presents an attractive fireplace to match almost any room style.

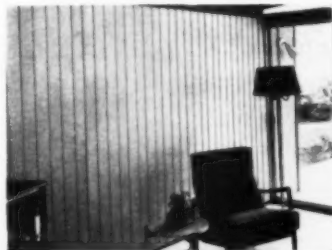
▶ State Steel Industries, Inc.
Circle No. F81-W on reply card, p. 124



Cement has water base

Fast drying Contax Cement is a new water-base non-flammable contact bonding adhesive. Using it, panels of plastic laminate, wallboard or plywood are mounted to walls without nails, clamps or weights. Cement may be brushed, sprayed or rolled on and is waterproof when dry.

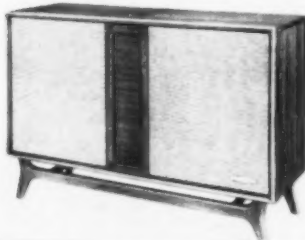
▶ Wilhold Products Co.
Circle No. F82-W on reply card, p. 124



Paneling is prefinished

This Evanite Panel 4 hardboard is factory finished in neutral ivory. Panels are applied with matching color nails to eliminate setting and puttying. Grooves are on 4" or 8" centers—joints are invisible with new ship-lap joint. Panels are 4'x8'x $\frac{1}{4}$ ".

▶ Evans Products Co.
Circle No. F83-W on reply card, p. 124



Intercom has 6 speakers

Two-in-one stereo Hi-Fi with AM-FM radio features 6-speaker sound system, new wider lowboy styling. Speakers include two 12" woofers, two 9" of mid-range, 2 horn tweeters. Other features include a tuning eye, four-speed record changer, 9-tube tuner with stereo dimension control, etc.

▶ Packard-Bell Electronics Corp.
Circle No. F84-W on reply card, p. 124

**FIREPLACE?
CERTAINLY!**

**COPPERCRAFT HOOD?
OF COURSE!**

Something wonderful happens to a fireplace with this added touch of elegance... here is new charm designed for the buyer's mind.

Beautiful Coppercraft hoods are now available in over 100 quickly installed sizes, finishes and styles for every home.

Write for complete illustrated brochure and name of nearest dealer. AIA FILE #14-E.

ROBERT H. PETERSON CO.
2835 SIERRA GRANDE, PASADENA, CALIFORNIA

Look
what Briggs
brings to

LIFE

to help you
“go like 60”
in selling your
new homes



Nothing compares with the pleasure of a new home

A new home is more than a picture window bringing the beauty of nature indoors.

It's the warm sense of security you enjoy in having modern schools and playgrounds nearby for the children. It's the clean, fresh air of suburban living . . . the quiet streets . . . the light-hearted freedom of a home that's planned to save you steps. It's more closet space, bigger yards, new-found friends—the right place to raise a family.

If you own your own home, it probably met your needs at the time of purchase. But if it was built in another decade, it's only as modern as the clothes and cars of that era. You owe it to

yourself to live in a home that meets today's needs. And the move is so easy to make! Many builders are accepting used homes as trade-ins. For that matter—

If you are renting, the move is equally easy to make. Modern financing methods make new home ownership available to virtually anyone. After a minimum down payment, monthly payments probably will be less than rent. And you'll be building valuable equity.

With new home living so readily attainable, don't you deserve the very best—the joy of living in a modern home?

*Sure sign of
new home quality—
Briggs Beautyware
plumbing fixtures*

Modern today and for years to come—that's Briggs Beautyware in your home. The exclusive Briggs design has won the acclaim of leading architects for its timeless grace and sweep of line, its clean, functional styling.

Briggs Beautyware enhances any home, enhances any decor. It is available in six decorator-styled colors that are fused right in. The result: true colors that resist acids and fading. In addition, Briggs bathtubs have slip-resistant bottoms, to be sure.

When looking for your new home, look for Briggs Beautyware. It is your sure sign of builder quality. Briggs Manufacturing Company, Warren, Michigan.



BRIGGS
B E A U T Y W A R E

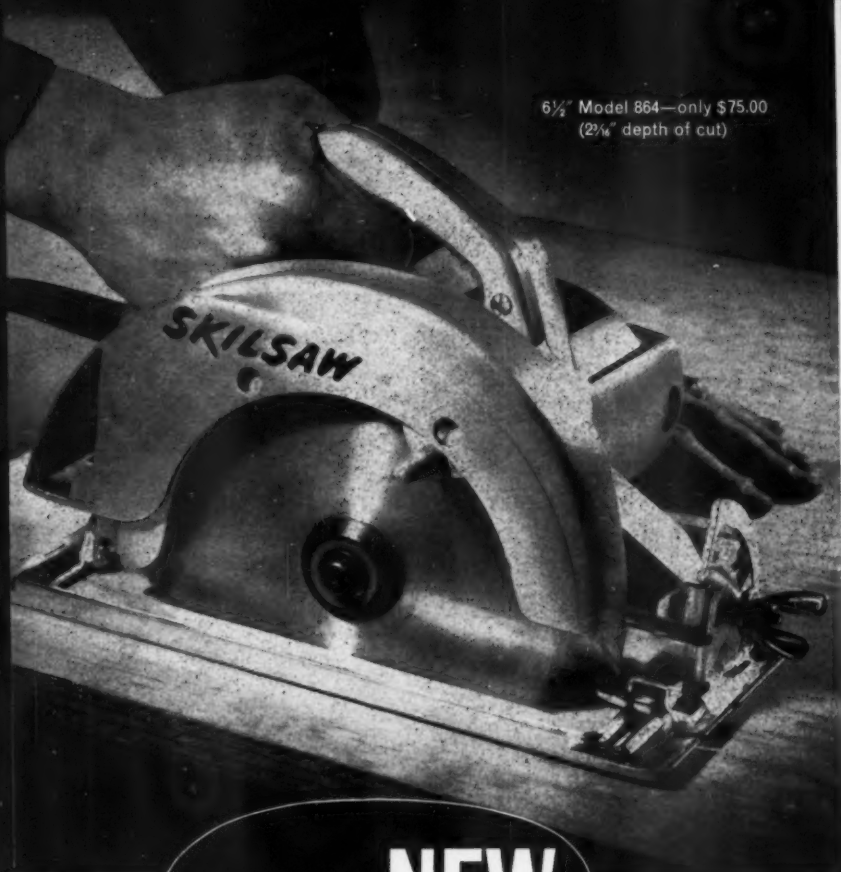


Briggs, in this colorful *Life* ad, exposed 32,000,000 people—including thousands in your own area—to the many joys of new-home living.

You can use this advertisement as a springboard to promote your own homes locally by joining Briggs in an outstanding promotion designed to help you sell your homes . . . a promotion which includes full-color handout-mail pieces incorporating all or part of the *Life* spread, radio-TV scripts, suggested newspaper layouts and mats, tasteful point-of-purchase pieces which won't clutter your model home plus other sales stimulating tools—all keyed to the new-home-living theme as shown in *Life*. Your order will put this promotion to work for you.

Ask the Briggs Beautyware representative in your area for "how-to-order" information, or write:

**Advertising Department
Briggs Manufacturing Company
Warren, Michigan**



6 1/4" Model 864—only \$75.00
(2 3/4" depth of cut)



7 1/4" Model 874—now \$85.00
(2 3/4" depth of cut)



8 1/4" Model 884—now \$95.00
(2 3/4" depth of cut)

3 NEW SKILSAW POWER SAWS

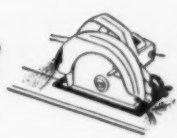
...and new lower prices on 7 1/4" and 8 1/4" models!

These new ball-bearing heavy-duty models are a perfect complement to the "Standard" of the industry—SKIL's Super-Duty Line. They're the ideal "extra" saws you need to cut down non-productive time and speed up construction. Best of all, prices are low enough to meet everyone's budget.

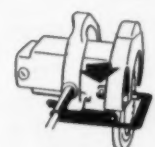
Just look at these exclusives... a new saw dust ejection system that directs dust away from the operator's face and line of cut. New "push but-

ton" blade lock for faster, easier blade changes... redesigned upper guard that permits full blade visibility... new easy-to-reach depth adjustment... many others. And each has the famous SKIL "Vari-Torque" clutch for protection against kick-back and overloading of motor and bearings.

Now available from your SKIL Distributor. Call or see him today—ask for a demonstration—of course there's no obligation.



EXCLUSIVE!
New ejection system directs dust away from operator and line of cut.



EXCLUSIVE!
New Push-button engages, locks saw shaft permitting fast, easy blade changes.



NEW!
Blade visibility is greatly improved, gives extra accuracy needed on critical cuts.



...another basic Skil construction tool

Famous SKIL and SKILSAW products made only by SKIL Corp., 5033 Elston Ave., Chicago 30, Ill. In Canada: 3601 Dundas St. West, Toronto 9, Ontario.

MODEL TO ALLOW

Only Hotpoint gives you so



Model RJ76-A right-hand control panel

Model RJ77-A left-hand control panel

Only Hotpoint **Custom CREST** Ovens

give you all of 1960's newest, most exciting features

NEW hood-fan automatically removes cooking odors during broiling and barbecuing.

NEW control panel comes mounted on side that fits your kitchen plan best.

NEW ventilation system circulates more even heat over every inch of each shelf for better baking.

NEW mirrored window gives a clear view inside when oven lights are on, but with them off the window acts as a mirror, hiding the oven interior.

NEW full-width door lifts off; new chrome floor liner, oven units and broiler spatter guards remove for faster, easier oven cleaning.

PLUS—Rota-Grill for recipe-perfect barbecues, Roast-Right Meat thermometer for just-right roasts.

Model RU75-A



New Hotpoint **Custom CREST** Surface Section with Cook Book Controls and Calrod® Recipe Heat Units

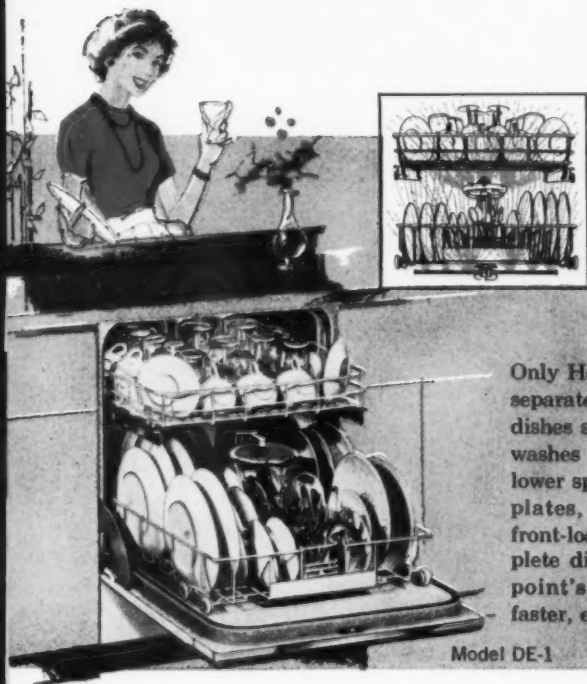
Now you can offer your prospects an end to cooking guesswork and an aid to recipe-perfect meals every time. One glance at Hotpoint's simple Cook Book instructions on the control panel shows how to enjoy the easiest cooking ever. One touch of a button lets your customers cook with Recipe Heat . . . heat as accurately measured as the ingredients of any recipe. And with the temperature-controlled Supermatic unit any pot becomes an automatic cooking utensil.

much MORE TO SHOW MORE TO SELL

in the showplace of your home

Selling homes is really a "show" business and Hotpoint's business is to give you more to show and more to sell. That's why 1960 Hotpoint built-ins have more exciting, sales-boosting features than ever before. Features that say quality and better living the minute your prospects see them. Features that put new beauty and convenience in the showplace of your homes—the kitchen.

Never before has Hotpoint offered you so many models to choose from—all competitively-priced so you can build famous Hotpoint quality and convenience into even your moderately priced homes. And Hotpoint built-ins are available in four colors, classic white, stainless and brushed-chrome finish. Put the extra salespower of 1960 Hotpoint built-ins in your home today.



New Hotpoint Automatic Dishwasher with exclusive Double-Deck Washing Action

Only Hotpoint offers your customers a separate spray for each rack to wash dishes spotlessly clean. Top spray (1) washes glasses, dishes in upper rack, lower spray (2) scrubs away dirt from plates, utensils in bottom rack. Big front-loading Roll-R-Racks hold complete dinner service for 12. And Hotpoint's up-front connections mean faster, easier installation for you.

Model DE-1



Model MB65-A

New Hotpoint Disposall® is easier to install because plumbers helped design it.

The Hotpoint Disposall food waste disposer installs fast—and it pulverizes and disposes of food waste quickly because of its super-hard cutting teeth and "jam-free" design.

When you build in Hotpoint you build in Public Preference

Hotpoint

LOOK FOR THAT DIFFERENCE!



A Division of General Electric Company, Chicago 44, Illinois

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

1960's
BIG LEAP FORWARD

LIFETIME EXTERIOR!

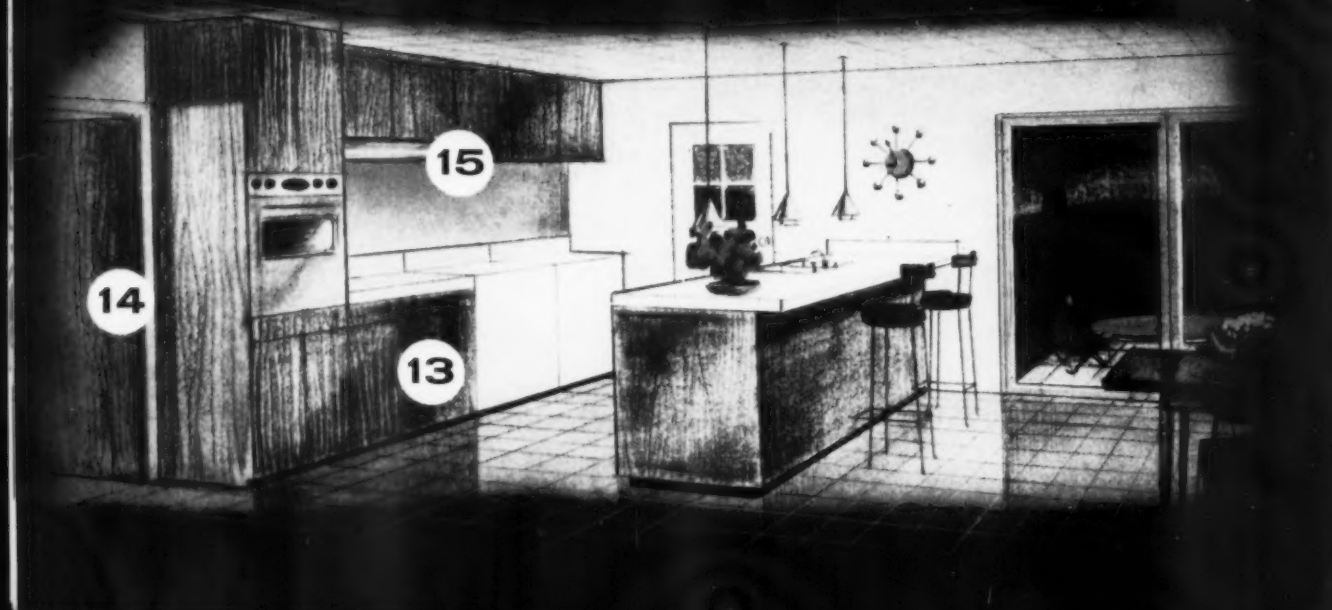
plastic coatings over conventional materials . . . no exterior painting . . . no interior trim painting!



- 1 One-piece gable overhang unit, prefinished lifetime lucite plastic coating. Nailing time: 2 Men—10 Minutes.
- 2 One-piece Scholz vented gable panel (patent applied for). Prefinished in lifetime lucite plastic coating. Erection time: 2 Men—20 Minutes.
- 3 White lifetime plastic coated aluminum colonial type window. Preglazed in white vinyl. Preset in panel with screen in place. Snap on aluminum trim.

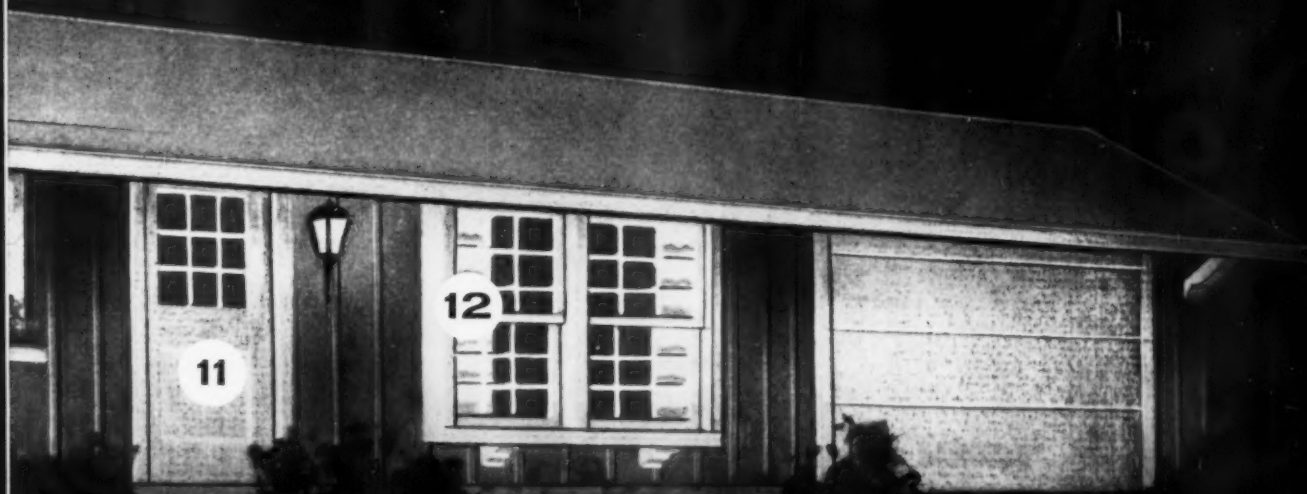
- 4 Full length interior partitions with automatic locaters — eliminate layout time—dry wall backup studs in place. Erection time 1000 ft. house: 4 Men—60 Minutes.

- 5 Fewer larger exterior panels JM asbestos board over insulating sheathing. Prefinished in lifetime acrylic plastic coating complete with preapplied top plates and prefinished battens and trim. Erection time 1000 ft. house: 4 Men—60 Minutes.



\$7 to \$8 per sq. ft. BUILD OUT COST!

10% site cost reduction . . .
with industry's most complete fabrication!



- 6 For hip roof alternates, two-piece hip skirt panel prefinished in lifetime lucite plastic coating. Erection time: 2 Men—10 Minutes.
- 7 Aluminum sliding window with screen in place and white lucite coated snap in diamond lite grid removable for easy cleaning.
- 8 Two-piece—24" x 20' glued up overhang plank prefinished in lifetime lucite plastic. Erection time 1000 ft. house: 4 planks—2 Men—20 Minutes.
- 9 Roof trusses 24" O.C. Erection time 1000 ft. house: 4 Men—60 Minutes.
- 10 Modular roof sheathing—no cutting. Erection time 1000 ft. home: 4 Men—60 Minutes.
- 11 Prehung door in place in panel. Prefinished in lifetime lucite plastic.
- 12 Fully assembled projecting bay window prefinished in lifetime lucite plastic.

- 13 All Formica-faced kitchen cabinets in beautiful frosty Walnut.
- 14 All prefinished Walnut grain interior doors.
- 15 New Scholz electro-static vent hood requires no duct work connection.

16 Another exclusive Scholz development—breathtakingly beautiful mosaic ceramic tile bath, can be installed by unskilled mechanic in 2 hours at a cost less than plastic tile, including plate glass mirror, Formica-faced vanity cabinet and counter.



SCHOLZ HOMES, INC., 2001 N. Westwood, Toledo 7, Ohio
Please have your representative call with complete information on the NEW '60 SERIES NORTH AMERICAN HOMES. (Please Print)

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

SCHOLZ HOMES, INC. • Toledo 7, Ohio

PLANTS IN: Toledo, Ohio • Wilmington, Del. • Durham, N.C. • West Palm Beach, Fla. • Kansas City, Kans. • Greeley, Colo. • Houston, Texas • Long Beach, Calif.

WILL YOU

OVER 25,000 prospective new home owners have requested complete information on Fleetlite Aluminum Windows and Doors during the past twelve months.

Are YOU ready to fill their requirements for America's Finest Windows and Doors?

Dramatic and informative Fleetlite advertising is pre-selling over 12,000,000 readers of the nation's top publications:

Better Homes and Gardens Home Building Ideas • House Beautiful's Houses and Plans Book • House Beautiful's Building Manual • House and Garden's Book of Building • Home Modernizing • New Homes Guide • American Home • Better Homes and Gardens • House Beautiful House and Garden • Living for Young Homemakers • Living's New Guide to Home Planning and Remodeling Architectural and Engineering News • Architectural Forum • Architectural Record • Building Construction Illustrated • Business Week • Catholic Property Administration • College and University Business • Hospitals • Modern Hospital • Official Catholic Directory • Progressive Architecture • American Builder • Building Products • House and Home • NAHB Journal of Homebuilding • Practical Builder.



Fleetlite — the most widely advertised of all metal windows.

BUILD for these people?

Factory-Trained Fleetlite Sales Representatives are Ready to Help You to Greater Building Profits!

Right at this moment Fleetlite representatives across the country are receiving a steady flow of live sales leads. Some of these people are all set to build. A great many of them are interested in the fine quality aluminum windows and doors which only Fleetlite can offer.

Check These Products Yourself:

Look at Fleetlite double, double hung or sliding windows and you'll see this quality for yourself. Measure the ruggedness of the 4¾" frame . . . operate the free-sliding prime or storm sash . . . note the double weatherstripping, the trim corner mitres, the careful craftsmanship in every detail.

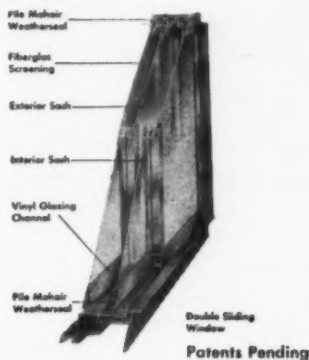
And Fleetlite windows are easy to work with. All units are factory assembled and glazed, individually cartoned and shipped directly to the job site for immediate installation. No fitting or finishing on the job. When you install them, they work right — right away!

Sales Features For You:

Fleetlite double windows are de-

signed to meet the requirements of every one of your customers.

- Each Unit is Completely Self-Contained — includes interior sash, self-storing storm sash and Fiberglass screen.



- Positive-Seal Weatherstripping Gives Complete Protection against Wind, Rain and Dirt.
- Eliminates Need of Painting or Puttying — all sash removable from inside for easy cleaning.

To complement this window line, Fleetlite engineers have developed top hung sliding glass doors which may be used in any weather zone.

Only the Fleetlite "J" sill sliding door has been tested under 100 mph hurricane conditions with no water leakage over the double threshold.

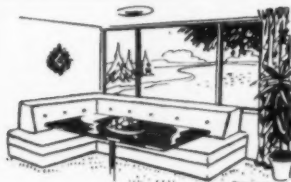
- Improved Fleetlite Matching Fixed Sash permits practical and inexpensive extension of glass walls.

And to round out the line, Fleetlite offers fully weather-tight Jalousie windows, Jalousie Storm Doors and the excitingly new Sliding Mirror Door.

Help For You:

If you're a builder who likes to use quality products, see your Fleetlite sales representative. He works full-time at the job of helping home owners and builders use aluminum windows and doors. He'll help you select the Fleetlite products best suited to the job. And, after the house is completed, he'll even call on the owner to show him how he can get the most out of his Fleetlite windows and doors.

In short, a Fleetlite sales representative is a man who follows through on the job to assure customer satisfaction and eliminate call-backs. Why don't you see him at once?



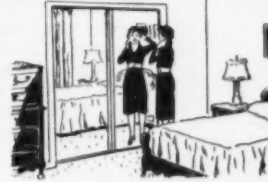
Picture Slide — full vision plus free flow of air.



Twin Sliding windows are low in cost. 31 standard sizes.



Sliding Glass Doors open a room to the garden. Also interior and pocket styles.



Sliding Mirror Doors for a touch of luxury.

FLEET OF AMERICA, INC.
Dept. AB-20, 2015 Walden Ave. • Buffalo 25, N. Y.

Send literature on:

- double windows sliding glass doors jalousies
 Have your representative contact me.

NAME _____
ADDRESS _____
CITY _____ ZONE _____
COUNTY _____ STATE _____

Fleetlite
AMERICA'S Finest WINDOW

TRADEMARK OF
FLEET OF AMERICA, INC.

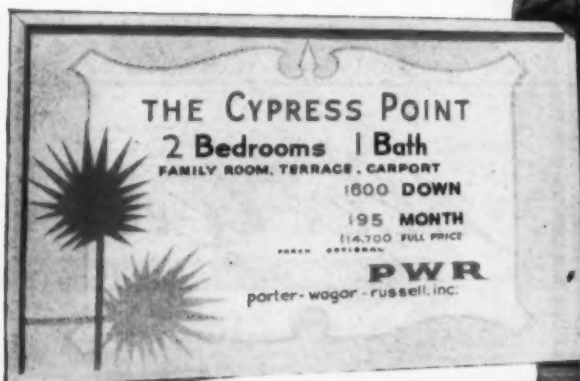
®

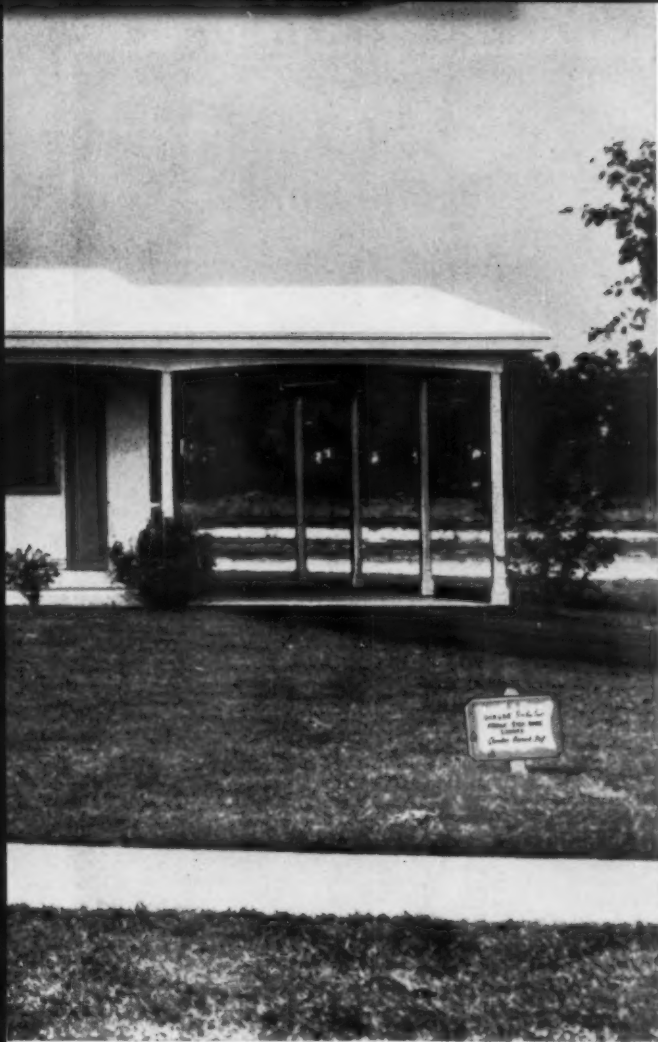
A model home in the Porter-Wagor-Russell, Inc. building project, Palmetto Country Club Estates, located near Miami, Florida. Inside plaster corners are reinforced with Keycorner lath for higher crack resistance.



"Our best selling homes are lath and plaster

Mr. Wagor, in front of one of his firm's model homes, talks over the advantages of Keycorner reinforcing lath with William Duncan, owner of the Duncan Plastering Company, Coral Gables, Florida, (right) and E. C. Faircloth, Keystone Steel & Wire Company building specialist, (center).





reinforced with **KEYCORNER LATH**[®]

... Porter-Wagor-Russell, Inc., leading Florida home-builders

"Reinforced-lath and plaster interiors are a big sales feature in our homes," reports Mr. F. B. Wagor, partner in the Porter-Wagor-Russell, Inc., builders of the large Palmetto Country Club Estates near Miami. "Best of all, it actually costs less to reinforce inside corners with Keycorner lath. You add value because of the high crack resistance and lower maintenance. Prospects are delighted with the lasting beauty of plaster. The hidden value of Keycorner reinforcement strengthens each sale."

Wherever Keycorner lath is used, it gives stronger corner reinforcement at less cost. Tests show that crack resistance of plaster corners is almost doubled as compared to other corner reinforcement.*

The pre-shaped, 4-foot lengths of Keycorner

fit into corners quickly and neatly. Keycorner can be nailed or stapled. Plaster flows in and around the open mesh design of Keycorner to assure a complete bond. Keycorner lath, packed 1,000 feet to a carton, is galvanized.

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois, Makers of Keycorner • Keymesh[®]
• Keystrip • Keywall • Welded Wire Fabric • Nails

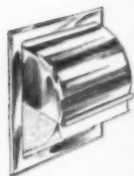
**Please send me additional information
and test reports on Keycorner reinforcing lath.*

Name _____

Company _____

Address _____

City _____ State _____



Concealed Toilet Paper Holder—revolving hood protects, covers paper.



Handsome lucite and chrome Towel Ring.



Coronado Extendo-bar for drying nylons, lingerie.



Shower Recess Unit—handy, safe spot for shampoo bottles, etc.



Relaxation Unit is luxuriously practical—recessed for toilet paper, cigarettes, ashtray, magazines, papers.

add the Touch that means so much



with **HALL-MACK**[®] bathroom accessories in
Sparkling chrome!

.....

••••• **HALL-MACK COMPANY**, Dept. AB-260

••••• Division of **TEXTRON INC.**

••••• 1380 W. Washington Blvd., Los Angeles 7, Calif.

••••• Please send your FREE color booklet of new bathroom ideas

••••• NAME _____

••••• PLEASE PRINT

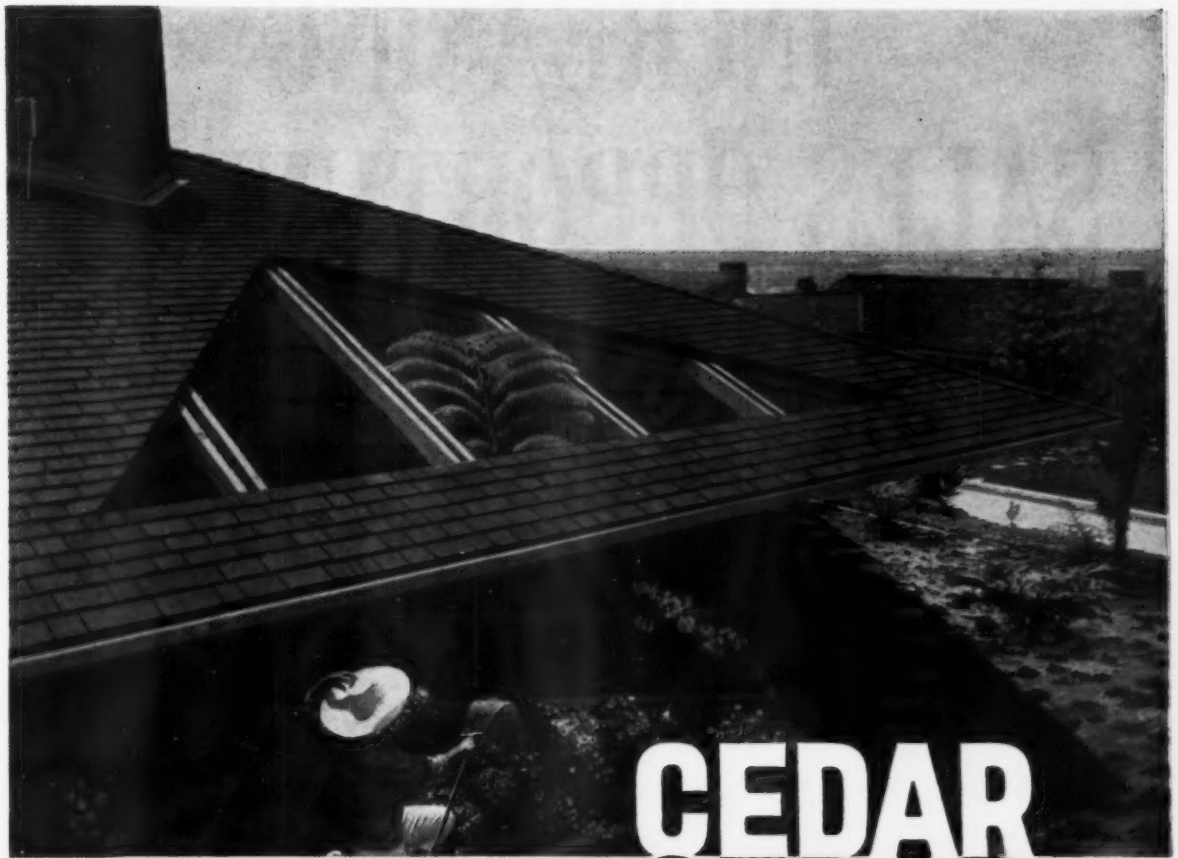
••••• ADDRESS _____

••••• CITY _____ ZONE _____ STATE _____

•••••

A lady never tells her age—and neither do Hall-Mack Bathroom Accessories. Styled for a lifetime of gleaming beauty, these quality accessories provide practical convenience and comfort—plus blending harmoniously with either modern design or period architecture to enrich the beauty of any bath. Pioneered by Hall-Mack, these quality accessories are tailored to meet the needs of every budget. Building, buying, or remodeling—always specify and install Hall-Mack Bathroom Accessories for the touch that means so much.

Sold by leading plumbing, tile and hardware dealers everywhere



CEDAR CEDAR

Cedar makes a roof important. It lets you combine prominent textures with protective overhangs... broad expanses with dramatic pitches... natural good looks with genuine durability. Cedar says quality. Top off your next design with three thick layers of red cedar shingles. And watch how quickly it sells!

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

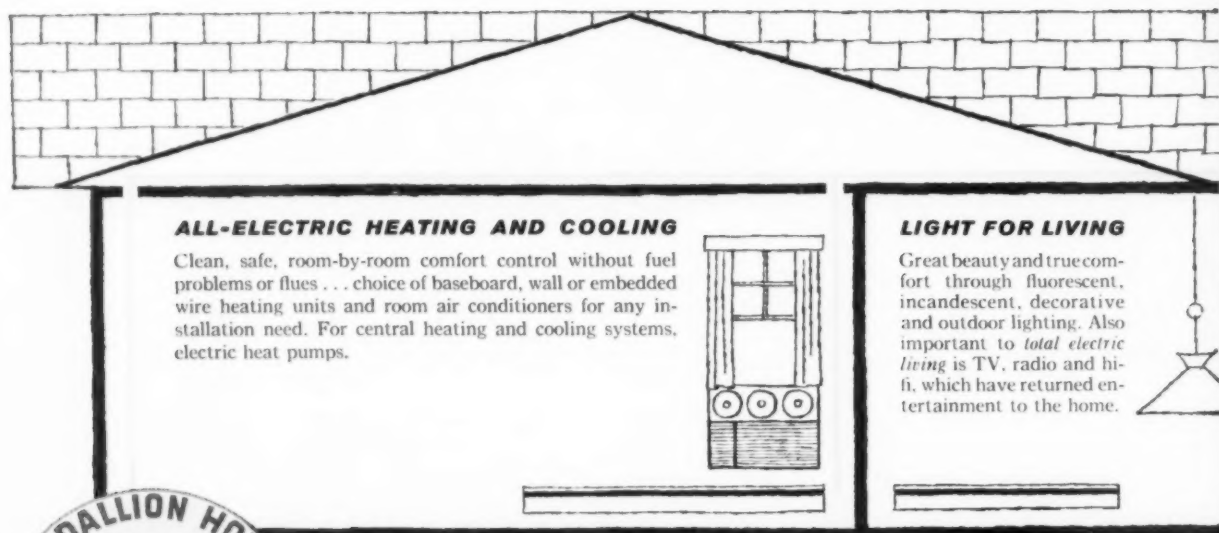
RED CEDAR SHINGLE BUREAU

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



INCREASING SALES OPPORTUNITIES FOR BUILDERS

*General Electric Gives Powerful, Practical Support
to Medallion Home Program*



ALL-ELECTRIC HEATING AND COOLING

Clean, safe, room-by-room comfort control without fuel problems or flues . . . choice of baseboard, wall or embedded wire heating units and room air conditioners for any installation need. For central heating and cooling systems, electric heat pumps.

LIGHT FOR LIVING

Great beauty and true comfort through fluorescent, incandescent, decorative and outdoor lighting. Also important to *total electric living* is TV, radio and hi-fi, which have returned entertainment to the home.



GOLD MEDALLION HOMES

Equipped by General Electric

Total electric living is here now . . . practical in homes in every price range.

It offers you, the builder, an exciting merchandising concept. For the Medallion Home not only offers a better way of living—it is a new status symbol that helps you compete more effectively for the consumers' busy dollar.

General Electric has organized all divisions of the company into an operation to support the Medallion Home program. A major advertising campaign will presell consumers in *Life*, *Better Homes & Gardens*, *House Beautiful*, *House & Garden*, *New Homes Guide* and *House Beautiful Building Manual*.

But our big plans are local. Your local General Electric Major Appliance Distributor has plans right now to help you increase the electric content of your homes. Call him today—your first step toward real sales increases through the Medallion Home program.

Residential Market Development Operation,
General Electric Company, Appliance Park,
Louisville 1, Kentucky.



ALL-ELECTRIC KITCHEN-LAUNDRY
Refrigerator, freezer, washer, dryer, range, dishwasher, Disposall® are a vital part of modern living. Electric water heating eliminates flames and fumes.

FULL HOUSEPOWER
Ample wiring, switches, controls are the foundation of *total electric living*. Without them no equipment can produce top results and the installation of future equipment can be costly.

Progress Is Our Most Important Product

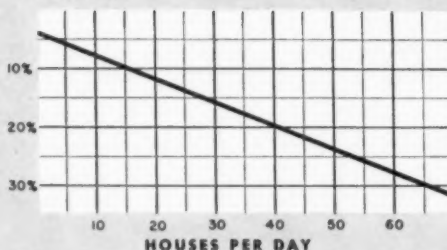
GENERAL  ELECTRIC



Many dollars are saved by the elimination of all extra transportation and rehandling costs.

\$ A \$

COST REDUCTION



HOUSES PER DAY

This chart shows how costs go down as the centralized production of house components increases.

\$ B \$

WITH **P-B** COMPONENTS

Steps A and B save 15% for the Builder

—on any type or size of house

We have 24 years' experience in the building of the major house components. No other firm can offer you comparable experience. Many millions of dollars' worth of homes have been built by our method—known as Precision-Building. All this experience points to one fact...the centralized building of Precision-Built House Components—*by the building materials distributor*—cuts costs for everybody. To any builder—large or small—this means a saving of about 15% on wall, floor, ceiling, roof and gable components.

Two facts account for this saving.

A—When the distributor handles the fabrication, many unnecessary handling and rehandling costs are eliminated. The component parts come direct from the distributor to your site.

B—When the distributor handles the fabrication, you share in his far larger volume discounts—regardless of the volume of your activities.

Reduced handling costs and larger volume discounts on the materials are easily understood. You are saving money.

You are also increasing your selling strength—when you build with P-B Components. You are not limited to any type or size of house—*any plan* can be quickly detailed for P-B Components. You give the home buyer a top-quality, custom-built house—two to four months sooner than by conventional methods. You maintain a far smaller staff of skilled labor. You invest no money in expensive equipment. You are fully equipped to compete profitably with every type of prefabricated housing.

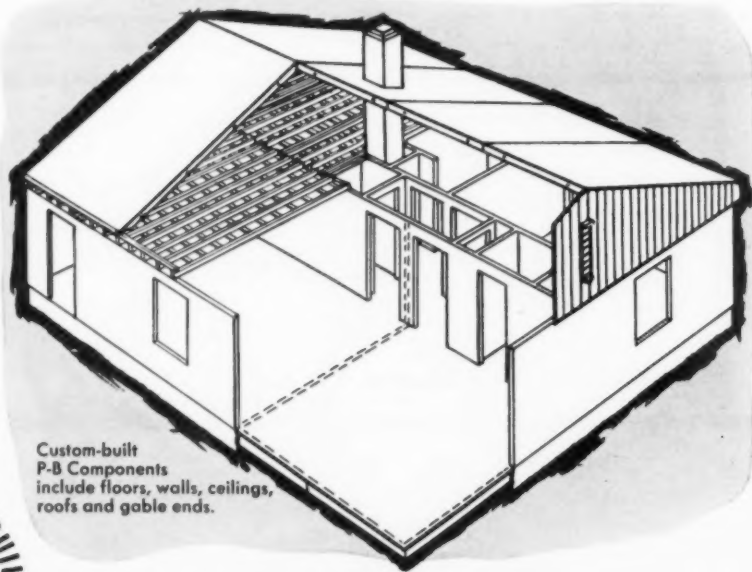
Your walls and partitions

are not of some limited arbitrary length or width, but *room-size*—with either exterior finish or sheathing applied and with the interior finish applied. They can even be wired for electricity. Floor components are built mainly 8-feet in width and of the length needed; the underflooring is insulated and the factory-finished flooring already in place. Ceiling components have the ceiling material already in place. Roof and gable components have the sheathing

already in place.

You buy your P-B Components through your local lumber dealer—custom-built to fit your plan—delivered to your site. (If he does not yet know about P-B Components, ask him to contact us.)

Take the time to get all the facts. Let us show you in detail just how this plan works for you—in your territory. Write or wire today—to Department B-4.



Custom-built P-B Components include floors, walls, ceilings, roofs and gable ends.

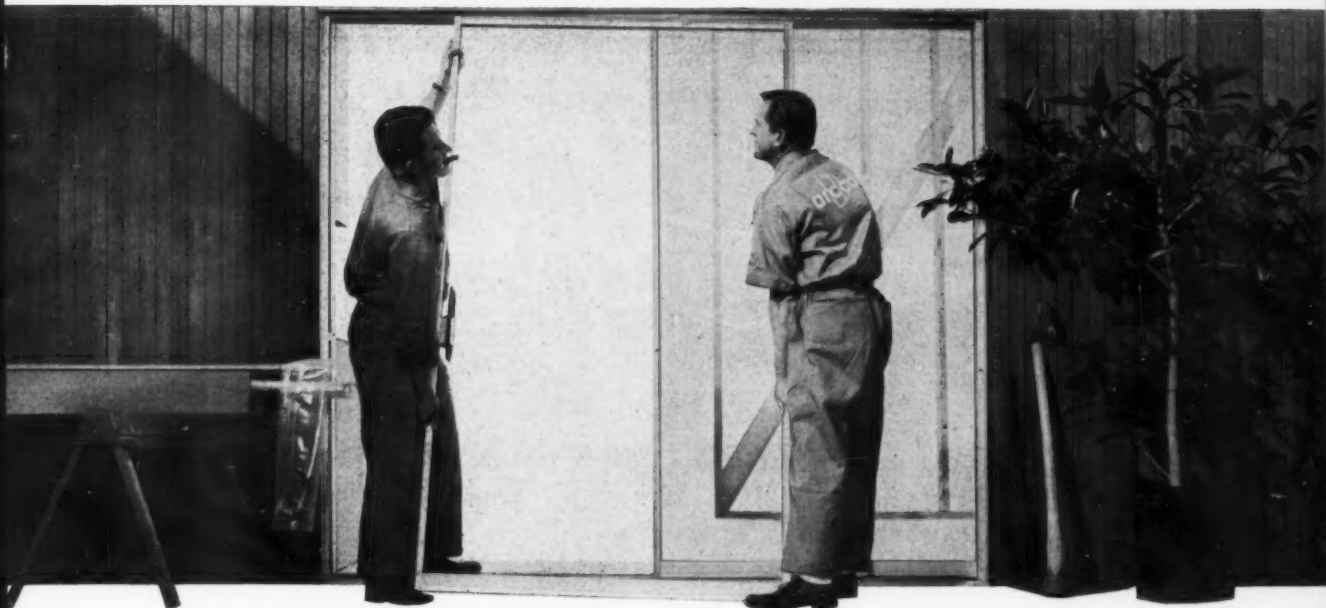


HOMASOTE COMPANY

Trenton 3, New Jersey

Homasote of Canada, Ltd., 224 Merton St., Toronto 7, Ont.

The touch of quality at a builder's price...



The touch of quality at a buyer's fingertips!



NEW ARCADIA / SERIES 150

SLIDING GLASS DOORS

Quality your prospects can see, touch... and take pride in! Genuine Arcadia quality means the first *inherently* weathertight sliding glass door design, proved in two years of field-testing throughout the country... the first sliding glass door design to eliminate troublesome screen maintenance by placing the screen *inside* where it stays clean and new looking for years... the one sliding glass door selected time after time for *award-winning* custom homes by leading architects and builders. The new Series 150 is genuine Arcadia quality... available in builder sizes to sell at a builder's price! Standard 6'10" height in 5'10", 7'10", and 9'10" widths, either KD or glazed. Get the whole story on Arcadia's *touch of quality* merchandising. See the yellow pages to find your nearby Arcadia distributor, or write to Dept. 151, Arcadia Metal Products, Fullerton, California.

arcadia

Member of Professor's Council, Inc. / National Association of Home Builders

Made for Each Other!



Photo courtesy of Fred Bros., San Antonio

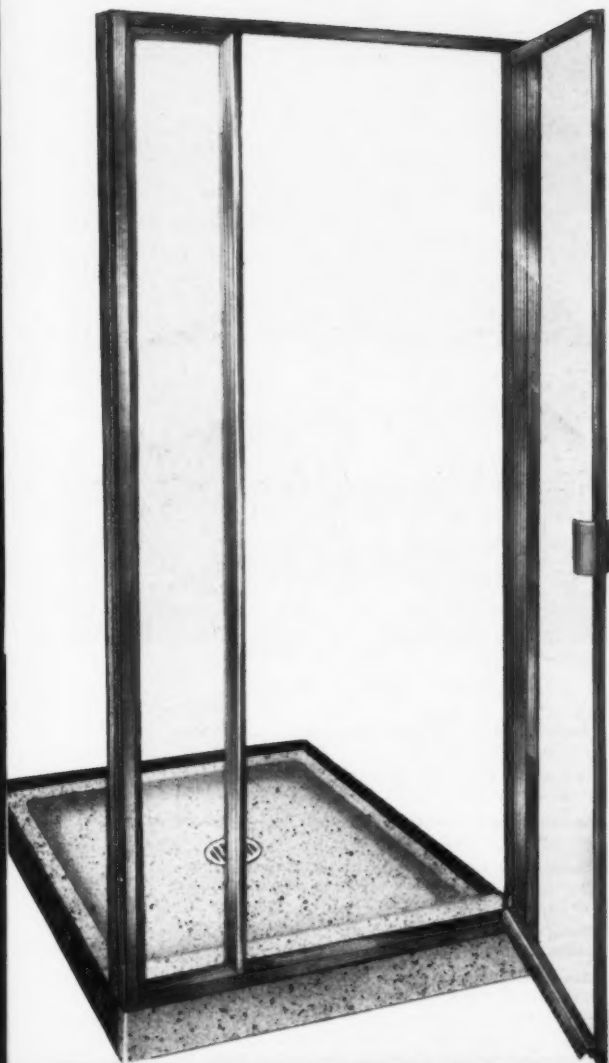
FIAT... FIRST IN QUALITY SINCE 1922... PACKAGED SHOWERS • FLOORS • DOORS / TOILET ROOM ENCLOSURES



Monterey

shower enclosure

and floor



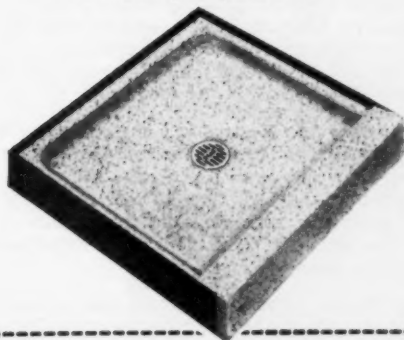
Now you can custom-build a luxury shower at a cost you never dreamed possible.

The Fiat Monterey Shower Enclosure and floor were designed to help you do just that.

Made for each other. And like the ideal couple who live happily ever after, these perfect companions insure a permanently trouble-free installation.

Construction time is cut to a fraction. The pre-packed, pre-hung, pre-assembled Monterey enclosure saves hours of costly cut-and-try. 32" and 36" models each allow a full 1½" adjustment—¾" on each side of the frame—to compensate for out of plumb openings.

Adjustment is instant—and accurate! The one-piece PreCast Terrazzo Floor does away with old-fashioned sub-pan, mortar, and tiling construction—slides into place in one simple operation.



5

strategically located plants for fast delivery at lower cost!
Plainville, Long Island, New York;
Franklin Park, Illinois; Los Angeles, Calif.
Albany, Georgia;
Orillia, Ontario, Canada

Get the facts about these new time and cost cutting products—send today for details!



FIAT

FIAT METAL MANUFACTURING CO.
9301 Belmont Avenue, Franklin Park, Illinois

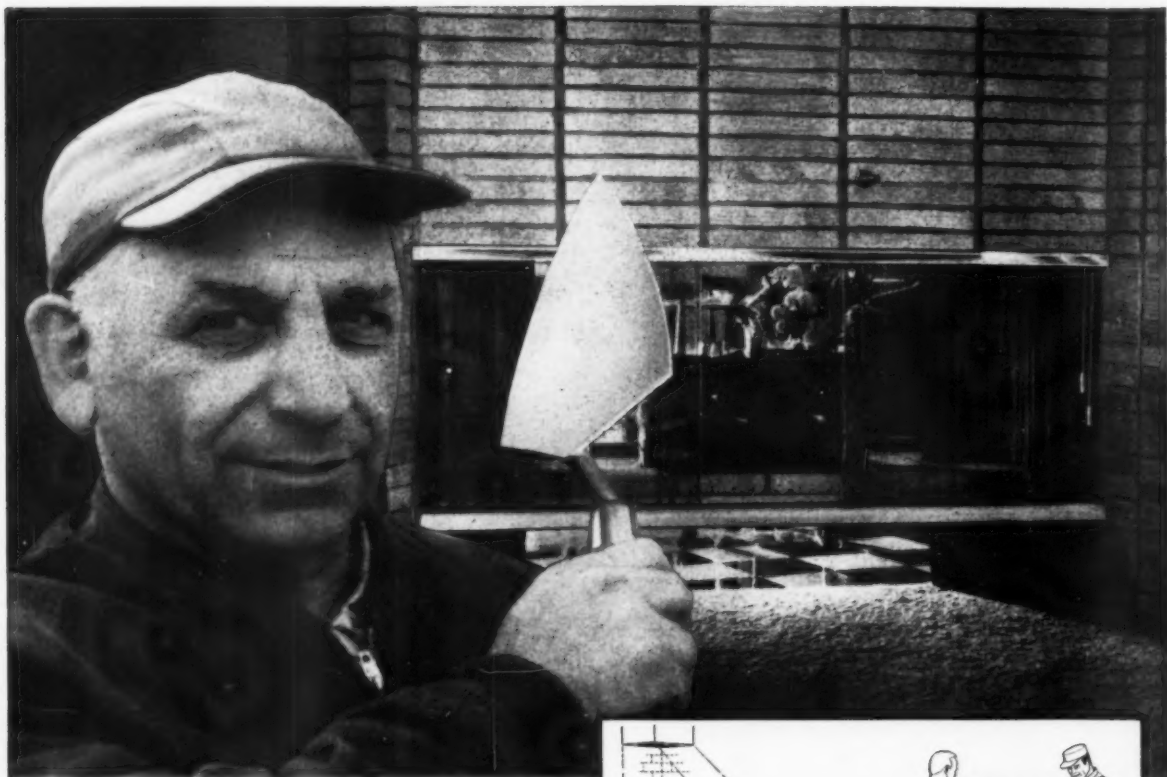
Please send me data about the Monterey Shower Enclosure and PreCast Terrazzo Floor.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____



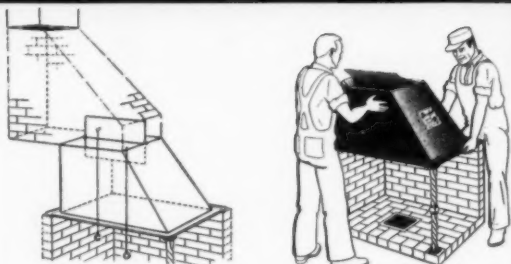
"Now, I'm a specialist on unusual fireplace jobs..."

"Time was when I'd sidestep every fancy fireplace job that came along . . . too many customers would complain about smoke . . . or something else would go haywire. On most jobs, I'd be lucky just to break even . . .

"Then my building supply dealer told me about the Beneform Universal Damper, and just like that I became an expert on unusual fireplaces . . . Put 'em up in no time flat, and get a perfect, smoke-free job every time . . .

"I just lay the brick, and Beneform does the rest . . . eliminates the guesswork and fancy-work, makes every step simple as ABC. I get the job done quicker and better, and now I make money! What's more, I can guarantee perfect, smoke-free results . . . Thanks to Beneform, I'm the guy they turn to whenever an unusual fireplace job comes up."

For details on the Beneform, and on the complete Bennett line, see your dealer, or write for catalog to Bennett-Ireland Inc., 260 Market St., Norwich, N. Y.



Beneform makes the tough
jobs easy . . . these 9 ways!

1. Allows choice of 6 basic openings, from single to "open all around" . . . in 6 stock sizes.
2. Size of flue tile, may be varied to suit size and area of fireplace draft, assures proper draft.
3. Wider choice of chimney locations, helps avoid costly turns or slanting of the flue.
4. Combustion chamber can be generously proportioned, yet located where it won't interfere with other construction.
5. Down draft shelf can be built on any of the 4 sides, depending on best location for the stack.
6. Removable damper valve, with permanent tension unaffected by heat, allows exact draft adjustment.
7. Two types of valve control, "Push-Pull," or exclusive Rotary Control, as easy to work as turning on TV.
8. Complete throat form, of heavy gauge steel, shapes the throat properly and permits quick laying of masonry.
9. All-around lintel, with flange on all 4 sides, provides structural strength for any masonry load.

AUTHORITIES ON FIREPLACES

BENNETT · IRELAND INC.
Chartered in 1906
NORWICH, NEW YORK



*Have your windows at the job site
when you need them*



NO DOWNTIME WITH
RIMCO WOOD WINDOW UNITS

Whether you specify Rimco Slide, Casement, Vent (awning), or Six-Ten (double-hung) Wood Window Units, you can be assured that the units will be at the job site on time. The network of Jobbers and Dealers stocking Rimco Units can provide the quick service you need.

Rimco windows come in complete units: set-up, fully weatherstripped and ready to install. Again . . . no time loss on the job!
 You just set 'em and forget 'em.

And, when you fill those openings with Rimco Units, you are filling them with quality . . . backed by almost a century of experience. A comprehensive program of consumer advertising and builder merchandising aids helps point up this quality.

See your Lumber Dealer, today, for complete details. Or write . . .



HELPING BUILD AMERICA FOR OVER 90 YEARS

RIMCO®

ROCK ISLAND MILLWORK COMPANY

FACTORY DIVISION, Department A,
 Rock Island, Illinois

Ger-Pak—THE SHORT WAY TO SAY SUPERIOR POLYETHYLENE FILM



**Ger-Pak as concealed flashing licks*

MOISTURE DAMAGE PROBLEMS!

Prevent recurring damage from water-vapor seepage and penetration by using low-cost GER-PAK Virgin Polyethylene Film for flashing! Meets F.H.A. requirements.

Installed around windows, door heads, and frames, GER-PAK Flashing Film curbs paint blistering, plaster cracking, frame rotting—all the headaches of unchecked moisture penetration. And GER-PAK Film helps homes keep that "just built" new look a long, long time.

This is the same famous GER-PAK Polyethylene Film specified by leading architects the country over and used by builders everywhere for unmatched water-vapor protection under concrete slabs and in sidewalls, as well as for superior dust sealing between floors. Ideal, too, for

closing-in unfinished doors and windows, as painting drop cloths, and protective coverings.

GER-PAK is lightweight, easy to handle, inexpensive. Comes in widths from 12-inch for flashing all the way up to 40-foot. Available in CLEAR, BLACK and special opaque WHITE. See our catalog in Sweet's File or ask your dealer today.



Look for your GER-PAK distributor under Plastics and Plastics Products

DESIGNED TO MEET FHA REQUIREMENTS

—CLIP AND MAIL NOW FOR FREE SAMPLES!—

GERING PLASTICS division of STUDEBAKER-PACKARD CORP. Kenilworth, N. J.

Please send me without obligation:

AB-2

FREE GER-PAK® and Miracle Tape samples and brochure.

Name

Company

Address

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

GER-PAK®

Virgin Polyethylene Film

GERING PLASTICS division of STUDEBAKER-PACKARD CORP. Kenilworth, N. J.



Dr. R. H. Dool's
ULCKER-O-NO
 A High Potency Specific for
BUILDERS & CONTRACTORS
 Shook up by
SHRINKING PROFITITIS



and
*Swelling of the payroll on Saturday... Mistake in labor...
 Building with pieces instead of components...
 High door hanging cost... Workman's lull...
 Sluggish House Movements.*

SYMPTOMS: Shrinking Profititis produces bilious red splotches on the year-end statements, irritation to the stockholders, and acute pain in the area of bill collectors. Considerable inflammation results from high door hanging cost. The builders' office is congested with salesmen bleeding all over the place due to sluggish house movements. Assets run off freely.

DIAGNOSIS: Shrinking profititis is the advanced stage of an organic disorder of the builders and contractors infected with building with pieces instead of components. It is most prevalent among patients having a chronic record of high resistance to change and continued swelling of the payroll on Saturday produced by high site labor cost.

THERAPY: ULCKER-O-NO brings quick relief due to two active ingredients — a soothing analgesic to relieve headaches and gripes and a new decongestant (Bulldozine) to knock down mental blocks to positive thinking. The patient's own calm thought will show him that, like other preassembled components which save money and make building easier, Ready Hung Doors which install in less than 20 minutes, will save money by reducing door hanging labor 65% or more while simplifying and speeding construction. Dr. Door's new hormone, DOITNOW, is prescribed for sufferers from Rip Van Winkle's disease, medically known as will consider it next year.

CURATIVE THERAPY
 Complete cure is effected by one simple exercise: grasp the nearest telephone firmly in one hand and exercise jaws to order Ready Hung Doors for the next house. Repeat as often as houses are ready for doors. This therapy reduces the excess flow of door hanging labor from four days per green matter to one half day per house, allowing large amounts of being sloughed off through payroll tubes.



© Ready Hung Door Corp., Fort Worth 2, Texas

PAT. NO. 248029

Write the Ready Hung Door Manufacturer nearest you for a free sample of ULCKER-O-NO:

AKRON, OHIO
Dayton Akron Sash & Door Co.
ALBANY, N. Y.
Iroquois Millwork Corp.
BILLINGS, MONT.
Building Service, Inc.
BIRMINGHAM, ALA.
National Woodworks, Inc.
BOSTON, MASS.
A. W. Hastings & Co., Inc.
Sennerville, Mass.
BUFFALO, N. Y.
Iroquois Door Co.

BUFFALO, N. Y.
The Whitmer-Jackson Co.
CHARLOTTE, N. C.
Miller Millwork Corp.
CHICAGO, ILL.
Morgan Sash & Door Co.
CINCINNATI, OHIO
Acme Sash & Door Co.
CLEVELAND, OHIO
The Whitmer-Jackson Co.
DAYTON, OHIO
Dayton-Akron Sash & Door Co.
DECATUR, ILL.
Morgan Sash & Door Co.

FLINT, MICH.
Flint Sash & Door Co.
GRAND RAPIDS, MICH.
Porter-Hadley Co.
GREAT FALLS, MONT.
Building Service, Inc.
GREENVILLE, S. C.
Southern Sash & Door Co., Inc.
HOUSTON, TEXAS
Southern Sash & Door Co.
HURTINGTON, W. VA.
Iron City Sash & Door Co.
INDIANAPOLIS, IND.
Midland Bldg. Industries, Inc.

JOHNSTOWN, PA.
Iron City Sash & Door Co.
KANSAS CITY, MO.
Rust Sash & Door Co.
LOS ANGELES, CAL.
Ready Hung Door Mfg. Co.
Burbank, Calif.
MARIION, IND.
General Millwork Corp.
MASSILLON, OHIO
The Whitmer-Jackson Co.
NEW YORK, N. Y.
Bailey Whelan Co.
West Orange, N. J.

NORTHAMPTON, MASS.
Hastings, Inc.
OAKLAND, CAL.
Ready Hung Door Mfg. Co.
PITTSBURGH, PA.
Iron City Sash & Door Co.
PORTLAND, ME.
A. W. Hastings & Co., Inc.
ROCHESTER, N. Y.
The Whitmer-Jackson Co.
SAGINAW, MICH.
Flint Sash & Door Co.

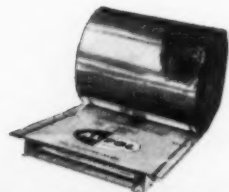
ST. LOUIS, MO.
Imse Schilling Sash & Door Co.
ST. PAUL, MINN.
Minnesota Wood Specialties, Inc.
St. Paul Park, Minn.
SEATTLE, WASH.
Building Products Wholesale, Inc.
SPRINGFIELD, MO.
Southern Supply Co.

TOLEDO, OHIO
C. Lloyd & Son Ltd.
CANADA:
KINGSTON, ONT.
C. Lloyd & Son Ltd.
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C. Lloyd & Son Ltd.
TORONTO, ONT.
C. Lloyd & Son Ltd.
WINGHAM, ONT.
C. Lloyd & Son Ltd.

READY HUNG DOOR CORP., FORT WORTH 2, TEXAS

A message of significance for:

builders who want to cut "HIDDEN" INSULATION COSTS



**Today's ALFOL Blanket
cuts more than
just installation cost**

ALFOL reflective, aluminum foil insulation starts lowering your "hidden" costs the first time you use it.

Less labor to handle...less space to store. ALFOL takes only 1/20 the hauling and storage space required for bulk-type blankets. You can deliver ALFOL insulation for an entire house in your car...haul a project load of insulation in a truck. ALFOL weighs only 1/12 as much as bulk-type blankets. One man can carry 500 to 1000 sq. ft. at a time.

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Top these "hidden" cost reductions with the unsurpassed year 'round heating and cooling and condensation control efficiency which ALFOL Blankets give your houses and you have a building bonus worth investigating.



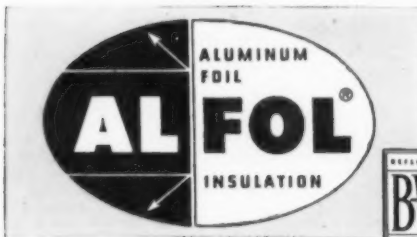
Easy to handle...

...Fast to install



- 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 NOW for free cost study: "How modern insulation cuts hidden costs"



Please send
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"HOW MODERN
INSULATION CUTS
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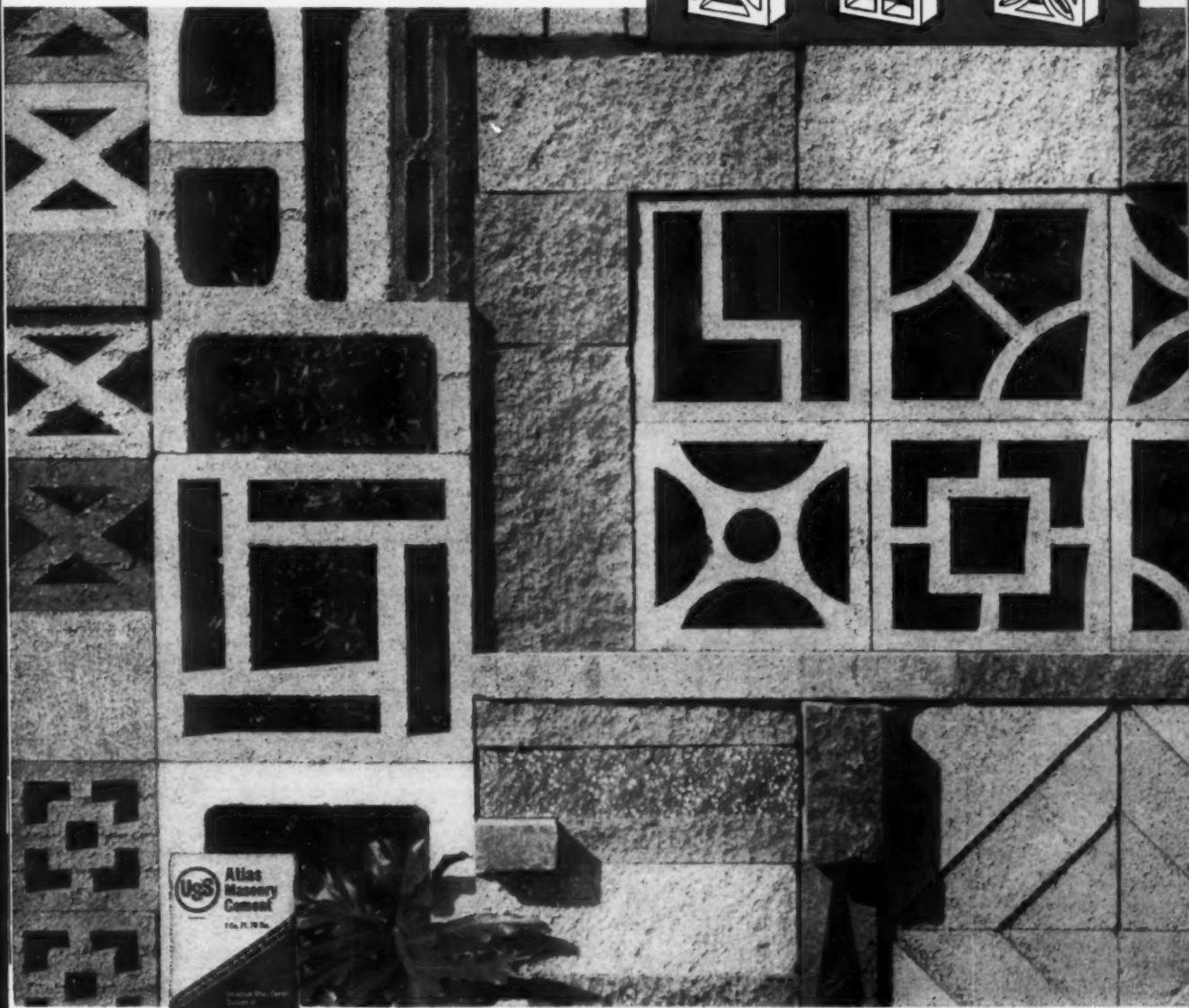
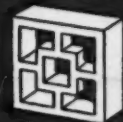
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REFLECTAL

Borg-Warner

▶ Great new things
are shaping up in concrete block



Atlas Masonry Cement measures up to the new masonry

whose range of patterns, shapes and textures is suggested in this block grouping by Architects D. Wallace Benton and Donald G. Park of Los Angeles. To lay up these striking new concrete block, Atlas Masonry Cement continues to be the preferred cementing material for mortar. It provides a smooth, workable mortar, assures a stronger bond, gives weathertight joints that are uniform in color. And Atlas Masonry Cement complies fully with ASTM and Federal Specifications. For information write: Universal Atlas Cement, Dept. M, 100 Park Avenue, New York 17, N. Y.



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As a home builder, there's a great future for you... with Harnischfeger Homes! We invite your inquiry or, better still, phone T. W. Korb, president, or R. J. Esler, sales manager, to discuss your requirements.



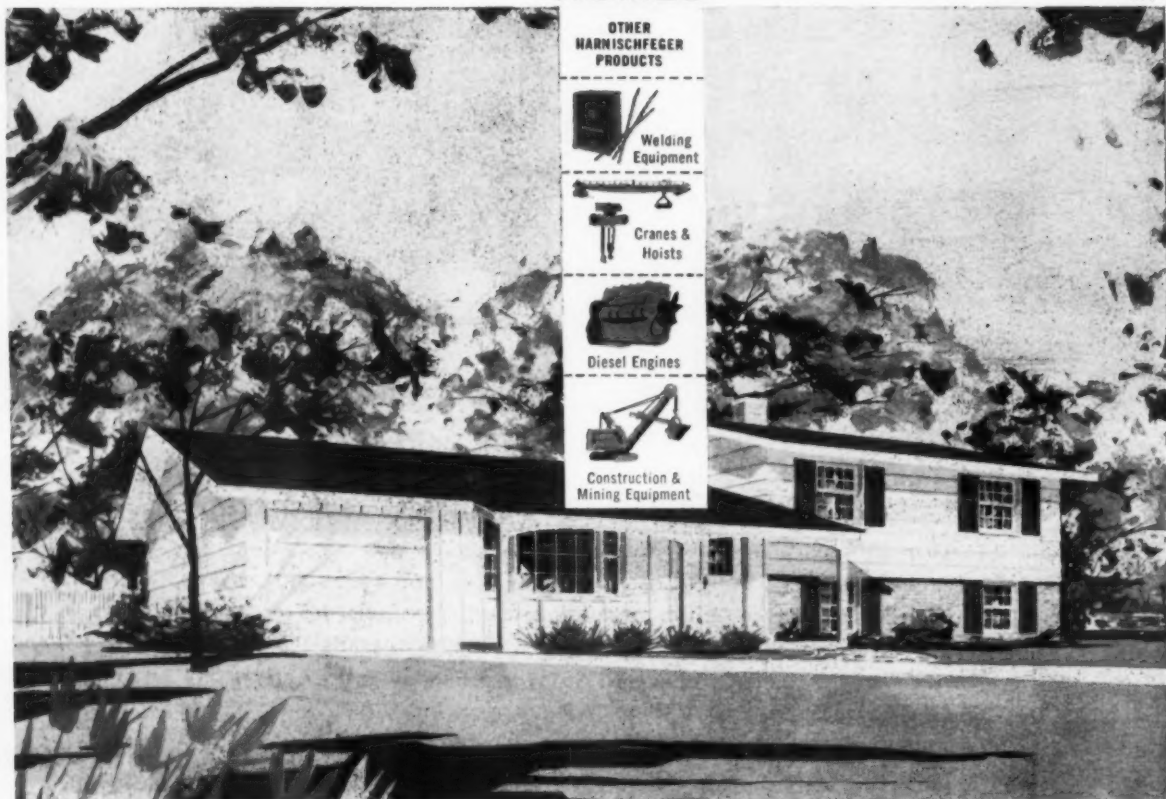
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Tappan's Visualite Oven holds 24-lb. turkey. New illuminated control panel features honey-comb design. Nothing cooks, looks, or sells like Tappan Gas or Electric Built-Ins.

Quick facts about today's biggest-selling built-ins

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Quick facts to help you sell your kitchens with 1960 Tappan Built-Ins

'FABULOUS 400'



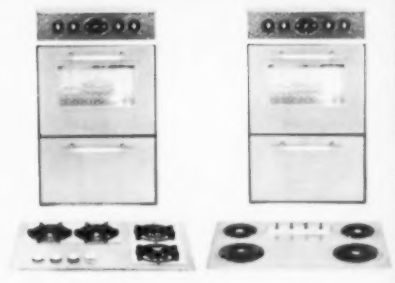
Tappan's 'Fabulous 400'—no cut-outs—easiest built-in of all to install. Self-vented. 40 inches wide.

'DEBUTANTE 400'

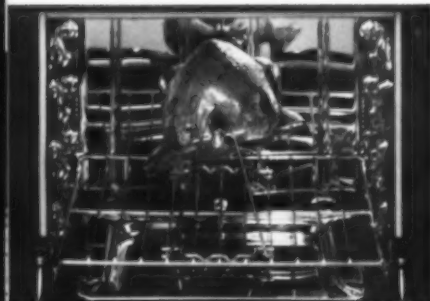


'Debutante 400'—exciting style-mate of the 'Fabulous 400.' 30 inches wide. Self-vented. No cut-outs.

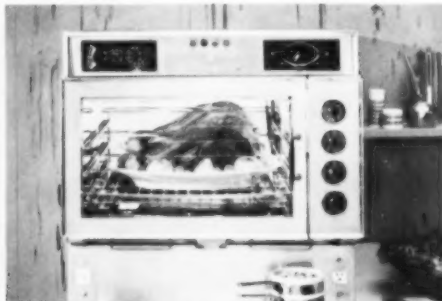
BUILT-INS GAS OR ELECTRIC



Gas and Electric Built-Ins—ovens and surface units are interchangeable. Let your customers decide which fuel.



Chrome-Lined Oven holds 24-lb. turkey. Roastmeater control for choice results: rare, medium, or well done. Clock-controlled.



Oven, Broiler at reach-in height. All oven controls are at eye-level. Chrome-lined oven. Two Set 'N Forget elements.



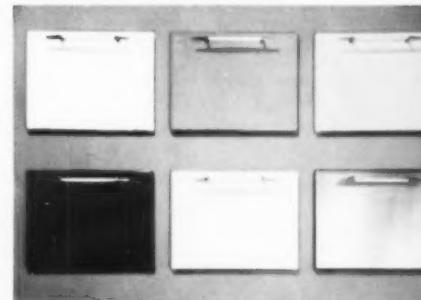
Rotisserie, Roastmeater, oven thermostats, panel lights, surface unit controls all at eye-level. Two Set 'N Forget elements.



Built-in Venting—exhausts cooking odors and vapors. Surface units hide away when not in use.



Tappan award winning ranges! Your customers recognize and have confidence in all these Tappan-won awards.



Copper, Luster, 4 other beautiful colors—yellow, turquoise, pink, white. Ovens available with solid doors.

Please supply me with complete specification, installation and model information on Tappan:

Built-in gas ranges Built-in electric ranges Electronic ranges

The 'Fabulous 400' and the 'Debutante 400' Built-in refrigerators

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Address _____

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Go with the biggest built-in advertiser—bigger than ever for '60



GO TAPPAN
today's biggest-selling built-in



**"We're 'sold' on
concealed telephone
wiring—and our
customers are, too"**

—says William B. Watkins, President
A. J. Watkins & Sons, Inc., Baltimore

This is one of the handsome custom homes in the "Pot Spring" community of suburban Baltimore.



In an unfinished model, builder Bill Watkins discusses a kitchen phone location with telephone man C. L. Anderson.

Your local Telephone Business Office will gladly help you with telephone planning for your homes. For details on home telephone installations, see Sweet's Light Construction File, 11c/Be. For commercial installations, Sweet's Architectural File, 34a/Be.

BELL TELEPHONE SYSTEM



A. J. Watkins & Sons, Inc., has built more than 4500 homes since World War II. The firm's current project is the "Pot Spring" community of homes north of Baltimore in historic Dulaney Valley.

Custom-built in the \$35,000 to \$40,000 range, these distinctive homes have one important feature in common: a minimum of six built-in telephone outlets with wiring neatly concealed in the walls.

"We've telephone planned over 200 of our homes—ever since the telephone company made concealed wiring available," says Bill Watkins, president of the firm. "Nowadays, people ask us about it. They consider it a necessary feature of a modern, quality-built home. It makes it easy for them to add extension phones whenever and wherever they need them.

"We're 'sold' on concealed telephone wiring—and our customers are, too. It definitely helps us sell our homes."

new from Masonite:

THREE WONDERFUL CHERRY GRAINS

*the look of luxury
at a new low cost!*

Royalcote Colonial Cherry No. 402



Masonite® Royalcote® factory-finished wood-grained panels on genuine Masonite hardboard; no splits, no splinters, no cracks—not ever.

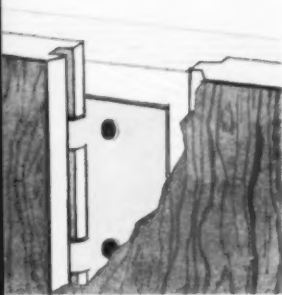
Royalcote Natura Cherry No. 400

Royalcote Frosted Cherry No. 401

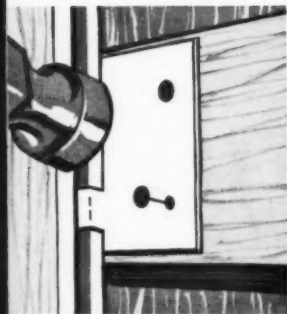


New for your homes! Three wonderful new decorator colors of cherry grains on genuine Masonite hardboard —bringing you the warmth and richness of cherry itself at a new low cost. Visualize a living or family room . . . or perhaps a den, bedroom or dining area . . . in your new homes paneled in one of these three new exciting tones. This can be your next big selling feature!

so easy to install!



The convenient 16" x 8' panels ($\frac{1}{4}$ " thick) are tongue-and-grooved to make use of a new, simple, efficient clip-on system. Installation couldn't be simpler: insert clip in grooved edge, nail to stud or furring strip, slide in tongue edge of next panel. For added beauty and durability, apply a clear sealer, lacquer or wax.



Give the walls of your new homes the look of luxury at "plain wall" prices. See your lumber and building materials dealer or Masonite sales representative for these customer-appealing new cherry grained panels and eye-catching new display pieces for your model homes. Or write directly to Masonite Corporation, Dept. 11-100 Box 777, Chicago 90, Illinois.

MASONITE 
CORPORATION

©Masonite Corporation—manufacturer of quality panel products for building and industry





"We have been sold ahead for two years and are operating smoothly on our planned program," says Charles Mouch, President of Hinde Development Company, Inc., Sandusky, Ohio. "Our Fairview Lanes development of 408 home sites is one-third completed. Our customers are proud of their Pease Homes . . . they're our best salesmen. The original planning provided by the Pease staff has paid off with an attractive neighborhood, a fine financing program—and with profits!"

Pease offers land developers and builders with F. H. A. approved lots, a sound program for a quicker conversion of LAND to liquid profits.

- **Complete F. H. A. Processing and Financing Service,** includes securing . . . (a) F. H. A. conditional commitments; (b) construction money; (c) mortgage loans.
- **Customized Architectural Service . . .** to produce quality homes best suited to your market.
- **Personalized Model Home Merchandising and Promotion . . .** a complete model home package including advertising aid, display material and professional advertising assistance.

For more information, write or phone William Stricker, General Sales Manager, and arrange for a sales representative to call.

**"We are converting
land inventory
to profits
with quality
Pease Homes"**



PEASE HOMES *and Building Materials*

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HAMILTON, OHIO



It's sprinkled with stars

Fantasy

New laminated plastic pattern by

CONSOWELD

Myriads of tiny starbursts make Fantasy glitter and gleam with color excitement. It's a gay, new pattern. Rich! Warm! Inviting! It opens the way for you to achieve striking new decorator effects. Four high-preference colors complement any room decor.

Fantasy is a pattern with *proven* consumer acceptance. Market-testing reports consistently give it the highest acceptance ratings.

Use it in your model homes to add "buyer appeal" . . . on countertops, walls, wainscoting and showers. It adds the value of beauty. Makes your homes easier to sell.

Samples of Fantasy are available from dealers and fabricators. Free merchandising aids are also available to help you in your model home promotions.

84



Look under Plastics in the Yellow Pages of your telephone directory.

Sold through retail lumber yards, floor-covering dealers, and cabinet shops

CONSOWELD CORPORATION
Wisconsin Rapids, Wisconsin



Consoweld Fantasy has the delightful look of luxury. Yet, the beautiful laminated plastic surface cannot be harmed by boiling water, alcohol or fruit juices. Easy to clean. Easy to keep clean.

Cabinets by Youngstown Kitchens

Decorate with **GOLD!**

Gold *FLICKER*

in Laminated Plastic by

CONSOWELD



Sparkling new Consoweld Laminated Plastic surfacing available in 6 luxurious decorator colors!

Consoweld's striking *Flicker* pattern meets the new rising tide of popularity for gold—makes this new decorator color a functional part of today's interior schemes. This delightfully patterned laminated plastic is most suitable for kitchens and bathrooms in homes and motels; for counter and wall

applications in hotels, cocktail lounges, beauty parlors, stores, offices, institutions—wherever the sparkle and color fit the decor. Consoweld's exclusive 51" x 144" jumbo panel reduces seams and cuts installation costs. For information and name of nearest dealer, mail the coupon.

CONSOWELD CORPORATION
Wisconsin Rapids, Wisconsin



I'm interested in using Consoweld's laminated plastic products.
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The Assembled House: 1960



Who built this truss?

It might have been a home manufacturer

It might have been a components manufacturer

It might have been a lumber company

It might have been the builder himself

Who built the truss is not important. What is important is that it's part of a construction system that builds a house faster, more efficiently, and hence at a lower cost. Every year, more houses are being built this way.

We call this house the Assembled House. Its chief feature is that it's assembled from large, prebuilt parts instead of small pieces. It can be called a component house, or, if it's part of a home manufacturer's package, a prefab.

But the name is not important either. What really counts is that the Assembled House gives you a far better control of your operation—cost control, time control, quality control. It brings to your job in the field much of the efficiency of the assembly line without the cost of the factory. And, if you're a smaller-volume builder, it brings the assurance that you have a means of staying in business in spite of the growing competition of the 1960's.

PREFAB:

new bait for the builder

Builders are expected to turn to prefabbers for lower priced homes, special services, in a market depressed by tight money

Home manufacturers expect to produce 135-140,000 units in '60, raising their share of the single-family market to 15%

Home manufacturers are among the optimists in an industry worried about rising money costs and forecasts of a 10-15 per cent decline in starts. Their success in the recession market of '57-'58 underlies their confidence.

At that time, builders were faced with shrinking demand for homes in the \$15-\$35,000 price range. For many of them, the easiest way to shift into the production of low-cost housing was to use house packages. The package offered two things: relative ease of mind about cost control, and ready-to-go FHA-VA approved plans. Builders snapped up prefab production to the tune of 100,000 units.

Many builders stayed to enjoy the ever-increasing list of builder services that go with the packages: financing, merchandising aid, etc. Their convictions about the merits of prefab swelled production of prefab units to 135,000 during '59.

Most home manufacturers see 1960 as a repeat of the '57-'58 situation. They're convinced that the only sustained market in housing, through inflation and recession, is in the under-\$15,000 category.

For example, Gene Kurtz, president of the Home Manufacturers Association (and of Inland Homes), says: "Over a million new families will break into the \$5,000 yearly earnings

bracket for the first time in 1960. Five thousand annual income will only carry a \$13,000 mortgage. So, builders who fail to produce for this market are pricing themselves out of the only mass market. They'll be hard-hit in any housing recession."

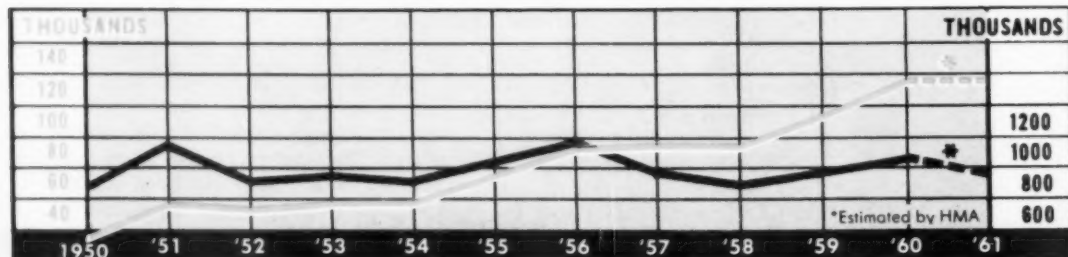
With an expected decline in housing starts, and with the low-priced market offering the only sustained mass buying potential, professional builders will seek ways to tap that market without taking too big a cut in profits.

They must bear in mind that while home manufacturers have been holding a modest 10-15 per cent of the total housing market over the past few years, they have radically increased their share of the low-priced market ('guesstimates' range from 25-35 per cent).

Where prefabbers are not at the disadvantage of long-haul freight costs, they are especially strong. In Indianapolis, for instance, packaged homes garnered 75 per cent of the entire 1959 market.

Top prefabbers feel that in a market that promises to favor low-cost housing, the packaged house, and the services that go with it, must have strong appeal for the professional builder.

Single-family starts vs. prefab units: by year 1950-1960

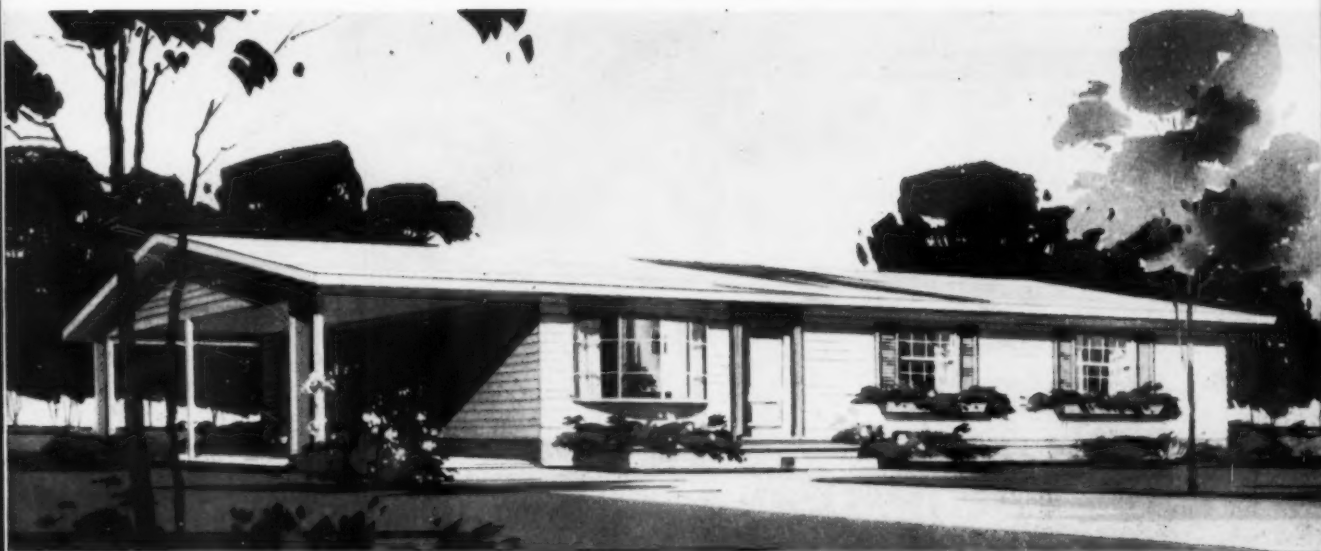


Manufactured House Shipments

Total Single Family House Starts

*Estimated by HMA

*estimated by Home Manufacturers Ass'n.



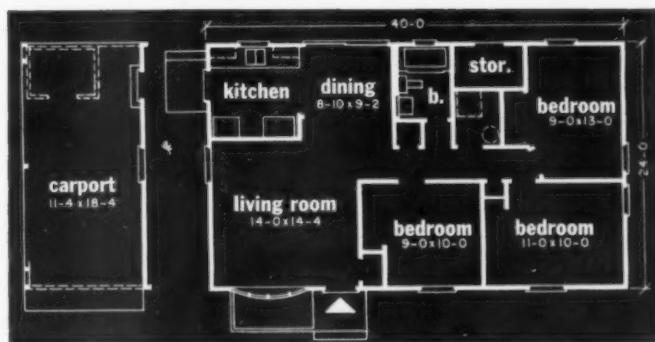
THIS MODEL was designed primarily for the Southeast by architects Herman York and Henry Norris. (\$11-\$13,000.)

Kingsberry: "We're looking for the 20-50 home per year builder"

M. O. 'Gus' Gustafson, Marketing V.P. at Kingsberry Homes, feels that they have the home manufacturing industry's most dynamic merchandising setup.

"Our program is geared to help the builder double his unit volume in a single year," says Gustafson. "We count on extensive local and national advertising to make our product known. We are so convinced about the importance of promotion that we pick up part of the builder's advertising tab for his own local promotion activity."

Kingsberry was among the industry's most successful firms in '57-'58. They learned then that builders interested in prefab packages wanted much more than just the house. The fact that Kingsberry had permanent mortgage money connections, could afford to work with selected builders on land acquisition and construction financing, as well as provide merchandising follow-through, meant the most successful year in their short history.



1959 was a repeat of the previous two seasons' success, and saw the company continuing a rapid expansion. According to Gustafson, "We've had time to knock the rough edges off our operation and are in a position to take advantage of the shifting market conditions expected in 1960. We sold 1,500 units in 1959, and expect to double that volume this year. The price line has been broadened in anticipation of a builder shift to lower-priced homes as middle-price-range mortgage money becomes harder to find."

Some 60 per cent of the homes

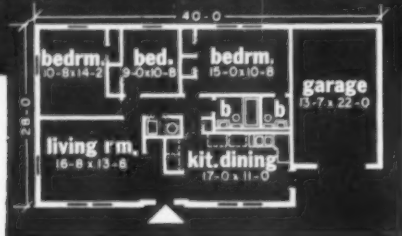
Kingsberry produces sell for under \$15,000, with land. Another third of their production is between \$15,000 and \$20,000.

Under their co-operative advertising program, Kingsberry invests from \$500 to \$3,000 in the builder's local promotions.

Well known architects Herman York and Henry Norris assure Kingsberry of keeping pace with the trend toward better design in prefabs. This is readily apparent from the models slated for production this spring, models incidentally, that bear lower price tags for the second year in a row.

THE ASSEMBLED HOUSE: 1960

PREFAB: new bait . . . cont'd.



IN the \$15,500-\$16,500 price range, the Steelstyle "Andover" is one of U.S. Steel's most popular homes.

The ideal builder-prospect for U.S. Steel Homes, Inc., would be producing 40 to 50

homes a year by conventional methods. The company feels he could be expected to double his annual output by switching over to prefabs. In fact, however, U.S. Steel Homes draws the bulk of its builder-clients from the 10- to 25-home-a-year conventional

builders.

Some 75 per cent of the units produced by U.S. Steel Homes are aimed at the under \$15,000 market. By way of expanding its 1960 price range, however, the company has added a luxury split-level (\$25,000) to its line.

U. S. Steel Homes: "We see our market in the \$10-\$20,000 price range"



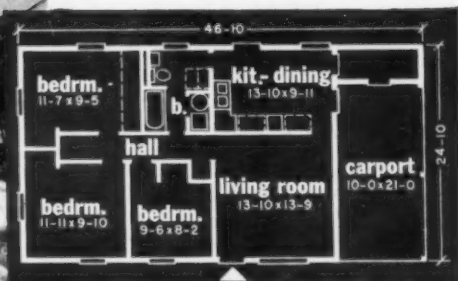
Inland: "Our future — and the industry's — lies in the low-price market"

Eugene Kurtz, president of Inland Homes, is convinced that the only mass market for homes in '60 will be in the low-

cost market. Kurtz calls housing forecasters who predict a 15 per cent decline in 1960 "confirmed optimists," feels the decline will

be even greater unless builders start building for the under-\$15,000 market.

Three fabrication plants have extended Inland's market over 24 states. Potential builder-dealers must have an annual capacity for 15 homes.



◀ **ONE OF NATIONAL'S** strongpoints is the use of good design talent. Emil Schmidlin designed this clean cut model selling for about \$10,000, with land.

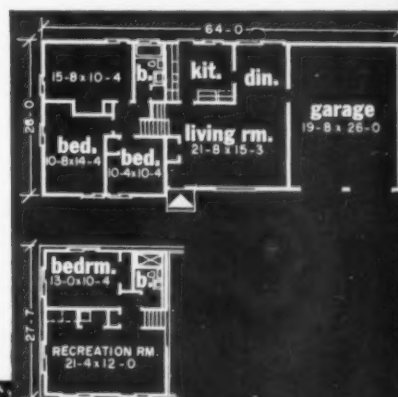
National: "Our operation is geared to handle high-volume builders"

To qualify for a builder-dealer franchise with National Homes, the builder must have an annual capacity for at least 25 homes. A typical builder-dealer working with National produces 50 homes a year.

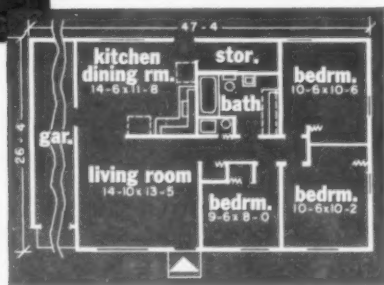
In 1959, the company pro-

duced some 33,000 units, up 10,000 units from 1958. About 90 per cent of the company's production is designed to sell for less than \$12,500, with land. National, in 1959, accounted for about 4 per cent of all single family, non-farm starts.

ROOMY SPLIT-LEVEL is one of Scholz's most popular models. Home has four bedrooms, sells in \$20,000 range in Midwest.



◀ **INLAND'S "Mustang" series** offers 5 architectural styles (this is New Orleans Colonial), 24 basic designs—about \$10,000 with land.



Scholz: "I'm after custom builders who care about quality and cost control"

Scholz Homes, Inc., backs nation-wide distribution with a strong advertising program. Don Scholz's striking Mark '58 and '59 designs did much to counter charges of "shoebox design" often leveled at the industry.

Scholz's prime appeal is to

builders more concerned with quality than volume. He draws the majority of his clients from the custom field, offers them award-winning designs and field cost control. Scholz homes typically range from \$12,000 to \$60,000.

COMPONENTS

challenge

PREFAB

Many builders want the advantages of prefab construction without the limitations of the prefab package; for them, components may be the answer

In the coming decade, the biggest challenge to the home manufacturer seems sure to come from components. And ironically, components are an important part of the home manufacturer's package.

A component, as the term is used today, is a part of a house fabricated off-site and delivered to the site ready to be erected. A wall panel is a component. So is a precut rafter, or a completely finished wall. A house is **assembled** from these components, rather than **built** from conventional pieces.

If components are available as part of the prefab package, why are increasing numbers of builders turning to components outside of the package? Here's what one builder says:

"First of all, I can keep my independence; my houses have my name on them, not a manufacturer's. And I can run my business the way I want.

"Second, components give me more flexibility. I can build any design I want, without being limited to standard models.

"Finally, and most important, my costs are lower. Other builders may need the design, merchandising, and financing help

that comes with prefab packages, I don't. All I want are the components. Yet if I used the package, I'd have to pay for all those other services. I'd be paying for the inefficiencies of other builders."

Most component systems are made up of medium-sized panels. The most familiar of these is LuReCo, handled by some 1,700 of the country's lumber dealers. It consists mostly of framing components—wall panels, floor panels, trusses—and is highly flexible. (See opposite page.)

Some component systems provide panels as big as a whole wall with siding, insulation, wall-board, etc., included. These are usually sold by larger yards or plants. (See p. 86.)

The smallest thing that can be called a component is the precut piece of lumber. Precut packages are available from some lumber dealers or manufacturers, and from local shops. (See p. 88.)

Besides these, some national manufacturers are tooling up to produce entirely new types of components. Most important is the foam-core panel; it will be described in our story on the 1960 NAHB Research House next month.





LURECO component system is based on a 4-ft wall panel. This is a window panel being unloaded.

"LuReCo components helped me grow from 10 to 60 houses in four years"



DELIVERIES are faster with components. And there are fewer small pieces that can get lost.



SPEED of LuReCo system allows panels to be set in place almost as fast as they come off the delivery truck.

Can a good components system help a small builder get big? Sam Slaughter of New Richmond, Wis., says yes. As proof, he offers his own operation.

"I started building nine years ago," says Slaughter. "For the first four years, I averaged around ten houses a year. Then, in 1955, I started using the then-new LuReCo system. By last year, I was up to 60 houses a year; and I'm thinking in terms of 200 for 1960."

Obviously, only part of such growth can be attributed to a system of construction. The lion's share of the credit must go to Slaughter himself as a builder and a businessman. But the speed and efficiency of the LuReCo system was a very important factor.

Slaughter feels that these are the most important points about LuReCo:

Precision—"The panels are built to tolerances of $\frac{1}{16}$ in. This means less cutting and fitting in the field, and a generally

higher quality of construction in the finished job."

Simplicity—"I use only nine types of panels. With these I can, and do, build anything from summer cottages to two-story homes, and commercial structures, like schools, as well."

Speed—"I can put a 1,200-sq.-ft. house under roof in a day or less, compared to the four days it took me conventionally. This lowers my cost for interim financing and insurance. And it lets me deliver a house more quickly, which is an important sales point."

Clean working—"There are no scrap pieces left around the house. This means fewer clean-up man hours, lower clean-up costs."

Prompt attention—"The builder who works through a local lumber dealer gets faster, better service."



Sam Slaughter

THE PROBLEM: how to build fast enough



THE SOLUTION: you can boost production



1 Concord Homes' semi-finished panel can be erected by builder's own crew

“We try to help the builder to *his* best advantage,” says Vince Cale, sales manager of Concord Homes. “We try to provide only what he can’t provide for himself profitably or efficiently. For example, our big panel is tailored in the shop around what is easiest for the builder’s crew to install at the site. We stay away from drywall, roofing, insulation, and wiring. Builders generally have their own brand preferences in these items. Besides, there are definite cost and structural advantages to installing them at the site.”

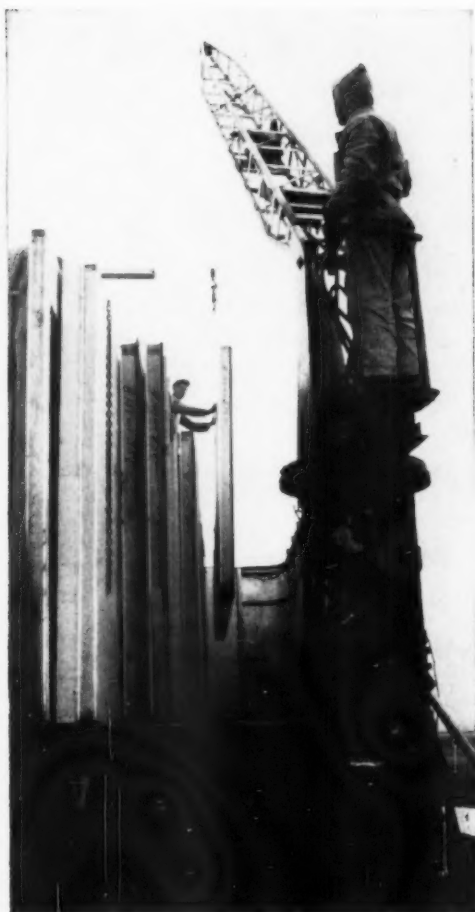
to meet booming St. Louis house sales



BASIC COLONIAL has 1,050 ft. of living space. It sells for \$1,090, without garage and brick veneer. The six-ft. bay window, louvered shutters, lend a homey touch. Note stepped roof over garage.

St. Louis builder Bill Edwards suddenly found himself with the enviable problem of selling houses faster than he could build them. He sold out between the time he opened his 390-house development during National Home Week and December 15. With sales so good and holding options on land for 1,800 houses more, Edwards looked for ways to speed production. He considered a package deal offered by large prefabbers. Then he decided instead to offer a deal more to his liking to three smaller prefabbers. He told them he'd take all the houses they could supply at prices equal to his conventional construction costs. Two took him up on the deal. Each now sells him two houses a day (see below). Their methods differ; but results clearly indicate the soundness of modern approaches to homebuilding.

with these two methods...



2 Wired, insulated, and drywalled panels are erected by supplier: Brooks Homes

“We offer the builder a house under roof,” says Wilbur Brooks of Brooks Homes, Inc.

“Erecting one of our houses is a simple job (using a trailer-mounted crane, one of our five-man crews can put up a house a day). Still it’s best not to do the job with men who feel that panelized homes rob them of site work.

“Besides,” Brooks concludes, “we’ve used the same system for five years. Our crews are experienced with it, so we know how to give a buyer the best job possible.”

"Precutting lets me combine the advantages



"We know precutting is the cheapest way for us to build," says Tulsa's Andy Latch to editor Joe Ferche.

"It brings our rough and trim carpenter cost at the site to only \$492."

"With precutting we go from slab ...

A matter of nailing

"There's no power saw on the job—all lumber is pre-cut in the shop, and brought to the site just as you see it here," says Latch. Then we just have to nail the house together. A metal jig speeds the operation, quickly tells us where to put all studs and bucks. Outside walls are tilted up, secured with a Remington stud driver. Our carpenters can nail up preprimed siding as quickly as they can set panels.



...to finished house in just 14 days"



Sells for \$8,250

Latch sells this 3-bedroom house for only \$8,250. (Nearest competition in the area is \$11,000.) Basic house has 840 sq. ft. of living space. Garage has 260 sq. ft. And Latch exceeds FHA specs with these features: better insulation; weather stripping; reinforced concrete driveways; forced-air heat; 8 ft. of cabinets instead of 6 ft. (see our Nov. '59 issue, p. 24 for more details).

of both shop and site construction"

Three steps from shop to site for bucks and trusses



1 WINDOW BUCKS are assembled quickly on a flat, waist-high table. "They fit together perfectly because all members are precision-cut to size," says Latch. Headers are double 2x10s.



1 TRUSSES ARE NAILED, on two jig tables using flop-over method. "We've found this approach is cheapest, requires least amount of outlay at the start," says Latch. United Metal Truss Plate (Miami) is used.



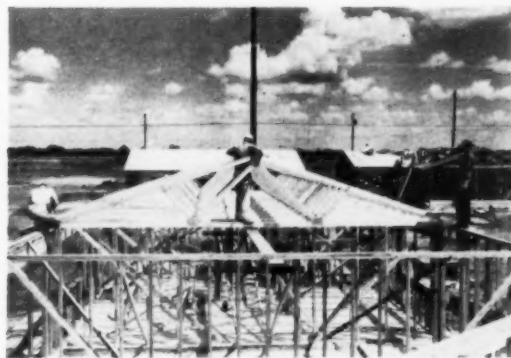
2 BUCK IS DROPPED in wall as a nailer goes down the line nailing studs through the top plate. Each stud is brought to the site 7 ft. 9 1/4 in. long, is really an 8-footer with 2 3/4 in. cut off.



2 TRAILER CARRIES trusses to site. Latch makes 100 trusses a day, sells most of them to other builders. "Fabricating trusses is a good way to keep your crew busy during bad weather," he point out.



3 NO PLUMBING-UP is needed to position buck. It's solidly square when it's put in, is kept that way by the header. The buck's preplaned inside surface speeds installation of aluminum windows.



3 LIGHTWEIGHT 2X4 TRUSSES go up fast, are right every time. They eliminate bearings and footings, greatly simplify the installation of floors and ceilings. They can be made to span as much as 32 ft.

"You've got to run your job or it will run you"

CONTROL says this successful builder, is the thing that makes the big difference

COMPONENTS are a vital step in getting that control

The amount of profit a builder makes, says Clayton Powell of Savannah, Ga., "depends on the degree of control he has over his operation. The better the control, the more the profit."

Powell's qualifications for making this statement are based on his own operation. His 75 houses a year are planned, built, and sold through a superbly organized and controlled program.

Control, as Powell applies it, means two things: knowing the exact status of every part of the operation at all times, and being able to change it when necessary. By controlling the time of any part of the job, Powell knows when it should be completed; and if it isn't, he knows just where the corrections should be made.

Since labor is the big variable in almost any building program, Powell's control of time leads directly to control of costs. He can put a smaller allowance for error in his estimates, and the buyer gets a lower price.

"Too often," says Powell, "a house builds itself. The builder starts a job without knowing how long it should take; his subs drop in when they feel like it; and the

job starts to get expensive. The first time the builder knows something is wrong is when he subtracts his cost from the sale price and finds he's lost a couple of thousand dollars."

"Control should start long before you drive the first nail; preplanning is all-important"

Powell breaks his concept of control into two parts. The second of these, production, is the actual building of the house. But before this can begin, he must conclude a complete program of preplanning: land, financing, design, sales, and his own research.

"Land," says Powell, "should be bought for a specific program. The builder should know what price house he will build on it, how many houses, and over how long a period. Knowing all this will determine the terms of land purchase. Add to this a careful study of probable development costs, and you have comparative control over your final lot costs.

"In financing, I try to deal

with different lending sources for different parts of the operation: land purchase, construction money, permanent mortgages. It gives me greater flexibility, especially if money tightens up. But I don't jump around just for half-point advantages. That wouldn't pay in the long run.

"Design control is vital. If you don't have the talent yourself, you've got to buy it. Basic good design has more appeal than the fads, and I favor a conservative contemporary style. It gives us more flexibility than colonial or gingerbread, and lets us experiment more with new techniques and materials.

"Speaking of experimentation, we're going to build our own research house each year. This will let us play with new ideas and try out new materials. This is the kind of tinkering that will give us control over the building we do next year.

"The important thing about sales control is to sell your houses as fast as you produce them. We've found that our sales have been running somewhat behind our production capacity, so we're beefing up our merchandising."



"The best place to start applying the principle of control is in the field"

"Scheduling is crucial to any good production control system"

Production, the second part of Powell's building program, illustrates most dramatically his principles of control.

Powell builds on schedule. It is not a casual schedule, it's as tight as a drum; and when an operation falls off schedule, the person responsible will be met by one chilling question from Powell: "Why?"

"He'd better have an answer," says Powell, "and it had better not happen again. The schedule is the most important part of controlling production. And if you don't control your job from start to finish, it will end up controlling you."

Powell's biggest dividend from the schedule is cost control. "If I know just how long my crews will be working on a house," he says, "I know just what my labor costs will be. If I know exactly how long it will take to complete the house, I know just what my overhead and financing costs will

be. My subs are on contract, and my materials are figured exactly. So my costs shouldn't vary more than a couple of dollars from house to house."

There are two other important results from this precise scheduling. Powell knows exactly how many houses he can build a year, and he can raise or lower this figure by increasing or decreasing his lead time (the period between starts of houses). And finally, by getting the maximum speed, and the consequent maximum volume from his crews and subs, Powell gets the maximum production from his personnel, and from his capital resources.

"A good components system saves you time, and time is profit"

If a schedule is vital to good production control, components are all-important to maintaining a tight schedule. Powell believes in component construction so strongly that he not only builds that way, he also manufactures his own components, and sells them to other builders.

"But components are not a cure-all," Powell says, "and they're no cheaper than conventional framing. However, they let the builder save and control building time; and time determines profit."

The saving of time is evident in Powell's building schedule (detailed on the next page). Framing components get his houses up and weathertight in a day. Interior components, notably cabinets and prehung doors, cut his trimming-out time to two days.

This control of time stems from the underlying principle of the component: it's a big part, prebuilt under factory-controlled conditions, rather than a small piece. The assembly of comparatively few of these big parts in the field is subject to few of the time-consuming errors inherent in conventional small-piece construction.

"With components," says Powell, "a builder needs brains only for the planning stage. Ideally, after that it's like an erector set—basic components bought at a sort of builders' A&P, and assembled in infinite variations."

"Controlled scheduling lets me

Powell doesn't try to rush his jobs; his speed is the result of an operation that has had all the waste motion trimmed out of it

The most spectacular part of Clayton Powell's operation is its speed. Starting with the slab, Powell has his houses ready for occupancy in just 14 days.

"But," says Powell, "speed is not the key. Our speed is the *result* of controlled, scheduled operation, not the cause of it. Start with the idea simply of building fast and you'll get nowhere. Start with the idea of precise scheduling and you'll automatically get speed."

Powell's 14-day schedule, shown at the right, did not happen overnight. It was evolved over many months.

"First," says Powell, "we wrote down what we thought we were doing each day. It looked as though it added up to a 28-day schedule. But in actual practice, it turned out to be a lot more. So we wrote what we were really doing each day, and started to whittle away from that point. Finally we actually got down to 28 days. Then we kept on refining, until we hit 14 days. And someday we'll cut that."

A study of the schedule shows some of its operations must proceed in exact order, while others are more flexible. Outside work, such as masonry or landscaping, can be shifted somewhat to accommodate bad weather. Note that the slab is not included in the schedule." Concrete work is so weather-prone," says Powell, "that it just doesn't pay to schedule it exactly."

A builder can control his own men, but how about keeping subs on schedule? Says Powell: "I'm merciless about the schedule. A sub can come late once; the second time I tell him goodbye."

"On the other hand, the schedule helps him too. He can plan his own work better. My preplanning lets him do much work each day in my houses. And he can count on a constant volume of work."



Big parts like these wall panels, used instead of small pieces, speed the work of framing crews. ▶

1ST DAY

Framing crew erects walls and trusses, puts on roof decking and paper. The house is then closed to the weather. This is the only day when very bad weather can delay the whole operation.

5TH DAY

Inside, wallboard is hung. Outside, drives are graded. The brick veneer is scheduled to start, but, like the roofing, it can be shifted either way, providing flexibility for bad weather.

6TH DAY

Taping and spackling of wallboard begins. Ceramic tile in the bathrooms can be installed either at this time, or on the 7th day if it appears there might be some traffic problem between trades.

10TH DAY

Interior gets its prime coat of paint, and the wallpaper goes up on the various accent walls where it's used. Insulation can be put in the ceiling now, or any other time after the ceiling is up.

11TH DAY

The final coat of interior paint is applied, and electric fixtures are installed. There should be no conflict here. But if there is, installation of the electrical fixtures could be left until the twelfth day.

build a house in just 14 days"

2ND DAY

Interior partitions are framed, plumbing is roughed in. Roofing can go on as soon as the vent stacks are run, should be finished by the fourth day so that inspectors can check the finished roof.



◀ Bathroom plumbing is roughed in. Subcontractors must hit houses exactly on schedule.

3RD DAY

Inside, rough wiring and heating ducts are installed. Outside, cornices are built. The framing crew then builds the concrete forms for drives, patios, etc., and their work on the house is done.

4TH DAY

This whole day is set aside for inspections, since their precise time cannot be scheduled. It also provides a breathing space for completing any job that may have slipped out of its scheduled slot.

7TH DAY

The second bed of spackle goes on the wallboard. This is the only inside operation. Outside, the drives and patios are scheduled to be poured; but these can be delayed if the weather is bad.

8TH DAY

Final coat of spackle is put on the wallboard. First of the trim is installed, including the closet shelves and kitchen cabinets. All plumbing fixtures are put in; and the garage doors are installed.



◀ Components like these prebuilt cabinets and pre-hung doors cut trimming-out time to a minimum.

9TH DAY

The wallboard gets its final sanding, is ready for paint. The remaining inside trim is installed, consisting mostly of interior pre-hung doors. The window trim was an integral part of the window panels.



◀ After just ten days of highly organized work, painters can start on the interior.

12TH DAY

Final coat of exterior paint goes on. (The prime coat is factory applied to exterior trim). Surface of the slab is cleaned up, and adhesive applied. No other inside jobs can go on at this time.

13TH DAY

Finish flooring is laid. Outside, landscaping is scheduled to start. This is another operation that can be shifted for weather purposes, as long as it isn't done the same day as exterior painting.

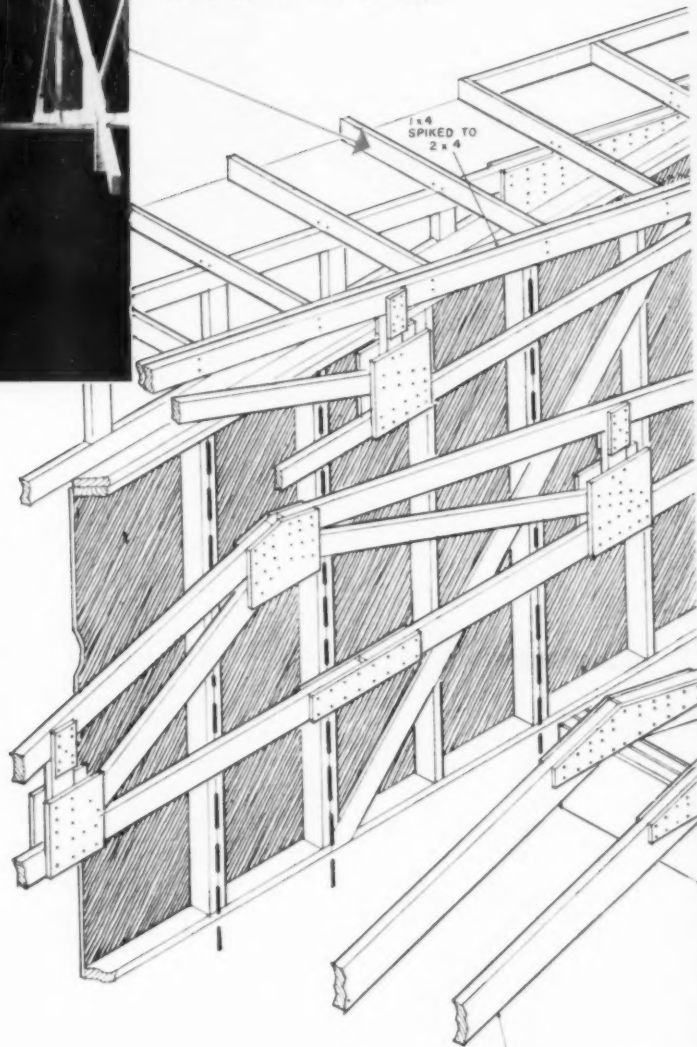
14TH DAY

Shoe mold is installed, and construction is complete. The carpenter makes a quality check, calls a painter for touch-ups. Then two men wax the floors and clean up generally. The house is finished.

"A good components system is



◀ **LADDER COMPONENT** makes the gable overhang. It's spiked to the last regular truss, extends over top of special gable truss (photo, next page).



The fewer parts your crews have to work with, says Powell, the faster and easier your field work will be

Better than anything else, a good components system illustrates the advantage of the assembled house over the conventionally built house. And Powell has a good system.

"The idea," says Powell, "is to make a minimum number of parts do a maximum number of jobs. The fewer the components, the easier the job." His own framing system uses just 18 basic panels, three widths of truss (any desired pitch), plus corner posts, gable overhangs, glued-up beams and headers, etc.

As the drawings show, many of these components do double, or even triple duty: trusses also provide the outlookers for overhangs, and the framing for the built-out frieze. Wall panels with window or door openings in them include integral glued plywood headers to replace lintels or continuous headers.

Components, says Powell, offer other advantages. As noted earlier, they allow the builder to be weather-proof in as little

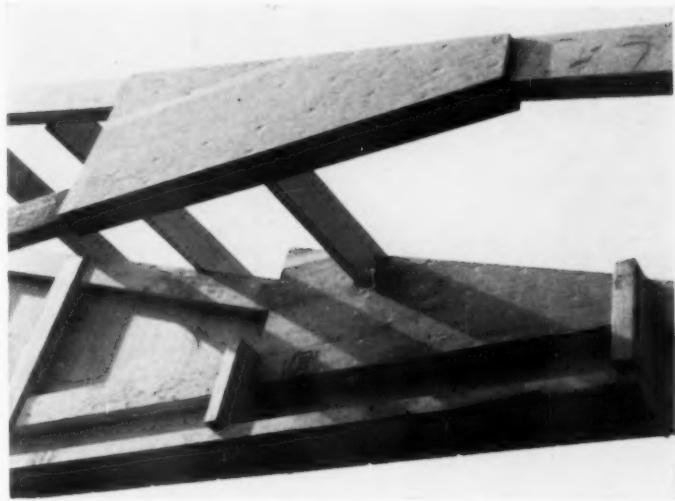
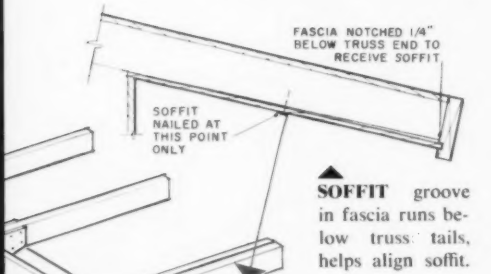
as a day. They require relatively unskilled field labor, as there is little measuring or cutting. And they reduce lost or pilfered materials on the site, since the parts are assembled the same day they're delivered, and the shell can be locked up.

Lastly, components are practically as flexible as conventional construction.

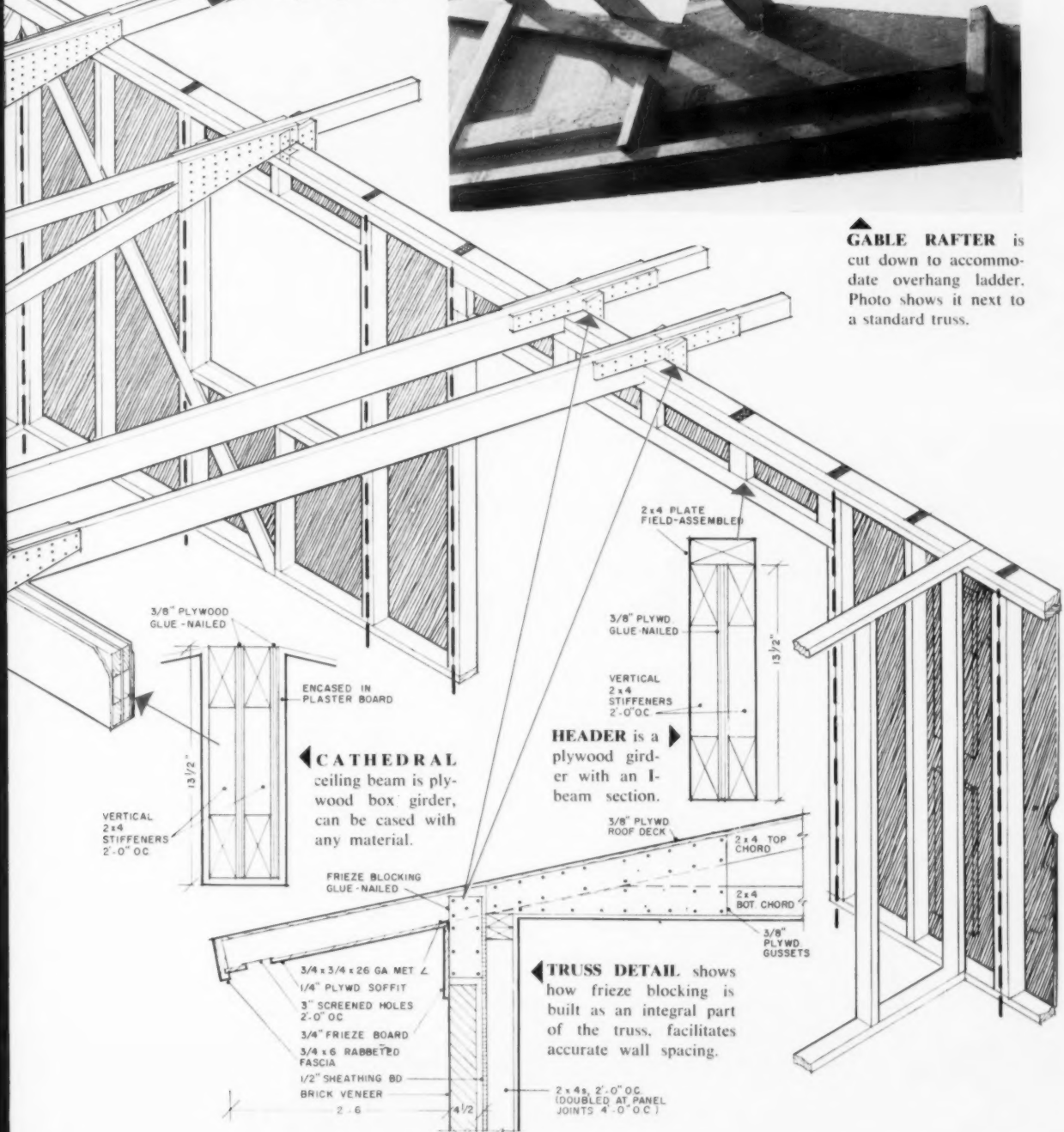
"With the three basic panel sizes (2', 4' and 8')," says Powell, "a builder can adapt to any design. Ranches, two-stories, splits, all of these are perfectly feasible."

TRUSSES ARE 2'-0" O.C.
AND PLACED
OVER STUDS

simple; a few parts do many jobs"



GABLE RAFTER is cut down to accommodate overhang ladder. Photo shows it next to a standard truss.





THE ASSEMBLED HOUSE: 1960

Off-beat design gives Powell a

February's Blueprint House proves component-built salability...took 1st Grand Prize, \$16,-\$40,000 class, in AMERICAN BUILDER'S Best Model Homes Contest

"Design is the key to a builder's public image," says Clayton Powell. Operating in a locality where the colonial trend is strong, he sets himself apart from most competitors by concentrating on contemporary designs.

This prize-winning \$19,900 model kicked off a glamour promotion in his under-\$20,000 subdivision, and generated 10 home sales during Savannah's Parade of Homes. Like all of Powell's designs, it is component-built.

He credits component construction with giving him a design edge over local builders, especially those committed to pack-

aged homes. "Components have a built-in flexibility that packages just can't match," he says. "I can vary my product to suit market conditions and I can test new designs without expensive retooling or rejigging. And with components my quality control doesn't suffer."

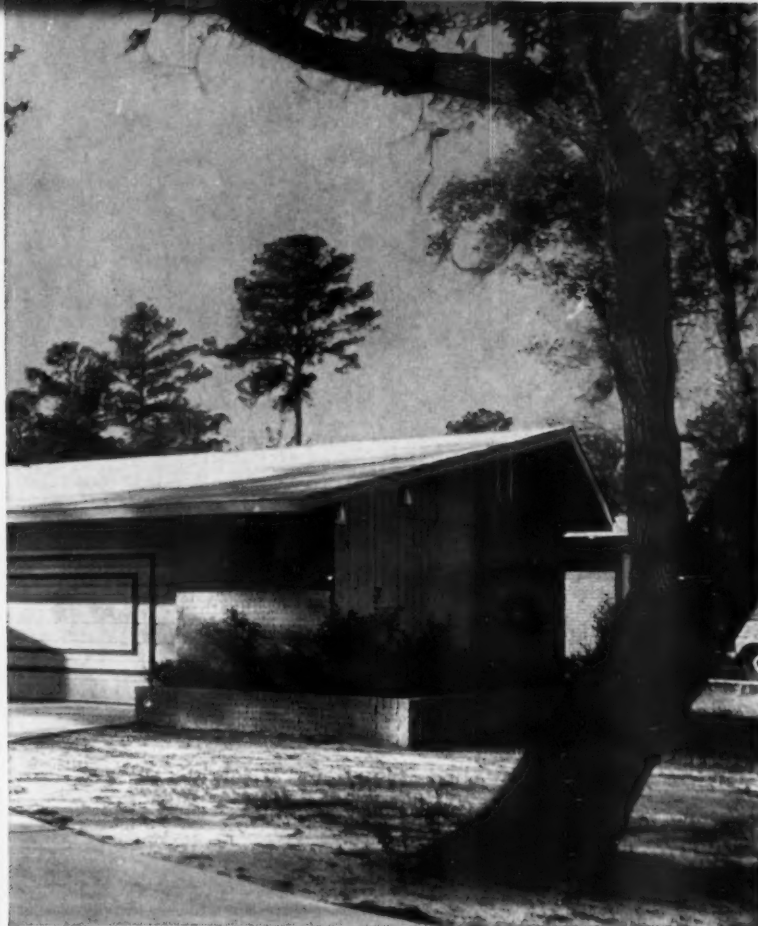
Powell's concern with his homes' livability is immediately apparent. The entry is floored with terrazzo, and screened from the living room by an above-eye-level brick divider. The living room is placed at the front of the house to create an air of formality, and to shield it from the wear

and tear of the leisure-living rear patio.

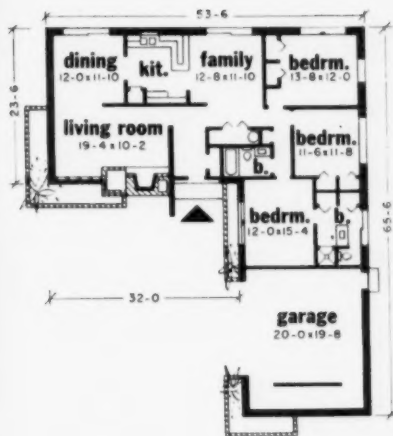
Terrazzo is also used in the heavily travelled kitchen and family rooms. The cleverly placed kitchen serves both the dining room and family room, which open to the patio through 8-ft. sliding glass doors.

The basic "L-" shaped plan implements Powell's strong feeling for privacy and zoned living by separating sleeping wing from living area. Garage acts as a sound baffle for street noises.

The master bedroom suite has its own bath-dressing room and enclosed sun garden.



BLUEPRINT HOUSE



▶ **\$19,900** nets the buyer 1,660 sq. ft. of living space, plus 525 sq. ft. in the garage, and over 300 sq. ft. of patios. Low-pitched roof, "L" shape give house a rambling look.

ENTRY IS PROTECTED by wall-piercing brick partition and low-slung eaves. Terrazzo floor was very popular with Parade of Homes visitors, is virtually maintenance-free. ▼

sales edge



▶ **STRIKING USE OF BRICK** lends a formal note to slope-ceilinged living room. At far right: handsomely proportioned wall-high windows.





CENTRALLY LOCATED kitchen serves dining room, family room, or patio. Terrazzo flooring extends through to family room. Range, oven, and range hood are included in sales price.

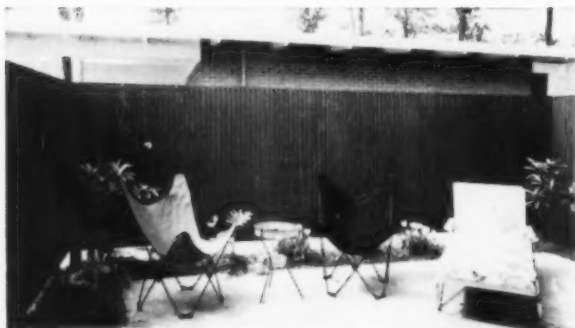
ENTIRE HOUSE pivots around family room which is easily accessible from living or sleeping areas, front or rear of house. Sliding glass door (one of three) opens to large patio.



DINING ROOM is part of formal living-dining "L," has sliding door to patio for warm weather entertaining. Accordian door closes off dining room when not in use.

Materials list for this award winning contemporary is on p. 103

AMERICAN BUILDER Blueprint No. 271



ASYMMETRICAL PATIO has fringe planting to avoid playground look. Powell says most of his clients feel that fence is a must item. This one is "Texture 1-11" plywood mounted on 4x4" posts.

MASTER BATH is an unusual design in this price range. Shower and w.c. are compartmented; lavatory-dressing table serves dressing and clothes-storage area. Glass door opens to sun garden.







FRONT ELEVATION

SCALE 1/8" = 1'-0"



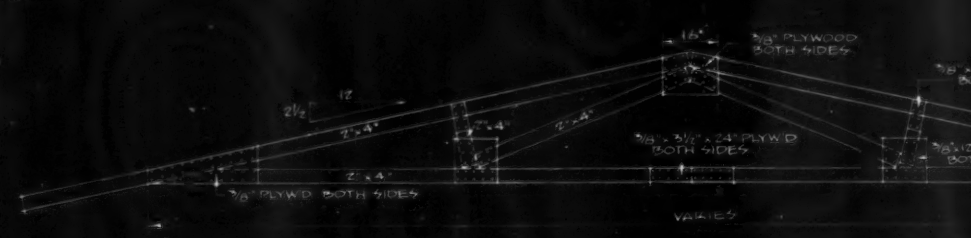
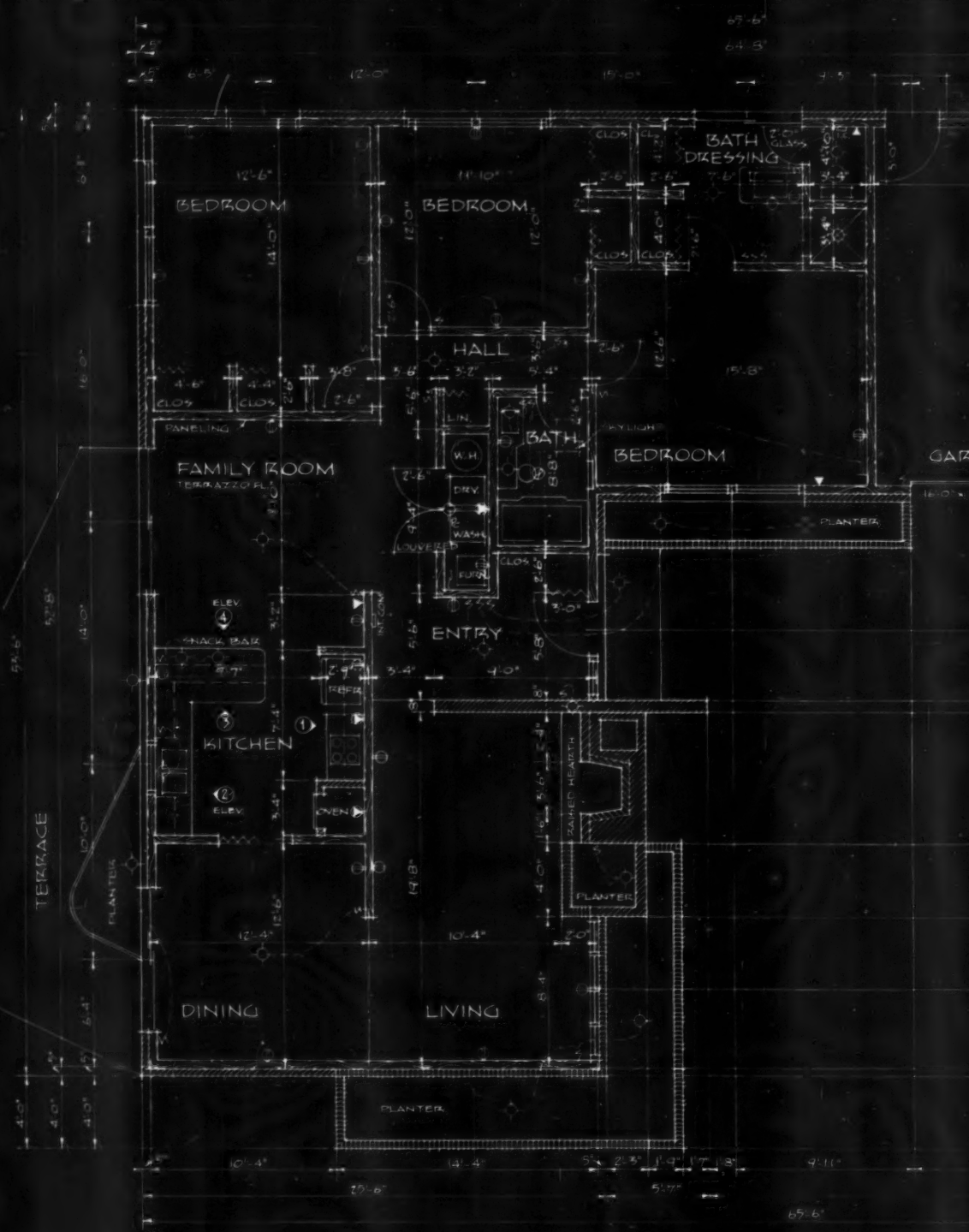
REAR ELEVATION

SCALE 1/8" = 1'-0"

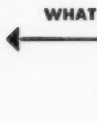
AMERICAN BUILDER BLUEPRINT SERIES.

2-60

SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.







Materials list for this blueprint house

AMERICAN BUILDER HOUSE No. 271

FIRST FLOOR ONLY	1,660 sq. ft.
GARAGE AREA ONLY	525 sq. ft.
TERRACE AREA ONLY	315 sq. ft.
PORCH AREA ONLY	35 sq. ft.

—EARTH EXCAVATION & GRADING—

Topsoil 6" Grade Exc. & Pile	5,130 sq. ft.
Earth Floor Exc. & Disp.	550 cu. ft.
Earth Foundation Exc. & B'Fill	1,950 cu. ft.
Earth Hand Footing Exc. & B'Fill	975 cu. ft.
Exc. Material Floor Sub-Fill	550 cu. ft.
Borr. Material Floor Sub-Fill	320 cu. ft.
Gravel 4" Floor Sub-Fill	2,535 sq. ft.

—CONCRETE CONSTRUCTION & FINISH—

2500# Conc. Wall Footing	305 cu. ft.
2500# Conc. Wall Footing Forms	480 sq. ft.
2500# Conc. Chimney Footing	35 cu. ft.
2500# Conc. Chimney Footing Form	25 sq. ft.
2500# Conc. Foundation Wall	505 cu. ft.
2500# Conc. Foundation Wall Form	1,665 sq. ft.
2500# Conc. 4" Floor Slab O.G.	1,660 sq. ft.
2500# Conc. 4" Garage Slab O.G.	525 sq. ft.
2500# Conc. 4" Terrace Slab O.G.	315 sq. ft.
2500# Conc. 4" Platform Slab O.G.	35 sq. ft.
2500# Conc. 2'x1'6x4' Splash Blocks	6 units
Monolithic Floor Sub-Floor	990 sq. ft.
Monolithic Floor Finish	560 sq. ft.
Monolithic Floor Slab Sub-Finish	670 sq. ft.
Monolithic Terrace Slab Finish	315 sq. ft.
Kraft Paper Floor Prot. & Cure	2,535 sq. ft.
Plastic Floor Vapor Barrier	1,660 sq. ft.
Rigid Fiber 2" Perimeter Insulation	345 sq. ft.
Cem. Mortar 7'6x2'6x3" Chm. Wash	1 unit
#10 Steel 6x6 Mesh Reinforcing	2,535 sq. ft.
Premolded 1/2x4" Perim. Expan. Joints	345 lin. ft.

—BRICK & BLOCK CONSTRUCTION & VENEER—

Face Brick 8" Curtain Wall F. 25.	95 sq. ft.
Face Brick 4" Ext. Wall Veneer	1,085 sq. ft.
Face Brick 4" Plant Box Wall	135 sq. ft.
Face Brick 4" Chimney Veneer	215 sq. ft.
Face Brick 4" Interior Wall	50 sq. ft.
Face Brick 8x4" Wall Coping	145 lin. ft.
Face Brick 8x4" Dr. & Wind. Sill	30 lin. ft.
Face Brick 4" Fire Place Paving	10 sq. ft.
Com. Brick Chimney Construction	225 cu. ft.
Fire Brick 4" Fire Place Lining	20 sq. ft.
Fire Brick 4" Fire Place Paving	10 sq. ft.
Vitr. T.C. 12x16" Flue Lining	10 lin. ft.
Acid & Mort. Expos. Brick Clean & Point	1,715 sq. ft.
Oakum & Mast. Door & Wind. Caulking	335 lin. ft.

—GYP. BOARD T.J. WALL & CEIL. BOARDING—

Gyp. Board 1/2" T.J. Wall Boarding	3,615 sq. ft.
Gyp. Board 3/8" T.J. Ceil. Boarding	1,975 sq. ft.
Gyp. Board 1/2" Wall Lining	215 sq. ft.
Metal Corner Beads	310 lin. ft.

—METAL ORNA. & MISCELL. WORK—

Cast Iron 12x12" C.O. Door & Fr.	1 unit
3x3x1/4 Steel Fireplace Lintel	5 units
Cast Iron Fireplace Damper	1 unit
Cast Iron Fireplace Ash Dump	1 unit
Steel 1/2x12" Fd. Anchor Bolts	60 units
Asphalt 1/2" Floor Tiling	815 sq. ft.

—CERAMIC FLOOR & WALL TILING—

Ceramic Floor Tiling	25 sq. ft.
Ceramic Wall Tiling	215 sq. ft.
Ceramic 6" Wall Base	35 lin. ft.
Terrazzo 3/8" Floor Paving	650 sq. ft.

—LUMBER FRAMING & CONSTRUCTION—

4x10" Fir Ceiling Beam	10 lin. ft.
3x3 Fir Bev. Chim. Cant Strip	30 lin. ft.
2 2x12 Fir O.H. Door Lintel	20 lin. ft.
2 2x10 Fir Ceiling Beam	10 lin. ft.
2 2x8 Fir Wind. & Door Lintel	85 lin. ft.
2 2x6 Fir Door Lintel	340 lin. ft.
2 2x6 Fir Wall Plate	15 lin. ft.
2x6 Fir Wall Sill	15 lin. ft.
2x6 Fir Wall Studs	100 lin. ft.
2x6 Fir Roof Ridge Board	15 lin. ft.
2x6 Fir Roof Valley Rafter	25 lin. ft.
2x6 Fir Bolt. Wall Plate	10 lin. ft.
2 2x4 Fir Wall & Part. Plate	340 lin. ft.
2 2x4 Fir Wall & Part. Sill	290 lin. ft.
2x4 Fir Wall & Part. Studs	2,750 lin. ft.
2x4 Fir Roof Jack Rafter	160 lin. ft.
2x4 Fir Truss Chords	3,100 lin. ft.
2x4 Fir Truss Bracing	850 lin. ft.
1x3 Fir Cab. Fascia Furring	30 lin. ft.

3/4" Fir Plywd. Roof Lining	3,085 sq. ft.
3/4" Plywd. 32x12" Truss Gussets	228 units
3/4" Plywd. 16x12" Truss Gussets	114 units
3/4" Plywd. 12x12" Truss Gussets	228 units
3/4" Plywd. 24x3 1/2" Truss Gussets	114 units
3/4" Plywd. 8x3 1/2" Truss Gussets	228 units
3/4" Plywd. 4x10" Truss & Wall Ties	116 units
1/2" Hardboard Ext. Wall Lining	1,265 sq. ft.
Asphalt 210# Roof Shingles	3,085 sq. ft.
15# Felt Roof Isolation	3,085 sq. ft.
15# Felt Wall Isolation	1,610 sq. ft.
Rock Wool 2" Wall & Part. Insulation	1,395 sq. ft.
Rock Wool 4" Ceiling Insulation	1,660 sq. ft.

—WOOD EXT. & INT. MILLWORK—

1 3/4" Wh. Pine 16x7" Ov'hd. Door, F.&T.	1 unit
1 3/4" Wh. Pine 5'6x6'8 Entr. Flu. Door, S.L., F.&T.	1 unit
1 3/4" Wh. Pine 3'x6'8 Ext. Flu. Door, F.&T.	1 unit
1 3/4" Wh. Pine 5'x6'8 Int. Louv. Door, F.&T.	1 unit
1 3/4" Wh. Pine 2'6x6'8 Int. Flu. Door, F.&T.	5 units
1 3/4" Wh. Pine 2'x6'8 Int. Flu. Door, F.&T.	1 unit
1 3/4" Wh. Pine 8x6' Fix. & Proj. Window, F.&T.	1 unit
1 3/4" Wh. Pine 7'6x6' Fix. Window, F.&T.	1 unit
1 3/4" Wh. Pine 8'x3'3 Projct. Window, F.&T.	2 units
1 3/4" Wh. Pine 4'x3'3 Projct. Window, F.&T.	1 unit
1 3/4" Wh. Pine 2'6x3'3 Projct. Window, F.&T.	1 unit
Birch Ven. 7'6x2'x3' Sink Cabinet	1 unit
Birch Ven. 5x3x3' Bar Cabinet	1 unit
Birch Ven. 3'9x2'x3' Range Cabinet	1 unit
Birch Ven. 6'x2'6x1' Bar Cabinet	1 unit
Birch Ven. 3'3x2'6x1' Wall Cabinet	1 unit
Birch Ven. 2'x2'6x1' Wall Cabinet	1 unit
Birch Ven. 3'9x1'3x1' Wall Cabinet	1 unit
Birch Ven. 2'6x1'10x1' Wall Cabinet	1 unit
Birch Ven. 5'x1'6x3' Sink Vanity Table	1 unit
Birch Ven. 3'4x2'x3' Sink Vanity Table	1 unit
Wh. Pine 3/4x10" Wall Frieze	245 lin. ft.
Wh. Pine 3/4x6" Roof Fascia	260 lin. ft.
Wh. Pine 3/4x12" Closet Shelving	40 lin. ft.
Wh. Pine 3/4x4" Wall Base	325 lin. ft.
Wh. Pine 3/4x3" Shelf Cleat	40 lin. ft.
Hardwood 1 1/4"-d. Closet Pole & Bracket.	40 lin. ft.
3/4" Plywood 2x3' Access Door, F.&T.	1 unit
3/4" Text. 1-11 Ext. Wall Boarding	350 sq. ft.
3/4" Plywood Soffit Boarding	550 sq. ft.
Alum. & Mesh 3"-d. Soffit Vent Louver & Scrn.	131 units
Formica Counter Tops	50 sq. ft.
Fabric & Wd. 5'6x8 Folding Door & Acc.	1 unit
Fabric & Wd. 4'x6'8 Folding Door & Acc.	7 units
Fabric & Wd. 2'6x6'8 Folding Door & Acc.	1 unit
1/4" Obs. Glass Sidelight Pane	15 sq. ft.
1/4" D.S.A. Glass Window Pane	170 sq. ft.

—METAL SHEET WORK—

16-oz. Copper 18" Chimney Flashing	20 lin. ft.
16-oz. Copper 18" Valley Flashing	35 lin. ft.
16-oz. Copper 12" Rt. Skyfl. Flashing	5 lin. ft.
16-oz. Copper 3"-d. Rain Leaders	50 lin. ft.

—ALUM. & GLASS SLIDING DOOR & ACC.—

Alum. & Glass 7'6x7' Sliding Door, & Acc.	2 units
Alum. & Glass 6x7' Sliding Door, & Acc.	1 unit
Alum. & Plastic 1'9x1'3 Roof Skylight & Acc.	1 unit

—PAINT EXTERIOR & INTERIOR FINISH—

Lead & Oil Ext. Millwork 3 coats	1,310 sq. ft.
Lead & Oil Ext. Wallboard 3 coats	350 sq. ft.
Stain & Varn. Int. Millwork 4 coats	1,230 sq. ft.

(Continued on page 186)

Quality products; manufacturers

Johns-Manville Corp.—asphalt shingles, insulation board
 Air Control Corp.—aluminum awning
 Andersen Corp.—window wall
 Pittsburgh Plate Glass Co.—glass
 Stanley Works—locks
 Barry Door Co.—steel garage doors
 Visking Co.—vapor barriers
 National Gypsum Co.—drywall
 Hedges Mfg. Co.—gas hot water heater
 Wenzel Tile Co.—ceramic tile
 Falsom—gas forced air heating system
 Tecumseh—air conditioning compressor
 Lightolier, Inc.—electrical fixtures
 Briggs Mfg. Co.—plumbing fixtures
 NuTone Inc.—ventilating fans
 Caloric Appliance Corp.—range and oven
 H-P Products, Inc.—built-in vacuum system
 National Fiberglass Corp.—molded fiber-glass shower

This Colonial has handsome proportions,

ARCHITECT GEERLINGS commended this home for "handsome" over-all proportions, "consistent" handling of colonial details on front elevation; but felt that poor handling of interior traffic hampered its

livability. Shifting of partitions solved the traffic problem, enlarged the living room, and implemented the builder's aim for interior privacy—without altering basic floor plan, or boosting construction cost.

ORIGINAL PLAN drew criticism from *McCall's* Builder Certification judges on two counts: traffic lane through dining room and kitchen to heavily used family room; and raceway from front door to basement stairs which sliced across fireplace, preventing any effective furniture grouping in the living room. Architect Gerald Geerlings came up with these possible changes...



Partitioning kitchen gains:
a) through passage to family room.
b) private dining room.

Shifting washer-dryer:
(1) brings it nearest bedrooms.
(2) provides hall closet.

By omitting basement, fireplace can be shifted to living room end wall. With living room closed, furniture can be grouped more effectively.

"Vista" hall is 5 ft. wide, extends through dining room to garden.

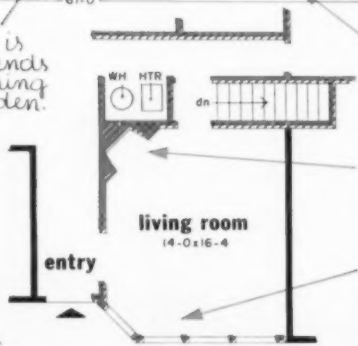
Moving window wall out would add 70 square feet to living room.

Corner fireplace might be used if basement is required.

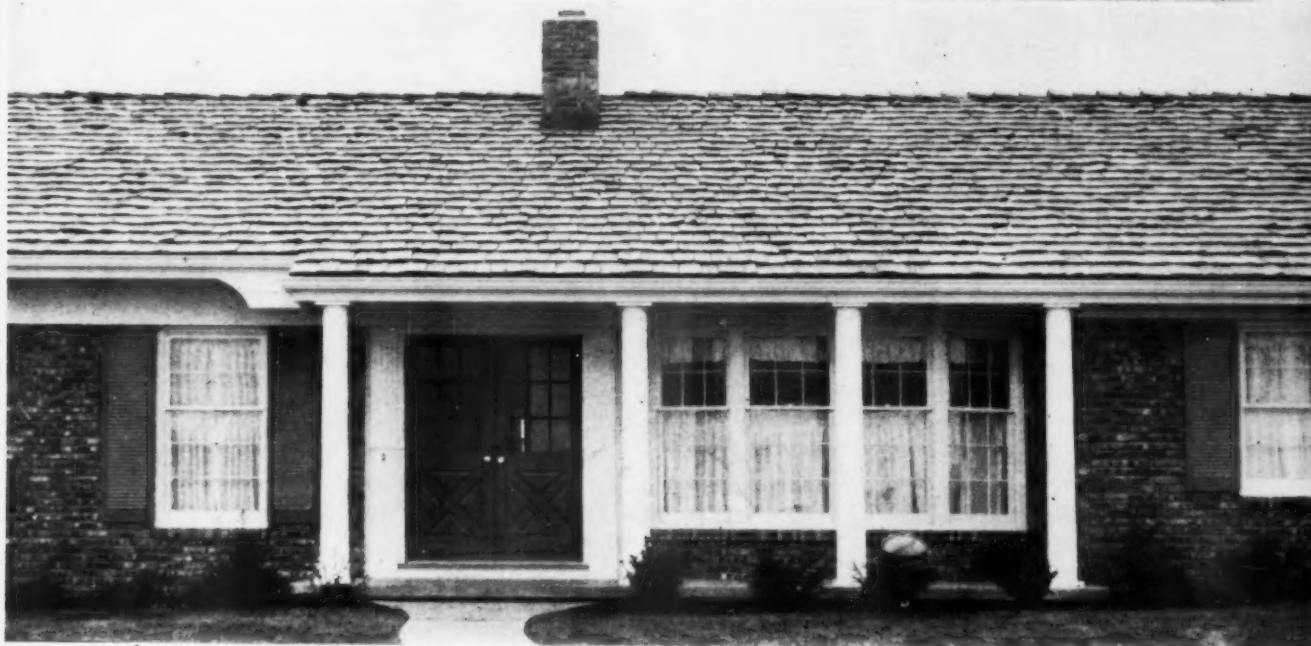
Semi-bay effect adds area to living room, lends interest to facade.



Use of projecting bay window would:
(1) add 100 square feet to living room
(2) provide focal point for front elevation.



but traffic flow posed a real problem

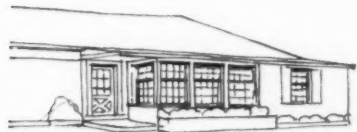


▲ **FRONT ELEVATION** drew architect's praise for "consistent" handling of colonial details. Alternate treatments for entry are shown below.

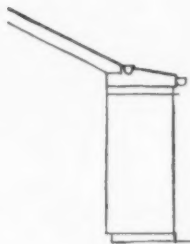
END ELEVATION provoked debate on use of gable return, "sunset" garage doors, and diamond muntins on family-room windows. ▶



This elevation uses standard 3 ft. 8 in. windows gives visual effect of porch columns.



Semi bay effect gives open feeling to living room wall, is low-cost way to add space.



Shed roof is common to each alternate.



True bay window makes l.r. 19 ft. 6 in. Its painted metal roof provides visual contrast with shake roof.



How about your plan?

Care to subject your favorite plan to some constructive brainstorming? Architect Geerlings will scan AMERICAN BUILDER readers' plans with an eye toward improving appearance and livability. The charge is only \$50, and we'll publish one critique a month with the builder's approval.

Just mail two sets of rolled white prints to Plans Clinic, AMERICAN BUILDER, 30 Church St., N. Y. 7, N. Y.

"What opportunities do curtain-

AN EXPERT ANSWERS:

"Quite a few more opportunities than most builders realize"

BORACCI: O.K. I'm a smaller builder. Tell me what they are.

HILDEBRAN: First, curtain-wall panels will give you the opportunity to keep ahead of your competition.

BORACCI: How will they do that?

HILDEBRAN: Say your homebuilding starts are falling off. How will you maintain your volume? Why, you'll put up light

commercial buildings on speculation, or as a general contractor.

BORACCI: What do you mean by light commercial buildings?

HILDEBRAN: Mainly, gas stations, motels, bowling alleys, and small stores. But also such structures as one- and two-story office buildings, apartment houses—even schools.

BORACCI: I see, buildings I can handle with my basic homebuilding skills.

HILDEBRAN: That's right. You'd need a lot more engineering knowhow to put up skyscrapers.

BORACCI: O.K. So I tackle light commercial. Other builders like me do the same. We're all on the same economic level. Tell me how curtain walls will help me keep ahead of my competition?

HILDEBRAN: By keeping you in step with the commercial building trend.

BORACCI: What trend is that?

HILDEBRAN: The trend towards two-purpose design structures. You know, buildings that both house a commercial venture and double as an advertisement.

BORACCI: I know what you mean. Buildings with striking odd-shaped roofs, and—

HILDEBRAN: And curtain-wall panels. They're the simplest, fastest way to give a building that distinctive look.

BORACCI: Yes, I've seen them.

They do make a building look distinctive and colorful.

HILDEBRAN: There's almost no limit to types. First, materials: panels come in all the metals, plastics, clay, and concrete. Next, color: name the color and you can get it in curtain-wall panels. Surface finish? Panels come anodized, glazed, porcelainized—with almost any finish. Finally, shape: you can get panels that will give your building horizontal lines, or vertical lines, sculptured patterns, or simple, flat planes.

BORACCI: You're right, Bob. Today there seem to be almost unlimited possibilities in curtain-wall construction.

HILDEBRAN: Now, for the other opportunities they offer you. Have a job remodeling an old building? Curtain-wall panels are just the thing for putting a new face on that building quickly and economically.

BORACCI: How about expansion work?

HILDEBRAN: There's another opportunity curtain walls afford you. You know, Andy, a lot of business firms today put up a building to meet immediate needs. But some buildings are designed for future expansion.

Curtain walls on these buildings can be taken down, stored while the building is expanded, then reinstalled. Know any other material you can do that with?

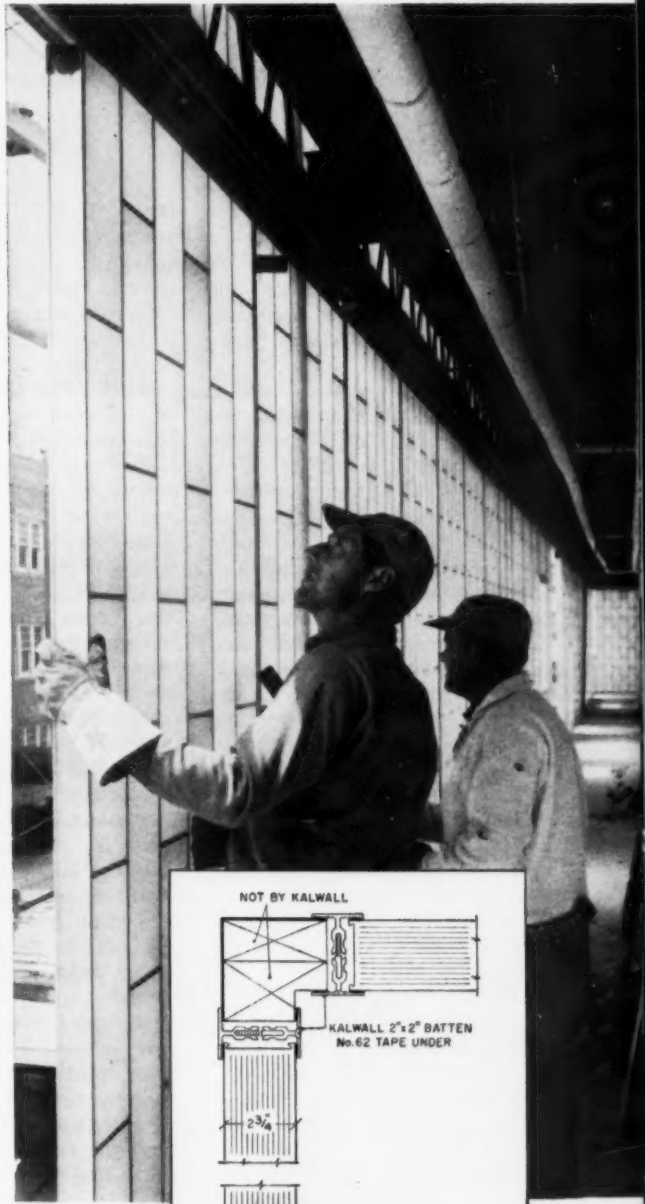
BORACCI: Well, there's quite a bit to be said for the opportunities they offer a builder. But, some problems must exist? After all, problems seem to follow on the tail of just about all types of construction.

(Continued on page 108)



AMERICAN BUILDER's Andy Boracci interviews Bob Hildebran, Manager of the Honeycomb Division, U.S. Plywood Corp., in New Jersey

wall panels offer the smaller builder?"

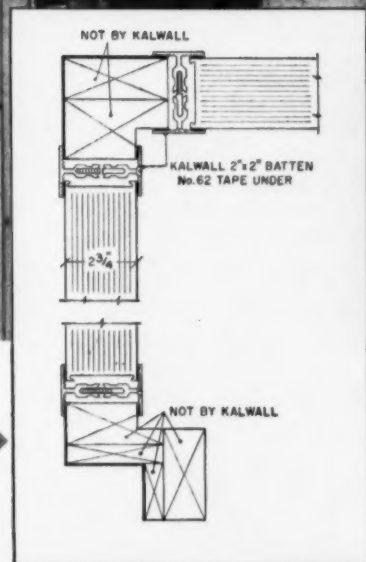


TWO STORY—Hegeman-Harris, Builders, install U.S. Plywood's two-story Weldwood curtain-wall panels on the new Continental Baking Co. plant in Rye, N. Y. Job takes more than 600 of these porcelain-faced panels.

TRANSLUCENT—Kalwall's translucent fiberglass-reinforced polyester-faced panels require only a screwdriver to install at the President Motel, Atlantic City, N.J. The lightweight panels fit into simple aluminum gridwork.

WHAT

HOW



"Does the home builder have to

THE EXPERT ANSWERS:

"Not any more than he must know to build a house"

HILDEBRAN: As I told you before, you require only the basic home-building skills. Manufacturers and fabricators, together with your designer or architect, solve most engineering problems.

BORACCI: Say I want to build a motel. I want to wrap it in curtain walls. How do I go about getting the job started?

HILDEBRAN: First thing you'd do, of course, is to come up with a good design. Get together with a good architect then determine what curtain-wall look you want to give your motel. How much glass you want in it. What lines it should follow. You then check building codes to find what restrictions exist. Then you go ahead and draw up your plans. Take your plans next to a fabricator. He'll either fabricate the gridwork and panels himself or he may have the panels furnished by a manufacturer like U.S. Plywood or other very fine firms.

BORACCI: Then he ships me the wall components and I go ahead and hang them?

HILDEBRAN: You can do that. Erecting the wall isn't the toughest job in the world. But your best bet might be to let the fabricator do the job for you. He frequently is best qualified to do this kind of work.

BORACCI: What is the most inexpensive curtain-wall job I can do?

HILDEBRAN: Well, I'd say putting panels into a grid system made of wood rather than metal. You work out panels sizes with a fabricator. Simpler they are in design, the less they'll cost you. Then you build a grid.

BORACCI: How do you do that?

HILDEBRAN: It involves using standard wood members and erection techniques that any competent carpenter can handle.

BORACCI: I suppose there are some things to guard against—I mean, while I'm taking advantage of these opportunities?

HILDEBRAN: Well, building codes—they're so varied. If you're going to work with curtain walls, make sure that you check the codes carefully. Some require that your curtain wall be backed up with block for fire-prevention. Now, most curtain-wall panels are incombustible. That's one example. There are other examples where codes add to the cost of manufacture.

BORACCI: Standardization, you feel, will bring down the costs?

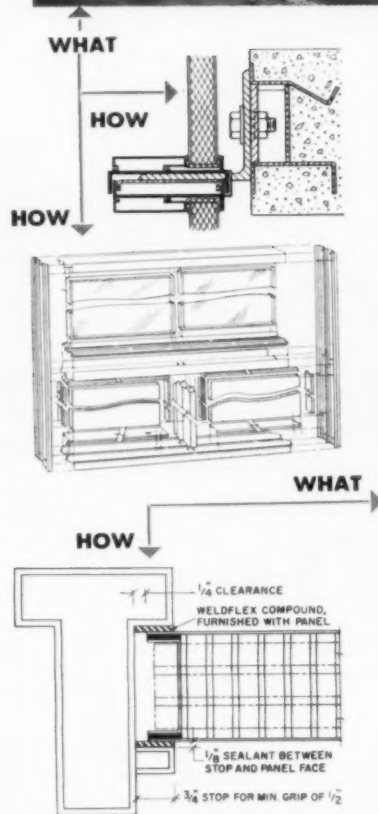
HILDEBRAN: Oh, they should. If a manufacturer could fully standardize his panels, he could pass on to the builder greatly reduced prices brought about by lowered production costs.

BORACCI: Is that the only barrier to wider use of curtain-wall panels?

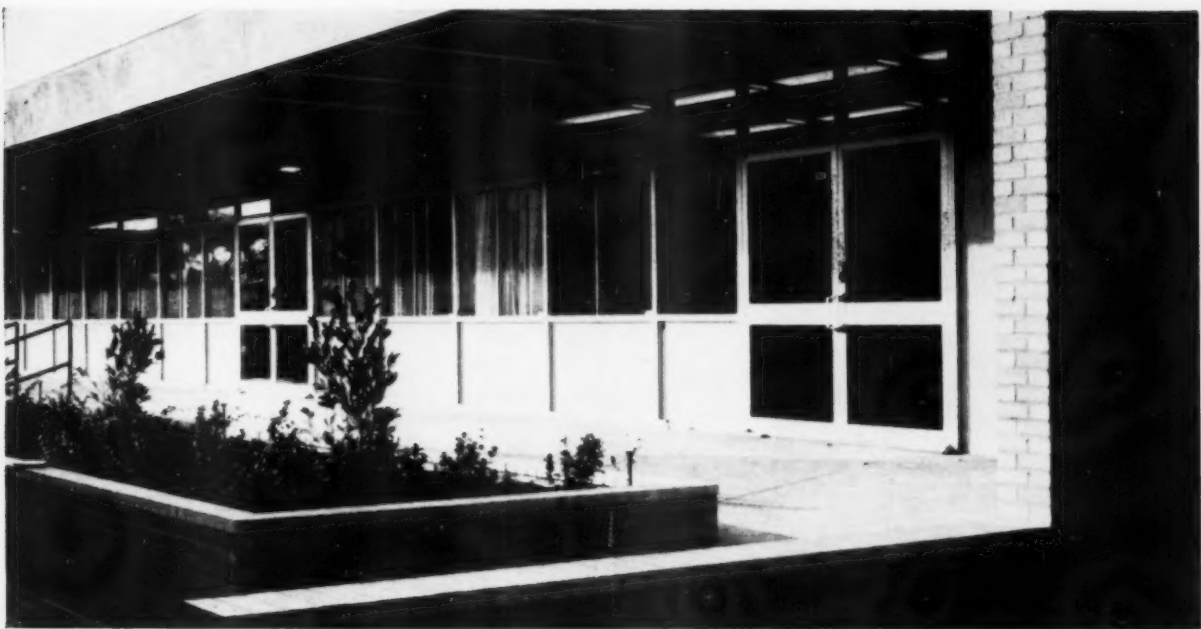
HILDEBRAN: Standardization of sizes in the curtain-wall field would probably do more than any other single thing in stimulating wider use of this type of construction. Of course, we must realize that there are many other desirable methods of construction which builders and designers prefer.

BORACCI: Is standardization just around the corner?

HILDEBRAN: Not yet. But there are many indications that it will be. Andy, you and I will be around to see it.



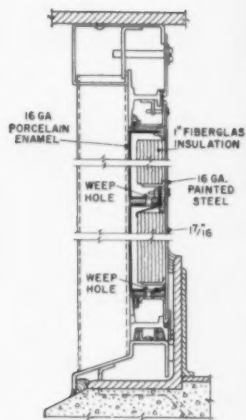
know a lot about engineering?"



▲ **WINDOW WALL**—Ador wall panels form clean, flush surface with glass extending from the grid unit, creating bas-relief effect that enhances look.



▲ **INSIDE WORK**—Workmen fit U.S. Plywood's Weldwood panel into grid from inside building. This saves cost of scaffolding, common to curtain-walls.



HOW

WHAT



▲ **PORCELAIN FACE**—Fiber glass insulates core of porcelain-faced steel curtain-wall panel. Workmen position it with tackle temporarily mounted to beam.

Asbestos-Cement Makes New Bid

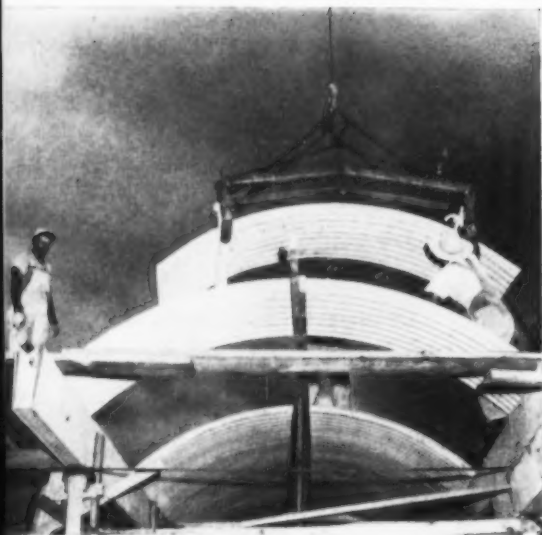
This demonstration house has a day-after-tomorrow look, but it's full of ideas you can apply today: new shapes, panels, uses

The house shown on these pages represents a fresh, bold approach to the problem of evolving new—and immediately marketable—uses for a standard, basic material.

In this case, the material is asbestos-cement. Builders have long used it as sheathing and, with battens, as siding. Here, the material stretches its newly found versatility and proves itself both practical and attractive in unusual places.

For example, that dramatic vaulted roof consists of sandwich panels made of asbestos-cement and concrete. The exterior walls are of asbestos-cement panels. The precast roof beams are covered with asbestos-cement, and the privacy-insuring screen fences are nothing more than stock sheets of asbestos-cement used in a new way.

On the following pages you'll see even more unusual interior applications. There, asbestos-cement is used as flooring, walls, tabletops, countertops and room dividers.



NEW ROOF SYSTEM was developed by Keasbey & Mattison. Here a crane lowers vaulted section onto precast concrete beams. Roof's underside is prefinished, becomes finished ceiling.



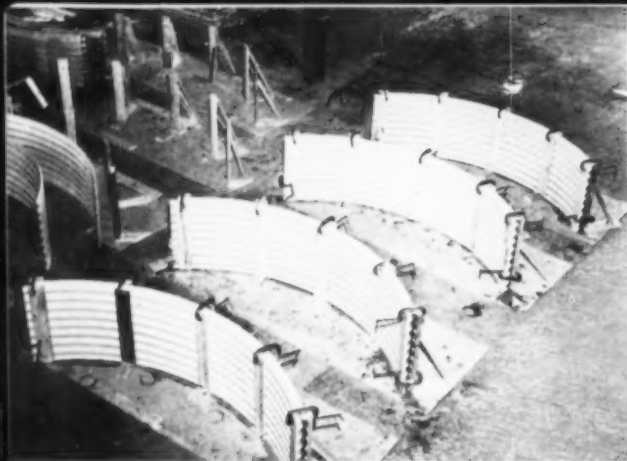
PROJECTING VAULTS cover screened entry. Interior is daylighted by large glazed areas under vaults, while high walls maintain privacy. Novel screen is made from industrial vent-pipe couplings. ▶

This house was designed by architect R. Duane Conner, built by Joel Coley, with the cooperation of the Asbestos-Cement Products Association. It's the first of six to be built as part of LIVING for Young Homemakers magazine's Basic Materials Research and Design Program.

◀ **HOUSE WAS HIT** of Oklahoma City's NHW celebration. To date, it's had 55,000 visitors. Of 600 surveyed, 355 liked the house, 245 didn't. But 61% admitted traditional preferences.

Photo at right: LIVING for Young Homemakers.





1 How the roof sections are made

Two sheets of lightweight $\frac{3}{16}$ -in. asbestos cement are spaced 2 in. apart. Then, after a vapor barrier is applied, an insulating core of Betoceal (a lightweight, cellular concrete) is poured between sheets.



2 How the roof sections are handled

Sections come to the site palletized, separated by protective covering. A small tractor moves the pallets to a convenient point on the site, where two men unload them. Now a crane lifts them to position (far right).

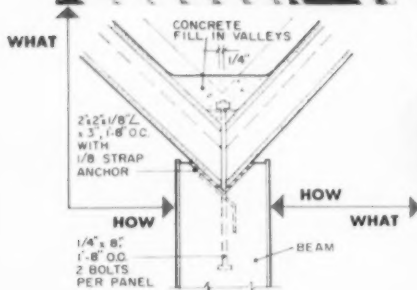
ASBESTOS CEMENT MAKES NEW BID, continued

New shapes, new panels,



4 How the roof sections are joined

Panels butt against each other. Joints are covered with a narrow corrugated batten, sealed with roof cement. Ends, forming valleys, are held down by bolts anchored in the beams. Valley is sealed with concrete.



5 How they're supported

Wood scaffolding supports assembly of columns, beams, and vaults during construction (right). Cellular concrete in this roof brings weight down to a very low 8 lbs. per sq. ft. No other fireproof roof weighs less than 25 lbs. per sq. ft.



← WHAT
HOW →



3 How the roof sections are raised from the ground, positioned on the house

Duane Connor designed a special cradle (see above) for vaulted roof sections to rest in while they're hoisted into position. It's made of welded pipe, wrapped with cloth to protect ceiling finish on panels' undersides. Sections go

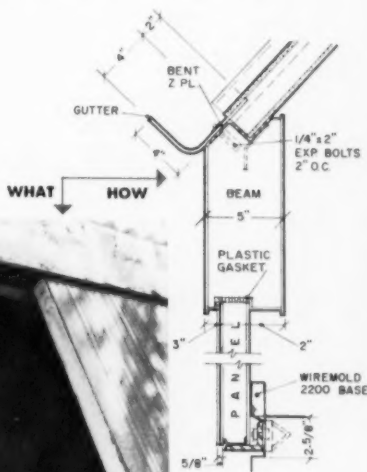
together economically, with a minimum of delay—largely because a shop mockup of roof panels was made beforehand. Each vault shown here spans 10 ft., is 3 ft. wide, covers 30 sq. ft.

for roofs and walls

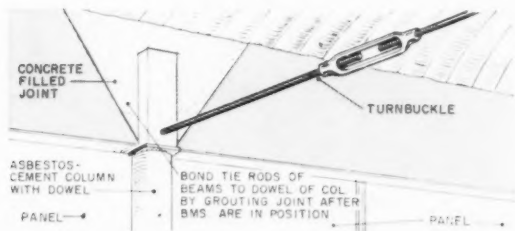


6 How the wall panels are cut

Hand power saw quickly cuts through the curtain panels, using an abrasive blade. Each panel has asbestos-cement facings and an insulating core of polyurethane. Epoxy resin, applied in shop, bonds facings to core.



← WHAT
HOW →



8 How precast beams and supporting columns are tied together

Slanted beam ends rest on concrete-filled column of asbestos cement. A 1/2-in. dowel pin projects from column, 10 in. into the beam. Extended beam rods are tied to it, and the wedge-shaped space is grouted.

7 How wall panels are joined to beams

Wall panels are pushed up against a plastic gasket, in a groove in underside of beam. Simultaneously, bottom is swung in to rest on an aluminum angle. Panel edges are joined with compressible splines. (Drawing, above.)

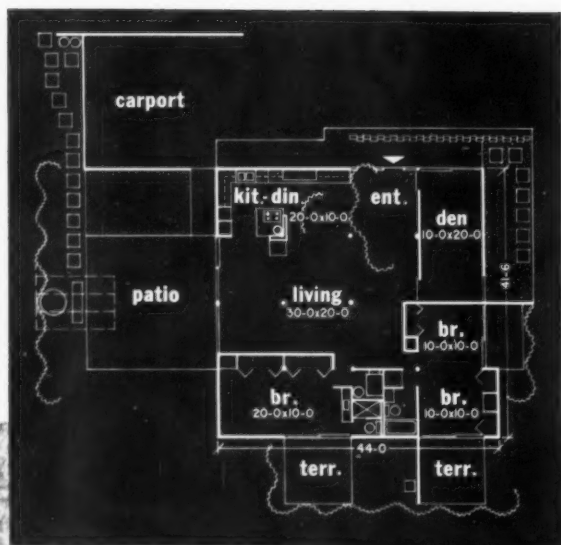


9 How the wall panels are finished

Some exterior-wall panels, supplied by National Gypsum Co., are brought to site prefinished. Others are painted as shown. Roof panels are prefinished with clear plastic, giving effect of soft, grey polished stone.

NEW USES:

All around
the house



Stock sheets become room dividers,
privacy fences

INSIDE THE HOUSE, corrugated sheets (from Ruberoid Co.) are used as room dividers. Outside, they become screens (in front of entrance foyer), privacy fences, treewells. Carport (drawing) is made of new sandwich panels manufactured by Flintkote Co.



Integrally colored sheets become walls, flooring, countertops

MONOLITHIC COLORED SHEETS, called "Colorlith," are made by the Johns-Manville Corp. under high hydraulic pressure. This process gives them great strength and durability. Sheets $\frac{3}{4}$ in. thick are arranged in a

terrazzo pattern for counter surfaces and tabletops. On the floors and walls, sheets are $\frac{1}{4}$ in. thick. Flooring is cut to tile-sized pieces, laid like tile. Almost all visitors surveyed said they liked these applications.—END.



Brace-Wall "N" Sheathing cuts cost of Atlanta subdivision:

"We nail asbestos siding *right to it*, and save the cost of furring strips and labor."

"Brace-Wall "N"'s strong nail-holding power lets us eliminate furring strips, corner bracing and building paper," says John T. Evans, Secretary of Mangham Construction Company, Atlanta. "This gives us a considerable saving in the cost of labor, time and materials. We find there's nothing else like it on the market."

See Brace-Wall "N"'s amazing nail-holding power for yourself. (It's well above the 40 lb. pull required by FHA.) Ask your Gold Bond® Representative for a demonstration, or write direct to Dept. AB-260 for free samples and literature.

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guaranteed and
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Here at last is a *slit-proof* plastic pipe so strong and so tough, it is *Guaranteed* and *Bonded* for 20 years for cold water service.

Under the terms of the Bond, repairs or replacements, INCLUDING LABOR COSTS, due to the failure of the pipe will be made at the expense of Orangeburg!

Application for the Bond is simple and involves no work for you. When your plumber or well driller completes his

Orangeburg *SP* installation in accordance with manufacturer's instructions, he simply forwards the "Request for Guaranty Bond" form to Orangeburg. After approval, Bond is issued direct to the home owner—made out in his name.

Be first to feature Orangeburg *SP* Plastic Pipe in your homes' water system installations. Orangeburg *SP*—the only plastic pipe backed by a 20-year *Guaranty Bond*—gives you a first-rate selling point that says your homes are quality built.



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Typical home in Barrington Park, equipped with B&G Hydro-Flo Heating.

"THIS FEATURE APPEALS TO VALUE-CONSCIOUS HOME BUYERS"

says builder of top quality homes



B&G BOOSTER PUMP

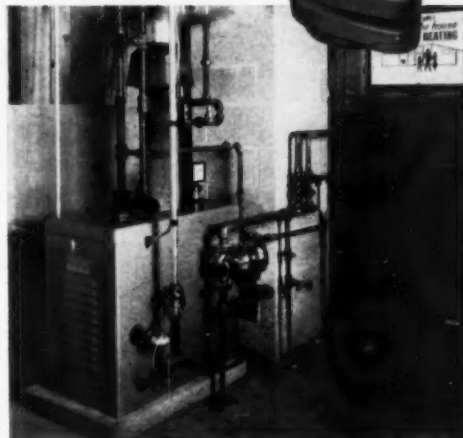
A silent electric circulator—the heart of the B&G Hydro-Flo System.

The Stuart Construction Company, builder of quality homes in Chicago suburbs, has discovered that B&G Hydro-Flo Heating is a sales clincher...wins the approval of critical home buyers because it offers visible extra value.

No other home equipment can offer so much immediate comfort or so many possibilities for more gracious living in the future. The B&G Hydro-Flo System offers the best in radiant, controlled heating, low operating cost and long-lived equipment.

It's *cleaner* heat—doesn't soil walls and drapes. It's *quiet* heat—no fan hum. If desired, the same boiler that heats the house can be equipped to furnish year 'round hot faucet water. Summer cooling and snow melting equipment can be included when building or later. And the B&G Hydro-Flo System can be easily zoned—a particularly important advantage in heating split-level or widespread homes.

Wherever builders have installed B&G Hydro-Flo Heating, *business is good!*



HOW TO CREATE A TRAFFIC JAM IN YOUR MODEL HOMES

The B&G "Hydronic Homes" Sales Promotion for Builders is a comprehensive program of ideas and sales helps for utilizing the exclusive advantages of hydronic* heating. Every builder should see this presentation—there's no obligation. Write today.

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a roof that
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INSTALL THE SHINGLE THAT DOESN'T KICK BACK
BECAUSE IT CAN'T RIP LOOSE... THE MIGHTY

BIRD *Wind Seal* SHINGLES

EVERY COMPLAINT HURTS YOUR REPUTATION, MR. BUILDER — and your reputation is what keeps you in business. Don't take chances on a shingle that doesn't strengthen your name as a builder of quality houses.

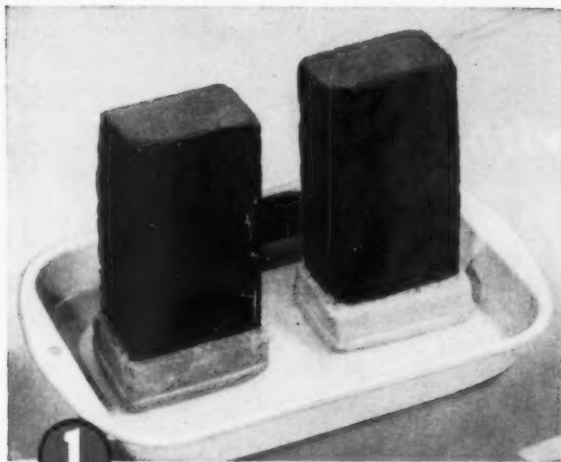
The magnificent shingle with the mighty grip, the one and only Bird Wind Seal, is the shingle you can trust. Install it, and it stays where you put it, never to blow off. A Wind Seal roof crowns your homes with quality. Ask your Bird salesman for colorful new literature and displays for your model homes.



East Walpole, Mass.
Chicago, Ill., Shreveport, La.,
Charleston, S. C.



Build your building prestige with the shingle that never blows off



1 Cap one brick with Brixment mortar, about 1" thick—and one brick with ordinary cement-and-lime mortar. After the mortars have hardened, place both brick in a pan of shallow water.



2 Keep about 1/2" of water in the pan for at least one week. Even if soluble salts are present in the brick or sand, you will soon be convinced that Brixment mortar helps prevent efflorescence.

BRIXMENT mortar helps prevent EFFLORESCENCE!

Efflorescence is caused by the soluble salts which almost all masonry materials contain. If reached by water, these salts dissolve and are drawn to the surface of the wall.

The air-entraining and water-repelling agent in Brixment makes Brixment mortar almost impermeable. This helps prevent water from saturating the mortar and dissolving any small amount of salts which it may contain. It also helps prevent water from percolating down through the wall, dissolving salts which may be in the brick or the back-up, and carrying them to the surface.

Protection against efflorescence is only *one* of the characteristics in mortar necessary to produce top-quality masonry at lowest cost. Several others are listed below—and *no other mortar combines ALL these characteristics to such a high degree as Brixment mortar.*

It is this combination of advantages that makes Brixment superior to any mixture of portland cement and lime—and which also accounts for the fact that Brixment has been the leading masonry cement for over 40 years.

Louisville Cement Company, Louisville 2, Ky.

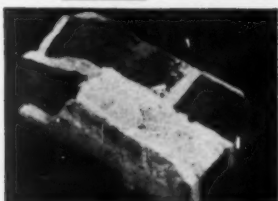
BRIXMENT MORTAR ALSO COMBINES THESE 8 OTHER ESSENTIAL CHARACTERISTICS



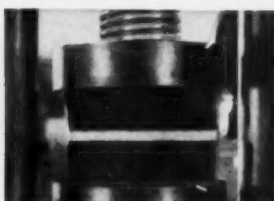
PLASTICITY



WATER RETENTION



BOND



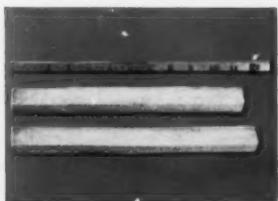
STRENGTH



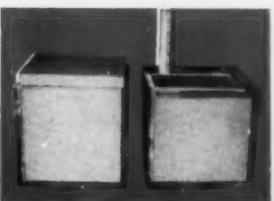
DURABILITY



IMPERMEABILITY



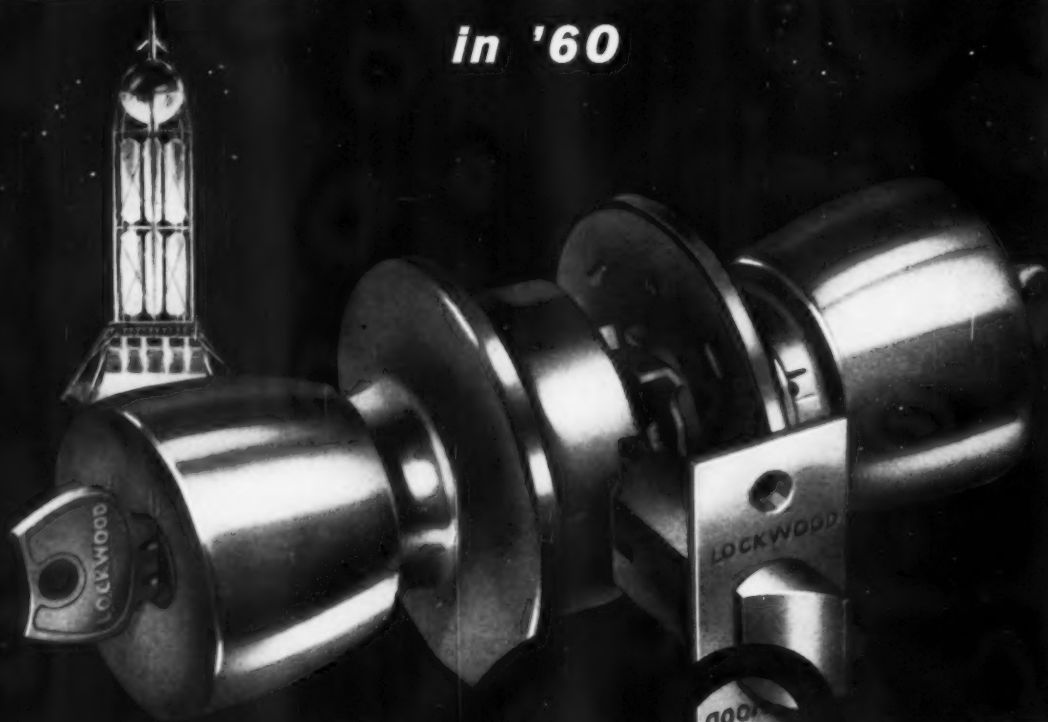
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in '60



with **ROCKET**

America's Finest Low-Cost Residential Lockset

In any competition there is always one stand-out. In low-cost residential locksets it's LOCKWOOD . . . because only in Lockwood ROCKET 60 will you get *every one* of these important features:

- ▲ **EXTRA STRENGTH** — knobs are fully reinforced
- ▲ **EXTRA SECURITY** — bolt has extra long throw
- ▲ **ENDURING SECURITY** — solid brass 5-pin cylinder
- ▲ **STEEL MECHANISM** — case hardened retractors
- ▲ **CONCEALED THRU-BOLTS** — piloted bolt sleeves
- ▲ **SELF-ADJUSTING** — equalized knob projection
- ▲ **PANIC PROOF** — inside knob is never locked
- ▲ **FRICTION-FREE NYLON BOLTS** — for interior door locks and latches

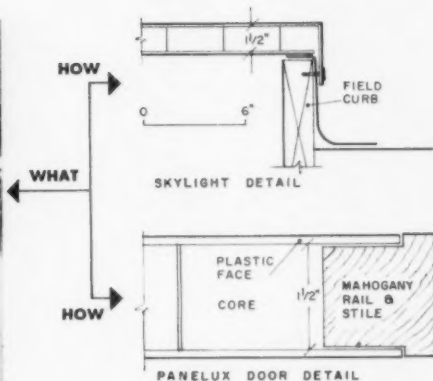
LOCKWOOD HARDWARE MANUFACTURING COMPANY, FITCHBURG, MASS.



**1 Sliding windows, doors
... in an all-in-one unit**

Still more window in one package. This time, it's Andersen's new Patio Wall unit. Included: two large gliding wood windows and a matching door. Unit is weather-tight, provides a baseboard for heat or electric outlets. Comes with frame, glazed sash, weatherstripping, plastic track, door frame. From Andersen Corporation. (Circle No. F1 on page 124).

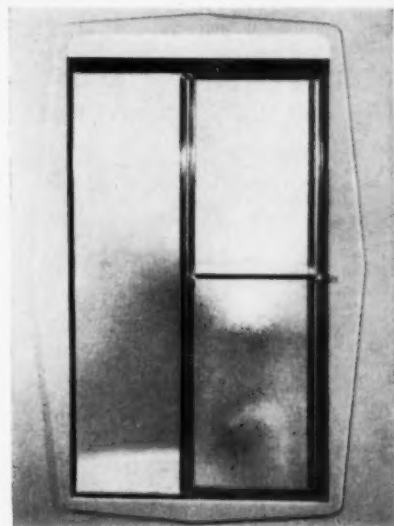
**Components make product news;
here are three to think about**



2 Structural panels also serve as doors, skylights

New Panelux panels are available in a finished door, a skylight, and as a structural panel. Basic panel is a sandwich of translucent reinforced polyester bonded to a water-resistant core of square cells. Comes uncolored, or with

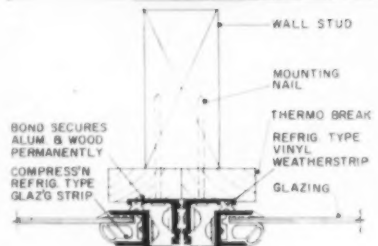
red and yellow, or blue and green cells. Can be used for interiors or exteriors. Doors (see above) have mahogany rail and stile, weigh 42 lbs. Skylights have a counterflashing curb. Monostructure Inc. (No. F2, p. 124).



**3 1-piece plastic shower
weighs under 200 lbs.**

Here's a plastic shower stall that can be taken to the job site, installed by one or two men in a few minutes. Simple woodworking tools do the job. "Shower-Glas" fits standard tub. Measures 5' wide, 7' high, is 2'9" deep from sliding door to rear of stall. Comes in any color. Price: \$175 per unit. From Design-Tex, Inc. (Circle No. F3, on page 124).

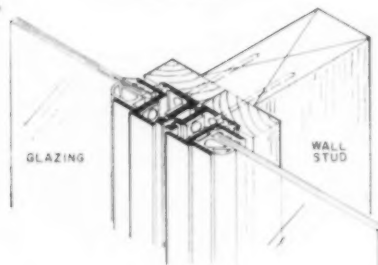
WHAT



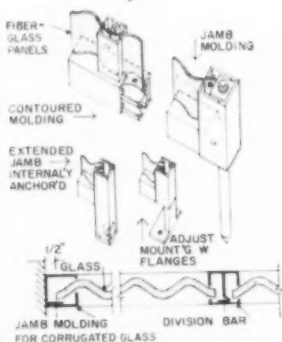
Report new unit saves builders \$5 per window

In their Grand Rapids, Mich., development, the Van Wesep brothers used a new combination window, "Wood-A-Lume." Unit has an outer frame of anodized aluminum permanently bonded to an inner wood frame. It's nailed directly to studs, through prepunched holes in aluminum, and wood thermo break. On this job, no specially cut sheathing, shims, or extra insulation was needed. Windows were quickly positioned into rough opening, leveled and hammered. Savings in time and material: an estimated \$5 per window. Jervis Corp. (No. F4, p. 124).

HOW



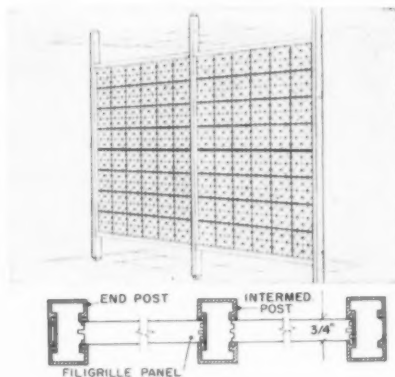
WHAT



Moldings hold plastic, glass panels

Two types of extruded aluminum moldings are contoured to fit structural corrugated plastic panels (top drawings) or corrugated glass panels (bottom drawing). Stelzer Moldings Inc. (No. F5, p. 124).

HOW



WHAT

HOW

Easy space-saver . . . styrene grille

New polystyrene grillwork comes in customized panels, a variety of designs. Aluminum framing systems for it include floor-to-ceiling, screen-type, etc. Holcomb & Hoke Mfg. (No. F6, on page 124).

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Help yourself . . . to the latest in new products and new catalogs shown on the pages ahead. You don't have to write, just circle the numbers on one of the cards below. Then drop the card in the mail (no stamp needed). AMERICAN BUILDER will forward your request to each manufacturer and he'll send you complete data, free of charge. So . . . get your pencil and help yourself.

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F45	F51	F57	F63	F69	F75	F80-W
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F47	F53	F59	F65	F71	F77	F82-W
F48	F54	F60	F66	F72	F78	F83-W
F49	F55	F61	F67	F73	F79	F84-W

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F45	F51	F57	F63	F69	F75	F80-W
F46	F52	F58	F64	F70	F76	F81-W
F47	F53	F59	F65	F71	F77	F82-W
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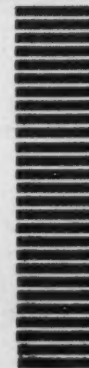
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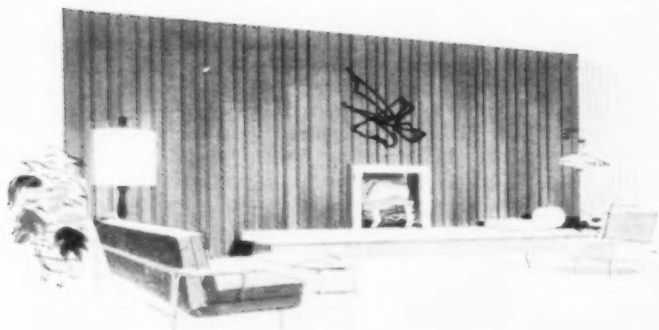
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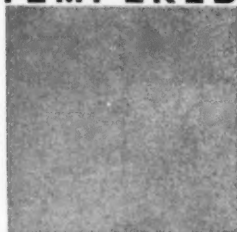
Weyerhaeuser decorative hardboards

build "quick sale" appeal into your homes...



for rich interior designs

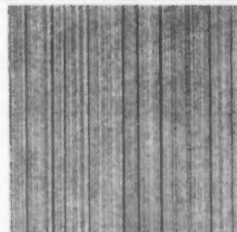
STANDARD TEMPERED WEY TONE



PREFINISHED

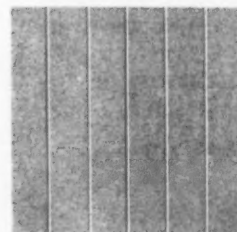
prime-sealed hardboard needs no painting. Baked finish resists stains and wear.

STANDARD WEY TEX



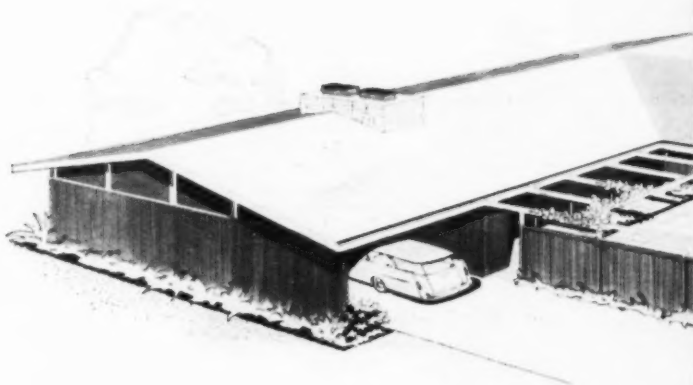
STRIATED

deep striations create handsome irregular ridge effect.



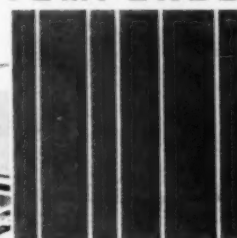
"V" GROOVED

shallow beveled grooves in plank or block patterns.



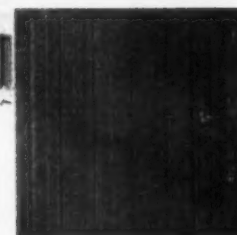
for "all-weather" exterior styling

TEMPERED WEY TEX



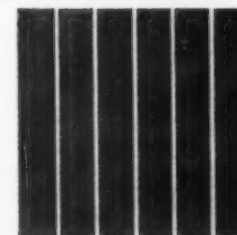
"U" GROOVED

a distinct vertical plank pattern.



STRIATED

shallow combed, rustic wood appearance.



"U" GROOVED STRIATED

rich texture combined with vertical plank effect.



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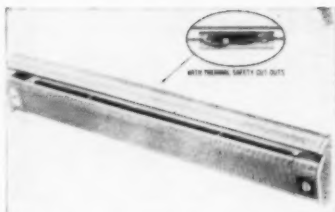


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NEW PRODUCTS



Electric heater is safe

Risk of electric heater becoming overheated is avoided with this Thermal Cut-Out, built into all Electrofin heaters. This bi-metal thermostat disconnects power when air outlets become blocked with furnishings, etc., or when there is an overvoltage condition.—Berko Electric Mfg. Corp.

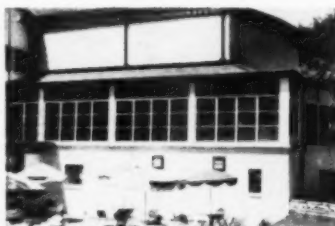
Circle No. F7 on reply card, p. 124



For year-round swimming

Inflatable enclosure provides year-round warmth for swimming pool. Made of transparent vinyl sheeting, gives "greenhouse" effect. Air-supported by 1/10-hp blower, constructed for continuous air change. Zippered doorway. Warm with electric heater.—Plastimayd Corporation.

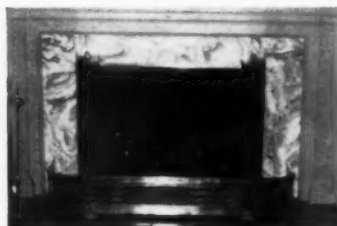
Circle No. F10 on reply card, p. 124



Use porch year-round

This aluminum porch enclosure makes an all-weather area for dining or recreation. Easily converted from summer open-air screens to glass-enclosed space for winter. Three-section GlassWall units provide better ventilation, gives closed-in space a crisp, new look.—DeVac, Inc.

Circle No. F8 on reply card, p. 124



Looks like real marble

Fireplace fronts that look like real marble are made of fiber glass and polyester resin laminated on asbestos. This process produces true marble vein. No two pieces are alike. Company also makes window sills using same process on wood. In basic colors: gray, green, black, white.—Caligari Products.

Circle No. F11 on reply card, p. 124



Push buttons for water

Push-button water control does away with faucets in home. Mixes water at heater instead of fixture, requires just one supply line. Buttons are wired to solenoid valves which operate on safe, low-voltage electricity. Attractive control panel fits anywhere.—American Sanitary Mfg. Co.

Circle No. F9 on reply card, p. 124



Interlocks for strength

Interlocking panel and stud makes these prefab all-metal garages and buildings strong and weatherproof. Can be erected by unskilled labor. In aluminum or steel, with choice of baked-on finish to match wood. Package includes all hardware, trim, windows, etc. Several sizes.—Allegheny Building Units, Inc.

Circle No. F12 on reply card, p. 124

HUSKY

*...new full-flow
gate valve that throttles
like a globe!*

You've never seen a valve like this newly designed HUSKY conical gate. New shape, new closure principle that provides unrestricted flow, but can be throttled from shut to wide open. And, there's practically no wear out. These new HUSKY features, together with its low price, permit contractors to greatly upgrade all installations. Presently available at wholesalers in 1/2" and 3/4" sizes (solder end or threaded).



STRAIGHT-THROUGH
PASSAGEWAY

FEATURES

- Hexagonal Body • Concave Seat
- Buna-N Gate • W. O. G.
- Non-Rising Stem • Full Flow
- Throttle Control • Aluminum Handwheel • Fingertip Closure
- Only Seven Parts



UNIVERSAL USAGE!	<p>Water & Gas Meters</p>	<p>Radiators</p>	<p>HUSKY BRASS VALVES</p>
	<p>Water Pumps</p>	<p>Air Lines</p>	



NIBCO INC., Dept. K-4102
Elkhart, Indiana

MR. BUILDER: Maybe you
can't afford not to



use HOUSE PACKAGES...

*Recent scene in Atlanta of opening of a new subdivision using house packages.

THE HMA PROFIT TEST WILL TELL!

Every year, more and so-called "conventional" builders turn to the use of component parts, prefabrication and complete house packages. Last year more than 130,000 house packages alone were sold! Why the upsurge in building with parts instead of pieces? The answer: builders can make more money, faster, easier, with fewer headaches. Just how, and how much, depends on how you operate today as a builder. If you'll take just 100 seconds and jot down the answers to the questions below, home manufacturing experts can tell in less than a minute if you can profit by switching to house packages.

YES NO

- I keep a skilled architect on my staff who produces fast-selling designs.
- We build homes in the FHA-VA market and sometimes run into plan or engineering objections from local VA and FHA officials.
- There is a shortage of mortgage funds in my city.
- As president of my company, I have plenty of time to handle estimating, scheduling, merchandising, financing, engineering and still attend all necessary local, state and national home builder association meetings.
- Under my present construction system we can build all winter long.
- Under my present construction system we can erect a home in one day.

Now tear out just the test portion of this page and mail it—with your name, title, company and address—to:
Home Manufacturers Association, 1117 Barr Building,
Washington 6, D. C.

We'll send you complete information about "Profits in Packaged Homes," as well as the names of leading home manufacturers shipping into your city (U.S. and Canada). It just makes sense to build with parts—not pieces!



NEW PRODUCTS



Lights lawn automatically

Low-cost, weatherproof electronic unit turns lawn lights on at night and off at dawn automatically. This photo electric switch is easily installed in lamp post, on A/C 120V line. Adapter sleeve is heavy-gauge aluminum in either bright metal or wrought-iron finish.—Micro Balancing, Inc.

Circle No. F13 on reply card, p. 124

Installs without brackets

Aluminum clothes rod can be secured to wall by rotating one section of rod. Nonslip, flat, composition ends (not suction cups) will apply to tile, plaster, glass, wood, metal, or concrete walls. Will hold heavy coats and garment bags. Adjustable sizes 21"-32"; 30"-51"; 48"-72".—Andrews Co.

Circle No. F14 on reply card, p. 124

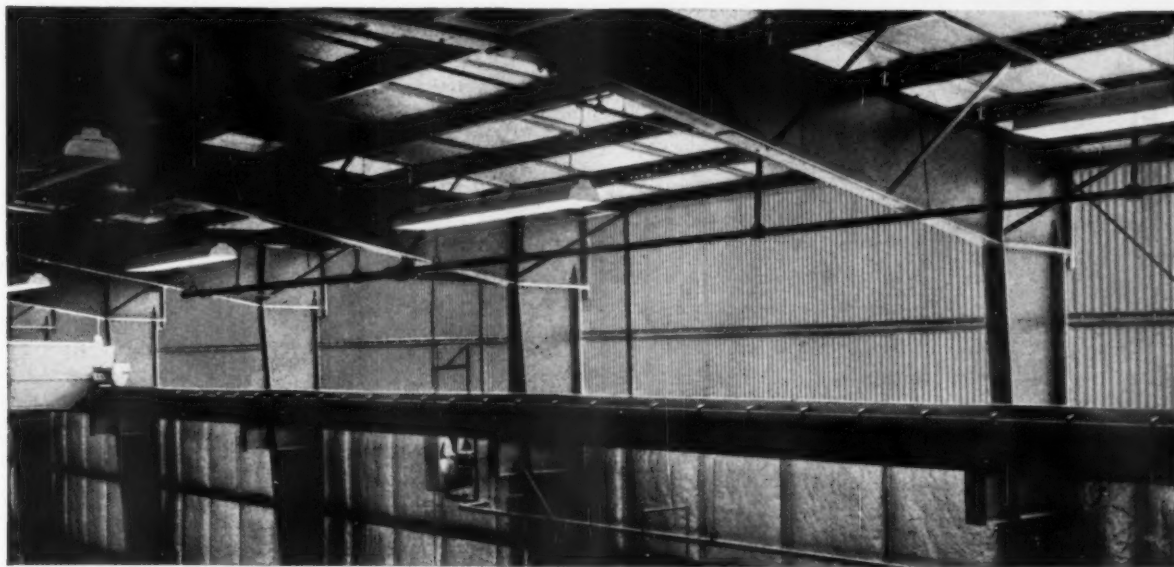
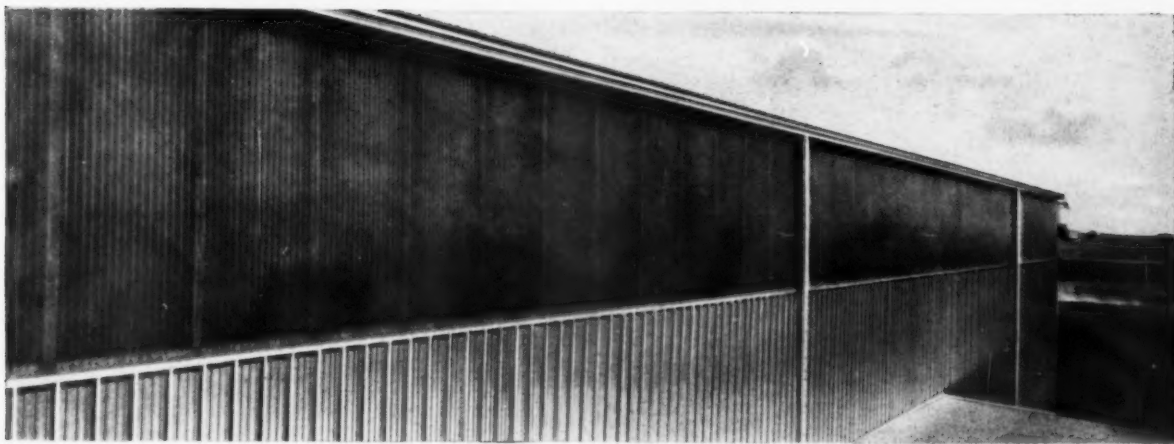


Range has more space

Roomy oven and spacious storage are features of new gas range series. Also introduces Futura backguard of frosted-glass panels for the "lighter, brighter" look, and drip-proof cooking top. A thermostatically-controlled griddle, the Grid-O-Matic, is optional.—The Hardwick Stove Company.

Circle No. F15 on reply card, p. 124

AMERICAN BUILDER



MORE
"LIGHT YEARS"
PER DOLLAR
with Butler Stylux

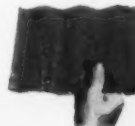
Higher light transmission, unmatched clearness and greater weather endurance . . . these add up to more natural light for every dollar that you invest in plastic panels when you build with Butler Stylux. Ten beautiful colors are available to fit any desired decor or light transmission requirement. Too, you get shatterproof strength and load capacity with Stylux. And wider panels save money during construction . . . fewer panels, fewer overlaps, fewer fasteners, less labor.

The reasons for Stylux superiority are obvious. Stylux is an acrylic-fortified plastic panel . . . made from an outstandingly durable resin that protects Stylux from sun fade and weather erosion. Fiberglass reinforcing provides strength and clear hardness. Uniform structural quality is assured by precision manufacturing methods.

Get the most for your money. When you specify plastic panels for glazing, skylights, partitions, screens, canopies and a host of other applications . . . be sure to specify Stylux to get more "light years" per dollar.

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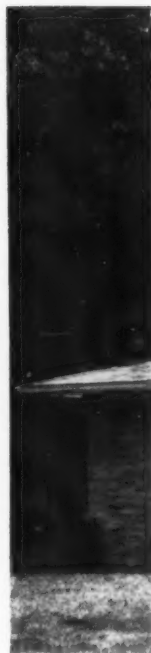


PLASTICS DEPARTMENT - BUILDINGS DIVISION • BUTLER MANUFACTURING COMPANY • Dept. 105, 7400 East 13th Street, Kansas City 26, Mo.



Why Rudolph Woodring puts TWINDOW in his new Kentucky homes.

Rudolph Woodring made his own temperature checks and found TWINDOW insulating glass reduces Louisville's hot summer temperatures by 5 to 10 degrees near the window. In the winter, TWINDOW eliminates drafts and storm windows. When Mr. Woodring points out these advantages to customers for his new Kentucky homes, he finds they're easier to sell. TWINDOW-Metal Edge is ideal for large windows and for maximum insulation. It has two panes of $\frac{1}{4}$ " Plate Glass, with $\frac{1}{2}$ " sealed air space between, in a maintenance-free stainless steel frame. TWINDOW-Glass Edge has two panes of $\frac{1}{8}$ " PENN-



VERNON® Window Glass with a $\frac{3}{16}$ " air space between. These units are available in popular sizes for a variety of window styles. Write for a copy of our new TWINDOW booklet. Pittsburgh Plate Glass Company, Room 9236, 632 Fort Duquesne Boulevard, Pittsburgh 22, Pennsylvania.

... the windowpane with insulation built in



TWINDOW[®]



Pittsburgh Plate Glass Company

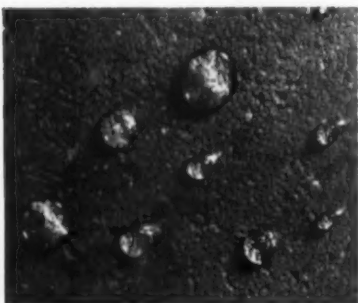
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In Canada: Canadian Pittsburgh Industries Limited

FEBRUARY 1960

131

Completes Your Masonry Jobs ... Cuts Costs!



Permapel bars all moisture from penetrating surface. Inside dampness can still breathe out.

New Concentrated **PERMAPEL**^{T.M.} Silicone Water Repellent

1 gallon concentrate makes
8 gallons repellent

**COSTS LESS THAN 1 CENT
PER SQUARE FOOT APPLIED**

Improves appearance! Invisible deep-penetrating PERMAPEL protection seals out water, dirt and soil. Guards against efflorescence. Does not discolor. Effective on all masonry surfaces — concrete, plaster, stucco, stone, porous brick and asbestos siding — for as long as 8 to 10 years.

Big savings for you! PERMAPEL costs less than 1 cent per square foot to apply. Concentrated form saves storage space. Mixes instantly, 1 part PERMAPEL to 7 parts water. Only one coat needed. Apply with spray or brush. Fireproof. Contains no oil, grease, or wax.

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MAIL COUPON FOR **Free Sample**

Perma-Stone Company, Desk 14
719 E. Hudson Street, Columbus 11, Ohio

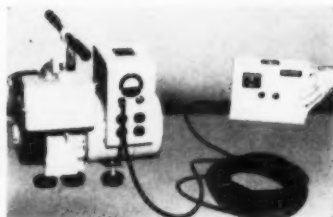
Please send free sample of new PermaPel Concentrated Water Repellent and descriptive literature.

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Address _____

City _____ Zone _____ State _____

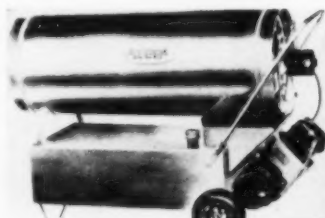
NEW PRODUCTS



Starts generator

Transistorized unit starts and stops generator according to battery requirements. "Auto-charge" unit is enclosed in 6x8" box that utilizes remote receptacle in all PM plants. Also useful as manual remote start-stop control, or for exercising permanent generators. Price: \$129.50. —Pacific Mercury.

Circle No. F16 on reply card, p. 124



Heats work areas safely

Portable, automatic utility heater provides instant heat for winter construction work. Mounted on semi-pneumatic wheels and casters, plugs in regular 115V A/C outlet. Has 18-hr. capacity fuel tank, automatic ignition. Heater stays cool on outside. —Siebring Mfg. Co.

Circle No. F17 on reply card, p. 124

Brush on soundproofing

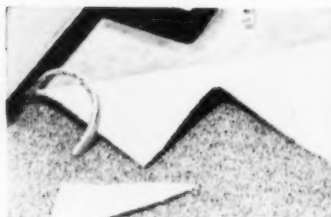
Any type wall can be soundproofed with this liquid coating that contains sound-absorbing granules. Easily applied with brush or spray, goes on paint, plaster, metal, glass, brick, wallboard, or wood. Leaves decorative textured finish. —DUR-E-CON Div., Kerr Chemicals, Inc.

Circle No. F18 on reply card, p. 124

Eliminates roofing paper

Movable-head roofing nail makes it possible to fasten resilient Fiberglas roof insulation directly to wood or steel decks. Eliminates use of roofing paper and hot bitumen. Nail head is 1-3/16" in diameter; rides down with pressure, then snaps back. —Owens-Corning Fiberglas Corp.

Circle No. F19 on reply card, p. 124



Carpet needs no underlay

New Foam-Loom carpet has permanent backing of resilient foam rubber. Installs directly over every type of floor without underlay. Backing grips floor; bonding agent is necessary only on edges. Brings carpet costs down to moderate prices. In widths up to 15 ft., wool or rayon. —Roxbury Carpet Co.

Circle No. F20 on reply card, p. 124



Scaffold ups heavy loads

Scaffold gripping dogs can raise or lower heavy loads to desired position. Levers are operated with foot or pipe handle. For spider or stand-off erection; makes any siding or wall construction job easier. Sets up in minutes. —Olympic Foundry Co.

Circle No. F21 on reply card, p. 124

Music goes underwater

An underwater speaker is latest development in portable stereo. Provides music for underwater swimming and ballet. Sets for pool-side installation also include amplifier, dual speakers, record changer, and equipment cabinet. Price: approx. \$420.00. —Paddock Pool Equipment Co.

Circle No. F22 on reply card, p. 124

Murals in ceramics

Murals on practically any subject are created individually in 6x6" ceramic tiles. Can be installed according to requirements—on plaster, cemented with mortar, or mounted in small sections. Glazes range from flat colors, matt finishes to high glosses. Approx. \$20 per sq. ft. —Ceramic Art Studio.

Circle No. F23 on reply card, p. 124

NEW HOUSE IDEAS YOU CAN MERCHANDISE



A dishwasher you can match exactly to any cabinet decor

on the job in just minutes
without changing doors!

Now, with new RCA WHIRLPOOL built-in dishwasher and exclusive Select-A-Door* trim kit, the dishwasher in your kitchens can match *exactly* the cabinets . . . match the drapes or floor covering . . . or harmonize with any other kitchen decorating. Simply fit any material up to 1/4" thick . . . wood, linoleum, plastic, Formica, paper, cloth . . . into the beautiful chrome frame and attach it to the dishwasher front. That's all, no doors, timers or escutcheons to remove . . . the job is done in a few minutes.

In addition, RCA WHIRLPOOL dishwashers have greater capacity, convenient Dial-A-Cycle* controls, Filter-Stream* system that washes dishes spotlessly clean and other wanted features that add woman appeal to your kitchens.



Your family will love our family of home appliances

 **Whirlpool**

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks Reg. and RCA authorized by trademark owner Radio Corporation of America

*Tmks.

MAIL COUPON TODAY

AB-2-0

Contract Sales Division,
Whirlpool Corporation, St. Joseph, Michigan

Please send me complete information on RCA WHIRLPOOL
dishwashers and exclusive Select-A-Door kit.

Name _____

Firm Name _____

Firm Address _____

City _____ Zone _____

County _____ State _____



Like more and more homeowners, the family building this modern ranch home specified traditional joist construction with sub-flooring, to provide the comfort and beauty of hardwood floors. John Sutton, architect. Fister Construction, builder.

Because wood framing raises value and lowers cost—

built of WOOD means built to sell

It is not surprising that wood is our most popular framing material for homes. Centuries of use have established its structural superiority. But never before have we been so aware of the basic *economy* of wood framing—of its importance in the final cost of the finished home. Wood lends itself to labor-saving economies in pre-assembly . . . the relative weight of wood members means workers can handle it quickly and without extra equipment . . . carpenters know wood, work easily with it. All this means time saved on the job—time

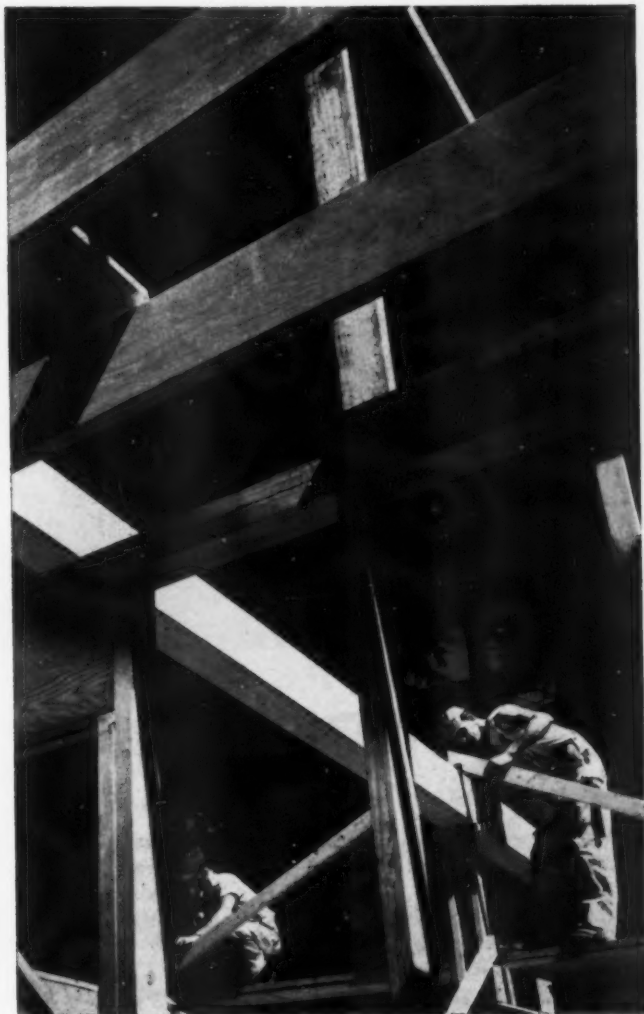
that means money! You build more house per dollar, make more profit per house when you start with *wood* framing. For more information on better homes of wood, write to:

NATIONAL LUMBER MANUFACTURERS ASSOCIATION

Wood Information Center, 1319 18th St., N.W., Washington 6, D.C.



For built-in sales appeal, nothing takes the place of



The natural beauty of exposed structural members adds a luxury touch plus a feeling of permanence. This finished ceiling beam will be a dramatic focal point in the family living room.



Cost-cutting teamwork is possible with wood framing. Inclement weather need be no deterrent to pre-assembly. Diagonal sub-flooring makes sturdy, resilient floor base with natural insulating qualities.



BUILDING PRODUCTS



New size SCORBORD snaps into 4"



... 6"



... 12"



...OR 18" WIDTHS



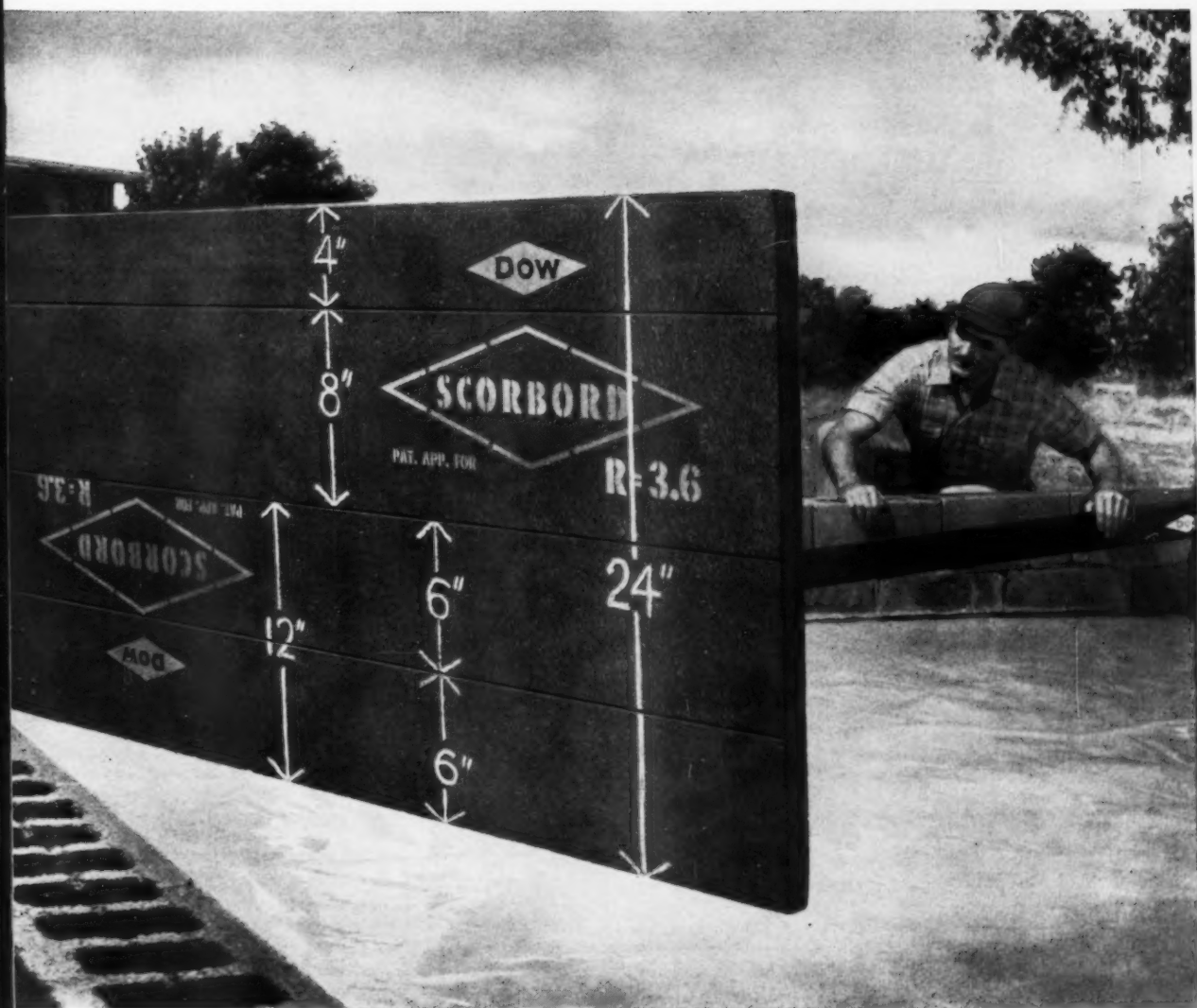
NEW SCORBORD®

Dow's pre-scored perimeter insulation now meets new FHA-MPS minimums for both widths and thicknesses.

Dow, first with a pre-scored perimeter insulation, has redesigned Scorboard† to help you follow these new standards quickly and economically. Scorboard, expanded

polystyrene insulation board, eliminates up to 80% of on-the-job cutting and fitting. Each 24" board breaks readily into 12" or 18" widths for horizontal placement and into 4", 6" and 12" sections for vertical edging. The nominal thicknesses of Scorboard also meet FHA-MPS requirements for "R" values.

Scorboard saves money on materials, too, because it serves as its own moisture barrier. It's lightweight, easy to carry and handle . . . has plenty of compressive strength to support a concrete slab.



MEETS NEW FHA-MPS

For more information about Scorboard, contact the Dow sales office near you or write to us. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Department 1611D2.

[†]Patent applied for.

POLYFILM®—Dow's top quality polyethylene film is now available nationally in all standard widths and thicknesses.

Dow Building Products at work

STYROFOAM*—Permanent insulation for cavity walls; replaces furring and lath as an insulation-plasterbase. Rigid, low "K" factor, resistant to water and water vapor.

ROOFMATE*—Rigid insulation for built-up roofs serves as its own moisture barrier. Reduces blistering, resultant leaks.

SARALOY* 400—Elastic thermoplastic sheet flashing conforms to almost any shape, adheres to most building materials. Expands, contracts with other materials.

*Trademark

THE DOW CHEMICAL COMPANY, MIDLAND, MICHIGAN

Ford HOMES ARE
READY FOR DECORATING

24 hours after delivery!

THAT'S RIGHT, BECAUSE . . .

- FORD LAYS THE FINISH FLOORING
- FORD APPLIES THE DRYWALL
- FORD DOES THE WIRING
- FORD APPLIES THE TRIM



Other models available in
**MODERN CAPE COD
RANCH
SPLIT LEVEL**

For full details, write on your own letterhead to Dept. AB



Ford factory-built **HOMES**
Manufactured by IVON R. FORD, INC., McDonough, N. Y.

CATALOGS

FASTENING DEVICES include new line of steel washers, known as fender, plaster, canopy, and ceiling type. Bulletin also gives data on plastic anchors, lead anchors, toggles, tapping screws, shields, bolts and other fasteners.—Holub Industries, Inc.

Circle No. F24 on reply card, p. 124

STAINLESS STEEL sink installations illustrated in booklet. Shows uses in all parts of home—from terrace to photographer's dark room, from garden to bar. "Sinkronizing" provides running water to any location.—Elkay Mfg. Co.

Circle No. F25 on reply card, p. 124

ESTIMATE DAYLIGHTING units for any structure with computations from new Skydome Selector Tables. Incorporates fundamentals of daylighting with location, weather, illumination-engineering theory. Plenty of technical details given.—Wasco Products, Inc.

Circle No. F26 on reply card, p. 124

RECESSED AND ACCENT lighting fixtures in wide range of styles shown in new 20-page catalog. Installation features include extra-large junction box with 13 knock-out, 1-piece steel frame, reflectors, etc. Lots of how-to-do-it information.—Markstone Mfg. Co.

Circle No. F27 on reply card, p. 124

AIDS AND PROTECTIONS for lumber users simplified in 1960 edition of Standard Grading Rules. New provisions for special roof decking, moisture content; new all-purpose stress ratings, etc.—Southern Pine Inspection Bureau.

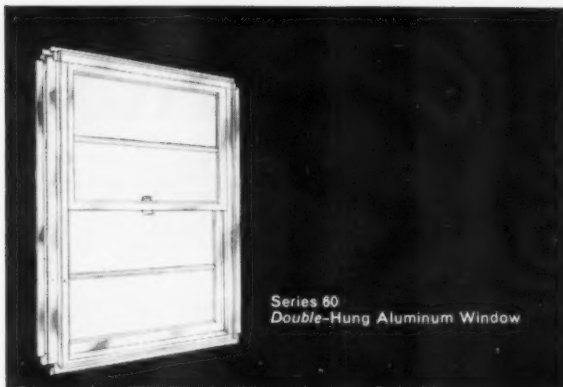
Circle No. F28 on reply card, p. 124

VINYL WALL BASE and how to install it illustrated in easy-to-follow leaflet. Emphasizes closing of dirt-catching gap between walls and floors. Shows installation in progress, providing smooth, tight joints.—Kentile, Inc.

Circle No. F29 on reply card, p. 124

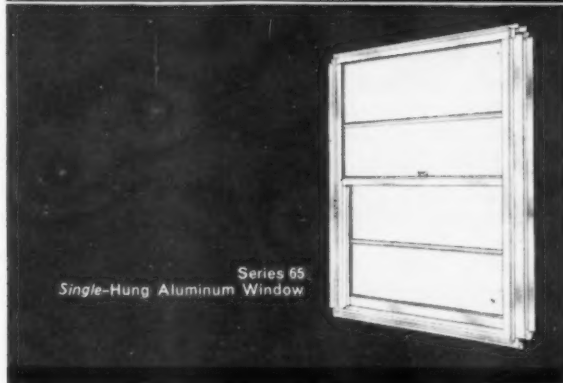
ELECTRONIC DOOR control for garage doors and lights described in 4-page color folder. Points out moderate cost of system, operated by push-button transistor-powered transmitter on automobile dash.—Barber-Colman Co.

Circle No. F30 on reply card, p. 124



Series 60
Double-Hung Aluminum Window

This message is so important we have repeated it
and suggest you read it twice.



Series 65
Single-Hung Aluminum Window

THESE QUALITY ALUMINUM WINDOWS PAY YOU TWO WAYS

1. Complement your other good building components to help attract mortgage money
2. Save labor time because one frame fits all wall conditions

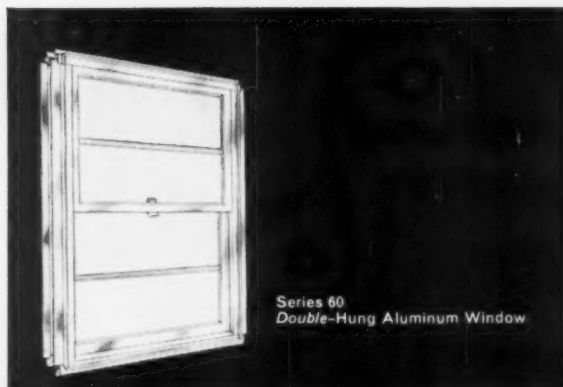
It's good business to inject quality into homebuilding. Good building components attract mortgage money. Ceco's new aluminum windows will complement all the other quality you put into building. Windows are a small part of the home but since they are so evident they deserve careful consideration. They should be graceful and rugged, neatly joined at the corners . . . easy to operate. Ceco Windows fill the bill. Good spiral balances with spring coils are engineered to provide easy opening and closing. Ceco Windows are weather-tight, as proven by Aluminum Window Manufacturers Association's DH-A1 tests. The secret is in the design, workmanship and weatherstripping (silicone treated wool-pile backed with aluminum.) Ceco Steel Products Corporation. General offices: 5601 W. 26th St., Chicago 50, Illinois. Offices, warehouses and fabricating plants in principal cities.



IN CONSTRUCTION PRODUCTS **CECO ENGINEERING** MAKES THE BIG DIFFERENCE
Windows, Screens, Doors / Curtainwalls / Roofing Products / Cecoframe Buildings
Steel Joists / Steelforms / Rebars / Metal Lath

TOTAL MANUFACTURING FOR THE BUILDING INDUSTRY FROM RAW TO FINISHED PRODUCTS

FEBRUARY 1960



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Double-Hung Aluminum Window

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TOTAL MANUFACTURING FOR THE BUILDING INDUSTRY FROM RAW TO FINISHED PRODUCTS

139

WHY BUY FROM DEALERS?

QUALITY PRODUCTS FOR 20 YEARS

Your local dealer will not hesitate to speak of quality in the Precision Stairway Line. He knows that Precision Parts has built its folding stairway business on 20 years of standing behind all products 100%, and giving builders a dependable product. From the "Simplex 85" (the most economical stairway) to the "Precision Electric" (the most luxurious stairway) — all models are guaranteed and are manufactured in Precision's modern plant from the best available materials. Precision Parts Corporation is a family corporation of highest



(30" x 54") SUPER SIMPLEX

integrity — backing up dealers throughout the country with dependable products, parts and service. The nationally-advertised brand-names, PRECISION & SIMPLEX mean quality to your prospective home buyer as well as your local dealer.



ADVANCED "PUSH BUTTON" ELECTRIC STAIRWAY
15 MODELS

Through your local dealer, you can choose from 15 Precision & Simplex Folding Attic Stairways. Precision Parts Corporation has led the way in folding stairway development and manufacture for 20 years. Your dealer has a folding attic stairway to suit your needs and specifications. The complete Precision Parts Stairway Line includes 15 different models with wide variations in size and price range for all types of residential and commercial buildings. Contact your local dealer and let him help you choose the Precision or Simplex Attic Stairway that is right for your next job.



ECONOMICAL SIMPLEX "85"

NATION'S LEADING FOLDING STAIRWAY MANUFACTURER TELLS WHY.

Because the dealer is a local business man, he is directly responsible to you, the builder. He is the first to receive complaints on the quality of products he sells and because his business is built on satisfaction, he must be able to stand behind the product he sells. Your local dealer is ready to back you up with quality products, parts and service. To do business on this basis (and this is the only way he can afford to do business) he must have full confidence in his manufacturer-supplier. He knows that the manufacturer must also stand behind the product and he, therefore, handles a manufacturer's product on the basis of the manufacturer's reliability. We, at Precision Parts Corporation, stand behind the dealer even after the sale is made. Precision Parts' Stairways feature high quality materials, expert workmanship, plus 20 years engineering experience. These things are of direct concern to the dealer if he is to recommend one product over another. So, in summing up, the dealer is as invaluable to you as he is to us. He backs up sales, deals with reliable manufacturers, offers his services, parts and quality products, and, in many cases, helps you to finance your building needs. The dealer is a local business man whose future success in the community depends on satisfying you.

TRUSS TYPE ROOF NO LONGER STORAGE PROBLEM

Your dealer can now supply you with the NEW SIMPLEX 2' O. C. Folding Stairway for truss



SIMPLEX SPECIAL FOR 2' O.C. TRUSS ROOF

construction. Roof supports no longer prevent the use of an attic stairway to make valuable storage space accessible. Because storage space helps to sell houses, look to your local dealer for the latest, finest Precision Parts Corporation Stairways.

construction. Roof supports no longer prevent the use of an attic stairway to make valuable storage space accessible. Because storage space helps to sell houses, look to your local dealer for the latest, finest Precision Parts Corporation Stairways.

Paul V. Harmon
Paul V. Harmon, Pres.

Precision and Simplex stairways stocked for your convenience by more than 200 Jobbers in leading cities of the U. S.

PRECISION PARTS CORPORATION

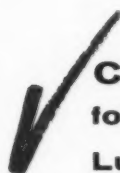
400 NORTH FIRST ST. NASHVILLE, TENNESSEE

Grade Wise is Profit Wise

SAVE...with "utility"

For framing quality *and* economy, there's no greater bargain than "Utility" grade-stamped West Coast lumber. "Utility" meets FHA standards for One-and-Two-Living Units in many framing and sheathing applications. (See FHA Bulletin No. 300 for spans and other application data.)

Discover the many home construction economies made possible by wise use of "Utility" grade West Coast framing lumber. You'll agree it adds up to important profits.



CHECK THESE USES for "Utility" grade West Coast Lumber (In accordance with FHA Minimum Property Standards):

RAFTERS FOR LIGHT ROOFING (Roof slope over 3 in 12)
(Weighing less than 4 lbs. per sq. ft. in place)

Douglas Fir Size	West Coast Hemlock Spacing	Maximum Span
2x6	16" o.c.	9'-8"
2x8	16" o.c.	14'-4"
2x10	16" o.c.	19'-8"

FLAT ROOF JOISTS supporting finished ceiling (Roof slope 3 in 12 or less)

2x6	16" o.c.	7'-8"
2x8	16" o.c.	11'-6"
2x10	16" o.c.	15'-8"
2x12	16" o.c.	18'-2"

CEILING JOISTS (no attic storage)

2x6	16" o.c.	11'-8"
2x8	16" o.c.	17'-6"

FLOOR JOISTS

		30 lb. live load ^o	40 lb. live load [†]
2x6	16" o.c.	7'-2"	6'-4"
2x8	16" o.c.	10'-8"	9'-6"
2x10	16" o.c.	14'-8"	13'-0"
2x12	16" o.c.	17'-0"	15'-4"

^osleeping rooms only

[†]other than sleeping rooms

BOARDS. Ample strength and satisfactory coverage make "Utility" boards a primary material for sub-floors, wall sheathing and solid roof boarding in permanent construction. This grade is widely used for light concrete forms.



FULL INFORMATION

Just off the press. Detailed information on the way Utility grade West Coast framing lumber can serve you economically. Write us for your copy today!



**WEST COAST
LUMBERMEN'S
ASSOCIATION**

1410 S. W. Morrison Street, Portland 5, Oregon

TIMBERLOCK

SPLIT RING CONNECTORS and FRAMING ANCHORS

engineered,
tested
and approved



COST
LESS



Extensively used in government and private construction. 2 1/2" and 4" I.D.

- Precision manufactured of 18 gauge zinc coated steel.
- Measures 4 7/8" high.
- Extra strength factors.

for **Free** catalog

Write to P. O. Box 752



F. D. KEES MFG. CO.
BEATRICE, NEBRASKA

Versatile *New* Bar-Brook BREEZEBUILDER-K



answers
every
builder-
contractor
need . . .

at the lowest cost yet!

The new Bar-Brook Breezemaker-K was designed with the builder in mind. It's remarkably low in cost and can be installed in minutes. The attractive aluminum shutter assembly is completely automatic, adds to the decor of any room. Rubber-mounted dual ball bearings assure silent, long-lasting operation. And "sealed-in" fan and motor bearings provide lifetime lubrication. The Breezemaker-K is available in 4 sizes, with 24, 30, 36 and 42-inch fan blades.



Write today for our free catalog, certified ratings and attractive discount prices.

BAR-BROOK MFG CO., INC.

Box 6638-G

Shreveport, La.

CATALOGS

ELECTRICIAN'S MANUAL, RM-160, is up-to-date information on low-voltage switching. Fully illustrated with pictures, easily understood diagrams. Only 5 1/2"x8 1/2"; for on-the-job reference.—Remcon Div., Pyramid Instrument Corp.

Circle No. F31 on reply card, p. 124

"WHY ALUMINUM" for remodeling explained in 32-page booklet. Index lists financing, modernizing on five-year plan, basement and attic improvements, etc. Pamphlet emphasizes storm windows, awnings. Gives plenty of details.—Home Improvement Products Assn.

Circle No. F32 on reply card, p. 124

SLIDING-DOOR hardware Bulletin No. 24 shows use of "Unitrack" in prefabricating units to fit same openings as hinged doors. Line includes aluminum V-groove track, single or double roller hangers, other hardware types.—American Screen Products Co.

Circle No. F33 on reply card, p. 124

TRANSLUCENT PANELS, window walls, and curtain wall system are described in 1960 catalog. Gives full size and scale drawings of all types and accessory framing sections. Illustrates all the major installations with color.—Panel Structures, Inc.

Circle No. F34 on reply card, p. 124

PLAN AND SAVE with copper. This 24-page booklet discusses tested methods of copper drainage, waste and vent installations. Shows economical bath and kitchen plumbing layouts.—Chase Brass & Copper Co.

Circle No. F35 on reply card, p. 124

WHITE NONSTAINING cement properties, types, architectural advantages completely covered in 24-page catalog. Includes installation details on facings, in curtain walls, terrazzo, etc.—Universal Atlas Cement Div., U.S. Steel.

Circle No. F36 on reply card, p. 124

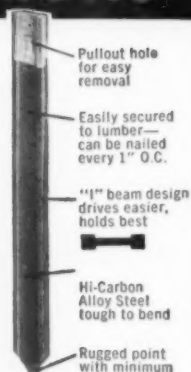
PLUMBING REMODELING is feature of new version of "Guide to Quality Plumbing Fixtures." Full color illustrations in 20-page booklet stresses bathroom arrangement, design and color. Ready reference to fixtures.—Kohler Co.

Circle No. F37 on reply card, p. 124

SYMONS Steel Stake

Can Be
Reused
Indefinitely

Drives easily into hard earth. Can be used for practically any type of stake work. This popular item is available in 12", 18", 24", 30", 36" and 42" sizes.



Pullout hole for easy removal

Easily secured to lumber—can be nailed every 1" O.C.

"I" beam design drives easier, holds best

Hi-Carbon Alloy Steel tough to bend

Rugged point with minimum deflection

FREE!

Stake Puller
with order of
100

Sizes can be mixed

Prices and items shown are net F.O.B. Chicago, Illinois factory and subject to change without notice.

TERMS: (check one) Check enclosed; If satisfactory mercantile rating or reference is furnished, net 30 days; C.O.D.

Symons CLAMP AND MFG. CO.

4261 Diversey Avenue

Dept. B-0

Chicago 39, Illinois

Please ship the following Steel Stakes:

Quantity	Size	Price Each	Total Price	Quantity	Size	Price Each	Total Price
	12"	\$1.00			30"	\$1.30	
	18"	1.10			36"	1.45	
	24"	1.20			42"	1.60	

Prices slightly lower in California

PLEASE PRINT

Firm Name _____

Address _____

City _____

Zone _____ State _____

By _____

SIGNATURE

Look what Gas is building-in for you!



This is the Gold Star of Excellence! It serves as your guarantee of Quality. To win it, each range must be better in at least 28 specifications—more advanced, more automatic, more efficient, better designed. *Only the finest ranges, regardless of maker, earn a Gold Star.*

Your houses will sell faster when women see this Gold Star!

Built-in Selling Advantages . . . Ranges built to Gold Star standards have the features women want: automatic roast controls, automatic burner controls, even automatic rotisseries! These features will help sell houses. Gold Star quality pays off in building your reputation, too—most women judge your whole house by details like this!

Built-in Acceptance . . . Both the manufacturers and the American Gas Association are pre-selling Gold Star award-winning ranges to millions of Playhouse 90 viewers, to millions more who see page after page of beautiful 4-color ads in top national magazines. Local advertising and promotion too. A total of \$30,000,000 support.

Built-in Cost Advantages . . . Lower installation costs of Gas built-ins save you money. Lower use and upkeep costs with Gas appliances, make important savings for your home-owner-to-be . . . a big selling advantage. Call your local Gas Company for free help in planning better kitchens.

AMERICAN GAS ASSOCIATION

Look for these famous names:

BROWN FEATURAMIC • CALORIC CROWN • DETROIT JEWEL • DIXIE EAGLE • GAFFERS & SATTLER GLENWOOD • HARDWICK • MAGIC CHEF MODERN MAID • MONARCH • NORGE O'KEEFE & MERRITT • REAL HOST RCA WHIRLPOOL • ROPER • SUNRAY TAPPAN • THE BOSTON STOVE COMPANY UNIVERSAL • VESTA WEDGEWOOD-HOLLY • WELBILT

© Am. Gas Assoc., Inc.

No wonder . . .

Today more people than ever are cooking with GAS!



Install Insulation with
TUFF-BOND
 Super-Strength Adhesives

TUFF-BOND #7

... fire-retardant adhesive for installing insulation

TUFF-BOND M-102-H

... economical duct liner adhesive

TUFF-BOND 21-C

... clear lap sealer and lap adhesive

TUFF-BOND 21-W

... white lap sealer and lap adhesive

TUFF-BOND #500

... exceptionally high-strength chemical-set adhesive with wide thermal range -100° F. to 350° F.

TUFF-BOND #1000

... high heat resistance for bedding and installing high temperature insulation

TUFF-BOND #12

... high pressure duct sealer

TUFF-BOND QUIK-SET

... neoprene-base, fast-setting adhesive. Recommended for installing metal and nylon hangers to smooth surfaces.

TUFF-BOND GENERAL PURPOSE IMPROVED

... all-around adhesive for installing insulation, insulation hangers, etc.

Ask for descriptive literature and prices.

GOODLOE E. MOORE
 INCORPORATED
 DANVILLE 25, ILLINOIS

CATALOGS

"ENGINEERING IN WOOD—1960"

is title of 24-page catalog showing uses of timber structural components. Detailed drawings, dimensions, section properties. Shows glued laminated domes, Tim-Deck, other wood parts.—Timber Structures, Inc.

Circle No. F38 on reply card, p. 124

REINFORCED FIBERGLAS panels...

ideas for new home or remodeling detailed in folder. Gives technical data and general specifications. For patios, awnings, carports, shoji screens, other uses.—Filon Plastics Corp.

Circle No. F39 on reply card, p. 124

SOLDERLESS WIRE splicing and terminating described in pocket-sized

36-page book "pres-SURE-TIPS." Gives 25 helpful applications, over 70 drawings, easy-to-follow examples of splicing jobs. Plenty of technical data.—Buchanan Electrical Products Corp.

Circle No. F40 on reply card, p. 124

SALAMANDERS, blower and infra-

red heaters, designed for portability, described in new 4-page Catalog No. 259B. Gives detailed specifications on complete line of economical gas heaters. How-to-use-it included.—Insto-Gas Corp.

Circle No. F41 on reply card, p. 124

MODERN ROOFING with Follansbee

terne is described in new brochure. Gives 8 pages of illustrations and specifications. Features "Seamless Terne," offering strength, durability, long-range economy.—Follansbee Steel Corp.

Circle No. F42 on reply card, p. 124

TURBINE-TYPE PUMPS in 8-page

bulletin, #S-111, have capacity up to 150 GPM, pressures to 300 PSI, temperatures to 275 degrees. Adapt to boiler feed, condensate return—at least 13 applications.—Aurora Pump, New York Air Brake Co.

Circle No. F43 on reply card, p. 124

ELECTRICAL WIRING devices, lamps,

specialty products in an 80-page reference catalog. Over 1,500 items, with such new ones as lock-on connector, extension cord, double ground taps, etc.—Eagle Electric Mfg. Co.

Circle No. F44 on reply card, p. 124

BUILDING PROBLEMS—waterproofing,

caulking, painting, etc.—subject of 128-page "Construction and Maintenance Handbook." Engineering data, specifications; 36 pages of tables, charts. Lots of technical data.—Building Products Div., L. Sonneborn Sons, Inc.

Circle No. F45 on reply card, p. 124

"KITCHEN SKETCHBOOK" illustrates

exciting new kitchens for most exacting budget. Styles include Italian provincial, fiesta, mid-American, cosmopolitan. Emphasizes cabinets, drawers; gives planning suggestions, drawings, space ideas.—Kitchen Maid.

Circle No. F46 on reply card, p. 124

ALUMINUM AWNING windows for

many style homes listed with specifications in 4-page bulletin #6040. Sectional drawings show installation for solid brick, concrete block and frame construction.—Ceco Steel Products Corp.

Circle No. F47 on reply card, p. 124

METAL TREATMENT that stops rust

action and prepares rusted metal for paint described in 4-page folder. Eliminates sand-blasting and flame cleaning. Makes paint last longer; offers low-cost protection.—Rusticide Products Co.

Circle No. F48 on reply card, p. 124

HARDWOOD FLOORS in laminated

and solid block illustrated in full-color 4-page brochure. Lists specifications for patterns such as heringbone, colonial, clustered square, Haddon Hall, Monticello.—Wood-Mosaic Corp.

Circle No. F49 on reply card, p. 124

UNVENTED GAS AREA heaters de-

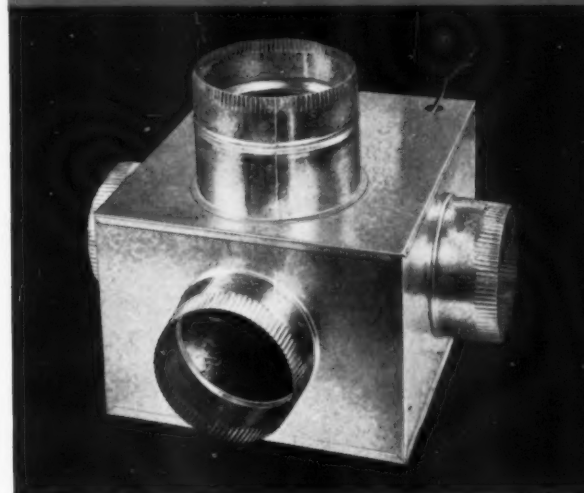
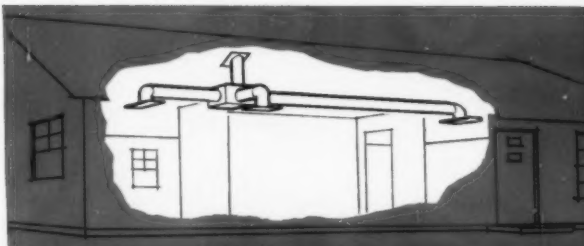
scribed in 4-page folder. Illustrates special features, gives specifications. Tables indicate varied controls and accessories. Shows workings of cool safety cabinet.—Dearborn Stove Co.

Circle No. F50 on reply card, p. 124

SCHOOL LIGHTING information in

four-page folder emphasizes "engineered economy" fixtures. Shows how to meet quality standards at substantial savings. Features attractive "Federal" fixture for efficient lighting gives plenty of general technical data.—Smithcraft.

Circle No. F51 on reply card, p. 124



cut ventilating costs . . .

with the new Lau Centr-Vent ventilating system. You save on both installation time and materials. The Centr-Vent effectively and economically ventilates up to four areas in any home. It's the practical answer to the new FHA ruling requiring ventilation for all inside bathrooms without windows. The unit vents to the outside, making it perfect for range hood, bathroom, utility room and kitchen.

The complete Centr-Vent system can be installed in less than 1 hour and 30 minutes by one man. Compare that with installing four individual ventilating fans! Installation is quick because only one hole is cut in the roof and

each Centr-Vent is sized for its particular application. Everything needed for installation is furnished: ducts, grilles, registers, wiring, switches, switch plates, back draft damper, roof cap and central blower unit. Everything fits . . . no shortages, no extra parts.

The unit is pre-wired with a special low voltage electrical system that speeds installation, reduces fire hazard and makes full control of the Centr-Vent possible from a switch conveniently located in every area being ventilated.

Write today for complete information on this new Lau Centr-Vent and how it can help you save money on home ventilation.



Lau Builder Division, THE LAU BLOWER COMPANY
2027 Home Avenue, Dayton 7, Ohio, Department AB-20
Please rush me complete information on the
new Lau Centr-Vent.

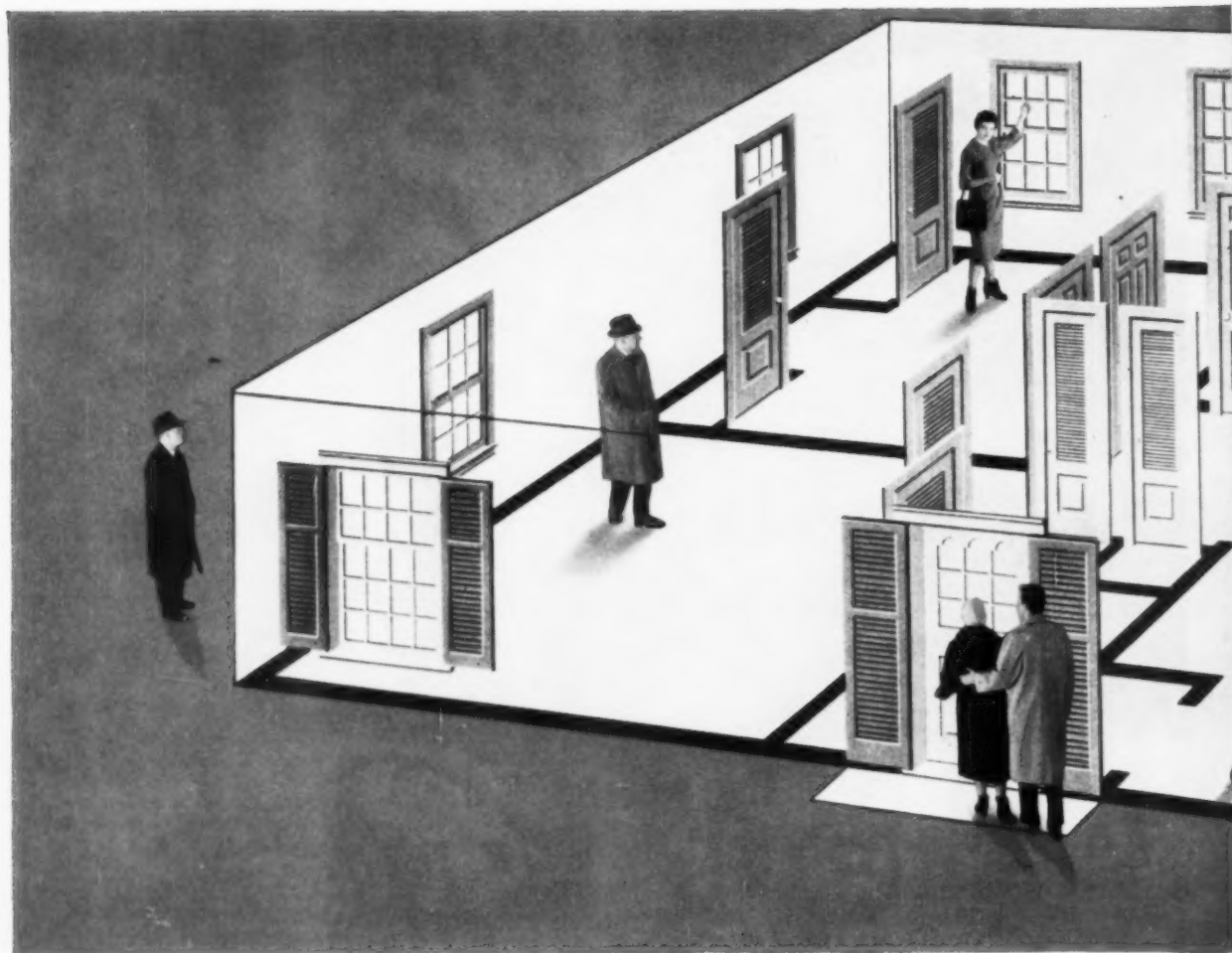
Firm Name _____

Address _____

City _____ Zone _____ State _____

Person Requesting Information _____

WE ARE: (please check appropriate square)
 Builders Architect Building Supply Dealer
 Distributor Electrical Contractor



Build more **Individuality** and **Quality** with your

The 1960 Buyer Wants More Individuality!

No more "look-alike" homes for Mr. and Mrs. Prospect! A house has to have a personality of its own—even if its floor plan resembles others nearby. Curtis offers a wealth of pleasing variety: 97 different window styles and combinations...88 different door styles.

The 1960 Buyer Wants More Quality!

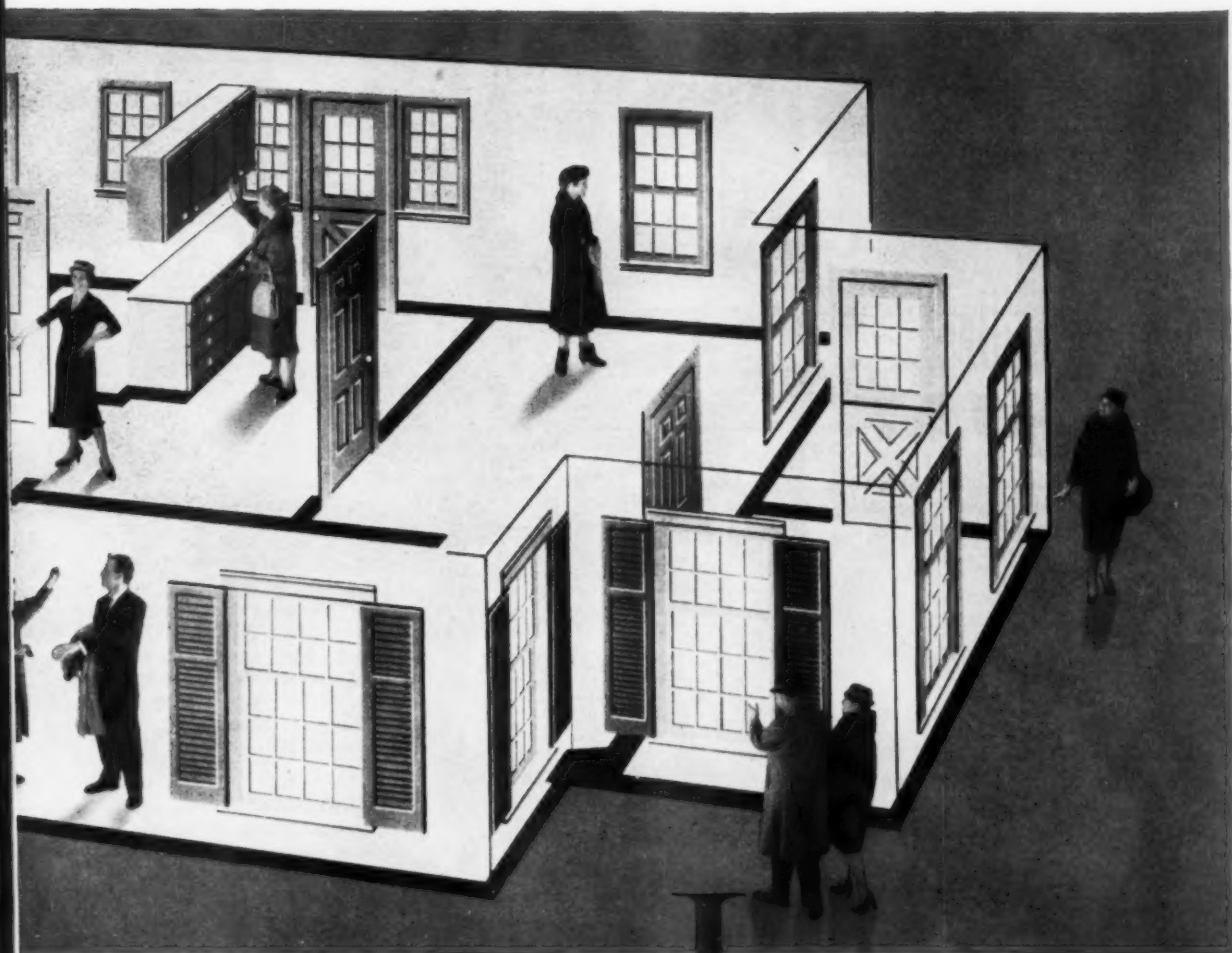
Your prospects have learned to want homes that are built better—basically. Many are buying for the second time so they know more about basic quality. You can provide this quality with Curtis doors and windows. It's the brand people know and respect. It's advertised in national magazines. And it's quality-guaranteed!

The I-Q Plan Gives You More Salable Value

Individuality and Quality—an unbeatable combination for extra sales appeal. It's the cornerstone of your successful selling program for 1960. It's the smart way to attract prospects...turn them into customers. It'll help you sell more homes in the competitive 1960 market.

Even More Profit-Powered for 1960!

From coast to coast the I-Q home has become a mark of distinction—among builders, realtors, lumber dealers... among editors of newspaper building and real estate sections...and, most important, among home owners. See the details of the I-Q plan on the page opposite. Just fill out the coupon and send it in—now!



in every room

1960 CURTIS® I-Q PLAN



Here's what the I-Q plan offers you!
Big builders and small builders alike can use the I-Q plan successfully. It's flexible, practical and complete. Our I-Q plan promotion kit describes all the selling aids available... gives you 22 tested ideas you can use to stage a sales-building promo-

tion...and permits you to feature ALL name-brand products and materials you use—in addition to Curtis. Talk to your lumber or building materials dealer today. Or send in the coupon for the complete story about this tested, profit-making plan.



Individuality and Quality in windows, doors and FashionWood® cabinets

Curtis Companies Incorporated AB-2-60
200 Curtis Building, Clinton, Iowa

Tell me more about the I-Q plan for windows and doors.

Please have your representative call.

Name.....

Firm.....

Address.....

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

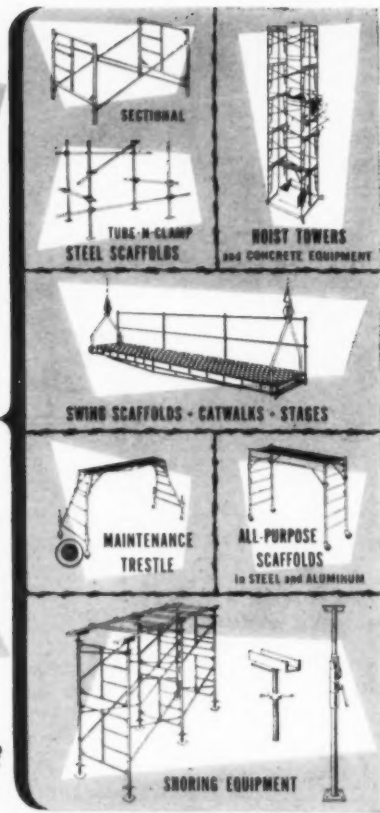


BIL-JAX

Whatever your off-the-floor job, there's a Bil-Jax scaffold designed to save you most in time and money. What's more, your men work in safety, at peak efficiency. Choose now the exact equipment best suited to you. Sales and rental outlets in principal cities.

Write for catalog.

BIL-JAX, INC. Archbold, O.
RENTAL AND SALES OUTLETS THROUGHOUT
U.S. AND CANADA



CATALOGS

WATERPROOFING CONCRETE with rubberized asphalt mix is described in recent issue of Rubber Developments. Recommends this mix containing about 10% latex. Applied with squeegee, brush, or spray. Other technical aids.—Natural Rubber Bureau.

Circle No. F52 on reply card, p. 124

OVER THE RANGE ventilator installations featured in 12-page brochure. Gives specifications, shows accessories of all styles; also electric can openers, wall heaters, ceiling ventilators.—Trade-Wind Div., Robbins & Myers, Inc.

Circle No. F53 on reply card, p. 124

HOW TO INSULATE electrically-heated homes is subject of brochure. Discusses 6 types of electric heating; shows how to select right method for each construction. Gives insulation specifications, tables, other information.—Baldwin-Ehret-Hill, Inc.

Circle No. F54 on reply card, p. 124

VERTICAL SURFACING facts in pocket-size folder. Gives cost comparison, characteristics and limitations of laminated plastic, wood paneling, painted plaster, ceramic and plastic tile. Sheet sizes, finishes.—Textolite Div., General Electric.

Circle No. F55 on reply card, p. 124

ELECTRIC GENERATING plants described in 1960 general catalog. Lists more than 45 basic models gasoline and diesel; specifications for both engine and generator. Lists new high-capacity plants.—D. W. Onan & Sons, Inc.

Circle No. F56 on reply card, p. 124

PLUMBING FIXTURES in 96-page catalog, illustrates brass, vitreous china, steel enamel ware. Concise technical data, dimensional drawings for installation. Covers "packaged" bathrooms.—Gerber Plumbing Fixtures Corp.

Circle No. F57 on reply card, p. 124

PORTABLE SCAFFOLDS of steel illustrated in 16-page brochure. Shows versatility of single unit, numerous setups with multiple units. Shows exclusive features such as spring-loaded catch for automatic locking. How-to-use-it information.—Baker Scaffolds.

Circle No. F58 on reply card, p. 124

Leading builders
are using trouble-free stains

Cabot's STAINS

Oil-Base or Creosote

only 1/2 the cost of paint

- Will not crack, peel or blister
- Easy to apply and maintain. No brush marks
- No priming . . . no thinning . . . no sanding . . . no scraping
- Penetrate deeply, actually dyeing the wood.
- Can be painted or stained over later if desired



SAMUEL CABOT INC.
224 Oliver Bldg., Boston 10, Mass.

Please send color card on Cabot's Stains



How to give homes added floor beauty at no extra cost

Turn lookers into buyers with this floor that gives even an unfurnished new house a feeling of warmth and charm. Factory-inserted walnut pegs, alternating oak strips of 2¼" and 3¾" widths, and a mellow factory-finish combine to make Bruce Ranch Plank a floor of unusual beauty. Because there are no on-the-job finishing costs you can use Bruce Ranch Plank without extra expense. It's nailed just like plain strip flooring. For a feature room or throughout the house, let Bruce Ranch Plank give your homes added floor beauty. Write for color booklet. See our catalog on all Bruce Floors in Sweet's Files. E. L. BRUCE CO., 1596 Thomas St., Memphis, Tenn.

Bruce Ranch Plank Floor[®]

*with walnut pegs
and alternate widths*



PREfinished

*Twice the wear
- half the care*

Cut installation time IMMEDIATE DELIVERY in half!

COMPLETE PRE-ASSEMBLED SET

Includes aluminum jamb cover, steel flocked spring balances, spring covers. COVERS RIVETED PERMANENTLY.

One piece for each side of double hung window! Just fasten the sash and the job is done. Installation time is half! Speeds window production, too! Increases profits! Complete range of sizes for all frame openings!

Gives silent dependable operation plus tightest possible seal. Check with us today for prices.

SEND FOR THIS
**FREE
CATALOG**

CENTRAL METAL STRIP CO.

4343 N. WESTERN AVENUE • CHICAGO 18, ILLINOIS • JU niper 8-8036



WITH
Pre-assembled
**CENCO
WEATHERSTRIP
AND
SASH BALANCE**

This Home-Way is Pre-Sold to 20,000



Show Home of the great Farm Progress Show, the "PRAIRIE LADY" X-55 was inspected by 20,000—seen by a record crowd of 242,000 people at the "World's Fair of Agriculture" in Iowa. Models throughout the Midwest are now pulling record "Open House" crowds for Home-Way dealers.

And the "Prairie Lady's" unique features—wider, roomier span, recessed front door, stepped-down utility room and rear entrance, step-saver kitchen-family room—make her one of the most publicized, talked about, and wanted homes.

A Home-Way Franchise Gives You—Registered list of prospects ready to buy or build . . . complete "Open House" package . . . personalized easel sales presentation with actual photos . . . new Portfolio-Catalog . . . supervisory sales help . . . custom design service to give your customers the variations they want in three "Prairie Ladies" and more than 30 other Home-Ways. WRITE NOW for sample franchise agreement, full details.



GBH-WAY HOMES, INC.

Dept. AB, Walnut, Ill.

CATALOGS

BATHROOM CABINET catalog lists complete line in 15 pages with 3-color illustrations. Full specifications of all models. Cabinets are designed to fit every bathroom requirement. Includes accessories, fixtures, complete equipment.—Grote Mfg. Co.

Circle No. F59 on reply card, p. 124

PORTABLE HEATERS for 1960 illustrated in 6-page folder. Gives specifications for three models. Tells how heaters operate, why they are more efficient, safer; how to select right heater for your job.—Master Vibrator Co.

Circle No. F60 on reply card, p. 124

WEATHERSTRIPPING for all applications described in complete 21-page catalog. Index includes metal, hemmed bronze and aluminum, metal and felt rolls and clincher type, wood and felt or vinyl, gasket. Full of technical details.—W. J. Dennis & Co.

Circle No. F61 on reply card, p. 124

OVERHEAD SECTIONAL doors for 1960 given complete coverage in 6-page folder. Features fingertip operation and electronic openers. Styles include carved panel, flush, colonial, ranch, etc. Full line of hardware is covered.—Raynor Garage Doors.

Circle No. F62 on reply card, p. 124

"MASONRY ANCHORING Handbook" in revised, enlarged 48-page, edition offers complete information. Tables show proper anchors for each material; dimension and specifications; care and use.—The Rawlplug Company.

Circle No. F63 on reply card, p. 124

VENTILATION OF BATH, kitchen and laundry illustrated in 16-page equipment catalog. Fan and hood combinations shown with specifications and dimension drawings. All fans shown in installation drawings.—Miami-Carey Mfg. Co.

Circle No. F64 on reply card, p. 124

VINYL SPRAY in "spray-on" containers illustrated in 3-color folder. Lists major benefits of vinyl coating in sealing out rust and corrosion in metal, how spray reaches inaccessible areas.—National Electric Div., H. K. Porter Co., Inc.

Circle No. F65 on reply card, p. 124

*The changing Industrial picture
finds John Deere in the foreground—*



*making New Savings, New Profits
in countless basic industries*

The changing Industrial picture



In Construction

The John Deere "440," on tracks or wheels, in gasoline or Diesel, is fast becoming the builder's byword for economical earthmoving and materials handling.

In Road Building

Setting new standards of performance on road construction of all kinds, the John Deere "840" Diesel with Hancock scraper loads and dumps sticky clay, powdery dust with ease.



*John Deere is in the Foreground
on every Industrial Front*



In Public Works

Tax dollars are well invested when they buy versatile, low-cost John Deere loaders, backhoes, pipe-handling, mowing, and landscaping equipment. Utility companies, too, rely on John Deere for economical work.

In Logging

Giants and "gyppos" alike know the John Deere Crawler as a rugged, reliable producer and use it with matched John Deere log arches, fireline plows, log loaders or winch-and-dozer combinations.



In Sand and Gravel

Here, power and stamina for handling heavy material day after day, low operating and maintenance costs, and simple controls for handling ease and fast cycle times make the "440" a favorite.

In Oil and Gas

Trenching, pipe bending and handling, backfilling—John Deere Crawlers shave costs on these jobs at both ends of the line. Producers, pipe liners and refiners rely on John Deere units for low-cost maintenance.



and Now—

*and Now—
a revolutionary new picture
in Crawler Operation*

JOHN DEERE
PILOT
TOUCH
*Single Stick
Control*

GO • STOP • REVERSE • STEER

You know right now how to drive with John Deere Pilot Touch! It's that simple. Ease the stick forward to go ahead; back, to reverse; left, to turn left; and right, to turn right. And your feet haven't been working at all!

The traditional pair of steering levers are gone from John Deere Pilot Touch "440" Crawlers. The direction reverser lever has disappeared, too.

Clutch and brake pedals are still there, but you'll seldom need them.

You've gained more than operating ease with Pilot Touch—you have an extra hand for precise, full-time control of loader, blade, winch or other equipment. Think of the boost this gives to work quality and daily production! See your John Deere dealer for full details.



JOHN DEERE INDUSTRIAL DIVISION
Moline, Illinois



The WALL-HUNG WATER CLOSET



THE FAMOUS CASE WALL HUNG WATER CLOSET

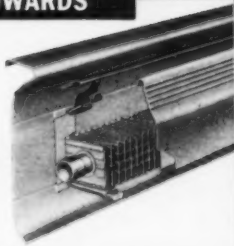
The new CASE Wall-Hung "Quiet Type" Non-Overflow (safety feature) Off-the-Floor Water Closet is the ultimate in cleanliness, comfort and convenience.

Write for complete information to

CASE MANUFACTURING CORPORATION
247 Delaware Avenue, Buffalo 2, N. Y., Telephone CL 6000
1853 • 1960

ENGINEERED BY EDWARDS

NEW 1/2" BASEBOARD RADIATION FOR LOW COST ZONE CONTROL HEATING



- Approved industry ratings for Edwards 1/2" tubing greater than many competitive 3/4" sizes • 4 finishes: woodgrain, chrome, copper-tone, flat white • Quiet wire slide • Unbroken Acousti-Cover lengths up to 20 ft.

Also available: Standard 3/4" Baseboard Radiation.

FREE...70 page design handbook on single and multi-zone hot water baseboard heating systems.

EDWARDS ENGINEERING CORP.

232 ALEXANDER AVE., POMPTON PLAINS, N.J.
TEMPLE 5-2808



One of the nation's largest manufacturers of Residential and Commercial Boilers, Baseboard and Steel-Fin Radiation, Motorized Valves, Air-Cooled and Water-Cooled Condensers.

FEBRUARY 1960

I'll never talk to another salesman

"... unless he's the Man from Midwest Houses. Here's one guy who knows the building business—and he's backed by a team of prefabrication pros. You look for land. They help you find it. You need money. They know where to get it. You build the house, and they see that you sell it. The point is this: From footing to closing, you're better off as a Midwest Builder." Midwest Houses, Inc., Mansfield 5, Ohio.

MIDWEST HOUSES

DON'T BUILD ANOTHER HOUSE until you check into Midwest's complete *Profit-Builder* program: site selection, architectural service, market evaluation, construction and consumer financing, plot planning, time-table expediting, construction coordination, sales promotion, advertising preparation, model home management, Urban Renewal assistance. Over 50 models in a variety of styles, priced from \$10,000 to \$30,000.

Porter-Cable
Quality Power Products



BUILT FOR THE TOUGH JOBS . . .

Porter-Cable "CONTINUOUS-DUTY" BELT SANDERS

Engineered by the world's largest manufacturer of Portable Belt Sanders, both the Model A-3 (illustrated) and the Model 503 with vacuum system are built for all industrial trades that demand a big-capacity sander that can "produce" all day, day after day.

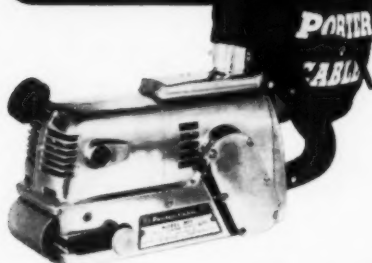
These professional sanders offer more power, larger capacity, and more advanced features . . . such as double sprockets on jackshaft and drive pulley to increase life of chain, superior motor with stronger core to take heavier loads without burnout, special steel wear plate, precision ball bearings, one-knob tracking adjustment, special tensioning device for quick belt changes.

For heavy-duty millwork, cabinet shops, building trades . . . for fine finishing or fast rough sanding . . . see these professional Belt Sanders at your Porter-Cable dealer.

PORTER-CABLE MACHINE COMPANY

6012 Marcellus Street, Syracuse 4, N. Y.

Porter-Cable BIG TRADE-IN SPECIAL



Limited Time Only!*

NOW—any old sander is worth \$30.50 in trade on a new Model A-3 or Model 503 Porter-Cable Belt Sander.

Model A-3, reg. \$130.00
Trade-in allowance 30.50

NOW . . . Costs you only \$99.50

Also, for example: Model 503, regularly \$160.00 now costs you only \$129.50 with trade-in allowance.

If you're wasting valuable time with a sluggish, beat-up sander . . . if you are holding up production with breakdowns . . . If service problems are a nuisance . . . NOW IS THE RIGHT TIME TO SEE YOUR PORTER-CABLE DEALER and start saving money right away!



FREE illustrated catalog of Porter-Cable Power Tools, including complete belt sander line.

*Offer expires May 13, 1960

Porter-Cable
Quality Power Products

Porter-Cable Machine Company
6012 Marcellus Street
Syracuse 4, N. Y.

Please send me your free Power Tool catalog.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

FEBRUARY 1960

CATALOGS

RESIDENTIAL EVAPORATORS described in Bulletin 190. Shows sectional drawings; gives both physical dimensions and capacity data. Designed for majority of furnaces, used above or below.—Bohn Aluminum and Brass Corp., Betz Div.

Circle No. F66 on reply card, p. 124

POOL BOOKLETS discuss four aspects of swimming pools: the advantages according to types; how to obtain a dealer franchise; and a practical guide to pool safety. Pool data presented in clear colorful manner.—Cascade Pool Co.

Circle No. F67 on reply card, p. 124

ARCHITECTURAL METAL products presented graphically in Catalog #60. Concise, 16-page format gives quick reference to technical drawings. Sections for entrances, store fronts, walls, tube-set flush glazing work.—Brasco Mfg. Co.

Circle No. F68 on reply card, p. 124

SLIDING DOOR HARDWARE in colorful 12-page catalog. Ten packaged series feature 4-wheel hangers for doors up to 100 lbs. Includes sectional drawings and convenient ordering chart for door sets.—Acme Builders Hardware Div.

Circle No. F69 on reply card, p. 124

POLYSTYRENE INSULATION discussed in 8-page circular. Lists physical properties, standard dimensions. Recommends thicknesses according to temperature. Specifications for all types installation are included.—UniCrest Div., United Cork Cos.

Circle No. F70 on reply card, p. 124

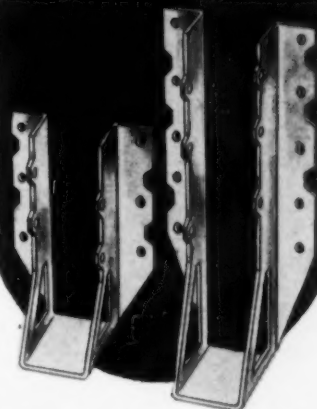
"BRIGHT IDEAS for Lighting Your Home" title of folder with suggestions for adding charm. New uses for overhead fixtures, positioning of lamps, etc., can reflect room's function, add sales appeal.—Progress Mfg. Co.

Circle No. F71 on reply card, p. 124

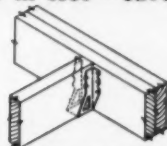
BUILDING MATERIALS and home components listed in 184-page 1960 catalog. Features new line of translucent fiber-glass panels, and 5/128" nonstructural, low-cost paneling. Describes patterns available.—Morgan-Wightman.

Circle No. F72 on reply card, p. 124

Build with
TECO U GRIP
JOIST AND BEAM HANGERS



The NEW TYPE HANGERS that are lower in cost — save labor



50% TOTAL SAVINGS

- Available for 2x4 to 4x14 members including double 2x6's to double 2x14's
- Each type adequate for several joist sizes
- Special nails included with each carton of hangers
- Eliminate ledger striping, notching and shimming
- Fast and easy to install



TIMBER ENGINEERING COMPANY
1319 18th Street, N.W., Washington 6, D. C.

Please send me your free design booklet on Teco-U-Grip joist and beam hangers

Name _____
Firm _____
Street _____
City _____ Zone _____ State _____

AB-601

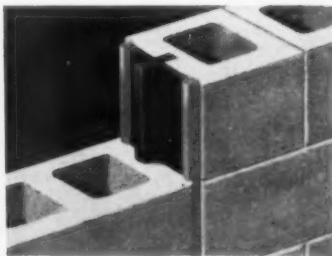
They look alike, but...

it takes Dur-o-wal to keep them alike!

Two masonry walls: They can be twins in surface charm and solidity. Yet, one can be the better building investment—free of maintenance problems for important extra years. That's the one built with Dur-o-wal, the original steel masonry wall reinforcement.

A wall reinforced every second course with Standard Weight Dur-o-wal has 71 per cent greater flexural strength than its unreinforced counterpart.

With its trussed design, butt-welded construction, scientifically deformed rods, Dur-o-wal is considered the most practical thing of its kind by builders everywhere. Nationally wanted, Dur-o-wal is nationally distributed. Wherever you build a masonry wall, you can get Dur-o-wal.



Two engineered products that meet a need. Dur-o-wal reinforcement, shown at left, and Rapid Control Joints, right. Weatherproof neoprene flanges on the latter flex with the joint, simplify the caulking problem.

DUR-O-WAL®

Masonry Wall Reinforcement and Rapid Control Joints

RIGID BACKBONE OF STEEL FOR EVERY MASONRY WALL

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 626, SYRACUSE, N. Y. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal of Colorado, 29th and Court St., PUEBLO, COLO. Dur-O-wal Inc., 165 Utah Street, TOLEDO, OHIO

YOUR PROFITS GO **UP...**
YOUR COSTS GO **DOWN**

WITH
AN

LP-GAS

“**LIVING
PLEASURE**”
HOME

You can actually deliver your buyers a far better house for less money when you offer a modern LP-Gas “Living Pleasure” Home.

LP-Gas gives you selling advantages, yet it enables you to cut costs sharply. For example, modern, clean LP-Gas heat does not require costly insulation methods of other fuels . . . and gives a plus factor in providing the only uninterrupted heat in any kind of weather.

And when it comes to cooking, more women than ever before make it clear—they prefer gas. LP-Gas refrigerators coupled with LP-Gas ranges mean a truly modern kitchen, and again, at lower costs.

The same is true in the laundry. LP-Gas water heaters and clothes dryers perform better—and do it at less cost.

So, for cost, comfort and convenience, an LP-Gas “Living Pleasure” Home is something you should investigate in your planning stage. There is a National LP-Gas Council dealer near you. See him today for more information and co-operation. You'll know him by the Council seal.



FREE Fact-filled book of uses of LP-Gas, the “Living Pleasure Fuel.” Write for your copy to **National LP-Gas Council**, Dept. F-1, 185 N. Wabash Ave., Chicago 1, Ill.

AMERICAN BUILDER

Compete on jobs that include dozing—because the clam-action 4-in-1 can duplicate a bulldozer's performance, in capacity, range, and accuracy of control! Move the selector lever to lift the clam—and keep precise "radius control" of dozing depth!

Go after grading or stripping work—especially jobs that ordinarily would take an extra machine and operator. Simply set the 4-in-1 in "carry-type scraper" position, watch the earth "boil in" while grading with inch-close accuracy—as this 2¼ cu yd TD-15 Four-in-One is doing!

ONLY THE CLAM-ACTION

4-in-1



upgrades you to multi-operation profits



Why limit your income to what an old-style "single-action" loader can earn you? Why own or rent limited-duty machines that a clam-action 4-in-1 can match, in capacity and accuracy, with a touch of the selector lever? Prove to yourself what 4-in-1 ownership does for your competitive position! Let your International Drott Distributor demonstrate!

Get the lion's share of jobs that demand power-shovel-like excavating force—because the 4-in-1 gives you exclusive and famous, concrete-digging pry-over-shoe break-out action. See how this new 55 hp TD-6 picks up old pavement for fast load-out—applying its 18,600 lbs of break-out force!

Grab sticky-material loading jobs that stop competitive rigs cold—using exclusive clam-action 4-in-1 bottom dumping! Opening the clam pulls the material from bucket surfaces—gravity pull does the rest—to assure positive dumping, even where ordinary "roll-forward" buckets are worse than useless!

International Harvester
Co., Chicago 1, Illinois

Drott Manufacturing Corp.,
Milwaukee 15, Wisconsin



**INTERNATIONAL
DROTT**

PROOF

of

PERFORMANCE DEPENDABILITY ECONOMY

More SONOAIRDUCT®—America's original fibre duct—was sold in 1959 than ever before . . . once more proving its record for economical installation and dependable performance.



**SONOCO
SONOAIRDUCT®
FIBRE DUCT**

Especially designed for use in slab perimeter heating or combination heating-cooling systems, SONOAIRDUCT Fibre Duct maintains construction quality while saving on both initial and installation costs. Long, easy-handling lengths level quickly, have no sharp edges, and will not chip, crack, or break when dropped—every piece is useable.

Available in 23 sizes, 2" to 36" I.D., in standard 18' shipping lengths — special sizes to order. Can be sawed. SONOAIRDUCT Fibre Duct meets or exceeds F.H.A. criteria and test requirements for products in this category.

See our catalog in Sweet's, or write for complete information and prices to:

• HARTSVILLE, S. C.
• LA PUENTE, CALIF.
• FREMONT, CALIF.
• MONTECLAIR, N. J.
• ARBOM, INDIANA
• LONGVIEW, TEXAS
• ATLANTA, GA.
• BRANTFORD, ONT.
• MEXICO, D.F.

SONOCO
Construction Products
SONOCO PRODUCTS COMPANY 4450

**FREE
INSTALLATION
MANUAL**



Contains latest, detailed, step-by-step installation data for SONOAIRDUCT Fibre Duct. For copy, send us name, address on company letterhead.

**low-cost steel scaffold
pays off on construction,
remodeling and repairs**



Speed every job—
with
**SAFWAY 4 BY 4
SCAFFOLDING**

HERE'S a line of tubular steel frame scaffolding so economical it will pay for itself on *all your jobs* . . . from small maintenance work to construction as high as 40 feet.

Safway 4-BY-4 speeds every job by putting work platforms just where you need them for good working conditions and complete safety. Waist-high material platforms save bending and stretching—minimize fatigue. Job costs go down.

Look at these 4-BY-4 advantages that put you in a better competitive position:

- Accessories to fit every job requirement.
- 4-ft. and 6-ft. frames have built-in climbing ladder.
- Horizontal planking supports every 16 in.
- Interchangeable parts assemble without tools.
- Easy to handle, transport and store.

SOLD AND RENTED EVERYWHERE

SAFWAY

SAFWAY STEEL PRODUCTS, INC.
6228 W. State Street
MILWAUKEE 13, WISCONSIN



WRITE
FOR FREE
BULLETIN 62D

WIN A HAWAIIAN HOLIDAY



*A fun-filled trip to America's Paradise in the Pacific awaits
the nation's top builders and their wives in the...*

HOTPOINT MEDALLION HOME PROGRAM



Now, a complete advertising and merchandising program to help you cash in on the public preference for Hotpoint appliances, plus 1960's greatest sales-clincher—Hotpoint Electric Baseboard Heating. This dynamic program is power-packed with everything needed to give your home sales a sensational start in '60. Call your Hotpoint distributor for complete details today!

- ★ DRAMATIC FULL-COLOR MAGAZINE ADVERTISING
- ★ NATION-WIDE NEWSPAPER ADVERTISING
- ★ PROSPECT-PULLING DISPLAY MATERIALS
- ★ PROFESSIONALLY-PREPARED HANDOUT BROCHURES
- ★ SALES-BUILDING KITCHEN PLANNING SERVICE
- ★ PROVEN PUBLICITY PROGRAM
- ★ PLUS SPECIAL MERCHANDISING ASSISTANCE

Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS
DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

NEW! **DUO-FAST STAPLE NAILER** drives FHA approved staples



4½ hour sheathing job cut to 45 minutes...



A Texas contractor cut sheathing application costs 83% . . . by switching from hand nailing to the new DUO-FAST S-762 Staple Nailer.

Lightweight, easy to handle, the S-762 has built-in safety features . . . drives tight-holding 16 ga., galvanized staples ¾" to 1½" long at low air pressure.

The DUO-FAST Staple Nailer is made to order for applying sheathing, sub-floors and plywood roof decks.

Send today for Bulletin FT-26 and Case Study B-1 describing this fast, powerful new DUO-FAST Staple Nailer.

Over 50 DUO-FAST Sales & Service Offices in principal cities ready to serve you.

FASTENER CORPORATION 3754-64 River Road, Franklin Park, Illinois

DUO-FAST

Staplers
Tackers
Staples

Everything you need for tacking, stapling and nailing.

CATALOGS

PORTABLE POWER SAWS for wood and metal illustrated in brochure. Specifications and features of 16 models in 5 lines. Including high-torque and high-speed super duty, high-speed heavy duty, chain, 2-speed reciprocating saws.—Skil Corp.

Circle No. F73 on reply card, p. 124

MANUAL OF DESIGN ready for distribution to those desiring facts on glued laminated wood structural members. Gives arch and beam connection details, comprehensive roof-beam design charts, etc.—Unit Structures, Inc.

Circle No. F74 on reply card, p. 124

TRUSSED RAFTERS given 40 illustrations in 24-page book. Highlights ideas for cost-saving construction using all-nailed rafters. Describes hardened steel nail, speedy prefabrication of rafters. Charts, figures, tables.—Independent Nail & Packing Co.

Circle No. F75 on reply card, p. 124

MOUNTED LIGHTING fixtures for 1960 in 184 color photos of 52-page catalog. Suggests multiple possibilities for fixtures. Features popular pull-downs, chain pendants, flush, semiflush fittings.—Emerson Electric Mfg. Co.

Circle No. F76 on reply card, p. 124

CONVERTING CONCRETE block to lifetime color at 7¢ unit cost is feature of new issue of "Concrete Facts." Also discusses concrete drain tile, diversification of products, both large and small enterprises.—W. E. Dunn Mfg. Co.

Circle No. F77 on reply card, p. 124

TUBULAR SCAFFOLDING described for rental plan in pocket-size folder #71. Gives detailed specifications of all components—panels, braces, and accessories. Stresses advantages of steel, and savings in renting. Plenty of how-to-use-it information.—Beaver-Advance Corp.

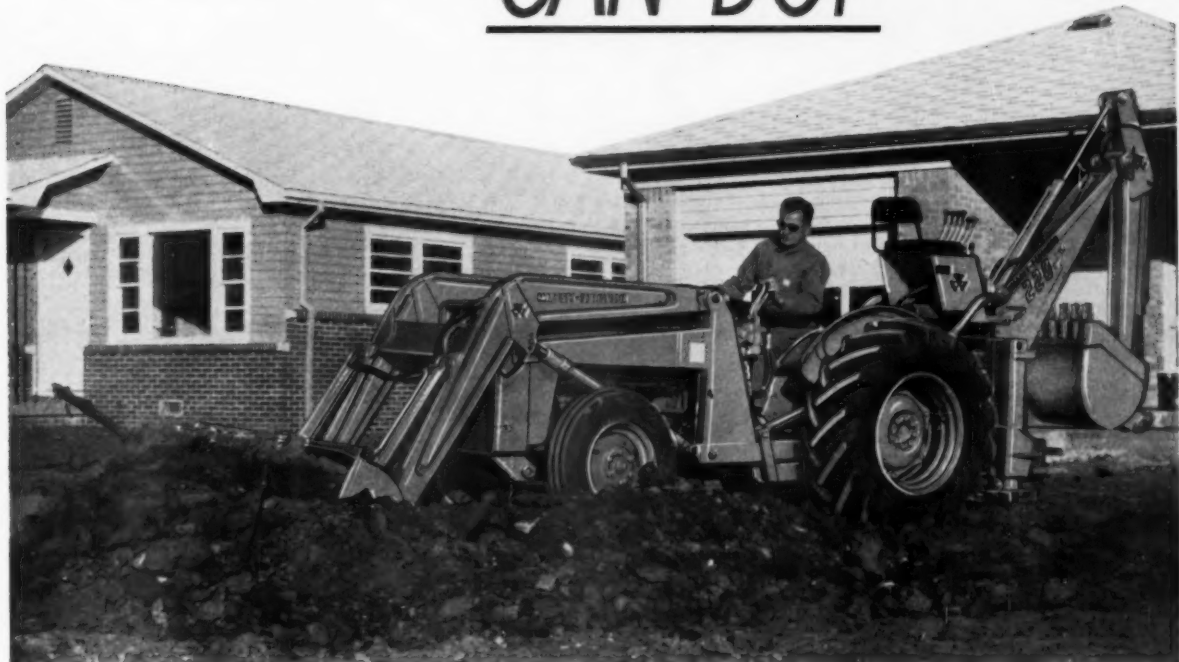
Circle No. F78 on reply card, p. 124

WATER REPELLENT that protects and preserves all types of masonry is shown in brochure. Gives methods of applying "Permapel" and describes cleaning action. Photo of treated surface shows nonpenetration of water. Lots of details given.—Perma-Stone Co.

Circle No. F79 on reply card, p. 124

for time saving maneuverability in tight corners
the **MASSEY-FERGUSON 204**
speaks for itself:

"HAVE DONE... CAN DO!"



because it has exclusive



with **TORQUE CONVERTER**

Never has a contractor had such a maneuverable and versatile tractor as the Massey-Ferguson 204!

In landscaping, loading, clean-up, or stockpiling it has no equal because of its exclusive Instant Reverse. It means you can change directions of travel by a touch of the foot pedal. Think of the speed you have in moving in and out of congested areas... or in going from load to dump. With no shifting, clutching, or levers to pull, and with equal speeds in forward and reverse you save time on every job.

This 40-h. p. tractor also features a

torque converter and power steering. It is available with the famous Ferguson system for hydraulic draft control of rear-end implements.

The famous Massey-Ferguson Loader and Backhoe are power-fitted to the 204 for an integrated, incomparable power package. With the 220 Backhoe you can even dig flush alongside walls and fences with unhampered visibility. The Massey-Ferguson Loaders have a variety of attachments for added utility. A demonstration will prove what this rig CAN DO for your profit picture!

Why Wait? — Set a Date — We'll Demonstrate!



MASSEY-FERGUSON INDUSTRIAL DIVISION

Block 1000 South West St.,

Wichita 13, Kansas

Producing Sizeable Power for the "Sensational 60's"

MF 60-11

FEBRUARY 1960

163



SMALL DREDGE—Ellicot's 10-in. hydraulic dredge positioned in main canal prepares to rip open lateral canal through mainland sand and gravel. Muck will course through pipeline to become fill.

CARVES THIS WATERFRONT—Most houses at Port Charlotte's 94,000-acre retirement-home community boast waterfront sites. Clever planning and earthmoving creates premium property.



BIG BUILDER AND SMALL:

They're digging gold along the

BIG BUILDER: Miami's Mackle Brothers turn waterfront land into premium homesites by opening waterways with their own men and machines.

You look out the airplane's window. Clouds below you part and you make out an oasis opening in the vast wooded Southwest Florida coastline.

The plane drops and circles for a landing. The oasis becomes a network of canals. The main ones jut inland from the coast as far as 10 mi. Lateral canals connect to the main ones. Moments later you make out hundreds of houses that dot both banks of each waterway.

Soon, you're on the ground. You move through the waterfront development of Port Char-

lotte—the famed Mackle Brothers-built, General Development Corp. community of retirement homes (\$10 down and \$10 a month).

The development sprawls over 94,000 acres of land and down 24 mi. of Charlotte Harbor coastline. How did it come into being? you ask. Were most of the canals there? Was the development a huge underwater earthmoving job that only a giant like Mackle Brothers could tackle? You set out to learn the answers. They come from Mackle's designer, architect James E. Vensel.

"Two years ago," he says, "the land was typical Florida coastal property: lots of trees growing on granular soil. But aerial photographs clued us to its waterfront possibilities. Want to know what we learned?"

"Photos revealed a network of streams and creeks jutting in from Charlotte Harbor. These suggested themselves as natural canals that would require little dredging. And many ran back deep. Dredging lateral canals from the natural main ones would make possible waterfront sites for nearly every home on Port Charlotte.

"Our first step in construction," Day continues, "was to plan main and lateral canals to provide a maximum of waterfront house locations. Then we started opening up the waterways.

"We bought an Ellicot 10-in.



waterfront

hydraulic dredge to do the job. We knew we'd get big savings by doing the work with our own forces.

"We started the dredge working inland, opening creeks to 6 ft. below mean low water and 85 ft. wide. We piped sand and gravel from the bottom to the mainland in 6-in. lifts. There, our bulldozers spread this fill, and tractor-drawn sheepsfoot rollers compacted each lift to 90% modified compaction.

"The dredge next opened up the lateral canals to make room for 2½ houses per waterfront acre. Muck dredged out served as fill, thus balancing the earth-moving and keeping costs low.

"Our dozers and graders for the most part trimmed canal edges to a 1-in-5 slope which we stabilized with sod.

"We're starting to bulkhead many areas now with new cor-



NEW BULKHEADING—Workmen water-jet National Gypsum's corrugated transite bulkheads into place along canal banks. Panels, impervious to marine borers and rot, are anchored by cable to concrete deadmen.

rugated transite panels made by National Gypsum. These panels make a sturdy and inexpensive bulkhead impervious to marine borers or rot.

"Placing them is simple. We just water jet each panel down

to bearing and top it with a continuous 8x10-in. concrete cap. Underground cables running from the bulkheading inland to underground concrete deadmen anchor bulkheads. This also keeps bulkheads vertical."

How can a smaller-volume builder profit from the waterfront? ▶

Subcontractors help smaller

SMALLER BUILDER: New Jersey builder says that earth-moving subcontractors will help develop waterfront sites fast, and require small capital outlay.

But how, you might ask, can a smaller builder profit from waterfront property? Dredges and fleets of earthmoving machines are costly.

Your plane circles for a landing over New Jersey's Newark Airport. Once more it drops through a bank of clouds. Suddenly, you look out the window and see the answer on the ground. It appears as a pint-sized version of the Port Charlotte Development. You decide that you have to seek out the job.

Your plane lands and you make your way to Baywood on

Barnegat Bay, a 225-acre waterfront community being developed by the American Land Investment Corp. You see what should look like marshland. But growing rapidly, almost before your eyes, is a posh waterfront community complete with marinas, yacht clubs, and high-priced homes that people want to buy.

You seek out Webster H. Gildersleeve, head of Gilder Builders, Inc., contractors for American. He tells you his group is opening up approximately 4½ mi. of lagoons shaped to an aver-

age of 12 ft. deep and 80 to 120 ft. wide. Gildersleeve gives you the smaller builder's approach to mining waterfront gold.

"We're creating 1,100 waterfront lots," Gildersleeve explains, "most of which originally were in meadowland only 1 ft. in elevation.

"We do the work via the earth-moving subcontractor. There are lots of fine specialists around who know how to open up canals and balance a job by piping muck into the mainland for fill. We believe in taking advantage of their skills to make our subdivisions more profitable to us and add to the trend in waterfront development.

"Most of the excavation is done by an 8-in. hydraulic dredge. Our subcontractor supplements this with a 2½-yd. dragline. The two machines load fill onto the meadowland and



builders develop waterfront land

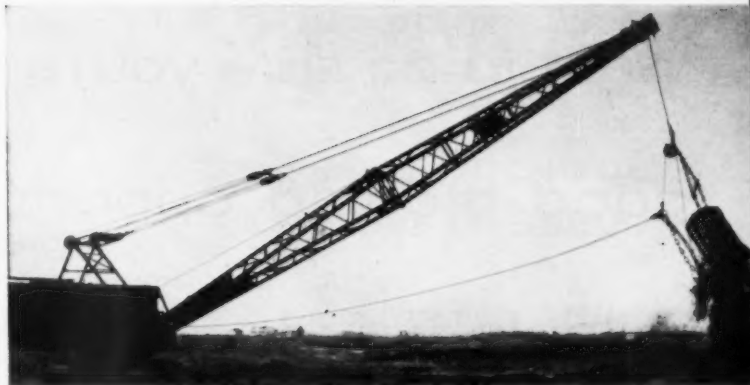
bring it up to a 4½-ft. elevation at a rate of 1,500 yd. per day.

"Compaction? We let the fill stand for 12 months and it compacts itself. Works something like a surcharge.

"One advantage of subbing the earthwork is that on a limited development, you can call a sub in as you need him and pay him by the yard of earth moved.

"Where does the gold come in? That's simple enough to answer. Purchase price of the raw land initially is low. Modern earthmoving methods help us convert it into choice waterfront property at relatively low cost. Smart merchandising—such as providing the maritime sport facilities—attract people who can pay premium prices for the land.

"What do we sell lots for? Anywhere from \$1,800 to \$5,000 a lot.



BIG DRAGLINE—Lima crane handling 2½-yd. perforated dragline bucket opens lateral canals and dumps sand and gravel to mainland



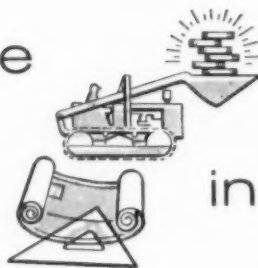
HELPS DREDGE—Huge dredge opens main canal and hydraulically moves fill ashore. Dredge, with dragline, handles 1,500 yds. daily.



FEED DOZERS—Caterpillar tractors fitted with dozer blades build fill to elevation of 4½ ft. Dozers also slope canal banks, later sod them.

◀ **AND CHANGE WATERFRONT**—Lateral canals at Baywood on Barnegat Bay in New Jersey butt main canals to form 225-acre plot.

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Send me the book: "How General Contractors Get More Business in New Construction" and let me see some typical Dodge Reports for my area. I am interested in the general markets checked below.

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GENERAL CONTRACTORS
GET MORE BUSINESS

Most profitable rig on the job

International® 340 Utility with fork lift!



Now, one man can service up to 10 masons, unload trucks, transport and spot materials, and stock scaffolds as high as 21½ feet. Costs of handling materials go down when a rugged but low-cost IH rig like this rolls on the job site!

International stamina keeps you on the job! A rugged backbone of built-in strength adds an important measure of dependability. Brawny Internationals carry capacity loads over rough, rutted ground at time-saving speeds—keep it up season after season!

Operations are faster and easier with these work-speeding International tractor options: handy foot accelerator . . . time-saving Fast Reverser for five speeds coming and going. . . Big flotation tires assure traction for work over rough ground, mud, or snow. Fork lifts are available with lift heights of 10½ feet, 14¼ feet, and 21½ feet. Fork lifts raise 4,000 pounds to 16 feet, 2,500 pounds to 21½ feet.

Ask your IH dealer to demonstrate any of the world's largest line of job-matching wheel tractors from 13.4 to 95 hp*, and the 45 hp* T-340 crawler. Save manhours and cut costs with the complete line of loaders, backhoes, other equipment. For catalog, write International Harvester Co., Dept. AB-2, P. O. Box 7333, Chicago 80, Illinois.

*Maximum flywheel hp at standard sea level conditions.



**See your
INTERNATIONAL
HARVESTER dealer**

International Harvester Products pay for themselves in use—Farm Tractors and Equipment . . . Twine . . . Industrial Tractors . . . Motor Trucks . . . Construction Equipment—General Office, Chicago 1, Illinois

WORLD'S EASIEST HANDLING CRAWLER



62 gross engine h.p. with 1-yd. loader

Take the controls of a new Oliver Trans-O-Matic OC-96 Loader — and "let the tractor do the talking!"

Power shifting plus power steering (with three types of turns) makes the startling difference! The OC-96 is so easy to operate, it simply cannot be compared with older designs on this count—or any other!

You sit in a spacious, foam-rubber seat (offset for ideal visibility)... have full-freedom leg room in the wide, flush-deck compartment.

As for the controls, they're practically "in your lap." Levers for power steering, power reverse and power shift are placed directly ahead of the seat. Your arms are in "resting" position all the time. To brake or foot-steer, pedals do the job just as effortlessly.

Easy operation, indeed! The *easiest* you ever had—plus.

NEW! 3 types of power turns—The only crawler its size giving you counter-rotation turns for about-faces in the tractor's own length—also spot turns and gradual turns.

NEW! Power shifting—Shift from forward to reverse instantly, on the go. No clutching, no gear-clashing with Oliver's all-hydraulic Trans-O-Matic transmission. Four speeds in high or low range—forward to 6.05 m.p.h., backward to 8.07 m.p.h.

NEW! Torque converter—The OC-96 has heaviest-duty torque converter (not automotive kind)—delivering full engine power for digging and crowding in fastest non-stalling operation. Advanced 62 gross h.p. diesel.

NEW 1-yd. loader design—See how the OC-96 is an integral tractor-loader minus high, hung-on parts and cross members. Loader side pedestals are actually part of the tractor for low profile, high stability, finest visibility and safety. Fast breakout, greatest dumping reach. No other its size has such rapid work cycle—is so rapid-reversing.

LOOK TO OLIVER FOR YOUR BEST BUY IN WHEEL AND CRAWLER TRACTORS

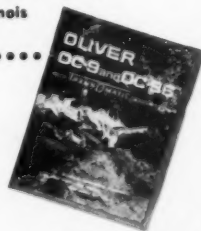


THE OLIVER CORPORATION

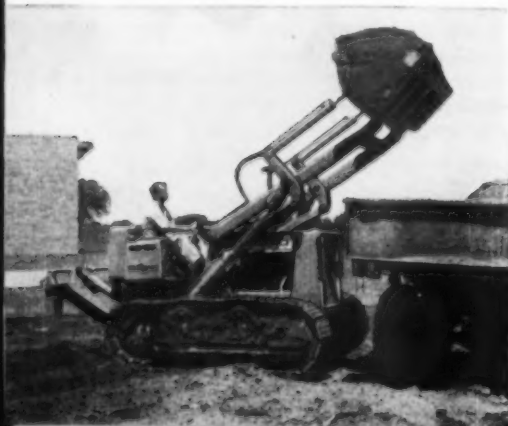
Dept. 2232, 400 W. Madison St., Chicago 6, Illinois

"Easy operation? Man, this OC-96 is the easiest I've ever seen!" "There has never been a crawler-loader like it for speedy, easy handling," says Lee Bruce of L. H. Bruce and Son, Middleton, Wisconsin.

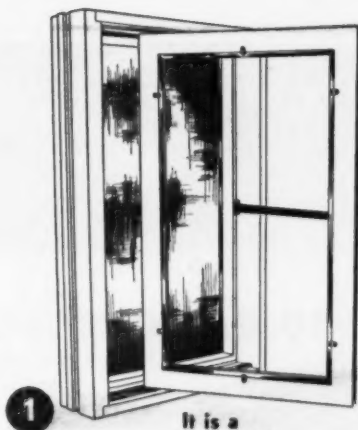
On this big grading and loading assignment for a University of Wisconsin 2½-million-dollar student housing project, the OC-96 hustled the entire job. Six-yard trucks were put on a 2½-minute loading cycle. Counter-rotation turns cut time and working distance, permitted trucks to be spotted closer.



NEW CATALOG—"must" reading for cost- and comfort-conscious tractor users.



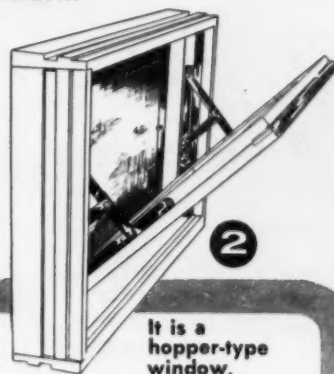
This new window is really built. Exactly what you've been looking for. All wood parts are toxic-treated with water repellents. Because there's no sloping outside frame surface, it's easier to install in straight, level openings. Excellent sill drainage in any position. May be used with either push-bar or roto-operator to open or close sash. And the extra heavy hinges and precision construction make it work easily and close tightly.



1
It is a casement window.

It's 4 windows in One!

New convertible L-B "four-way"



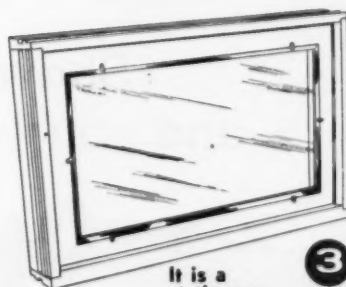
2
It is a hopper-type window.

Lots of extra features

- Many details of extra-fine workmanship typical of Long-Bell products.
- Cartoned units stack evenly, firmly.
- Adaptable to the stock of trim you now have on hand.
- Tightly weatherstripped in any position.
- Both sides of operating sash may be cleaned from the inside without removing sash.
- Aluminum storm sash and screens are available to make this unit a fast-seller.

Attention jobbers: For all the facts contact us immediately.

If your jobber can't supply you, write, wire or phone us at Kansas City, Missouri, or Longview, Washington.

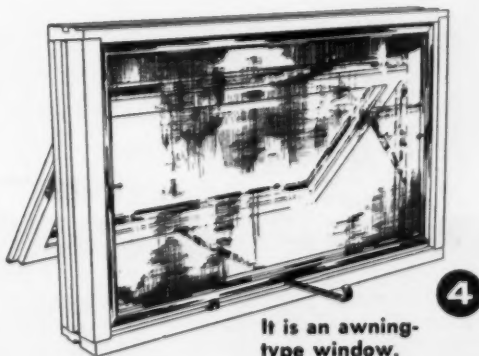


3
It is a stationary window.

**STOCK IT NOW!
SELL IT NOW!**

INTERNATIONAL PAPER COMPANY
Long-Bell
DIVISION

Kansas City, Mo. Longview, Wash.



4
It is an awning-type window.



BEACON

BEACON SPLIT-LEVEL

10 BASIC MODELS... 82 FLOOR PLANS...



BRADFORD

Show them what they want...
and you'll sell them a

Steelstyle '60

Individuality is the keyword with today's prospective home buyers—they know what they want and they won't settle for less. Now you can satisfy your most selective buyer with the new and bigger Steelstyle '60 line of United States Steel Homes. There are 10 basic models... 82 floor plans... and over 500 variations—a home to fit every family's taste and needs, and at prices they can afford!

END-ELEVATION BEACON

ANDOVER





BEACON WITH PORCH

BEACON WITH BREEZEWAY

OVER 500 VARIATIONS

BUILDING HELP

Not only will United States Steel Homes supply you with the fastest-selling home line of the year—they will help you build and sell them! USSH Sales Representatives have been trained to help you in every phase of your operation—from financing through the entire merchandising program.

USSH WIDENS YOUR MARKET

Early this spring, USS Homes will bring the Steelstyle '60 line to your customers' attention through the pages of *The Saturday Evening Post*. Four-color ads will add prestige to the Steelstyle line . . . will make more prospects want to buy!

SELLING HELP TOO!

USS Homes will send you your own local promotion! Radio and TV scripts, consumer literature, your own advertising, ad reprints—these and a wealth of other valuable selling tools have been filed into a sturdy portfolio. This is not a seasonal kit, but a "perpetual" promotion, supplemented periodically by USS Homes with the latest selling aids.

CASH IN NOW!

Be a USS Homes dealer! Send in the coupon for free brochure that tells more about the exciting Steelstyle '60 line.

USS and Steelstyle are registered trademarks



FREE BROCHURE

United States Steel Homes Division
United States Steel
525 William Penn Place
Pittsburgh 30, Pa.

Please send me your 24-page brochure containing detailed information on USS Steelstyle '60 Homes.

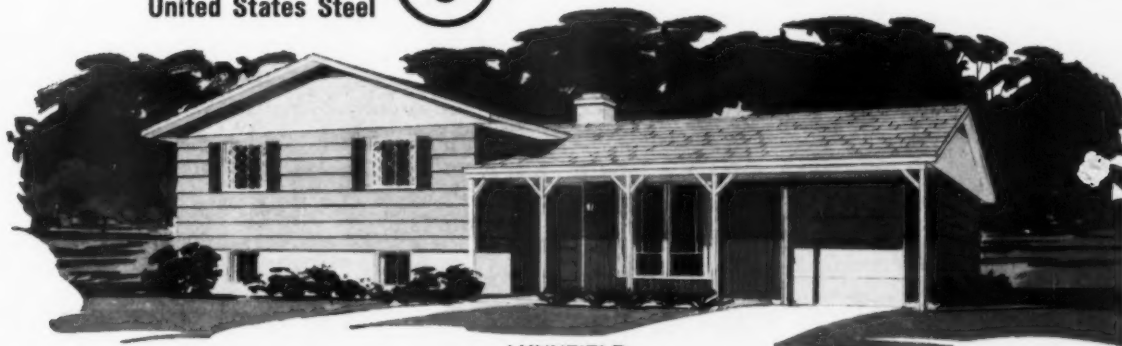
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CITY _____ ZONE _____ STATE _____

United States Steel Homes
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United States Steel



LYNNFIELD

BROOKLINE

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“The secret of being tiresome is in telling *everything*”

VOLTAIRE

So what our editors tell is the *heart* of the story. And to give it a strong beat, they:

- Use big pictures and short words;
- Say as much as possible on the “glance level” — photos, diagrams, charts, type display;
- Break the story into bite-size chunks;

• Set up pages so a reader sees — quickly — what’s for him, what’s for others.

• What does a time-saving magazine mean to the advertiser? *Wide-awake readers — with the time and inclination to pursue ideas in his advertising.*

SIMMONS-BOARDMAN, 30 Church St., New York 7.

You get wide awake readers
with Simmons-Boardman **Time-Saver** magazines



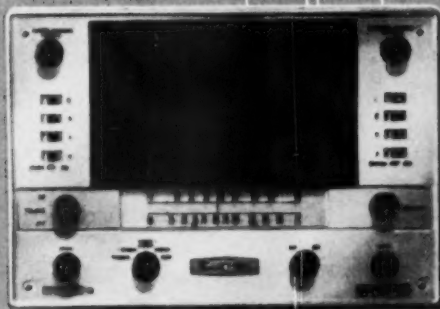
THE RADIO-INTERCOM-MUSIC SYSTEM

WITH

true fidelity



Master Panel with AM Radio



Master Panel with AM/FM Radio

Both available in antique copper or satin chrome.

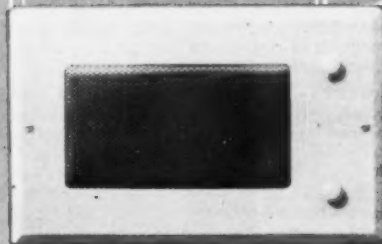
BY *Trade-Wind*

Trade-Wind gives you all the features you expect in a modern radio-intercom-music system ... PLUS TRUE FIDELITY.

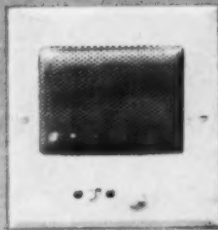
These versatile systems are available with either AM 6-tube or AM/FM 7-tube radios ... with master panels designed in a striking new motif and finished in brushed chrome or antique copper ... and with *TRUE FIDELITY ALNICO-V* heavy duty speakers.

As many as 9 inside and outside speaker locations can be installed with the Trade-Wind systems and voices as far away as 35 feet from the speaker are reproduced clear and lifelike, *even while music is playing*. Master Panel features separate Master Speaker Volume Control, concealed Phono Jack and separate Intercom Volume Control.

Trade-Wind Intercom systems are available NOW. ASK your authorized Trade-Wind wholesaler for a demonstration or write us for complete information.



Deluxe Concert Speaker



Inside Speakers



Outside Speaker

Trade-Wind

DIVISION OF ROBBINS & MYERS, INC. DEPT. AB

7755 PARAMOUNT PLACE, PICO RIVERA, CALIF.

THAT EXTRA SELLING FEATURE FOR NEW HOMES
Improves and beautifies ANY FIREPLACE!
Thermo-Rite
FIREPLACE ENCLOSURE



GLEAMING SOLID BRASS FRAME!
HEAT-TEMPERED GLASS DOORS!

Treasured In Fine Homes Everywhere!

- Radiates gentle, even heat with no floor drafts.
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- Sliding draft doors control fire.
- Burn wood, gas or coal.
- Blends with any decor.
- Protects against sparks, smoke and soot.

Send size of fireplace opening and receive FREE FULL-COLOR BROCHURE . . . WRITE DEPT. AB260

Thermo-Rite MANUFACTURING CO., Akron 9, Ohio
 Canadian Plant: St. Catharines, Ontario



INSTALLED IN SECONDS!



NO Hanging!
NO Painting!
NO Hardware!

New, unique patented design enables the builder to use construction short-cuts, labor-saving installation procedures never before enjoyed. Available in heights to 8', widths to 4'. Can be installed in pairs. 16 lovely, washable, fire-resistant vinyl colors available.

THE Columbia-matic
FABRIC DOOR
Slashes Builders Costs

For complete details write
THE COLUMBIA MILLS, INC.
 368 S. WARREN STREET SYRACUSE 1, NEW YORK

COMBINATION SAWS can now be filed automatically
 with the New Model 200 **FOLEY Automatic SAW FILER**



This is the **FIRST** and **ONLY** machine which will file the so-called "combination" (rip and crosscut) circular saws; also crosscut circular saws, band saws, all types of hand saws.

The new model 200 Foley Saw Filer files the first tooth in each segment of a combination saw, clear around the saw; then the second tooth in each segment, and so on, until the saw is finished. The exclusive Foley principle of jointing the saw as it is filed, keeps all teeth uniform in size, shape and spacing; keeps circular saws perfectly round, usually doubles saw life.

CONTRACTORS—CARPENTERS—CUSTOM FILERS—Here is the ideal machine for contractors to keep all their power and hand saws in top-notch cutting condition and greatly prolong their life. For the carpenter who wants to make from \$3 to \$6 an hour in spare time—and for the full-time custom saw filer—the new model 200 Foley Saw Filer turns out perfectly sharpened saws that build repeat business and quickly pay for the Filer. Time payments if desired. Send coupon today—no salesman will call.

FOLEY MFG. CO. 224-0 Foley Bldg.
 MINNEAPOLIS 18, MINN.

• Please send full information and Time Payment Plan on New Model 200 Foley Automatic Saw Filer.

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 ADDRESS _____
 CITY _____ STATE _____





K-V Drawer Slides **always operate smoothly, never sag!**



Here in daily use is where K-V drawer slides pass their most severe tests and prove their indisputable quality.

- They keep drawers from sagging, sticking.
- They operate smoothly, quietly, effortlessly.
- They give years of trouble-free service.
- And they are quickly, easily installed.

There's a K-V drawer slide for every type installation — from lightweight to heavy duty. Isn't it time you handled them?

KNAPE & VOGT MANUFACTURING COMPANY
Grand Rapids, Michigan

Manufacturers of adjustable shelf hardware, sliding and folding door hardware, closet and kitchen fixtures, Tite-Joint Fasteners and Handy Hooks for perforated board.

MODULAR

America's Most Distinguished Complete Line of Manufactured Homes Presents



the Cambridge

A charming current interpretation of the colonial, so right for today's casual, informal living, 1530 sq. ft. to 1631 sq. ft. in 3 and 4 bedroom models.

the Cortez



A modern treasure styled from the old, romantic Southwest that answers the problem of providing maximum living area on a compact building site. 3 or 4 bedrooms with from 1380 to 1653 sq. ft. of living area.

the Ivanhoe



A bi-level beauty that combines the grace and charm of the authentic English Lake Country residence with most modern home making advances. 1714 sq. ft. of economical living area.

DEALERS

Builders and dealers located in Mo., Ill., Ind., Iowa, Minn., Wisc., Mich., or Ohio are invited to write for the Modular 1960 portfolio of fine homes and our new tested program of helping dealers to sell more homes profitably.

MODULAR HOMES INC. Kirkwood 22, Missouri
Please send me your 1960 portfolio of fine homes plus your tested Builder-Dealer Aid Program. We plan to build _____ homes in 1960.

Name _____

By _____

Address _____

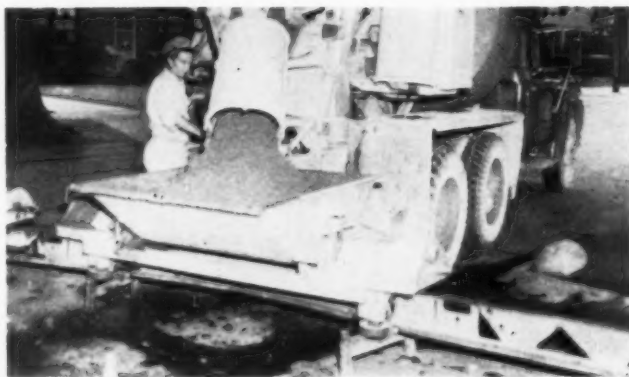
City _____ Zone _____ State _____

American
Builder

TRAINING YOUR MEN

How to do it better

Operatorless monorail carts ...



carry concrete to swimming pool



Here's how the Rex Railporter pays its way for a Midwest home builder. The rig first takes a load of concrete from a transit mix truck at the street. Then truck operator trips a lever and the rig darts over a lightweight monorail to the swimming pool under construction behind the house. En route, it moves over a preset tripper fitted to the rail and automatically dumps the load of concrete. Savings to the builder? Anywhere from two to four men that normally

would be needed to move the concrete.

The Railporter is easy to set up. Rails are of lightweight high-strength steel in 12-ft. sections. Sections come straight or curved. Two men easily set up an entire length of track. The rig, too, is easy to use. It travels unattended at a rate of 300 fpm, powered by a four-cycle air-cooled engine. The rig is fully mobile, can be disassembled, and moved in a pickup truck. Tracks run over reinforcing steel, mud and water.



Weldwood® Paniflex™ Bifold Doors, made of Novoply®.

PANIFLEX BIFOLD DOORS OF NOVOPLY...

save you money: they need no framing, save on plaster or sheet rock and studding—prevent costly call-backs because they won't stick—give full closet access, floor-to-ceiling and wall-to-wall—and you can install them in less than 20 minutes.

NOVOPLY MAKES BIFOLD DOORS PRACTICAL. Novoply's unique 3-ply construction makes it the flattest panel on the market. Its face plies of wood flakes and its core of wood chips are resin-impregnated and bonded under heat and pressure. Novoply panels won't sag, twist, or warp.

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HOW TO DO IT BETTER

(Continued from page 178)

Plastic bubble protects house from all kinds of weather



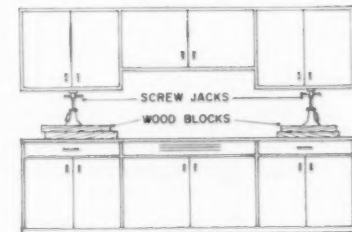
Little Rock builder George H. Burden covers a house under construction with \$175 worth of polyethylene, inflates film with a fan. This lets him build in any weather.

Easy-to-build units support scaffold planks for workers



In Sarasota, Fla., builder Harry J. Miller puts together these easy-to-build mobile scaffold supports to move his carpenters and masons rapidly from job to job.

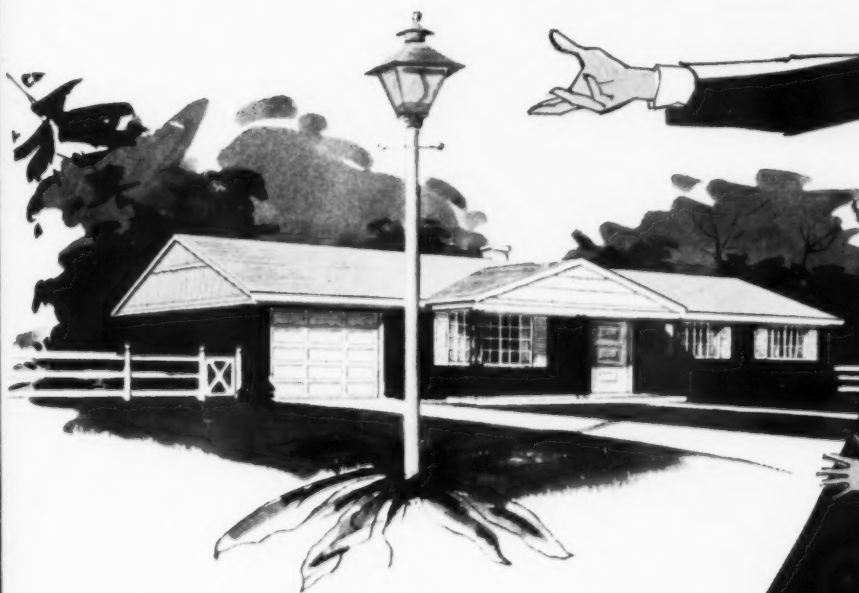
Screw jacks raise cabinet into final wall position



Two small screw jacks lift a cabinet into place and hold it until Nelsonville, Ohio, builder Donald E. Fink can check the level and secure it against a kitchen wall.

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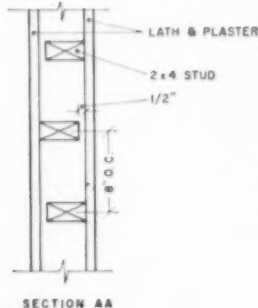
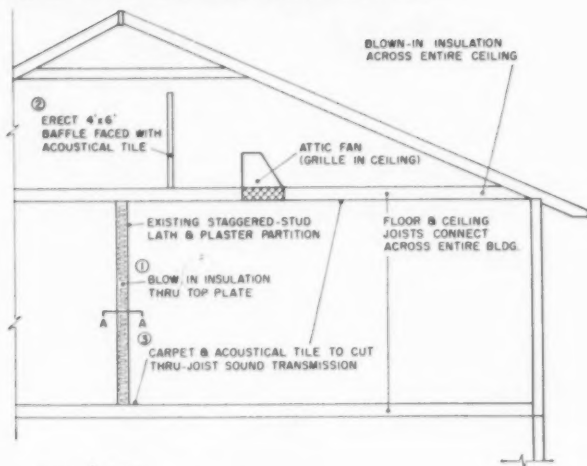
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General Homes
DIVISION OF GENERAL INDUSTRIES, INC.
FORT WAYNE, INDIANA

Ask the experts...

Problem: sound transmission



QUESTION:

I have a two-family apartment on one floor which presents a sound-transmission problem for your experts.

The dividing partition is made of staggered studs (see drawing above) which, in effect, make the partition two separate walls, but have failed to deaden sound transmission between apartments.

Is there a possibility that sound is passing up through one attic louver and down the other? Or could it be traveling through the connecting floor and ceiling joists?

Marcellus Markwais
Jefferson City, Mo.

ANSWER:

Perfect sound control is almost impossible to achieve. The solution to any sound deadening problem is one of degree—in the amount of control desired, and the cost of achieving it.

If possible, blow insulation into the vertical partition wall through the top plate in your attic. This will dampen the drumhead sound action common in partition walls.

On the chance that there is sound transmission through the attic fans, you might erect baffles consisting of simple frames faced with acoustical tile on both sides. Place them parallel to partition below, in the path of sound flow between fans.

Acoustical tile ceilings, carpeting, or felt underlayment for asphalt tile will deaden any sound transmitted through the connecting floor and ceiling joists.

Maxwell Huntoon
AMERICAN BUILDER

Some basic information on condensation problems...

QUESTION: We have a ten-year-old frame home, set on a poured-concrete basement wall. Both the walls and ceiling are insulated, and there is a ventilator at either end of the attic. The problem is dampness.

Natural gas was originally used for cooking and an oil space heater was used for heating. When these were blamed for the dampness, they were replaced by an electric cook stove and a propane floor furnace. These changes failed to solve the problem.

The kitchen seems to take on the most moisture. When dishes are taken from the cupboard, they are often as wet as if they had been immersed in a pan of water.

The basement is dry, and the exterior paint is in good condition.

What suggestions do you have?

Diff Broughton
Waterford, Ontario
Canada

ANSWER: The natural gas, electric stove, oil space heater, and propane furnace have little to do with your dampness problem.

No condensation will form when the air outside and inside the house is dry. In order for condensation to occur, the air inside your home, and particularly in your kitchen, must be warm and moisture-laden. When this warm, moist air contacts a cold surface, condensation will take place.

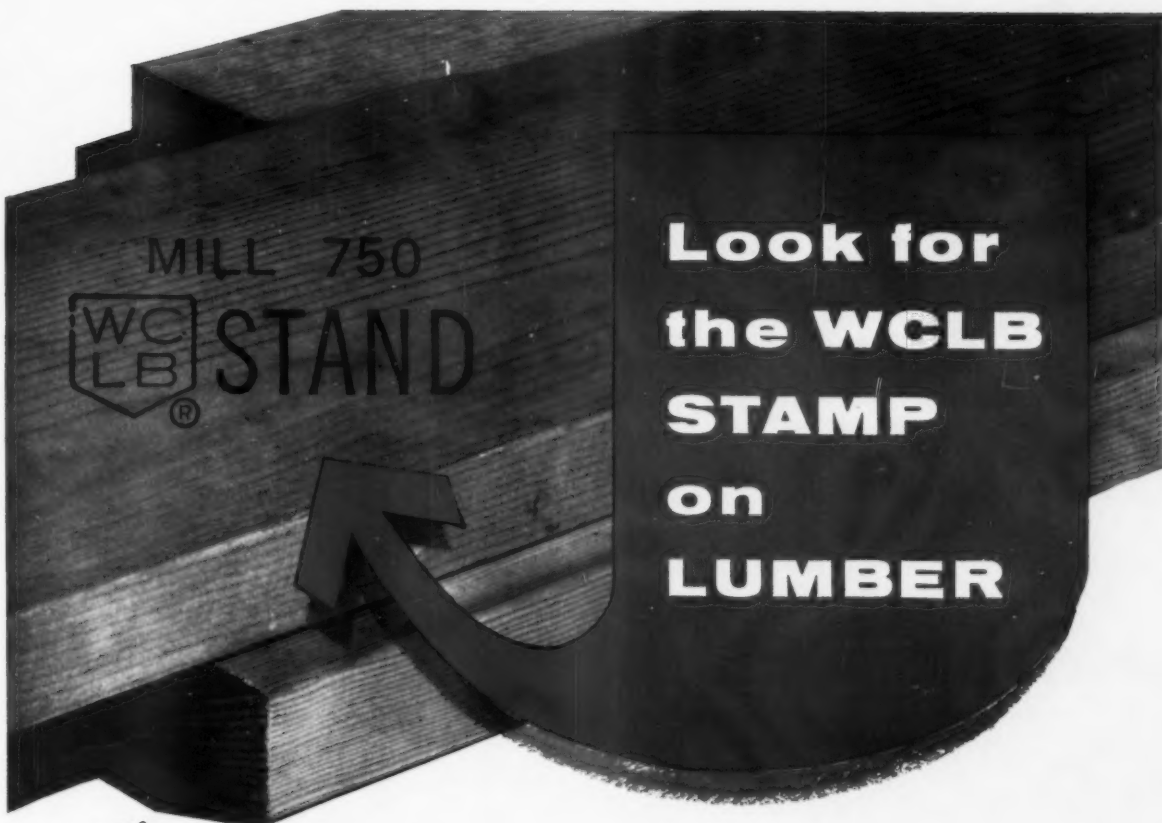
To solve your problem:

1. Reduce the amount of moisture in the air inside the house.

To prevent moisture accumulation, place covers on all cooking vessels, and provide an exhaust hood over the cooking area so that the moist air is immediately discharged from the house. Also, check the outside damper which introduces fresh air to the furnace. Reducing the damper opening will cut down on the introduction of moist outside air.

2. Check to see that the insulation in the outside walls is in good condition. If the insulation has deteriorated and fallen down between the studs, the result will be colder, condensation-promoting walls.

William Hornung
National Technical Institute
New York City

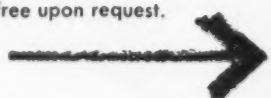


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Either mill number or name appears as part of stamp.

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



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

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

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Now 2 types of *Thermopane*[®] insulating glass for all kinds of windows

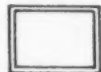
It's both desirable and practical to put insulating glass in *all* of the windows of a house. Two types of *Thermopane* make it possible: *Thermopane* with *Bondermetic Seal*[®] for picture windows, window walls and sliding doors; *GlasSeal*[®] *Thermopane* for double hung, casement, awning—all types of opening windows.



Double Hung



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Picture Window



Awning



Sliding Door



Here's built-in quality you can put your finger on in every window of your house!

Now, the name *Thermopane* is being delicately inscribed right on the glass where your prospects can see it.

It's PROOF that you've used the best known, most wanted insulating glass. PROOF that you're offering more comfortable living, year 'round. PROOF that your homes will be less expensive to heat and air condition . . . because you've put *Thermopane* in all of the windows.

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(Continued from page 103)

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Water Service Connection & Piping	1 unit
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Range Connections & Wiring	1 unit
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Sgl. Switch Outlets & Wiring	21 units
3-way Switch Outlets & Wiring	2 units
Convenience Outlets & Wiring	23 units
Power Outlets & Wiring	3 units
Light Outlets & Wiring	28 units
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**For quality concrete . . .
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Give your concrete plenty of time to build strength in cold weather. Good insurance against slip-ups is having protective materials at hand and ready to use before the temperature drops.

The requirements for placing cold-weather concrete are important. And to emphasize them to your crews, display the colorful PCA poster shown at right.

It's one of a set of four that spell out simple points to remember for quality concrete under different conditions—hot weather, drying winds, etc. The four are yours for the asking! (Free in U.S. and Canada only.)



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A national organization to improve and extend the uses of concrete

Please send a free set of Quality Reminder posters.

I could also make use of () additional sets.

COMPANY NAME _____

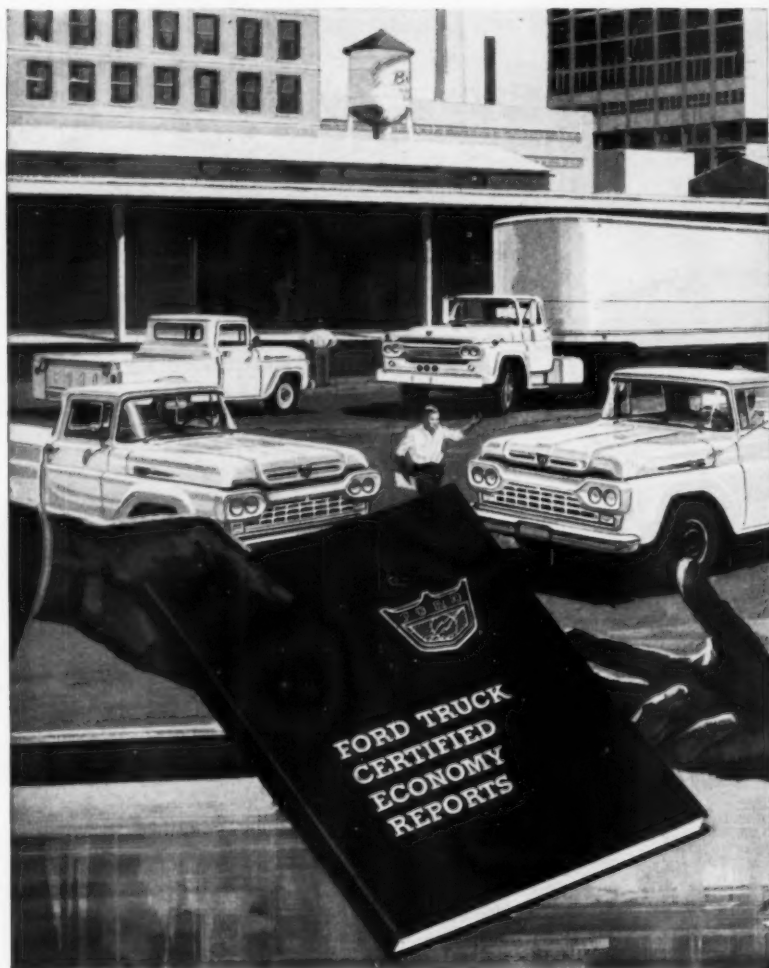
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22" x 17", 3 colors.
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It tells what
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Wouldn't it be great if you could fully test a truck before you bought it? Compare its gas mileage with other makes . . . determine how well it will hold up . . . how reliable it will be on the job?

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Ford's Light and Medium Duty Trucks are priced lower than comparable models of the four other leading makes. For example, you can save from \$33 to \$181 on the list price of a standard ½-ton pickup. The savings on a ¾-ton pickup run from \$32 to \$185 and the initial price advantage on a Ford 1½-ton stake model ranges from \$26 to \$246.

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Basement to roof, fork lift



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does more with fewer men

You pass the job and you know you're seeing something strange. You see a series of two-story apartments under construction. But few workmen are about. Yet, the job seems to be running at an unusually rapid rate.

Then you find the answer—the Clark Ranger, a speedy fork lift truck that's moving around the job lifting building materials as high as 24 ft.

You watch the rig closely. You see it move a bundle of roof trusses to a building where several carpenters are at work. The truck lifts the trusses 22 ft. to

roof level, moves in and unloads them within easy reach of the workmen. The busy truck then turns, moves to another apartment building, picks up a can of mortar which it delivers to masons who are laying cinder block at second-floor level. Quickly, the truck reverses field and goes to another stack of palletized roofing. It picks up a bundle, delivers it to roofers working on a third building.

You seek out Carl Becker, partner in the firm of Brittany Acres, Inc., St. Louis builders putting up the development of

eight two-story apartment houses and four one-story apartments. You ask about the truck.

"Why ask?" says Becker. "You can see for yourself how it works. The darned thing handles all material you need from basement level to roof level—and it does the job real fast."

Becker's production supports his enthusiasm. He poured his first basement on Sept. 1 of last year. By mid-November he had six two-story apartments under roof with one totally plastered. His work force? Six men—plus the Clark Ranger.

UP GOES MORTAR—the truck picks up a can of mortar and carries it to masons laying block at second-floor level. Fork lift also hands masons bundles of scaffolding.



UP GO TRUSSES—trusses start on a 22-ft. climb to roof level, where carpenters are waiting. Builder roofs out building in 1½ hrs., credits fast truss handling for this better-than-average speed.

UP GOES BLOCK—Clark's Ranger delivers concrete block to masons working at second floor of apartment house development in St. Louis. Truck belongs to builder Brittany Acres, Inc.

UP GOES ROOFING—truck raises palletized bundle of roofing 24 ft. into position. Bundle weighs 2,100 lbs., but proves no problem to the versatile, fast-moving fork lift.



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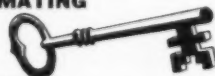


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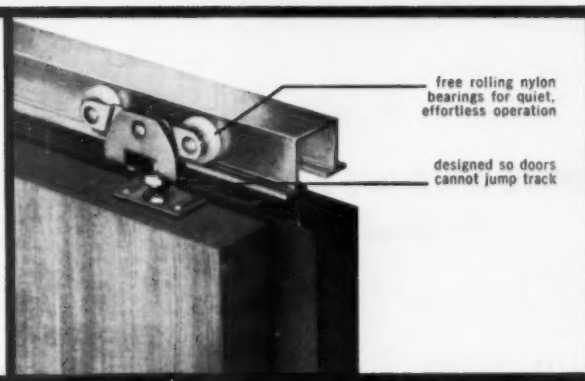
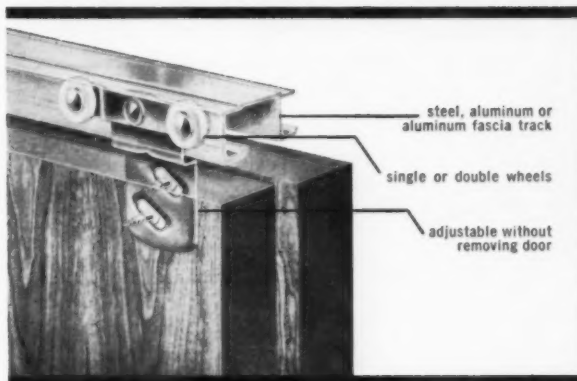
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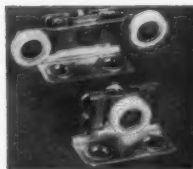
QUALITY TEAMATES FOR LOW & MODERATE COST APPLICATIONS



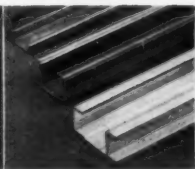
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Packaged with track for 4', 5', 6' or 8' openings
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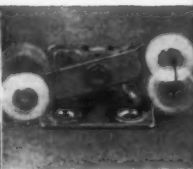
FEATURES



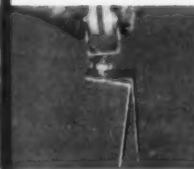
single or double wheel carriers for either 50 lb. or 75 lb. loads



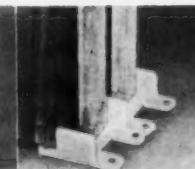
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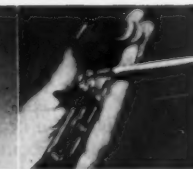
floating rocker arms for wheel-track contact



enough play is available to permit self-alignment



adjustable nylon floor guide is packed with each set



lock nut secures apron (on top plate) to carrier

GRANT/7000 sliding door hardware

Four nylon ball bearing wheels per carrier (eight wheels per door!) Pivoting rocker arm for constant wheel-track contact
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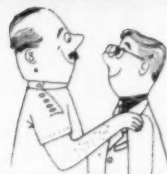
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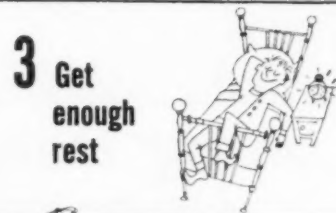
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Strip shingles now cover roof



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Traditionally, the low limit for asphalt strip shingles has been a 4-in. pitch. Builders who wanted to design lower, more contemporary roof lines have had to use built-up roofing—excellent for the purpose, but considerably higher in cost.

Now, by observing certain precautions, builders can push this limit down to a 2-in. pitch. The Asphalt Roofing Industry Bureau says that with the proper flashing and underlayment, and with the use of seal-down-type shingles, the wind-lifting and water run-off problems can be adequately handled by strip shingles. And FHA recognizes the Bureau's recommendations.

The most important factor in this downward adjustment of permissible pitch is the seal-down shingle.

This type of shingle is often manufactured with the adhesive as an integral part; the heat of the sun seals it down after it is installed. Or, the adhesive can be put on after the shingles have been nailed down. Usually, this is done by putting a dab of the adhesive under the butt of each shingle in the strip with a caulking gun.

1 Use a seal-down shingle

Some strip shingles are supplied with a section of adhesive already applied. Otherwise, the adhesive is applied on the job, at the bottom of each butt.

2 Use a double underlayment

Two layers of roofing felt must be used. And where low temperatures cause ice problems, the felt must be cemented back to the point shown in the drawing.

3 Use metal drip edges

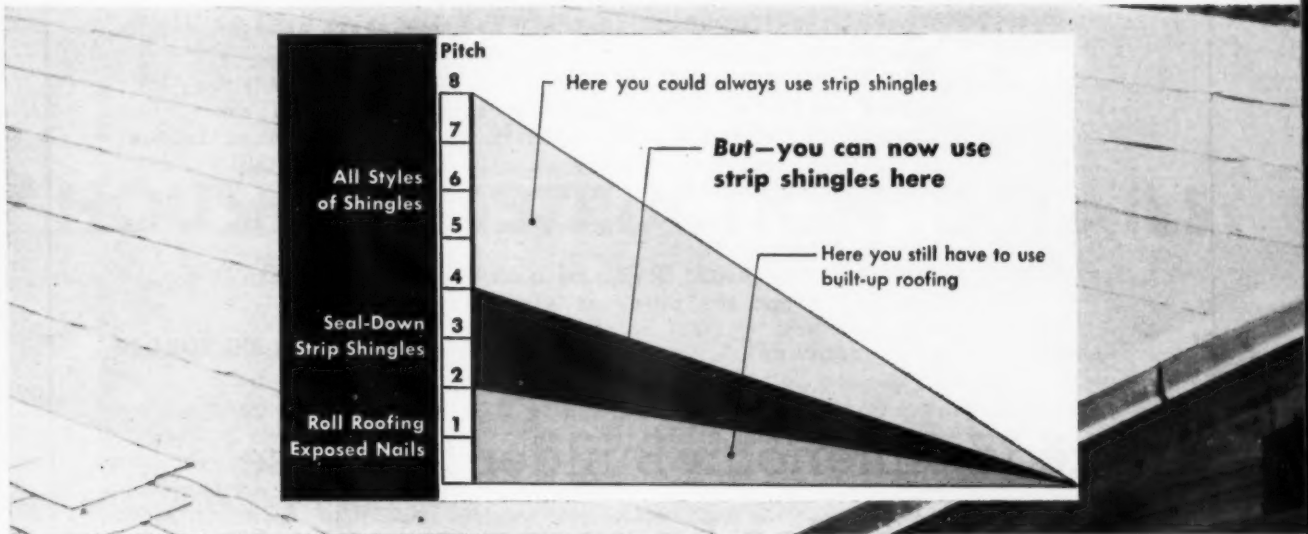
This is important on any roof. On low slopes, with slow water run-off, it is especially necessary. Note that the bottom edge stands away from the sheathing.

4 Use the right exposure and nailing

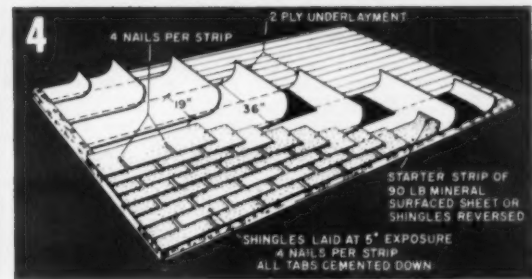
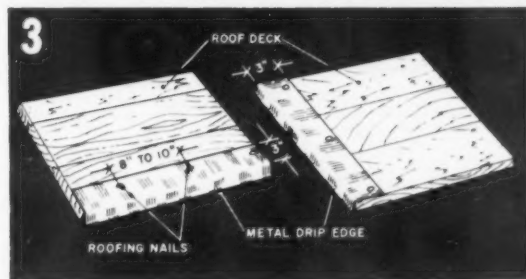
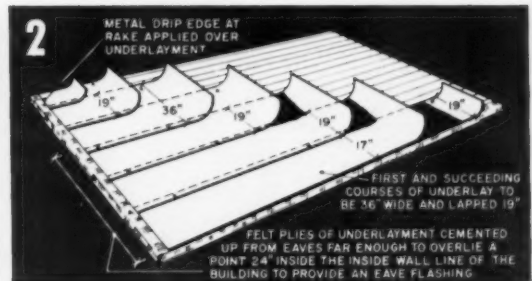
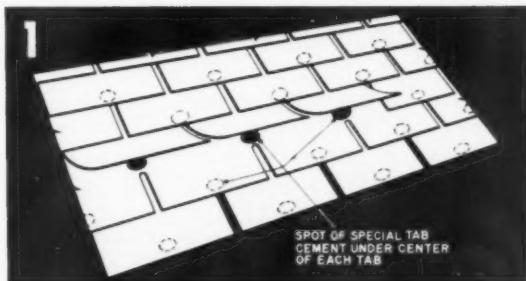
Maximum shingle exposure is 5 in. to the weather. Four nails are required for each three-shingle strip. A starter strip is required along the eave.

GUIDE FOR THE MONTH OF FEBRUARY

itches as low as 2 inches ...



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In fact, one of the most important things I do every month is to go through American Builder for ideas. It's one thing I never put off. The sooner I get an idea working for me, the sooner it starts making me money.

— A SMALL BUILDER

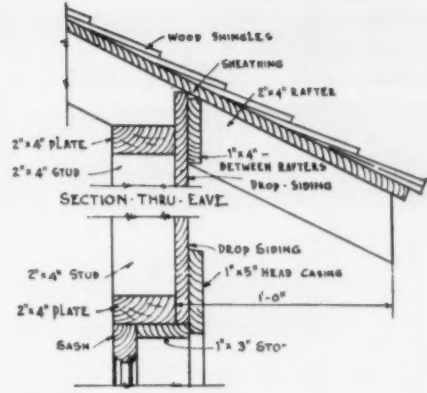
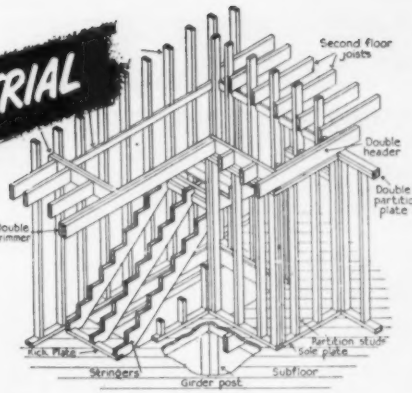
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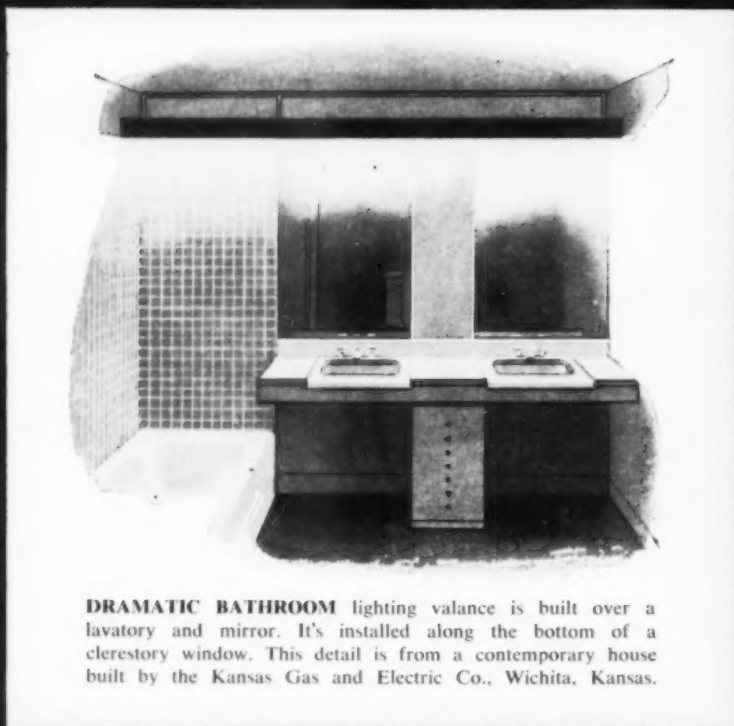
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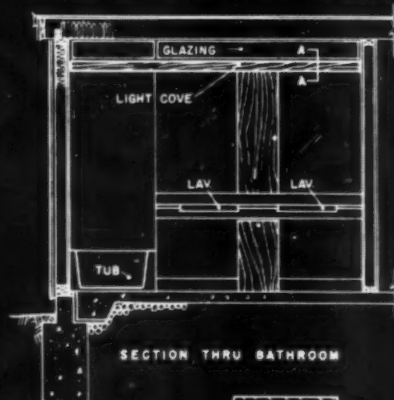
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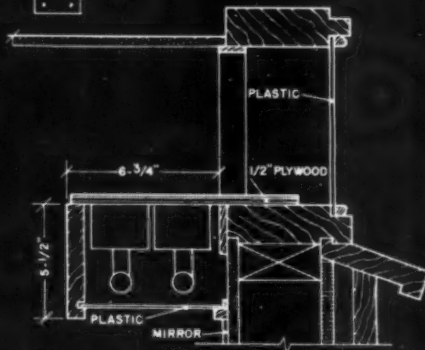
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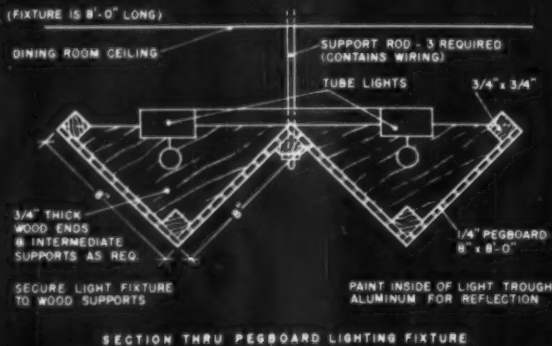
DRAMATIC BATHROOM lighting valance is built over a lavatory and mirror. It's installed along the bottom of a clerestory window. This detail is from a contemporary house built by the Kansas Gas and Electric Co., Wichita, Kansas.



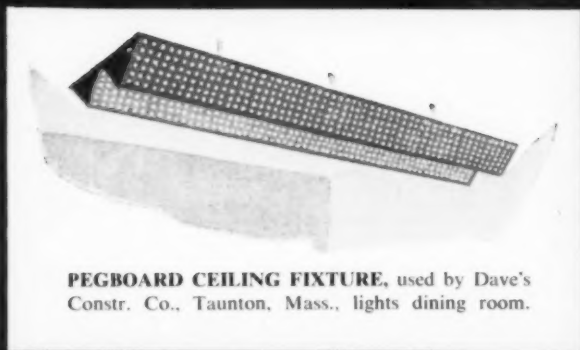
SECTION THRU BATHROOM



DETAIL A-A BATHROOM WINDOW - HEAD & SILL



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The drawings above show how two builders designed and built fixtures for their particular needs. One is a valance-type fixture de-

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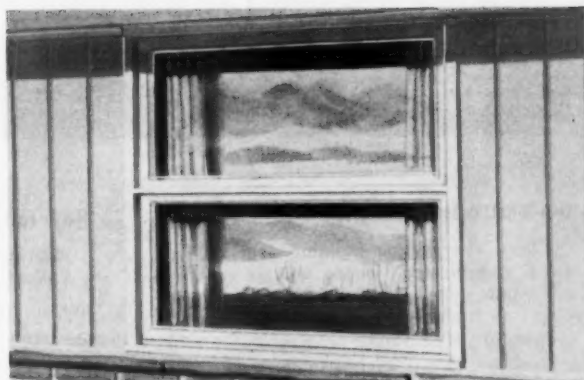
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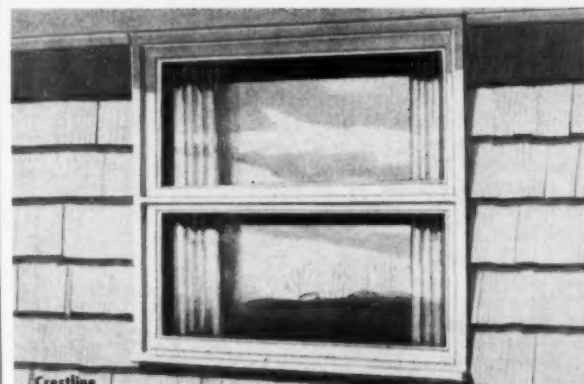
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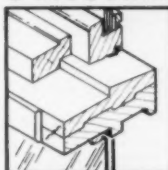
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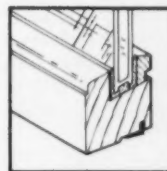
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DO YOUR HOMEWORK

Every year, home building gets more complicated. There will be more new materials, products, and ways of building this year than ever before. The builder who wants to keep up with it all has to study, and there isn't any better way to spend a day when weather keeps you off the job.

Take this issue of *AMERICAN BUILDER*, for instance. Have you been over all the ads? Have you checked all the new products you're interested in? If you went out to the NAHB convention last month, have you studied the literature you brought back?

The industry is full of ideas that can save you money. But you must look hard to find the ones that will be best for you.

IT COULD HAPPEN TO YOU

For years we've been telling you that the less measuring you have to do on the job, the better off you'll be. Here's a story—and a true one—that illustrates why.

Seems there was a builder whose lead carpenter had a steel tape with three feet broken off it. The carpenter compensated by mentally adding three feet every time he used the tape.

Came the day he bought a new tape, and you know what happened. He readjusted perfectly—almost. The builder found himself with the problem of explaining a thirty-nine foot house to a buyer who had ordered a thirty-six footer.

"We wouldn't do this for everybody," he told the buyer. Then he unhappily swallowed a reduced profit.

How long should it take to build a home?

Ask twenty builders this question and you'll get twenty different answers. Some, like Clayton Powell (page 92 of this issue) will say, as little as three weeks. Others, particularly custom builders, may tell you that any house that's finished in less than four months must be jerry-built. But in either case the answer is important, because to a large degree it determines the number of houses the builder can put up during the year.

Actually there's no such thing as a "right" time to build a home. Either the three weeks or the four months can be right, as long as each represents the most efficient way the builder, his crew, and his subs can work. The danger lies in building slowly out of habit: "It's always taken me four months to build, so it always will." Too many builders think this way.

Organized speed can save money

Nothing will be gained by rushing a job just for the sake of going fast. But if a job goes faster because it's better organized, it will almost always be less costly. And if, to take an extreme example, a four-month job could be cut to two months, the builder could finish twice as many houses a year with the same crew and the same financing. His gross would be twice as great, and his overhead half as much per unit. In a word, he'd be making more than twice as much money.

Start by cutting wasted time

The most sensible way to start saving time is to trim the fat off your operation. How promptly do your subs come in after you make them hang around while your own men finish framing up a wet wall they forgot the first time around? And how often do your crews sit on their hands because someone short-ordered the 2x4's?

These are all small things, but they add up to a lot of time. Once you get in the habit of looking for them you'll stumble across dozens of other places where the job stands still unnecessarily. Your own men will start coming up with time-saving ideas. And when your subs know they can do their job fast, you may be able to talk a better price out of them.

IN THE NEXT ISSUE: Building with Brains ideas from cover to cover; dozens of ways for you to build a better house for less money. . . a report on NAHB's Research House, and the methods and products that will change tomorrow's building . . . how to control a mass building operation on scattered lots.

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