

**American Builder** *Oct.*  
*1960*

• What Big Changes Are Coming?

• What Do the Experts Think?

• Will You Ride the New Trends?

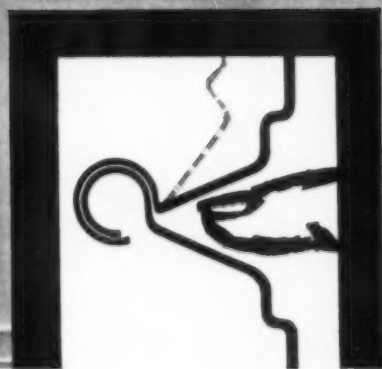
• Who Will Make Money in '61?

**1961**

**BUILDERS**

**Planning**

**ISSUE**



At least twice a day,

# Berry's pinch-proof feature

*protects your reputation as a quality builder*

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

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

door child-safe. Protects adults, too!

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



*For Apartments and Remodeling*

# **NEW! Non-Ducted NuTone 3400 Hood-Fan**



*No Ducts.. Attach to Wall or Cabinet.. Complete in One Unit*

Many apartments and homes have no provision for ducted ventilation. Now NuTone has the answer..with the sensational 3400 Series..a new TRIPLE ACTION ventilating system that attaches easily under any wall cabinet or directly to the wall. The beautifully styled hood reaches all the way to the front burners..without unsightly "hard-to-clean" vents on top.



attaches to wall or under cabinet



The hood, motor and three separate filter elements are completely assembled in one compact unit which can be installed in a matter of minutes. The powerful NuTone 2-speed fan combines an enclosed motor with an impeller-type fan blade..to give maximum performance at the lowest noise level. Dial control knobs on front of hood operate fan and concealed light.

*Purifies Air THREE Ways*

*No Ductwork Needed*

— See next page —>

# NuTone

**Only  
NuTone  
offers a 3 way *Complete  
in One Unit*  
Non-Duct Hood-Fan**



*Purifies Air in THREE Ways*



### *No Grease*

Frying, pan-broiling... often just boiling certain foods... splatter and fill the kitchen with greasy vapors. NuTone's Aluminum Mesh Filter traps all the grease before it can spread through other rooms of the house. It removes easily and washes in a jiffy like a dish.



### *No Odors*

Nobody likes the smell of cooking cabbage, cauliflower, fish or sauerkraut... when they cling like a leech to everything in sight. NuTone's specially designed Odor Filter contains two full pounds of activated charcoal. It literally grabs odors so completely, so fast, they never get away.



### *No Smoke*

Many non-ducted hoods are limited to filtering grease and odors... because they have only two filters. NuTone includes an all important Micro-Type layer to filter out cooking smoke from sausage, bacon, steaks and chops... and all three filters are completely assembled.

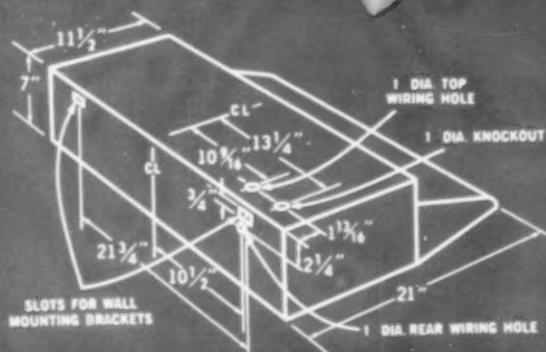
*For Apartments and Remodeling  
where No Ductwork Is Available*

Available in 30" — 36" — 42" sizes...  
In Copper Enamel... Copper Anodized...  
and Stainless Steel. \$84.95 to \$119.95 List

**FREE CATALOG .. NUTONE, INC.,**

Dept. AB-10 Cincinnati 27, Ohio

← See other side



dressy doors

ANOTHER  
WAY THAT  
MASONITE  
HELPS YOU  
SELL HOMES

Why shouldn't doors  
be beautiful, too?

Builders now using Masonite Dorlux flush doors have found these handsome hardboard panels dress up homes in a way that gives them new sales appeal. And no wonder! The smooth, flat surface of Dorlux assures beautiful finishes to blend with any decor, any period of decoration.

And Dorlux is practical, too. Takes bumping and pounding, without splitting, splintering. Grainless, it won't check, either. Yet, Masonite Dorlux doors are priced at a point that will genuinely surprise you.

Ask your Masonite representative about Dorlux. It'll help you sell more homes: natural Dorlux for paint-grade flush doors; Primecote Dorlux (factory-primed for longer lasting paint finishes); walnut wood-grained Dorlux (in Rosé, Antique, Champagne, and Misty Walnut). Or write Masonite Corporation, Dept. AB-10, Box 777, Chicago 90, Illinois.

**MASONITE**   
CORPORATION

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

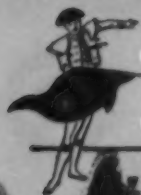
Masonite, Dorlux, Primecote, and Misty Walnut are registered trade-marks of Masonite Corporation.



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, October issue, Volume 82, No. 10. Subscription correspondence to AMERICAN BUILDER, Emmett Street, Bristol, Connecticut.

THE MAGNIFICENT NEW

LOW  
COST



# MATADOR

BY INLAND HOMES



**Dominate the \$10,000 home market**

(INCLUDING LOT)

*(or the \$11,000 market including bath-and-a-half, garage and lot)*

## MATADOR FEATURES THAT ASSURE VOLUME SALES

**12 distinctive Matador designs** by the industry's top designers: Colonial, Contemporary, Ranch, French Provincial and Swiss Chalet. Choice of slab, crawl space, or full basement. Single car garage available.

**Over 1,000 sq. ft.** with outstanding traffic pattern.

**Unique family area** and spacious kitchen, 3 roomy bedrooms, and a large living room.

**1½-baths** or 1-bath and walk-in closet in basement and garage floor plans.

**Plenty of storage space.** Big closet in every bedroom, guest and linen closets, handsome birch wood kitchen cabinets.

**2" x 4" construction throughout.** Cedar shakes factory applied, double coursed. Horizontal siding also available, or sheathing only for brick.

**Finest brand name materials** and unexcelled craftsmanship throughout.

### MODEL HOME FINANCING AT NO COST

Inland Mortgage Corporation will supply complete construction financing for a Model Home in your subdivision . . . at no cost to builder-dealers.

**Contact Inland Homes today!** Write, wire or phone (PR 3-7550). Neal B. Welch, Jr., Vice President—Sales, Department A-10, Piqua, Ohio.

**INLAND  
HOMES**



**INLAND HOMES CORPORATION** Executive Offices: Piqua, Ohio  
Plants in Piqua, Ohio; Hanover, Pa.; Clinton, Iowa

**MANUFACTURER OF AMERICA'S FINEST HOMES**

# OPPORTUNITY

## Make your own 1961 market analysis

If you're not big enough to afford marketing help from a Stan Edge or a Jim Mills, you might be surprised to see how much you can do to help yourself.

### 1. Inventory of unsold new houses

"This is the most vital piece of information you can get and analyze," says Everett Ashley, Director, Statistics and Reports, Housing and Home Finance Agency.

Break down the number of unsold new houses in your area to show their price ranges and how long they've been up for sale. Then classify them according to type and location, Ashley says.

Now you can see how houses in a particular price range or section are moving.

Where do you get this information?

For a start, try your electric company. They keep monthly records on inactive residential meters. With their help you can separate inactive meters in new homes from inactive ones in existing homes.

Your home builder's association is another source. A simple form that can be returned unsigned can be given to members from time to time, and the consolidated figures made available to all.

### 2. Employment and income

To get some idea of next year's economic climate, Ashley says, "you must take into account the level and trend of employment and earnings."

For local data, go first to your chamber of commerce or board of trade. Compare, if you can, your projected level of employment with that of past years.

Try to get estimated payrolls for this year and next year. "Where there are a few large employers in the area," Ashley

points out, "a check with their personnel offices may disclose their hiring plans." Also be sure to check with your local office of the state employment service. It is especially alert to trends.

### 3. Population trend

"If you want to make plans for several years ahead, the prospective rate of population growth is a matter of real concern," says Ashley. Again your chamber of commerce is your best bet. It can furnish estimates of current and projected population for the area. Divide the population figure by  $3\frac{1}{3}$  to get the rough number of family or household units. Compare this figure for, say, 1963 with the figures for 1959 and 1955. That'll indicate the growth rate you can expect.

AMERICAN BUILDER has developed statistics for the expected population and housing growth in 100 leading standard metropolitan areas through 1963. If it's likely you're in one, write Research Dept., American Builder, 30 Church St., New York 7, N.Y. Ask for free "Markets on the Move."

### 4. Volume of Homebuilding

"At all times, try to anticipate the plans of other builders in the community," Ashley says. "This is especially true if your analysis indicates some change in the demand for new housing." Even if your analysis suggests a slackening in demand, you may find that other builders are cutting back too much, making it profitable for you to maintain or increase your own volume.

**BAYNE A. SPARKS**  
Assoc. Publisher

American Builder (originally "Carpentry and Building") with which is 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 Nasa, 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 1960 by SIMMONS-BOARDMAN PUBLISHING CORP. All rights reserved.

*Now!*  
**Plywall**  
**flair**  
unveils a  
distinct  
**difference**  
in doors!



Flair! Fashion! Plywall's new High-Pressure Laminex door skin introduces a whole new concept in door design. Distinctive, bold wood grain pattern. Subtle neutral coloring. Complements or accents any wall, any decor.

This dynamic advance in door finishes is available to you in the new Bellwood/Laminex interior door. Poly-Clad protected against mars, scuffs, stains. Guaranteed against fading—in writing!

Prefinished—ready to hang. And economical, too. Adds unmatched beauty and quality without adding costs. Standard height, 6'8". Selection of widths: 2'0", 2'4", 2'6", 2'8", 3'0". Also available, on order, in finishes to match Poly-Clad Plywall wood paneling.

See the Bellwood/Laminex door at your dealer's *now!* Or write:



**PLYWALL PRODUCTS COMPANY, INC.**  
Dept. A • Fort Wayne, Indiana • Corona, California  
A SUBSIDIARY OF EVANS PRODUCTS COMPANY, PLYMOUTH, MICH.



**BELLWOOD/LAMINEX DOORS**



# Nobody covers American Building like **American Builder**

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

**October 1960**

**Forecast for '61**—Construction outlays will climb to an all-time high .....92

**Building's Coming Breakthrough #4**—Growing in a sidewise market .....94

**Diversity Means Profits**—Here's how two builders handle it .....96

**Market Opportunities**—Quick analysis of future bright spots .....99

**Building's Top Men Look Ahead**—Report on the experts plans .....100

**Winter Building**—Tips on keeping busy year around .....106

**Best Sales Bets for '61**—Nationwide survey of houses and plans .....108

**What 12,000 Builders Are Planning**—An AMERICAN BUILDER survey .....115

**Smart Management Pays Off**—Building on scattered lots for \$5 psf .....116

**The All American House**—Blueprint house fits every market .....120

**New Building Techniques**—Two more steps toward the faster house .....128

**Tools Are Changing**—Roundup of latest ideas in equipment .....132

**Tax Planning Starts Now**—How to get the best break possible .....222

Opportunity	5	Building With Brains	33	Ask the Experts	200
What's New and What To Do About It	9	Regional News	40	Better Detail Plate	212
Change	13	Selected Regional House	42	Technical Guide	214
Tomorrow's House	15	New Products	139	Advertiser's Index	227
		Land Planning	185	Month Ahead	228

**EDITOR: JOSEPH B. MASON**

**Managing Editor: Richard Bullock** ..... **Special Features Director: William F. Koelling**

Senior Editors: Andrew Boracci, Richard Nunn . . . Associate Editors: Peter Cooper, Jack Fairlie, Sally Anne Gassert, Lawrence Loub, Arthur Maher, William C. Rodd, Patrick Sheehan, Walter J. Taft . . . Art Director: Russell F. Rysam . . . Assistant Art Director: Robert Garlin . . . Production Editor: Eleanor B. Wright . . . Production Director: M. J. Figa, Jr. . . . Research: J. W. Milliken . . . Associate Publisher: Bayne A. Sparks . . . Publisher: Arthur J. McGinnis

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

Regional editorial bureaus: **Midwest**—Jack Fairlie, 79 West Monroe, Chicago 3, Ill. **West Coast**—William C. Rodd, 1336 Wilshire Blvd., Los Angeles 17, Calif. **Washington**—Walter J. Taft, 1081 National Press Building, Washington 4, D.C.

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, Vice President and Associate Publisher. The editors of American Builder are not responsible for unsolicited manuscripts sent to them. Manuscripts an author wishes to have returned must be accompanied by a stamped, self-addressed envelope.



**1** Plane door edge smooth to size with high speed Skil Model 3650 Plane.



**2** Take motor off plane and mount on No. 17067 Router Base.



**3** Attach the Template to the door for accurate quick hinge butt mortising without measuring.



**4** Move Template to door jamb—mortise jamb without changing settings.

## How to hang doors the low cost SKIL way

...with the Skil No. 3650 Plane attachment (\$44.50),



No. 5000 Router Motor (\$45.00),



No. 17067 Base (\$14.50)



and No. 17070 Hinge Butt Template Kit (\$56.00)

Ask your Skil distributor for a demonstration. Look under "Tools-Electric" in the Yellow Pages. Or write: Skil Corporation, 5033 Elston Avenue, Chicago 30, Illinois, Dept. 106J.



...and SKILSAW POWER TOOLS

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

## **Election bet: results will aid and comfort homebuilders**

Experts in the political know-how of housing are saying that no matter which candidate wins, homebuilders will profit from the election. Both platforms favor more housing: main difference is the *degree* and *kind* of aid. Probably more public housing if the Democrats win, but also more help for private builders, and more liberal financing terms. Nixon may be more disposed to help building than Eisenhower has been. Kennedy has two well known builders as advisers: Larry Blackmon, former president of Texas Home Builder's Association, and Philip M. Klutznick, head of Chicago's famous Park Forest project.

**Don't expect miracles, but building climate will improve after election. Financing easier, public confidence stronger. Plan for pick-up in sales in late spring. If Democrats win, expect shakeup in VA and FHA.**

## **What Congress did—and didn't do—about important housing legislation**

Nobody was satisfied with the bare bones bill rushed through in the hectic hours before Congress adjourned. Democrats had insisted they would accept nothing less than an omnibus housing bill. But in the closing rush all that got through was an extension of FHA's remodeling program, a grant of \$500 million for college housing, and a grant of \$50 million for community facilities such as water, gas and sewer systems.

One other important bill passed: a law permitting setting up of Real Estate trusts on the same tax basis as investment trusts. As long as 90% of the profits are distributed, the Real Estate trust can operate tax free. Such trusts will permit pooling of equities in homes, apartments, hotels—all kinds of buildings—and will bring in new mortgage money.

**Congress failed miserably to produce constructive, long range housing. It did nothing about a much needed Central Mortgage Bank to stabilize home financing. Builders should continue pressing local Congressmen for action early in the next session.**

## **How to make sales in a dull market: try the "fresh approach"**

AMERICAN BUILDER editors queried some 12,000 builders by interview and questionnaire to determine their plans for 1961. Most helpful of all the reports were those from builders who had stepped up sales although business was off generally. In every case, they attributed their good sales to a "fresh approach." They used a smart, new design or plan, got a catchy name or title, installed a sales special—such as air conditioning. Often they moved into a different price range. But always they stepped up their merchandising of the fresh approach.

**Even in a slow market, sales can be increased with a new approach. Get a new architect—or a merchandising expert. Make a local survey of what people want most, and design a house for that market.**

## **Remodelers organize to turn the rascals out**

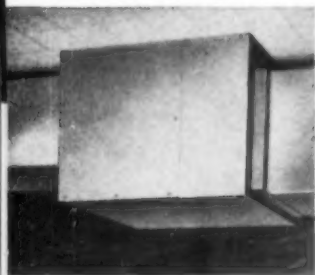
Home improvement contractors are moving swiftly to get better organized. While the total of modernizing work is almost equal to the dollar value of new home construction, firms involved are small, scattered and difficult to get together. In Houston the Home Builder's Association has set up a Remodeling Committee which is making a strong bid to bring in all legitimate



**1—HEAT AND COOL** any home with this TRANE Climate Changer! (Downflow unit for basementless homes shown.) Oil or gas-fired heating units in sizes and types for any home, in any climate. Matched compressor unit located outside.

**2—OFFER OPTIONAL COOLING!** Install just the heating unit now—point out to your customer he may easily add the cooling (lower section) later. Uses same ductwork; and units are *matched* for easy installation, peak performance.

## Trane gives you 4 ways to heat, cool—or both—while holding building costs down!



**3—SEPARATE COOLING SYSTEM**—not connected with heating system. Fan-coil unit is ideal for use with TRANE Baseboard heating or other types of wet heat, or with electric resistance heating. Tucks away in attic, crawl space, basement, utility room.

**4—NEW HEAT PUMP HEATS, COOLS!** Air-to-air type heat pump uses no water; heats and cools entire home. Operates on *electricity*; no chimney, no flue needed! Same ductwork system delivers heating and cooling throughout entire home.

**T**HESSE new TRANE Climate Changer units give you a wide choice of systems for heating, cooling—or both. And it's *quality* air conditioning, from TRANE, leaders in big building systems. It's *matched* equipment, built together to work together. Remember: the name TRANE on your heating-cooling system helps mark yours as a quality home because TRANE is nationally advertised, nationally recognized for its quality air conditioning equipment. And every TRANE system is carefully installed by a selected air conditioning contractor. For complete facts, just call your nearby TRANE Sales Office, listed in the Yellow Pages under "Air Conditioning." 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 • 100 U. S. AND 18 CANADIAN OFFICES



# WHAT'S NEW and what to do about it

remodeling contractors. They staged a two day Home Modernization Clinic, chaired by Bob Delay. Other cities are organizing too. Main objective: to try to counteract the "sued shoe" operators who bring a bad name to the business.

In New York 400 home improvement firms met recently and adopted a Code of Ethics drawn up by the New York Better Business Bureau. Top objectives: to eliminate fraudulent and misleading "bait" advertising.

**Remodeling contractors should join other local builders to organize, strengthen and improve the reputable firms. Help may be obtained from Home Improvement Council, 79 Madison Avenue, New York. Edgar Hall is Executive Director.**

### **FHA held liable on faulty appraisal: must make good \$8,000**

Builders who often think less than highly of FHA appraisers will be interested in the recent Federal court decision which held FHA liable for a loss of \$8,000 to the buyer. The court held that FHA is specifically liable for losses incurred by a buyer who relies on an FHA appraisal.

The case involved an Alexandria, Va. house appraised by FHA at \$22,750 on which FHA insured a mortgage for \$18,000. Later the foundation was found faulty, and the value cut to \$13,000. The buyer sued FHA for the difference, and was awarded \$8,000.

### **Lumber dealers stage campaign for home improvements**

Top leaders in the building material business are organizing a national home fix-up and improvement campaign that should stimulate much new business. Spearheaded by the National Retail Lumber Dealers Association, the campaign will sell and promote to millions of Americans the advantages of spending money to increase the value and livability of homes. National and local groups will team up with dealers to put the drive across.

**Remodeling contractors and builders will profit by working with their local lumber dealers in this campaign. For information, write E. F. Walsh, Project A, Ring Building, Washington, D.C.**

### **Buyers switch—want less house than they can afford**

A sign of the times may be seen in the report from Jacksonville and Tampa areas that 2/3 of the prospective buyers there are asking for houses costing *less* than their income would justify. People are buying \$9,000 and \$10,000 houses although their income would permit \$13,000.

### **How to stay in business: figure 15% gross profit**

"You're committing financial suicide if you try to operate on less than 15% gross profit." That's the advice given by Walter R. Unruh, CPA, Chairman of Wichita HBA's business management committee. Commenting on the number of Wichita builders who have become "inactive" recently, he urged greater care in estimating and cost control. Using selling price as a base, or 100%, he shows these figures:

Selling Price .....	100%
Cost of Construction & Lot .....	85%
Gross Profit .....	15%
Sales Commission .....	6 %
Financing Costs .....	2½ %
Overhead .....	2½ %
Owners Salary .....	2 %      13%
Profit .....	2%

**It's clear from the above that 10% profit margin isn't enough to stay in business. Know your costs, but also, know your markup!**

# Removability...



*makes the big  
difference  
in windows*

Some builders say it isn't half so hard to sell a home as it is to "keep it sold". Like people in general, home buyers are likely to be very vocal about complaints and very silent about the home features they like. One thing that buyers *do* discuss with their friends is the convenience of lift-out windows. Make salesmen out of your customers by installing balanced and immediately removable R·O·W Windows.



**R·O·W WINDOW SALES CO.**  
**1365 Academy Ave., Dept. AB-1060**  
**Ferndale 20, Mich.**

Please send me the Home Planners book, "67 Homes for Town and Country." These Convenient-Living homes feature beautiful exteriors and practical floor plans by famous designer Richard B. Pollman. Twenty-five cents (25c) (in coin) is enclosed to cover part of your cost.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_



R·O·W and LIF-T-LOX are the registered trademarks of the R·O·W Window Sales Company

**R·O·W WINDOW SALES CO.** • 1365 ACADEMY AVE.

Dept. AB-1060 • FERNDAL 20, MICHIGAN

# CHANGE

**How will the presidential election affect your '61 operations? Democrats call for 2 million homes a year, 10-year urban plan; GOP says 'stubborn and deep seated problems' stand in way of building program; both agree on middle-lower income housing**

**DEMOCRATS:** A declared goal of 2 million homes a year. Presidential candidate John F. Kennedy told AMERICAN BUILDER:

"We should build at least 2 million homes a year to meet the needs of our new families who are presently in substandard housing."

"I am convinced that we must take several positive steps to increase homebuilding in the United States," he said.

To implement this policy, the Democratic platform makes the following proposals:

- Special mortgage assistance (with low interest rates) from the Government.
- Long-term mortgage periods and reduced down payments.
- Direct Government loans provided where necessary.

With an eye toward middle and lower income families, Kennedy said, "We cannot possibly be complaisant when so much of our housing is in deplorable condition, and when many new families have trouble finding places to live."

The Democrats feel that most of the increased construction will be priced to meet the housing needs of middle and low income families who live in substandard housing and are priced out of the market for decent homes. The program provides for rental as well as sales housing.

A ten-year program to restore cities is the goal for the party's urban renewal provisions. They promise federal aid for planning and community facilities in metropolitan areas.

Democrats asked an end to racial bias in federally-subsidized and VA-FHA housing.

The platform called for more co-operative housing, and sharply stepped-up rehabilitation of existing homes. In public housing, the program authorizes "as many units as local communities require and can build."

**REPUBLICANS:** While offering no set goal, the GOP housing plank asked for supplementing, not supplanting, of private initiative in homebuilding. They feel that the Government must provide the economic climate and incentives.

To carry out this program, the following proposals are made:

- Adequate authority for the federal housing agencies to assist the flow of mortgage credit into private housing. (Emphasis here would be on homes for middle or lower income families.)
- A program of research and demonstration aimed at finding ways to reduce housing costs.
- Supporting efforts to modernize and improve local building codes.

The plank's urban renewal section called for a stepped-up program to assist in urban planning. It proposed the far-sighted and wise use of land, co-ordination of mass transportation, elimination of water and air pollution in metropolitan areas.

For existing urban problems, the GOP wants a continued effort to clean up slums and promote rebuilding and rehabilitation of cities.

An end to racial discrimination in federally-subsidized housing was asked by the Republicans. However, they deleted a clause applying to housing with federally-guaranteed loans.

Republicans proposed new programs to stimulate development of specialized types of housing. These would include homes for the elderly, nursing homes, housing for the physically disabled.

Labor and how it affects the building industry was included in the plank. GOP promises an improved eight-hour law on overtime in federal construction. They leaned toward keeping Taft-Hartley authorization of state right-to-work laws. Easing of restrictions on on-site picketing was also proposed.

# cutting corners without cutting corners!

Every builder wants to save money. And every builder wants perfection in every detail... right down to the baseboards. The answer to that one, of course, is KenCove® Wall Base... the flexible vinyl wall base that fits every corner perfectly. Your flooring contractor can form corners right on the job in less time and at less cost to you. No cutting needed... you get an attractive installation that will stand up to the heaviest use... won't become brittle, crack or warp ever. Comes in standard heights of 4" and 6" plus the new 2½" height that adds the illusion of greater height to low-ceilinged rooms. Ask your flooring contractor for KenCove Wall Base... most fitting companion to famous Kentile® Floors.

Kentile advertising like this appears in LIFE, LOOK, SATURDAY EVENING POST, 17 other leading National magazines and Magazine Sections in 323 newspapers.



It's easy to give your homes a custom-flooring look. Over 200 colors, thousands of designs to choose from in Solid Vinyl, Vinyl Asbestos, Rubber, Cork and Asphalt Tile. Kentile, Inc., Brooklyn 15, N. Y.

## KENTILE FLOORS

58 Second Ave., Brooklyn 15, N. Y. • 350 Fifth Ave., New York 1, N. Y. • 3 Penn Center Plaza, Philadelphia 2, Penn. • 55 Public Square, Cleveland 13, Ohio  
900 Peachtree St., N. E., Atlanta 9, Ga. • 106 West 14th St., Kansas City 5, Mo. • 4532 So. Kolin Ave., Chicago 32, Ill. • 2929 California St., Torrance, Calif.



# TOMORROW'S HOUSE



**EXTERIOR IS WELL SCALED,** gives a low-slung impression. Stylish Bermuda seam terne roof gives a contemporary effect that blends well with the traditional look of the columns and split concrete-block walls.

## Triangular house is packed with value

**T**HIS TRIANGULAR-shaped house in Amherst, Ohio, attracts so much attention its builder, Brandt Construction, Inc., hasn't spent a dollar on advertising.

"But it's not just the odd shape that attracts people," says William R. Brandt, company president and designer of the house. They're impressed by a long list of features, many of which are seldom found in the medium-price market."

These features include:

Bermuda style roof covered with terne, a material that will last a lifetime (see page 214).

Porte cochere for guest entry during bad weather.

Sliding walls that allow either open-plan living or isolation of living room from kitchen and family room.

Three bedrooms, bath-and-a-half, full basement, plus two-car garage.

A skylight that illuminates the entry hall, which features a large plastic wall light.



**INTERIOR IS OPEN PLANNED,** but sliding walls permit isolation of living room from other areas. Corners of the basically triangular house have been squared, as sharp points would have created useless interior space.

Floor-to-ceiling kitchen cabinets, including a snack bar and matching built-in oven-cooktop unit, vent hood, double-bowl sink.

Price of the house, with the terne roof but without land, is \$24,775.

Brandt's aim was to offer a de-

sign that broke with the traditional rectangular shape, but would not run up construction costs. He found labor costs, largely due to complete detailing, were about the same as for a comparable ranch house. Material costs were only slightly higher, he reports.

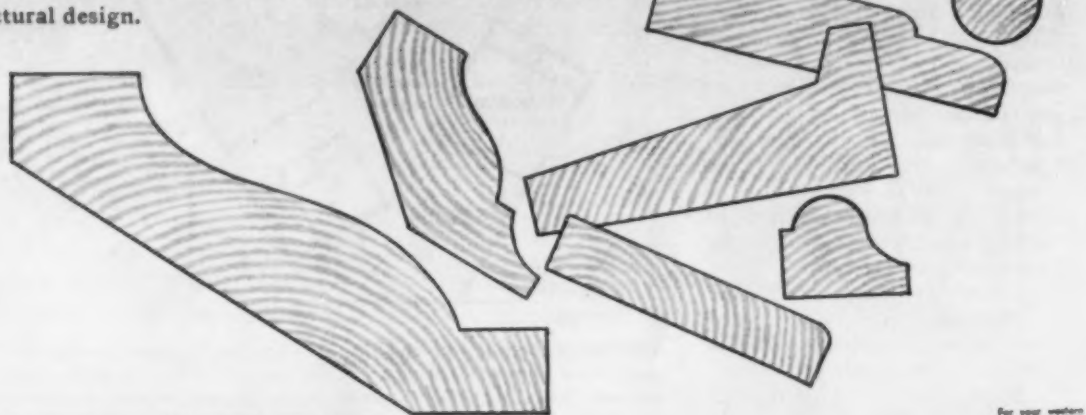


*Symbol of Quality*

# Moulding and Trim

**by POTLATCH**

... the natural beauty of grain ... the smooth, easily-worked texture ... the tremendous nailholding power ... make Arkansas Soft Pine the perfect wood for interior moulding and trim ... ideally suited to modern, **ECONOMICAL** stain and pickle finishes! Potlatch Brand moulding and trim are unparalleled for beautifying the interior of any home. Available in all standard patterns or milled to architectural design.



**POTLATCH  
FORESTS, INC.**

BRADLEY-SOUTHERN DIVISION  
WARREN, ARKANSAS

For your nearest  
dealer, write contact  
these PFI offices:

Pittsburgh, Penn.  
1615 Oliver Bldg.  
Kansas City, Mo.  
2007 Bryant Bldg.  
Dear Park, Wash.  
Dear Park Ind., Inc.  
Chicago, Ill.  
23 St. Walker Drive  
Elizabeth, N. J.  
720 Dowd Avenue  
Lewiston, Idaho  
General Offices

Look To Potlatch



For *Everything* In Lumber

*You Save Time and Make More*  
**WHEN YOU INSTALL CLAY PIPE**  
*with Factory-Made Compression Joints*

Speed is important in any sewer project. But when your time and money are tied up in the project, every hour counts. Thousands of builders solved this problem the modern, efficient way: Vitrified Clay Pipe with new factory-made compression joints.

These outstanding new joints go together fast . . . keep labor costs down . . . yet provide a tighter, longer-lasting seal that

handles roots and controls infiltration to the most rigid specifications. Before you specify any sewer pipe, investigate the advantages of never-wear-out Clay Pipe with new factory-made compression joints.

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



*Vitrified*

**CLAY PIPE**

*Never Wears Out*

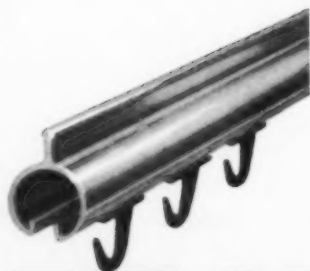
NATIONAL CLAY PIPE MANUFACTURERS, INC. 1820 N Street, N. W., Washington 6, D. C.  
311 High Long Bldg., S E. Long St., Columbus 15, Ohio • 445 Ninth St., San Francisco 3, California • Box 172, Barrington, Illinois • 1401 Peachtree St., N.E., Atlanta 9, Georgia



*If you were your prospect  
wouldn't you be impressed?*

Wouldn't you believe you were in a quality home? Your prospects will be both excited and thrilled with this inexpensive yet elegant addition to their new home.

*gold anodized aluminum track/black nylon "snap-in" carriers/  
center support for longer lengths/brass plated end brackets*



## **GRANT CLOSET ROD**



**GRANT PULLEY & HARDWARE CORPORATION**

*Eastern Division/ 1 High Street, West Nyack, N. Y.*

*Western Division/944 Long Beach Avenue, Los Angeles 21, Calif.*

*sliding door hardware • drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware • closet rods*

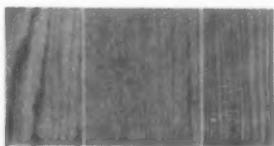


# MARLITE RANDOM PLANK

...beautiful wash-and-wear paneling with the exclusive soilproof baked finish



DANISH BIRCH



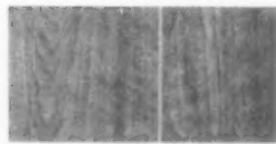
ENGLISH OAK



SWEDISH CHERRY



ITALIAN CHERRY



SWISS WALNUT



AMERICAN WALNUT

You'll add practical new beauty to any room when the walls are paneled in Marlite Random Plank. This new "wear without care" paneling with its baked melamine plastic finish resists stains, mars and dents. An occasional damp cloth wiping keeps it spotless and new-looking year after year. Ready to use without painting or further protection, tongued and grooved Random Plank goes up fast over furring strips or existing walls. Planks are 1/4" thick, 16" wide, 8' long. And you can choose a wood pattern for any decor from among the six new Trendwoods® especially created for Marlite by American Color Trends. For more information, check Sweet's File, Building Supply News Directory, or write Marlite Division of Masonite Corporation, Dover, Ohio.

**Marlite**  
plastic-finished paneling

ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH



No wood-eaters here. A. P. Woodson Co. "termite-proofs" the Springfield Bowling Lanes (40 lanes) with aldrin termite control.

## Termites' Paradise Lost

Aldrin insecticide protects this 32,000 sq. ft. bowling alley for years with one application

Termites usually view a bowling alley as the most delicious and biggest luncheon they could ever hope to eat. But not so at the Springfield Bowling Lanes in Springfield, Va., because this super alley (40 lanes) is protected by aldrin termite control...which is sure poison to wood-eaters.

The A. P. Woodson Co. of Washington, D. C. is shown here applying aldrin termite control during the construction of the Springfield Lanes. Mr. William Appel, Mgr. of the Termite Control Division, specifies aldrin for all pre-construction work because of these outstanding advantages:

1. Aldrin is alkali-stable and F.H.A.-approved.
2. Aldrin is easy to work with—needs no special equipment.
3. Aldrin protects for years—eliminates callbacks due to termite damage.
4. Aldrin is economical both for the PCO and the customer.

These are the same reasons that PCO's, architects and builders all over the country are specifying aldrin for termite control in new construction. They know that aldrin is simple to use, safe to work with and gives lasting protection against termites.



Construction work continues without interruption. Aldrin chemical control of termites eliminates costly shields, makes application easy.



From left to right: Messrs. Karins, Appel and Henry discuss their rising sales curve largely attributed to new aldrin termite-proofing service.

**SHELL CHEMICAL COMPANY**

AGRICULTURAL CHEMICALS DIVISION  
110 West 51 Street, New York 20, N. Y.





"What's so great about this floor?"



It gives buyers more  
value...builders more profit

It's *Vina-Lux*

Beautiful floors of Vina-Lux vinyl asbestos tile help keep the profit right for the builder and the price right for the buyer — because Vina-Lux cuts floor costs — lets you offer more house for less money.

Vina-Lux gives you top economy of installation — on or below grade over concrete slab — today's lowest-cost construction method. The full range of Vina-Lux colors and styles gives you unlimited design possibilities, for maximum sales appeal.

**Yours free** — Vina-Lux samples, color charts, model home merchandising kit and "Vina-Lux Floor Styling Handbook." Write today!

AZROCK FLOOR PRODUCTS DIVISION  
EVALDE ROCK ASPHALT COMPANY  
546-A FROST BANK BUILDING • SAN ANTONIO, TEXAS



Over 50 colors and a style for every builder requirement

TERRAZZO  
TONES

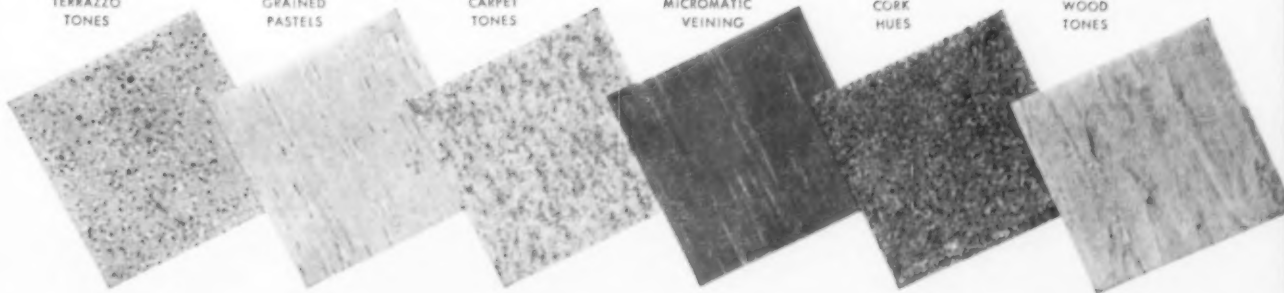
GRAINED  
PASTELS

CARPET  
TONES

MICROMATIC  
VEINING

CORK  
HUES

WOOD  
TONES



THE  
ALL-NEW

# VISTA

Wood makes the best



**HANDSOME VISTARAMA CASEMENT WINDOWS** enhance and brighten this modern kitchen setting. Graceful slimline mullions admit maximum light for cheerfulness and lasting charm.

**Home buyers want these Vistarama features:**

**BEAUTY, INSULATION OF WOOD**—Vistarama windows, made of clear Ponderosa Pine, have beautiful natural grain and texture. Wood, nature's own insulator, conducts 1800 times less heat and cold than metal.

**MORE WEATHERTIGHT**—Neoprene weathertrip, wood bead glazing—these Vistarama features afford tighter seal in any weather. Units of wood are designed to reduce condensation . . .

resist expansion and contraction, for trouble-free year-round operation.

**VERSATILITY**—Vistarama offers a complete line of Casement, Picture-Awning and Panel window units for every home, every room. Each is precision-engineered for easy installation in countless attractive groupings.

**ENGINEERING KNOW-HOW**—Vistarama's field-leading design and construction features

\*Kitchen built-in appliances by Preway, Inc.; "Continental" kitchen cabinets by Yorktowne.



*window...the best wood window is*

# RAMA

BY  
WABASH



**PRACTICAL VISTARAMA PICTURE-AWNING UNITS** afford picture view . . . fresh air, too.  
*New! Removable framed grids for smart decorator touch. Vistarama units are available with diamond, horizontal and divided light grids.*

are the product of over 75 years of Wabash woodworking skill.

**COMPLETE STOCKS AVAILABLE**—Check Vistarama specifications at your dealer's. Ask about his Vistarama stocks, prompt delivery. Get the facts on this modern line and you'll settle for nothing less than Vistarama Windows.



**DISTRIBUTION**

Wabash Vistarama Windows are sold through reputable millwork jobbers and lumber dealers. For the name of your nearest dealer, write: WABASH VISTARAMA at the address below.

WABASH VISTARAMA IS THE REGISTERED TRADE NAME OF

**THE WABASH SCREEN DOOR COMPANY**

310 South Michigan Avenue • Chicago 4, Illinois

# PROVED TOP CHOICE FOR LOW OVERHEAD DELIVERIES



TRANSPORT® ALL TRACTION® \*FIRESTONE T.M.

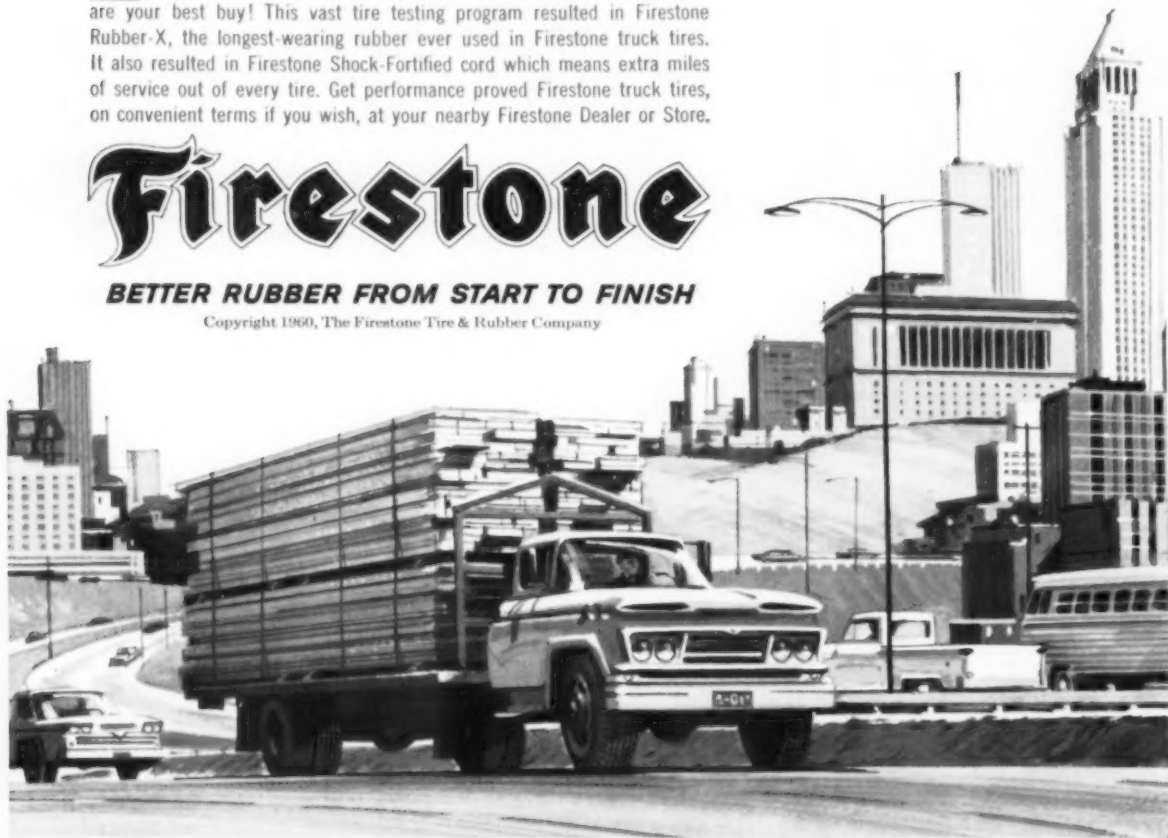
**FIRESTONE, THE LOW-COST-PER-MILE TIRE FOR ON-TIME BUILDING MATERIAL DELIVERIES!**

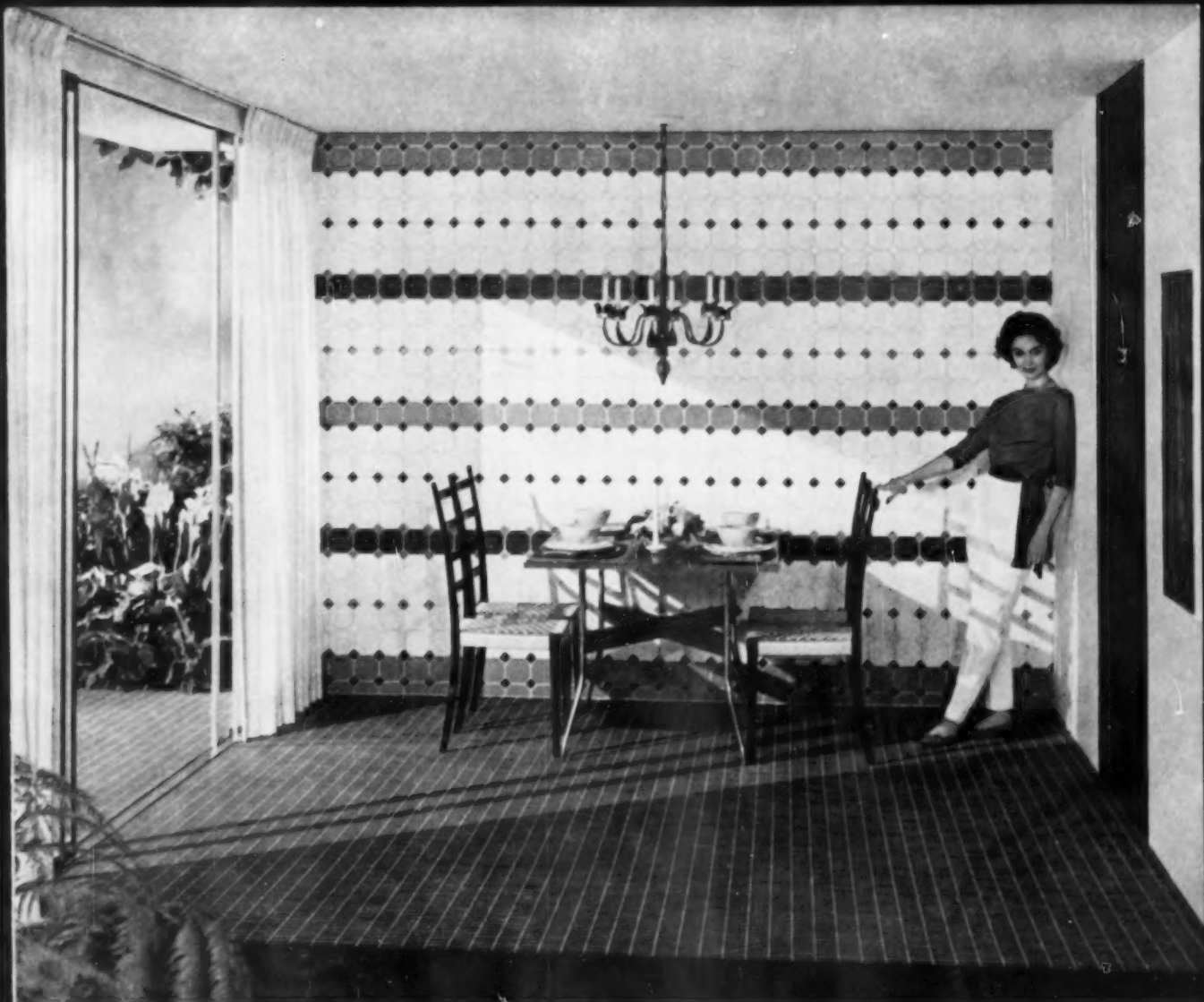
Firestone tires' low-cost-per-mile is reflected in performance records of thousands of trucks across the country. That's because 425,000,000 tire miles a year in Firestone's own tire testing program prove Firestone truck tires are your best buy! This vast tire testing program resulted in Firestone Rubber-X, 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

**BETTER RUBBER FROM START TO FINISH**

Copyright 1960, The Firestone Tire & Rubber Company





*A dining room of distinction, designed by Emily Malino Associates. Wall is 4 1/4" Octagon and Dot in 56 Leaf Green, 345 Cr. Cobalt and 365 Cr. White. Floor: 1 1/16" x 2 5/16" Oblongs, Azure Textone. Color Plate 89.*

## New look for dining rooms ...new lift for sales

Ceramic tile works the magic... creates a dining room that glows with jewel-bright color, sparkles with care-free beauty—adds a dramatic new sales feature to the homes you build. And with American Olean's exciting tile colors, new textured surfaces and cost-saving scored designs, decorative possibilities are endless.

CERAMIC TILE  
**American  
Olean**

*For other saleable New Ideas in Tile—mail this coupon today.*

AMERICAN OLEAN TILE COMPANY  
1539 Cannon Ave., Lansdale, Pa.

Please send me full color Booklet 451, "Color Planning with Ceramic Tile".

NAME \_\_\_\_\_

(please print)

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



*Oklahoma winds*  
**PROVE** the mighty  
**Bird Wind Seal Shingles**



**A GOOD BUILDER ATTESTS  
 TO THEIR HOLDING-DOWN  
 QUALITIES**



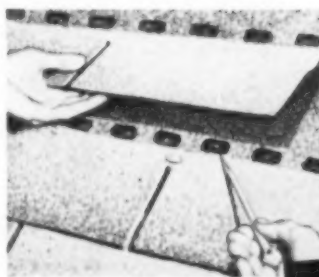
*Joel Coley, successful builder of good homes in Oklahoma City, praises the wide color range of Bird shingles as well as the wind resistance of the Bird Wind Seal Shingles. His slogan is "Better Homes for Better Living."*



"WE FIND THAT BIRD WIND SEAL SHINGLES DO LIE DOWN BETTER in the Oklahoma winds, and the cost of application is only the same as regular thick butt shingles. Besides, I have always been very much impressed with Bird colors and the quality of all Bird products." So writes Mr. Coley.

He adds, "Using quality products almost always eliminates the usual complaints and call-backs in housing construction."

Mr. Coley is just one of thousands of topnotch builders who find it pays to install the shingle that even hurricanes don't loosen—the mighty Bird Wind Seal Shingle.



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



BIRD & SON, INC.

*E. Walpole, Mass. • Chicago, Ill. • Shreveport, La. • Charleston, S. C.*

MATICO  
MODEL HOME  
IDEA ROOM#3



Sold on the home with

# MATICO TILE FLOORS



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

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

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

**MASTIC TILE DIVISION**  
**The RUBEROID Co.**

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

QUALITY CONTROLLED

**MATICO**  
PRODUCTS

Mastic Tile Division  
The Ruberoid Co.  
Dept. 5-10, P.O. Box 128, Vails Gate, N.Y.

Please send me information on Matico's Builder Program

Name   
Address   
City  Zone  State

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

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



INSTALLS  
BEFORE  
PLASTERING

SNAPS  
OVER  
DRYWALL



KEWANEE  
**PLASTERITE**

Quick 3-piece installation. Nail holes on flanges of frame spaced 7 inches apart—provide secure anchorage. Galvanized finish protects metal frame from wet plaster. Full range of sizes to fit standard 1 3/8" and 1 3/4" doors, over 2 x 3" or 2 x 4" studs. Swing, sliding and folding doors . . . cased openings.

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

KEWANEE  
**UNIVERSAL "KWIK-FIT"**

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

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

WRITE FOR STEEL DOOR FRAME LITERATURE

**kewanee** *Manufacturing Co.*

1060 ROMPEL AVENUE • KEWANE, ILLINOIS

UNIVERSAL  
"KWIK-FIT"  
Contour edges . . .  
looks like ranch  
trim



PLASTERITE  
Note simplicity  
of line



ALSO NEW  
**KEWANE  
MASONRY  
DOOR FRAMES**

All welded unit frame  
(Write for details)

*do you really know all the facts on*

# **ELECTRIC HEATING?**

## **DID YOU KNOW...**

- Electrically heated homes need not have stagnant air and lingering household odors.
- The condensation and excess humidity common to tight, electrically heated homes can be avoided easily.
- Central air conditioning *can* be added easily to an electric heating system.
- Electric heating *can* have fast, accurate, safe, automatic low-voltage controls.
- The best electric heating system costs no more than a system for other fuels.
- Electrically heated homes need not have marks and cracks in plaster due to buried cables.
- Electric heating for homes should be done by *heating* experts.

*Now from LENNOX, long-time leader in heating and air conditioning*

*... a tremendous improvement in  
electric heating that makes it  
a powerful and practical  
sales tool for you!*



**LIFT PAGE**

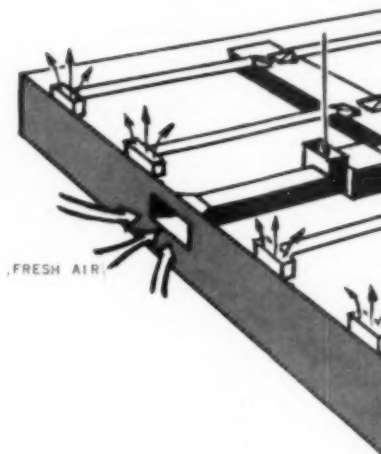
now **LENNOX** introduces  
*practical fresh air*  
*electric heating*



The Lennox "ES1" central electric furnace. Only 17" x 19". Can be installed almost for up, down or horizontal.

Give your homes the glamour of electric heating—plus the sensible comfort and economy that only a Fresh Air system provides

Lennox has perfected electric heating equipment that offers the deluxe comfort that can only be provided by a forced air system. Air is gently circulated to balance temperatures, prevent stagnation and to get the most use from every penny's worth of heat. Fresh air is introduced to eliminate odors, reduce humidity and freshen the indoor atmosphere. All air in the house is filtered about four times every hour. There is the option of super-sensitive, low-voltage control for individual rooms, zones or the whole house. *It's comfort and economy you can count on for customer satisfaction.*



YOU DEAL WITH A HEATING EXPERT  
 THAN THOSE YOU ARE F

With LENNOX fresh air electric heating you can easily add AIR CONDITIONING now or later

Give this big bonus to your buyers: Lennox Fresh Air electric heating is a "natural" for the addition of air conditioning . . . at time of installation or later. The same ducts, air filter and blower are used for heating and cooling. Electronic or charcoal air cleaners and germicidal lamps can also be added to a Lennox ducted system.

**LENNOX** EQUIPMENT FOR



CENTRAL ELECTRIC FURNACES

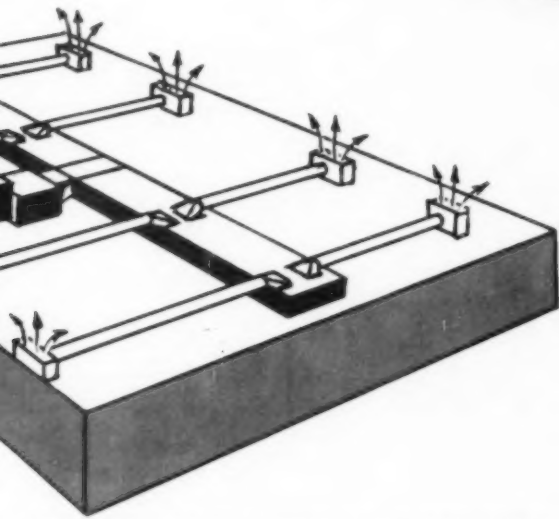
Up-flo, down-flo, horizontal.







central electric  
 x 19" x 42½".  
 almost anywhere  
 horizontal air flow.



EXPERT WHO INSTALLS A DUCT SYSTEM EVEN SIMPLER  
 BE FAMILIAR WITH (AND IT COSTS NO MORE).

## FOR EVERY APPLICATION



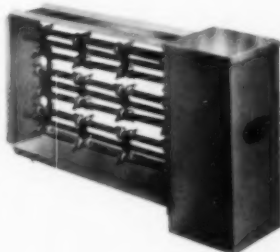
### HEATERS THAT FIT IN DUCT OUTLETS

For individual room or zone  
 control. Air is supplied from  
 central blower-filter unit.

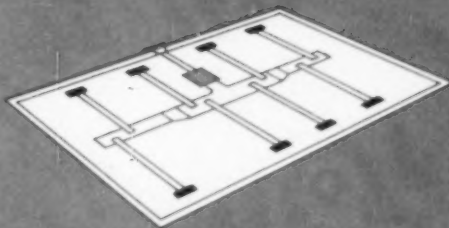


### HEATERS THAT FIT IN DUCTS

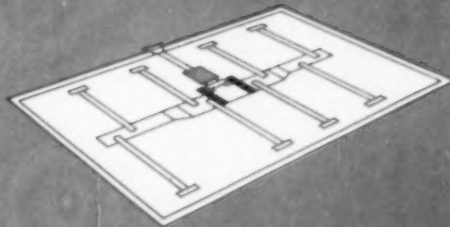
For zone or large-room con-  
 trol. Air is supplied from cen-  
 tral blower-filter unit.



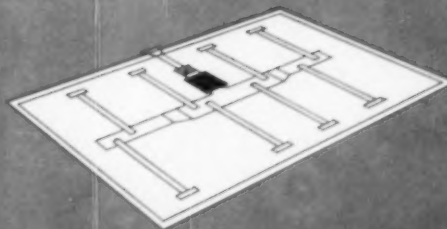
You have a  
 choice of  
**LENNOX**  
 systems  
 to best fit  
 your buyers' needs  
 and wants



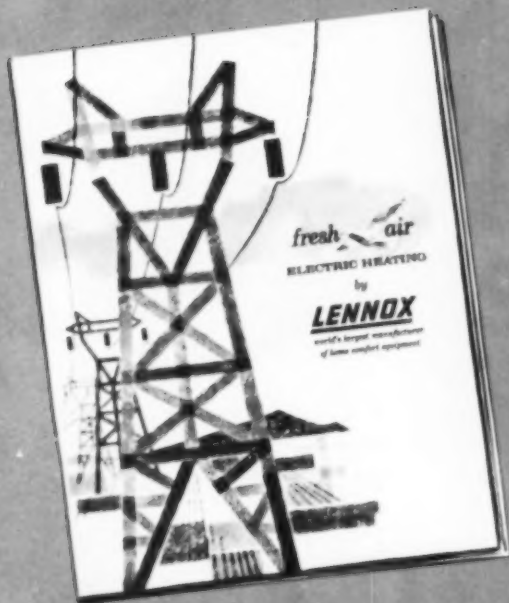
INDIVIDUAL ROOM CONTROL



ZONED CONTROL



WHOLE-HOUSE CONTROL



Write for your *FREE*  
 copy of this complete  
 brochure that fully explains  
***LENNOX*** fresh *air*  
*Electric Heating Systems*

address: Marketing Services Dept.  
 Lennox Industries Inc.  
 306 S. 12th Ave.  
 Marshalltown, Iowa

*Lennox Certified Dealers will  
 expertly install ducted electric heating  
 systems in your homes—give complete  
 service follow-through on a  
 nationally advertised brand... **LENNOX***

Your Lennox Certified Dealer deals directly with his closest Lennox factory (one of nine strategically located). He is engineer-trained to help you solve any heating or air conditioning prob-

lem. And behind him stands Lennox, the best known and most wanted brand name in the heating and air conditioning field. Your Lennox dealer is listed in the Yellow Pages.

**LENNOX**

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

*Aire-Flo*® **HEATING · AIR CONDITIONING**

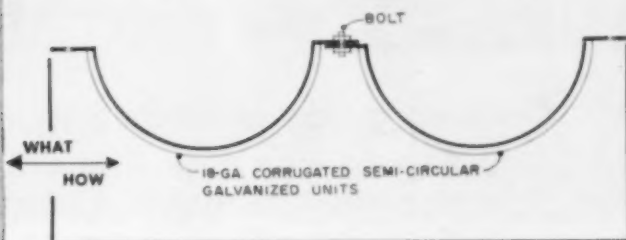


# BUILDING WITH BRAINS



## Self-supporting steel arches cover school's play terrace

A MAJOR SAVING in time was made possible by the erection of these 18-ga. steel sheets over a play terrace at Beaver Falls, Pa., school. Fabricated by Wonder Building Corp., of Chicago, the Jones & Laughlin Jalzinc sheets were bolted together into place at the job site. The roofing requires neither trusses nor supporting columns. Virtually maintenance-free, the covered terrace serves as a schoolbus loading station and open-air theater during summer. A special 2½-oz. zinc coating on the sheets provides maximum resistance to corrosion and adds aesthetic effect.



## Flexible plastic pipe solves tricky sewer-line problem

GUMMY, UNSTABLE SOIL forced a Little Rock builder to excavate wider than normal trenches for a sewer line. Collapse of embankments threatened constantly to slow pipe-laying operations. Only speedy installation of line could guarantee the job's success. The answer—fold 50-ft. lengths of Evanite 8-in. plastic sewer main into the trench over a 6-in. bed of crushed rock, then backfill before banks would collapse.



## Adjustable corner post supports prefab aluminum window assembly

ALUMINUM CORNER window wrapped in polyethylene plastic film attaches to 2-in. galvanized steel corner post. Post, precut and spot-welded to lintel (not shown), runs down to base of house (see arrow). Workmen bring window to correct height by steel-shimming post from base.

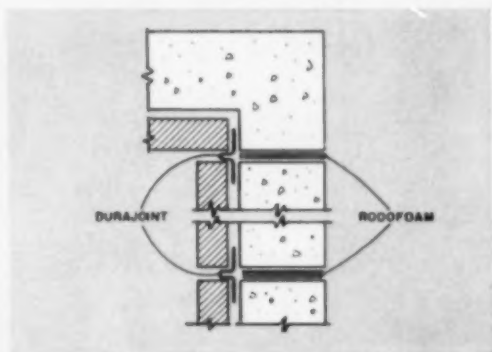


## Cutting grooves into concrete blocks adds sex appeal

**STEEL POWER SAW** with small natural diamonds rapidly cuts precise grooves  $\frac{3}{8}$  in. deep into face of concrete block. The set-up is capable of turning out two grooved blocks a min.

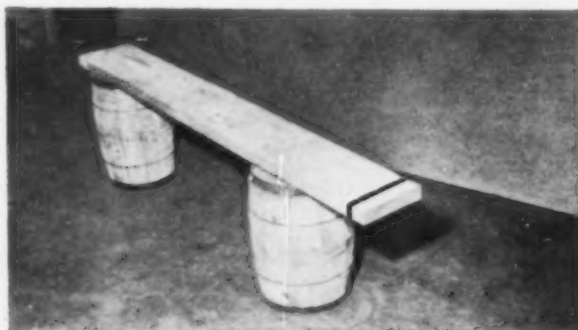
**J. PAUL ROSS** of Rocklite Products points out sharp, diamond-like groove in block surface. Scored block resembles two blocks. This feature saves in setting labor and material.

**RETAINING WALL** erected from scored concrete blocks adds interesting effect to a patio in Ventura, Calif. Blocks also serve for building walls, fireplaces, barbecues, walks.



### One-piece expansion joint and waterstop joins masonry family

**DURAJOINT 18** just introduced by Electrovert is installed between the walls of concrete block and brick masonry. The joint and waterstop, designed for vertical and horizontal expansion joints, comes in 50-ft. flexible lengths that require no crimping, shaping, welding, or brazing before easy installation.

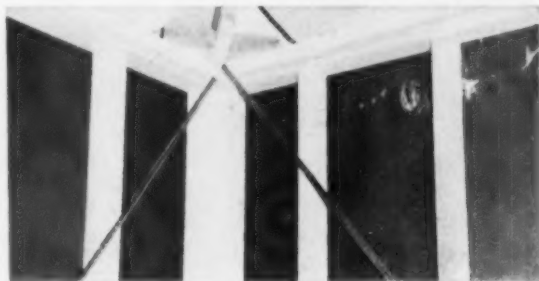


### Steel strapping protects ends of wood scaffold planks

**STRAPPING ENDS** of wood scaffold planks serves several protective purposes. Strapping (1) stops splitting, checking, and splaying at ends of the boards; (2) identifies the board as a scaffold, cutting down chances of carpenters sawing it for other purposes; (3) increases the board's safety since strapping reduces chances of the board splitting under load. To reinforce a plank apply the strapping tightly about 2 in. in from each end of the board. A special hand tensioner insures a tight bind which holds until the strapping can be stapled into place. Cost: about 10¢.

## Smart operator turns a fork lift into a work horse

**B**UILDER Orrin Thompson claims his equipment operator's initiative and imagination with a fork lift truck saves several hundred dollars a day on his housing jobs. Thompson wanted a versatile rig that could do a variety of material handling jobs. He got this by fitting a Kirkhoff lift to a small International Harvester tractor. That part was easy. A little tougher was selecting a driver who could get maximum mileage from the equipment. He finally settled on one who got sheer joy out of handling the rig. The operator literally looks for jobs such as handling palletized roofing up to workmen, handling lally columns and steel beams, concrete and block. He simply drives around the job looking for ways the fork lift can be of help—then he provides the help where it is needed. Thompson estimates that the rig generally can do the work of six men, as well as many jobs that cannot be handled by men. It moves earth, too.

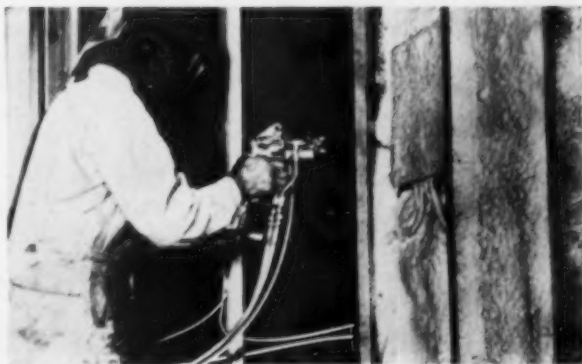


### Steel strapping cross-braces vertical structural members

**S**TEEL STRAPPING can save a builder money in several ways when used as cross bracing. Strapping (1) eliminates mitering of studs and cutting notches for wood bracing; (2) eliminates measuring and marking for mitering; (3) costs less than wood bracing; (4) serves as a selling aid in merchandising the quality house. Installing strap bracing requires hand tensioning and toenailing. Before switching to panels, Fisher & Frichtel of St. Louis reported savings of \$25 per house.

### Urethane foam spray insulates new homes

**F**OAM-IN-PLACE urethane—a synthetic resin foam capable of expanding its own volume by 30 times on application—promises an important breakthrough in home insulation. The new method, tested in a brick veneer, three-bedroom ranch house in Boulder, Colo., cut installation time in half over an insulation of batting cut to size and stapled between wall uprights and studding. The insulation material is sprayed into place by a paint-type spray gun. There the syrupy liquid foams to volume within 2 sec. (Developed by Dayton Industrial Products, Melrose Park, Ill.)





"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 back wall 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-10, 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

# ANNOUNCING THE 1961 FORD FALCON PICKUP

## LOW IN PRICE - AMERICA'S LOWEST-PRICED COMPACT PICKUP!

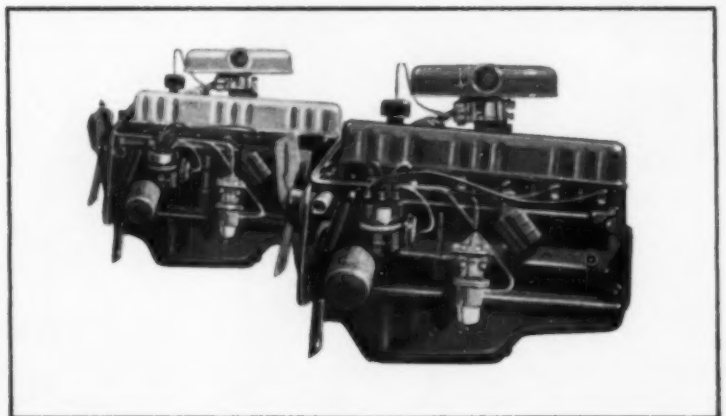
What a Falcon saves you on price\* could keep your gas tank filled for thousands of miles! And there's more savings to come! Main underbody members are Zinclad-protected against rust and corrosion. Front fenders bolt on for ease of replacement—cost just \$29.95 each. Insurance is as much as 15% less. Aluminized muffler lasts up to three times as long as ordinary types. You save on tires, on brakes, on oil . . . you name it and your Falcon saves it!



\*Based on latest available manufacturers' suggested retail delivered prices



## ECONOMY NEVER HAD SUCH STYLE







1961 Falcon Ranchero, shown here in Montecarlo Red, is available in 8 handsome colors with Color-Keyed Luxury interiors.



## NEW HIGH-PERFORMANCE OPTIONAL SIX!

For '61 Ford's new Falcon Ranchero offers a choice of two modern gas-saving engines—144 Economy Six and, as an option, a new high-performance 170 Six. Both available with standard or Fordomatic transmissions. And thanks to the simplicity of their proven design, servicing is fast, low in cost!

See your Ford Dealer's Certified Economy Book . . . it proves

## FORD TRUCKS COST LESS

OCTOBER 1960

## LOW GAS COSTS—OVER 30 MILES PER GALLON IN CERTIFIED TESTS!

In certified tests by the country's foremost independent automotive experts, the Falcon Pickup with 144-cu. in. Six scored as high as 38.3 miles per gallon! Average of all tests combined—hills and traffic, as well as moderate speeds on the level—was 30.5 mpg! Low oil costs, too—change it only every 4000 miles!

- Roomy comfort for 3 husky passengers!
- Rides, handles like a passenger car!
- High Falcon fashion inside as well as out!
- Optional Fordomatic Drive available!



## LOW LOADING HEIGHT

Cargo floor to the ground measures a scant 25.2 inches . . . that means easy loading. And what a load! The Falcon Ranchero has a full 800-lb. load capacity! In its big six-foot box—over 7½ feet with tailgate flat—there's room to spare for just about any pickup job! You can open or close the tailgate with one hand . . . it locks tight and rattle-free automatically!



## Electronic travel promises to open up outlying land to homebuilding

**B**Y 1965 the sprawling five-county area surrounding San Francisco will have a brand new, ultra-modern, 101-mile transit system. This is expected to open outlying areas to development.

Tentatively approved is a budget of \$926,000,000. Of this, \$909 million will be used on first-stage construction, and \$17 million for the purchase of rights-of-way beyond the initial 101-miles.

The system is designed to end what has been described as "a commuter's nightmare" in the San Francisco Bay Area. Like many other booming population centers, the city has had a tremendous growth in commuter auto traffic in the last five years. (See map, right.) About 23,000 more autos now flow into the Bay center cities each morning. Says John M. Peirce, general manager of the Bay Area Rapid Transit District, "It is obvious from these traffic figures that an ever-increasing number of jobs in the central areas are being filled by suburban residents, and the inter-dependence between the central cities and the suburbs is becoming more and more important."

The electronic rail system will have among its secondary effects the "opening up" of exurban land to a whole new group of prospec-

tive home buyers. Prime targets: those who couldn't afford the long commute into a job; those who refused to put up with a wearisome commute at any price.



Both a duorail (top photo) and a monorail system are under consideration. Monorail, a suspension system, takes a smaller amount of space, but is still in the experimental stages. Either system would be run electronically by a central office "brain." Electric trains, ten cars long, could be dispatched at 90-second intervals. Average speed: 45 miles an hour; full length load: 750 seated passengers. What's more the systems are described as "ab-

solutely safe" and "virtually noiseless."

Builders, home buyers, home owners, city planners—in short, everyone involved in the growth of a boom town will be eying the San Francisco system closely. Detroit and Houston have already considered like systems. Los Angeles, Philadelphia, and New York have to consider every possible solution to their transportation problem. Smaller cities like Dallas, Minneapolis, Oklahoma City, Omaha, Portland, and Seattle expect similar growth problems, and possibly a similar solution within the next 15 years

### Builders are praised for mortgage work

FHA Commissioner Julian Zimmerman sent his "heartiest congratulations" to members of the Long Island (N.Y.) Home Builders Institute. The occasion: recent negotiations by the builders that led to investment of \$225,000 of a construction union's welfare fund in home mortgages.

In a letter to Institute president Frank Clauson, Zimmerman said: "I am sure that your outstanding example will be followed by other progressive home builders' associations."

## Census discovers land almost untouched by population boom

If you're building in California, New York, Michigan, Florida, Texas, Pennsylvania, Ohio, or Illinois it may come as a shock to know that in Alaska there are still only 0.4 persons per square mile.

Of course Alaska may be considered far from typical. But in Wyoming there are only 3.4 persons a mile. Nevada has a surprisingly

low 2.6; Montana, 4.6; Idaho, 8 people to a mile.

Other land-filled states: Arizona, Colorado, Nebraska, New Mexico, North Dakota, Oregon, South Dakota, and Utah. All of these have under 20 persons per square mile, according to the latest preliminary 1960 report issued by the Census Bureau.

Biggest land problems arise not in the biggest "housing units" states (mentioned at the story's beginning), but in the small-size states in or near a mushrooming area. Examples: New Jersey tops the density report with 800.2 people per sq. mile. Rhode Island—798.7; Massachusetts—650.1; Connecticut—513.3.

### First half figures show building off in Western states

For the first six months of 1960, building in the 11 states west of the Rockies is reported off 6% from the like 1959 period. Residential contracts, according to an F. W. Dodge report, totaled \$1,939,030,000, down \$300 million (14%) from 1959. Nonresidential building, on the other hand, showed a 3% increase, particularly in commercial building, schools, hospitals, and recreational buildings. The other 5% increase was in heavy engineering contracts.

The situation was summed up pretty fairly by the Greater Seattle Home Builder magazine. Commenting on the Seattle-King County Building Permit Report, the publication said:

"We continue to be well below 1959 figures in all categories . . . The bulk of the lag is in apartment construction . . . This continues to be the pattern for 1960 . . . A bright note might be sounded in considering how well this will make the 1961 statistics look."

### Takes trailers as trades on new houses

Bob Farley of Ridgewood Builders, Indianapolis, sells his new "Boston" model for \$16,200. It has three bedrooms, a bath and a half, a garage, is considered a good buy for the area. Under FHA regulations the down payment is \$950—an amount which prospects seem more reluctant to part with this year.

In the used trailer market Farley has turned up a new group of prospects with the \$950. He worked it this way. A local mobile home outfit was willing to take used trailers. The firm may appraise the trailer (which cost, say, \$4,500 originally) at \$3,000. If the cus-

tomers owes \$2,000 on the trailer he still comes out with a trade-in of \$1,000—just enough to cover that \$950 down payment on a nonmobile home.

In an area filled with mushrooming families, Farley feels sure his service to trailer-housed people will be a sales-booster.

### Family rooms still rate high in the West

Family rooms, which were "born in California" to enhance indoor-outdoor living, are still favored by homeseekers here.

According to a report by the Los Angeles Times, buyers prefer the family room to a more secluded den. The den has in many cases disappeared into the fourth bedroom of today's larger home.

West Coast family rooms are either "off the kitchen" (really an extension of the kitchen), or are a separate room opening on, or next to, the kitchen. Their biggest use: a room where mothers can work and watch the children at the same time.

**YOU MIGHT BE INTERESTED . . .** in "The Future Development of the San Francisco Bay Area, 1960-2020," prepared by the U.S. Department of Commerce. A decade-to-decade projection on population growth, future economy, land possibilities for the nine counties of the Bay Area. Includes 20 projection maps in a folder boxed together with the development report. Price: \$11.00 from U. S. Government Printing Office, Division of Public Documents, Washington 25, D.C.



**BUILDER-MANUFACTURER** teamwork: E. W. (Pat) Smith, vice-president, Owens-Corning Fiberglas, presents Minneapolis builder Robert J. McNulty (right) with a plaque honoring him as the 1,000th builder in the 1960 "Comfort-Conditioned Homes" program. Smith and Owens-Corning were themselves honored by the Houston Home Builders. Their citation was in recognition of the firm's "pioneering participation in the investment of its company benefit funds for the purchase of residential mortgages."



## Deep South moves West

**S**OUTHERN COLONIAL was the look desired by San Antonio home builder Edward S. Huddleston. To achieve this, he set a four-column portico over his model home's front entrance. The columns are authentic too, having been taken from a Mississippi River plantation house built over 100 years ago.

Effect was continued by used exterior brick and open-shiplap clapboard siding. Also note roof cupola with weathervane and long, louvered window shutters.

Inside, the family room has grained, random-planked paneling and strip-block flooring.

Bedrooms and formal living-dining room feature complete carpeting and period wall paper.

This three-bedroom, two-bath home has many up-to-date points. Among them are a built-in kitchen and "climate-controlled" year-round air conditioning. The two bathrooms have lavatory-vanities. One has tub-shower, the other a tile shower.

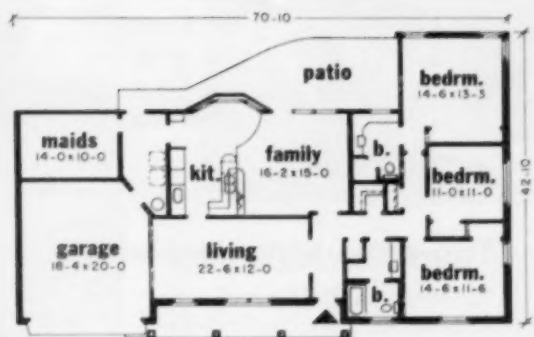
Huddleston offers this house completely furnished in Early American reproductions. (Furniture was designed by a local firm.) Light fixtures are hurricane-lamp styled in pull-downs and pendants.



**BATHROOM** has long mirror over lavatory, plus a good-sized vanity. Translucent doors (rear) lead to completely tiled tub-shower room.

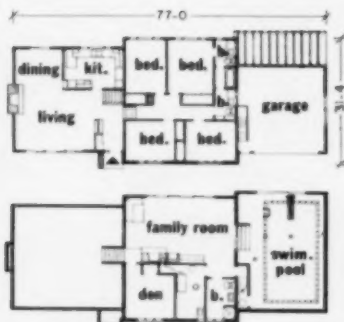


## in this three-bedroom house



◀ **FLOOR PLAN** (above) shows kitchen, family, patio areas as focal point of home's living areas. Utility room opens conveniently to four locations. Family room (photo, left) leads into dining area off the kitchen.

SELECTED NORTHERN HOUSE



**Year-round swimming sells this cold-climate house**

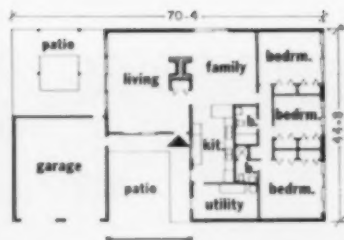
In chilly Duluth, Minn., not many swimming pools are found. However, builder Donald A. Anderson has provided an inside swimming pool and added an excellent selling point to his home.

Selling for under-\$40,000 (without land), the house elimi-

nates the need for a summer home, reportedly a must with Duluthians. Sliding glass doors at one end of swimming area bring the outdoors in, yet, when closed, are insulation against the usual north country weather. Pool is also heated.

The three-bedroom, three-bath house has many other quality features—built-in electric kitchen, walnut paneling in den, oak paneling in rest of house. Garage is built for two cars, has remote controlled doors. Home sits on 145' x 140' lot.

SELECTED SOUTHERN HOUSE



**Two-patio home emphasizes outdoor living**

The long southern summer often demands the freedom of indoor-outdoor living. Recognizing this, builder Marshall Sturgess of Savannah, Ga., has put up a house in which two patios are an integral part. Both the front and rear areas are partially covered

(see plan, above) making them extra, "open" rooms.

Called the "San Leandro," this three-bedroom, two-bath home has plenty of glass, contributing to its spacious look.

Sturgess Prestige Homes, Inc., offers this model for under \$25,-

000 including land. It has approximately 3,080 sq. ft. of living space.

Utilizing a back-to-back kitchen-bathroom core, designer Jack Pender provided a central plumbing set-up, was able to eliminate long pipe lines.

# SPECIFY WARE ALUMINUM WINDOWS

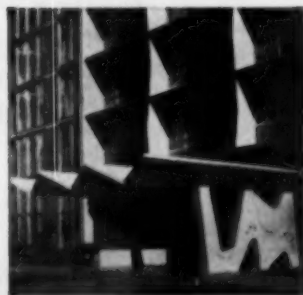


ROY CHUTZ, ARCH.

## RESIDENTIAL • INSTITUTIONAL COMMERCIAL

THE success of Ware Aluminum Windows all over the United States is gratifying, but not surprising. Starting from scratch as one of the pioneers in the exclusively aluminum window industry, Ware's present outstanding position is due to steady growth, built on basic design, skilled workmanship, exclusive manufacturing methods, helpful service and a sane price policy. Constant improvement, the result of sound engineering and improved techniques, plus the experience of thousands of installations, are back of today's superlative line of windows bearing the Ware name, your assurance of customer satisfaction, and enhancement of your own reputation.

*Write today for complete catalog.*



ROBERT M. LITTLE, ARCH.

## WARE ALUMINUM WINDOWS INC.

3700 N. W. 25th STREET  
MIAMI • FLORIDA

*Main Office and Factory at Miami. Distribution Centers at Atlanta, Houston, Chicago, Newark, N. J. and Connellsville, Pa.*

It's time to build your volume

## 12 up-to-the-minute Steelstyle Homes

There'll never be a better time to become a U. S. Steel Homes Dealer. All the homes in the big 1961 United States Steel Homes line are easy to sell and low-cost to build. Each one has an individual personality—to suit the individual home buyer *and* his pocketbook. There are 4 styles including French Provincial, Old English, Colonial and Contemporary, 10 basic models, 122 different floor plans, 542 different elevations and more than 600 different living combinations.

Build your volume *now*—by identifying yourself with this nationally famous line of quality homes. Fill out the coupon and mail it today.

### U. S. Steel Homes will help you sell:

**Big, improved product line** gives you a choice of selling the home best suited to your particular market.

**Comprehensive financing assistance program**—to help you become a high-volume, high-profit builder.

**National advertising** will pre-sell the 1961 U. S. Steel Homes line to the potential home buyers in your own locality.

**Merchandising aids** include dealer sales kits, on-the-site promotion materials and customer literature.

**Technical assistance** is available . . . from planning your building program through erection and sale of your U. S. Steel Homes.

*USS and Steelstyle are registered trademarks*



**United States Steel Homes**  
Division of  
**United States Steel**



**BEACON *Rutland***  
(French Provincial)

**BEACON *Brockton***  
(Front-to-back split-level-Contemporary)

**BEACON *Waltham***  
(Tri-level-Contemporary)



**BEACON *Oxford***  
(With Breezeway-Colonial)

**STEELSTYLE *Bradford***  
(Colonial)

**STEELSTYLE *Lynnfield***  
(Tri-level-Contemporary)





with the "Homes of the Hour"



United States Steel Homes Division  
United States Steel  
525 William Penn Place  
Pittsburgh 30, Pa.

I want to know more about the 1961 U. S. Steel Homes line. Please send me the U. S. Steel Homes Prospective Dealer Kit.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**BEACON *Albans***  
(L-shaped-French Provincial)

**BEACON *Orford***  
(End-elevation-Old English)

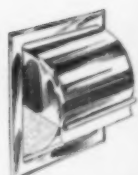
**BEACON *Rutland***  
(Old English)



**STEELSTYLE *Andover***  
(Colonial)

**STEELSTYLE *Melrose***  
(Colonial)

**STEELSTYLE *Brookline***  
(Contemporary)



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



Handsome lucite and chrome Towel Ring.



Coronado Extendo-bar for drying nyions, lingerie.



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



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

*add the Touch that means so much*



with **HALL-MACK**<sup>®</sup> bathroom accessories in *Sparkling chrome!*

.....

• **HALL-MACK COMPANY**

• Division of **TEXTRON INC.**

• 1380 W. Washington Blvd., Los Angeles 7, Calif. AB-1060

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

• NAME \_\_\_\_\_

• PLEASE PRINT

• ADDRESS \_\_\_\_\_

• CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

•

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

*Sold by leading plumbing, tile and hardware dealers everywhere*



Matching Aluminum  
Building Products  
by Trimview



Beauty,  
Style,  
Balanced Performance,  
Matching Aluminum  
Building Products  
by  
Trimview



Sliding doors and windows, tub enclosures and shower doors fashioned by Trimview craftsmen to meet all building requirements—to give complete satisfaction to architect, builder, dealer, and owner.

Designs in aluminum and glass to make building better, make living easier... from the Metal Fabricating Division of W. P. Fuller & Co. — for more than 100 years, the West's leader in paints and glass.

Trimview  
Sliding  
Glass  
Doors

Trimview brings new grace, new imagination to the natural beauty of sliding glass doors. Here is full freedom of architectural expression: five-feet wide to fifty-feet wide, numerous combinations of fixed and sliding panels, single or double glazing, multiple tracks and wall pockets for any opening arrangement.

The basic economy of Trimview is this: there's a model designed to fit every setting — residential, custom, or commercial. Never any sacrifice of quality — all models are framed in satin-smooth aluminum, *glide* on nylon-tired steel rollers, lock out the weather with continuous weatherstripping.





## Trimview Tub Enclosures

Again, the Trimview mark of quality is unmistakable: heavy-duty frame design, high-polish finish, chrome-plated handles, nylon rollers. For further simplicity of design, choose the satin-finish models with aluminum handles.

Adjustable jambs and interchangeable panels save time and money in construction. Styles and sizes to match any decor, any tub arrangement — for glazing with any of a variety of glass styles or the increasingly popular plastic panels.



## Sliding Glass Windows by Trimview

In combination with Trimview doors, Trimview sliding glass windows create a tone-harmony of metal finishes. Each model is engineered with close attention to detail — full weatherstripping, nylon-tired rollers, trim fins for ease of construction, and convenient snap-latch.

Trimview, as always, gives full range to the imagination — with many variations in construction, in choice of glass. There are models designed for residential or commercial use — and a new, exceptionally low-budget series to meet all trade requirements.



## Trimview Shower Doors

Trimview excellence stands out in these practical and popular doors. Above all, Trimview shower doors *perform* — with continuous piano-type hinges, free-action friction latch, rubber sweep, and anti-drip channel. In a separate series, you may choose a lighter frame and satin-finish handles.

Standard or custom sizes, Trimview doors are engineered for fast glazing and installation — and are available pre-glazed.

# TRIMVIEW METAL PRODUCTS

METAL FABRICATING DIVISION OF W. P. FULLER & CO.

600 NORTH THIRD STREET, COVINA, CALIFORNIA

*Write for detailed specifications on any or all Trimview products—or for the name of the distributor or dealer in your area of the country. In the West, contact one of the sixty branches of W. P. Fuller & Co.*

# WESTERN Section

## One solution: planned exurbias by Bill Rodd

**PLANNED CITIES** are springing up all over Southern California. Some are in the planning stages and others are getting underway with construction. All of them are, of course, well outside the metropolitan areas of the cities to which they are adjacent. There the land was relatively cheap at the time it was picked up for its present use.

Land-starved builders from the cities welcome such developments because they offer thousands of sites for homes, factories, schools, churches, etc., and the magic term "Planned City" entices many more buyers more miles into the country than they would go for a single subdivision. Builders do not have to worry about improvements or community facilities. Even financing is made easier.

University City, near San Diego, is planned around the University of California unit with an anticipated enrollment of 25,000 students within a few years. The city, expected to reach a total population of 100,000 people, will include 14,000 single family residences in all price categories, thousands of apartment units, stores, schools, churches. Work is now underway on the first homes.

Near Santa Barbara, where the University of California already has a branch, a master plan for the development of 4,100 acres of ranch property has been completed by William L. Pereira, well-known architect. Many thousands of homes and apartments are included, as well as an industrial park, golf course and all the usual community facilities.

The Diamond Bar Ranch, near

Pomona, about 30 miles east of Los Angeles, is the site of another planned city. Some 8,000 acres, owned by the Capital Company are scheduled for homes, apartments and complete community facilities. Construction of homes has already been started by builders who bought the land from the developers.

**DIVERSIFICATION:** Although Tacoma builder Herman Sarkowsky is currently operating in several different tracts, he finds further diversification by picking up individual lots in Tacoma and building for displaced persons under FHA, Sec. 221. He pays up to \$1,000 for the lots and sells the homes with nothing down and 40-year mortgages. Expects to build 25 homes under this plan.

**APARTMENT VACANCIES:** The executive secretary of the Apartment Association of Los Angeles County remarked recently: "If building stopped right now it would take a year or two to fill present vacancies." "For Rent" signs can be seen on a majority of apartments in many sections of Los Angeles. And yet, new buildings are still going up. Over the long haul, the builders or owners perhaps have nothing to worry about because it's predicted that much of the population increase in the future will have to be housed in apartments. But it is costly to have apartments unrented for a year or two.

**PREFAB VS. CONVENTIONAL:** Some time ago a builder in the Northwest bought 60 prefab homes—wall sections with shakes or

siding on and windows and doors in place, etc. Meanwhile, he continued building the same house in the conventional manner. He found it cost him about \$300 less than the prefab for the 1,000 sq. ft. house plus garage. Since he didn't need the many services that went with the prefab package, he discontinued the prefab.

**OPERATION BOOTSTRAP:** Oregon voters will vote in November on whether or not to finance an Urban Renewal project in Portland through the increased property taxes which will accrue when the project is completed. It seems like a painless way to get the money.

**ENLARGING THE APPEAL:** American Housing Guild in San Diego built five beautiful model homes—all contemporary, in their 1959 Climax subdivision. This year they added five more equally attractive models, all traditional.

**ROCK ROOFS, SLAB FLOORS:** Was a time a few years back when rock roofs and slab floors were earmarks of low cost construction. Not any longer, though, at least in Southern California. You can find them in houses selling for \$50,000 and up, in the most "exclusive" neighborhoods.

### WESTERN ADVERTISERS INDEX

Comet Manufacturing Company .. 48R	Metal Fabricating Div. of
Electro-Ray Manufacturing Co. .. 48H	W. P. Fuller & Co. .... 48A-48D
Forest Fiber Products Company .. 48P	National Retail Lumber Dealers
Gladding McBean & Co. .... 48T	Association ..... 48-O
Handsplit Shake Association ..... 48L	Pioneer ..... 48S
Jensen Industries ..... 48J	Radeo Products, Inc. .... 48Q
Lamin Art (Fabricon Products) .. 48I	Trimview Metal Products ... 48A-48D
Major Line Products ..... 48K	United States Gypsum Company .. 48M

### WESTERN EDITOR

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

### ADVERTISING SALES REPRESENTATIVES

Dallas 19, Tex. 3915 Lemmon Ave.  
LAkeside 1-2322—Joseph Sanders

Los Angeles 17, Cal. 1151 W. 6th St.  
HUntley 2-4000—Fred Klipner, Jr.  
David S. Clark

San Francisco 11, Cal. 916 Kearny St.  
GARfield 1-7004—Lewis A. Vogler

Portland 5, Oregon, Terminal Sales Bldg.  
CAPital 7-4993—Peter W. Klaner



**PRICE TAG:** \$15,000 including an \$1,850 lot for this 3-bedroom, 2-bath house built with fabricator's help. Prefab

## Small builder profits with



**SMALL BUILDER** John Rattey (left) with prefabber Dave Christensen, who helps Rattey keep costs down.

**J**OHN RATTEY of Vancouver, Wash., builds an average of 12 to 15 houses a year. This year he decided to try the services of a fabricator, Pacific Coast Fabricating Co. of Vancouver, for three of his houses. The cost-saving results of that experiment were so good that he signed up for six more houses with Pacific Coast. Here's how

Rattey arrived at his decision:

As every small builder knows, if you want to keep a crew you have to keep them busy. Rattey did, by building two or three houses at the same time. The results were usually a busy crew, but it often took him a month to frame a house. Then, too, he had the rainy Vancouver weather to put up with. This often meant unforeseen delays. Besides these difficulties, Rattey found it hard to get enough time to keep ahead on subbing out work, finding new land, talking finance, and merchandising his houses. The fluctuations of the housing market the last few months added to his troubles.

When Pacific Coast offered their services, Rattey listened. Prefabber Dave Christensen explained that his outfit would either supply precut components from one of Pacific's stock plans or fabricate any house from Rattey's own plans. Their serv-

ices include more than setting up the prefabbed wall sections; they will also take a contract for the concrete work and the entire framing operation up to and including roof sheathing.

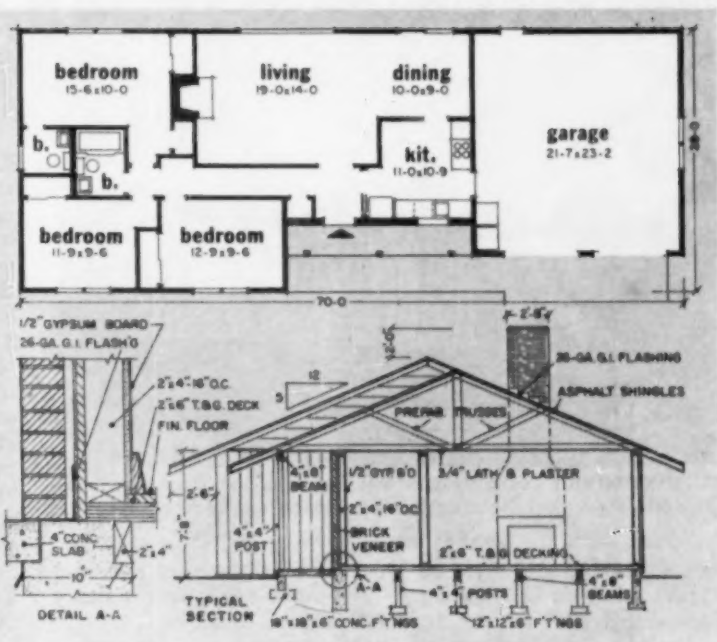
Rattey is particularly happy to be relieved of the worry of getting his houses framed.

"Now I'm completely flexible," he explains. "With my own crews it used to take a month to get a house framed. Now I can get it done in a week. When the market is good I want to get a lot of houses up in a hurry."

Other advantages: Rattey can build more houses than he did previously—without any permanent overhead. When the market's good he does just this. When it isn't he pulls in his horns and waits.

One of his first prefabs is shown above. He sold it for \$15,000, including the \$1,850 lot. Subcontract from Pacific on the job was just \$3,855.





outfit did all concrete work and framing for \$3,855. Details show column and footing method, use of trusses.

## custom prefab services



**GOING UP . . . IN TWO DAYS**, exterior walls and interior walls all shop built. Foundation work takes four-

man crew one day, form-stripping and flooring another day. House is framed and roofed in well under a week.

The story behind prefabber Christensen, next page ▶

## Prefabber Christensen learned business as custom builder



**ERECTION SERVICE** comes complete with four-man crew. Crew does foundation work in two days including floor; completes framing in a week.

**P**REFABBER Dave Christensen hasn't been in the prefab business long. He started the Pacific Coast Fabricating Co. just a year ago. The firm has been operating at top capacity

ever since. Christensen turns out "a house a day." Since January his total is 170 houses.

His background? Christensen was a custom builder (20 to 25 houses a year) who decided

there must be a better way to build than on-site assembly methods.

Turning to components, Christensen built a plant large enough to assemble wall sections up to 46 ft. long. He offered custom builders fabricated parts made from their own plans. Builders get their bid just a few days after Pacific sees the plans. The house is cut, can then be set up from concrete work to roof in under a week.

"The savings we offer vary," explains Christensen. "If the builder we're dealing with is a top efficiency man, then our costs are equal to what his costs would be, *less* his time. He doesn't have to sub out, worry about payroll, or any organization or weather. If he's not tops in efficiency, we can save him anywhere from 10% to 20% of his operating costs, too."

### Cozier Comfort!

### Cooler Cases!

#### HITS A DOUBLE BULL'S-EYE:

For Customers, because it's **NOT** too hot to handle . . .

For Dealers, because it's too hot **NOT** to handle!

- **Increased Wattage Density per Inch**  
Gives greater heating capacity from smaller unit lengths.
- **Cooler Heater Surface Temperature**  
Kept between 110° and 120° by secondary cool air passage.
- **Wider Selection of Standard Sizes**  
Available in 10 models from 2 to 12 ft., 500 to 4000 watts.
- **Unmatched, All-over Comfort**  
Most effective combination of infra-red radiation and convection heat.
- **Easier, More Economical Installation**  
Color-coded connections with no disassembly required.

**ELECTRO-RAY** MANUFACTURING CO.  
8310 N. E. HIGHWAY 99 - VANCOUVER WASHINGTON

Warehousing and Service Outlets throughout the U. S. and Canada

**ELECTRO-RAY**  
*INFRA* flo



Send coupon today for more information on ELECTRO-RAY INFRAFlo Baseboard Heating.

ELECTRO-RAY MFG. CO. Dept. AB  
8310 N. E. Highway 99 • Vancouver, Washington

Builder  Contractor  Dealer  Architect  \_\_\_\_\_

Name and/or Firm \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**How many flecks to the foot  
will people like best?**

Even the simplest design in a plastic laminate needs Consumer-Testing. For this reason, we first find out from the home-buying public what they want. The degree of color concentration in this Gold Fleck #715 was carefully arrived at by showing samples to home buyers, and manufacturing their choice.

Our Consumer-Tested Designs have the "buy" built in. That goes for our Solid Colors, Woodgrains, Linens, Balboa, La Jolla, and other exclusive patterns.

**Ask for literature, chips,  
or more information.**

How many  
Flecks?

*LaminArt*

FABRICON PRODUCTS

a division of The Eagle-Picher Company

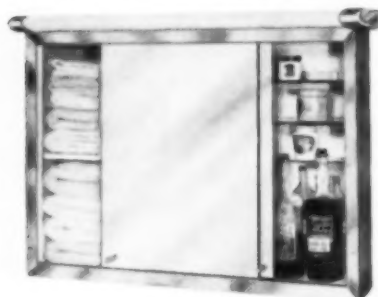
6430 E. Stauson Ave. • Los Angeles 22, Calif. • Overbrook 5-8600, Parkview 8-1276  
1215 Mandarin Dr. • Sunnyvale, Calif. • Regent 6-4311

# Jensen

## LARGEST CAPACITY

bathroom  
cabinet  
on the market

Jensen Mercury-Duo Bilt-in



combination towel and medicine  
bathroom cabinet

- 4400 cubic inches of space—double the normal capacity—8" deep over-all.
- One side for linens—holds 5 bath towels, 8 face towels, 12 wash cloths with normal folding.
- Other side for medicine storage including tall shampoo bottles.
- Rough opening is 30" x 20". Recesses 3½" deep into wall.
- Mirror doors slide silently on nylon bearings. Also available with clear glass doors.
- 4½" of lustrous stainless steel frame extends from the wall.
- Baked white enamel interior.
- Lighted and unlighted models.

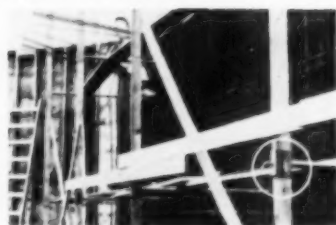
Write for catalog sheet

A  
**Jensen INDUSTRIES**  
PRODUCT

165 SOUTH MISSION ROAD  
LOS ANGELES 33, CALIF.  
AN 3-4131

## WESTERN PRODUCTS

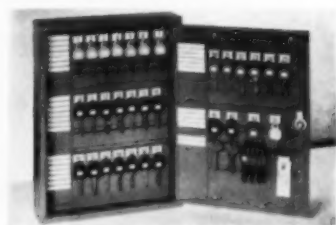
### Speeds scaffolding



Re-bar ledger makes quick scaffolding set-ups for placing reinforcing bars on variety of concrete construction jobs. Holding pin fits inside end of 1½" ledger bar. Pin slips through she-bolt or tie hole in form, is held in place by washer and nail on back of form.—Superior Scaffold.

Circle No. 052-W on reply card, p. 143

### Codes by color



Keying system features visual control by color for maximum security. Is adaptable to installations with requirements ranging from 5 to 99,900 keys. Pliable synthetic caps in ten colors fit every type of lever and cylinder lock key. Comes with key cabinet.—Saxton Barrett Co.

Circle No. 055-W on reply card, p. 143

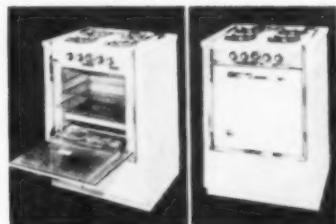
### Are prefinished



Door has factory-treated laminated surface, protects against scuffs, scratches, stains, fading. On-the-job finishing is eliminated; cuts labor costs. Doors are ready to hang, come in standard 6'8" height, 2', 2'4", 2'6", 2'8" and 3' widths.—Bellwood Laminex; Plywall Products Co., Inc.

Circle No. 053-W on reply card, p. 143

### Ranges are compact



New ranges have four top burners, oven and broiler in unit only 24" high. Stoves operate on natural or liquid petroleum gas, are ideal for vacation houses, small apartments. Units have smokeless broilers, automatic oven heat control, porcelain enamel finish.—Pan Pacific Mfg. Corp.

Circle No. 056-W on reply card, p. 143

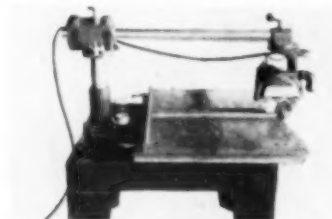
### Comes in long roll



New cross-corrugated panel material comes in 50' rolls. Made of translucent fiberglass, paneling rolls on quickly for long skylights, side lights and awnings. Rolls are 40" wide with 2¼" x ⅝" corrugation in crinkle finish. Comes in seven colors.—Filon Plastics Corp.

Circle No. 054-W on reply card, p. 143

### Makes cabinets



"Woodworker" is new saw for making cabinets. Powered with 1-hp motor (11,500 rpm), belted to 67 rpm on mandrel, gives high speed finish cuts which require no jointing and sanding. Tool end of high speed motor adapts into shaper, borer, router or grinder.—Comet; The Siegler Corp.

Circle No. 057-W on reply card, p. 143

**BUILDER'S CHOICE FOR**

# REMODELING



*Major Line* CABINETS  
TWO GORGEOUS LINES IN  
NATIVE RED ALDER PLUS  
BEAUTIFUL BIRCH



## COUNTRY KITCHEN

Early American Styling

The warm, comfortable feeling of the period kitchen is ideal for the Country Kitchen with its "scaled-in" salemnutmeg finish.



## COSMOPOLITAN

Contemporary Styling

The smart, modern lines of the Cosmopolitan lend themselves perfectly to the bright look of today's kitchens with its sunset cherry finish.



These are the cabinets that have the beauty to capture the attention of any prospective buyer and the long-time durability to create lasting satisfaction . . . *perfect for the big remodeling market!*

### EASIEST AND FASTEST OF ALL CABINETS TO INSTALL

Three big factors have made Major Line the ideal choice for your remodeling prospects . . .

1. Every unit, both standard and special, is on hand *now* at the distributor near you. There is no waiting. Delivery is made on time when you need it! There are no annoying delays for your customer . . . reduced "bath-tub" dishwashing.
2. All three lines are in stock at all times in over 500 styles and sizes . . . one of the largest and most complete lines available anywhere.
3. There is a "scribing" allowance on every cabinet manufactured by Major Line. The solid lumber face frames *extend* for scribing to fit walls out of plumb. In just a minute anyone with an ordinary plane can scribe a Major Line cabinet to fit with the "custom" look.

These factors mean speed of installation and lasting customer satisfaction. Your best choice for remodeling is Major Line!

*Major Line*

PRODUCTS COMPANY, INC.  
HOQUIAM, WASHINGTON

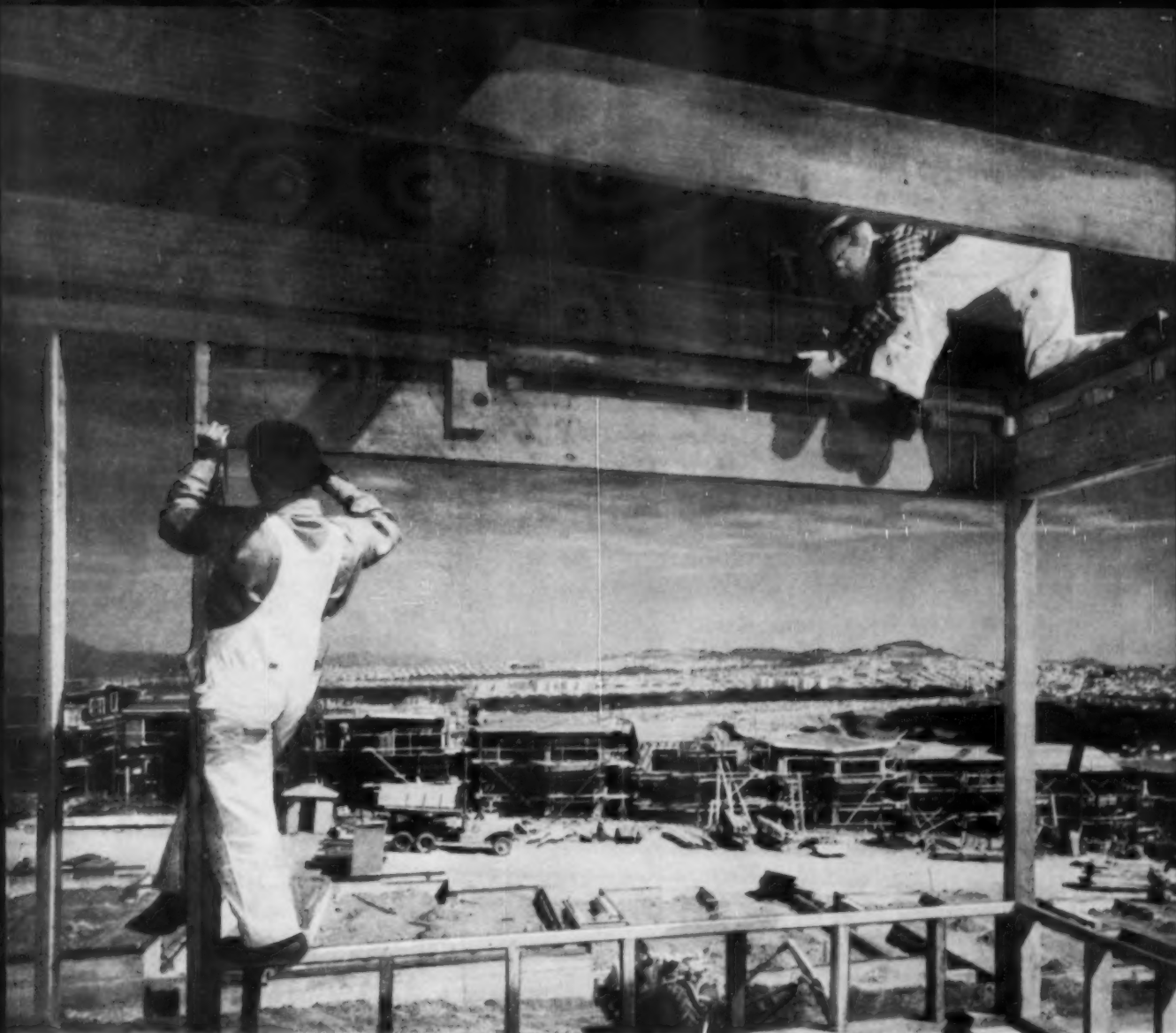
# HANDSPLIT CEDAR SETS THE STAGE

The stage is set for a sale. For this is the All-American House. Warm and friendly . . . natural through and through . . . it looks like home. Prominent in the design is an extra-heavy roof of genuine handsplit cedar shakes. Like most quality materials, handsplit shakes appeal to both kinds of buyers—those who demand the tasteful appearance of a natural material and those who measure a value by the years of service it provides. On both counts, a roof of handsplit shakes is unexcelled. Perhaps that's the reason this long-lived, beautifully-textured material is in such demand.



## RED CEDAR SHINGLE BUREAU

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



*In 8 out of 10 western building projects...*

**MATERIALS OR SERVICES BY U.S.G.**

Over 20 U.S.G. sales offices and plants serving western building.



Take a look at any western building project and you're likely to find U.S.G. on the job. Here are the new products, the improved systems, the new ideas, that provide a faster, more economical—and a better—way to complete your job. They are made possible by U.S.G.'s vast facilities and experience in handling projects of the widest variety. Like to hear how U.S.G. can help you with building problems you may be facing right now? Write Dept. ABW-07, 2322 W. Third St., Los Angeles 54, Calif.

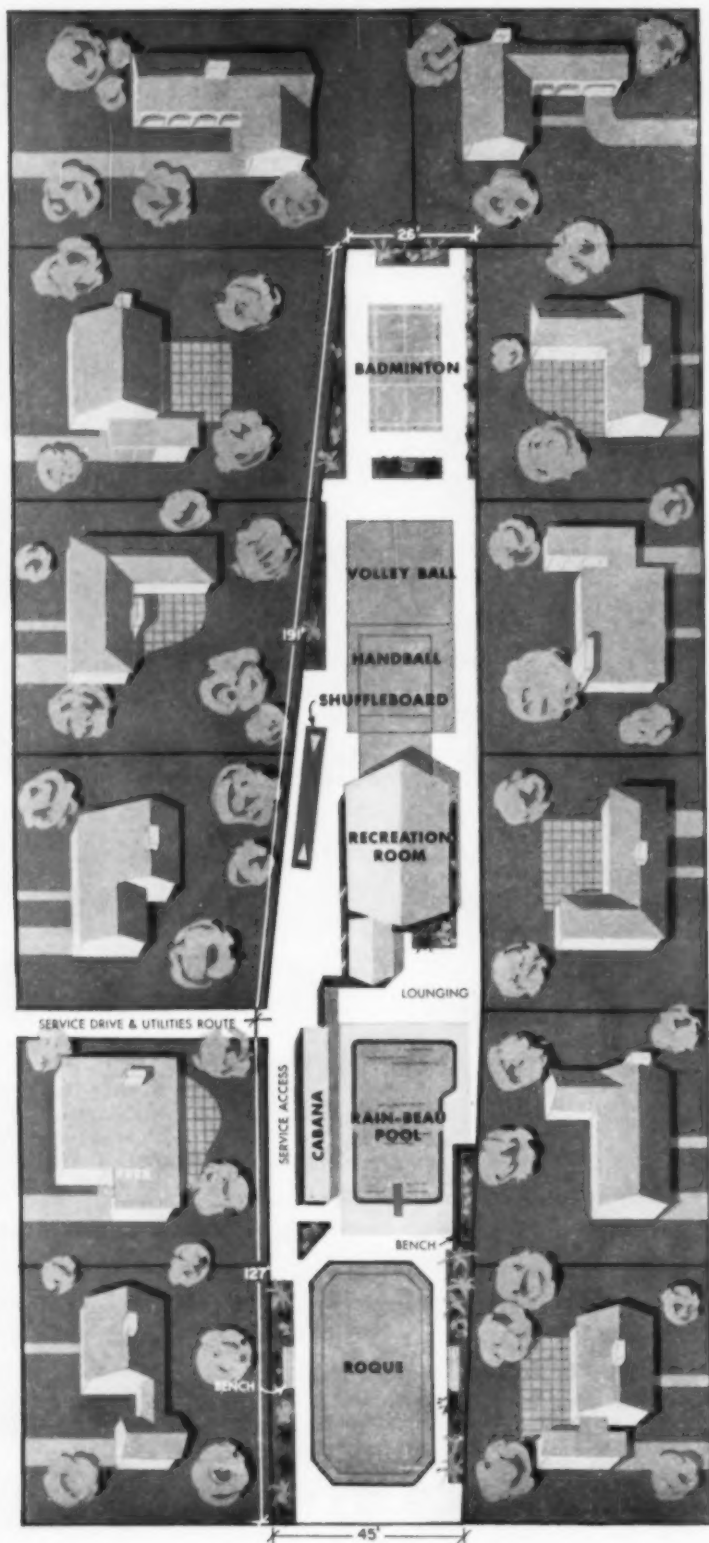


**UNITED STATES GYPSUM**

*the greatest name in building*

Another USG service—  
three new WORKSHOPS to  
help you increase profits.

## Pool speeds sales of 12-house tract



**T**HE TRACT MAP at right shows a small section of Cortez Manor, Chula Vista, Calif. The 12 lots plotted there are part of 65 units that were put up for sale by Lee Raitt of Cortez Realty Company.

Raitt had done some building himself (mostly apartments) and found that when he added a swimming pool the apartments rented faster. That's how he got the idea of putting down a swimming pool and recreation area in the center of twelve of his Chula Vista lots.

### One pool—12 sales

The pool idea paid off immediately. The 12 lots sold way ahead of the balance of the tract. And Raitt's builder, Jack Mestler, got contracts to build the 12 houses. The houses range in price from \$27,000 to \$40,000. Six of them are finished, the other six are on their way up now.

Land for the pool and recreation area was simply sliced from the depth of the lots on both sides. Thus, the lots back right onto the pool area and have their own access to the pool from the back yards.

Cost of the completed recreation area will be approximately \$24,000, or \$2,000 per lot. This cost is being borne completely by the lot owners. They agreed to contribute \$2,000 each. Even those whose houses are not up yet have already paid.

### Owners form club

The 12 buyers have now formed a nonprofit club to run and maintain the area. They expect it will cost them approximately \$15 a month per family to run the club but figure the fun provided will be worth it.

The area itself will have just about everything imaginable in the recreation line. Besides the swimming pool, there will be courts for badminton and croquet, an indoor recreation hall and dressing rooms.



# MAKE A DATE with the GOLDEN GATE!



## 7th ANNUAL BUILDING MATERIALS EXPOSITION

SAN FRANCISCO  
CIVIC AUDITORIUM, BROOKS HALL

NOV. 13-16

It's a date well kept—one that will keep your business profitably up-to-date next year, and in years to come. This year the Exposition will be the biggest ever. You'll see more exhibits, more new product previews. Everyone in the home-building industry will want to be in San Francisco when the curtain goes up—lumber and building materials dealers, home builders, contractors architects. The NRLDA Annual Building Materials Exposition is the most complete, informative show of the industry—and this year it is being held on the West Coast for the first time. Not for years will you have this opportunity to make your date with the Golden Gate. Money-saving advance reservation closes Nov. 2. So mail coupon below—do it right away!

### NATIONAL RETAIL LUMBER DEALERS ASSOCIATION



*Mail  
this  
Coupon  
Today*

Frank E. Heard, Attendance Chairman  
NRLDA EXPOSITION  
302 Ring Bldg., Washington 6, D. C.

Please send:  Hotel Reservation Forms  
 Exposition Registration Forms  
 Exposition Tour Information

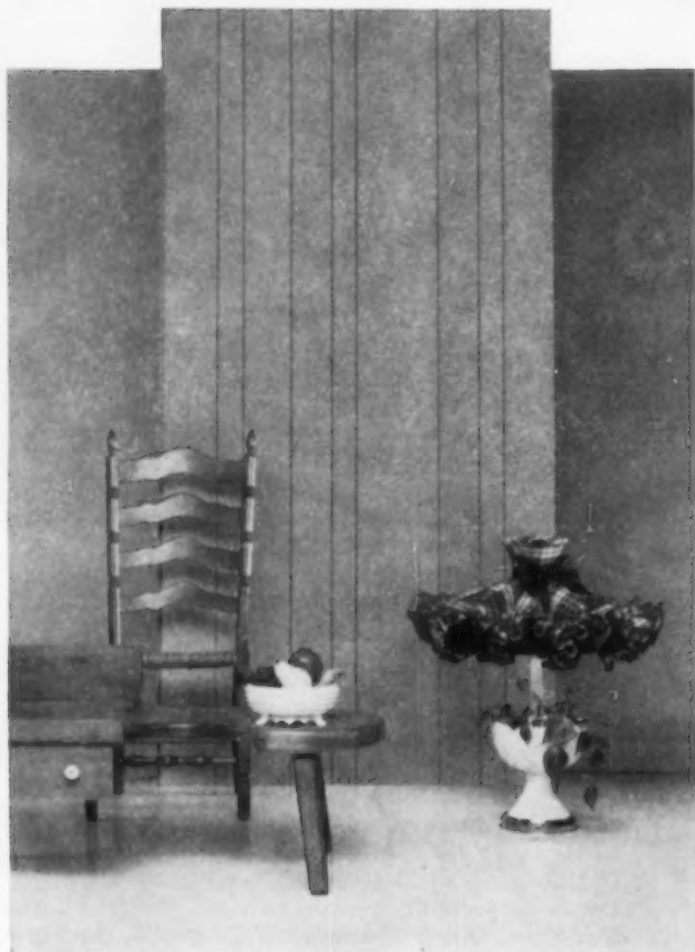
Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# Pretty, Practical, Penny-pinching — "Here's a luxury wall paneling at an unheard of low price!"



## prefinished FOREST THRIF-TONE

**PRETTY . . .** The smooth clean lines of Forest THRIF-TONE are attractive and modern for any room. The baked-in smoke gray color is a decorator's dream—it blends and harmonizes with any color scheme.

**PRACTICAL . . .** THRIF-TONE is a durable, dent resistant material with a hard, smooth, sealed surface. It is easy to clean. Ordinary dirt and dust wipe off with a damp cloth. Stubborn stains such as oil, grease, crayon marks . . . even merthiolate come off without a trace with cleaners or common solvents.

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

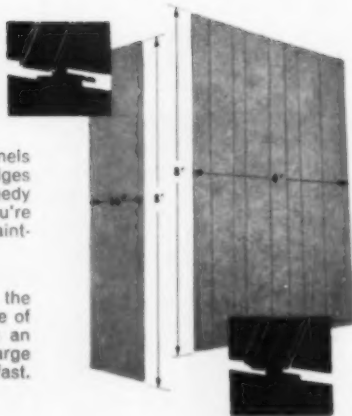
# FOREST BOARD

FOREST FIBER PRODUCTS CO.  
P. O. Box 68 AB  
FOREST GROVE, OREGON

### choose from two patterns

**TEE-N-GEE** 16" x 8' panels have tongue and groove edges for hidden nailing . . . speedy application. When it's up, you're done, no holes to fill, no painting necessary.

**Random Groove** has the modern casual appearance of Random Plank but offers an easy to clean surface. Large 4 x 8 foot panels go up fast. Ship-lap edges.



**RADCO**  
"UNIVERSAL"

...a new kind of window!



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

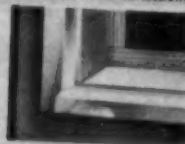
New buyer appeals, new installation shortcuts and a whole new approach to positive weather control are only part of the story of the new RADCO window line. You'll find 18% more metal in this window than in ordinary windows; and the first use of two different kinds of weatherstripping to seal out sand,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

**RADCO PRODUCTS INC.**  
3121 Skyway Drive • Santa Maria, California

**DOUBLE INTERLOCKING**  
meeting rails prevent  
blowing, seal tight.



**NYLON BILL WEEPER**  
drains off condensation,  
eliminates water collection.



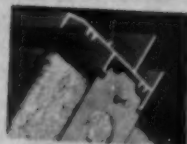
**STAINLESS STEEL TRACK**  
one-in for lifetime  
easy operation.



**PROWLER-PROOF LATCH**  
has spring-loaded catch  
for security.



**TWO TYPES OF  
WEATHERSTRIPPING**  
provide an all-weather  
window.



**NEW MASONRY ANCHOR**  
speeds alignment in  
masonry construction.

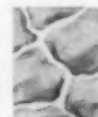
For all types of construction—



block



brick veneer



stone



stucco



frame



post & beam

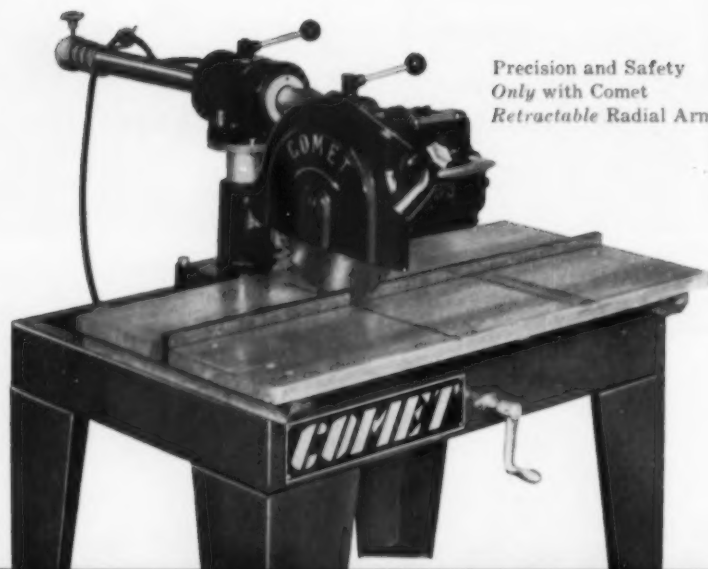
**RADCO PRODUCTS, INC., 3121 Skyway Dr., Santa Maria, Calif.**  
Please send information on the RADCO "Universal" Window

NAME \_\_\_\_\_ AB-10

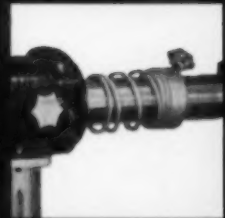
FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



Precision and Safety  
Only with Comet  
Retractable Radial Arm

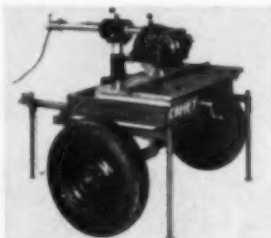


Time Saving "Stroke Pre-Set"

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

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

**COMET MANUFACTURING CO.** AB-10  
Box 2098-D, Pasadena, California.  
• a division of The Siegler Corp.



**COMET** \*

## WESTERN PRODUCTS

### Lath has extra strength

"Duralath," a new gypsum lath, is easy to score or break for fitting. Lack of perforation or indentation prevents catching of cutting blades. Eliminates blow-through and "hot holes" which occur in mechanical plastering. Has one-hour fire rating.—Kaiser Gypsum Co.

Circle No. 058-W on reply card, p. 142

### Plumbs two surfaces



New builder's level plumbs two surfaces at once. Acts as facing straight edge when used in leveling position as in laying brick. Level is light in weight, is made of extruded aluminum with braces of brass bridging. Three- and four-foot models at \$18; six-foot at \$20.—Lok Products Co.

Circle No. 059-W on reply card, p. 143

### Have mirror finish



Aluminum framed sliding doors have mirrored surface, give effect of "opening up" bedroom, wardrobe walls, hallways. Available in bypass or pocket types. Sliding sections move on top-mounted dual tandem nylon rollers with ball-bearing axles.—Frank B. Miller Mfg. Co.

Circle No. 060-W on reply card, p. 143



# IT'S THE NEW *Pioneer*

## SAFTI WALL-VENT HEATER...

### *For Flush or Recessed Wall Mounting*

The Pioneer Safti Wall-Vent heater is a completely new idea in home heating. Install it in any outside wall, unused doorway or window... wherever it can be vented freely. It installs easily, quickly and very economically either flush to or recessed in the wall. No complicated piping. Vent adjustable from 4" to 24" wall thickness. Available in sizes from 22,000 to 33,000 BTU input. Blower unit available as optional equipment.



*So easy to install!*... The vent pipe extends through simple hole in the wall to allow a slim, trim flush mounting of installed heater.



*For Family and Recreation Room*

*For Motels, Apartments and Cottages*

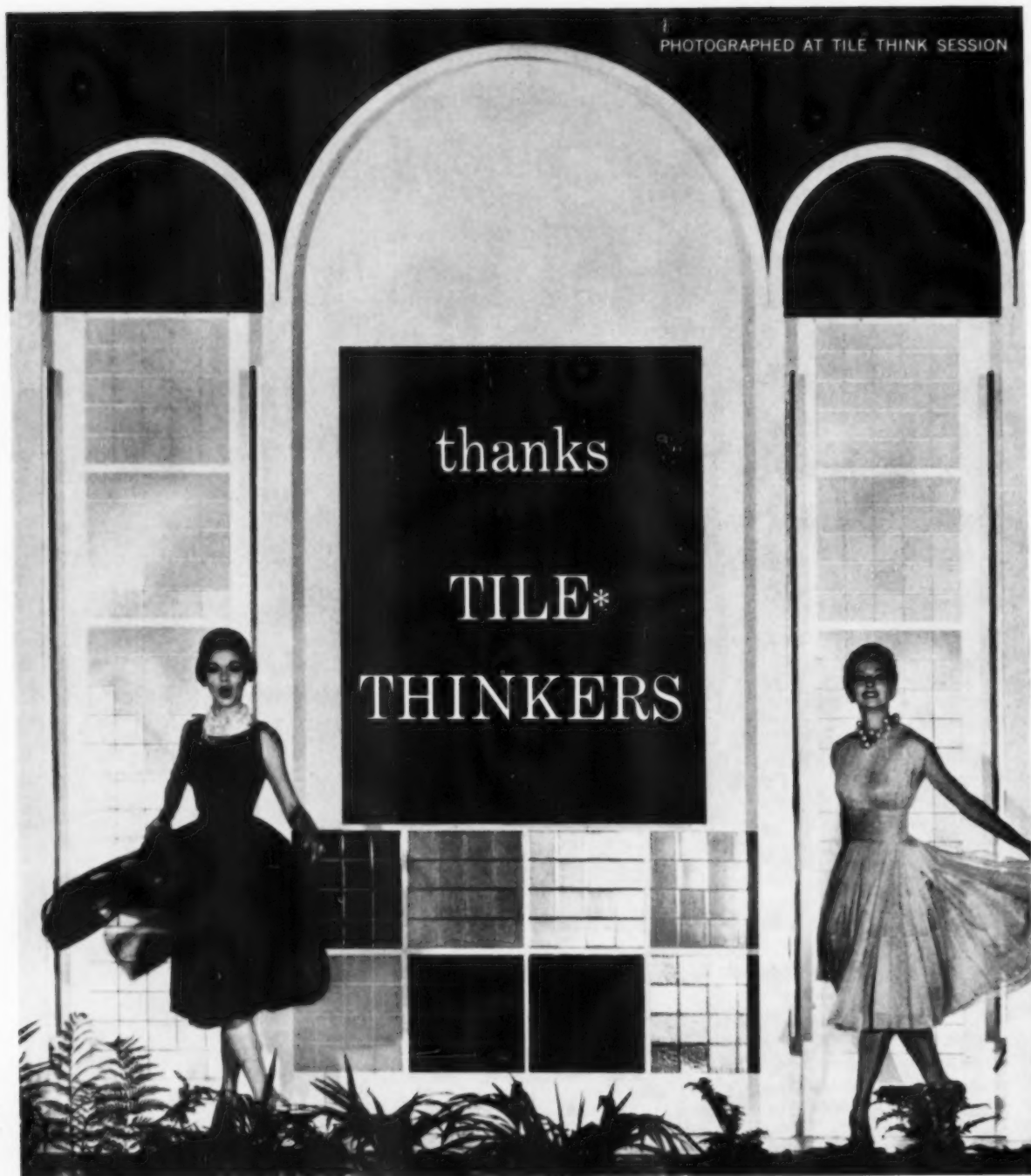
*Workshops, Garages and Extra Rooms*

*Remodeling, Expanding and Add-on Rooms*

*Office and Commercial Buildings*

For Complete Details — write **Pioneer** 3131 SAN FERNANDO ROAD, LOS ANGELES 65, CALIFORNIA

PHOTOGRAPHED AT TILE THINK SESSION



**THANKS, GLADDING, McBEAN TILE\*THINKERS!** *You've applauded the news of Hermosa's 39 beautiful basic tile colors...and the way they are coordinated into 8 family groups! You've cheered Hermosa's 8 additionally exciting accent shades...and the great collection of new decorative tiles! Now, they're all yours! A whole new world of Hermosa Glazed Ceramic tiles. Available for immediate delivery from your nearest Gladding, McBean Tile\*Think Center in Los Angeles, San Francisco, Portland, Seattle or Phoenix.*

*NEWEST  
CONCEPT IN  
DOOR DESIGN*



## SYMPHONIC DOORS

*Here are the first two styles in  
a distinguished new line of doors designed  
for contemporary living.*

*Symphonic doors bring the  
luxurious "custom look" of superb  
craftsmanship to any house plan, yet cost little  
more than ordinary doors. Check  
your regular door supplier for  
prices and delivery dates  
or write Simpson for name  
of nearest supplier.*





**IN PERFECT HARMONY...THROUGHOUT**







## HOME OR OFFICE



# THE *Concerto*\*

Contemporary beauty offering an endless variety of decorative possibilities.

### DEVELOPING THE SYMPHONIC CONCEPT

Simpson commissioned internationally famous Walter Dorwin Teague & Associates to create a line of doors that would become an integral part of the decorative design for any structure. Thorough research and experimentation preceded the creation of Sonata and Concerto, the first two members of this distinguished line.

### SYMPHONIC "FAMILY LINE OF DOORS" OFFERS NEW DESIGN UTILITY

Each Symphonic door style is designed to be used throughout the floor plan. These doors may be used for entrance, living room, bath, bedroom or den. Paneling material may be varied, colors changed, or accents added. No matter what the treatment, Symphonic's styling allows design continuity and retains "family resemblance" throughout home or office.

### HERE'S QUALITY YOU CAN SEE

Symphonic door stiles, rails and mullions are made from old growth kiln-dried select grade VG Fir. Doors are carefully machined and sanded, dowelled and glued, inspected for quality.

### GUARANTEED

Simpson's new Symphonic doors are guaranteed under the same provisions as apply in the Standard Door Guarantee issued by the National Woodwork Manufacturers Association.

### PACKAGED FOR CONVENIENCE

All Symphonic doors available packaged in tough corrugated cartons at slight additional cost.

# THE *Sonata*\*

Graciously complements any furniture style or decorative motif.



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

*Sable Walnut Finish*



*Oriental Pecan Finish*



**PREFINISHED FOR QUICKER, EASIER INSTALLATION**

RELY ON



*Arabian Sandalwood Finish*



*Mountain Larch*



*Cascade Hemlock*



*Temple Walnut Finish*



## SIMPSON LIFECLAD PLYWOOD AND MATCHING DOORS

### WIPES CLEAN WITHOUT A TRACE

Lifeclad's tough vinyl coating is impervious to ordinary household compounds. Fingerprints, stains and smears wipe clean in an instant with just soap and water.



*Vermont  
Cherry Finish*

### MATCHING DOORS FOR "THE CUSTOM LOOK"

*Matching Lifeclad finish on famous quality Simpson doors provides the luxury of the "made to order look" at a fraction of the cost of custom doors.*



### LIFECLAD GIVES YEARS OF CAREFREE SERVICE

Simpson Lifeclad is not ordinary prefinished paneling. Made by bonding a vinyl coating to a base of selected plywood, its luxurious, hard wearing surface requires a minimum of maintenance, provides maximum service. Lifeclad gravure grained finishes will not stain, fade or discolor. They stay beautiful through the rigors of everyday living. Lifeclad 4' x 8' x 1/4" paneling is available planked or unplanked; all finishes are offered on both standard size and Seven-Eleven ceiling height flush doors; and on 3/4" cabinet stock, finished one or two sides. For complete information on this versatile, durable, beautiful new product, see your building materials supplier or mail coupon on the following page.



**THREE STEPS TO FAST, PROFITABLE REMODELING**

**1 FORESTONE  
CEILING S**

Forestone acoustical ceiling tile quiets rooms... beautifully. This original deep-etched wood fiber ceiling absorbs up to 75% of all sounds striking it. The warm-white finish can be re-painted in dramatic decorative colors without loss of textured beauty or noise control benefits. Forestone does not require special skill to install, your own crew can apply it quickly and economically. Total cost compares very favorably with that of an ordinary ceiling. Select from four handsome Forestone textures.

**2 EASY-WALL  
PANELING**

Simpson's beautiful new Easy-Wall Panels are completely prefinished and provide the luxurious look and feel of hand rubbed, random planked wood. Easy-Wall insulates against both heat and sound. It's made by laminating a tough, vinyl surfaced wood-grain hardboard facing to half-inch wood-fiber insulating board. The 2'x8' panels are flanged and grooved, install easily. Finished walls are fadeproof, stain-proof, washable. Select from Cherry Mist or Cherry Mocha.

**3 EASY-WALL  
PARTITIONS**

These handsome Easy-Wall Partition Units have prefinished Easy-Wall Panels on both sides. The wall-thick cores of these sturdy 2' x 8' units cut heat loss and sound transmission to a minimum. Tight spline joints lock the units into perfect alignment. Spline, floor and ceiling plates are included in each package. Easy-Wall Partition Units install quickly, easily; need no framing, studs, taping or painting! Select from Cherry Mist or Cherry Mocha woodgrain finish.

Rely on



Quality Since 1895

SIMPSON,  
2075B, Washington Bldg.,  
Seattle 1, Wash.

Litho in USA on Substance 100 Simpson Coated Offset (C25)  
SC-05/2735B

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

- ACOUSTICAL AND INSULATING BOARD
- PLYWOOD AND DOORS

- EASY-WALL
- REDWOOD

Name \_\_\_\_\_ Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

Clipped from \_\_\_\_\_ magazine

built-in evidence of quality construction

# KitchenAid.

THE BUILDER'S DISHWASHER



KITCHENAID, the finest made... by Hobart, the World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines.

Your built-in appliances go a long way in carrying the quality appeal of your homes to your prospects—especially a built-in KitchenAid dishwasher which says immediately and emphatically, "This is a quality house!" Home buyers want the convenience of automatic dishwashing and they know that KitchenAid represents the finest made.

KitchenAid's reputation for rarely needing service is a very important long-range sales advantage for the builder. The word-of-mouth advertising of a satisfied homeowner pays off again and again in more homes sold.

Millions of home-buying prospects know about the superior features of KitchenAid through continuous national advertising... through other satisfied users. They know that no other dishwasher can match its washing and drying features. And they know that the builder who includes a KitchenAid dishwasher in his plans is a *quality builder*.

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 specify KitchenAid...it starts to sell for you

Help your customers to the best...



# QUALITY BUILDING PRODUCTS . . .



## **M-D** Numetal WEATHER STRIP

In stainless steel or bronze. Complete packaged sets mean easier handling for you . . . easier installation for customers. Each set contains sufficient Numetal strips and accessories for one door. M-D Numetal door sets available with regular door bottoms or with any M-D threshold.



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

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



## **M-D** Jamb-Up DOOR WEATHER STRIP

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



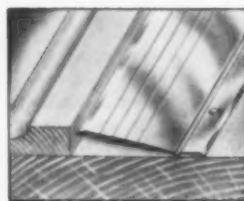
## **M-D** CASEMENT WINDOW WEATHER STRIP

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



## **M-D** Nu-GARD Automatic DOOR BOTTOMS

Made especially for doors where bottom must clear carpet or rug. For all doors. Available with silvery-satin or Albras finish—will not rust or tarnish. Furnished in standard lengths . . . 28", 32", 36", 42" and 48".



## **M-D** On-GARD COIL WEATHER STRIP

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



## **M-D** Nu-WAY WEATHER STRIP

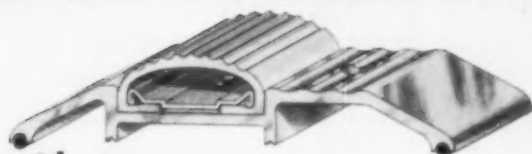
The "original" coil metal and wool felt weather strip. 17-ft. roll packaged with nails and instructions. Packed 12 rolls in free display.

**BUILDERS** Sold by all Hardware, Lumber and Building Supply Dealers.

**DEALERS** ORDER TODAY—your order will receive prompt shipment

Help yourself to more sales!

# for weather-snug homes!



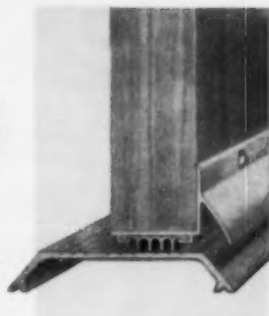
## **md** EXTRUDED THRESHOLDS

Style AP-3¼... 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.

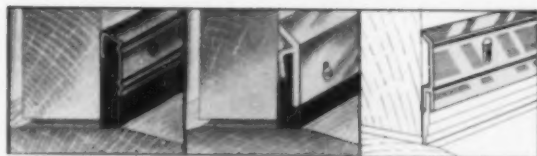


## **md** Combination DRIP CAP AND DOOR BOTTOM

Complete in one unit. Style DCV for all exterior swinging doors, combines sturdy, extruded aluminum with tough, durable vinyl. Aluminum drip cap sheds water; vinyl air-baffles touch against threshold to stop drafts, keep out dust. Also excellent for use as a Garage Door Bottom.



## **md** DOOR BOTTOMS



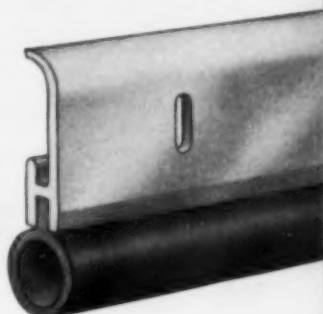
M-D Numetal door bottom. Extra thick wool felt and heavy gauge stainless steel, brass or aluminum in standard lengths.

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

M-D extruded aluminum and vinyl door bottom in Alacrome or Anodized Albras, available in all standard lengths.

## **md** GARAGE DOOR WEATHER STRIP

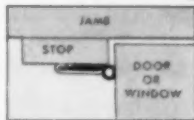
Seals all 4 sides of garage door! Sturdy extruded aluminum and durable vinyl that lasts a lifetime. Exclusive design of vinyl weather strip seals out rain, snow, drafts, dirt. Made especially for overhead doors (both sectional and solid types) but may be used on almost every type of garage door. Packaged sets in poly tubing include screws and instructions.



Seals All 4 Sides of Garage Door

## **md** Nu-Koil WEATHER STRIP

Features tough, durable vinyl bulb edge combined with flexible, lifetime aluminum. Won't rust or corrode. Lasts indefinitely in any climate. Airtight seal is made when vinyl bulb of Nu-Koil strip presses firmly against door or window. Easy to install. Comes in 17-ft. rolls, packaged with nails, instructions and nailing gauge.



## **md** Nu-CALK SPEED LOAD CALKING COMPOUND

World's finest calking compound, in loads with or without new plastic nozzle that can be clipped to 4 different size openings. Also in hand squeeze tubes... or in ½ pt., to 55-gal. drums.

## **md** 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 ½ pt., pt., and qt. cans, 25, 50, 100 and 880 lb. drums.



**MACKLANBURG-DUNCAN CO.**

Manufacturers of Quality Building Products  
BOX 1197 • OKLAHOMA CITY 1, OKLA.

# Only Hotpoint gives you so



Model RJ76-A right-hand control panel

Model RJ77-A left-hand control panel

## Only Hotpoint **Custom CREST** Ovens give you all of 1960's newest, most exciting features

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

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

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

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

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

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

Model RU75-A



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

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

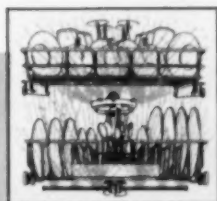


# much MORE TO SHOW MORE TO SELL

## in the showplace of your home

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

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



**New Hotpoint Automatic Dishwasher with exclusive Double-Deck Washing Action**

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

Model DE-1



Model MB65-A

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

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

**When you build in Hotpoint you build in Public Preference**

# Hotpoint

**LOOK FOR THAT DIFFERENCE!**



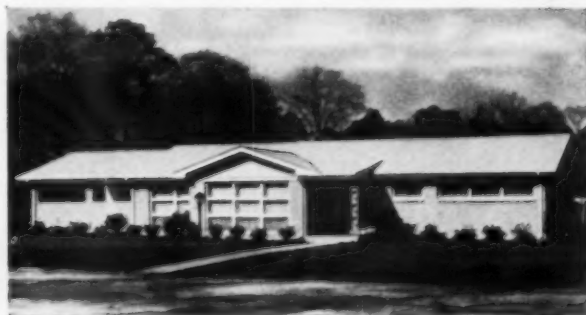
A Division of General Electric Company, Chicago 44, Illinois

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



**"For homes that sell on opening day,  
we air-condition with GAS—**


**and choose the SUN VALLEY to add  
selling points to our Show Homes"**



says James H. (JIMMY) Johnston  
PROMINENT COLUMBUS, GEORGIA. BUILDER

"People are quality minded these days," says Mr. Johnston, "and when you can show them quality with economy, you've really got them interested. Year-round air-conditioning with Gas, using this Arkla-Servel Sun Valley®, has really proved itself to us—and our customers.

"Efficiency is the other great selling point. Women like the cleanliness of a home heated with Gas, men go for all-year comfort—but the real clincher is that this Sun Valley All-Year *cools in summer and heats in winter, without any moving parts in the heating or cooling system to wear out or break down.* Then, when we quote real costs on how much they save by using Gas, the sale is practically made."

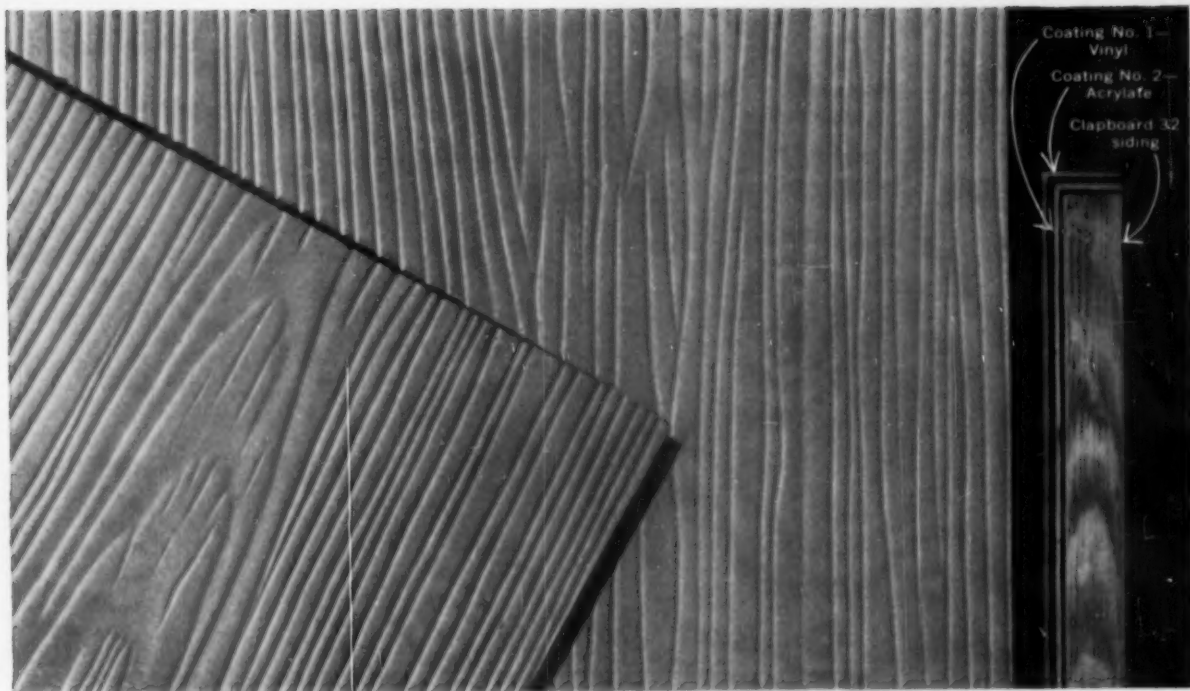
only **GAS**   
does so much more...  
for so much less!

**YOU, TOO,** can build these advantages into your homes. For full details, contact your local Gas company, or write: Arkla Air Conditioning Corp., General Sales Office, 812 Main Street, Little Rock, Arkansas. Available in sizes to suit any home.

AMERICAN GAS ASSOCIATION

The siding with a double vinyl-acrylate plastic coating!

# NEW CLAPBOARD 32



Flintkote salesman William F. Tripp tells all about Duo-Vinyl-Acrylate finish...and why new Clapboard 32 is the hottest siding item to come along in years...one that can't miss helping you sell more homes!

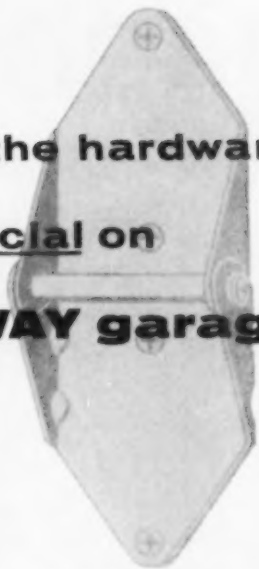
"The big news is the Duo-Vinyl-Acrylate finish—a double thick plastic coating. It protects Clapboard 32 from wear and weather...does away with the need for painting to protect it...minimizes maintenance. Result: siding holds its color for years and years...stays good looking as the day it was installed."

- In addition to Clapboard 32, Flintkote also makes Duo-Vinyl 12 x 24. Same product as Clapboard 32. Same Duo-Vinyl-Acrylate finish, just in a different size.
  - Both new siding products come in four beautiful pastel colors plus Polar White. Color matching accessories too! (Aluminum corners, caulking mastic and nails in matching pastels.)
- For particulars, literature, see your Flintkote representative. You will find him a great guy to work with... and he knows his stuff in building materials.

The Flintkote Company, 30 Rockefeller Plaza, N.Y. 20, N.Y.



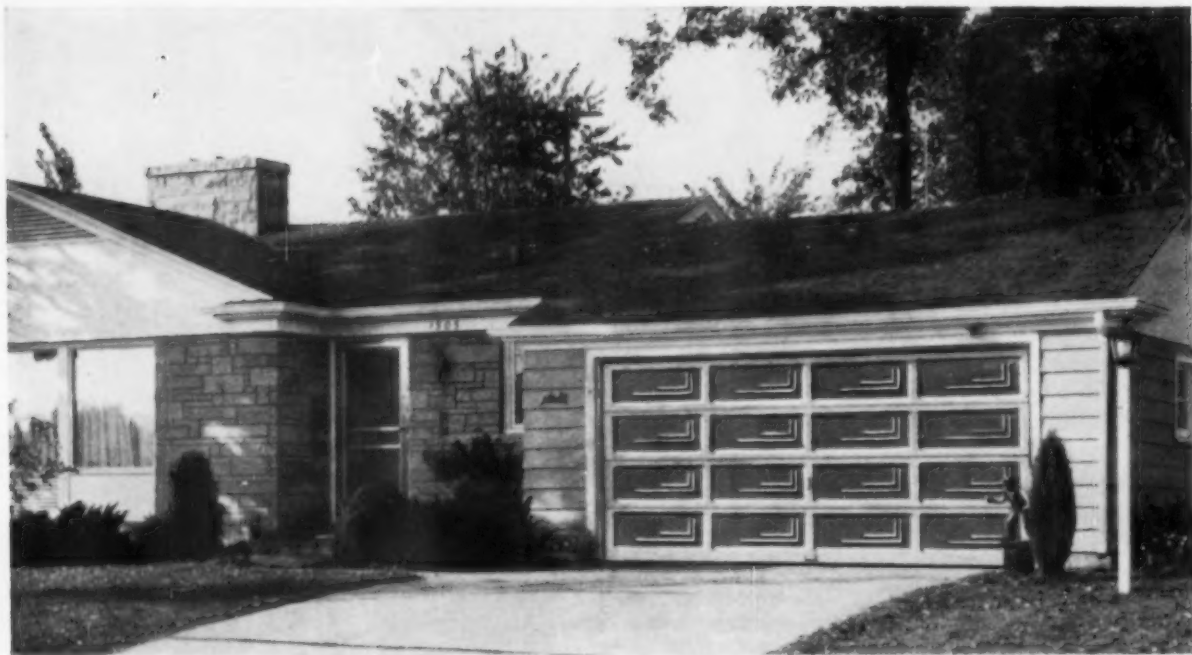
Even the hardware  
 is special on  
**Rō-WAY garage doors**



Everything is special about RO-WAY overhead garage doors. Their distinctive good looks. Their fine quality materials. Their ease of operation. Even their hardware.

And what's so special about RO-WAY hardware? To begin with, it's specially designed *by* RO-WAY, for RO-WAY doors alone. It's made on specially built RO-WAY tools, quality-controlled from start to finish. It's made of heavier-gauge, rust-resistant, roll-galvanized steel to give dependable service for years. And it's designed for fast, easy, economical installation.

It's one of the reasons why more and more builders are turning to RO-WAY overhead doors as an added selling feature in all their homes. How about *you*? Call in your helpful RO-WAY distributor for full details.



**ROWE MANUFACTURING CO.**  
 724 Holton Street • Galesburg, Illinois



Only a GARAGE Offers:

- Complete Protection
- Finished Appearance
- Extra Storage Space
- Extra Room

*there's a Rō-Way for every Doorway!*

RESIDENTIAL • COMMERCIAL • INDUSTRIAL

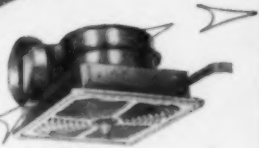


# FASCO

VENTILATION

FASCO  
ELECTRIC  
HEAT

Model 650-A  
Bathroom Ventilator



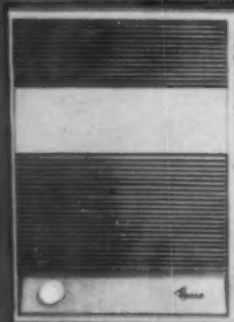
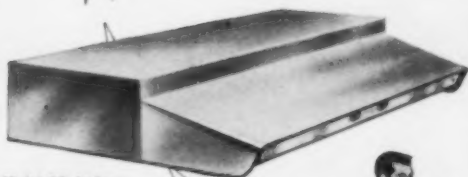
Model 1020-A  
Ceil-N-Wall Ventilator



Model 657-C  
Ventilator-Light-Heater



Model 95 Series  
Power Range Hood

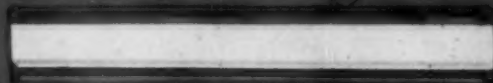


Model FW-2100  
Forced Air Wall Heater

Model RW-1215  
Radiant Wall Heater



Model SB-2400  
Baseboard Heat



## Air Movement is "Comfort-Right" with Balanced Heating and Ventilation

# FASCO'S

Pre-determined "balance" between Fasco's electric heating and ventilation units bring uniform comfort and highly efficient control of both air freshness and warmth. Although units are self-sufficient and independent in their operation, they are also designed to work efficiently as a balanced combination in home heating and ventilation.

In complementing each other in performance and progressive "Slim-Trim" styling, these units offer highly-saleable features to builders and contractors. In addition, Fasco's researched ventilation and heating lines are remarkably trouble-free and easy to install.

It just makes sense to consider this proven "one-source" combination for progressive, balanced heating and ventilation. See your distributor today.

*Fasco...first with the finest. Always!*

### Fasco Industries, Inc.

North Union at Augusta, Rochester 2, New York

Please send me additional information on Fasco ventilating and electric heat products.  
AB-10-60

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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



## "Our best selling homes are lath and plaster

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



THE CYPRESS POINT  
2 Bedrooms | Bath  
FAMILY ROOM, TERRACE, CARPORT  
1600 DOWN  
195 MONTH  
\$14,700 FULL PRICE  
CASH, NATIONAL  
**PWR**  
porter-wagor-russell, inc.



## reinforced with **KEYCORNER LATH**"

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

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

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

The pre-shaped, 4-foot lengths of Keycorner

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

### **KEYSTONE STEEL & WIRE COMPANY**

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

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

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



## always operate smoothly, never sag!

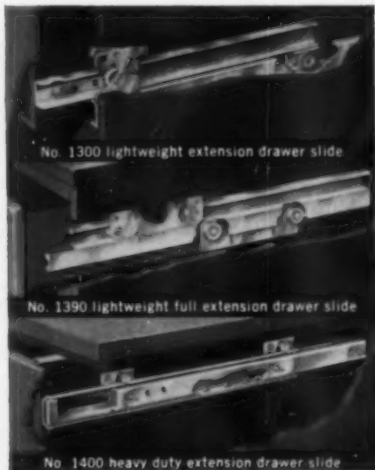
There's a K-V drawer slide for every type installation — from lightweight to heavy duty. Write for complete catalog.



No. 1100 lightweight drawer slide

No. 1150 under-drawer slide

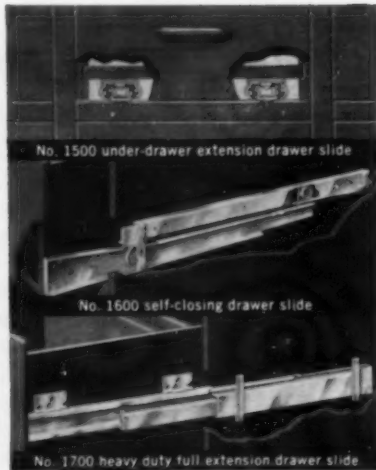
No. 1200 extension drawer slide



No. 1300 lightweight extension drawer slide

No. 1390 lightweight full extension drawer slide

No. 1400 heavy duty extension drawer slide



No. 1500 under-drawer extension drawer slide

No. 1600 self-closing drawer slide

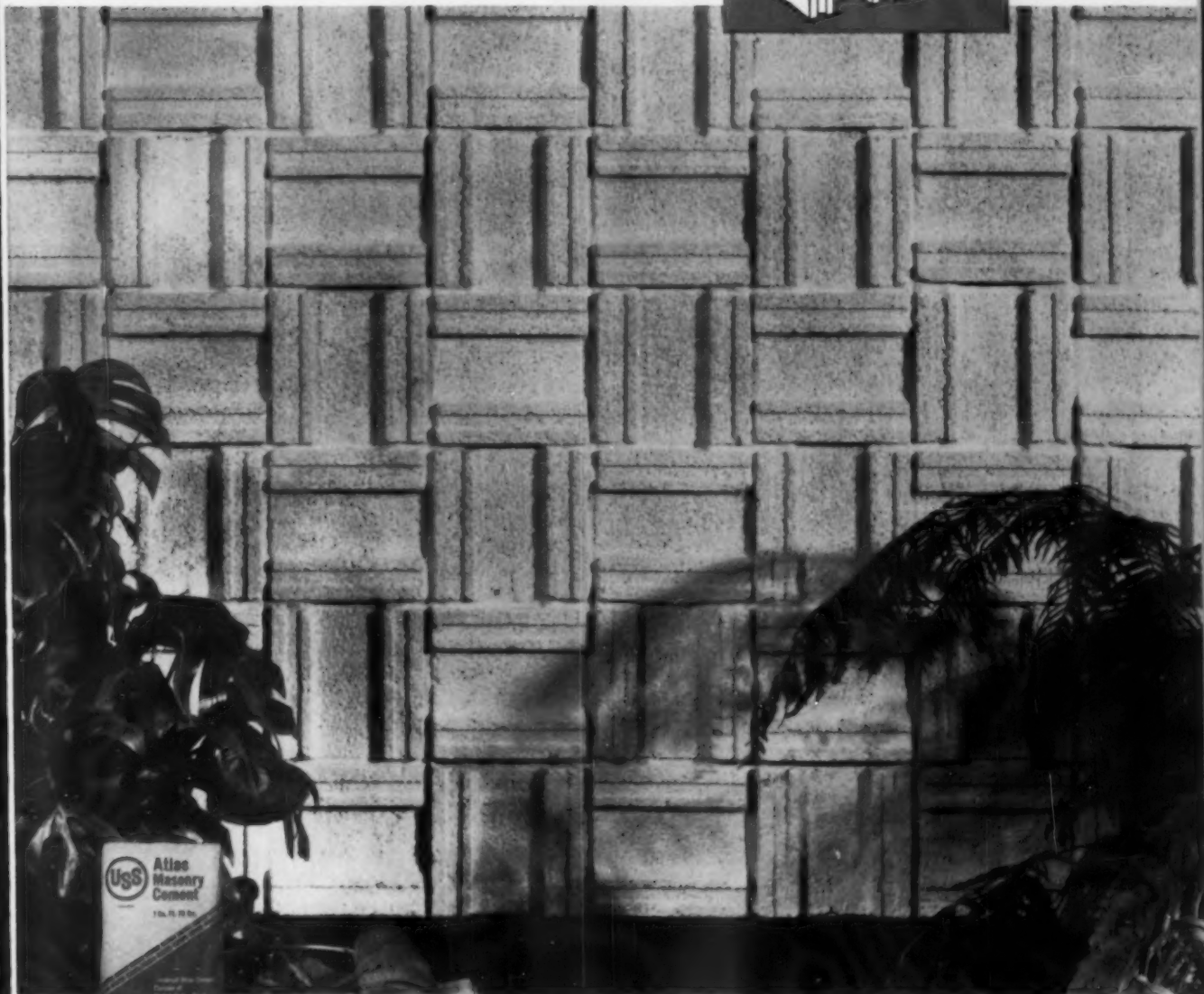
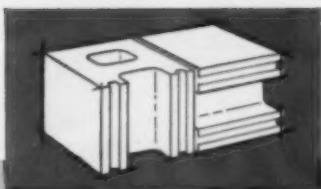
No. 1700 heavy duty full extension drawer slide

**KNAPE & VOGT MANUFACTURING COMPANY, Grand Rapids, Michigan**

*Manufacturers of adjustable shelf hardware, sliding and folding door hardware, closet and kitchen fixtures, Tite-Joint Fasteners and Handy Hooks for perforated board.*



City State  
▶ **Great new things  
are shaping up in concrete block**



Wall designed by Architect Alfred B. Parker, Miami. Photo courtesy of National Concrete Masonry Association.

## Atlas Masonry Cement provides the right mortar

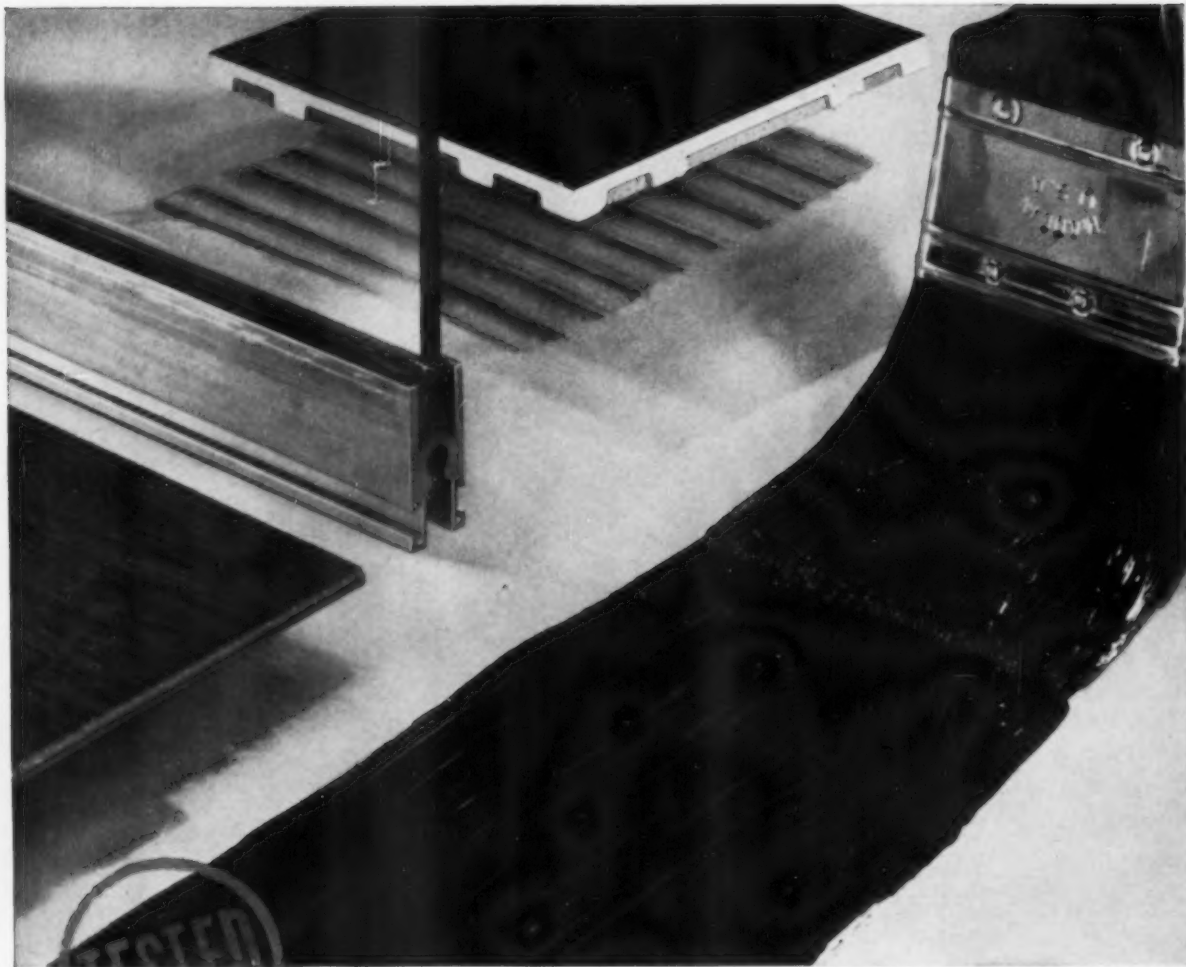
A notable thing about the new look in concrete masonry is what is being done with standard block. Here, for instance, a closed-lattice effect is achieved by laying up "stretcher" type concrete block, so that the ends are exposed. This basket-weave pattern creates an interesting exposed masonry wall resembling hand-hewn stone. For laying up this block, or any concrete masonry unit, ATLAS MASONRY CEMENT continues to be the preferred cementing material in mortar. It produces a smooth, workable mix, provides a strong bond, gives weathertight joints that are uniform in color. And ATLAS MASONRY CEMENT complies fully with ASTM and Federal Specifications. For information on masonry cement write: Universal Atlas, Dept. M, 100 Park Avenue, New York 17, N. Y.

"USS" and "Atlas" are registered trademarks



**Universal Atlas Cement  
Division of  
United States Steel**

OFFICES: Albany • Birmingham • Boston • Chicago • Dayton • Kansas City • Milwaukee • Minneapolis • New York • Philadelphia • Pittsburgh • St. Louis • Waco



Shown, front, Coro-Gard® 1706 Brand Protective Coating. Back: (l to r) Rollite® Contact Bond Cement, WEATHERBAN® Brand Sealer, CTA-50

## PROVED! 3M gives you a complete line of quality adhesives, coatings and sealers for building

For example: **WEATHERBAN® Brand Sealer** has proven flexible and strong after 10 years' weather exposure. It outlasts conventional caulking many times over, provides excellent weather resistance without shrinkage for masonry, glass, aluminum, curtain wall construction.

**3M Ceramic Tile Adhesive CTA-20** supports more than ½ ton per tile after 7 days' water immersion. Together with its solvent base counterparts—CTA-11 and CTA-12 plus water-dispersed CTA-50—it offers strength and water resistance from 100% to 900% above standard requirements.

**Rollite® Water Base Contact Cement**—for plastic laminates and plywood, was developed to end special safety precautions.

Nonflammable during application, it offers good workability, plus good heat and water resistance.

**Coro-Gard® 1706 Brand Protective Coating** gives longer life to rain gutters, downspouts, concrete walls, metal roofs, wood storage sheds, and similar surfaces. Resistant to water, oil, acids, alkalis and weather extremes, it has been thoroughly proved in the laboratory and in field use.

Use 3M building products with complete assurance that they provide the best in durability, consistent quality and long-range economy. For free literature, see your 3M distributor. For more information, see Sweet's Catalog, or write: AC&S Division, 3M Company, Dept. SBE-100, St. Paul 6, Minnesota.

"Coro-Gard," "WEATHERBAN" and "Rollite" are Reg. T.M.'s of 3M Co.

ADHESIVES, COATINGS AND SEALERS DIVISION

**MINNESOTA MINING AND MANUFACTURING COMPANY**

... WHERE RESEARCH IS THE KEY TO TOMORROW





# POMONA'S CUSTOM-LOOK SELLS HER!!!!

## FOR ONLY A FEW DOLLARS MORE

her home different...helps to sell her faster, easier. You can have this "custom-look" for only a few dollars more...here's how... Simply include a few of Pomona's new Sculptured or Designer Tiles (usually seen only in more expensive homes) in a field of economical standard tiles as seen above. Because Pomona has the most extensive selection of designs and colors, this custom-look can be achieved in large tracts with no two installations alike. A new illustrated Idea Booklet for the Builder outlines the Custom-look Program and other Pomona Sales Aids in detail. Ask your Pomona representative for a copy or mail the coupon below today.

# POMONA TILE MANUFACTURING CO.

"Diamond," Distinguished Designer tile by Saul Bass.

...And with the "lady of the house" Pomona's new "custom-look" in ceramic tile adds the fresh, unique appeal that makes

**POMONA TILE MFG. CO.**  
629 N. La Brea Ave.  
Los Angeles 36, California

- Please send your illustrated brochure on the "Custom Look in Tile" (No. AB-1)
- Please have a representative call on me with full information

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

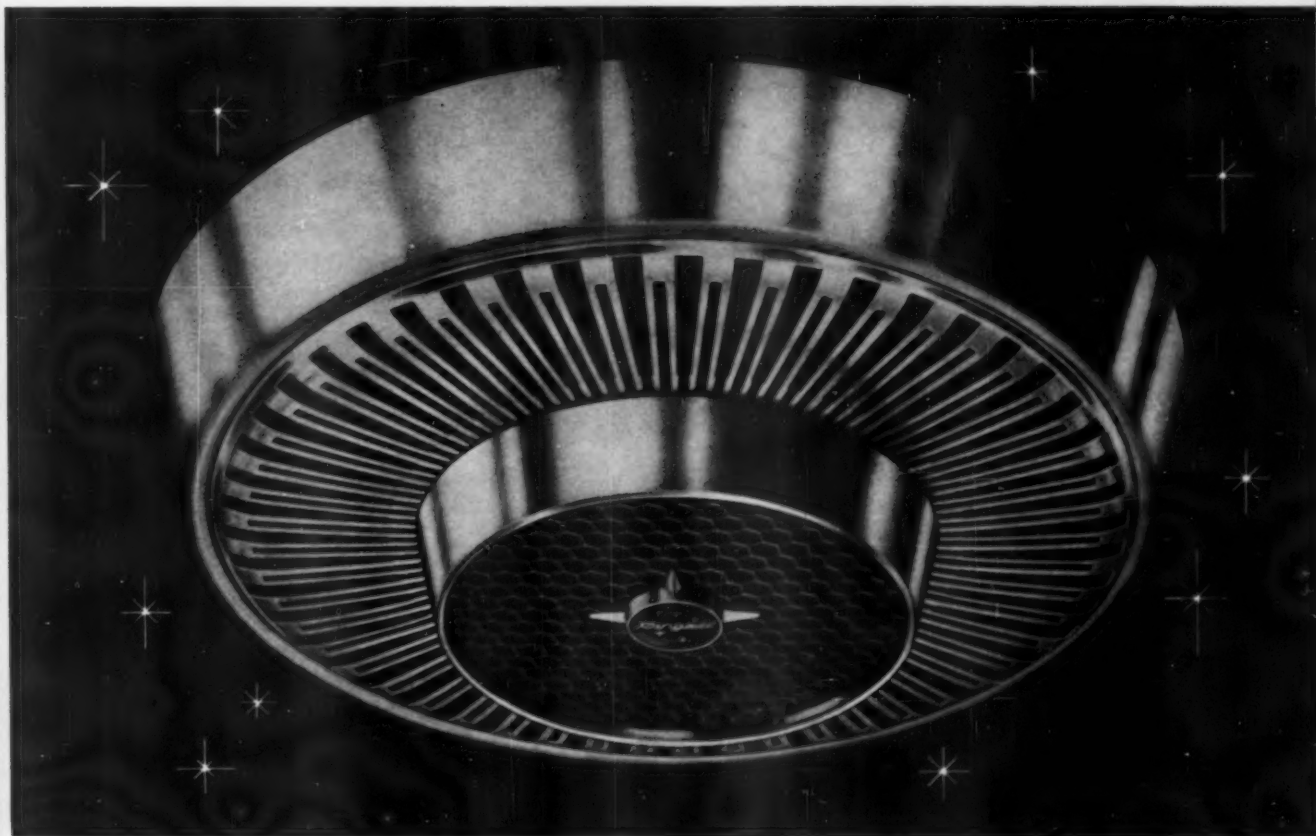
CITY \_\_\_\_\_ STATE \_\_\_\_\_

*Just what I've always wanted—beauty  
styling and quality—it's the new*

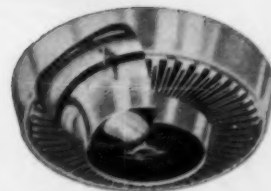


# Rangaire

## ELECTRIC Bathroom Heater



Pay attention to what the lady says, Mr. Builder. She knows what she wants . . . she won't be happy until her bathroom is just the way she wants it. The new Rangaire Electric Bathroom Heater is styled, designed and manufactured to meet her demands. The bathroom heater she wants must be an exquisite design—that's Rangaire. It must harmonize with modern bathroom fixtures—that's Rangaire, too. She wants "instant" heat—Rangaire has it with radiant forced air heating. She wants a heater with beauty that brings the "ooh's" and "ah's" of her neighbors. And Rangaire Electric Bathroom Heaters have advantages for you, too. They're flush mounted for easy installation and all necessary parts come in a single package—ready to install. Available in two models and her choice of gold anodized or mirror-finish aluminum. See your Rangaire dealer today.



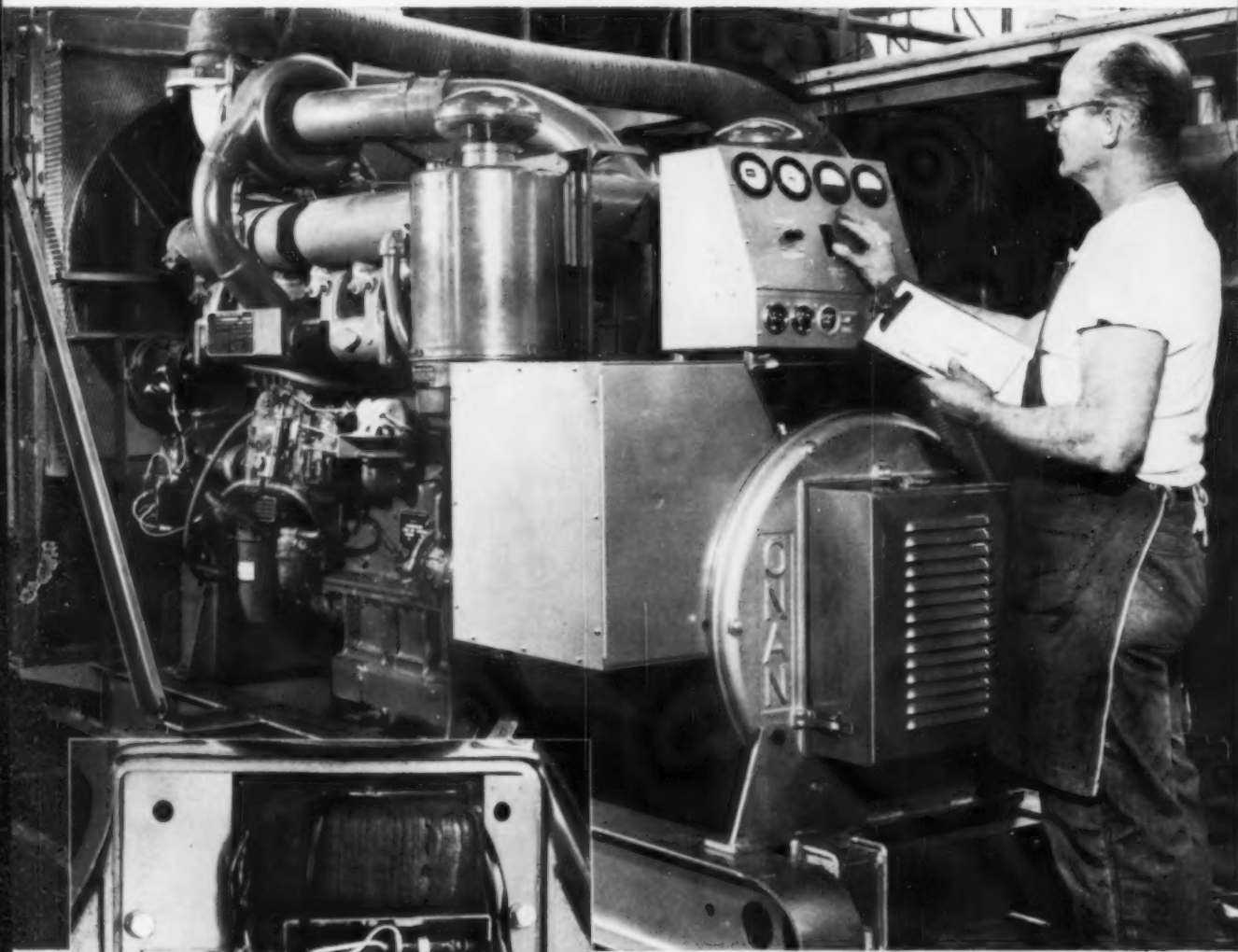
For More  
Information

For complete information and free literature on the complete line of Rangaire Builder-Engineered Products write to . . .

ROBERTS MANUFACTURING CO., CLEBURNE, TEXAS

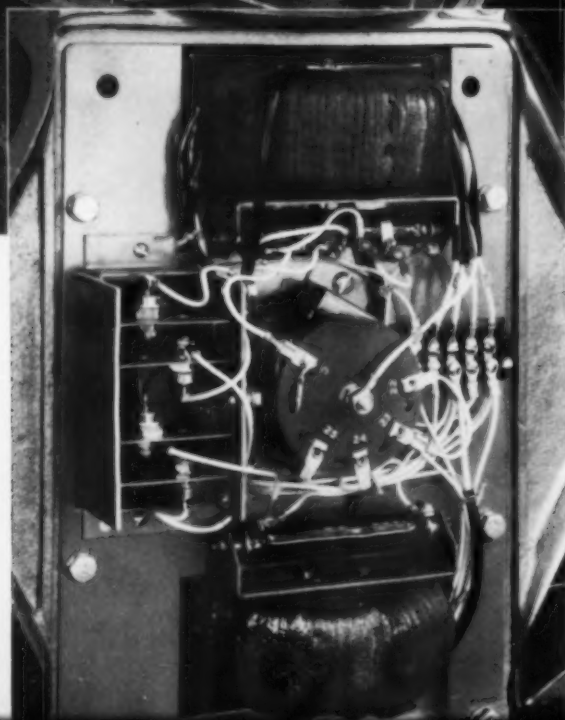


# Pour on the load! recovers voltage



Use Magneciter-equipped Onan for standby or primary power. Takes maximum starting load without hesitation! Available on all diesel and gasoline-powered Onan Electric Power Plants rated at 25 KW and up.

Static exciter and magnetic amplifier and regulator of Magneciter Generator with cover removed. No moving parts in this *static* exciter and regulator. No extra sensitive adjustments needed. Magneciter means reliability!



# Onan Magneciter within 1 second

*Even when maximum starting load is applied, Onan Magneciter gives voltage recovery 5 times as fast as ordinary rotating exciter generator*

When a heavy starting load causes a voltage dip, the Onan Magneciter Generator restores full voltage within one second. Old-fashioned rotating exciter generators take more than five times longer. Furthermore, Onan Magneciter has no moving parts in its exciter and voltage regulator, thus eliminating hundreds of potential causes of wear.

It's no longer necessary to buy a generator much larger than your normal power needs just to get enough extra power for the heavy drain of starting motors. Onan gives you this margin of power, builds it into every

Magneciter-equipped Onan Electric Plant.

Every Onan Electric Plant is given hours of running-in and testing under load before it is shipped. An independent testing laboratory retests Onan Plants and certifies Onan testing methods—double assurance that every Onan lives up to its nameplate rating. Only then can Onan qualify for its Performance Certification.

Every Onan is ready to give you long-lasting performance and operating economy. See your Onan representative. You'll find him in the Yellow Pages. Or write direct.

## ONLY ONAN GIVES YOU THIS CERTIFICATION



D. W. ONAN & SONS INC., 2672 UNIVERSITY AVE. S.E., MINNEAPOLIS 14, MINN.

**watch  
that  
cold weather!**



**For quality concrete . . .**

**protect from freezing!**

Give your concrete plenty of time to build strength in cold weather. Good insurance against slip-ups is having protective materials at hand and ready to use before the temperature drops.

The requirements for placing cold-weather concrete are important. And to emphasize them to your crews, display the colorful PCA poster shown at right.

It's one of a set of four that spell out simple points to remember for quality concrete under different conditions—hot weather, drying winds, etc. The four are yours for the asking! (Free in U.S. and Canada only.)



**FREE . . . SEND FOR YOUR POSTERS TODAY!**

**PORTLAND CEMENT ASSOCIATION**

Dept. 10-3, 33 West Grand Ave., Chicago 10, Illinois

*A national organization to improve and extend the uses of concrete*

Please send a free set of Quality Reminder posters.

I could also make use of ( ) additional sets.

COMPANY NAME \_\_\_\_\_

YOUR NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

**Quality Reminder posters,  
22" x 17", 3 colors.  
Sets of 4 are free.**



NATIONAL LOCK

*Medalist*

HARDWARE

More  
and  
more  
people  
are  
saying  
MEDALIST...  
the brand  
name for  
NATIONAL LOCK  
and the  
trademark for  
outstanding  
value in  
builders  
hardware

MEDALIST HARDWARE DIVISION  
**NATIONAL LOCK COMPANY**  
Rockford, Illinois

## How to build more house for less money

Easy to say but tough to do in this day of spiraling costs. Building better housing at lower cost takes three ingredients: the right ideas, the right materials, and painstaking research and development. These are three reasons why United States Steel works closely with the home builder.

In our Monroeville, Pa., Research Center a team of research specialists constantly tackles cost problems by devising better building methods. They have the best accepted building material in the world with which to work: steel. Their ideas are fashioned in steel with fabricating equipment right on the premises, and tested "seven ways to Sunday." Under test, you'll see slim, trim steel windows with neoprene gaskets to keep the weather out, steel doors being slammed for days on end by an intricate mechanical contraption, shining new insulated steel building panels. You'll see architects and engineers hard at work over drawing boards. You'll see stacks of steel strip, sheets and sections waiting to be shaped into cost-cutting components. You'll see everything but useless gadgetry.

United States Steel works closely with the National Association of Home Builders' Research Institute. One development that you'll be hearing a lot about is a revolutionary new drywall building method that substantially cuts construction time and costs. And there are many more in the wind that mean more house for your money. Watch for them.

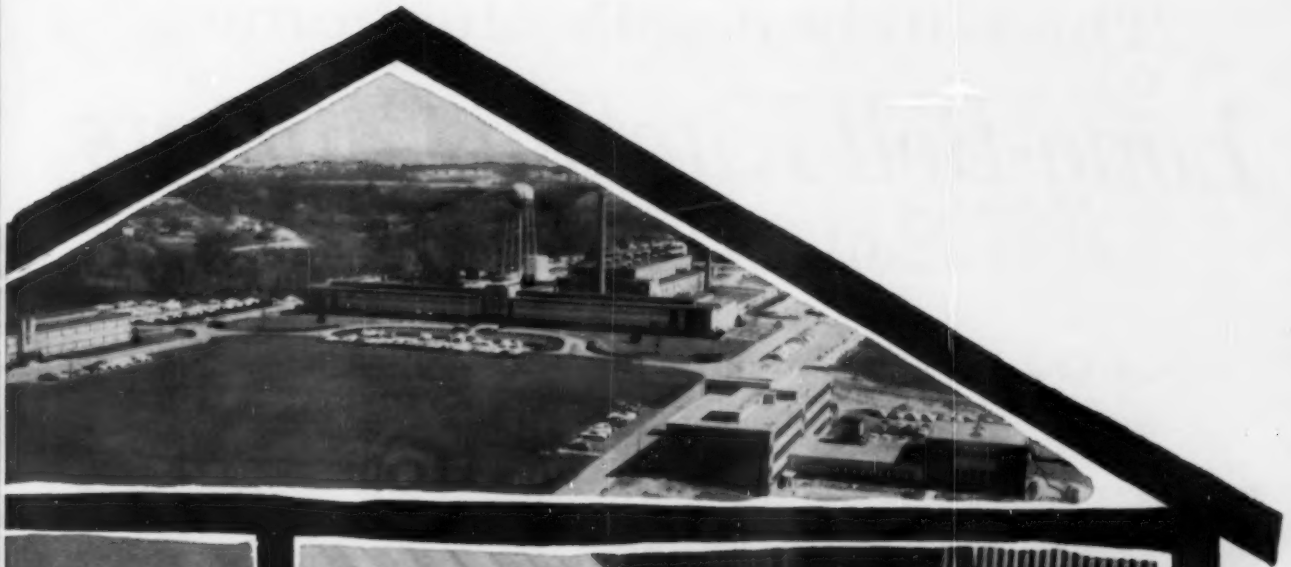
*USS is a registered trademark*

This mark tells you a product is made of modern, dependable Steel.



**USS** United States Steel





The Kitchen sells the home...

# Long-Bell Kitchen Cabinets

sell the Kitchen

**For Homes on Quality Hill**—New Super Micro-seal® process gives Long-Bell's Natural Wood Kitchen Cabinets that hand-rubbed brilliance to enhance your finest craftsmanship.

**For Homes in Suburbia**—And Long-Bell's Super Satin Surface® needs no additional sanding . . . no primer coat . . . saves you up to 75% of the completed finishing costs.



**For High-Profit** Long-Bell Kitchen Cabinets can be finished to match any decor . . . are delivered setup or knocked down. Made of Birch or Rift grain fir in 3" modules.

**With Loads of "Convenience Extras".** Special condiment cabinets . . . Lazy Susan corner cabinets . . . Mixer cabinets . . . Elevated oven cabinets . . . Breakfast bar . . . Utility cabinets . . . and many other cabinet "firsts."



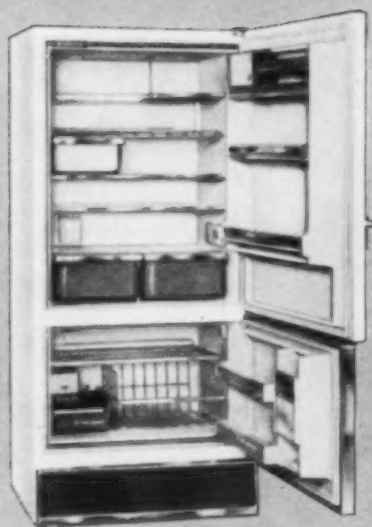
For complete information and prices, contact your local Long-Bell representative or, WRITE—WIRE—PHONE

©General Plywood Corp.

INTERNATIONAL PAPER CO.  
**Long-Bell**  
 DIVISION

Kansas City, Mo. Longview, Wash.

# ONE SOURCE FOR GAS *and* ELECTRIC!



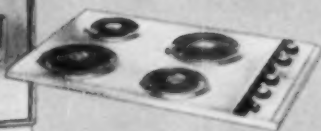
Gas or electric  
refrigerator-freezers



Electric washers  
Gas or electric dryers  
Also gas or electric  
combination  
washer-dryers



Gas or electric  
built-in ranges



Automatic dishwasher  
and food waste  
disposer



## Whatever your needs, get a package deal at a package price!

Whether you prefer gas or electric appliances, or any combination of the two . . . free-standing or built-in . . . you can now rely on one dependable source for your preference. RCA WHIRLPOOL is the *complete* line of gas and electric appliances—color coordinated and engineered for fast, easy installation. All these smartly-styled appliances are available

at thrifty volume prices and you can be assured of proper deliveries and reliable service. For complete facts . . .

### MAIL COUPON TODAY

Contract Sales Division,  
Whirlpool Corporation, St. Joseph, Michigan

AB-10

Please send me complete information on  
RCA WHIRLPOOL gas and electric appliances.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

County \_\_\_\_\_ State \_\_\_\_\_



*Your family will love our family of home appliances*

**RCA Whirlpool**

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks  and RCA authorized by trademark owner Radio Corporation of America

*new*  
for your homes!



# Seadrift

"personality paneling"  
by Masonite

Put lively new attraction and quality into your homes with Seadrift "Personality Paneling." Its deep textured and grooved surface imparts all the richness of weathered wood and can be finished in delightful colors or two-tone effects to express any personality. Use Seadrift for a rustic theme, a tropical atmosphere, an "outdoors" motif. Finishing couldn't be easier: Seadrift comes with a factory-applied prime coat to make painting and staining fast and permanent.

In 4' by 8' size panels, Seadrift is made of genuine Masonite hardboard...the only hardboard manufactured by the exclusive wood chip explosion process. It won't split, splinter or check; goes up quickly and easily with joints and nails hidden in the grooves. Ideal for family rooms, as an accent wall in living room, bedroom or den. And Seadrift makes an exciting innovation in commercial structures, too. Architects and designers are specifying Seadrift for reception areas, offices, conference rooms, halls, schools and stores.

See Seadrift—and see the personality it can put to work for you. At your local lumber dealer's or call your Masonite representative. Or, write Masonite Corporation, Dept. AB-10, Box 777, Chicago 90, Ill.



**MASONITE**  
CORPORATION



Masonite Corporation—manufacturer of quality panel products for building and industry. Masonite and Seadrift are registered trade-marks of Masonite Corporation.



# The business end of a Bostitch stapler

**IT'S BUILT TO DO JOBS WELL...TO DO JOBS PROFITABLY...  
TO GIVE YOU MORE TIME FOR MORE JOBS**



**The T-5  
Tacker**

—the standard for all other spring tackers—also available with heavy-duty spring.



**The Bostitch H5  
Stapling Hammer**

—the almost "no fatigue" way to handle light tacking jobs.



**The Bostitch H2B  
Stapling Hammer**

—for on-the-job medium tacking.



**The Bostitch H4  
Stapling Hammer**

—for shingling and other heavy-duty stapling.

The quality, ease of operation, and long-lasting usefulness built into each Bostitch stapler mean an increase in your profits.

You'll find there's one for every fastening job. Shingles, foil-type and batt insulation, undercourse shakes, ceiling tile and many other materials are fastened quickly and easily, so you can build better at less cost in time and materials.

See the complete line at your Building Supply Dealer. Buy them—profitably—for your next job.

***Profits are better  
and faster with***

**BOSTITCH**

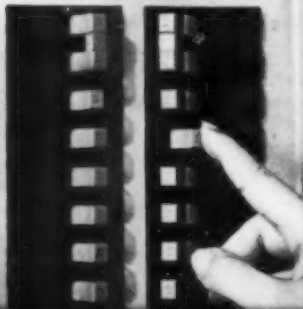
STAPLERS AND STAPLES



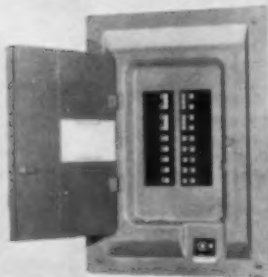
**Won't corrode, won't rust.**  
Every operating part either stainless steel or heavily plated for rust and corrosion resistance.



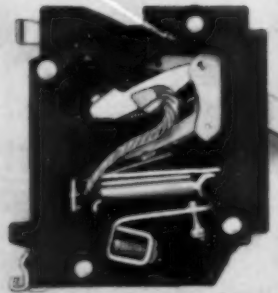
**Two easy-to-see positions.**  
It's either "on" or "off." No third "tripped" position to cause confusion.



**The only circuit breaker with modern styling,** finished in neutral sandalwood, Cutler-Hammer Safetybreakers will blend with any decorative motif.



**Double protection.** Both a magnetic trip for short circuits and a bimetal trip for sustained overloads.







# Here's the new way to show that you've installed Full Housepower

*(it's the new Cutler-Hammer Safetybreaker Center)*

**Here's the smartly-styled load center that says quality and Full Housepower to prospects.**

Now Cutler-Hammer presents you with a powerful new selling feature for your homes—the new Cutler-Hammer Safetybreaker. It's styled in attractive sandalwood color for *main floor* installation.

Have your electrical contractor put the new Safetybreaker in or near the kitchen of the next home you build. It will indicate to prospects that the wiring is modern and high quality. It ties in with all the advertising and promotion about Full Housepower. And, it's the best looking circuit breaker you've ever put in a home!

But, the Safetybreaker's good looks aren't

the only feature that distinguish it from the crowd. Due to its ingenious construction, it's the safest circuit protection you could offer.

And, it's so easy to understand for the housewife. Only two easy-to-see positions on the Safetybreaker unit—"on" and "off." No tripped, mid-position to cause confusion.

**For more details** on how the new Cutler-Hammer Safetybreaker can help you sell your homes faster, have your electrical contractor get in touch with the Cutler-Hammer electrical distributor. Or call the distributor yourself and ask him what's new with the Safetybreaker. He'll be glad to tell you. So would a representative from the Cutler-Hammer sales office nearest you.

WHAT'S NEW? ASK...

## CUTLER-HAMMER

Cutler-Hammer Inc., Milwaukee, Wisconsin • Division: Airborne Instruments Laboratory • Subsidiary: Cutler-Hammer International, C. A. Associates: Canadian Cutler-Hammer, Ltd.; Cutler-Hammer Mexicana, S. A.





## BUILDING PRODUCTS



Stanley R. Stapleton, Rutenberg vice president for sales, shows prospects how Styrofoam is used in wall construction. A "fish bowl" of Styrofoam demonstrates its effectiveness as a moisture barrier.



Rutenberg workmen prepared walls for plastering in two-thirds the time required by ordinary methods. Styrofoam bonds directly to wall with portland cement . . . plaster is applied directly to Styrofoam.



# STYROFOAM® HELPS SELL

**Rutenberg Construction Company reports that Styrofoam acting as a combination insulation-plasterbase not only speeds construction—it keeps walls dry, cuts heating and cooling costs 20-25%.**

In and around Clearwater, Florida, where Rutenberg Construction Company is the largest home builder, humidity is a problem, and there's a preference for solid masonry construction. "Thanks to Styrofoam," says Daniel Rutenberg, the company's executive vice president, "for the first time in Florida, we can offer customers a completely dry house and one in which heating and cooling costs will be cut by as much as 25%. And the response to these benefits from home-buyers in the

Clearwater area," he adds, "has been overwhelming."

One inch of Styrofoam\* is bonded directly to the concrete block walls of Rutenberg homes with portland cement mortar. Wet plaster is then applied *directly* to the Styrofoam. Styrofoam provides a permanent moisture barrier because water and water vapor do not penetrate. Since Styrofoam eliminates furring and lathing, there's no air space where condensation can occur—no wood framing to rot. Also eliminated are problems of blistering wall paint, mold, mildew and musty smell. And with Styrofoam, workmen make a wall ready for plaster in two-thirds the time required by conventional methods.

The permanent insulating efficiency of Styrofoam also holds down heating and cooling costs. Rutenberg homes



Daniel Rutenberg, executive vice president of Rutenberg Construction Company, in front of the "Rainier" model home.

## 500 NEW FLORIDA HOMES

offer an electrically-operated heat pump that both heats and cools as weather dictates. A study by the Florida Power Company of a Rutenberg home with Styrofoam wall insulation indicates that heat pump operating costs (in a normal year) would run \$243.81 without Styrofoam and \$195.68 with it—a savings in electricity of almost \$50 yearly or 20-25% over homes with *no* wall insulation.

For more information about Styrofoam, contact the Dow sales office near you. Or write THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Dept. 1612D10.

\*DOW'S REGISTERED TRADEMARK FOR ITS EXPANDED POLYSTYRENE. \*\*\*\*\*



### Other Dow Building Products

**ROOFMATE®**—Rigid, lightweight insulation for built-up roofs —serves as own moisture barrier. Trademark

**SARALLOY® 400**—Durable, elastic flashing material that's cut to size right on the job, conforms to irregular shapes.

**SCORBORD®** (patent applied for)—Pre-scored, rigid insulation that "snaps off" for easy installation around foundation perimeters, under slabs.

**POLYFILM®**—High-quality polyethylene film for use as a vapor barrier, temporary enclosures.

See "The Dow Hour of Great Mysteries" on TV

**THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN**



**MODEL HOMES ARE BETTER HOMES WHEN YOU USE**

**Qualitybilt**  
WOODWORK



Let your creative desires take over . . . and you'll find a Qualitybilt window treatment available to match every inspired idea perfectly! The builder of this model home did!

Hundreds of delightful combinations like this model home kitchen and dining room can be created from Qualitybilt's complete line of over 120 types and sizes of units!



Successful home builders know that the *only* way to sell more homes . . . profitably . . . is with new ideas, like this well-attended Better Homes & Gardens IDEA HOME in Milwaukee, Wisconsin. The imaginative use of Qualitybilt Kitchens, Windows, and Millwork in this model home stimulated the interest of home prospects tremendously . . . put them in a buying mood. Best of all . . . these builders have found that Qualitybilt lets them sell *Quality* without the usual extra price tag.

*Why don't you plan to capture more home prospects with Qualitybilt!* Your nearby Qualitybilt distributor can show you how!

**FARLEY & LOETSCHER MFG. CO.**  
DUBUQUE, IOWA

ENTRANCES / DOORS / FRAMES / SASH / BLINDS / CASEMENTS / SLIDING DOORS  
SCREENS / COMBINATION DOORS / STORM SASH / MOULDINGS / INTERIOR TRIM  
SASH UNITS / LOUVERS / KITCHEN CABINET UNITS / CABINET WORK  
STAIRWORK / DISAPPEARING STAIRS / "FARLITE" LAMINATED PLASTICS.

ANOTHER GOLD BOND  
**EXCLUSIVE**

You'll see this seal from time to time in Gold Bond advertising. It means that Gold Bond has launched another brand new product...an original and *different* product designed to help the building industry grow and prosper. Some Gold Bond Exclusives: an attachment system that puts up ceiling tiles faster; self-ventilating asbestos soffits; a mineral wool insulation that's easier to handle; a pre-finished gypsum wallboard that's *really* scuff-proof! Interested? Look through the next few pages, then ask your Gold Bond® Representative for the full story.



## New Clip-Strip System cuts installation time in half

Now your crews can put up ceiling tiles in *one simple operation!* They just nail or staple the lightweight metal Clip-Strips direct to rafters, then slide tiles permanently into place. No furring strips, no stapling of tiles. The job is finished in half the time, at lower material cost. The exclusive Clip-Strip System fits beautiful Bruxelles (above) and other Gold Bond Ceiling Tiles. Ask your Gold Bond® Representative for the full story, or write Dept. AB-10601 for free sample and complete technical literature.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK



**a step ahead  
of tomorrow**



**New Gold Bond  
Jet-Spun Insulation  
is easier to  
handle**



New Gold Bond mineral wool blankets are 20% lighter in weight, have added rigidity to resist sagging and bending, yet are so resilient they spring back to their original shape after being compressed or distorted. Thicker type blankets will actually remain in place between joists without support while you staple. You get faster, easier installation. Ask your Gold Bond® Representative for a demonstration. Or write Dept. AB-10602 for a free sample and literature.

**NATIONAL GYPSUM COMPANY,  
BUFFALO 13, NEW YORK**



## New Durasan...the first vinyl-surfaced gypsum wallboard

New Durasan is a unique and highly "sellable" feature for your homes. Its durable vinyl plastic surface won't scuff, crack or chip. A little soap and water and the surface becomes new again. Durasan has all the beauty of the most expensive walls, but costs little more installed than ordinary gypsum wallboard. It goes up fast, needs no additional finishing of any kind. Five glamorous colors and a richly textured surface make it a valuable addition to any room in the house. Ask your Gold Bond® Representative for a "rough treatment" demonstration of new Durasan®, or write AB-10603 for free samples and literature.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK



a step ahead  
of tomorrow



## New perforated asbestos soffits give built-in ventilation

Thousands of tiny insect-proof holes make this new Gold Bond soffit material self-ventilating *without* screening or vents! Holes are big enough for adequate ventilation, small enough to meet FHA screening requirements. Best yet, these asbestos cement soffits won't sag, rot or burn, and they're Permanized to reduce shrinking and warping. Available with permanent, uniform white finish, they never need painting for preservation but may be painted if color is desired. Call your Gold Bond® Representative right now for free samples and technical information, or write Dept. AB-10604.

NATIONAL GYPSUM COMPANY, BUFFALO 13, N. Y.



a step ahead  
of tomorrow





**IT'S HOT!**

**FOR YOU  
IN 1961**

**RICHMOND HOMES**

*brand new* **AMERICANA** *line*



**WHY IS IT HOT?**

- A really low priced package
- The same high standard Richmond quality
- Authentic character at low cost
- 5 different plans, 45 elevations

**\$2562**

*If you're a builder who means business... and have land ready to go*  
**ACT NOW WHILE FRANCHISES ARE AVAILABLE!**

**PICK UP YOUR PHONE**



and call Ray Imperial  
at 8-1636 Richmond, Indiana





**FORECAST FOR '61**

**THE**  
**\$74,000,000,000**  
**PICTURE**

**1960 \$18.3 BILLION**

**1961 \$19.1 BILLION**

**PRIVATE RESIDENTIAL**

**—UP 4.3% (NOT INCLUDING  
ADDITIONS AND ALTERATIONS)**

**1960 \$17.0 BILLION**

**1961 \$17.2 BILLION**

**NON-RESIDENTIAL**

**—UP 1%**

**1960 \$15.0 BILLION**

**1961 \$15.0 BILLION**

**PUBLIC—SAME**

**1960 \$22.2 BILLION**

**1961 \$23.0 BILLION**

**MODERNIZING,  
UPKEEP, REPAIRS**

**—UP 3.6%**

**Total Construction Up 2.5% • Home Building Up 4.3%**

**Total U.S. construction volume will rise 2.5% in 1961, to a record \$74.3 billion. Home building takes upward turn.**

**Remodeling up 3.6%. Nonresidential up 1%. Builders face**

**"sidewise market" with shift in price, models, types of work.**

**A** RECORD U.S. construction total is forecast for 1961, with dollar volume edging up 2.5% to a giant \$74.3 billion.

The big picture of 1961 is one of change—of sidewise movement. Not all segments of this huge market will share alike. Homebuilding will turn upward. Military construction will be off. There will be bright spots in recreational, schools, commercial.

But the generally high level of construction will reflect a continuation of good business, with both political candidates committed to more or less liberal spending policies. Consumer buying power is at top levels.

In charting the \$74.3 billion dollar total, AMERICAN BUILDER researchers have included repairs, upkeep and modernization as well as new work. The total includes all kinds of commercial, industrial, utility, and public projects. While AMERICAN BUILDER readers are concerned largely with the residential-light construction aspect of this market (estimated at \$54 billion), it is felt a total picture should be given to portray the economic effects of this gigantic industry on the American economy.

**Expect 1.4 million starts.** The downward trend that slowed housing starts in 1960 is expected to be reversed in 1961. Measured in terms of the U.S. Census' new starts series, the upturn is forecast at 7.7%. Since the current estimate of 1960 starts is at about 1.3 million, this would bring the 1961 total of private home building to about 1.4 million units.

Such a volume is far from a boom. It is 150,000 less than 1959. Yet it certainly is not a bust. In terms of dollar volume, the 1961 rise will be from \$18.3 billion to \$19.1 billion, or 4.3%.

Contributing to the housing rise is a relaxing of credit, and some drop in discounts and interest charges. The end of election uncertainties, and growth in public confidence is helping. Builders are adjusting prices downward in many spots, and adopting stepped-up merchandising to introduce new models.

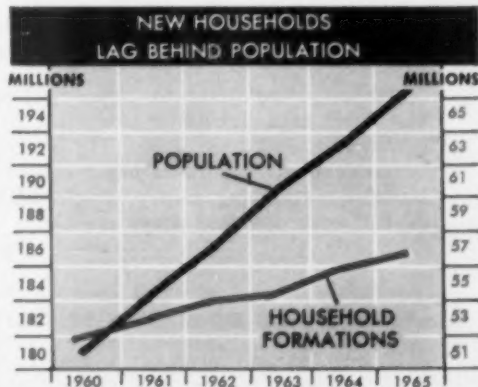
**Where's the sizzle?** Housing economists

point out that while U.S. population is increasing sharply, the formation of new households is lagging behind (see chart below). They blame this as one factor in the failure of 1960 and 1961 starts to pass the 1.5 million mark of 1959. They expect new household formations to rise faster, beginning in 1962.

In the meantime, the "sidewise market" is causing many homebuilders to shift part of their efforts to special profit situations—shops, bowling alleys, warehouses, gas stations, motels, light commercial and remodeling work. A special survey of AMERICAN BUILDER readers shows that 20% are engaged in such projects, and also schools, churches, offices, restaurants.

**Remodeling, repairs to rise.**—The vast repair, remodeling and modernization market will see a further increase in 1961. Plant additions and improvements are a factor. Apartment remodeling is a bright spot. Residential additions and alterations will be up.

The estimated 1961 total for all kinds of repair, upkeep, maintenance and modernizing is \$23 billion. Of this about \$16.5 billion will be spent on building. Residential improvements will account for \$12 billion of the total.



**WHY '60's AREN'T SIZZLING.** Lower line shows that rise in new households won't take effect 'til 1962. In meantime some overbuilding may have occurred.

## The challenge of 1961:

# How to Expand in a

**S**UDDENLY the sizzling sixties have become the sober sixties. Business is by no means automatic. Sales have slipped. Some builders are in trouble. Prospects are uncertain. The most optimistic forecast says we face a **sidewise market** in '61—one that's neither boom nor bust—but changing, shifting.

What's to be done about it? AMERICAN BUILDER surveyed 12,000 builders for clues on

what's ahead. We sent our editors out to talk to leaders and to "comers." The answers are in this 1961 Planning Issue.

Boiled down, the best advice we've heard is: **take a fresh look at what you're doing. If you're in doubt, chart a new course, make a new start. There is profitable business ahead.** The best clues came from builders who have been outpacing their own local markets. Here are ten:

### **CLUE 1. Take a new look at house price tags**

You may tap a new market by shifting to a lower or higher bracket. Some price ranges are overbuilt. Buyers are seeking better values at

lower prices. **You can invade a new price bracket with a house that has a "new look" or new sales features—but a slightly lower tag.**

### **CLUE 2. Try a new location—or a new kind of site**

Explore your town for a site that's special—a fine view, tall trees, a good name, or a low price. Look for good buys in developed land, with utilities ready to use. Or, do as some highly

successful builders do, buy up scattered lots. One firm in Los Angeles is doing a big volume in old communities building a *second* house on scattered lots. Many are built to rent.

### **CLUE 3. Design a new model with a "different" look**

Many reporting builders have forged ahead against a dull market. **In each case, they had put up new models with a fresh approach—different in plan or appearance. They offered some-**

**thing new and better, for less money.** A smart turn in design, a clever plan twist, air conditioning, or even a new name or theme gave the push that was needed to move sales ahead.

### **CLUE 4. Be flexible, fluid—diversify your work**

Advice of the experts is: "play it close to the vest, keep fluid, flexible." "Don't just go on doing what you've been doing. Try a new slant." **Diversification seems to be one excellent answer. Builders are making money in selected nonresidential work. Bowling alleys are hot.**

Other bright spots to consider (after a careful local survey): small stores and shops, motels, drive-ins, amusement and recreational buildings, gas stations, small industrial buildings or additions, churches and schools. There's special business to be had in swimming pools and shelters.

### **CLUE 5. Build apartments, large or small old or new**

Buying up old apartments and remodeling them into profit makers is good business diversification. Small, up-to-date units are in big de-

mand in most cities, and big old-fashioned places are sometimes selling cheap. New apartment work is also expanding—faster than single family

# Sidewise Market

homes. **Big opportunities today are reported in 4-, 8- and 16-unit buildings on choice small sites.** Financing is available, rents are enough to pay

a good return. Co-ops are also strong. However, there is an oversupply in some areas. Make a careful vacancy survey before starting.

## CLUE 6. Check on old age, minority, vacation housing

New frontiers are being opened by smart builders in old-age and minority housing today. **The new FHA financing aids are beginning to function.** So if you want to get into a new field, check

the opportunities here. The "second home" or vacation market is booming too, is good diversification. One approach: develop a precut or pre-fab "hideaway" model for quick delivery.

## CLUE 7. Remodeling is one of the bright spots

Remodeling is running well ahead of last year, will do even better in '61. It's a good supplement to new home business, or profitable by itself.

Some builders are selling modernization from model homes. Commercial and industrial rebuilding has above-average profit potential.

## CLUE 8. Use new construction techniques to cut costs

Greatest cause of soft sales, builders report, is "inability of prospects to quality for monthly payments." In other words, **more house than the buyer can pay for.** The answer they say, is to find a way to build a quality house for less money. So interest in new construction techniques is at high pitch. Panel walls, window walls, com-

ponents, post-and-beam, new floor forming and roof systems are included. **Often the decisive factor is a new house design that permits simpler and faster erection.** Trusses, components and shop-built parts go hand in hand with a new style house that appears to be a better buy, yet costs a little less. It's often the cue to sales.

## CLUE 9. Take a new look at management and merchandising

High on the list of success-building practices is **smart management.** This can cover a wide range: basically it's a **sense of canny judgment in picking men, in buying, estimating, scheduling and cost controls.** Resulting price economies can make the difference that boosts or checks sales.

Merchandising methods, closely allied to bet-

ter management, are getting a going over. Successful projects are keyed to special selling features—such as year-round air conditioning, or a new floor plan, a striking name, or a strong community appeal. Builders are talking quality, value, and more house for the money. Sales themes are pitched to a buyer's market.

## CLUE 10. Try out new ideas, products, equipment

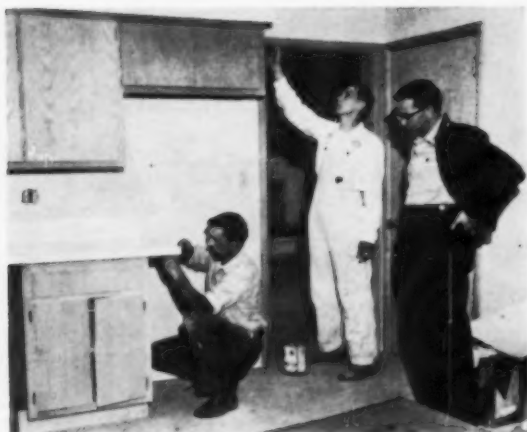
The flow of new and improved products into the building field is at the highest level in history. The "comers" in home sales are leaders in adopting and merchandising new quality products. **Colorful kitchen and bath built-ins lead the way. Improved heating and air conditioning, easy-to-**

**install windows and doors are often mentioned.** New products are setting a fast pace. The combination of new products, new designs and new ideas—a fresh approach—is the right one to beat the "sidewise" market in '61.

JOSEPH B. MASON, *Editor*



**BOB STENSTROM** gets "on the horn" to co-ordinate diverse operations. Six of his 12 vehicles have 2-way radios.



**ROLLY ODLING** (right), vice-president, personally inspects cabinet work. It has to be right to boost sales.

## "You've got

**In the sidewise market, forecast for the '60s, builders who achieve both stability and steady growth will likely be those who diversify; here are two who are doing just that**

**N**INETEEN-SIXTY has been a bad building year for Rockford, Ill. Strikes, tight money and a saturated market forced cancellation of the 1960 Parade of Homes. But, local homebuilder Bob Stenstrom is busier than ever. In fact, he says, "If 10 tradesmen were to walk in the door at this minute, I'd have all of them out on a job inside of 10 minutes."

For the past five years Stenstrom's dollar volume has climbed steadily. He credits this growth to diversification. "Homebuilding is my first love," the one-time carpenter explains, "but, to stay in business you've got to go where the money is. In our case that means commercial construction and remodeling."

Stenstrom decided to spread out in 1955, after an analysis of fast-growing Rockford (37% in 10 years). He found "there were—and still are—too many homebuilders for the Rockford market."

Today, Stenstrom places an equal emphasis on his main building divisions: (1) residential building; (2) remodeling, both commercial and residential; (3) new commercial. Here's how he operates in each of the fields.

*New Residential*—Stenstrom caters to an upper-income market with houses in the \$25,-50,000



**TYPICAL STENSTROM** house under construction has a luxury look. This model has 1,560 sq. ft. of living space

including 2 bathrooms and 3 bedrooms plus double garage, full basement. Price: \$30,000 on owner's lot.

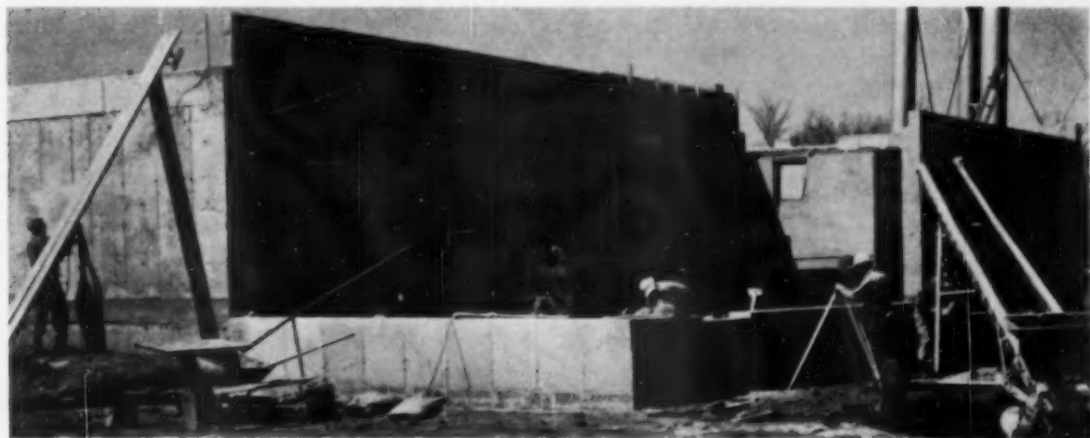
## to go where the money is"

range without land. These are usually brick, with 3 or 4 bedrooms, 2 baths, double garages and plenty of built-ins such as dispensers, intercoms, washers and hi-fi. In a more normal building year such as 1959, he would erect 4 to 6 spec houses to promote sales of both custom houses and remodeling. For instance, the '59 Parade's \$47,000 model directly accounted for \$72,500 in remodeling contracts alone plus an order for one duplicate. Because of the current soft market, he has built no specs this year and only 9 custom units. He has concentrated on remodeling.

*Remodeling*—At last report, Stenstrom had

\$70,000 worth of remodeling underway—mostly on a firm contract basis. "We find a contract itemized right down to the penny is good customer relations," he explains. Proof: at least 25% of his customers returned for additional work. Stenstrom says his best salesmen are these satisfied customers and the previously mentioned new homes.

*Commercial*—To date Stenstrom's crews have built gas stations, schools, garages, office buildings, factory additions and three municipal pumping stations. They ranged in size from \$20,000 to \$100,000, posed no more problem than residential projects of similar size.



**FILTRATION PLANT** structure for nearby Loves Park is representative of Stenstrom's commercial and industrial

projects. It was done for \$40,150 and is the third one that Stenstrom's crews have handled recently.



**CONTINUED DIVERSIFICATION** is the goal of Art Burns (left) and Bill Wisner, shown at one of their subdivisions.

## "You've got to go where the money is"

**S**TENSTROM's straightforward advice could just as easily have come from W. L. (Bill) Wisner of Waterloo, Iowa. After building houses for almost 14 years, he changed course about a year ago.

Wisner made a survey of the local market (see "Opportunity," page 5) which included plans reports from the major utilities. It indicated the possibilities for a strong new demand for housing were slim. But, there was a good potential in remodeling and possibly in light commercial work.

Wisner moved fast. He chose to maintain his four-year-old real estate concern, Builders Realty, Inc., and to acquire an interest in a local lumber yard, the American Lumber Co. Then he and carpenter Art Burns formed Wisner & Burns.

Wisner & Burns' 15-man crew is now active in new construction, remodeling, and such commercial work as a recently completed medical clinic.

A first step in achieving this flexibility was the

acquisition of a manufactured-homes franchise. So far the partners have completed eight Harnishfeger houses, ranging in price from \$13,950 to \$15,950—and will build more as the demand warrants.

Most of Wisner & Burns remodeling work has been in kitchen improvements and converting large single-family dwellings into rental units. Both have proved highly profitable.

Another area they have moved into is the purchase of older houses for remodeling and subsequent resale (see photos below).

Wisner is also exploring the possibility of developing a market for fallout shelters. He says "We'll be bucking an it-can't-happen-here attitude all the way." But, when last queried by **AMERICAN BUILDER**, he said he was planning a series of newspaper ads offering the shelters constructed at the homesite, for about \$400.



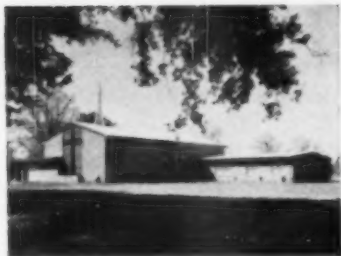
**WISNER AND BURNS** inspect old 5-room house bought for \$2,000. They plan to spend \$4,000 in remodeling and sell it for about \$7,000 on a contract basis.



**INSIDE REMODELING** of Burns & Wisner's old house. It will include new wiring, plumbing and wall finishes. Only outside walls will be left untouched.



# Specialized markets: bright spots in '61



## Smaller churches will be a strong trend

**FORECAST:** Look for a 10% increase in church building. A steady boom has been going on in this field for the past 15 years, and will continue for at least another five. Construction of religious buildings is roughly 11% ahead of 1959. About \$947 million was spent last year in this market.

**FACTORS:** Suburban need for small churches designed for 400 to 500 parishioners.

New ideas about religious education call for better Sunday School facilities. Today, more than half the space in new churches is devoted to social-education areas for the young people.



## Look for continuing boom in swimming pools

**FORECAST:** The market will be up 20% to 25%. This means close to 100,000 new pools next year at a total volume of more than \$1 billion.

Two out of every three pools will be residential, and the Northeast area will continue to be the fastest growing markets.

**FACTORS:** Mass production, new techniques, new materials, plus competition between manufacturers have made the swimming pool a low-priced product for the millions.

Increased leisure time, greater disposable income, and the trend to backyard living are behind the booming consumer demand.



## Classroom construction will increase in 1961

**FORECAST:** About 75,000 classrooms will be built in 1961. A classroom costs in the neighborhood of \$30,000.

Total volume, private and public, is expected to reach \$2¼ billion—a 5% to 10% increase over 1960. This figure does not include construction for colleges.

**FACTORS:** Voters are approving a greater percentage of school bond issues. April and November are big months in builders' plans; that's when the issues come before the public. Caution: a close contest between two candidates may distract voters from a bond issue and bring about its defeat.



## Expanding suburbs still need more shopping centers

**FORECAST:** From 900 to 1,000 shopping centers, big and small, will be started next year, at a total cost of \$2½ billion.

Approximately 900 will be finished this year, at a cost of \$2¼ billion, bringing the nation's total number of completed shopping centers to 4,500.

**FACTORS:** The shift in population to outlying areas, the variety of services and goods available, and the convenience of one-stop shopping all make shopping centers popular.

An estimated 81,000,000 cars will be in use by 1965, boosting stress on automobile shopping.



## Remodeling remains the biggest special market

**FORECAST:** A \$5 billion market is projected for residential additions and alterations. This works out to a 5% to 10% increase over this year, which is now 4% ahead of 1959. This rate of increase may seem small. But the annual *base figure* for remodeling is high in contrast to other markets.

**FACTORS:** Roughly 49,000,000 dwelling units in the United States need modernization. Each year only 300,000 of these units are classified as unlivable and go off the market. In addition, many homes not in need of remodeling are added-to or improved merely because the owners so desire.

# Outlook for '61: a sticky

**Housing spokesmen comment on trends and problems facing builders in '61. Consensus: a buyer's market—with merchandising becoming the really critical sales factor.**

**STARTS:** "There are few signs of any strong trends that would overcome the generally sideways drift the economy exhibits. The decisive factor will be merchandising."—NAT ROGG, NAHB



**P**OPULATION factors alone will not sustain growth markets in home building. We have moved out of the desperation phase and into a buyer's market—one in which the builder will have to compete with other ways in which the consumer can spend his money.

The projected boom so widely forecast for the 60's will not

take place before the second half of the decade. At present, buyers entering the market are from the slim ranks of depression babies. The big group of war babies won't arrive before 1965.

Starts should continue at present levels, barring any major setback, but success in next year's market will depend on how effectively a builder merchandises."

**FHA:** "We expect a natural upswing in applications for mortgage insurance during 1961 as a result of improved money flow and eased lending rates."—JULIAN ZIMMERMAN, FHA COMMISSIONER

**N**EXT YEAR should see a natural upswing in starts as a result of improved money flow.

"Builders are becoming increasingly sophisticated, much less reliant on federal cure-alls. They are showing increased awareness of peripheral markets, as evidenced by the success of our elderly housing, and pocket urban renewal programs.

"From a legislative point of view, I'm anything but displeased at the post-convention session of Congress. Although they didn't pass omnibus legislation, they gave the industry enough to go on—particularly through the extension of FHA Title I home loan insurance. This has been the most dramatic tool for maintaining our inventory of housing."



**FINANCING:** "There is plenty of mortgage money . . . no need for a federal shot in the arm. Bankers will have plenty of elbow room."—B. B. BASS, PRES., MORTGAGE BANKER'S ASSOC.



**T**HERE IS enough mortgage money available to finance all the homes builders can sell. Furthermore, interest rates can be expected to decline as a result of the general downward drift of the economy. This can be expected to continue until there is a decided upswing.

"The fact that we can now sell FHA mortgages to individual

buyers means that bankers will have more elbow room.

"Builders tend to be too prone to blame their problems on tight money, and to pressure legislators for special assistance. Looking back, I would say that the financing of home loans has been adequate in the past two years, and in '61, builders should find money no problem at all."

# market—drifting sideways

**LAND:** "Land values in general are not coming in for serious price deflation. Basic changes in the economy will tend to keep prices at high levels."—**DR. HOMER HOYT, LAND ECONOMIST**



"THE CAUSE of land price inflation has been the surge of suburban growth. Raw land has been built up with 10 million homes since the end of World War II, and the legitimate demand for land caused this suburban land to rise above farm land prices.

"If the demand for suburban land continues, and population projections indicate it will, there is no reason to assume that land prices will fall precipitously.

"The price situation must be judged on a local basis. If demand is strong, prices will continue to be high. When demand falls off, land prices will drop.

"I don't see any general decline in land prices, unless there is a major crisis in the economy. And basic changes in the economy—guaranteed bank deposits, the social security program, amortized mortgage payments, among others—will serve to offset any major economic crisis."

**MERCHANDISING:** "Circus promotions are passé. In this market you can't sell houses to mobs; it takes top flight salesmen on a person-to-person basis."—**STAN EDGE, CONSULTANT**

"BETWEEN NOW and 1965, builders will be selling heavily to second-time buyers. Success will mean intensive merchandising of a much more sophisticated product.

"Buyers aren't desperate any more, and more of them have a clear idea of what they want.

"It will be the builder's job to find out exactly what buyers want. Only then can he advertise in meaningful terms and train salesmen to sell his product effectively.

"We've done market research on a thousand buyers in 15 major markets. Here are the things they'll be looking for:

1. Indoor-outdoor living space—all across the nation.
2. A smarter kitchen—better layouts, better cabinets, less gadgetry, eating space.
3. A second bathroom.
4. A family room.
5. 'Status' exterior styling.
6. Better lighting throughout.
7. More storage space.
8. Improved landscaping."



**CONSTRUCTION:** "Expect to see more builders moving into component construction. Whether they build their own or buy them, they can't afford not to use them."—**JOHN KING, NAHB**



"I THINK in 1961 that you can look for an accelerating trend to building with components. Builders have become more aware of the cost and time advantages which are inherent in using larger, off-site fabricated parts.

"Whether the builder makes his own components or buys them will depend on the size of

his operation. But manufactured components will become more commonplace. Major materials manufacturers are investing heavily in component systems. But they'll make no attempt in the immediate future to sell the builder a complete package—leaving the builder with the feeling that he is creating a product, not just selling one."

**RESEARCH:** "It's no trick now to close in a house in one day. Next areas of breakthrough will be in foundation systems, mechanical cores."—RALPH JOHNSON, RESEARCH DIRECTOR, NAHB



"COSTS on the shell of the house are pretty much under control—particularly where the builder builds or buys components. The major areas which call for, and are receiving, research attention are the foundation and mechanical systems.

"A one-day foundation system would represent a real breakthrough. We have to work toward foundations systems that are not at the mercy of the weather. Winter building would get a real boost if we could avoid pouring and curing concrete on site.

"Mechanical systems are an area in which gigantic strides have been made, but where potential progress is still great. Cost-wise, any improvements in this area mean hundreds of dollars as opposed to penny savings in highly perfected wall systems.

"We are looking to major building material manufacturers for breakthroughs in this area. "They have the facilities for research, production, and marketing of components, that will mean faster builder acceptance of improved products and techniques."

**PREFABRICATION:** "Builders and buyers continue to find favor with prefabricated homes. The industry will sell more than 120,000 prefab units during '61."—JERRY MADIGAN, HMA

"THE MAGIC WORD 'components' is carried to the logical limit in the house package. Builders realize the value of knowing exactly what their cost will be, especially in a buyer's market. In addition, they will find it increasingly difficult to pass up the special services offered by prefabbers—permanent mortgage financing, merchandising assistance, land and construction money, cost control, rapid dollar turnover.

"House packages have held

their own in a declining market, and the influx of new companies indicates that the industry will increase its share of the housing market.

"Most builders are thinking about panelizing their operation. The availability of house packages lets the average builder avoid the risks inherent in tying up capital in off-site production facilities. And the faster rate of production permits him to expand without increased capital investment."



**CODES:** "In 1961, you'll see an increased awareness of what the four major model codes have to offer. Widespread adoption will give us sufficient code uniformity."—WARD BUZZELL, NAHB



"THERE IS little likelihood that a single national housing code could be drafted, let alone adopted. We see the logical solution in the adoption of one of the four regional model codes.

"These four codes have received widespread approval, and offer the course of least resistance for communities interested in adopting a workable performance code. We will have acceptable code uniformity if any of these codes are adopted across the nation.

"The key is to have these codes adopted for an entire metropolitan area—thus permitting builders in the suburbs of the city to operate under the provisions of only one code. Some of the major cities we expect to see move in this direction during the coming year are: Houston, Milwaukee, and Pittsburgh.

"Progress has been steady. I see a continuing trend in this direction, with some acceleration as awareness of the value of code uniformity grows."

# What the Comers will do in '61's sidewise market

**Some of the industry's fastest growing young builders take a look at their local markets with an eye to problems they face—and solutions they'll use—in planning for '61**

**DALLAS, TEX.**

*"We diversified, and grew 30% in a market that was off 25%"*

Dave Fox, of Fox and Jacobs, talking: "We agreed with the pessimists that housing would be way off in 1960, and thought we'd just pull in our horns and slow down. But we decided instead to diversify by broadening our price range. We'd been building two groups of homes in the \$15-\$25,000 range, now we decided to build in the \$13,-500-\$15,000 category, and to test the water in the push upper reaches between \$30,-\$50,000.

Building in six subdivisions as opposed to our former two, we've managed to boost production 30% for the year.

We see 1961 as a soft market getting softer. In a sense, we solved most of our anticipated problems for 1961 a year early, just by diversifying to meet demand where it existed.



Ike Jacobs and Dave Fox: they solved next year's problems last year

By anyone's standards, Fox and Jacobs aren't little fish in a big pond. They'll build about 870 homes in 1960—heavily clustered in the \$15,000 range. What more than one observer has called the best merchandising outfit in the country guarantees a similar number for '61.

**WASHINGTON, D.C.**

*"We're getting away from the idea of carnival promotions"*

"We've all grown too successful with too little effort," mused Steve Yeonas. "I think the biggest problem in 1961 will be getting rid of the idea that prosperity is a habit. There hasn't been a real letdown in demand—it's been more of a realignment, and we have to adjust our thinking.

"The demand is currently strongest among second-time buyers. They're more discriminating, and require a more per-

sonalized sales approach. But most builders still haven't realized this fact.

"We're going to put more money into direct-mail selling in '61, and in keeping tabs on pros-



Steve Yeonas: prosperity isn't a habit

pects who now tend to visit a house six or more times before buying. We're getting completely away from carnival promotions—they just don't fit in a choosy market."

Builder Yeonas evaluates any builder's strength along three lines: market research, product design, selling techniques. He thinks his main problems lie in judging his market, then selling it. Five years ago he had some market research done in his area; formulated plans for growth, and stuck to them.

Yeonas' production (350 units) is off 100 units since 1959 but '59 was a boom year for him. He isn't particularly worried about holding the line in '61.

## '61 outlook: a shifting market,

### PALO ALTO, CALIF.

*"We buy two kinds of land—way-out and passed over"*

Brown & Kauffmann built 12 homes in 1954. Last year they built 305. Their wrinkle-free growth chart is no accident. Both are out of Stanford U., and their approach to building is strictly business: hire the best talent, use market research, plan for growth.

As with most other California builders, booming land prices are a headache. They solve the problem in one of two ways according to Wayne Brown: "Buy land that has been previously passed up, or go far enough out to beat



Brown and Kauffmann: the growth curve is wrinkle-free

the speculators. We try to keep enough land under control for three years' production."

### BIRMINGHAM, ALA.

*"Lower prices will beat jacked-up carrying charges"*

"It's been a tough year for homebuilding in Birmingham," comments Jim Lewis of L&L Construction Co. "We're still feeling the aftereffects of the steel strike, as well as the failure of that industry to produce anywhere near

capacity." Add an aircraft plant strike, a major plant shutdown, and the migration of some 8,000 workers, and the plight of the formerly strong Birmingham market becomes apparent.

L&L grew steadily in the boom years between '54 and '59, but the local economic bind has suddenly crimped the operation. Lewis' solution: build even lower-cost housing. "Those who are able to buy show increasing unwillingness to pay jacked-up carrying charges; and I know they feel the pain less when they are carrying a smaller mortgage."

Lewis expects to build about 200 homes during 1960, and seeing no reason for a demand spurt in '61, plans on doing about the same number next year.

### TACOMA, WASH.

*"We spread our subdivisions to dodge aircraft plant disruptions"*

"Operating in an area that houses employees of one large plant can be very risky," warns Herman Sarkowsky of Tacoma's United Homes. "We don't want the fate of our company tied to the ups and downs of defense industries, so we operate in five separate communities with nine subdivisions. We are shooting for an operation that straddles the entire state."



Sarkowsky: strictly a sales problem

Sarkowsky sees 1961 as a good year for his firm regardless of what the general market does. His biggest problem will be how to improve his merchandising. Says he, "If I can create the proper image of structure, community, and home ownership in my house, the other problems such as land and building cost would all be quite secondary. In the end it is strictly a sales problem—just how to convince the buyer that you're solving his problems."

### NAPERVILLE, ILL.

*"Trade-ins are hampered by unrealistic present-home prices"*

Don Tosi sees it this way: "If present homeowners would accept reasonable prices for their current homes, I could sell 100 homes a year. One of the great fallacies in housing today is that a home increases in value year by year. Consider how car owners will run a car for two years, trade it in, and take a fantastic beating without a whimper. Yet 80% of them will place an unrealistic price on their present home when they look to buy another."

Tosi builds an average of 25-30 homes per year, for a dollar volume of about \$750,000. He is basically a custom builder, using

## where know-how will pay off

one model with five or six variations—ranging in price from \$20-\$26,000 plus lot.



Tosi: no law says value has to go up

### SHREVEPORT, LA.

*"I dip into light commercial when housing slacks off"*

Dave Moore sees the big problem in his area as the lack of market research. "We build largely by the seat of our pants—build one type 'till they stop selling, then try another. It's bad business." He thinks there is a coming saturation in the local market for \$13,-\$15,000 homes, an expanded market for those in the \$25,-\$35,000 bracket.

Moore dips into light commercial when housing demand slackens, is now processing plans for rental units for the elderly.

### EL PASO, TEX.

*"1961 will be like '60—overloaded market, buyer shortage"*

Joe Yarborough has been building since 1947, has done as many as 600 homes in one year, will build about 300 this year.

He sees the El Paso problem as "a glut of middle priced homes due to the influx of high-volume mass builders." The only area really open for profits is the under \$10,000 market.

Reaching that price range is a problem for pros according to Yarborough; he sees it as the easiest place to get caught in a cost-price squeeze. Yarborough is going to move into this market next year to utilize the potential of his operation—currently running at about half capacity.

Other bases which he is touching are: small shopping centers, stores, filling stations, rental units, elderly housing.

### DETROIT, MICH.

*"The problem is maintaining volume in a declining market"*

Detroit home sales have dropped from 41 thousand in 1954 to about 17 thousand in 1960. In broad contrast to this trend, Kaufman & Broad went into business in 1957, built 180 homes the first year, will do about 350 before this year is out.

Eli Broad sees their main problem for 1961 in "maintaining high volume."

Kaufman and Broad will rely heavily on model homes to boost '61 sales. They will have 14 model homes on display during National Home Week, with two of their affiliates (one in Phoenix) showing an additional five.

K & B generates additional volume by developing and selling lots to other builders (600

in 1958 and '59), and doing Capehart housing at armed forces bases.

### NEWPORT BEACH, CALIF.

*"Three kinds of diversification—locality, price, architecture"*

Building in exploding Orange County, K. W. Koll is feeling no pain about 1961. "Sure, land prices are higher than ever. I just tied up 66 acres at \$17,500 an acre last year, but I still sell my homes at a profit."

Whatever implications this has for the homebuyer, there are no immediate signs of slackening



Koll: building in a can't-miss locale

demand. Koll builds in nine separate tracts, does custom work and spec as well—with price tags ranging as high as \$80,000.

### THE COMERS: Housing's fastest growing builders

FIRM	'55	'56	'57	'58	'59	'60
Joe Yarborough	603	335	297	556	309	300*
Kaufman & Broad Building Co.	—	—	180	430	310	350*
L & L Construction Co.	59	75	109	206	200	200*
United Homes	100	155	210	298	312	300*
Brown & Kauffmann	105	135	159	204	305	350*
Fox & Jacobs	135	135	100	150	550	870*
Steve Yeonas	—	150	175	250	450	500*

\*projected



GET HEAVY EQUIPMENT work out of way first—before temperature drops. If cold beats you to punch,

cover ground with straw and brush, to cut frost penetration. Snow insulates; don't remove it until job is ready.

## Your Check List for Winter Building

**Early spring sales depend on what you build now. Let these tested tips show you how to increase production and profits when the mercury takes a tumble or the rains come**

**A**DVANCE PLANNING is the key to winter building problems:

1. By launching an all-out sales campaign this fall, you can backlog sales on which to work.

It's generally agreed among builders that the capital investment required for this phase of advance planning is low compared to additional profits made during winter operations.

2. While the weather is still moderate, start your site development—access roads, drainage, services, land clearing, lot layouts, and excavations. Don't forget to make prewinter arrangements for water supply, electric power, storage for materials.

What are the advantages of building during the winter months?

- You keep your crews together; unskilled labor is handy.
- Your sales volume stays high.
- Additional cold-weather time and heating costs generally run \$200 a unit—not enough to shut down. Fixed overhead can be spread over more houses during the winter.
- Subcontractors offer better service and prices.
- Mortgage lenders and FHA and VA provide faster service.
- You increase your annual profits; cut expenses.

Concreting is winter's biggest problem. One basic rule: don't place it if it will freeze before it hardens sufficiently. This prevents deterioration. Minimum requirements:

Concrete should contain entrained air and 1% of calcium chloride by weight of cement.

Remove frozen lumps or materials as concrete is placed—or where it is to be placed. Prevent freezing and drying for at least three days. Cost of winter concreting for additives and heating: About \$1 more per yard.

Masonry requirements: Keep block and brick off snow- or ice-covered bases. Work with dry units; keep mortar and units from freezing with tarpaulins. Cover both sides of the job.

When you mix mortar in below-freezing weather, heat both water and sand. Maximum temperature: 120°. Minimum: 70°.





**BEFORE THE FREEZE**, put in foundations, foundation walls, slabs, septic and sewer systems. Good drainage, access roads are important.



**TO KEEP CONCRETE** from freezing, straw, space heaters are winter builders' best friends. Line bottom of excavations with straw to deter frost.



**FOR ABOUT \$1 PSF** and up, air-houses over your house units speed job. Inflated structures withstand heavy ice, snow; they assemble easily.



**PREFAB AND STOCKPILE** materials, place them near job. Store mill-work, finish flooring, in warm, dry spot. Keep wood, masonry units dry.



**GET MORE TRACTION** in and out of sites by spreading bed of rock or gravel in driveway. It lets you move trucks, tractors without bog-down.



**BUILT-UP ROOFS** are fair weather jobs. So is exterior painting—above 50°. You can paint inside, if heat and some ventilation are provided.

### Cold weather quotes from cold weather builders . . .

Robert Alexander, Hampton Park Subdivision, Romeoville, Illinois: "We're going right through the winter even though it's more expensive. We find labor costs go up about \$150 per house. We have to leave concrete in the form longer . . . funds for painting, grading, and landscaping are held in escrow until better weather prevails . . ."

Jay Stream, Durable Construction Company, Wheaton, Illinois: "Heating the house for tradesmen and longer labor time adds \$200 to the cost of the house. But it's not worth closing shop for \$200—especially when costs average out over the year. We precut our lumber and prefabricate trusses in our shop to reduce the time our employees have to spend on the exterior of the units . . ."

John Elms, Centex Construction Company, Elk Grove, Illinois: "We don't work on exteriors when it gets below 15° to 20°. With good luck, we'll bring a house to completion with the exception of concrete driveways, stoops, and garage floors . . ."

An Ohio builder: "We protect the ground against freezing with 15-lb. building paper, about 3-ft. beyond the slab areas in all directions, plus 5-in. of straw weighted down with 2x4's . . ."

Portland Cement Association, on concreting: Cover the grade with straw before the ground has an opportunity to freeze. The thickness of 12 to 24 in. is recommended, depending upon the temperature expected. Dry straw has much better insulating properties; cover it to keep water off.



## Builders' Best Bets For

**What will sell in 1961? To answer this question, we talked to builders all over the country, phoned the top real-estate editors, surveyed 12,000 builders by mail. Here's what they say will be your best bets for 1961**

**W**HILE BUILDING is down from 10% to 30% in some areas, builders said that they are optimistic for 1961. But they feel that to sell houses next year, their housing package will have to change—offer more than it did in the past. (Notice how many houses shown on these pages have four bedrooms.)

The builders' optimism is expressed in the AMERICAN BUILDER surveys. Most builders plan to build 12% more houses in 1961 than they did in 1960.

Houses will be bigger and better in 1961. About 45% of builders will offer both a family room and a separate dining room. About 20% will offer either but not both. About 45% expect to offer one or more fireplaces in 1961. And 1½- to 2-bath houses will be standard next year.

Again, more house for the money: more than 80% of builders surveyed will offer 3-bedroom houses. A surprising 45% will offer four.

The basement is still popular with 75% of the builders; but 20% report they will offer houses with crawl spaces or built on a slab. Almost no one will offer a house without a garage or carport (usually two-car size).

As evidence of the trend to more extras, 60% say they will include patios (at least 150 to 250 sq. ft.) with the purchase price. An equal number plan to landscape. Another extra is getting more attention—20% plan to offer air conditioning, 4% expect to install window units.

Even though 80% say they will build one-story houses, and 45% say they will build split-levels, the two-story house is gaining favor. Over 18% said they would place their bets on the two-story house in 1961. Traditional designs are on the



# 1961

upswing, with colonial becoming more and more important. Contemporary seems to be losing ground.

More builders will construct houses in the 1,000- to 1,200-sq. ft. class than will build in any other range. About 25% say they will build houses with living area taking up over 1,600 sq. ft.

More builders report that they are building in the \$12,500 to \$19,900 price bracket (without land) than in any other comparable spread. If about 15% is added for the price of land, the survey indicates that a substantial majority of builders operate in the \$15,000-and-up price bracket.

Most builders polled offered two models for sale during 1960, expect to offer four in 1961.

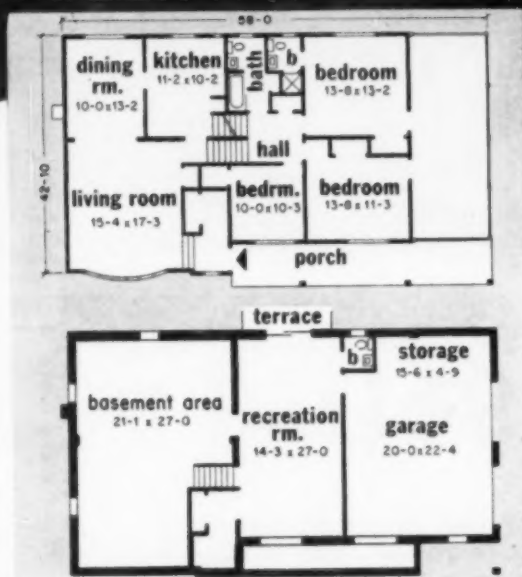
**Our 4-bedroom model selling for \$19,450 will be our best sales bet for 1961!**

**St. Louis, Mo.** The "Windsor" shown above is Fischer & Frichtel's best-selling model this year. Its plan (322) has accounted for 40% of their home sales (about 400 sold) since its opening in September 1959. The Windsor's best sales features: separate entry foyer, kitchen and family room opening on to terrace. House is completely equipped except for air conditioning.



"Our 1961 sales getter will be this model with 4 bedrooms, 2½ baths and a basement for \$23,600"

**Riverton, N.J.** The "Wayne" model house, shown above, is Cornell Development Company's best sales bet for 1961. They report that sales on this model are going strong, well into next spring. There is every reason for the Wayne's popularity, because it offers a lot of house for the money. It has plastered walls, stone front (brick on sides and on rear elevation), large sundeck, four bedrooms (the fourth is above the living room), two and a half baths and a basement. The price: \$23,600 including a 15,000 sq. ft. lot.



**What's ahead for '61 sales? Real estate editors answer:**

**New Orleans Times-Picayune—Frank Schneider.** Building is down, but builders are optimistic for '61. Money is the problem now. It may ease up, but land will remain costly. What features will be big in houses for 1961? Bigger houses; one and a half to two baths; three to four bedrooms or a den-bedroom; fully equipped kitchens; family rooms; more patios, more landscaping. Central a/c . . . a must! Ranches still popular, but splits are coming in.

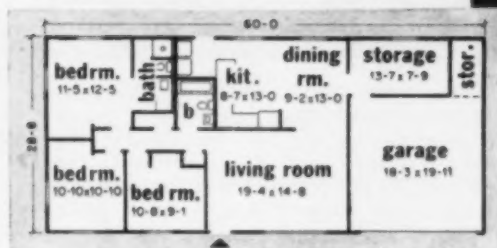
**Boston Traveler—William Dorman.** Building is down about 12%. And builders here are pessimistic about 1961 sales. Reasons: The cost of land is high. The continuation of rising real estate taxes (no sales tax) and high financing costs combine to slow sales—also builders are, for the most part, putting out the same

product they did 10 years ago. Houses that sell show these trends: a return to traditional lines, four bedrooms, two baths.

**San Francisco Chronicle—Robert J. Keeley.** Homebuilding is currently down about 10%. Main reason: tight money. Price of land is going up. Land situation will get worse. But most builders are optimistic. Indications are that they'll build like mad here in '61 even though some houses are still unsold. Trends: four bedrooms; two baths; family rooms, indoor-outdoor living; some a/c but not central systems. Prices: 70% in \$18-\$26,000 range.

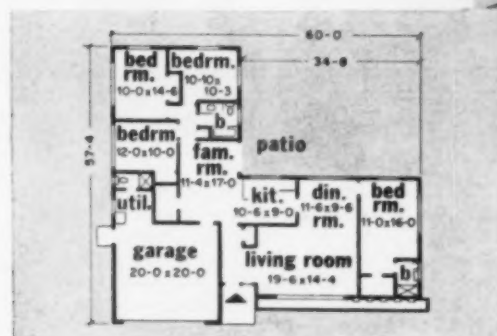
**Atlanta Journal Constitution—George Erwin.** House-  
(Continued on page 225)

"This 3-bedroom, 2-bath ranch will be our best seller in 1961"



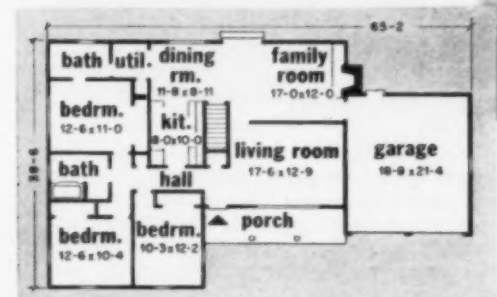
Indianapolis, Ind. Perine Development Corp. offered "The Williamsburg" to the public a few months ago along with five other models. This model now accounts for 50% of their sales. It contains 1,322 square feet of living space, plus garage, and sells for \$14,990 with landscaped lot and blacktop driveway. Why a best bet for 1961? All-brick exterior, storage areas, large kitchen, family room, two baths.

"We've zoned its plan for children and adults"



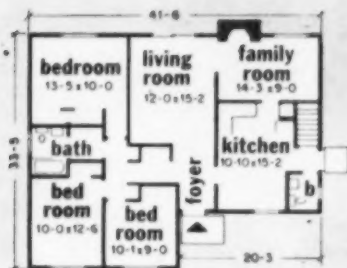
Clearwater, Fla. Rutenberg Construction Co. planned this house with two separate areas. Family room and bedroom wing is to the rear, for the children, and the living room, dining and master bedroom suite is for parents. The kitchen is the core servicing both areas. "Rainier" model shown is a 4-bedroom, 2½-bath house selling for \$16,990 on buyer's lot. Extras: \$1,750 for a/c; \$4,000 for swimming pool.

"In our area, they like two baths, the extra linen closet, paneled family room"



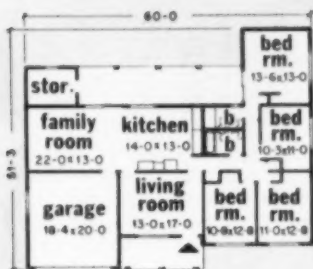
Wichita, Kans. The model shown here accounts for 30% of Murray Homes' sales and is expected to be their best seller in 1961. Reasons for its popularity: two baths, main floor laundry, dining room, paneled family room, basement, fireplace. Price is \$22,000, includes wall-to-wall carpeting, except in kitchen and dining area, fully equipped kitchen with built-in range, oven, dishwasher, NuTone hood.

"This center entrance plan with rear living room, will be our bet for 1961"



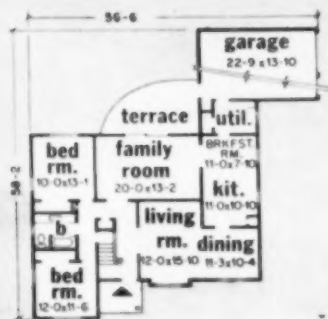
**Detroit, Mich.** The "Wellesley" is Wilshire Construction Company's best-selling model. Purchasers say they like the center-entrance floor plan, the rear living room and the separate family room. The foyer leads easily to bedrooms and activity areas. Buyers like the dual bath with the extra powder room and the island sink arrangement in the kitchen. The price: \$17,990 with 60-ft. lot.

"Four bedrooms, two baths and all-luxury equipment will sell for us next year"



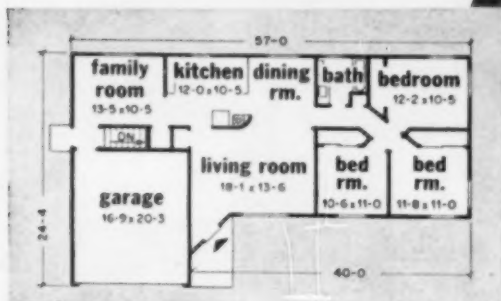
**Phoenix, Ariz.** Staggs-Bilt Homes puts its chips on this Cinderella model S-403, shown above—four bedrooms, two baths and 1,798 sq. ft. of living space for \$15,900. But it is loaded with such popular equipment as Formica or ceramic tile countertops; Arcadia doors; garbage disposer, range, oven and hood by GE, Westinghouse, Tappan, Kelvinator, Chambers, Hotpoint, Frigidaire and O'Keefe & Merritt.

"A large home for a large family at a moderate price"

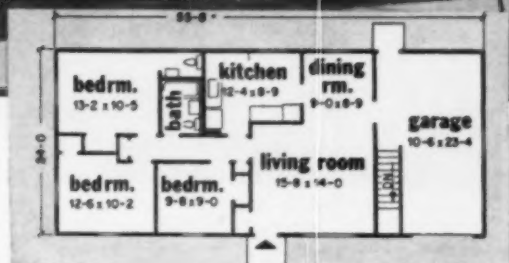


**Houston, Tex.** Suburban Homes Realty feels that this "Old English" house will appeal to large families who want a lot of room, still want a moderately priced house. Here is what Houston buyers get for \$27,500: big rooms, four bedrooms (two on the second floor), two tiled baths, formal dining room plus a large family room, central heating and air conditioning, careful attention to cabinet work.

"We try to offer custom designs at volume housing prices"



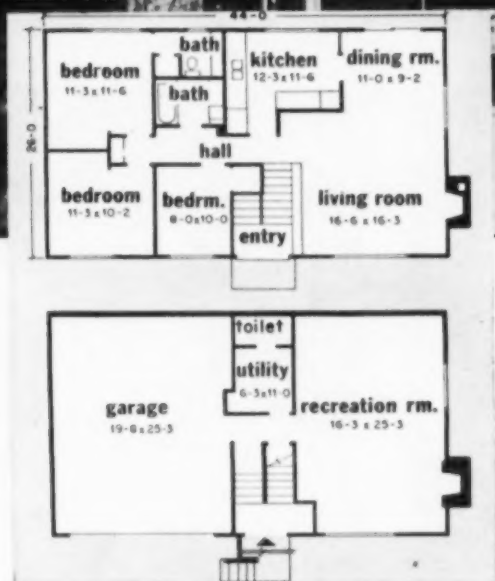
Milwaukee, Wis. Lifelong Homes, Inc., feels the ranch-styled "El Dorado" will repeat as its best seller for 1961 because it currently is the most popular house in their line. Top reason for its continued success is the low cost. It sells for \$13,990 (plus lot)—a lot of house for the money in Wisconsin. Lifelong Homes builds throughout the state on the owners' lots.



"Traditional is gaining in popularity here. This French Provincial is the one most of our buyers like"

Kansas City, Mo. Southwest Construction, Inc., picked the "Citation" as the model it believes will be the best sales getter in 1961. Reason: it anticipates popularity

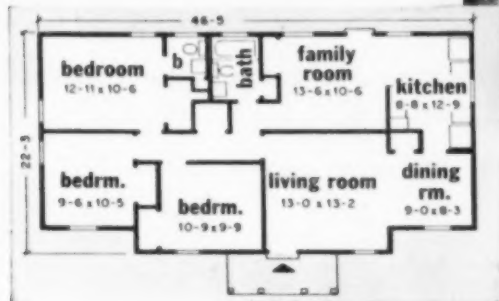
of traditional designs, particularly French Provincial. The Citation sells for \$18,300 with 80x140-ft. lot; price includes a fully equipped kitchen.



"This front-to-back split adapts to a lot that slopes from rear to front; it's the house for us in 1961"

Tacoma, Wash. Herman Sarkowsky of United Homes opened the "Kirkwood" in mid-summer. He's found this split is his outstanding seller, figures it will continue to be in 1961. The basic house includes a built-in oven and range for \$16,000, plus cost of lot (about \$2,500). Recreation room and lower bath cost an extra \$950.

"It's all brick, colonial, low-priced, with a high-priced room count"



Memphis, Tenn. "The Virginian" has better than 1,200 sq. ft. of space for \$13,150. Cooper Realty Company, who built it, feels it will be a pace-setter because its colonial exterior, and use of brick are popular in their area. Hardwood flooring and a fully equipped kitchen help make it a strong sales bet for 1961.



# How will you stack up in '61

**There's a growing feeling among builders that 1961 will be the year that separates the men from the boys—or so an AMERICAN BUILDER survey of 12,000 builders seems to indicate**

**"I'M GOING TO PRAY** as if only God can help me; and I'll work as if not even God can help me. But I'm going to build more houses."

That's just one builder's summary of how he'll tackle the promisingly good—but definitely tough—1961 market. But it seems to speak for the industry. At least that's what an AMERICAN BUILDER survey of 12,000 of the nation's builders indicated.

A big trouble spot for builders moving into the 1961 market is a lack of planning ahead. Too many builders enjoying post-war prosperity tended to leave their businesses to fate. Now they must orient their thinking for the tough new market next year. This is particularly true of builders of under 25 houses a year. Builders of 25 or more houses are in somewhat better shape planning-wise. They had to think of their markets years ahead to protect their capital investments. (Some experts feel this is why many have grown while their competitors remained static.) How do your 1961 plans stack up with the nation's builders in terms of the 1961 market? Here is a sampling of the thinking brought out by the AMERICAN BUILDER survey.

#### ● In Financing

Builders see the supply of money as strong but expect its cost to present obstacles despite a slight dip in rates and discounting. Only 50% of builders surveyed feel the much discussed central mortgage bank will alleviate the problem. Another 38% are not sure it will—an indication that

perhaps the industry still lacks a general understanding of some of the recent proposals regarding the bank. Despite general complaints about money, however, only 33% of the builders questioned have attempted to do anything about freeing money locally in an effort to spur building. But some have worked with banks and other lenders in an effort to tap union and pension funds. These efforts probably will be stepped up in 1961.

#### ● In Business Management

Pricing and estimating seem to be the primary concern of most builders. They're making an obvious effort to protect themselves from the tightening profit squeeze. Trade-in sales are gaining in momentum and nearly a third of the nation's builders now take trade-ins in some form or another. Trades are especially popular with the small volume builders who tend to do more

remodeling than their bigger brothers, and see profit in fixing up the older homes for resale. More than 50% of the builders surveyed handle their own selling. The other half tend to deal with outside realtors. Second major business concern of the builders is adding to their merchandising know-how.

#### ● In Codes

Codes will remain an annoying, costly problem to the bigger builders—especially those trying to work in the low and medium price fields. Small volume builders consider the code problem as negligible. With their larger, more expensive homes they have less trouble passing along the added costs. But code restrictions do create barriers to introducing new methods and materials to the custom and quasi-custom market.

#### ● In Materials

A majority of the builders surveyed will continue to emphasize brand names as aids to selling houses. They also will take advantage of merchandising aids offered by their local utilities along with material and product manufacturers.

### Quick quotes from the field—

*"Figure on more outside living—patio, grills and pools."—Ga. "We're trying to get local lenders to tighten procedures on loans so young people will save for down-payments on houses."—N.Y. "Well-planned kitchens and big baths will be key salesmen."—Pa. "Land and improvement costs will force us to cut lot sizes."—Calif. "Plumbing will be our biggest problem. Unnecessary codes add \$750 extra to the cost of larger houses."—Tex. "We'll be doing our own earthmoving to hold down land costs."—Ind. "Wood floors and built-ins will be our top salesmen."—Fla. "The big open house will sell here."—Mont. "We'll build duplexes, leasing one unit to give new buyers a start."—Minn. "We're going into combined motel-apartment projects with kitchen units designed for retired people."—Ariz. "The public is growing 'ceramic' conscious."—Ala. "Location is a growing sales factor." Ky. "Merchandising must improve."—Tenn.*

## THE HARMONY HOMES STORY



### FROM START—

Harmony builds seven models from three basic plans. This lets the organization work out highly efficient construction techniques. Waste—both in materials and time—practically is eliminated. Efficiency comes more from smart job organization than from miracle construction methods.

# They build conventionally



### 18 MAN-HOURS TO—

## Install plumbing

Two men set the plumbing tree and prefab the water system (1 hr.). Two men complete the "top-out," rough-in, and install rough heating, vents through the roof, gas system and tub setting (3 hrs.). One man installs fixtures, trim and furnace (3 hrs.). Prefabbing is done in shop (7 hrs.).



## TO FINISH —

Subcontractors enjoy a profitable relationship with Harmony builders. Though HMS has a penalty system to punish delaying subs it rarely has to be invoked. Subcontractors enjoy too many benefits from HMS' central material buying and co-operation for them to risk causing costly job delays.

# on scattered lots at \$5 psf

“Our efficiency,” says Charles (Chuck) Criswell, head of Harmony Management Service, “stems from smart organization rather than new construction methods. Most of our time is spent making existing methods more efficient.”

Criswell explains that even if Harmony wanted to experiment with new methods, it would have a difficult time of it. HMS deals with dozens of lenders and building departments, all of whom must be convinced of the soundness of any departure from convention.

### Varied terrains affect pricing

A Harmony job is more complex than tract building. Houses are built on scattered lots miles apart. So construction must contend with a wide variety of terrains, soil formations, rules and restrictions. For that reason, all Harmony Homes prices are quoted on the basis of level lots.

Ten of the Harmony companies do their own construction work. The remaining nine serve as sales companies whose construction is supervised by Harmony Builders—a wholly owned HMS subsidiary. Volume of the two groups are about equal and construction costs nearly identical.

Average construction time from start of a house to completion is about 78.30 calendar days. Best

record was 47.01 days; slowest was 124.82 days. HMS conducts a never ending campaign to eliminate delays between various phases of the work. Each month, reports are circulated to member builders to spur them into competing with one another. Causes for delays and possible solutions are discussed in yearly get-togethers between member builders at an HMS-sponsored dinner.

### Job forms are a must

Job control forms play an important role in keeping construction moving efficiently. One schedule card enables construction managers to keep on top of their jobs. The manager starts a card for each job as soon as work begins. This card is broken down into all divisions of the work and it tells the manager at a glance what the status of each job is at any given time. The manager does not schedule all phases of work at the beginning. He does the scheduling progressively as the work moves along. Possibility of unavoidable delays makes it unwise to work too far ahead.

Each subcontractor is given the responsibility of notifying the subcontractor following him of any job delays. When this is not done—and a job is not ready for the follow-up subcontractor—the first must pay the second for the time lost.

## Smart planning teams-up with

Another vital form is the job control sheet. This tabulates the 29 steps of construction. When a job is started, the company fills in the standard or optimum cost of each of the work operations and lists any extras. The form then is sent to East Pasadena Escrow Co., an HMS-owned subsidiary, which disburses all money for all 19 HMS companies for construction work. When bills are received for work performed, or for materials, they are checked against the standard estimates as shown on the sheet. Discrepancies immediately come to light and are corrected. The form provides positive control over construction costs as well as a detailed record of job material and labor disbursements.

### Local lumber purchases

Because the 19 Harmony companies are spread all over Southern California, HMS finds it unwise to make all lumber purchases from a single dealer. Central buying here would create exorbitant trucking costs. Also, prices fluctuate considerably from area to area. Harmony asks suppliers interested in serving the organization to report monthly on their current prices.

The construction manager's secretary keeps track of scheduling, target dates, actual performance, and progress payments.



24 MAN-HOURS TO—

### Pour footing and slab

Four men lay out the job, dig the trenches (with automatic diggers) and set the forms (12 man-hrs.). Four men pour the concrete (8 man-hrs.). One man machine-finishes the surface and strips forms (4 hrs.).



6 MAN-HOURS TO—

### Install all wiring

A single man installs rough wiring in 4 hrs. and later returns to finish wiring (2 hrs.). Workman schedules his time so he can follow an efficient cycle of rough and finish wiring around the scattered-lot jobs.

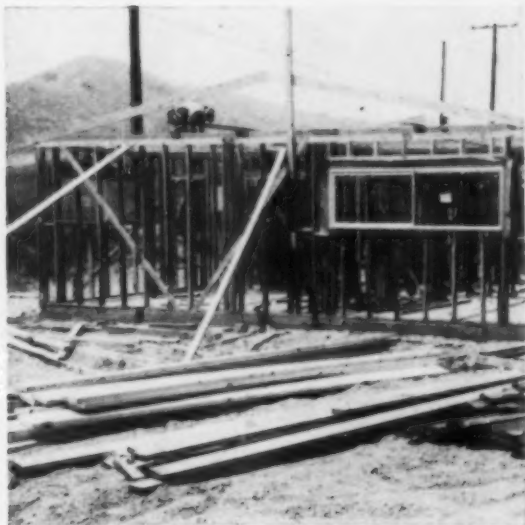


4 MAN-HOURS TO—

### Install ready-hung doors

One man hangs all the doors. He installs the base and does the "pick-up" (readies house for turning over to the buyer). Ready-hung doors come cased on both sides, painted, and complete with sill and threshold.

## efficient methods to speed construction



**36 MAN-HOURS TO—**

### Frame the house

A three-man crew frames the house—complete with roof sheathing—in 1½ days. Studs come precut from lumber yard along with standard lengths of rafters. Headers, cripples and moldings are precut on table saw at shop.



**12 MAN-HOURS TO—**

### Top-out plumbing

Two men complete the "top-out." This includes the rough-in, installation of heating, placing of vents through the roof, installation of gas system, and setting the tub. One man prepares plumbing for inspection.



**4 MAN-HOURS TO—**

### Build-in cabinets

One man hangs all the cabinets, including wardrobes, in half a day. Painter follows up putting on sealer. While sealer dries, doors—which are preprimed—are painted. One man installs sink tops, tile floors in 4 hrs.



**48 MAN-HOURS TO—**

### Plaster the walls

Lathing takes a day. Two plasterers and a hod carrier first scratch the outside coat, then brown the inside. They return next day to brown the outside. Same crew finishes the outside and inside in another day.

## BLUEPRINT HOUSE



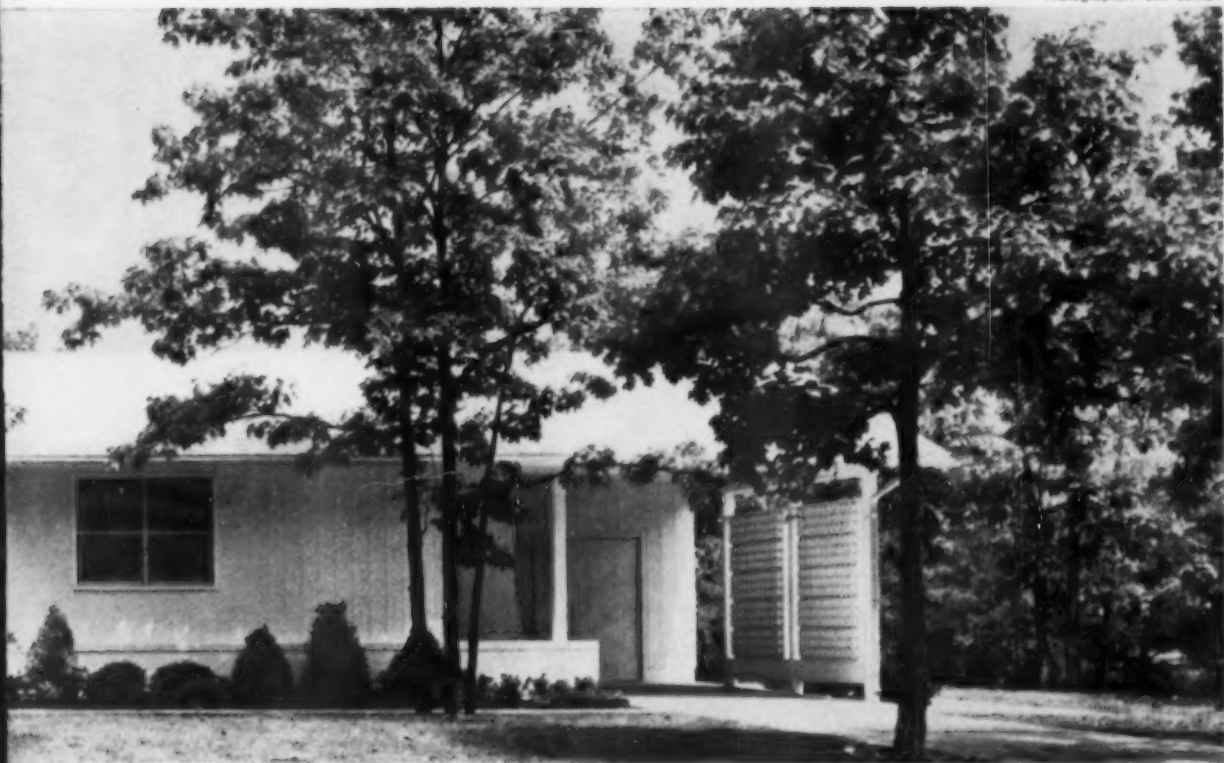
COLONIAL TOUCHES give an air of simple elegance. This elevation is for the North—one of three designed by architect

# You can build it anywhere—



**ILLUSION OF SPACE** is achieved by living room opening directly into foyer. Long, simply painted fireplace wall,

U. S. Rubber's Tropical in sliding doors aid illusion. Notice floors tiled with Amtico's new vinyl travertine.

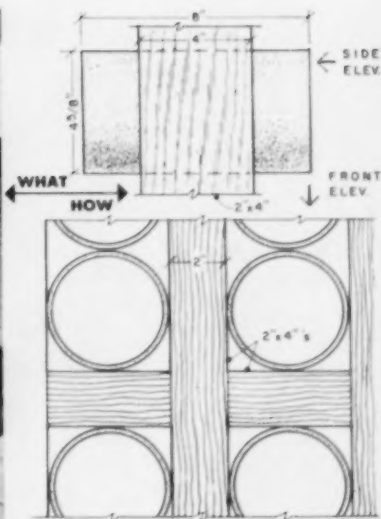


Herman York. Note use of two materials: painted brick and Masonite's "Sunline" vertical siding.

## the 1961 "All American" house



**CARPOR-T-SCREENING** makes use of 8" lengths of Transite pipe (4 5/8" dia.) in a framework of 2x4's. It's simple to build, lends texture and pattern.



**T**HIS HOUSE, built by Carl Mitnick in Somers Point, N.J., is a twin of the London House exhibited last spring at the London Home Exhibition. Originally conceived by NAHB, the National Housing Center, and the National Design Center, and designed by architect Herman York, the house was a big hit overseas. (See *AMERICAN BUILDER*, May 1960).

Builder Mitnick built his Jersey version as a symbol for National Home Week. He calls it "All American"—not only because it represented America abroad, but because it was designed for climatic conditions anywhere in the U.S. and has, in fact, been duplicated in 13 cities, from Springfield, Mass. to Tempe, Ariz.



**U-SHAPED** kitchen formed with Mutschler cabinets is efficient, contains Westinghouse range, dishwasher, NuTone barbecue and appliance center, American-Standard sink.

**AMERICAN BUILDER BLUEPRINT No. 278**

## All-American house has universal appeal,



**J**UST HOW "All-American" is the house? Very, think **AMERICAN BUILDER's** editors. It's one-story with a simple, uncluttered exterior and low, overhanging lines that suggest spaciousness. The interior is spacious (1,750 sq. ft.), and well-planned. Three bedrooms (an American must right now) and two baths (another must) make up the sleeping area. Hall and entry separate them from the formal living area of living and dining rooms. The popular American "family living area" is centered around the kitchen, which has its own dining area. The family room and a half-bath mud room complete this area.

The "All-American" is heated by a gas warm-air furnace, and is air-conditioned. It has a new telephone-connected intercom system, a bathroom laundry, the "latest" in kitchen equipment. Basic house can be built for \$25,000.

**PENINSULA CABINET** separates kitchen, breakfast area. Hood is stainless steel by U. S. Steel. Floor: Congoleum-Nairn. Ceiling: Celotex. Note family room beyond.







FRONT ELEVATION

SCALE 1/8\"/>



REAR ELEVATION

SCALE 1/8\"/>

AMERICAN BUILDER BLUEPRINT SERIES.  
10-60  
SIMMONS BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.



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

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



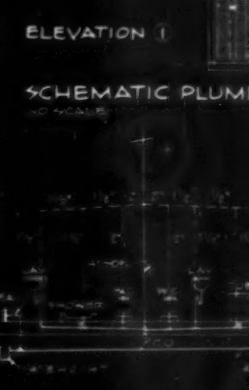
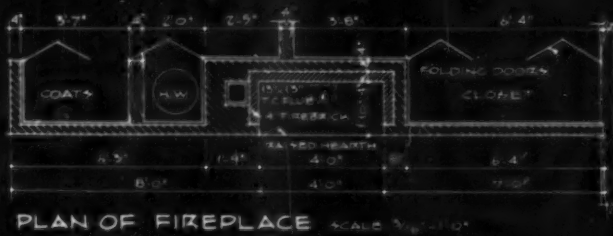
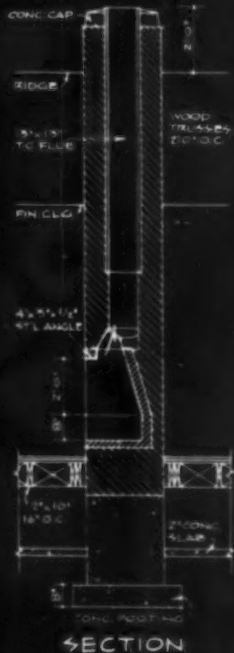
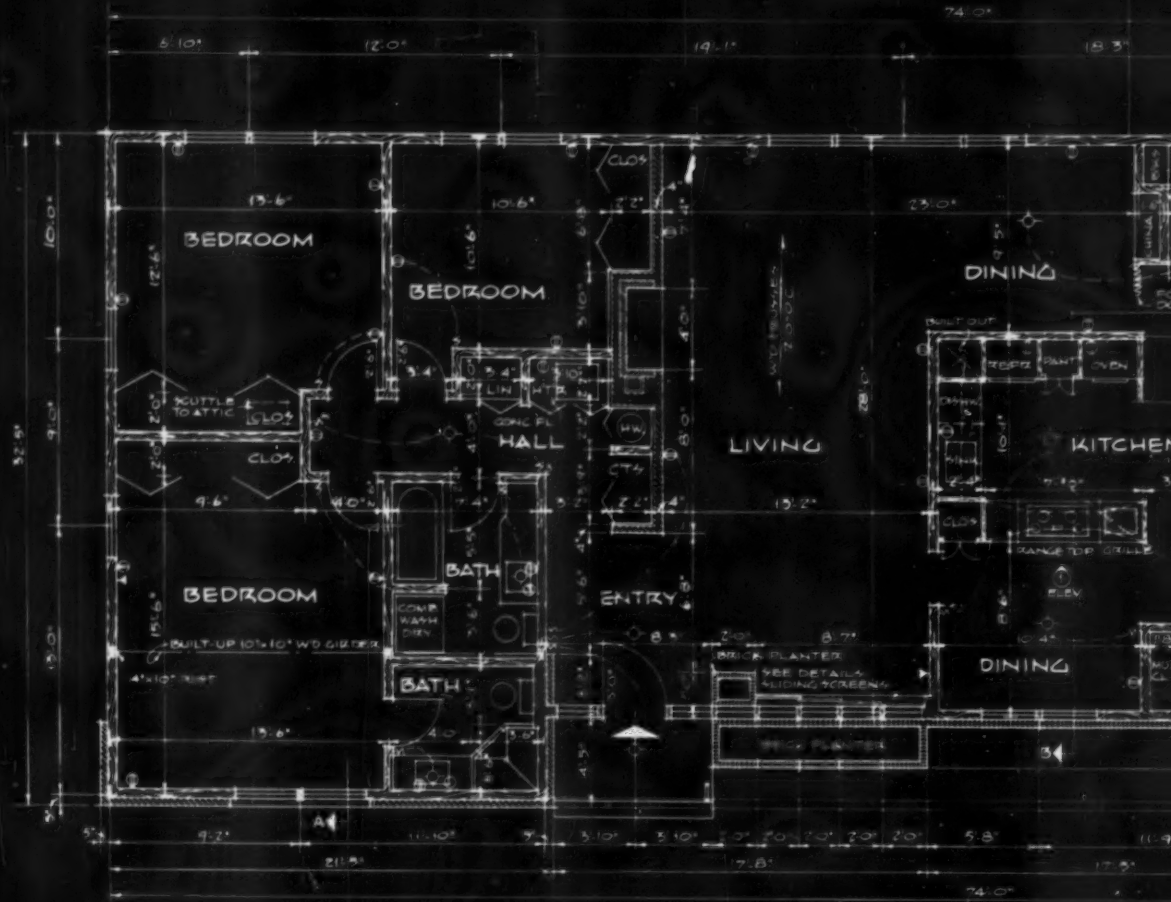
SECTION A  
SCALE 1/8" = 1'-0"

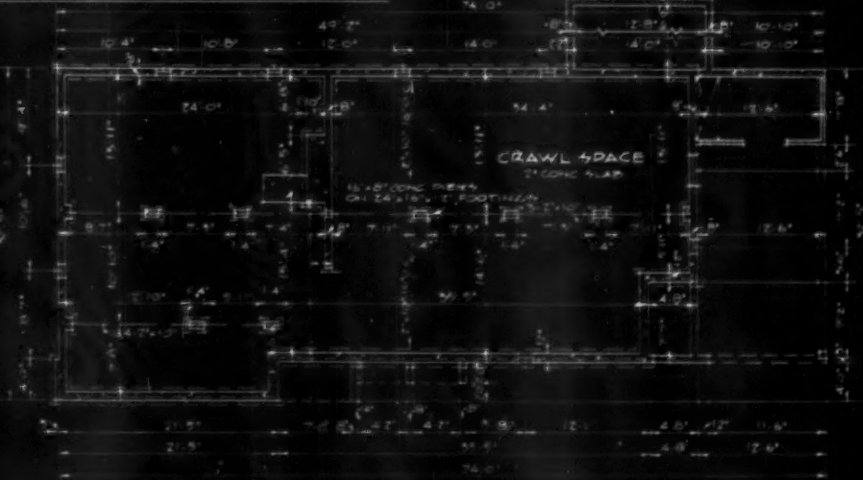
SECTION B-B  
SCALE 1/8" = 1'-0"

DETAILS OF GRILLE  
SCALE 1/4" = 1'-0"

NOTE: SEE ARCHITECT AND STRUCTURAL ENGINEER'S SPECIFICATIONS FOR GRILLE AND WINDOW FRAME.

**SPECIFICATIONS FOR GLUE NAILED TRUSS**  
 1. LUMBER: ANGLE-GRIP FIRE RESISTANCE 1450 (1450)  
 2. JOISTS: JOISTS TO BE MADE OF BEST GRADE FOR HANDMADE  
 3. GLUE: GLUE GRADE "A"  
 4. NAILS: ALL NAILS TO BE IN PLACE







## BLUEPRINT HOUSE



**ILLUSION OF SPACE** is achieved by sliding mirrored doors that extend across entire wall of master bedroom. Made by Carolina Mirror Corp., doors hide wall of closets

behind. Another set of these doors are used in a second bedroom. Master bedroom has its own bath. A second bath serves the other two bedrooms (see below).

## Offers plenty of family space, privacy

### Manufacturers Participating in All-American House

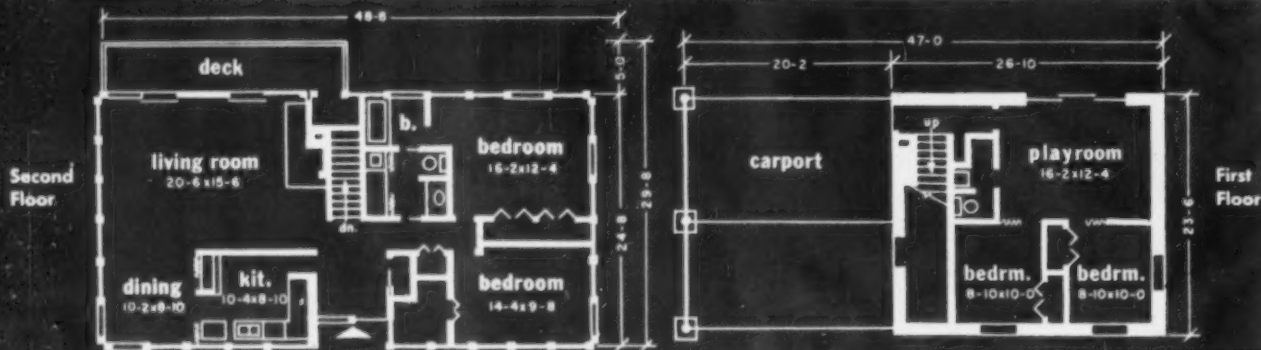
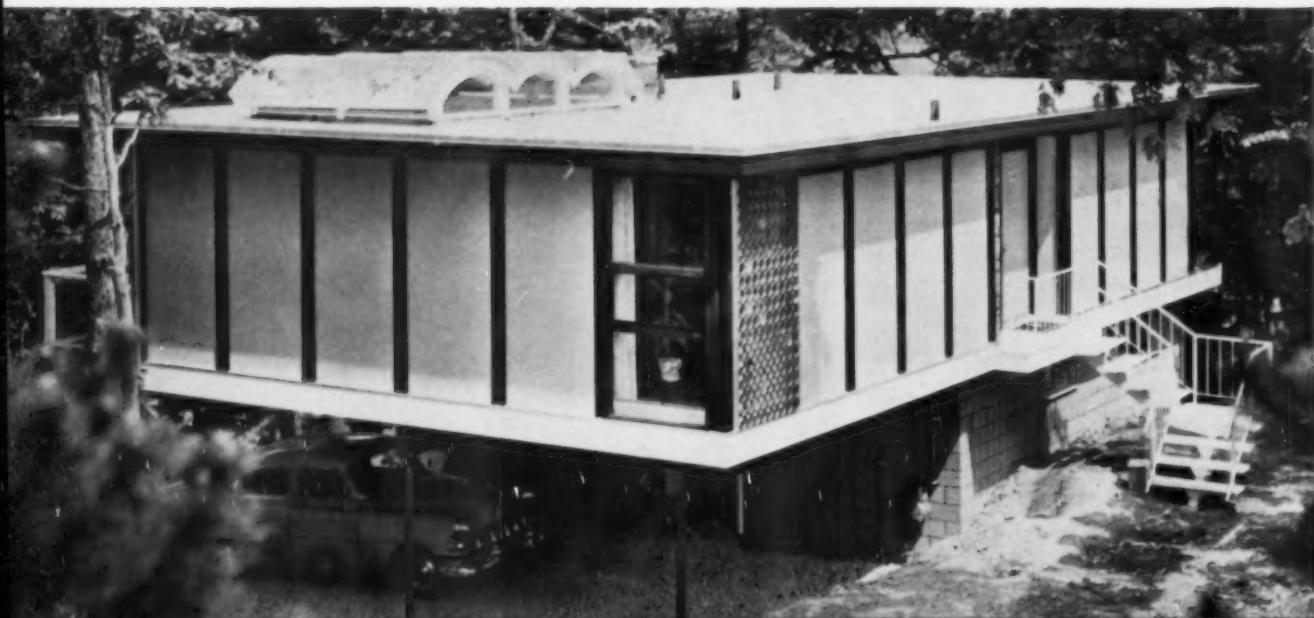
American Bitrite Rubber Co., vinyl tile  
 American Radiator & Standard Sanitary Corp., bathroom fixtures—hot water heater  
 American Telephone & Telegraph Co., intercom—Princess system  
 Bridgeport Brass—Hunter-Douglas Div., blinds  
 Carolina Mirror Corp., sliding mirror doors  
 The Celotex Corp., sheathing—ceiling tile  
 Chrysler Corporation—Airtemp Div., heating—air conditioning  
 Congoleum-Nairn Incorp., kitchen tile  
 E. I. duPont de Nemours & Company, paint  
 The Flintkote Co., furnace flue—flue housing  
 General Electric Co., Textolite  
 Gustin-Bacon Manufacturing Co., ductwork  
 Howard Miller Clock Co., kitchen clock  
 Johns-Manville Sales Corp., roofing, piping  
 Kaiser Aluminum & Chemical Sales, Incorp., gutters and downspouts  
 Keystone Shower Door Co., shower door  
 F. H. Lawson Co., medicine cabinets  
 Louver Manufacturing Co., louvers in eaves  
 Masonite Corp., Peg Board, Sunline siding

Mutschler Brothers, kitchen cabinets  
 National Gypsum Co., dry wall  
 NuTone Inc., electronic chimes, radio, oven exhaust hood, barbecue, mixing center  
 Owens-Corning Fiberglas Corp., insulation, plastic ceiling in back  
 Progress Mfg. Co., electrical fixtures  
 Rogers Industries, sliding glass doors  
 Stanley Building Specialties, aluminum windows, screens  
 Stanley Hardware—Division of The Stanley Works, hardware  
 Stanley Judd—Division of The Stanley Works  
 Stylon Corp., ceramic tile  
 Truscon Steel—Div. Republic Steel Corp., doors  
 U. S. Plywood Corp., paneling  
 U. S. Rubber Co., Tropical plastic panel  
 U. S. Steel Corp., range hood  
 Westinghouse Electric Corp., built-in range, oven, dishwasher, refrigerator  
 Yale & Towne Manufacturing Co., hardware



**LAUNDRY** in bathroom is by Westinghouse, is tinted same shade as Stylon tile, American-Standard fixtures.

For Blueprint List of Materials turn to page 208



## New techniques: foam panels

Among the many techniques that help a builder erect a house faster, panelization is one of the fastest-growing. On these pages, you see an aluminum-panel house going up at costs competitive with standard framing.

**T**HE FIRST nonexperimental house of Alcoa Alply panels has been completed.

The 1,700 sq. ft. house was designed by architectural engineer Paul E. Freeman, put up by custom (10 houses a year) builder Thomas Douglas of

Pittsburgh. Contract price was \$20,500.

Douglas used standard post-and-beam framing (4x4 posts). Exterior walls consist of 24 two-inch panels with  $\frac{3}{8}$  in. plywood tops, aluminum inner skins. Roofing was built-up. Interior

partitions were made with conventional techniques, to facilitate standard wiring and plumbing. Where electric outlets were required near exterior walls, floor-type outlets were used.

Alply panels—once too costly for residential building—have come down considerably in price. A wall panel recommended for home construction is now available for less than \$1 per sq. ft., if purchased in quantities to build 10 houses. Similar quantities of roof panels would cost about \$1.10 per sq. ft. (for data, circle No. O61, p. 143.)





**ROOF PANELS** were nailed down with 40-d nails. This edge panel was dadoed to reduce heat loss.



**INTERIOR** is clean, spacious. Glass panes over panels, plus 3-arch barrel vault, admit lots of daylight.



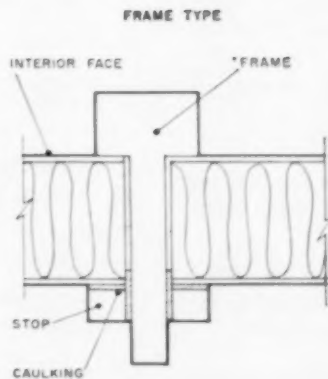
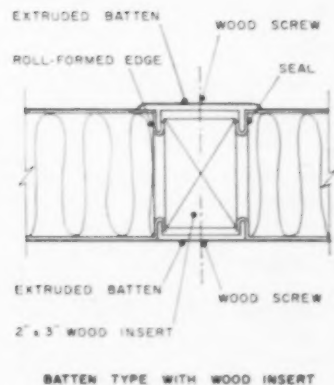
**INSIDE STOPS** were preset to posts. Liquid butane caulking was applied, then panels were pressed into place.



**BUTANE-TYPE** caulking tape went on before installation of outside stops. Closing-in took two days.

## make new bid

### Typical Alply panel joints



### How the faster house will be built in 1961

Next year, the homebuilding industry will reap big dividends from its growing program of research. More houses will go up faster. More components, better quality control, more prefinishing, less on-site labor will keynote operations for the year.

Outstanding trend will be toward greater use of components. These will include more than the usual floor and wall panels; there'll be such parts as premade gable ends, and more of the new semi-solid gypsum board partitions. The various foam-core panels will come into wider use.

Designs will be more efficient, too. Cost-conscious builders will plan their houses around single heating-plumbing cores. Others will try heating systems that virtually eliminate ductwork by using the space under the floor as a heating plenum.

In plumbing, look for wider use of plastics. There's one on the market now that withstands normal residential hot-water temperatures.

Plastics, by the way, along with aluminum and steel, will find many new uses, in all parts of the house.

Wiring will be greatly simplified. Surface-mounted electrical distribution systems will let the builder wire a house faster and cheaper, let the buyer add wiring at less cost.

There'll be a trend toward more "prefabbed" foundations and floors. Some builders will go to precast grade beams. And the floor slabs from the NAHB-Michigan State research house may hit the market in '61.

But these advances are only a starter. The steady stream of new products that help you build faster and better is reaching flood level. Look for a record number of them on display at the 1961 NAHB convention.



**EITHER BUILT-UP OR SOLID BEAMS** provide support for the insta-floor panels (below). Beams rest in

foundation notches, thus lowering basement ceiling. This system is well-suited to long span applications.



**BASIC PANEL** is a 4x8 ft. plywood sheet (see drawing, opposite page) with 2x4 stringers 16 in. o. c., nailed or

stapled to the panel. All types of finish flooring may be applied over the completed subfloor.

## New techniques: floor system cuts site

### Installation procedure for insta-floor system

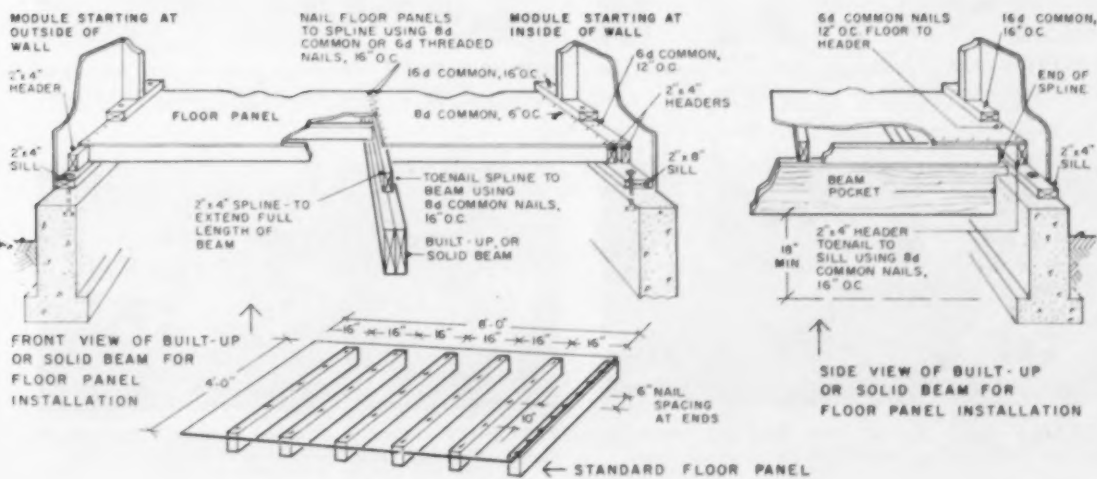
1. Pour foundation, with or without beam pockets, as required by the details. Foundation to be square and level.
2. Fasten sills in position on foundation wall.
3. Set beams in position.
4. Nail 1x4 or 2x4 headers in position on sills. (Headers are not to vary in depth more than 1/16" from stringers.)
5. Lay starter panel (see photo, top right).
6. Lay standard panels so that its closed (2x4) end is adjacent to the starter panel.
7. Tack panel corners as they're installed.
8. Complete first course.
9. Set spline and toenail to beam. (Splines are not to vary in depth more than 1/16" from stringers.)
10. Lay the next course, starting at opposite end so as to stagger panel joints.
11. After all panels are in place, nail plywood edges and intermediate bearings.
12. Frame around openings, and place the filler panels.



**2,000-SQ. FT. FLOOR SYSTEM**, including subfloor, can be laid in under six man-hours with Douglas Fir Plywood

Association's insta-floor system. Here, a workman positions a starter panel at the edge of a floor section.

## labor, works with any finish flooring



## They're changing fast

The answer should be a resounding, "yes!" No builder expecting to profit from building's coming breakthrough can afford to plan a program without them. They substitute for manpower everywhere from handling materials to cutting, fastening and fabricating both existing materials and the miracle ones of the future. The builder who neglects the importance of tools is (as the man says) "the builder who ain't goin' nowhere."

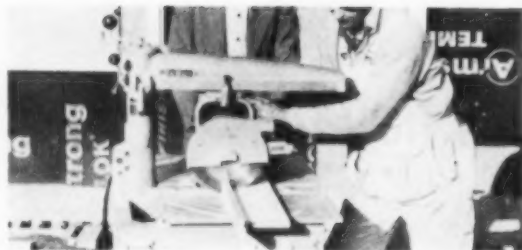
MODERN TOOLS of building are calculated to do three big jobs. They will:

- build faster and better,
- cut overhead costs,
- increase efficiency.

Tool manufacturers anticipated building's current breakthrough in methods, materials, and technology. Their research forces have been at work creating tools capable of meeting speedier building demands. Now the tools are becoming available to builders and promise to make factory-like assembly and fabrication of houses in the field a building way of life.

They range from special tools designed for special functions to

## Today's cutting tools offer you



**VERSATILE** DeWalt radial-arm job saws, shapes, and dadoes. Tool adjusts easily to material to be cut.



**POWER-PACKED** Milwaukee hacksaw cuts corrugated aluminum, makes intricate cuts for fitting around pipes.



**PORTABLE** electric hammer with chisel attachment enables this workman to remove old stucco much faster.



**PRECISION** cutting is feature of router's micrometer depth adjustment which permits very accurate setting.

# ...are you keeping pace?

multi-purpose tools that will do a variety of jobs. Here is just a sampling of the many tools that will help a builder cut faster, fasten faster, and handle materials faster:

- Both electric and pneumatic staplers and nailers capable of driving three nails a second triple the speed of fastening subflooring, roof sheathing, trusses.

- A taping machine smooths joints between wall and ceiling boards with 1,000% time savings.

- A pneumatic spray gun applies anything from thick plaster to urethane foam insulation.

- Self-elevating scaffolds provide easily raised work stations.

- A mortar gun is available that shoots mortar into place around stone facing.

- Electric vibrators puddle concrete rapidly, making possible more use of high-design concrete and stiffer mixes.

- Trenchers help two-man crews dig entire house foundations in less than two hours.

- Radial saws connected to central power sources or to field generators put nearly all cutting jobs on a production basis.

- The small tractor doubles as an earthmover and a materials handling tool that will place roofing at work level, handle trusses, mortar, block and other materials.

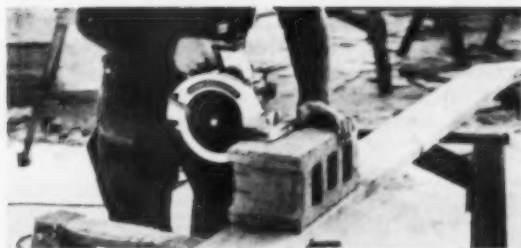
- Motorized conveyors send a steady flow of materials to workmen.

- Six-shot powder-actuated stud guns fasten materials or equipment to concrete, steel and plastics.

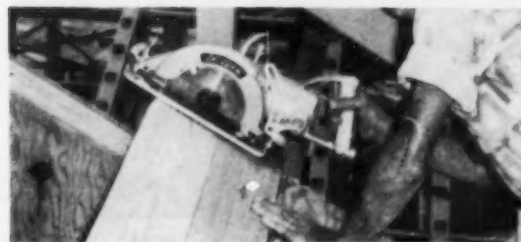
There are many more. The modern builder, whether he builds an occasional custom house or creates whole communities of homes, will find tools to meet his needs and help him keep abreast of his competition.

Modern building is going through a breakthrough nearly as revolutionary as the invention of the wheel. Tools of the builder are changing fast to keep up. Are you keeping pace?

## a multitude of building values

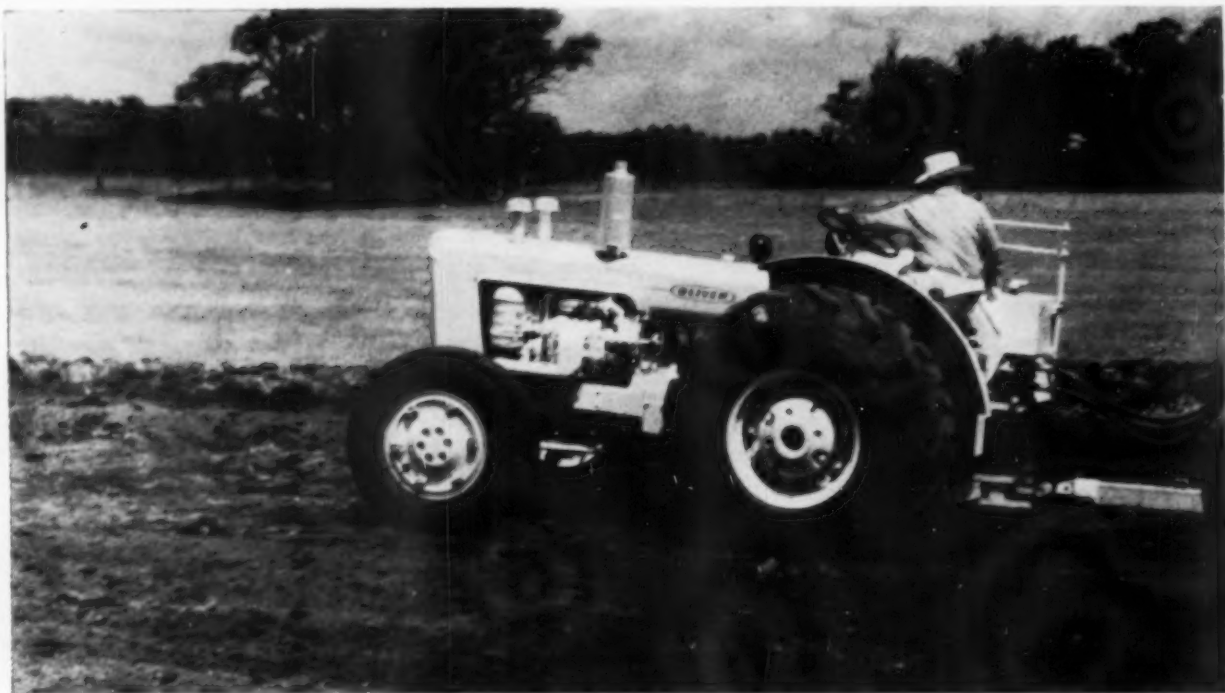


**ADAPTABILITY** of power saw with abrasive wheels to cut today's building materials passes concrete block test.



**CLEANER WORK** results as single cut with a hand circular saw trims irregular pieces to uniform size.

**T**HE HAND SAW, that old stand-by, won't fade from the building scene in the next decade—if ever it will. The saw, along with the hand hammer, is a building basic. But the power cutting tools rapidly appearing on the market, and the variety of attachments that add to their versatility are the ones pushing building's breakthrough. They do too much to be ignored. Radial arm saws shape and dadoe wood as well as cut it. The power-packed hacksaw will cut a variety of materials—including tough plastics. Many saws can have different-edged blades attached to them, to cut materials such as brick and concrete block. Electric hammers, too, with chisel attachments will do multitudes of jobs from breaking up concrete to drilling holes through masonry and removing old stucco from brick walls. Already a miracle tool is the inexpensive but valuable router with micrometer-precise settings that let a workman shape wood into complex designs and shapes. The ever-present circular saw—bench or hand held—still holds the record for cutting efficiency. As J. A. Proven, managing director of the Electric Tool Institute says: "Tools are changing fast to keep up with the rapid change in building technology. Are builders changing as fast?"



**ALL-PURPOSE WHEEL TRACTOR** pulls scraper-scarifier designed to break up tough, frozen ground and facilitate

## Materials handling equipment can

**P**REFABRICATED PARTS and components won't lift themselves into place. And with the industry going in that direction, builders will have to start taking careful new looks at materials-handling equipment. The list ranges from the simple fork-lift truck to huge earthmoving scrapers. Best

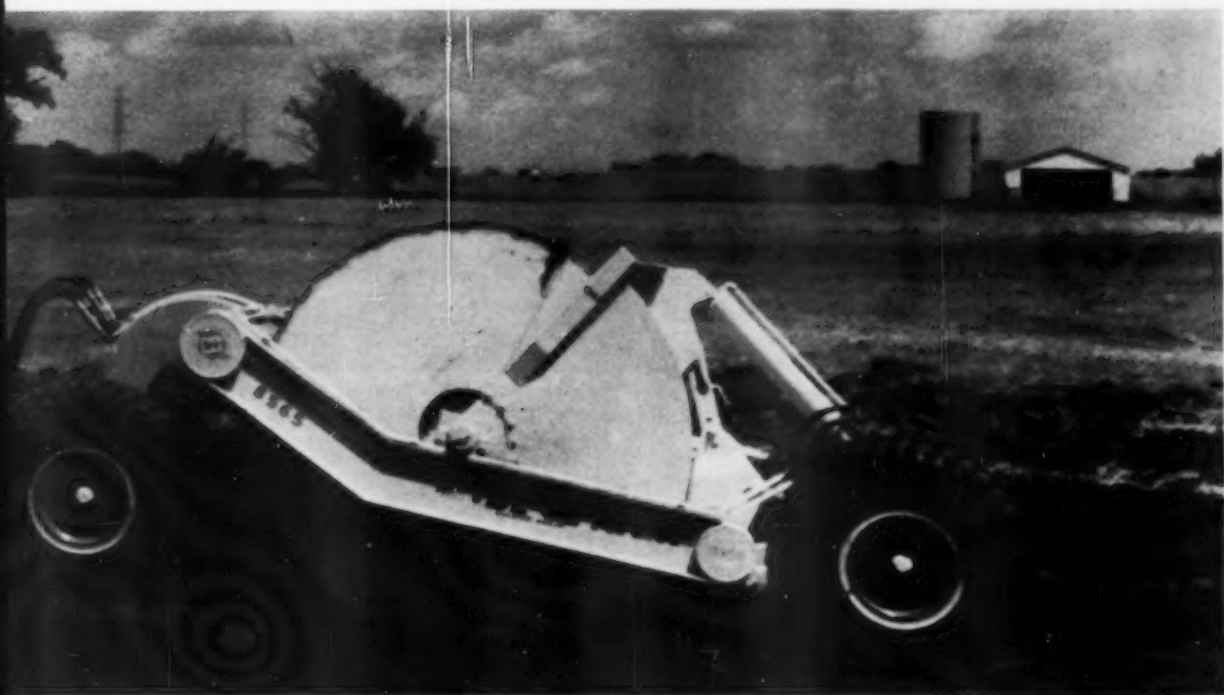
bet for the builder with the limited budget is to buy versatility. That usually means a small tractor and a variety of attachments. The whole thing may not cost more than \$4,000 (paid for in long-term, easy installments) but it will help put him in a secure competitive position. For materials han-



**CRAWLER TRACTOR** with fork-lift attachment transports big load of concrete blocks, frees men for other jobs.



**BACKHOE** lets one man dig footings, ditches, septic tank holes, sewer lines and gas lines, among other jobs.



loading and dozing operations. Other attachments convert machine to loader or backhoe as owner wishes.

## spearhead your cost breakthrough

ding, whatever equipment the builder chooses must have lifting capacity. A small crane is the best bet. But for limited budgets the builder can fit mechanical and hydraulic booms or winches to tractors or even pickup trucks. The assembly will resemble a lightweight auto tow truck. Small

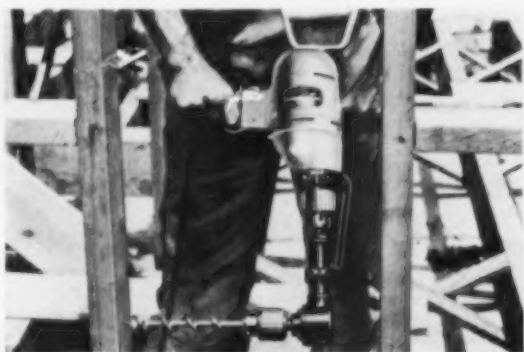
hand-operated winches and come-alongs will handle smaller jobs. One small St. Louis, Mo., builder, equipped with only a single heavy-duty fork lift truck with a 24-ft. lift, put up nine garden apartments with a six-man crew in record time (page 190, AMERICAN BUILDER, Feb., 1959).



**COMPACT** folding boom extends 40 ft. in air, lifts component panel for roof into place in one smooth operation.



**Are you behind the times?  
This scraper was good once, but  
modern rigs have far surpassed  
it in operating efficiency.**



**DRIVING** wood auger into 2x4 in hard-to-reach spots is done with right angle attachment to special drill.



**DRILLING** of foundation holes to bolt down the house frame is easy for this electric hammer with star drill.

## Drills and attachments perform

**A**S LONG AS making holes is important to builders, the drill will continue to be a key tool. Drills becoming available range from light to heavy duty capable of doing many jobs. But the news on drills is the attachments. Drills with novel right-angle attachments drive holes through hard-to-

reach spots such as studding already in place. A star-head shank fitted to an electric drill pounds holes in concrete. Fitting an electric hammer to a drill converts it into a vibrator that works against concrete forms to consolidate wet concrete. Attachments also pierce brick walls for high hanging,



**GUN TACKER** staples Cornerite to wall and ceiling. You hold material with one hand, staple it with other.



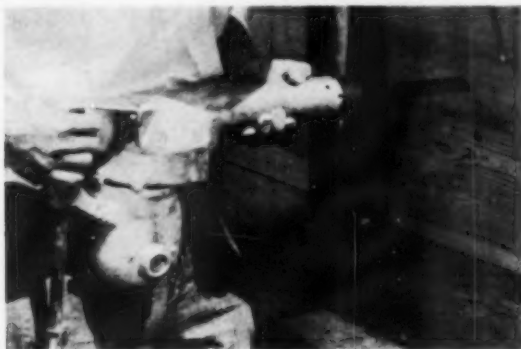
**STAPLE NAILER** for stapling down plywood subflooring works as fast as man can position tool, pull trigger.

## Fasteners take on new functions

**T**HE BUSINESS of fastening one material to another rates high on the builder's list of important jobs. Manufacturers have come through in this area, too. They make fastening tools from the hand-held hammer, to staple guns, to powerful 6-shot powder-actuated guns. A lot of progress has

been made in the stapler. Still around are the versatile hand-powered single-shot staplers that prove wizards in fastening materials such as insulation. But technological advances have stepped up the staple gun's role. Available now are high-speed pneumatic guns, and guns that rapidly nail sheath-





**VIBRATING** concrete form to prevent honeycombing of concrete is the main function of electric hammer here.

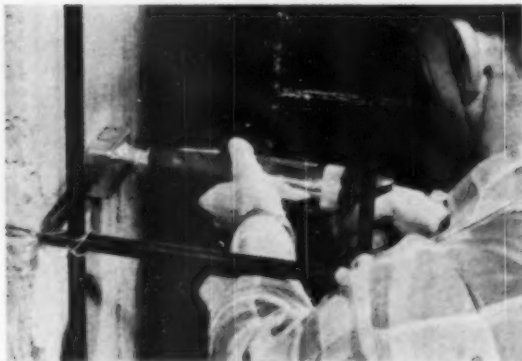


**PIERCING** of brick wall for sign hangers is accomplished by Black & Decker electric hammer with star drill.

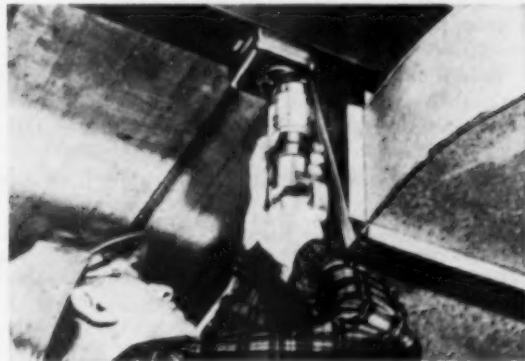
## a variety of specialized jobs

cut large-diameter cores from concrete for testing purposes. Power can come from direct central sources or it can be manufactured by the builder from any one of many lightweight, portable generators now on the market. Table-mounted drills are also available. These are capable of doing

heavy production jobs; but smaller, hand-held machines temporarily can be table-mounted with the aid of special brackets available through lumber dealers, hardware stores, or other tool-supply houses. These dealers will demonstrate the many jobs these tools can do.



**POWDER-ACTUATED** tool comes with special guard that permits fastening of steel channel to concrete wall.



**STUD DRIVER** fastens hanger for air conditioning duct directly to this steel upright in a matter of minutes.

## in remote corners of the house

ing. The staple gun already plays a key role in glue-nailing of prefabricated structural members, like trusses. An important tool rapidly gaining favor is the powder-actuated gun. Once frowned on because of the cost of triggering each shot, the gun has evolved to where shots are inexpensive, do the

work with a single connection that often a half-dozen other methods fail to do. And they fire six times without reloading. The powder-actuated gun will hang fittings for ventilating and heating equipment, as well as smaller support members, too. These tools spearhead the fastening breakthrough.

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

# Roddis VENEERED TIMBLEND

IT'S "BUILDER TESTED"

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

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

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

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

## **RODDIS** does wonderful things with wood

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

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

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

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

**RODDIS PLYWOOD CORPORATION, Marshfield, Wis., Dept., AB-1060**

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

Name \_\_\_\_\_

Firm \_\_\_\_\_

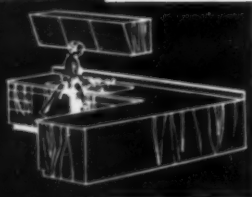
Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**PRODUCT  
REPORT**

SPECIAL  
TIMBLEND  
CENTER  
CORE

YOUR  
CHOICE OF  
HARDWOOD  
VENEERS

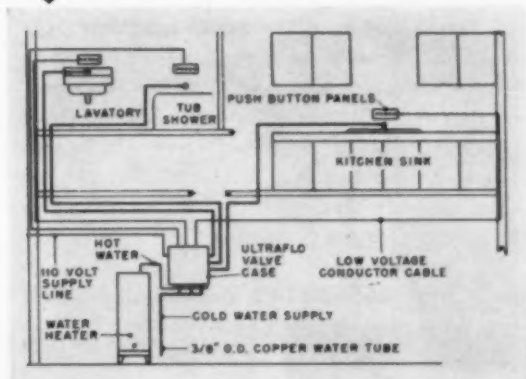




WHAT ↑  
↓ HOW

## Push-button plumbing heads '61

### products line-up



**P**OINTING THE WAY in 1961 are such innovations as a push-button water supply (above) and an in-wall wet-dry vacuum system (next page).

Water by push-button appeals to homebuyers who like an up-to-the-minute look in their homes.

"Ultraflo" mixes hot and cold water in valve case at heater (left). Only one supply line reaches each fixture, reducing heat loss suffered by pipe-standing hot water. Although system is electrically powered, relays are actuated by safe 24-volt current. Push-button panels go in kitchen, bath; install on any wall or surface. (No. 01, p. 143.)

#### Look forward to safety glass that acts as a sound barrier

Thin, transparent panels of laminated safety glass made with polyvinyl butyral plastic suppresses outside work and street noises. Material is "tuned" to be effective at frequencies of 1,000 to 4,000 cycles per second. Glass is designed for dividers and partitions, window walls. Write Plastic Div., Monsanto Chemical Co., Springfield, Mass., or circle O2, p. 143.

#### Look forward to plastic piping for high temperature systems

A new vinyl plastic material is said to withstand temperatures up to 200°F. Called "Hi-Temp Geon," the plastic weighs one-sixth as much as copper, can be molded into piping for preassembled walls. It joins with socket-solvent cement or threaded couplings. Cuts with ordinary saw. From B. F. Goodrich Co., 800 Second Ave., New York 17, N.Y. (O3, p. 143.)



**1**

Make a cylinder of Brixment mortar and a cylinder of 50-50 cement-and-lime mortar. Cure for 30 days. Then put  $\frac{1}{4}$ " of water into a tray and place tray in a freezer.



**2**

Keep water in tray, and alternately freeze and thaw. After a number of cycles, you will be convinced that Brixment mortar is far more durable than cement-and-lime mortar.

## BRIXMENT mortar is far more DURABLE!

Good mortar must be durable—must be able to withstand the alternate freezing and thawing to which it is subjected many times each winter.

*Brixment mortar is durable.* Its greater durability is due partly to the strength and soundness of Brixment mortar—partly to the fact that an air-entraining and water-repelling agent is completely intermixed into Brixment during manufacture. This helps prevent the mortar from becoming saturated, therefore protects it from the destructive action of freezing and thawing.

But greater durability is only *one* of the characteristics in mortar necessary to produce top-quality masonry at lowest cost. Several others are listed below—and *no other mortar combines ALL these characteristics to such a high degree as Brixment mortar.* It is this combination of advantages that makes Brixment superior to any mixture of portland cement and lime—and which also accounts for the fact that Brixment has been the leading masonry cement for over 40 years.

Louisville Cement Company, Louisville 2, Ky.

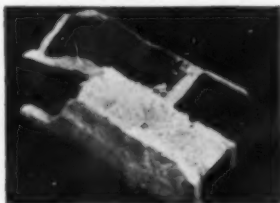
### BRIXMENT MORTAR ALSO COMBINES THESE 8 OTHER ESSENTIAL CHARACTERISTICS



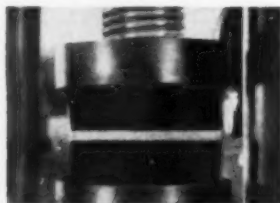
PLASTICITY



WATER RETENTION



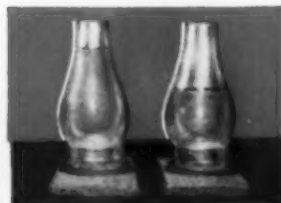
BOND



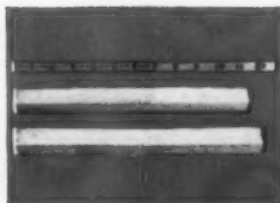
STRENGTH



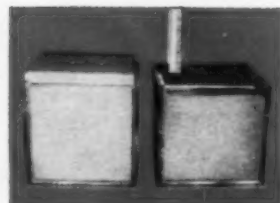
LOW EFFLORESCENCE



IMPERMEABILITY

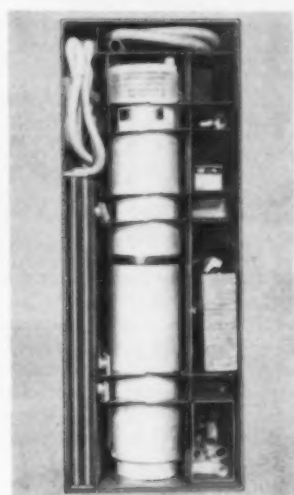


SOUNDNESS

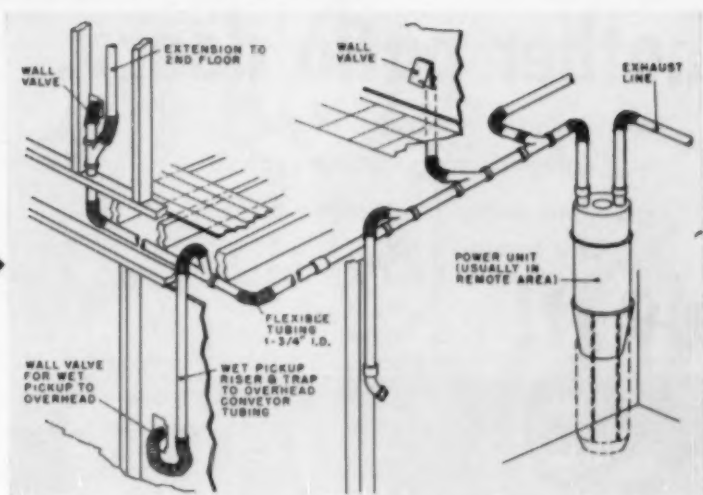


YIELD

## GUIDE TO NEW PRODUCTS



WHAT  
↔  
HOW



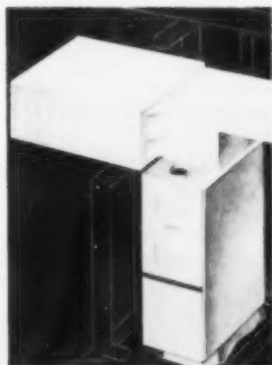
### In-wall vacuum system has wet-dry pickup

**A**NOTHER IDEA for the "up-to-the-minute" home is this permanently built-in vacuum cleaner system (above). It has a remote power and filter unit with vinyl-reinforced flexible tubing

leading to outlets throughout the house. Advantage is noiseless, convenient room vacuuming.

Motor installs in cellar or utility room, operates on 110-volt system and is UL approved.

Produced by My Maid Corp., the cleaner has a wet pickup, can wash tile floors, walls, bathrooms. Dirt and water go down ordinary drain, air exhausts outside. (Circle 04, p. 143.)



### Has unlimited application

"Polar-Solar Pak" is a heating-cooling unit consisting of 2- or 3-hp self-contained air-cooled sections short-coupled to a forced-air furnace. 3-hp model goes with 17 types of belt-driven furnaces. Coleman Co. (05, p. 143.)



### Intercom has two-way speaker

**N**EW INTERCOM system from Bell Telephone has compact, two-way speaker. Person called can answer from anywhere in room. Three-way switch on central phone activates communica-

tion all over house. Also has outside door answering unit. Intercom is wired to three telephone models—desk, wall, and new "Princess" (pictured at left). Circle 06, p. 143.

# if you can find another patio door...

... with these three exclusive  
sales-clinching quality features  
... and priced to go to the builder  
for around \$100...

## buy it!



*ShoDoCo's*

NEW  
**ShoLume**  
PATIO  
DOOR

### LUCIEN HANDLE

Effortless fingertip action. New turn-indicator-type handlelok clicks up and down to lock and unlock at a flick. Retractable latch prevents accidental lock-out.

### BIRON CLIP

ShoDoCo's Biron Clip (pat. pend.) positively prevents fine "Scotsman" screen from ever jumping track.

### ALL-POINTS WEATHERSEAL

Silicone treated heavy Schlegel wool pile gives overlapping "All-Points Weatherseal."

## EXCLUSIVE BONUS FEATURES

- (A) All ShoLume panels are REVERSIBLE, install as either XO or OX
- (B) Single Glazing or  $\frac{3}{8}$ " Dual Glazing
- (C) 6' ShoLume door, glazed with  $\frac{1}{32}$ " sheet and with Screen  
PRICED TO GO TO BUILDER FOR AROUND \$100
- (D) Available either KD or completely glazed and assembled.

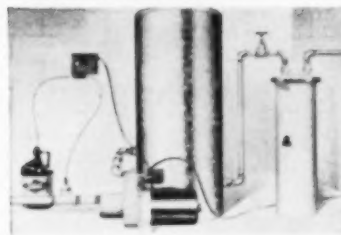
Write for details on ShoLume  
Patio Doors and the world's  
finest lines of shower enclosures...



"WORLD'S LARGEST MANUFACTURER OF SHOWER ENCLOSURES"

## NEW PRODUCTS

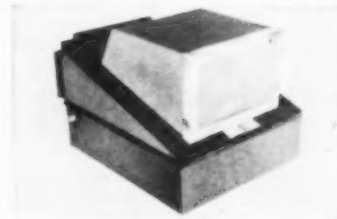
### Purifies suburb water



Iron water from unchlorinated well sources is purified by CD-20 removal unit. Fully automatic chlorinator kills disease and iron bacteria, puts iron into insoluble state. Filter removes precipitated iron and chlorine. Unit is inexpensive, builds sales as "extra."—Everpure, Inc.

Circle No. 07 on reply card, p. 143

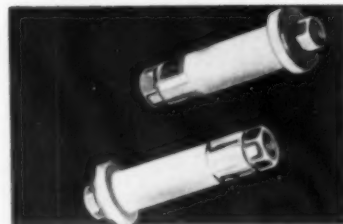
### Keeps air humidified



Humidifier has effective operation, goes on cold air duct of warm air furnace (up to 125,000 btu). Can be set for any desired humidity level, has silicone-coated filter which resists clogging. Automatic water control valve stops need for adding water.—Burgess Vibrocrafter, Inc.

Circle No. 08 on reply card, p. 143

### For asbestos roofing



Side lap fastener is developed specifically for corrugated asbestos roofing and siding. Fastener consists of indented hex head bolt, hex nut preassembled to one-piece neoprene grommet. Gives weather-tight protection. Has one-man, three-step operation.—Construction Fasteners, Inc.

Circle No. 09 on reply card, p. 143

# You are now shopping in American Builder's Supermarket

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.

Just circle the numbers at right and you'll receive the information you want FREE from the manufacturers

## American Builder Reader Service OCTOBER 1960 ★★

NEW PRODUCTS	O12	CATALOGS
O1	O14	O25
O2	O15	O26
O3	O16	O27
O4	O17	O28
O5	O18	O29
O6	O19	O30
O7	O20	O31
O8	O21	O32
O9	O22	O33
O10	O23	O34
O11	O24	O35
		O36

NAME (Please print) \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

### PLEASE CHECK YOUR FIELD OR OCCUPATION

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Builder or Contractor             | <input type="checkbox"/> Architectural            | <input type="checkbox"/> Finance            |
| <input type="checkbox"/> Sub-Contractor or Building Trades | <input type="checkbox"/> Engineering              | <input type="checkbox"/> Realty             |
| <input type="checkbox"/> Building or Planning Own Home     | <input type="checkbox"/> Manufacturer or Producer | <input type="checkbox"/> Organization       |
|  | <input type="checkbox"/> Distributor              | <input type="checkbox"/> Government         |
|  |   | <input type="checkbox"/> Student or Teacher |

Signature \_\_\_\_\_

O37	O42	O47	WESTERN	O55-W	O69-W
O38	O43	O48		O56-W	O60-W
O39	O44	O49	O62-W	O57-W	
O40	O45	O50	O63-W	O58-W	
O41	O46	O51	O64-W		O61

## American Builder Reader Service OCTOBER 1960 ★

NEW PRODUCTS	O12	CATALOGS
O1	O14	O25
O2	O15	O26
O3	O16	O27
O4	O17	O28
O5	O18	O29
O6	O19	O30
O7	O20	O31
O8	O21	O32
O9	O22	O33
O10	O23	O34
O11	O24	O35
		O36

NAME (Please print) \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

### PLEASE CHECK YOUR FIELD OR OCCUPATION

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Builder or Contractor             | <input type="checkbox"/> Architectural            | <input type="checkbox"/> Finance            |
| <input type="checkbox"/> Sub-Contractor or Building Trades | <input type="checkbox"/> Engineering              | <input type="checkbox"/> Realty             |
| <input type="checkbox"/> Building or Planning Own Home     | <input type="checkbox"/> Manufacturer or Producer | <input type="checkbox"/> Organization       |
|  | <input type="checkbox"/> Distributor              | <input type="checkbox"/> Government         |
|  |   | <input type="checkbox"/> Student or Teacher |

Signature \_\_\_\_\_

O37	O42	O47	WESTERN	O55-W	O69-W
O38	O43	O48		O56-W	O60-W
O39	O44	O49	O62-W	O57-W	
O40	O45	O50	O63-W	O58-W	
O41	O46	O51	O64-W		O61

**Mail one of these postcards today  
for free information  
on new products and equipment. Service  
on cards expires after 90 days.**



**BUSINESS REPLY MAIL**

First Class Permit No. 153, New York, N.Y.

Postage will be paid by

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

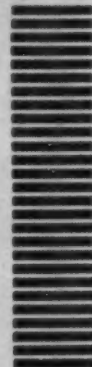


**BUSINESS REPLY MAIL**

First Class Permit No. 153, New York, N.Y.

Postage will be paid by

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





# CLEAN EV- EN HEAT?

Certainly!—if  
you insist on  
Hot Water Heat!

ALL AROUND HEALTH AND COMFORT



This industry ad sponsored by

**BELL & GOSSETT  
COMPANY**

Morton Grove, Illinois

\*HYDRONICS—the science of heating and cooling with liquids

## FOR ACCURATE Measurement

**It's So Easy** to measure with a Rolatape ... and you save time on every measuring job. You can have precision accuracy to a fraction of an inch in less time than pace-off "guesstimates." No tapes to wind, no helper required.

**Records 100,000 feet** automatically and the accumulated total is always in full view.

**Shows Inches and Fractions.** Wheel is calibrated in inches and fractions for quick, easy reading.

**Shows Tenths** of a foot. Wheel is calibrated in tenths on reverse side for engineers.

See your  
equipment dealer  
or write for complete  
information today!

Rolatape, Inc., 1741 14th St.,  
Santa Monica 4, California.



**Rolatape**

Measuring Wheels

There is a variety  
of Rolatape  
Models to suit  
your needs.



OCTOBER 1960

## NEW PRODUCTS

### Vapor barrier reversed

Repositioned vapor barrier in conventional insulation batts improves insulating qualities, speeds installation. "Reverse Vapor Barrier" reduces application time, assures builder of adequate moisture and breathing safeguards. Batts measure 15"x48".—United States Mineral Wool Co.

Circle No. 010 on reply card, p. 143

### Sheds water easily



Combination drip cap and door bottom sheds water, stops drafts, makes air conditioning more effective. Slotted screw holes allow full adjustment for efficient seal. Is used with AFF 3½" extruded aluminum threshold. Comes in 32", 36", 42", 48" lengths.—Macklanburg-Duncan Co.

Circle No. 011 on reply card, p. 143

### Permits delayed assembly

Translucent amber-colored adhesive retains tackiness for several hours, permits delayed assembly of trim fabric, insulation to metal or fiber board. Bonds form quickly, are resistant to heat, cold, water. One gallon coats about 25 sq. ft.—Schwartz Chemical Co., Inc.

Circle No. 012 on reply card, p. 143

### Adds luxury touch



Packaged cedar-lined closets stops moths, adds a sales "extra." Boards are tongue-and-groove, assure perfect fit. Goes in either horizontally or vertically. Quarter-round molding adds finish to job. Painting not required. Kit contains board to cover 32 sq. ft.—Geo. E. Brown & Co.

Circle No. 013 on reply card, p. 143

Wedge Tight  
**calder**

**GARAGE DOORS**

**HELP SELL HOMES**

for Albee Homes, Inc.

NILES, OHIO



Because they incorporate a fine combination of smart, good looks with excellent construction and workmanship, they find that Calder doors help to make home sales easier and their list of satisfied customers grow.

Every Calder Wedge-Tight door ... the door that floats on lifetime bearings ... fits like part of the wall, yet even a child can raise and lower it easily.

Discover for yourself how Calder doors can help to sell your houses. Our trained salesmen will be glad to create interest at your Demonstration Homes with radio controlled doors ... provide free, colorful literature ... demonstrate famous Calder quality to help sell the house!



**FREE  
CATALOG...**

illustrates full line  
of residential and  
commercial garage  
doors, many more  
top quality features.

DEALERSHIPS AVAILABLE

**calder**  
MANUFACTURING CO.

LANCASTER 12, PENNA.



*You can tell a Metalbestos Man*  
**By his new job-site timesaver**

That handy pocket computer you see is a brand new service tool, now standard equipment for heating contractors installing Metalbestos pipe. Officially known as the **Metalbestos Gas Vent Calculator**, it gives accurate answers to the most complicated vent questions in a matter of seconds. It's the simplest way to take the guesswork out of gas venting. Result: job time saved . . . minimum sizes used . . . satisfied building inspectors.

*See your local Metalbestos representative or write Dept. L-2*



**AVAILABLE ONLY FROM METALBESTOS** • Gas Vent Calculator • Color Slide Film "Heat in Harness" • Venting Service Schools • Vent Installation Handbook • Safety System Gas Vent Tables • Gas Vent Service Bulletins • Safety System Seals • Sales, Product & Technical Literature • Ad & Article Reprints • Direct Mail & Display Materials.

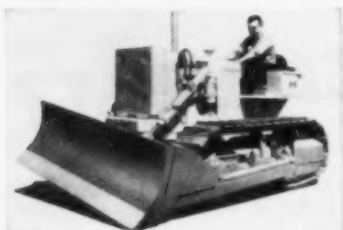


**METALBESTOS** DIVISION  
**WILLIAM WALLACE COMPANY**  
 BELMONT, CALIFORNIA

MANUFACTURING PLANTS IN BELMONT, CALIFORNIA • LOGAN, OHIO

**NEW PRODUCTS**

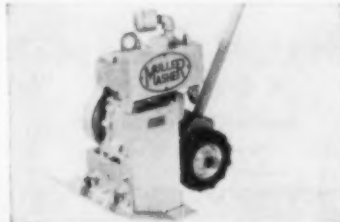
**Blade angles in motion**



New 310 Utility power-angling dozer allows operator 25° blade angle (left or right) without stopping tractor. Hydraulic-tilt dozer designed for road crowning, ditching, tree dig-out, grade leveling in rough terrain. Develops 29.07 drawbar hp., delivers 5,815 lbs. push and pull.—J. I. Case Co.

Circle No. Q14 on reply card, p. 143

**For one-man operation**



Vibratory compactor is self-propelled, designed for one-man operation. Unit is heavily constructed. Large, weighted rotor produces compacting force equal to 10-ton roller. Travels at 50 to 75 ft. per minute. Has three pad sizes: 12", 18", 24".—Muller Machinery Co., Inc.

Circle No. Q15 on reply card, p. 143

**Allows no cracking**



New sealer for concrete and black-top surfaces cannot be disturbed by mild shifting of pavements and walks due to expansion and contraction. Prevents entrance of dust, air, water. Sealer adds stability, pours easily, won't run in heat, become brittle in cold.—The Monroe Co., Inc.

Circle No. Q16 on reply card, p. 143



Builders add sales appeal,  
reduce construction costs  
for quality homes with

## Insulation of Care-free Alcoa Aluminum

**Aluminum's dual benefits.** With nine out of every ten houses being built incorporating insulation, the big question now is: "*How shall I insulate?*"

When aluminum-clad insulation of Alcoa® Aluminum is properly applied, home builders receive two unequalled benefits: Extra sales appeal from lower fuel bills for heating, air conditioning or both; and actual dollar savings from installation of smaller, less expensive furnaces and air-conditioning units.

Both these advantages stem from the amazing ability of aluminum-clad insulation to bounce back furnace heat in winter or solar heat in summer, while at the same time serving as a positive barrier against harmful moisture vapor.

The trend toward greater use of aluminum-clad insulation and other quality building products of Alcoa Aluminum reflects an unmistakable desire of homeowners for efficient, maintenance-free homes. More and more, buyers are *looking* for Care-free living with aluminum.

Turn the page and see  
why Care-free aluminum-clad  
insulation converts  
lookers into buyers

ALUMINUM COMPANY OF AMERICA, PITTSBURGH 19, PA.

## High reflectivity for high efficiency

Aluminum-surfaced insulating materials do a more efficient job of retarding heat flow than other materials.

Aluminum foil turns back over 95 per cent of the infrared radiant "heat" waves that strike it. Insulation coated with flaked aluminum pigment has a reflectivity of about 80 per cent for infrared radiation. Other insulating materials have a reflectivity of only 10 to 20 per cent. This makes aluminum-clad materials ideal for keeping homes warm in winter, cool in summer.

## Low first cost, plus added economies

Aluminum-clad insulation is surprisingly low in cost, and additional savings, soon realized, more than repay the original investment.

For example, a 1,200-sq-ft house, properly engineered and fully insulated with aluminum-clad insulation, can be heated and air conditioned for as little as \$12 per month.\*

Savings in construction costs are common with aluminum-clad insulation. Because of its high efficiency, smaller and less expensive furnace units, ducts and registers or pipes and radiators can be installed. Air-conditioning units can also be smaller

and still provide adequate cooling. For a house properly insulated with aluminum-clad insulation, a two-ton unit can often be installed instead of a more bulky, more expensive unit, making it possible to cut the total cost of home construction.

It all adds up to homes with the added appeal of year-round comfort—at a price everyone can afford.

\*Average cost over a year's time.

## Complete moisture protection

Aluminum is impermeable to moisture, making it a highly effective vapor barrier.

This is an important feature for air-conditioned homes, since the unit not only has to remove heat from the interior atmosphere, but moisture as well. Since approximately 1,000 Btu of cooling capacity are required to remove every pound of water in the air, it obviously pays to keep moisture to a minimum.

## No deterioration

Builders have found that aluminum used in insulation does not deteriorate with long use under severe conditions. They have found it low in cost. Since aluminum is impermeable to moisture, they found that aluminum foil forms a natural and highly effective vapor barrier. It prevents penetration of the moisture that is in the air of every room into cold wall spaces where it may condense and cause rotting timbers and blistered paint.

# Aluminum-clad insulation...for the year-round comfort and maximum economy that help sell homes faster

Produced by dependable manufacturers in a variety of forms and sizes for every application, new construction and remodeling

## Fast, easy installation

Aluminum-clad insulation can be installed easily and quickly. No technical or specialized training of man power is called for.

## Important facts you should know about aluminum-clad insulation

Two research projects sponsored by Alcoa, one at the National Bureau of Standards and the other conducted by Pennsylvania State University, established the value of aluminum surfaces in combination with other types of insulating products.\* The following data were also established:

Aluminum-clad insulation performs best in a ventilated attic.

Aluminum-clad insulation performs its greatest service in summer in ventilated attics, either flat or gable roof, when heat is flowing downward.

Aluminum-clad insulation also serves a significant function in winter when heat is flowing upward.

In walls, aluminum-clad insulation performs the same service in summer and winter, serving as a barrier that retards heat flow inward and outward.

Aluminum-clad insulating materials must be properly installed to be effective.

The right amount of insulation is essential for maximum heatproofing performance.

\*By utilizing the findings of these two tests, Alcoa engineers also arrived at the following conclusion: A newly built average-sized house (1,200 sq ft) can be heated and air conditioned throughout the year for as low as \$12 per month.

## Where to insulate

**Attics and Ceilings**—Twenty-five per cent of winter heat loss and thirty per cent of summer heat gain is through the roof. The top-floor ceiling should be insulated unless the attic is to be used as a living area. In this case, only knee walls and header ceiling should be insulated. Space between insulation and peak of roof should be ventilated.

**Dormers**—Insulate all exposed wall and ceiling sections of all space around the window.

**Side Walls**—Insulate all outside walls. Be sure the vapor barrier faces inside the house.

**Heated Areas Adjacent to Unheated Areas**—Insulation should separate heated areas from those which are not heated in winter, such as garages, sun porches and storage rooms.

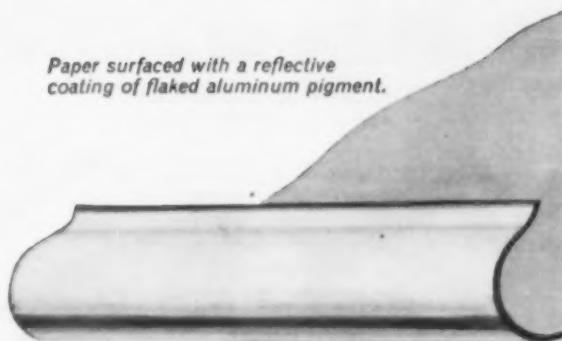
**Floors Over Unheated Areas**—Insulate overhanging floors and floors over open porches, entrances and unexcavated areas.

**Slab-type Floors**—Reduce heat loss at the edge of slab-type floors with perimeter insulation.

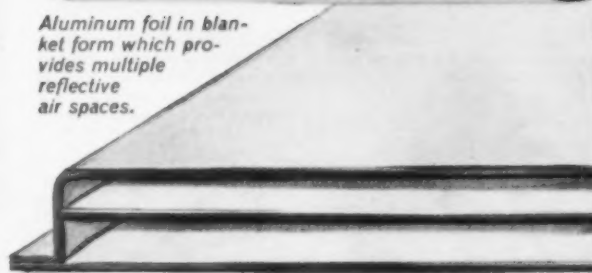
**Slabs for Radiant Heating**—Where radiant heating coils are embedded, insulation is essential under the edges of the slab, as well as for the perimeter.

## Five basic types of aluminum-clad insulation

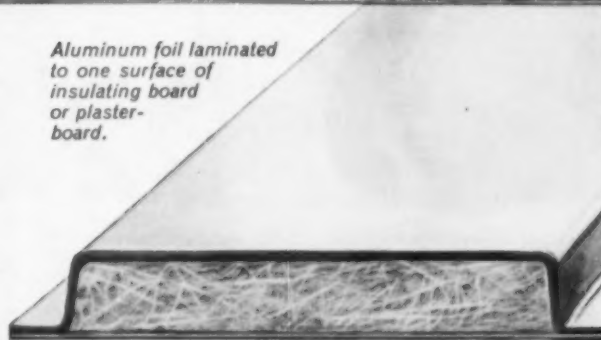
*Paper surfaced with a reflective coating of flaked aluminum pigment.*



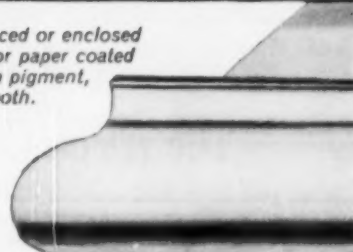
*Aluminum foil in blanket form which provides multiple reflective air spaces.*



*Aluminum foil laminated to one surface of insulating board or plaster-board.*



*Fibrous insulation, faced or enclosed with aluminum foil, or paper coated with flaked aluminum pigment, or a combination of both.*



*Aluminum foil sheet with foil surface backed by paper.*

Consult your dealer for counsel on the type best suited to your needs.

ALUMINUM COMPANY OF AMERICA, PITTSBURGH 19, PA.

# How to apply Aluminum-clad insulation

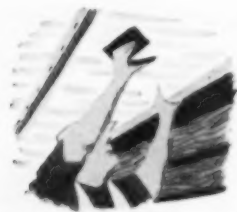
## AIR-SPACE BLANKETS



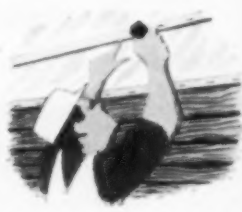
Measure length of material required, allowing 3 or 4 in. for end flange. Cut or tear.



Fasten flange of blanket along inside ceiling joist with staples not more than 6 in. apart to form an air space  $\frac{1}{2}$  in. or more between gypsum board and vapor barrier.



Draw the blanket to its full width. Air spaces form automatically.



Staple flange to inside surface of next ceiling joist.



Fold ends of blanket and fasten to sill plates on either side, sealing the insulation. Fold the flanges over the face of the studs to close the edges. Final seal is made when gypsum board is applied.



Follow same procedure for wall insulation, except that air space between gypsum board and foil vapor barrier should not be more than  $\frac{1}{2}$  in. Top and bottom of blanket are usually secured first.

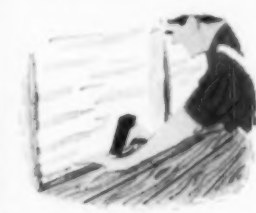
## FIBROUS BLANKETS



Measure length of material. Allow 3 or 4 in. for end flanges. Cut with insulation laid on a flat surface. Foil flanges can be formed by cutting away fibrous material.



Press blanket firmly into stud space and fasten to the sill plate with staples to form a  $\frac{1}{2}$ -in. air space between the gypsum board and vapor barrier.



Draw blanket downward and fasten to stud plate.



Attach blanket to side of studs by staples not more than 6 in. apart to form a  $\frac{1}{2}$ -in. air space between vapor barrier and gypsum board.



Fold flanges over the face of the studs to close the edges. Final seal is made when gypsum board is applied.



Install ceiling insulation using same technique, except that air space is  $1\frac{1}{2}$  in. or more depending on the width of the flange. The greater the air space in the ceiling, the greater the insulation effectiveness. In walls, this space must not exceed  $\frac{1}{2}$  in. For ceiling insulation, the sides are normally secured before the ends.

## The Alcoa Care-free tag helps you move more homes

When you use aluminum-clad insulation of Alcoa Aluminum, you gain the mighty selling power of the Alcoa Care-free tag. Promoted on two network television programs, radio, national magazines and local newspapers, it identifies quality building products of Alcoa Aluminum, immediately says lighter, brighter living.

Join the trend to aluminum for Care-free homes. Alcoa, the nation's first pro-

ducer of aluminum foil, invites you to share in its facilities and more than 30 years' experience developing better products for American homes.

For the names of manufacturers who make quality aluminum-clad insulation of Alcoa Aluminum, call your nearest Alcoa sales office or write: Aluminum Company of America, 1888-K Alcoa Building, Pittsburgh 19, Pa.



## NEW PRODUCTS

### Pipe has sealed coat

Fibre pipe is root-proof, has non-brittle, sealed protective coating. Piping has improved weather resistance, is primarily for septic tanks, house sewers, storm drains, other non-pressure installations. Coating protects pipe during handling and shipping.—Orangeburg Mfg. Co., Div., Flintkote, Co.

Circle No. 017 on reply card, p. 143

### Gives wood effect



Laminated fabric folding partition has a rich, wood effect; features custom hardware. Fabric is bonded to  $\frac{3}{16}$ " composition board. Comes in standard door widths and room dividers up to 50' wide and 12' high. Uses heavy-duty I-beam aluminum tracks with rollers. Lead rail is massive, finished with bullnose bumper guard.—American Accordion-Fold Doors, Inc.

Circle No. 018 on reply card, p. 143

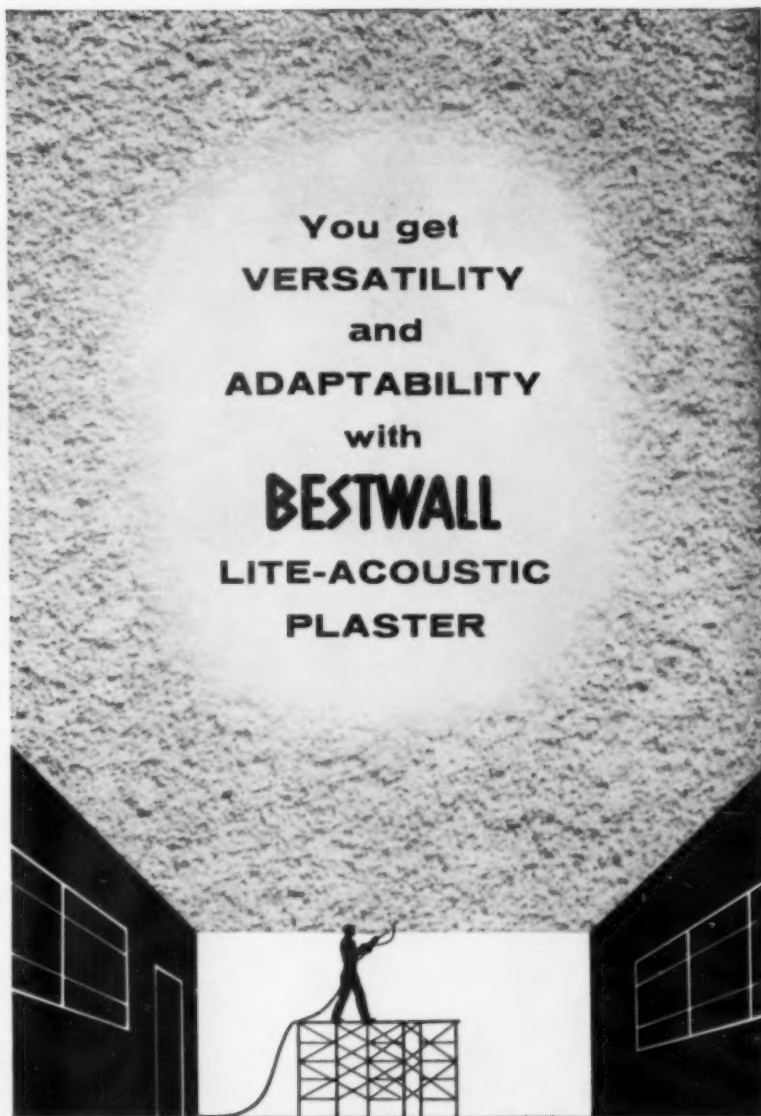
### Allows light, privacy



Panel glass comes in new "Waffle" pattern, has effect of borrowing light due to rigid design. Glass transmits about 83% of daylight, yet retains translucent quality. Can be used for room dividers, shower doors, cabinet doors. Glass is available in 25 other patterns.—Libbey-Owens-Ford Glass Co.

Circle No. 019 on reply card, p. 143

OCTOBER 1960



You get  
**VERSATILITY**  
and  
**ADAPTABILITY**  
with  
**BESTWALL**  
**LITE-ACOUSTIC**  
**PLASTER**

Bestwall Lite-Acoustic can be applied over monolithic surfaces, wallboard, oil paint—any clean, firm, water-resistant surface. It is designed for machine application, and various textures are easily obtained by simply adjusting the nozzle.

Also, Lite-Acoustic is highly sound-absorbent—noise reduction coefficient is .55-.60—and provides a highly decorative texture. The white finish reflects up to 69% of light, the ultra-white 74%.

Get complete information on Bestwall's full line of lath and plaster from your Bestwall representative.

## BESTWALL GYPSUM COMPANY

Ardmore, Pennsylvania

Plants and offices throughout the United States





**“I  
SAVED  
\$40  
TO \$50  
A  
HOUSE!”**

says Jim Pearson, Pearson Bros. Builders, Minneapolis, Minn.



Part of the Pearson Bros. Project at 83rd and West River Road in Brooklyn Park, Minn., Minneapolis suburb, where they saved \$40 to \$50 a house by using Barrett "Rigidwall" Sheathing. Homes are in the \$13,000 to \$14,800 price range.



## BARRETT RIGIDWALL<sup>†</sup> SHEATHING UPS PROFITS for well-known Minnesota builder!



"We switched to Barrett 'Rigidwall' Sheathing for our new project—Pearson Park," Jim Pearson says. "Smartest move we ever made. The lower cost of the 1/2" 'Rigidwall' helped save us \$40 to \$50 a house over the standard 3/4" sheathing we had been using. Lower labor costs were part of the big saving, too. We've had such success with 'Rigidwall' that we're going to use it 100% on a new project of over 300 homes we now have under construction."

Barrett "Rigidwall" is stronger than FHA requirements for application without corner bracing. No nailing strips needed when siding shingles are applied. Handles easily, scores and snaps cleanly, saves time on every start, gives you less waste.

"Rigidwall" is made by Barrett's exclusive CHEM-FI process that brings the fiber strength of natural wood to insulating board, and is asphalt-treated to provide protection from weather during application. These large panels go up fast. Despite their economies, they produce a more soundly constructed and a more rigid wall than most other types of sheathing, and have two to three times the insulating value of plywood! Jim Pearson is just one of many big builders who are switching to "Rigidwall" to cut building time and application costs. No reason why you can't do the same! Call your Barrett representative or contact us direct *today*.

<sup>†</sup>Trade Mark of Allied Chemical Corporation

**BARRETT DIVISION**

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





## The Golden Value Promotion Kit pulls in prospects, helps close sales

**Mr. Builder, here's a most complete, most attractive promotion kit . . . offered by your General Electric distributor to help sell your homes. Look at a few of these display items:**

### **SIGNS:**

**A 4-Part Sectional Site Sign:** Sturdy, versatile weatherized Masonite, that can be used so attractively, three ways . . . as four separate signs, two vertical or horizontal signs, or as one large sign. A blank panel is provided for your name and message.

**Two Directional Signs:** Eye-catching Day-Glo Masonite, featuring golden arrows on black to point the way to your Golden Value Home.

### **PENNANTS:**

**Four Golden Value Pennants:** Attention-getting,

large, made of durable cloth bunting, to tie on tall rods, mount on fences. Stop, look and come-in attraction for your prospects.

**25-Ft. String Pennants:** Already assembled, these gay multi-colored plastic pennants will retain their fresh appearance in all kinds of weather.

### **WELCOME MAT:**

Clear plastic with a golden "Welcome," this is yet another invitation to "come in and look around."

### **GOLDEN VALUE SEALS:**

Spot these handsome seals throughout your Golden



Value Home . . . on the heating unit, bathroom fixtures, cabinets, doors, windows to remind prospects your Golden Value Home is quality-built everywhere. **Stickers:** Adhesive-backed appliance stickers, easy to attach proudly to the various General Electric appliances in your Golden Value Home.

**ROPE:**

**30-Ft. Golden Metallic Rope:** Golden-yellow, primarily for outdoor use, to channel traffic into the entrance; keep lookers from lawns and flower beds.

**LAPEL BUTTONS:**

Personalized to identify you and your salesmen.

**BROCHURES:**

Most attractive four-page folders, available in quantity, in which you can set forth all the pertinent information about your particular Golden Value Home. Here's an item that will identify you as a builder of integrity and dependability . . . and help you reach many more prospects.

Whether you're selling one home . . . 10 . . . or 100 . . . if you've included major appliances from General Electric's Golden Value Line, this kit can be yours . . . to tell the world the *whole* house is a Golden Value.



**PREMIUM EXTRA.**

In addition to the attention-getting display items, here's a big Extra . . . a truly fabulous collection of premiums. To name a few . . . a Wallet, Book Marker, Magnetic Pot Holder, Gauntlet Oven Mitt, Ball Point Pen with gold ink . . . and many many more.

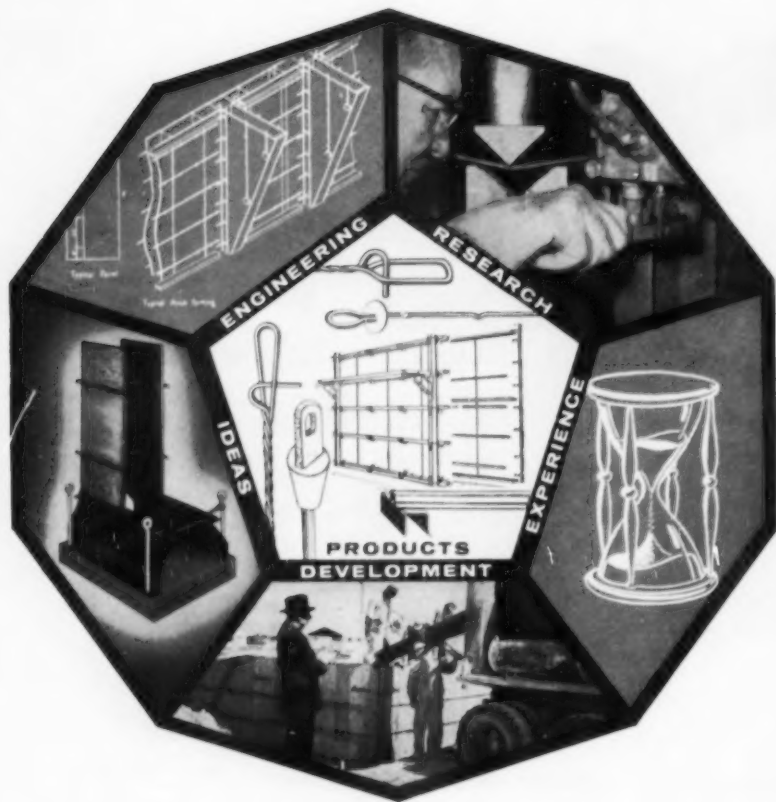
Hand them out to prospects . . . use them as door-openers on follow-up calls. Order forms are included so you can order direct the items desired.

**See Your General Electric Distributor Today!**

*Progress Is Our Most Important Product*



**GENERAL  ELECTRIC**



## Results don't "just happen" with Gates Forming

It's no accident that more and more builders are turning to Gates Forming Systems for results that can be counted at the bank.

Behind these results is Gates' unique combination of ideas, engineering, research and experience... constantly at work to develop the products and techniques that prove "right" for every type of concrete forming... large or small.

Put the PROVEN advantages of Gates Concrete Forming Systems to work for you... for results you can bank on!



**Gates & Sons, Inc.**

THERE'S A GATES SYSTEM FOR EVERY FORMING NEED

80 South Galapago Street • Denver 23, Colorado

Branches in Spokane, Rochester, Calgary  
Representatives in principal North American cities

.....  
CONSULT OUR CATALOG IN SWEET'S 1960 ARCHITECTURAL & LIGHT CONSTRUCTION FILES, OR WRITE FOR COMPLETE INFORMATION ON GATES CONCRETE FORMING SYSTEMS & TECHNIQUES

### NEW PRODUCTS

#### Provides quick heat



Portable electric heater is useful where periodic heat is needed quickly. Has instant ribbon elements, thermostatic control, safety tip-over switch. Unit is 19" wide, 17" high, 6½" deep. Operates on 120 volts AC. Shipping weight is 14 lbs., comes in mocha, gold.—Fasco Industries, Inc.

Circle No. O20 on reply card, p. 143

#### Heat is low-cost



Portable oil-burning salamander produces low-cost, forced air heat. Requires no skilled attendant to operate. Blower unit comes separately or combined with salamander. Stands 43½" high, weighs 33 lbs. Burning rate adjusts from 70,000 btu to 125,000 btu per hour.—Scheu Products Co.

Circle No. O21 on reply card, p. 143

#### Withstands weather



Sheathing paper is strong enough to span studs and withstand wind, rain, sleet and sun until finished siding is up. Paper has plastic coat, is water-proof. Does not act as vapor barrier. Goes up with staples, will not sag or billow. "FlexTex" comes in 48" x 100" rolls.—Charles J. Slicklen Co.

Circle No. O22 on reply card, p. 143



James Crabb Associates, Wilmette, Illinois, checked costs of two homes like this, found copper tube plumbing made appreciable savings over other metals.

# SAVED \$72.22

## WITH CHASE COPPER TUBE PLUMBING

Copper saves money...and we've proved it again! The evidence came from two identical, side-by-side houses built by James Crabb Associates, Wilmette, Illinois. The builder asked the plumbing contractor to keep accurate cost records, to determine which was *really* less expensive: copper or the so-called "cheaper" rustable metal. In one house, Chase Copper Tube was installed for hot and cold water lines, and Chase DWV Copper for waste lines. In the other house, all plumbing was of the other metal. The plumbing contractor compared the costs, turned his records over to the builder. Result? Copper saved money! \$72.22 to be exact! See for yourself. Actual costs are shown below.

In the next home you build, insist that your plumbing contractor installs Chase® Copper Tube plumbing throughout... for hot and cold water and DWV lines. See for yourself how copper can save you costs. And lets you feature quality, too!

**SEE HOW  
AND WHERE  
COPPER  
SAVES MONEY!**

Rustable materials cost . . . . .	\$358.08
Labor time, hours . . . . .	109.5
days . . . . .	13.68
Chase Copper materials cost . . . . .	\$397.86
Labor time, hours . . . . .	91.5
days . . . . .	11.4
Chase Copper saved 2.28 days or \$112.00	
Copper materials cost \$39.78 more	
<b>NET SAVING WITH CHASE COPPER TUBE . . . . .</b>	<b>\$72.22</b>



**BRASS & COPPER CO. WATERBURY 20, CONN.**  
Subsidiary of **Kennecott Copper Corporation**



Builder James Crabb and Contractor V. J. Killian inspect Chase Copper Tube installation, made in one of two identical homes.

Note how copper is joined by quick, easily-made solder joints, needs no added construction to fit inside standard 2x4 framing.

THE NATION'S HEADQUARTERS FOR ALUMINUM • BRASS  
BRONZE • COPPER • STAINLESS STEEL AND FORGINGS  
Atlanta Baltimore Boston Charlotte Chicago Cincinnati Cleveland  
Dallas Denver Detroit Grand Rapids Houston Indianapolis  
Kansas City, Mo. Los Angeles Milwaukee Minneapolis  
New Orleans New York-Newark Philadelphia Pittsburgh  
Providence Rochester St. Louis San Francisco Seattle Waterbury

**CHASE BRASS & COPPER CO.**  
**DEPT. AB-10, WATERBURY 20, CONN.**

Please send me the following booklets:

- Copper Tube Plumbing Catalog  Fittings Book  
 DWV Catalog  More information on cost savings

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



## Weyerhaeuser 4-Square Bevel Sidings combine quality and style with economy and durability

- Selection of widths
- Kiln-drying
- Water Repellent Treatment
- Made-to-measure bevel siding

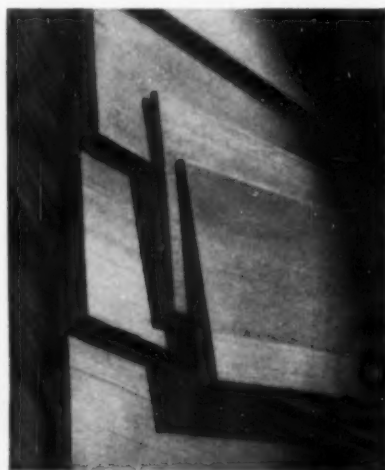
The many advantages of wood as a siding material are easy to see in the bevel sidings manufactured by Weyerhaeuser. They are grouped as narrow bevels, having a nominal thickness of  $\frac{1}{2}$ " and a choice of 4", 6", and 8" widths . . . and wide bevels, having a nominal thickness of  $\frac{3}{4}$ " and a choice of 8", 10", and 12" widths. Although they are available in several species, this is generally not a consideration because Weyerhaeuser's high standards of quality and uniformity in manufacture give them all very similar strength and performance characteristics.

Selection of the bevel width to be used is principally a matter of the architectural style of the home and individual preference. In general, the narrow bevels are commonly specified for the traditional styles, and the wide bevels for modern and contemporary styles (like the popular Rambler and Ranch-Type homes). One further consideration is the selection of bevel width to give an impression of greater over-all length to a home, to make it look lower, closer to the ground. The two drawings are identical in size, yet the width of the bevel siding (horizontal lines) tends to fool the eye.



All Weyerhaeuser 4-Square wood siding is scientifically kiln-dried to equalize and reduce moisture content. Kiln-drying makes the wood lighter

in weight and easier to handle . . . increases its strength properties . . . makes it more stable and more durable. Solid wood siding also adds measurably to the total insulation in a home, adds extra rigidity to the framing, and provides high impact and abrasion resistance, with the result that it will look "new" indefinitely with only moderate maintenance.



An important process commonly used in addition to kiln-drying is Weyerhaeuser's Water Repellent Treatment, which effectively increases moisture resistance, also provides added resistance to termites, stains, molds, and decay-forming fungi. Whether bevel siding is to be painted or finished natural, there are many good reasons to specify 4-Square WRT sidings.

Another Weyerhaeuser development is NU-Loc bevel siding—made to measure in widths to 10" and lengths to 20'. NU-Loc is kiln-dried lumber that is end- and/or edge-glued, then precision finished to close tolerances. Its use will often provide an improved, more uniform finished appearance . . . and greatly reduce application costs by ending much on-the-job sawing and fitting, practically eliminating waste.

For further information on the selection, qualities, performance, application, and availability of Weyerhaeuser 4-Square wood sidings, write: Weyerhaeuser Company, Dept. B-50, Tacoma Building, Tacoma 1, Wash.



## **Weyerhaeuser 4-Square Bevel Sidings: for economical first costs and low maintenance**

Wood is today's number one siding choice for several very important reasons. From the point of view of construction, it is easy and economical to apply to any style home. Its natural insulation value increases the total insulation built into the exterior walls. Properly installed and finished, it requires little maintenance, increases the structural strength of the home.

Wood bevel siding patterns have been widely

imitated. Yet on the basis of appearance alone, wood siding imparts a rich, *natural* beauty so desirable in modern home styling. And wood combines all the desirable application and performance characteristics of good building practice. See facing page for further information . . . see your Weyerhaeuser 4-Square Lumber Dealer for samples and estimates of both wide and narrow bevel siding patterns.



**Weyerhaeuser Company**

Lumber and Plywood Division



## The little house that

IT WAS A LOVELY LITTLE HOME, just right for a young couple. And a very young, newly-married couple was going through it with Mr. Johnson, the builder. After they had finished the inside tour, Mr. Johnson took them outside to see the landscaping, the patio and the driveway.

"Look, Jim," said the bride, "isn't this a nice patio? We could do a lot of entertaining outside next summer if we bought this place. Do you like it?"

"Yes, Ginny, I like a patio a lot. In fact, that was one of the things I especially liked about the house we saw in Pine Trees yesterday. Remember, the house that was just a little bit more money than we had planned to spend."

"I remember and I was so disappointed," she sighed. "But," brightening, "I like this place just as well and it's not so expensive."

The builder interrupted with, "Well, I try to give my customers as much home for their money as possible. I don't

waste time, work and money on a lot of unimportant extras. I find that I can undersell many other builders."

"Glad to hear it," says Jim. "By the way, this concrete patio is pretty big. What about the danger of cracking from frost heave. Is it reinforced with welded wire fabric to guard against breaking?"

"Well," said Mr. Johnson, "that's a pretty heavy, well-laid piece of concrete. I don't think you need to worry about it breaking."

"But is it reinforced," persisted Jim.

"No it isn't," replied the builder. "I found that I could save a few dollars by not using welded wire fabric for concrete reinforcement. This is one of the ways I told you I saved you money—by eliminating unnecessary extras."

"I don't consider Welded Wire Fabric Reinforcement an unnecessary extra. It'll cost me a lot to replace the concrete later if it breaks. Maybe that builder over in Pine Trees had a good reason for asking a little more for his home. I think we'll go look at that house again. Its concrete was





## was almost sold

reinforced with USS American Welded Wire Fabric. Thanks a lot for showing us your home, Mr. Johnson."

Like this young couple, more and more homeowners are asking is it reinforced and are deciding that maybe the little extra welded wire fabric cost is well worth it. The use of USS American Welded Wire Fabric will add 30% to the strength of concrete, and it gives you a strong selling point. Use USS American Welded Wire Fabric in the homes you build. Tell your prospects that it insures the protection and appearance of concrete for only about a penny a day on the mortgage life; and that it will add years of service to drives, walks, patios and basement slabs. Tell them that even after the mortgage is paid, the concrete areas will be in good condition.

USS American Welded Wire Fabric is made of cold drawn, extra strong steel wire, and it's prefabricated

for quick, easy installation. American Welded Wire Fabric is available in a wide variety of styles and sizes. For more information, see your building supply dealer, or write American Steel & Wire, Dept. 0378, 614 Superior Avenue, N. W., Cleveland 13, Ohio.

buyers will ask *"is it Reinforced"*



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

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

# Controlled humidity sells homes!

here's why:

## ★ AN IMPRESSIVE SALES FEATURE

Prospects readily recognize that *only* a quality home includes a quality humidifier.



## ★ PREVENTION OF DAMAGING DRYING

Cracked plaster, separated floors and paneling, static electricity are all indications and results of too-fast drying out of materials because of the lack of sufficient moisture in the heated indoor air. Maintaining proper relative humidity will prevent this excessive dryness, the damaging dimensional changes that can occur to ruin a sale, and the expensive call-backs after a sale.



here's how:

**RP** *Aprilaire*<sup>®</sup>  
HUMIDIFIERS

The finest in forced humidification

RESEARCH PRODUCTS *Corporation*  
Madison 1, Wisconsin

### RESEARCH PRODUCTS

Dept. 960-J, Madison 1, Wisconsin

Send me complete information on the Aprilaire Humidifier.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

## NEW PRODUCTS

### Paint is rubberized

Exterior rubberized paint goes on wood siding, shakes and shingles, asbestos siding, brick, stucco, concrete, masonry and metal. Forms tough, plastic film, resists blister formation. Paint "breathes," permits water vapor to escape. Comes in 12 ready-mixed colors. is made with clear latex resins.—Pittsburgh Glass Co.

Circle No. 023 on reply card, p. 143

### Cleat cuts costs



Wallboard cleat can save builder up to \$15 per house. Eliminates need for non-structural studs or nailing strips. Cuts labor costs for cutting, fitting, nailing strips in interior corners of rooms, closets, ceilings. Units are designed for 3/8" and 1/2" drywall.—Sargent & Co.

Circle No. 024 on reply card, p. 143

# DR- AFTS?

Never again if  
you insist on  
Hot Water Heat!

ALL AROUND HEALTH AND COMFORT



*Federal* BOILER CO., INC.  
Midland Park, N. J.

\*HYDRONICS the science of heating and cooling with liquids

## 12 Floors...90 Days



### Symons Steel-Ply Forms in 20'x8' Gang Sections

... Re-Used 20 Times on  
580 Unit Housing Project

McCarthy Brothers Construction Company, St. Louis, used Symons Steel-Ply Forms to gang form the Anthony W. Webbe Apartments, a public housing project in St. Louis.

Gang forming seemed obvious for this job, but quality of pour was most important. This was to be shear walls from the ground through the 12th floor. McCarthy worked with the Vernon L. Goedecke Company, St. Louis, and the Symons engineering department. Symons engineers recommended a ganged section 20' long x 8' high.

It took 25 days to pour the foundations on the 40 x 600 foot structure and approximately 90 pouring days to bring the building through the 12th floor... a total of 196,000 square feet of forming in the walls. 15,000 square feet of Symons Steel-Ply Forms were re-used approximately 20 times.

Complete housing project story available on request. Symons Steel-Ply Forms can be rented with purchase option.

### NEW Bolt for Gang Forming



Permits the ganging of any size Symons Form with regular hardware. Now you can secure all the forms required, together in sections, move the sections in

place, insert the ties and the unit is ready for a pour.

COMPLETE INFORMATION AVAILABLE ON REQUEST

*Symons*

SYMONS CLAMP & MFG. CO.

4261 Diversey Ave., Dept. K-0, Chicago 39, Ill.

Warehouses Thruout the U.S.A.

MORE SAVINGS FROM SYMONS



**"Two-thirds of our customers come to us through the Yellow Pages!"** say R. L. Hart and L. F. Hart, brothers and partners, Hart & Hart Builders, Dallas, Texas. "Some years back, we tested results of our advertising program. We asked customers how they came to us, and two-thirds said 'through the Yellow Pages.' Since then, we've spent most of our ad money on the Yellow Pages. We have ads under CONTRACTORS—CONCRETE and other headings related to the building and remodeling industry." ■ Display ad for Hart & Hart is shown reduced at right. Call the Yellow Pages man at your Bell Telephone office . . . for his help in planning your program.

Display this emblem. It builds your business!



**HART & HART**  
*Builders*

**HOMES  
GARAGES  
REMODELING  
ADDITIONS**

- ★
- ★
- ★
- ★

CONVENIENT EASY-TO-MEET  
FIVE YEAR FHA LOANS  
17 Years Building Experience

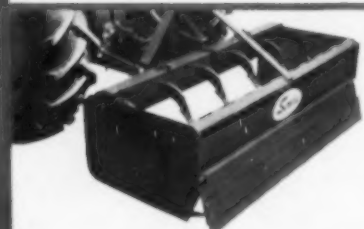
**Call FR 1-1344**  
Where Freedom Crosses Illinois  
3432 E. ILLINOIS BLVD.

## Two tough new grading tools at surprisingly low prices!



### New Lone Star Blade

We state flatly, this will be the largest selling light blade in the country, because it is the greatest value. All welded, sturdy, 240 lb. construction. 13" mouldboard plus 6" replaceable cutting edge of 1/2" grader-blade steel. 8 adjustments for angling and reversing. And... in most parts of the country it retails for under \$100!



### New Soil Scraper

At last, a scraper that really takes the ground. Can scarify and scrape at same time. Levels, grades, backfills. Curved mouldboard rolls dirt up for full load: 17 and 20 cu. ft. respectively in 66" and 72" models. A heavy duty tool, but favorable plant location means competitive delivered prices.

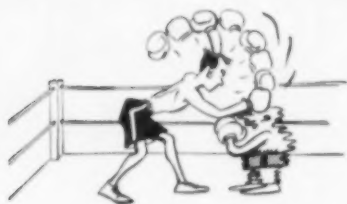


WRITE TODAY FOR MORE DETAILS

**EQUIPMENT COMPANY**

1012 Singleton Blvd. • Dallas 21, Texas

## This *New* MULLER MASHER is a Knock-out for compacting!



The new MULLER MASHER is a self-propelled, one-man compactor with a 2700 lb. wallop at 2500 blows per minute. Traveling 50 to 75 feet per minute it compacts granular base materials up to 50 cubic yards per hour with 6" lifts. It is powered by a heavy-duty engine with Stellite valves and has a large eccentric weighted rotor that gives it amazing impact, producing the compaction of a 10-ton roller. Yet it features low operating and maintenance costs.



The MULLER MASHER is available with 12", 18" and 24" tamping pads. Weight is approximately 245 lbs. It is used next to foundations, walls, abutments; around culverts, piers and piling and all types of back fill operations. Excellent for compacting and finishing black-top surfaces.



### MULLER MACHINERY COMPANY, Inc.

Muller also manufactures plaster & mortar mixers, power trowels, tilting and non-tilting concrete mixers, builders' hoists and other construction equipment.

SEND COUPON FOR FURTHER INFORMATION

MULLER MACHINERY CO., INC.  
Motuchon 4, New Jersey

Please send me full information on the Muller Masher.

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

"HOME IDEA KIT" for the potential homebuyer, can be personalized with builders name, has sections for merchandising literature. Kit has "kitchen," "living area," other headings.—Suburban.

Circle No. Q25 on reply card, p. 143

COMBINATION LIGHT and air diffusers are detailed completely in 24-page catalog. Includes data for selecting and predicting performance. Drawings show how diffusers are installed. Pictures various models.—Barber-Colman Co.

Circle No. Q26 on reply card, p. 143

HARDWOOD PLYWOOD wall paneling and installation methods outlined in a new manual. Figures number of factory-finished units needed; how to panel over studs or sheathing; furring methods.—Georgia-Pacific Corp.

Circle No. Q27 on reply card, p. 143

DOORS with plastic-laminate faces are subject of four-page catalog. Describes different constructions such as lead-lined, hollow, mineral, solid core types. Cutaway drawing, specifications, door styles shown.—Bourne Mfg. Co.

Circle No. Q28 on reply card, p. 143

LUMINOUS CEILING diffusers of rigid vinyl sheet are carefully detailed in punched, four-page folder. Points out impact strength, light stability, fire resistance features of material.—Union Carbide Plastics Co.

Circle No. Q29 on reply card, p. 143

CHIMNEY INSTALLED in one hour by one man... subject of a 12-page catalog. Gives illustrated assembly page, housing location table and selector chart, specifications of chimney parts.—William Wallace Co.

Circle No. Q30 on reply card, p. 143

REDWOOD SIDING estimator is offered for figuring siding costs and quantities. Device shows amounts of siding needed for each square of wall coverage. Also computes quantities of nails.—California Redwood Assn.

Circle No. Q31 on reply card, p. 143

COMPACT KITCHENS are carefully detailed in series of looseleaf technical sheets. Details cabinet layout plan for five types. Offers maximum economy at a minimum price. Gives all specifications.—Westinghouse.

Circle No. Q32 on reply card, p. 143

**NOW**



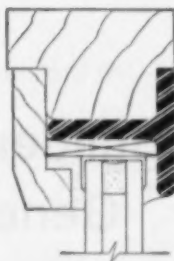
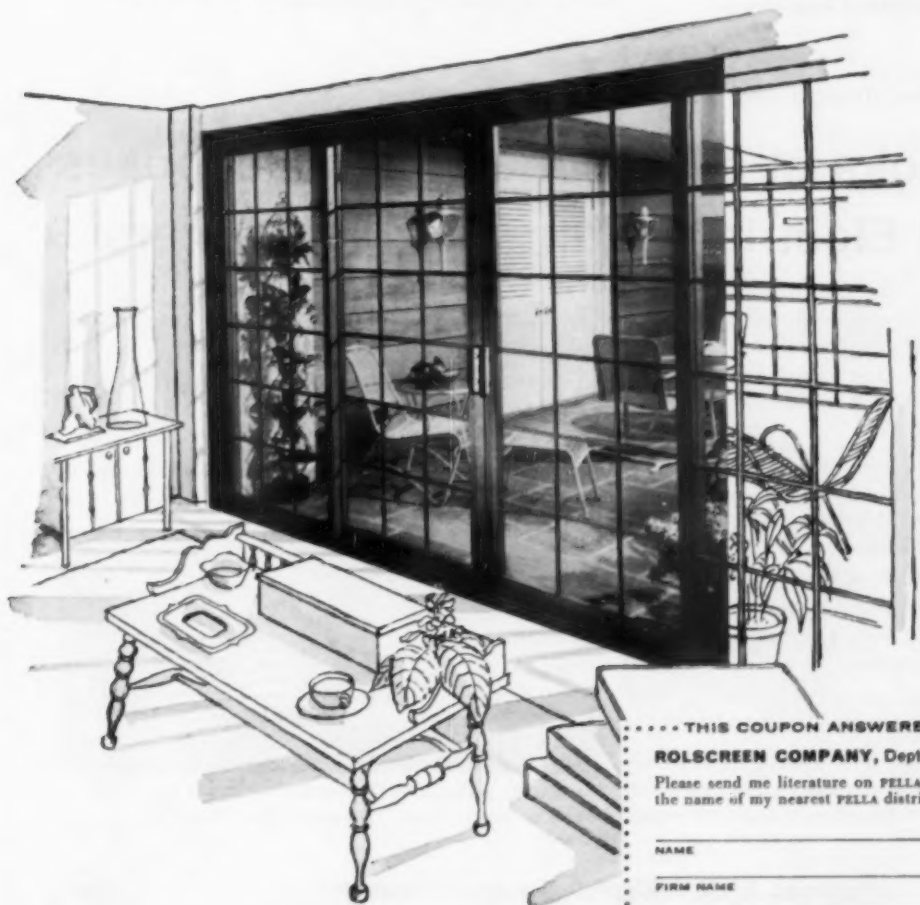
**SLIDING GLASS DOORS**

of wood

you can paint or finish naturally

FOR YOUR IDEA FILE: Now PELLA offers sliding glass doors of WOOD you can paint or finish to match *any* color scheme *inside and out!* The superior insulating qualities of WOOD plus a combination of stainless steel and wool pile weatherstripping, make this sliding door weathertight...keep it weathertight...end condensa-

tion. And you can add a touch of traditional charm with PELLA removable muntins in regular or diamond patterns. Type O, OX, XO, OXO and OXXO doors available in 33" and 45" glass widths x 76 $\frac{3}{4}$ " glass height. Call the PELLA distributor listed in your classified telephone directory or mail coupon for literature.



The welded steel T-section on all four sides of the 1 $\frac{3}{4}$ " Ponderosa Fine door panels gives the PELLA SLIDING GLASS DOOR its rugged strength and slim lines.

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

**ROLSCREEN COMPANY, Dept. LB-49, Pella, Iowa**

Please send me literature on PELLA WOOD SLIDING GLASS DOORS and the name of my nearest PELLA distributor.

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY & ZONE \_\_\_\_\_ STATE \_\_\_\_\_

MAKERS OF FAMED PELLA WOOD WINDOWS, PELLA ROLSREENS, PELLA WOOD FOLDING DOORS AND PARTITIONS



**River Oaks** garden apartments and Craig Smith of Sullivan-Smith, Inc. builders. All apartments in this development have at least one Built-In Air Conditioner; some have two.



This **decorator baffle**, painted right above the night stand, to match the wall. The baffle also can be papered or panelled, or hidden by a picture or mirror.

"I like the name, the design and the low price"

## Builder looks at all national brands, chooses General Electric Built-In Air Conditioners

"**W**E wanted the best air conditioner we could get," says Craig Smith, Vice President of Sullivan-Smith, Inc. "... quality that will give years of dependable service. We've got it with General Electric Built-In Room units."

Mr. Smith's company installed 160 Built-In Air Conditioners in its recently completed River Oaks Apartments in Dearborn, Michigan. Cases were installed as part of the wall during construction. Units were slipped into place when the building was finished.

"Built-In units are neat and trim," adds Mr. Smith. "Tenants think they're great. They also appreciate the interior baffle that's so easy to decorate."

The only true built-in room air conditioner with the decorator baffle is the General Electric Built-In.

**The Golden Value Line of the 60's** includes 18 other room air conditioner models ... ranging from 5,300 to 16,000 BTU's.\* There's a General Electric

Room unit to solve every cooling problem ... to fit almost any installation or wiring need.

See your General Electric representative for full details. General Electric Company, Room Air Conditioner Department, Appliance Park, Louisville 1, Ky.

\*Standard measure of cooling capacity, tested and rated in compliance with NEMA Standard CN 1-1958.



The **outside grilles** of all General Electric Room Air Conditioners are of aluminum. They never rust, but stay like new.

*Progress Is Our Most Important Product*

**GENERAL**  **ELECTRIC**





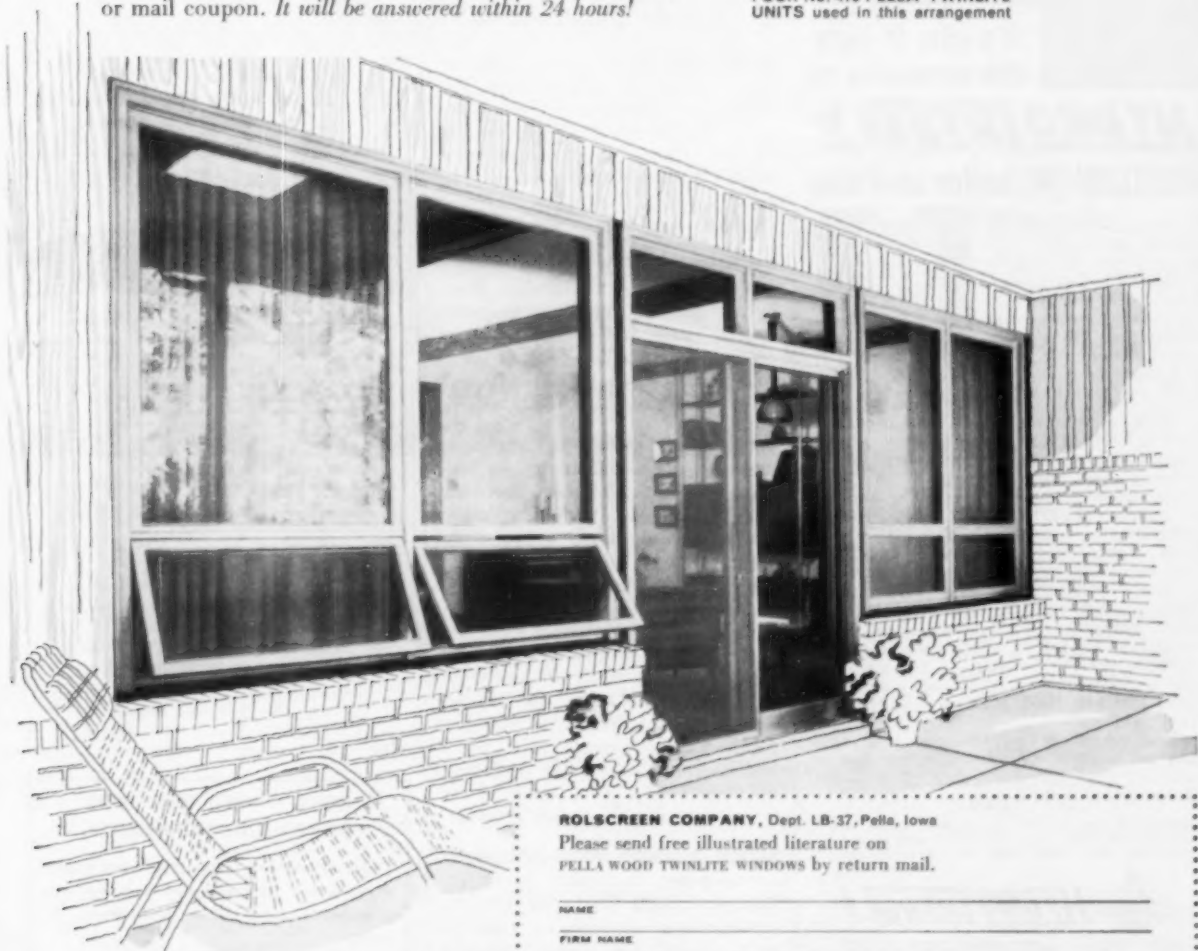
**WOOD  
TWINLITE®  
WINDOWS**

give homes a "can't-wait-to-move-in" feature

When combined into exciting arrangements like this, PELLA WOOD TWINLITE WINDOWS become a custom-like design feature that appeals to women. Aside from eye-appeal, their convenience and quality construction can be *demonstrated*. It's done by simply showing prospects the exclusive PELLA GLIDE-LOCK® underscreen operator and how it holds in 10 positions (Roto-Operator also available)...self-storing screens and storm sash...solid aluminum and stainless steel hardware. Removable muntin bars available to make cleaning and painting easier. On your next jobs, let the good looks and features of PELLA WINDOWS take an *important part* in the selling process. Call in your PELLA distributor now. Consult the classified telephone directory or mail coupon. *It will be answered within 24 hours!*



FOUR No. 476 PELLA TWINLITE UNITS used in this arrangement



ARCHITECT: DAVID E. DENISON  
BUILDER: EUGENE MAIN CONSTRUCTION CO.

ROLSCREEN COMPANY, Dept. LB-37, Pella, Iowa  
Please send free illustrated literature on  
PELLA WOOD TWINLITE WINDOWS by return mail.

NAME \_\_\_\_\_  
FIRM NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY & ZONE \_\_\_\_\_ STATE \_\_\_\_\_



It's easy to show the superiority of

## HYDROTHERM'S HORIZONTAL boiler sections

Simple test quickly shows prospects how gas-fired HYDROTHERM's horizontal, cast iron boiler sections save fuel—boost efficiency. Hand held over flame feels direct heat of rising gases—beside flame, only radiant heat—hot gases slip by.



This convincing test demonstrates how HYDROTHERM efficiency brings luxury, gas-fired hydronic heating to a home they can afford.

Hot gases rise, whether from match or burner. HYDROTHERM staggered, horizontal water sections, like hand over flame, force hot rising gases to traverse all water-backed, cast iron sections at right angles on their way from burner to flue. This true gas design transfers 40% more heat per pound of cast iron than possible with vertical section boilers — homeowners get a compact unit with less stand-by loss, quicker load pick-up — greater fuel savings.

Explain these advantages with the graphic match test that lets prospects actually feel the difference. Try it — it really tells the story.

Send your construction plans. We'll prove how HYDROTHERM advanced engineering gives luxurious hot water heat at no extra cost.



## CATALOGS

**POWER SAW** called "Flex Saw" is presented in four-page, punched catalog. Drawings show versatility of tool. Describes 90° inside corner undercutting, flashing groove in stone block, other uses.—Algo Specialties, Inc.

Circle No. 033 on reply card, p. 143

**"MARKET GUIDE** for Home Builders" is title of this 30-page book. Shows how to obtain market data for future land buying. Covers population trends, zoning regulations, land availability, utility development.—American-Standard.

Circle No. 034 on reply card, p. 143

**INFRTUBE HEATERS** are described in new catalog. Points out use as auxiliary heating system where additions or modernizations have been made. Details availability in 10 models and three sizes. Shows 5,000-hour lamp life guarantee.—Apextro Products Co.

Circle No. 035 on reply card, p. 143

**ELECTRIC WINCH** and hoist and its many uses in construction are shown in four-page bulletin. Details 2,500-lb. lift and 5,000-lb. pull of unit. Photos show six different on-the-job applications.—City Engineering Co., Inc.

Circle No. 036 on reply card, p. 143

**ALUMINUM SOFFIT** system is fully explained in new brochure. Step-by-step drawings illustrate hip-roof, sloping horizontal soffits. Also use of gable fascia trim, other constructions.—Peynolds Metals Co.

Circle No. 037 on reply card, p. 143

**WEST COAST LUMBER**, its grades, uses and all specifications are outlined in new 20-page booklet. Covers Douglas fir, west coast hemlock, western red cedar, Sitka spruce and white fir.—West Coast Lumberman's Assn.

Circle No. 038 on reply card, p. 143

**ALUMINUM COMBINATION** jalousie doors are described in one-page data sheet. Drawings show ventilation, protection, of doors. Cutaways detail construction of units. Sizes and specification.—Fleet of America, Inc.

Circle No. 039 on reply card, p. 143

**VITRIFIED CLAY PIPE** is covered in six-page, two-color brochure. Describes basic clay pipe, characteristics and uses. Shows factory-made joints for better filtration control.—National Clay Pipe Mfrs. Inc.

Circle No. 040 on reply card, p. 143

# CLEAN EVEN HEAT?

Certainly!—if you insist on Hot Water Heat!

ALL AROUND HEALTH AND COMFORT



This industry ad sponsored by

**TUTTLE & BAILEY**  
division of Allied Thermal Corp.  
New Britain, Connecticut

\*HYDRONICS the science of heating and cooling with liquids

## CLASSIFIED ADVERTISING

The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.  
Rates—\$7.50 minimum for 40 words or less. 15c for each additional word.  
Display Classified—\$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2½ inches wide, 2 inches maximum. Signature cuts and trade names allowed.

### LINES WANTED FOR SOUTHERN CALIFORNIA

Well established sales representative with following among ARCHITECTS & CONTRACTORS seeks two non-competing lines for active promotion

Box 289 American Builder  
New York 7, N.Y.

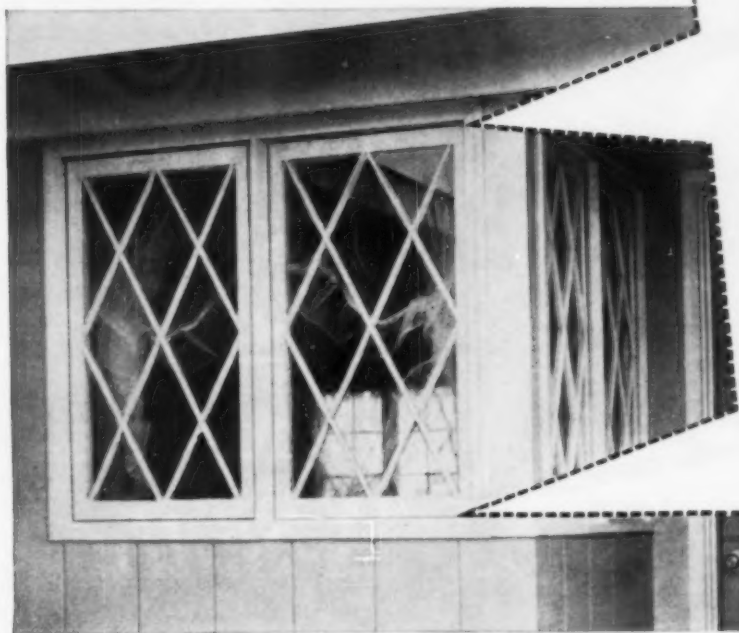
### POST OFFICE WILL NOT FORWARD MAGAZINES!

You must write us, prior to moving if possible, giving both old and new address, also postal zone. Allow three weeks for change.

**AMERICAN BUILDER**  
BOX 961 • BRISTOL, CONN.



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



**This concealed hinge is one of the many outstanding features of the BILT-WELL Casement Window**

Permits unbroken exterior lines. Window can't sag or pull loose. It's tamper-proof, too!

## **The First Truly Modern Wood Casement Window**

*A casement that incorporates all the latest thinking in fenestration engineering*

### **Insist on these BILT-WELL Features:**

1. Double weatherstripped for lowest heating and cooling costs.
2. Unitized sill construction facilitates groupings.
3. Nylon bearings, stainless steel track, cadmium-plated steel hinge arm.
4. Angle and radial bays from stock parts.
5. Three glass widths: 16", 20" and 24" and five glass heights: 24", 32", 36", 48" and 60".
6. Gold-tone finished operators, locking handles, storm panels and screens.
7. Single or double insulating glass.
8. Dove-tailed frame joints.

**The BILT-WELL Line of Building Woodwork—**  
WINDOW UNITS, Double-hung, Awning, Casement, Basement. CABINETS, Kitchen, Multiple-use, Wardrobe, Storage, Vanity-Lavatory. DOORS, Exterior, Interior, Screen and Combination.

manufactured by  
**CARADCO, Inc.**  
Dubuque, Iowa

There's more to offer with **BILT + WELL WOOD + WORK** by Caradco

**MASONITE ASKS:**

# what's in a name...for

realistically priced

exceptional dent resistance



## HANDY HINTS

to help you name your way  
to beautiful Hawaii

Here are some clues that may help you find a name for this new, prospect-pleasing siding made with special X-90 fibre formula:

extra-wide exposure—  
deep, attractive  
shadow line  
(size 12" wide up to 16' long)



two identical edges—  
cuts waste



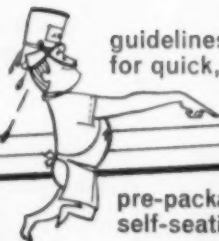
excellent weatherability—  
superior stability

prime-coated and back-sealed

super-smooth surface  
won't check,  
splinter or split—  
takes and holds paint beautifully



guidelines top and bottom  
for quick, accurate alignment



pre-packaged with rust-proof,  
self-seating nails

*just  
name  
this  
all-new*

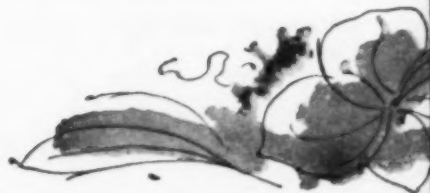
MASONITE  
**"X"-Siding!**

*with exclusive X-90 wood fibre formula*

All you have to do is name this all-new Masonite "X"-Siding to win a trip for two to Hawaii! Actually, you can win two ways:

1. name it and win a free vacation;
2. use it on your new homes for terrific sales appeal. Get the full details on this exciting contest from your lumber dealer or Masonite representative today. Use "X"-Siding now—name it while you nail it!

"X"-Siding is another quality hard-board product of Masonite research.



you? \_\_\_\_\_



# a FREE TRIP to HAWAII for TWO!

**OTHER PRIZES, TOO!** *You don't have to be top winner to earn a prize! Just look at these enviable awards for the ten best entries:*

1. Hawaiian Trip—  
Bonus of \$250.00 expense money if winning builder uses "X"-Siding on 1 or more homes
2. Motorola "Declaration" 3 Channel Stereophonic Console with FM/AM Radio
3. Magnavox "International Modern" 23" Television Console
4. Philco "The Concerto" Custom Stereophonic High-Fidelity Console with Convertible Speaker System
5. Zenith "The Plaza" 19" Portable Television
6. Philco "The Music Maker" Portable Stereophonic Phonograph
7. Philco "The Congress" All Transistor Portable Radio
8. Zenith "Royal 710" All Transistor Portable Radio
9. Magnavox "Sportsman" All Transistor Portable Radio
10. Motorola "X19" All Transistor Pocket Portable Radio with Carrying Case



**MASONITE CORPORATION**

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



**MASONITE CORPORATION**  
Dept. AB-10, Box 777, Chicago 90, Illinois  
Please send me an entry blank, plus all other collateral material on the Masonite Name the "X"-Siding contest.

Name .....

Firm .....

Address .....

City ..... State .....

Zone ..... County .....

## CATALOGS

**URETHANE COATINGS** for wood is subject of four-page technical bulletin. Describes two resin systems used for clear coatings, durable finishes. Shows values of coatings as protective maintenance.—B. B. Chemical Co.

Circle No. 041 on reply card, p. 143

**AIR SYSTEMS**, heating, cooling, volume controls are presented in 20-page catalog. Gives information on ceiling and perimeter units, blend-

ers, cooling-heating cycles, mixing boxes. Installation photos.—Thermotank, Inc.

Circle No. 042 on reply card, p. 143

**PLASTIC CONDUIT** for wiring is covered in catalog. Two sections present this rigid, polyvinyl chloride material. Included are comprehensive test results. Specifications, installation instructions.—Kraloy Plastic Pipe.

Circle No. 043 on reply card, p. 143

**CORRUGATED STEEL** sheets for roofing and siding are shown in brochure. Gives technical comparative information. Explains savings on use of steel. Features flashing and fastening required.—Steelite Buildings, Inc.

Circle No. 044 on reply card, p. 143

**PHILIPPINE MAHOGANY** line of paneling, molding, siding, well illustrated in brochure. Contains actual-size silhouettes of casings, base shoes, cones, lip molds, many others. Also shows door jambs, shelving, siding, moldings, etc.—Insular Lumber Co.

Circle No. 045 on reply card, p. 143

**SMALL TRENCHER** is subject of this four-page, fold-out catalog. Describes compactness and ruggedness of machine. Shows trencher components, many on-the-job applications. Specification list.—The Cleveland Trencher Co.

Circle No. 046 on reply card, p. 143

**TIME CONTROLS** for swimming pools are offered in four-page punched booklet. Explains automatic operation for filtration, lighting, water heating, hypochlorination, and pool alarms.—International Register Co.

Circle No. 047 on reply card, p. 143

**ELECTRIC CONSOLE** unit heaters for commercial use shown in eight-page booklet. Presents free-standing, wall-mounted, recessed, ceiling types. Cutaway details construction. Heating plans are covered.—Edwin L. Wiegand Co.

Circle No. 048 on reply card, p. 143

**KITCHEN CABINETS** are excellently illustrated in two brochures. One shows all types including built-ins, corner and base units, end panels. Details construction features such as "built-in" scribing, two-side openings, interior hardware. Other shows color photos of complete kitchens.—Major Line Products Co.

Circle No. 049 on reply card, p. 143

**ATTIC FANS** are covered in four-page, two-color bulletin. Step-by-step procedure for selecting right fan. Outlines capacities for various models. Tabulates fan speeds, motor hp, nominal wheel diameter, horsepower, approximate net weight.—Ventura Div., American-Standard.

Circle No. 050 on reply card, p. 143



# 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.

The Shake-Panels can be applied direct to the studs—no sheathing or furring strips are required. Or they may be applied with the Nova Panelclip—made in 8' lengths of 26-gauge galvanized steel. A kerf in the butt engages the clip. No surface nailing is required—no rust stains are possible—204 nails per square are saved.

Nova Shake Paint is an oil-type paint made of long-lasting pigments. One gallon covers 300 sq. ft. Nova Shake Paints and Colored Nails (for conventional nailing) are available in all Shake-Panel colors.

When you specify "Nova Certigrade" you are sure of consistent quality and a dependable pricing policy. The old irregularities and unpredictable price fluctuations are things of the past.

Use the coupon for full specifications and illustrated folders on these and other Nova Products.

Nova Certigrade Products are manufactured by Douglas Fir Shakes, Inc.



## NOVA SALES

A wholly owned subsidiary of Homasote Company

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



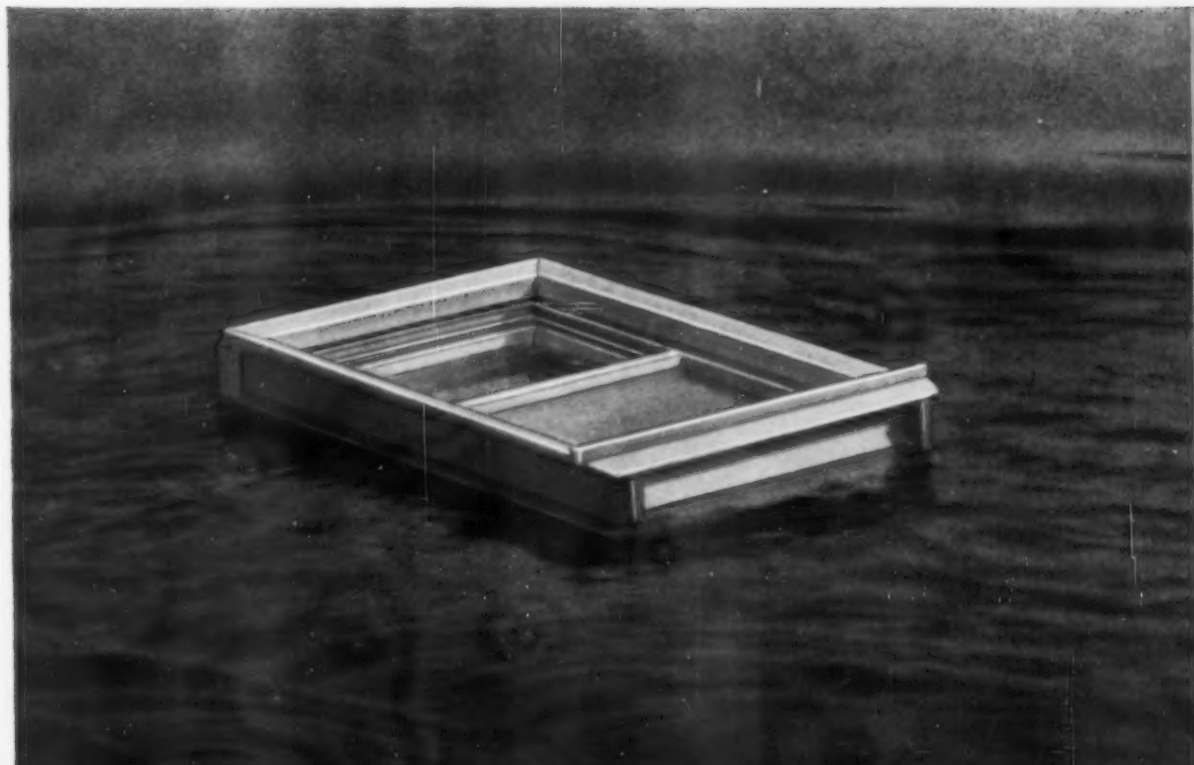
Send the literature and/or specification data checked:

- Nova Shakes and Shake-Panels  Novafold Doors  
 Nova Vista-Lux (Fiberglas®-Reinforced) Panels  
 Novaproofing (for waterproofing concrete and masonry)

NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE ..... K-2



**AND IT'S STILL DRY!**

IT'S A



**WOOD WINDOW UNIT**



RIMCO'S  
DRI-VAC  
IN OPERATION

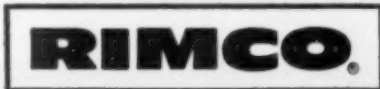
Naturally the surface is wet . . . it's floating in the Mississippi River. BUT below that surface it is completely dry. That's because Rimco Wood Window Units are protected with deep-penetrating Woodlife preservative applied by the Dri-Vac *controlled* process.

Selected Ponderosa Pine is fashioned into the finest window units. Then something *more* happens at Rimco: before assembly, all wood parts go through the Dri-Vac process. The huge 2 story high Dri-Vac machine opens the wood pores, injects a 5% Pentachlorophenol solution deep into the fibres, removes the excess, and then closes the pores . . . all under automatically *controlled* conditions.

This gives Rimco Wood Window Units extra moisture repellence . . . they have greater protection from the time they leave the factory until they are finished. Rain before painting is no problem because moisture just doesn't penetrate the barrier of Woodlife . . . nor can fungus, mildew or termites. Woodlife improves the paint bond, too.

Specify Rimco Wood Window Units — Casement, Vent, Slide, Six-Ten, (double-hung), Bay or Basement — and forget about window call backs.

Ask your Lumber dealer for more information on the complete Rimco line of quality Wood Window Units or write Department "A."

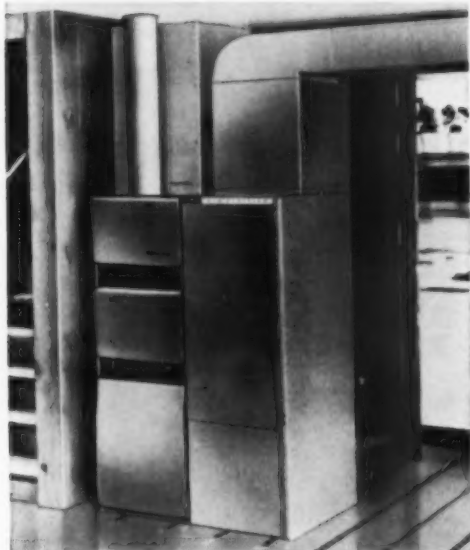


**ROCK ISLAND MILLWORK COMPANY**  
FACTORY DIVISION  
ROCK ISLAND, ILLINOIS

DESIGNED AND ENGINEERED BY ROCK ISLAND MILLWORK COMPANY • HELPING BUILD AMERICA FOR OVER 80 YEARS

# WHAT? A HEATING SYSTEM

Announcing, Carrier's New 5-Dimension Heating Package That...



The key to this 5-Dimension Heating Package is the new Carrier Automatic Air Purifier—shown on the right of the Carrier Furnace.



## 1. CONTROLS WINTER HUMIDIFICATION—

provides just the right amount of moisture all the time... never too little or too much.

---

## 2. PROVIDES WHOLE-HOUSE ODOR REMOVAL—

whisks away even such smells as cabbage and stale tobacco from every room in minutes.

---

## 3. AUTOMATICALLY CLEANS AIR—

reduces dust, dirt and pollen automatically, with constant efficiency, for a healthier home.

---

## 4. DELIVERS CONTROLLED HEATING—

maintains a constant temperature within 2° of thermostat setting.

---

## 5. PROVIDES FOR ADDITION OF COOLING—

future installation of cooling unit is simple and economical.

---

# WITH HOUSEWIFE APPEAL?

When you talk about removing household odors, easing the lady's cleaning problems, and maintaining comfortable, healthful humidity for her family, you're selling the woman on her own terms. And, of course, well-regulated heating and the possibilities of future cooling are considerations that every member of the family is interested in. But the point is: Now, the heating system in your homes need not be just another commodity—it can be a potent, sales-clinching feature when you install the Carrier 5-Dimension Heating Package.

## Here's How 5-Dimension Heating Can Help Sell Your Homes

Have your salesmen put these questions to all your prospects, especially women:

1. How would you like to cut your dusting and cleaning time in half?
2. How would you like to be rid of pungent food odors—like cabbage—as soon as the cabbage is eaten?
3. Is anybody in your family a hay fever or allergy victim?
4. Have you ever found an effective way of removing dense tobacco smoke and close, stale air when you have a party?
5. Do any of your children suffer from dry skin, eczema?
6. Did you ever wish you could find a way to stop your valuable furniture from developing those loose, creaky joints in the wintertime?
7. Will you ever consider installing air conditioning in the future?

You're going to get a lot of "yes" answers to these questions, and it only takes *one* to establish a big sales plus for your home . . . if you have Carrier 5-Dimension Heating.

## Prospects Can't Resist This Nose Test—Smelling Is Believing



Does the Carrier 5-Dimension Heating system really remove odors? In case your prospects have some reservations, the Carrier nose-test kit is a clincher. Put the odor cartridge in the Odor Control Demonstrator. Let the prospect smell how odors go right through an

ordinary filter. Then, you can demonstrate how a few drops of Carrex fluid on a similar filter completely remove the odors before they reach the prospect's nose. It really works! And your local, franchised Carrier Dealer has plenty of these kits on hand.

### FOR MORE INFORMATION MAIL THIS COUPON NOW

**Carrier Air Conditioning Company**  
Syracuse, New York

Please send me complete details on Carrier's new 5-Dimension Heating.

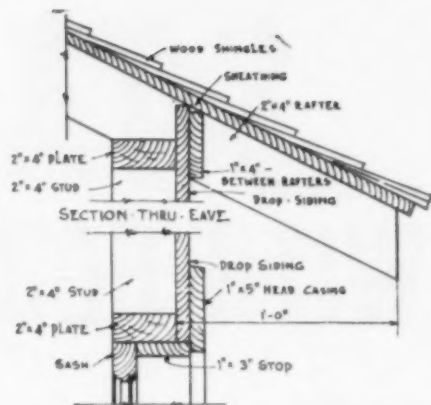
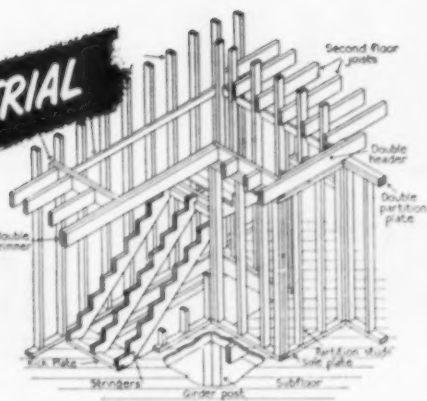
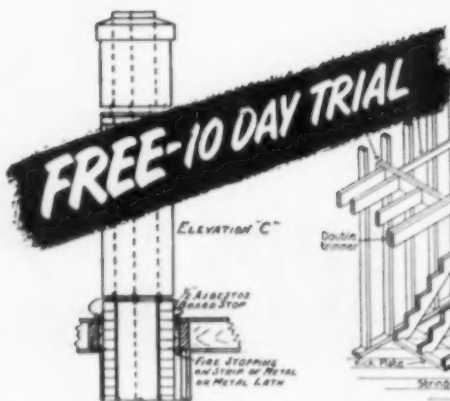
Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**Carrier** Air Conditioning Company  
A DIVISION OF CARRIER CORPORATION



# HOUSE CONSTRUCTION DETAILS

Save Money and Time with these Latest Professional Methods

Here is an exact working guide on every detail of house construction from foundation to finish. Tells you dimensions, materials, processes, step-by-step working methods. Hundreds of scale drawings and photographs make every step easy to follow. Quick-reference index enables you to find instantly any construction detail on which you want modern, authoritative guidance. Can be used for alterations in a set of stock plans, for making additions or changes in a building,

or for complete construction of a dwelling. Conforms with modern practice and building regulations in all parts of the country. Gives you helpful ideas on how to build in accordance with latest developments in carpentry methods, materials, painting, heating and air conditioning, insulation and sound-reduction.

The guidance you get on even a single house construction detail can repay you a hundred times the small cost of this remarkable volume. Send for free-examination copy today. Mail coupon below.

## Every Step in House Construction Explained and Illustrated:

Excavations • Footings and drainage • Foundation forms • Sills • Girders • Joists • Sub-flooring • Exterior wall framing • Interior wall framing • Ceiling joists • Gable roof • Hip roof • Gambrel roof • Dormers • Siding and shingling • Cornices • Porches • Exterior walls of wood • Exterior walls of brick • Interior walls finished in plaster, in plywood • Wall panels • Mouldings for interior trim • Stair construction • Windows • Sash details • Window framing details • Doors and door trim • Hardware used in dwellings • Closets, shelves, built-in equipment • Breakfast alcove • Sewing room • Flooring • Chimneys and fireplaces • Mantels and seats • Outdoor fireplaces • Scaffolds • Garages • Insulation • Arches and gates • Lattice porch, lattice trellis • Garden benches, tables • Fences • Barns • Feeders and nests • Septic tank • Painting and finishing • Heating systems • Air conditioning systems • Prefabricated houses • Useful information for home builders including architectural styles and data on modern building materials.

378 PAGES, SIZE 8½x11, FULLY INDEXED, 2500 ILLUSTRATIONS.

### Check this Comprehensive Coverage---

Table of Contents: House Design, Excavations—Foundation Forms—Foundations, Sills—Girders—Joists—Sub-Flooring, Outside Wall Construction, Inside Walls—Wall Sheathing—Ceiling Joists, Roof Construction—Bay Construction—Roofing, Cornices and Porches, Exterior Wall Covering, Interior Wall Covering—Interior Trim, Stair Construction, Windows, Doors, Hardware, Closets—Shelves—Built-In Equipment, Finished Flooring, Chimneys and Fireplaces, Scaffolds and Hoists, Garages and Carports, Insulation, Heating—Air Conditioning, Painting and Finishing, Modern Building Material, Prefabrication, Construction Detail Plates, Index.

More than 150,000 satisfied users!

NEW 5th Edition

**SEND NO MONEY**

**Examine 10 DAYS FREE**

You don't risk a penny to find out how valuable "House Construction Details" can be to you. Just mail coupon. See for yourself how you get clear, professional guidance on every building detail. Then either send only \$5.95 (plus postage) in full payment, or return the book and owe nothing. Mail free-examination coupon NOW.

**MAIL THIS COUPON**

Simmons-Boardman Publishing Corp.,  
30 Church Street, New York 7, N. Y.

AS-10-60

Send for 10 DAYS' FREE EXAMINATION, "House Construction Details." I will either return it in 10 days and owe nothing, or send only \$5.95 (plus shipping charges) in full payment.

Name .....

Address .....

City & State .....

SAVE! Send \$5.95 with this coupon and we will pay postage. Same return and refund privilege.





**Carefree floors  
of Oak appeal to  
every home buyer**

**T**here's no doubt about buyer acceptance when you use Oak Floors. Both husband and wife are familiar with the advantages of Oak. They know it's a flooring that can take the wear-and-tear of raising a family, give them carefree enjoyment, and stay beautiful through the years. No other floor material offers this combination of advantages. That's why, year after year, more Oak is used in new homes than all other flooring products combined.

You know you're right when you specify **OAK FLOORS**

National Oak Flooring Manufacturers' Association, 814 Sterick Building, Memphis 3, Tenn.



Today's style trend  
favors Oak Floors

Exposed wood has popular appeal in today's new homes. Wood-paneled walls, wood cabinets and built-ins and, of course, wood floors are high on home buyers' lists of most-wanted features. In floors, the trend is away from fixed wall-to-wall coverings toward room-size, area or accent rugs against a background of gleaming hardwood.

Today, when you install Oak Floors you can be sure the style is right . . . sure of immediate buyer acceptance. Surveys and building records show the overwhelming preference for Oak Floors . . . in homes of all styles and price ranges.

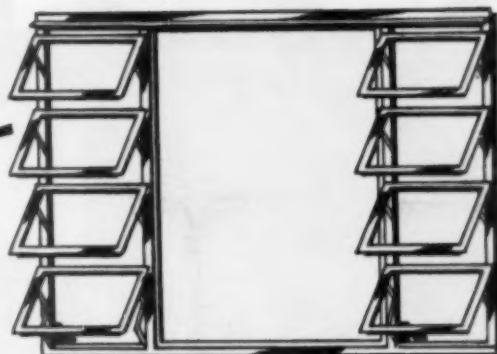
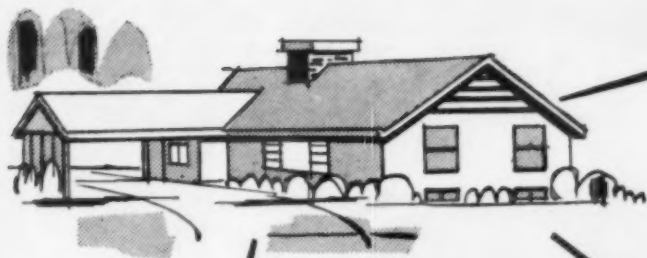


NATIONAL OAK FLOORING  
MANUFACTURERS' ASSOCIATION  
814 Sterick Building—Memphis 3, Tenn.

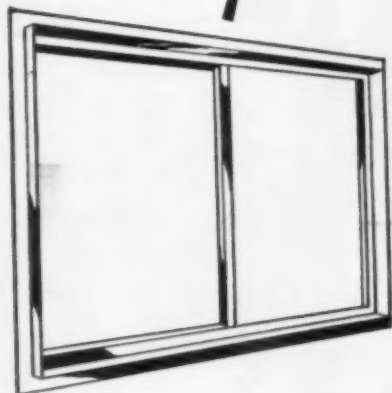
# OAK FLOORS

The most popular, most practical of all floors

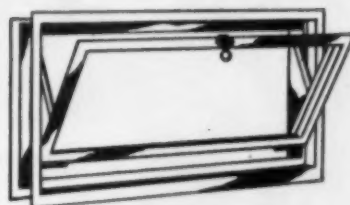
# VAMPCO residential aluminum windows save money on initial cost, installation and maintenance



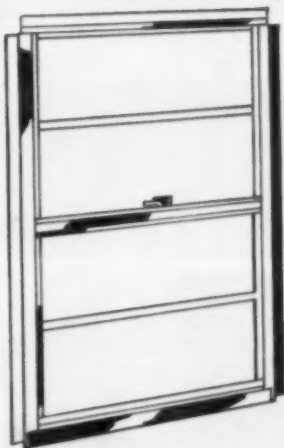
VAMPCO Picture Window with controlled ventilation



VAMPCO Horizontal Sliding Window



VAMPCO Glass Block Window available in fixed light, projected in, bottom hinged or casement.



VAMPCO Single Hung Window

Valley Metal Products Company is now offering a complete line of aluminum residential windows. Vampco aluminum windows are available in two series; a deluxe, heavy weight series and a lighter weight, economically priced line. Vampco manufactures the projected and awning windows, as well as those types shown here. All Vampco residential windows are of the highest quality and offer builders, contractors and homeowners the convenience, protection and lasting beauty of aluminum windows at competitive prices.

105



## VAMPCO ALUMINUM PRODUCTS

VALLEY METAL PRODUCTS CO., PLAINWELL, MICHIGAN • Dept. AB-100



OCTOBER 1960

179



# 1961 CHEVROLET STURDI-BILT TRUCKS! PROVED WORTH MORE BECAUSE THEY WORK MORE

A gigantic advance in trucking began just a year ago, when the first Torsion-Spring Chevy nosed out onto a highway. With a vastly different truck design, featuring torsion-bar independent suspension, this totally new Chevy did just about everything better. And it caught on fast. So fast, in fact, that already there are nearly 300,000 Torsion-Spring Chevies putting out this new kind of working ability on tough jobs all over America. Now, for 1961, Chevrolet introduces trucks with even more of the worth-more, work-more performance that's won such wide owner acclaim over the past year. Even more strength, even more stamina—and an even wider range of models!

**MORE MODELS THAN EVER BEFORE!** 189 models—work-proved dollar savers in every weight class! 1961 Chevies for every hauling chore in the book include three new long-wheelbase 4-wheel drive models, sturdy Stepside and Fleetside pickups, spacious panels, versatile Suburban; Carryalls, handy Step-Vans and forward control chassis, tough chassis-cabs of all sizes, mountain-moving tandems. Somewhere in this long, *long* line is the one truck that makes the most sense on your job!

**OWNER-PROVED TORSION-SPRING RIDE!** It puts an end to I-beam axle shimmy! Independently suspended front wheels step right over bumps, tough torsion-bar springs soak up jolts. New smoothness speeds up schedules, cuts truck wear and maintenance expense, reduces cargo damage and driver fatigue. Owners report that there's never been anything like it for high-profit hauling!

**STRONG, ROOMY CABS THAT HELP BOOST YOUR WORK OUTPUT!** Rangy drivers ride in comfort with extra hip room, leg room and head room. Seeing is safe and easy through a whopping big wraparound windshield. The seat's a beauty, too—a full 59½" wide with a spring combination inside that gives just the right support. (And for the last word in working comfort, special 6" foam rubber padding is optional at extra cost.) And the

*rugged* cab build includes all-steel construction, double-panel roof and double-walled cowl housing.

**TOUGH TRUCK CHASSIS—BRAWNY BASIS FOR BIGGER PROFITS.** Massive, truck-built frames add stamina to every chassis. In medium- and heavy-duty models, rugged self-adjusting variable-rate rear springs help smooth out big-tonnage hauls. Quality features galore boost truck life: Extra-big brakes give faster, surer stops and last longer. Precision wheel balance makes steering easier, lengthens tire life. Smooth, durable Synchro-Mesh transmissions come in sizes to suit all types of duty.

**ENGINES WITH PROVED EARNING POWER.** Famous sixes that out-sell all others because they're best at brightening cost records . . . big V8's that lead the industry for short-stroke design and hard-working durability! Chevy for '61 offers a *long* line of power plants to meet the special needs of every weight class.

The truth is, we could fill every page in this magazine with reasons why Chevrolet trucks have never been better than they are for '61, but there's no need for that. Not when your Chevrolet dealer can boil it all down for you so quickly and pleasantly. See him soon and start saving soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



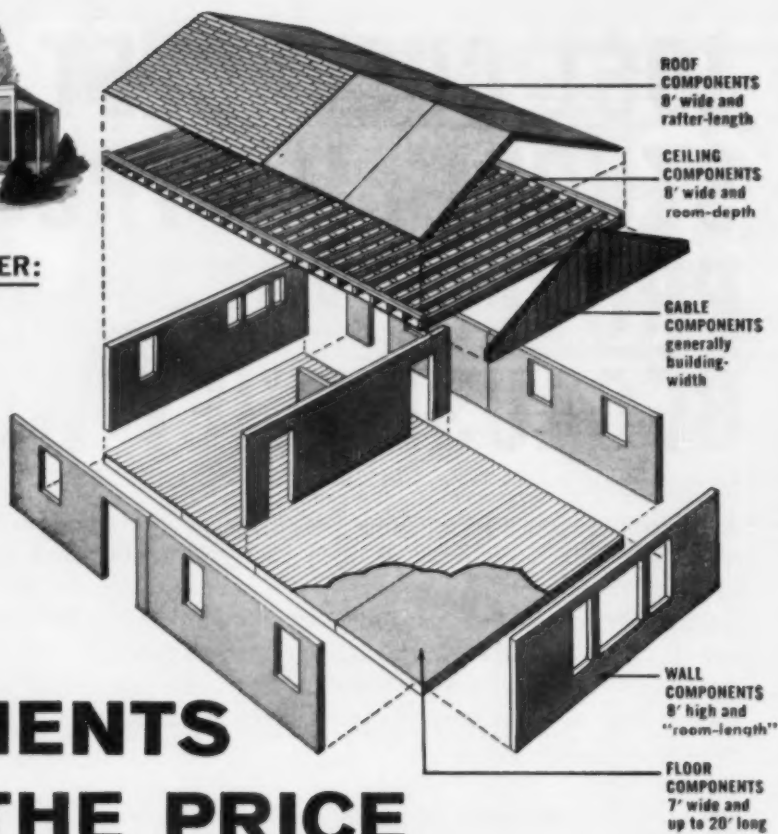


## MR. ARCHITECT . . . MR. BUILDER:

More people can now own  
their own homes  
because  
down payments can now  
be reduced by \$100 or more

### THE REASON:

# P-B COMPONENTS LOWER THE PRICE



Take a 3-bedroom house with 1040 sq. ft. of floor area. Cut your building costs by \$1150 . . . cut the down payment by \$100 . . . a vast new market is now open to you. P-B Components make up the largest part of the house. By building them out of the weather and under controlled conditions, major savings are inevitable.

Every single P-B Component is custom-built to your specifications—to fit your plan. There are no arbitrary "unit" sizes. They are precision-engineered of finest materials in the plant of your near-by building material's distributor—and delivered to your site.

You save many unnecessary handling, storage and re-handling costs . . . you save by sharing in the distributor's maximum volume discounts . . . you save at least 200 field-hours per house—17 working days—a minimum of \$600 . . . you save your overhead on the components, while they are being built in the distributor's shop—a saving of at least \$400.

To save money in conventional building—send us your blueprints for a free Cost-Reduction Analysis. They will be returned with an engineering report on the savings you can make with Homasote Materials. Homasote Board-and-Batten and Grooved Vertical Siding construction are lower in cost than anything else you can use currently for exterior walls.

P-B Components are BIG. It takes four men only 11 seconds longer to put an 8' x 14' component in place—than to position a 4' x 8' "baby panel". But you have completed 3½ times as many square feet! With big components, the average house is enclosed in one day—and you finish out in 3 to 4 weeks.

Exterior and interior walls, ceilings and gables are ready for painting, papering or other decoration. Floor panels are covered with 2½" factory-finished oak flooring (which you protect with Sisalkraft paper until owner occupies.) Roofs have ⅝" Homasote sheathing already applied—with all joints flashed.

A house built with P-B Components is a quality house, quiet throughout—free from drafts, dampness, mildew, cracking and bathroom noises. It is cooler in Summer and more economical to heat in Winter.

You get customers in fast—sell at a lower figure—make greater profits.



### FOR A HOME OF ANY TYPE OR SIZE!



Write or wire today for fully-illustrated 8-page brochure giving the complete details. Kindly address Department K-24.

## HOMASOTE COMPANY

TRENTON 3, NEW JERSEY

Homasote of Canada, Ltd. • 224 Merton Street • Toronto 7, Ontario

# "I bought another Sherman Digger because ...



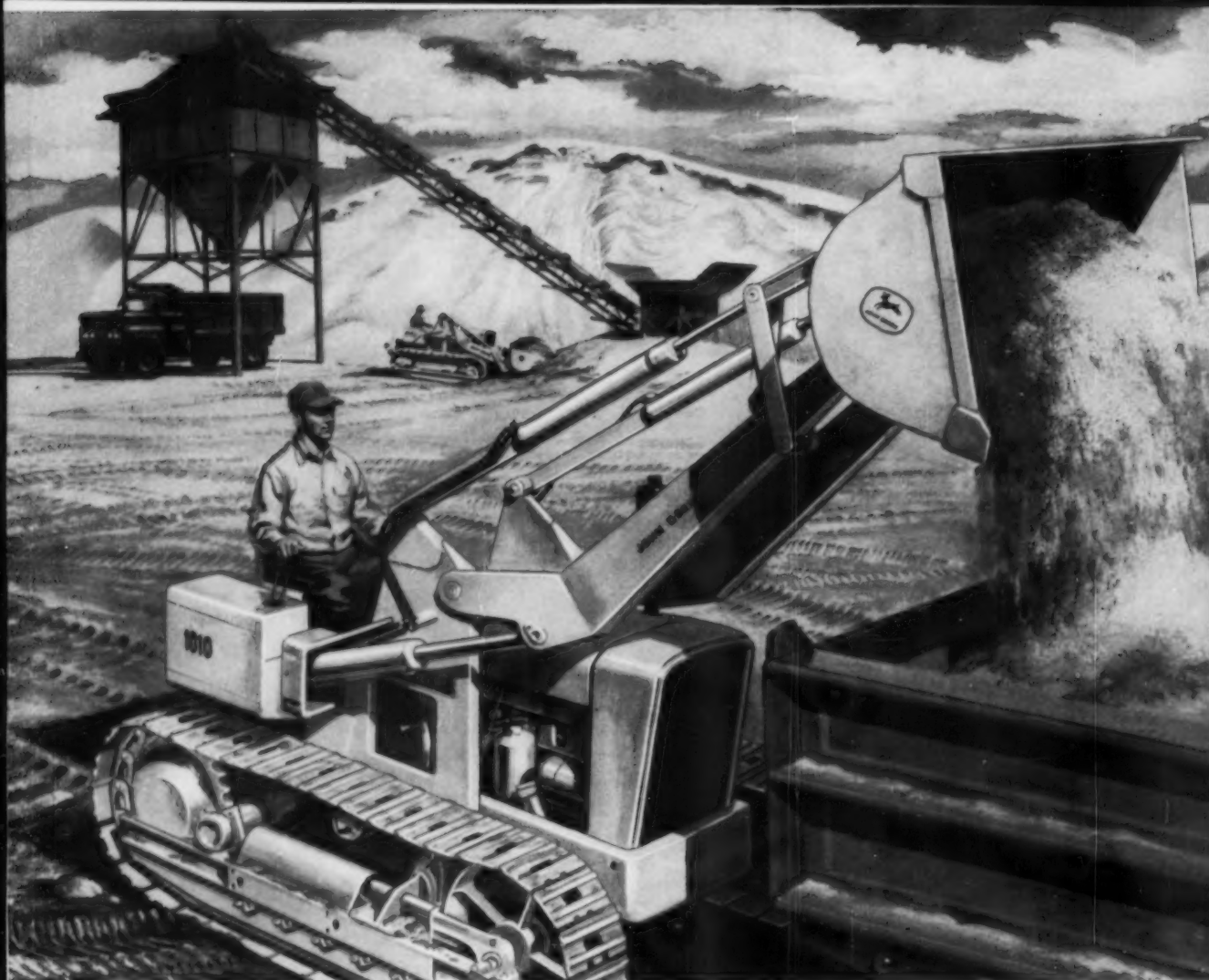
...since 1953, when I got my first Sherman, I have owned a total of five. The power and maneuverability of the Sherman make it easy to adjust to extreme variances in soil and terrain. The self-equalizer stabilizers also help in this respect. Then, too, the Sherman is faster than competitive makes and service and parts are always available. The jobs I have done range all the way from digging a road up the side of a mountain to digging inside San Quentin prison for an electrical contractor. We like the Sherman because we know what we are getting!"

*Harold Withers, Withers & Wight Excavating,  
San Rafael, Calif.*

Get all the low cost details from your dealer, or write Allied Equipment Department, Ford Motor Company, 2500 E. Maple Rd., Birmingham, Mich.

**SHERMAN**

POWER DIGGERS • LOADERS • AUXILIARY TRANSMISSIONS



*Now...TEN-TEN is the word for low-cost earthmoving!*

Watch for them! Already, the first members of John Deere's "New Generation of Power" are proving their built-in economy and high work capacity on earthmoving jobs. Powered by all-new John Deere-built 4-cycle, 4-cylinder valve-in-head engines operating at speeds to 2500 rpm, new Ten-Ten Crawlers deliver the versatile performance that loading, dozing, and other construction jobs require. High horsepower per pound plus lugging ability, gives the Ten-Ten plenty of capacity for continued rough work on roads, dams, or building-site preparation. A direction reverser-equipped transmission (optional) provides time-saving maneuverability and handling ease. Gasoline and Diesel power are available, with a wide choice of dozers, backhoes, loaders, and other working equipment.

Get the facts on the new John Deere Ten-Ten Crawler from your John Deere Dealer. He'll provide information, too, on the John Deere Credit Plan and long-term leasing. Check the yellow pages for your nearest dealer.

**JOHN DEERE • 3300 RIVER DRIVE • MOLINE • ILLINOIS**



**LOADERS  
BULLDOZERS  
BACKHOES  
AND  
EARTHMOVING  
EQUIPMENT**



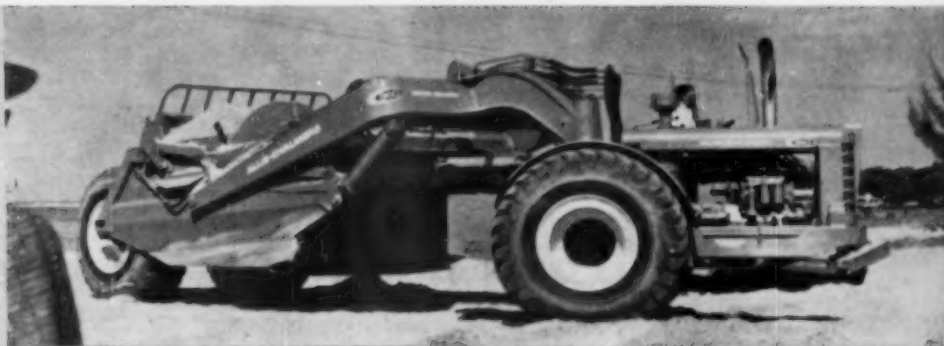
1

If you are  
just starting



2

If you are  
building your  
fleet



3

If you are  
sharpening  
your operation



## There's a setup that meets your needs

**M**ODERN earthmoving machines are certain to play key roles in solving next year's land problems. Reasons are simple. Good land requiring little or no development is becoming scarce and costly. Most new

housing will go into rough or marginal land. Though subcontractors can handle this work, the real savings will come to the builder who moves the earth himself. How does he start moving his own earth? And, if

he already owns machines, how does he increase his efficiency? We queried experts attached to leading equipment manufacturers for the answers.

Turn page for their answers ▶



**If you are  
just starting**



SO YOU CAN HANDLE MATERIALS . . .

## You'll need versatile machines

**T**HE BUILDER who wants to edge into earthmoving needs two mechanical basics: (1) a small tractor, and (2) one or more attachments. He also needs a small outlay of money (an average of from \$3,000 to \$5,000).

### Basic set-up is versatile

This basic set-up gives the builder extreme versatility. It enables him to do small quantity earthmoving jobs like digging basements, trenches, and grading. And it also works as a ma-

terials handling tool for lifting block, timber, and other building materials.

The builder needs no specialized knowledge to move his own earth. If he can operate a car, he can, with a little practice, operate a tractor. The attachments he can fit to the tractor include backhoes, clamshell buckets, multipurpose buckets, scarifiers, bulldozers, seeders, and front-end loaders.

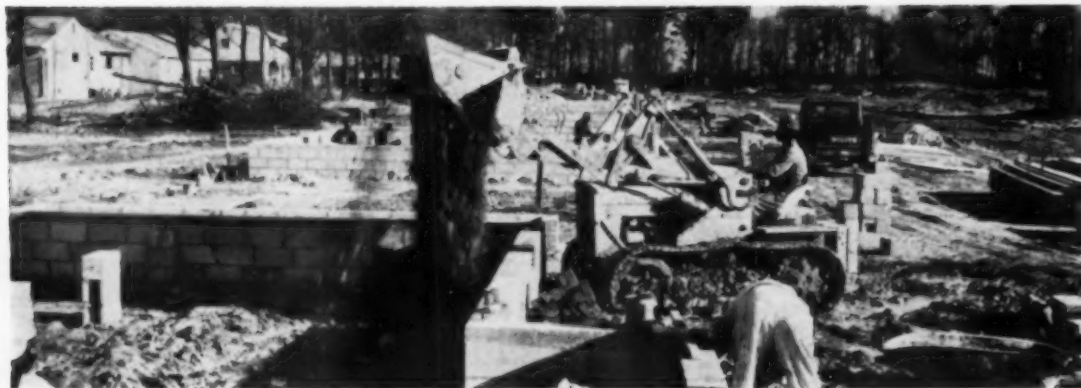
### Rig pays for itself

One beauty of this set-up, says

one equipment expert, is the fact that it seldom runs up costly down time. When it is not actually digging, it is moving materials about. It quickly pays for itself through continuous use.

Financing is easy. Local equipment distributors offer liberal terms with up to three years to pay. Generally, the distributor handles the paper through local banks. But most of the big equipment manufacturers have credit corporations which will pick up the paper on account, if a customer wishes.

. . . AS WELL AS MOVE YOUR OWN EARTH



# 2

If you are  
building your  
fleet



UTILITY EARTH MOVERS GIVE YOU RANGE . . .

## Combine versatility with production

**T**HE BUILDER who already owns some equipment but who wants to add to his fleet to increase his range of earthmoving operations should base new buys on how versatile and portable his machines will be. Versatility means each machine he buys should be capable of doing more than one job. Portability means that each machine he buys should be of a size that can rapidly be moved from site to site (as opposed to heavy off-highway rigs seen on road jobs). Minimum money the builder can

hope to spend will be in the neighborhood of \$30,000 for an intermediate size fleet. But a more practical average would be about \$50,000. He'll need at least two tractors with attachments, two or three pick-up trucks, and a small scraper or power shovel. This basic fleet will enable him to tackle all the earthmoving required on sites for up to 100 houses—or more. The only trouble he may encounter would be rock. Soft rock like shale can be removed with a ripper attachment on the tractor.

But harder rock must be blasted—which requires the supervision of a competent engineer.

An important fringe profit area exists for the builder who owns an intermediate size fleet, say the experts. He frequently will handle a material that can be sold such as topsoil, bank run, or even coal. These materials literally become "found money." They'll help pay for the new machines and serve as credit boosts in the eyes of equipment distributors.

### . . . BIGGER EARTH MOVERS BOOST PRODUCTION



3

If you are  
sharpening  
your operation



CATERPILLAR'S NEW RUBBER-TIRED LOADER IS VERSATILE

## Little moves mean a lot

**P**UT A STOPWATCH to every dirt handling operation, and create a good maintenance program. That's the advice experts offer the builder with the big (\$250,000 or more) fleet.

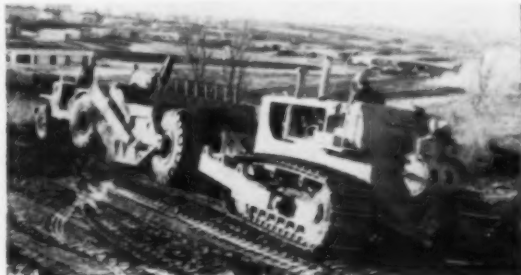
The builder with "common horse sense" can handle most earthmoving jobs. But when he starts moving huge quantities of dirt, the seconds count. So he'll need a real "pro"—an excavating engineer—to supervise his work. The engineer will plan his

cuts, lay out haul roads to shorten operating cycle time, cut down time to a minimum. He'll balance a job so that a minimum of dirt has to be hauled off the site. And he'll supervise the maintenance program.

Experts say that maintenance will be the critical area for the big-fleet builder. Tires have to be checked regularly, parts, oil and fuel must be changed or added on strict schedules, and damaged rigs must be repaired quickly.

Machines that go into the big fleet, for the most part, must be heavy duty production rigs that do specific jobs at maximum efficiency. So the minimum number of machines and types the builder must have are these: Six scrapers (tractor-pulled or self-propelled), and three heavy-duty crawler tractors. He also will need tractor attachments, like sheepfoot rollers, plus a utility rig such as a front-end loader to balance out the team.

### THE BIG D8 TRACTOR CAN PUSH DIRT AROUND OR HELP LOAD SCRAPER



# Speed-up building progress... hold down hand-labor costs

In just 5 minutes you can switch from one type of material handling job to another with Case 430 Utility Loader and multiple attachments. 430 Loader with pallet fork attachment (shown) equips you to handle roofing, brick, block, lumber and large materials.



DIGGING • LIFTING  
**HANDLE WITH CASE**  
*Utility*  
LOADING • CARRYING



**LOADER** digs and loads dirt, gravel, snow. Carries soil, materials. Backfills, grades, lifts. Buckets to 1 cu. yd.



**DOZER BLADE** backfills, grades, spreads, clears snow.



**CRANE BOOM** lifts partitions, sets forms, window units, bulky articles.



**ALL-PURPOSE BLADE** finish-grades, cuts ditches, walkways, forms terraces.



**BACKHOE** cuts trenches, footings to 10'.

**CASE 430 *Utility* Loader costs less than one man . . . yet out-works a crew of hand laborers**

Now for as little as \$96.00 per month\* you can cut your cost per home by mechanizing dirt work, bulk and building material handling with a 1000-lb. capacity Case *Utility* Loader. With this all-around handyman you'll finish building and clean-up faster, boost productivity of skilled men, cut subcontract expense. At modest extra cost, you can equip the 430 Loader with 10' backhoe and quick-change attachments for added savings on specialized tasks.

Case 430 Loader maneuvers easily, gets heaped bucketloads fast, lifts half-a-ton smoothly, dumps with 8'5" clearance for fast dump-and-go. For heavier lifts "430" has optional 1200-lb. capacity loader.

See and try a husky Case *Utility* Loader on your own work. Call or stop-in at your Case *Utility* Dealer for a free demonstration soon, or fill-in and mail coupon for complete information. Also check the big Case *Utility* line of 2000-lb. and 3500-lb. wheel and crawler loaders, backhoe-loaders and the low-cost 4000-lb. Case 430 Fork Lift.

\*Installation payment after average down payment or trade-in, complete with gasoline, 11-cu. ft. bucket, f.o.b. factory. Diesel slightly higher. Price subject to change without notice.

**J. I. CASE CO., DEPT. K-1400, Racine, Wisconsin**

Send details on Case *Utility* machines:

- |           |  |  |  |
|-----------|--|--|--|
| (wheel)   | <input type="checkbox"/> 1000-lb. Loader | <input type="checkbox"/> 2000-lb. Loader | <input type="checkbox"/> Fork Lift     |
|           | <input type="checkbox"/> 10' Backhoe     | <input type="checkbox"/> 14' Backhoe     |  |
| (crawler) | <input type="checkbox"/> 3500-lb. Loader | <input type="checkbox"/> Bulldozer       | <input type="checkbox"/> Angling Dozer |

NAME ..... TITLE .....

ADDRESS .....

CITY ..... STATE .....

CS-1-253

# CASE

J. I. CASE CO., RACINE, WIS.

# MORE SPACE PER DOLLAR

—More Dollars  
for Dealers

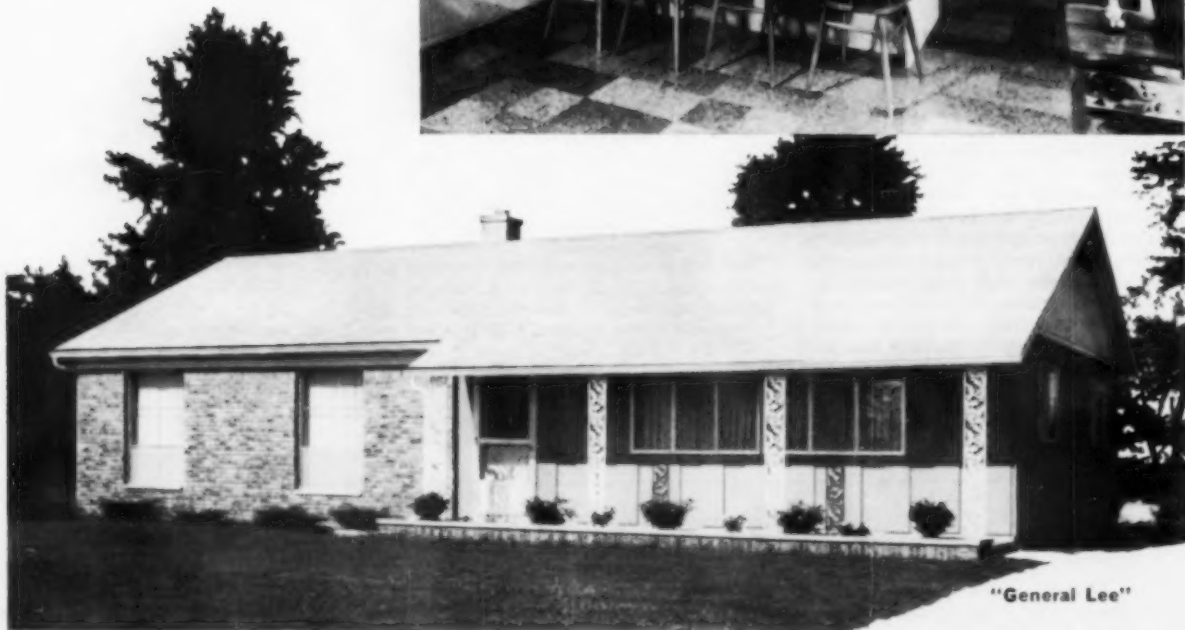
**Get the GENERAL Idea!**

*If you have or can obtain 25 lots  
or more within 450 miles of  
Fort Wayne, write or phone  
Wm. B. F. Hall, President,  
or our Builder-Dealer Manager,  
for complete details.  
Phone: Kenmore 6221.*

**General Homes** has increased buyer appeal in the "General Lee" by providing an over-size living room without cross traffic, a roomy kitchen-dining-family area, an optional ½ bath or walk-in closet, and generous attic storage. This home sells on sight! Bigger profit for the builder is assured by Total Prefabrication, which cuts erection time and costs in half, resulting in quick turnover on less capital.

Best of all, any qualified applicant now working as a sales manager, superintendent or partner in a building project or related enterprise can establish his own business, building 50 or more homes per year. Working capital advances may be obtained through General Equity Investment Corporation (licensed under Small Business Investment Act), *in addition* to General Homes' total finance plan and total dealer support.

**GENERAL HOMES**, Division of General Industries, Inc., FORT WAYNE, INDIANA



"General Lee"



*Bolta-Floor*

plays many beautiful roles

... on floors, walls and countertops. No matter where it is used, BOLTA-FLOOR homogeneous vinyl roll goods lend exquisite beauty, yet it saves on materials, installation and maintenance costs. BOLTA-FLOOR vinyl rolls match the styling, color and gauge of BOLTA-FLOOR tile in solids and striated marble patterns. Let BOLTA-FLOOR roll goods play an important role in your next production ... a letter from you will bring samples and complete information.

THE GENERAL TIRE & RUBBER COMPANY  
Building Materials Division • Akron, Ohio



TO CORNER more new building



contracts...of the

kind and size



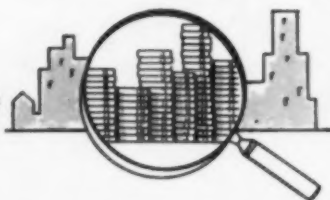
you want, you

need advance news on jobs



coming up—so you

can concentrate



on those

that are best for you. You need

daily



Dodge Reports!!

DODGE REPORTS are individual building project reports. They're mailed to you daily. You get REPORTS on just the types of building you're interested in. They tell who's going to build what and where...whom to see...when bids are wanted...who else is bidding...who gets which awards.

When you use DODGE REPORTS, you always know what's coming up. You don't depend only on invitations to bid. You concentrate on jobs you know will be profitable.

If you do business in the new construction field, you need DODGE REPORTS.

SEND FOR THIS FREE BOOK

F. W. Dodge Corporation, Construction News Division  
119 West 40th Street, New York 18, N. Y., Dept. AB100

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.

- House Construction     General Building  
 Engineering Projects (Heavy Construction)

Area \_\_\_\_\_

Name \_\_\_\_\_

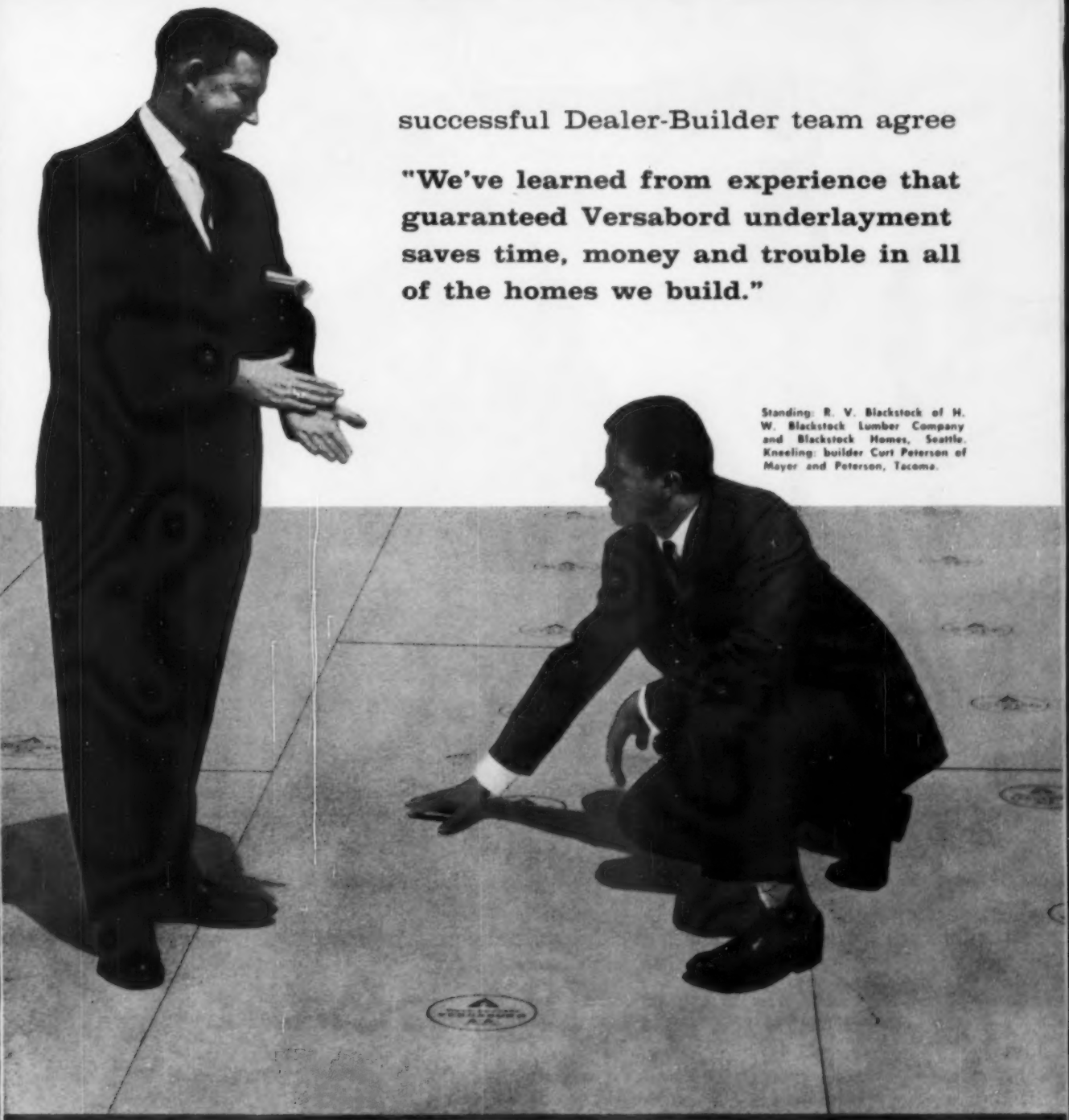
Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_







successful Dealer-Builder team agree

**"We've learned from experience that guaranteed Versabord underlayment saves time, money and trouble in all of the homes we build."**

Standing: R. V. Blackstock of H. W. Blackstock Lumber Company and Blackstock Homes, Seattle. Kneeling: builder Curt Peterson of Mayer and Peterson, Tacoma.

Weyerhaeuser Versabord underlayment has earned the confidence of this successful dealer-builder team. They find performance guaranteed Versabord is the trouble free base for tile or linoleum. Adhesives spread evenly over the smooth, grainless surface and floor coverings hold fast . . . flooring complaints and costly call backs

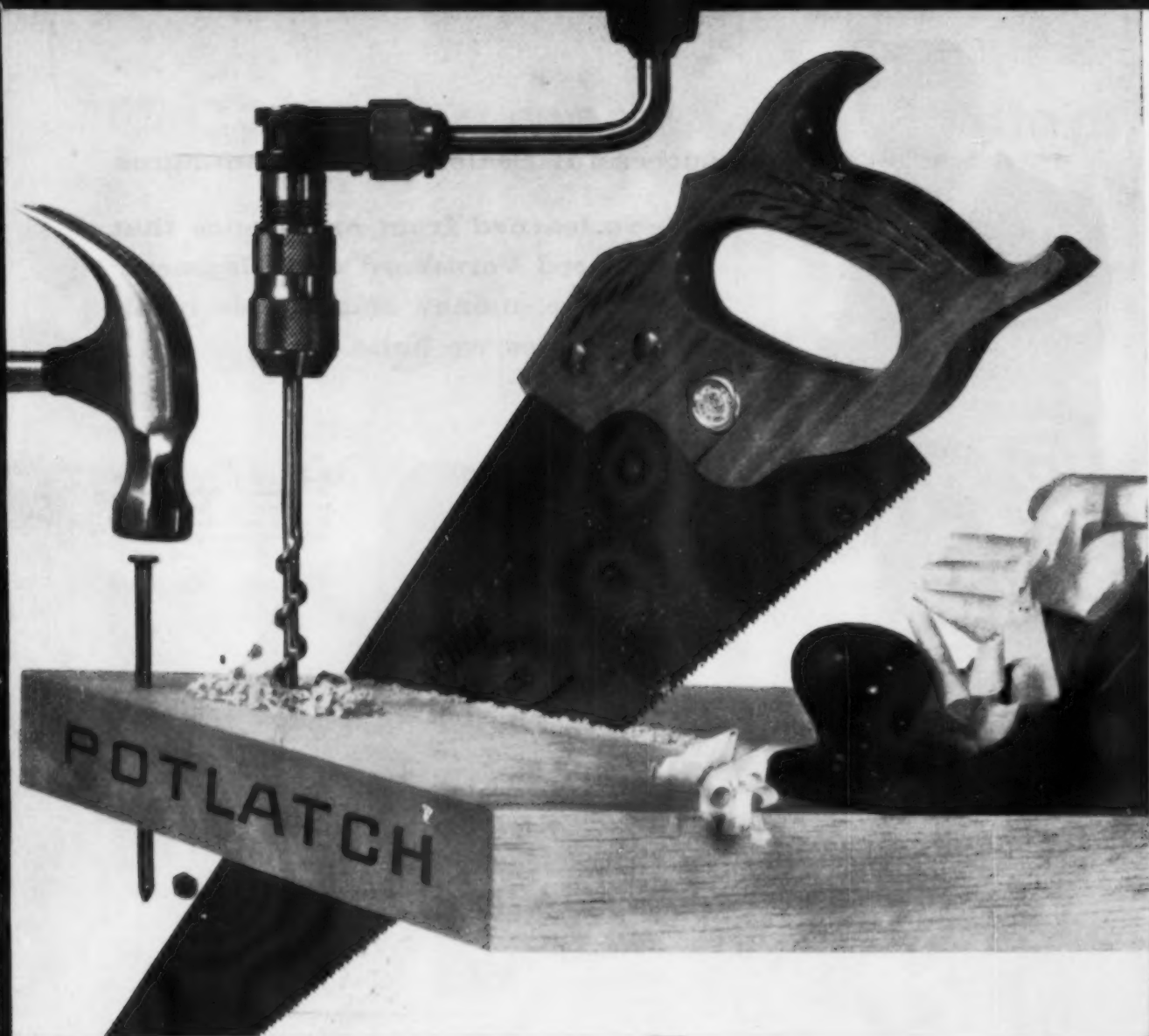
are eliminated. LuReCo dealer Blackstock will use Versabord underlayment in some 250 homes this year ranging from \$12,000 to \$19,000 in price. Kiln dried lumber and Versabord are important parts of the quality construction story on which Blackstock and Mayer and Peterson base their reputation and success.

Ask your lumber dealer about Versabord or for more information write us at Tacoma, Wash.



**Weyerhaeuser Company**  
Silvatek Division

Manufacturers of: Weytex® hardboards, Silvawool® insulation, Versaflake flake board and Ply-Veneer® kraft overlaid veneer.



## ... works better

Every builder knows his No. 1 cost is Time and Labor — that's why "WORKABILITY" is all-important in wood.

Idaho White Pine has it — its all-around *workability* can't be matched.

It saws straighter . . . cuts cleaner . . . bevels better than the best of 'em. Takes paint and finish like a duck to water . . . takes the *work* out of woodworking.

Typical uses: Paneling, cabinets, woodwork, siding, shelving and a thousand other practical, important uses.

You get the best selection and control because Potlatch cuts 120 million feet of Idaho White Pine per year. Next time you want easy-working, cost-saving wood, specify Genuine Idaho White Pine . . . from Potlatch Forests.

**POTLATCH FORESTS, INC.**

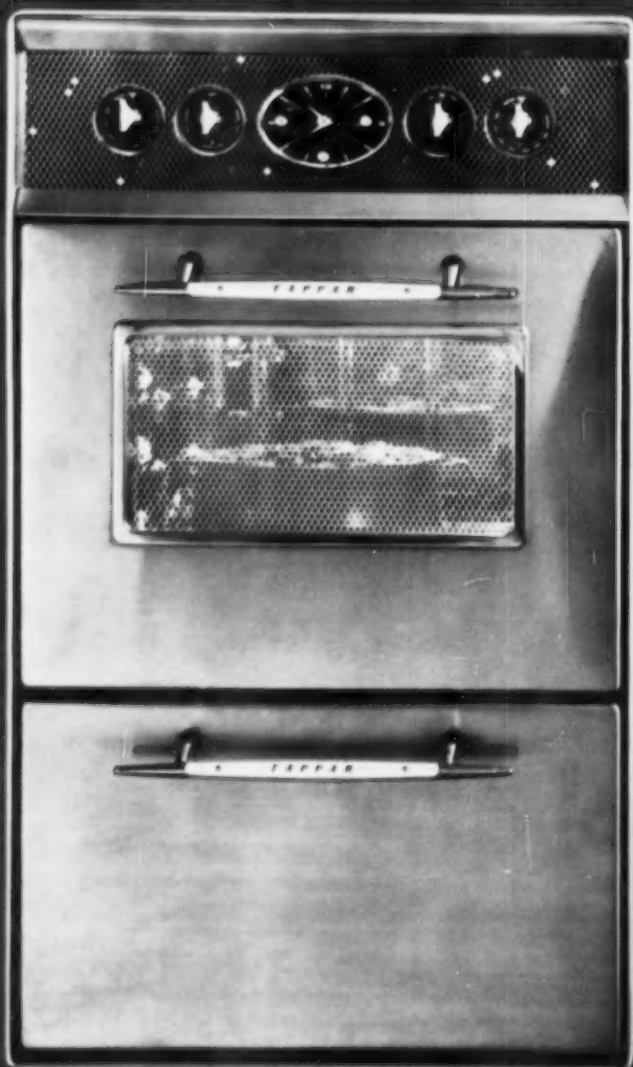
GENERAL OFFICES, LEWISTON, IDAHO



*symbol  
of quality  
since 1908*

**SALES OFFICES**

Kansas City, Mo. Elizabeth, N. J.  
Pittsburgh, Pa. Warren, Ark.  
Chicago, Ill. Lewiston, Idaho  
Deer Park, Wash.



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

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

**NOW—ALL NEW  
FOR 1960  
TAPPAN**

Mail this post card  
for full information



**BUSINESS REPLY MAIL**  
First Class Permit No. 3 (C.F.R. 34.9), Mansfield, Ohio

**THE TAPPAN COMPANY**  
Dept. AB 9-0  
Mansfield, Ohio

Attention: Mr. Ken Berkey



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

## 'FABULOUS 400'



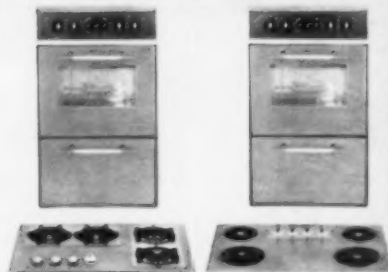
Tappan's 'Fabulous 400'—no cut-outs—easiest built-in of all to install. Self-vented. 40 inches wide.

## 'DEBUTANTE 400'

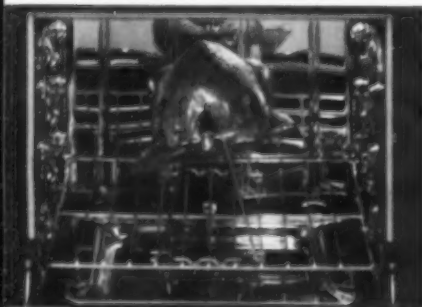


'Debutante 400'—exciting style-mate of the 'Fabulous 400.' 30 inches wide. Self-vented. No cut-outs.

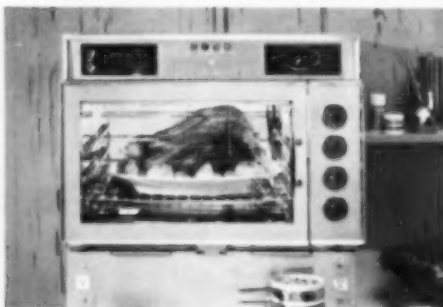
## BUILT-INS GAS OR ELECTRIC



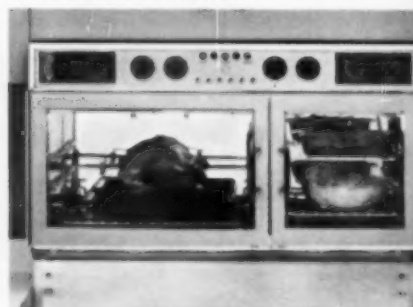
Gas and Electric Built-Ins—ovens and surface units are interchangeable. Let your customers decide which fuel.



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



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



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



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



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



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

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

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

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

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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



**GO TAPPAN**  
today's biggest-selling built-in



Weldwood prefinished teak V-Plank® retails at \$120 for a 12' x 8' wall. Other Weldwood prefinished real wood panelings for as little as \$28.

## Teak, newest prestige paneling from Weldwood, inspires designing ideas—and faster sales

**Teak—just one of over 70 Weldwood real wood panelings! There are many to fit every price range — any decorating scheme. All are real wood — many cost even less than printed "wood-grain" imitations.**

Get a lady prospect to visualize her decorating ideas in your model home and you've got her—and another house—just about sold! That's the magic Weldwood® paneling's real wood warmth can give your homes. This is *natural* grain—beautiful, unique, truly beyond imitation—because Nature put it there, not a machine.

And Weldwood's genuine lacquer furniture finish is an inspiration in itself. It takes Weldwood craftsmen 18 separate steps to apply, but it makes a fingertip difference you (and your buyers) can actually feel at first touch.

### WELDWOOD Real Wood Paneling

Product of UNITED STATES PLYWOOD  
130 branch showrooms in the United States and Canada

In Weldwood paneling, you have the widest range of prices and the biggest variety of real wood panelings on the market to choose from. See them all at your Weldwood lumber dealer's or at the United States Plywood showroom nearest you. In Canada: Weldwood Plywood, Ltd.

Send for free new full-color booklet

**United States Plywood**  
**55 West 44th Street, New York 36, N. Y.**

AB 10-60

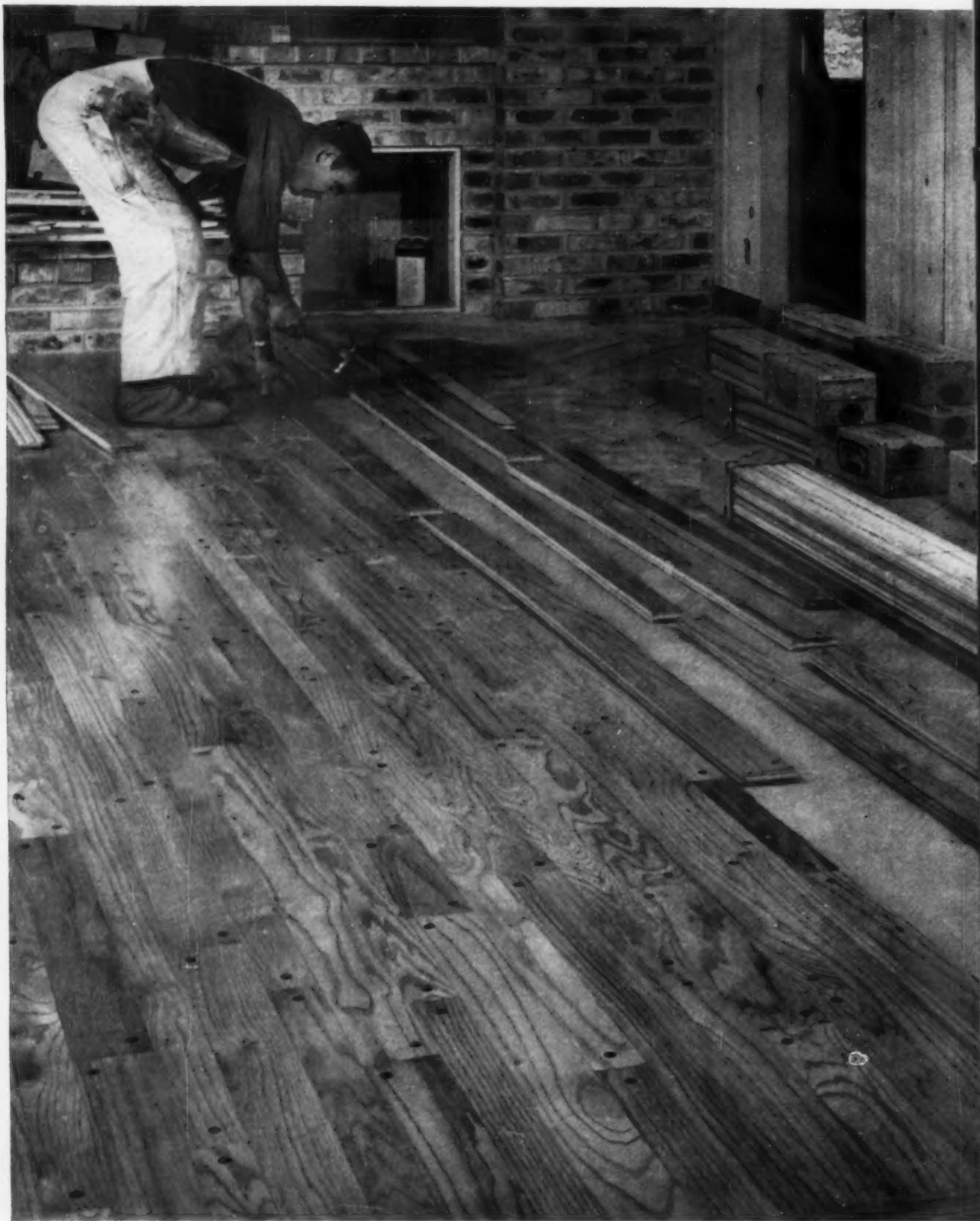
I want to see more full-color pictures of ways I can give my homes new buyer appeal. Please send me the new 28-page booklet, "Ideas For More Beautiful Homes With Weldwood Real Wood Paneling," showing many interesting idea rooms paneled in these rich, beautiful woods.

Name .....

Firm .....

Address .....

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



Pegged plank flooring adds the congeniality of colonial rusticity brought up-to-date. Blending beautifully with brick fireplace and paneled walls, this pegged plank flooring forms a solid basis for quick sale.

*Because wood floors do so much more to upgrade the whole house . . .*

## built of WOOD means built to sell

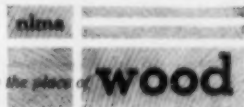


Parquet flooring, with its attractive geometric designs, is eye-catching and customer-catching, too. You can parlay its easy elegance and enduring beauty into a strong, sure selling point.

Your perpetual problem, as a builder, is how to give buyers what they want—and still maintain your profit margin. Wood floors are a case in point. As one of the most asked-for features, wood floors readily prove their worth in the salability they add to any house. New ideas in wood flooring cut costs, speed installation time. Prefinished parquet squares, for example, can be laid quickly and economically for a luxury touch. Pegged plank flooring provides customized, informal, colonial styling.

Whether you select these new floors or lay standard strips, wood floors guarantee the unparalleled wearability, ease of maintenance, resilience and good looks that home buyers recognize as quality features. You build more value into a home with floors and stairs of wood—value that commands, and gets, a premium price. For more information on better homes of wood, write to:

**NATIONAL LUMBER MANUFACTURERS ASSOCIATION**  
Wood Information Center, 1319 18th St., N.W., Washington 6, D.C.



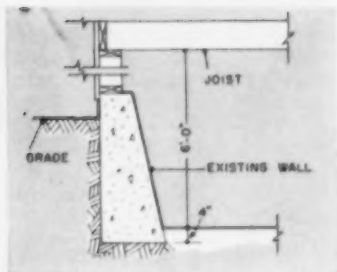
*For built-in sales appeal, nothing takes the place of*

**wood**

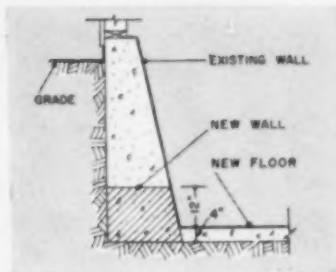
Wood flooring of 2 1/4" strips is the most popular flooring in America. It, like all wood floors, is easy to install, easy to care for, and easy to live with. Put your best foot forward—foot after foot of wood flooring.



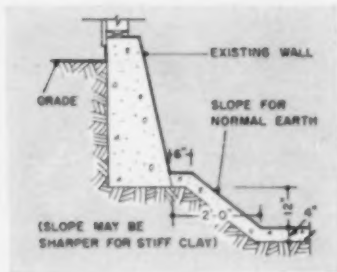
## How to undermine an existing foundation



Existing condition



Suggested solution



Alternate solution

**QUESTION:** How can I undermine an existing foundation to facilitate the lowering of a basement floor one ft. After closely examining the job, I find if I dig down 16 in. I will be below the existing foundation as illustrated in the above sketch.

Frank C. Elmore  
San Francisco, Calif.

**ANSWER:** Here are two general solutions to your problem:

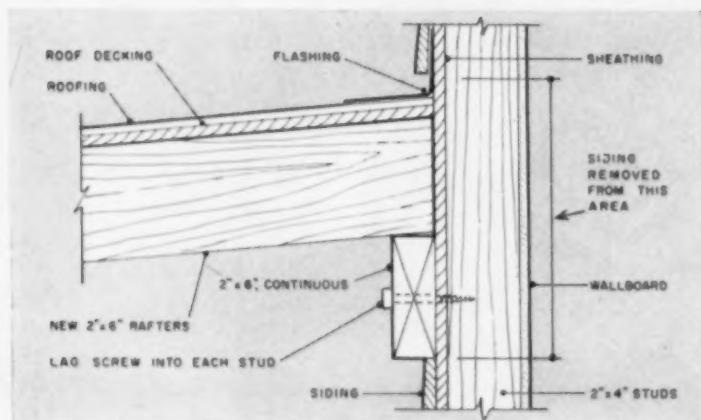
1. If the existing foundation is of sound concrete you could remove the soil from under small portions of it, replace the soil with concrete, and then pour the new floor. The amount of wall you could safely undermine at one time would probably not exceed 4 or 5 ft.

2. If the wall is constructed of rubble, or is badly cracked concrete, it will be necessary to proceed as shown in the alternate sketch (above).

Have a local engineer inspect the foundation before proceeding.

George A. Kennedy  
Structural Engineer  
Chicago, Ill.

## How to frame rafters for a carport addition



**QUESTION:** I am planning to build a carport on the side of my house. The 2x6 roof rafters will span 12 ft. between the house and beam on a 1-in-12 slope. Can you tell me how to fasten the rafters to the exterior wall studs?

Wm. H. Ostrander  
Builder  
Indian River, Mich.

**ANSWER:** We feel the above sketch, showing a typical method, will give you the information.

Note that there are a number of possible variations, such as having the continuous 2x6 at the same level of the rafters & fastening rafters directly to the 2x6.

George A. Kennedy  
Chicago, Ill.

### Post and beam framing data

**QUESTION:** Is there any textbook that gives complete information on post and beam construction?

Nicholas Stenziani  
Jersey City, N.J.

**ANSWER:** For a list of available publications, contact:

Am. Inst. of Timber Constr.  
1757 K Street N.W., Washington  
6, D.C.

Superintendent of Documents,  
Government Printing Office, Wash-  
ington 25, D.C.

Do you have a  
construction problem?

Write to  
Ask the Experts  
c/o American Builder  
30 Church Street  
New York 7, N. Y.





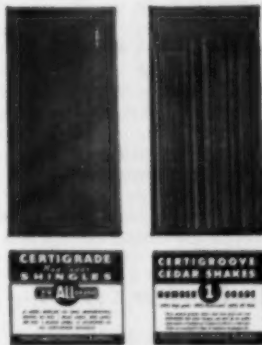
# CEDAR CEDAR

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

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

## RED CEDAR SHINGLE BUREAU

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



left or right opening!  
Install anywhere!



NEW *Versatile!*

**Majestic®**  
**THULMAN**  
**CORNER**  
**FIREPLACE**

- Unlimited new possibilities for custom home installations
- A natural, too, for the low-cost housing development
- Economical, easy to erect — no masonry or mortar needed



Completely factory-built • Made of corrosion-resistant metals • High temperature ceramic liner • All clearances built in, can be butted against wood • UL-tested and labeled • For either floor-level or raised hearth • Attaches to Majestic Thulman all-metal chimney as open-front model shown at left • Package includes all-metal chimney • Choice of surrounds, firescreen, hearth bases, wood baskets • Write for details on full line.

The **Majestic** Co., Inc.  
433 Erie St., Huntington, Ind.

**ASK THE EXPERTS**

**How to form plaster coves**

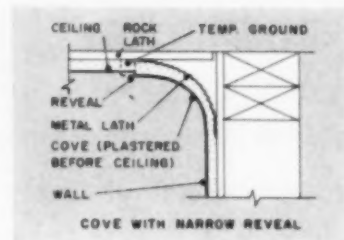
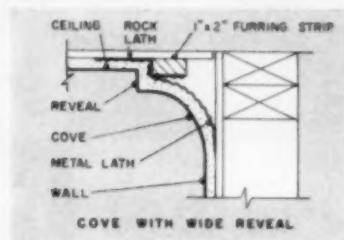
**QUESTION:** How to form plaster coves. I am in the process of building a plastered home and would appreciate any information you may have regarding plaster coves. I would also like to know the application methods and materials used to form these coves.

Anthony Trippi  
Builder  
Mount Morris, N. Y.

**ANSWER:** A cove may be built by nailing a strip of expanded metal lath onto the wall and ceiling as indicated on the accompanying sketches.

Although other materials may be used, metal lath attached to ceiling joists offers superior resistance to plaster cracking.

Diamond mesh metal lath weighing not less than 3.4 lbs. per sq. yd. may be used on wood joists spaced 16" o.c. Use 1½" galva-



nized barbed roofing nails, having 7/16" diameter heads, spaced 6" o.c. along the joists.

Plaster thickness measured from the face of metal lath should be not less than ¾".

Many homes are built with acoustical plaster ceilings on metal lath. This combines pleasing textures, sound deadening, light weight, fire resistance, low maintenance costs.

Richard N. Parker  
Technical Director  
Metal Lath Mfrs. Assn.

(Continued from page 200)

**Venting industrial building**

**QUESTION:** Please suggest how one can properly ventilate the attic space in a 150x50' industrial building. The walls and ceiling are to be insulated.

This building is being built between two cold storage buildings. Rolls of paper will be stored in these buildings.

There will be quite a bit of moisture at times because the paper has to be moistened.

Vapors from inks and other chemicals will also be present.

Please tell me how to ventilate the attic, and what type of ventilator should be used.

Ernest Pelletier  
Caribou, Me.

**ANSWER:** If the attic is completely insulated and separated from the shop there should be no special ventilating problem. We suggest that you provide roof vents with a total free area of ventilation equal to 1/300 of the building area at the roof line—in your case, 1/300x50x150, or 25. We also suggest a vapor barrier on the warm side of the ceiling.

Since you are insulating the attic from the shop, we would suggest you use motor driven wall ventilators to remove the fumes. Your letter is not very specific as to the actual amount of moisture, fumes, etc., but we believe you would be on the safe side if you allow one complete air change every 1½ minutes; this, in your case, would mean fans capable of handling 1/1.5x50x150xceiling height (10'-0"?) = 50,000 CF/M. Consult a fan manufacturer regarding the type of ventilator.

Actually, we cannot see (from the information given in your letter) why you want to provide an insulated attic and a ceiling. We, conditions permitting, would leave the trusses exposed, insulate the roof itself, and use power driven roof ventilators to exhaust the fumes. This would be much cheaper.

George A. Kennedy  
Chicago, Ill.

**Available housing bulletins**

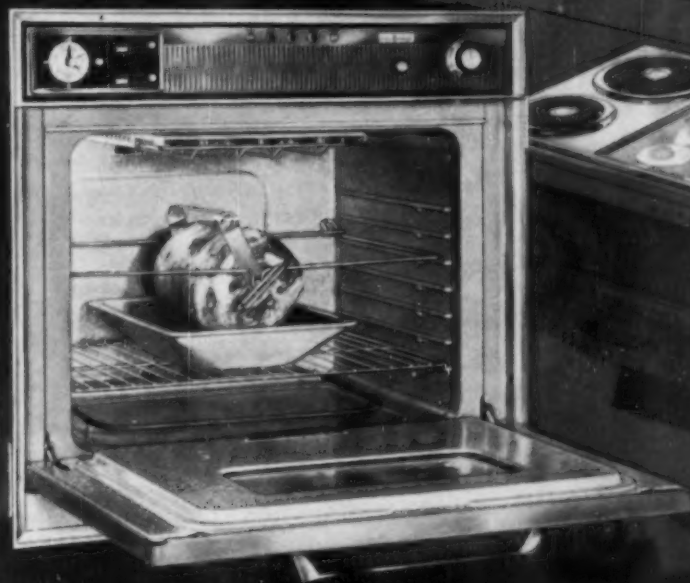
**QUESTION:** Where can I get a list of government publications relating to housing construction?

James McKenna  
Bristol, Conn.

**ANSWER:** Supt. of Documents, Govt. Printing Off., Washington 25, D.C.

17" and 24" built-in electric ovens

New, easy-to-install electric surface units



## NEW RCA WHIRLPOOL

# BUILT-IN COOKING CENTERS



**Removable oven door**  
Eliminates tiresome stretching when cleaning oven interior. Lifts on and off easily.



**New Thintop\* design**  
Enables storage drawers to be placed directly under electric range top. No waste space.

**add a roomful of buying reasons to your homes!**

Look at all these cooking extras. Balanced-Heat ovens that baste meats, make shish-kabobs, barbecue, bake, start and stop cooking, and signal when done . . . all automatically. Range tops feature automatic surface units that maintain constant heats, built-in griddle, infinite heat controls and exclusive Dispos-A-Bowls\* for quicker cleaning. Gas or electric models in choice of colors.

\*Tmk.



*Your family will love our family of home appliances*

**RCA Whirlpool**

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

**It's easier to sell RCA WHIRLPOOL equipped homes!**

Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America

Contract Sales Division AS-10  
Whirlpool Corporation, St. Joseph, Michigan  
Please send me complete information on the new RCA WHIRLPOOL built-in ranges.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Firm Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_  
County \_\_\_\_\_ State \_\_\_\_\_

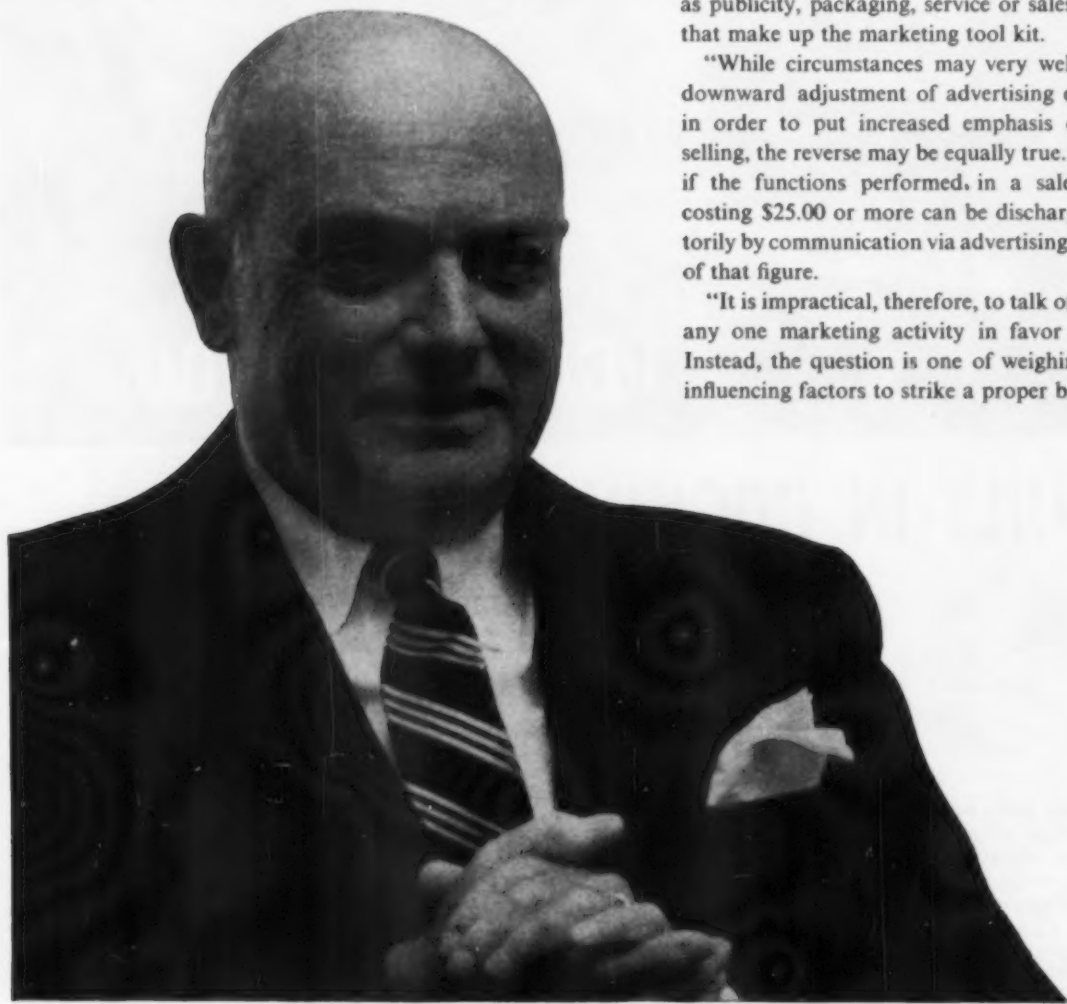
# “Why not cut out advertising and use the money to hire more salesmen?”

**ROBERT HELLER**, for 30 years a consultant to management of leading industrial firms and head of Robert Heller & Associates, Inc., Cleveland, answers a question that has crossed the minds of countless business executives.

“Advertising, although indispensable in our modern economy, can never perform the entire marketing job by itself. But neither can direct selling, nor any other single one of such sales-producing influences as publicity, packaging, service or sales promotion that make up the marketing tool kit.

“While circumstances may very well indicate a downward adjustment of advertising expenditures in order to put increased emphasis on personal selling, the reverse may be equally true. Particularly if the functions performed, in a salesman’s call costing \$25.00 or more can be discharged satisfactorily by communication via advertising at a fraction of that figure.

“It is impractical, therefore, to talk of eliminating any one marketing activity in favor of another. Instead, the question is one of weighing all of the influencing factors to strike a proper balance.”



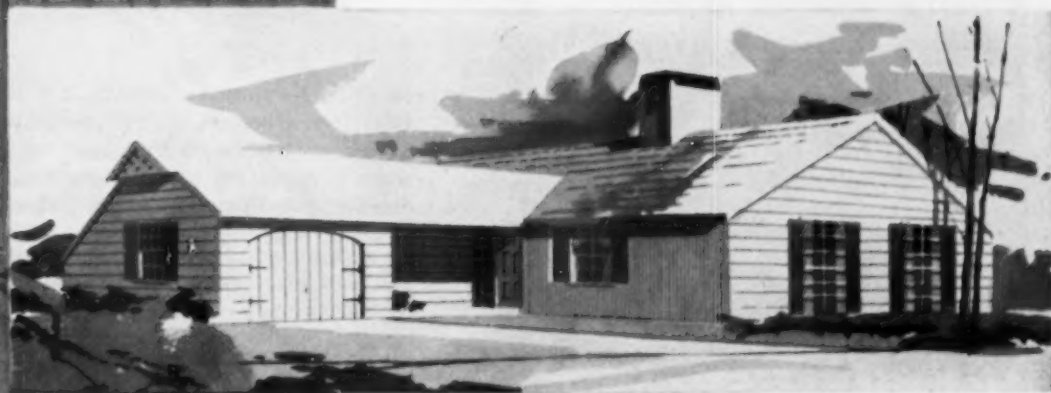
**ASSOCIATION OF INDUSTRIAL ADVERTISERS**

*271 madison avenue • new york 16, n. y. • telephone murray hill 5-8921*

An organization of over 4000 members engaged in the advertising and marketing of industrial products, with local chapters in ALBANY, BALTIMORE, BOSTON, BUFFALO, CHICAGO, CLEVELAND, COLUMBUS, DALLAS, DENVER, DETROIT, HAMILTON, ONT., HARTFORD, HOUSTON, INDIANAPOLIS, LOS ANGELES, MILWAUKEE, MINNEAPOLIS, MONTREAL, QUE., NEWARK, NEW YORK, PHILADELPHIA, PHOENIX, PITTSBURGH, PORTLAND, ROCHESTER, ST. LOUIS, SAN FRANCISCO, TORONTO, ONT., TULSA, YOUNGSTOWN.

## STUCCO..

*whether you build contemporary or traditional*

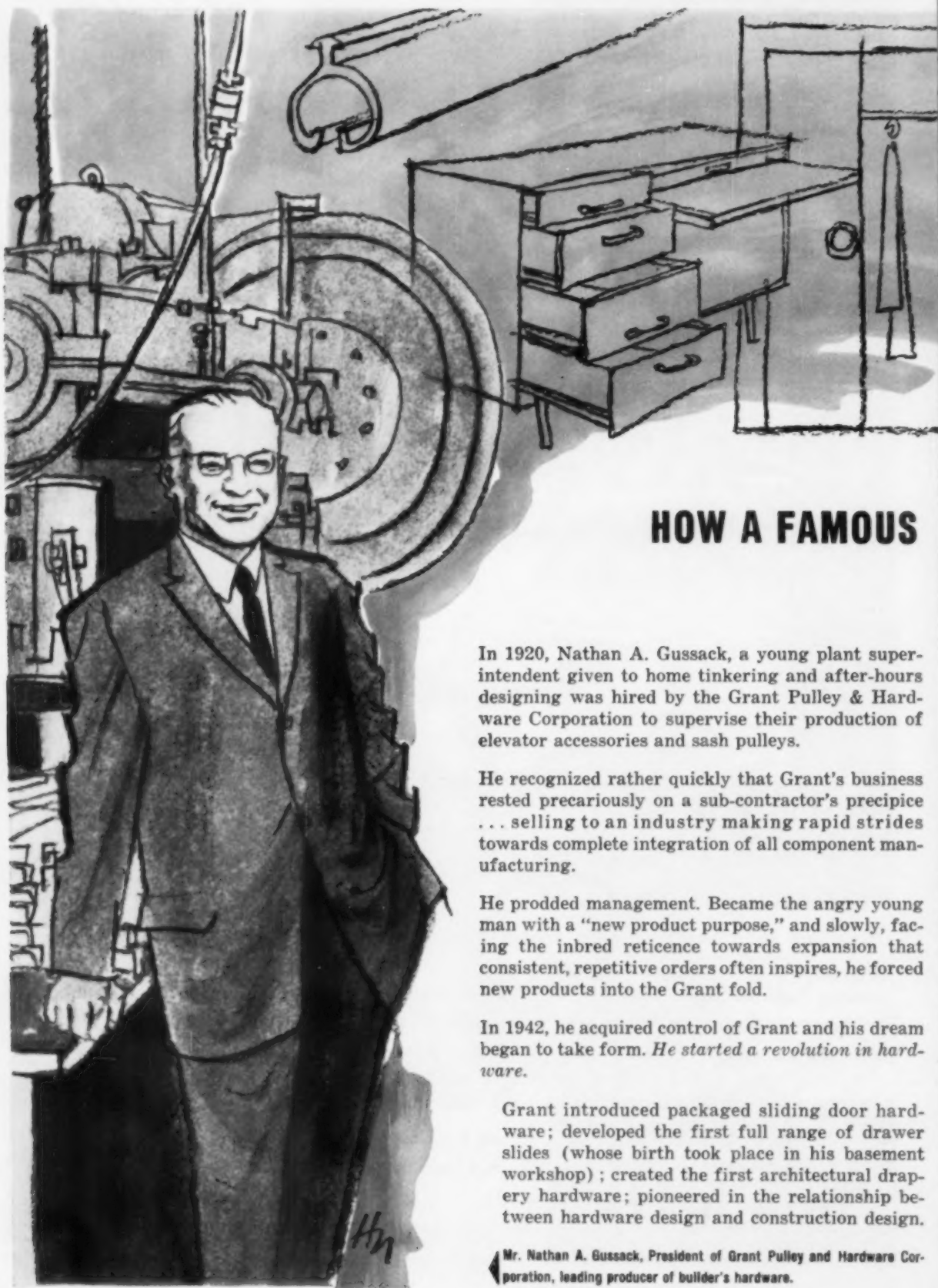


*stucco can help you sell homes faster!* No matter what type you build—contemporary or traditional—add extra sales appeal with stucco. You can easily get wide varieties of interesting patterns and designs, including “combed” stucco—sure-fire ways to speed the sale! And for that special attraction, remember: with tinted white portland cement you can have any color you want. For sales-making beauty at low cost, no wonder more and more builders are turning to concrete . . . material of modern living.

*For the newest in homes . . .*

**LIVING  
CONCRETE**

**PORTLAND CEMENT ASSOCIATION . . . a national  
organization to improve and extend the uses of concrete**



## HOW A FAMOUS

In 1920, Nathan A. Gussack, a young plant superintendent given to home tinkering and after-hours designing was hired by the Grant Pulley & Hardware Corporation to supervise their production of elevator accessories and sash pulleys.

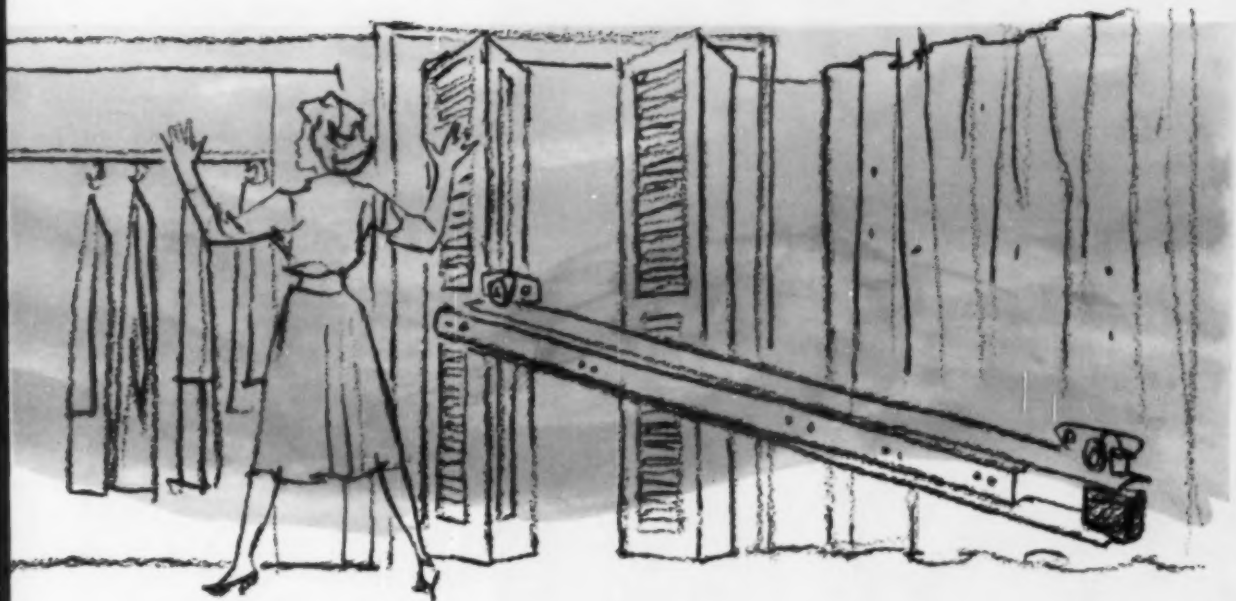
He recognized rather quickly that Grant's business rested precariously on a sub-contractor's precipice . . . selling to an industry making rapid strides towards complete integration of all component manufacturing.

He prodded management. Became the angry young man with a "new product purpose," and slowly, facing the inbred reticence towards expansion that consistent, repetitive orders often inspires, he forced new products into the Grant fold.

In 1942, he acquired control of Grant and his dream began to take form. *He started a revolution in hardware.*

Grant introduced packaged sliding door hardware; developed the first full range of drawer slides (whose birth took place in his basement workshop); created the first architectural drapery hardware; pioneered in the relationship between hardware design and construction design.

◀ Mr. Nathan A. Gussack, President of Grant Pulley and Hardware Corporation, leading producer of builder's hardware.



## OLD LINE COMPANY FOUND NEW SALES SUCCESS

*...through just one magazine!*

And Grant grew. During the past ten years alone, the company has had to double its production capacity — to meet the demand for its products. Today, Grant lines are distributed and sold all over the world. Grant has become a multi-million dollar manufacturer of sliding door hardware and a major factor in the entire builder's hardware field.

### WHAT ACCOUNTED FOR GRANT'S RAPID GROWTH?

"Continual development of sound new products — and constant advertising of those products in the right place," explains Grant President, Mr. N. A. Gussack.

"Ever since we started advertising to the builder in 1950, we have put approximately 70 percent of our yearly advertising budget in this field into just one publication — AMERICAN BUILDER. Unquestionably, this has proved the wise decision.

"Today, in all phases of the light construction market, builders are the most important specifying influence. And more of them read and respond to the AMERICAN BUILDER than any other publication in the field, our Advertising Manager, Mr. Alvin L. Ring, tells me.

"But I would be remiss if I did not mention one more thing: the publication's knowledge and understanding of the building industry which has been of invaluable assistance to us." Mr. William M. Linden, Grant's General Sales Manager, further states:

"Sales results from inquiries received by our advertising in AMERICAN BUILDER have been excellent and sometimes remarkable."

### A BIG BUILDER TELLS WHY HE BUYS GRANT PRODUCTS



Carl T. Langford, President Langford Construction Company, Orlando, Florida — builders of 400 homes during the last six years.

"When I saw Grant hardware advertised in AMERICAN BUILDER I knew the company must make good products," says Mr. Carl T. Langford, Orlando, Florida builder and a National Director of NAHB.

"I have been an AMERICAN BUILDER subscriber for many years and I know I can depend upon whatever the magazine publishes. For me it is a kind of bible of the building business.

"As a result, when the local Grant dealer contacted me, following up on a coupon we had sent in from an AMERICAN BUILDER ad, he really did not have to do much selling. In fact, this year we have a 43-home development under way and I am sold on using Grant hardware."

*The place to talk business to the builder is in*

**American Builder**

*the builder's business magazine*

30 Church St., New York 7, New York



## This sign on the basement door will help sell your houses

In all parts of the country, builders are finding that attractive, guaranteed-dry basements coated with nationally-advertised *Thorseal* become good sales features to help them sell houses. And inexpensive ones too, because using Standard Dry Wall's new long-handled broad brush, one man can coat the average new basement in less than one hour. A single coat will do except in extreme moisture conditions. *Thorseal* is available in a variety of attractive pastel colors, plus white and gray. There is a dealer in every area to insure prompt supply. Write for our new 20-page specification guide.



Please send me your free new specification guide.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

# Standard Dry Wall

Box X-16 New Eagle, Pa. Products, Inc.

Plants at New Eagle, Pennsylvania and Centerville, Indiana

## BLUEPRINT HOUSE

(Continued from page 127)

### AMERICAN BUILDER HOUSE No. 277

L = lin. ft.	C = cu. ft.
S = sq. ft.	U = unit(s)
FIRST FLOOR ONLY	1,750 S
CARPORT AREA ONLY	250 S
TERRACE AREA ONLY	140 S
PORCH AREA ONLY	150 S

<b>—CONCRETE CONSTRUCTION &amp; FINISH—</b>	
2500# Conc. Walls, Ch. & Pier Footings	310 C
2500# Conc. Wall, Ch. & Pier Footings Fms	400 S
2500# Conc. Chim. & HTR Foundations	95 C
2500# Conc. Chim. & HTR Foundations Fms	70 S
2500# Conc. Structural Piers	10 C
2500# Conc. Structural Piers Forms	35 S
2500# Conc. Foundation Walls	25 C
2500# Conc. Foundation Walls Forms	75 S
2500# Conc. 2" Crawl Space Slab O.G.	1,655 S
2500# Conc. 4" Carport Slab O.G.	250 S
2500# Conc. 4" Terrace Slab O.G.	140 S
2500# Conc. 4" Platform Slab O.G.	150 S
2500# Conc. 4" Plant Box Slab O.G.	20 S
2500# Conc. 12x6" Steps, Form & Finish	23 L
2500# Conc. Floor Haunch	13 C
2500# Conc. Floor Haunch Forms	40 S
Kraft Paper, Floor Prot. & Curing	2,220 S
Carb. & Grout, Expos. Conc. Rubbing	20 S
Cam. Mortar 3'4x2'4x7" Cap	1 U
#10 Steel 6x6" Mesh Reinforcing	375 S

<b>—BRICK &amp; BLOCK CONSTRUCTION &amp; VENEER—</b>	
Face Brick 4" Ext. Wall Veneer	320 S
Face Brick 4" Plant Box Wall	45 S
Face Brick 4" Chimney Veneer	20 S
Face Brick 4x4" Chimney Cap	12 L
Face Brick 4x4" Ext. Wall Cap	35 L
Face Brick 4x4" Pl. Box Cap	25 L
Roman Brick 4" Chimney S.B. Veneer	25 S
Roman Brick 4" Interior S.B. Wall	140 S
Common Brick Chimney Construction	125 C
Fire Brick 4" Fireplace Lining	25 S
Fire Brick 4" Fireplace Paving	7 S
Vitr. T.C. 13" Sq. Flue Lining	9 L
Vitr. T.C. 8 1/2" Sq. Flue Lining	17 L
Conc. Block 12" Foundation Wall	215 S
Conc. Block 8" Foundation Wall	645 S
Conc. Block 4x4" Floor Curb	15 L
Conc. Block 4" Foundation Wall Plaster	13 S
Conc. Block Solid 8x8x8" Post Base	3 U
Cam. Mortar Chimney Flue Shelf	1 C
Stucco 1/2" Wall Finish	125 S

<b>—GYPSUM BOARD T.J. WALL &amp; CEIL. BOARDING—</b>	
Gyp'board 1/2" T.J. Wall Boarding	3,160 S
Gyp'board 3/8" T.J. Ceil. Boarding	1,835 S
Gyp'board 1/2" Wall Lining	400 S
Metal Corner Beads	225 L

<b>—CERAMIC FLOOR &amp; WALL TILING—</b>	
Ceramic Floor Tiling	125 S
Ceramic Wall Tiling	395 S
Ceramic 6" Wall Base	60 L
Marble 1/2x3/4" Door Saddle	7 L

<b>—LUMBER FRAMING &amp; CONSTRUCTION—</b>	
10x10" Fir Roof B.V. Girder	21 L
6x12" Fir D4S Roof Beam	18 L
3-2x12" D3S Fir Carport Grille Beam	19 L
3-2x12" D3S Fir Carport Grille Sill	16 L
4-2x10" Fir Floor Beam	20 L
3-2x10" Fir Floor Beam	60 L
2-2x10" Fir Floor Header	13 L
4x10" Fir Structural Post	40 L
2x10" Fir Floor & Roof Headers	200 L
2x10" Fir 16"-o.c. Floor Joists	1,275 L
2x8" Fir Roof Ridge	27 L
2-2x6" Fir Wall Bolt Plate	185 L
2-2x6" Fir Wall Plate	20 L
2-2x6" Fir Door & Wind. Lintel	80 L
2x6" Fir 16"-o.c. Roof Rafters	310 L
2x6" Fir Wall Sill	20 L
2x6" Fir Stud Wall Bridging	20 L
2x6" Fir 16"-o.c. Wall Studs	275 L
2x6" D4S Fir Grille Plate	16 L
2x6" D4S Fir Grille Posts	60 L
2x6" D4S Fir Structural Posts	8 L
2-2x4" Fir Wall & Part. Plate	375 L
2-2x4" Fir Door & Wind. Buchs	385 L
2x4" Fir Wall & Part. Sill	300 L
2x4" Fir Stud & Part. Bridging	290 L
2x4" Fir 16"-o.c. Stud & Part. Studs	2,450 L
2x4" Fir Ceiling Purlins	40 L
2x4" Fir Roof Collar Beams	50 L
2x4" Fir Grille Mullions	160 L
2x4" Fir Roof Truss Chords	2,450 L
2x4" Fir Roof Truss Bracing	735 L
2x3" Fir Grille Mullion	60 L
2x2" Fir Partition Sill & Plate	45 L
2x2" Fir 16"-o.c. Partition Studs	200 L
1x6" T&G Fir Floor Lining	3,340 L
1x6" T&G Fir Roof Lining	5,870 L
1x6" T&G Fir Wall Lining	4,020 L
1x6" T&G Fir Attic Catwalk	720 L
1x4" Fir Roof Truss Splice Plate	150 L
1x4" Fir Roof Truss Seals	185 L
1x3" Fir Joists X-Bridging	400 L
1x3" Fir 1" Ceiling Hangers	15 U
1x2" Fir 16"-o.c. Wall Furring	140 L
3/4" Plywood Floor Lining	105 S
3/4" Plywood 32x16" Truss Gussets	76 U
3/4" Plywood 16x12" Truss Gussets	38 U

(Continued on page 210)



Give  
your homes  
Extra  
Mr. & Mrs.  
**APPEAL**

with

the  
"LIVING  
PLEASURE"  
of LP-GAS

**LP-Gas homes cost less to operate**—Inexpensive LP-Gas keeps the cost of operating a home way down—an appealing sales point to Mr. Home Buyer. You save, too. LP-Gas heat doesn't need expensive insulation the way other fuel systems do.

**LP-Gas homes are easier to keep clean**—Homes equipped with LP-Gas stay cleaner longer, because LP-Gas is the cleanest fuel of all. This cuts down on cleaning everything from windows to pots and pans. Good news for Mr. and Mrs.—and more satisfied buyers for you.

**LP-Gas homes are more convenient**—LP-Gas appliances offer every modern "Living Pleasure" feature. Thermostatically-controlled furnaces and air conditioning. Automatic built-in ranges and ovens. Faster, more efficient water heaters. Economical clothes dryers. Silent, frost-free refrigerators. Smokeless, odorless incinerators.

Build Mr. & Mrs. appeal into your homes with the "Living Pleasure" fuel, modern LP-Gas, available everywhere—town, suburb or farm. Visit the National LP-Gas Council Dealer in your area. He's always ready to help. You'll know him by this National LP-Gas Council seal.



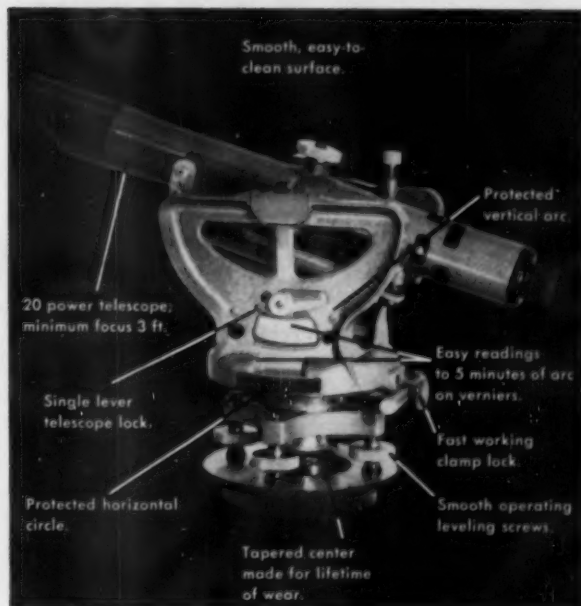
Look for This Seal—  
Then Buy With Confidence



**FREE**

Fact-filled book of uses of LP-Gas (Liquefied Petroleum gas—bottled or bulk gas), the "Living Pleasure" fuel. Write for your copy to National LP-Gas Council, Dept. F-5, 1515 Chicago Ave., Evanston, Illinois

# INVEST IN THE BEST



SPECIFY A **K+E**

## BUILDERS' TRANSIT LEVEL

Buying a transit level is an investment in your business. And buying a K&E Transit Level is the surest way to get maximum return on your investment. So simple to use yet with built-in precision that will last over years of rugged use, this sturdy instrument will help you lower labor costs, increase efficiency and worker output. Objects can be seen clearly even in poor, inside-building light... and you can get sharp focus on objects as close as three feet.

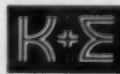
**Price: (NP 5155) including new open-dome BOLTARON® carrying case .....\$208.00\***

For leveling and reading horizontal angles only, ask for the K&E Builders' Level. Except that the telescope doesn't tilt, it gives you the same fine qualities and service as the K&E Builders' Transit Level.

**Price: (NP 5153) including new open-dome BOLTARON® carrying case .....\$148.00\***  
\*without tripod

For further details see your local K&E representative or write to Keuffel & Esser Co., Hoboken, New Jersey.

1010



**KEUFFEL & ESSER CO.**

NEW YORK • HOBOKEN, N. J.

Detroit • Chicago • St. Louis • Denver • Dallas • San Francisco • Los Angeles • Seattle • Montreal



## Take factory automation to the job site

**DUO-FAST Staple Nailer drives FHA approved staples**

With the high-speed DUO-FAST S-762 Staple Nailer, you apply subflooring, roof decks, sheathing and other building products 5 times faster.

The new S-762 weighs only 5½ lbs. . . drives tight-holding 16 ga., galvanized staples ¾" to 1½" long with low air pressure. Fast, easy Trigger or Touch-Trip operation . . . air return piston . . . built in safety features. Tool cannot be fired accidentally.

The DUO-FAST S-762 Staple Nailer brings cost-cutting factory automation right to your building jobs.

Send today for Bulletin FT 26 and Case Study B-1 describing this powerful DUO-FAST Staple Nailer.

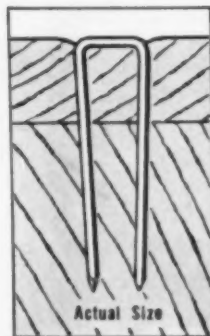
Over 50 DUO-FAST Sales & Service Offices in principal cities ready to serve you.

**FASTENER CORPORATION, 3700-02 River Road, Franklin Park, Illinois**

# DUO-FAST

Staplers  
Tackers  
Staples

Everything you need for tacking, stapling and nailing.



## BLUEPRINT HOUSE

(Continued from page 208)

¾" Plywood 12x12" Truss Gussets	76 U
¾" Plywood 12x10" Truss Gussets	14 U
1½" Felt Roof Insulation	2,935 S
1½" Felt Wall Insulation	2,010 S
Rockwool 2" Wall Insulation	1,250 S
Rockwool 4" Ceiling Insulation	1,670 S
210# Asphalt Roof Shingles	2,935 S

### —WOOD EXT. & INT. MILLWORK—

2¼" Wh. Pine 3'x6'8" Flush Ext. Door	1 U
1¾" Wh. Pine 2'8x6'8" Glas. Ext. Door, F&T	1 U
1¾" B. Ven. 2'6x6'8" Flush Int. Door, F&T	3 U
1¾" B. Ven. 2'4x6'8" Flush Int. Door, F&T	2 U
1¾" B. Ven. 2'x6'8" Flush Int. Door, F&T	1 U
Wh. Pine 5'x6'8" Fold. Door, Trk. & A.	1 U
Birch Veneer 9'x6'8" Fold. Door, Trk. & A.	2 U
Birch Veneer 7'x6'8" Fold. Door, Trk. & A.	1 U
Birch Veneer 6'x6'8" Fold. Door, Trk. & A.	1 U
Birch Veneer 3'6x6'8" Fold. Door, Trk. & A.	2 U
Birch Veneer 3'x6'8" Fold. Door, Trk. & A.	1 U
Birch Veneer 2'x6'8" Fold. Door, Trk. & A.	1 U
Fabric 4x7' Folding Door, Trk. & A.	1 U
Fabric 3x7' Folding Door, Trk. & A.	1 U
Alum. & Glass 8'x6'8" Slid. Door, Trk. & A.	1 U
Wh. Pine Sash 6'6x4' Dbl. H. Window, F&T	2 U
Wh. Pine Sash 6x4' Dbl. H. Window, F&T	2 U
Wh. Pine Sash 3x4' Sgl.H. Window, F&T	4 U
Wh. Pine Sash 6x4' Fixed Window, F&T	1 U
Wh. Pine Sash 6' Window Wall, F&T	125 S
Wh. Pine & Mesh 7'x2'6" Gable Louvers, F&T	2 U
Birch Veneer 2x2x8' Uhl. Closet	1 U
Birch Veneer 2x2x8' Pantry Closet	1 U
Birch Veneer 3'8x2'x3' Sink Cabinet	1 U
Birch Veneer 2x3' Kitchen Counter	1 U
Birch Veneer 6'x2'6x1' Wall Cabinet	1 U
Birch Veneer 7'10x2'x3' Range Cabinet	1 U
Birch Veneer 7'x2'6x1' Wall Cabinet	1 U
Birch Veneer 4x2x3' Count. Cabinet	1 U
Birch Veneer 4'x2'6x1' Count. Cabinet	1 U
Birch Veneer 4'x1'10x3' Sink Van. Tab.	1 U
Birch Veneer 6'x1'10x3' Sink Van. Tab.	1 U
Birch Veneer 1'10x1'3x8' Book Case	1 U
Birch Veneer 3x1x8' China Cabinet	1 U
Waln. & Transl. 2'x7'9" Slid. Screen	4 U
Walnut 7½x6" Slid. Screen Tracks	16 L
Walnut 1x6" Slid. Screen Jamb.	16 L
Redwood 9'6x1'x1' Flow. Box	1 U
Redwood 16'x1'2x1' Flow. Box	1 U
Wh. Pine 1x12" Closet Shelves	55 L
Wh. Pine ½x1½" Gril. Molding	440 L
Wh. Pine 1x6" Rake Fascia	110 L
Wh. Pine 1x6" Eave Fascia	135 L
Wh. Pine 1x3" Shelf Cleats	70 L
Wh. Pine 1x4" Wall Base	350 L
Wh. Pine 2x4x8" Attic Scuffing, F&T	1 U
Wh. Pine 1'4x4' Window Shutters	2 U
Wh. Pine 2'6x2'6x8" Roof Cupola	1 U
Wh. Pine 3x2' C.Space Acc. Door, F&T	1 U
Wh. Pine Plywood ½" Soffit Boarding	300 S
Wh. Pine Plywood ½" Wall Boarding	20 S
Pegboard ¼" Wall Boarding	240 S
Birch Plywd. ½" Wall Boarding	240 S
T&G Redwood 1x6" Wall Siding	1,690 S
T&G Pine 1x6" Soffit Board	590 S
Hardwood 1½"-d. Clo. Pole & Supp.	40 L
Mesh Gable Screen	4 S
Asb. Cement 4½"-d.x8" Corport Grillage	330 U
Formica Countertops	40 S
Oak & Mast. Door & Wind. Caulking	250 L
½" Pol. Pl. Gl. Door & Wind. Panes	100 S
D.S.A. Glass Wind. Panes	175 S

### —PLUMBING SYSTEM & FIXTURES—

Water Service Connections & Piping	1 U
Sanitary Service Connections & Piping	1 U
Gas Service Connections & Piping	1 U
Gas Furnace Connections & Piping	1 U
Hose Bibb Connections & Piping	2 U
Lavatory, Piping & Accessories	3 U
Bathtub, Piping & Accessories	1 U
Water Closet, Piping & Accessories	3 U
Kitch. Sink, Piping & Accessories	1 U
Show. Head, Piping & Accessories	1 U
Elec. H.W. Htr. Piping & Accessories	2 U
Show. Recept., Piping & Accessories	1 U
Wash. Dryer, Piping & Accessories	1 U
Shower Enclosures & Accessories	1 U

### —HEATING SYSTEM & FIXTURES—

Gas Warm Air Furnace & Accessories	1 U
Gas Warm Air Ducts & Registers	13 U
Gas Warm Air Temp. Control Equipment	1 U
Gas Warm Air Vent Flue & Connections	1 U
Sheet Metal 7'10x2'x2' Range Hd. & D.	1 U

### —ELECTRIC SYSTEM & FIXTURES—

Electric Service Connection	1 U
Electric Service Panel & Switch	1 U
Telephone Service Connection	1 U
H.W. Heater Connection & Wiring	1 U
Gas Furnace Connection & Wiring	1 U
Oven, Connection & Wiring	1 U
Range, Connection & Wiring	1 U
Grille, Connection & Wiring	1 U
Laund. Dryer, Connection & Wiring	1 U
Exhaust Fan, Connection & Wiring	4 U
Sing. Switch Outlets & Wiring	14 U
3-Way Switch Outlets & Wiring	4 U
Convenience Outlets & Wiring	27 U
Power Outlets & Wiring	3 U
Light Outlets & Wiring	11 U
Entrance P.B. Chimes & Wiring	1 U
Ceiling Fixtures & Bulbs	5 U
Wall Fixtures & Bulbs	3 U
Exterior Fixtures & Bulbs	3 U

all new Malta casement  
 windows  
 — WITH SNAP-IN GRIDS —  
 give you  
 custom quality  
 at economy prices



Stocking or installing, the new Malta Casement window offers outstanding advantages to both dealer and builder. The basic design features one light sash in a variety of heights and widths—with snap-in grids for diamond, colonial or custom light divisions.

This new Malta unit carries an economy price tag—but it is constructed with custom quality appointments. Superb gold-tone hardware and window trim... smooth action roto-operators... inside screens... the ultimate in weatherproof protection against drafts, dust and moisture... and extended hinges that permit cleaning from the inside... are a few "buy-appeal" features.

Malta precision milling and finishing... a stronger, more rigid frame... a new sill design that assures proper drainage bring fast, easy installation.

Frames are shipped KD to jobber... fitted for double glazing standard or insulated glass... hardware attached... manufactured to conform with Commercial Standards CS205-59.

See the all new Malta Casement window at your nearest Malta dealer today or write directly to the factory for full details.



Supreme Quality Since 1907

**THE MALTA MANUFACTURING CO., MALTA, OHIO**

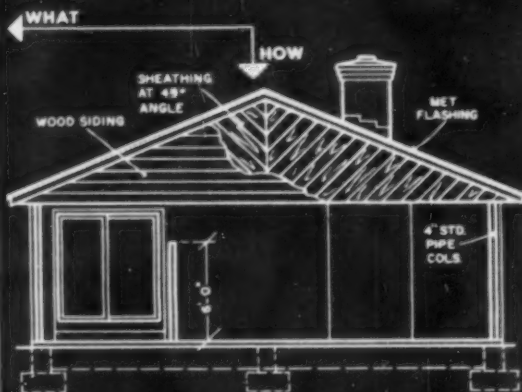


Member  
 Pondsrosa Pine  
 Woodwork Assn.  
 and N. W. M. A.



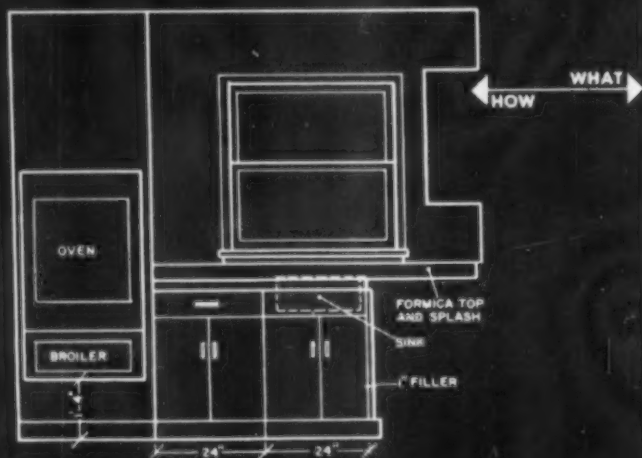
**Diagonal sheathing gives truss effect to this gabled carport**

**SAVES \$15** by eliminating intermediate columns. Builders run sheathing at a 45 deg. angle out from the center line of gable. This strengthens the gable, and permits it to span 27 ft. without being supported.



**Framed-out oven opening eliminates cabinet cost**

**SAVES \$43** by framing his built-in ovens into the kitchen wall, at a cost of \$17. Finished cabinets used to cost him \$60 in place.



**Two job-proven details that save money**

Washington, D.C., builders Eddie Carr and Tom Cary are well known for the efficiency of their masonry operation. (See our

August issue, page 64.) However, they also come up with some smart carpentry techniques.

Taken by themselves, the two

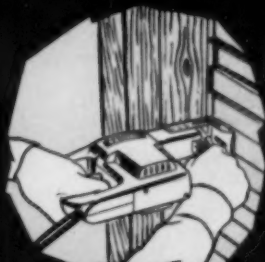
cost cutters shown above may not be startling. But added together, they save \$58 on every house the builders erect.



Model No. 363



**PLUNGE CUTS**  
—multi-directional cutting!



**FLUSH CUTTING!**

# NEW BREAKTHROUGH!

## Stanley's all-new, All Purpose Saw —greatest worksaver of them all!



No. 363K All Purpose Saw Kit includes saw, 8 assorted blades and sturdy steel carrying case . . .

**ONLY \$99.50**

(Saw only, with 5 assorted blades . . . \$89.50)

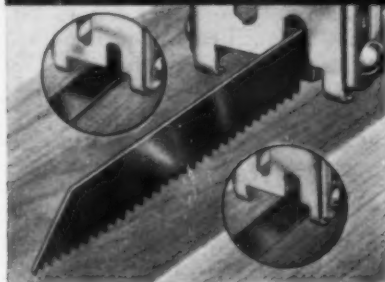
Here it is . . . the greatest time and worksaver ever developed for the building, plumbing, heating and air conditioning trades! Stanley's new, heavy-duty All Purpose Saw slices through metal or wood, plastics or plaster . . . practically *anything* sawable!

Listen to this! You can *plunge cut*—you can *cut flush* to any vertical or horizontal surface, left or right, up or down. And you get *2-speed power* . . . high speed for faster cuts in wood, low speed for cuts in metal—fast,

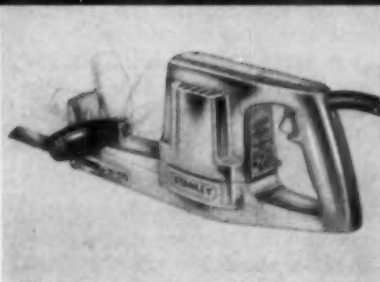
accurate cuts that speed up hundreds of jobs you do. And blades mount in 6 different positions for exclusive *multi-directional cutting* . . . easy working in all kinds of tough, tight spots!

Ask your Stanley Distributor to demonstrate this terrific All Purpose Saw—newest of the new. For complete specifications, write: Stanley Electric Tools, Division of The Stanley Works, Department 1010, New Britain, Connecticut.

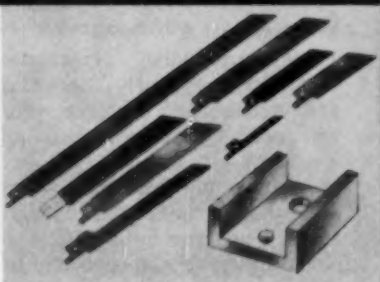
### LOOK AT THESE EXCLUSIVE STANLEY FEATURES



**WORLD'S FIRST!** Only saw of its type designed to cut flush to any vertical or horizontal surface without additional attachments! More cutting versatility!



**EASY HANDLING!** Quick-change auxiliary knob permits 5 positions for surest grip, leverage. Switch handle contoured for comfortable use—hour after hour.



**BLADES HOLD TIGHT!** Exclusive blade clamping pin prevents blades from "pulling out" while cutting. Complete line of blades fit most other comparable saws.

**STANLEY**

REG. U.S. PAT. OFF.

**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 RIXTON PARK, P. Q.



**BATTEN SEAM ROOF** enhances the modern lines of this contemporary house built in Sunnyvale, Calif.

## Don't forget about

### It offers these five big plusses

- Durability
- Stability
- Versatility
- Paintability
- Light Weight

**T**ERNE ROOFING—steel, coated with a lead-tin alloy—has been overlooked by most builders. Yet its many excellent qualities have given it an honored place among roofing materials.

#### What are its advantages?

Terne's outstanding advantage is durability. Properly installed and maintained, a terne roof will generally outlast the building it covers.

Another big advantage—and one that's causing a "rediscovery" of terne by architects—is versatility. It adapts readily to almost any type building, and its textural qualities enhance any architectural treatment (see photos above).

Terne's other advantages include:

- **Stability**—Among the common roofing materials, only slate

and wood have lower coefficients of expansion. And terne requires no expansion joints in runs of 30 ft. or less.

- **Paintability**—It takes any color and any type of exterior paint, and requires no special preparation of the surface.

- **Light weight**—Installed, 30-ga. terne normally weighs only 62 lb. per square; 28-ga. weighs 76 lbs. per square.

#### What it is

Essentially, terne roofing is the classic "tin" roofing that's been used for about 200 years. It consists of prime copper bearing steel coated with an alloy of 80% lead and 20% tin. (The lead is what gives the material its excellent corrosion resistance, the tin serving primarily as a bonding agent.)

Terne comes in 50-ft. linear

rolls, in widths ranging from 4 in. to 28-in. (Basic roofing widths are 20 in., 24 in., and 28 in.) Two thicknesses are available—30-ga. and 28-ga.

#### What it costs

Installed costs of a terne roof range from 50 to 75 cents psf. That compares with about 35 to 40 cents for a good 7-ply built-up roof, and 20 cents for a 250-lb. asphalt shingle roof.

This relatively high cost is the main reason for terne's being relegated to higher-cost construction. However, its installed cost is often self-amortizing, due to its long life and ease of maintenance. Maintenance consists of periodic painting, required only once every 5 to 10 years. Cost of painting would be around 5 or 6 cents per ft.

#### How it's applied

Terne is applied like most standard metal roofing materials (see opposite page). Depending on roof pitch or design, one or a combination of four methods would be used—Bermuda seam, standing seam, batten seam, or flat-lock seam.

For more information, **Circle No. 051, reply card, page 143.**

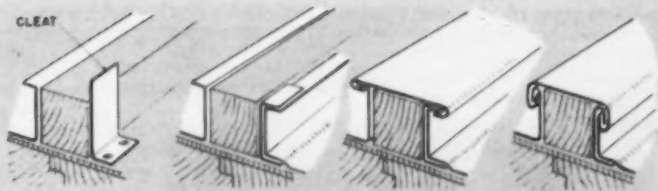


STANDING SEAM ROOF blends well with the architectural style of this traditional residence in Charlotte, N.C.

## terne roofing

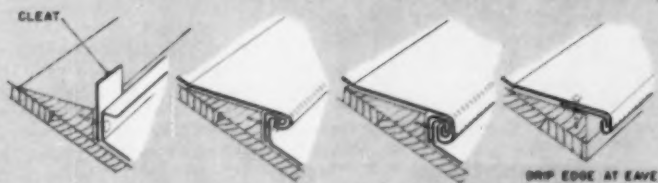
### Detail of batten seam

Strong visual lines created by the battens make this type roof another popular choice, especially for residential building.



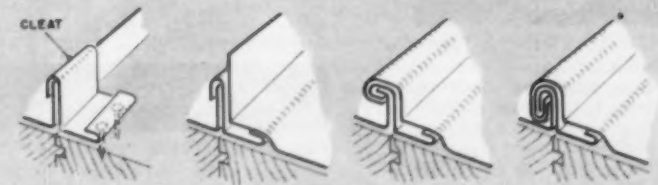
### Detail of Bermuda seam

Its attractive, modern appearance makes this style of roof popular with designers of custom homes. (see Tomorrow's House, this issue).



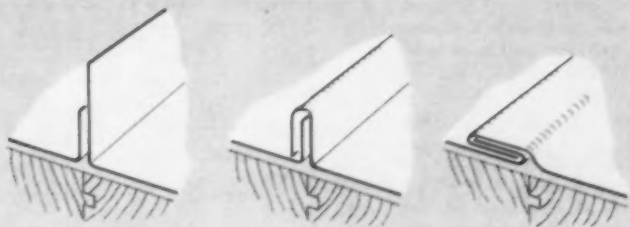
### Detail of standing seam

This method of application gives a strong weather-tight seam that stands well above the flow of rain water, requires little soldering.



### Detail of one type of flat lock seam

This seam is used where pitch is less than 2½-in-12, and in valleys and gutters. Normally, this joint is sealed with 50-50 solder.



# Invest In Yourself For Permanent Dividends

Books by Experts to Help You Increase Your Income—

Advance Your Business—Secure Your Future

## ACCOUNTING

1. **ACCOUNTING FOR MANAGEMENT CONTROL.** W. H. Childs. For the man who is not an accountant but must have a good knowledge of the process. This new book (published May 1960) emphasizes the *understanding* rather than the *doing*, stresses the internal or managerial function of accounting rather than the external or public function. 727 pp. \$10.

## ADMINISTRATION and MANAGEMENT

2. **FUNDAMENTALS OF PROFESSIONAL MANAGEMENT.** John G. Glover. For the man who's moving up, or wants to, this book presents the guiding principles of sound business management practice and techniques for developing managerial leadership. Includes sections on such recent developments as automation and linear programming. Clearly written in easy-to-understand language. 406 pp. \$6.50

3. **THE DEVELOPMENT OF AMERICAN INDUSTRIES.** John G. Glover and Rudolph L. Lagai. A complete survey of the role of industry in the economic growth of the U. S. Thirty-six major industries (including railroading, automobile, shipbuilding, telephone, atomic energy, etc.) are discussed, history, pioneers, sales, location, earnings, future, etc. 768 pp. \$10.

## ARCHITECTURE and DESIGN

4. **OVER THE DRAWING BOARD.** Robert Forman. A beginners introduction to architectural drawing. Many illustrations. Helpful instruction in special lettering problems, sketching, floor plans, office organization and layout, etc. 120 pp. \$2.50

5. **STAIRCASE MANUAL.** J. A. Corns. Virtually the only book in print today on the design and construction of staircases and hand rails. Numerous double tip-ins provide actual design plans. 144 pp. \$5.

6. **BOOK OF MODERN HOME DECORATION.** Lavish, full-page photographs provide visual details of room decoration schemes in a wide variety of motifs. Sections on the child's nursery, storage space and entrances are particularly noteworthy. 92 pp. \$2.95

7. **HOUSE CONSTRUCTION DETAILS.** Nelson L. Burbank, as revised by Oscar Shaftel. Now more than 170,000 sold. The most complete and authoritative guide to home construction available. 384 pp. \$5.95

8. **HOUSE CARPENTRY SIMPLIFIED.** Nelson L. Burbank, revised by Charles Phelps. The most comprehensive coverage of carpentry with hundreds and hundreds of easy-to-understand illustrations. More than 150,000 copies sold. 252 pp. \$5.95

9. **HOW TO BUILD CABINETS FOR THE MODERN KITCHEN.** R. P. Stevenson. Sales now total more than 60,000 copies. Of interest to homeowner and builder. Shows how to modernize kitchen cabinets and gives complete plans and designs. 246 pp. \$4.95

10. **HOW TO REMODEL YOUR HOME.** Compiled from AMERICAN BUILDER magazine. Tested remodeling methods. By the practical utilization of the information in this book, you can save cost on any remodeling job. Precise, illustrated detail. Many illustrations. 94 pp. \$2.95

11. **BOOK OF MODERN BATHROOMS.** Compiled from AMERICAN BUILDER magazine. This is the most complete book on the modern bathroom available today. Its coverage includes planning, design, a portfolio of outstanding bathrooms, new product utilization and technical detail plates, with special details on floor plans, cabinets, built-ins, fixtures, floors and walls, plumbing, lighting, heating and ventilating. 112 pp. \$3.95

## ESTIMATING

12. **SIMPLIFIED CARPENTRY ESTIMATING.** J. Douglas Wilson

and Clell M. Rogers. New sixth edition. How to "take-off" from a set of blueprints and specifications a bill of materials for the construction of a frame house is clearly explained in this book. Rules and shortcut methods for making accurate lists of building materials required for a house are described and completely illustrated. Simple arithmetical methods of accurately estimating all costs are given step-by-step. 304 pp. \$3.95

13. **SELLING HOUSES SUCCESSFULLY.** Alfred Gross. One of the nation's top marketing experts shows you the tested house sales techniques to pep up your marketing program. Where to get the best value for your advertising dollar. How to point out the hidden values. How to use the model house most effectively. 160 pp. \$2.95

14. **HOW TO BUILD SWIMMING POOLS.** Compiled from AMERICAN BUILDER magazine. This book offers tested ideas for pool design and construction. It will be of interest both to homeowners and to professional builders. Sections include "How to Build A Practical, Low-Cost Swimming Pool," "Builder's Crews Can Be Swimming Pool Specialists," "Here Is How To Plan," etc. Paper. 32 pp. \$1.

## STANDARD REFERENCE

15. **RICHEY'S REFERENCE HANDBOOK.** H. G. Richey. The standard references and working tool in daily use by thousands of builders, contractors, architects, building materials dealers, carpenters, and building construction foremen. A monumental volume with the answers to thousands of questions that arise in day-to-day building operation. 1640 pp. \$9.95

SIMMONS-BOARDMAN BOOKS

AB 10-60

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

Gentlemen: Please send me the books whose numbers are circled below.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

Name .....

Address .....

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

Check Enclosed

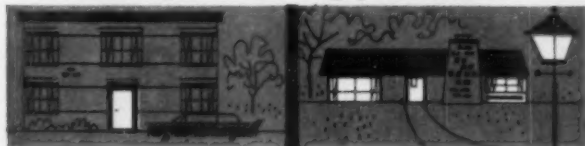
Money Order Enclosed



# Intermatic

## TIME CONTROLS

... add convenience to any building  
... make your selling job easier!



Surface mounted Intermatic Time Switches for multiple unit lighting.



Flush mounted Lamp Lyter for automatic control of residential lighting.

Buyers like the idea of round-the-clock automatic lighting providing bright safeguards against prowlers and accidents! Intermatic time switches turn lights on or off at pre-set times. Dark stairways, entrances, areaways and parking areas are illuminated when they should be lighted without the necessity of maintenance men. Intermatic time controls are an outstanding sales feature in any building and at negligible cost! Write for FREE catalog describing over 100 models... ask for Bulletin 100-L.

**INTERNATIONAL REGISTER COMPANY**  
2624 W. Washington Blvd., Chicago 12, Illinois

Sell the **Magic** of automatic bathroom heating and ventilating



\*You'll profit by writing to:

**PARAGON**  
ELECTRIC COMPANY  
1826 Twelfth St. • Two Rivers, Wis.

TIME IS MONEY - CONTROL IT WITH PARAGON

OCTOBER 1960

-- there's a BERGER instrument for every builder... every budget



**MASTER BUILDER CONVERTIBLE TRANSIT-LEVEL.** Big instrument performance at a moderate price. Fast, accurate laying out of horizontal and vertical angles, leveling, plumbing, with horizontal circle and vertical arc and verniers. Rugged instrument yoke frame. 22-power internal focusing telescope; coated optics; 3-ft. short focus. Model 320 with stiff-leg tripod and field case \$229.50



**12" HEAVY DUTY DUMPY LEVEL.** For setting grades and lines, measuring or laying off horizontal angles, setting batter boards, establishing foundation elevations. 12" internal focusing telescope, 24-power coated optics. Model 150 with stiff-leg tripod and carrying case \$174.95



**SPEED-A-LINER BUILDERS TRANSIT-LEVEL.** New 18-power interior rack and pinion focusing telescope. Built-in sunshade. Fully protected telescope vial. Lever lock for dependable leveling. For setting construction grades and building lines, aligning foundations, brickwork, leveling floors, etc. Model 200 with stiff-leg tripod and carrying case \$112.50

Other Berger low cost, easy-to-use instruments:

SPEED-A-LINER Dumpy Level \$69.95; Service Transit-Level \$99.95;  
Service Dumpy Level \$59.95; Duplex Tilting Level \$79.95;  
SIGHT 'n' SURFACE Pocket Level \$3.85 Prices F. O. B. Factory

C. L. BERGER & SONS, INC., 47 Williams St., Boston 19, Mass.

Send me literature on

Convertible  12" Dumpy Level  SPEED-A-LINER Transit-Level   
SPEED-A-LINER Dumpy Level  Service Transit-Level   
Service Dumpy Level  Duplex Tilting Level  Pocket Level

Name \_\_\_\_\_ (Please print)

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

THE BEST IN SIGHT IS **BERGER**

Engineering and Surveying Instruments... Since 1871

217

**A NEW NAME  
FOR CONCRETE FORMS  
SIMPLEX-WACO**

*Self-Aligning*

**HEAVY DUTY CONCRETE FORMS**

The name is new because Simplex Forms System, Inc. has purchased the concrete forms division of Waco Manufacturing Co.! And, while the basic Waco forms design is the same, you can count on years of Simplex experience to bring you the finest in quality and workmanship in Simplex-Waco forms.

Ideal for all types of concrete forming, these rugged, flexible forms will now be available on a wider scope through greater distribution.

Whether you buy or rent Simplex-Waco forms, you'll find that their built-in quality, standardized hardware, and proved durability will pay off in smooth, accurate walls job after job. Send for complete details today.



**AN OUTSTANDING EXAMPLE  
OF SIMPLEX-WACO SIMPLICITY**

Approximately 6,000 feet of Simplex-Waco concrete forms were used to form the inside and outside walls of this 1/4 billion gallon water storage tank in Dallas, Texas. Because of fewer loose hardware parts, storage for wedges in panels, and an exclusive alignment slot, these steel reinforced panels were securely erected in a minimum of time.

CHOICE AREAS AVAILABLE FOR DEALERS OR DISTRIBUTORS

**SIMPLEX INDUSTRIAL FORMS, INC.**

SUBSIDIARY OF SIMPLEX FORMS SYSTEM, INC.

5619 Industrial Avenue

Rockford (Loves Park) Illinois

**COMPLETELY ACCURATE MITER CUTS**

WITH THE **LION TRIMMER**

How often do you have to patch, sand or plane faulty cuts like these?

THEY CAN BE INSTANTLY CORRECTED — EVEN BEVELED UNDER — IF NEEDED!

- Never needs sanding
- Mitters to 5" wide
- Square end planing to 1/8"
- Any angle between 45' — 90'

Write for full information and name of nearest dealer

**POOTATUCK CORP.** 50 Old Stratford Rd., Shelton, Conn.

**WHY PAY MORE? ... TO KEEP WOODEN DRAWERS WORKING SMOOTHLY —**

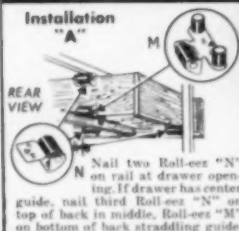
when You Can Give Your Built-ins

**FINGERTIP DRAWER OPERATION**

For Only **26<sup>4</sup>/10¢\***

PER DRAWER

WITH **Roll-eez**



These sensational roller bearings give all the advantages of finest slides — yet cost so much less! Easy to apply, they eliminate friction of wood-against-wood and maintain drawer alignment. Improved NYLON rollers insure a smoother, quieter drawer action . . . end call-backs due to stuck drawers. Send for literature.

**JUNIOR-PRO PRODUCTS CO., 118 E. Marceau St., St. Louis 11, Mo.**

**FREE SAMPLE FIBRE DUCT**

Moisture-Proofed • Extra Strong • Crush-Proof • Termite-Proof the most rigid fibre duct made!

**NOW SAVE** 75% on MATERIAL  
80% on LABOR COSTS

On Ducts for AIR CONDITIONING and PERIMETER HEATING

INTERNATIONAL FIBRE DUCT DIVISION  
3800 Park Ave., St. Louis 10, Mo.

Do away with costly metal or concrete ducts. Set up for fast installation — no delays — at low cost — in heating and air conditioning. For free literature



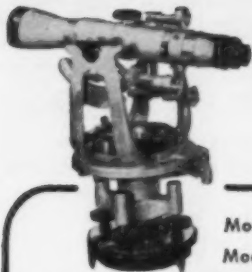
NAME.....  
ADDRESS.....

**POST OFFICE WILL NOT FORWARD  
MAGAZINES!**

You must write us, prior to moving if possible, giving both old and new address, also postal zone. Allow three weeks for change.

**AMERICAN BUILDER** BOX 961 • BRISTOL, CONN.

## MORE FOR YOUR MONEY with a WARREN-KNIGHT TRANSIT-LEVEL



### NEW DESIGN

There has never been a Transit-Level like the 38-bF. Offers new usefulness — almost indestructible.

Model 38-bF \$320.

Model 39-bF (Without compass) \$295.

You've never seen a Transit-Level like the new Warren-Knight. It looks and is operated like a transit, yet it has the exclusive advantage of being adjusted like a Wye level, and costs less than half as much as the average transit. The new design Model 38-bF is so sturdy that maintenance and repair charges will be practically eliminated. Assures a **LIFETIME of SERVICE**. This expert new design includes such features as a steel center, 24x coated optics, covered leveling screws, and limb vernier reading to one minute.

### 10 DAY FREE TRIAL

So sure are we of your reception to this magnificent new instrument that we offer it for 10 days trial — No obligation to purchase.

Ask for Bulletin F-100 that lists Full Details.



136 N. 12th St., Phila. 7, Pa.

## LESTO THE LEADER

World's ORIGINAL Reciprocating Electric Handsaw

Sole U. S. importer of

**LESTO "SWISS MADE"**

SAW BLADES



Ask your dealer about our liberal trade-in policy.

For further information, see your dealer or write:  
**VICTOR J. KRIEG, INC.**  
Precision-made power tools of unsurpassed performance  
611 BROADWAY, NEW YORK 12, N. Y.

## low-cost steel scaffold pays off on construction, remodeling and repairs



*Speed every job —*

with

## SAFWAY 4 BY 4 SCAFFOLDING

HERE'S a line of tubular steel frame scaffolding so economical it will pay for itself on *all your jobs* . . . from small maintenance work to construction as high as 40 feet.

Safway 4-BY-4 speeds every job by putting work platforms just where you need them for good working conditions and complete safety. Waist-high material platforms save bending and stretching — minimize fatigue. Job costs go down.

Look at these 4-BY-4 advantages that put you in a better competitive position:

- Accessories to fit every job requirement.
- 4-ft. and 6-ft. frames have built-in climbing ladder.
- Horizontal planking supports every 16 in.
- Interchangeable parts assemble without tools.
- Easy to handle, transport and store.

**SOLD AND RENTED EVERYWHERE**

**SAFWAY**

SAFWAY STEEL PRODUCTS, INC.  
6228 W. State Street  
MILWAUKEE 13, WISCONSIN



WRITE  
FOR  
BULLETIN 610E

# SAVE TIME

## on Slab Perimeter Jobs



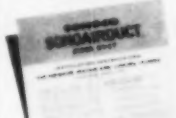
...by using  
**SONOCO**  
**SONOAIRDUCT**<sup>®</sup>  
**FIBRE DUCT**

Lightweight and easy to handle, SONOAIRDUCT Fibre Duct joins and levels faster . . . saving labor and installation time on slab perimeter heating or combination systems. And, SONOAIRDUCT can be quickly cut to exact lengths with a hand saw.

You can be assured of consistent high quality when you use Sonoco SONOAIRDUCT Fibre Duct—because it meets or exceeds all F.H.A. criteria and test requirements for products in this category.

Available in 23 sizes—2" to 36" I.D. Order required lengths or standard 18' shipping lengths. SONOAIRDUCT Fibre Duct saves you money, too . . . it's low in cost and won't chip, crack, or break when dropped—every piece is usable.

**FREE**  
**INSTALLATION**  
**MANUAL**



Contains latest, detailed, step-by-step installation data for SONOAIRDUCT Fibre Duct. For copy, send us name, address on company letterhead.

See our catalog in Sweet's,  
 or write for complete information to

# SONOCO

## Construction Products

SONOCO PRODUCTS COMPANY, HARTSVILLE, SOUTH CAROLINA • La Puente, Calif.  
 Fremont, Calif. • Montclair, N.J. • Akron, Indiana • Longview, Texas  
 Atlanta, Ga. • Brantford, Ont. • Mexico, D.F.

4842



Takes  
 longer  
 to unpack  
 than  
 INSTALL!

THE  
**Columbia-matic**

## FABRIC DOOR

Many builders leave the Columbia-matic Fabric Door right in the carton—the buyer installs it later—in seconds. No painting, no hanging, no hardware, no framing necessary. A real space saver. Neat folding, narrow profile, portable, reversible, washable. Lovely vinyl covering, heights to 8', widths to 4', can be hung in pairs.

For complete details write:

**THE COLUMBIA MILLS, INC.**  
 368 S. WARREN STREET • SYRACUSE 1, NEW YORK

## Make a Profit on Small Construction!

WITH

# TRANSMIX

**UNCONDITIONALLY**  
**GUARANTEED**

### UTILITY MIXER!

Here is the answer on the smaller job where concrete work is needed. Here's the chance to be rid of costly wheelbarrow labor!



TRANSMIX mixes 1 or 1½ bags of cement in 1½ to 3 minutes—while stationary or transporting. TRANSMIX IS THE LOWEST PRICED 1 OR 1½ BAG TRANSPORTING MIXER ON THE MARKET. It can be operated by one man or several. It fits most makes of tractors—and can be installed in 15 minutes. For more information and complete prices write—

**UNIVERSAL PULLEYS COMPANY**  
 372 N. Mosley, Wichita, Kansas

## WE SET YOU UP IN BUSINESS

Here's A Real Opportunity



Read what Elmer L. Warn wrote us: "I have operated a Foley Saw Filer and a Retoother for over two years. I am a carpenter. When it will be hard for me to throw a hammer and push a saw, I will have a shop that will make me an easy living. I call these machines my old age insurance, and they are paying for themselves as we go along."

**"MONEY MAKING FACTS"**  
 Shows how you can start at home, make \$3 to \$6 an hour in your spare time. Send coupon today. No salesmen will call.

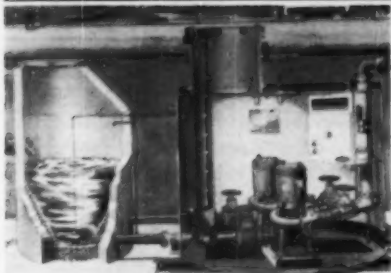
**FOLEY MFG. CO., 1024-F Foley Bldg., Minneapolis 18, Minn.**  
 Send FREE BOOK—"MONEY MAKING FACTS" and Time Payment Plan.

Name \_\_\_\_\_

Address \_\_\_\_\_

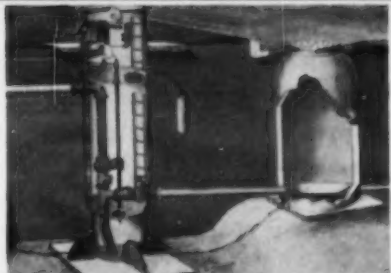


# Specify Smith & Loveless Factory-Built Quality and Dependability in Your Sewage Projects...and Save!



## PUMP STATIONS

Smith & Loveless pump stations are available in standard sizes for capacities from 100 GPM to 4500 GPM per pump with two or three pumps per station. Even larger capacity stations may be built to order. Proved in municipal and suburban sewer systems in more than 1200 installations all over the United States, including Alaska and Canada.



## PNEUMATIC EJECTORS

Smith & Loveless' complete line of factory-built pneumatic ejectors, like the "Mon-O-Ject", offers a universal selection of lift stations to meet your requirements for lower capacities. Available in sizes ranging from small, single-dwelling sewage ejectors for the home to large duplex "Du-O-Ject" units for stand-by dependability and extra capacity to handle peak loads.



## TREATMENT PLANTS

Smith & Loveless factory-built "Oxi-ject" sewage treatment plants provide low-cost, dependable treatment facilities for motels, factories, schools or subdivisions. Available in single units to serve 10 to 100 homes—or may be installed in parallel, as needed, to serve a growing subdivision. Requires only minimum annual maintenance.

WRITE TODAY FOR OUR FREE ENGINEERING DATA MANUAL ON SEWAGE LIFT STATIONS AND SEWAGE TREATMENT PLANTS  
ADDRESS: DEPARTMENT 100

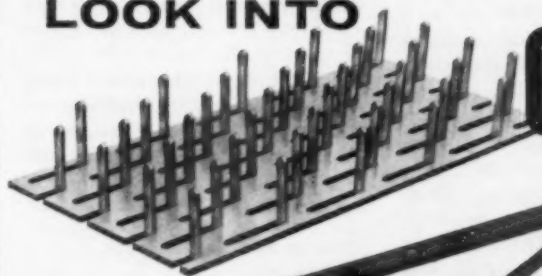
(2452)



# Smith & Loveless

DIVISION-UNION TANK CAR COMPANY  
P. O. BOX 8884  
KANSAS CITY 15, MISSOURI  
Plant: Lenexa, Kansas

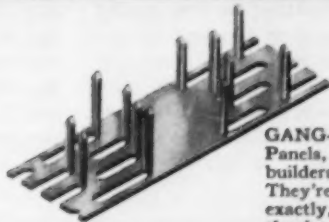
## LOOK INTO



# GANG-NAILS<sup>®</sup>

the  
ULTIMATE  
in TRUSS  
& PANEL  
FABRICATION

Progressive builders prefer *nail-less* GANG-NAIL trusses. They know GANG-NAIL trusses are sturdier, steadier, tighter and truer. They tote easier and stack better. Only genuine GANG-NAIL connectors, bearing our trademark, are used by our more than 70 licensees, located from Florida to Alaska.



GANG-NAIL Wall Panels, too are in the builders' spotlight. They're rigid, fit exactly, because they're *engineered*.

**Profitable Gang-Nail franchises open in some areas! \$3,475 buys all the Gang-Nail equipment you need to produce 240 trusses per day. Dept. AB-10**

## GANG-NAIL SALES CO. Inc.

7525 N.W. 37th Ave., Miami, Florida  
Tel: OXford 6-0930

# Tax-saving opportunities

**Consider Subchapter S corporations. This section of the tax law can be a boon to low and middle income builders. But talk over your plans for a pseudo-corporation with a qualified adviser before you go ahead.**

**A** SUBCHAPTER S corporation lets a taxpayer operate with the full legal protection of the corporate form.

For income tax purposes, however, the corporate income (or loss) is picked up on the personal returns of the individual shareholders. And the corporation itself pays no tax.

#### **Four big advantages**

As a result, this section has four main benefits which can apply to new as well as existing corporations:

First: the taxpayer avoids the double taxes otherwise inherent in the use of the corporate form.

The corporation's net income, or loss, or net long-term capital gain (not a capital loss) is taxed only on the individual shareholder's return.

#### **You can spread the income**

Second: where the corporation and the shareholders have different tax years, the corporate income may be spread over two tax years by paying a dividend in one year. The balance of the corporate income, whether paid out as a dividend or not, would be considered a dividend to the shareholder in the year when the corporation's tax year ends.

Third: it is easier to divide up the corporate income within a family group by giving other

members of the family shares of stock. The corporate earnings would then be divided among more shareholders, lowering the average tax paid.

#### **Minors can get shares**

This is almost like making the other shareholders partners. It is much easier, though, to create and control through a corporation than through a partnership. This is especially true where minors are involved. Minors may become shareholders, the shares being held by an adult as custodian under the gift-to-minors law.

#### **Fringe benefits go to all**

Fourth: the shareholder employees are entitled to all the fringe benefits that are available to employees of other corporations.

Among other benefits, this includes tax-exempt sick pay, pension and profit-sharing plans, group life insurance, accident and health plans. These are not available to an individual or a partnership form of business.

#### **Two tests are most relevant**

An "S" corporation must meet certain tests. The two most relevant tests are: 1. there must not be more than ten shareholders, and 2. no more than 20% of the gross receipts of the corporation may come from "rents, divi-

dends, interest or gain on sales of securities."

A significant restriction is that all of the shareholders must be individuals—not a corporation, trust or partnership. An estate, however, may become a shareholder.

#### **Consult your tax adviser**

There are detailed provisions for electing to be taxed as a pseudo-corporation, and for the termination of this tax arrangement. So don't try to take advantage of this section without the guidance of a knowledgeable tax adviser.

Almost invariably, low- and middle-income builders will save money through proper use of this section of the tax law.

**Section 1244 of the Internal Revenue Code is a must for every eligible corporation. Here's why:**

Losses on stocks which meet the fairly simple requirements of Section 1244 can be deducted in full as ordinary losses as if coming from the taxpayer's trade or business.

#### **How to qualify the stock**

In order to qualify as Section 1244 stock, the total issue of such stock must not exceed \$500,000 (no minimum amount).

Of the corporation's gross receipts, less than 50% may be derived from "rents, dividends, interest or gain on sales of securities."

The stock must be issued for money or other property (but not for other stock or securities).

The law speaks of a "plan" to issue this stock. This need be no more than a recitation of the facts of the stock issuance and a record in the corporate minutes of your intention to issue the stock under the rules of Section 1244.

For these tax-saving opportunities, AMERICAN BUILDER turned to the accounting firm of Marks, Grey & Shron, 370 Seventh Avenue, NYC 18. A lot of builders, big and small, turn to George L. Marks and his partners for the latest on tax planning, and can testify to their expertness in the building field.

# you can plan today for '61

## **Only an individual qualifies**

This stock, like "S" stock, can be used only by individuals—not corporations, trusts or partnerships. Only the individual to whom the stock is originally issued by the corporation qualifies for this special treatment.

If the stock is acquired from a previous stockholder, only the original stockholder may deduct a loss under the benefits of this section. Later purchasers acquire the stock with no special benefits of this sort attached to it.

This special treatment applies only to newly issued stock, either of an existing corporation or a newly organized one. Stock previously issued outside the terms of this section cannot be made to come within its requirements.

## **You can diminish your losses**

Every corporation meeting the requirements should avail itself of this section of the law. It can never be a disadvantage, and will almost always be very helpful in the event of a loss. It should be standard practice to include appropriate language at the time of incorporation to show that Section 1244 is being used.

A corporation meeting all the requirements can be both a Subchapter S and a Section 1244 corporation.

## **Collapsible corporations still permit an alert builder two ways to save money on his taxes.**

The section of the law covering "collapsible corporations" is quite complicated.

But, two relief provisions are still clearly available for the corporate builder.

First, a corporation which has "realized a substantial part of the taxable income to be derived" from the sale of its property is exempt from the collapsible cor-

poration income tax provisions.

While the law and the regulations do not define the word substantial, several court decisions indicate that the realization of more than half the total profit that would be available to the corporation is "substantial."

## **Here's how it works**

For example, a Long Island corporation builder had a 100-house development. They had sold 65 houses at a net corporate profit of \$40,000, and estimated that the remaining 35 houses would net them another \$25,000.

Marks, Gray & Shron had the stockholders form a partnership, liquidate the corporation and take out the 35 houses left as a capital gain profit of \$25,000 to the stockholders. Result: the original corporation paid no tax on the \$25,000, and the partnership was able to report it as a capital gain to themselves.

## **You can avoid penalties**

The second relief provision is the 70-30 rule. Collapsible corporation penalties will not apply to a corporation stock which is liquidated or sold if 30% or more of the total profit is attributable to a transaction other than the corporation's current business.

For example, assume your corporation had a previous building job, or land sale, or any other business, and ended up with a surplus of \$40,000. This same corporation is now engaged in a new building job which has an appreciated value of \$60,000 (potential corporate profit not yet taxed).

If you liquidated the corporation now, the stockholders' total profit would be \$100,000.

Of this, \$40,000 (or 40%) is not applicable to the current job. Since this is over 30%, the corporation may safely be liquidated. The shareholder would pick up a \$60,000 profit as a capital gain with no corporate tax payable on it.

**Right now—before the 1960 tax year ends—is the time to reduce your tax bill for this year. Here are some money-saving moves to discuss with your tax adviser:**

● Since '61 tax rates will probably be the same as '60 rates, most individual taxpayers will come out best if they equalize income and expenses over the two-year period 1960-1961. Depending on your situation, you can defer or accelerate your income in a number of ways.

● Special factors may call for a different goal. For instance, if '61 means higher income for you than '60, it will pay you to shift income into 1960 and defer expenses forward into 1961.

● Year-end equipment purchases can pay off. A flat 20% depreciation for the first year is allowed for new or used tangible personal property (but not buildings) with a useful life of six years or more. This is in addition to regular depreciation.

● As a rule, don't trade in old property against the purchase price of property subject to the fast 20% first-year write-off. Part of the cost represented by the trade-in does not qualify for the 20% depreciation. It may pay to sell the property and use the proceeds to buy new or used equipment rather than trade in the old.

● Every taxpayer may make tax-free gifts totaling \$30,000 during his lifetime. In addition, he may, in any one year, make tax-free gifts of up to \$3,000 each to any number of persons. Maximum use of these annual exclusions is the key to a low-cost estate-building program. Over a period of years you may be able to give various members of your family the major part of your estate completely free of gift and estate tax.

(In collaboration with the Tax Research Institute, 589 Fifth Avenue, New York 17, N.Y.)

# NEW!



For you... Mr. Builder!

**AN EXCITING NEW LINE  
OF BUILT-IN ELECTRIC  
WALL CLOCKS from**



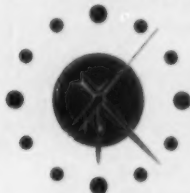
The quality touch... priced to fit either custom or project builder's budgets!



**TWO DISTINCTIVE LINES... 6 MODELS!**

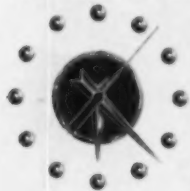
Any model fits both 9" or 11" diameters

**THE DECORATOR LINE... \***



Elegant styling to enhance any decor. World renowned Synchronous movements assure a lifetime of accuracy fully guaranteed. Two distinctive designs... "classic bar" or "tempo round" hour markers with either popular colonial black or sparkling polished brass finish.

**THE ECONOMY LINE... \***



Rich, custom design at a budget price. Colonial black or polished brass with unique half-oval hour markers add eye-catching appeal. Whisper-quiet Synchronous movements guarantee trouble-free performance. Ideal for both new home and remodeling jobs. \*Fast, simple installation in plaster, dry wall and wood.

FOR THE HOME... living rooms, dining rooms, kitchens, dens, etc. FOR THE OFFICE... executive offices, general offices, lobbies, conference rooms, etc.

For a **FREE** copy of our bulletin 277-L clip this coupon to a postcard and mail to:

**LEIGH BUILDING PRODUCTS**  
1660 Lee St., Coopersville, Michigan

Name.....

Address.....

City..... State.....

**LEIGH BUILDING PRODUCTS**  
A Division of Air Control Products, Inc.  
1660 Lee St., Coopersville, Michigan

ALSCO

**SINGLE-HUNG  
and DOUBLE-HUNG  
PRIME  
WINDOWS**

Spring jamb construction for easy operation and removability.

Integral nailing fin for fast, low-cost installations.



All AlSCO primes are available with Integrated storm-screen units... custom-fitted at factory.

Completely weatherstripped.

Meet FHA requirements for new construction.

For complete information and literature check the Yellow Pages for your nearest distributor... or write

Dept. AB-1060

**ALSCO  
ALUMINUM**

225 S. Forge St. • Akron 8, Ohio



**all  
the advantages  
of wood...  
and then some!**

The Wolmanized® brand makes every piece of wood it's on—something special. This quality building material has all the traditional advantages of wood plus permanent termite and decay protection. The Wolmanized brand is the "Mark of Quality", identifying the finest pressure-treated wood. It is produced under license and by Koppers Company, Inc.

Wolmanized pressure-treated lumber is the simplest and most effective way to insure built-in protection against decay and insect attack. Use it anywhere wood is near the ground, in contact with masonry or where high humidity and moisture conditions prevail. Application is easy — standard building and finishing methods.

The cost for this assured protection is surprisingly little... about 2% of total costs in residential construction, even less in commercial and industrial structures. Next time you are looking for a long-life construction material, be sure to specify Wolmanized pressure-treated lumber. It's branded.



The full story of Wolmanized pressure-treated lumber is detailed in a 16-page booklet, "Safeguard Building Dollars." Write for your copy today.

Wolman Preservative Dept. 769  
Koppers Company, Inc.  
769 Koppers Building  
Pittsburgh 19, Pa.

W-01



**Wolmanized**  
PRESSURE-TREATED LUMBER

TERMITE AND DECAY RESISTANT • CLEAN  
PAINTABLE • ODORLESS • FIBER-FIXED



## BEST BETS FOR '61

(Continued from page 110)

ing down 15-20%, but builders optimistic for 1961. Trends: more expensive houses . . . partly due to high land costs. Builders are surprised to find how many customers have more money to spend. Most builders here are small, getting smaller. A lot of builders who built 50 houses in past now build 20. Apartments getting big.

Chicago Daily News—Albert Jeddicka Jr. Markets are down in Metropolitan Chicago . . . as much as 30%. But money shows signs of easing. Labor and land costs are biggest problem—so much so that most builders can't sell a house for less than \$22,000. Only about 25% build houses that sell for less than \$20,000. To sell in 1961 a builder must have a quality package and strong merchandising.

Denver Post—Harry Walker. Optimism for 1961 is high. Building is up over 1959 and will probably continue to go up. Money is not much of a problem but land costs have skyrocketed. Trends: small kitchen is out . . . kitchens are getting much larger, have bars between them and family rooms. Lots of outdoor living; not much a/c yet . . . when used it is

not central. Luxury houses predominate in new construction. Price range of most houses: \$25-\$35,000.

Salt Lake City Lake Tribune—Robert Woody. Building is down 40% from July, 1959. Money is still tight, but there is hope that it will loosen. Salt Lake City is going through a minor building boom because city is rapidly becoming a missile center. So a bright building future seems assured. Trends: More interest in "Fairyland" or "Hansel and Gretel" styles. To sell in 1961 builders need skillful merchandising. Type of house that sells best: \$12-\$18,000.

Minneapolis Star—Harold Chucker. Building is down about 25 to 30% in the Minneapolis area. Probable reasons: (1) Money is still a problem. Rates are high—6½% for conventional mortgages; (2) over supply of houses; (3) water pollution has made buyers wary. In spite of these problems builder are optimistic for 1961. Trends: four bedrooms; colonial design; low-cost two-story houses; ranches are losing favor. People want more rooms at a minimum cost. There has been a lot of apartment building, but resultant vacancies indicate fewer apartments will be built in 1961.

# DR-AFTS?

Never again if you insist on Hot Water Heat!

ALL AROUND HEALTH AND COMFORT



Edwards Engineering Corp.

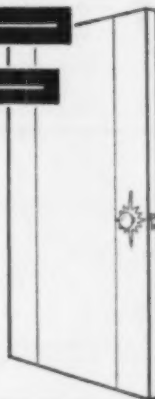
239 Alexander Ave.  
Pompton Plains, N.J.

\*HYDRONICS: the science of heating and cooling with liquids

# USF

## METAL DOORS

United Steel Fabricators



Today builders are demanding a better quality metal door. U.S.F. DOORS ARE QUALITY. But they do offer the economy of engineering ingenuity

## AND FRAMES

and production methods unmatched today Send for new 1960 catalog.

Inc., Wooster, Ohio  
DOOR AND FRAME DIVISION



## BOOK OF MODERN BATHROOMS

The most complete book on the modern bathroom available today. Here are *stimulating new ideas* on planning, design, floor plans, cabinets, built-ins, fixtures, plumbing, lighting, heating, ventilating and technical details.

"a unique book . . ." says the "American Vocational Journal"

"section on technical detail is particularly valuable . . ." says "NAHB Journal of Homebuilding"

Let this book help YOU plan and build the finest bathrooms in America!

QUANTITY LIMITED

HURRY YOUR ORDER

Simmons-Boardman Pub. Corp.,  
30 Church Street,  
New York 7, N.Y.

Dept. AB10

Yes, please rush a copy of BOOK OF MODERN BATHROOMS at \$3.95.

Check enclosed  Bill me

Name .....

Street .....

City ..... State .....

SAVE! Remit with order and we pay shipping charges. Your money back if you're not fully satisfied!

# “The reader is busy”

SIGN ON WALLS AT  
SIMMONS-BOARDMAN

**H**ow do our editors save the reader's time?

- By using big pictures and short words;
- By trimming copy to the meat (not the bone);
- By architecting stories so the plan shows;
- By telling as much story as they can on the “glance level”—display type, photos, diagrams, charts.

Why do we save the reader's time?

1. To better serve the reader.
2. To better serve the advertiser (*who gets wide awake readers—with the time and inclination to pursue ideas in his advertising*).

SIMMONS-BOARDMAN, 30 Church St., New York 7.

*You get wide awake readers*  
*with Simmons-Boardman* **Time-Saver** *magazines*



# Advertiser's Index "The better you buy—the better you build—the better you sell"®

**A**

Allied Chemical Corporation	
Barrett Division	152, 153
Allied Equipment Department,	
Ford Motor Company	183
Alcoa, Inc.	224
Aluminum Company of America	147-150
American Builder	176, 194, 206, 207, 216
American Gas Association	40
American-Olefin Tile Company, Inc.	25
American Steel & Wire Division,	
United States Steel Corporation	160, 161
American Telephone & Telegraph Co.	163
Azrock Floor Products Division,	
Uvalde Rock Asphalt Co.	21

**B**

Barrett Division,	
Allied Chemical Corporation	152, 153
Bell & Gossett Company	145
Berger & Sons, Inc., C. L.	217
Berry Door Corporation	Cover 2
Bestwall Gypsum Company	151
Bird & Son, Inc.	26
Bostitch	81

**C**

Calder Manufacturing Co.	145
CARADCO, Inc.	169
Carrier Corp.	174, 175
Case Co., J. I.	189
Chase Brass & Copper Co.	157
Chevrolet Division of General Motors	180, 181
Classified Advertisements	168
Columbia-Geneva Steel Division,	
United States Steel Corporation	160, 161
Columbia Mills, Inc., The	220
*Comet Manufacturing Company	48R
Congoleum-Nairn, Inc.	Cover 3
Cutler-Hammer Inc.	82, 83

**D**

Dodge Reports, F. W. Dodge Corporation	192
Dow Chemical Company, The	84, 85
Duo-Fast, Fastener Corporation	210

**E**

Edwards Engineering Corp.	225
*Electro-Ray Manufacturing Co.	48H

**F**

Farley & Loetscher Manufacturing	
Company	86
Fasco Industries, Inc.	63
Fastener Corporation, Duo-Fast	210
Federal Boiler Co., Inc.	162
Firestone Tire & Rubber Company	24
Flintkote Building Materials,	
A Division of The Flintkote Company	61
Flintkote Company,	
Building Materials Division	61
Foley Mfg. Co.	220
Ford Motor Co.	38, 39
Ford Motor Company,	
Allied Equipment Department	183
*Forest Fiber Products Company	48P

**G**

Gang-Nail Sales Co., Inc.	221
Gates & Sons, Inc.	156
General Electric Company	154, 155
General Electric Company,	
Room Air Conditioners	166
General Homes Division of General	
Industries, Inc.	190
General Tire & Rubber Company, The,	
Building Materials Division	191
*Gladding McLean & Co.	48T
Grant Pulley and Hardware Corporation	18

**H**

Hall-Mack Company	48
*Handsplit Shake Association	48L
Hobart Mfg. Co., Kitchen Aid Division	55
Homasote Company	182
Homasote Company,	
Nova Sales Company Subsidiary	172
Hotpoint	58, 59
Hydro Therm, Inc.	168

\*Appears in Western editions only.

**I**

Inland Homes Corporation	4
International Oil Burner Co.	218
International Paper Company,	
Long-Bell Division	78
International Register Company	217

**J**

*Jensen Industries	48J
John Deere Industrial Division	184
Junior-Pro Products Co.	218

**K**

Kentile, Inc.	14
Keuffel & Esser Company	209
Keystone Manufacturing Company	28
Keystone Steel & Wire Company	64, 65
Knape & Vogt Mfg. Co.	66
Koppers Company, Inc.	
Wolman Preservative Dept.	224
Krieg, Inc., Victor J.	219

**L**

*Lamin Art (Fabricon Products)	48 I
Leigh Building Products Division,	
Air Control Products, Inc.	224
Lennox Industries, Inc.	29-32
Long-Bell Division,	
International Paper Company	78
Louisville Cement Company	140

**M**

Macklamburg-Duncan Co.	56, 57
Majestic Co., Inc., The	202
*Major Line Products	48K
Malta Manufacturing Company, The	211
Marlite Division of Masonite Corporation	19
Masonite Corporation	3, 80, 170, 171
Mastic Tile Corporation of America	27
Medalist Hardware Division,	
National Lock Company	75
*Metal Fabricating Division of	
W. P. Fuller & Co.,	
Trimview Metal Products	48A-48D
Minnesota Mining and Manufacturing	
Company, Adhesives, Coatings and	
Sealers Div.	68
Muller Machinery Company, Inc.	164

**N**

National Clay Pipe Manufacturing, Inc.	17
National Gypsum Company	87-90
National Lock Company	
Medalist Hardware Division	75
National L.P.-Gas Council	209
National Lumber Manufacturers	
Association	198, 199
National Manufacturing Company	Cover 4
National Oak Flooring Manufacturers'	
Association	177, 178
*National Retail Lumber Dealers	
Association	48-O
Nova Sales Co.,	
Subsidiary of Homasote Company	172
NuTone, Inc.	1, 2

**O**

Onan & Sons Inc., D. W.	72, 73
Overhead Door Corporation	36, 37

**P**

Paragon Electric Company	217
*Pioneer	48S
Plywall Products Company, Inc.	6
Pomona Tile Manufacturing Company	69
Poutatuck Corp.	218
Portland Cement Association	74, 205
Portlatch Forests, Inc.	
Bradley-Southern Division	16, 194

**R**

*Radco Products, Inc.	48Q
Red Cedar Shingle Bureau	201
Research Products Corporation	162
Richmond Homes, Incorporated	91
Roberts Mfg. Co., Rangaire	70, 71
Rock Island Millwork Company	173
Roddis Plywood Corporation	138
Rolatspe, Inc.	145
Rolscreen Company	165, 167
Rowe Manufacturing Company	62
R.O.W. Window Sales Co.	12

**S**

Safway Steel Products, Inc.	219
Servis Equipment Co.	164

Shell Chemical Corporation	20
Shower Door Company of America	142
Silvatek Division,	
Weyerhaeuser Company	193
Simplex Forms Systems, Inc.	218
Simpson Logging Company	49-54
Simpson Redwood Company	49-54
Skil Corporation	8
Smith & Loveless	
Division-Union Tank Car Co.	221
Sonoco Products Company	220
Standard Dry Wall Products, Inc.	208
Stanley Electric Tools,	
Division of the Stanley Works	213
Symons Clamp & Mfg. Co.	162

**T**

Tappan Company, The	195, 196
Tennessee Coal & Iron Division,	
United States Steel Corporation	160, 161
Trane Company	19
*Trimview Metal Products	
Metal Fabricating Division of	
W. P. Fuller & Co.	48A-48D
Tuttle & Bailey	168

**U**

Union Tank Car Co.,	
Smith & Loveless Div.	221
*United States Gypsum Company	48M
United States Plywood Corporation	197
United States Steel Corporation	76, 77
United States Steel Corporation,	
United States Steel Export Company	160, 161
United States Steel Homes Division,	
United States Steel	46, 47
United Steel Fabricators, Incorporated	225
Universal Atlas Cement Company	67
Universal Pulleys Company	220
Uvalde Rock Asphalt Co.,	
Azrock Floor Products Division	21

**V**

Valley Metal Products Company	179
-------------------------------	-----

**W**

Wabash Screen Door Company, The	22, 23
William Wallace Company,	
Metalbestos Division	144
Ware Aluminum Windows, Inc.	45
Warren-Knight	219
Whirlpool Corporation	79, 203
Weyerhaeuser Company	158, 159
Weyerhaeuser Company,	
Silvatek Division	193

© 1960 American Builder

## Advertising Sales Representatives:

<b>NEW YORK 7, N.Y.</b>	<b>Sol Sciorola</b>
30 Church St.	District Manager
Phone: Worth 4-3060	<b>J. D. DeLeon</b>
	District Manager
<b>CHICAGO 3, ILL.</b>	<b>George Hutchings</b>
79 West Monroe St.	District Manager
Phone: Randolph 4-0794	<b>Dora Rempel</b>
	District Manager
<b>CLEVELAND 15, OHIO</b>	<b>D. J. Casey</b>
1501 Euclid Ave.	Regional General Manager
Phone: Main 1-4455	<b>Arthur W. Stockdale</b>
	District Manager
<b>TOLEDO 6, OHIO</b>	<b>Harold Mann</b>
3545 Lincolnshire Woods Rd.	District Manager
Phone: Greenwood 9-2801	
<b>DALLAS 19, TEXAS</b>	<b>Joe Sanders</b>
3915 Lemmon Ave.	Representative
Phone: Lakeside 1-2322	
<b>LOS ANGELES 17, CALIF.</b>	<b>Fred A. Kianer</b>
1151 West 6th St.	Representative
<b>SAN FRANCISCO 11, CALIF.</b>	<b>Lew Vogler</b>
916 Kearny St.	Representative
<b>PORTLAND 5, OREGON</b>	<b>Pete Kianer</b>
1220 S.W. Morrison St.	Representative
<b>ATLANTA 9, GA.</b>	<b>J. Sidney Crano</b>
72 Eighth St.	Representative
Phone: Trinity 2-6720	
<b>NEW YORK OFFICE:</b>	<b>Advertising Sales Manager</b>
	<b>Sales Promotion Manager</b>
	<b>Production Manager</b>
	<b>A. W. Brownell, Jr.</b>
	<b>Bernard L. Perry</b>
	<b>John V. Mitchell</b>

This index is an editorial feature maintained for the convenience of readers. It is not a part of the advertiser's contract and American Builder assumes no responsibility for its correctness.

# MONTH AHEAD

## The faster house is a must

For a builder, there's no surer sign of progress than the ability to speed up his building operations. Success in this area is what separates the businessmen from the boys, the comers from the field. Failure here is often what separates the builder from his money.

*How can I put up my houses faster? That's a question the builder must constantly ask himself in today's competitive market. If he wants to stay ahead, he'll find the latest answers in our November issue.*

## How many ways to the faster house?

You may be quite advanced in any one way of putting up a house faster. But our wide-ranging staff will examine some of the possibilities you may have overlooked. Their coverage will give you a fresher insight into the opportunities for improvement that await you. And the big picture AMERICAN BUILDER provides will let you explore for yourself the four major avenues to the faster house.

## Streamlined conventional one way

Tilt-up construction and precutting are two conventional methods of stepping up the pace of your building. We'll show you how some builders have improved upon these methods, among others.

Actually, when applied to such time-saving techniques, "conventional" is a misleading term. Tilt-up construction and precutting are not conventional in the sense that they're old-fashioned. Nor have they been as widely or wisely used as they might be.

## Components is a second way

As the thousands of lumber dealers who sell the Lu-Re-Co panels demonstrate, more and more builders are discovering the advantages of a good component system. They find that panelization results in more houses per working crew. Since a crew can close in a house in one day, this speed-up also helps the builder to get into winter construction.

*Our Blueprint House will be a component house with optional plans for basement or slab type construction.*

## You can build your own panels

AMERICAN BUILDER will analyze the plus factors of setting up your own component system. Should you get into it? What capital expenditures would you need? How large a crew should you start with? The data you get will help you reach the best decision.

## You can buy a house package

A roundup of what five major national prefabbers have to offer you in the way of new services, house designs and floor plans will complete the big picture. Case histories or builders will highlight these strong points of the prefabbers: financing, design, merchandising, low-priced packages, and an over-all building program.

## National Home Week Report

As founder of National Home Week, AMERICAN BUILDER takes great pride in covering this event. We'll publish on-the-spot reports on what's new from all the major home parades in the United States.

**IN DECEMBER:** These money-making features will come your way:

1. What a builder should know about the field of insurance and bonds;
2. New concepts in wood-framing; the latest cost-saving techniques;
3. A big, vital feature on heating, ventilating, and air conditioning;
4. Motels—facts, figures, and opportunities in a specialized market.

Celebration... Sellebration...  
now an **INLAID VINYL** flooring with  
Sellsational home selling features!

# AMERICANA

Congoleum-Nairn proudly introduces a Flor-Ever® Vinyl floor that for the first time gives your homes every selling "extra"—with no extra in cost!

Flor-Ever Vinyl, you know, has been the quality symbol in millions of homes. Now, "Americana" offers three *new* features.

1. Flor-Ever in a luxury design with decorative "chip colors" in the newest style—to correlate with today's color trends in appliances, top coverings, paints and wall coverings.
2. A blend of Flor-Ever's famous features (the non-porous quality that defies household staining and gives easy-care glow) with a beautiful new sateen finish that disguises scuffs, hides underfloor irregularities and resists indentation... a magnificent vinyl by the yard for a virtually seamless expanse of beauty.
3. A pricing policy that fits EVERY home selling budget—plus Congoleum-Nairn's great "Model Home" policy and promotional selling helps.




**Congoleum-Nairn**  
FINE FLOORS



"...will help **SUN RAY** sell  
luxury and comfort—at sensible prices"

says James R. Murphy, sales manager of Sun Ray Estates, the highly successful development created by R. A. Watt. And to Mr. Murphy's shrewd appraisal of Americana Vinyl's value for smart builders need be added only the fact that Sun Ray's color coordinator, Mel Grau also selected Americana for his sales-exciting interiors.





**HOW MUCH  
DO YOU  
REALLY SAVE  
ON "BARGAIN  
HARDWARE?"**

another new product from National Manufacturing Co.



**No. 381 FOLD AND SLIDE  
DOOR HARDWARE**

Noiseless nylon pivots and rollers carry the load; it's completely concealed. Builders like the simple installation and easy adjustments of the No. 381; home-owners like its smooth, silent performance.



*National* hardware  
prevents costly call backs . . .  
builds customer satisfaction

Temporary profits don't build a solid business. You may be able to save a few pennies by cutting hardware costs, for instance, but in the long run it's products like National Manufacturing Co. hardware that pay off. You stop costly call backs . . . cut installation time and build customer satisfaction that lasts for years. These are some of the reasons so many prominent builders *insist* on hardware by National.

**NATIONAL MANUFACTURING CO.**

18010 First Ave.,

Sterling, Illinois

