

MAY 1960

American Builder

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Products Are Dependable ...

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*... All Through
YOUR House*



Their Houses with NuTone Built-Ins

SEE NEXT PAGE →

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AMERICAN BUILDER, published monthly by Simmons-Boardman Publishing Corp., Emmett Street, Bristol, Connecticut. Second class postage paid at Bristol, Connecticut. Subscription price: U. S., Possessions and Canada, \$3.50 for one year, \$7.00 for three years, May issue, Volume 82, No. 6. Subscription correspondence to AMERICAN BUILDER, Emmett Street, Bristol, Connecticut.

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BEFORE
PLASTERING

SNAPS
OVER
DRYWALL



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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 3/4", 1/2", 3/8" and 3/4" laminated drywall . . . standard interior door dimensions.

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"KWIK-FIT"

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looks like ranch
trim



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Note simplicity
of line



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2 your ad sells her again locally . . . traffic-building newspaper mats like this, featuring your bathroom. Stylon pays you \$5.00 toward the cost of illustration.



3 she pays you a call . . . sees your Stylon shingle.

she shops your model home . . . sees impressive design award plaque.



4



5 she stops at your Stylon color corner . . . sees how easy it is to select tile at this compact, illuminated display.

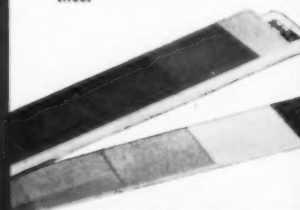
6 she picks a color scheme . . . Stylon Color Planner saves time! Designed by Lee Childress . . . 9 complete color schemes.



7 she chooses her floor tile . . . quickly from series of swinging floor tile display boards.



8 she chooses her wall tile . . . using the convenient "channel panel" to line up choice of wall tiles.



9 and she takes home this permanent reminder of your home . . . Custom-tailored booklet features picture of your model home or bathroom. Stylon gives you 500 personally imprinted booklets free (additional copies at cost; \$5.00 per thousand).



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Please send me details on Stylon's Merchandising Program for model homes.

Stylon CERAMIC TILE

Name..... Firm Name.....

Street.....

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

I plan on building..... homes in 1960.

My regular tile contractor is.....

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OPPORTUNITY

"Will the roof fall in on me?"

"Here I am building, say, 20 houses a year by what I guess you'd call conventional methods.

"What's going to happen to a builder like me?

"Is some big fellow going to move in on me with a factory set-up, big trucks, a crane and all the rest—and run me out of business?"

The speaker was a builder from Detroit. We were sitting in a bus taking us from the Coliseum to the Sherman during the NAHB show in January. We and hundreds of others had just sat through the day-long report on the East Lansing research house. It had been a breath-taking demonstration of new possibilities in building. Here were insulating floor panels laid directly on a film over screeded sand, new wall panels, new finishes . . . name it and it was new.

Opportunity was written all over this house. But what a great many builders read was THREAT.

Even the two volume builders I had breakfast with on the Century returning to New York were plainly uneasy about . . . well, call it progress. Both were New Jersey builders I knew to be as well fixed as they were successful. And yet they, too, were viewing with alarm when it came to proposals that a house be built with radically more efficiency.

All this sounds familiar—and it is. It is exactly the way many builders were thinking and talking around the end of the last war. "What's going to happen to us?" they

were asking. What would they do when helicopters started flying in the Buckminster Fuller aluminum houses—or when the roaring 4-wheelers bigger than a house rolled in to lower their formwork innards and pour a house a day?

Of course there is threat to any builder who doesn't keep pace with the very real technological progress of the building industry. But there's also threat that the progress won't come fast enough. Our very effective competitors for the buyer's dollar—the builders of automobiles, boats, TV sets and a hundred other products—aren't standing still. Look at the big change just beginning to break in cars.

We, on the other hand, are as tied down as Gulliver when it comes to change. Take codes alone. That research house that rang alarm bells at Chicago had to be built on the property of Michigan State University to avoid code restrictions. You could no more build such a house in your town today than fly to the moon with water wings.

Change in building doesn't need slowing down—it needs speeding up. We—all of us—need to be more change-minded.

Incidentally, I'll give our editors top marks in the change department for "New Opportunities in Specialized Markets" on page 83, "What It Takes To Sell Contemporary" (in view of changing consumer tastes) on page 104, and "New Nail-Glued Header" on page 198.

Arthur J. McGinnis, Publisher

American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builders Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.

Address all subscriptions and correspondence concerning them to: Subscription Department, American Builder, Emmett St., Bristol, Conn. Changes of address should reach us three

weeks in advance of next issue date. Send old address with the new enclosing if possible your address label. The Post Office will not forward copies unless you provide extra postage. Duplicate copies cannot be sent.

Circulation Department: R. C. Van Ness, Director of Circulation, 30 Church St., New York 7, N.Y. Postmaster: send Form 3579 to Emmett St., Bristol, Conn.

Published monthly by Simmons-Boardman

Publishing Corporation, Emmett St., Bristol, Connecticut, Editorial and Executive Offices, 30 Church Street, New York 7, New York. Subscription price: United States, Possessions and Canada, 1 year, \$3.50; 3 years, \$7.00. Foreign countries: 1 year, \$12.00; 3 years, \$25.00. Single copies 75 cents; April issue, \$2.00. Second class postage paid at the Post Office at Bristol, Conn. Copyright 1959 by SIMMONS-BOARDMAN PUBLISHING CORP. All rights reserved.



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← PLANNING → ← BUYING → ← BUILDING → ← SELLING →

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Editorial office including April Buyers Guide issue: 30 Church St., New York 7, N.Y.

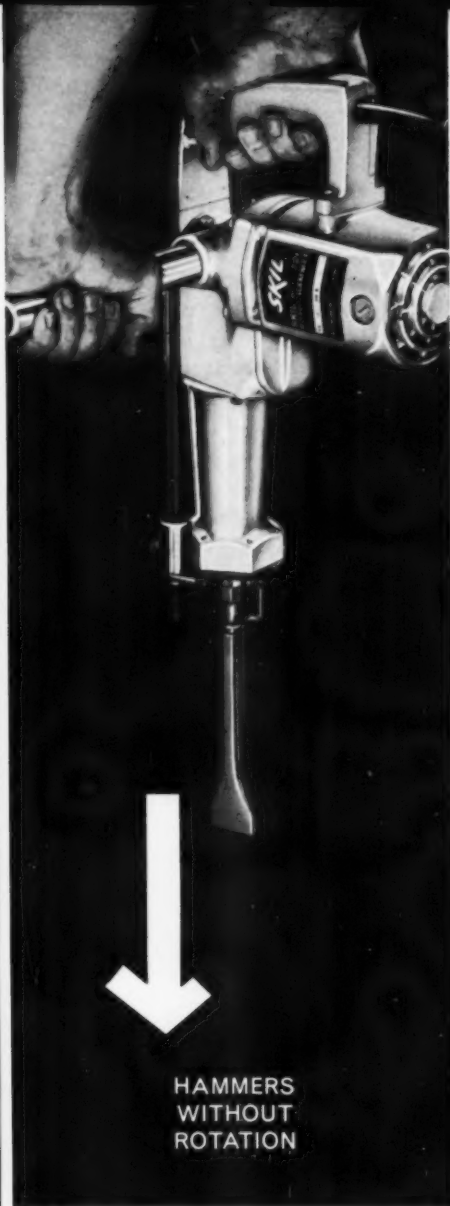
Regional editorial offices: Midwest—Richard Bullock, 79 West Monroe, Chicago 3, Ill. **West Coast**—William C. Rodd, 1336 Wilshire Blvd., Los Angeles 17, Calif.

American Builder is published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, Emmett St., Bristol, Conn., with editorial and executive offices at 30 Church St., New York 7, N.Y. James G. Lyne, Chairman of the Board; Arthur J. McGinnis, President and Treasurer; Duane C. Salisbury, Executive Vice President and Advertising Sales Director; George A. Dusenbury, Vice President and Editorial and Promotion Director; Robert C. Van Ness,

Vice President and Circulation Director; George Hutchings, Regional Vice President; Michael J. Figa, Jr., Vice President and Production Director; Bayne A. Sparks, Regional Vice President; Jack Wyatt, Vice President. The editors of American Builder are not responsible for unsolicited manuscripts sent to them. Manuscripts on author wishes to have returned must be accompanied by a stamped, self-addressed envelope.



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... and SKILSAW POWER TOOLS

WHAT'S NEW *and what to do about it*

Lost: 200,000 to 300,000 houses per year

Housing statistics will be thrown into turmoil by an astounding revision of data under way by the Census Bureau. Predictions are that current starts will be upped 200,000 to 300,000 a year. The 1959 total of 1.3 million would thus be revised upward to 1.5 or 1.6 million. Census people are using wider samples, making new study of past underreporting. Results indicate U.S. has been producing many more houses than realized.

Building men should review thinking on markets, check specific areas carefully. AMERICAN BUILDER's study of 100 top growth areas is recommended.

Slow business caused by bad weather, but conditions are improving

Current building statistics are reflecting the bad storms and unseasonable conditions that plagued builders in large areas of the country during March and April. They may be overly pessimistic. Census report shows total private construction for first three months was 3% ahead of last year. Dollar volume of residential work was off only 3%. A slight lessening of the tight-money problem will help starts in the second half.

Starts in March showed a healthy 27% increase over February—a total of 97,000. Housing Chief Norman Mason hailed it as a sign that “the upturn in home building has begun.”

Don't be misled by national averages which may be out of date by the time they reach you. Base your plans on a careful spot check of local need, and consumer spending power.

GOP and Democrats vie on housing bills—late action likely

Insiders say that both the Republicans and Democrats have committees at work on important new housing legislation. But they are not talking about it yet. Biggest problem is how to frame a new housing finance program—including a central mortgage bank—without being inflationary.

Both sides are spurred on by the current decline in housing starts. Also there's a possible lull ahead in business that's disquieting. Betting is that by platform-writing time there will be several new home finance programs ready to announce: and the objective will be to eliminate the housing fluctuations caused by tight money.

Use your best political contacts to drive home the need for a stabilizing influence such as a Central Mortgage Discount Bank. It will bring more funds into housing, make mortgages more negotiable.

Economist blames U.S. policy for “feast or famine” building

A noted and scholarly researcher, Dr. Leo Grebler, has just proved a point builders have long suspected. It is that inflexible interest rates, particularly on VA loans, are the cause of violent up-and-down fluctuations in housing starts. He prepared a 130-page study for National Bureau of Economic Research, itself a highly respected body.

In recent years, Grebler points out, FHA-VA-insured houses have varied all the way from 297,000 to 670,000 units a year. But conventionally financed homes have followed a smooth flow of from 608,000 to 696,000.

Grebler shows that during periods of rising interest rates lenders for-

NAUTILUS
NO-DUCT HOOD
CHOSEN FOR NEW
"GOLD MEDALLION"
APARTMENT
HOMES



ARCHITECTS: FLECK, DUBBE & REID ASSOCIATES; PROJECT DESIGNER: JAMES W. BURKART, ARCHITECT



Architects for Indiana's first high-rise FHA approved cooperative apartment—the distinctive 98 unit Cold Springs Manor in Indianapolis—selected the NAUTILUS NO-DUCT HOOD to insure odor-free air in each of the beautiful all-electric kitchens (see inset). They—like architects and builders everywhere—know that the NAUTILUS is the modern, efficient and low-cost way to banish cooking odors, smoke and grease without expensive ducts or vents. With an extra-large Activated Charcoal Filter and Grease Filter, it's the best-selling, most wanted and most efficient hood you'll find.

The NAUTILUS adds extra sales appeal to homes and apartments . . . and, because it goes up in minutes, saves time, money and trouble for you. That's why leading builders and architects all over the country are designing the NAUTILUS into their newest homes and apartments.

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Firm _____

Address _____

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*pat. pend.

WHAT'S NEW and what to do about it

sake fixed interest FHA-VA loans for more flexible investments in other fields. The rigid interest rates also result in unfair geographical distribution, causing severe shortages in many areas.

"Housing Issues in Economic Stabilization Policy," by Leo Grebler, is worth study. Write National Bureau of Economic Research, 261 Madison Avenue, N.Y. Price is \$1.50.

Codes: more people are getting into the act

The pressure for better building codes is getting stronger. On April 11, a group of manufacturers and trade association representatives gathered at the National Housing Center in Washington, heard about a new co-operative program, launched by NAHB, the American Institute of Architects, and the National Society of Professional Engineers. Purpose of the program is to promote nation-wide adoption of any of the four model building codes: BOCA, National, Southern, or Uniform.

Land costs up, house costs down, on typical FHA home

Price of the typical FHA home site rose \$139 last year—from \$2,223 in 1958 to \$2,362 in 1959. At the same time, over-all cost of the typical new FHA house rose only \$122. So housing building costs actually declined.

These and other useful facts about FHA-insured homes were released by Commissioner Julian Zimmerman, who also said the typical house sold for \$14,329, had a 93.5% mortgage of \$13,293, cost an average of \$123.21 a month. Ratio of owner's monthly payments to income: 20.5 per cent.

New retirement plan for builders

A patch of blue sky may be opening up for the self-employed builder . . . whereby he would be able to (1) set up a personal pension plan and (2) deduct contributions to the plan from his taxable income. The Treasury is expected to submit such a plan to the Senate Finance Committee . . . as an alternative to a bill, H. R. 10, which the Department opposed at the last session of Congress. Some such legislation in favor of the self-employed now seems almost certain.

An easing up of tight money?

That's the way it looks to Wall Street.

Ever since the U.S. business machine began to pull out of the recession in 1958, the Federal Reserve has kept a heavy foot on the credit brake.

Now that runaway inflation seems much less of a threat, the Fed seems less inclined to keep its full weight on credit. What the money men look for is a flattening off in interest rates and a stronger flow of credit. Generally, builders found cause for comfort. As one put it: "That's great. The way mortgage money's been going, no bad news is good news."

Is the land boom over?

Reports indicate that in many areas more building sites are available than can be built on in the next five years. And brokers report that numbers of builders are unloading land they have found too costly to carry. It's part of a mixed trend, and of course varies widely by communities. But worth watching. Any decrease in land costs would help building.

▶ Great new things are shaping up in concrete block

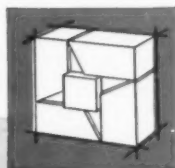


Photo courtesy of National Concrete Masonry Association

Atlas Masonry Cement provides the right mortar

"Shadowal" concrete block has often been described as "the block with a thousand faces." Used here in combination with square blocks by Architect Mario J. Ciampi, San Francisco, this unit has created a striking and distinctive example of the role concrete block plays in today's building plans. And to lay up the new concrete masonry units, Atlas Masonry Cement continues to be the preferred cementing material for mortar. It helps produce a smooth, workable mortar . . . assures a stronger bond . . . gives weatherproof joints that are uniform in color. And Atlas Masonry Cement complies 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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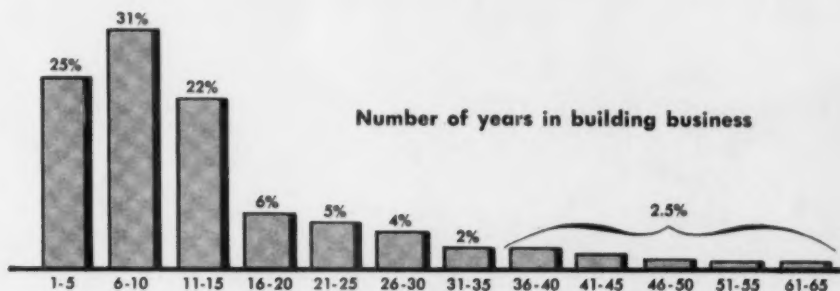
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CHANGE

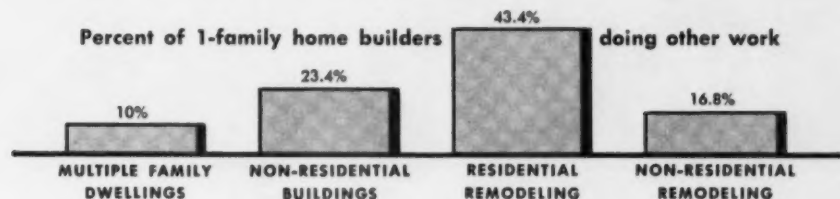


How do you stack up?

Here's a "picture" of how AMERICAN BUILDER readers operate—based on replies by 1,447 of them to questionnaires mailed to 4,977.

Industry growth and builder turnover are now so strong that one out of four builders has been a builder for five years or less. Even some of today's best-known builders are relative newcomers to the industry.

And, whereas builders have often been held to be specialists, the survey showed them to be surprisingly versatile...



Among wrong ideas exploded by the study is the one that builders plod along at a steady pace, like turtles. The fact is they jump all around, like Mexican jumping beans. Chart below shows how 48 builders of 26 to 50 houses in 1955 jumped all over the lot in the number of houses they built in the next four years. (Charts based on builders who built in other volume ranges in 1955 tell the same story.) Moral: you can't pigeonhole a builder as to his volume today—it changes; one year it's up, the next year it may be down...

	1955		1956		1957		1958		1959	
	BLDRS.	HOMES	BLDRS.	HOMES	BLDRS.	HOMES	BLDRS.	HOMES	BLDRS.	HOMES
1-4					1	3	1	4	1	3
5-10			1	5	1	10	3	23	3	29
11-25			15	312	17	333	16	292	16	272
26-50	48	1725	23	896	15	535	10	349	9	347
51-100			5	370	10	777	11	859	12	1011
101-250			3	374	4	610	6	808	5	763
251-500							1	350	1	300
501-over									1	520
0			1							
TOTAL		1723		1957		2268		2685		3245



For above doors, specify Float-Away "Colonial", 8'-0" height, any width required.

BUILDERS!

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Float-Away metal closet doors are made to fit all standard modular openings—available in Flush Panel, Louver, or Colonial, prime coated—also prefinished Luan and Birch. Five-year guarantee.



FLOAT-AWAY DOOR COMPANY

1173 Zonolite Road, N. E.

A-50

Atlanta 6, Georgia

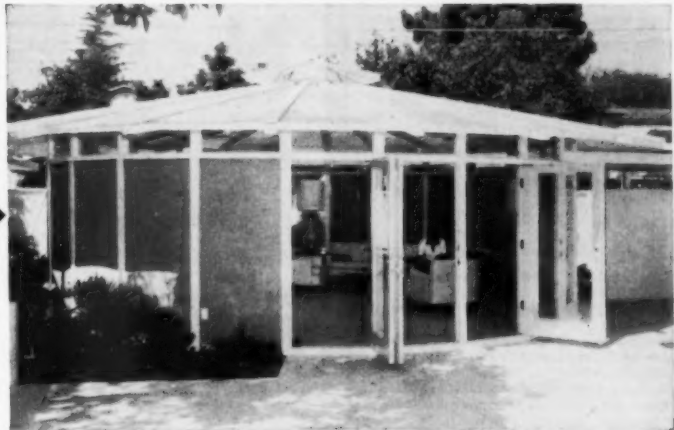
TOMORROW'S HOUSE

Pavilion uses plastic panels inside and out

Both durability and versatility of fiberglass-reinforced plastic panels are demonstrated in this Beverly Hills poolside pavilion. Instead of conventional materials, polyester-resin panels were used for the roof and sidewalls of the 450-sq.-ft. building and the adjoining carport, fences, and dressing rooms.

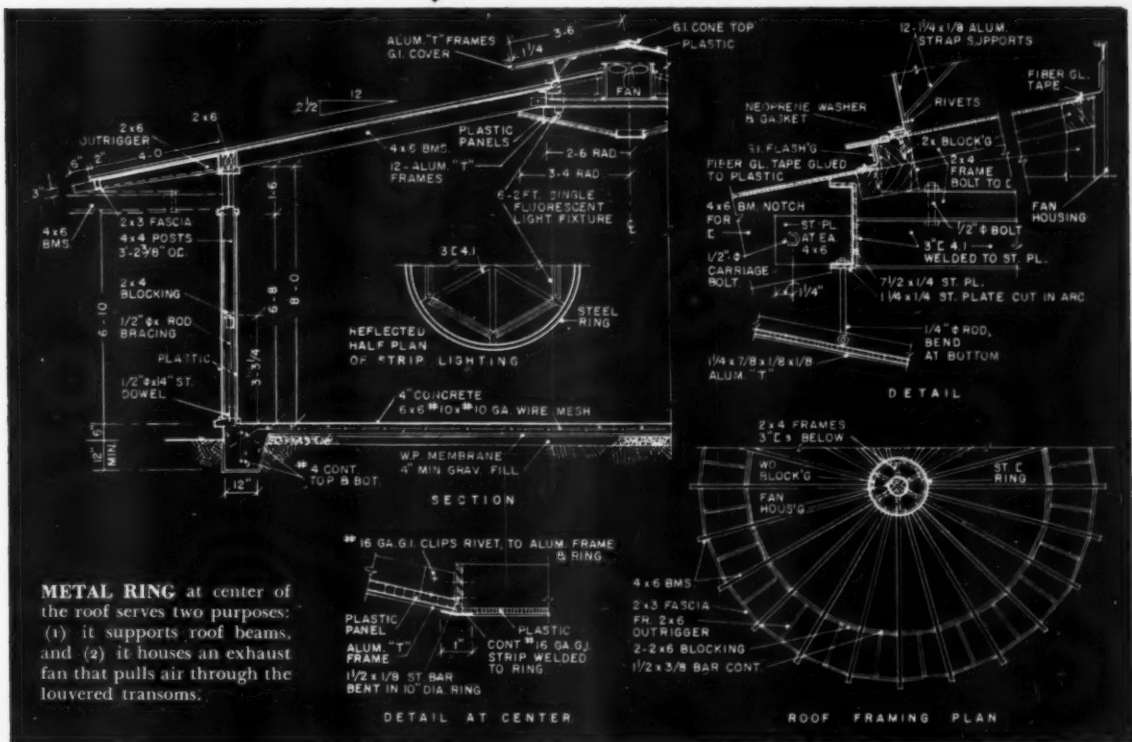
To form the sidewalls, lightweight panels were nailed directly to both faces of the supporting posts. On the roof they were applied only to the outside face of the beams. They form a weathertight, translucent skin for the structure.

Total cost for the demonstration project, sponsored by the Filon Plastics Corp., was \$30,000. The figure includes labor, materials, interior furnishings, and design fees.



POST-AND-BEAM CONSTRUCTION system leaves interior floor area unobstructed. Instead of a more conventional center post, a five-foot-diameter steel ring at the apex of the roof joins the beams. The steel ring also houses an exhaust fan that ventilates the entire structure.

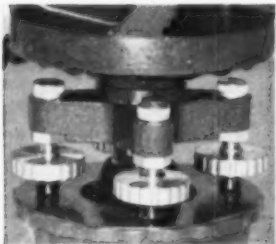
WHAT
↓
HOW



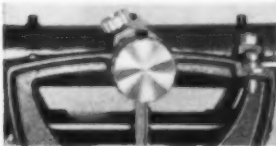
TRIO OF "EXCLUSIVES"

FOR QUICKER MORE ACCURATE SURVEYING

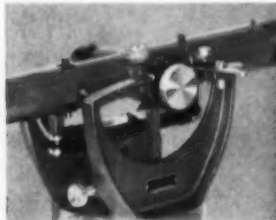
NEW... Completely redesigned Dietzgen Builders' Transit-Level has three exclusive features that you should know about...



EXCLUSIVE. Totally enclosed leveling screws—removable and replaceable. To keep lubricant in—and the harmfully abrasive effect of dirt and dust out—leveling screws and threads are completely enclosed. They will last longer than any "open" kind. And they are removable and replaceable. When they have outlived their usefulness, just remove a cap and pull out the leveling screws and bushings. New assemblies may be purchased. Spare yourself the time and money involved in replacing an entire unit.



EXCLUSIVE. Side-mounted focusing knob for easier focusing. Now, the focusing of the telescope may be done without disturbing its line of sight. Located on the end of the horizontal axis of the telescope, not on the telescope itself, the focusing knob may be operated without inadvertently moving the telescope. Here is a practical feature with real convenience.



EXCLUSIVE. Top-mounted "rough" aiming sights for quick alignment. Because time is money on the job, the fast but reasonably accurate initial sighting by means of "rough" aiming sights is a cost-cutter. An operator can quickly and easily swing on target... lock the instrument in approximate position... and then make fine adjustments with the tangent screw.



NEW... tough plastic cover that fits tightly over light metal base. Large catches flip open or shut easily. Base plate threaded to hold instrument snugly and securely. A rugged case for safe carrying even with rough handling.

This rugged, two-in-one instrument can do all your surveying work from start to finish... run boundary lines, lay out foundations, find elevation differences, level up excavation, align foundation piers, determine and set grades, plumb vertical lines, walls, uprights, chimneys and poles, run sewer and drainage lines, landscape... all kinds of jobs, big and small.

And, this all-purpose instrument is exceptionally simple and easy to use... no special mathematical or technical training is needed. Each Dietzgen Transit-Level is furnished with a free, easy to understand, self-teaching instruction manual containing complete operating instructions plus practical problems of many important applications.

For an instrument for all your surveying, with ease of operation, simplicity, ruggedness and accuracy, the Dietzgen Builders' Transit-Level is unexcelled. Write or call today for complete information. Ask for Bulletin N6385-E23.



EUGENE DIETZGEN CO.

PRINCIPAL OFFICES: Chicago • New York
New Orleans • San Francisco • Los Angeles • Calgary

SALES OFFICES AND DEALERS IN ALL PRINCIPAL CITIES

IDEAS IN ACTION



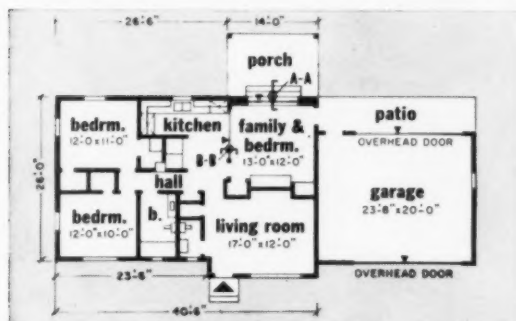
FAMILY ROOM AND KITCHEN become one when Overhead door is lifted. It's mounted to be concealed in the ceiling when raised.



FLUSH-WOOD DOOR between the kitchen and family room blends perfectly with the surrounding partitions when it is in a lowered position.



SCREENED PATIO becomes an integral part of the family room during the summer months by merely lifting the weather-stripped door-wall.

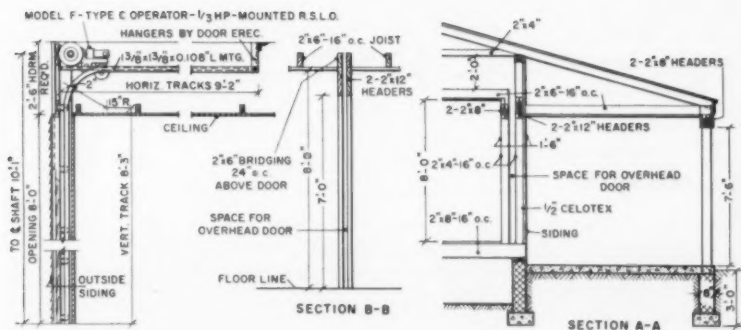


LIVING-WORKING WING of this house converts into one large room by simply raising the electrically operated Overhead doors that function as walls and partitions between the various rooms and patio.



EXTRA FLEXIBILITY is given to an otherwise conventional garage by adding a second door at the rear end. With both doors raised, the space becomes a well-ventilated patio or sheltered playground for children.

Garage doors open up a floor plan



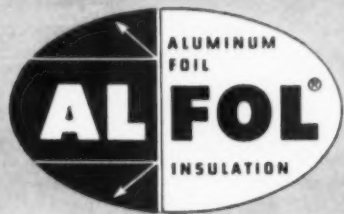
Five lift-type garage doors were used in this Toledo model house to give added flexibility to the floor plan.

According to the builder, Art Wandtke, "Buyer response has been excellent. They especially like the big expanse of floor space they can get by rolling up the doors between the family room and patio, and between the patio and garage."

**AIR CONDITIONING
COSTS TUMBLE**
with ALFOL insulation

Yes . . . ALFOL Aluminum Foil Insulation really tames the sun . . . tames it so well a 3-ton air conditioning unit takes the place of a 5-tonner. Owners save on operating costs, too. And . . . rooms stay cooler at night because ALFOL doesn't store up heat. ALFOL also makes for snug, easy-to-heat homes in winter. ALFOL's positive vapor barrier controls damaging condensation both winter and summer.

Don't forget . . . franchised ALFOL distributor-applicators save builders money in other ways too. Ask them.



Please send
FREE ALFOL Brochure:
*"Modern Insulation
Lowers
the Cost of
Air Conditioning"*

REFLECTAL CORPORATION, DEPARTMENT A-79
A subsidiary of Borg-Warner Corporation
200 South Michigan Avenue, Chicago 4, Illinois

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

0282

REFLECTAL®

Borg-Warner®



wood folding doors
*can be finished to go with
 any color scheme*

CUYAHOGA SAVINGS AND LOAN ASSOCIATION OFFICE, ARCHITECT: DALTON & DALTON & ASSOCIATES, BUILDER: LEO W. SCHMIDT CO., INC.

Builder friends tell us, "The nice thing about PELLA WOOD FOLDING DOORS is the way they can be finished right on the job". Of course, you can also get them factory-finished in rich, genuine grains of **AMERICAN WALNUT, ASH, BIRCH, PHILIPPINE MAHOGANY, OAK and PINE.** PELLA WOOD FOLDING DOORS feature solid wood

"Lamicor" construction to prevent warping, and steel spring hinges give them their "live-action" operation. So, whether you paint them or install factory-finished units, your customer will like living with PELLA DOORS. See the PELLA distributor listed in your classified telephone directory or mail coupon.

ROLSCREEN COMPANY, Dept. LB-26, PeMa, Iowa

*Please send free illustrated details on
 PELLA WOOD FOLDING DOORS by return mail.*

NAME

FIRM NAME

ADDRESS

CITY & ZONE

STATE

It's new!

Du Pont Polyethylene Film

Plus: a dynamic new merchandising program to help you capitalize on the extra sales appeal of moisture-vapor protection

Here's a new high-quality polyethylene film for permanent moisture-vapor protection in your new homes. With tough, durable Du Pont Polyethylene, you can assure your prospective home buyers years of comfortable living through protection against moisture-vapor transmission.

And now, for the first time, you can *capitalize* on extra sales appeal of moisture-vapor protection. Authorized Dealers handling Du Pont Polyethylene Film can now provide you with a ready-made program to capitalize on.

- the years of comfort through effective protection against moisture and dampness.
- the "extra quality" built into your homes with a nationally known, brand-name product, Du Pont Polyethylene Film. (See items on right.)

When planning your next building start, make sure you include moisture-vapor protection with Du Pont Polyethylene Film . . . make sure you *capitalize* on the "extra sales appeal" of moisture-vapor protection. If your dealer is temporarily out of stock, write E. I. du Pont de Nemours & Co. (Inc.), Film Dept. Room A-4, Wilmington 98, Delaware.

Check these valuable selling aids
... now available for your use!



1. "WELCOME WALK IN" STRIP of heavy-duty Du Pont Polyethylene Film protects floors, rugs in your sample home . . . helps promote extra quality.



2. BASEMENT HANG TAG promotes protection against dampness in the walls and under the floor . . . helps remind prospective buyers of quality features.



3. "HIDDEN PROTECTION" ARROW helps your salesmen point out the "extra-quality" protection behind woodwork and walls . . . in crawl spaces.

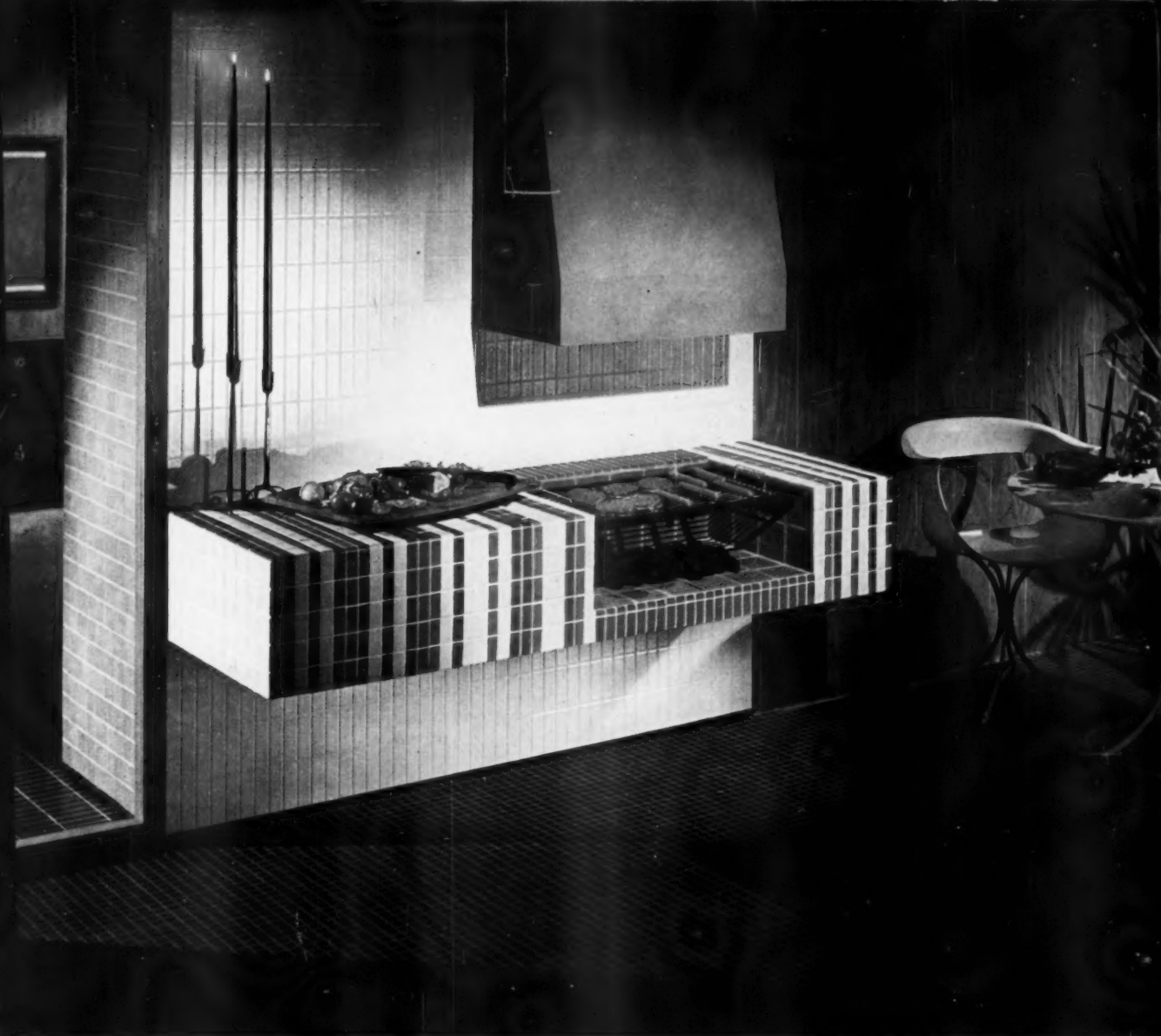


4. NEWSPAPER ADVERTISING MATS help you attract new prospects to your homes by promoting the years of comfort provided by moisture-vapor protection.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY





Floor: $1\frac{1}{16}$ " squares, c.e., Black. Wall: Scored Design SD-4, 365 Cr. White. Counter: $2\frac{3}{16}$ " x $1\frac{1}{16}$ ", Deep Blue, White and Medium Green. Pit: Murray Quarry Tile, Canyon Red. Living Room Floor: Scored Design SD-4, 362 Cr. Black. Side Wall: $2\frac{3}{16}$ " squares, c.e., Sand Gray Textone. Color Plate 117.

To whet a home-buyer's appetite—use colorful, care-free ceramic tile to give a glamorous and inviting new look to your homes. Nothing matches the rich effect of tile, the extra touch of luxury it adds—and for so little extra cost. The wide selection of American Olean tile colors, textures and patterns offers you endless possibilities for distinctive decorative treatments that will make the homes you build stand out from the crowd. For other examples of ways tile can help sell homes, write for Booklet 451, "Color Planning with Ceramic Tile".

CERAMIC TILE
**American
Olean**

This modern, telephone-planned Starck home won an American Home Magazine citation.



“Concealed telephone wiring doesn’t have to be sold. It has already sold itself.”

—says Paul F. Starck,
**Math Starck & Sons, Inc.,
Milwaukee, Wis.**

Math Starck & Sons, Inc., was one of the first builders in Milwaukee to offer home buyers concealed telephone wiring. The firm has built about 150 custom homes since 1946—and, since 1955, nearly all of them have featured this modern convenience.

“This is a family business,” says Paul Starck, field and office superintendent of the firm, “and my dad, two brothers, a brother-in-law and I are all sold on concealed wiring. It helps show people our homes are quality-built. They appreciate having built-in outlets for future telephones—and the fact that wiring is neatly hidden inside the walls.

“It’s definitely a good investment for us. We figure it costs us less than one-tenth of one per cent of the cost of a house to offer it—and it really pays off in sales appeal, really helps us sell our homes.

“Concealed telephone wiring doesn’t *have* to be sold. It has already sold itself.”



Builder Paul Starck and telephone company man Jack Adams discuss an outlet location for a wall phone in a home that’s partially completed.

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



THE GOLDEN OPPORTUNITY FOR BUILDERS

1966
IN



EACH PAGE OF THIS MAMMOTH SPECTACULAR WILL TELL YOUR PROSPECTS, "VISIT
THE MEDALLION HOMES IN YOUR COMMUNITY DURING NATIONAL HOME WEEK."

"Builders...will reap the rewards"

Martin L. Bartling Jr.

Martin Bartling
President, NAHB



NATIONAL ASSOCIATION OF HOME BUILDERS

1625 L STREET N.W. WASHINGTON 6 D.C.

HOME ADDRESS
1700 20th St. N.W.
Washington, D.C. 20036

MARTIN L. BARTLING, JR.
PRESIDENT

March 1, 1960

Mr. Allen King, President
Edison Electric Institute
750 Third Avenue
New York 17, N. Y.

Dear Mr. King:

Builders across the country will be delighted, I am sure, to learn that you are planning another spectacular advertising section in Life for Medallion Homes.

Strategically timed during National Home Week -- the builders' peak promotion period -- this spectacular represents one of the greatest selling opportunities of the year.

Certainly you will create a desire for electrical features in new homes and stimulate traffic for Medallion Homes. Builders who tie in with your impressive industry-wide efforts will reap the rewards.

Very truly yours,

NATIONAL ASSOCIATION OF HOME BUILDERS

Martin L. Bartling Jr.

Martin L. Bartling, Jr.
President



BUILD MEDALLION HOMES...

**COMING—
September 26**

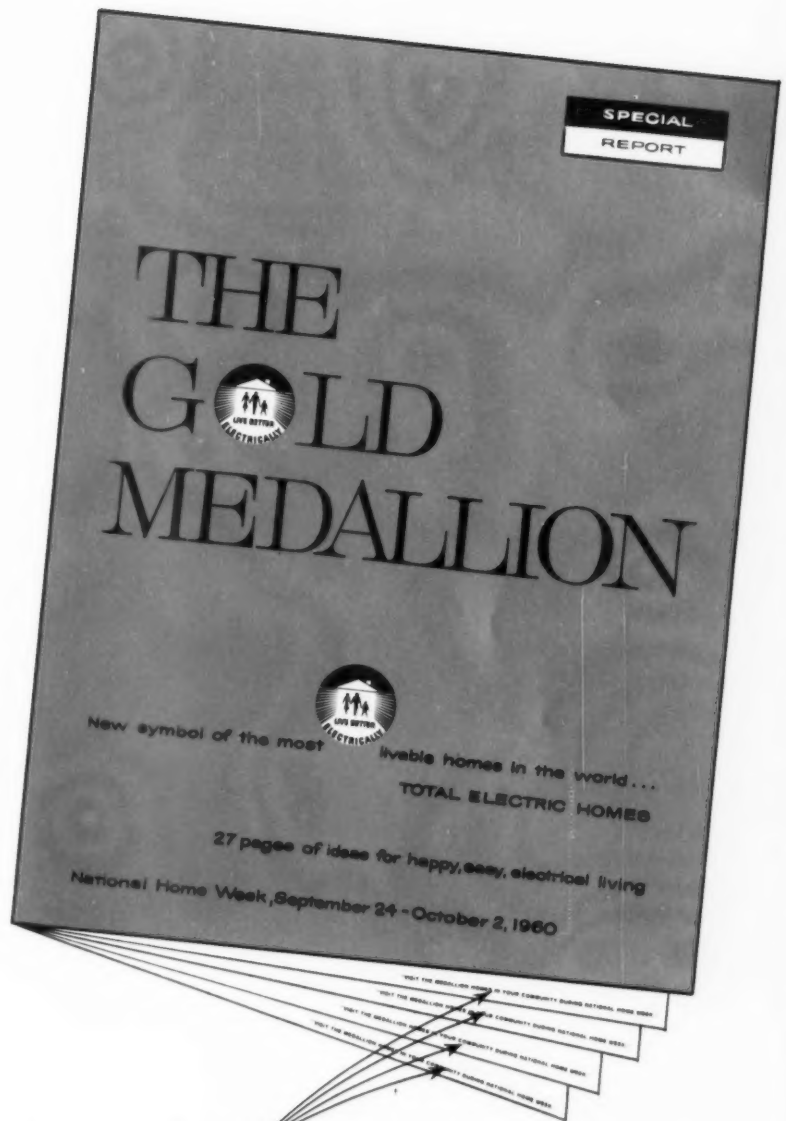
**27-PAGE
Spectacular
in LIFE
to pull pros-
pects into the
Medallion
Homes you
build**

Once again a million dollar advertising spectacular on electric living in LIFE will help you sell Medallion Homes. 27 colorful pages, impressively bordered in gold, will tell your customers the advantages of the total electric Gold Medallion Home—advantages no other home can offer.

But that's not all. Manufacturers will spend millions to support this promotion in their own national and local advertising. And electric utilities will provide local advertising and promotion support to pinpoint sales for you.

Notice the date—September 26—National Home Week. It's timed to support your biggest selling period. Take advantage of this giant promotion—build and qualify your homes for the Live Better Electrically Medallion.

Each page of this mammoth spectacular will tell your prospects,
"Visit the Medallion Homes in your community during National Home Week."



GOLDEN OPPORTUNITY FOR '60

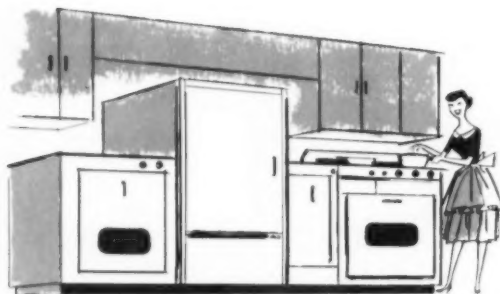
WHY YOU SHOULD BUILD MEDALLION HOMES—NOW

(A SELLING GUIDE FOR BUILDERS)

*Medallion Homes sell faster
because electric living
offers specific advantages
nothing else can match*

OVER
5000
BUILDERS
have already
sold
100,000
MEDALLION
HOMES

THESE ADVANTAGES HELP YOU SELL MEDALLION HOMES:



1 THE ELECTRIC KITCHEN IS THE MOST-WANTED KITCHEN

- Electric cooking is cleaner—*flameless electricity just can't make dirt.* (87% of consumers tested in a recent questionnaire believe electricity is cleaner than gas.)
- Electric cooking is cooler—no flame to heat up the kitchen. Safe, too, with no pilot light to go out.
- The electric refrigerator-freezer keeps all foods perfectly—saves shopping trips—no pilot flame to heat up the kitchen.
- The electric dishwasher gets dishes cleaner—sparkling clean and germ-free—dries them completely.
- The electric kitchen is completely automatic—in fact, nothing is as automatic as electricity.

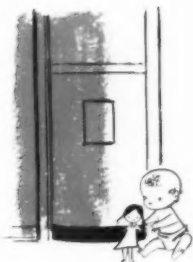
BUILD MEDALLION HOMES . . .



2

THE ELECTRIC LAUNDRY IS THE MOST EFFICIENT LAUNDRY

- The electric washer washes the clothes quickly, easily, automatically.
 - The electric dryer dries all clothes safely, keeps them fresh and sweet smelling. No fumes. No fading or discoloring. Safe for modern no-iron fabrics—they come out wrinkle-free.
-



3

THE ELECTRIC WATER HEATER IS COMPLETELY SAFE

- No flame—no pilot to light or go out—no worry.
 - Needs no vent or flue—tucks away safely in laundry, kitchen, or even a closet—saves valuable space.
-



4

CONSUMERS PREFER TO LIVE BETTER ELECTRICALLY

- A recent survey shows that: (a) 91% believe in the "Live Better Electrically" idea and *want more* electrical equipment in their homes. (b) People want "modern living" and associate it with electric appliances more than any other thing they can own.
 - The U.S. Census Bureau lists 3 electric appliances among the top 4 fastest growing consumer products in the last 12 years.
-



5

THE MEDALLION IS A SYMBOL OF QUALITY

- Medallion Home owners are proud of this symbol of modern living—it means their homes have been certified for electrical quality by the electric utility company.
 - Medallion Homes offer greater resale value because they are not only modern today but will be modern tomorrow.
-

NOW—
turn
the page
for the
greatest
selling
feature
of all...

GOLDEN OPPORTUNITY FOR '60

ELECTRIC HOUSE HEATING IS HERE NOW...

and builders say,
"Electric Heat
sells best"

NO OTHER HEATING SYSTEM OFFERS YOUR CUSTOMERS ALL THESE ADVANTAGES

1

Electric heating is clean—no smoke, no soot, no dirt. It saves housecleaning bills, saves housework.

2

There's no waste because electric heat is self-regulating, automatically adjusting itself to the desired temperature, room by room, day or night.

3

Electric heat offers individual room control—the exact heat you want, when and where you want it.

4

Electric heat saves valuable space—no furnace, no flue, no circulator, no fuel storage tank, no chimney (unless desired for a fireplace).

5

Electric heating is safe. No flames, no fuel to leak or store. No worry when you go away on a trip—instant heat when you return.

6

Electric heating may be combined with electric cooling for perfect year 'round air-conditioning.

*... and electric heating is not expensive—
it costs less than most people think,
both to install and to operate.*

BUILD MEDALLION

National advertising in LIFE, SATURDAY EVENING POST, and BETTER HOMES & GARDENS presells your prospects

ELECTRIC HOUSE HEATING
is here now

New Electric House Heating

clean...safe...costs less than you think and you can have it now!

Today...clean
ELECTRIC HOUSE HEATING
costs less than you think

The ads are newsy and factual, spelling out all the advantages of electric heating. They will reach a total of 50 million—many of whom are your best prospects.

More than half a million homes are already heated electrically. Here's what successful builders are saying:



"Heat without dirt—that's what my customers like best about Medallion Homes," says Crawford Carrier, of Atlantic City, New Jersey. "I find this 'clean heat' angle goes over quickest with women. And after all, women are mighty important in swinging the sale... Customers know that the Medallion is a badge of electric quality and, of course, this reflects well on my reputation as a quality builder."



"Gold Medallion Homes with electric heating are the only kind I build," says Vernon Ayers, of Fort Wayne, Indiana. "People say they want electric heating because it's clean, it's safe, it saves valuable space, and it gives them the exact temperatures they want, room by room."

HOMES... GOLDEN OPPORTUNITY FOR '60

NOW IS THE TIME TO BUILD FOR MEDALLION HOME SALES

INCLUDE ELECTRICAL FEATURES FOR GREATEST APPEAL

Electric kitchens, electric laundries, electric water heaters, electric house heating are most-wanted features in today's homes.

Medallion Homes sell fastest.

Over 5000 builders have already sold 100,000 Medallion Homes.

Plan now to get your share of this growing market.

QUALIFY YOUR HOMES FOR MEDALLION SUPPORT

Take advantage of the multi-million-dollar promotion and prestige behind this quality symbol. Your electric utility can give you full details.

USE THE MEDALLION IN YOUR PROMOTION

Your advertising, site signs, and promotion will gain added attention, interest more prospects—and you'll sell more houses—when you tie in with the Medallion.

SEE YOUR LOCAL ELECTRIC UTILITY—NOW

LIVE BETTER . . . ELECTRICALLY

Sponsored by Edison Electric Institute

BUILD MEDALLION HOMES . . . GOLDEN OPPORTUNITY FOR '60



BUILDING WITH BRAINS



1 AFTER SLAB IS POURED, Schmitt's concrete crew (which includes a mason) sets up the baseform, pours the base at the proper location on the slab.



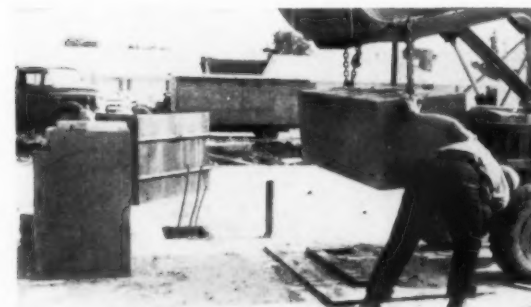
2 WHILE BASE IS BEING POURED, the hood section is poured on a piece of plywood. During inclement weather, hood sections are stockpiled.



3 BOTH SECTIONS CURE for a day and a half. Lifting hooks for hood section are reinforcing rods bent and tied into the reinforcing.



4 AFTER CURING, the mason lays brick in the drop, front, and skirt, on the angle-iron lintel, etc., bringing brick up flush with top of base section.



5 MORTAR BED goes on top of the base section. Then the hood section—suspended by a chain strung through lifting hooks—is lowered into place.

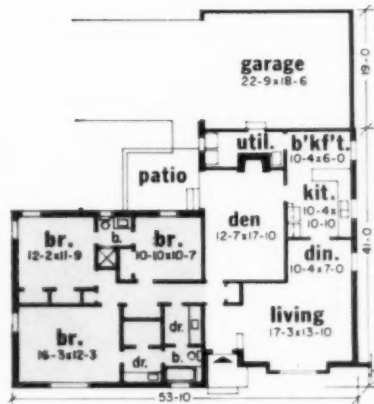
Fireplace cast in concrete goes up fast, costs only \$200

These metal forms (above) are key to Bob Schmitt's (Berea, Ohio) engineered method of fireplace construction. He had them custom-made, has used them for two years, finds they save time and money. Labor and material average \$200 a unit.



6 COMPLETE FIREPLACE reflects carefully engineered design: i.e., chimney brickwork required no cutting.

These 13 smart construction ideas permit Dallas



1. Let competitor bring customers, use flexible design as a sales aid

John Tingle builds 15 houses a year in the Dallas suburb of Richardson, Tex. He's one custom builder who's not worried by big developers. He'll buy land right across the street from one of them, build on it, and rely on developer's traffic to bring custom-

minded buyers.

"Best way to clinch a deal," he says, "is to accentuate the difference between a custom and a tract house." He builds on a crawl space; most Dallas tract homes are on-slab. This gives him the advantage of a soft ply-

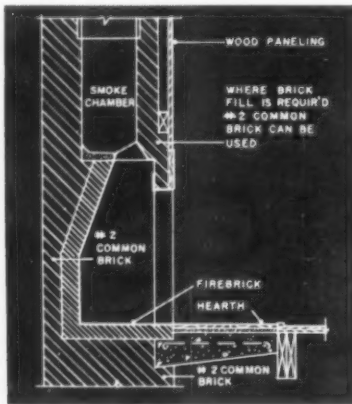
wood floor, for which his buyers are quite willing to pay a little extra.

Another custom-built advantage, says Tingle, is flexible design. He offers several three- and four-bedroom cores, puzzles rest of house around core selected by customer.



4. Give job-built cabinets a mill-made look

Cabinets are of Oriental ash plywood with white pine moldings. Besides saving money, the pine moldings create just enough color difference to give an attractive effect after staining.



5. Use No. 2 common brick as chimney backup

"Why use a No. 1 brick where it won't show?" asks Tingle. In fireplace construction, he uses No. 2 brick wherever it will serve as well as No. 1. Saved: \$8 to \$10 per thousand brick.



6. Save \$200 with wood siding on garages

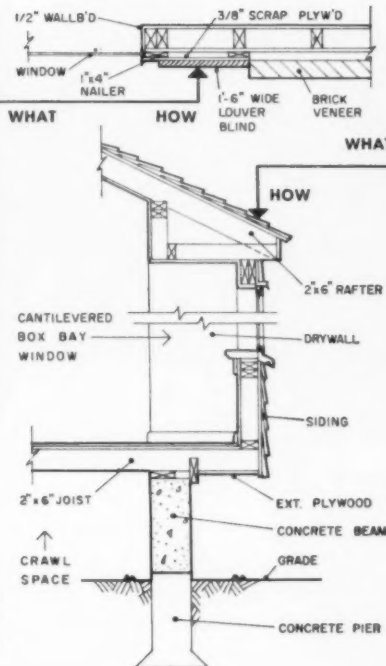
Instead of brick, Tingle uses wood siding on all exterior walls of double attached garages. This technique saves a lot of money, and helps to make the house look bigger than it is.

custom builder to compete with large tract builder



2. Save \$12.60 an opening on brick veneer

He saves 18 sq. ft. of brick veneer by mounting his shutters as shown. Savings come to 126 bricks (at 10¢ each) for each window. Shutters are backed up with plywood, nailed to studs.



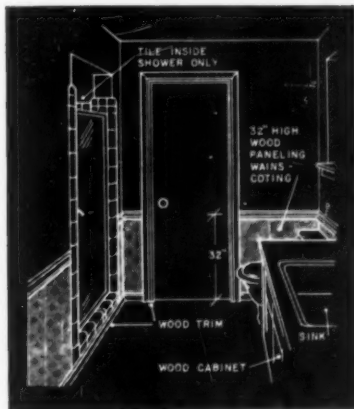
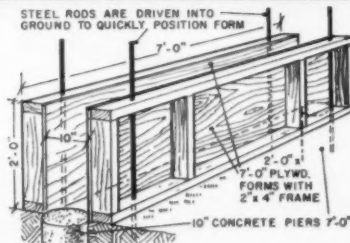
3. Save construction costs with cantilevered bay

Normally, Tingle uses a 16-in. box cornice to get three 8-ft. runs from a 4x8 plywood sheet. With cantilevered bay, he drops fascia to a 2-ft. overhang, avoids covering bay with metal roof.



7. Rent metal foundation forms; save \$30 a house

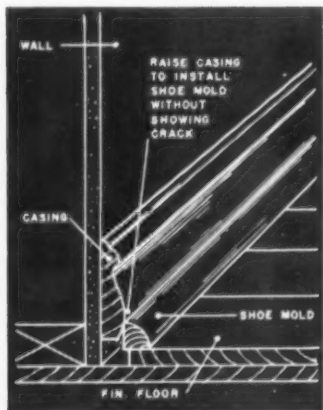
The simple metal foundation forms that Tingle uses go up so quickly he wonders why more builders in his area don't use them instead of site-framing their forms and reusing the lumber.



8. Cut bathroom-finishing costs with wood paneling

By using 32-in.-high plywood panels as wainscoting where water doesn't occur (above), Tingle saves over ceramic tile. And the 32-in. height makes plywood go further.

Thirteen ideas from smart custom builder, *continued*



9. Run casing as base, save \$30 a house

Using casing as base is one of the many ways Tingle saves on mill-work costs. Savings are only 3¢ a foot, but they add up. He uses spliced trim (comes in 14-ft. lengths), no waste.



10. Offer carpeted floors for only \$1.20 more

Tingle's buyers get carpeted floors at builder's cost of \$4.50 a yard. (Oak floors would cost the builder \$3.30 a yard.) The carpeting is laid directly over unfinished 5/8-in. CD grade plywood.



11. Dress up plain doors with scrap molding

To give front entry doors an expensive paneled look, Tingle decorates them with left-over trim. He saves money over cost of panel doors; his customers are just as happy with the cheaper doors.



12. Form exposed-beam ceilings with 2x4s

Pieces of 2x4 nailed to undersides of the slanting joists form the exposed beams in a Tingle family room. Structurally, they serve as a nailing base for the hardwood trim. Note the economical 32-in.-high hardwood paneling.



13. Sell buyers with tasteful entry decor

Tingle's careful selection of even the smallest decorative items goes a long way toward making his houses easier to sell—especially to the custom buyer. This decorative mirror is on the expensive side but moldings cost little.

Asbestos panels solve shower-stall problem

Ed Bennett, Bethesda, Md., had leakage problems when he built shower stalls of Mastic tile over drywall. He eliminated leakage by substituting asbestos-cement panels for the drywall.

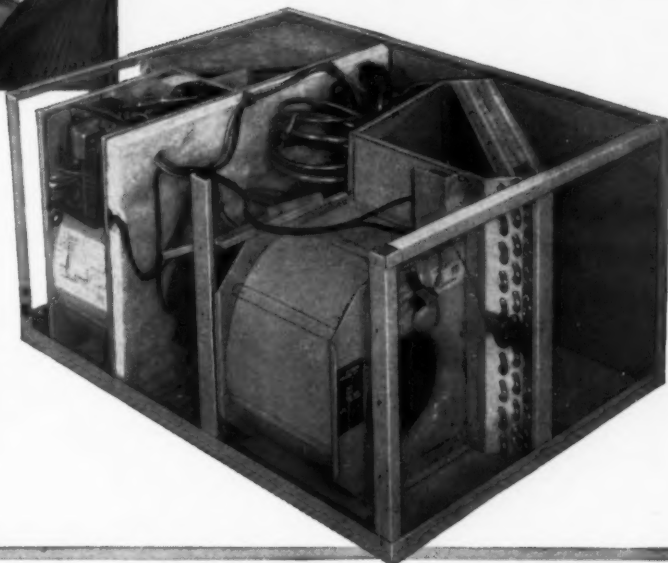


MORE SATISFIED CUSTOMERS... GREATER PROFITS



**These 6 Important
Facts About
Amana
CENTRAL SYSTEM
HEAT PUMPS AND
COOLING UNITS
TELL YOU WHY!**

The Amana name means quality and functional economy to everyone. All Amana units are pre-engineered, save important dollars in ease of installation. And most important, once an Amana Central-System is installed, you can forget about it. Amana quality ensures extra years of performance with little or no service... is backed by a century-old tradition of fine craftsmanship.



1. A model for any installation, any climate. With Amana Central System Heat Pump and Air Conditioner you meet the exact needs of the residential market. You select from a range of 2, 3, 4 and 5 ton units—both package and remote. Wide selection provides your customers with year 'round living comfort!

2. High capacity design. Amana Central System heat pumps and cooling units are designed to provide maximum heating without sacrifice of cooling efficiency. This means greater performance at less cost, in both heating and cooling. Rated in accordance with ARI standards and UL listed.

3. Quiet operation. Amana Central System units are quiet by design... and by construction. Turbine blowers replace fans. Blower motors and compressor are cushion mounted. Inch-thick insulation and scientifically designed air path with large openings provide effective sound absorption.

4. Long-life performance. Amana Central System units are built to last. Specially designed Amana-built coils and high quality components are pre-tested under rigid quality control... field tested for performance and long life. Assure your customers extra years of trouble-free service.

5. Four-way rust protection. All interior and exterior steel parts are fabricated from rust-resistant (galvanized) steel; completely bonded; and then given two coats of special formula Epoxy resin, baked-on enamel. The finest rust protection ever offered for extended interior and cabinet life.

6. Easy to install at low cost. Amana units require minimum field installation. Package units are pre-wired and incorporate an auxiliary drain connection; need only simplest wire, drain, duct connections. Requires minimum space and wide latitude of location.

**FOR FULL DETAILS ON AMANA CENTRAL SYSTEM HEAT PUMPS
AND AIR CONDITIONERS SEND IN THIS COUPON NOW**

Amana[®]

AMANA REFRIGERATION, INC., AMANA, IOWA

BACKED BY
A CENTURY-OLD
TRADITION OF
FINE CRAFTSMANSHIP

Amana Refrigeration, Inc.
Amana AB, Iowa

Please send me more information on Amana Central System Air Conditioners and/or Heat Pumps.

Name _____

Company _____

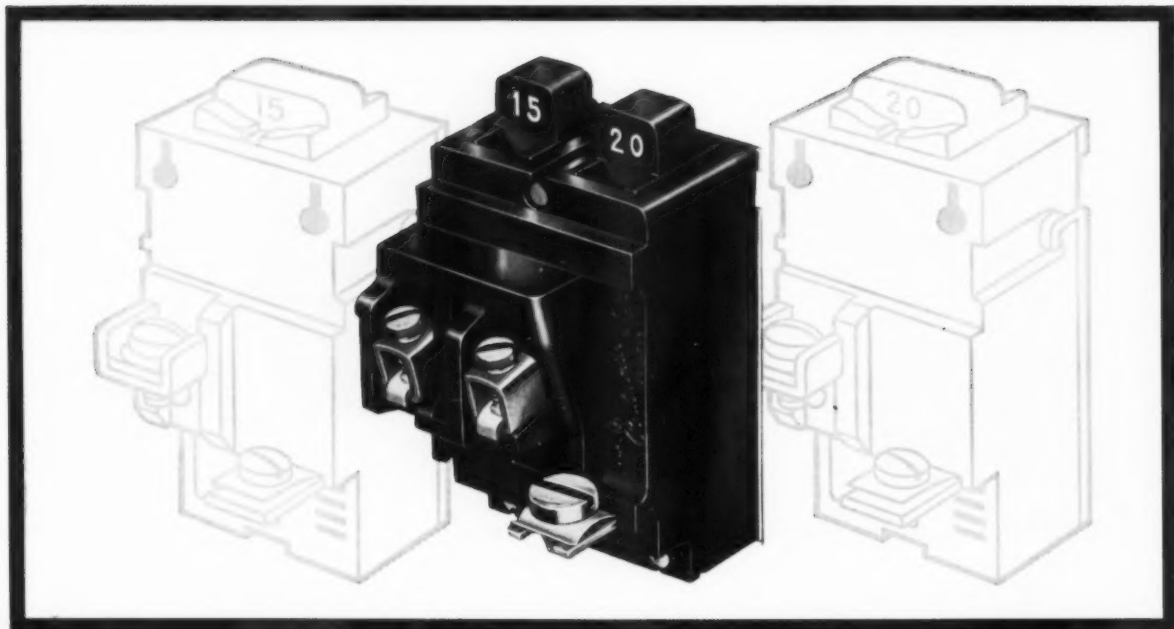
Address _____

City _____ Zone _____ State _____

BullDog's

NEW DUPLEX

The only space-saving breaker



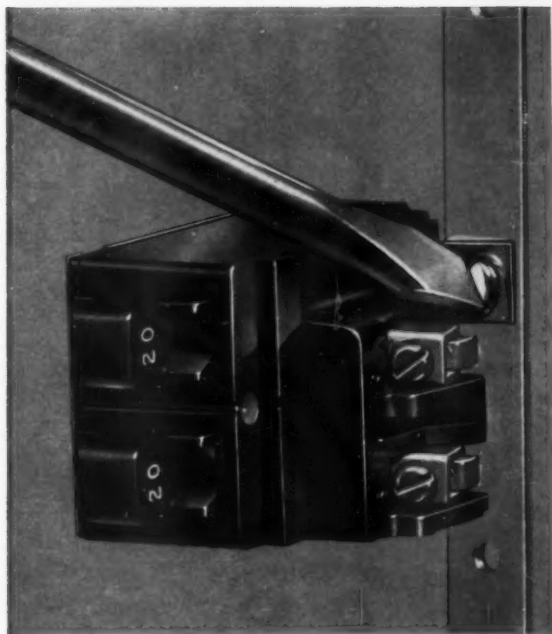
1. SPACESAVER. New Duplex Pushmatic® breaker puts two breakers in the space of one single breaker. You get more electrical circuit flexibility with smaller panels; and 15- and 20-amp capacity, in any combination.

2. DOUBLE PROTECTION. Duplex is the only 2-in-1 breaker that gives coil-magnetic short-circuit protection, as well as thermal overload protection, for each circuit. Provides identical, independent coil protection in each pole.

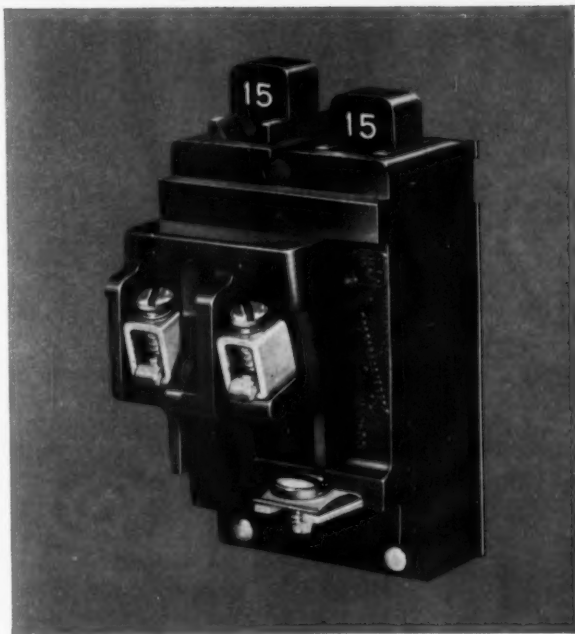


PUSHMATIC!

with coil-magnetic protection!



3. ONE BOLTED CONNECTION. Duplex provides a single positive bolted connection to bus bar. Electrical contact is under constant pressure, won't work loose, won't overheat. Installation is quick and easy.



4. PUSHBUTTON CONVENIENCE. Only Duplex Pushmatic has pushbutton convenience. Pushbutton pops up, can be identified instantly by sight or touch. You reset it with a push of the finger. Simple, fast, foolproof!

Bulldog Electric Products Division, I-T-E Circuit Breaker Company,
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Export Division: 13 East 40th St., New York 16, N. Y.



BULLDOG ELECTRIC PRODUCTS DIVISION
I-T-E CIRCUIT BREAKER COMPANY

INTRODUCING...

THE NEW *Broan* MIXED-FLO RANGE HOOD

It combines the performance you want
with the price that you like

Two important advantages come your way with this new contract winning hood. Both of them help make your bid look best.

Advantage No. 1 is a hood of superior performance. With the Mixed-Flo Fan you can point to an exhaust system that is revolutionary in development . . . that performs more efficiently, runs more quietly than any fan or blower-operated hood on the market.

Advantage No. 2 is cost. You can bid low with the Mixed-Flo because you have an initial price advantage. And you save valuable time and money on every job because this great hood, like all Broan hoods, comes to you as a complete package, factory wired, fully assembled, ready to mount in place. And the Mixed-Flo is engineered to fit your installation with either vertical or horizontal discharge.



MIXED-FLO HOOD FEATURES —

- Unitized Construction — the fan is fully housed within the hood. There is no lost cabinet space whatever.
- Great In Exhaust Power — the new Mixed-Flo Fan provides extra pressure needed for long duct runs and elbows . . . formerly achieved only by blower powered units.
- Remarkably Quiet In Operation — the highly efficient Mixed-Flo Fan is designed for low sound level performance.
- Smooth Inside, Outside Construction — no sharp screw ends.
- Smart Sculptured Hood Design — only 5 slim inches high. Mitered corners permit cabinet doors to open fully.
- Equipped for Twin Lights for shadowless cooking. Recessed lifetime aluminum filters snap out with the greatest of ease. Front pushbutton controls.
- Accommodation For Vertical Or Horizontal Discharge to 3/4" x 10" duct without fittings.
- A Fast Running Installation — comes prewired, preassembled . . . simply remove the outlet box cover to hook up power supply.

See your wholesaler or write for full information



Broan

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Specialists in Quality Ventilating Equipment for Over 25 Years

(Near Milwaukee)

In Canada —
Manufactured by
Superior Electrics Ltd.,
Pembroke, Ontario

More leisure, higher incomes spur vacation house boom

The five-day work week is giving many more persons the opportunity to lead a new kind of life—a chance to “get away from it all” for two days of every seven. This, plus such other factors as higher family incomes, is increasing the number of “two-house families.” Usually, the second home is designed for leisure-time living—and sometimes for eventual retirement.

The burgeoning resort area of the Sierra Nevada range in northern California has become a Mecca for vacation-house enthusiasts. Although it is not entirely typical of all vacation areas in the country, it reflects the growth pattern of leisure-time home building.

For example, there's the rising cost of land. As a result of increasing demand, a choice cabin site that sold for \$500 a few years ago, now costs at least six times as much.

This creates a big problem for the middle-income families who buy most of these houses. A survey made by the Douglas Fir Plywood Assn. shows the best prospect for these “second” homes is a family man, about 40 years old, with teen-age children. He buys the cabin for recreation, with retirement as a secondary purpose.

One of the hottest of the vacation cabin builders in the Sierras is James “Ting” Tingstrom, who heads Vacation Land Homes at Tahoe Valley.

Ting puts up some 25 to 30 cabins a year in addition to building conventional homes and motels.

To prove that he's “in the cabin business for keeps,” Tingstrom is building a 7,500-sq.-ft. shop for manufacturing prebuilt cabin components. He also will build a 60-ft. raised concrete jig with an overhead monorail crane near the shop for volume production of long sections.

Three years' experience has convinced him that the best time to push cabins is right after Christmas. He receives three times as many inquiries during April as in the rest of the months combined.

Financing is the builder's big-

gest problem—as it is with other vacation home builders. But Ting reports a surprisingly large number of his buyers pay cash. With others, 7-7½% loans for five to 10 years are the best he can do.

Tingstrom employs 10 to 15 men during his busy period and supplements his other activities with another unique idea. Because there is a big need for protected storage space in remote mountain areas, he builds portable warehouses for merchants and homeowners.

In the future, Ting plans to franchise his cabins through other builders. He chose builders rather than realtors because, he said, realtors would have to make two sales—lot and cabin.

For other builders who want to get into this fast-growing vacation home market, Ting has these tips:

- Keep tight control of construction labor costs. This is the only way to know in advance what total building costs will be.
- Try to maintain a reliable crew on a year-round basis.
- Use a prebuilding (component) system. You'll be ready to roll as soon as the spring building season gets under way.

(For more on vacation houses, see page 88.)



MOST POPULAR of Tingstrom's four models is the Bijou (L). Its completed price of \$4,800 includes plumbing, wiring, painting, furnace, and interior paneling. Many buyers take two units, rent out one for extra income.



At right is A-frame model built by Rex Reid who operates the Builders Service Center, Donner Lake, Calif. The cabin is an equilateral triangle with 24 ft. to each leg. Reid has commitments to build 52 cabins this Spring.

Easter Parade of Profits



Here's another in the Lennox series of 4-color ads appearing in Reader's Digest, Saturday Evening Post, Life, Good Housekeeping and other national magazines. Such advertising tugs at the heartstrings, reminds the consumer of his love for his family. It makes your customers aware of the indoor comfort provided by Lennox air conditioning and heating. It sets the stage for your sales.

If you haven't yet experienced the pleasure of doing business with an engineer-trained Lennox Comfort Craftsman, you have a real treat in store. He deals direct with Lennox factories—gets faster deliveries—gears his installations to your schedule—at prices less than you expect. He follows up after your customers have taken possession, insuring perfect performance of the system. The Lennox Comfort Craftsman is listed in the Yellow Pages.



35,000,000 readers will see this ad in



in the April issue of
Reader's Digest.

LENNOX

®

it's wonderful!



A day to remember, when the pup colored his nose while the kids colored Easter eggs . . . the same day Lennox heating and air conditioning was installed.

Ever since, no matter what the weather, every day has been perfect *inside*. Lennox equipment lets you dial the exact temperature and humidity wanted—and maintains this perfect climate through every day.

A Lennox installation is custom-designed to your

home by a factory-trained Comfort Craftsman at less cost than you would expect. His name is in the Yellow Pages. Lennox, world leader in indoor comfort for homes, business, schools.

FREE booklet "How to Select Your Heating and Air Conditioning System." Write Lennox Industries, 216 S. 12th Avenue, Marshalltown, Ia.

HEATING AND AIR CONDITIONING

©1960 Lennox Industries Inc., founded 1895; Marshalltown and Des Moines, Ia.; Syracuse, N. Y.; Columbus, O.; Decatur, Ga.; Ft. Worth; Los Angeles; Salt Lake City. In Canada: Toronto, Montreal, Calgary, Vancouver, Winnipeg.

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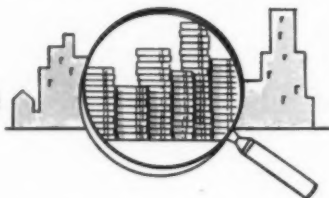
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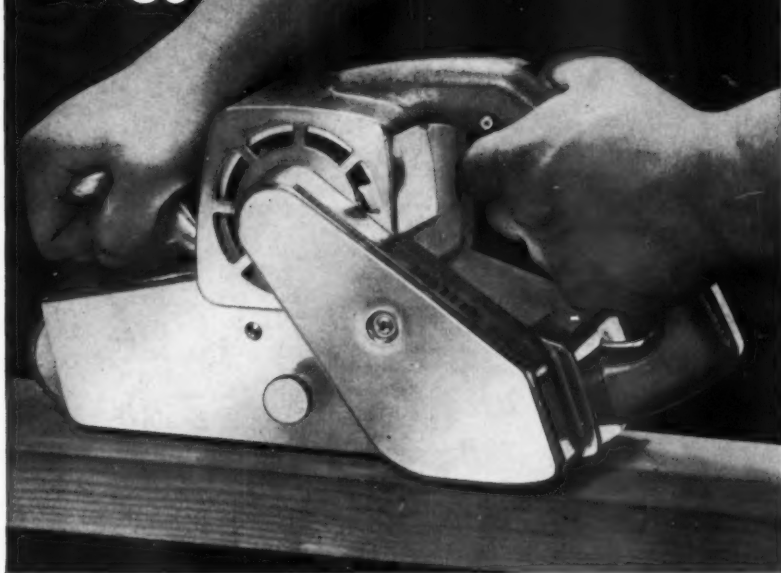
Send me the book: "How General Contractors Get More Business in New Construction" and let me see some typical Dodge Reports. I am interested in the general markets checked below.

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**STANLEY HEAVY-DUTY
BELT SANDER**
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Remove rough stock—sand and finish fast . . . with this high-power sander!

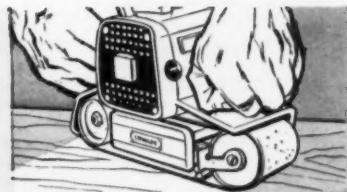
Stanley's H31 Belt Sander speeds just about every sanding or finishing job in new construction or remodeling. Use it for fitting doors, windows...leveling joints...finishing kitchen cabinets...removing paint, varnish, stains...even sharpening tools or smoothing rough spots on concrete!

No other tool is so soundly built to help you put the finishing touch on so many jobs. And this husky work-saver delivers maximum power to the sanding

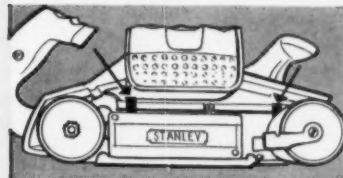
belt. Stanley's positive tracking adjustment assures perfect alignment at the turn of a knob—belts change in seconds! Comfortable trigger switch handle and large front knob give you perfect control at all times.

Stop in and see the H31 at your dealer's today. For free catalog on Stanley's complete line of heavy-duty power tools, write: Stanley Electric Tools, Div. of The Stanley Works, 1005 Myrtle St., New Britain, Conn.

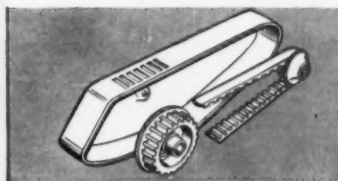
Prices slightly higher in Canada • Subject to change without notice



Precise tracking adjustment keeps belt from drifting . . . at all times.



Carbide inserts (black spots by arrows) keep belt from scoring the housing.



Geared-tooth belt drive always delivers full power to the sanding belt.



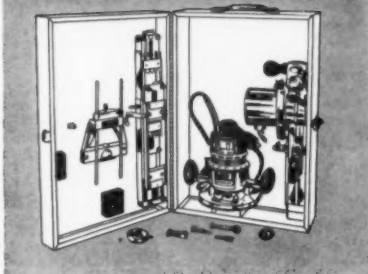
H331 KIT—\$99.95

Kit includes H31 Belt Sander and 3 sanding belts in steel carrying case.

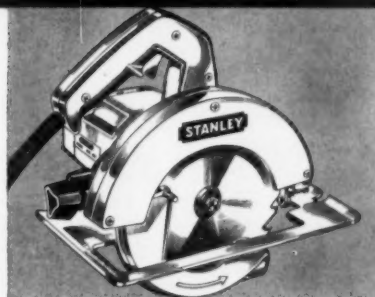
TRY STANLEY ELECTRIC TOOLS—*the complete line with new design*



Stanley's H36 orbital sander is ideal for small work areas, flush sanding. Costs only \$49.95.



H297 builders kit with 3/8 HP router, plane attachment, templates, etc., in case—\$173.95.



Up to \$15 off on Stanley builder saw kits during Special Spring Sale. Offer expires July 31.

STANLEY

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AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY
This famous trademark distinguishes over 20,000 quality products of The Stanley Works, New Britain, Conn.—hand tools • electric tools • builders hardware • industrial hardware • drapery hardware • automatic door controls • aluminum windows • stampings • springs • coatings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany.
CANADIAN PLANTS: HAMILTON, ONTARIO AND ROXTON POND, P. Q.



Colonial touches mark this



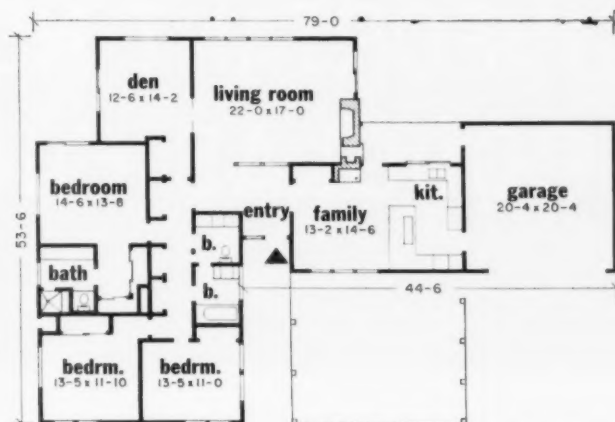
COLONIAL MOTIF is followed throughout the house, even in the modern pass-through joining the kitchen with the family-dining room. All appliances, including barbecue unit in the family room, were built in to create an added sense of space and offer a larger working area.

ATTRACTIVE ENTRYWAY features natural materials—stone flooring, both cedar and chestnut wood paneling—to effect an aura of warmth. Entry is key to the floor plan's traffic pattern. It offers optional movement to the bedroom wing, living room, kitchen, family room.

Not everyone who lives along the Pacific Coast wants a contemporary house. So the sales success of this ranch house rich in Early American overtones proves. The building firm of Schwartz-Yedor anticipates it will sell 146 units in its Lemon Heights West development in Orange County, Calif. Prices for this model and its three varia-



of the MONTH for May



L-SHAPED FLOOR PLAN is a major sales feature of this rustic ranch, according to the builders. Highlights include sharp separation of sleeping wing from work-play areas, and a large den that converts to a fourth bedroom convenient to the hall bathrooms.

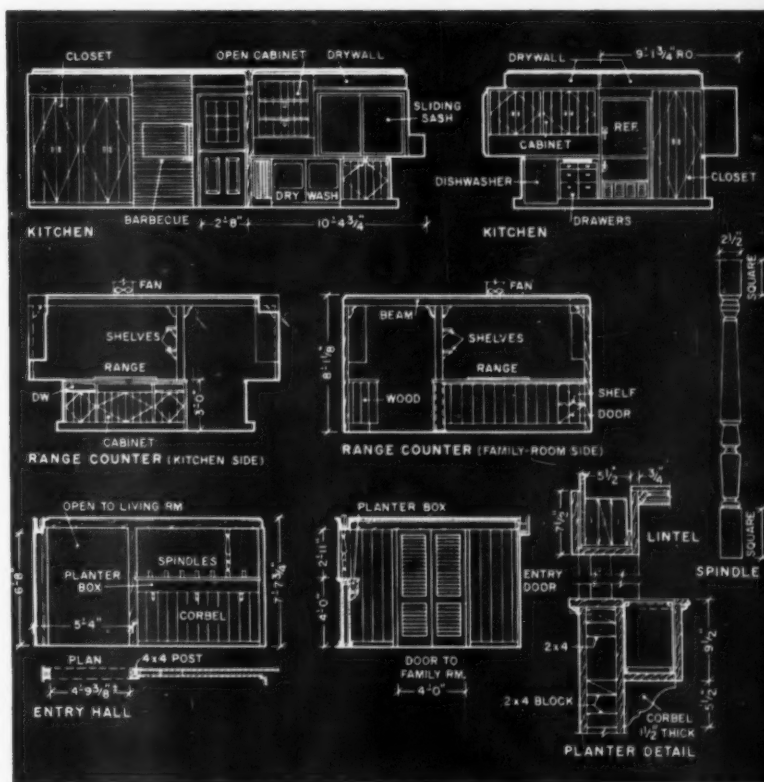
fast-selling L. A. ranch house

tions, designed by architect George V. Russell, range from \$34,375 to \$35,940, including the cost of land.

According to Tom Yedor, a principal in the building firm, the most important interior sales feature is the high quality of the cabinetry and wood paneling used throughout.

Other important sales features: easy-working floor plan, central air conditioning, wall-to-wall carpeting, and top-quality construction and materials. The latter are promoted by emphasizing "dollar value" in all advertising—primarily newspaper, brochures, and interior signs.

Products in this house—Douglas Fir sheathing; Saule Steel windows; Libbey-Owens-Ford window glass; Masonite hollow-core doors; Lockwood hardware; Mastic Tile vinyl asbestos floor tile; Formica countertops; Pioneer water heater; Gladding McBean ceramic tile; Carrier air conditioning; Universal-Rundle plumbing fixtures; Emerson-Pryne kitchen exhaust fans; Waste King dishwasher and waste disposer; Westinghouse dryer; Frigidaire refrigerator; O'Keefe & Merritt range and oven; NuTone fan-light combination; Char-Glo barbecue; Step-Saver intercom.



IMPORTANT NEWS ABOUT DOUGLAS FIR FRAMING

WESTERN PINE REGION MILLS ANNOUNCE CHANGE
IN GRADING OF FRAMING LUMBER TO PROVIDE
GRADE STANDARDIZATION FOR BUILDING TRADES
... ARCHITECTS, BUILDERS, WHOLESALERS,
RETAIL LUMBER DEALERS.

PLEASE NOTE: ALL DOUGLAS FIR (AND LARCH)
HAS SAME GRADES, SAME GRADE NAMES, SAME
ALLOWABLE SPANS FOR JOISTS, RAFTERS.
UNIFORMITY OF GRADES--CONSTRUCTION,
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FRAMING CHOICE FOR ALL USERS OF LUMBER.
SAME NAMES, COMPARABLE GRADES FOR OTHER
WESTERN PINE REGION SPECIES.
SEND FOR NEW GRADE STAMP MANUAL, SPAN TABLES.

WESTERN PINE ASSOCIATION
YEON BUILDING, PORTLAND 4, OREGON

NEW, MODERN KITCHEN CABINETS IN BEAUTIFUL NATIVE RED ALDER



Major Line

PRESENTS THE

Seldom has wood been so attractive . . . rarely has modern design been so completely functional . . . never have cabinets been so desirable . . . for both the builder and his home-buying customer. Combined are the rich color and graining of superior wood and first quality in detailing, finish and hardware.

No kitchen ever looked so beautiful nor sold homes so effectively as the new Cosmopolitan by Major Line.



You must see a sample of the new Cosmopolitan. We'll send it to you at your request.

COSMOPOLITAN



Major Line PRODUCTS CO., INC.

120 6th Avenue North
SEATTLE, WASHINGTON



ELEGANCE of living room is achieved by judicious use of stone, wood, and glass. Although the entire room has

a custom look, major attention is focused on the stonework surrounding the fireplace. (See details, p. 46D.)

**SPECIAL
WESTERN
SECTION**

Custom touches: the



ATTRACTIVE MODEL is one of sixteen elevations and four basic floor plans designed for the builders by archi-

tect George Vernon Russell, AIA. An interior designer and landscape architect are also used by the company.



DINING ROOM, an extension of the living room, features stonework, wood paneling, built-in breakfast bar

with folding louver doors as custom touches. In foreground is play room with built-in barbecue. (See p. 46E.)

plus features that sell houses

There's an old saying that the "hallmark of quality remains long after the price has been forgotten." This is as true in home buying as it is in the purchase of any other product.

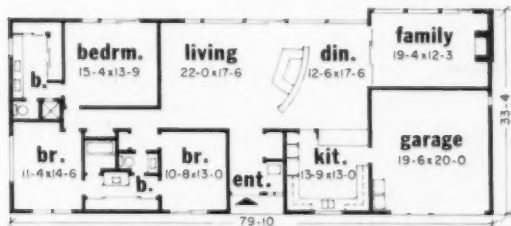
Of course, a buyer cannot go overboard in

spending when he purchases a new home. He must stay within certain prescribed limits. But if a builder can add elegant custom touches to his homes and still keep them within a reasonable price range, he's bound to attract the most discriminating buyers and build himself a reputation as a builder of distinction.

Such is the case of the Schwartz-Yedor Building Corp. The not-so-secret ingredient of their homes is custom touches. Both inside and outside, the builders give a custom look to development houses.

The California building firm uses this point as its top sales-promotion tool. All advertising and promotional material stress the custom idea. Buyers are shown—with dollar and cents figures—how much they are getting for their money and how

(Continued on page 46R)

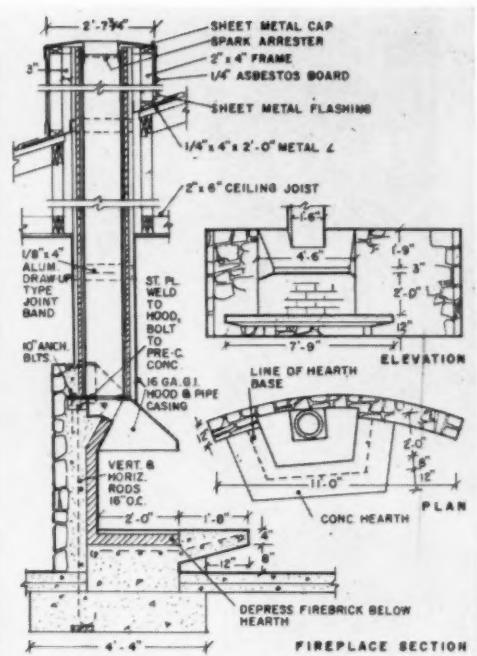


EASY-TO-LIVE-WITH PLAN has excellent traffic pattern, separating living, play, and sleeping areas.



UNUSUAL FIREPLACE, more commonly found in built-to-order homes, is a dramatic divider between living and

dining rooms. Spacious feeling is added to by use of sliding glass doors running entire length of both rooms.



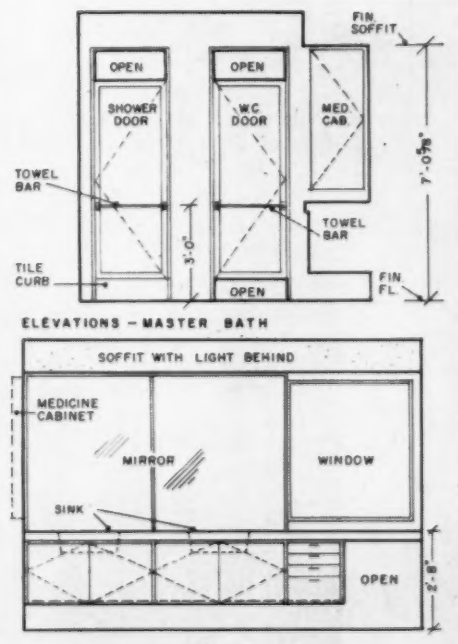
SPECIAL WESTERN SECTION

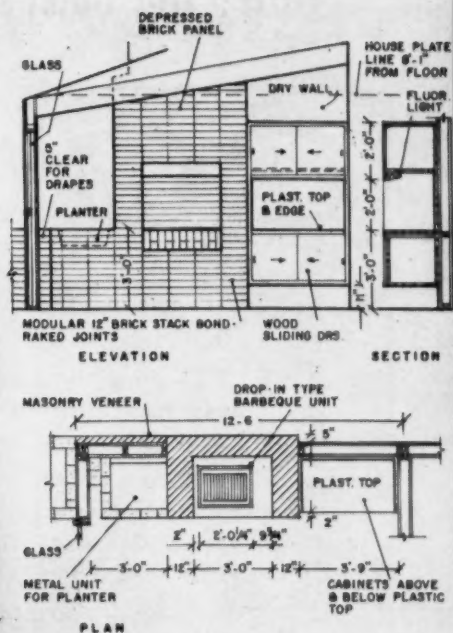
Dramatic custom touches add



BEAUTY AS WELL AS convenience is stressed in the master bathroom. Ample cabinet and drawer storage space

is located beneath the twin vanity. Reflected in mirror are shower and w.c. stalls. (Not shown: twin wardrobes.)





SUNKEN PLAYROOM features three custom touches: a built-in barbecue, planter, and hanging buffet. Here, too,

sliding glass doors to the patio help achieve all-important indoor-outdoor living pattern.

beauty—both inside and outside the house



BRICK PLANTER gives finishing custom touch to triangular patio. Landscaping services are available to all

Schwartz-Yedor buyers. Basic theory of the builders is: "Custom homes with the advantage of volume building."

NOW! THE COMPLETE RANGE OF PROFITS is yours with these

CONTEMPO

SETS THE TEMPO!

Here's the quality name your home-buyers know and trust on an inspired idea that they want! It's O'Keefe & Merritt's Contempo—the most dramatically-beautiful, most convenient, most sought-after electric range being made anywhere by anyone. The overwhelming beauty sells the kitchen and the kitchen sells the home.

Most important, Contempo can actually save you money—important money—because it does completely away with expensive cabinetry, cut-outs, wasted kitchen space, extra wiring, vent hood fans and the high, high cost of labor. Instead, Contempo gives you...

- **TIME** You cut installation time costs in half!
- **SPACE** You can save from two to three feet of important kitchen area!
- **MONEY** You save up to \$160 on each kitchen!

Introducing

Ranchero

The First Built-In Gas Surface Unit That Cooks Every Possible Way
— Even Barbecues — yet Saves You Up To \$275 On Each New Home!



Ranchero is the one and only surface unit designed to do everything; top burner cooking, griddle frying, full rotisserie roasting and even barbecuing that brings true outdoor flavor right into the kitchen. Its smart, modern good looks and year-round versatility mark it as the dream range of tomorrow and singles out your homes as the sleek, fashionable better values for today.

Just as important, the all-new Ranchero means money in your pocket even before the home is completed. Only Ranchero saves you the heavy expenses of extra installations, extra hoods, extra wiring—saves you up to \$275 worth of these costs on each single installation.

Ranchero is the true built-in sign that your homes are designed for finer family living for your home-buyers and finer and faster home sales for you.

**RANCHERO DOES EVERYTHING
TO HELP YOU SELL HOMES
FASTER AND EASIER!**

- Barbecue
- Automatic Top Burner
- Griddle
- Shish Kebab Rotisserie
- 4 Top Burners
- Turkey Rotisserie

inspirations for new homes by **O'Keefe & Merritt**



You Can Hang it Like A Masterpiece ...



**HERE'S HOW CONTEMPO
SAVES YOU TIME-
SPACE-MONEY...**

Stand it On A Matching Base

Frame it With Cabinets

TIE-IN RANCHERO WITH THE SALES-PROVEN DOUBLE OVEN WALL GAS UNIT



Your home shoppers are searching for this kind of automatic cookery:

- Power Grilleator
- Automatic Roastmeter
- Family Feast Oven
- Triple Rotisserie
- Automatic Clock

**THE DRAMATIC KITCHEN TIE-IN
THAT TURNS
HOME SHOPPERS INTO
HOME BUYERS!**

*Also available in electric -
same size!*

*Here's
COMPACT
capacity
convenience
quality*



(MODEL 320)

New electric performer sets new standards for single compartment built-ins. Features include illuminated control panel, giant oven, automatic clock, super-speed broiler. 11 colors. Also available with solid door. Each fits 24" cabinet.

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I am a: Builder Distributor Remodeler

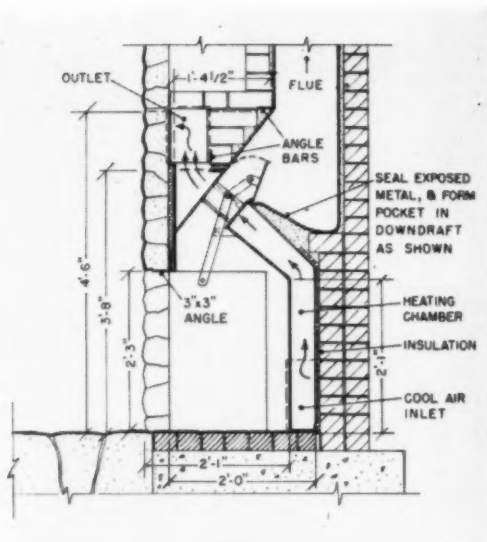
In quality, beauty, performance, and profits — ALL OF THE GOOD THINGS COME FROM

O'Keefe & Merritt

Fireplace areas offer varied opportunities



CUSTOM TOUCHES don't have to be extras. They may be included simply by adding an imaginative idea to items found in new homes of all price ranges. Fireplaces, for example, can be beautiful as well as functional. Stone-

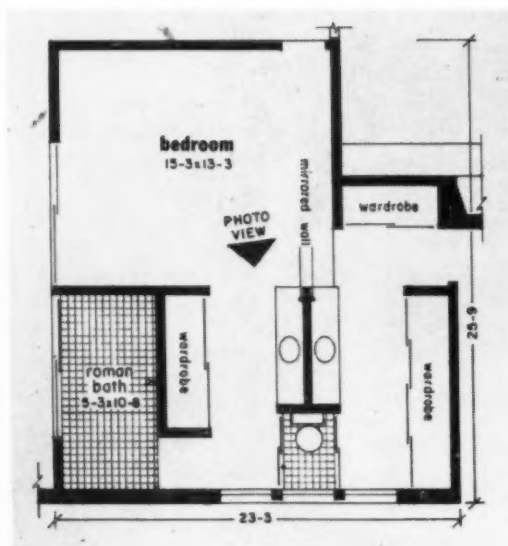


work, panels, or unusual brick treatment can be used to enhance any hearth. Above is a model "M" Heatform fireplace from Superior Fireplace Co. For installation at left, venting changes would be made to accommodate hood.

Bathroom areas are easily individualized



BATHROOMS or areas near baths offer an unequalled opportunity for extra custom touches. Above, twin dressing rooms and wardrobes adjacent to a large shower combine privacy with plenty of storage space for personal items.



Wardrobes are equipped with sliding shoji doors. Located in a home built by J. Martinez in Fullerton, Calif., dressing rooms were designed by Francis J. Miller-Paul Miller Associates. Mirrors make area seem extra-large.

Pioneer

75-GALLON OR 100-GALLON CAPACITY WATER HEATERS...

The Only Large Capacity Water Heater with a Single 3 inch Flue...



TO MEET THE NEEDS OF LARGER HOMES

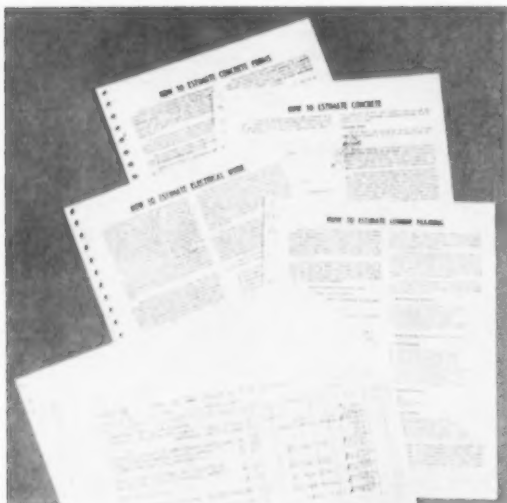
Plumbers and builders, alike, will recognize the extra feature of comfort... the extra feature of convenience... and the extra feature of profits in these new extra-sized Pioneer gas water heaters. Especially designed for the hot water demands of larger homes and larger families, these Lifetime glass-lined water heaters are available in either 75-gallon capacity or 100-gallon capacity models. Backed by a ten-year warranty and the 35-year Pioneer history of economical operation, these new Pioneer gas water heaters top all competition in Quality, Size, Value and Price.

FOR COMPLETE DETAILS AND SPECIAL PRICING, WRITE Dept. AB

Pioneer 3131 SAN FERNANDO ROAD, LOS ANGELES 65, CALIFORNIA • CLinton 4-2211

1540 Bayshore Highway, San Jose 4, Calif., CYress 3-7706 • 1225 Wazee St., Denver 4, Colo., ACom 2-5611

4631 Irvin-Simmons Dr., Dallas, Tex., EMerson 8-4790 • 1625 Annette Way, Fletcher Hills, San Diego, Calif., HOPkins 3-0959



ESTIMATING AIDS—an 18-unit course that gives you a professional method of construction estimating. Price: \$35. Builders Publications Inc. (No. W66-W, p. 129).



VERSATILE STONE works indoors or out. Palos Verdes comes in mossback, golden, oatmeal, plaster rock, ornamental, specimen. Palos Verdes Div. (No. W67-W, p. 129).

**SPECIAL
WESTERN
SECTION**

From estimating aids to



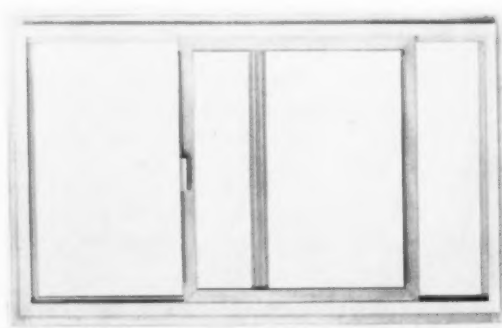
SOLID BRASS in cabinet hardware as well as door accessories. Weslock's 880 comes also in solid bronze. Western Lock Mfg. Co. (No. W68-W, p. 129).



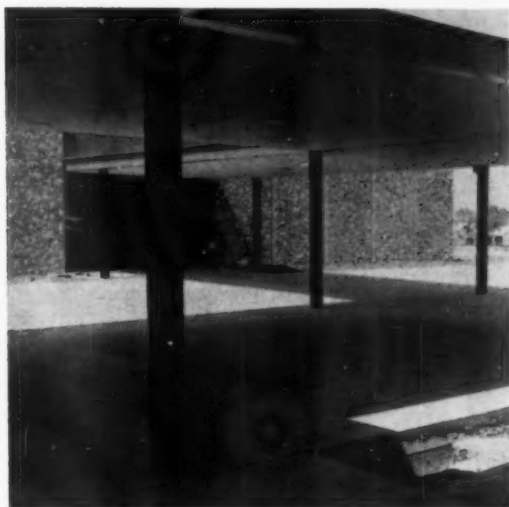
FOOD CENTER in disguise. New "President II" is 48" long x 42" high. Has refrigerator, two burners, sink, storage. General Air Conditioning. (No. W69-W, p. 129).



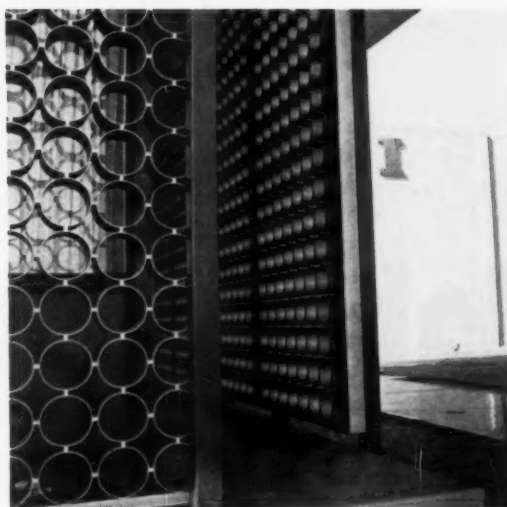
CLEAN, MODERN space-saver, the "Safti Wall-Vent" heater. Unit is recessed 3/4" in wall, exposed only 5/8". Pioneer Mfg. Co. (No. W70-W, p. 129).



ALL-CLIMATE window fits all types of construction with ease. Series 500 Universal has two types of weatherstripping. Radco Products. (No. W71-W, p. 129).



STEEL AND STONE combine in this low-silhouette high school. Walls and supports are of colored steel. Columbia-Geneva Div., U.S. Steel. (No. W72-W, p. 129).



SOLAR SCREEN of lightweight, anodized aluminum is called "Grillewall." Has dovetail joints that eliminate welding. Integrated Ceilings. (No. W73-W, p. 129).

ceramic tile: 12 new product ideas



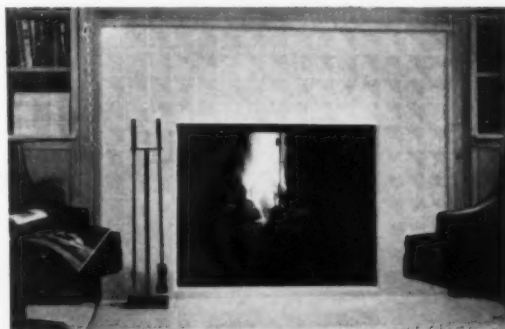
DECORATOR PANELS are of colorful, patterned aluminum. Can be used for interiors or exteriors. Alcoa aluminum panels by Art Panel, Inc. (No. W74-W, p. 129).



PROFESSIONAL WOODWORKER . . . the Condor radial arm saw. Durable, delivers 2 hp under load, turns at 11,500 rpm. Comet Mfg. Co. (No. W75-W, p. 129).

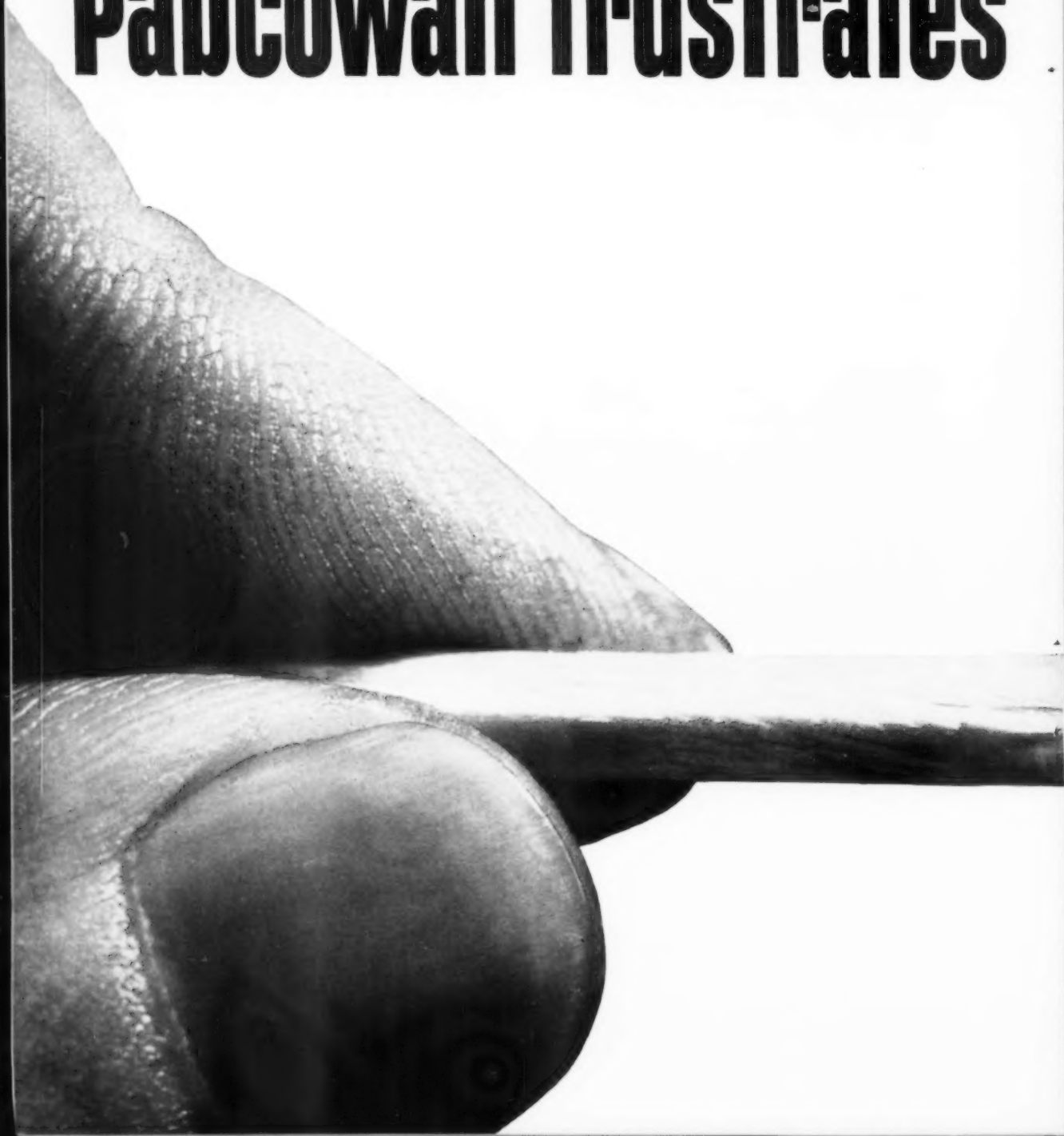


GAS LAMP GONE MODERN. Protection, decoration, and lighting . . . with aluminum Everglow lamp. Has 7' steel post. Craftsman Copper (No. W76-W, p. 129).



TILE IN 3-D, now for residential use. New "Reflecta Tile" is divided into four equal triangles by indentation. From Gladding, McBean & Co. (No. W77-W, p. 129).

Pabcowall frustrates





fire!

It's enough to unnerve a Nero. Pabcowall, using $\frac{5}{8}$ " flame curb gypsum wallboard, has passed the one-hour fire-test in accordance with ASTM standards.

Pabcowall is the new studless gypsum drywall system that saves construction time and space... and gives you a better wall at lower cost than conventional drywall construction.

Beautiful too, Pabcowall's smooth surface minimizes beading and ridging and eliminates nail popping. That's because there are no nails in the field with Pabcowall!

A strong, permanent, fire-resistant, non-load-bearing gypsum partition, Pabcowall is a superior wall. Proof? Certified Laboratory Tests of compression, load-bearing, racking-shear and sound transmission qualities.

For free architectural specifications, (either wood strips or steel runners) write:

Dept. AB, Pabco Gypsum Division,
Fibreboard Paper Products
Corporation,
475 Brannan Street,
San Francisco,
California.

FOR QUALITY
DRYWALL CONSTRUCTION,
WE SUPPORT THE GDCI.

Established in the West for over 75 years, Pabco makes products specifically for Western building and decorating. Produced in the West, Pabco products are available throughout the 13 Western States. To ensure the durability and long life of its products, Pabco maintains a rigorous pre-testing program in Western areas noted for their punishing climatic extremes.

**THE WEST WAS MADE FOR PABCO
(AND PABCOWALL IS MADE FOR THE WEST)!**

PABCO SINCE 1884

Western Views

By **BILL RODD**

HOUSING FOR SENIOR CITIZENS: In recent years, consumer and trade magazines have explored the housing needs of older people and implied that answers must be found to many questions before retirement housing can be intelligently, safely and profitably supplied by the building industry. It has been stated that homes for the aged must be specially designed; that lots must be smaller; that much study must be given to location; that special financing is needed. And frequently the formidable terms—environmental requirements, occupational therapy, sociology, psychology, life care—are employed.

IT IS INTERESTING TO KNOW, however, that there are at least three successful retirement housing communities in Arizona utilizing standard homes, standard lots and standard financing. In all three, sales were made only to buyers over 40 years or 50 years of age. And in all three, this age limitation is given as the principal reason why the people decided to purchase the houses.

MECEDORA CLUB ESTATES in Tucson sold 90 homes during the past three years to buyers over 40. Two-

thirds of them were in their sixties and retired. Prices range from \$10,500 to \$17,500; 86 per cent of the buyers paid cash. There have been only five re-sales. The developers donated a two-acre park and built a clubhouse at a cost of \$40,000 or \$300 per lot on the 120-lot tract and this serves as a community facility for get-togethers.

AT YOUNGSTOWN, near Phoenix, over 750 homes were sold to people over 50 years old during the past five years. Prices ranged from \$8,150 to \$18,000. More than half of the buyers paid cash. Houses, lots and terms were standard. Here, too, a clubhouse was donated. Youngstown is located about 18 miles northwest of Phoenix and is served by Greyhound buses.

SUN CITY, adjacent to Youngstown is under development by Del E. Webb Construction Co. The builder opened five model homes on Jan. 1, 1960 and sold 575 homes within two months to people over 50 years of age; about 40% paid cash and the rest used either conventional or FHA 203B terms. Prices range from \$8,500 to \$13,400. Webb expects to draw oldsters from all over the country and to build at

WESTERN EDITOR

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

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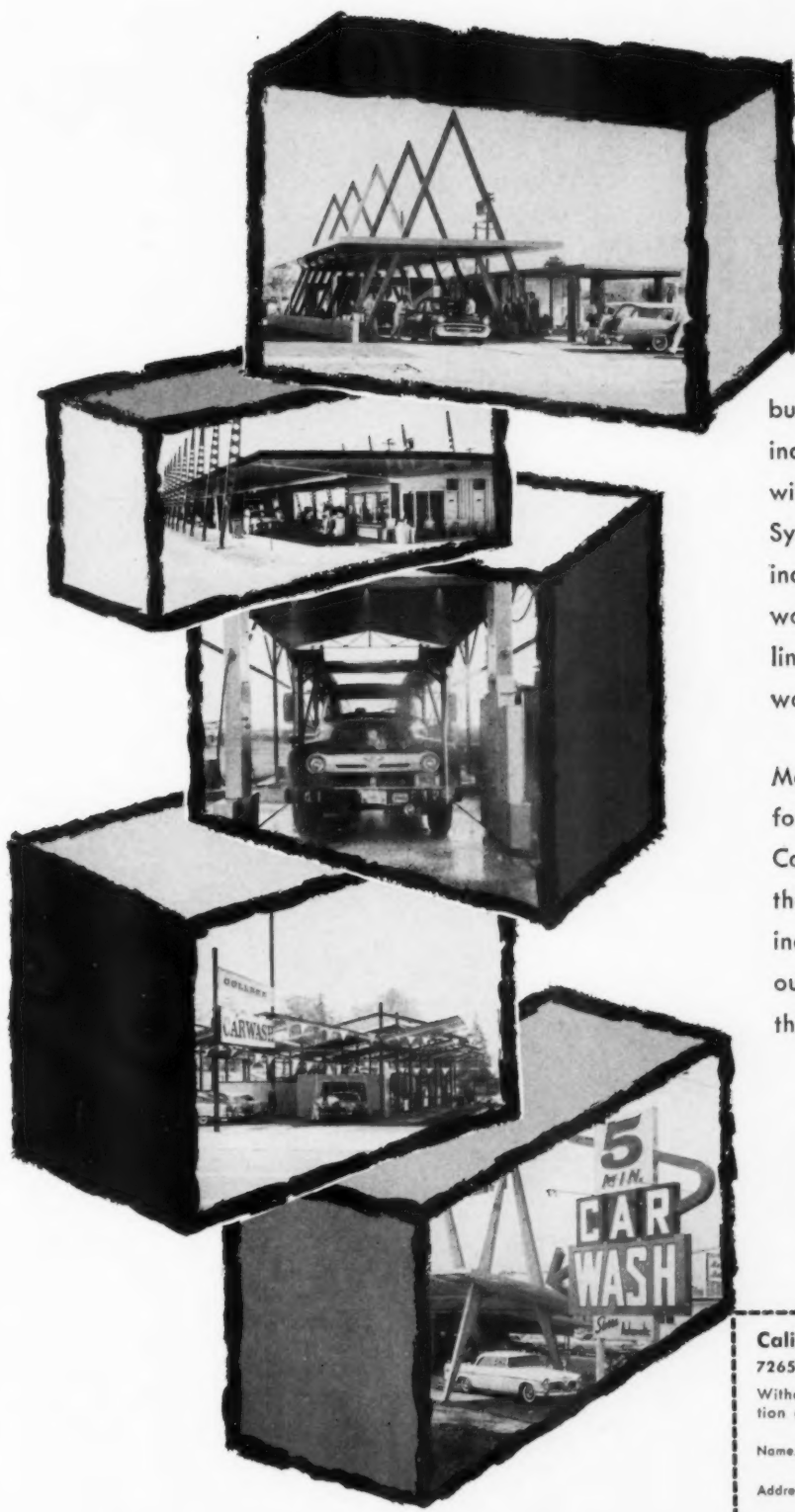
least 2,000 homes. Before opening the models he had completed all the recreational facilities, including a spacious clubhouse, swimming pool, hobby shop, card room, horseshoe and shuffleboard courts, etc. 84 per cent of the buyers paid \$600 to \$850 extra for air conditioning; lots on the fairways of the adjoining golf course were sold out quickly for an additional \$1,250.

THESE SAMPLES would seem to indicate that there are many people ready for retirement who want to live in a normal way except that they prefer to be in a community where their neighbors will be of the same age group, and where facilities for their own kind of social life are provided.

FOR A ROUNDUP of builder opportunities in retirement housing, be sure to see page 83.

WESTERN ADVERTISERS INDEX

California Car Wash Systems, Inc.	46-O
Comet Manufacturing Company	46R
Day & Night	46P, 46Q
Fibreboard Paper Products Corporation, Pabco Building Material Div.	46L, 46M
Major Fine Products	46A
O'Keefe & Merritt Company	46F, 46G
Pabco Building Material Div., Fibreboard Paper Products Corporation	46L, 46M
Pioneer	46 I
Radco Products, Inc.	46R



build
income
and
profits....

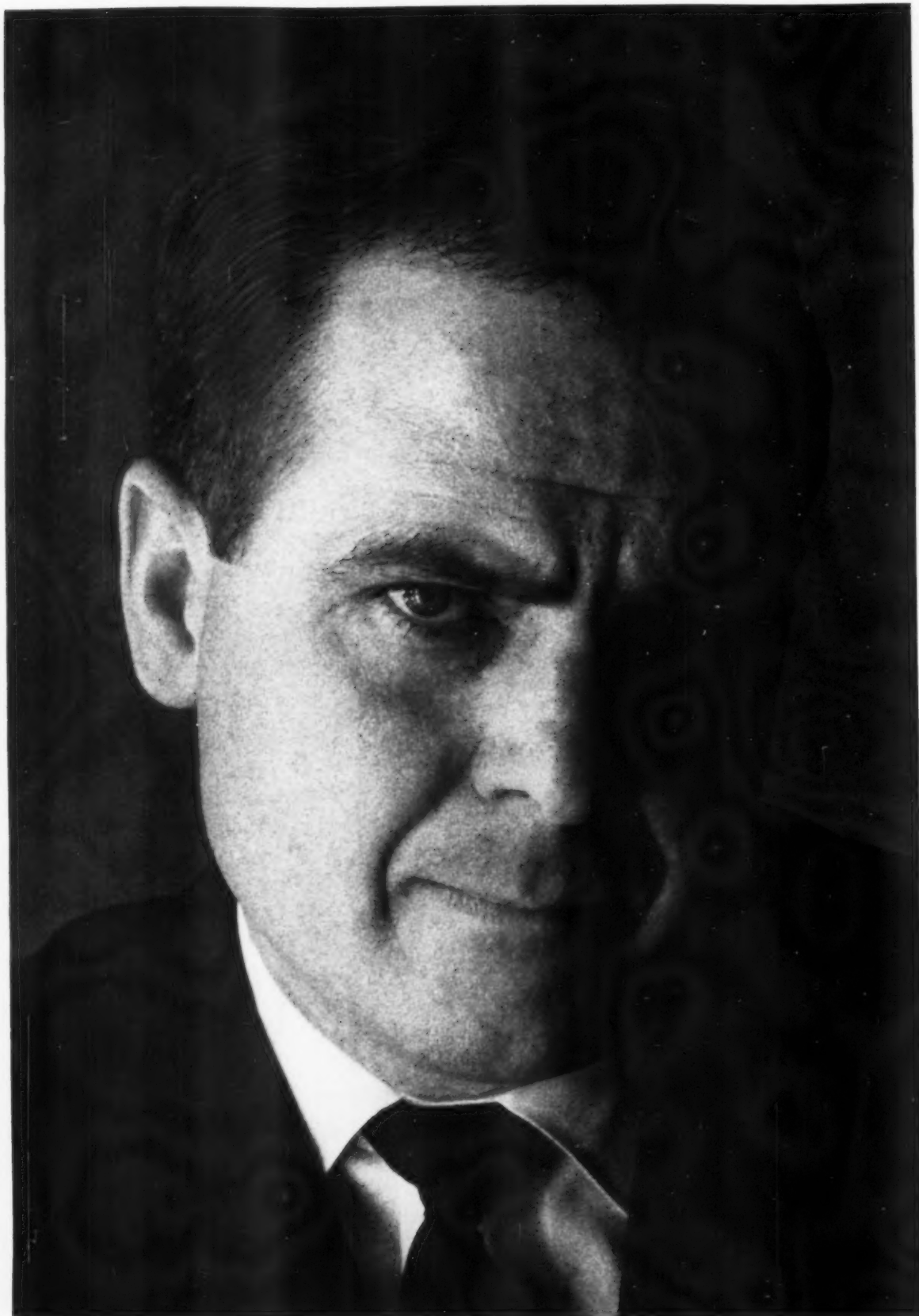
Join the thousands of experienced investors and builders who have built income and profits with California Car Wash Systems. California leads the industry with the world's finest complete line of car wash equipment!

Mail the coupon below for the complete story on Car Wash Systems . . . the nation's fastest growing industry. Find out how you can share in this profitable business!



California Car Wash Systems, Inc.
7265 Radford Avenue/North Hollywood, Calif.
Without obligation, please send me full information on profitable California Car Wash Systems.

Name _____
Address _____
City _____ Zone _____ State _____



← he
can't afford
not to be
choosy

He and his wife are about to take on a good-sized mortgage. They're smart. They've figured everything.

Including the kind of equipment the house will have. They figure any lack of quality has a good chance to cause repair bills soon. Bills that would strap their budget. That's why they're choosy. And exactly why the smartest builders you know are choosy, too.

They can't afford to miss sales—especially in today's tight programs. These builders have learned there's both magic and faith in some names. And they let people know these names are

included in their houses. Names like

Day & Night

... a name with confidence-building buy-appeal in **Heating &**

Air Conditioning

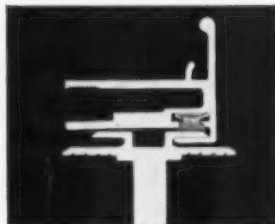
Get Day & Night's complete Builder Kit in heating, air conditioning and water heating. Send to: DAY & NIGHT Manufacturing Co., 855 Anaheim-Puente Road, La Puente, California.





THE BIG BUY FOR 1960

Here's the whole new approach to window design, performance and value—features that make the new Radco Universal sliding aluminum window easiest to buy, and easiest to sell!



1. Double interlock locks out sand, wind and water.



2. Leak-free design with automatic run-off through sill weepers.



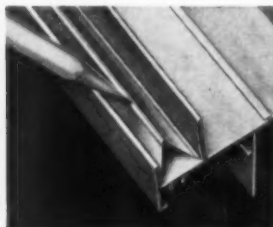
3. Pawler-proof latch with positive locking pin design.



4. Fits every type of construction, frame to masonry.



5. Two types of weatherstripping combined to control every climate.



6. Stainless steel track for easy clean-up; trouble-free operation.

See your Radco Dealer, or write today for new Radco literature.



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New territories are available.
Write for full details.

RADCO

UNIVERSAL

RADCO PRODUCTS, INC., 3121 SKYWAY DRIVE, SANTA MARIA, CALIF.

CUSTOM TOUCHES*

(Continued from page 46C)

much they can save over the price of a similar house they might have custom-built.

All Schwartz-Yedor homes include these custom touches: indoor barbecue with electric spit or a built-in bar; wormy-chestnut and cedar-panel walls; walnut bathroom cabinets; custom kitchen-cabinet details such as adjustable shelves; hi-fi wiring and jacks; two-car garages; patios and covered porches; lavish amounts of birch and stone.

Other optional custom extras which are available include wall-to-wall carpeting and A/C.

The home shown on pages 46B to 46E is located in the company's Lemon Heights West development in Tustin, Orange County, Calif. They also have subdivisions in two other areas. Another Schwartz-Yedor home appears on page 44-W.

Products used in their homes include: Douglas Fir sheathing; Western red cedar, redwood siding; L-O-F Co. glass; Masonite Corp. doors; Lockwood Mfg. Co. hardware; Matico vinyl asbestos floor; Gladding McBean & Co. and Formica Corp. countertops; Pioneer water heaters; Gladding McBean & Co. bathroom tile; Carrier Corp. heating, air conditioning; Universal-Rundle Corp. plumbing fixtures; Emerson-Pryne vent fans; Waste King dishwasher, disposer; Westinghouse washer, refrigerator; O'Keefe & Merritt Co. ovens, ranges; NuTone Inc. fans, light combinations; Char-Glo Bar-B-Q; Step Saver intercoms.

DO-3

dial new
dado widths
in seconds



YOU CAN DO IT WITH A COMET QUICK-SET DADO, DESIGNED FOR FAST, PROFESSIONAL PRECISION

It fits any table or radial arm saw...cuts to a depth of $\frac{3}{4}$ "! Dial exact widths (from $\frac{1}{4}$ " to $1\frac{3}{4}$ "), without removing tool from the arbor. Cut perfect dados, rabbets, and ploughs with COMET balanced, tool-steel blades. They stay sharp 5 times longer!

For true woodworking satisfaction, get a high precision COMET HOME WORKSHOP!

If not at your dealer, write direct.

Order by return mail, prepaid:
6" QUICK-SET DADO, \$19.95, 9"
 $\frac{1}{4}$ "- $1\frac{1}{16}$ " x 1" deep, \$44.95.

COMET MANUFACTURING CO.
2033 Santa Fe Av., Los Angeles 21, Cal.



COMET

New space-saver kitchen for \$10,000 homes

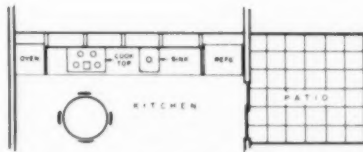


The luxury of a Suburban built-in range plus unique stow-a-wall cabinets—both practical and profitable

Designed by Bruce McCarty, A.I.A.
PAINTER, WEEKS, McCARTY ARCHITECTS

1st in a series of best-seller kitchens—all blueprinted and ready to use—each designed to give you the most value, the most sales-talk for a home in a specific price range. Suburban's Idea Kitchen shown here is for homes in the \$10,000 price range. The plans—complete with specifications, product lists and all the know-how—are yours free. Just mail the coupon.

Stow-a-wall design saves space, cost—adds storage. These unique cabinets built on the job utilize the kitchen wall, ceiling, and studs, saving space and materials. The stow-a-wall cabinets with a Suburban built-in-range adds glamour that is otherwise difficult to achieve in a \$10,000 home.



Free Plans; Free "Ideas File"

The sketch above shows how easily the Idea Kitchen presented on these pages may be adapted for varying space requirements. The details on design, equipment, sizes, dimensions and approximate cost are yours for the asking.

A specially prepared expansion-file, "New Home Ideas Kit," is also available for you to collect other ideas, articles and product dope with separate indexed sections for every room in the house. Just say "send it!"

Samuel Stamping & Enameling Co.,
Department AB, Chattanooga 1, Tenn.

I want more information on Suburban:

Built-in Electric Ranges

Built-in Gas Ranges

I am an architect ; realtor ; kitchen remodeler ; builder (sales mgr.) ; builder (chg. of purchasing) .

Please send me free Kitchen Plan & Specs for \$10,000 Home .

Free New Home Ideas File Kit .

Name

Firm

Street

City State

suburban[®]

Built-in Ranges

LOOK FOR SUBURBAN IN YELLOW PAGES



Ceramaflex installation in residence of
E. L. MEISTER, Kirtland, Ohio

Plate No. 1097



Ceramaflex installation at
NAHB RESEARCH HOUSE, East Lansing, Mich.

Plate No. 1098

New floor tile discovery
from Romany · Spartan...

CERAMAFLEX*

rubber-cushioned ceramic
mosaics in 9" squares

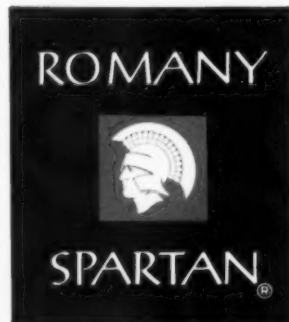
To you, Mr. Builder, Ceramaflex can be a powerful sales tool. This labor-saving, high quality product embodies all the most-wanted qualities of ceramic tile, plus *two important additions:* floors that are both *quiet and easy on the feet!* This makes resilient Ceramaflex ideal for kitchen and family room as well as bath, entrance hall and utility room. You're well aware of customer preference for ceramic tile in the bath. Now—try Ceramaflex in other rooms, too, and see how promptly and enthusiastically your prospects respond.

Ceramaflex is as *new as tomorrow.* If samples and product data are not available through your tile contractor, write for Bulletin RS-228. United States Ceramic Tile Company, Dept. AB-11, Canton 2, Ohio.

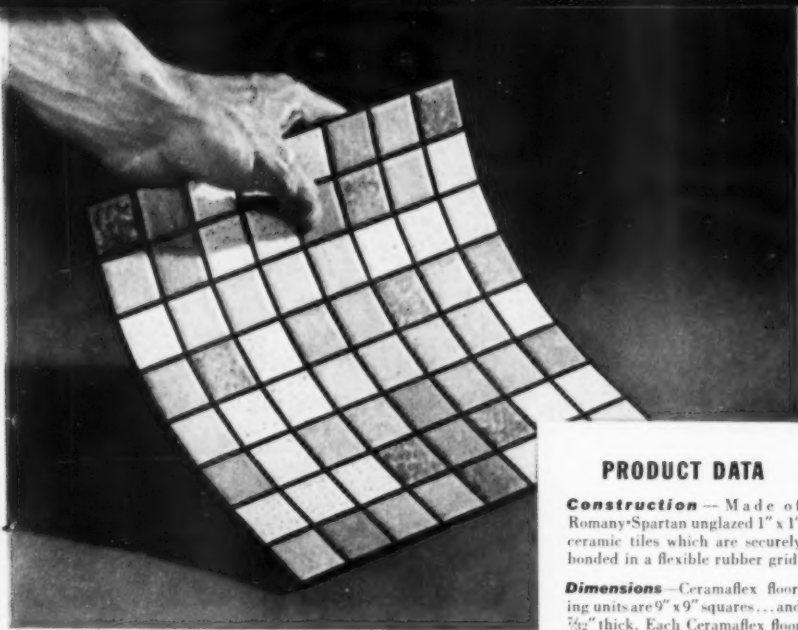
**Trade Mark. Ceramaflex is the exclusive product of
United States Ceramic Tile Company.*



UNITED STATES CERAMIC TILE COMPANY



CERAMIC TILE



PRODUCT DATA

Construction—Made of Romany-Spartan unglazed 1" x 1" ceramic tiles which are securely bonded in a flexible rubber grid.

Dimensions—Ceramaflex flooring units are 9" x 9" squares... and 7/16" thick. Each Ceramaflex floor unit is composed of 64 ceramic mosaic tiles approximately 1" x 1".

Finish—The surface of Ceramaflex is sealed at the plant with a protective coating to prevent wearing-in of dirt and grime.

Colors—Random medley patterns in twelve handsome color combinations.

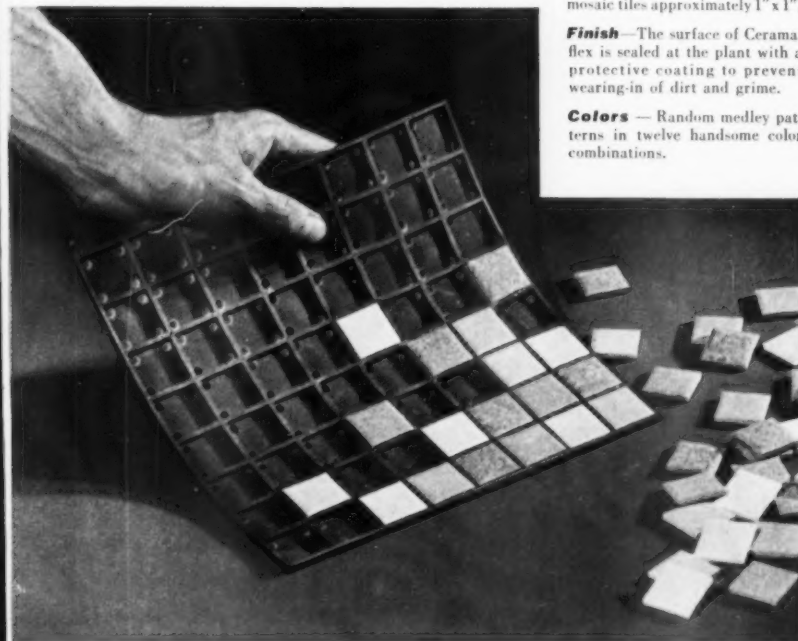
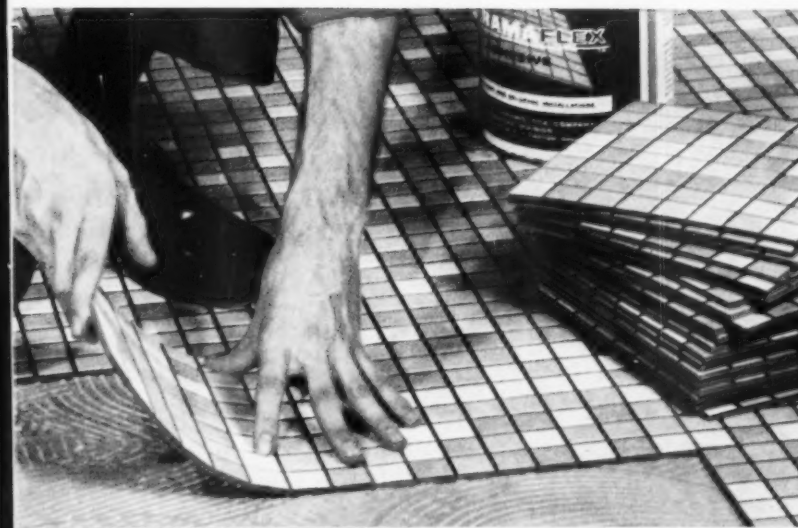


Plate No. 1099



It's flexible and resilient!

Ceramaflex, because of its unusual flexibility, adjusts automatically to minor imperfections in sub-floor. But the rubber grid which makes this possible serves other functions, too. Ceramaflex floors are quiet because they are mounted in *resilient* rubber which acts as a cushion between the ceramic mosaic tiles and the sub-floor. And it's so easy on the feet that it makes the perfect floor for high activity areas, such as kitchens and family rooms. Heavy furniture and appliances can be moved without denting or harming the surface.

Tiles are mounted in rubber pockets!

Each of the 64 ceramic mosaics that make up one 9" x 9" unit is permanently bonded in a pre-formed rubber grid. Because the edges of Ceramaflex 9" x 9" units are beveled, they lay up so tightly that joints are unnoticeable in the finished job.

So easily installed!

Because Ceramaflex is pre-grouted, installation is simple and fast. It's ready for use the instant it's laid. Ceramaflex is installed with a special adhesive as quickly and easily as conventional resilient floor tile. It can be installed satisfactorily on or below grade as well as above grade, over proper sub-flooring. Simple, rapid installation results in application cost substantially lower than that of conventional ceramic mosaic floors.

You know prospects will examine every closet ■ Grant's wonderful new Closet Rod has glamour, excitement, visible value ■ Its operation is superb! Gold anodized track and black nylon snap-in carriers will bring the "oohs" and "aahs" that help put your prospects in a down-payment mood ■ You must see it! Write today for the inside story ■

Grant Pulley & Hardware Corporation
1 High Street, West Nyack, N. Y.

YES, I'D LIKE ADDITIONAL INFORMATION ON GRANT'S CLOSET ROD!

NAME: _____
FIRM NAME: _____
ADDRESS: _____
CITY: _____

ARE YOU SELLING BEHIND THE MOST OPENED DOORS IN YOUR MODEL HOME?



SPECIFICATIONS:
aluminum track, gold-anodized
carriers, black nylon
center bracket, brass
end brackets, brass

GRANT CLOSET ROD



GRANT PULLEY & HARDWARE CORPORATION

Eastern Division/ 1 High Street, West Nyack, N.Y.
Western Division/ 944 Long Beach Ave., Los Angeles 21, Calif.

sliding door hardware • drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware



EXTRA WIDE REVERSIBLE SIDING

another new way to save with Georgia-Pacific

REDWOOD

Certified  Kiln Dried

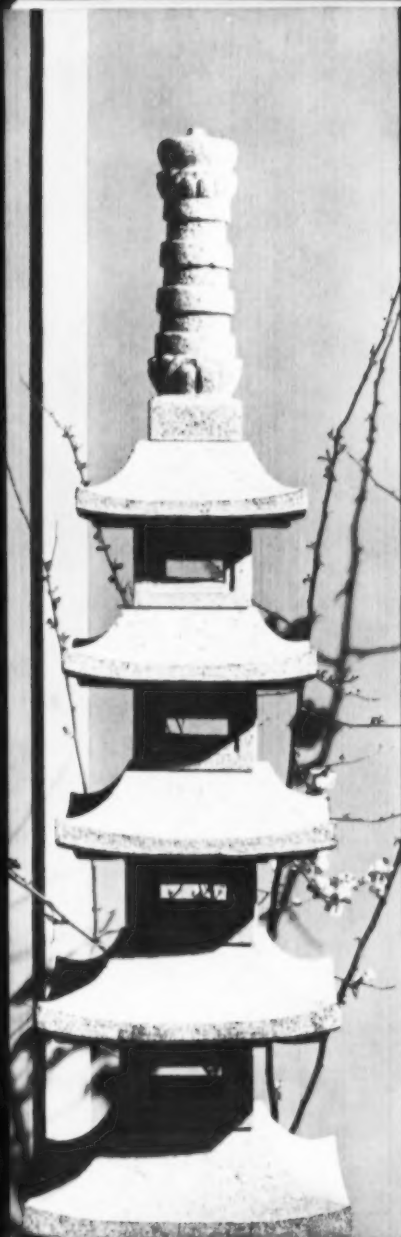
- Here is all the superior durability of premium Georgia-Pacific Redwood at the lowest cost of any equivalent grade of Redwood siding.

- Available in widths from 10" to extra-wide 24" and can be ordered in any lengths to exact specification.

- Smooth-surfaced on one side, textured coarse-sanded on the other. Use either way. G-P Extrawide Reversible Siding is another of the many ways Georgia-Pacific—the world's largest producer of top Redwood grades—gives you more opportunity to build better at less cost.



GEORGIA-PACIFIC



G-P EXTRAWIDE REVERSIBLE SIDING

Produced to give you quality at low cost

G-P Extrawide supplies the superb qualities of high grade Redwood exterior siding—resistance to rot, insects, fire; high insulation value; outstanding ability to take and hold paint and stain—yet it saves up to \$37 per M feet in material costs over any comparable grade Redwood siding. And for economy of installation, G-P makes it in labor-saving widths from 10" to full 24".

To produce Extrawide, G-P selects small, top-grade Redwood pieces and electronically glues them into large panels with a permanent, exterior glue. One side is then smooth-surfaced, the other is textured coarse-sanded. Available in $\frac{3}{4}$ " thickness, in Clear, All-Heart or A-Grade, vertical grain. Matching battens, 3" wide.



G-P FACTORY-SEALED REDWOOD SIDING

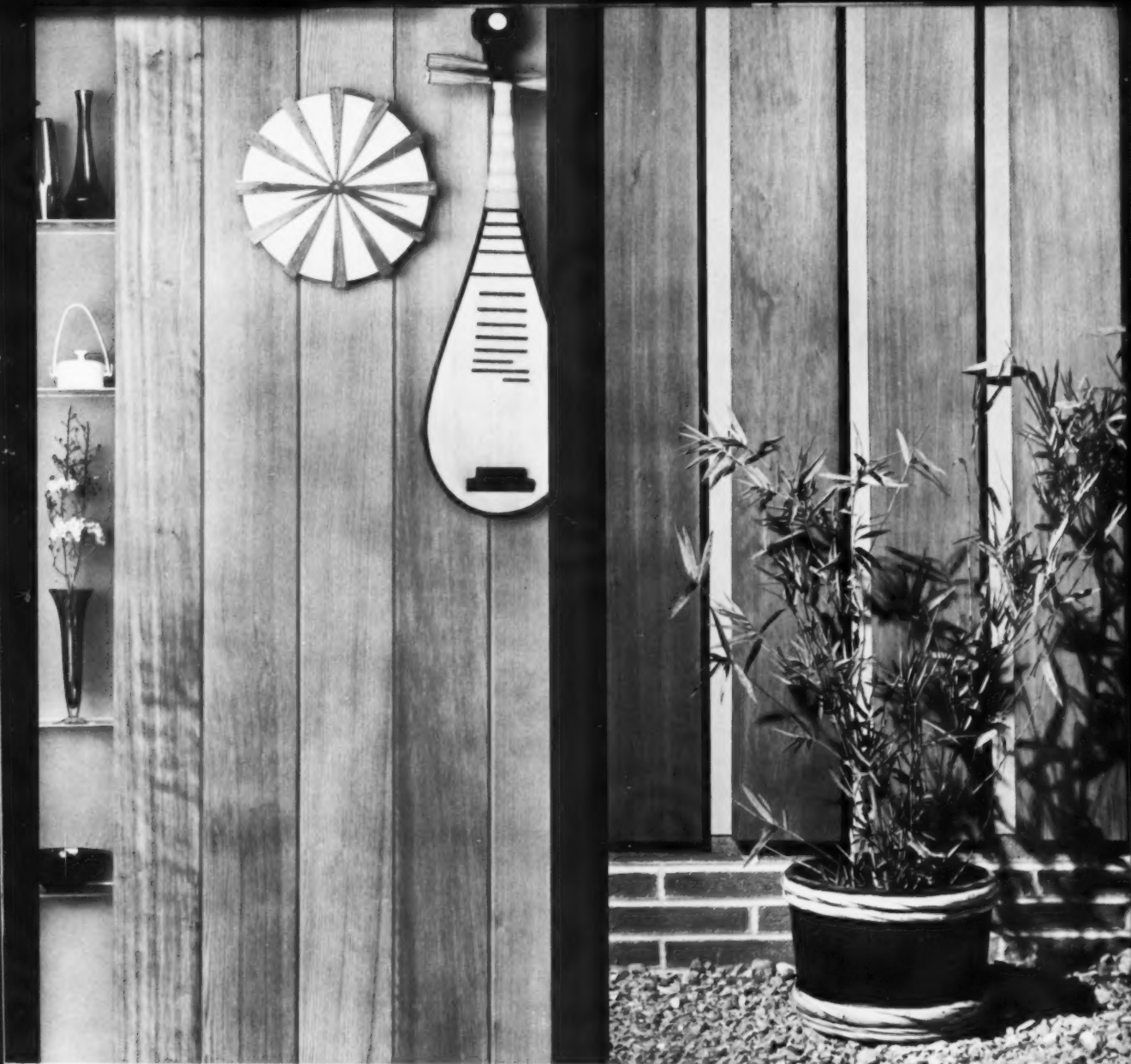
Cuts on-site cost up to \$40 per M feet!

G-P factory-sealing costs a bit more to buy, saves a *lot* more on the job! G-P sealing is actually a colorless prime coat suitable for use with paint or stain. It provides a superior adherent base that allows paint and stain to flow on faster, go farther, cover better and last longer. Thus it offers long-range economy as well as immediate savings.

G-P immersion sealing gives Redwood an all-surface coat that brings out natural tones and grain patterns; protects from water stain, soil, marring and superficial black stain; inhibits mold and prevents moisture absorption from the back. Delivered in plasticized, moisture- and dust-proof packages.



among the advanced products and money-saving



GEORGIA-PACIFIC REDWOOD PANELING

Factory-packaged to prevent damage loss

The handsome shadings and attractive grain patterns typical of Redwood are even more beautiful in Georgia-Pacific Redwood Paneling. G-P controls its own vast forests, cuts trees in Humboldt County, California, where soil and climate give the wood exceptionally warm, rich, red tones, make it the most prized of the nation's Redwood.



All G-P pattern, paneling and finish lumber is packaged in heat-sealed, plasticized paper to reach installation site free of dust, scuffs, and moisture stain and to prevent damage both in storage and during on-the-job handling. Georgia-Pacific packaged, mill-fresh Redwood Panels assure a more beautiful final installation!

G-P REDWOOD EXTERIOR FINISH

New way to even more durable beauty

Superior in both appearance and durability to any Redwood finish previously known—G-P Redwood Finish! It locks in and heightens Redwood's unique color tones without obscuring wood grain and texture. It protects against mold, mildew, fungus. It contains a barrier against ultra-violet rays for resistance to discoloration of the wood after prolonged exposure to sunlight. And this finish, for exteriors and interiors, flows smoothly, easily, may be applied to create varying degrees of gloss.



Another of G-P's better products, processes and packaging designed to build your business, cut your costs, increase your profits!

methods continually offered by **GEORGIA-PACIFIC**





"G-P PREMIUM SHEATHING helped keep our 8,000-home Chicago job moving right through the winter"

Osborne Fernald, Vice-President, Centex Construction Co.

"We had no storage problem, no delivery delays. Even snow and rain didn't damage this plywood sheathing. We stored it uncovered right at the site, used it for both roof decking and subflooring in our Elk Grove Village development."

Georgia-Pacific's exclusive glue formula is the weather-proof secret of this edge-sealed Premium Sheathing, guaranteed* against delamination. And you get consistent quality, fast delivery from G-P. Premium Sheathing is available in all standard sizes, 5 thicknesses, packaged in steel-strapped bundles 25' high.

*Georgia-Pacific guarantees G-P Premium Sheathing against delamination and mold for 12 months when stored outdoors off the ground, tarpaulin-covered; or for 6 months uncovered.

WORLD'S LARGEST PRODUCER OF FIR PLYWOOD

For complete information on G-P Premium Sheathing, Plywood, Redwood and other products, call your nearest G-P distribution center or write Georgia-Pacific, Dept. No. AB560, Equitable Building, Portland, Oregon.

Manufacturers of one of the nation's largest integrated lines of forest products. Hardwood and Fir Plywood, Plywood Specialties, Hardboard, Redwood Products, Lumber, Pulp, Paper and Containerboard, Chemicals.



GEORGIA-PACIFIC



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

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

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

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

- 1 HEAT AND COOL** any type of home with a TRANE combination Climate Changer. Heating unit may be gas or oil-fired warm air type. Matched cooling unit fits on the furnace. Or install a TRANE Heat Pump that heats and cools entire home electrically with one self-contained unit.
- 2 OFFER OPTIONAL COOLING** by installing just the heating unit now—letting the buyer decide on cooling, now or later. TRANE equipment is *matched*—making it easy to add the cooling units.
- 3 WITH HOT WATER HEAT**, install a Climate Changer fan-coil unit. Fits into utility room, attic, basement or behind partition.

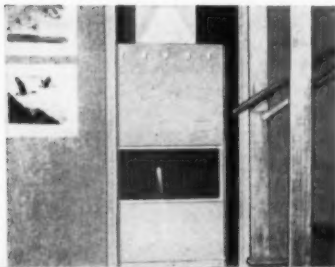
Every TRANE installation is handled by a carefully selected engineering contractor. Equipment is installed right—the first time! And the name TRANE on your heating-cooling system means full-capacity . . . trouble-free operation. It marks yours as a quality home. For facts on Climate Changers, call your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

For any air condition, turn to

TRANE

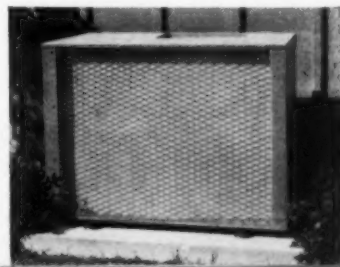
MANUFACTURING ENGINEERS OF AIR CONDITIONING, HEATING, VENTILATING AND HEAT TRANSFER EQUIPMENT

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



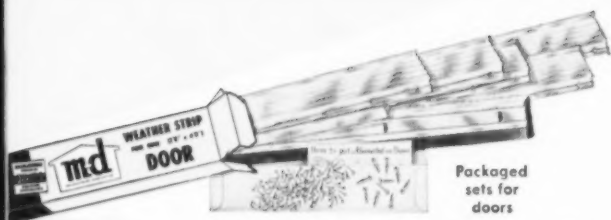
◀ **For year around air conditioning**, install a TRANE Heat Pump that heats and cools home with electricity. New water-to-air type fits in utility room, basement, or garage. Self-contained models for any home or commercial building.

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





For more SEE-able features...
Quality Building Products



Packaged sets for doors

M-D Numetal WEATHER STRIP

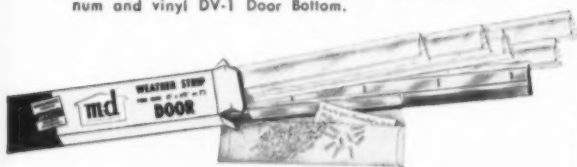
Packaged sets for doors. In stainless steel or bronze. Complete packaged units mean easier handling for you . . . easier installation for customers. M-D Numetal door sets available with regular door bottoms or with any M-D threshold.



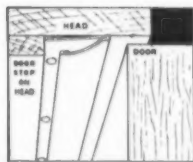
M-D Jamb-Up DOOR WEATHER STRIP

Extruded Aluminum & Durable Vinyl

Perfect for wood or metal doors. Made of sturdy, extruded aluminum and tough, durable vinyl. Comes completely packaged with necessary strip, nails, screws and instructions. Available with or without extruded aluminum and vinyl DV-1 Door Bottom.



M-D H-4 FOLD-BACK DOOR WEATHER STRIP



Automatically spaces itself when properly placed against door stop. A smoothly-operating, economical packaged set for all standard doors. Aluminum or bronze—with any door bottom or threshold desired. Nails, screws and instructions furnished in each set.



M-D Nu-GARD AUTOMATIC DOOR BOTTOMS

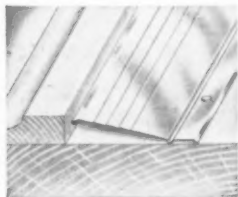
For ALL doors. With silvery-satin or Albras finish—will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48".



Up automatically to clear carpet easily when door opens.



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

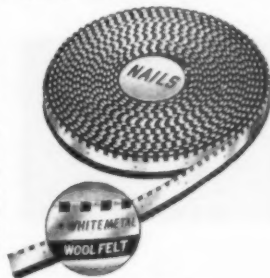


M-D On-GARD COIL WEATHER STRIP

All-metal weather strip in handy rolls. 8 widths in either stainless steel or bronze. Features built-in tension, embossed nail zone and hum-proof edge!

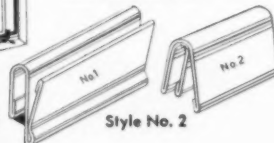
M-D Nu-WAY WEATHER STRIP

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



M-D CASEMENT WINDOW WEATHER STRIP

Easy to install on steel or aluminum casements. Slips over window flange. Style No. 1 is used on head and lock side of swinging edge of metal casement windows. Style No. 2 is used on hinge side and the sill.



Style No. 1

Style No. 2

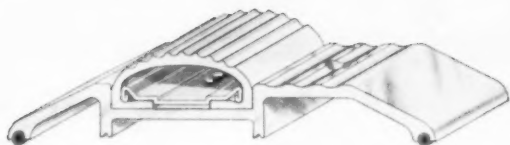


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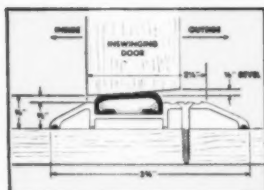
DEALERS ORDER TODAY your order will receive prompt shipment.

For more *SELL-able* features...

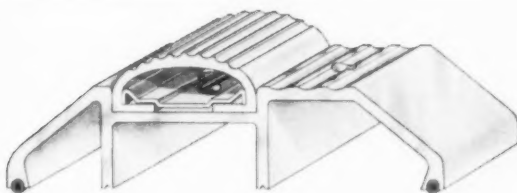
for Doors and Windows



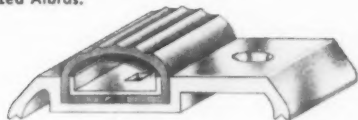
M-D EXTRUDED THRESHOLDS



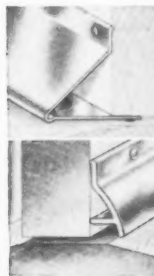
AP-3^{3/4} —America's most popular threshold with replaceable vinyl insert. Note vinyl calking strips under each leg, which may be removed if the use of Nu-Calk Calking Compound is preferred. Available in Alacrome or Anodized Albras.



AP-118—(above) Designed especially for thick pile rugs. Has vinyl calking under legs, as well as replaceable vinyl insert. Available in Alacrome or Anodized Albras.



AP-158—Threshold of sturdy, extruded aluminum with replaceable vinyl insert. Can be used on bottom of door or on top of wood threshold. Available in Alacrome or Anodized Albras.



M-D DRIP CAPS

Prevents rain from draining or blowing under door or wood casement windows.

A Available in DCA Aluminum or DCA Albras. Holes punched, nails furnished—comes in any length.

B New, heavy duty extruded aluminum drip cap. Packed in individual poly tube. Available in natural Alacrome and in 3 permanent Anodized finishes. Standard lengths 32", 36", 42" and 48".



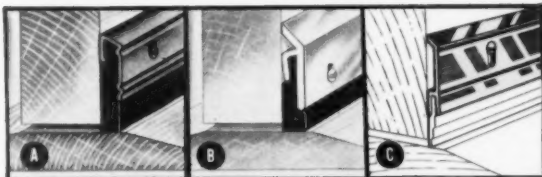
M-D CALKING COMPOUND

Nu-CALK Speed Loads

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

M-D Nu-Glaze GLAZING COMPOUND

Always sets to rubber-like consistency. Clean, easy to handle. Use and recommend with complete confidence that it always "stays put." Packed in 1/2 pt., pt., and qt. cans, 25 lb., 50 lb., 100 lb. and 880 lb. drums.



M-D DOOR BOTTOMS

A M-D Numetal Door Bottom made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths—28", 30", 32", 36", 42" and 48".

B M-D heavy duty extruded aluminum and felt door bottom in Alacrome or Anodized satin, bright or brass colors, in all standard lengths.

C M-D extruded aluminum and vinyl door bottom—in natural Alacrome or Anodized Albras finish—in all standard lengths.



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a complete line
profit you . . .


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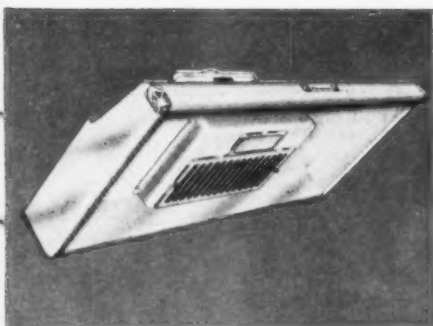
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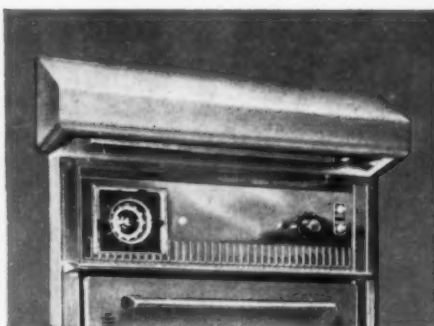
With Nationally advertised Rangaire you can offer your prospects *exactly what they*

want, since Rangaire offers you complete flexibility in styling, sizes, and prices. Rangaire Hoods and Radio-Intercoms can be color-matched to all major appliances.

Rangaire Builder-Engineered Products are designed to add to your reputation as a quality builder. Call your Rangaire Dealer today.



RANGAIRE KITCHEN VENTILATING HOODS
Come complete, right down to the screws, in one package. Hoods and accessories color-match perfectly with all major appliances. Permanent, Washable Filters, Recessed Frosted Glass Lights, Powerful Exhaust Units. America's most complete line, with sizes and models to fit any kitchen.



RANGAIRE OVEN HOODS Newest addition to the Builder-Engineered line and designed for flexible installation, the Rangaire Oven Hood requires minimum cabinet space. The powerful exhaust vents through either wall or roof. Perfectly styled canopy color-matches all major appliances accurately *at no extra cost*.



RANGAIRE RADIO INTERCOM SYSTEMS A complete line of models and prices to choose from. Whether you select the economical WR90 or the luxurious AM-FM High Fidelity RI-95, each Rangaire intercom system is Builder-Engineered for easy installation, smart styling, simple operation, and maximum performance. They add new charm and sales appeal to your homes.

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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 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 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

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promotion to sell your
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*Build up...
sell up with*

Lifetime
★ quality
WALLS

of SHEETROCK* by U.S.G.

GYPSUM WALLBOARD

*T.M. Reg. U.S. Pat. Off.

Today, more than ever, the home *buying* trend is to quality. Quality in design, quality in workmanship, quality in materials. It's reflected in every home magazine, in the home section of nearly every newspaper. It's reflected in the loan decisions of more and more financing institutions. Most importantly, it's reflected in the appraising eye of today's more "value-wise" home shopper.

NOW is the time to offer him a great *new* quality exclusive: Lifetime Quality Walls of SHEETROCK. They are an *important* exclusive—of strength, protection, value. They are a *visible* exclusive—comprising 60% of the area of every room in your homes. And NOW, they are a *promotable* feature—to back up built-ins and other extras. Above all, they can become a powerful exclusive for you now, if you're among the first to tie in with **U.S.G.'s exciting new promotion.....** ►

Featuring



NEW TALKING WALLS!

FREE! Hidden tape recording makes your walls actually talk. It's custom-made to sell every feature in your model home.

TIE IN—BUILD UP, SELL UP TO EXTRA-THICK QUALITY. What a tremendous demonstration! Imagine it in your model home—walls that seem to talk! They sell visitors on every outstanding feature of your home—especially your biggest quality exclusive: Lifetime Quality Walls of SHEETROCK Wallboard . . . one of the important quality extras today's home lookers are buying for.

U.S.G. will give your walls voice to sell up to today's quality buyer when you build up to $\frac{3}{8}$ " SHEETROCK or DOUBLE WALL construction.

Build up to $\frac{3}{8}$ " SHEETROCK and sell up the extra thickness and solid feel of added mass; sell up the extra fire protection, the extra toughness and longer wearing beauty, the lower noise transmission between rooms.

Build up to DOUBLE WALL construction using SHEETROCK Wallboard and sell up the very finest walls and ceilings. Sell up the smoothest wall surface, the thickest, most rugged walls, the greatest fire protection, the lowest sound transmission in gypsum drywall construction.



these quality walls are the sign of a quality home

welcome to our model home

walls are the heart of a home

walls and ceilings are 60% of a home

HERE'S HOW IT WORKS

A repeater tape recording plays your sales message through speakers hidden in the cold-air returns of your walls or similar locations. It works by itself. You just set it . . . and forget it.

SEND THIS COUPON TODAY FOR COMPLETE DETAILS

FREE...

FOR YOUR LIFETIME QUALITY PROMOTION

● FREE... CUSTOM-MADE, REPEATER TAPE RECORDING

This special "repeating" tape recording has the complete sales presentation for your model home made by a professional announcer.



● FREE... 3-D "TALKING WALL" DISPLAY

This eye-catching display piece hangs on the wall like a picture — tells visitors immediately that the wall is talking.



- "LIFETIME QUALITY" OUTDOOR SIGN
- "LIFETIME QUALITY" NEWSPAPER AD MATS
- "LIFETIME QUALITY" RADIO SCRIPTS
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TRUSCON INSULATED SIDEWALL PANELS

SPEED CONSTRUCTION

...REDUCE COSTS

Truscon Insulated Steel Sidewall Panels go up easy, go up fast, speed construction and reduce costs. Economical, architecturally beautiful.

Truscon Panels are constructed by sandwiching a layer of insulating material between two sheets of Truscon 24" Ferrobord[®] or galvanized ribbed sheeting. Panels are securely interlocked and button-punched for maximum weather-tightness. Panels are furnished painted, or galvanized, in widths of 2'-0", and up to 40'-0" in length.

Truscon Panels assure a savings in erection time, and a neat, trim surface. Interlocking side joints blend with fluted design and provide a pleasing, classic appearance.

Available for immediate delivery. Call your Truscon representative, or write direct for additional data.

Truscon Insulated Steel Sidewall Panels, in long lengths, are easy to apply, reduce construction costs, and cover large sidewall areas fast.





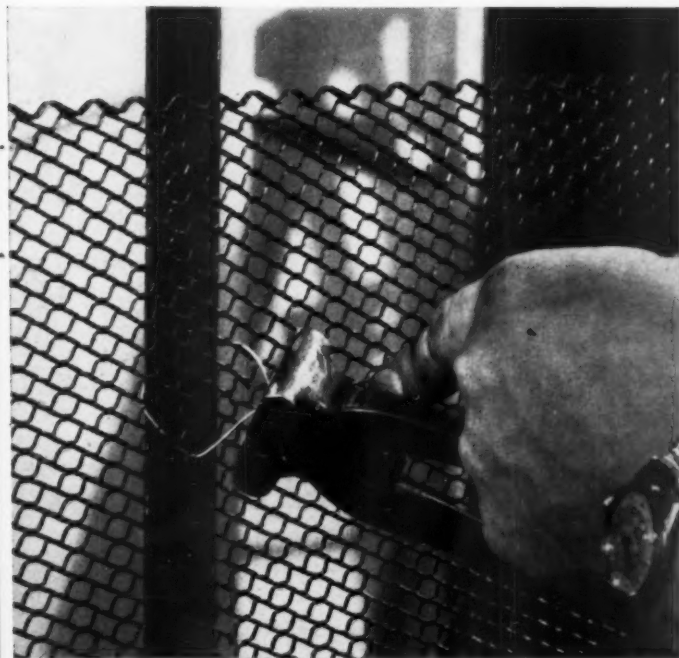
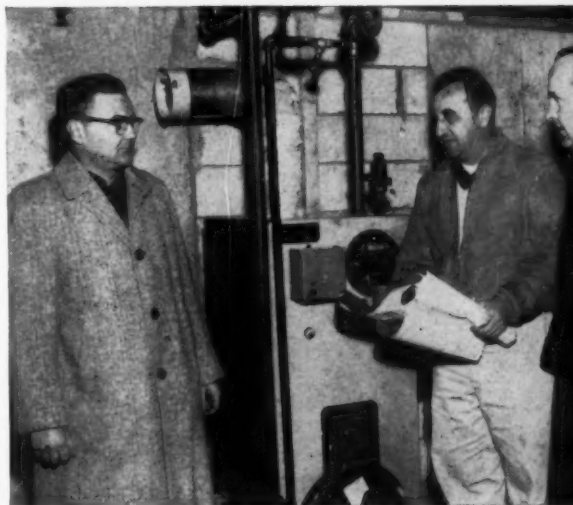
SAVE INSTALLATION TIME AND COSTS with Republic Gutters and Roof Drainage Products. They go up easy, go up fast, go up to stay! Every length is straight and true. And Republic "K" Gutter is available in lengths up to 32 feet long. Complete line of everything you need in galvanized steel, stainless steel, terne, or copper, with perfectly matched accessories to further assure fast, low cost installations. Call your Republic Roof Drainage Products Distributor, or write for information.

BEST PIPING SYSTEM FOR BUILDERS—Republic Steel Pipe installations are good proof of economy and dependability. Or, as Tom Graziano, Builder, Boston, Massachusetts, says: "Steel Pipe is used for hot water heating system piping and vents because it's just as dependable in these applications—yet considerably less expensive than other products we could use." Your Republic Pipe distributor has the world's finest steel pipe. Call him, or send coupon below.

TRUSCON TRU-DIAMOND METAL LATH AND HOLLOW STEEL STUDS can be erected quickly and easily with ordinary lather's tools to provide for low cost non-load bearing partitions.

The open web design and depth of the studs provides space for encasement of pipes, conduits, or ducts, horizontally, vertically or diagonally, without impairing the partition construction or strength.

Sound reduction ratings up to 46.0 decibels, and fire resistance ratings up to two hours are possible with this type partition.



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NEW HOTPOINT BUILT-INS

MAKE ORDINARY KITCHENS



Model RU35-A

Offer the Extra Convenience of Pushbutton Surface Cooking—at no extra installation cost!

Touch a button and Hotpoint Calrod® Recipe Heat Units give accurately measured heat for recipe-perfect meals every time. Surface section with built-in pushbutton controls needs only one cut-out, fits in a standard 30" cabinet.

1960 Hotpoint Extra-Value Oven puts extra salespower in your kitchen

NEW lift-off door makes oven cleaning easier and faster than ever before.

NEW ventilation system assures natural circulation for better baking on each shelf.

WIDE Super-Oven lets you cook banquet-size meals.

OVEN TIMING CLOCK and Minute Timer.

NEW extra-large Insulated Panorama Window.

REMOVABLE Calrod® bake and broil units.

INTERCHANGEABLE Oven Door Panels in Sunburst Yellow, Turquoise, Coral Pink, Copper Brown, Silver Satin and Classic White.

EXTRAORDINARY

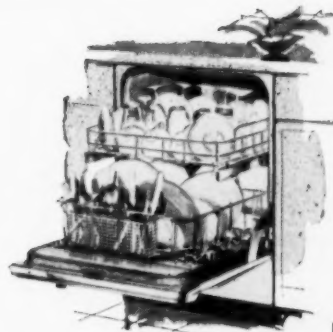
AT NO EXTRA COST!

Today's home buyer expects more for his money than an "ordinary" kitchen. And Hotpoint Extra Value built-ins in the kitchen take even the most moderately priced home out of the ordinary . . . and into a sale.

Compare these 1960 Hotpoint Extra-Value built-ins with any others and you'll find only the price is ordinary. Hotpoint's extra features say "better living electrically" the minute your prospects see them. Hotpoint's extra styling and design make any kitchen a showplace. Hotpoint's extra values mean extra salespower for you, extra satisfaction for your customers. For extraordinary results at no extra cost, call your Hotpoint distributor today.

WIN A HAWAIIAN
HOLIDAY
in the HOTPOINT
MEDALLION HOME PROGRAM

Call your Hotpoint distributor today and see how this dynamic merchandising program can help you sell more homes faster.

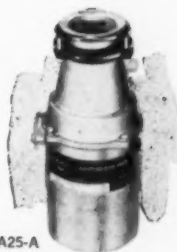


Model DA25-A

EXTRA CAPACITY
Hotpoint Dishwasher holds
complete dinner service for 10

See these Extra-Value Features:

- Two washes, two rinses
- Calrod® electric drying
- Front loading Roll-R-Racks
- Lifetime porcelain finish tub



Model MA25-A

EXTRA powerful
EXTRA quiet
EXTRA easy
to install
Hotpoint DISPOSALL®

Designed by plumbers, for extra economical installation. Extra-strong nickel alloy grinding teeth give you added years of outstanding performance.

When you build in Hotpoint, you build in Public Preference

Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

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DISPOSALLS • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING



A good roofer and a good builder agree on Bird Wind Seal Shingles. Left, George W. Gyekis, roofer, with William Marra, builder and developer.



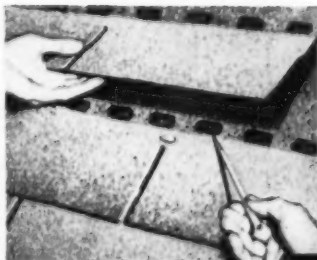
for quick sell,

build with good brand names

**That's what MARRA of Pittsburgh does:
he installs BIRD WIND SEAL roofs**

ONE OF PENNSYLVANIA'S MOST SUCCESSFUL BUILDERS, William Marra gives these four good reasons for installing Bird Wind Seal roofs on his houses:

1. Although we pay a slight premium for them, they save us money by eliminating callbacks to correct raised or blown-off shingles.
2. We have better customer relations by having less complaints.
3. We can include the Bird Wind Seal Shingles in the list of national brand products used in our houses. Result: easier selling.
4. And, most important, we can in truth state we are giving more quality per dollar spent for roofing by using Bird Wind Seal Shingles.



- powerful seals spaced for drainage
- proved to hold in 125 MPH hurricanes
- lay fast in the usual way—no pulling apart or turning
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- advertised to your customers in *The Saturday Evening Post*



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Trowel points to Wide Flange Rapid Control Joint, a companion product used with Dur-o-wal

Two sure ways to better block construction

Dur-o-wal Reinforcement—Wide Flange Rapid Control Joint

More and more, architects and engineers are specifying this combination to assure permanent masonry wall construction.

Dur-o-wal Reinforcement, fabricated from high tensile steel with deformed rods, lays straight in the mortar joints with all of the steel in tension and working together as a truss. This is the basic engineering principle that makes for maximum flexural strength.

And the Rapid Control Joint, with its wide neoprene flanges, automatically assures the flexibility that lets a wall "breathe" under various natural stresses, provides a tight weather seal with minimum caulking.

For technical data, write to any of the Dur-o-wal locations below. Over 8000 dealers across the country are ready to serve you. See us in Sweet's.

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Masonry Wall Reinforcement and Rapid Control Joint

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 Gilbane Building Company.

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MOISTOP Gets Stamp of Approval on First Fully Automated Post Office Job!

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Moistop is a combination of reinforced, rot-resistant waterproof paper and polyethylene film. This combination provides the "inert" quality of polyethylene and the abrasion-resistance and tear-resistance of reinforced kraft. Result: Permanent moisture control, permanent protection.

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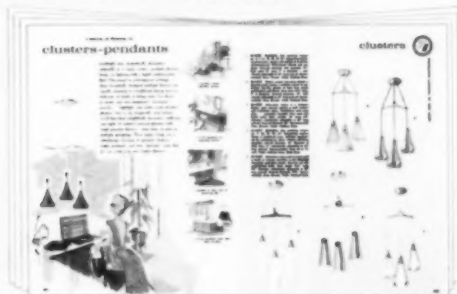
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**MOE Light shows you in Full Color Illustrations like this...
how to light Living, Dining, Bedrooms, Bathrooms,
Kitchen-Family Rooms, and Outdoors!**



Never before a catalog-lighting guide like this!
It's the finest ever prepared for the lighting fixture industry.
Shows in full color exactly where and how to use
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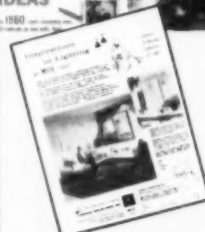
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Better Homes & Gardens
Home Improvement Ideas

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14,300,000**

Look to **Bilt-Well** by **Caradco** for Kitchen Flexibility



Whether the plan calls for a provincial, traditional or modern kitchen...“L” shape, “U”, rectangular or square, with BILT-WELL Cabinets you can offer customers all the features of the most expensive custom-built installation and save valuable hours of labor on every job.

There are over 100 different types and sizes of BILT-WELL Cabinets precision manufactured in 3” modular units from

12” to 48” widths. There are door and drawer units to provide the right cabinet for every storage need... every floor plan.

Available with a choice of warm Ponderosa Pine or elegant Birch door and drawer fronts, BILT-WELL Cabinets can be easily stained, varnished, lacquered or enameled to match any decorating scheme.

THE BILT-WELL LINE

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

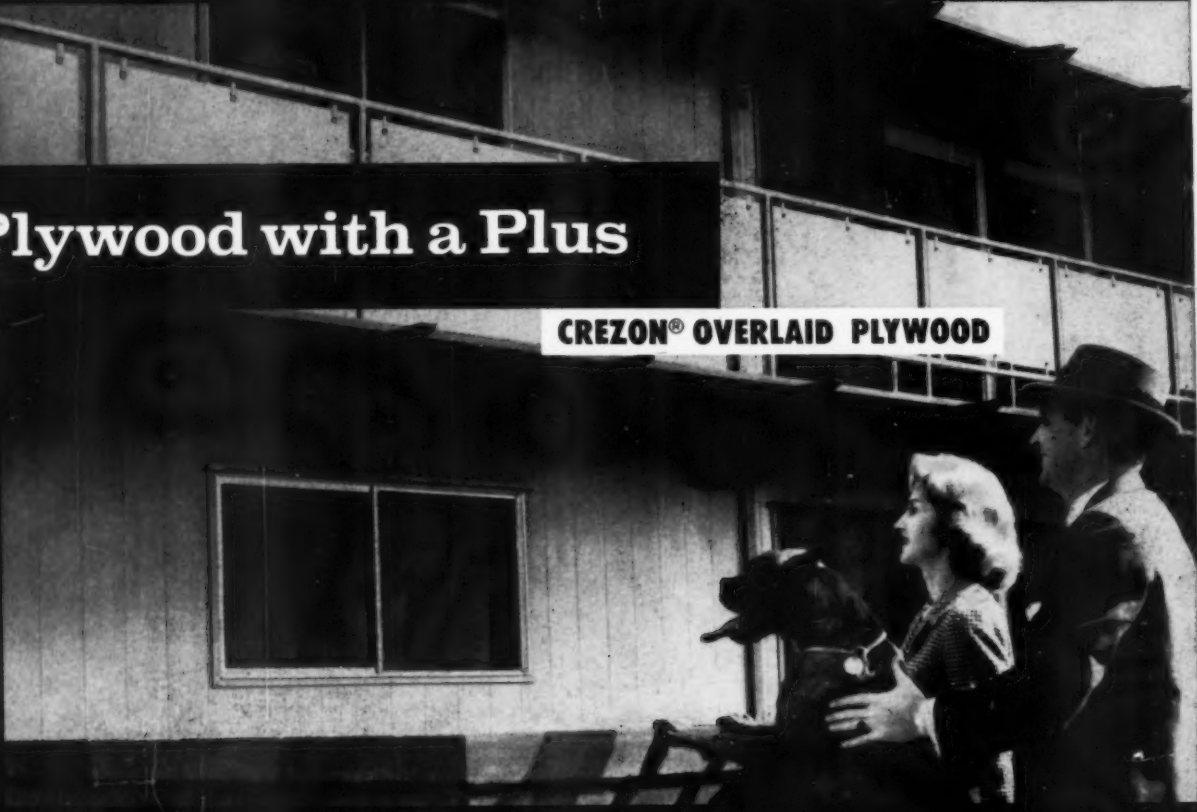
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WOOD WORK

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Plywood with a Plus

CREZON® OVERLAID PLYWOOD



Crezon assures a higher return on income property

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LABOR during installation because it cuts cleanly, is easy to handle and apply.

FINISHING COSTS because Crezon's smooth surface requires no preparation. Two coats of paint do the job of three.

MAINTENANCE after installation...the weather-proof Crezon surface resists moisture, prolongs finish life, does not check or crack.

Building motels, service stations, light industrial projects? Use Crezon Overlaid Plywood for good looks that last longer and cost less. Write: Crown Zellerbach Crezon Sales, One Bush Street, San Francisco 19, California.

These leading plywood manufacturers produce the highest quality overlaid plywood by bonding Crezon to DFPA Tested exterior grade plywood:

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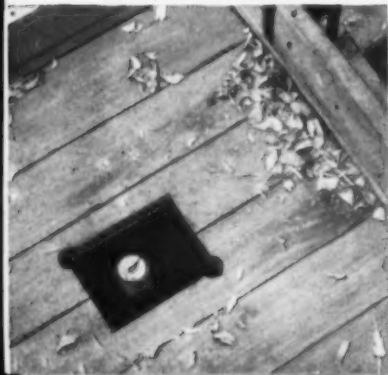
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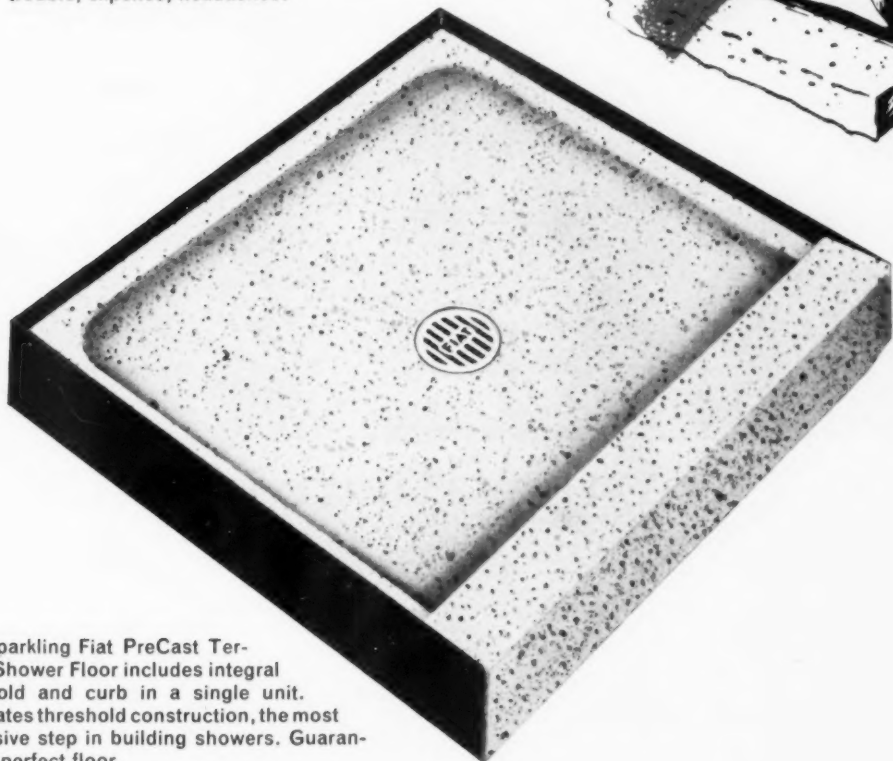
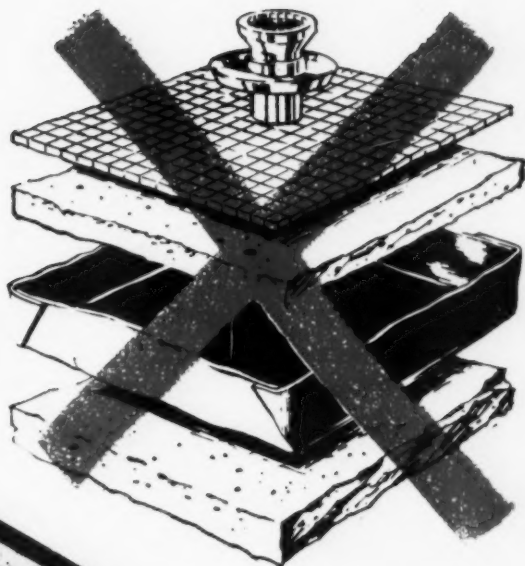
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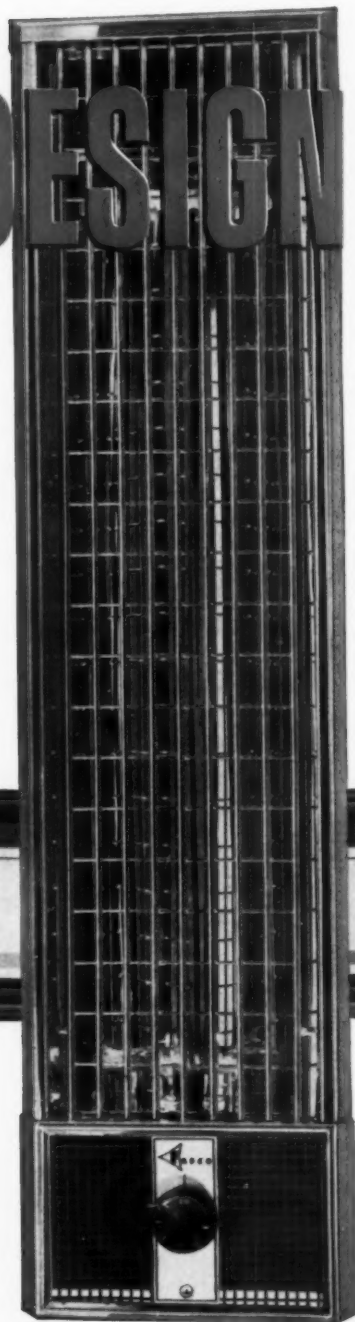
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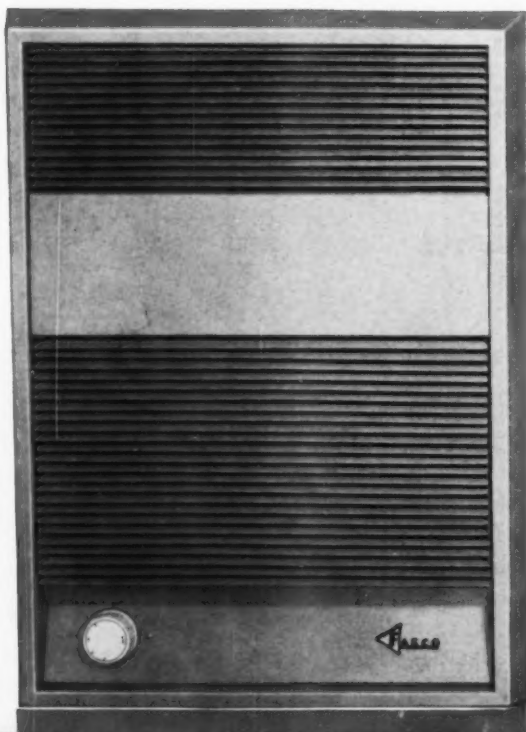
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by

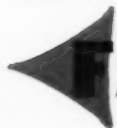


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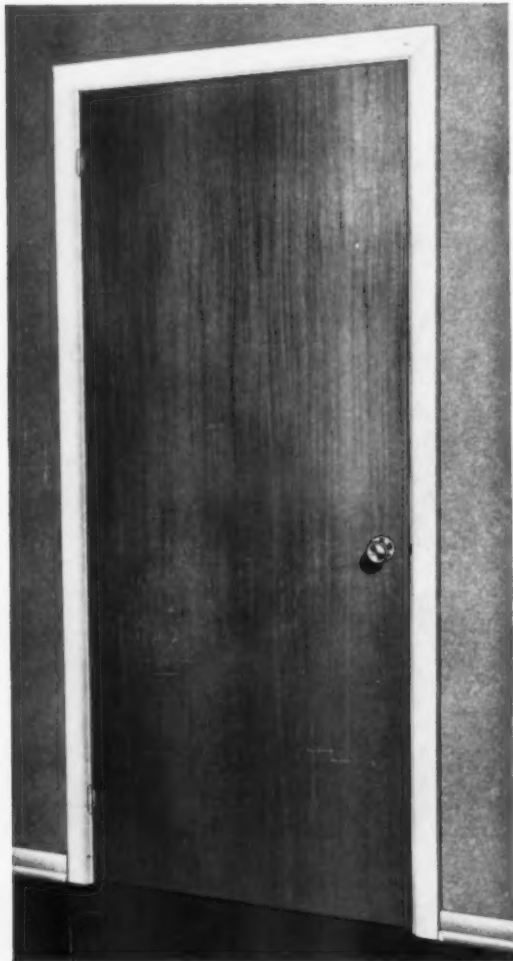
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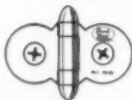
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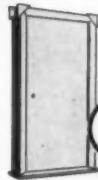
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in door and frame
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| BILLINGS, MONT.
Building Service, Inc. | CHICAGO, ILL.
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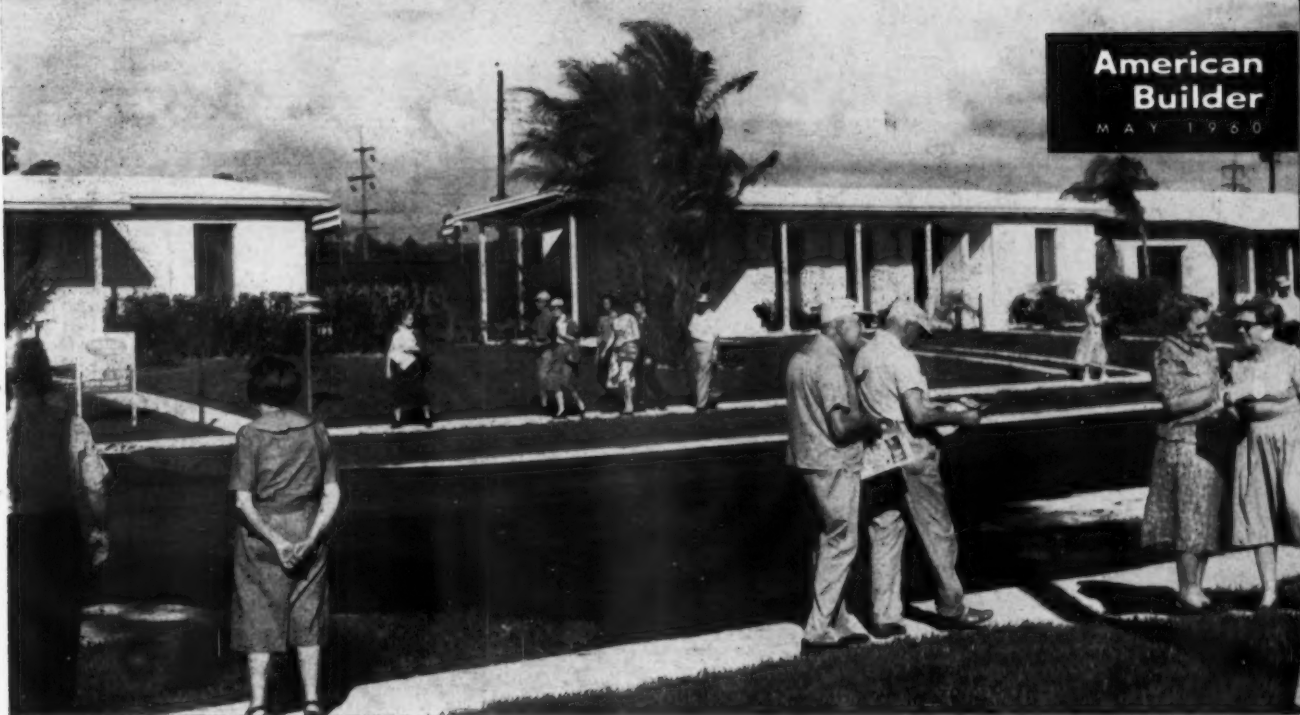


Photo courtesy of General Development Corp.

Oldsters:

Housing's youngest market

NEW OPPORTUNITIES IN Specialized Markets

This is the first of an AMERICAN BUILDER series that will acquaint builders with profit opportunities in often-overlooked housing markets. In this issue, we're covering two opportunity areas—retirement housing, and vacation housing. Later issues will cover profit opportunities in:

- Minority housing
- Remodeling
- Row houses
- Garden apartments
- Motels
- Stores
- Churches
- Swimming pools

Builders are just beginning to tap the potential in the industry's fastest growing market—housing for the elderly. They are discovering two things: practically insatiable demand, and a market that is virtually in their own back yard.

The rocking chair market—

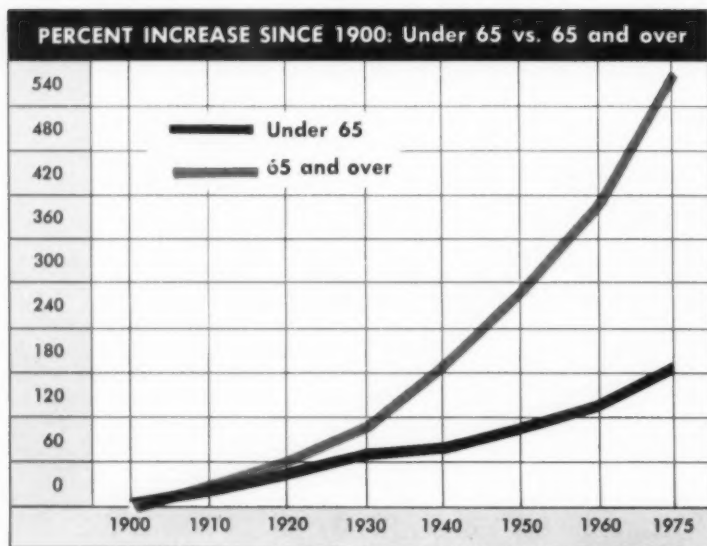
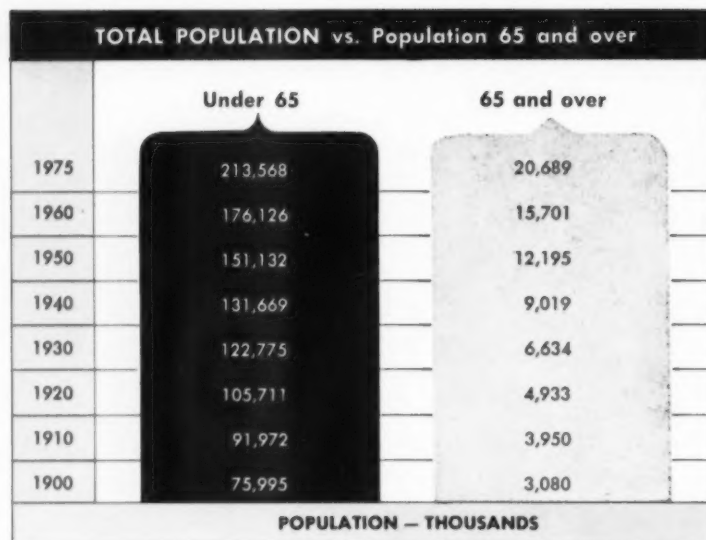
There are some 16 million people 65 and over in the nation today. This number is expected to swell to 20 million by 1975. This multitude of senior citizens is supplemented by increasing numbers of ever-younger retirees.

With the exception of mass housing developments in Florida, Arizona, and California, this market is largely untapped. Reason: builders have been riding the demand wave for young-family, one-family dwellings since the end of World War II.

HHFA Administrator Norman Mason defined market potentials

this way: "The era of the three generation house—those familiar 'white elephants'—has passed. We've been moving toward a new concept in housing—that of separate quarters for the older folks. This doesn't mean that they are going to pick up and move south or west—by and large, these people want to stay where they put down roots—in the old town, with their kids, with their friends. I think that this is where the builder has so far overlooked the tremendous opportunity . . . he's failed to realize that this is truly a market in his own back yard. Furthermore, the builder is often unaware of the aids available to him in this area."

Federal aids—Here's how the federal government's elderly housing program shapes up: (1) Offers mortgage insurance to help older people finance the



purchase of homes.

(2) Assists in financing rental housing projects specifically designed for the elderly.

(3) Insures mortgages for nursing homes.

(4) Eases the way for low-rent public housing projects.

Home builders will be primarily interested in 1 and 2, which are supervised by FHA, with an assist from FNMA via mortgage purchases for single or multi-family dwelling units.

Single family aids—Under section 203 of the Housing Act, FHA will insure a mortgage on a house being purchased by a

person 62 years or older. Friends, relatives, or a corporation (typically a church, fraternal group, or labor union) may make the down payment. If an elderly person is unable to qualify as an acceptable mortgage risk, a third party can co-sign the mortgage. Loans up to \$22,500 may be insured, for a term up to 30 years.

Rental housing aids—Section 231 permits FHA to insure mortgages for construction or rehabilitation of rental accommodations for the elderly. The projects may be elevator-type structures, row houses, or separate dwelling units grouped in a

contiguous project. Any rental project containing eight or more new or rehabilitated units, at least half of which are especially designed for persons 62 or over, is eligible for FHA insurance.

Where the project is sponsored by a nonprofit group, the mortgage can be as much as 100% of the estimated *replacement cost* for new construction; and up to 100% of the *estimated value* in the case of rehabilitated structures. These limits are reduced to 90% in the case of profit-motivated or investor-type projects. (Builders would ordinarily operate under the 90% insurance provisions, except where they co-operated with a church or fraternal organization—in which case the sponsorship by the nonprofit group would make the project eligible for the 100% insurance provisions.)

Conventional lenders—Builders will usually find ready support for community projects for the elderly from conventional lenders. And they often find that less stringent design requirements apply.

Design considerations—Whatever your lending source, these design suggestions from the Small Homes Council, University of Illinois, will be helpful:

- Choose a site which gives easy access to transportation, shopping, places of worship.
- Avoid differences in elevation between rooms, indoor and outdoor areas, etc.
- Provide wide halls and doorways.
- Make storage space accessible without climbing on chairs or ladders.
- Provide for increased lighting and heating requirements of older people.
- Locate the bathroom near bedrooms, and provide grab bars.

The approach—Builders are tackling the rocking chair market with tremendous imagination. Single family units are only part of the picture—rental units, rehabilitation, garden and row-type projects, are all practical possibilities. The projects outlined on the following pages give an indication of what's being done around the nation.



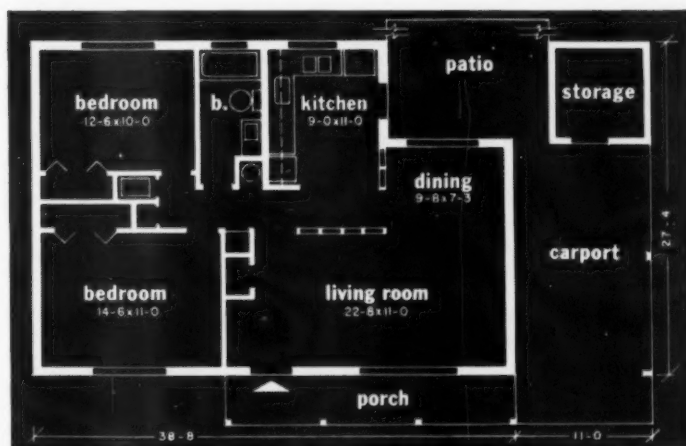
West: the community facilities approach

Del Webb's sales formula is simple: build community facilities first—then sell houses.

Before he opened his Sun City models, Webb had constructed a 9-hole golf course, olympic swimming pool, community club house, activity building, and a small shopping center.

Two months after opening, 575 homes had been sold, and the second section (675 units) was up for grabs.

Prices in the Phoenix development range from \$8,500 to \$13,400. Eighty-four percent of the buyers choose air conditioning. Forty percent plunk down cash—old hat procedure in Phoenix.

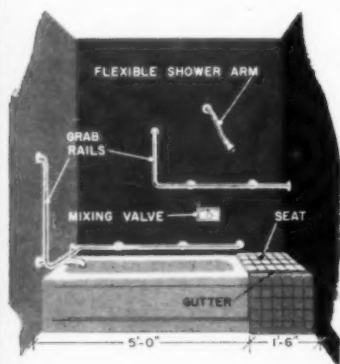


BEST SELLER is priced at \$9,300; air conditioning is optional at \$600. Provisions for the elderly include 3'-2" wide halls, bathtub grab-bars.





OLDSTERS, continued



OLDSTERS are most prone to accidents in the bathroom. Rosati's bathroom makes use of grab bars, handrails, nonskid surfaces, bathtub seats.

South: facilities for the aged and infirm

A home that is practically a textbook in planning facilities for the elderly, infirm, and handicapped is offered as one of six basic models in builder James Rosati's 1,600-home community in St. Petersburg, Fla.

The home is based on design suggestions developed through ten years of research into the

needs of the physically handicapped at New York University's Institute of Physical Medicine and Rehabilitation.

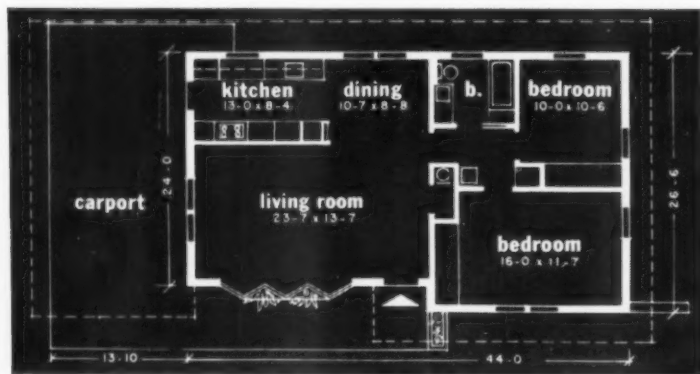
Sole function of the house is to permit handicapped people to perform the normal functions of living and housekeeping with minimum effort. Fragility of oldsters is provided for through

concentration on eliminating accident hazards. Some of the measures are:

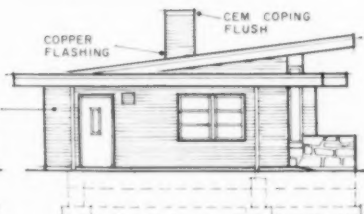
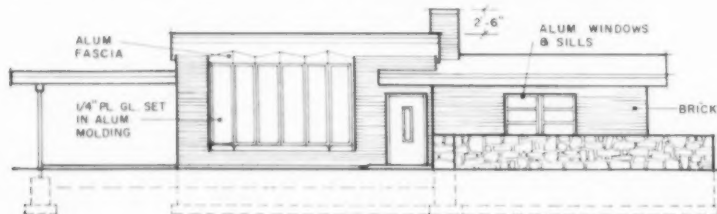
- Eliminating all interior door-sills.
- Placing skid-preventing carborundum chips in terrazzo floors.
- Replacing stairs with ramps.
- Installing grab bars in each bathroom—the most common accident area.

Many builders are convinced that building a home of this type can be suicidal, but Rosati is convinced that there is not only a market, but that the market is growing as the nation's elderly population increases. Good promotion and national publicity have maintained a fast sales pace for Rosati's model, which is in the \$13,500-\$15,000 range.

Houses patterned on Rosati's "Horizon Home" are being built in Seattle, Washington; Beaumont, Texas; and North Little Rock, Arkansas.



PROTOTYPE of Rosati's model is going up at Bellevue Medical Center.





North: garden project for active oldsters

Resistance of a town planning board opposed to Van Cortlandt Avenue Corp.'s plans for a garden apartment project near Harmon, N. Y., softened when they saw the advantages of adding taxable real estate without increasing school population.

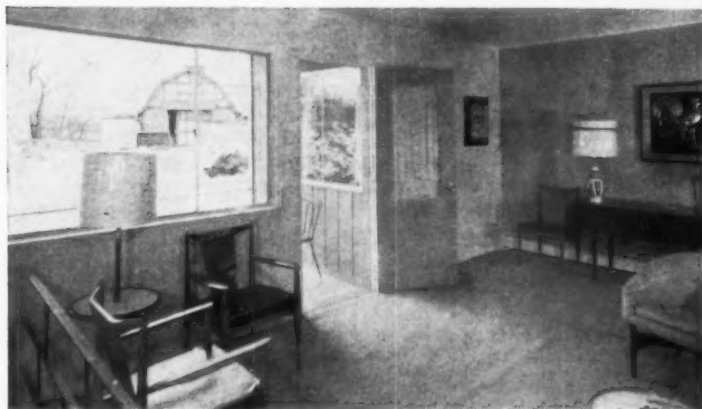
The project's initial phase calls for five buildings, with 60 rental units. These are to be integrated with single-family dwellings already built in the 44-acre development. Ultimate goal is 30 buildings with a total of

360 apartments.

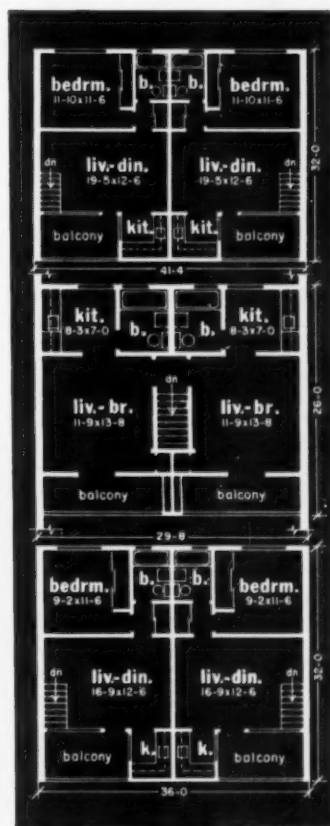
Financing for the project is done conventionally, with a \$1.6 million mortgage on the first section.

Rentals will range from \$69.50 for an efficiency to \$94.50 for a one-bedroom apartment (not exorbitant in high-cost Westchester County).

All the apartments will have terraces and private entrances. The builders are renovating an existing barn for use as a community center.



RENT FOR THIS APARTMENT is \$94.50 a month (see plan, lower right). Every apartment in the development will have a terrace or patio, and direct exterior access. Conventional financing eased builder's way in high-cost area, permitted elimination of FHA-required elevators, other oldster extras.



DESIGN uses three types of units. Back-to-back plan permits building in multiples of two; provides firewall between every second pair of units.



SIMPLE, SMART vacation cabin was designed for **Woman's Day** magazine by architect George Matsumoto. It's

one of 12 designs offered by DFPA as part of its second-house promotion. Materials cost: about \$1,500.

Vacation homes: a big market

Vacation housing (often called "second" housing) is another market that attracts more builders every year.

Just how big this market is, no one seems to know for sure. But most reliable estimates show that about 75,000 second houses were built in 1959. NAHB economist Nat Rogg sizes up the

market this way: "... at least 50,000, possibly 75,000, perhaps even 100,000 such units are now being built each year. This market could easily double in the years ahead."

And the U.S. Census Bureau's Wayne Daugherty recently said: "Within a year or two, we'll have to make special counts of families with two residences. Our worksheets show them increasing that fast."

Behind the trend is a combination of factors that are bringing great changes to many phases of American life. Among them:

- Rising consumer income. Median nonfarm income now stands at more than \$6,000 a year per family, and increases about 2% a year. So, by 1970, median nonfarm income should be well over \$7,000 a year per family.

- Increasing leisure time. In 1958, American workers enjoyed a total of 70 million weeks of vacation, against 34.4 million weeks in 1946.

- Shrinking travel time. The U. S. has doubled its miles of surfaced roads since 1946, which means vacation areas are more accessible to more people.

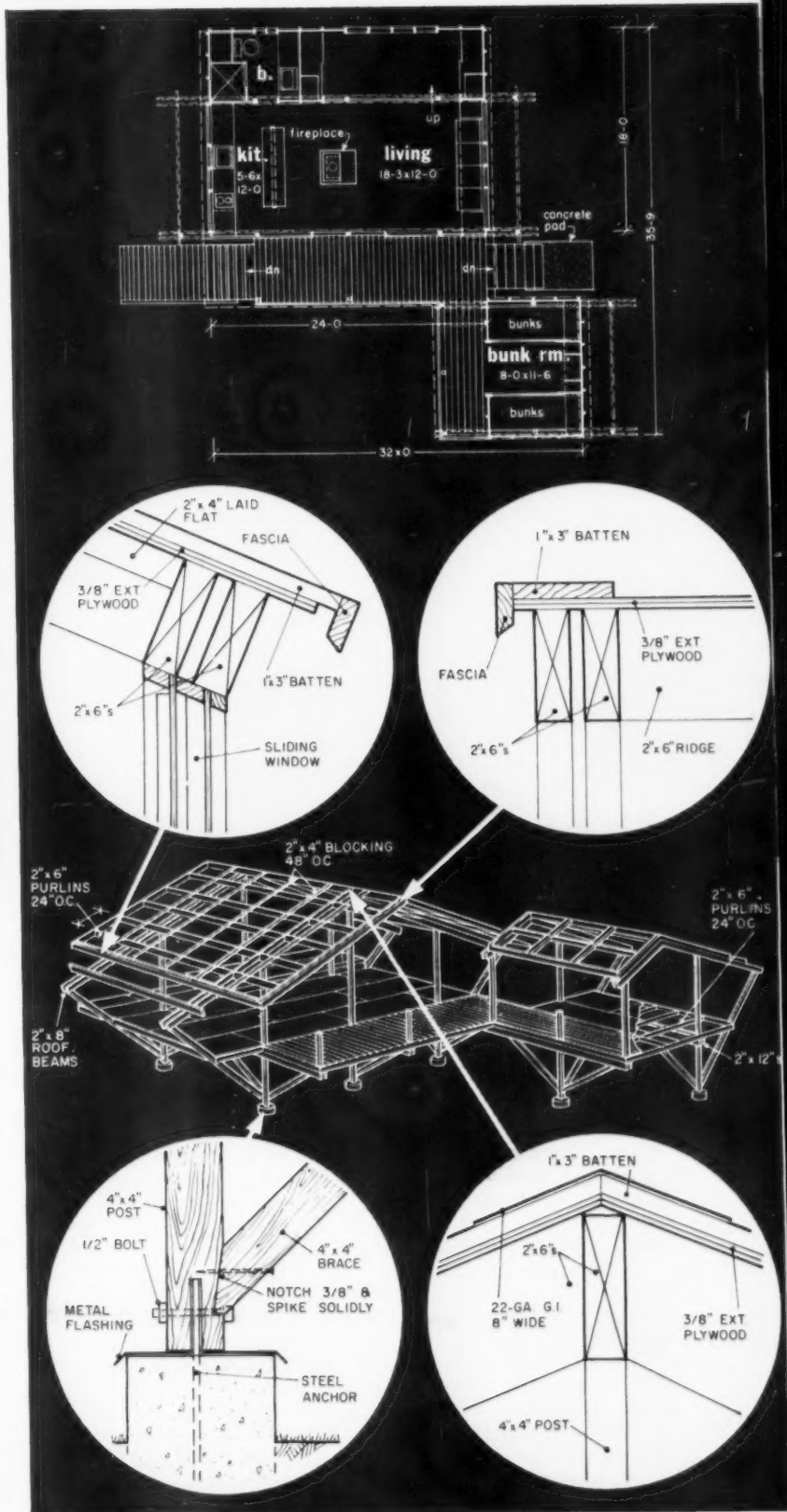
**NEW OPPORTUNITIES IN
Specialized
Markets**



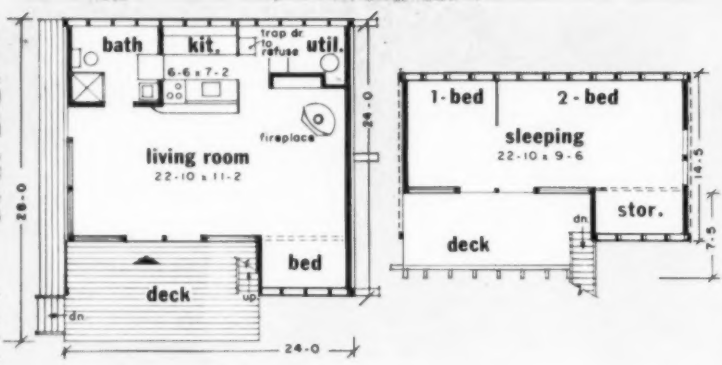
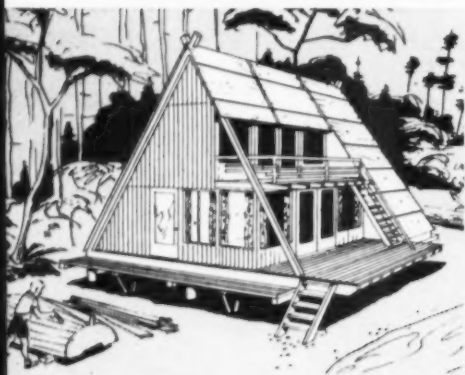
expands

An organization that's been promoting the vacation house market since 1957, is the Douglas Fir Plywood Association. It has publicized the trend via press releases, now runs a *Saturday Evening Post* ad stating: "every family needs two homes!"

In addition, DFPA offers 12 detailed vacation-house plans, for which they've had almost half a million requests in two and a half years. (The plans are available at 25¢ each from lumber dealers, or from Leisure Home Dept., Douglas Fir Plywood Association, Tacoma 2, Wash.)



VACATION HOUSING, continued



Designs like this DFPA cabin appeal to economy minded buyers

As more and more people start looking for vacation-houses, demand for lower-cost units increases rapidly. This two-story A-frame job packs a lot of space into a relatively small, but easily built house.



Year-'round vacation house attracts better-heeled prospects



Community Park Homes' best seller is this \$9,500 3-bedroom model. It's fully insulated, comes with water heater, range, oven, floor furnace. Inside, a cathedral ceiling gives a feeling of spaciousness.

Vacation homes: the problem is

Two heads-up builders who are in the vacation-house market "to stay" are Rod Miles and his partner, Morris Bernstein. Their firm, Community Park Homes, has built 53 year-'round vacation homes since 1958, has orders for 21 more. Aim for their Mountindale, N. Y., development: 350 homes.

"Our toughest problem has been financing," Miles told AMERICAN BUILDER. "Mortgage lenders often shy away from vacation houses; they feel a man with two homes may give up the second one at the first sign of

financial trouble. And, being off the beaten track, vacation houses may be too far-removed from money sources, and may be hard to resell."

Here's how the builders fight the mortgage problem:

"First of all," says Bernstein, "we require a 25% down payment on a 15-year mortgage. Since our prices run from \$8,500 to \$11,500, this immediately discourages any prospect who's not financially solvent.

"And, in our sales pitch, we show each prospect just how much it will cost him to carry

the house; we add to the mortgage payments the costs of heating and garbage disposal, and we try to anticipate every possible incidental expense. Then we say, 'If you can afford all this, we want you as a customer. But, if you have any doubts at all, please don't buy.'

"This careful screening has kept our turnover rate at absolute zero," concludes Bernstein. We've had no resales in our development."

"And don't think this zero turnover rate hasn't impressed the local banks," adds Rod



Custom beach house answers the needs of harder-to-please clientele

This beach house, in the Myrtle Beach, S. C. resort area, was built on contract by Arnet Lewis for J. S. Crane. The rectangular design helps Lewis deliver maximum quality and living space for every construction dollar.



FLOOR PLAN, as simple as the elevation, stresses living space—both inside and out. For year-round comfort, the house is equipped with electric water heater and refrigerator, gas range and furnace.



8" CYPRESS STILT foundation protects the house from occasional threat of storms and high water, leaves room under the house for extra storage, bathers' dressing room and shower, plus two car ports.

always money

Miles. "It's helped us a great deal toward gaining their confidence."

The builders' other major problem has been community facilities. Operating as they do in an established resort area (New York's Sullivan County) they're faced with the competition of innumerable rental projects—bungalow colonies and hotels—that offer recreation facilities. So, besides providing water service, sewage disposal, etc., they've had to put in a swimming pool (they'll put in others as the development expands), and build a

casino, which the residents will operate as a co-op.

"All this took a lot of capital," says Rod, "but it's paying off. There were vacation-house builders up here before us who offered nothing more than houses. They're out of business. We offer year-round comfort, community facilities, plus recreational facilities—and we're making money."

Typifying another—and perhaps more traditional—breed of vacation-house builder is Arnet Lewis, of Ocean Drive Beach, S.C. He builds on contract, puts up 20 houses a year. His prob-

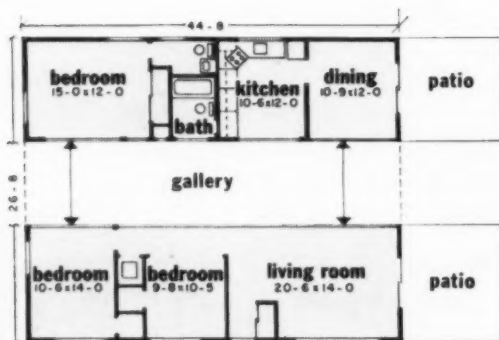
lem, indirectly, is also money.

"You have to deliver a lot of house for the money in this country (Myrtle Beach resort area)," says Lewis, "... most of the owners insist on certain substantial features in their vacation houses that are similar to their principal residences."

Lewis' attack on this problem employs simple box-like designs with much open area, both inside and out. He sets the houses on foundations of 16-ft. cypress pilasters extending 9 ft. above grade. This stilt foundation serves the dual function of providing safety against high water, and permitting many two-story features at one-story cost; the lower level is generally used for parking, storage, and bathers' accommodations. (See above.)



Moscow—Simple three-bedroom ranch was exhibited as typical American worker's house at Moscow exhibition in summer of '59. Despite U.S. government's attempts to avoid being charged with ostentation, Russian Premier



Khrushchev insisted that the \$12,000 house was more than average U.S. worker could afford. American builders criticized lack of design and furnishing imagination. House was split for exhibition purposes.

London House: U.S. builders answer to Moscow house

A slow burn over the home we exhibited as "typical" in Moscow last summer. The U. S. Information Agency had bent over backwards to avoid any Russian charges that the house was better than average, with the result, builders said, that the exhibit house lacked much in the way of design and innovation.

When London's *Daily Mail* extended an invitation for American participation in its annual "Ideal Home" Exhibition, NAHB and the National Design Center decided to collaborate on a "really representative" American home. They enlisted some fifty materials and equipment manufacturers, chose a design by top-flight architect Herman York, and came up with the show-stopping London House.

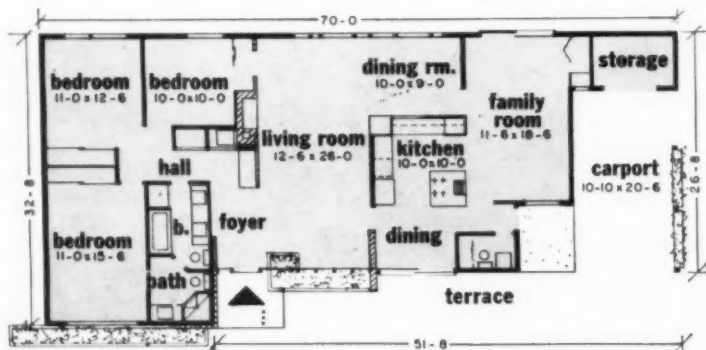
Normally reserved Britons were so enthused that nearly 200,000 of them gasped their way through the model. Typical comments: (on the ranch style) "looks as much like a ship as a

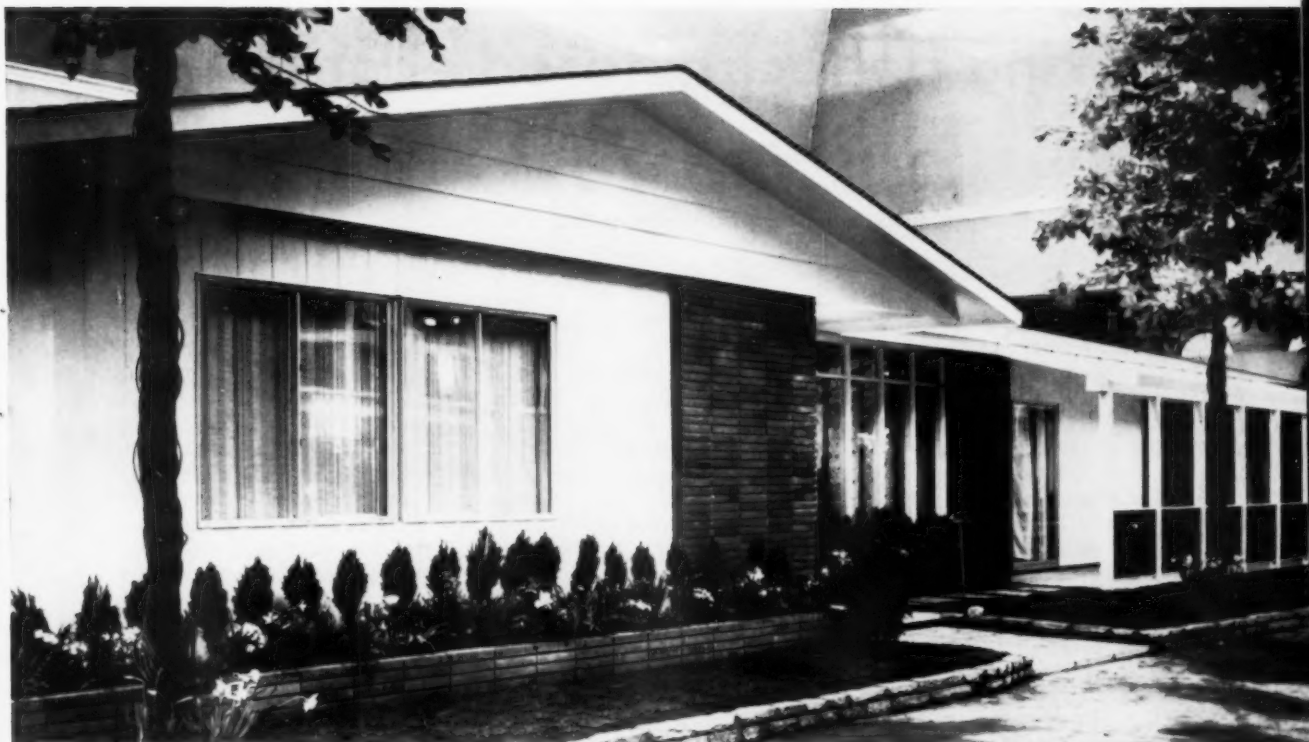
house," (on the open planning) "no place to hide," (on Moscow's exhibit vs. London's) "it's a shame they didn't build one like this over there." Most of the visitors answered an enthusiastic "yes" to the question, "Would you like to live in this home?"

London House boasted three bedrooms, two and a half baths, a family room, dining room, and kitchen, carport, and terrace. At \$20-\$28,000 it was a far cry

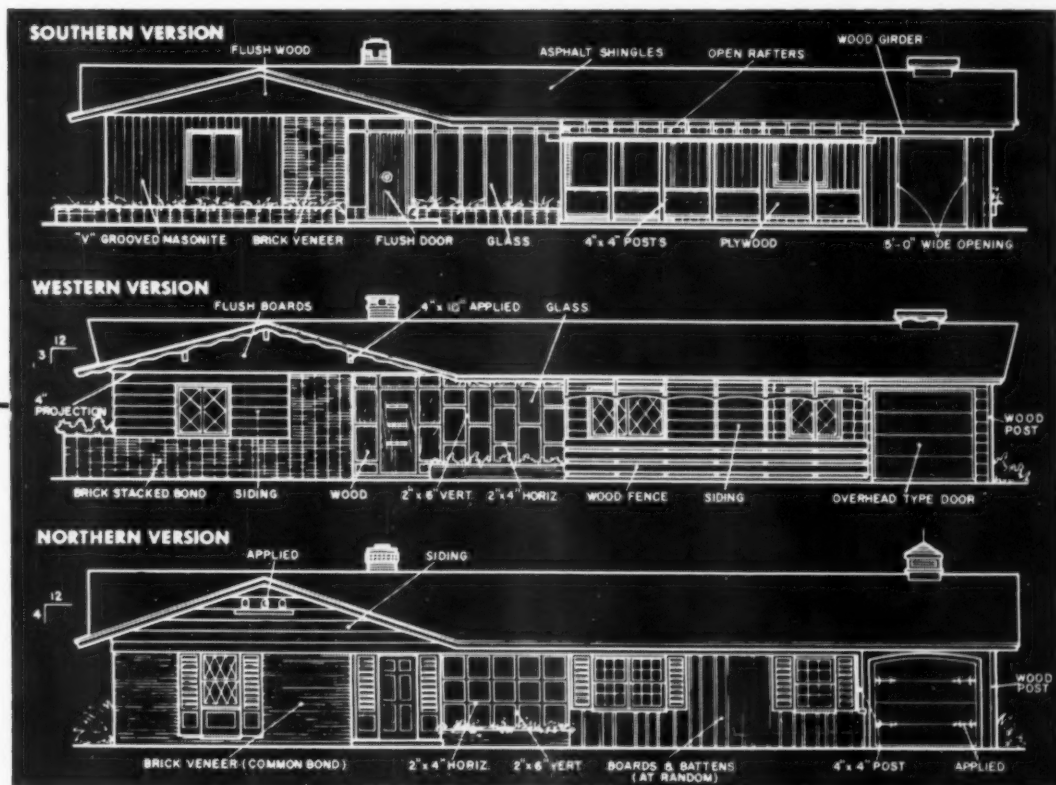
from the modest (\$12,000) three-bedroom, bath-and-a-half ranch that was shown in Moscow. With appliance manufacturers pulling out all the stops, Londoners got a look at some gadgets that haven't even been marketed in the U. S. as yet.

With the two exhibits tucked away, NAHB's builders were purring. Architect York summed it up, "Moscow was a blow to the industry's prestige—we recouped our losses in London."





London—Sleek ranch model was hit of London's "Ideal Home" Exhibition. New York architect Herman York, who designed London House (Southern Version), worked up regional elevations for AMERICAN BUILDER readers.



Making perfect mitered edges

Unique mitering attachment for router eliminates exposed joint line on finished edges of laminated plastic

Here's how simply the new device forms a sharp mitered corner on a laminated countertop.

First, the attachment holds the router at the proper angle while the blade makes a concave bevel in the plastic's edge.

The matching strip or skirt is beveled at the same angle, to match the countertop bevel.

Gluing comes next. The slightly hollow cuts on both surfaces provide a greater contact area

for gluing, giving a stronger joint.

The bevels are so true that all it takes to hold them in place until the glue dries are a few strips of cellophane tape.

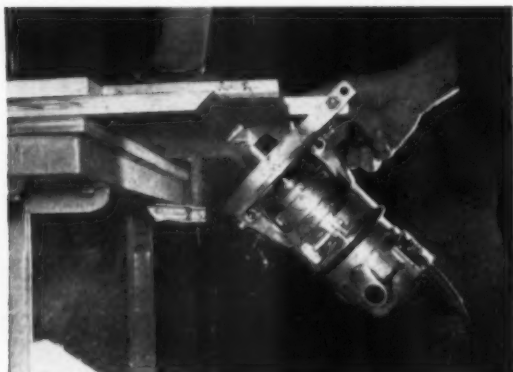
In the last phase, some light sanding may be needed to make the sharp joint safe for handling.

This technique enables the builder, for the first time, to eliminate the exposed dark line or T-molding that used to characterize the finished edge.

Also, the builder can make perfect edges—without chipping—on countertops, cabinet ends, and wall paneling.

Knick-March Engineering, Inc., developed the attachment for use with Porter-Cable's 2½-hp router.

Weighing about 17 lbs., the router and attachment are easily portable. This makes it possible to miter large pieces of laminated plastic that are normally difficult to work toward a router.



STEP ONE—Mitering attachment holds router at proper angle while blade cuts bevel in laminated countertop edge.



STEP TWO—Worker bevels matching strip, applies glue to both surfaces, and brings them together for setting.



STEP THREE—A few strips of cellophane tape keep the bevels firmly in place until the waterproof glue dries.



STEP FOUR—Sharp edge may call for light sanding to make mitered joint of countertop safe for handling.

It will spend about \$50 million selling the nation on total electric living.

It will aim at a target of 6,000,000 total electric homes by 1970.

It will spend most of its money creating a Live Better Electrically consumer market.

But it will also show the builder how to sell the total electric home.

Electrical industry unveils massive sales program

Electricity is making its move, and the builder stands to profit from it. The industry will spend this year alone about \$50 million to further promote electric living as a way of life. Target is 6,000,000 total electric homes by 1970.

Major share of this promotion money will be spent on national advertising through television, radio, magazines and newspapers. But a healthy share will be directed to bringing the American home builder in.

"We can't hit our target without him," says an industry spokesman. "But we have to make it worth his while to take part in our program. That's why we're offering him a promotion package that begins with expanding the market for electric homes and ends by helping the

builder sell more homes to it."

Why offer that help? The spokesman says:

"You're a builder. You put up five houses a year or 500 houses a year. You're a member of the nation's second biggest industry. But you're not really a giant. No matter how many houses you build a year you'll never be as big as, say, an auto manufacturer.

"No matter how much you

spend promoting your product, you'll never be able to match what one auto manufacturer spends.

"But electricity is big. It can spend money. And it offers the builder a multi-million-dollar promotional package.

"Electricity feels it's got hold of a lion's tail and it wants to take the builder along on a ride to 6,000,000 total electric homes by 1970."



What does electricity offer the builder? AMERICAN BUILDER sent its Andy Boracci to get the answers right from the horse's mouth. Here they are, on the next eight pages.



JOSEPH F. MILLER, as managing director of the National Electrical Manufacturers Association is spokesman for the firms who make today's many electrical appliances. NEMA also administers Medallion Homes Program.

How will electricity help the builder sell houses?

MILLER: A heck of a lot. Electricity will stimulate a bigger demand for total electric living.

BORACCI: How?

MILLER: In two ways: First, through a massive, national ad-

vertising campaign in television, radio, newspapers, consumer and business magazines. And, through sales promotions conducted by NEMA and other industry organizations.

BORACCI: You'll promote programs like the Medallion Homes, Total Electric Homes, and Live Better Electrically?

MILLER: That and more. The program will equate the electric house with the quality house. The Total Electric Gold Medallion Home is designed to appeal to that growing breed of sophisticated home buyers who expect a lot more value in a house today than they did in the past.

BORACCI: For instance?

MILLER: They expect extras like refrigerator-freezers, food waste disposers—all the major appliances. These appliances are more than luxuries today; they're a way of life. And buyers want air conditioning, electric heat, fine lighting. We're out to prove that no house meets these sophisticated demands like the total electric house.

BORACCI: I suppose this is where the builder comes in?

MILLER: Right. The smart builder who meets these consumer demands is going to sell a lot more houses than the builder who ignores them. Our job will be to provide the builder with the know-how to build the electric house; and the merchandising help that will help him sell the electric house.



GOLD MEDALLION AWARDS certify that homes are designed for latest in total electric living.

How much help will utilities offer builders?

ZEUTHEN: A great deal. It will range from helping the builder design his house for total electric living to helping him merchandise it.

BORACCI: Sounds like a big order.

ZEUTHEN: It is. But most electric light and power companies in the country are actively promoting the Medallion Home at the community level. This adds a big punch to the national campaign.

BORACCI: What forms will this help take?

ZEUTHEN: The utility's primary aid to the builder comes through the creating of a local demand for the modern electric way of life. But, more specifically, the utility will work with the builder on all electrical phases of the building operation. The utility,



for instance, will show the builder how to gain cost savings in fuel, storage and chimney expenses by the installation of electric heat. Utility engineers will help him plan for electrical power requirements. It will grant Medallion awards that certify the home's excellence in wiring for full housepower, lighting, and inclusion of the latest electrical appliances.

BORACCI: How about advertising tie-ins?

ZEUTHEN: There's where the builder really can benefit. Many utilities help the builder merchandise his project with cooperative advertising allowances.



They often directly sponsor ads in local newspapers and place spot commercials over local radio and television stations that will promote both the builder's house and the benefits of electric living.

BORACCI: And display material?

ZEUTHEN: The utility gives the builder plenty of it, along with professional help in the preparation of the builder's own promotional brochures, handouts, and mailings. The utilities generally will even send a representative to

the builder's model home to help show the electrical features.

BORACCI: I understand that some utilities even sponsor the construction of a model house.

ZEUTHEN: That's right. A good example is the first Gold Medallion Home, built in Suffolk County, N. Y. The Patchogue Electric Light Co., sponsored it. The house drew crowds, and considerable interest. Later, the utility raffled the house off for a hospital benefit. That brought even more publicity. And, many utilities make technical services available to the builder on a free consultation basis. And a rather new development is this: the Georgia Power Company, for one, will pay the builder up to \$200 toward the installation of extra service entrance facilities in new and existing homes when placed by qualified contractors. After April 1, The Alabama Power Co., and the Mississippi Power Co., will kick off similar plans.



RALPH ZEUTHEN manages the Live Better Electrically Program for the Edison Electric Institute. He speaks here on behalf of the many electric utilities who offer a wide variety of technical and sales help to their customers.

Can electric heat help sell houses?

ARONSON: Look what the builder can sell when he offers electric heat. He can sell a heat with less depreciation, less maintenance, less dust, dirt, lint, low and stable operating costs, more efficiency and longer equipment life.

BORACCI: Does electric heat offer any construction savings to the builder?

ARONSON: Plenty. The builder saves the cost of installation of a furnace or boiler, fuel tanks, radiators, ducts, pipes, fittings. And he saves having to build the usual chimney.

BORACCI: You're pretty confident of its future.

ARONSON: Tremendously so, Andy. Electric heat is on its way. More than 700,000 homes today use electric heat. More than 100,000 will be added this year. We have every reason to believe 200,000 more will be added next year, 300,000 the following year, and so on. Anyway, the number of manufacturers that are now coming into the field indicates a general belief in the future of electric heat.

BORACCI: What makes you confident of that?

ARONSON: Best demonstration of it was the First National House Heating Exposition in Chicago last March. We expected 31 exhibitors; we got 71 showing their wares. That shows we're finally overcoming what had been a problem.

BORACCI: What was that?

ARONSON: We hadn't been sell-

ing electric heat. People were buying it. But the picture is changing. People in the electric heat business now are tying in with the Edison Electric Institute and other associations to advertise the medium nationally and locally.

BORACCI: What will you tell people?

ARONSON: Primarily the facts. Something like what we learned from a private survey made of 364 electric heat users in three

major markets—Knoxville, Fort Wayne, and Seattle. We asked these people what they liked about electric heat.

BORACCI: And what were their responses?

ARONSON: A total of 77% liked it because it was clean; 40% said it was convenient; 33% said it was even heat; and 25% said it was economical. The builder really can use electric heat and what people think about it to sell his house.



STANLEY ARONSON, sales manager of Berko Electric Co., is a pioneer in electric heat. He saw a fond dream realized this past March when the First National Electric House Heating Exposition was successfully held in Chicago.

Heating costs of four electrically heated homes in Minneapolis, Minn.

HOME	AREA SQ. FT.	TYPE OF HEAT	HEATING PERIOD	DEGREE DAYS	KWH USED	RATE	COST	COST PER SQ. FT. PER YEAR
A	1176	Glass Panel	9-1-57 to 9-1-58	7655	16,016	1½c KWH	240.25	20.4c
B	1120	Convection	9-1-57 to 9-1-58	7655	14,834	1½c KWH	259.61	23.1c
C	1456	Glass Panel	11-1-57 to 11-1-58	7286	18,560	1½c KWH	278.40	19.1c
D	1800	Glass Panel	1-1-58 to 1-1-59	7655	21,609	1½c KWH	324.12	18c



U. V. MUSCIO, executive vice president of the Fedders Corp., feels that in five years the house without air conditioning will be as obsolete as a present-day house without a television aerial. Here are his reasons:

Is air conditioning playing a new home-selling role?

MUSCIO: Air conditioning is becoming the Golden Boy of Electric living. Within five years the house without air conditioning will be as obsolete as the house today without a television aerial on the roof.

BORACCI: How come?

MUSCIO: People are becoming air-conditioning conscious. A

man works in an air conditioned office, rides home on an air conditioned train, eats in an air conditioned restaurant, and wants to live in an air conditioned house. Or, at least, sleep in an air conditioned bedroom. Just think what sales impetus a builder gets by including air conditioning in a house.

BORACCI: Does it help the builder in other ways?

MUSCIO: It helps a builder get his money. In many areas, mortgage lenders pressure a builder to include central systems or self-contained units with the price of the house.

BORACCI: Why?

MUSCIO: It boosts the resale value of the house and makes the loan risk safer. Even Norman Mason, FHA head, allows full credit for air conditioning in a house.

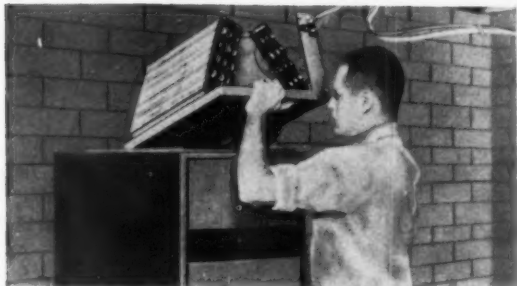
BORACCI: But it's still a costly item.

MUSCIO: It can be as costly as the builder wants to make it; or as inexpensive. While we have had our central air conditioner installed in homes priced at \$10,000, a central system might be impractical in low-cost houses. But a single window unit in that low-cost house is inexpensive and boosts sales value tremendously. And, if that's still too costly, the builder can install shells for air conditioning units. He still can merchandise his house as being rigged for air conditioning. The important thing is that any offer including air conditioning with a house gives it status and makes selling the house a lot easier.

BORACCI: How about heat pumps?

MUSCIO: Where rates are favorable, the heat pump serves the same purpose—gives the house status. It also saves money because the units can both heat and cool.

Of paramount importance is this one fact: air conditioning in any form sells houses.



FLEXIBLE—Fedders Flex-Hermatic remote air conditioner installs easily. Flex-Fit mounting frame is secured to a wall; unit is slipped through frame and bolted.



SELF-CONTAINED—Carrier's cooling unit projects through prefabricated sleeve in wall to join furnace plenum. Assembly controls air flow between furnace and cooler.



JOHN BIGGI, manager of the National Wiring Bureau, feels that power requirements are moving from 100- to 200-amp rated service. He tells builders that doubling the service costs little, but adds sales power to a house.

How will electricity plan affect housepower demands

BIGGI: Housepower requirements will move from 100- to 200-amp rated systems.

BORACCI: That's a big jump.

BIGGI: Sure, but it won't be costly to install. It's a matter of slightly modifying wiring and power entrance facilities. With properly planned entrance equip-

ment the cost increase will be insignificant. But the builder will have one heck of a hidden value to help sell his house.

BORACCI: Well, how does the builder determine his needs?

BIGGI: He first designs his house. Then, he determines how much electrical service he wants in it.

You know, whether he's going to include electric heat, air conditioning, and so on. Then he should go to his local electric utility and ask it to help design his wiring and power requirements. Almost any will gladly furnish this help for him free.

BORACCI: Then he awards the job to an electrical contractor.

BIGGI: Basically, yes. But—

BORACCI: But, what?

BIGGI: I'd like to stress the importance of that electrical contractor. Builders should be very careful about choosing one who's really competent.

BORACCI: Aren't all competent?

BIGGI: Depends on what you mean by competent. The builder's got to remember that wiring is now tricky stuff. Going for a low bid for its own sake might be costly in the end.

BORACCI: How about wiring materials? Do you have any recommendations along that line?

BIGGI: There are a lot of new materials on the market. We recommend all those approved by Underwriters Laboratories, provided they are installed to meet the requirements of the electrical code.

BORACCI: What's the Wiring Bureau doing to aid the builder?

BIGGI: Primarily tying in its promotional activities with the advertising of Edison Electric Institute. We want the buyer to know what makes an adequately wired house, and what's available to him through electricity. The builder who provides this adequate wiring—and can prove it with certification, or Medallion Home Awards—has a sales advantage.



NATIONAL WIRING BUREAU booklets are an industry standby. Their subject matter ranges from how to adequately wire a house to selling the house through smart

wiring features. The wiring bureau, which still certifies a home for adequate wiring, feels the trend in total electric selling is toward one certification, like a Medallion.

What role will new fixtures, devices play?

WATSON: New devices and fixtures can double as merchandizing aids.

BORACCI: You mean, things like high-style light switches?

WATSON: That's right. All those items a builder usually takes for granted. They carry tremendous sales potential. The builder's contractor often may neglect to install them. But the wise builder would do well to ask for them, despite any slight added cost.

BORACCI: What are some of these devices?

WATSON: Well, there are switch and outlet plates that can be made to blend with the decor of the room. Then, there are dimmers that permit unusual light control.

BORACCI: I've seen them.

WATSON: Boy, what a terrific sales wallop controlled lighting gives to a house.

BORACCI: Such as?

WATSON: You know, Andy, a lot of houses are sold at night. Reason for this is that evening is the only time many couples can get away to shop around for a house.

BORACCI: So they don't see the exterior.

WATSON: That's right. They don't see the exterior no matter how pretty it is unless that too is lighted. So what hits them first? The lighting and how its controlled. But there are lots of exotic devices coming up. All could be put to work helping to sell the house.

BORACCI: Well, I don't think the

builder is interested in what's coming well, for instance, 10 years from now.

WATSON: Ten years nothing! They keep coming off the line. That's the funny thing about these devices. When they've been researched and perfected, they're put on the market almost immediately.

BORACCI: What's available to the builder now?

WATSON: Remote control relay switches, for one. But, naming

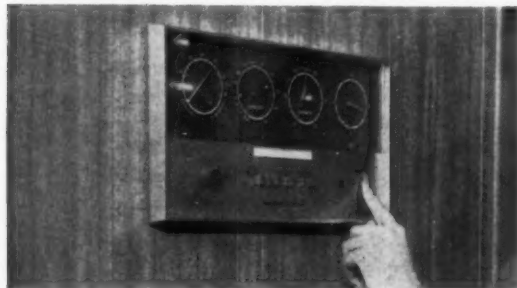
them won't help. The builder should see them. And the place to see them is at home shows, conventions, and in the advertising and editorial matter of business publications and magazines such as yours.

BORACCI: Well, then—

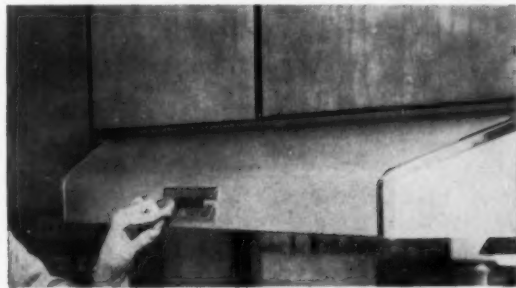
WATSON: The important thing for a builder to remember is not to take these fixtures and devices for granted. They can go far in helping him use electricity to boost his house sales.



H. H. WATSON is commercial engineer in the Construction Materials Sales Operation of the General Electric Co. Watson feels that many builders neglect the house-selling potential offered by such things as the lowly switch plate.



COMPLETE—Weather station at Desilu Total Electric Home in Painsville, Ohio, becomes sales feature when prospect is told she can regulate climate in all rooms.



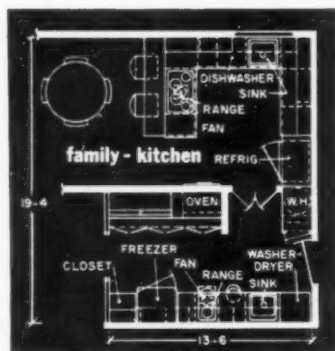
CONTROL—NuTone range hood features controls within easy reach of housewife working at range. Features like these sell sophisticated buyers looking for extras.

Electrical programs

Total Electric Kitchen proves a small-house delight

This well designed kitchen, containing Westinghouse built-in appliances and wood cabinets measures only 10x12 ft. But careful design attention has been paid to the composition of elements in relation to scale, proportion, and detail. Authentic colonial moldings, doors and accessories create a traditional atmosphere without interfering with the clean uncluttered look of the room. The kitchen happily

blends contemporary appliances and cabinets with the much-desired traditional design. In the limited space that's usually available for laundry functions, Westinghouse was able—because of the small space required by the vertical Westinghouse Space-Mates—to include soiled-linen bins, laundry sorting table, home freezer, two-unit platform range, deep sink, and a wide variety of other appliances.

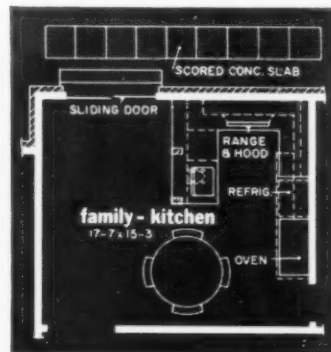


COMPACT—A host of features, from electric built-ins to special cabinets, along with laundry and freezer, fit into compact space of 10x12 ft.

Live Better Electrically sells this neat kitchen

Well planned total electric kitchens like this one help the prospective home buyer visualize the advantages of the total electric Medallion Home. Generous counter surface and storage facilities, good lighting and, of course, the modern automatic electric appliances produce maximum convenience and efficiency for the occupant. The attractive divider wall brings in natural light while separating,

but not isolating, the room from other living areas. Being near the outside entrance, the divider wall doubles as a pass-through, saves the housewife steps when bringing in groceries and when serving snacks and summer meals on the terrace. General Electric's Custom Kitchen Design Service, which helped plan this kitchen, is available to builders through General Electric distributors and dealers.

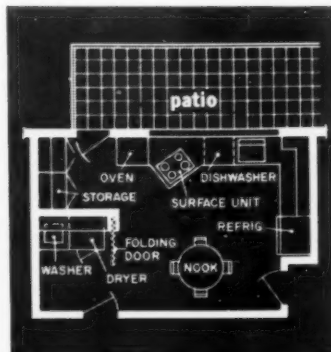


RANGEY—Attractive divider wall admits natural light. Located near outside terrace, divider saves housewife steps when serving outdoor meals.

Medallion Kitchen boasts host of electric appliances

Most home buyer prospects will approve of the AMERICAN BUILDER kitchen, especially designed for us by the Hotpoint Division of General Electric. The kitchen features natural redwood paneling, wood cabinets, beamed ceilings, lannon stone, space for a convenient "breakfast area." Appliances in this L-shaped kitchen locate work centers in the best, most logical sequence

for time-saving meal preparation. An added sales feature is the surfaced section on an angle that provides extra counter space. Kitchen boasts every modern convenience in appliances necessary to good household management—including built-in refrigerator-freezer, automatic electric dishwasher, four-unit surface oven, clothes washer and clothes dryer.



ADAPTABLE—Kitchen requires only 100 sq. ft. of space. But it's readily adaptable to all price classes of appliances—deluxe, medium, or budget.

unveil three new kitchens





What it takes to sell contemporary

It takes builders like the Eichlers

The men on this month's cover are profitably shattering one of home building's most tenacious myths: that there is no mass market for contemporary design. Over the past ten years, Joseph Eichler and his sons, Edward and Richard (the latter not pictured), have built more than 6,000 uncompromisingly modern houses in both Sacramento and San Francisco, Calif. Their plans for this year call for 900 more of the same; and so confident of their product are they that some 133 of these are being built in the traditional stronghold of the gingerbread house—Los Angeles. The Eichlers' formula is simple and sound: build a good house, price it right, sell it hard. Here's how they themselves describe these essential steps.

It takes a really livable house

"L ivability," says executive vice-president Edward Eichler, "is the most important thing we sell. This means good plans, with lots of space. It means well-equipped houses built of materials that are easy to maintain. In other words, it means houses that serve the people that live in them. Too often, builders who worry about the difficulty of selling contemporary houses are builders that have never built a really livable house in any style."

It takes a house that's competitively priced

Can the builder of contemporary houses expect a premium price for his styling? "No indeed," says Edward Eichler. "Contemporary houses must compete on exactly the same basis as any other style when it comes to price. And this can be a problem; houses like ours require many unusual materials used in unusual ways. Unless a builder builds in some appreciable volume, he may find that the one-at-a-time cost of materials is very high."

It takes a special way of selling

"We've found," says Eichler, "that it takes a particular kind of enthusiasm to sell contemporary. You can't go out and hire any old real estate broker—usually he's too used to selling bad houses. Our salesmen really know our houses; they've talked with our architects, our designers, and our construction people. And they believe in their product for a very important reason: everyone of them lives in one of our houses."



INTERIOR COURT is an integral part of the design of this month's Blueprint House. Figure in center is a reflection.

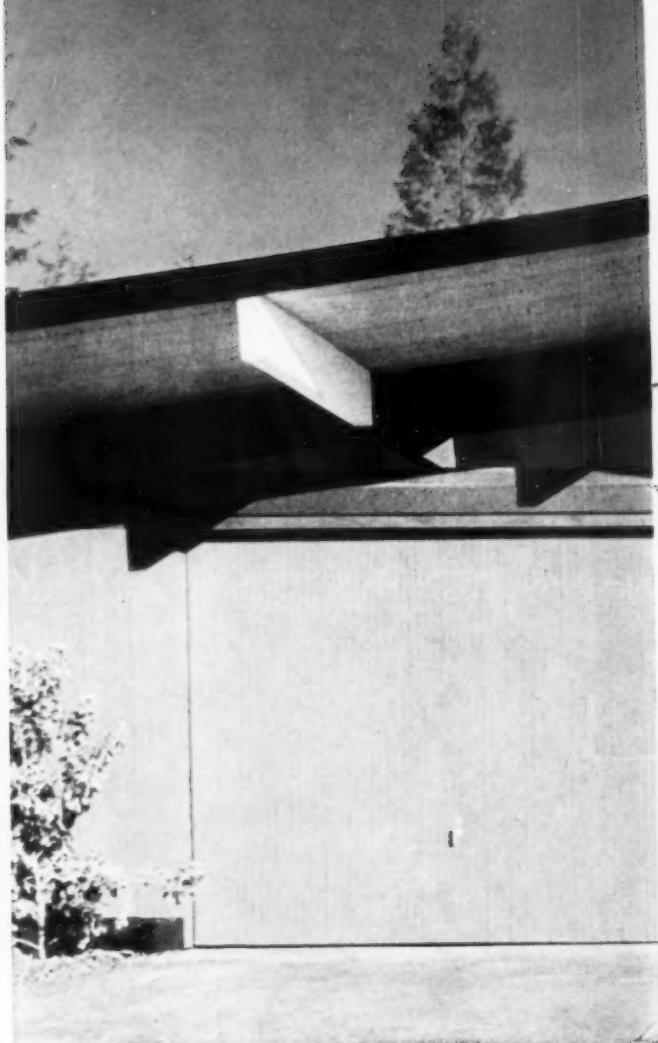
It takes the best design you can get

Good design, says Eichler, should be important to any style of architecture; for contemporary, it's absolutely vital. "We have definite ideas about our houses, but we feel that to interpret these ideas and turn them into the best possible design, we need the best architects we can find. Also, we need the best siting; we can't just drop houses like ours on a lot any old way. And we want the best possible color design; so we have all our colors specially mixed for us by a professor of art at Stanford University.

BLUEPRINT HOUSE



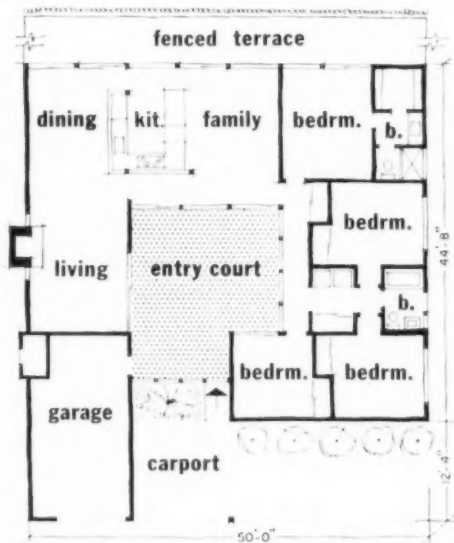
BEDROOM at the front of the house has access to the center court through sliding glass doors. Long corridor (right) is lighted by walls of obscure glass.



STREET ELEVATION of Blueprint House is basically



LIVING ROOM gets added feeling of spaciousness from plank-and-beam ceilings. Glass at left sets into chimney sides, providing a continuous brick effect.



FLOOR PLAN shows excellent traffic pattern to all parts of house. Front door is really a gate opening into the court (see large photo above).



simple, is held together by the strong sweep of the roofline.

Design like this will sell itself

This month's Blueprint House proves that the Eichlers know how to put their theories into action. Its floor plan is both livable and luxurious: its good looks are apparent; and its price—\$25,950 including a \$5,750 lot—would make it competitive in almost any area.

The judges in AMERICAN BUILDER'S Best Model Homes Contest were as impressed as our editors were with this house; they gave it the Award of Distinction in its price class for 1959. And the most important

judges of all, the buyers, have established it as one of the best sellers in the Eichler line.

Why is this such a successful design? "Because," says Edward Eichler, "it's really functional from the ground up. It isn't modern just for the sake of being modern.

"We start with location. People in California do a lot of living outdoors, and this means big areas of glass. The glass, in turn, requires a roof with big overhangs. So, there are two elements of our design.

"Then, there are economic considerations. Lumber is comparatively cheap here on the coast. So a combination of post-and-beam and plank-and-beam roof is cheaper than conventional construction.

"These are the basic elements; the next step is to find the best possible architects to assemble them into a house."

The Blueprint House was designed by Jones & Emmons, AIA, Los Angeles. Anshen and Allen, AIA, San Francisco, also design for the Eichlers.

BLUEPRINT HOUSE



REAR ELEVATION of the Blueprint House faces a fence-enclosed outdoor living area, is completely glazed. Master bedroom is at left. Next to it is the family room, which is open to the kitchen. Living room is at far right.

WHAT

HOW

AMERICAN BUILDER
Blueprint No. 273

Glass walls bring the outdoors indoors



KITCHEN OPENS into the center court as well as onto the rear patio, permitting supervision of children in either of the outdoor areas. Family room is at left, eating bar at

the right. Note that while there are no full walls around the kitchen, there is still plenty of overhead storage space in the free-standing cabinets.



FRONT ELEVATION

SCALE 1/8" = 1'-0"

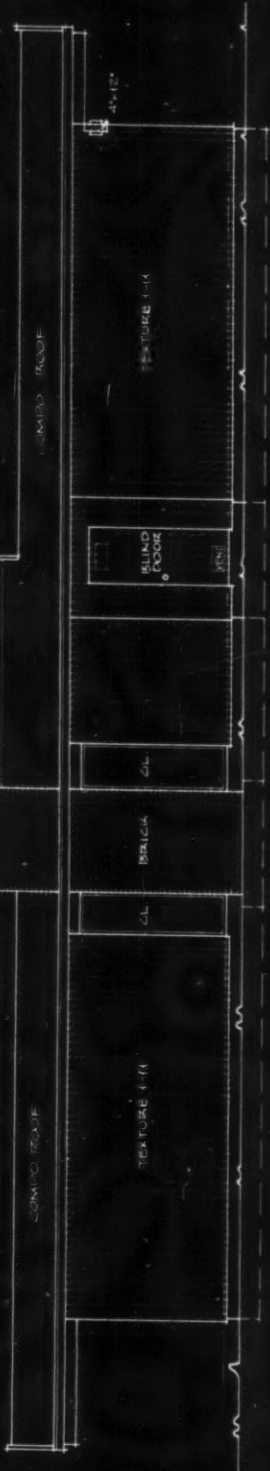
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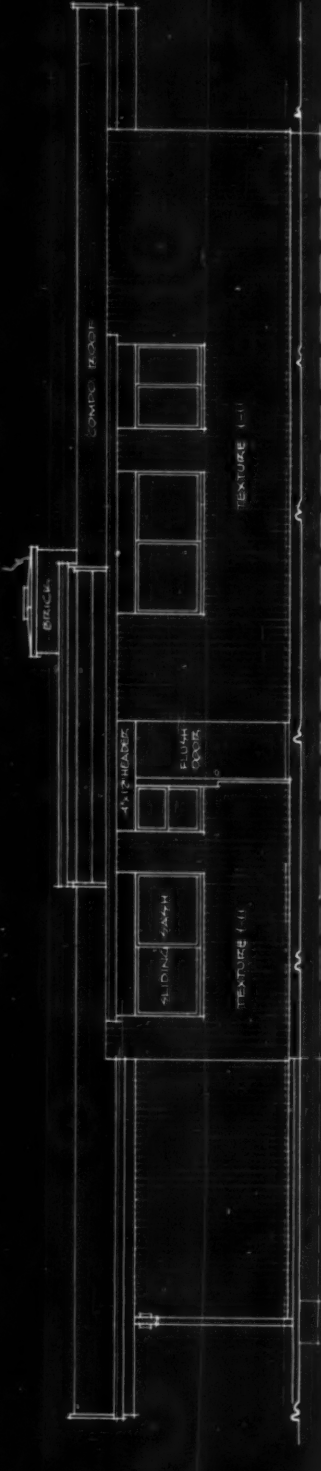
REAR ELEVATION

SCALE 1/8" = 1'-0"

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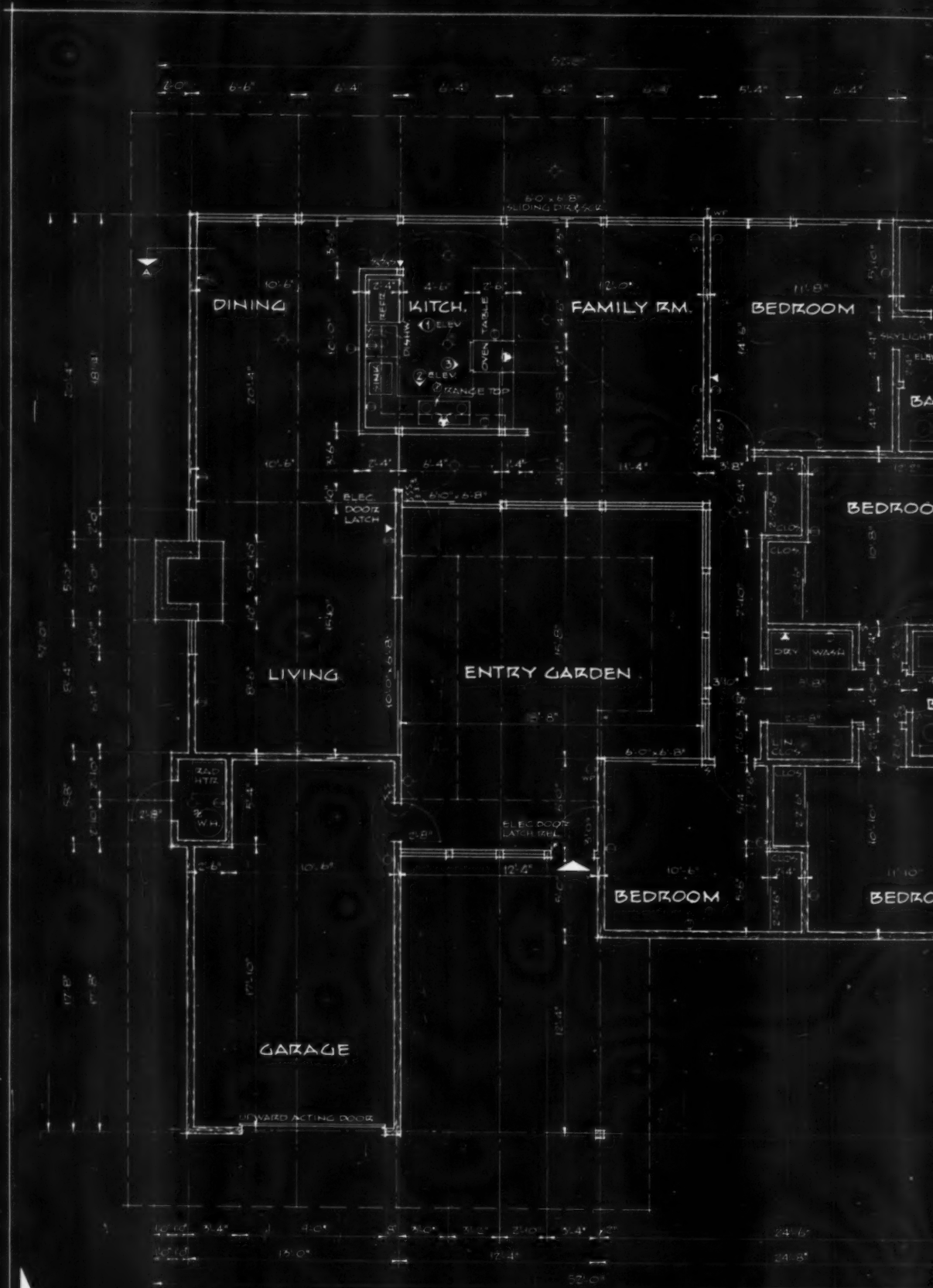
LEFT SIDE ELEVATION
SCALE 1/8" = 1'-0"



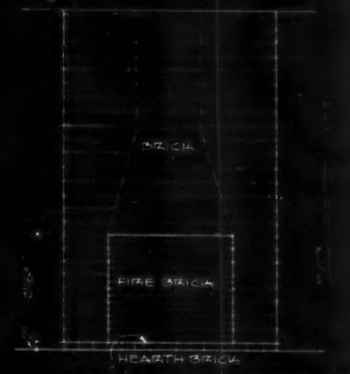
RIGHT SIDE ELEVATION
SCALE 1/8" = 1'-0"



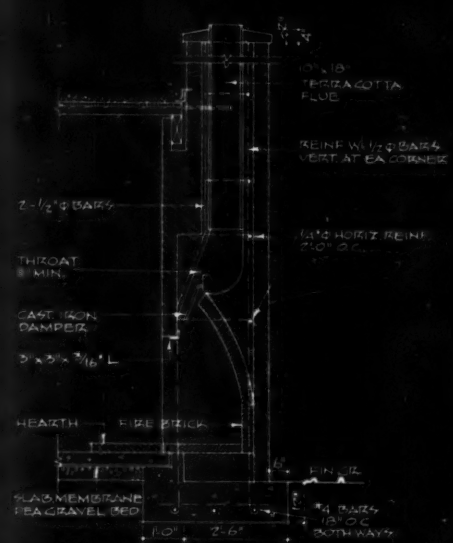
SECTION A-A SCALE 1/8" = 1'-0"



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



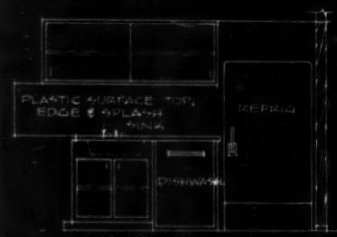
FIREPLACE ELEVATION
SCALE 1/4" = 1'-0"



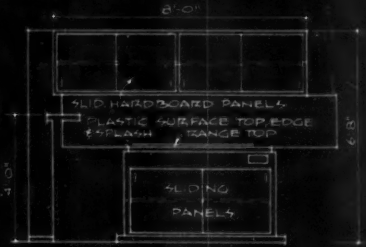
FIREPLACE SECTION
SCALE 1/4" = 1'-0"



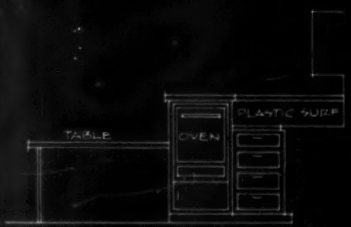
ROOF SECTION AT FIREPLACE
SCALE 3/4" = 1'-0"



ELEVATION 1

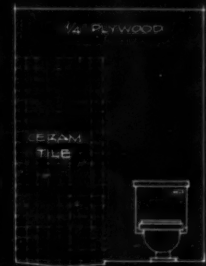


ELEVATION 2



ELEVATION 3

KITCHEN ELEVATIONS
SCALE 3/16" = 1'-0"



ELEVATION 4



ELEVATION 5

MASTER BATH ELEVATIONS
SCALE 3/16" = 1'-0"



BLUEPRINT HOUSE



COMBINATION of handsome design and economical construction is shown in this photo. Plank-and-beam deck is the lowest cost way to build the roof. Note the effective

use of Texture 1-11 plywood on far wall, and concrete block in the fireplace at left. This photograph was taken in one of the Eichlers' alternate models.

Quality products used in this month's Blueprint House

Zolotene plastic paint
Moen Mixing faucet
Day and Night Mfg. Co. air conditioning
Rodelle Mfg. Co. "Quietie" light switches
Miami Carey Div. bathroom accessories
Arcadia Metal Products sliding glass door
Rusco windows
A. O. Smith 40-gallon water heater
Owens-Corning Fiberglas
Waste King stainless steel dishwasher and disposer
Thermador Electric stainless steel range
Wolverine Tube Co.
Formica countertops
Kentile flooring
Gladding McBean's Hermosa ceramic tile
Eljer and American-Standard plumbing fixtures

Sargent & Co. locks
Pittsburgh Plate Glass Co. glass
Zolotene general paint
Samuel Cabot stains
Pobco Div. roofing materials
Stanley hinges and garage door hardware
Lightelier light fixtures
NuTone door chimes
Therma Flo shower valve
Wasco Products skylights
American Sisalkraft Corp. building paper
Emerson-Fryne ventilating fans
Armstrong Cork Co. Excelon flooring
Douglas Fir Plywood
U.S. Plywood
This is a Bronze Medallion Home.

"How I make money by



Joe Safron, of St. Louis' Brinkman Construction Co., does a big business in converting garages and carports of recently built homes into living areas

Builder Joe Safron (above) became interested in remodeling through his art gallery—a business specializing in fine picture framing. Customers used to consult him on such matters as the types of paneling and built-ins that would best suit their homes. He started remodeling in 1953, now does a thriving business. Here, in his own words, are some tips for any builder in the remodeling field.

Money in garage conversions

"I found a tremendous—and almost untapped—market in converting garages and carports to dens or den-type bedrooms.

These jobs are the easiest to build and the easiest to sell.

"They're easiest to build because they require a minimum of structural changes; you carry out the design of the existing building. Also, garages and carports are usually well situated; entry can be had to them from living room and/or dining room.

"The jobs are easiest to sell for two reasons: (1) countless garages are reverting to catchalls instead of sheltering the family car; and (2) the prospect knows he'll save money in remodeling an area that's already under roof and already has at least one wall. Another sales

point: if the customer regrets losing the garage or carport as storage space, you can assure him that with improved housekeeping, and perhaps an outdoor utility area, he'll never miss the space."

Fight competition with design

"When competition gets really tough, design becomes the most important phase of your business. For what more can you offer a client over your competitors than ideas—which constitute design.

"You can stand on your head, for example, convincing a prospect that you use the finest mate-



From cluttered garage . . .

Many families, instead of using their garages as car shelters, let them become catchalls, like this one.



To comfortable living space

Skillfully converted, the garage is the biggest feature of the house, now serves as a den-type bedroom.

remodeling 'new' homes"

rials, that you deliver a quality job. But you have a far better chance of clinching a deal when you show him fine arrangements of windows, doors, floorings, paneling, lighting. To create these fine displays, you need a good sense of design.

"This can mean a lot of work. After all, a new-home builder may have an architect and a decorator, maybe even a color consultant. And the remodeler must do the jobs of all these design professionals himself. But here's what you can do to help yourself.

"Stay up to date on the latest materials and products. Pay close attention to the color combinations and blends that each manufacturer recommends. Remember, the big companies spend a lot of money just on color problems before the products go into production.

"One place you can't afford *not* to spell out good design is the front door. Use a little more

expensive hardware here. The visitor to a remodeled home is a potential customer. The first impression he gets is vital."

Get your bid in fast

"Even in the most expensive remodeling job, where the details can be as involved as those of a custom-built house, you must get your bid in fast. Otherwise you may do a lot of missionary work, only to have someone else tell your customer, 'Yes, Mrs. Greer, that is exactly what we planned for you—and we can do the job for \$700 less.'

"So it's apparent that each contractor must find his own method of arriving at the final specifications and cost in the shortest possible time."

Keep your job moving

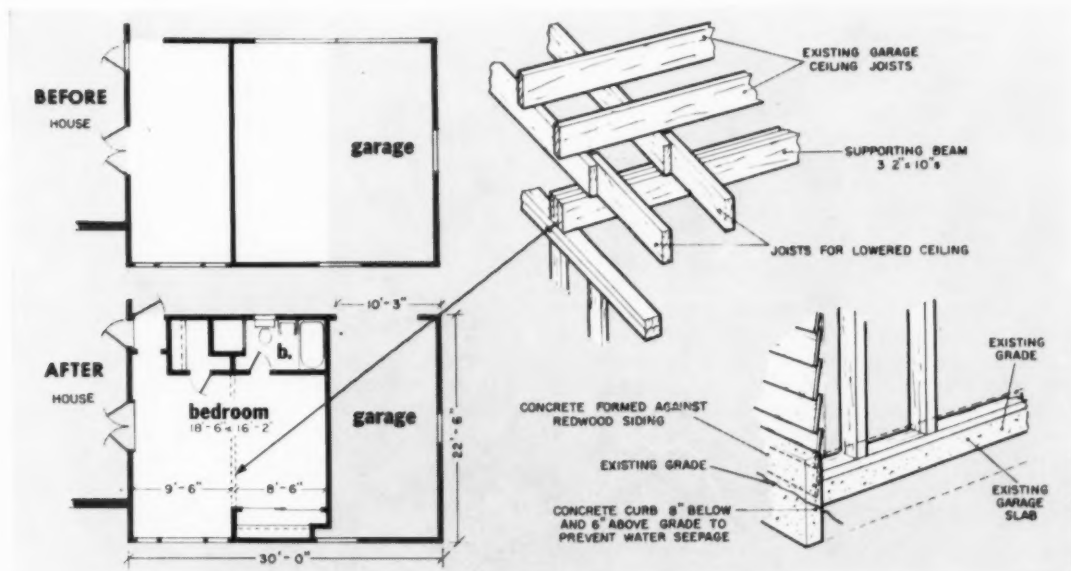
"Every homeowner has been planning his remodeling job for one to three years. But when he finally signs the contract, he expects you to *start tomorrow*.

Therefore, get in and out as quickly as possible. Remember, satisfied customers are your best salesmen.

"To expedite the job, spend some time with your foreman. Give him plans and specifications that will let him move ahead without consulting you on minor matters. You may prefer to keep all the job details in your own head. But that can work only if you plan to stay on the job all day every day."

Quality subs are cheap

"You save money by spending a few extra dollars on good subs. They keep things moving—get to the job when you need them. And they reduce callbacks to a minimum. Also, they make a very good sales aid. Your customer will notice their quality work, and will be impressed with their efficiency. I've never had a job where the buyer didn't praise my foreman, plumber, and electrician."



Typical details show how Safron creates new living space for a recently built house

Breezeway and one stall of two-car garage became sleeping area. Existing wall was replaced by girder (above

right). Garage ceiling was lowered (top right), existing grade was raised for proper drainage (bottom right).



1 SIMPLE JIG made from 2x4s and a plywood sheet is used in assembling the half frames. Jig is needed to make sure all frames are identical in shape.



2 STUD, RAFTER, GUSSET plate are coated with glue—casein, or resorcinol-resin—before nailing the plywood gusset in place to make the joint rigid.

Rigid-frame buildings can

Here is a new, low-cost rigid framing system. It can be assembled by either the local builder or his lumber dealer. Unlike other, older systems, it does not use factory-fabricated sections of steel or laminated wood. Instead, it uses standard construction-grade lumber.

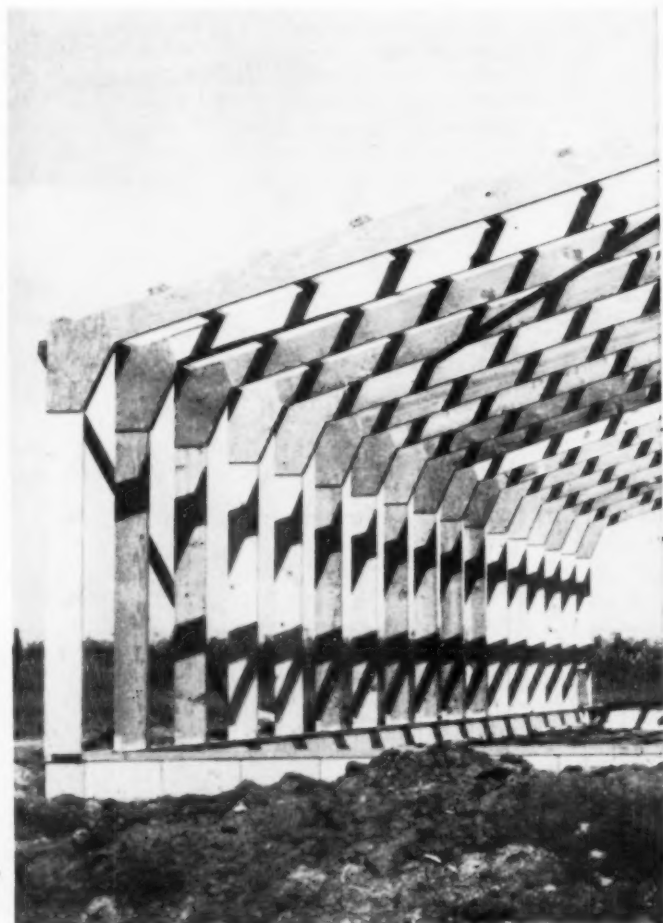
Professor E. L. Hansen of the University of Illinois who developed and tested the new system says, "This frame can put the local builder into the package building business real fast at little expense." (He knows what he is talking about. He was once a builder himself.) The main capital outlay required is for a simple jig. It is used to hold framing members in place while the joints are made rigid with nail-glued plywood gussets.

The simplicity of the rigid frame—a continuous-stud arrangement—makes it one of the cheapest forms of enclosing space. Where earthen floors have been used, buildings have been put up for as little as 70¢ per sq. ft. Otherwise, using a conventional concrete floor, costs will run slightly over \$1.00 per sq. ft.

The rigid frame's low cost, coupled with a freedom from interior structural obstructions, make it an ideal system for warehouses, garages, farm buildings and even churches. It has only one limitation: large doors and windows are not easily installed in the long sidewalls.

Complete details are available in Circular 812 published by University of Illinois College of Agriculture Extension Service, Urbana, Ill.

5 FIFTEEN MAN-HOURS were required to bring rigid frame building to this point. It measures 30x64'. The 2x8 frames are 4' o.c.; 2x4 nailers are 24" o.c.



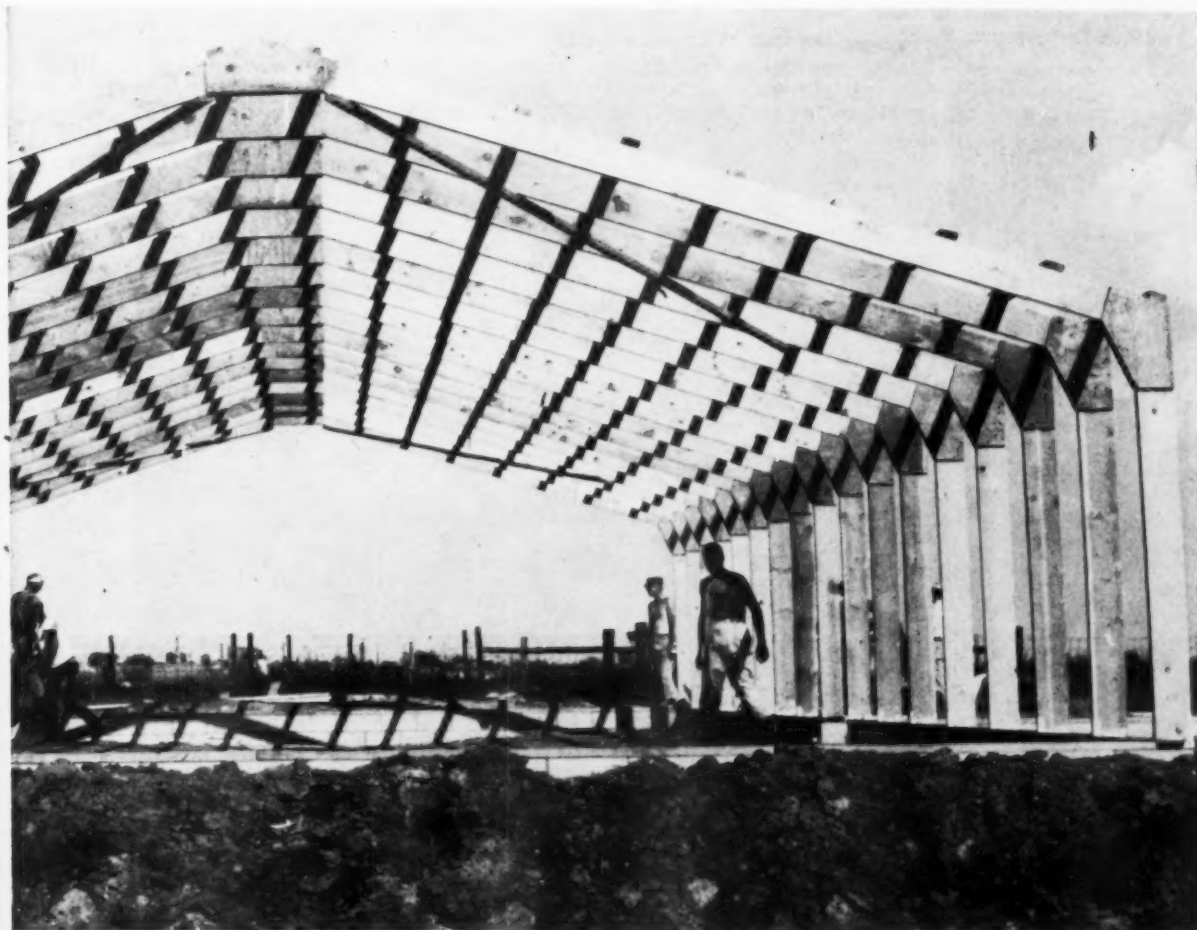


3 HALF-FRAMES—following a 24-hour curing period at 70° F.—are delivered to the site for final assembly. The ones shown here will span 30'.



4 COMPLETED FRAMES are put into position after field-applied glue has cured. Here, nailers and bracing are being applied to hold the frames in position.

cost less than \$1.00 a sq. ft.



A way to build for less than \$1 a sq. ft.

The rigid frame design shown here is a versatile system. It may have spans that range from 12 ft. up to 40 ft., and sidewall heights ranging from 6 ft. to 12 ft. Despite the size differences, each follows the general design of the one shown here—a gable roof with a 4:12 pitch.

One great advantage of rigid frames for clear-span structures is cost; they're even cheaper than trusses. According to the U. of Illinois, rigid frames offer these advantages over trusses of the same span:

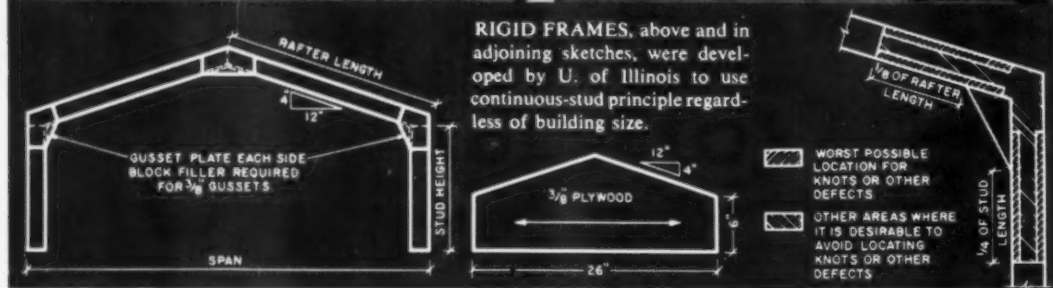
- A third less framing lumber.
- Half as many pieces.
- Half as many glued surfaces.
- A third less weight.
- Half as many sawcuts.
- More usable floor space.
- Speedier erection time.

Table 1. — RAFTER LENGTHS FOR VARIOUS SPANS AND SIZES OF FRAMES

Framing member	Rafter length when span is —							
	12 ft.	16 ft.	20 ft.	24 ft.	28 ft.	32 ft.	36 ft.	40 ft.
2 x 4	6'-4 1/2"	8'-6"	10'-6 1/2"					
2 x 6	6'-5 1/2"	8'-6 1/2"	10'-7 1/2"	12'-9"	14'-10 1/2"	16'-11 1/2"		
2 x 8	6'-5 1/2"	8'-6 1/2"	10'-8 1/2"	12'-9 1/2"	14'-10 1/2"	17'-1 1/2"	19'-1 3/4"	
2 x 10		8'-7 1/2"	10'-8 1/2"	12'-10"	14'-11 1/4"	17'-1 1/2"	19'-1 3/4"	21'-3 1/4"
2 x 12			10'-9 1/2"	12'-10 1/2"	14'-11 1/4"	17'-1"	19'-2 1/4"	21'-3 1/4"

Table 2. — MAXIMUM SPACING OF FRAME

Framing member	Side-wall height, feet	Maximum spacing when span is —							
		12 ft.	16 ft.	20 ft.	24 ft.	28 ft.	32 ft.	36 ft.	40 ft.
2 x 4	6	3'-8"	2'-0"	1'-2"					
	8	2'-8"	1'-10"	1'-2"					
	10	2'-0"	1'-6"	1'-2"					
	12	1'-8"	1'-4"	1'-0"					
2 x 6	6	9'-2"	5'-0"	3'-2"	2'-2"	1'-6"	1'-2"		
	8	6'-6"	4'-8"	2'-10"	2'-2"	1'-6"	1'-2"		
	10	5'-4"	3'-10"	2'-10"	2'-0"	1'-4"	1'-0"		
	12	4'-2"	3'-4"	2'-6"	1'-10"	1'-4"	1'-0"		
2 x 8	6	13'-4"	8'-8"	5'-6"	4'-6"	2'-10"	2'-2"	1'-10"	1'-6"
	8	11'-10"	8'-0"	5'-2"	3'-6"	2'-6"	2'-0"	1'-6"	1'-4"
	10	9'-2"	6'-10"	5'-0"	3'-4"	2'-6"	1'-10"	1'-6"	1'-2"
	12	7'-2"	5'-8"	4'-4"	3'-4"	2'-4"	1'-10"	1'-6"	1'-2"
2 x 10	6		14'-6"	9'-0"	6'-4"	4'-8"	3'-8"	3'-0"	2'-6"
	8		13'-0"	8'-2"	6'-0"	4'-2"	3'-2"	2'-8"	2'-2"
	10		10'-10"	8'-0"	5'-6"	4'-0"	3'-0"	2'-6"	2'-0"
	12		9'-2"	7'-0"	5'-4"	3'-10"	3'-0"	2'-4"	2'-0"
2 x 12	6			13'-6"	9'-6"	7'-2"	5'-6"	4'-6"	3'-8"
	8			12'-4"	8'-6"	6'-4"	4'-10"	4'-0"	3'-4"
	10			11'-10"	8'-2"	6'-2"	4'-6"	3'-8"	3'-0"
	12			10'-4"	8'-0"	5'-10"	4'-6"	3'-6"	3'-0"



BUILDER AFTER BUILDER ACCLAIMS THE SELLING POWER OF B&G® Hydronic HEATING



A few of three thousand projected homes in which B&G Hydro-Flo Heating is installed.



Builder is using B&G Hydro-Flo Heating in one hundred homes like this.



14,000 people jammed through this home to see how Hydro-Flo Heating made the basement completely usable.



A typical example of a top quality split-level home equipped with a B&G Hydro-Flo System.

The builders of the homes illustrated here have realized that to attract today's critical home buyers takes visible *extra value... demonstrable extra quality!*

A "hydronic" B&G Hydro-Flo Heating System does just that...adds a genuine quality touch...assures the buyer that he is getting more value for his money. It's a matter of record that this forced hot water heating system is proving a sales clincher!

No other equipment can offer so much immediate comfort or so many possibilities for more gracious living in the future. The B&G Hydro-Flo System endows a home with all the essentials of good heating...the right quality of heat...operating economy...and long-lived equipment.

It's cleaner heat—doesn't soil walls and draperies. 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 for the ultimate in heat control and fuel economy.



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Key unit in a B & G Hydro-Flo System.



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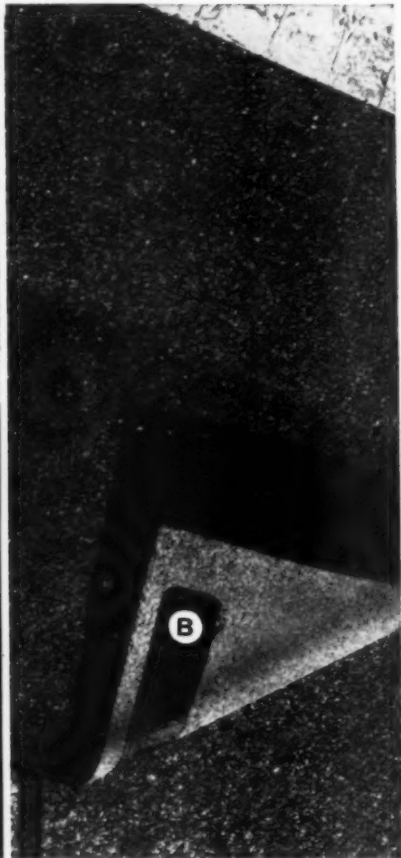
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"Many home buyers today are on their second, even third purchase. They're experienced shoppers, and they know how to tell a well-built home. They want security as well as beauty. And, in their minds, roofing is the final exam for your homes.

"Here's where Flintkote Seal-Tab® Strip Shingles can help you button down more sales. For, they're the last word in roofing safety, economy, too.

"Each Seal-Tab shingle has a special interrupted strip of adhesive (B) applied to the underside of the butt. With just the heat of the sun, each shingle seals itself down for a strong, integrated roof that shrugs off the worst weather—even hurricane winds!

"As for application, the exclusive Flintkote aluminum strip (A) retards the adhesive action until the shingle is applied—keeps shingles free in the bundle, saving you delays and costly waste.

"But all this safety and economy is not at the expense of good looks. Flintkote Seal-Tabs are smart, with extra-thick butts that give roofs beauty and dimension. Colorful, too, with new pastel shades that are setting a trend among decor-minded homeowners."

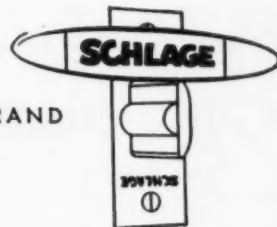
For particulars and literature, see your Flintkote representative. You'll find him a great guy to work with . . . and he knows his stuff in building materials.



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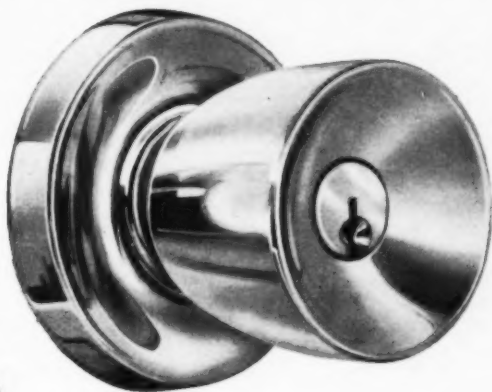
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Now Gas cooling --- --- --- with BRYANT!

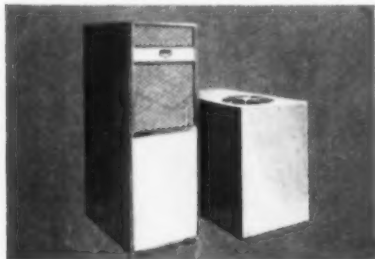
I NSTALL the new Bryant Deluxe Gas Air Conditioner and watch customers' favorable reactions when you explain its control over the weather. When they find out it's Gas . . . and that just one control switches from winter heating to summer air conditioning . . . you'll be selling more homes faster than ever.

And one of the big plus-benefits is that customers can start with an installation of just the Bryant Gas furnace and add the cooling unit later on, and still have the same easy-adjustment and economy advantages.

Customers have come to know that Gas is their most dependable home servant . . . in all kinds of weather. And that Gas is economical to install and to operate. There is nothing to wear out or make noise in a Gas flame.

Nothing heats, cools and conditions air like Gas!

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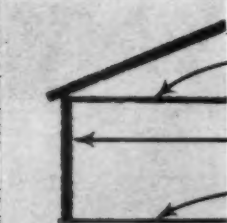
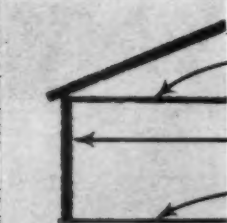
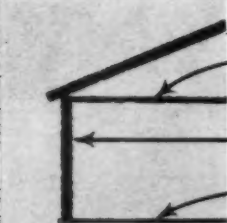
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a better buy than ever!*

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1. All-Weather Comfort Standards for air conditioning and electric heating:

CONSTRUCTION	"R" REQUIRED	USE THIS GOLD BOND INSULATION
 Ceiling	R-19 R-19S	Super-Thick Regular Full-Thick Twinsulation® (summer air conditioning only)
 Walls	R-11	Full-Thick Regular or Semi-Thick Reflective One Side
 Floors over unheated areas	R-13	Full-Thick Regular or Semi-Thick Reflective One Side

2. For reasonable comfort and economy:

CONSTRUCTION	"R" REQUIRED	USE THIS GOLD BOND INSULATION
 Ceiling	R-13 R-13S	Full-Thick Regular Semi-Thick Reflective One Side (summer air conditioning only)
 Walls	R-8	Semi-Thick Regular
 Floors over unheated areas	R-9	Semi-Thick Regular

3. For minimum performance:

CONSTRUCTION	"R" REQUIRED	USE THIS GOLD BOND INSULATION
 Ceiling	R-9	Semi-Thick Regular
 Wall	R-7	Mat-Thick Regular
 Floors over unheated areas	R-7	Mat-Thick Regular



...a step ahead of tomorrow

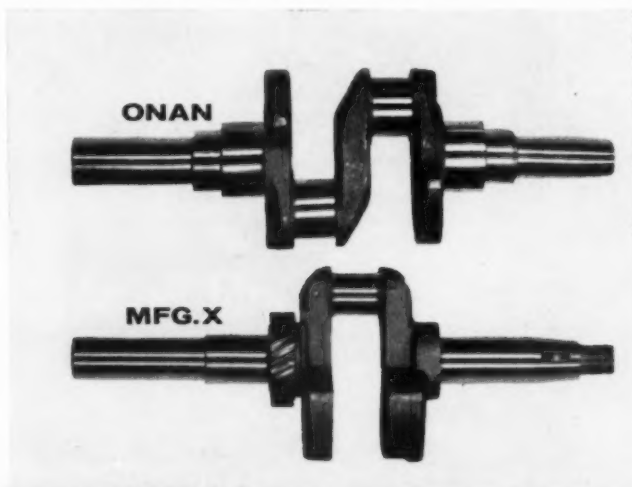
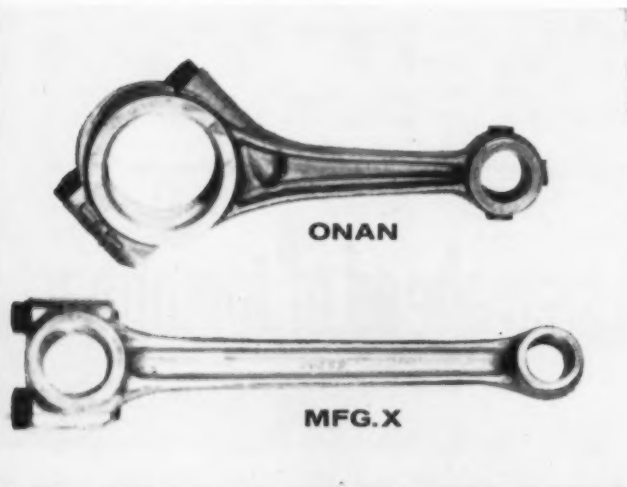
Big, beefy bearings make than ordinary



Look at the brawn in this Onan bearing from a 20 HP engine—more than twice the bearing area of most competitive bearings. Look at the built-down-to-a-price bearing from a 20 HP competitive engine. It's about half the size. Which bearing do you think would last longer?

Connecting rods—The shorter stroke of the Onan engine permits the use of a shorter rod, a more rugged design that stands up longer under heavy duty service—another example how Onan builds *up* to performance, not down to a price.

Crankshafts—Larger diameters of main and rod journals make Onan crankshafts stiffer and stronger, minimizing the possibility of breakage or bending. More "muscle" throughout Onan engines means longer life, extra years of full-rated performance.



Onan last years longer electric plants

Onan bearings are about twice the size of most competitive bearings

Bearings take a beating in any engine. But, with Onan's bigger bearings the strain is spread over a wider area, giving you longer, more economical engine life.

This is just one example of the extra quality you find in Onan Electric Plants. Each one is checked out at full load for hours before it goes to the shipping dock. Engineers have designed 134 separate tests to make sure it operates the way it is supposed to. Not only that, inspectors

from independent laboratories pay surprise visits to the Onan factory, pull units off the line and put them through their paces. It's a double check—on Onan tests and testing methods.

There's an Onan representative near you, ready to tell you about the complete line of Onan Plants, from 500 watts to 230,000 watts. Look for his name in the telephone classified section in all major cities, or write direct.

ONLY ONAN GIVES YOU THIS GUARANTEE



PERFORMANCE CERTIFIED

We guarantee that when properly installed and operated this Onan electric plant will deliver the full power and the voltage and frequency regulation promised by its nameplate and published specifications. This plant has undergone several hours of running-in and testing under realistic load conditions, in accordance with procedures certified by an independent testing laboratory.

D. W. ONAN & SONS INC.
Minneapolis 14, Minnesota

Onan World's Leading Builder of Electric Power Plants

D. W. ONAN & SONS INC., 2572 UNIVERSITY AVE. S. E., MINNEAPOLIS 14, MINN.

NEW



DEXTER REPLACEMENT LOCKIT

- Puts finishing touch on remodeling jobs
- Replaces mortise locks to make doors look new
- Installs quickly, easily; no plugging
- Covers holes, scratches, unpainted areas
- Replaces all escutcheons up to 7 1/4" high
- Fits all locksets with 2 3/8" to 2 5/8" roses
- Large escutcheons No. 1826 — 3 1/8" x 10" also available

Catalog No. 1830

DEXTER LOCK DIVISION

Dexter Industries, Inc. — Grand Rapids, Mich.

In Canada: Dexter Lock Canada Ltd., Galt, Ontario.

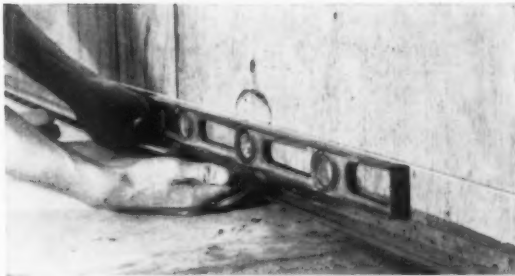
In Mexico: Dexter Locks, Plata Elegante, S.A. De C.V.

Monterrey. Dexter locks are also manufactured in Sydney,

Australia and Milan, Italy.

DEXLOCK
BY DEXTER

BUY DEXTER



1. **STONE WALL** starts up. First step: nailing of steel channel starter strip. This eliminates need for heavy foundation. Channel is also used as a lintel.



2. **MODULAR UNITS** of stone are 1/2" thick, 4" or 8" high. Steel anchors fit into stone grooves, are then pinned to wall. Anchors support a minimum of 30 lbs.



3. **RANDOM LENGTHS** of stone—from 8" to 24"—give interior or exterior stone-veneer walls a natural look. Mortar between joints finishes job.

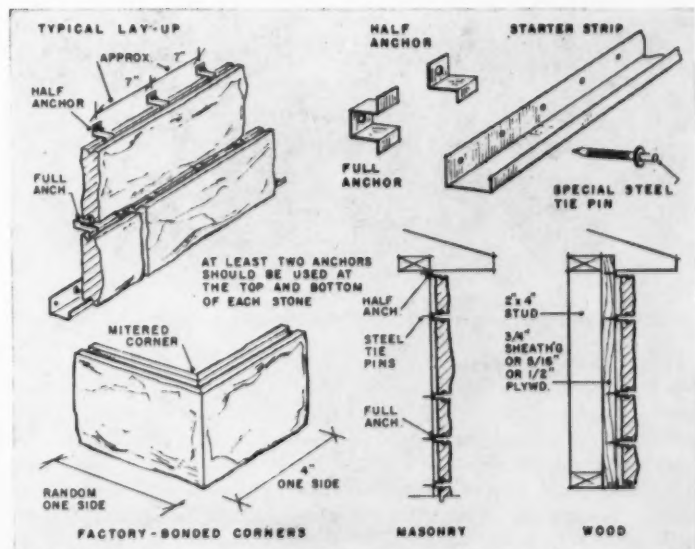
WHAT

Modular stone veneer goes up fast

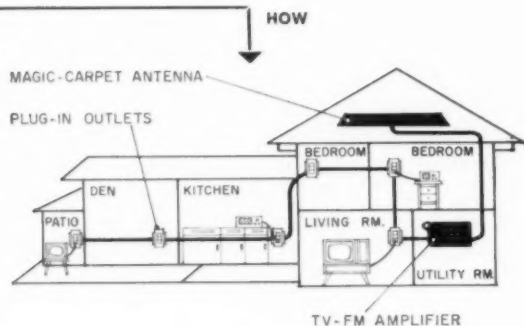
Now you can use stone and save money, too. Shaker-town's Silvara is genuine quarried stone, but it's light in weight, cut 1 in. thick, and arrives ready to install in a time-saving system.

Offered in Pennsylvania Blue or Tennessee Mountain stone, it comes in modular heights of 4 and 8 in. Random lengths range from 8 to 24 in. Each piece is grooved, top and bottom, to take heavy-duty wall anchors and pins. Special metal starter strips eliminate foundation footers. Mortar is applied between joints to finish the wall.

Silvara can be laid against almost any sidewall. Can be used either indoors or out. (No. W1, p. 129).



HOW



Printed-circuit TV antenna installs anywhere—even under a rug

This television antenna costs under \$10. It's a 6x2½' sheet of flexible material that installs quickly, horizontally, almost anywhere in the house. Possible locations: the attic floor or joists, basement joists, closet ceiling, under a rug.

Called "Magic Carpet Antenna" by maker Jerrold Electronics, it's a printed-circuit-type antenna that gives outdoor-antenna reception. One important advantage: no more stragglng antennas to destroy the looks of your development.

Along with the antenna Jerrold offers a complete system that includes wiring, a television and FM amplifier, and plug-in outlets for a number of rooms (see drawing, above). Retail price for the whole system is \$77.70. (Circle No. W2, p. 129).



Cove finishes gypsum jobs

You can easily customize a gypsum wallboard job with this new metal cove molding. Cove installs over wallboard for a two-step effect (see photo). Or, it can go against studs with wallboard butting against it. Takes any finish. (No. W3, p. 129).



Shoji doors made to last

The "Shoji" is designed to suit the Oriental trend, but with modern materials. Clopay Corp.'s doors are redwood-framed. Fiberglass panel inserts have rice-paper design. In bi-fold, accordion, by-pass, regular flush styles. (No. W4, p. 129).



Right-angle sink fits a corner

A kitchen space-saver—Jensen-Thorsen's new right-angle sink. It's stainless steel, measures 43¼" long from corner to corner, 22" front to back. Back ledge has three faucet openings. Is compact and a step saver. (No. W5, p. 129).

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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 out your pencil and help yourself.

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MAY 1960 ★★

NEW PRODUCTS	W16	W33
W1	W17	W34
W2	W18	W35
W3	W19	W36
W4	W20	W37
W5	W21	CATALOGS
W6	W22	W38
W7	W23	W39
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W10	W26	W42
W11	W27	W43
W12	W28	W44
W13	W29	W45
W14	W30	W46
W15	W31	W47
	W32	W48

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Signature _____

W49	W54	W59	W64	W68-W	W73-W
W50	W55	W60	W65	W69-W	W74-W
W51	W56	W61	WESTERN	W70-W	W75-W
W52	W57	W62	W66-W	W71-W	W76-W
W53	W58	W63	W67-W	W72-W	W77-W

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W9	W25	W41
W10	W26	W42
W11	W27	W43
W12	W28	W44
W13	W29	W45
W14	W30	W46
W15	W31	W47
	W32	W48

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STREET _____

CITY _____

ZONE _____

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| | | <input type="checkbox"/> Student or Teacher |

Signature _____

W49	W54	W59	W64	W68-W	W73-W
W50	W55	W60	W65	W69-W	W74-W
W51	W56	W61	WESTERN	W70-W	W75-W
W52	W57	W62	W66-W	W71-W	W76-W
W53	W58	W63	W67-W	W72-W	W77-W

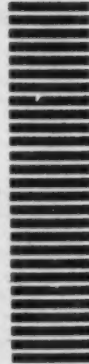
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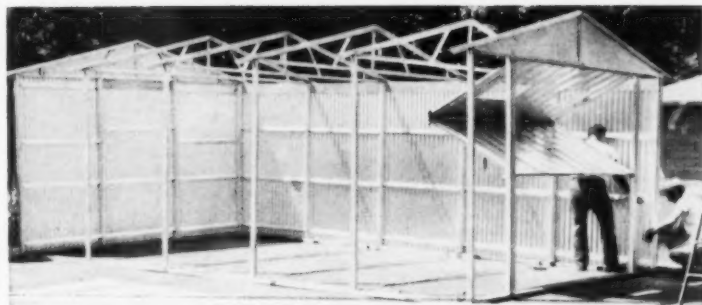
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30 Church Street
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Woodlike plastic on doors

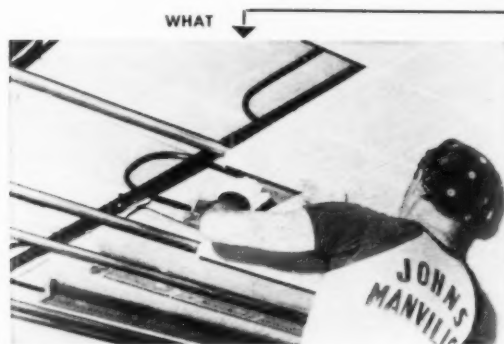
These folding doors are paneled in wood-grained Formica. Come in six finishes. Consolidated General Products. (No. W6, p. 129).



Erection time: 60 minutes . . . for this aluminum building

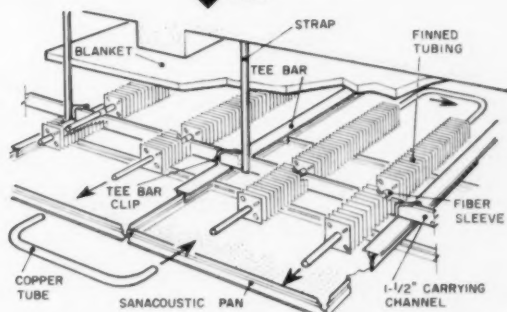
Two men can put up this building in an hour. Made of Kaiser Aluminum trusses and panels, basic unit is 12x20' and weighs only

650 lbs. Widths up to 24', expandable lengths in 4' sections. From \$385 up. Magic Industries, Inc. (No. W7, p. 129).



WHAT

HOW



Component system for commercial use. Combines heating, cooling, sound-conditioning

Floor area is bigger, free of all heating equipment with new Sanacoustic HCS system. Basic components: water-carrying coils,

sound-insulating blanket, perforated metal panels to form finished ceiling. System also allows smaller fan rooms and risers, 50

to 75 per cent less ductwork. Fuel savings possible: up to 20 per cent. From Johns-Manville Corp. (No. W8, p. 129).



Insulating aluminum siding locks into place; has acrylic color baked on to stay

Here's an aluminum siding that goes up, finished, in minimum time. Comes in horizontal sections (photo) or verticals. Both

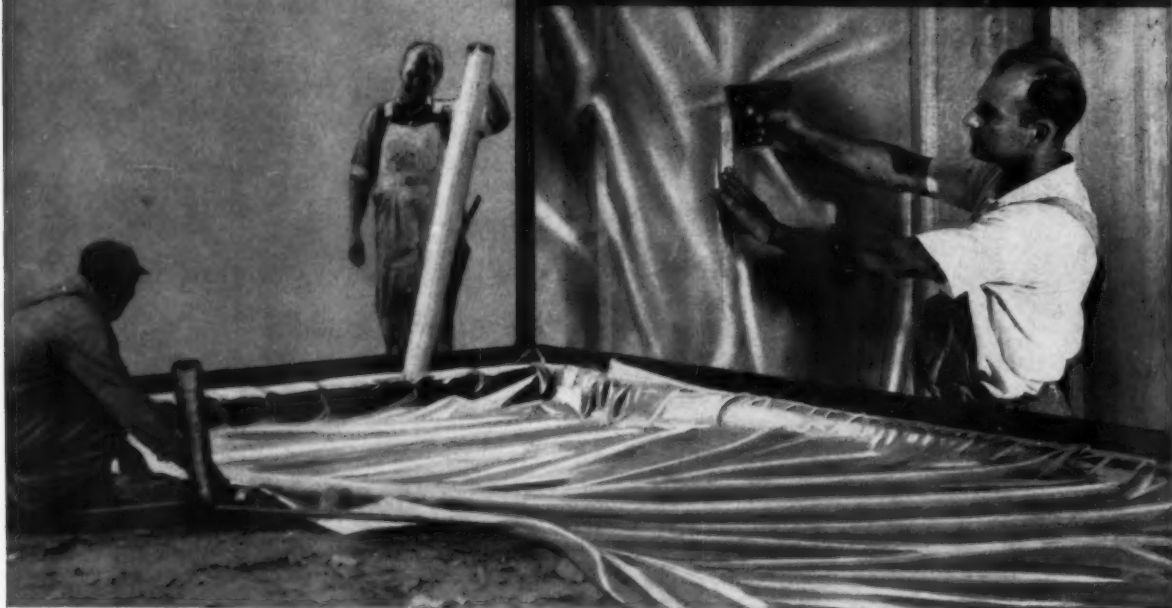
have weather-tight interlocking lips that conceal nailheads.

Siding has aluminum foil backing, insulating foam, aluminum

surface with baked-on acrylic finish. Accessories: window flashing (photo), starter strip, corners. Alcoa. (No. W9, p. 129).

Other ways GER-PAK Polyethylene Sheeting works with you on the job

UNSEEN FEATURES that CLINCH SALES



"Quality Made" GER-PAK gives you added sales points as it cuts costs!

A big plus on your side from foundation to final sale! GER-PAK Polyethylene Sheeting helps you build a better house, avoid post-sale problems. When used under concrete slabs, it helps eliminate damp basements, provides a superior concrete cure. In side walls, it gives outstanding protection against water vapor penetration. As flashing, it helps prevent seepage around windows and doors. Ideal as a dust and water vapor sealer between floors!

GER-PAK also means dollar savings. As a cover for expensive equipment, it protects against cost-

ly weather damage. Used for closing-in, it cuts down on lost days due to wind, rain, bad weather. Designed to meet FHA requirements, GER-PAK works with you dozens of other ways, too!

Tough, lightweight, easy-to-handle GER-PAK Polyethylene Sheeting comes in thicknesses up to 10 mil and in SEAMLESS widths up to 40 feet. Available in CLEAR, BLACK and opaque WHITE. For superior polyethylene sheeting, specify low-cost GER-PAK to your dealer! Send for samples!

The short way to say superior polyethylene sheeting

GER-PAK[®]
GERING PLASTICS

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STOCK SIZES
WAREHOUSED FOR OVERNIGHT DELIVERY
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CEDAR CEDAR

The natural beauty of cedar sets the tone of custom home design. On the roof, three layers of genuine cedar shingles assure decades of trouble-free service. Cedar shakes—factory-colored, precisely squared, cleanly striated—add colorful importance to exterior walls, fences and wind screens. Team the two—cedar shingles for roofs, cedar shakes for walls—for the quality look that sells.

*nothing says quality
like the genuine*

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BLUEPRINT HOUSE FEATURES
Cabot's STAINS

... go on better, look better, last longer than any other stains."

says builder Joseph L. Eichler,
 Eichler Homes, Palo Alto, Cal.

Architect: Jones & Emmons & Assoc., Los Angeles, Cal.

INTERIOR: CABOT'S STAIN WAX

- Stains, seals, waxes in one easy operation.
- Soft, satin-like finish for all wood paneling.

EXTERIOR: CABOT'S RANCH HOUSE HUES

- 1/2 the cost of paint; 1/2 the time to apply.
- Troublefree — will not crack, peel, or blister.
- Enhances the texture of any wood surface.



Send for color cards on Cabot's Stains and Stain Wax.

Samuel Cabot, Inc.

524 S. Terminal Trust Bldg.
 Boston 10, Mass.

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.



FREE!
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Sizes can be mixed

Prices and items shown are net F.O.B. Chicago, Illinois factory and subject to change without notice.

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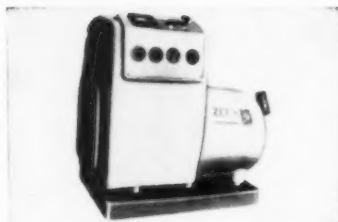
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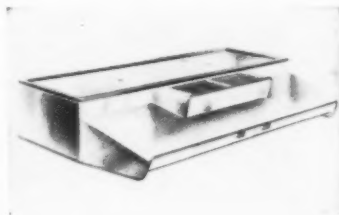
NEW PRODUCTS



Power up to 3,000 watts

Portable electric power-supply unit gives 3,000 watts output. Features permanent magnet alternator, has no brushes, slip-rings or commutator to wear out. Rugged gasoline engine can be converted for butane-propane or natural gas. Size: 19" high, 16" wide, 21" long.—Pesco Products Div., Borg-Warner

Circle No. W10 on reply card, p. 129



Hood absorbs heaviest odors

Range hood is duct-free, applies where exhaust-type ventilation is impractical. Flow passes over activated charcoal filter, clean air discharges away from face and cabinets. Filters remove heaviest, sharpest odors. Comes in three lengths: 30", 36", 42"; is 7 1/2" high.—Fasco Industries, Inc.

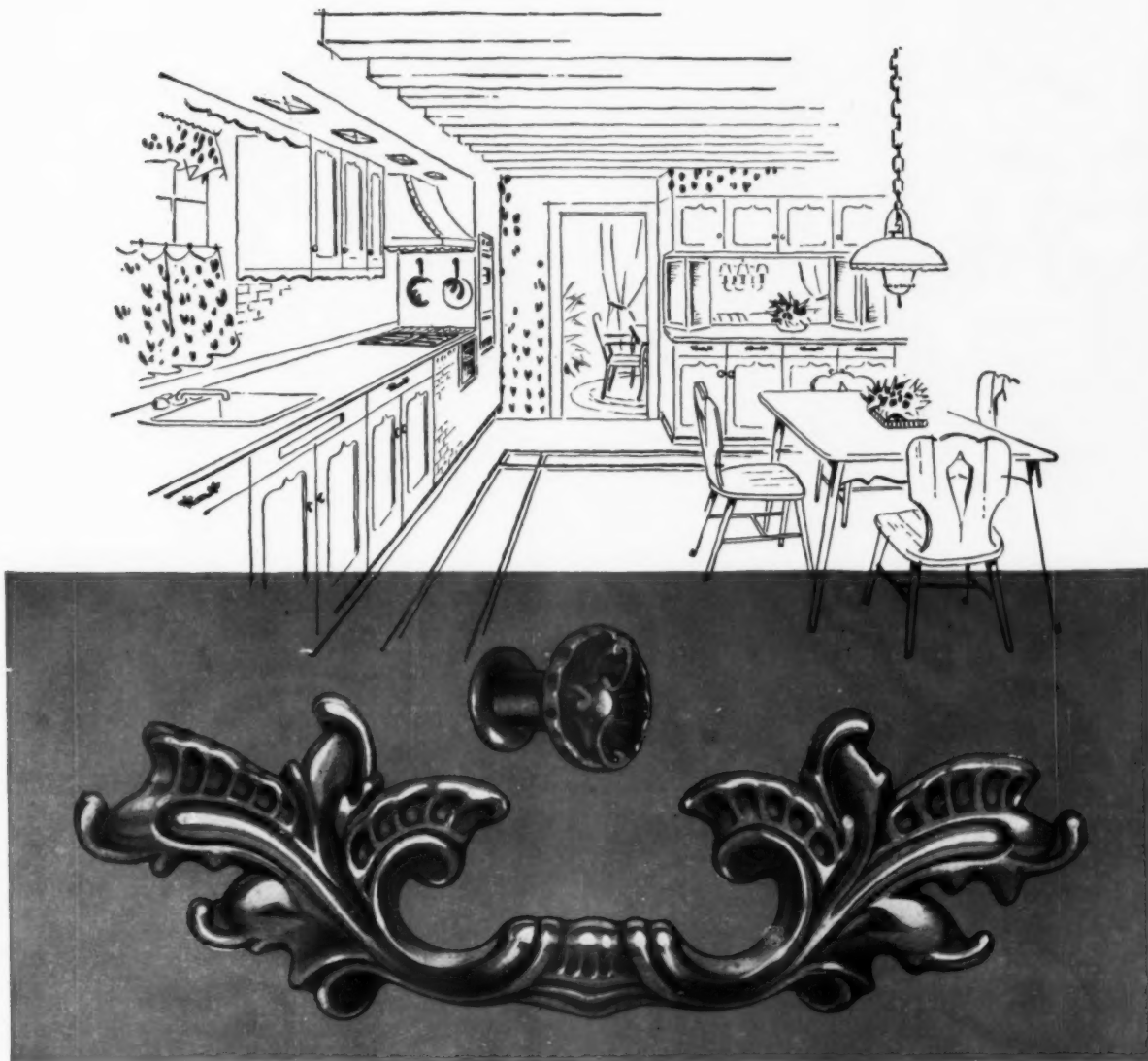
Circle No. W11 on reply card, p. 129



Chimney sets up quickly

"All-Fuel" chimney comes as complete package, is constructed in 30 minutes. Has nonstreaking rain cap, stainless-steel flue. Base is one piece, will not leak. Choice of cut-to-roof pitch or job-cut models. Panels are prime-painted. Brick effect at nominal extra cost.—B. R. Huncilman & Son

Circle No. W12 on reply card, p. 129



Provincial period-inspired cabinet hardware by Medalist is the perfect answer to today's increasing popularity for French Provincial decor. These authentically styled pulls, knobs and escutcheons, in various sizes, are richly finished in Antique English for application on natural or painted cabinets and built-ins. Your building material supplier has this popular decorative hardware on display now.

Write for sample Medalist Home Merchandising Aids Kit with N.A.H.B. award-winning "Harmony-in-Hardware" Brochure included



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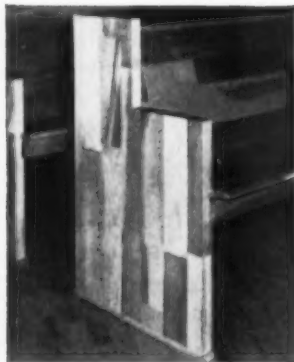
**MEDALIST HARDWARE DIVISION
NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS**

HINES



WIDEWOOD FORMS BOX BEAMS IN DRAKE HOTEL'S AMERICAN ROOM

MOST VERSATILE NEW WOOD



DEALER MAKES PEWS OF WIDEWOOD

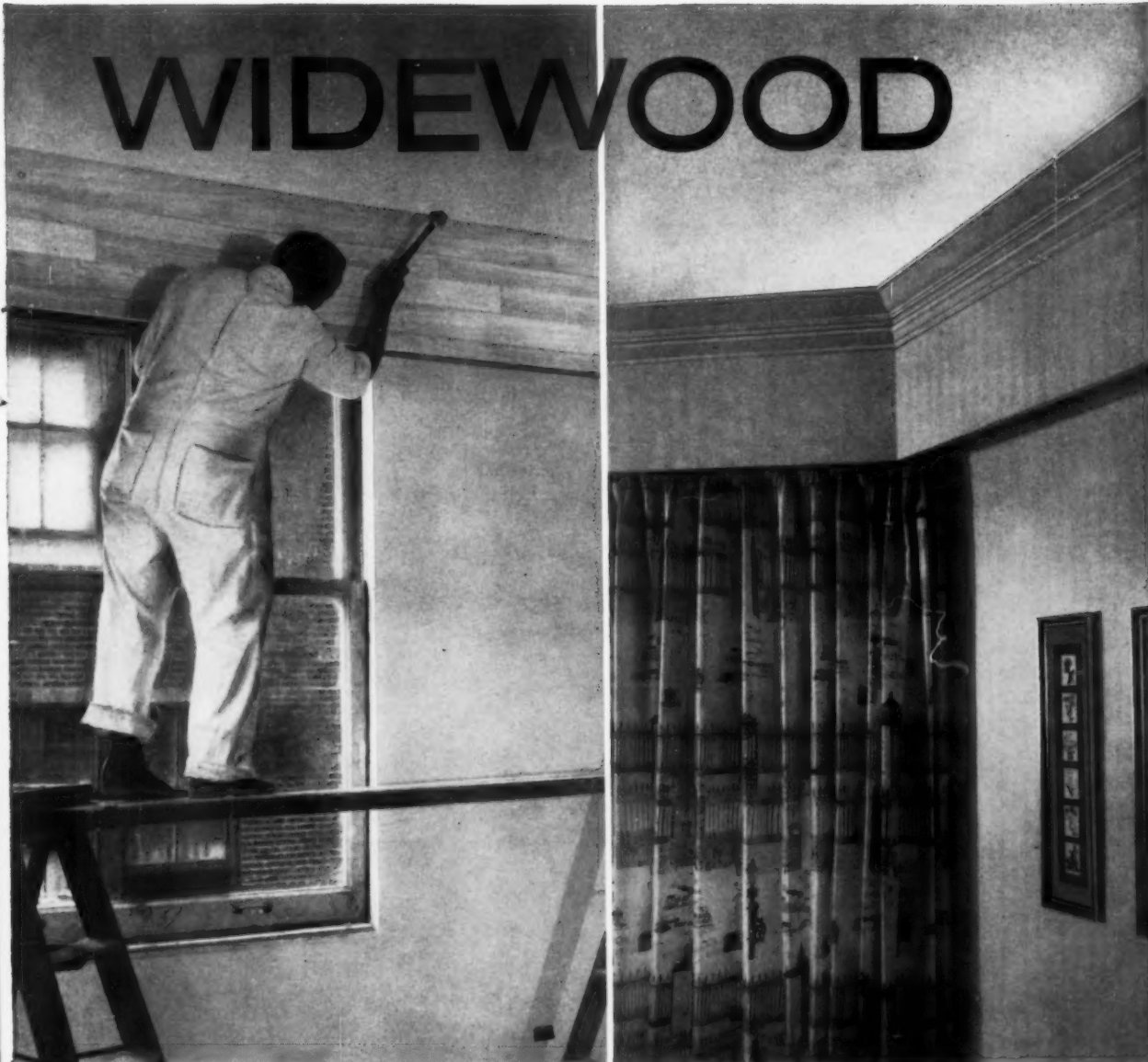
Here's another use of Hines Widewood, typical of its versatility. The H. L. Taylor Lumber Company of Wadley, Alabama, not only secured the lumber order for the New Hope Christian Church, but also made the pews of Widewood quickly and economically in the yard's own shop.

THINK OF ALL THE WAYS YOU CAN USE WIDEWOOD

Superintendent Larry Dawson and Head Carpenter Einar Bergstrom of Chicago's world-famous Drake Hotel have discovered that Hines Widewood fills certain material needs better than any other wood product. They chose Widewood for ceiling box beams in the Drake's American Room because of its long length, sufficient width and clear surface, which took walnut stain handsomely. Widewood was also used for valances in remodeled rooms because of its convenient length and resistance to twisting, warping or splitting. Solid wood edges were another advantage.

Hines Widewood is made from selected pieces of top quality kiln-dried Ponderosa Pine, precision joined

WIDEWOOD



ROOM REMODELING PROJECT AT DRAKE DEPENDS ON WIDEWOOD FOR VALANCES

PRODUCT SINCE PLYWOOD!

and electronically bonded with waterproof glue. The resulting bond is stronger than the wood itself. Wide-wood can be made on special order up to 50" wide, 4" thick and 24' long. Available in choice of standard sizes in three grades—common, select, and 100% clear.

Ideal for fascia, counter and table tops, cabinets, soffits, closet wall units, open or enclosed shelving—*anywhere* that extra wide or extra long material is desirable. It's easy to work, too!

Unlike plywood, Widewood has edges that hold nails and screws, need no special finishing. It comes in wider widths than lumber, with less tendency to warp. Accurately milled and machine sanded by Hines. Prove its advantages to yourself by actual use.

Send for free samples today! **HINES**
Just call or write the man from

Edward Hines Lumber Co. Sawmills at Hines, Westfir, Dee and Bates, Oregon.
Other plants: Plywood, Westfir; Hardboard, Dee; Millwork, Baker and Hines, Oregon.
Engineering and Development Division: Hood River, Oregon.

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Please send me free samples and information about Hines Widewood.

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Now...from YOUNGSTOWN

*the only
built-in
oven-range
that installs
like a
base cabinet*



cuts labor costs

- Installs in minutes! Wired (and serviced) from a single junction box, installation costs are kept to a minimum.
- Make a standard square cut-out in counter top for drop-in *surface* unit. No sealers to install or separate controls to mount. Then slide complete *oven base* unit in place under counter. Make single electrical connection for both oven and surface units through the front panel.

flexible

- Range unit may be placed at any point along counter top. *Does not* have to be installed directly over oven.

great space-saver

- Eliminates need for extra cabinets. No space-consuming oven cabinet or separate range-top base cabinet.

The DIANA OVEN-RANGE is available for delivery immediately.

KITCHENS

The
new
Diana
24"
oven-range



“custom-built” look

• Flush front—fits perfectly with Youngstown Kitchens base cabinets. No jut-outs to interrupt the sleek look of matching units. • Handsome 24-inch De luxe and Custom 4-burner electric surface units. Hinged to lift up for easy cleaning. One 8" and three 6" burners—8" burner on De luxe unit has Thermo-Magic control—makes every pan an automatic cooking utensil. Both ovens are nickel-

chrome lined. • Smooth oven interior makes cleaning easy. • Smokeless broiler pan. • Available in Antique Copper, White, Monterey, Cherrywood, Honeywood.

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Your new DIANA 24" OVEN-RANGE sounds right for my homes.
Rush information immediately.

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AMERICAN-Standard

YOUNGSTOWN KITCHENS DIVISION



from "Chicago"

RATED AERATION* RANKS NO. 1 FOR SMALL UNIT SEWAGE TREATMENT

*Trade-Mark

STANDARDIZED BALANCED EQUIPMENT

1 "Chicago" 78 COMMINUTOR* Comminuting Machine

For continuous, automatic screening and cutting of coarse sewage matter. Odors, flies, unsightliness and clogging of piping and mechanical equipment are eliminated. Over 4000 installations.

2 SWING-DIFFUSER* Aeration Equipment

Provides easy accessibility for inspection by merely raising . . . without tank dewatering. Continuous, assured performance without the need for costly stand-by aeration tanks.

SWING DIFFUSER* Aeration Equipment is the heart of the process . . . providing maximum purification power . . . unequalled performance. More than 10,000 units in operation.

3 Air Lift Assembly

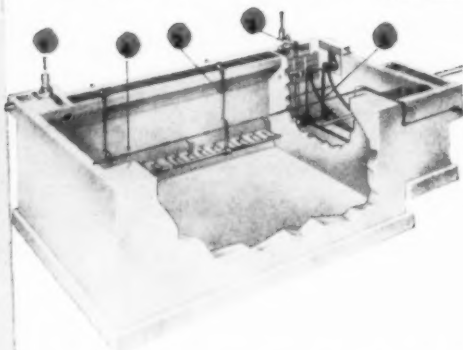
Provides positive sludge return without added power pumping unit by utilizing ruggedly constructed positive displacement blower furnished as main source.

4 Froth Spray System

An extra added feature. Reduces maintenance to a minimum cost. Plant effluent is reused to prevent aeration tank froth.

5 Final Sludge Collector

Provides a positive collection of settled sludge for efficient and complete removal.



Odor free, nuisance free, low cost sewage treatment is only obtainable with RATED AERATION* Small Unit Sewage Treatment Process Equipment for 20 to 5000 people. These plants answer the sewage treatment needs of subdivisions, schools, churches, industry, municipalities, hospitals, country clubs, convents, shopping centers, motels, hotels, dairies, trailer courts, airports, camps, military installations, resorts, etc.

Only RATED AERATION* plants feature "Chicago" Standardized Balanced Equipment . . . proved highly successful in thousands of large municipal sewage treatment installations throughout the world. The use of Standardized Balanced Equipment holds production costs to a minimum and stocks are maintained for prompt delivery.

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Putting Ideas to Work

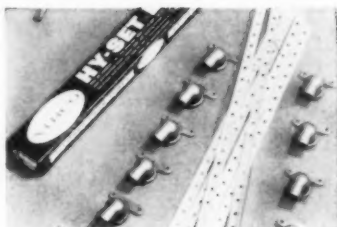
FOOD MACHINERY AND CHEMICAL CORPORATION
HYDRODYNAMICS DIVISION
CHICAGO PUMP

622V DIVERSEY PARKWAY • CHICAGO 14, ILLINOIS

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NEW PRODUCTS



Speeds installation time

New kit cuts plumbing jobs by 1½ hours. In hot and cold supply installations, user fastens two ells to one aluminum strap with screws. Strap ends are nailed to stud facings. Assembly will clear 3-in. copper stack in standard 2 x 4 wall construction. —Nibco, Inc.

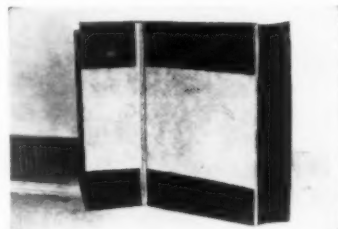
Circle No. W13 on reply card, p. 129



Tile has mosaic effect

Plastic wall tile comes in standard 4¼" x 4¼" size. Face is molded into smaller squares, gives effect of wall of small tiles. Four- and nine-square patterns are set without grouting. Nine-square pattern can also take permanent grout. Tile can be set over ¾" or ½" wallboard. —Arterest Products Co., Inc.

Circle No. W14 on reply card, p. 129



Insulation notched to bend

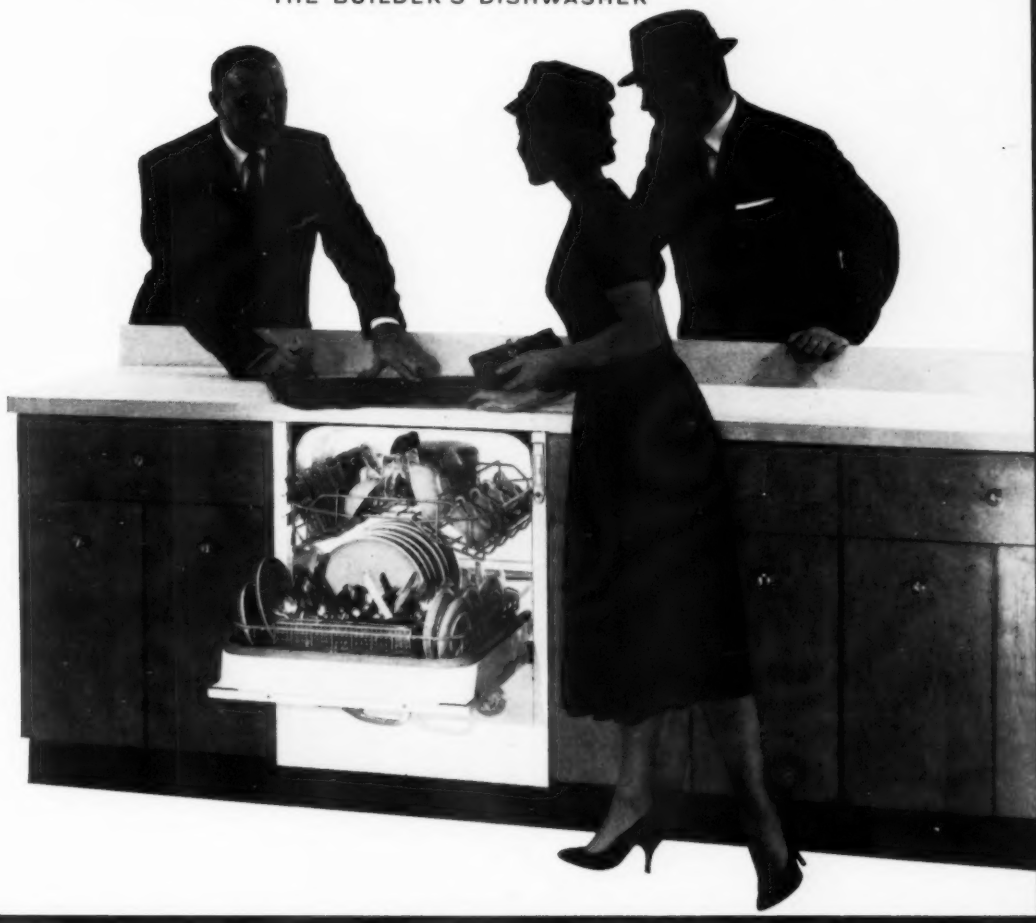
Semi-rigid insulation for ductwork has factory-applied vapor-barrier paper. Product is notched to bend around corners of rectangular ducts. Longitudinal seams at sides of duct eliminate bottom edge seams. Paper prevents seam condensation. —Baldwin-Ehret-Hill, Inc.

Circle No. W15 on reply card, p. 129

Include Built-ins that reflect quality

KitchenAid®

THE BUILDER'S DISHWASHER



KITCHENAID, the finest made...by Hobart...The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines.

As a builder, you know the importance of backing up your quality with quality built-ins. KitchenAid dishwashers add a quality and convenience appeal to every home design.

KitchenAid's all-around performance is the result of the finest individual features available in any dishwasher: exclusive revolving power wash and rinse actions...exclusive flowing hot-air drying...unique dual-strainer system that positively prevents food spray-back.

With a choice of drain styles, KitchenAid offers easy installation in any situation and still asks only 24" of space. Colors for the built-in models include white, antique copper plate front, wood hue copper tone enamel front, and stainless steel. Favorite colors can be matched locally.

KitchenAid Home Dishwasher Division, Dept. KAB
The Hobart Manufacturing Co., Troy, Ohio

Please send complete information and specifications on the complete line of KitchenAid dishwashers.

Please send name of nearest distributor.

Name _____

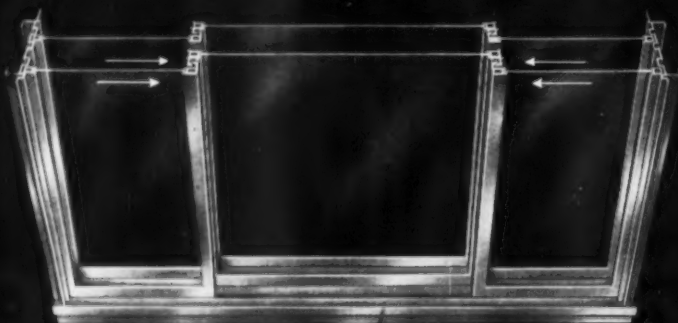
Firm _____

Address _____

City _____ Zone _____ State _____

Each time you build in KitchenAid...it starts to sell for you

Eliminate cost of Insulating Glass



with the Glamorous

Fleetlite

PICTURE SLIDE

Double Windows for Insulation

Direct or Indirect Ventilation

Double Weatherstripping
on all four sides



1 3/4 inches of air space between glass provides superior insulation.

**THIS WINDOW STOPS
WIND
DUST
NOISE
HEAT
COLD**

All sash cleaned from the inside.

Opens at finger touch... gliding on nylon bearings.

FLEET OF AMERICA, INC.

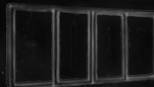
Dept. AB-50, 2015 Walden Avenue • Buffalo 25, N. Y.

Gentlemen: Please send literature as checked below.

Name

Address

City



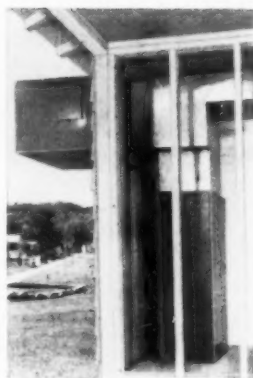
Sliding Glass Doors

Jalousie Windows & Doors

Sliding Windows

Double Hung Windows

NEW PRODUCTS



Air conditioning is easier

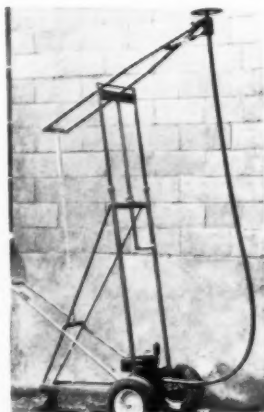
New furnace-cooling unit operates for heating and cooling. Allows year-round air conditioning of new homes for less than \$1,000, including the heating plant. Comes with ductwork. Furnace-cooling unit connecting device is key to low installation expense.—Carrier Corp.

Circle No. W16 on reply card, p. 129

Laminates are grained

Expanded line of plastic laminates includes new wood grains. Gives custom look to home construction and remodeled interiors. Patterns include black teak, rosewood, office oak, sable mahogany, jungle mahogany.—Pioneer Plastics Corp.

Circle No. W17 on reply card, p. 129



Grinder finishes ceilings

Gasoline-powered grinder is designed to remove the fins and finish ceiling on larger jobs. Operator can finish about 4,000 sq. ft. a day at 8' to 10' in height. Ratchet device locks grinder at desired height.—Stow Mfg. Co.

Circle No. W18 on reply card, p. 129

Look what Gas  is doing now!

Carlton House

new \$2 million apartment house, now being built in Akron, Ohio. Engineer Matthew J. Rosenstock, designer, and Sugar Brothers, owners, planned lavish suites, each fully and individually Gas air-conditioned. Eugene F. Peddle, consultant architect.



In the new Carlton House, each separate apartment

has its own SUN VALLEY* Gas Air-Conditioner

*to heat, cool and condition the air—
clean, quiet, controllable as only Gas can be!*

No wonder the choice is this famous Gas unit! 58 Arkla-Servel Sun Valley All-Year® Gas air-conditioners will provide summer cooling and winter heating. They were chosen after consideration of all types available. The designer insisted that each apartment have individual thermostatic "indoor weather" control. The Sun Valley uses no compressors, so vibration is eliminated.


The homes you build can have this same "controlled climate" at amazingly moderate cost. Initial costs are lowered

by simple installation. Building costs are lowered—no need for the extra insulation demanded by some other kinds of heat. No service problems: the heart of the system is a simple flame that can't wear out or break down. 3½ or 5 ton units.

Silent, clean, constant... most comfortable, most efficient, most economical... put Gas to work heating and cooling—for trouble-free buildings!

Call your Gas company or write to Arkla Air Conditioning Corp., 812 Main Street, Little Rock, Ark. AMERICAN GAS ASSOCIATION



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

*Trademark. Product of Arkla Air Conditioning Corp., General Sales Office, Little Rock, Arkansas.



finishing concrete

A Complete Line of
Concrete Construction
Equipment.



Vibrating Screeds



Grinders



Roto-Trowels



Vibrators



Manufacturing Co.
142 Shear Street
Binghamton, New York

The lightweight Stow G-29 Roto-Trowel is an ideal finishing machine for builders. Weighing only 70 lbs., this trowel can be easily carried by one man; its 29" diameter permits handy passage through doorways and halls.

With this trowel the operator can float and finish concrete with the same set of combination blades. Blades are easily adjusted to any pitch by a convenient control knob on the handle even while the machine is running.

Builders like the exclusive Stow Dead-Man clutch control which instantly stops blade rotation, *without stopping the engine*, the moment the operator releases the handle. This important safety feature makes Stow Roto-Trowels easier to start too, even at full throttle. Full throttle starts are impossible with a centrifugal clutch unless the belt is removed.

Speed up your finishing operation with the easy to handle, safe Stow G-29 Roto-Trowel.

Contact your STOW distributor, or send in the coupon below.

MAIL THIS COUPON TODAY!

Stow Manufacturing Co. Dept. D-2 142 Shear Street
Binghamton, New York

I'm interested in the Stow Line of Concrete Construction Equipment. Send a complete catalog and name of nearest distributor.

I am particularly interested in _____

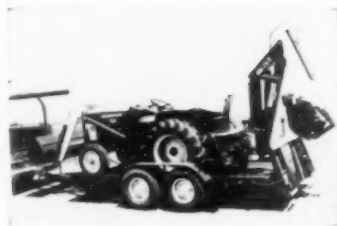
Name _____ Title _____

Company _____

Street _____

City _____ State _____

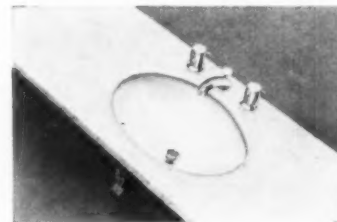
NEW PRODUCTS



Can haul 9,500 lbs.

Four-wheel, low-bed trailer handles loads up to 9,500 lbs. Has rubber-mounted torsion axles acting as combination springs and shock absorbers. Tailgate is ramp; over-all width 8', length 19'. Bed width is 76 $\frac{3}{4}$ "; bed length, 14'. Basic machine weight: 1,600 lbs.—International Harvester Co.

Circle No. W19 on reply card, p. 129



Bowl goes under counter

Lavatory is ideal for use with marble or composition countertop. Of vitreous china, oval bowl has front overflow and flat rim for easy under-counter installation. Is not designed for use with stainless steel molding. Comes in coral, sandstone, blue, green, yellow, gray, and white.—Briggs Mfg. Co.

Circle No. W20 on reply card, p. 129



Door opens smoothly

All-steel "Retracter" garage door operates with little effort, guards against pinched fingers. Door's rollers operate on twin tracks inside garage, are nylon for durability and quiet operation. Stylized moldings for decorating the doors are available.—Berry Door Corp.

Circle No. W21 on reply card, p. 129



1924: Thousands of Maze rustproof nails, hot-dipped in molten zinc and trademarked "ZINCLADS," were used to build this house.

UNRETOUCHED PHOTO



NO
UGLY
STAINS
OR
STREAKS

THERE'S A MAZE STORMGUARD NAIL
FOR EVERY EXTERIOR APPLICATION



WRITE FOR FREE SAMPLES (specify application)

LOOK FOR **STORMGUARD.**
ON THE CARTON



36 year test proves MAZE
hot-dipped zinc coated nails
do not STAIN, STREAK or RUST!



TODAY: Nails on this same house are still rustproof—not a single stain or streak can be found!

PROTECT YOUR CUSTOMERS . . . SPECIFY

MAZE

STORMGUARD NAILS

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





FIREPLACES SELL HOMES...

— especially low-cost
genuine wood-burning
fireplaces like this one!

Majestic thulman

all-metal, prefabricated
FIREPLACE
with chimney package



ATTRACTIVE CHIMNEY TOPS
Simulated brick-patterned tops in a choice of sizes. Red, Tan or Off-white.

**NO MASONRY!
NO MORTAR!**
All-metal construction from hearth to chimney top. Made of corrosion-resistant alloys and stainless steel.

CLEARANCES BUILT IN
Completely safe, even when butted against wood or other combustible material. UL-tested and labeled.

EASY TO INSTALL
Cuts builder's time and cost. One workman can erect several in a day's time.

USE ANY STYLE MANTEL
Modern or traditional. Floor-level or raised hearth. Masonry may be used as facing if desired.

BUILT-IN FIRESCREEN
Black wire mesh sliding screen & pulls included. Black glass & marble surrounds available.

A COMPLETE LINE OF
YEAR-ROUND AIR CONDITIONING
EQUIPMENT, INCLUDING THE NEW
ELECTRIC FURNACE

Fine Quality Home Comfort Equipment Since 1907

Write now for details on Majestic's full
line of all-metal fireplaces and chimneys.

The **Majestic** Co., Inc.

433 Erie Street, Huntington, Indiana

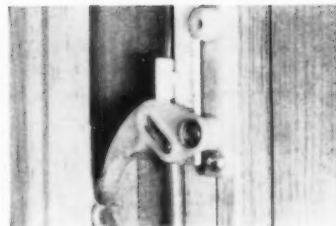
NEW PRODUCTS



Heater sections plug in

Baseboard electric heating equipment simplifies installation by use of modular plug-in sections. Comes in standard 2' length. Needs electrical connections only in 9½" control section. Single knob permits thermostatic adjustment in ranges from 50° F. to 90° F.—Westinghouse Electric Corp.

Circle No. W22 on reply card, p. 129



Window is self-locking

Wood casement window features automatic locking device. Lock is concealed, prevents damage occurring when person opening conventional casement forgets to release manual lock. Window manipulation is all one operation. Single roto-gear crank controls all window operations.—R. O. W. Sales Corp.

Circle No. W25 on reply card, p. 129



Give an expensive look

Bathroom fixtures have expensive look, cost as little as 98¢. Units are unbreakable nylon fiber with metalized surface in tarnish-proof chrome, gold, copper. Complete line includes such items as soap dishes, tooth-brush holders, robe hooks, towel racks, paper holders.—Mirra-Cote Co.

Circle No. W23 on reply card, p. 129



Water reaches all corners

Portable dishwasher-dryer features new system of water distribution. Pump forces water through openings on rotating "Z" arm, sends it to all corners of upper and lower dish baskets. Water distribution increases capacity, improves washing, and permits genuine "random loading."—Waste King Corp.

Circle No. W26 on reply card, p. 129



Canopy shields pool

Pool canopy provides shade from sun, acts as shield against chilling winds. Construction is steel framing, Structoglas reinforced fiber glass panels. Corrugated panel sheets are tinted "softlight green," need no finishing. Structure is shatter-proof, resists fading, erosion, needs no maintenance.—Structoglas, Inc.

Circle No. W24 on reply card, p. 129



Controls hot water

"30-Plus" gas-fired water heater is governed by control mounted in kitchen. Gives required number of gallons of hot water, rather than just "hotter" water. Control is fully variable, will give any amount expected from highest recovery-type water heaters in 30-, 40-, or 50-gallon sizes.—Rheem Mfg. Co.

Circle No. W27 on reply card, p. 129



- **BETTER PROFITS**
- **MORE TIME**

GET THE BIG BONUSES FROM BOSTITCH

You get more profits because most jobs take less time when you use Bostitch stapling. You get more time for more jobs. And you get more jobs because you can bid lower and still make a good profit.

Here's proof:

Installing Fiberglas insulation with Bostitch H2B Stapling Hammer.

BOSTITCH BONUS—2 to 4 times as fast as hammer and nails.

Tacking to the face of studding is fast, neat, and secure with the Bostitch H5 Stapling Hammer.

BOSTITCH BONUS—lower cost, better profits.

Stapling shingles with Bostitch H4 Heavy Duty Stapling Hammer.

BOSTITCH BONUS—twice as fast as hammer and nails.

Stapling wire mesh to gypsum form bed with the T-5 Tacker.

BOSTITCH BONUS—50 per cent savings in time and labor.

These are just some of the jobs you can do more profitably with Bostitch fast-working stapling tools. For complete information on the uses and advantages of Bostitch tools, just fill out this business reply card and mail it today.

Fasten it better and faster with

BOSTITCH[®]
STAPLERS AND STAPLES

825 BRIGGS DRIVE, EAST GREENWICH, RHODE ISLAND

FIRST CLASS
PERMIT No. 34
Sec. 34.9 P. L. & R.
East Greenwich, R. I.

BUSINESS REPLY CARD

Postage will be paid by addressee
No postage stamp necessary if mailed in the United States

BOSTITCH
825 Briggs Drive
East Greenwich, Rhode Island

HERE'S THE BOSTITCH BONUS LINE OF STAPLING TOOLS



THE T-5 TACKER—the standard by which all spring tackers are compared—slashes installation time on ceiling tile, insulation, and low-voltage wiring. Three models, 14 staple sizes, cuts time on every job—makes work less tiring. Faster than hammer and nails.

H2B STAPLING HAMMER—for high-speed tacking and light nailing jobs. One easy swing drives staple into work. For applying roofing paper, insulation, cornerite, metal lath, undercourse shakes and other medium tacking jobs.

H4 STAPLING HAMMER—for heavy-duty stapling, the tough jobs where great holding power is needed as much as speed. Roofers say it cuts nailing time on asphalt shingles in half. Also used for tacking metal discs in built-up roofing and installing flashings.

H5 STAPLING HAMMER—for fast work on light fastening jobs. Used for applying builder's paper, foil-type insulation, vapor barriers. As in all Bostitch builders' tools, one hand is free to hold work in place.

Send this postpaid card for free literature on Bostitch tools and booklets on the Bostitch method of installing ceiling tile and asphalt shingles.

BOSTITCH, 825 Briggs Drive, East Greenwich, Rhode Island
Please send me the following bulletins:

- Bostitch T-5 Tacker
- Bostitch H2B Stapling Hammer
- Bostitch H4 Heavy Duty Stapling Hammer
- Bostitch H5 Stapling Hammer
- Ceiling Tile Installation Booklet
- Asphalt Shingle Installation Booklet

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

Name of Building Supply Dealer _____

Bostitch staples are available in packages of 1000 or 5000.

Try these profit-making tools on your jobs. It will pay you to see how Bostitch gets your building jobs done faster at less cost to you. See your building supply dealer for Bostitch staplers and staples.

Fasten it better and faster with



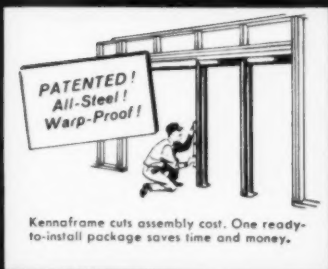
825 Briggs Drive, East Greenwich, Rhode Island



**SO EASY NOW...
to adjust gliding doors!**

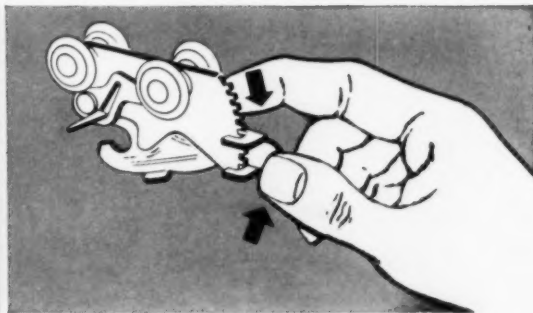
NEW KENNAFRAME®
all-steel, warp-proof pocket door assembly with
FINGER ADJUSTING* HANGERS

**NO NEED TO REMOVE STOPS, TRIM OR DOOR!
CUTS ALIGNMENT TIME IN HALF!
ENDS COSTLY CALL-BACKS!**



Kennafame cuts assembly cost. One ready-to-install package saves time and money.

Also available,
NEW 1000FA
KENNAFRAME
Finger Adjusting
"Scottie" series—
at lowest prices
ever, for all-steel
frames!



NEW 900FA KENNAFRAME "Custom" series, prefabricated assembly for 1" to 1 3/4" pocket doors, easily installed by one man in half the usual time. Four screws lock entire unit; simple adjustments for perfect header and jamb alignment. Save time; assure lasting, trouble-free performance. Note ratchet-type adjuster; mere finger-touch permits easy, time-saving alignment. New instant door mounting eliminates millwork. These exclusive features available in pocket and by-passing hardware. Write TODAY for details! Kennatrack Corporation, Elkhart, Indiana. *Pat. Pend.



KENNATRACK®

KENNATRACK CORPORATION • Elkhart, Indiana • A SUBSIDIARY OF EKCO® PRODUCTS CO.

Completely new—Ford's Falcon pickup costs you less the day you buy and every day thereafter! Up to 30 miles on a gallon! Single-unit construction. Bolted-on front fenders for easy replacement! Lower oil costs, tire costs, all-around maintenance costs!



NEW Ford Falcon RANCHERO



All-new Six. Modern Short Stroke engine with plenty of turnpike power! There's 4,000 miles of driving between oil changes!



Big 6-foot box . . . nearly 8 feet of load length with tailgate flat! Load capacity is ample for most jobs. Loading height is a low 27 inches!

It looks like pure pleasure—and it is. But when it comes to saving money, Ford's new Falcon Ranchero is all business!

As a start, it's priced lower* than any other pickup in America. It gives you spectacular gas mileage—up to 30 miles on a single gallon, yet its new 90-horsepower Six is geared to handle a full-sized load.

The Ranchero's solid single-unit construction, its bolted-on front fenders, and other low-cost

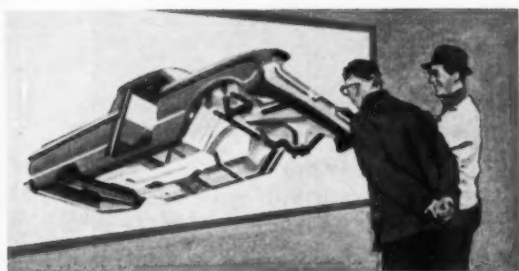
replacement parts . . . all mean you'll save on maintenance costs! In its big 6-foot box there is room a-plenty for nearly any pickup job . . . and in its beautifully styled cab there is room for three in stretch-out comfort!

See your Ford Dealer and action-test the Falcon Ranchero—the new kind of pickup that's full-sized for work, over-size in comfort, but only half-size in costs!

*Based on latest available manufacturers' suggested retail delivered prices with comparable standard equipment.

Lowest Priced*

PICKUP TRUCK



Single-unit construction . . . It's tighter, quieter, longer lasting. All main underbody structural members are heavily zinc-coated for greater durability . . . protects against rust and corrosion. Front fenders bolt on to cut maintenance costs!

up to **30**
miles per
gallon!

FORD TRUCKS COST LESS

**"WHY I SUBSCRIBE TO
AMERICAN BUILDER"**

**I rode American
Builder 9,000 miles
last month**

I just figured how far I would have had to travel last month to see all the things I saw in American Builder...houses in California, New York, Michigan, Idaho, North Carolina...a neat way to pour footings in Ohio...a new twist on work planning in Louisiana...etc., etc., etc.

It figured out at a little over 9,000 miles!

Reading American Builder is one of the most important things I do. How else could I possibly keep up with the new ideas?

— A SMALL BUILDER

**American Builder
is the best insurance
I know**

Why do some builders hit the skids? From what I've seen, it's because they let themselves get out of touch.

That's a chance I don't take. Every month, I expect all my key people to stop, look and listen to what you publish in American Builder. How are the smartest builders handling their financing today? How are they cutting costs, picking design winners, merchandising their houses?

Studying American Builder is a basic part of our work.

— A LARGE BUILDER

AMERICAN BUILDER, Dept. 560, Emmett St., Bristol, Conn.
Yes, enter my subscription for one year of American Builder at \$3.50 with money-back guarantee if I am not delighted.

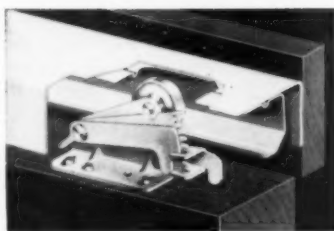
Amt. enclosed \$..... Bill me

Send to: _____

Address: _____

City, Zone, State: _____

NEW PRODUCTS



Track set adjusts easily

Sliding-door hanger assembly is designed for builders who construct their own pocket-door installations. "Scottie Series" has fingertip adjustment. Non-jump track is extruded aluminum, hanger has 1" nylon wheels. Is for all open, close sliding pocket-doors 3/4" to 1 3/4" thickness.—Kennatrack Corp.

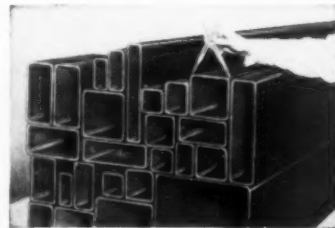
Circle No. W28 on reply card, p. 129



Package adapts tractor

Subframe and equipment hydraulic package mounts Ford "Super-Duty" loader on Ford tractors. Adapts to any combination of Ford loader or backhoe, or counterweight boxes fitted to job needs. Loader has lift capacity of 2,500 lbs. and break-away capacity of 5,500 lbs. Will lift to height of 11'.—Ford Motor Co.

Circle No. W29 on reply card, p. 129



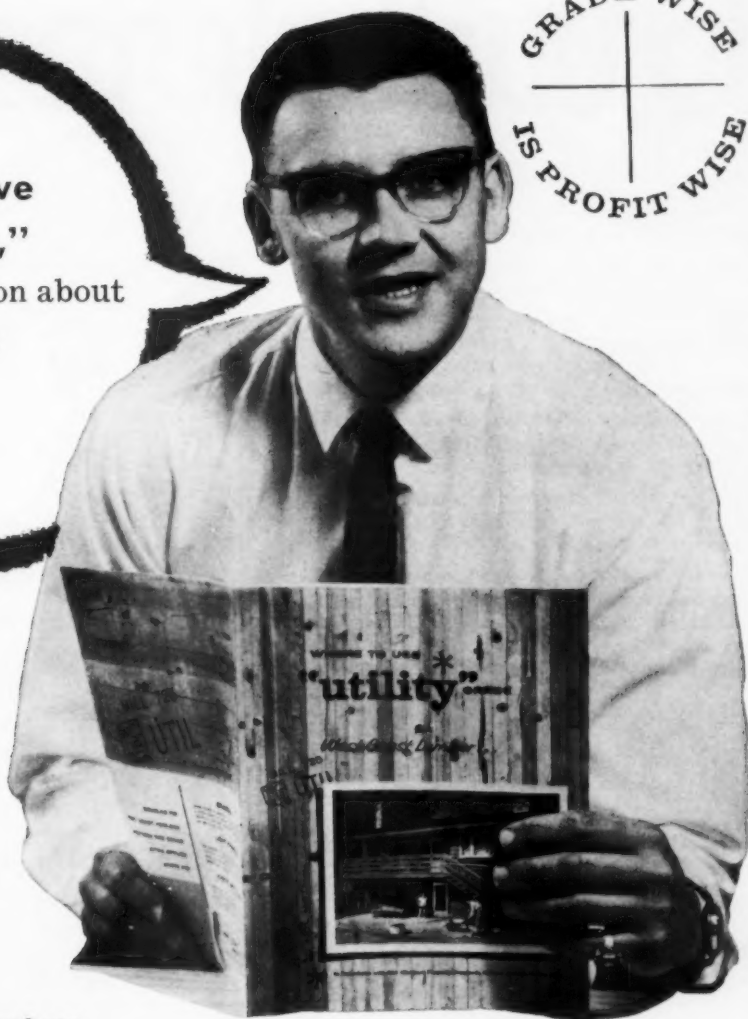
Tubing in any size

Rectangular and square structural steel tubing is offered in wide range of girths, lengths, and wall thicknesses. Girths range from 12" to 48"; wall thicknesses from 1/8" to 1/2". Tubing is commercially straight up to 24' with no transverse twist.—Espro Tubing Div., Union Asbestos & Rubber Co.

Circle No. W30 on reply card, p. 129

GRADE WISE
IS PROFIT WISE

"Easiest Way to Save Money I Ever Saw," says Donald Eilertson about "Utility" grade West Coast framing lumber. *



"It's good management to specify and use Utility grade framing lumber," says Builder Donald Eilertson. "By taking advantage of the economies offered by Utility dimension and boards, I save a minimum of \$200.00 on every house job and maintain my reputation for quality construction."

Here is another builder of distinctive homes who depends upon the consistent quality of West Coast "Utility" grade lumber for a profit. You, too, will find "Utility" grade saves money in applications such as these:

Douglas Fir

West Coast Hemlock

		30 lb. live load*	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"

*sleeping rooms only
†other than sleeping rooms

Other specific applications for "Utility" grade: rafters for light roofing*, flat roof joists*, ceiling joists*, floor joists* and boards* for sheathing, sub-floors and solid roof boarding.

*When used in accordance with FHA Minimum Property Standards for One and Two Living Units, FHA Bulletin No. 300.

WEST COAST LUMBERMEN'S ASSOCIATION

1410 S. W. Morrison St., Portland, Oregon

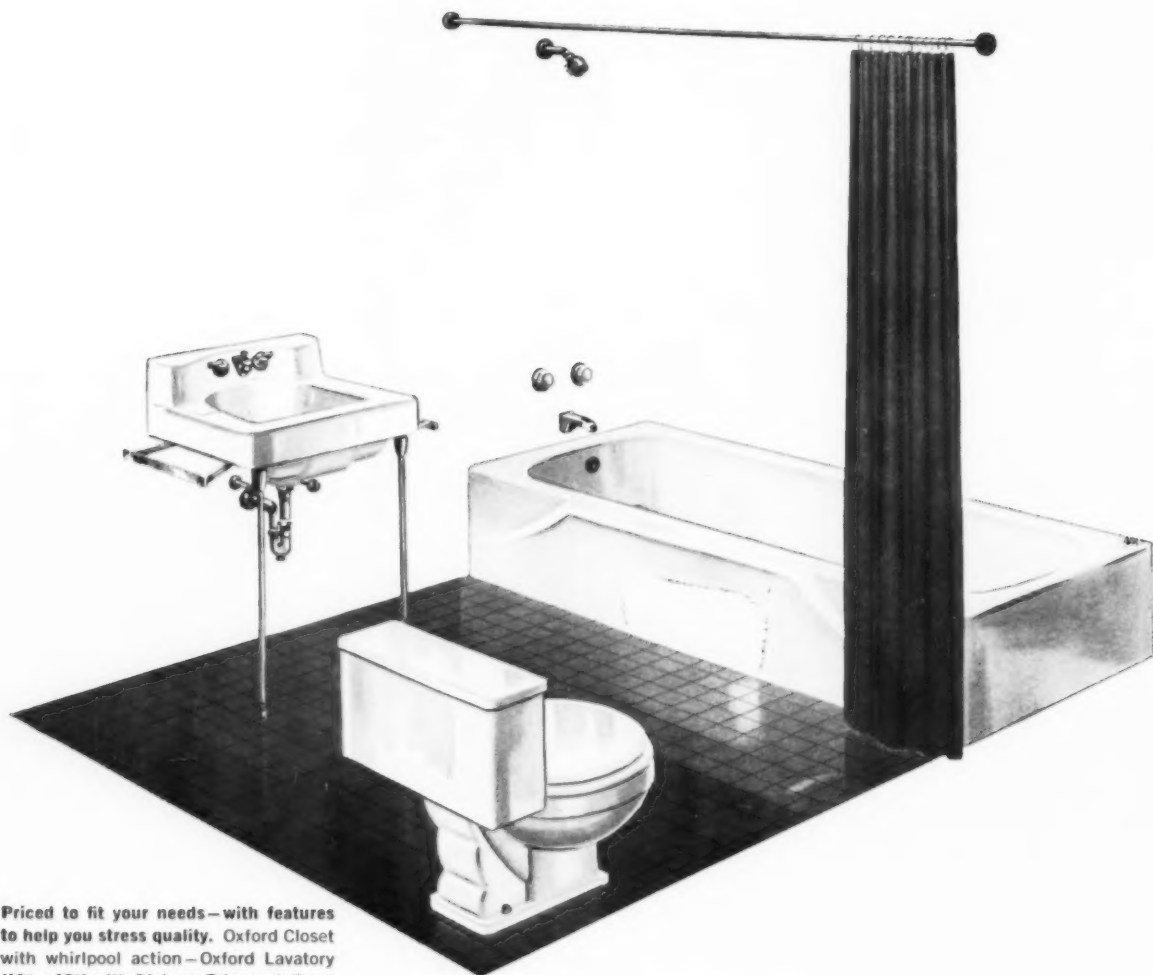
Please send me your booklet "Where to Use Utility Grade West Coast Lumber".

Name _____

Address _____

City _____ Zone _____ State _____

build proof



Priced to fit your needs—with features to help you stress quality. Oxford Closet with whirlpool action—Oxford Lavatory (19" x 17") with Dial-ese Trim and direct lift waste fitting with aerator—New Fairfax 5' recess tub with seat wide enough for sitting.

*PLUMBING-HEATING-AIR CONDITIONING GROUP
P. O. BOX 780, JOHNSTOWN, PA.*

**VALVES • ELECTRONIC CONTROLS • PIPING
PLUMBING • HEATING • AIR CONDITIONING**



of quality

*at no extra cost into
homes of every price
with Crane plumbing*

Most people recognize Crane as quality luxury plumbing. They believe it costs more and is worth it.

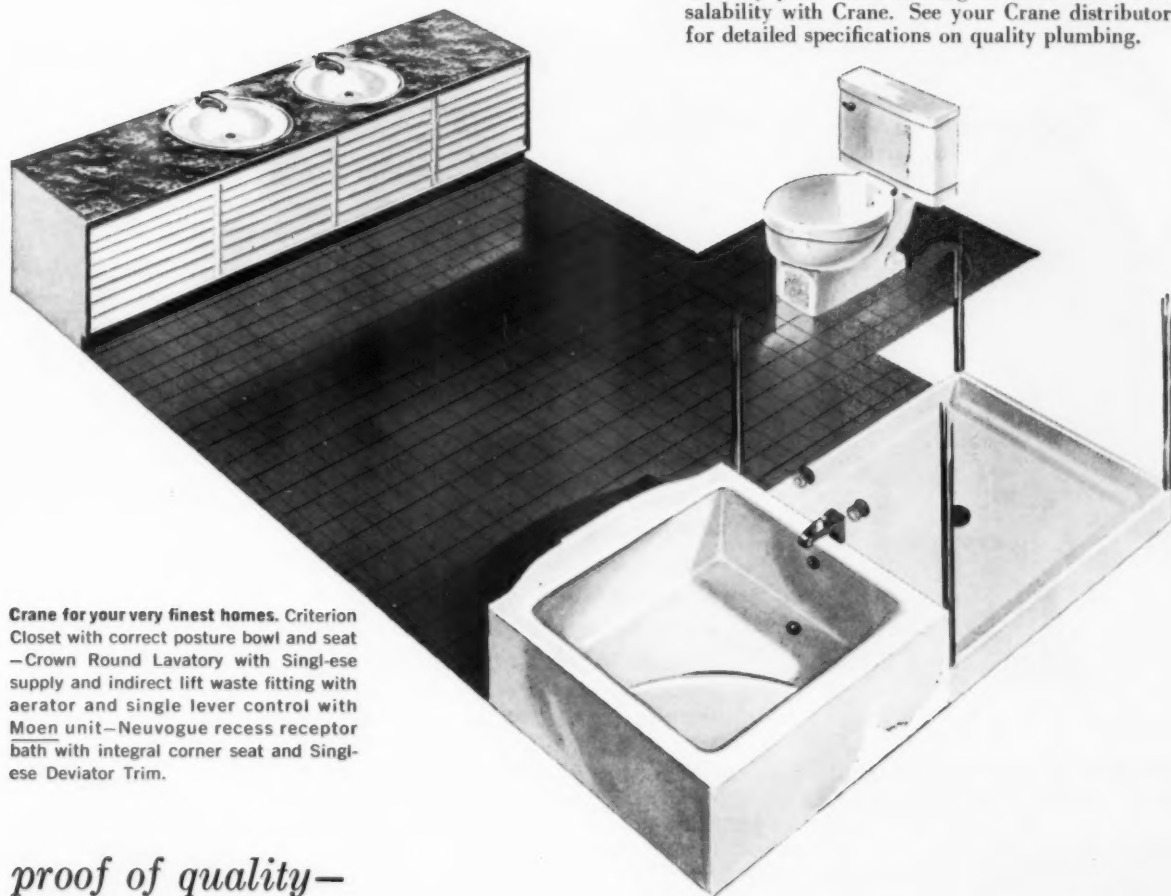
The fact is—Crane costs *no* more than comparable plumbing which lacks Crane's reputation.

In this simple truth you have one of the most overwhelming sales ideas a builder can have. At no added cost you can have plumbing that gives your entire house the reputation of being well built.

You can use Crane *proof of quality* in homes of every price. In every price level, Crane offers features you can point to, demonstrate and talk.

Dial-ese control . . . beautiful styling . . . Crane vitreous china with fused-in colors that last . . . engineered for easy installation and maintenance.

To make your homes more attractive . . . for visible proof of quality—use Crane plumbing in homes of every price. Add nothing to costs. Add extra salability with Crane. See your Crane distributor for detailed specifications on quality plumbing.



Crane for your very finest homes. Criterion Closet with correct posture bowl and seat — Crown Round Lavatory with Singl-ese supply and indirect lift waste fitting with aerator and single lever control with Moen unit—Neuvogue recess receptor bath with integral corner seat and Singl-ese Deviator Trim.

*proof of quality—
at no extra cost*

NEW! EXCLUSIVE!

BARRETT

BAR-FIRE[†]

ASPHALT SHINGLES



The only 300# asphalt shingle with

Here's the quality shingle you've been waiting for. The new Barrett Bar-Fire[†]. The finest ever made—worthy in every way of the quality structures you build. Here's why:

- 300# shingle carrying Underwriters' "Class A" label. Top fire protection through fire-barrier layer of granules and *vermiculite*; long asbestos fibers stop flame spreading.
- Giant mineral granules produce an appearance that's genuinely distinctive. Rich, massive, lustrous.
- 18" tabs, instead of the conventional 12", give "Bar-Fire" roofed homes that long, low appearance—fewer vertical lines!
- Multi-layer construction, plus extra weight, spell super weather-worthiness, long-life, extra fire protection!
- Handsome and popular colors: Snow White, Pastel Green, Pastel Gray, Slate Tone!
- The prestige of the new "Bar-Fire" shingles is backed by the prestige of the Barrett name—the greatest in roofing with an unequalled reputation for quality. For samples and full information, call your Barrett representative or contact us direct.

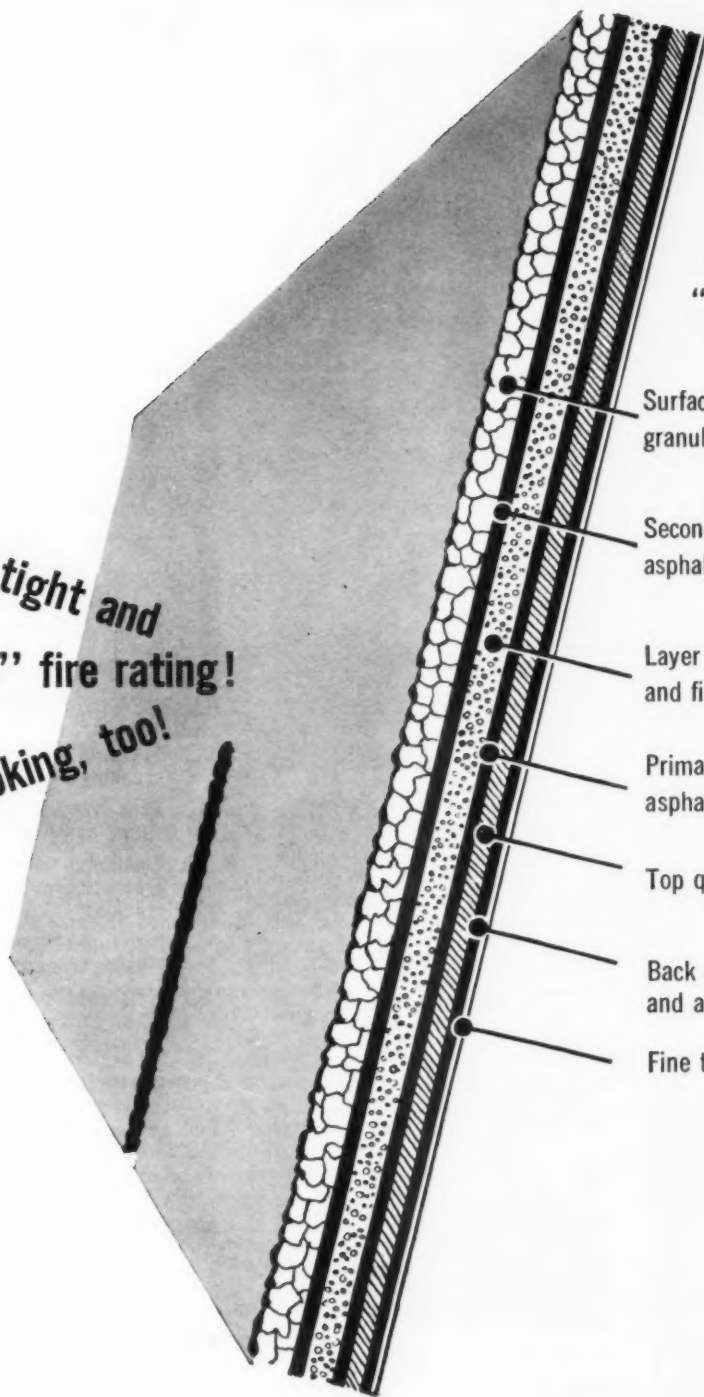
BARRETT IS OUT TO HELP YOU! Whatever your building material needs, Barrett can fill them with a full line of dependable, quality products—all manufactured to the highest standards.

• STORM-KING[®] SELF-SEALING AND OTHER ASPHALT SHINGLES • PITCH & ASPHALT BUILT-UP ROOFING • ROLL ROOFINGS • FIBERBOARD AND GYPSUM PRODUCTS
• INSULATION • PROTECTIVE COATINGS AND CEMENTS.

[†] Trade Mark Allied Chemical Corporation



**Weather-tight and
"Class A" fire rating!
good looking, too!**



**CROSS-SECTION OF
"BAR-FIRE" SHINGLE**

Surface layer of giant mineral granules, three times usual size.

Secondary coating of asphalt and asbestos fibre.

Layer of granules and fire-blocking vermiculite.

Primary coating of asphalt and asbestos fibre.

Top quality asphalt-saturated felt.

Back coating of asphalt and asbestos fibre.

Fine talc surfacing.

BARRETT DIVISION

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



**NOW! Miter mishaps
gone for good!**



**Precision
Trimming Guaranteed**

with the amazing new

**DOSCH
Custom Cutter**

Ragged, uneven, wasteful cutting jobs? Impossible! You always trim fast, sure, and razor-clean when you use the compact, portable DOSCH CUSTOM CUTTER. *Oak? Pine?* The durable tool-steel blades shear all woods easily. *Angles?* Anything from 40° through 90°. Compare this with limited miter boxes! *Versatility?* Just look! All the fundamental cuts framing this advertisement—square cuts, miters, undercuts, chamfers, bevels, and rounds—are yours in seconds. *Sanding or putty?* Forget it! You automatically get a finish far smoother than the finest saw cut... and a perfect miter, too. *Conclusion?* Here is a basic tool that belongs on every workbench. To save time, wood, and money on cutting jobs, send for your guaranteed DOSCH CUSTOM CUTTER—right away!

DEALER INQUIRIES INVITED!

DOSCH

Since 1900
Leader in Quality Woodcutting Machines

MAIL THIS COUPON TODAY!

Dosch Manufacturing Co.
Thornton, Delaware County, Pa.

Phone:
Globe
9-3845

Please send me:

- FREE information about the amazing new DOSCH CUSTOM CUTTER.
 My guaranteed DOSCH CUSTOM CUTTER, \$74.50, C.O.D. plus shipping charges.
 My guaranteed DOSCH CUSTOM CUTTER, F.O.B. factory, thus avoiding C.O.D. charges. I enclose check or money order for \$74.50.

Name _____
 Address _____
 City _____ County _____ State _____
 or Zone _____

NEW PRODUCTS



How to sell hidden value

Builders' merchandising kit dramatizes hidden value of polyethylene film in selling house. Contains 4'x15' "Welcome, walk in" sign printed on clear strip. Attention is called to moisture barriers in walls, foundations, crawl spaces, etc.—E. I. Du Pont de Nemours & Co.

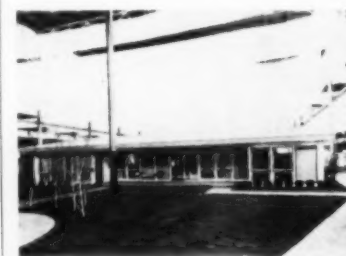
Circle No. W31 on reply card, p. 129



Gives a honeycomb pattern

Maintenance-free grill screen is rigid or flexible, diverse in application. Unit is made of aluminum bars formed on edge into honeycomb mesh. Standard panel sizes are 3'x10', 4'x8', 4'x4'. Use as curved or flat screening, wall panels, contoured ceilings.—Irving Subway Grating Co., Inc.

Circle No. W32 on reply card, p. 129



Plywood resists weather

Here is an overlaid plywood comparable in price to regular exterior plywood. The medium density face is super resistant to wear, weather and water. Splitting and grain raise are virtually eliminated. It offers a superior painting surface and is unaffected by temperature extremes.—Harbor Plywood Corp.

Circle No. W33 on reply card, p. 129

**MORE SATISFIED
HOME BUYERS**



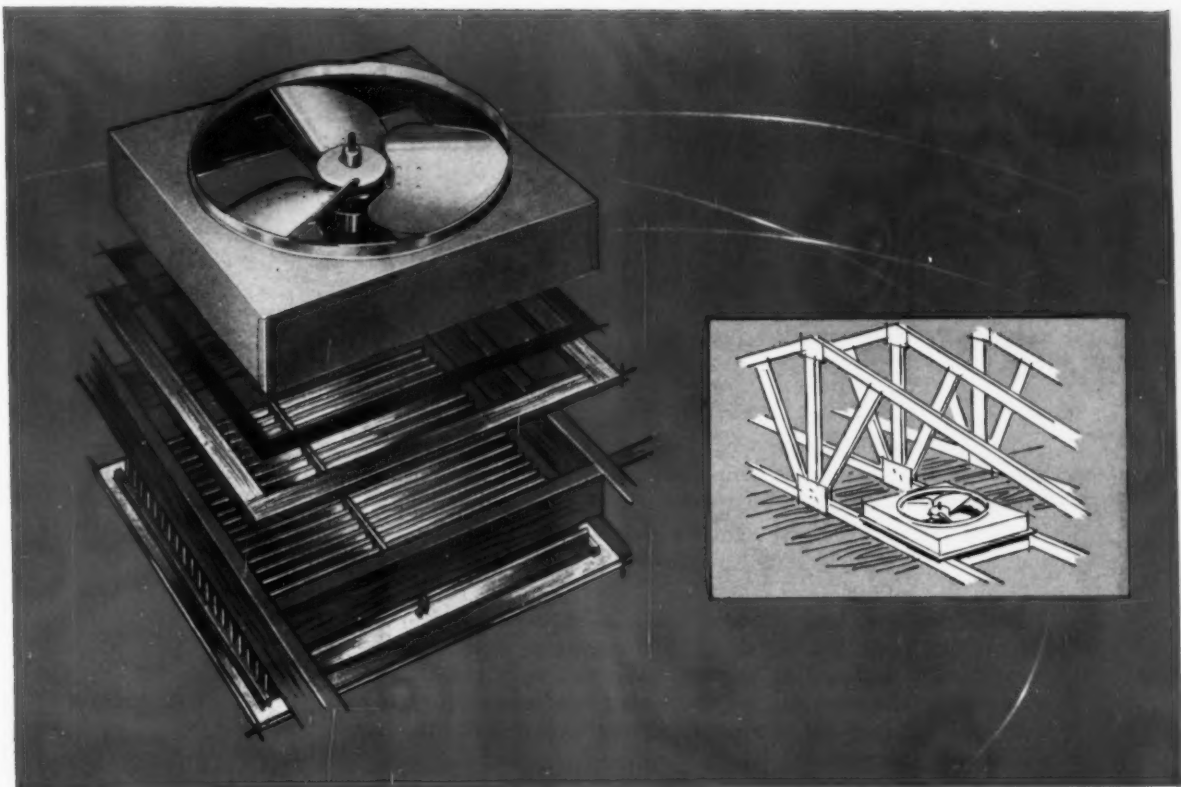
- Prevents wood checking, cracking—inside and out
- Ends warping, swelling and shrinking of doors, windows
- Eliminates tile "pop outs"—protects grout from cracking
- Prevents efflorescence of plaster, stucco, brick
- Moisture proofs concrete floors prior to laying asphalt or vinyl tile

Deep penetrating, colorless Thompson's Water Seal locks out moisture from any porous material for 5 years and longer. Easy to apply by brush, spray, roller.

*Recommended by
Leading Contractors*
Sold by paint, hardware and building supply stores.



San Francisco • Los Angeles • San Diego • Portland • Chicago • Seattle • Denver • Dallas • Houston • St. Louis • St. Paul • Detroit • Philadelphia • New York City • Memphis • Cleveland • Factory: King City, California



Here's BIG NEWS for builders!

With the development of an efficient, fast installing new model by Lau you can offer an attic fan as a standard feature in all your homes.

The attic fan is being used more and more by progressive builders as a powerful sales feature because it costs so little yet delivers so much comfort to the home owner.

Shown above is the new Lau Niteair Builder Special, an attic fan especially designed for fast, easy installation in homes with low pitched roofs and truss construction. Most installations on 24" centers require no cutting or fitting of ceiling joists. Just rough frame a 22" x 26" ceiling opening, secure a thin 1" x 3" frame, lay felt strips, set this vibration free fan in

place and connect to pigtail leads pre-wired to motor.

The Builder Special is a 22", all steel, welded fan with long life sleeve bearings on the shaft. The unit features a direct drive 2-speed motor capable of 3500 and 2900 CFM delivery.

The Builder Special is only one of a complete line of maintenance free attic fans manufactured by Lau for the building industry. There's a Lau attic fan to fit any home.

Lau provides one stop service for accessories too! Your authorized Lau dealer carries both wall and ceiling shutters, fyrstats, two-speed and "time" switches and thermostats. Write for information on Lau's complete line of home ventilating and cooling equipment.



.....
 • Lau Builder Division, THE LAU BLOWER COMPANY
 • 2027 Home Avenue, Dayton 7, Ohio, Department AB-50
 • Please rush me complete information on the
 • full Lau line of quality attic fans.

• Firm Name _____
 • Address _____
 • City _____ Zone _____ State _____
 • Person Requesting Information _____

• WE ARE: (please check appropriate square)
 • Builders Architect Building Supply Dealer
 • Distributor Electrical Contractor
 •
 •
 •

built-in quality you can put your finger on

IN EVERY ROOM OF EVERY HOUSE!

"Our homes are 100% glazed with *Thermopane*® insulating glass. It's in every window and every sliding glass door. It's one of our strongest selling factors," says Roger Medema.

"And the name inscribed right on each *Thermopane* unit is a big help. People are frankly skeptical of substitutions. They want to be sure of quality products."

Medema Builders, Inc., is one of the leading home builders in the Chicago area. Their \$16,500 to \$19,500 homes in Oak Forest, Ill., have met with outstanding success. "We not only point out the *Thermopane* in the windows, we use a merchandising display in our model home and pass out product literature to emphasize the fact," Mr. Medema continued.

It works for Medema. It will work for you! Put *Thermopane* in all of the windows of your next homes. Make it a big feature.

... these merchandising aids will work hard for you!

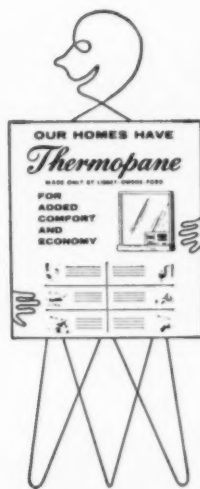


HANDOUT FOLDERS

Your L-O-F Glass Distributor or Dealer has merchandising aids to help make your model home promotion a complete success. Phone him—he's listed under "Glass" in the Yellow Pages of your phone book.



WINDOW STICKERS



FLOOR DISPLAY

Thermopane® made in U.S.A.
INSULATING GLASS only by



LIBBEY • OWENS • FORD • TOLEDO 3, OHIO

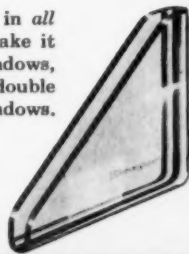




Now 2 types of *Thermopane*[®] insulating glass for all kinds of windows



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, sliding — all types of opening windows.



Picture Window



Sliding Door



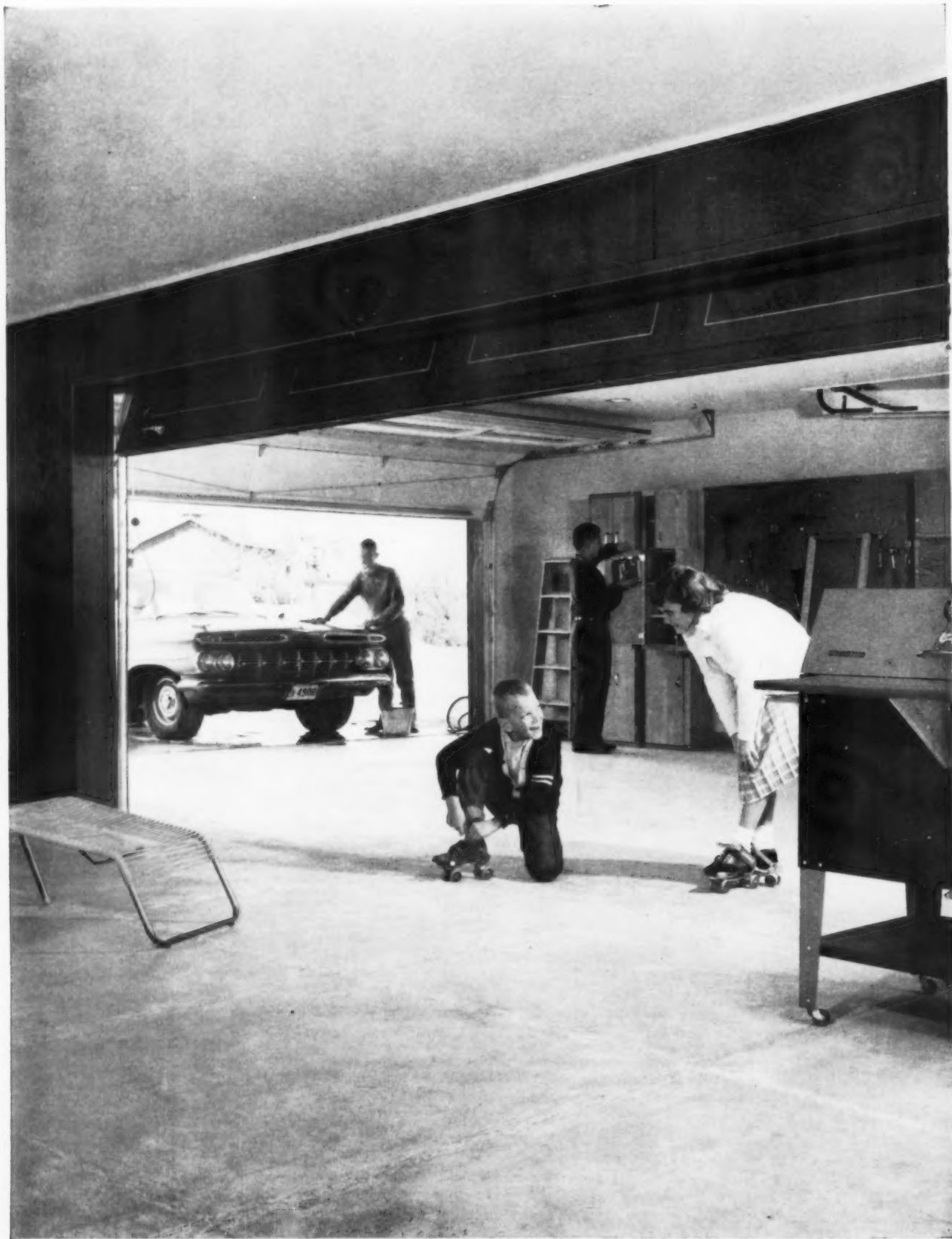
Double Hung



Casement



Awning



"OVERHEAD DOORS" in the front and side walls open this garage to bright, inviting, multi-use activity space—built by Jim Nuckolls, Tulsa, Okla.

Today's Garage

**your biggest
bargain in space**

Needed storage space, work space, play space—homebuyers are finding it in the garage, the place *you* can find more sales, more profits. For both *you* and the *homebuyer*, today's garage is a *big* bargain in space.

It's a bargain to build. Nationwide comparisons show the square foot cost of an attached garage is $\frac{1}{3}$ the square foot cost of the rest of the house . . . \$3 to \$5 for the garage compared with \$9 to \$15 for the house.

It's a bargain to sell. Surveys show homebuyers prefer garages to carports and certain built-ins. And it's space they can afford. Under FHA, a double garage adds only \$260 to the down payment of a \$15,000 home. To a \$16,000 home it adds only \$360. This is *less than half* the out-of-pocket cash most homeowners pay to a garage contractor within the *first year* of their home purchase.

A "Convertible-Garage-Room" makes it a bigger bargain—a bigger sales opportunity. A second door on the side or backwall makes your garage into a "Convertible-Garage-Room." Total cost: less than \$100 additional for a 16' door. The garage gains light, ventilation, wide access to the backyard. It becomes a covered patio, workshop, play pavilion, family room, as well as storage space. The reason it's such a bargain to build? Materials and labor saved in the wall will make up most of the cost of the second door. Builders report greater garage evaluations, too. And "OVERHEAD DOOR" provides exciting sales tools FREE to help you make the most of this idea.

The "OVERHEAD DOOR" backs your bargain with a guaranteed product. You're guaranteed of dependable quality, reliable service—*no* call-backs. Any trouble will be efficiently handled by your local distributor. See your distributor soon. You'll find his name listed under "OVERHEAD DOOR" in the white pages of your phone book . . . or write Overhead Door Corporation, Dept. AB-5, Hartford City, Indiana.



*the original, upward-acting
sectional door, made only by*

OVERHEAD DOOR CORPORATION

Overhead Door Corporation, General Office: Hartford City, Indiana—Manufacturing Distributors: Cortland, New York; Hillside, New Jersey; Lewistown, Penn.; Nashua, New Hampshire—Manufacturing Divisions: Dallas, Texas; Portland, Oregon—In Canada: Oakville, Ontario



The Homes You Build Take on
NEW Dimensions in Carefree Living



Exclusive NEW

RAYNOR Garage-Aire pays off in home sales!

Tailor-made to sell YOUR homes faster, the new Raynor Garage-Aire transforms the garage into useable-liveable floor space . . . floor space that is in demand by today's conscientious home buyer. The Raynor Garage-Aire Features Modular Pre-Fab Construction. The rugged rolled aluminum frames of the screened enclosure are covered with weatherproof fiber glass screening and are pre-fabricated at the factory of convenient 4' x 7'6" panels, ready for easy installation. The complete Garage-Aire package includes a second Raynor Garage Door for rear garage wall, screened panels, access door for outside entrance to screened enclosure, by-passing screen door for front garage door opening. ALL components are ready for immediate "on the site" erection of the Garage-Aire.

See your nearest Raynor Distributor or write direct for complete information



RAYNOR MFG. CO.

Dixon, Illinois Hammonton, New Jersey

Builders of a complete line of sectional overhead type doors.



ECONOMICAL . . . adds but a few extra dollars to the home you build.

ATTRACTIVE . . . designed to harmonize with any style architecture.

RUGGED . . . aluminum construction and fiberglass screening that's made to last.

NEW PRODUCTS



Keeps load moving

"Walk-or-Ride" Power Buggy carries 11 cu. ft. of concrete in a light-weight, compact machine. Automatic speed changer varies drive ratio automatically. Gives more pulling power or speed as needed. Unit has a riding step and control-dumping mechanism.—Whiteman Manufacturing Corp.

Circle No. W34 on reply card, p. 129



Range units fold away

Surface-cooking gas burners fold up when not in use. Folded, units take up less than 1 sq. ft. of counter space, are counterbalanced to raise and lower at a touch. Burners have individual housings.—Dixie Products

Circle No. W35 on reply card, p. 129

Heat pump goes commercial

Water-to-air heat pump provides year-round air conditioning for commercial and residential uses. Water and electrical connections are easily attached. Can be installed free-standing, recessed, or remote. Sizes: 3-, 5-, 7½-ton single compressors and 10- and 15-ton dual compressors.—The Trane Co.

Circle No. W36 on reply card, p. 129

Ice water: \$2.90 a month

Electric cooler brings "ice water on tap" to home or small office at \$2.90 per month. Unit uses absorption method of electrical refrigeration. Occupies 1 sq. ft. of floor space, is 39¾" high. Weighs 37 lbs.—Arrowhead and Puritas Waters, Inc.

Circle No. W37 on reply card, p. 129

CATALOGS

DRYWALL SYSTEMS described in step-by-step pictorial catalog. Shows space-saving, low-cost installations. Details lamination, non-load-bearing partitions and double-layer constructions.—Best-wall Gypsum Co.

Circle No. W38 on reply card, p. 129

MOTEL WALL UNITS are diagrammed in this folder. Units are complete motel fronts. Also come in combination with heating-cooling-ventilating systems.—Michael Flynn Mfg. Co.

Circle No. W39 on reply card, p. 129

VITREOUS CHINA bathroom fixtures in 48 colors illustrated in catalog. Describes floor-mounted and wall-hung w.c.s with installation pictures. Complete lavatory line.—Case Mfg., Div. of Ogden Corp.

Circle No. W40 on reply card, p. 129

"PERFECT FIREPLACE at Less Cost"—A four-page brochure. Sample hearth-level plans given. Opening size, and flue proportions. Directions show how mason can save up to a ton of laid masonry on fireplace.—Bennett-Ireland, Inc.

Circle No. W41 on reply card, p. 129

KITCHEN CABINETS of all types illustrated in series of brochures. Cutaways show cabinet construction. Lists materials. Color photos present complete line of kitchen installations.—The I-XL Furniture Co.

Circle No. W42 on reply card, p. 129

PLUMBING AND HEATING fittings thoroughly pictured and explained in 56-page catalog. Details, specifications on copper tubing, solder-type fittings, flare fittings, cast valves, and flanged fittings.—Mueller Brass Co.

Circle No. W43 on reply card, p. 129

VENTILATING LOUVERS are presented in complete, easy-to-read catalog. Roof-line, cornice, adjustable, basement, and circular louvers are diagrammed. Specifications given.—Louver Mfg. & Supply Co.

Circle No. W44 on reply card, p. 129

SWIMMING POOL built of fiber glass offered in four-page brochure. Outlines durability, styling, trouble-free maintenance of pools. Photos show two styles of installation.—Universal Paradise Pools, Inc.

Circle No. W45 on reply card, p. 129



LOW PROFILE...you see HIGH CLEARANCE...you go!

An impossible combination? Not at all! On Allis-Chalmers utility tractors, the compact, frill-free design keeps the top line low to let operators see where they're working. The engine and axles are high to give you more than 21-in. clearance under a D-14 front axle! You move free and easy over rough or soft ground on any project!

This is the kind of practical engineering—real payoff design—you'll find in Allis-Chalmers utility tractors. Get the facts for comparison, free for the price of a post card! Use the handy coupon below *today!*

D-10 • D-12 • D-14 • D-17

Utility tractors from 31 to 63 engine horsepower with companion equipment to match your needs!

ALLIS-CHALMERS

ALLIS-CHALMERS MFG. CO

Utility Tractors & Equipment, Milwaukee 1, Wisconsin

Please send me more information about Allis-Chalmers utility tractors with backhoe loader fork lift

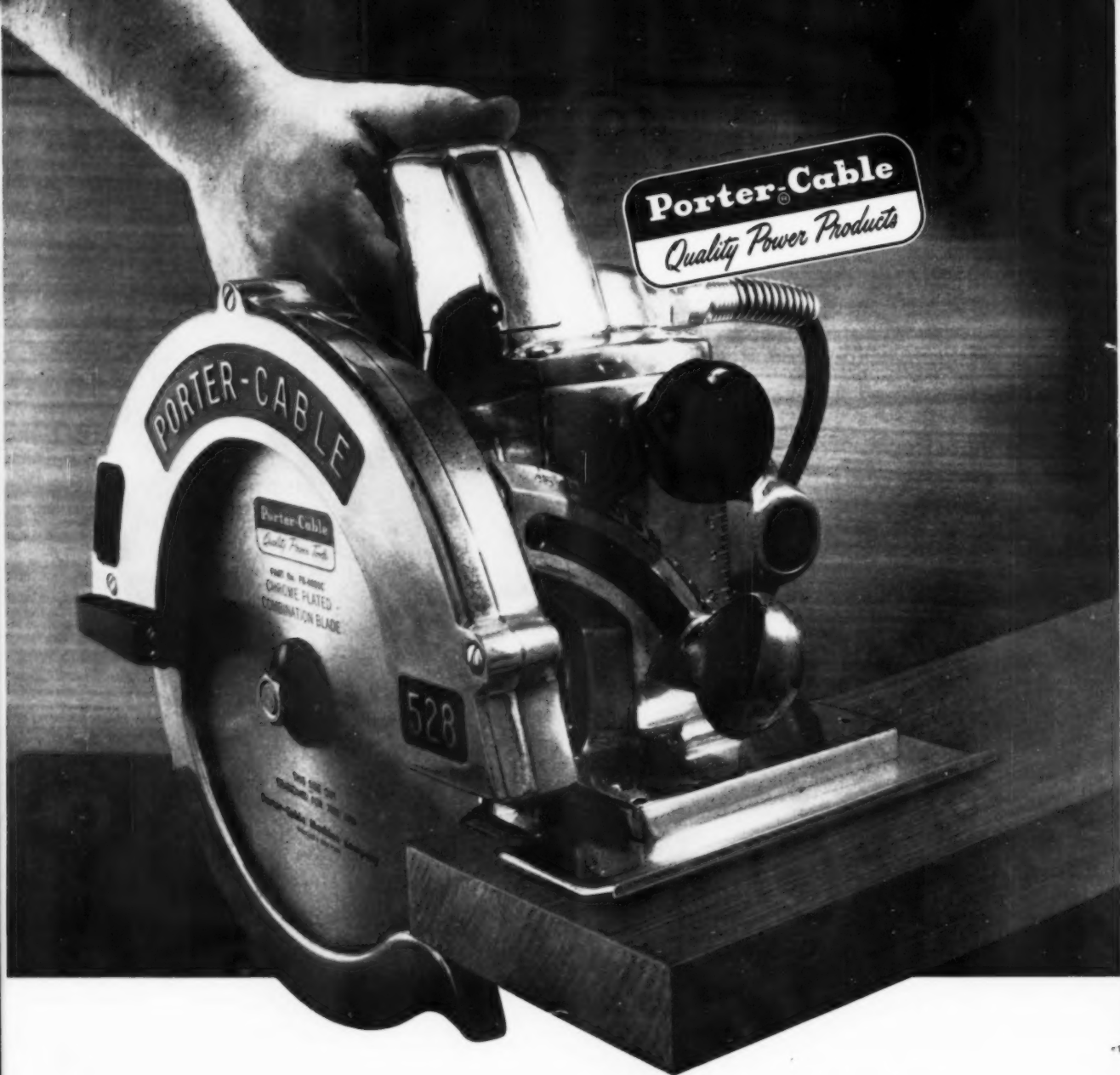
Name _____

Firm _____

Address _____

City _____ State _____

SOLD BY ALLIS-CHALMERS DEALERS EVERYWHERE



BUILT FOR TOUGH CONSTRUCTION JOBS...

Porter-Cable MODEL 528 PORTABLE SAW

The 8 $\frac{1}{4}$ " professional saw is built to handle the toughest jobs, day after day. It's the contractors' and builders' workhorse for every type of cutting operation—from light trimwork to heavy construction projects. Continuous top performance is assured by the many Porter-Cable *extra* quality features such as . . . precision ball bearings throughout, precision depth and bevel adjustment, sawdust blower to clear line of cut, telescoping safety guard, kickproof clutch, powerful 11-amp. motor.

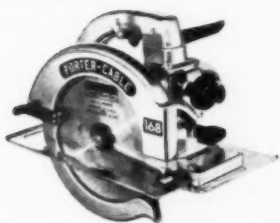
See the most complete line of Builders' Saws at your Porter-Cable dealer, or write for folder.

PORTER-CABLE MACHINE COMPANY

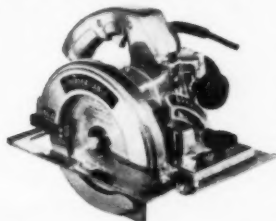
6015 Marcellus Street, Syracuse 4, N. Y.



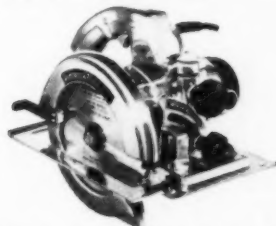
**Choose a Porter-Cable
the FINEST heavy-duty
POWER SAWS**



SAVE \$15 on Model 168K Saw Kit. 8 1/2" dia. blade. Complete with Carrying Case and Rip Guide. Reg. \$114.95 **NOW \$99.95**



SAVE \$13 on Model 146A Saw Kit. 6 3/4" dia. blade. Complete with Carrying Case and Rip Guide. Reg. \$89.95 **NOW \$76.95**



SAVE \$13 on Model 115A Saw Kit. 7" dia. blade. Complete with Carrying Case and Rip Guide. Reg. \$99.95 **NOW \$86.95**



See your
Porter-Cable Dealer
or write for descriptive folder.

PORTER-CABLE MACHINE COMPANY
6015 Marcellus Street, Syracuse 4, N. Y.

MAY 1960

CATALOGS

PLUMBING installations for precast concrete decks outlined in manual. Twelve-page, two-color booklet explains how openings can be designed into decks and framed during construction.—The Flexicore Co.

Circle No. W46 on reply card, p. 129

ALUMINUM FOIL insulation and its use in selling "hidden values." Pamphlet outlines five-step method of merchandising. Photos show how to present story in terms of winter fuel saving.—Reflectal Corp.

Circle No. W47 on reply card, p. 129

JALOUSIE WINDOWS for poured basement walls described in folder. Explains one-man installation, cost-saving on "buck" windows. Cut-away shows fingertip control of panes.—Kewanee Mfg. Co.

Circle No. W48 on reply card, p. 129

DIESEL ENGINE-powered electric plants are offered in eight-page booklet. Photos show 2,000-, 5,000-, and 7,500-watt models. Describes economy of direct injection combustion system.—Kohler Co.

Circle No. W49 on reply card, p. 129

SURFACE WATER SEAL for tile, wood, brick, metal, plaster, concrete presented in brochure. Cites nontoxic and economical advantages of sealant. Gives application methods.—E. A. Thompson Co., Inc.

Circle No. W50 on reply card, p. 129

BOOKKEEPING AND TAX record systems explained in series of booklets. Shows how to keep business records, simplifies bookkeeping data. Offers 198 different systems.—The Ideal System Co.

Circle No. W51 on reply card, p. 129

CURTAIN WALL panels illustrated in color in this five-page booklet. Panels, finished in porcelain enamel, shown in several installations. Cutaways detail construction for 16 types.—Architectural Porcelain Div., Caloric Appliance Corp.

Circle No. W52 on reply card, p. 129

CIRCULAR SAWS for metal and wood in two fact-filled catalogs. Complete line of metal-cutting and carbide-tip saws. Offers over 30 models, including planers, edgers, trimmers.—Heinemann Saw Corp.

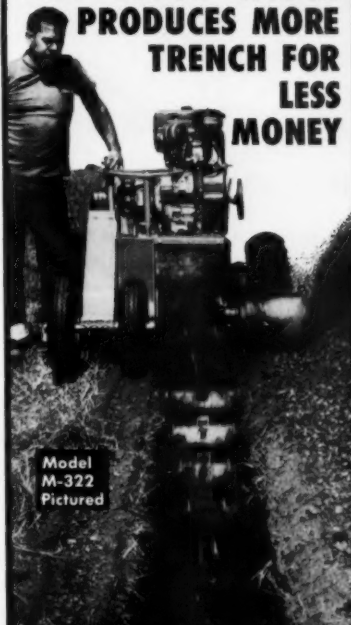
Circle No. W53 on reply card, p. 129

**"More or Less"
THE BEST**



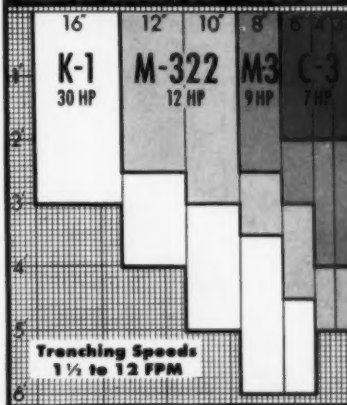
Other trenchers cost "More or Less"
Other trenchers dig "More or Less"

**BUT DITCH WITCH
PRODUCES MORE
TRENCH FOR
LESS
MONEY**



Model
M-322
Pictured

TRENCH SIZES FOR 4 MODELS:



- USE FOR:**
- Utility Services
 - Gathering Lines
 - Signal Lines
 - Sewer Laterals
 - Road Crossings
 - Sprinklers
 - Footings, etc.

CHARLES Machine Works, Inc.
631 B Street • Perry, Okla.

To Locate Distributor, Look Under "Contractors Equipment" in 1960 Metropolitan Telephone Directory Yellow Pages for Ditch Witch Trade-mark; or Call Collect FE 6-4404, Perry, Okla.

NEW WAY TO SELL HOMES

CARRIER AUTOMATIC AIR PURIFIER

FIRST PRACTICAL AIR PURIFIER MAKES 12-MONTH HOME AIR CONDITIONING POSSIBLE

The Carrier Automatic Air Purifier brings you a profitable new dimension in 12-month home air conditioning. Now, for the first time, you can offer home buyers a practical way to purify the air they breathe. This remarkable advance . . . designed for attachment to forced air heating or cooling systems . . . can give your homes a powerful new appeal.

REMOVES DUST, ODORS, POLLEN You can interest buyers immediately in the way the new Carrier Automatic Air Purifier filters the air every 15 minutes in the average home, removing many harmful airborne elements and whisking away such troublesome odors as cabbage and tobacco.

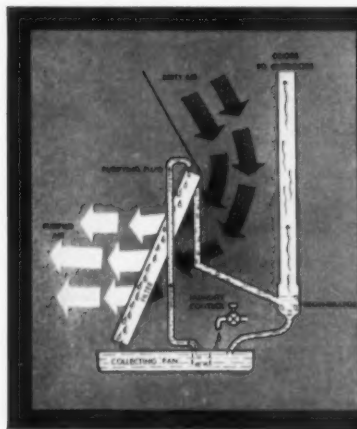
MOISTURE CONTROL The new indoor health and comfort you can offer includes freedom from irritation by

bone-dry air in winter. The Carrier Automatic Air Purifier adds moisture under precise control, keeping humidity at the desired level.

SELF-CLEANING Unlike ordinary filter devices, the new Carrier Automatic Air Purifier is self-cleaning (see diagram). It operates at constant efficiency, without frequent changing or cleaning of filters.

ECONOMY The Carrier Automatic Air Purifier costs about \$250, when installed as part of a new central air conditioning system in an average home.

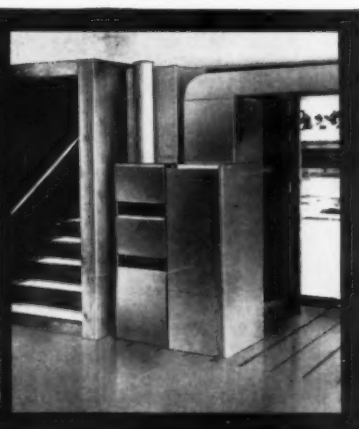
SEE YOUR CARRIER DEALER You can build this exclusive new selling power into your homes. Look in the Yellow Pages for your Carrier dealer, or write: Carrier Corporation, Syracuse 1, New York.



HOW THE CARRIER AIR PURIFIER WORKS

Filter is constantly bathed by purifying fluid called Carrex which absorbs odors and washes dirt into collecting pan. Part of the fluid is drained into regenerator, where odors are removed and water minerals are precipitated to keep humidifying surface clear. A humidistat controls humidity level.

COMPACT AS A MODERN FURNACE The Carrier Air Purifier (unit on right) replaces the return air duct on a downflow furnace, occupies little more space than a modern heating plant.



MORE PROOF OF
BETTER AIR CONDITIONING FOR EVERYBODY



EVERYWHERE



WOOD TWINLITE WINDOWS

add glamour to rec room and patio

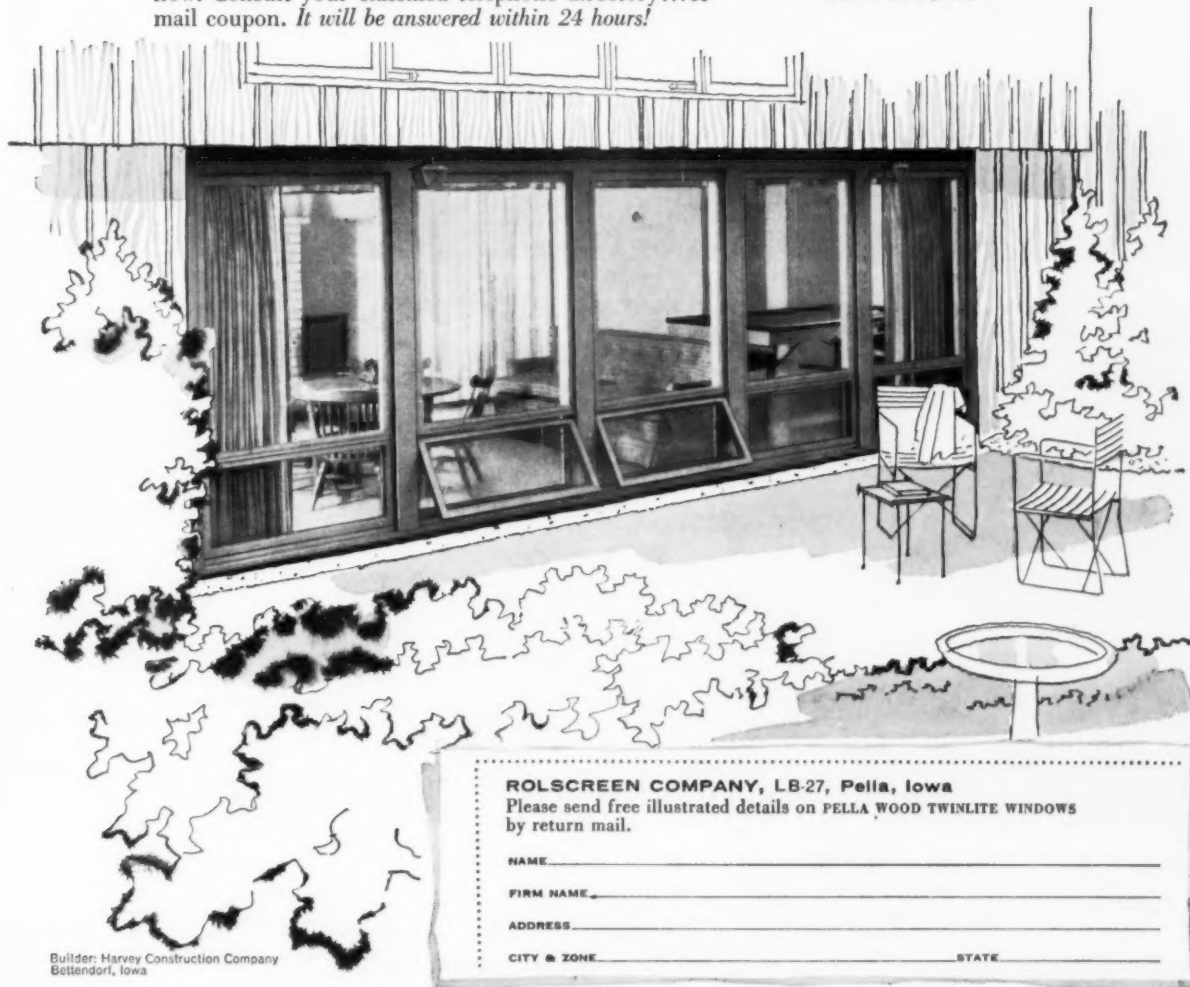
Next time you want to "dress up" a lower level rec room and patio...do it with a string of economical PELLA TWINLITES! These wood windows will always be *right* and in style.

Aside from their good looks, their convenience and quality construction can be demonstrated. It's done by simply showing prospects PELLA's exclusive GLIDE-LOCK® underscreen operator...and how it holds in 10 positions...Self storing screens and storm sash...Solid aluminum and stainless steel hardware. Removable muntin bars make painting and cleaning easier.

Put the good looks and features of PELLA WINDOWS to work on your next jobs. Call in the PELLA distributor now. Consult your classified telephone directory...or mail coupon. *It will be answered within 24 hours!*



Five No. 476 PELLA TWINLITE UNITS used in this arrangement



Builder: Harvey Construction Company
Bettendorf, Iowa

ROLSCREEN COMPANY, LB-27, Pella, Iowa
Please send free illustrated details on PELLA WOOD TWINLITE WINDOWS by return mail.

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

FOR SPEED... POWER... ECONOMY
the MASSEY-FERGUSON 406
 speaks for itself:

"HAVE DONE ...

"CAN DO!"



**THE POWERFUL
 MASSEY-FERGUSON BACKHOE**

You get double utility out of the 406 when it is equipped with the popular Massey-Ferguson Backhoe. Not only can you handle all digging jobs with more ease, but you can even dig flush alongside walls, fences, buildings. This is a marvelous performer ... that has no equal.

featuring



Here's why this Massey-Ferguson 406 Tractor Shovel says "Can DO" to so many different jobs: it's because it has an excellent record of "Have Done." It can push tons of earth ... fast and at low cost ... when equipped with this matched angle dozer attachment. Or, it can load, stockpile, do clean-up work, scarify — even sweep because of the many integrated attachments available for it. This 1-cu. yd. (SAE rated) unit is equipped with Massey-Ferguson's unique Instant Reverse and Torque Converter. You change directions of travel by a simple touch of the toe — no shifting ... no clutching ... or levers to pull. It provides excellent all-around visibility because the control zone is centrally located. Compare it for performance, versatility, and cost against any machine in its class. Ask your Massey-Ferguson Industrial dealer about it today!

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"

MF60-22

CATALOGS

EQUIPMENT LEASING explained in foldout brochure, "Pay As You Profit." Discusses money-saving plan, lease periods, trade-ins, insurance. Answers all questions on leasing procedure.—United States Leasing Corp.

Circle No. W54 on reply card, p. 129

WINDOW BALANCES and accessories presented in well-bound, tabbed catalog. Shows take-out window hardware, combination balance and weatherstrip, horizontal sliders. Offers price lists.—Unique Window Balance Corp.

Circle No. W55 on reply card, p. 129

DOOR HINGES completely covered in series of pamphlets. Cutaways, typical installations, sizes and types shown. Also door hardware and closet bars. Gives all specifications, price lists.—Stanley Hardware, The Stanley Works

Circle No. W56 on reply card, p. 129

ORNAMENTAL SCREEN component known as "Shad-O-Wheel" offered in folder. Suggests such uses as ceiling overlay, space dividers, decorative grilles. Excellent assembly diagrams.—Alcoa Building Products

Circle No. W57 on reply card, p. 129

WASHER-DRYERS are subjects of catalog which has 30 removable pages. Automatic washers and dryers, spindriers, wringer washers are covered. Each type gives complete specifications.—Murray Corp.

Circle No. W58 on reply card, p. 129

PLUMBING FIXTURES described in 16-page booklet. Photos show suggested bathroom "sets." Over 45 types of bathtubs, lavatories, closets, and kitchen sinks are pictured and diagrammed.—Ingersoll-Humphreys Div., Borg-Warner

Circle No. W59 on reply card, p. 129

ROOF DECKS and form-plank materials are shown in colorful brochure. Slant is on commercial installations such as motel roofing. Roof constructions are detailed in cutaways.—Tectum Corp.

Circle No. W60 on reply card, p. 129

"HOME HUMIDIFICATION" is title of literature covering all aspects of humidifying the home. Shows installation details for warm air furnaces, table models for one-room or apartment use.—Walton Laboratories, Inc.

Circle No. W61 on reply card, p. 129

COMPLETE MERCHANDISING program for builder using ceramic tile. Shown in a large, colorful catalog. Explains advertising tie-in and brochures designed for individual builders. Complete nine-step plan offered.—Stylon Corp.

Circle No. W62 on reply card, p. 129

CONCRETE WALL-FORMING clamp described in folder. Diagrams panel setups and details of fitting "Adapt-a-clamp." Photos show typical installations. Parts of clamp assembly illustrated.—Rocform Corp.

Circle No. W63 on reply card, p. 129

ALUMINUM ROLLING windows guaranteed frost free, excellently illustrated in 18-page catalog. Packed with construction details and specifications. Shows all exterior elevations.—Slidarol, Div. of Ida Products Company.

Circle No. W64 on reply card, p. 129

LOUVER-FOLD DOORS that act as room dividers or vision baffles fully explained in large selection of literature. Specifications on Formica and wood-formed doors.—Consolidated General Products

Circle No. W65 on reply card, p. 129



Trouble-free NOVA CERTIGRADE Shakes and Shake-Panels

Consistent high quality—
with dependable pricing

In these products you have the highest standard of quality, superfine finish and uniformity yet achieved. Each shake is individually pre-conditioned, free of all whiskery edges, the paint applied by a special pressure system. Shakes and Shake-Panels are available primed—or in a choice of 11 two-coat color finishes.

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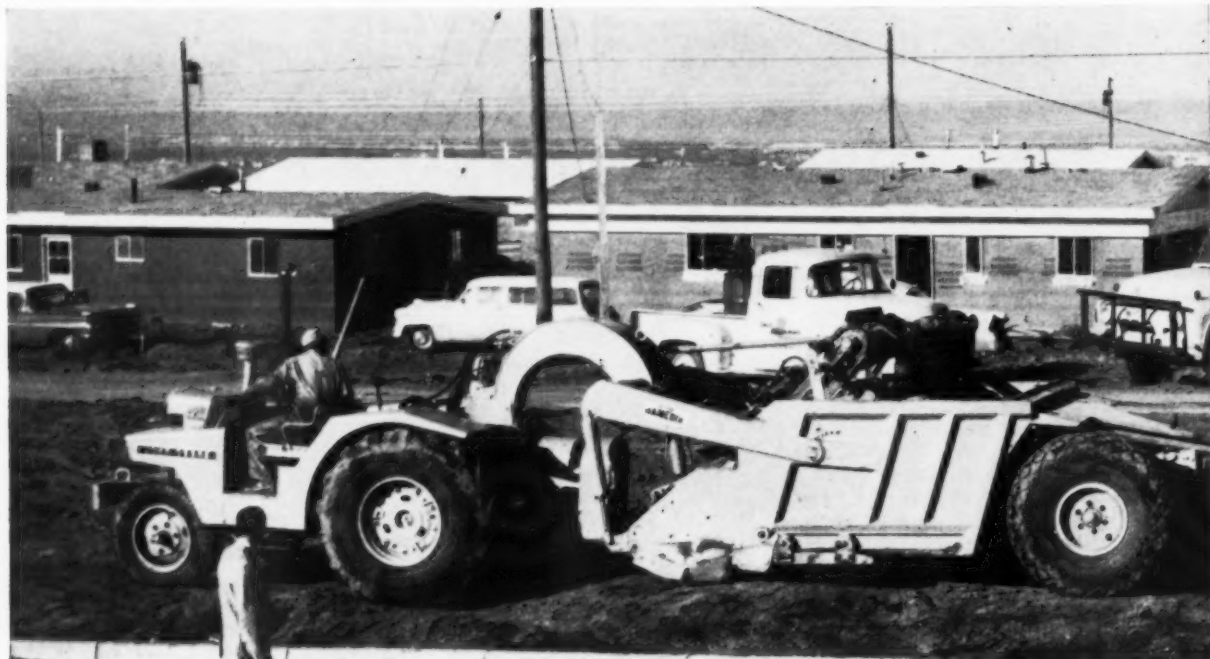
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A GRAY DAWN sees a husky team of John Deere tractor-drawn Hancock loaders begin a day of earthmoving on a Dale

Fast new rigs save Bellamah

A cold mist still hung over the air as the two big machines whirred into their day's work. New Mexico builder Dale Bellamah eyed them intently. His chief engineer Bob Baker and executive vice president Ed Boyle, standing alongside, watched him. Then Baker spoke.

"Well—do we buy two more?"

Bellamah turned to look at the men. He smiled. Baker's question now seemed a simple one. But not too long ago . . .

The builder's thoughts raced back a few years. It wasn't a question then of buying two more machines. The question then was to buy even one.

Why move his own earth, he asked himself at the time. Why get involved with expensive rigs that had to run nearly around the clock to earn their keep? He was selling enough houses (1,500 a

year) at a profit with the operation he had. It was a simple deal: hire a land planner to lay out a subdivision; pay a subcontractor 50¢ a cu.yd. to move the dirt.

But the boys pestered him with cost facts he couldn't ignore. They claimed he could handle his own earthmoving for about 12¢ a yd.—a saving of 38¢ on each yard of dirt moved. With Bellamah's operations ranging throughout New Mexico and parts of Texas, that could total a lot of money.

Bellamah gave his men the go-ahead. He forced only one restriction: that Dale Bellamah Homes go into earthmoving on a controlled, experimental basis. In short, the boys weren't to go overboard spending money. Bellamah wanted to get out of earthmoving fast if things didn't work out as well in practice as they

promised to on paper.

The boys first set up a field organization—a land surveyor, a survey crew, a party of engineer draftsmen, and an assistant for Baker. Next came the machines.

They selected two John Deere tractors that pull 7-yd. Hancock loaders. Each is a unique rig that resembles a self-propelled scraper.

A belt loader fitted to the pan's bow makes it self-loading, eliminates a push tractor. But other reasons figured into their selection. The rig requires no modification to let it move from job to job. And its 25-mph speed moves it between jobs swiftly. But here's the most important impetus to their buying the machine—another builder who owned one reported savings of \$80,000 the first year of operation on a nearby subdivision.



Bellamah subdivision near Albuquerque, N.M. Self-loading, self-propelled rigs started Bellamah moving his own earth.

38¢ a yard

Two rigs quickly joined the Bellamah organization. They went to work on a rolling subdivision where their jobs were to cut step-like pads into a hillside with a 2 per cent slope. The steps would become firm house sites.

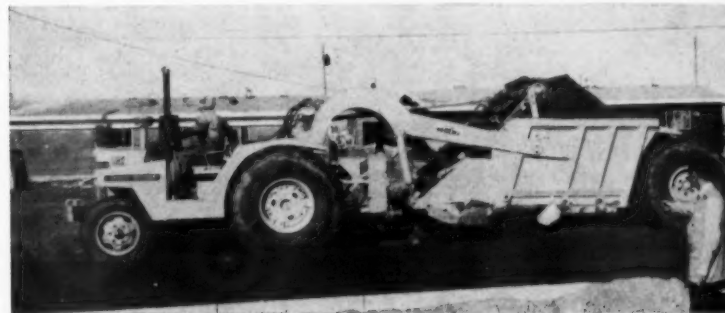
Bellamah worked the rigs 20 hours a day through six months, keeping careful cost records. Result: the rigs not only delivered moved dirt at the promised 12¢ a yd., but each saved \$30,000 in subcontractor costs. Each had paid for itself nearly twice over. Now Baker and Boyle waited to hear whether Bellamah would add a second pair of machines to the fleet.

"Do we buy two more?" Baker persisted.

"Gotta buy two more," Bellamah said with a smile. "Can't afford not to."



LOADING—Adjustable belt loader fitted to bow of scraper bowl eats into sub-base. Belt then loads dirt into bowl without push-tractor help.



SPREADING—Operator opens bottom dump gate while rig is in motion. Fill flows out at a controlled rate. Loader places fill in 6" to 12" lifts.



INTERNATIONAL-HARVESTER'S T-340 crawler with Drott's 4-in-1 bucket clamshells fill into basement of house at

Builder finds small tractor real jack of

The small crawler with the odd bucket resembles a huge bug just flitted with a spray of poison gas. Its jaws yawn and chomp up a bite of dirt. Then, it moves off a few feet and spews the dirt into a hole. Next, it turns swiftly to crawl along the ground ripping up a shallow swath with what appears to be its lower jaw. And, finally, it attacks a clump of rotted branches and moves it bite by bite to an out-of-the-way location.

The rig, though, is no bug. It represents the total earthmoving fleet of R&R Construction Co., builders of Arrowhead Homes in Norfolk, Va. This is a develop-

ment of ranch and 1½-story houses in the \$12,500 to \$14,500 price range.

Builders Julian Rashkind and Martin L. Rosen decided early in the job to try saving some money by doing their own earthwork. But earthwork involved pioneering the land, excavating foundations, backfilling, rough and fine grading. That kind of work could involve a variety of machines. The builders, though, weren't about to go investing huge sums of money to develop an earthmoving fleet. A multi-purpose rig was needed.

So the builders made the rounds of local dealers and asked

questions calculated to bring them a rig that resembled the super-machine they wanted.

One dealer showed them International-Harvester's T-340 crawler with the 4-in-1 Drott bucket.

First a test

Demonstrations on the job showed the rig to be a unique one. The key to its versatility is the bucket. Fully closed, it functions as a front-end loader that handles heavy excavation and loading of trucks from spoil piles.

With its bottom jaw open, the bucket converts to a clamshell. This takes bottom bites from



Arrowhead Homes (Norfolk, Va.).

all trades

earth and serves as a bottom dump as well, making it ideal for backfilling. This clamshell action also makes the bucket suitable for grubbing.

With its jaws slightly open, the bucket becomes an efficient scraper that can handle fine and heavy grading.

Fully open, the bucket becomes a bulldozer blade that pushes fill and helps in backfilling.

The combination proved itself capable of handling nearly every phase of dirt work on a light construction job. Its efficiency raised the builders' eyebrows. They bought.

MAY 1960



SCRAPING—With bucket jaws slightly open, rig becomes a highly efficient scraper. Depth of dig is adjusted by opening the jaws to different widths. Fill boils up into bucket, which can hold 1¼ yd.



GRUBBING—Clamshell action of bucket lets it bite into pile of brush. This makes rig particularly suitable to pioneering rough terrain. But versatile clamshell is also effective in other work, like backfilling.



HAULING—Crawler speedily hauls fill from one location to another. Opening the bucket turns rig into a bottom dump. Raising bucket and tilting it dumps a load with action like front-end loader.

175



Why motel builders choose Gerber Plumbing Fixtures --the Mighty Middle line

More and more builders are putting Gerber plumbing fixtures in the motels they build. The reason—Gerber gives them beautiful styling, high quality and deluxe features at a *moderate price*.

Deluxe quality at a low price is possible because Gerber produces plumbing fixtures for the Mighty Middle—the mass market where 9 out of 10 sales are made. By specializing in this big volume market *only*, production and marketing savings can be passed on in the form of deluxe features found only on more expensive lines of other manufacturers. Thus, motel builders can put in a better bathroom for less — one that gives a home-like feeling and enhances even the most luxurious accommodations.

Gerber makes a complete line of high quality plumbing fixtures in brass, vitreous china, enameled cast iron and steel. Gerber has “packaged” bathrooms that make planning easy and save time and expense in ordering. There's a wide selection for every need and building price range. Gerber fixtures are available in six modern colors: Petal Pink, Wedgewood Blue, Forest Green, Driftwood Tan, Daffodil Yellow, Cloud Gray.

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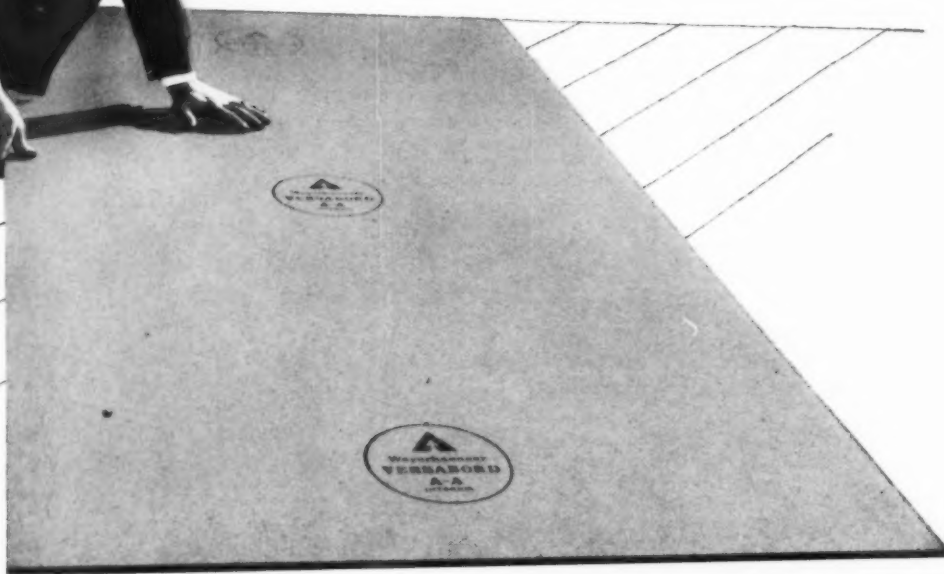
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**Small tractor and homemade screed
pave path to increased profits**

The transition came about with startling swiftness. For years Tague Construction Co., a concrete subcontractor in Boulder, Colo., readied a section of sidewalk and curb by hand. Tague excavated by hand, laid the concrete by hand, screeded, floated, and troweled by hand. Then, a year ago, G. H. (Tag) Tague, head of the firm, took a long look at his operation and decided it needed changing.

He brought about the change with two basic moves. He (1) bought a Ford 1800 industrial tractor with loader and backhoe attachments; and, he (2) invented a unique sidewalk screed. Overnight labor savings rose to 60 per cent over his former hand methods and contract awards

came to him with increasing frequency. Here's the Tague method at work:

The contractor does prime excavation with the tractor's loader attachment. This brings sidewalk and curb to approximate grade. He then reverses his tractor and operates the backhoe attachment. The backhoe bucket is fitted with small side curtains and a digging lip. These help fine-grade the subbase.

Setting Screed

Workmen finally place steel forms to proper elevation, tamp the fill, and concreting is ready to begin.

Workmen place the screed on the forms. The screed consists merely of several channel irons

welded together to form strike-off levels for the monolithic sidewalk and curb. The assembly also places four steel float surfaces to the rough concrete. This four-way floating leaves the concrete ready for fine troweling.

A cable attached to the screed runs off to a winched wheel on the tractor. This winch is created by Tague's jacking up the back end of the tractor so that one drive wheel stands free. Jacking is done by extending the digger stabilizer foot alongside the wheel. A spool bolted to the wheel serves as the winch drum that holds the cable.

Running the engine in reverse takes up the cable and pulls the screed. Running the engine in forward slackens the cable.



HOMEMADE WINCH—Contractor Tague jacks up one end of his Ford Model 1800 pneumatic tractor by extending its digger stabilizer foot alongside one wheel. Fitting a drum with cable to the wheel creates an effective, controllable winch that holds a sufficient cable length.



PULLS HOMEMADE SCREED—Curb and sidewalk screed, fabricated from sections of channel steel, rides over steel forms. Screed both strikes off concrete at proper grade and rough floats the surface. Tractor screed team cuts labor by 60 per cent over previous hand methods.

Story: courtesy of Industrial Tractor Power



take out the "bugs"

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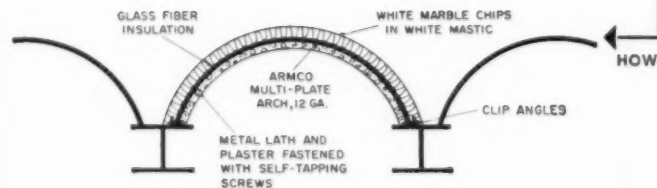
How to do it better

Builder erects small roof arches . . .



WHAT

from half-sections of storm drain



HOW

Core of this barrel-arched roof, over the Carousel Motel in Cincinnati, is a series of half-sections of Armco's Multi-Plate corrugated metal plates. These normally are associated with storm water drains.

Two-day construction of the arches is simple. The builder sets metal plates end to end over the building's structural beams. Plaster then is troweled onto the underside of each plate. The plaster adheres to metal lath anchored to the shells by self-tapping sheet-metal screws.

Over the arches, the builder places a layer of glass fiber insulation covered by white mastic. Mastic is impregnated with white marble chips for decorative purposes.

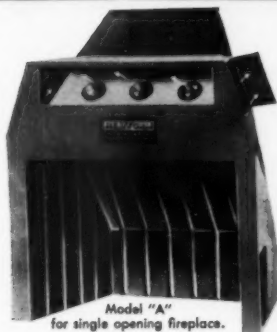
The novel method substitutes for concrete construction. It eliminates timber falsework and complex curved forming. Costs are comparable to concrete with savings coming primarily in time. Method easily adapts to contemporary residential construction.

Cincinnati architects Pansiera & Dohme designed the building.

Continued ▶

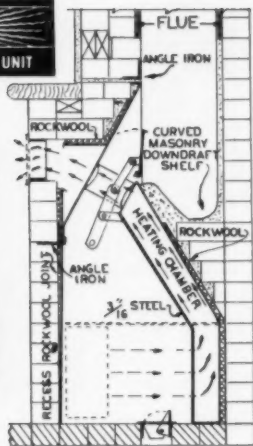
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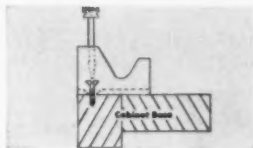
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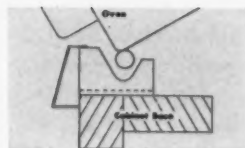
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Oven hinge rod on lower oven front fits plate.

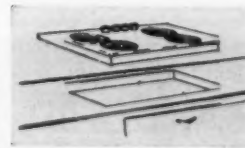


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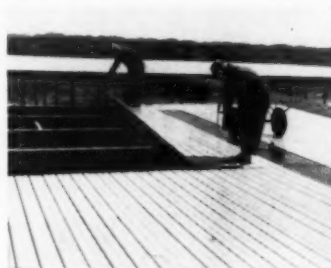
(Continued from page 182)

Wrinkled plastic film creates novel concrete surface



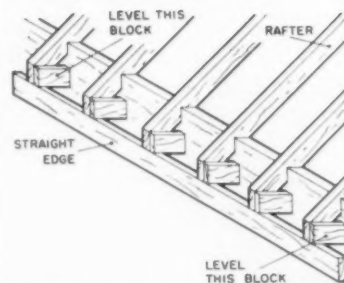
You can get this novel surface texture on a terrace or walk by pouring concrete squares over crumpled polyethylene. Turn squares over when concrete cures.

Lightweight steel roof deck goes in as easily as carpeting



Inland's lightweight steel roof-deck panels roll into place like carpeting, are tack-welded down. A panel covers 56 2/3 sq. ft.

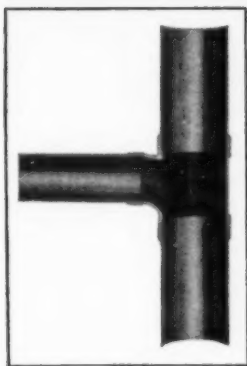
Here's a fast way to align wood cornices for roofs



Nail blocks to the building, following the chalk line. Then, level blocks at extreme ends of straight edge. This permits nailing loose blocks up to a straight line.



Unretouched photo of 3" dia. copper tube removed after 13 years' service in a soil line.



Anaconda drainage fittings are designed to match Anaconda tube for fast, easy solder connections.

WASTES FLOW FREELY IN COPPER DRAINAGE SYSTEMS AND YOU SAVE MONEY.

Compare the condition on the inside of this copper tube with what you might expect to find in ordinary piping after 13 years in service. Rust-caused troubles such as reduced flow or stoppages do not occur inside copper drainage lines. That is why many plumbing codes allow the use of 3" diameter copper tube for soil line and vent. Material costs are reduced and, because a 3" copper tube stack with fittings fits inside a standard 4" partition, the need for expensive, space-consuming plumbing walls is eliminated. Save time, effort, and money—install the modern drainage system with Anaconda copper tube and fittings. For information, write: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont.

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COPPER TUBE AND FITTINGS for soil, waste and vent lines

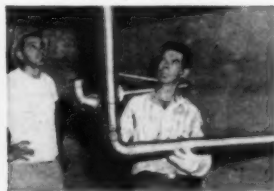
Available through plumbing wholesalers. Products of The American Brass Company



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Preassembly—Saves Time



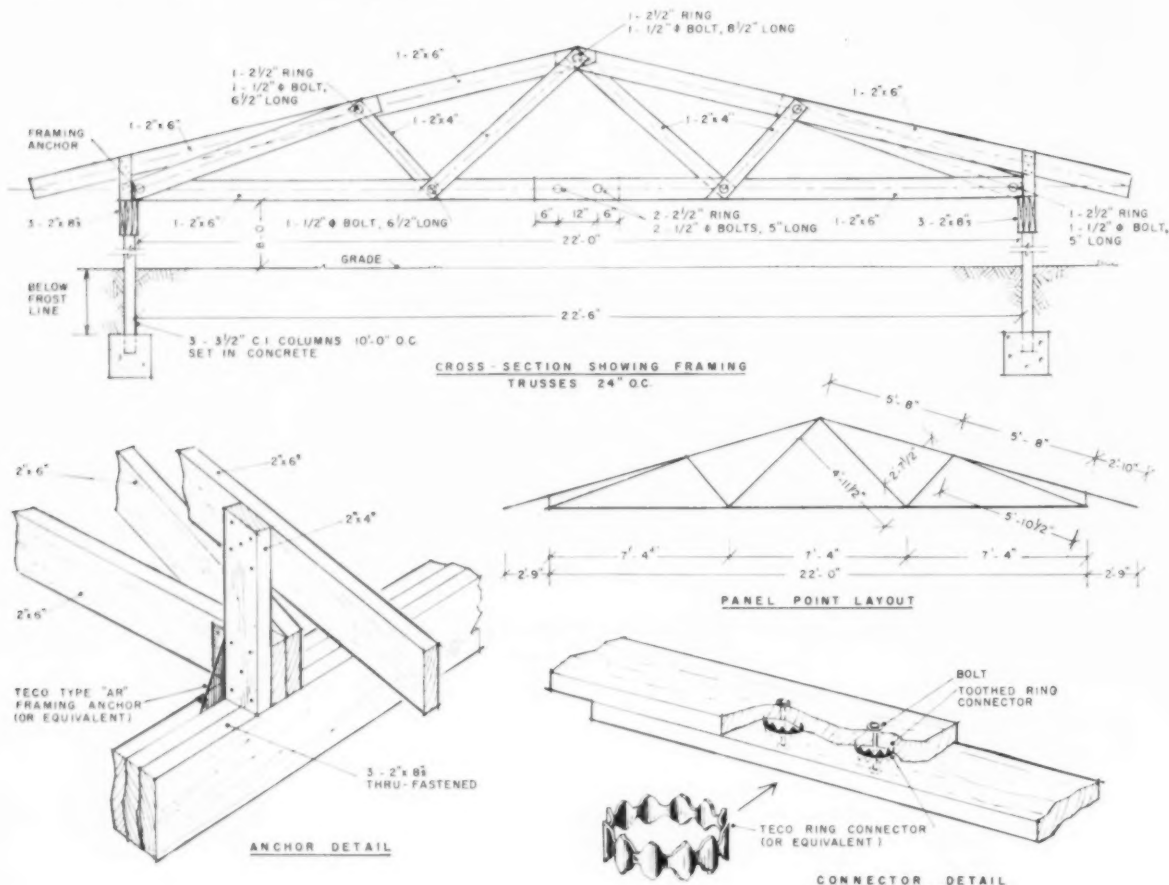
Lightweight Copper—Easier Installation



Compact Connections—Save Space



Ask the experts...



Truss designed for a carport

QUESTION:

I am planning to build a 22' x 20' carport. I'd like to run the rafters in the 22' direction and to pitch the roof two or three inches in twelve.

Can you tell me what kind of truss to use so as to avoid center posts? I want to carry the weight of the roof on 3 1/2" cast iron columns. Are these adequate? How far must they be buried and what kind of footing will I need?

Jack Sherrill
Builder
Catawba, N.C.

ANSWER:

The truss detailed above should suit your purposes. While the ring connectors and anchors shown are by Teco, any equal substitute may be used.

The pipe columns have been checked for loading and found perfectly adequate. They should be set in concrete below the frost line. The sill used to support the trusses should be 3 2x8's securely fastened together.

William Sorrentino, C.E.
Lecturer in Civil Engrg.
City College, New York

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- financing
- remodeling
- framing
- insulation
- wiring
- heating
- plumbing
- roofing
- other

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International Harvester Company, Chicago 1, Illinois
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ASK THE EXPERTS

(Continued from page 186)

Tile floor gets cold and wet

QUESTION: I have a family room which is merely an old carport which has been closed in. The 4" concrete slab was poured directly on the ground, with no gravel fill, no vapor barrier, no footings around the perimeter. The floor is quarry tile over a layer of dry pack (cement and sand) and a polyethylene vapor barrier. The problem is that, in wet weather, the mortar between the quarry tiles becomes quite wet, and the floor quite cold. I would like to know if, at this late date, anything can be done to improve the situation?

King Basham, Jr.
Linden, Tex.

ANSWER: Your condensation problem is indeed caused by high humidity and a cold floor. At this point any solution will serve only to lessen the problem. Here are two suggestions:

- Use a dehumidifier—you will probably find it necessary to run it all night during periods of cold or wet weather.
- Excavate around the perimeter of the slab, install rigid insulation, and regrade as shown in the accompanying sketch.

George A. Kennedy
Structural Consultant
Chicago, Ill.

Severe Moisture Problem

QUESTION: I need some advice on how to remove moisture from the attic of a church.

This building is two stories high, about 40' wide and 90' long. There is crawl space under most of it, and a basement at the rear for the boiler room.

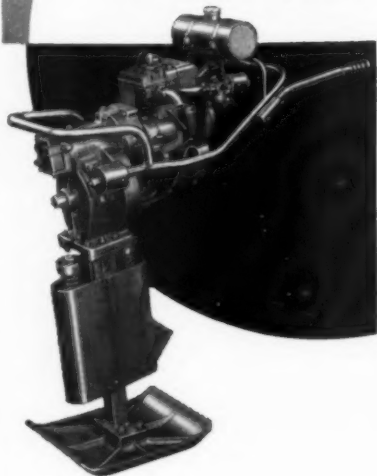
The building is about 25 years old, but was moved and remodeled about seven years ago. Before the building was remodeled, the ceiling of the second floor was insulating board nailed on the under side of the roof beams. The trusses were exposed.

The insulating board was removed when the building was remodeled, and the new ceiling is partly suspended arch (metal lath and plaster), and partly covered with acoustical tile. The entire ceiling is covered by 6 inches of insulating wool. The attic gets dripping wet on the roof boards, trusses, beams and front gables.

(Continued on page 190)

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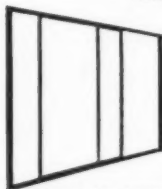
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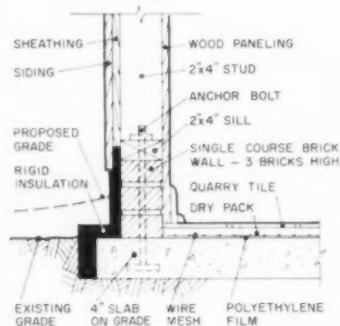
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ASK THE EXPERTS

(Continued from page 188)

In cold weather the roof drips so badly that the water comes through the insulation and ceiling. What can you recommend to correct this situation?

Andrew Bauer
Rochester, N.Y.



ANSWER: The present state of affairs can be traced to the lack of a proper vapor barrier, which should have been installed on the warm side of the ceiling insulation when the building was remodeled.

You can help prevent the influx of moisture from outside by:

1. Insuring that there are no leaks in the roof;
2. Checking all roof flashing around vents, stacks, etc., to make sure it is tight;
3. Checking all gutters and downspouts to make sure they are unobstructed.

At this point, ventilation is the easiest and most effective way of attacking the problem. I recommend the installation of louvered ventilators at each gable end of the attic. They should provide about 1,000 sq. in. of free air space for each end of the attic. The largest standard unit is about 24"x30" and provides approximately 500 sq. in. of free air space. Therefore, you would require two units for each end. These units should be placed near the ridge. In addition, I would recommend the installation of five under-eave louver ventilators 16"x8" along each side of the building.

The requirements outlined above could have been halved if a proper vapor barrier had been installed. As an alternative to fixed louvers, I would suggest ventilator fans at both gable ends—one drawing air in, the other forcing it out.

William Sorrentino, C.E.
Lecturer, City College
New York, N.Y.

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BLUEPRINT HOUSE

(Continued from page 113)

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ENTR. GARDEN & PORCH AREA ONLY	585 sq. ft.

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Earth Foundation Exc. & B'Fill	910 cu. ft.
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Pea Gravel 4" Floor Subfill	2,535 sq. ft.
Water Encountered Drainage	Sum

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Face Brick 4" Chimney Veneer	125 sq. ft.
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2x6" Fir Partition Sill	10 lin. ft.
2x6" Fir Partition Studs	90 lin. ft.
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1 1/2" Wh. Pine 5'3x7' Slid. Int. Door, F.&T.	1 unit
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White Pine 4x2x3' Sink Cabinet	1 unit
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(Continued on page 194)

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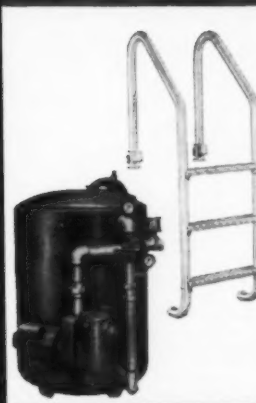
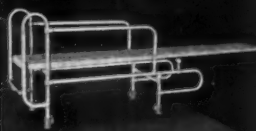
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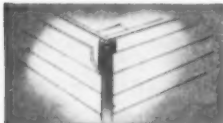
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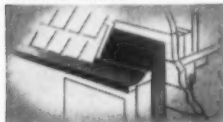
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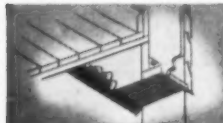
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(Continued from page 192)

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White Pine 1/4"-d. Closet Pole & Supp.	30 lin. ft.
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Oakum & Mast. Door & Window Caulking	205 lin. ft.
1/2" Pol. Pl. Glass Fixed Window Panes	460 sq. ft.
1/2" Pol. Pl. Glass Slide Door Panes	265 sq. ft.
1/2" Obs. Glass Fixed Window Panes	65 sq. ft.
1/2" Obs. Glass Window Panes	18 sq. ft.
1/2" DSA Glass Window Panes	40 sq. ft.
Formica Counter Tops	85 sq. ft.
Metal Finish Hardware	Sum

—GYPSUM WALL BOARDING—

Gypsum 1/2" T.J. Wall Boarding	3,185 sq. ft.
Metal Corner Beads	200 lin. ft.

—ALUMINUM SASH & SLIDING DOORS, F.&T.—

Aluminum Sash 7x3' Sliding Window, F.&T.	2 units
Aluminum Sash 4x3' Sliding Window, F.&T.	1 unit
Aluminum Sash 2x3' Obs. Hung Window, F.&T.	1 unit
Aluminum 10'x6'8 Sliding Door, F.&T.	1 unit
Aluminum 6'x6'8 Sliding Door, F.&T.	5 units

—ASPHALT & RUBBER FLOOR & BASE TILING—

Asphalt 1/2" Floor Tiling	1,400 sq. ft.
Rubber 4" Wall Base	350 lin. ft.

—CERAMIC FLOOR & WALL TILING—

Ceramic Floor Tiling	50 sq. ft.
Ceramic Wall Tiling	85 sq. ft.

—PAINT EXTERIOR & INTERIOR FINISH—

Lead & Oil Text. Ext. Plywood 3 coats	1,230 sq. ft.
Lead & Oil Ext. Millwork 3 coats	500 sq. ft.
Lead & Oil Ext. Soffit 3 coats	1,115 sq. ft.
Lead & Oil Gypbd. Wall 3 coats	2,585 sq. ft.
Lead & Oil Roof Docking 3 coats	1,530 sq. ft.
Stain & Varn. Int. Millwork 4 coats	2,495 sq. ft.
Stain & Varn. Lam. Bms. & Col. 4 coats	1,160 sq. ft.

—METAL & GLASS TOILET ACCESSORIES—

Metal & Glass 24x18" Med. Cabinet & Mirror	1 unit
Chrome & Glass 48x36" Bath Mirror & Frame	1 unit
Chrome Metal Toilet Paper Holder	2 units
Chrome Metal Tumbler & Brush Holder	2 units
Chrome Metal 30" Towel Bar	4 units
Chrome & Cloth 5' Shower Rod & Curtain	1 unit
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—PLUMBING SYSTEM & FIXTURES—

Water Service Connection & Piping	1 unit
Sanit. Service Connection & Piping	1 unit
Gas Service Connection & Piping	1 unit
Gas Furnace Connection & Piping & Acc.	1 unit
Hose Bibb, Connection & Piping & Acc.	1 unit
Lavatory, Piping & Accessories	2 units
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Water Closet, Piping & Accessories	2 units
Kitchen Sink, Piping & Accessories	1 unit
Oven, Piping & Accessories	1 unit
Shower Head, Piping & Accessories	2 units
Dish Washer Piping & Accessories	1 unit
Elec. H. W. Heater, Piping & Accessories	1 unit
Laund. Washer Piping & Accessories	1 unit

—HEATING SYSTEM & FIXTURES—

Gas Warm Air Furnace & Accessories	1 unit
Gas Warm Air Ducts & Registers	11 units
Warm Air Temp. Control Equipment	1 unit
Warm Air Vent Connection	1 unit

—ELECTRIC SYSTEM & FIXTURES—

Electric Service Connection	1 unit
Electric Service Panel & Switch	1 unit
Telephone Service Connection	1 unit
H. W. Heater Connections & Wiring	1 unit
Gas Furnace Connections & Wiring	1 unit
Washer Connections & Wiring	1 unit
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Refrigerator Connections & Wiring	1 unit
Elec. Range Connections & Wiring	1 unit
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3-Way Switch Outlets & Wiring	10 units
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Ext. Convenience Outlets & Wiring	2 units
Light Outlets & Wiring	14 units
Telephone Outlets & Wiring	3 units
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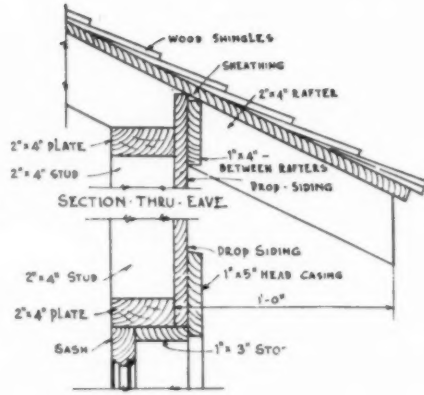
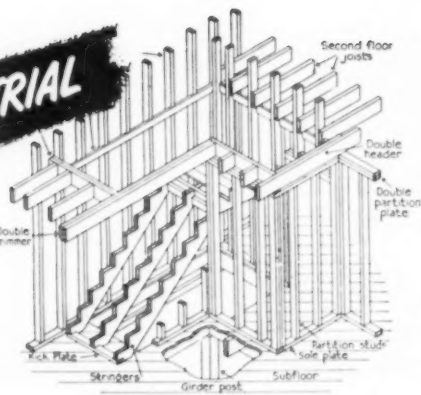
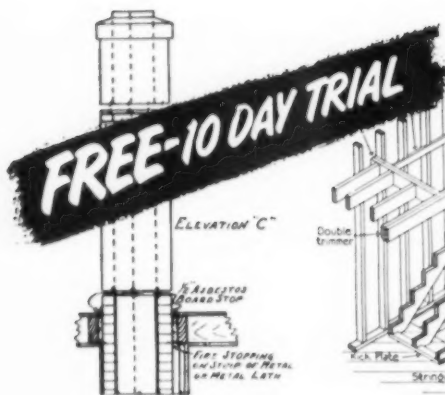
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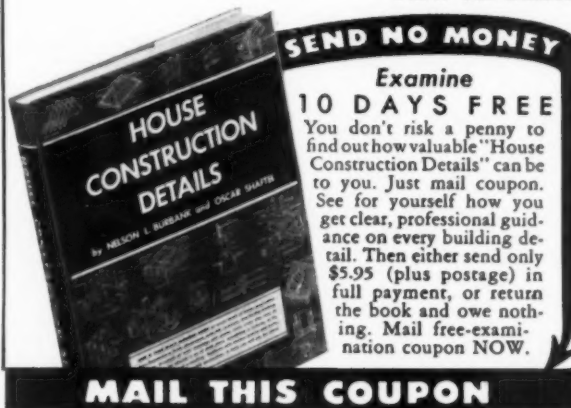
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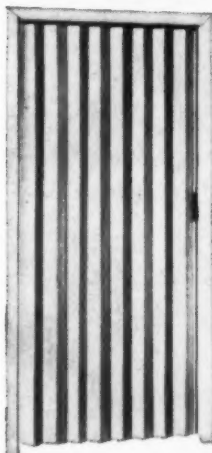
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New nail-glued header

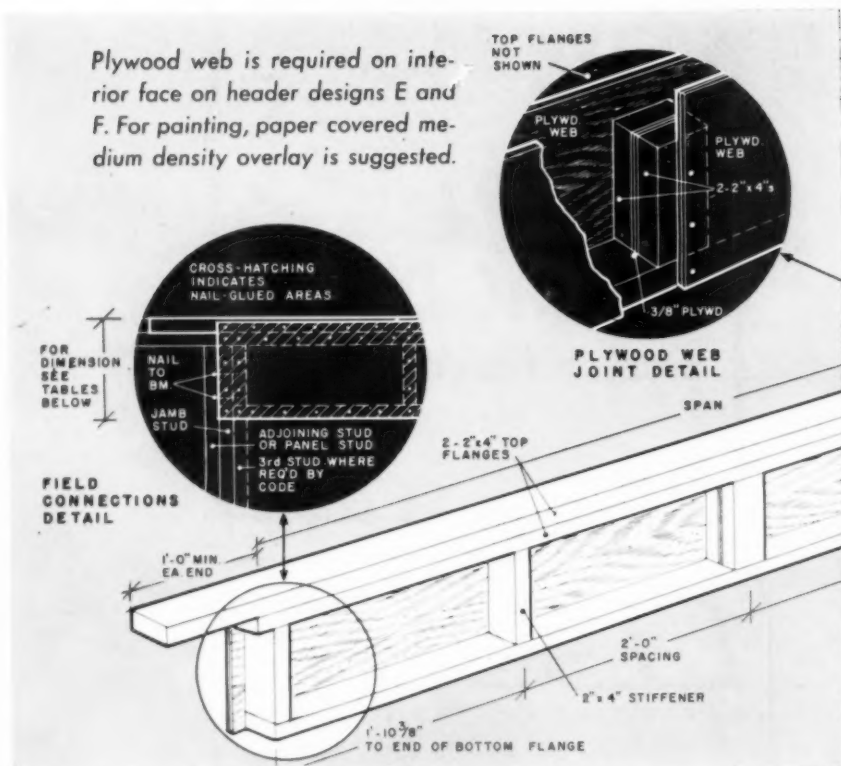
The Small Homes Council of the University of Illinois designed this new nail-glued, long-span header. It can be built as a single- or double-web beam, using 1/2-in. or 3/4-in. plywood webs. And it's designed for two depths: 12 1/2 or 14 1/2 in.

Using the double web, insulation must be built into the beam. Also, since the inside web becomes the inside wall surface, it should be plywood with overlaid finish, to receive paint.

The top plate is factory installed, as it must be a single piece, and must be glued to the webs. On spans of over 8 ft., FHA requires a third stud in the wall at either end of the spanned opening.

Advantages of the header are the same as for other nail-glued beams. It's light, strong, stiff, and more dimensionally stable than solid girders.

For more information on long-span headers, write to: Small Homes Council, University of Illinois, Urbana, Ill.



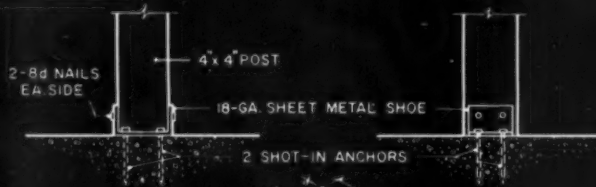
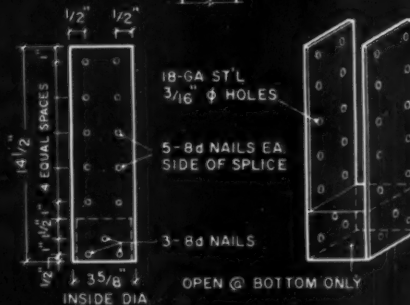
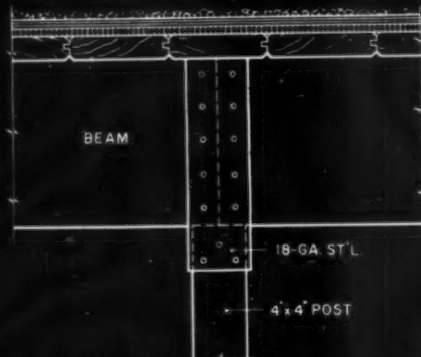
Maximum allowable span for trusses to be supported by nail-glued

HEADER SPAN (FT)	TOTAL DESIGN LOAD ON ROOF (COMBINED DEAD LOAD & LIVE LOAD) (LB/FT ²)	A		B		C		D	
		1/2" PLYWOOD	1/2" PLYWOOD	1/2" PLYWOOD	1/2" PLYWOOD	3/4" PLYWOOD	3/4" PLYWOOD	3/4" PLYWOOD	3/4" PLYWOOD
		12 1/2"	14 1/2"	12 1/2"	14 1/2"	12 1/2"	14 1/2"	12 1/2"	14 1/2"
		7 3/8"	9 3/8"	7 3/8"	9 3/8"	7 3/8"	9 3/8"	7 3/8"	9 3/8"
		NO OVERHANG	NO OVERHANG	NO OVERHANG	NO OVERHANG	NO OVERHANG	NO OVERHANG	NO OVERHANG	NO OVERHANG
6	3.0	40'-8"	49'-0"	60'-8"	70'-8"				
	4.0	30'-8"	37'-0"	45'-8"	53'-0"				
	5.0	24'-0"	29'-8"	36'-0"	42'-0"				
	6.0	20'-0"	24'-8"	30'-0"	35'-0"				
E	3.0	27'-0"	32'-8"	40'-8"	47'-0"				
	4.0	20'-8"	24'-8"	30'-8"	35'-8"				
	5.0	16'-0"	19'-8"	24'-0"	28'-0"				
	6.0	13'-8"	16'-0"	20'-0"	23'-8"				
10	3.0	20'-0"	24'-8"	30'-0"	35'-0"				
	4.0	15'-0"	18'-8"	22'-8"	26'-8"				
	5.0	12'-0"	14'-8"	18'-0"	21'-0"				
	6.0	10'-0"	12'-0"	15'-0"	17'-8"				

BETTER DETAIL PLATE



OPEN, UNCLUTTERED view of the outdoors is one of the most important design features of post-and-beam framing. The photo shows how metal fasteners eliminate unsightly scabbing, keep the design clean and simple.



Better fastening for post-and-beam framing

No framing system is simpler than post-and-beam. Still, as is true with any type of construction, there are tricks that can make it considerably simpler.

The details above are taken from this month's Blueprint House, built by Eichler Homes of Palo Alto, Calif. They show methods of fastening at three

critical points: a through-beam atop a post, the intersection of two butting beams and a post, and the spot where a post sits on top of the floor slab.

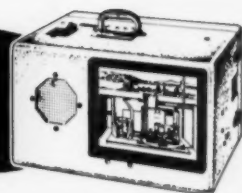


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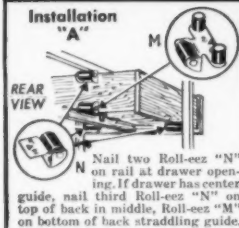
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MONTH AHEAD

LAND: THE BIG PROBLEM

Buying land is not something you do a month ahead, but a year and a month ahead—or even more if possible. If your building operation involves subdividing for much more than a dozen houses a year, you already know how hard it is to find suitable land. Ten years ago you could figure a finished lot at 10 per cent of your house price; today it's double that and still rising. And the biggest factor is the cost of raw acreage.

YOU CAN DO SOMETHING

You can't keep land prices from climbing. But, if you do some hard thinking, you may be able to ease the bite. For instance, land costs rise continuously; therefore, the more land you can buy or tie up today, the better off you'll be tomorrow.

Credit is tough when it comes to land. But co-operative ventures can multiply your credit; and both builders and other investors can often be interested in such projects. And even if you can't use up all your prepurchased land, you can always sell to builders who were less foresighted than you.

REMODELING TIME

In spring, many a homeowner's fancy turns to sprucing up his house. This can mean business for you. Get on the phone and call all the old customers you can remember; you'll be surprised at how many of them will want a paint job, or some small repairs.

Take a last look back

One of the stories we're going to tell you next month has to do with the perennial problem of building houses during winter weather. So even if you're doing your best to forget last winter, brace yourself and take one final look.

From the foundation up, speed is no longer a novelty in home building. Many builders have their roofs on and their shells locked up at the end of the first day; some even have the entire house finished in twenty working days or less. And items like new dry-wall systems, prebuilt plumbing walls, and other components promise to make big cuts in even the fastest of today's building operations.

This isn't the whole story

But all this speed is from the foundation up. The foundation itself is a very different story. Winter weather can, if you'll forgive the expression, stop it cold.

If you have potfuls of capital, there's an easy solution: pour enough foundations in the fall to last all winter. But most builders aren't that rich; and also such an operation keeps you from making any major changes in house dimensions.

The second solution is to put a temporary structure over the house site and heat it. This is relatively slow and expensive, but it keeps your crews warm, and it lets you pour concrete. And, short of waiting for thaws, it's today's best answer.

Next month: this could be a better answer

The third and best solution may be just around the corner, and that's our story for June. It is a "prefabbed" foundation which will require little or no concrete pouring on the site. Combined with the foam-core "slab" unveiled in the NAHB Research House (AMERICAN BUILDER, March, 1960) it could make a system that needs no site-drying time whatsoever.

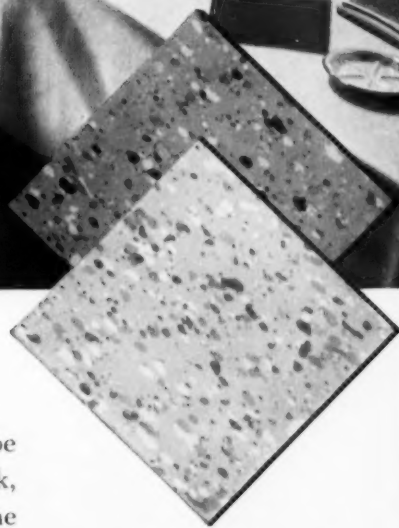
And if you build over crawl spaces or basements, there's another part of this story that will interest you. It's a new version of an existing flooring system; combined with an ingenious, low-cost heating idea, it promises lower costs, reduced construction time.

IN THE NEXT ISSUE: Building research, and the part it will play in your future... report on the new FHA trade-in provisions... how a California builder diversified his market and boomed his business... special section on planning kitchens to meet the demands of today's hard-to-sell buyer.



Rooms above feature Metallic Style Kentile Vinyl Asbestos Tile in Autumn Gold and Dawn Gold, with Gold Feature Strips. Wall Base is Beige KenCove.

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