

# House & Home

THE MARKETING AND MANAGEMENT PUBLICATION OF THE HOUSING INDUSTRY

NOVEMBER 1967



## NEW-PRODUCT IDEAS FOR YOUR 1968 HOUSES

**Also: How to build more houses for less money on hilly land...  
Surprising facts on why people buy—or don't buy—new housing**

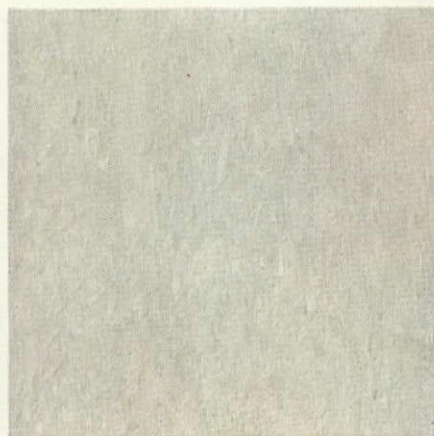
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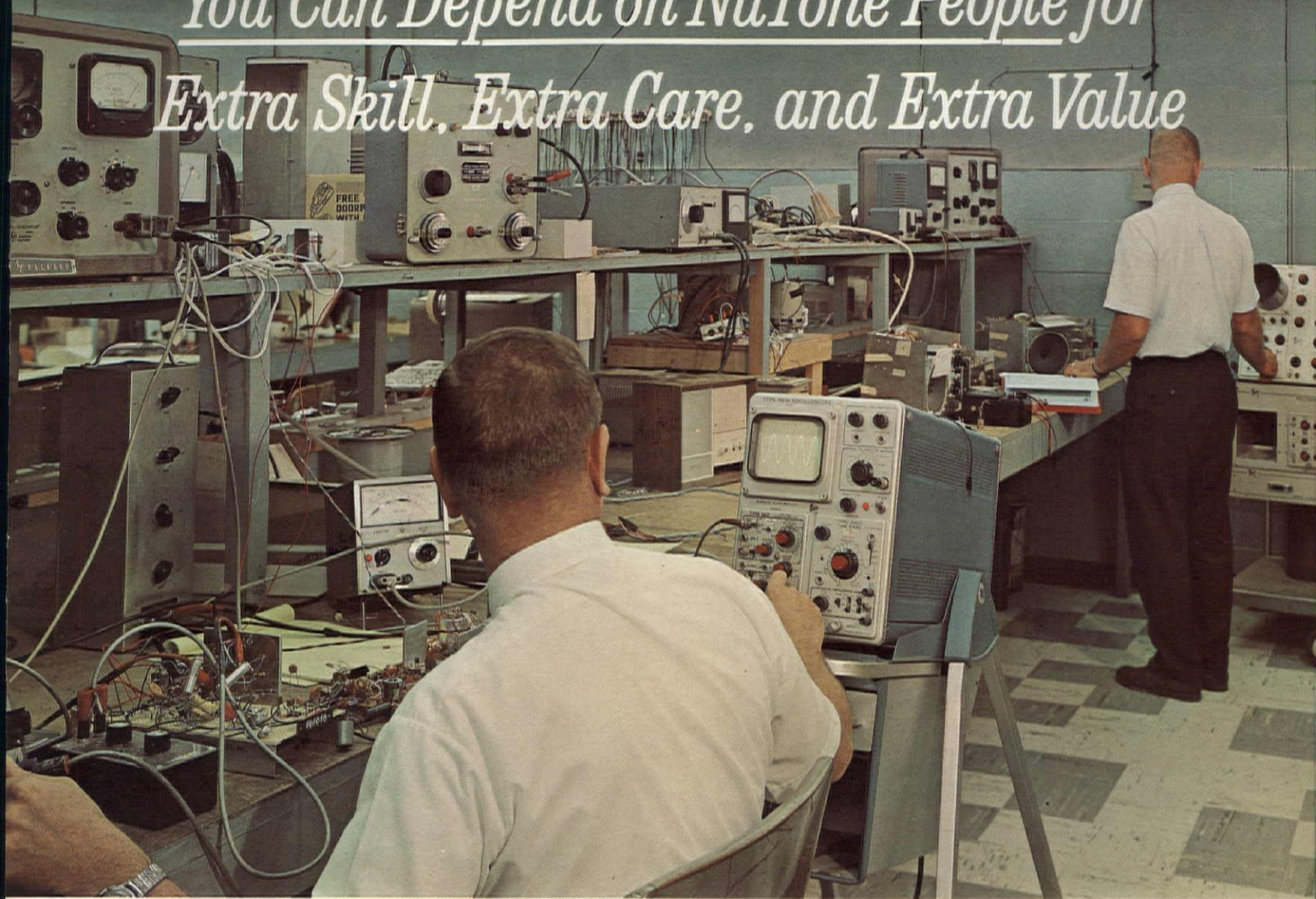
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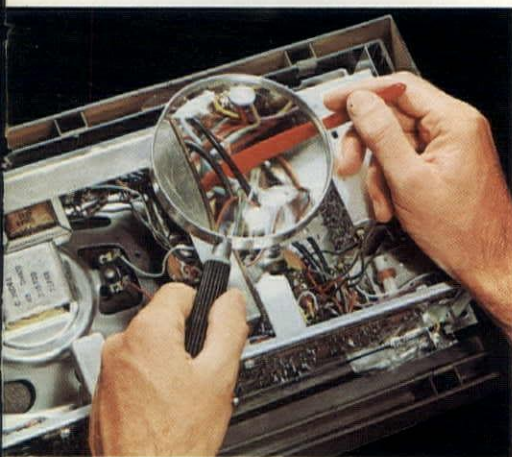
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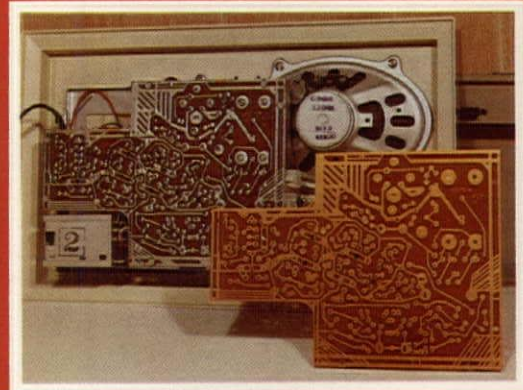
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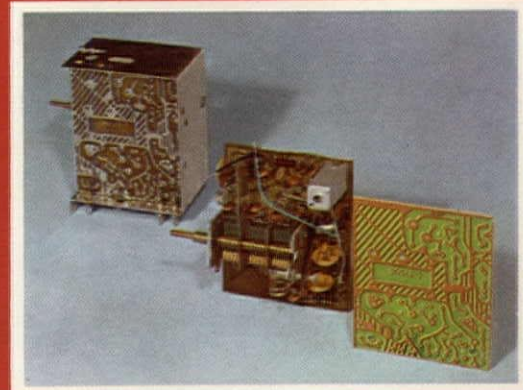
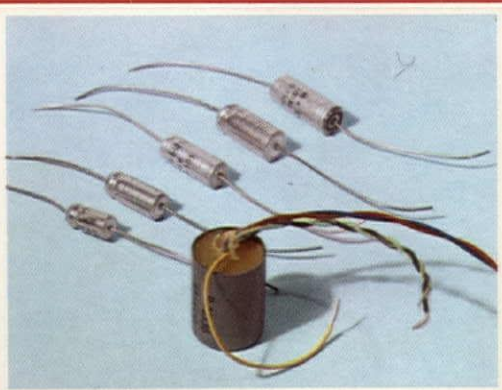
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# House & Home

A MCGRAW-HILL PUBLICATION

VOL. 32 NO. 5

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The roster of craftsmen is eroding faster than it is being resupplied, and neither government nor industry remedial programs appear to be effective

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**Cover:** Model foyer composed of products from the building-materials industry—casement window wall, Andersen Corp.; vinyl floor and embossed-hard-board wall paneling, Armstrong Cork; plastic-brick veneer, Dacor Mfg.; wrought-iron light fixture, Moe Light; concrete-block privacy screen, National Concrete Masonry Assn. and Nitterhouse Concrete Products; door chime, NuTone; steel entry door and wood bypassing closet door, Pease Woodwork; safety glass, Pittsburgh Plate Glass Industries; bronze door knob and escutcheon, Schlage Lock. Photo by Frank S. Errigo, set design supervised by Margaret Gordon Dana, courtesy of Armstrong Cork Co. *For New Products 1968, see page 66.*

## NEXT MONTH

How a small builder beats rising costs by standardizing craftsmanship . . . How a buyer-preference survey led three big builders to change their approaches to the market . . . New computer system helps realty men do a better job of new-house selling . . . Housing's top performers of 1967

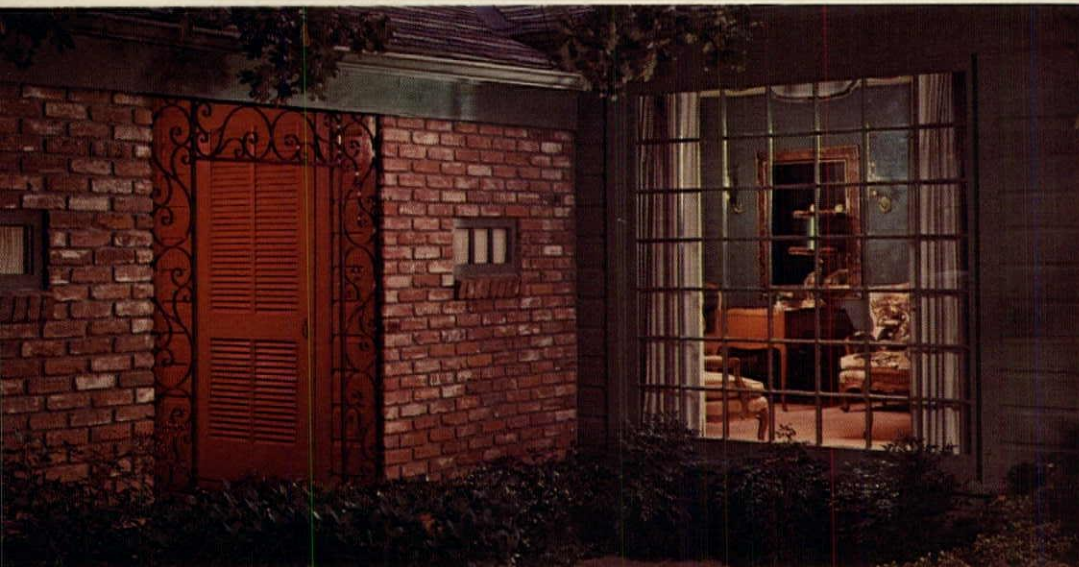
# For the better homes in any neighborhood it's wood windows.



Ralph Huszagh, Architect



Designed by Lee Blake



Designed by Ernest Blaylock, Southern Decorators



## Why wood windows?

**First, let's take condensation.** When warm interior humidity hits a cold metal frame in winter, condensation takes place. Water drops form, drip over sills and down walls or wallpaper. Homeowners can't do anything about this problem. It's just the nature of metal—what heating engineers call excessive Thermal Conductivity. With quality wood windows, troublesome condensation cannot happen—the chart at right tells you why.

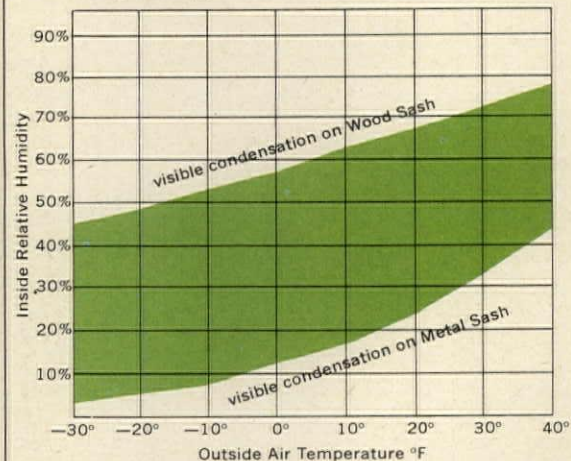
**Then, take total home comfort.** Cold metal surfaces conduct heat or cold from rooms faster than wood surfaces. Again, too much Thermal Conductivity. Wood simply is a better insulator against heat and cold. That's why wood windows help keep homes more comfortable in winter, cooler in summer.

**From every standpoint, it's wood windows!** Wood windows blend with any architectural style—they're available in every type, style and size imaginable. And they give homes a warmth and beauty unmatched by any other type of window.

**Free Window Condensation Calculator.** Based on ASHRAE data, our exclusive Condensation Calculator helps you determine condensation problems so you can select the correct windows for the homes you design and build. It's free. Send requests on your business letterhead.

**Visible Condensation of Inside Surfaces.**  
Room temperature 70°. Outside wind velocity 15 mph.

Chart shows comparative condensation on inside surface as outside temperature drops. Example: when outside temperature is 20° it would take as much as 69% inside relative humidity before condensation would appear on wood sash—but condensation will form on aluminum sash with just 22% inside relative humidity (and, most homes average 30-35%).



Source: ASHRAE Standard Psychrometric Chart



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## Housing the poor: Gen. Grantsmanship bows to Pvt. Enterprise

"It may be," says a Washington lobbyist, "that we're nearing the end of the New Deal. There's no denying that there's a trend away from big grant programs and toward involving private resources."

This trend toward bringing in the private sector, both for funds and for management, is especially evident in Washington's approach to the massive housing needs of the nation's urban cores. It is one of the two major elements of the ferment over housing in the White House and in Congress. The other is a surge of interest in the years-old idea of extending home ownership to low-income (though not, in reality, poverty-stricken) segments of the population.

The two trends have been gathering momentum since early this year, when freshman Sen. Charles Percy (R., Ill.) introduced his National Home Ownership Foundation bill with 36 co-sponsors, including every Republican in the Senate, and when President Johnson, in his urban and rural poverty message, announced plans to appoint a special commission "to encourage the development of a large-scale efficient rehabilitation industry . . . to tap the enormous market that exists in rebuilding our cities."

**Rent supplements.** Spurred by a riot-torn summer, both trends are reaching a peak this fall.

The most immediate impact has been on two high-priority administration programs, rent supplements and model cities.

Rent supplements were denied funds for any new projects by the House on May 17, by a 232 to 171 roll-call vote that gave the GOP its first major Congressional victory of 1967. But as the Senate got down to considering the HUD appropriations bill in September, Sen. Everett M. Dirksen switched sides. The Republican minority leader lined up for rent supplements as a program aimed at—and supported by—the business community; and the Senate voted 59 to 31 on Sept. 20 to provide the full \$40 million sought by the President.

The vote, combined with the life insurance industry's pledge a week earlier of \$1 billion in investment funds for city-core and rent-sup projects, raised administration hopes for at least a partial retreat by the House when a compromise version was worked out. Earlier this year, administration lobbyists had been ready to write off rent supplements as dead.

**Model cities.** The Senate also restored almost all the funds President Johnson sought for model cities. In a 62 to 28 roll call, with Dirksen opposed this time, the upper house approved a total of \$537 million for 1) planning grants (\$12 million), 2) supplemental grants (\$400 million), and 3) special urban renewal funds for project neighborhoods (\$125 million) over two years.

The only Senate dispute with the House



SPARKMAN



FITZHUGH



PERCY

Karsh, Ottawa

over model cities was in the price tag. The House had approved only \$237 million.

For the longer pull, Congress took off on its own to fill the vacuum left by the President's failure to propose any major new housing legislation this year.

Percy's bill led the way, and the phrase "Percy Plan" is now the Washington shorthand for the idea of issuing special bonds to raise low-interest mortgage money for low-income home buyers.

But when Sen. John Sparkman's housing and urban affairs subcommittee got down to trying to write a committee version in October, more than 50 proposed measures were on the table. In addition, the Senate Finance Committee had an ambitious proposal by Robert F. Kennedy (D., N.Y.) for tax credits and speeded-up depreciation rules to attract big business investment in low-income multifamily housing.

The Kennedy bill was expected to stay on the back burner at least for the rest of this session.

**The 3% compromise.** Whatever the home ownership program, it was certain to face a better chance if the Sparkman subcommittee could somehow iron out technical problems.

"The housing hearings emphasized," says Sparkman, "that it is not so much the general shortage [of mortgage funds] as it is the lack of any mortgage credit at prices the lower-income people can afford."

Percy and Sen. Walter F. Mondale (D., Minn.) shaped a compromise that would provide a federal interest rate subsidy to give a low-income homeowner the equivalent of a 3% mortgage, or would insure that his housing cost—including principal, interest, taxes and insurance—would not exceed 20% of his income.

The program would be limited to families with incomes qualifying for section 221d3 below-market-interest programs, which vary throughout the country. The cost of the housing generally would be limited to \$15,000, with higher ceilings in high-cost areas, and the tentative target would be to cover 200,000 units in three years.

Percy's National Home Ownership Foundation would be retained chiefly to

provide "technical assistance"—in other words, advice and counsel—to the low-income target families.

**Reforming HUD.** In 1968, President Johnson is expected to make his own housing move. The White House this year has been concentrating more on giving a new spin to current programs and eliminating HUD's red tape.

Johnson has lost few opportunities since late last year to press Weaver to reorient his massive department. And the pressure bore fruit in a flurry of announcements starting in late summer.

Low-income housing construction, Weaver announced, would be nearly doubled in the next year simply by imposing new priorities for processing plans. Orders went out from Washington in September to concentrate on projects that could be begun within nine months. As a result, Weaver said, 70,000 low-income housing units should open within the next 12 months, twice the normal pace.

The turnkey approach, under which private developers in effect "sell" housing authorities a completed project and so avoid the red tape of step-by-step government supervision, is being pushed hard.

The FHA criteria for economic soundness of projects were quietly liberalized in August—a move permitted by legislation last year. This made it possible for the agency to insure investments in blighted core areas for the first time.

**Private industry's help.** This in turn made possible the first big coup in the administration drive to involve private industry—the September pledge by life insurance companies of \$1 billion in investment funds for housing, and later for job-creating industrial projects, in central-city areas.

The pledge had been nearly a year in the making. Its seeds had been planted in a casual cocktail party conversation between Weaver and Gilbert Fitzhugh, board chairman of the Metropolitan Life Insurance Co. Fitzhugh became head of the industry's joint committee on urban problems, set up in May to hammer out the details.

—BRUCE AGNEW  
Washington Bureau.



NEW JERSEY'S LEISURE WORLD, acclaimed for house design and land use, inspired better land planning in state. Model area is shown above.

## Cash drain threatens Ross Cortese's Leisure World empire

His sales are halted and his land is up for sale—yet supporters insist that the worst may now be over

In just three years Ross William Cortese has seen the best of times—and the worst of times.

This self-made man, the son of an immigrant fruit peddler, was the nation's biggest homebuilder in 1964 on sales of \$89.3 million. By himself Cortese had created an entirely new housing concept—planned communities with medical care for persons of 52 years and older (H&H, Apr. '64).

The market seemed boundless. And Cortese, a driving force for good design in homebuilding, bubbled with plans to expand his California-based operation to the East Coast—and beyond to Switzerland (H&H, Nov. '64).

Those were his golden days.

Today he faces his darkest hour.

The rush to expansion has left the 50-year-old Cortese short of financing, short of sales—and short of his cool (see interview, opposite).

**The halt in sales.** On September 9, two years of persistent rumors about financial difficulties took on new credence when sales were halted indefinitely in Cortese's four active Leisure World communities; a fifth community sold out in 1963 (chart, below). The long-delayed decision was made by Robert W. Carithers, then president of Leisure World Foundation, an

autonomous, nonprofit management and sales corporation that sponsors Cortese's Leisure Worlds. Says Carithers:

"In late June spokesmen for United California Bank—Cortese's chief lender—couldn't assure us that Cortese would deliver new units we were pre-selling. The bankers made it clear that for the time being they wouldn't lend for any units that weren't already pre-sold. In a subsequent Foundation board meeting, the bank's board chairman, Frank L. King (also a Foundation board member), explained Cortese's need for additional cash. He said Cortese should sell some land to get in a better cash position.

"Under the Federal Housing Administration's Section 213, I might have been personally liable for any debts accrued during the selling period—if Cortese didn't deliver the units. So I stopped sales."

Sources inside and outside the company—they asked that their names be withheld—now agree that the operations have resulted in a drain on cash. Cortese contends that his only problem is the high cost of mortgage money.

In a letter to residents of Cortese's New Jersey community, T. Howard Waldron of Leisure World Foundation wrote that the problems that led to the sales halt were the high cost of mortgage money and

the "pattern of sales"—a euphemism for disappointing sales. Both problems, plus some recent difficulty in being bonded in New Jersey, indicate a cash squeeze for Cortese.

What's more, Section 213, under which Cortese built his Leisure Worlds, requires heavy front money. FHA doesn't extend mortgage insurance until cooperative units are 90% sold.

When sales halted in New Jersey, 115 deposits valued at \$63,250 were returned to buyers by Leisure World Foundation.

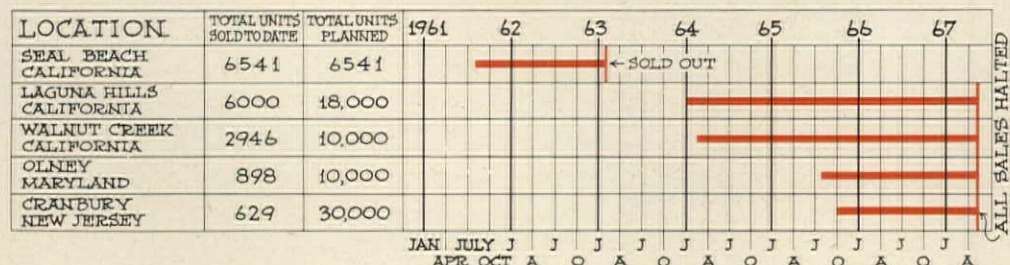
**Treading water.** With sales halted and two-thirds of his former 560-man staff gone, Cortese's building company, Rossmoor Corp., is completing about 1,000 pre-sold units. In at least one cooperative mutual—Mutual 3 in New Jersey—Rossmoor wasn't bonded until United California Bank (UCB) extended a letter of credit.

To pump some cash back into Rossmoor, Cortese's land and other assets, such as shopping centers, have been put up for sale. Rossmoor's General Counsel Robert E. Rosenwald says, "Mr. Cortese has always been willing to sell anything if the price is right. Right now he has some surplus land—in New Jersey, for example." In New Jersey Cortese has title to 3,435 acres, with another 230 under option, a local source says.

**No sale—so far.** Company sources say a score of firms have shopped the five Cortese sites in Laguna Hills and Walnut Creek, Calif.; Cranbury, N.J.; Olney, Md.; and Chicago. On at least one occasion Cortese himself tried personally to sell land to a major builder.

But the problem has been Cortese's prices. He reportedly wants \$15,000 an acre for Laguna Hills land mortgaged at \$11,000, and \$12,000 for Walnut Creek acres mortgaged at \$5,500. His latest prospect: Kaiser Industries.

**Cortese's empire at a glance: from sales start to sales halt**





This year Cortese seemed close to selling 60% of his 3,300 undeveloped acres near Chicago to builder William J. Levitt. But Cortese held out for \$5,000 an acre (mortgage per acre: \$3,000) and Levitt never put his offer in writing. An ex-employee quotes Cortese as asking during the negotiations: "Why should I sell for less than my price? I wouldn't have cash to work with after I paid my bills."

Now the Cook County, Ill., Forest Preserve District has taken preliminary steps to acquire about 3,000 of the Chicago acres. A Forest Preserve spokesman says, "Every time we have gotten this far with a site, we have acquired it—either by sale or by condemnation."

Earlier this year, Westinghouse nearly acquired Rossmoor Corp. and its Leisure World empire. But Cortese sources now say the deal is dead. Westinghouse is saying nothing at all (its public relations staff even withheld the name of the executive who refused comment).

**Time to think.** Despite all his difficulties, Ross Cortese is far from finished.

At least one financial analyst who follows the company agrees with UCB's contention that Cortese's assets exceed liabilities by \$10 million. And more important, UCB—which has done business with Cortese for about 15 years—has pledged to see him through his present troubles.

Says UCB Vice President Hal Mendon: "He could be back selling in 90 days."

As the bank has pushed its investment past \$32 million, Cortese has caught up with his debts. His payments are current on land mortgages of \$25.3 million held by Metropolitan Life, though the Met has postponed some payments (mortgage breakdown: \$9.3 million in Chicago; \$8.2 million in New Jersey and \$7.7 million in Maryland). A UCB executive says, "All of Cortese's bills are 30-days current." The bank acknowledges that this summer three small liens were filed against Cortese, and a reliable source says they were immediately paid. (Three other liens totaling \$51,949 are pending in Maryland.) Even a spokesman for a Philadelphia advertising agency that has a large account with Cortese says, "We aren't worried. The United California Bank won't allow a delay in payments."

The bankers look at the bright side of the sales halt. They say it gives Cortese time to sell assets, and allows Cortese, the bankers and the Met to study new unit-financing plans and marketing concepts to revive Leisure World sales.

**Mortgage woes.** The bankers and Cortese insist that the 5¼% interest ceiling on FHA's Section 213 mortgages is the root of Cortese's problems. The rate hasn't changed since he began his first Leisure World in 1960. In this tight-money market, 213 mortgages are discounted up to 12 points.

Ross Cortese told *HOUSE & HOME*: "With that kind of discount, I can't afford to build." As the builder, he must absorb most of the discount; attempts to pass part of it on to buyers through higher house prices and higher downpayments



**LAVISH HEADQUARTERS** (left) reflects outsized empire created by Ross Cortese (right). Three-story structure has 70,000 sq. ft., 64 columns and glass walls. Cost: \$2.5 million.

## 'I won't abandon my Leisure Worlds'

It wasn't so much what Ross Cortese said that made a rare interview with *HOUSE & HOME* so revealing—though he said some startling things. It was rather his manner and his headquarters that suggested what makes Ross run.

His \$2.5-million headquarters, which dominates his Laguna Hills, Calif., project, is a modern Grecian temple of overwhelming magnificence (photo, above). The 10' door is so heavy it must be opened by electric motor. Press a button and the door swings slowly open . . . brrrrrrrr . . . revealing an enormous lobby with matched marble walls.

The lobby typifies the very spirit of Corteseland, a kind of dream world come true. Only a man who does things big, and wants the world to know it, would build anything as opulent.

**Ross, the man.** Then there is the man himself, dapper and reserved—the image of the cool businessman until he sits down to be interviewed.

Cortese always balked at being interviewed, even in his golden days. Today—with things going poorly—he reacts as if every question was a personal insult. (After Cortese volun-

teered that he was the nation's biggest builder, he was asked: "Even bigger than Bill Levitt?" He seemed to take offense: "Why are you trying to compare me with Levitt? I don't care who is bigger.")

**And his words.** In that atmosphere Cortese granted a ten-minute interview. Here's what he said:

"Because of the high cost of financing I can't afford to build right now. I won't abandon my Leisure World program. I'm just sitting pat until the mortgage market changes. And I can wait throughout 1968 if I have to. . . .

"I forced the Leisure World Foundation [nonprofit sponsor of Cortese's Leisure Worlds] to suspend sales for the time being. It was my decision. . . .

"I have plans to develop my properties in different ways. I might have local Golden Rain Foundations [citizen groups] sponsor new construction. But why should I tell you my business? . . .

"I'm the only original thinker in homebuilding. I did the first planned community and now everybody else is copying me. And remember, I'll sue the first — who says I haven't been good for homebuilding."

tend to depress sales. In New Jersey downpayments jumped from \$3,817 to \$6,030 in two years.

Cortese and the bankers insist they want to stand pat for a while in hopes that the mortgage market will loosen. Indeed, the Johnson Administration has asked Congress to lift the 5¼% ceiling.

**One-man management.** Behind Cortese's current pot of trouble is the story of a strong-willed builder who had reason to believe in his own infallibility. After all, he was two years ahead of his fellow builders in 1960 when he innovated the small-scale planned community of Seal Beach, Calif. (541 acres; 10,000 population).

Like most pioneers, he did not second-guess himself. Nor did he allow any one

on his staff to second-guess him. When Seal Beach sold out 6,541 units in 17 months, Cortese logically concluded that he personally held the secret to a never-ending fountain of sales.

"After that money was no object," an ex-employee says. A man with lavish tastes, Cortese built a \$2.5-million office building in 1964, hired his own chef and bought a helicopter.

He poured money into community facilities and upgraded units in his next two Leisure Worlds—Laguna Hills and Walnut Creek—which opened in 1964. So Laguna units, at \$11,000 to \$16,300, were priced about \$2,000 higher than Seal Beach units. And Walnut Creek units, acclaimed for their architecture, were priced

continued on p. 8

## Canada raises mortgage rates to rescue building industry

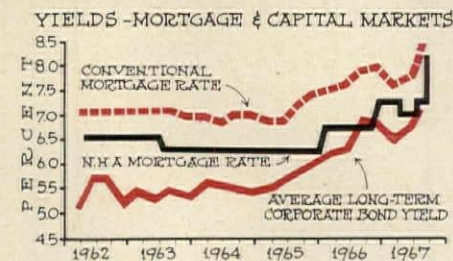
The interest ceiling jumps from 7¼% to 8¼% on mortgages insured by the Central Mortgage & Housing Corp., the Canadian government's equivalent of the FHA.

The maximum rate is usually set quarterly at 1½% higher than the average of long-term bonds. The rate was thus scheduled to go to 7½% Sept. 30, but that was regarded as too low to attract substantial sums of private money into the cash-starved homebuilding industry. Conventional mortgages are going at 8½%, and investors are seldom willing to pay more than 0.75% for insurance.

Economists expect the new 8¼% rate on National Housing Act (NHA) loans to attract funds, particularly for apartments.

**A depressed industry.** Before the government moved, it had been 1966 all over again. Homebuilding was declining despite rising demand for shelter. CMHC had just dropped a direct-lending program that rescued residential building last winter and spring. President W. G. Connelly of the National House Builders Assn. had said the result would be a total shutdown of private housing construction this fall. Residential building is a \$2-billion-a-year business in the Dominion.

The government had, in recent years, stimulated winter construction by direct lending and had pumped \$300 million more into such loans last spring to avert a housing shortage. But Prime Minister Lester Pearson felt that raising money for



Source: Bank of Canada Statistical Summary

**STORY IN THREE LINES** is told by Canada's rates. Conventional and government mortgages couldn't compete with bonds for most of year.

another winter incentive program was impossible in today's drum-tight bond markets.

And private money was scarce. Insurance companies are still beset by policy borrowing. Trust companies, the Canadian equivalent of this country's S&Ls, are short of deposits, and banks want consumer loans rather than mortgages.

**Unsatisfied demand.** A nationwide survey by Connelly's association indicates wide building-craft layoffs this fall and a major housing shortage by midwinter unless financing relief arrives quickly. Canada's Economic Council says the nation needs 170,000 new homes this year, but starts plummeted 11% to an annual rate of 151,000 in July and ran at 146,300 in August. Connelly now predicts the year's total will not exceed 135,000, only

a shade above last year's 134,500.

"The industry will fall far short of producing the desired starts to meet market requirements both this year and next," he says.

"Immigration jumped 50% in the first quarter this year compared to the same period of 1966," says Connelly. "By 1970 a half-million immigrants a year will establish new homes in Canada. By then we will require 300,000 housing units a year—double this year's production."

Others explain that Canada's population of 20 million is increasing 70% faster than the population of the U.S.

**Toronto's big squeeze.** The housing shortage will hit hardest in Toronto, which claims to be the world's fastest growing metropolitan area. Its population of 2 million is increasing by 4.5% to 5% a year, and the Real Estate Board's Don Kirkup laments that visitors already describe his city this way:

"... a great place to visit but you could never find a place to live there."

Toronto's house prices have risen 50% in seven years, and new homes list at an average \$30,000. That's beyond the reach of nine out of ten families. Apartments offer only a dubious alternative, and financing is scarce for such multifamily projects also.

By year's end, says Kirkup, Toronto's housing supply will be 20,000 units short of demand.

## Cortese's Leisure World empire . . . continued

from \$15,000 to \$18,000.

In the process of upgrading, he shifted away from the low-cost retirement market that provided instant sales in Seal Beach. At Seal Beach 79% of the buyers were 65 years or older, but at Walnut Creek only 60% were 65—and the percentage has been falling. Asked to explain the Seal Beach success, a former sales executive said, "The units were cheap, the concept was novel, and we were lucky."

After a strong start at Laguna and Walnut Creek, sales leveled to the point where, as another former executive says, Walnut Creek remained a drain on cash until the middle of 1966.

This same price spiral, fueled by a \$15-million investment in improvements in New Jersey and Maryland, is an important factor in Cortese's disappointing Eastern sales record. The average Maryland house price was \$22,800.

**The rush east.** Back in 1963 and 1964, no one could foresee the results of the price spiral. So, full of confidence, Cortese pushed eastward.

It was his biggest mistake.

He bought sites in Chicago, Maryland and New Jersey almost simultaneously, and stockpiled 7,355 acres—enough land for 70,000 units.

The three-site expansion soon began to strain his finances. Carrying charges on the land rose to \$2.5 million a year, in-

cluding more than \$1 million on the Chicago site alone. With his empire expanded, Cortese needed at least 1,000 sales a year at each of the Eastern sites. And as interest mounted, pressure increased on Cortese to get things done.

In that rush atmosphere problems developed in New Jersey. That project officially opened for sales Oct. 15, 1965, but five to seven months passed before legal steps in New Jersey and New York were completed to permit the project to be advertised in the huge New York market and to allow salesmen to accept final downpayments.

**Little market research.** Early in 1966, with both New Jersey and Maryland open, it became clear that the relatively new retirement-community concept was meeting sales resistance. Potential buyers apparently thought Leisure Worlds were old folks' homes. (A Manhattan woman asked one New Jersey buyer, "Do they give you good food?").

No effective market research had been done, so the resistance caught salesmen unprepared. A former executive says: "I couldn't interest Cortese in market research. He doesn't think anybody can tell him how to sell retirement housing."

As time passed, the two East Coast projects began emphasizing country-club living. Sales picked up to about one a day—not even enough to support the nonprofit

sales and management corporation.

In the fall of 1966 Cortese "postponed" plans to develop the Chicago site and began entertaining sales offers.

**Executive parade.** As problems mounted, particularly the rising Section 213 discounts, executive heads rolled at Cortese's Laguna Hill headquarters.

Since 1965 Cortese's dissatisfaction with sales has caused six general sales managers to come and go ("No one could get him 2,500 sales in New Jersey," says a former employee with wry humor). An executive with Cortese for four years is considered an old-timer.

**The unanswered question.** With sales halted temporarily, one question stands out: Do residents face possible higher monthly payments to help support existing community facilities built for maximum populations?

Says Robert Carithers: "No one can say. Services might have to be curbed at some Leisure Worlds. But we think monthly payments can be kept level through 1968. We should be selling again long before then."

The residents themselves show the least concern. "The citizen group in Laguna—Golden Rain Foundation—is talking about financing a new mutual," says Carithers. "And residents in Walnut Creek are underwriting the cost of retaining some salesmen for a few weeks or so."—FRANK LALLI

# Would a built-in warming shelf make your kitchens sell faster?

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at no extra cost.**



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## Building labor shortage may worsen before it improves

Craft labor is getting tighter.

Rising manpower needs—ranging from laborer to lather, from carpenter to cement mason—become clearly evident in a combination of on-the-spot surveys with contractors and an analysis of the programs and policies designed to relieve the craft-worker shortages.

Put another way, if the homebuilder has had difficulties in rounding up employees, his problems are not headed for a quick solution. They could get worse.

Contractors in Atlanta, Detroit, Chicago, Indianapolis, Pittsburgh and Portland, Ore., already report severe problems, and a host of other cities are not far behind.

**Small rays of hope.** There is an occasional exception. Contractors in some cities report manpower problems are no worse, and, indeed, some cases show improvement. In California, for instance, last year's lag in homebuilding has eased pressure on the manpower market. But a pick-up is under way, and builders say this could cause a drain, particularly on journeymen electricians, if it accelerates.

Generally, the labor supply is limited. For one thing, the pace of homebuilding has picked up appreciably in most places since midyear. And by contrast, the programs designed to ease the perennial shortages of construction labor and to open craft unions to Negroes and other minorities are moving slowly.

The shortages run the gamut of construction jobs. Among the skilled crafts, carpenters and electricians are the most scarce.

**Builders' size-up.** Contractors across the country respond in much the same way to questions about a solution.

Homebuilders in Seattle, for instance, say they could enlarge work crews by 20% to 25% if manpower were available. President Herman Sarkowsky of United Homes stresses the need for plumbers and says carpenters, cement finishers and roofers are also in short supply. But he hopes for a manpower reprieve because booming industry is drawing construction labor into the region.

Contractors in and around Seattle, as elsewhere, are actively recruiting labor from other areas or stepping up apprenticeship programs. But Joe Martineau, executive director of the Seattle Master Builders, who sits on the joint apprentice council for carpenters, says the recruitment results are discouraging.

"We won't have the class of journeymen in the future we've had in the past," he explains. "We'll just have 'nailers' who can't do finish carpentry."

**Electricians and plumbers.** In a mass recruiting program last year, Maynard Sundt of the National Electrical Contractors Assn. notes that 800 electricians were rounded up. Some 600 are still in the area. Still, he says, supply is currently "nip and tuck" with demand.

Electricians and plumbers are also in short supply in several other regions. The Cleveland HBA says shortages of these crafts have led to an average three-week

No. OF CONTRACTORS EXPERIENCING A LABOR SHORTAGE IN EACH CITY	CRAFTS WITH SHORTAGES									
	ROOFING	REPOINTING	BRICKLAYING	CEMENT FINISHING	ELECTRICIAN	LABORER	PAINTER	PLASTERER	PLUMBER	WELDER
ATLANTA	4	1	x	x	v	x	v	.	.	v
BOSTON	4	0	v	x	v	v	.	.	.	x
CHICAGO	10	2	.	v	v	v	.	.	.	.
CLEVELAND	8	1	x	v	v	.	.	.	.	v
DALLAS	2	1	.	.	.	.	.	.	.	.
DENVER	8	4	.	.	v	.	.	.	.	.
DETROIT	10	1	x	x	v	x	.	.	v	x
HOUSTON	8	2	v	.	v	v	.	.	.	.
LOS ANGELES	14	10	.	.	.	.	.	.	.	.
MIAMI	3	0	x	.	x	x	.	.	x	x
NEW ORLEANS	6	4	.	.	.	.	.	.	.	.
NEW YORK	5	2	.	.	x	.	.	.	.	.
OAKLAND-5F	12	11	.	.	.	.	.	.	.	.
PHILADELPHIA	9	2	x	.	x	.	.	.	.	v
SEATTLE	7	2	v	.	.	.	.	.	.	v
ST. LOUIS	3	0	.	.	.	x	.	.	.	x
WASHINGTON D.C.	2	0	.	.	.	.	.	.	.	.

KEY TO SHORTAGE SYMBOLS:

• ONLY ONE OR LESS THAN 25%  
 ✓ 25% TO 50%    x OVER 50%

SOURCE: ENGINEERING NEWS-RECORD

delay in apartment construction, "and the delays are getting longer."

The craft shortage in Cleveland stems partly from a civil-rights problem, with the International Brotherhood of Electrical Workers and the plumbers and pipefitters in the forefront of the dispute. A combined drive by the Building Trades Employers Assn. and the Cleveland AFL-CIO has been under way to enlarge apprentice training among both Negroes and whites, and it includes an effort to interest high school students in the advantages of being building tradesmen.

**Pirating in Chicago.** Chicago homebuilders report major shortages among carpenters, bricklayers and, to a lesser extent, plumbers. Says one developer-builder: "Our No. 1 headache is getting enough carpenters. That's where we're really hurting."

The short supply of carpenters has led to some pirating. One builder explains: "If you hold out one plum to the carpenter this year, he'll hope for better things next year; and if the job is big enough, he'll start shifting his men to your project. The only real problem is that there just plain aren't enough numbers to go around."

Atlanta, where construction craft shortages seem to be perennial, reports a short supply in all building trades. Labor-market analyst Bill Sims says even laborers are in short supply, a fact he finds hard to explain in the face of a high rate of unemployment among unskilled workers. Builders are relying on federal manpower training to relieve the shortages, but a buildup of industry tends to maintain an overall scarcity.

**Competence lacking.** Atlanta builder Charles A. Mueller points to a shortage of "good" labor. As for finish carpenters, he

says, "there's no such thing," and even rough carpenters are "very difficult" to find. Of truly competent cement finishers, Mueller just says "impossible."

There is one highly puzzling aspect of the manpower problem. Shortages persist despite a construction-worker unemployment rate that persistently holds at double the national jobless average.

At President Johnson's request, the Labor Dept. is investigating the causes for the rate of unemployment in construction. Preliminary evidence points to seasonality and interruption of work due to bad weather and the inability or unwillingness of workers to transfer from one job to another. Other factors are the average builder's inability to provide continuing employment and the system of subcontractors working on a piece-work basis.

But whatever the causes, there is no ready way to match available jobs with available workers. On top of this, there is little evidence that the unemployed could readily fit into the construction jobs that are going begging. This is the challenge facing both the federal manpower training program and the apprentice training programs.

**Heavy attrition.** The National Association of Homebuilders, in an analysis of federal training programs for construction, points to a total of only 14,700 construction workers trained in the four years from 1962 to 1966, an annual rate of 3,675. The survey contrasts this with the annual attrition of 282,000 workers in construction, so that the government is providing by training only 1.59% of the need. About 760 Negroes are trained each year, 21% of the total.

Even with the current problem of shortages, the long-range need is even greater. With 3.7 million employed in the entire construction field, the employment need is expected to grow by 2% a year over the next 10 years. That would mean 758,000 more jobs in the next decade. On top of this, 2 million new jobs will be created by attrition, retirement, death and those leaving the industry.

**Bleak outlook.** The prospects for any immediate solution appear slim. There will be a continuation of federal plans to move more Negroes into apprentice programs, but that move will be complicated because the numbers of apprentices are small compared with the demand.

There is some prospect—in view of the explosiveness surrounding the civil rights movement—that there will eventually be substantial changes in the current system of employment and apprentice training in the construction industry. But these are long-range.

The extensive qualifications and extended training required in apprentice training will in time be modified, possibly by setting up separate levels or classes of training to meet the varying job needs.

But for the time being, the construction manpower problem will remain.

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**Kwikset keeps pace with today's trends.** Homebuyers today are insisting on more flair in such areas as doorway decor. To answer this demand, Kwikset in the last year alone has introduced five new knob designs — the Copa, the Delta, the Epic, the Facet and the Grecian — and the rich new etched and antique finishes of brass, bronze and nickel.

Each new design, each new finish represents the kind of tasteful styling that dramatically enhances the architecture of the homes you build.

**Kwikset puts a premium on performance.** While stylists search for new designs, Kwikset's technicians are constantly striving to find new ways to make the best lockset even better.

As a result of research and development over the past few years, the Kwikset "400" Line locking mechanism has been completely re-designed for greater reliability and more perfect performance. This new locking mechanism solves the worrisome and costly callback problem.

**Kwikset helps you sell!** Extensive national consumer advertising plus such on-the-spot sales aids as presentation key sets and attractive, informative literature give your salesmen just that many more selling points when you use Kwikset. And in the current market, every little bit helps.

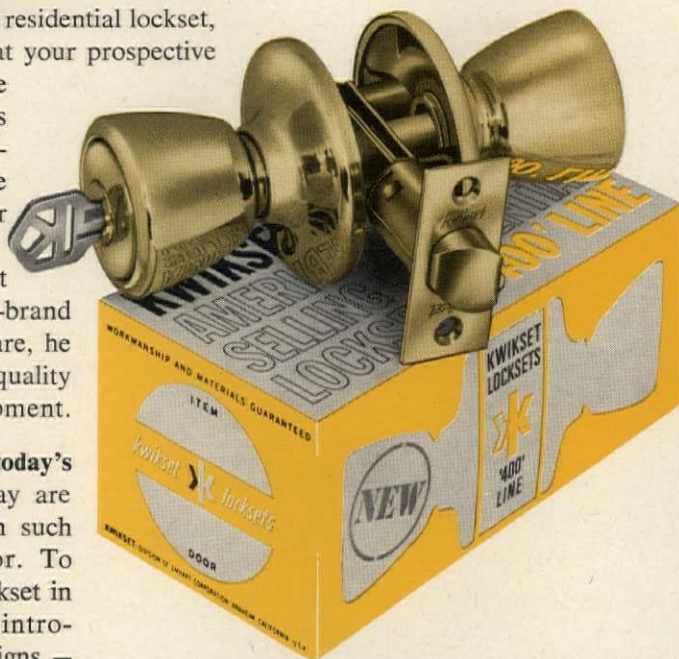
Don't overlook Kwikset's exclusive Protectokey® safety system, either. With today's security-conscious homebuyers, it is a strong selling tool.

**Kwikset saves you money.** The time spent installing locksets mounts up. The more homes you build, the more time it takes, the more money it costs. Because Kwikset locksets can be installed faster and easier, you save on overall construction costs. Nothing spectacular, true. But again, every little bit helps.

And when you use Kwikset, you use the lockset that is guaranteed against any defects in the materials that go into it, or the careful craftsmanship that creates it.

Frankly, nobody is going to buy one of your houses just because you feature Kwikset locksets. Nor is anybody not going to buy one because you don't. But if you build a well-designed, quality home with quality building products, it makes sense to use the quality lockset — Kwikset.

*The name on the box is Kwikset, the best-selling residential lockset. A major factor in Kwikset's sales success is the popular Bel Air design lockset, shown here in satin bronze. Since their introduction, more than 60,000,000 Bel Air design knobs have been used on homes throughout the world.*



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# Opportunity for builders: a housing shortage in 'snuburbia'

Houses are in shortest supply in the bedroom communities around New York and Detroit, but the scarcity extends through the Midwest to the West and South.

Because the suburbs are also the "snuburbs," most of the demand is for higher-priced housing. But there is also a shortage of moderately priced homes in some areas.

The used-house market cannot now supply the demand. So there's a wide-open opportunity for new-house builders—if they can get at it.

The New York sellers' market extends through Westchester County, Long Island, Connecticut and New Jersey. Multiple bids on the same used house are already common in close-in Westchester, and customers recently lined up three deep with checks in hand for a house in Larchmont.

**Detroit's sales.** In the Motor City's prestigious Birmingham, just a status cut below exclusive Bloomfield Hills, used homes are offered in the morning and sold in the afternoon. Buyers rush to newsstands for the listings, and the seller gets his price.

Virtually no used homes remain for sale in the \$20,000-to-\$30,000 range in Detroit's better suburbs. In Southfield, which is comfortably off but not top-bracket, homes now start in the mid-\$30,000 area. Detroit's builders already have one of the nation's best new-house markets.

**The New York area.** Westchester's shortage extends to all price ranges, and there are few offerings below \$35,000. Nearby Connecticut's scarcity is in the higher brackets, notably in Stamford and Westport. Long Island, too, is short of higher-priced houses near New York City. And New Jersey's supply of housing is generally tight in the metropolitan area, with prices rising sharply.

**The reasons.** A broad range of factors explain the suburban shortages.

Construction has eased off in many upper- and middle-income communities because of severely restrictive zoning. Costs of land, materials and labor all have jumped in the last year, and the mortgage squeeze of 1966 discouraged building. What's more, riots have added to pressures on the suburbs, encouraging a new exodus from city centers.

Here's the suburban picture in several other metropolitan areas:

**Chicago**—the exception to the rule. "Our suburbs have plenty of houses," one tract builder says, "but where are the customers? The market is quiet—not asleep, mind you, but just taking a half-snooze."

**St. Louis**—few homes for immediate delivery in the \$20,000-plus bracket. Land zoned for 7,500 to 15,000-sq.-ft.-lots is simply disappearing.

**Cleveland**—the HBA reports no houses are being built under \$25,000. Bad weather slowed work in April, and strikes halted building in May. When construction resumed, the cost of housing was up at least 8%.

**Los Angeles**—the shortage extends down into the \$17,500-to-\$22,500 range. Builders say a profit is next to impossible on homes in that bracket, and they are not building.

**Atlanta**—the shortage among cheaper houses is sharpest in Atlanta's suburbs, and it extends down to \$12,500 homes. Within five years, 15,000 to 20,000 homes in the \$10,000 class will be needed in Atlanta, but few builders are left in that bracket.

**A zoning problem.** The shortages now developing in the upper price ranges merely emphasize the almost complete lack of moderately priced new housing in the suburbs. Restrictive zoning is widely blamed, not only for keeping such housing out of the suburbs but also for discouraging it everywhere. Says California's William J. Leonard, executive vice president of the HBA of Greater Eastbay:

"The majority of local governments simply don't want modest cost housing and under their local autonomy laws have, by policy, eliminated the average American from being able to exercise his free choice in the purchase of a modest-priced home he can afford." *NEWS continued on p. 16*

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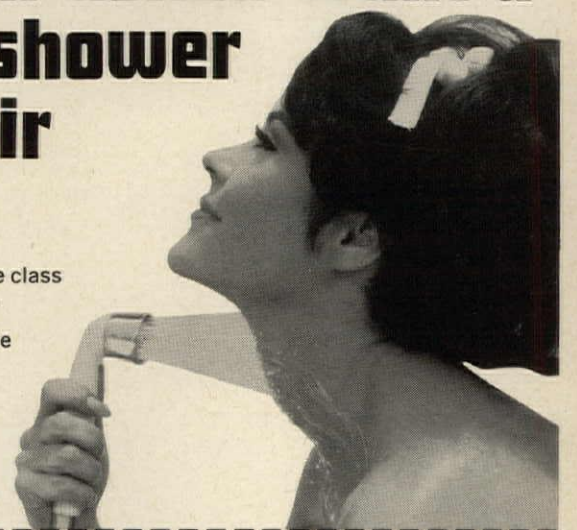
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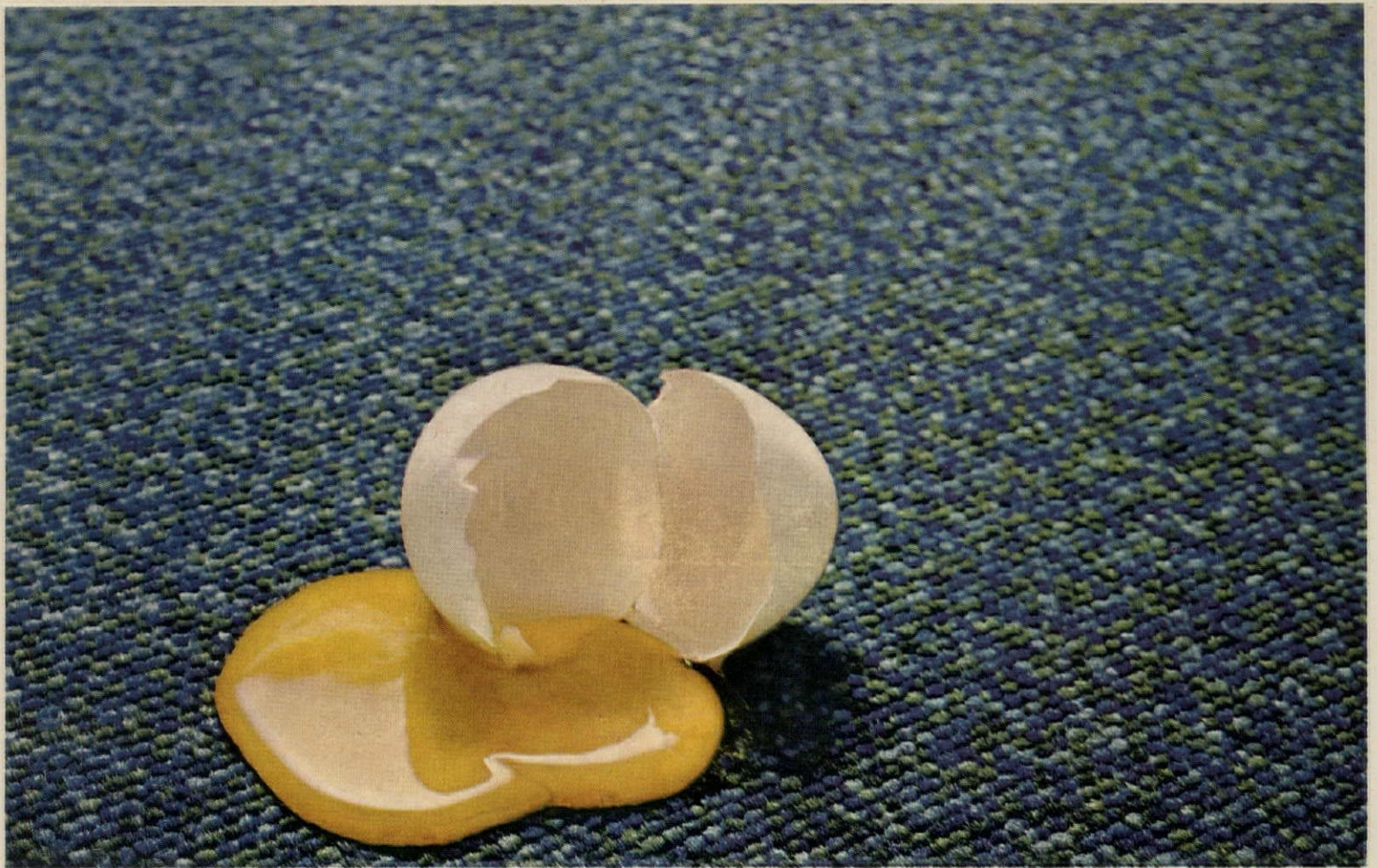
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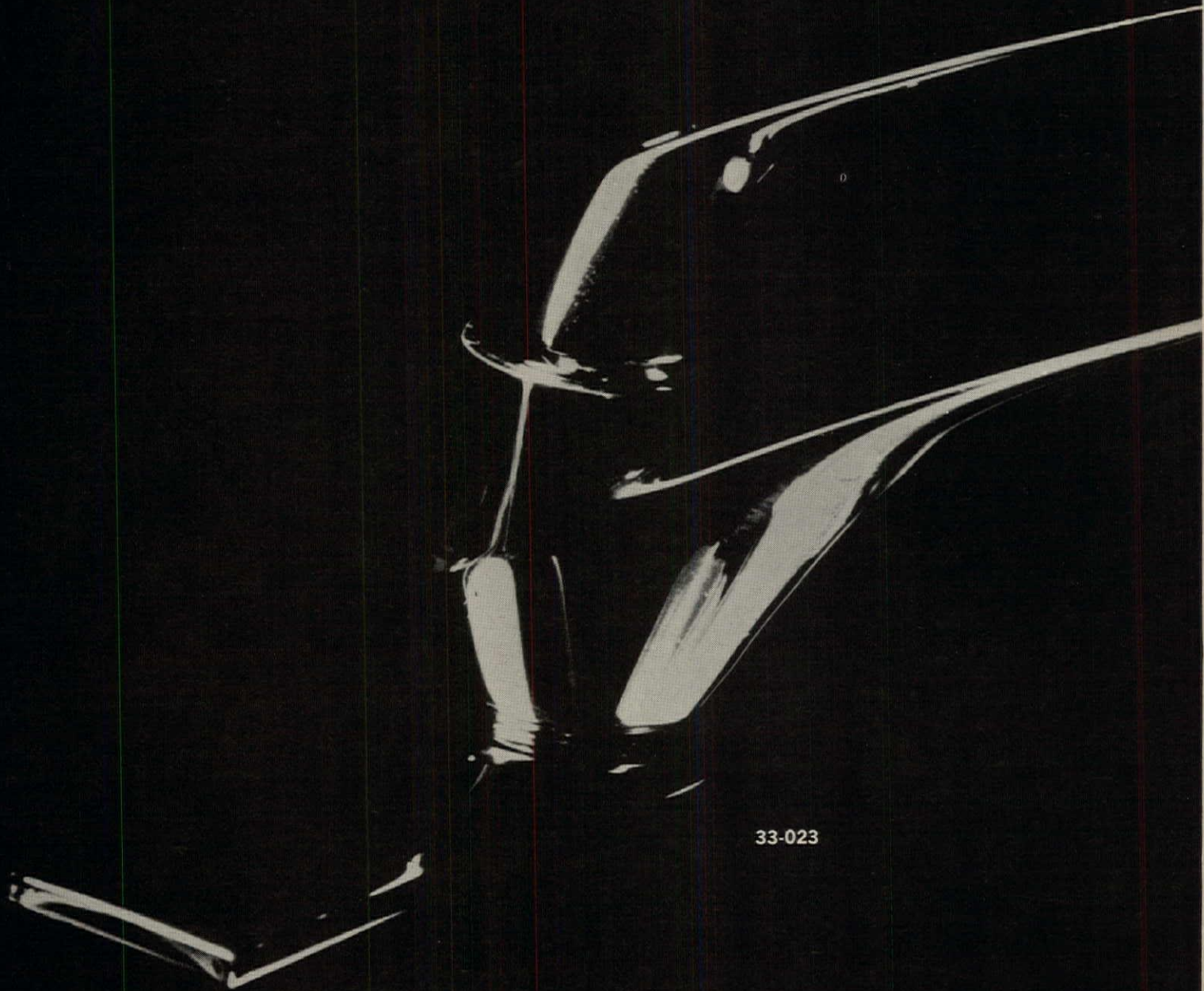
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# Mortgage men close ranks against 'anti-windfall' bill

Oscar G. Assoc.

World Wide Photos

The controversial measure would require FHA to deduct the amount of any discount originally received by a mortgagee if the agency had paid any claim for insurance within three years of the insuring date.

Sen. Frank J. Lausche (D., Ohio) introduced the bill (S. 560) with the announced intention of barring windfalls to mortgage houses that lend to poor risks and then foreclose. Theoretically, redemption of the loan at par would then give the lender a windfall amounting to the discount he had charged when he made the mortgage.

The measure has been tied down in the housing subcommittee. It has picked up unexpected support from Sen. Harrison A. Williams Jr. (D., N.J.), but its fate remains highly uncertain.

**Mortgage group's stand.** The Mortgage Bankers Assn., representing 2,000 mortgage-banking and insurance firms, is leading the assault on the Lausche measure. The association claims the bill would:

- Preclude the development of a secondary market for FHA mortgages because investors would shy away from buying mortgages with undeterminable yields.
- Be administratively unworkable because mortgages are often sold several times at differing discounts.
- Place a premium on excessively severe underwriting standards, thus penalizing the low-income groups FHA is supposed to help.

The MBA also insists there is no evidence that discounts have encouraged rapid or unduly burdensome foreclosure, an assertion made by a great many of the sup-



STAYMAN

LAUSCHE

porters of the Lausche bill.

**Opposition.** The Johnson administration has taken a cautious stand teetering toward opposition.

Secretary Robert C. Weaver of HUD testified last July that he had "no objection" to the windfall bill, but he was careful to warn against possible negative effects.

Philip J. Maloney, deputy commissioner of HUD in charge of FHA, also said he had no objection—and then proceeded to warn the subcommittee that "administrative changes" would probably have to be made if the bill were passed.

And President Ray Lapin of the Federal National Mortgage Assn. spoke in outright opposition. He said the Lausche bill would discourage investors in the mortgage market. But he also said an amendment permitting investors to receive the same amount they would have gained if the mortgage had matured (and there had been no

foreclosure) might provide a workable compromise.

**Letter campaign.** To win over uncommitted senators on the subcommittee—all members except Williams—the MBA has rallied its legislative council and its membership in a letter-writing campaign. The committee, headed by John Sparkman (D., Ala.), includes such housing leaders as Walter F. Mondale (D., Minn.) and Charles H. Percy (R., Ill.).

Vice President Clarke Stayman of the First National Bank of Chicago has already written Sen. Percy to cite his own bank's figures as proof that windfalls seldom follow disclosures.

"During the foreclosure period," he pointed out, "the interest paid by FHA is less than the face interest on the note. In addition, certain expenses are not covered by FHA.

"We have calculated that we need a discount of 0.7% to 1.2% to cover out-of-pocket expenses on foreclosures in California.

"And because of the extremely long [mortgage] redemption period in Illinois, we need in excess of 2 points to cover out-of-pocket expenses. This does not even take into account the loss of interest because of the differential."

The Lausche bill's result, said Stayman, "would be a complete withdrawal of investors' funds from the guaranteed markets, leaving only FNMA to support the homebuilding industry and to provide for pent-up home demand."

## Bill Levitt Jr. originates a little FNMA in land loans

The new company will lend money against land mortgages or buy the mortgages in much the same way Fanny May buys home loans.

William J. Levitt Jr., son of the nation's top volume builder, has organized the new venture as Mortgage Bankers Corp. and capitalized it "in seven figures." It is a clearing house for purchase-money mortgages, the mortgages taken from a developer in return for loans to buy land.

Levitt's company will pay the holder (mortgagee) up to 80% of face value for a mortgage with a term of three years or less. When the mortgage is satisfied, there will be a negotiated rebate of up to 15% more, which could bring payment up to 95%. The mortgage must arise from a sale of land to its ultimate developer and must be a first lien. The loan can be for no more than 80% of the cost of the land.

The new company provides a liquidity pool for land lenders. Its payment is the minimum 5% it takes off the top.

Levitt severed connections with his father's company, Levitt & Sons, in 1962. He has operated in realty and land development in New York, New Jersey and Pennsylvania under the name Levitt Properties Inc. His headquarters are in Philadelphia.

## HOMEBUILDERS' MORTGAGE MARKET QUOTATIONS

Reported to HOUSE & HOME in week ending October 13.

City	FHA Sec. 203b— Discount paid by builder Min.-Down* 30-year immed. w Private mkt.			FHA 207 Apts. Discount 5 1/2 %	Conventional Loan Rates			Construction Loan Rates Interest+fees All lenders
	FNMA x y 6%	6%	Trend		Comm. banks, Ins. Cos. 75%	Savings banks, S&Ls 80%	Savings banks, S&Ls Over 80%	
Atlanta	5 1/2	5 1/2-7	Steady	a	6 1/4	7	7	7+1
Boston	4 1/2	1	Down 1	a	6 1/4	6 1/2-6 3/4	6 1/2-6 3/4	6 1/4-6 3/4
Chicago	5	5	Down 1	a	6 1/2	6 1/2	6 1/4	7
Cleveland	5	4-6	Steady	a	6 1/4-6 3/4	6 1/2-6 3/4	6 1/4+1	6 1/4+1-2
Dallas	5 1/2	5 1/2	Steady	a	6 1/4	6 1/2-6 3/4	6 1/4-7	7+1
Denver	5 1/2	3-4	Steady	a	6 1/4-6 3/4	6 1/2-6 3/4	7	6 1/2-6 3/4+1-2
Detroit	5	4 1/2-6 1/2	Up 1	a	6 1/4-6 3/4	6 1/2-6 3/4	6 1/4-7	6 1/4+1
Honolulu	5 1/2	6	Steady	a	6 1/4-7	7-7 1/4	7 1/2	7+ 1/2
Houston	5 1/2	5 1/2-6	Steady	a	6 1/4-7	6 1/4+1	6 1/4+2	7+1 1/2
Los Angeles	5 1/2	5 1/2	Up 1/2	a	6 1/4-7	6 1/4-7	6.6-7.2+1-2	6 1/2-7+1-2
Miami	5 1/2	5 1/2	Steady	a	6 1/4	6 1/2-6 3/4	6 1/4-7	6 1/4+2
Minn.-St. Paul	5	3-5	Up 1 1/2	8-9	6 1/2-6 3/4	6 1/2	6 1/4	6 1/4-7+1
Newark	4 1/2	3 1/2-5	Steady	10 <sup>a</sup>	6+1	6+1	6+1-2 <sup>b</sup>	7+2
New York	4 1/2	2	Steady	10 <sup>a</sup>	6+1-2	6+1-2	6+1-2 <sup>b</sup>	6 1/4+1-1 1/2
Okla. City	5 1/2	3-5	Down 1	a	6 1/4+1	6 1/4+1	6 1/2+1-2	7+1-1 1/2
Philadelphia	4 1/2	5	Up 1 1/2	a	6	6	6-7	6 1/2+1
San. Fran.	5 1/2	4-5 1/2	Up 1/2	a	6 1/4-6 3/4	6 1/2-7	b	6 1/2-7+1-2
St. Louis	5 1/2	5-7	Steady	a	6 1/2	6 1/2	6 1/4-7	6 1/4
Seattle	5 1/2	5	Up 1/2	a	6 1/2-7	6 1/4-7	7-7 1/4	7+2 1/2-2
Wash., D. C.	5	5-8	Steady	a	6+1-2	6+1-2	a	6 1/2+1-1

\* Immediate covers loans for delivery up to three months, future covers loans for delivery in three to twelve months.

\* Quotations refer to prices in metropolitan areas, discounts may run slightly higher in surrounding towns or rural zones.

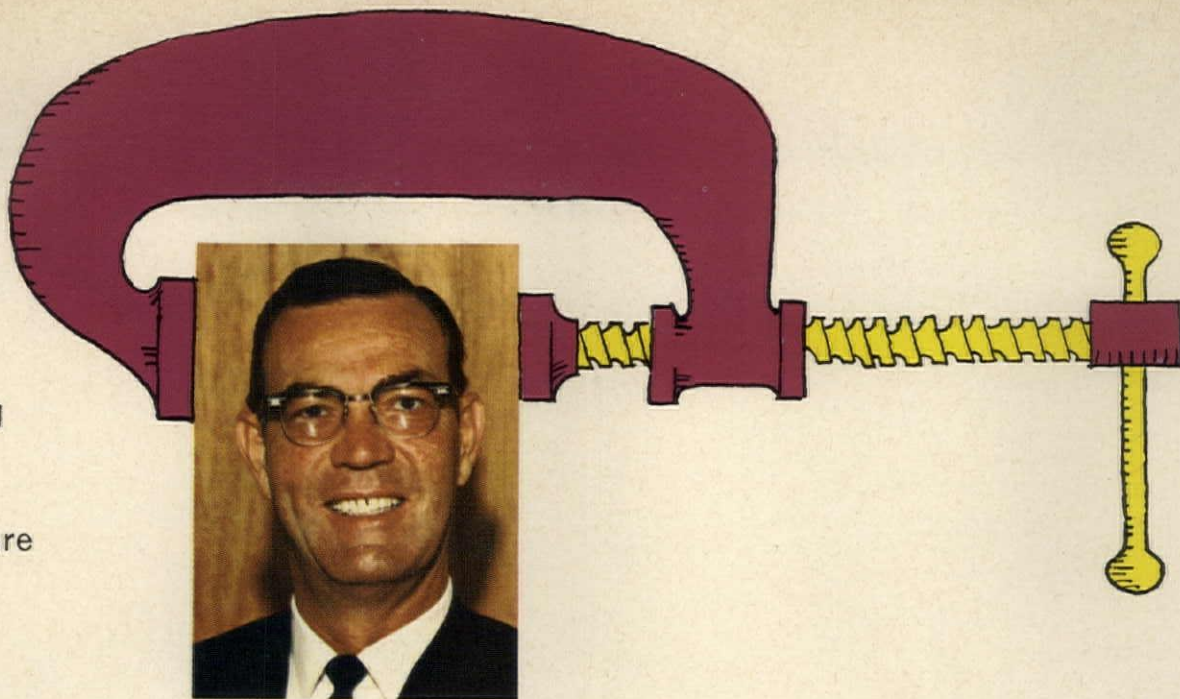
\* Quotations refer to houses of typical average local quality.

\* 3% down on first \$15,000; 10% of next \$5,000; 25% of balance.

Footnotes: a—no activity, b—limited activity, c—Net yield to investor of 6% mortgage plus extra fees, w—for comparable VA loans also, x—FNMA pays 1/2 point more for loans with 10%. y—discounts quoted are net after seller pays 1/2% marketing fee and 1/2% adjustment for stock purchase. Seller must pay 1% of mortgage for stock calculated in \$130 units, of which \$30 is contribution to FNMA capital and \$100 is for a share trading at about \$70.

Sources: Atlanta, Robert Tharpe, pres., Tharpe & Brooks Inc.; Boston, Robert Morgan, pres., Boston Savings Bank; Chicago, Robert H. Pease, pres., Draper & Kramer Inc., and Robert H. Wilson

pres., Percy Wilson Mortgage & Finance Corp.; Cleveland, David E. O'Neill, vice pres., Jay F. Zook, Inc.; Dallas, M. J. Greene, pres., Southern Trust & Mortgage Co.; Denver, Clair A. Bacon, pres., Mortgage Investments Co.; Detroit, Sherwin Vine, vice pres., Citizens Mortgage Co.; Honolulu, H. Howard Stephenson, vice pres., Bank of Hawaii; Houston, Everett Mattson, pres., T. J. Bettes Co.; Los Angeles, Christian M. Gebhardt, vice pres., Colwell Co.; Miami, Lon Worth Crow Jr., pres., Lon Worth Crow Co.; Minneapolis-St. Paul, Walter C. Nelson, pres., Eberhardt Co.; Newark, William W. Curran, vice pres., Franklin Capital Corp.; New York, John Halperin, J. Halperin & Co.; Oklahoma City, B. B. Bass, pres., American Mortgage & Investment Co.; Philadelphia, Robert S. Irving, vice pres., First Pennsylvania Banking & Trust Co., and Robert Kardon, pres., Kardon Investments; St. Louis, Charles A. Keller, vice pres., Mercantile Mortgage Co.; San Francisco, John Jensen, vice pres., Bankers Mortgage Co. of California; Seattle, Kirby D. Walker, vice pres., Continental, Inc.; Washington, James C. Latta, Sr. vice pres., Associated Mortgage Cos. Inc.



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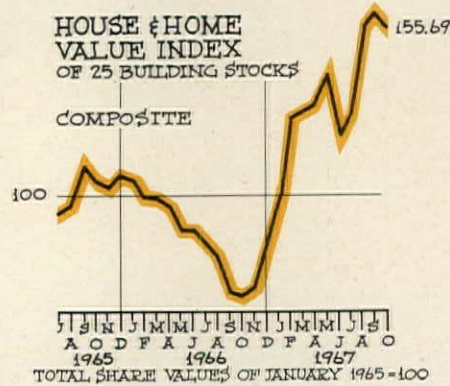
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

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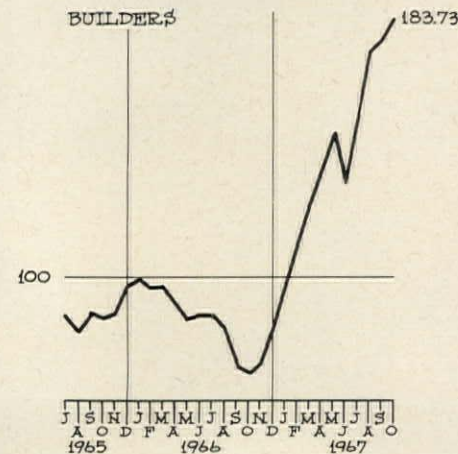
# Housing stocks: a good month for all but the S&L issues

HOUSE & HOME's building stock index has been climbing, with mild setbacks, since 1966. Most issues rose again last month.

But the composite index of 25 issues, five from each of homebuilding's major categories, slid from 158.49 to 155.69 on a poor performance among S&Ls. Indexes are figured from a base of 100, representing share value in 1965. Dots (.) identify the 25 issues in the price list below. Here's how the composite looks now:



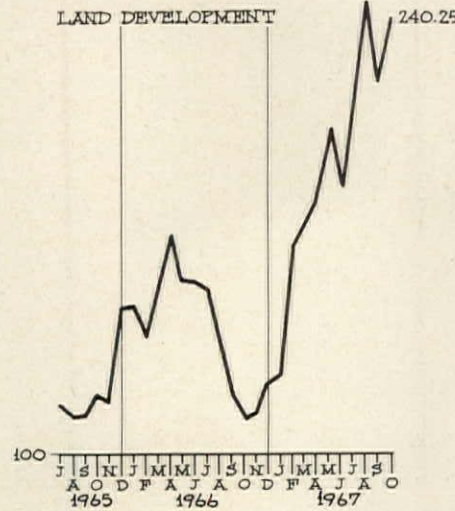
Building companies had a good month, led by such old reliables as Kaufman & Broad and Levitt. K&B was up 5 3/4, to 30 1/8, on excellent third-quarter earnings. This is the building-company index:



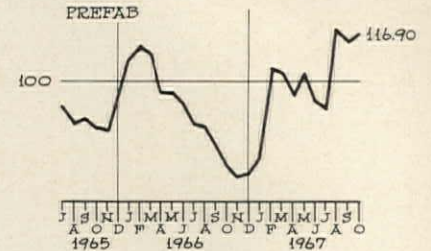
Most of the S&Ls slipped. The index was off nearly 17 points at 113.26. First Charter of Los Angeles, world's largest private savings and loan holding company, dived 4 7/8 points to 27 3/8. Financial Federation of Los Angeles gave up 3 1/4 points, easing to 18 1/4. The S&L index now looks like this:



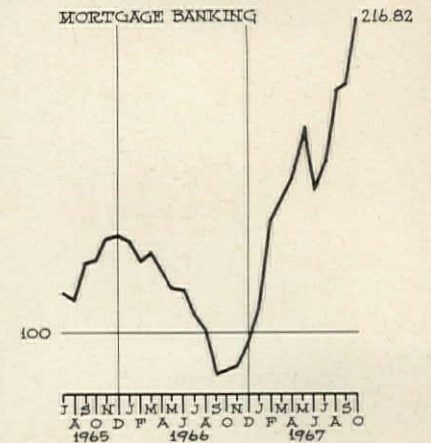
Land developers posted a solid gain, from 224.50 to 240.25. McCullough Oil of California, which is developing Lake Havasu City in Arizona, led the way on a rise of 3 3/8 points to 25 1/8. Another California company, Laguna Niguel, rose 2 1/4 to 7. The graph of the stocks on the index looks this way:



The five leading prefab stocks edged up from 113.62 to 116.90. Scholz Homes, the Toledo-based custom-house maker, tacked on 1 1/2 points, to 6 1/2, for the list's best gain. Here's the composite picture of five prefab issues:



The mortgage bankers had a great month. Mortgage Guaranty of Milwaukee jumped 10 3/8 points to 59 3/4. The stock has a healthy history (NEWS, June), and now seems to have caught fire. It sold at 38 5/8 four months ago. Here's the index:



## HOUSING'S STOCK PRICES

COMPANY	Oct. 2 Bid/Close	Chng. Prev. Month	COMPANY	Oct. 2 Bid/Close	Chng. Prev. Month	COMPANY	Oct. 2 Bid/Close	Chng. Prev. Month						
<b>BUILDING</b>			<b>MORTGAGE BANKING</b>			<b>LAKE ARROWHEAD</b>								
Capital Bldg. (Can.)	51¢	-	•Advance	10	+ 1/2	Lake Arrowhead	14 1/2	- 1 3/4						
Cons. Bldg. (Can.)	1.05	-20¢	•Associated Mtg.	8 1/2	-	Major Rlty.	1 3/4	+70¢						
Dev. Corp. Amer.	3	+ 3/4	Charter	2 3/4	- 1/4	•McCulloch Oil b	25 1/2	+ 3 3/8						
Edwards Inds.	2 1/4	+ 1/4	•Colwell	17 1/2	+ 1 1/2	So. Rlty. & Util. b	4 3/4	+ 1/4						
First Hartford Rlty.	7 3/4	+ 1 3/4	•Cont. Mtg. Inv. e	46 1/2	+ 2 1/2	Sunasco c	11 3/4	+ 1 1/8						
First Nat. Rlty. b	1 1/8	- 1/8	Cont. Mtg. Ins.	10 1/2	+ 3/4	<b>DIVERSIFIED COMPANIES</b>								
Frouge	4 3/4	+ 1/2	FNMA	68	- 2 1/2	City Invest. e	74 3/4	- 3 3/8						
•General Bldrs. b	3 1/2	+ 1/4	First Mtg. Inv.	17 3/4	- 1 1/2	Rouse Co.	13 3/4	+ 1 1/4						
•Kaufman & Bd. b x	30 3/8	+ 5 3/4	Kissell Mtg. b	7 3/4	-	Tishman Rlty. e	37 3/4	+ 2 3/4						
•Levitt	28 3/4	+ 3 3/8	Lomas & Net. Fin.	4 1/4	-	<b>MOBILE HOMES</b>								
Lou Lesser Ent. d	3 1/4	+ 1/4	•MGIC d	59 1/2	+10%	Con Chem Co.	12 1/4	- 1/4						
Nationwide Homes	2 3/8	-	Mortg. Assoc.	8	+ 1	Divco-Wayne e	51 3/4	+ 6 1/4						
Pres. Real. A. b	11 3/4	+ 1 1/4	Palomar Mtg.	4	+ 1/4	Guerdon b	10 1/2	+ 2 1/4						
Sprout Homes	2 3/8	- 1/4	Seahome Mtg. Inv.	5	+ 1/2	Redman Indus. b	14 1/2	+ 2 3/8						
U.S. Home & Dev.	1 3/4	-	United Imp. & Inv. b	5 3/4	-	Skyline b	45 3/4	+ 6 3/8						
•Jim Walter c	41 1/2	- 3	<b>LAND DEVELOPMENT</b>			<b>SHORT-TERM BUSINESS LOAN RATES</b>								
•Del. E. Webb e	5	+ 1/2	All-State Prop.	60¢	+ 5¢	Average per cent per year								
<b>PREFABRICATION</b>			American Land	1 3/4	- 1/4	LOAN SIZE (000)	N.Y. City	7 other North-east	8 North Central cities	7 South-eastern cities	8 South-western cities	4 West Coast cities		
Admiral Homes	1/8	- 3/8	•Am. Rlty. & Pet. b	10 1/2	+ 1/2	\$1-9	6.41	6.61	6.64	6.44	6.63	7.14		
•Albee Homes	2	+ 1/4	Arvida	7 1/2	+ 1/4	10-99	6.28	6.70	6.44	6.22	6.37	6.86		
Continental Homes	4 3/8	+ 3/8	Atlantic Imp.	18	- 1/4	100-499	5.88	6.48	6.13	5.95	6.12	6.32		
•Inland Homes b	6 3/8	+ 3/8	Canaveral Int. b	7 1/2	+ 3/8	500-999	5.66	6.10	5.89	5.71	5.97	6.03		
•Natl. Homes A e	4 1/4	- 1/4	Christiana O. b	4	- 3/8	1,000 up	5.59	6.00	5.75	5.74	5.81	5.78		
•Scholz Homes	6 1/2	+ 1 1/2	Cousins Prop.	14 1/2	+ 1 1/2	Sources: New York Hanseatic Corp., Gairdner & Co., National Assn. of Securities Dealers, Philip Beer of Russell & Saxe, American Stock Exchange, New York Stock Exchange, Midwest Stock Exchange, Pacific Coast Stock Exchange. Listings include only companies which derive a major part of their income from housing activity and are actively traded.								
•Swift Industries	3 1/2	- 1/4	Crawford	3 1/2	+ 1/2	<b>MOBILE HOMES</b>								
<b>S&amp;Ls</b>			Deltona Corp. b	15	+ 1 1/2	Con Chem Co.	12 1/4	- 1/4	Divco-Wayne e	51 3/4	+ 6 1/4	Guerdon b	10 1/2	+ 2 1/4
American Fin.	21 1/2	+ 1/4	Disc Inc.	2	- 1/4	Redman Indus. b	14 1/2	+ 2 3/8	Skyline b	45 3/4	+ 6 3/8	<b>SHORT-TERM BUSINESS LOAN RATES</b>		
Calif. Fin. e	6 1/8	- 3/8	Fla. Palm-Aire	1 3/4	- 1/8	Average per cent per year								
Empire Fin.	9 3/8	+ 3/8	Forest City Ent. b	7 1/4	-	LOAN SIZE (000)	N.Y. City	7 other North-east	8 North Central cities	7 South-eastern cities	8 South-western cities	4 West Coast cities		
Equitable S&L	15 3/4	- 2 1/4	Garden Land	5 1/4	+ 1/4	\$1-9	6.41	6.61	6.64	6.44	6.63	7.14		
Far West Fin. e	10 3/8	- 1 1/4	•Gen. Devel. e	11 3/4	- 1/4	10-99	6.28	6.70	6.44	6.22	6.37	6.86		
•Fin. Fed. e	18 1/4	- 3 1/4	•Gulf American b	8 1/4	- 1/4	100-499	5.88	6.48	6.13	5.95	6.12	6.32		
•First Char. Fin. e	7	- 4 1/2	•Holly Corp. b	2 3/4	+ 1/4	500-999	5.66	6.10	5.89	5.71	5.97	6.03		
First Fin. West	7 3/4	+ 3/4	Horizon Land	7 1/2	- 1/4	1,000 up	5.59	6.00	5.75	5.74	5.81	5.78		
First Lincoln Fin.	8 1/4	- 3/4	Laguna Nig.	7	+ 2 1/4	May rates quoted in Federal Reserve Bulletin, August 1967.								
First Surety	4 1/4	- 1	<b>LAND DEVELOPMENT</b>			<b>SHORT-TERM BUSINESS LOAN RATES</b>								
First West Fin.	4 1/4	(NA)	All-State Prop.	60¢	+ 5¢	LOAN SIZE (000)	N.Y. City	7 other North-east	8 North Central cities	7 South-eastern cities	8 South-western cities	4 West Coast cities		
Gibraltar Fin. e	23	- 1 1/4	American Land	1 3/4	- 1/4	\$1-9	6.41	6.61	6.64	6.44	6.63	7.14		
•Great West Fin. e	16 1/4	- 1 1/4	•Am. Rlty. & Pet. b	10 1/2	+ 1/2	10-99	6.28	6.70	6.44	6.22	6.37	6.86		
Hawthorne Fin.	7 3/4	- 1 3/4	Arvida	7 1/2	+ 1/4	100-499	5.88	6.48	6.13	5.95	6.12	6.32		
•Imperial Corp. e	8 3/4	- 1	Atlantic Imp.	18	- 1/4	500-999	5.66	6.10	5.89	5.71	5.97	6.03		
Lytton Fin. e	7	- 1/4	Canaveral Int. b	7 1/2	+ 3/8	1,000 up	5.59	6.00	5.75	5.74	5.81	5.78		
Midwestern Fin. b	4 3/8	- 1/4	Christiana O. b	4	- 3/8	Sources: New York Hanseatic Corp., Gairdner & Co., National Assn. of Securities Dealers, Philip Beer of Russell & Saxe, American Stock Exchange, New York Stock Exchange, Midwest Stock Exchange, Pacific Coast Stock Exchange. Listings include only companies which derive a major part of their income from housing activity and are actively traded.								
Trans-Cst. Inv.	2 3/4	- 1/8	Cousins Prop.	14 1/2	+ 1 1/2	<b>MOBILE HOMES</b>								
Trans World Fin. e	12 1/4	- 1/4	Crawford	3 1/2	+ 1/2	Con Chem Co.	12 1/4	- 1/4	Divco-Wayne e	51 3/4	+ 6 1/4	Guerdon b	10 1/2	+ 2 1/4
Union Fin.	7 1/4	-	Deltona Corp. b	15	+ 1 1/2	Redman Indus. b	14 1/2	+ 2 3/8	Skyline b	45 3/4	+ 6 3/8	<b>SHORT-TERM BUSINESS LOAN RATES</b>		
United Fin. Cal. e	12 3/4	- 1 3/4	Disc Inc.	2	- 1/4	Average per cent per year								
Wesco Fin. e	19 3/4	- 3 3/8	Fla. Palm-Aire	1 3/4	- 1/8	LOAN SIZE (000)	N.Y. City	7 other North-east	8 North Central cities	7 South-eastern cities	8 South-western cities	4 West Coast cities		

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## California S&Ls leading a big homebuilding comeback

California's savings and loan business has made the sharpest turnabout in its history. It's not only breathing easier—it's in a bullish mood.

Top S&L executives, in San Francisco for California Savings & Loan League's 77th convention, heard the good news: 1967 should be one of the best years for a net-savings gain. Now at \$1.75 billion, it may hit \$2.25 billion by Dec. 31 for an impressive improvement over last year's \$221 million.

The cash buildup puts California's 265 associations in a position to fill the surging home-financing need, now reaching proportions of the boom of two decades past.

Reported League President Robert S. Fuller: "Some months ago I said that California would soon face the greatest pent-up demand for housing it has seen since World War II. I believed it would come toward the middle of 1968. I have changed my mind. The time is now—not later. That demand has arrived, and we are seeing what almost amounts to a real scarcity in many areas. Vacancy ratios have skidded."

**Big things in '68.** Home construction, says Fuller, has picked up to a point where he predicts at least 115,000 units this year. During the dark days of 1966 only 90,000 went up, a 46% drop from 1965. (Multi-



FULLER

HARDINGE

ples alone dipped 60%.) Out of necessity, Fuller feels, 175,000 units will be a reality next year and 200,000 a possibility.

The S&Ls are ready to move the mortgage money, says Fuller, who is also president of San Fernando Valley Federal Savings in Van Nuys. "Savings flows have been heavy; withdrawals are significantly low. The state's S&Ls have paid back over \$1 billion in loans to the Federal Home Loan Bank this year—plus nearly \$100 million in other borrowings. Liquidity and reserve ratios are up, and we are in a healthy position."

Fuller feels that inflow figures add up to at least \$3.5 billion worth of S&L lending in California this year and conceivably \$3.75 billion. "And this is definitely the last year we'll be in the \$3-billion category. The question, as far as 1968 is concerned, is how close to \$5.5 billion we will come."

This could be counted as plenty of progress from 1966, when new loan activity fell to \$2.9 billion, down 49% from 1965 and the lowest point in six years. (The lending record of \$7.7 billion was set in 1963.)

**The bad news.** But convention delegates heard a warning that their troubles are not over.

The associations cannot be complacent, cautioned the league's executive vice-president, Franklin Hardinge Jr.

"We face a very crucial time in competition for savings," he warned. "There are a number of complicating factors that affect our ability to compete. First—greater competition from commercial banks than we have ever seen before. Further, banks seem to have better tools."

Hardinge would like to see:

- Both federal and state associations guaranteeing their savings interest rates for at least a year, and banks restricted to the same time period. Federals now can't make a specific guarantee of rates, but banks can—for six months or a year and, in some cases, for as long as ten years.

- S&Ls marketing mutual funds and acting as trustees in self-employed persons' pensions funds.

- S&Ls setting up mechanisms that would permit them to tap pension funds.

—BARBARA LAMB

*Mr. Builder:*

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million-\$ bathrooms for only \$5 more

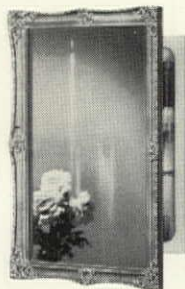
Yes, for about two days' interest on a building loan, builders can get a Grote "Decorator" Bathroom Cabinet. Just \$5 for magnificence that sells homes or rents apartments faster — *weeks* faster!

Besides saving many times its cost in interest, this \$5 helps you hold your price, or even ask a higher price. After all, a "deal" often hinges on the bath, the one room that, along with the kitchen, comes completely furnished. And the difference between an ordinary-looking bath and a "Decorator" bath is as little as \$5 when you use Grote cabinets.

Matter of fact, Grote even offers one of its "million-\$" accents for *nothing* more. You can buy a fancy new Grote "Florentine" Mirror-Vanity — a one-piece wall mirror and exquisite cosmetic cabinet vinyl-clad in rich, realistic marble-tone — for no more than the cost of a plain enameled box.

Join the parade of smart builders who are choosing Grote for faster sales and rentals. Send coupon for new full color Catalog-Supplement.

Also in popular swing-door model. Reversible — switch door swing left or right simply by inverting cabinet. Both models available with either white or wood-tone frame, both with elegant gold-brushed detailing.



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## NEWS

### New frontier for another land rush: Would you believe—Las Vegas?

Wide World Photo

Howard Hughes apparently believes it—and he has wrought miracles before. He stuffed an unknown girl into a sweater and brought forth a million-dollar motion picture property named Jane Russell.

Now the nation's most bashful billionaire (he has refused to appear in public for years) is laying a long parlay on a bright future for Las Vegas. He would like to develop the great American desert's fun city into an industrial complex to rival Houston.

"No reason in the world why this city should not be as large," he has just said in one of his rare public statements.

Hughes has chips down. He has purchased \$100 million worth of property in or near Las Vegas and has moved in 15 executives and their families. His acquisitions already include the Desert Inn, Frontier and Sands Hotels on the famed Strip (straight title: Las Vegas Boulevard), and he has options on at least two more hotels and four motels.

But a Hughes source says, "We didn't come in just to buy a couple of hotels," and a look at Hughes's private land bank emphasizes the point. Before becoming a Vegas resident six months ago, he owned 27,000 acres west



NEVADA'S HUGHES  
A bet on a new Las Vegas

of town, making him Nevada's largest individual landholder. He has added the 518-acre Krupp Ranch out that way and has an option to buy North Las Vegas' air terminal and 12,000 nearby acres. He is also trying to buy or lease McCarran Airport in the center of town.

So far it is principally a one-man boom, but Las Vegas property values have already responded sympathetically—up 10% after two years in the doldrums.

As to the future, Hughes's admirers say, remember how flat the sweater must have been before Hughes inflated it with Miss Russell.

### Builders name new sales leaders

One of Southern California's biggest building companies, Deane Bros. of Newport Beach, has just appointed **W. E. (Bill) Mitchell** general sales manager. He was marketing director of Walker & Lee, a California realty firm.

Deane Bros. is operated by **Jim** and **Ben Deane** and owned by Occidental Petroleum Corp. of Los Angeles. The builders reported a loss of \$314,000 for the first quarter (NEWS, Sept.), but Vice President **Robert E. Hardesty** has now raised his 1967 sales prediction from 1,000 units to 2,000. Deane earned \$420,000 on sales of 1,200 houses last year. Its current and projected commu-

nities are Huntington Beach, Mission Viejo, Diamond Bar, Newhall, El Toro and Westlake.

In Dallas, Fox & Jacobs has named **Jack Valentine** as marketing manager of the company's franchise division. He will supervise 20 dealers building the F&J's line of homes in the South and Southwest. Valentine was general manager of F&J's Houston sales division from 1963 through 1965.

The company is now headed by **David G. Fox** (NEWS, April '66). It offers its dealers market research, sales training, architectural service and merchandising data, and it maintains its own truck fleet to expedite shipments.

**BUILDERS:** **Gregg Blank**, executive director of the Associated Home Builders of Sacramento Valley, Calif., has resigned to become a vice president of Bryan Publications of Los Angeles. The company will publish *The New Californian* as a successor to *Bryan's Homebuyers*, a monthly. **Alexander Polett**, who resigned in May as vice president for public relations, Levitt & Sons, has joined Levitt Properties Inc. of Philadelphia as vice president. The corporation is headed by **William J. Levitt Jr.** (see story p. 16).

**PRODUCERS:** **John K. Bowersox**, director of the building contractors division of the Associated General Contractors, succeeds **John L. Haynes** as managing director of the Producers Council, national organization of manufacturers of building products. Haynes, 65, is retiring. The council re-elected its president, **Earl F. Bennett**, architectural sales manager for the Koppers Co., Pittsburgh, at its 46th annual meeting in Houston. About 300 marketing executives attended the sessions.

NEWS continued on p. 26





New Tanglewood Vinyl Asbestos Tile. Advertised in *Look*, *Better Homes and Gardens* and other leading magazines to put your prospects in a Tanglewood™ frame of mind. Greaseproof. A snap to clean. 6 colors. Size: 12"x12". Thickness: 1/16".

## Add this irresistible touch: New Tanglewood Tile!

It's unique with Kentile.® The versatile, irresistible look of new Tanglewood. Goes anywhere in the home and goes there beautifully. Tanglewood—the model floor for your model home! Ask your flooring man about new Tanglewood Tile.

**KENTILE FLOORS**

# Outdoor features of Decorative Concrete mean increased sales for your homes

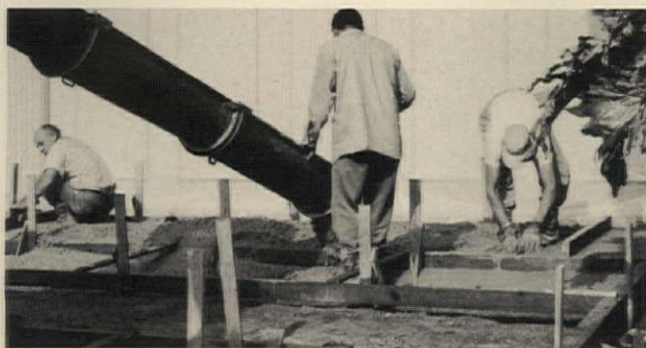


Concrete Contractor: Lloyd Massey, Orange Coast Concrete Contractors, Newport Beach, Calif.  
Landscape Architect: Richard Beeson

Decorative concrete features are providing additional sales impact for home builders across the country. They're an easy method of adding a special touch to the exterior setting of your homes. With more and more home buyers interested in outdoor living, the creative use of these basic features can be the deciding factor in the final purchase. Read on the opposite page how this attractive driveway was built combining an exposed aggregate finish with ribbons of brick.

# Here's how it was done

These on-the-job photos show how the attractive driveway on the opposite page was built.



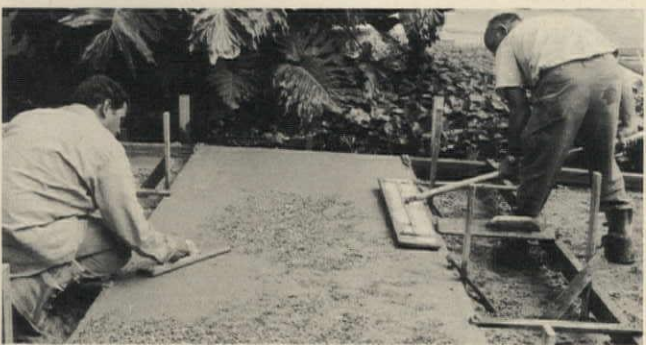
1. When forming is completed, concrete is delivered to the site by ready mix truck. As concrete is discharged, one man positions the chute while two others begin screeding immediately.



2. After screeding and tamping, the surface is smoothed with wooden floats. Final smoothing is done with this bull float. The surface is then ready for the aggregate to be seeded.



3. Colorful aggregate of uniform size ( $\frac{1}{4}$ - to  $\frac{1}{2}$ -inch on this job) is seeded from shovel. In background two finishers have already begun tamping in aggregate with wooden hand floats.



4. As aggregate embedment is completed along the edges one finisher uses a wood bull float to cover the center. Floating is continued until all aggregate is completely embedded.



5. An edging tool is then used to secure the aggregate at the edges. This is final step before concrete sets up enough to begin the hosing and brushing operations.



6. Medium-bristle push brooms are used for major brushing. The man with the hose touches up areas missed by the large brooms. This is the final step in producing the exposed aggregate finish.

Forms were removed the following day and the ribbons of brick laid in a mortar bed over 4 inches of concrete. Curing of the concrete may be done using a variety of non-staining materials such as water-tight paper, polyethylene film or a sprayed-on membrane compound.

Summary of labor and materials:

**Concrete work:** 61 man-hrs., including 16 of forming

**Area:** 949 sq. ft.

**Concrete:** 4" thick

**Amount of concrete:** 12 yds.

**Aggregate surface:** 16 sacks of Mexican Pebbles



PORTLAND CEMENT ASSOCIATION

Dept. A11-94

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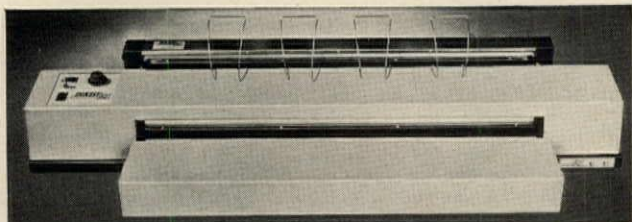


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**The new Diazit® "Century-21" is the most advanced 42" fluorescent lamp whiteprinter in the world...yet it costs far less!**

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**Century 21**



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*An expansionist is elected*



**NATIONAL LEAGUE'S MCKEEVER**  
*A Pennsylvanian steps up*

## New presidents for S&L Leagues —conventions are in San Francisco

Hans Gehrke Jr., president of Detroit's \$630-million First Federal s&L, steps into the presidency of the U.S. Savings & Loan League at its 75th anniversary convention in San Francisco this month (12th to 14th).

Gehrke was chairman of the league's Blue Ribbon Committee, which is studying ways to expand the s&L industry's lending activities. He has headed the Detroit Real Estate Board and the Detroit and Michigan Mortgage Bankers associations.

Gehrke succeeds **Otto L. Preisler** as head of the U.S. League, which represents 5,100 of the 6,300 associations. **Tom B. Scott Jr.**, president of First Federal

s&L of Jackson, Miss., replaces Gehrke as league vice president.

The other major s&L trade association, the National League of Insured Savings Associations, has elected **William J. McKeever** as president. He took over from **Rex G. Baker, Jr.** when the group convened its own convention in San Francisco. The meeting was held last month.

McKeever is president of the \$46-million Public Federal s&L of Philadelphia. His vice president will be **Arthur H. Courshon**, chairman of Washington Federal s&L of Miami Beach (assets: \$157 million).

The National League has 450 member associations.

## Mortgage house gets new president

**Fred B. Morrison** has left the Metropolitan Life Insurance Co. after ten years to become president of the Lomas & Nettleton Co. in New Haven, Conn.

Morrison, 40, was Met's executive vice president in charge of mortgaging activity in 18 Western states. He succeeds **Albert N. Rohnstedt**, who becomes chairman of the L&N Co. and remains its chief executive.

The Lomas & Nettleton Co. is the sixth largest mortgage banking concern in the country, servicing \$800 million in loans in 25 states. It is the mortgaging subsidiary of Lomas & Nettleton Corp., which changed its name from Wallace Investments in 1965. The L&N Co. earned \$802,-



**L&N's MORRISON**  
*A change of scene*

180 in the fiscal year ended June 30; it was L&N's best performance in its 73-year history.

**GOVERNMENT:** **Roy H. Pinkerton**, director of the FHA insuring office in Sacramento, Calif., since 1961, is returning to the agency's San Francisco office as director. He began his FHA career there in 1934, the year the FHA was created. **John F. Pendergast**, office director since 1962, died last summer (NEWS, July).

**LENDERS:** **William S. Reiling**, 34, is the new executive vice president of the Eberhardt Co., the big Minneapolis mortgage banking house. He succeeds **Ken-**

**neth C. Young**, 54, who retires.

**ASSOCIATIONS:** **Dale C. Bottom** has been elected executive vice president of the American Savings & Loan Institute, educational arm of the U.S. S&L League. He had been a staff vice president.

**ARCHITECTS:** **Willard L. Thorsen** of Wayzata succeeds **Clark D. Wold** as president of the Minnesota Society of Architects. He heads Thorsen & Thorshov Inc., architects, Minneapolis.

Colorful Panel 15 adds lasting gaiety to a puppet theatre.



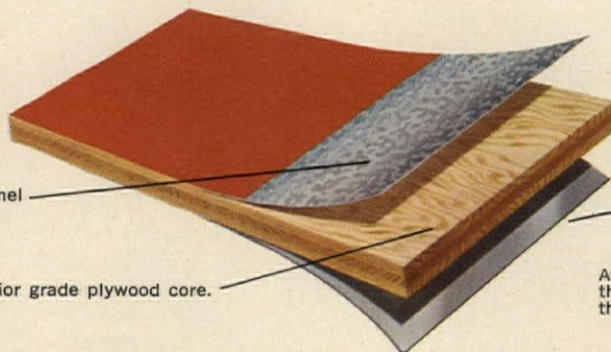
# You put it up, we back it up.

**Weyerhaeuser Panel 15 has a finish  
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Use for curtain walls, siding,  
soffits, balcony facing, interior walls,  
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**Weyerhaeuser**

# "What kind of dishwasher would you want in your home?"

"I asked myself this question before I chose the dishwashers for my houses," said Pat Luciano, Erie, Pennsylvania, builder. "And the answer was KitchenAid. You see, I've had a KitchenAid in my own home for years. I wouldn't have any other because it performs well and it's dependable."

"And since I pride myself on giving my customers quality homes, I always recommend the quality dishwasher—KitchenAid."

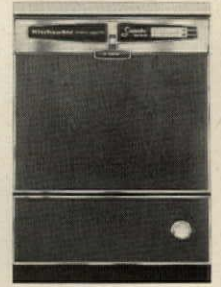
Pat, who owns and operates Luciano Builders with his brother, Paul, specializes in new home construction.

Their current project is White Hall Village, a community of custom homes in the \$30,000-and-up price bracket, just outside Erie, Pennsylvania.

Standard with each home are features such as fireplaces, garbage disposers, double-oven ranges, and of course, KitchenAid dishwashers.

So if you believe that quality pays, be sure to install the quality dishwasher, KitchenAid. It's another way to trade expensive callbacks for satisfied owner referrals.

For all the details, see your distributor. Or contact KitchenAid Dishwashers, Dept. 7DS-11, The Hobart Manufacturing Co., Troy, Ohio 45373.



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Dishwashers and Disposers



By the makers of Hobart commercial dishwashers and food waste disposers.

# Ruberoid glorifies today's floors with high fashion...

## in Luran<sup>®</sup> Airtred "100 Plus" foam-cushioned vinyl!

This is *Carmel*... a Ruberoid sheet vinyl pattern inspired by the rocky shores of California. Adds prestige and value to residential and many commercial situations.

*Carmel* is richly embossed for beauty and to help hide indentations. Heavier vinyl wear surface. Quiet-Cor<sup>™</sup> foam interlayer for warmth, quiet and comfort underfoot. Aquaflex<sup>™</sup> back for installation on, above or below grade. (See magnified cross-section of 3 layers).



Yields ... then back it comes

Luran vinyl is as carefree and scrubfree as a floor can be. Stain and grease-resistant! Comes in 6' wide rolls...easy to install with a seamless look. In Canada, too.

See *Carmel* and other high style patterns in sheet vinyl and vinyl asbestos floor tile at your Ruberoid flooring dealer. (His name is in the Yellow Pages under "Floors.") Want more details? Write to The Ruberoid Co., a division of General Aniline & Film Corporation, Fullerton, Pennsylvania 18052, Dept. HH-117.



TEAR ME OUT AND SHOW ME TO YOUR RETAILER

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another fine product from

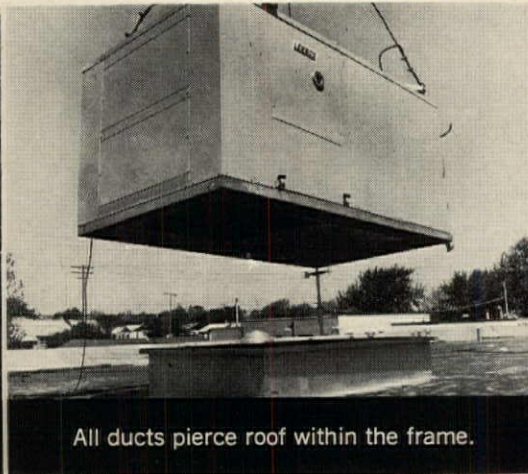


**New  
Lennox Comfort  
System...**

**from "hole-in-the-  
roof" to start-up  
(same day!)**



Easy installation begins with roof-mounting frame to be flashed in place.



All ducts pierce roof within the frame.



All-weather unit bolts to frame, needs no other sealing.



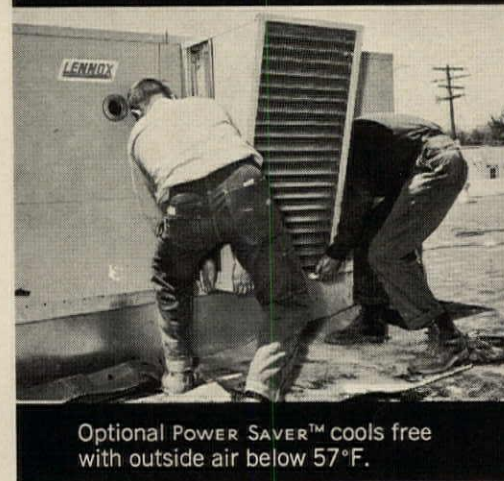
New single-zone system heats, cools, ventilates.



Long-life aluminized steel heat exchanger; non-corroding.



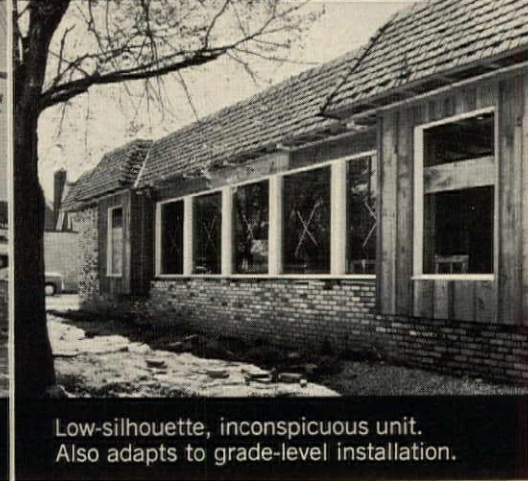
Simple "plug-in" connections for fresh air intake.



Optional POWER SAVER™ cools free with outside air below 57°F.



Commercial quality, factory-assembled; prewired and precharged.

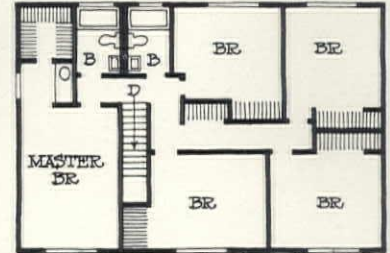


Low-silhouette, inconspicuous unit. Also adapts to grade-level installation.

Lennox brings you single-source responsibility with the easy-installing, versatile GCS3—available from 8 through 22 tons electric cooling, up to 500,000 Btuh gas heating. For office, school, restaurant, plant, clinic, laboratory or other high-occupancy building. Write for details. Lennox Industries Inc., 244 S. 12th Avenue, Marshalltown, Iowa.

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AIR CONDITIONING • HEATING

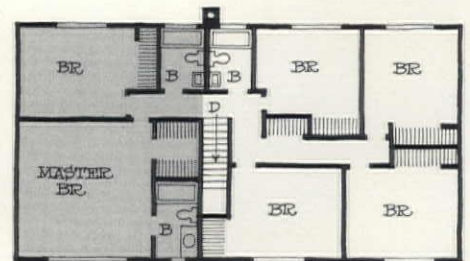
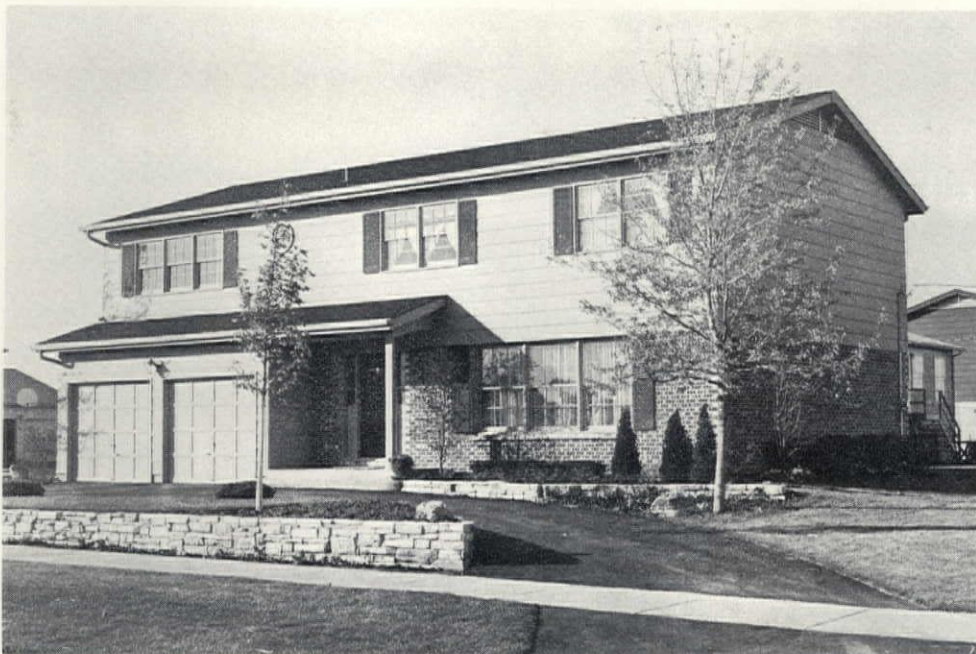




UPPER LEVEL

**ORIGINAL PLAN** for the upper level included five bedrooms and two full baths, plus a vanity in the dressing area of the master bedroom.

**This five-bedroom model caught on fast with big families...**



UPPER LEVEL

**NEW PLAN** not only added a sixth bedroom at the rear but increased the size of the master bedroom and gave it a full bath of its own.

**...so the builder added a sixth bedroom for even bigger families**

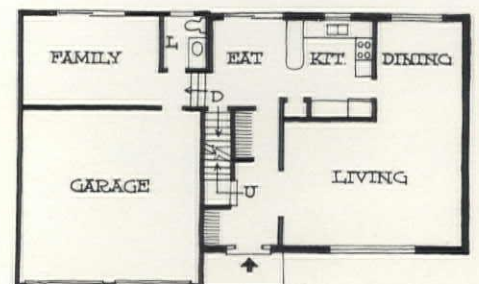
And now these two big models account for almost half of 3H Building & Development Co.'s sales, although the company offers 4 three- and four-bedroom models at lower prices.

When the 800-house project first opened in Arlington Heights, Ill., two years ago, the five-bedroom, 2,726-sq.-ft. model was the top of the line at \$29,750. It proved so popular with buyers, however, that the builder quickly decided to offer an even larger model to help meet the demand for space.

Architect Harry Shaxted drew up a plan that extended the upper level out over the

garage and increased the size of the house to 3,152 sq. ft. Into the added space he put a sixth bedroom, plus a third full bath for the master bedroom. No new model was built; only the drawings and plan of the bigger house were shown to buyers. But within three months, 27 six-bedroom houses were sold.

Today, the five- and six-bedroom models are priced at \$32,990 and \$36,200 (the larger model has more brick veneer and a more expensive family room). Total sales have reached 375, including 42 six-bedroom houses, 131 five-bedroom houses, and 202 smaller models.

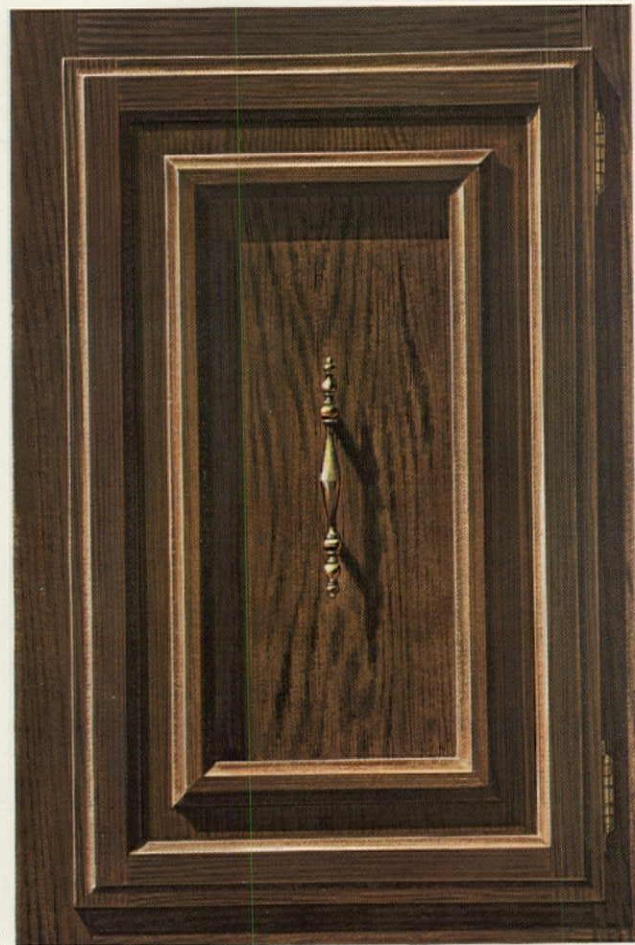


LOWER LEVEL

0 5 10 FT

**LOWER-LEVEL PLAN** remains virtually the same for both models, includes a large family room behind the garage and a half bath.

Letters start on page 46



# Successful builders list six good reasons for buying **Kemper** cabinets

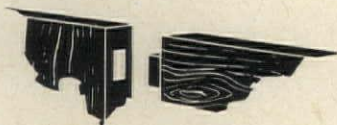
Greater design originality, superior finish, more styles to choose from, consistent construction quality, fast



dependable delivery and a good builder profit structure. That's the straight word from successful builders all over America when you ask them, "Why Kemper?"

Let's look at some of these exclusive Kemper product advantages more closely and see if they would benefit you and your customer.

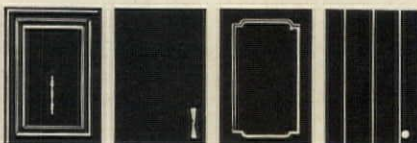
Kemper's famous glue block and concealed mortise and tenon construction pays off in several ways. This extra step construction means cabinets arrive at your job site



square and true. This means installation goes as it should . . . no racking problems, and less fillers needed because of Kemper Engineering. This quality pays off for the buyer, too. You can turn over the keys with complete confidence that the most beautiful part of the home, your Kemper Kitchen, will remain that way for years and years.

- A • Kemper Traditional styled Kitchen
- B • Kemper English Oak Kitchen
- C • Kemper English Oak Kitchen
- D • Kemper Traditional styled Kitchen
- E • Kemper English Oak door with reversible feature

With the introduction this year of Kemper English Oak, the most exciting Kitchen on the market today, builders have a tremendous selection of kitchen styles and finishes all readily available from one, convenient, dependable source. Kemper. As a builder you can choose such beautiful and popular kitchens as Traditional styled cabinets in both Fruitwood and French Walnut finishes, Provincial styling featuring the exclusive Kemper Varipanel® door in French Walnut finish, Colony Line V grooved door styling with



genuine cherry veneers and now, the new, the superb Kemper English Oak . . . an elegant Kitchen featuring full grained Oak, deep sculptured reversible doors and massive brass hardware.

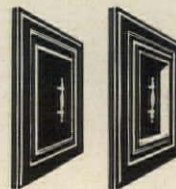
Let's look at convenience features. All Kemper Kitchens offer such saleable conveniences as all metal, built-in bread-drawer inserts, handy cutlery drawers, sliding shelf kits, lazy susans and many, many others detailed in our full line, full color catalogs.

Finishing. That's a story we love



to tell. The well known Kemper finish is truly a remarkable thing. No short cuts here. Special polyurethane dips, conveyORIZED finishing lines and baking ovens deliver a

consistently high quality finish on all cabinets. Kemper cabinets successfully resist the effects of household soaps, alcohol, boiling water



and coffee. Few cabinet manufacturers can back that claim with a guarantee. Kemper does. Kemper is the only Kitchen cabinet manufacturer licensed by the National Association of Furniture Manufacturers to offer the NAFM Warranty. That's your protection . . . exclusively from Kemper.

Can any company offer all these



superior product features and still be competitive? The answer is an emphatic yes! Kemper is one of the most competitively priced Kitchen Cabinets you can buy. Anywhere.

Don't you think it's time you stopped in to see your Kemper Distributor? He's in the Yellow pages. If you prefer, write Kemper for complete catalog information on the full line of Kemper Kitchens and bathroom vanities. Either way, you win.

## Kemper

KEMPER BROTHERS, INC.  
RICHMOND, INDIANA



## WHO NEEDS RIMS?

SAVE THE TIME, POCKET THE MONEY! INSTALL KOHLER SELF-RIMMING LAVATORIES AND SINKS.

Makes sense, makes money! With no metal rim to install, you save yourself a good chunk of time...a saving that results in a better deal for your customer, a better profit for you. As a happy plus, you'll have a more satisfied customer: the "no-rim" fixture looks better, it's easier to keep clean. Like we say, who needs rims?

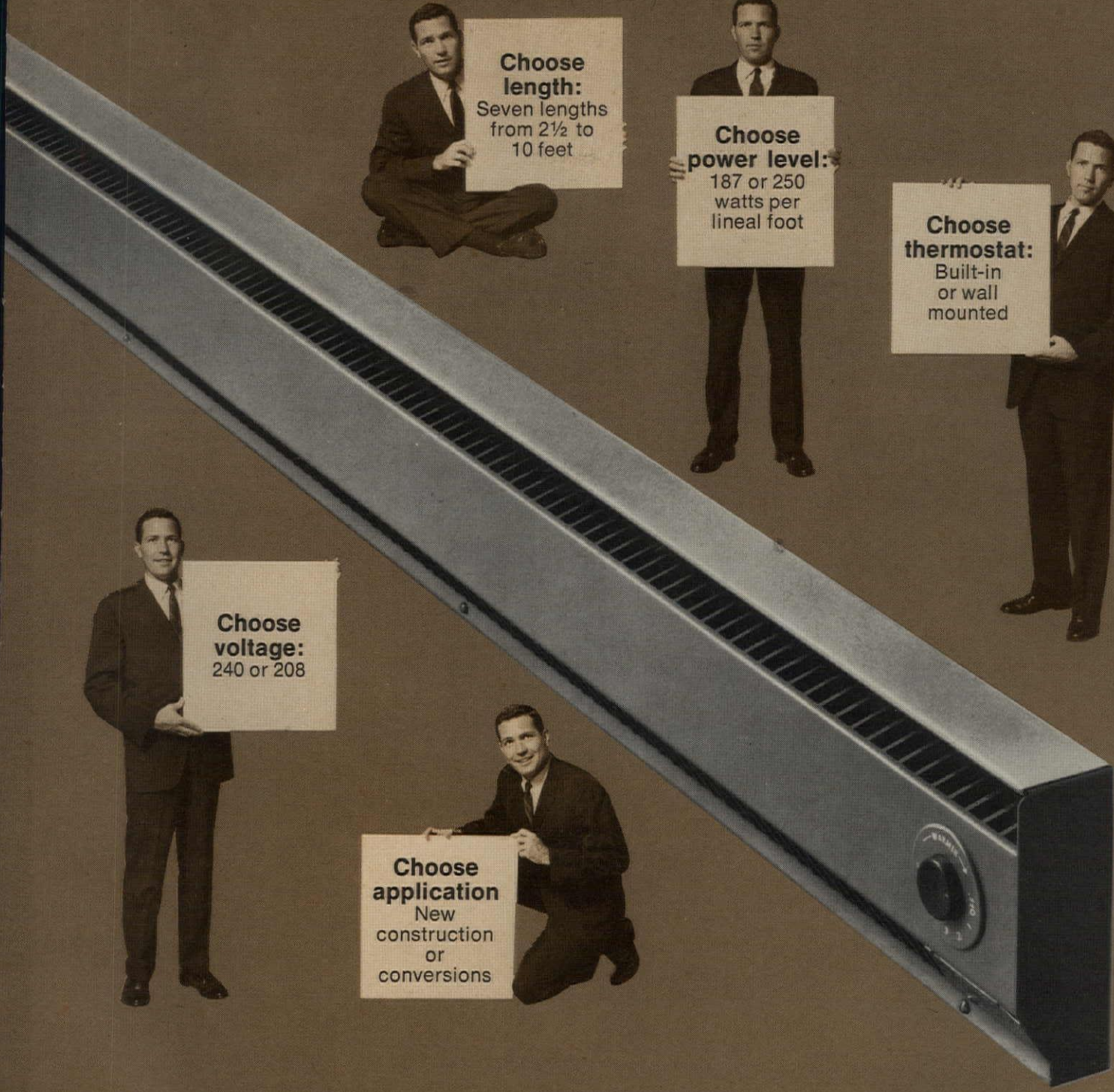
SELF-RIMMING LAVATORY features Kohler's "go-with" color of the year: Avocado. Also five bold Accent Colors. New Flair fittings, acrylic and brass, now available in amber, white, charcoal and clear.



SELF-RIMMING SINK is the brand new Lakefield design. Note the "make-sense" proportions: a conveniently-sized basin for scrapings (into strainer or disposer), a king size basin for dishes. Available in the new Avocado, also Antique Red, Espresso, Coppertone, Blueberry, Citron and Jade accent colors as well as white and Kohler pastels.

## KOHLER of KOHLER

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**Choose length:**  
Seven lengths  
from 2½ to  
10 feet

**Choose power level:**  
187 or 250  
watts per  
lineal foot

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Built-in  
or wall  
mounted

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240 or 208

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Flexibility is just one reason for the popularity of the Heatliner baseboard. Others are outstanding performance, handsome appearance, sturdy construction, ease of installation. Owners get fast warm-up, quiet operation, and clean, comfortable heat. Installers get convenient knockouts and easy-to-wire junction boxes at both ends. Beige finish blends with any decor, or unit can be painted to match walls. The Hunter Heatliner is electric heat at its best . . . for homes, apartments, offices, motels, stores, and schools. Send coupon today.

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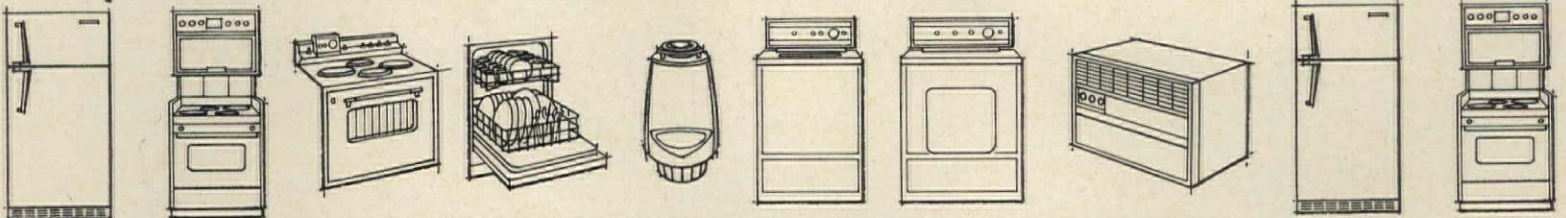





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planning  
stages  
of any  
project...**

Hotpoint gives you an almost unlimited selection of builder appliances to fit your cost, size and style requirements. Like 24 refrigerators, 19 ranges, 22 wall-ovens, 6 drop-in oven-ranges and 6 surface units, 5 dishwashers, 4 food waste disposers, 7 washers and 11 dryers, 10 air conditioners . . . plus a full line of cooling and heating products. All with Hotpoint's complete parts and labor warranties!

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and the best in professional builder services:

Kitchen and Laundry Planning	Heating and Air Conditioning Calculation and Layout	Heating and Cooling Operation Cost Estimates	<b>HOTPOINT SINGLE SOURCE PROGRAM</b>
Interior and Exterior Lighting	Merchandising and Promotional Planning	Professional Sales Counseling	

Whatever the project, your Hotpoint consultant has the technical know-how available to help you cut costs and build in more salability. Remember, too, Hotpoint is a name customers know and respect . . . and there's prompt, professional Hotpoint service in almost every city in the country.

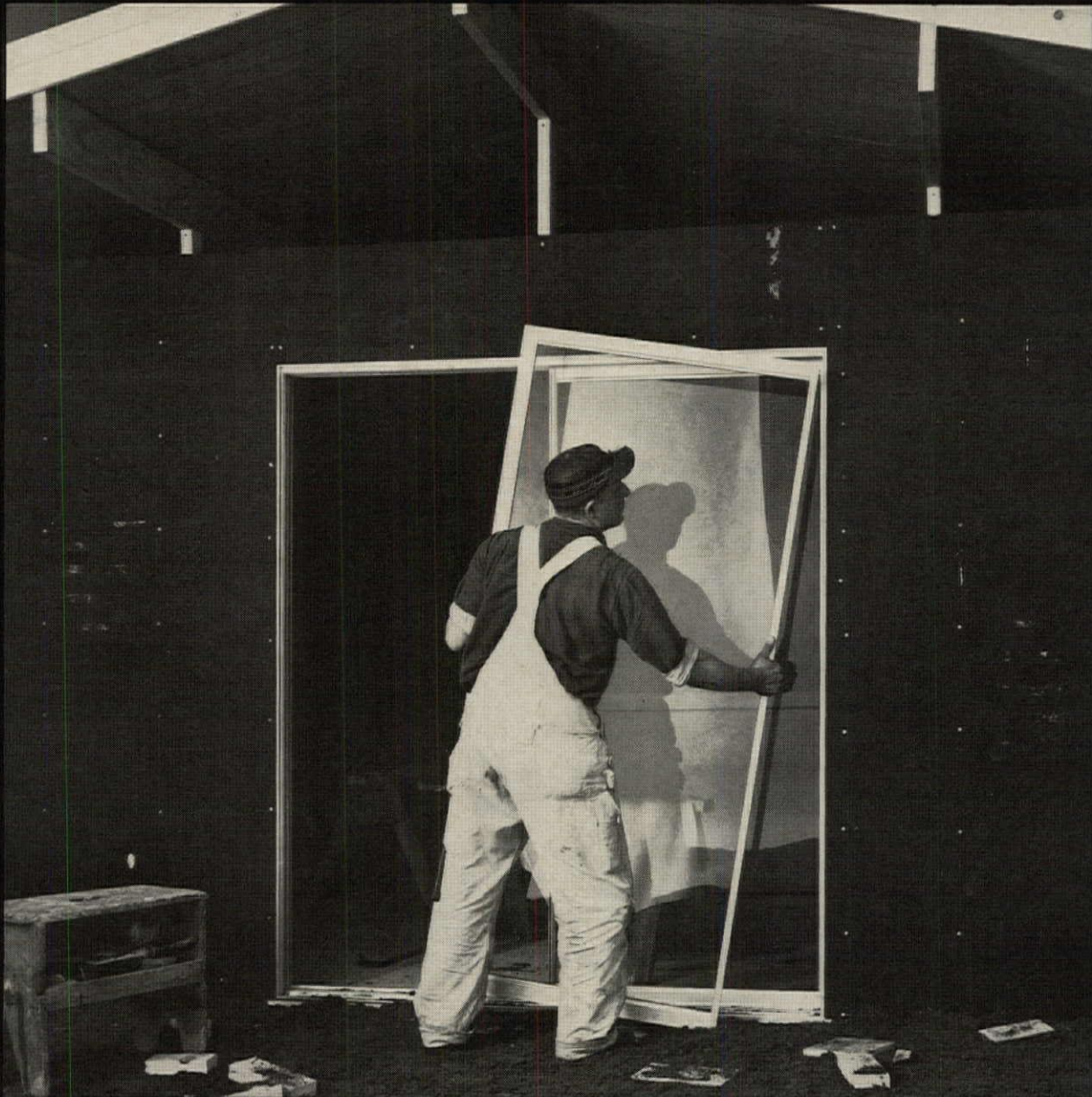
So take the fullest line in the industry, together with the best in professional builder services, and you've got—Hotpoint's Single-Source Builder Program. Call your local Hotpoint distributor, today, for the full story.

# Hotpoint

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You save both time AND money when you install quality-built aluminum windows and sliding glass doors. Installation is fast and easy because of the pre-engineered tolerances of warp-free, lightweight

aluminum. Once properly installed, doors and windows of Alcoa® Aluminum will work smoothly and effortlessly for years. No costly call backs for you.





## Easy does it.

The trademark of aluminum windows and sliding glass doors is easy opening and closing, any time of the year. No warping. No sticking. No rotting. Strong, care-free aluminum is above all that. And quality aluminum units

provide all-weather protection against wind, rain, sand and dust, because of complete encasement in self-adjusting weatherstripping.

**Durable aluminum for better homes**



Change for the better with  
Alcoa Aluminum

 **ALCOA**

**Beautiful.  
Simple to install.**

**This is the  
practical luxury  
you get with  
Gerber  
Plumbing Fixtures.**

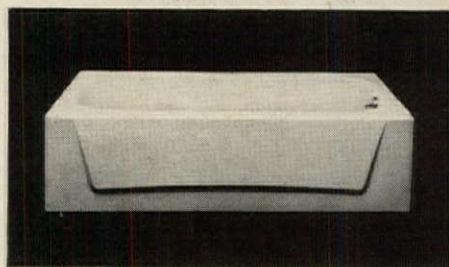
See what Gerber does with plumbing fixture design and you'll see how you can add luxury appeal to your homes, motels, and apartments without adding excessive costs.

Look at Gerber's beautiful decorator line. Lustrous satin gold or satin chrome faucet ensembles with Crystalite™ or lead crystal handles. Luxurious, matching lavatory and bathtub fittings in Swan, Dolphin, Ribbon, or Floral styles. All gold, or exquisitely patterned countertop lavatories in a variety of popular colors and designs. And a host of matching decorator accessories to beautifully fulfill your bathroom designs.

See the practical features in all Gerber fixtures and you'll see savings in installation time. Features like the integral china rim on new countertop lavatories, "All-Tub"™ waste and overflow designs, and "All-Wall"™ shower diverter fittings. Features that speed and simplify installation. Features that eliminate call-back problems . . . make servicing easy when necessary. Write or call for full information on Gerber's complete line of quality plumbing fixtures.



**You get  
practical luxury  
in the  
complete line of  
Gerber plumbing  
fixtures and brass.**



**GERBER**  
plumbing fixtures

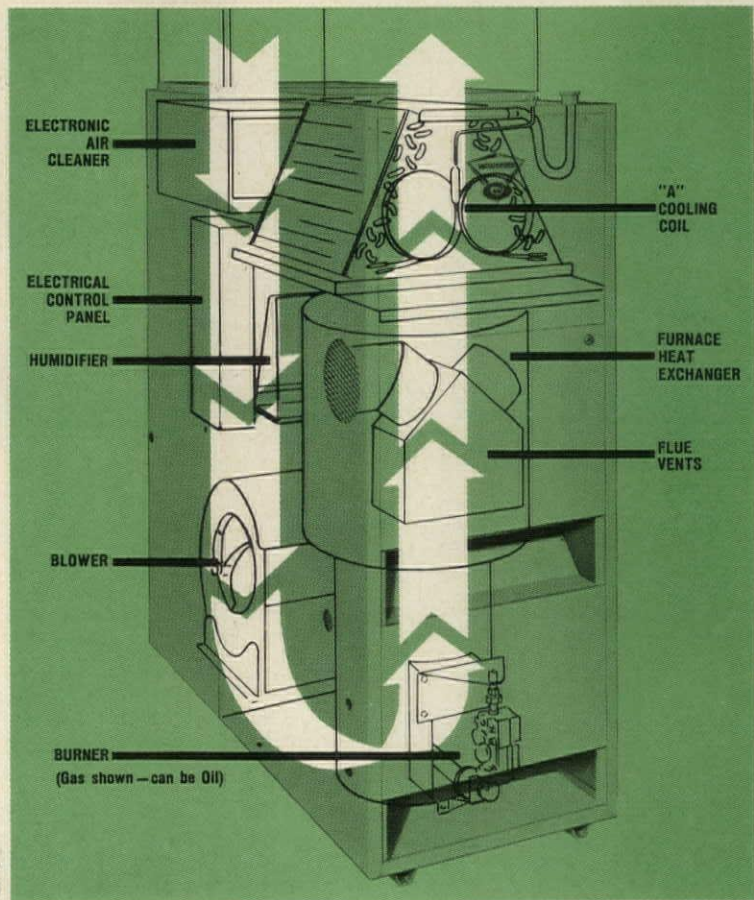


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**heating - humidification -  
cooling - dehumidification -  
electronic air cleaning**

**ALL IN ONE PACKAGE**



**WILLIAMSON'S**

# NEW "FIVE-IN-ONE"

Smartly styled and handsomely streamlined, the new "Five-In-One" is a furnace, humidifier, cooling/dehumidification unit and electronic air cleaner completely enclosed in a single casing. Best of all, the new "Five-In-One" costs less and takes less space than a combination of comparable capacity elements purchased as separate units and assembled into a total comfort package.

The WILLIAMSON "Five-In-One" is available for use with natural gas, L.P. gas or fuel oil. Heating capacities range from 80,000 BTU/H to 150,000 BTU/H. Cooling capacities available from 25,000 BTU/H to 57,000 BTU/H.

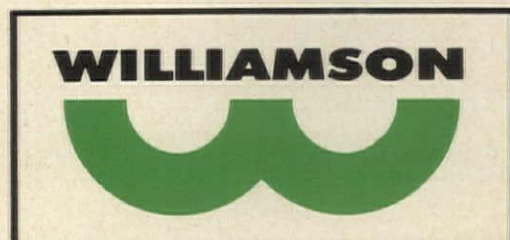
It will be well worth your effort to take a good "look-see" at WILLIAMSON—the broadest line of quality residential heating and cooling equipment in the industry.



Front and rear sections with panels removed.

**THE WILLIAMSON COMPANY**

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Write today for the Duo-Fast FT-26 Builders Brochure. Your Duo-Fast man will be pleased to demonstrate these tools.

7237 DUO-FAST FASTENER CORP., Dept. HH,  
3702 River Road, Franklin Park, Illinois 60131



## LETTERS

### Hawaiian condominiums

H&H: I was very interested in the one-family condominium development in Florida [Sept.] and even more interested to read of Thomas M. Wohl's statement: "I can't understand why someone hasn't tried the condominiums for families."

Apart from Puerto Rico, Hawaii was first in the field of condominium development in the U.S. In fact the concept of single-family condominium development was being actively pursued in Hawaii as early as 1963.

The first single-family residential condominium project in Hawaii was conceived by me as president of Bradley-Wells Corp. and developed in association with Amity Developers Inc. After two years of planning and research, the final condominium public report was issued by the Real Estate Commission of Hawaii in December 1964, and ground breaking was held the following month. The project is now over half complete and the recreation center is in use.

Hawaii has been most progressive in its use of condominium laws, and a comprehensive zoning ordinance, shortly to become effective, will no doubt encourage more of this type of development.

PETER M. AMCOTTS, vice president  
Engineering and construction  
Mililani Town  
Honolulu

H&H: Hawaii, the pioneer state in condominium-enabling legislation, relies on your reports on the problems and successes of horizontal property/condominium developments across the nation. The article titled "Condominium Comes of Age—but Fast" [Mar.] was most informative.

The periodic reports in your NEWS section are of great value to real estate license law-enforcement officers, who endeavor to keep the big picture in focus. Thanks for many small leads that help us to maintain a library of accurate and current information on land-development operations, schemes and people.

DICK H. OKAJI, licensing administrator  
Real Estate Commission  
State of Hawaii

### Kiss of death

H&H: Just a line to thank you for the splendid article ("Builder in High Gear") on our firm in your September issue.

I was a little hesitant about having an article in HOUSE & HOME, since I think there is some truth to the superstition that when you make a national magazine it's the "kiss of death." To the contrary, however, your article is all facts and no fiction.

K. H. HOFMANN, president  
The Hofmann Co.  
Concord, Calif.

### H&H editorial index

A few copies of HOUSE & HOME's 1966 editorial index, an eight-page reference guide, are still available.

It includes a cross-reference listing of all subjects covered last year by H&H—115 in all, from acoustics to zoning—plus a combined, chronological table of contents of major articles.

If you'd like a copy of the index (there's no charge), write to: Reader Service Dept., HOUSE & HOME, 330 West 42 Street, New York, N.Y., 10036.

## Cut Costs with WING WORK SAVERS

WING  
Quick-Set  
CLAMPS  
(Pat. Pending)



Trigger-  
Release  
SHAFT

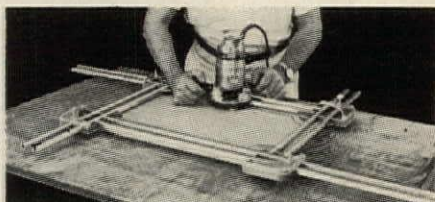
### — RESETS INSTANTLY!

Everyone who uses clamps appreciates the time-saving convenience of Wing Quick-Set Clamps. They are the only clamps that permit INSTANT resetting of shaft. NO TURNING! Just press the trigger to release the grip on the shaft and move the shaft up or down to the new position. It locks instantly in place.

It is durably built with aluminum alloy frame, Quick-Set trigger lock of hard, die-cast anodized aluminum and shaft of high-strength steel. 6 sizes, 1" to 4".

Prices f.o.b. factory

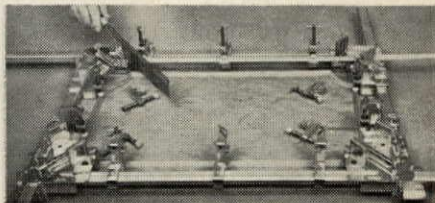
\$1.00 to \$6.00



WING M-100  
(U.S. Pat. No. 3,199,556)  
ROUTER TEMPLATE  
Routs a BORDER Design  
in 30 Seconds

Speeds up routing of designs and changing from one design to another. Adjusts quickly to panels ranging from 3 1/2" x 3 1/2" to 24" x 36". For larger panels, longer extension rods are available. Complete with cadmium-plated tubular steel extension rods, die-cast aluminum base plates and 4 sets of die-cast aluminum guides.

Price f.o.b. factory.....\$69.95



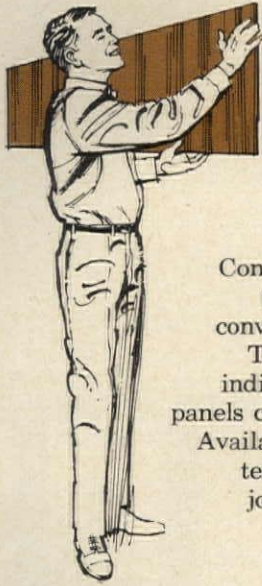
WING T-300  
(Patent Pending)  
MOLDING JIG

Quickly positions and holds moldings for cutting without waste. Quick-Set Clamps permit instant resetting of shafts. No turning! For any size panel from 5 3/4" square to 24" x 36". Longer extension rails available up to 6". With Disston saw, 8 saw guides and 14 Quick-Set Clamps.

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Consider the value of saving application time for sidewalls through the use of convenient, one-man cedar shake panels.

The man hours of handling numerous individual pieces are eliminated and the panels can be applied in most any weather. Available in a choice of *customer-pleasing* textures and colors. You get a finished job faster by using the matching color nails and corners.

**GIVE YOUR CUSTOMERS  
A CHOICE OF 4  
DISTINCTIVE TEXTURES**



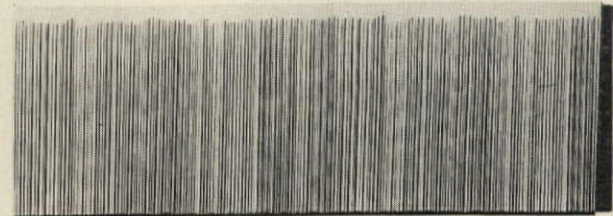
## 1. HANDSPLIT CEDAR SHAKE PANELS

Truly, the most rugged texture available to add dimension and charm to homes and apartments. Available in 2-ply construction, 46¾" long, either natural finish or a selection of weathered effects.



## 2. BARN SHAKE PANELS

For your quality homes, use Shakertown Barn Shakes in panels. A charming appearance that will make your homes more desirable. 2-ply panels, 46¾" long and 3-ply panels, 8' long. A good selection of colors in popular weathered effects for sidewall, Mansard or "A" frame construction.



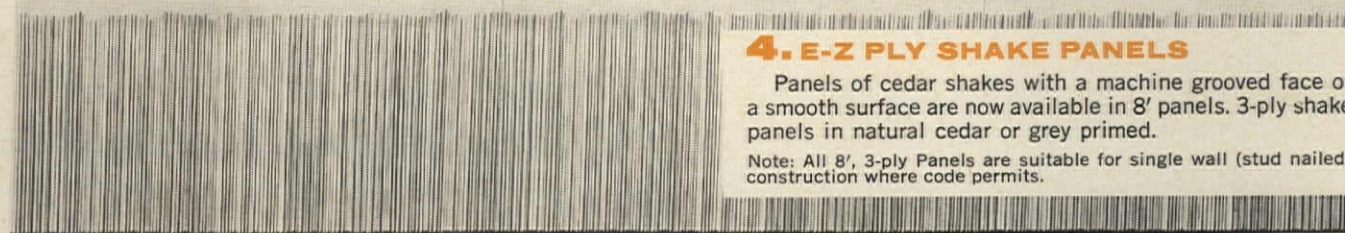
## 3. GLUMAC SHAKE PANELS

Cedar Shakes with a machine grooved, vertical texture have been a favorite with home owners for many years. Economical to buy and to apply! The panels are 2-ply with an insulation backer board in panels 46¾" long with ship-lap edges for weather-tight sidewalls. 12 modern colors.

## 4. E-Z PLY SHAKE PANELS

Panels of cedar shakes with a machine grooved face or a smooth surface are now available in 8' panels. 3-ply shake panels in natural cedar or grey primed.

Note: All 8', 3-ply Panels are suitable for single wall (stud nailed) construction where code permits.



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And please set your mind at ease. There'll be no fooling around with the proven and respected Barrett line of roofing products. We're not about to make willy-nilly changes. Not even to the name. It's still Barrett.

What does it mean to you? It means that the basic Celotex line of superior products has been nearly doubled; every facility of continuing research and development has been expanded; manufacturing capabilities have been vastly increased. And you'll still enjoy the benefits of the same efficient distribution network, see the same familiar faces on the job.

It was a big step for us. The way you've been responding makes us know that we were right.



CONTRIBUTING  
TO THE PROGRESS  
OF MAN THE BUILDER

**THE CELOTEX CORPORATION**

Tampa, Florida 33607

*Subsidiary of Jim Walter Corporation*



What new  
appliance  
adds sales appeal  
to every room  
in the  
house...

and the basement,  
garage and patio, too?

# The Jack-Vac

Every woman can quickly see the advantages of the Jack-Vac . . . Whirlpool's *true* central vacuum system which carries dirt through tubing in the walls down to a tank in the basement or garage. She likes the idea of having no machinery to pull around . . . no messy bags to empty . . . no dust redeposited around the room.

And the man of the house gets just as excited about the Jack-Vac as his wife does! Those Jack-Vac outlets in garage and basement are his!

With powerful Jack-Vac suction, he can pick up wood shavings in his workshop . . . whisk up dried mud

from the garage floor or cigarette butts from his car ash trays . . . reach the hose out onto the patio to clean up stray grass clippings.

The Jack-Vac offers a choice of two systems . . . dry or wet pickup. The exclusive wet pickup system is self-cleaning. It flushes dirt down the drain, and can also pick up scrub water or spilled liquids.

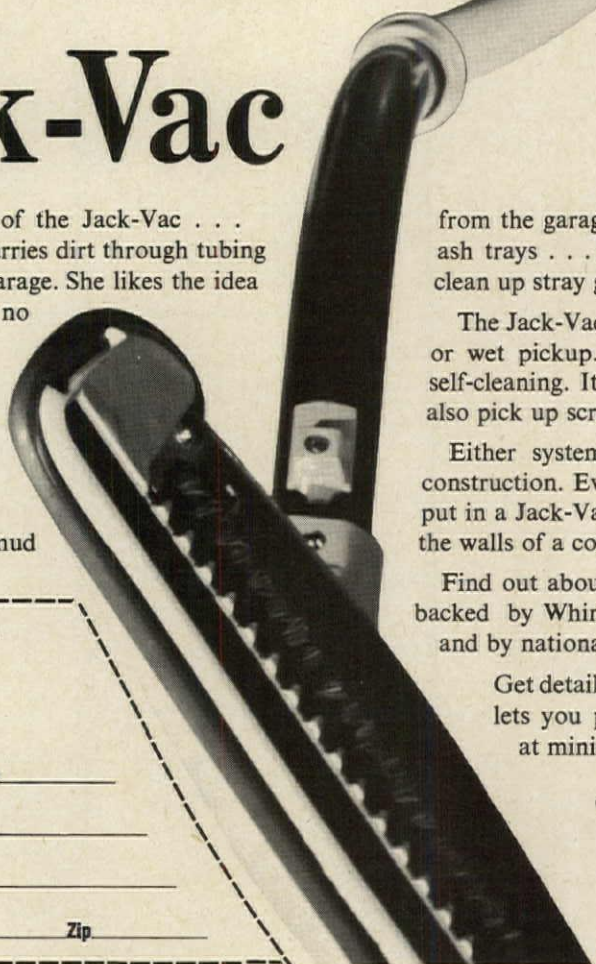
Either system is easy to install in homes under construction. Even if a home is finished, you can still put in a Jack-Vac. It's a simple job to put the tubes in the walls of a completed home.

Find out about this true central vacuum system . . . backed by Whirlpool's nationally-known brand name and by national advertising.

Get details, too, on our special low-cost kit which lets you pre-condition homes for the Jack-Vac at minimum cost. Just mail the coupon.

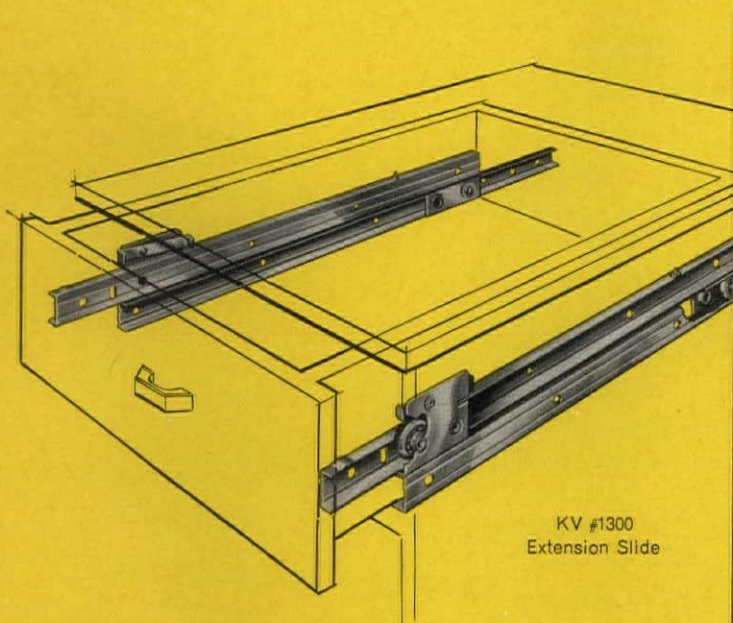
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 Benton Harbor, Michigan 49022  
 Tell me about the new Jack-Vac.

Name \_\_\_\_\_ Title \_\_\_\_\_  
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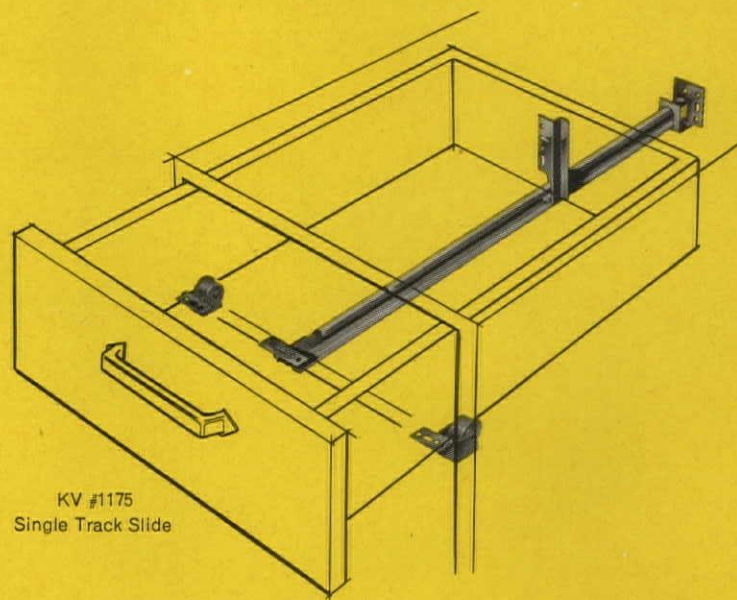




# Nearly everybody knows K.V.



KV #1300  
Extension Slide



KV #1175  
Single Track Slide

**...because we make and dependably deliver more  
easy-to-install drawer slides than anyone else.**

Concentrate on KV. We make 17 different kinds for virtually every type of installation. The popular #1300 extension slide is a cinch to install and requires only  $\frac{1}{2}$ " side clearance. Loaded to 75 lbs., it rolls easily on Nylon ball-bearing wheels. Nine lengths from 12" to 28", packed singly or in bulk. Standard finish is bright zinc plate.

The #1175 is a single-track slide that fits quickly to any drawer, any length or

width. With extra-large Nylon rollers #1175 holds up to 50 lbs. Install it fast with staples or screws — no templates required. Standard length:  $22\frac{5}{8}$ "; packed singly or in bulk. Standard finish is bright zinc plate.

**The other 15 slides?** We have them in heavy-duty, medium-duty, self-closing, full-extension, under-drawer, single-track and double-track styles in a wide range of stock sizes. Emergency? Call

us . . . your order will be shipped the same day!

One more point: We modify many drawer slides to meet our customers' specific requirements for special sizes, special finishes. Why not let a KV drawer slide specialist help you. He will be happy to work with you and will provide recommendations and prices. Call us or contact your nearest KV representative to get prompt action.



**KNAPE & VOGT MANUFACTURING COMPANY**

Grand Rapids, Michigan 49505

May we send you a copy of our new drawer slide catalog #167-DS Write for your copy or ask your KV representative.

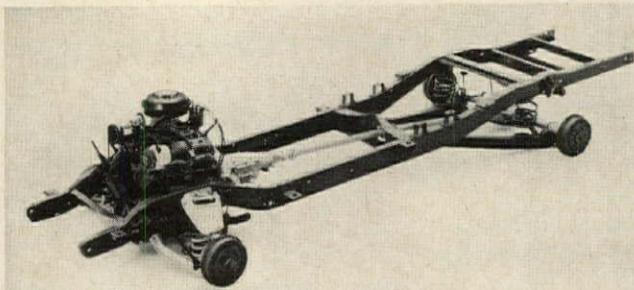
# Look at all you get you can't get anywhere else!

## THE '68 CHEVROLET PICKUP:

**Only Chevrolet  
gives you all these  
truck features for '68!**



**Truck-tough cab and body with double-strong construction.** There's no stronger pickup anywhere. You get double thicknesses of sheet metal in critical areas. Like the cowl, windshield pillars, roof, door openings. And Fleetside body side panels and tailgate!



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**Styling with a purpose that sets the pace!** A Chevy pickup gives the newest truck styling—and the most practical! The low silhouette helps provide road-holding stability; the cab design lets you see more of the road ahead.

**Extra workpower with job-tailored engines!** A wide range of engines! Go with the 155-hp 250 Six—biggest standard Six of any popular pickup. Or order the 292 Six. There's a new 200-hp 307 V8 that's standard in V8 models. Or, specify a 327 or 396 V8!

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# '68 JOB TAMER TRUCKS

# A Class "A" Fire-Safe Shake-Type Roof?

## Right!

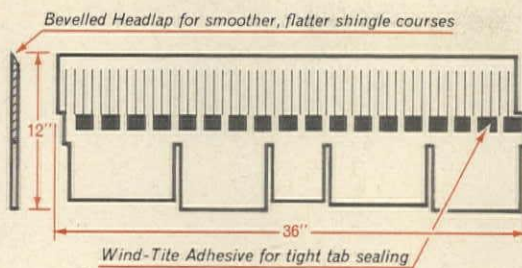
With **PHILIP**  
*Carey*<sup>®</sup>



# RUSTIC SHAKES<sup>®</sup>

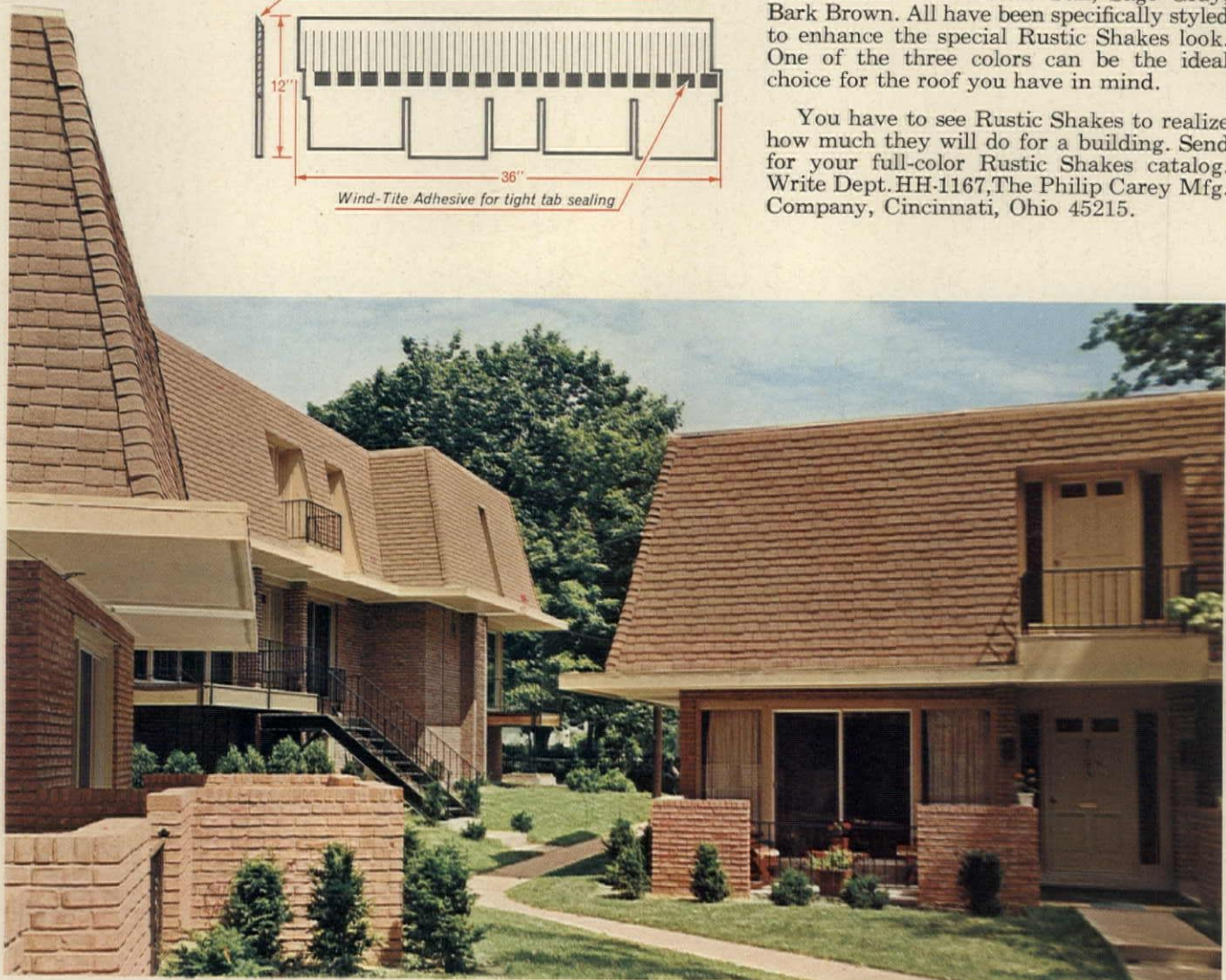
At a glance, you recognize the distinctive difference of this new shingle! It's the newest form of the famous Fire-Chex<sup>®</sup> asbestos-plastic shingle. Gives vibrant new personality to roofs, as well as the highest available fire-safety rating.

Wind-tight, too! Special Wind-Tite<sup>®</sup> thermo-plastic adhesive seals tabs tight. New bevelled headlap gives you smoother, flatter shingle courses. And an exclusive new self-aligning feature speeds up your shingle application.



Select from three dramatic Rustic Shakes color blends . . . Desert Tan, Sage Gray, Bark Brown. All have been specifically styled to enhance the special Rustic Shakes look. One of the three colors can be the ideal choice for the roof you have in mind.

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Scheirich Royal® Birch and  
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**MEDALLION\* TRIM**  
 with matching border

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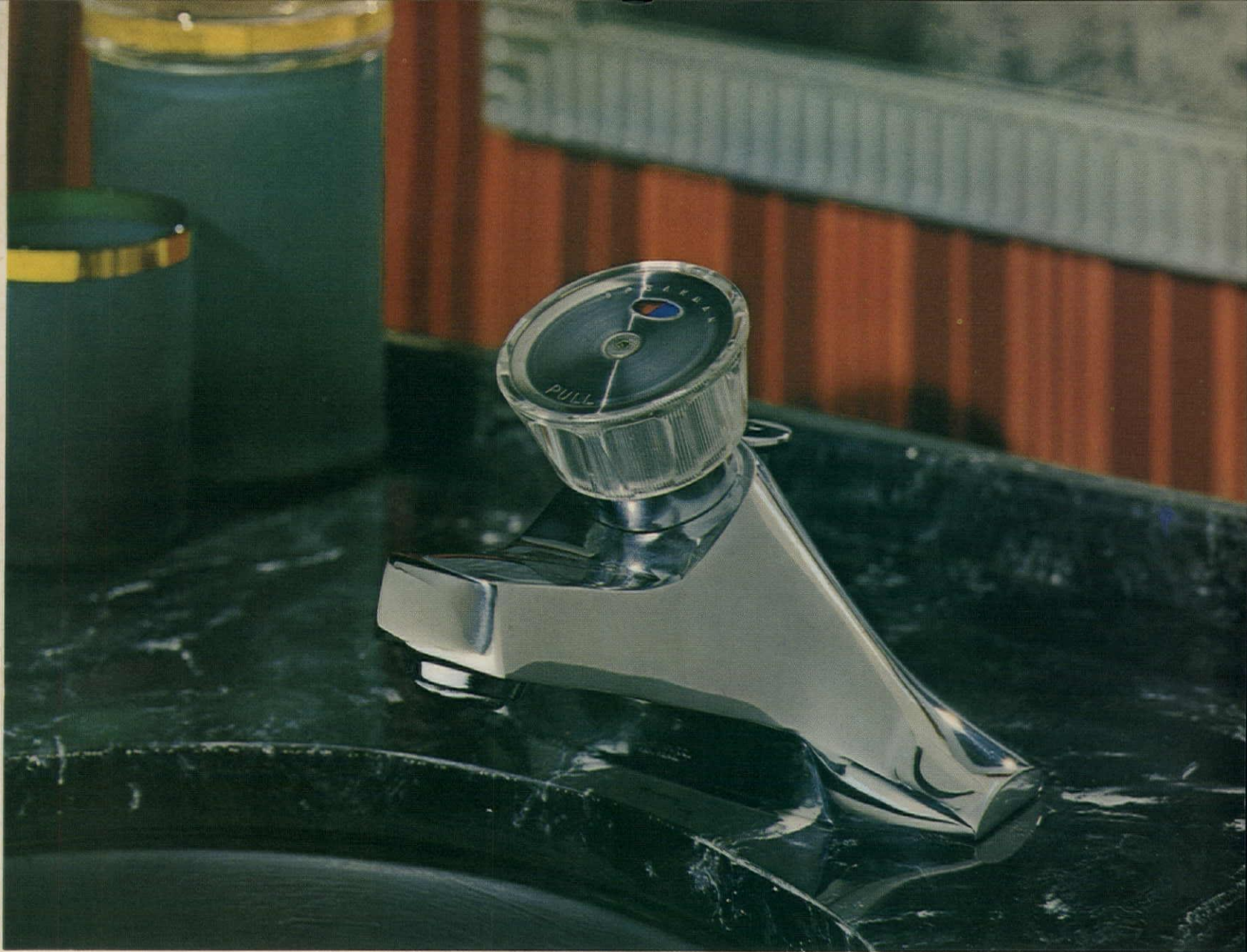
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New cartridge. No grease. No rust. No stick.

Speakman's new cartridge cylinder, after one-half million gruelling "on-off" tests, still operated with smooth silent ease. The same fine results are now being obtained through actual use in hundreds of homes from coast to coast. This patented concept employs Du Pont "Teflon" at friction points. Designed for trouble-free lifetime use. Has positive shut-off and is adjustable for cross-piping.

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**EXECUTIVE OFFICES:**  
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## The right place for Marlite paneling is where you decide to put it.

Homes, apartments, schools, business interiors. Walls, ceilings, counters, doors, partitions. Wherever your plans call for soilproof beauty with next-to-nothing maintenance, that's the place for Marlite Decorator Paneling.

You can get great ideas just looking at Marlite. No other prefinished hardboard paneling offers such a stunning selection of

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So put Marlite in its place: your next building project. See our 1968 line in Sweet's File or write Marlite Division of Masonite Corporation, Dept. 1122, Dover, Ohio 44622.



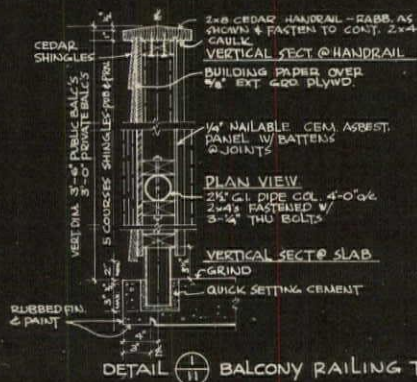
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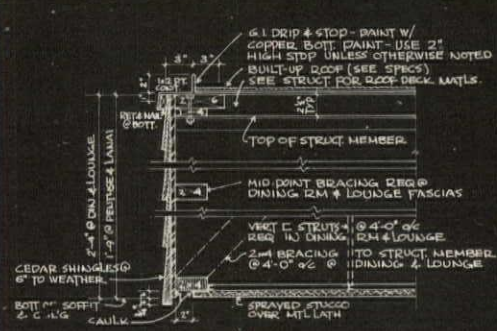
NOVEMBER 1967

Circle 72 on Reader Service card

61



DETAIL 11 BALCONY RAILING TYPICAL



DETAIL 13 TYPICAL SHINGLE FASCIA

Sands Harbor Inn, Orlando, Florida • Architect: Paul Robin John/Certigrade Shingles, #1 Grade, 18" Perfections with staggered butts, 6-7" to the weather.



## Red cedar shingles: to keep a "high-rise" down to earth.

One of the most difficult design problems facing the architect of the modern high-rise, is to find a way to fit his building naturally into its setting.

In this striking, contemporary Florida apartment, at least part of the solution was provided by the use of red cedar shingles. By their contribution of richly textured line and earthy colors, shingles lend a natural beauty that helps the structure blend gracefully and easily into its surroundings.

Just as important, shingles add a practical dimension.

Because they resist decay and extreme weather conditions,

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If you have an apartment design problem coming up, why not let us tell you more? For details on Certigrade Shingles (or Certi-Split handsplit Shakes) just write, see our Sweet's catalog listing 21d/Re or give us a call.

### RED CEDAR SHINGLE & HANDSPLIT SHAKE BUREAU

5510 White Building, Seattle, Washington 98101  
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How to make a good house great:

## Mellowood Cabinets by Kitchen Kompact

Start with a Great Idea — Mellowood cabinets crafted by Kitchen Kompact. It's a stunning and exciting way to add sales appeal to your homes. Friendly, warm Mellowood is classically styled — doesn't date itself. And the rich, lush wood tones will complement any kitchen decor. The KK construction is just as good as its handsome appear-

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Here's another Great Idea . . . use Kitchen Kompact Mellowood cabinets in other room areas . . . game

room, den, family room. Provides a finished, professional touch plus giving valuable, extra storage space.

Check Kitchen Kompact's two distinguished cabinet lines — Mellowood and Fruitwood. You'll see why KK has been acclaimed "The Best Value in Cabinetry".

Want some Great Ideas for your homes? Write for the new booklet, "Great Ideas with Kitchen Kompact". Free for the asking.

Kitchen Kompact, Inc.  
911 East 11th Street  
Jeffersonville, Indiana 47130



# A GREAT IDEA!



Photo courtesy of Southern California Edison Company

## Is this any place to use plastic DWV?

**WHEN IT'S THE BEST  
IT IS!...**

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**PLASTIC PIPE FITTINGS**

## EDITORIAL

*New houses vs. not-so-new houses***If you want buyers for your 1968 houses, you'd better not offer them the same old 1967 models**

If you took a fast trip around the country today to look at new models and new subdivisions, all too often you'd find that nothing in these quote, new, unquote models really grabbed you. Yet in every town, you would find one or two builders knocking the ears off the competition with really excellent merchandise and merchandising.

But your impression would probably be that too many builders—who should know better—are putting out a schlock product, using stale, dull, bottom-of-the-line components. You would ask yourself what happened to all the exciting new hardware, fixtures, appliances, equipment and materials that you were expecting to see?

Well, what happened is simple: Builders still underestimate the customers' desire for new and better products and materials. Builders forget that they are the consumers' purchasing agents when it comes to building materials. Too many of us are ordering Model T's for buyers who want Mustangs and Cougars.

There's a sort of moral here: If you want consumers to spend more on housing, you have to spend it for them first. If you don't spend it, why should they? You're their purchasing agent; maybe you're underbuying and underdesigning for them.

We know that builders care about new products. For example, we got 66,319 requests for more information about the 185 products shown in our November 1966 issue. But why do we see so few of those products in new houses and apartments?

"Well," you might argue, "if I do buy all the hot new products, I'll price myself right out of the market." Three market factors make that overused crutch very weak:

*First factor: You can't predict how warmly the consumer will receive a good new product.* Manufacturers of color television, fiberglass boats and hi-fi systems never dreamed that those items would take off the way they did. Ford marketing men did thorough research before introducing the Mustang, but they had no idea they had such a barn-burner. In other words, if you design and build a hot house, one more exciting than any other in town, you just might have a barn-burner of

your own. An item-by-item look at 1968's outstanding new products in this issue will show you the potential of your 1968 models.

*Second factor: The market is growing faster than the industry's capacity to produce.* Demand in 1968 will exceed anything we can reasonably produce next year (see p. 86). You'll be in a sellers' market, not a buyers' market. Housing shortages across the country will be second only to those we knew in the years right after World War II.

*Third factor: Today's families have well over double the dollar income they had 15 years ago—and 60% more purchasing power.* The need and the money are both there.

"But," you say, "if I've got a sellers' market, why bother to sex up the product? Why not just knock 'em out and go like hell?" Answer: That's just what the ribbon clerks, who are going to pile into this market as they did during previous booms, are going to do.

And do you know what's going to happen to those ribbon clerks? They're going to have to compete with smart builders who will use what they've learned in the buyers' market of the '60s.

In that buyers' market, smart builders learned the full meaning of being in the retail business. They were retailing the biggest-ticket item the consumer would ever buy. In successful retailing, the best merchandising is the merchandise itself. If a house or an apartment doesn't grab the consumer, the builder takes a loss. And you know what happens to retailers who take too many losses.

Smart builders have learned how to put pizzaz into their houses. Pizzaz in housing excites people, makes them happy about their purchase and keeps them happy. Pizzaz, like beauty, is in the eye of the beholder; it's a state of mind. Exciting merchandise makes prospects react: They desire, and they want. Aspirations they can't define are made real. And they buy, because what people think (state of mind) controls what they do ("Sign right here, Mr. Jones, and press down hard so your signature comes through on all five copies").

—RICHARD W. O'NEILL



**Plastic door trim**, applied with contact adhesive or nails, simulates hand-carved wood—including chisel marks—and can be stained like wood. Filon, Hawthorne, Calif. *Circle 246 on Reader Service card.* Lockset is by Weslock, Los Angeles. *Circle 250 on Reader Service card*

# NEW PRODUCTS 1968

Looking for eye-catching ideas like these at left for next year's houses? They are just a sampling of the some 200 ideas you will find in the following 24-page catalog of new building products.

What can the new crop of products do for your merchandising? Take a look at some of the latest synthetic finishing materials—molded plastics, embossed hardboards and others—that look just like traditional materials but cost less and are easier to use.

Check the new combinations of modern and traditional materials—wood veneers laminated to vinyl, for example—which produce more striking finishes but mean lower installation costs for builders and fewer maintenance worries for buyers.

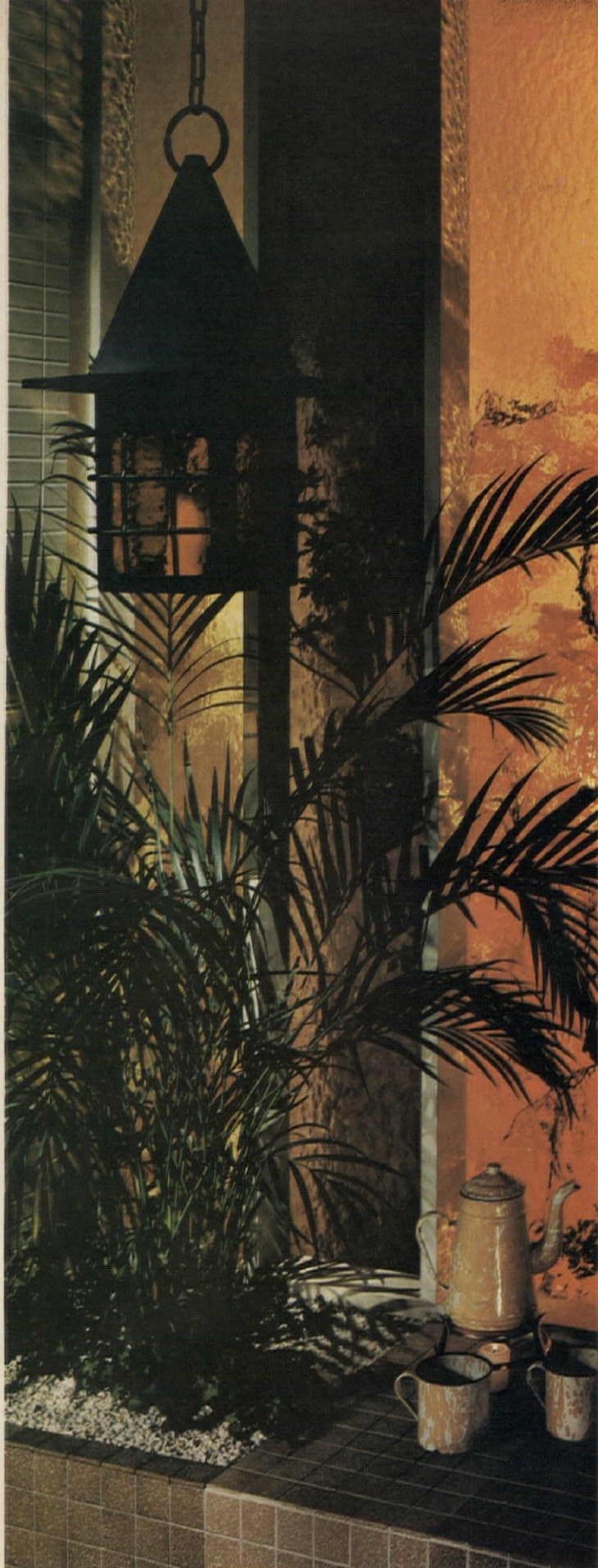
And on the subject of convenience for buyers, there are new attractions, like an easy-to-install electric traverse rod, and a wider selection of relatively new sales lures, like central humidifiers and electronic air cleaners for total-comfort heating/cooling systems.

Maybe you're more interested in faster building than in faster sales. Then see the latest power-tool developments, which emphasize compactness but greater speed.

Whatever your particular interest in new products, you'll find it covered in this listing:

Exteriors .....	72
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Kitchens .....	76
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Chances are, you will be pleasantly surprised by the manufacturers' emphasis on striking-looking products like the three at left—the kind that get prospects talking about a house. For more of these talk-starters, turn the page.



**Patterned Plexiglas** in a choice of 17 colors can be used for exterior glazing as well as for interior translucent screens. Two panel sizes: 4'x6' and 4'x8'. Three thicknesses: 1/8", 3/16", and 1/4". Rohm and Haas, Philadelphia. Circle 248 on Reader Service card

**Imitation parquet** (left) with embossed woodgrain pattern comes in two wood tones—maple and teak—for use with contemporary or traditional decor. The 12"x12" tiles, 1/16" thick, are made of vinyl asbestos. Johns-Manville, New York. Circle 247 on Reader Service card

continued

# NEW PRODUCTS 1968

## talk-starters



**Two-tone kitchen cabinets** are available in 21 natural finishes and 12 velvet enamels. Also: choice of door inserts in laminated plastic or standard colors to match countertop surfaces. Quaker Maid, Leesport, Pa. Circle 210 on Reader Service card



**Imported ceramic tiles** for floors and walls are hand-painted in brilliantly colored antique designs. Wall tile (left) is 5 $\frac{3}{8}$ " square,  $\frac{3}{8}$ " thick; floor tile (right) is 7 $\frac{7}{8}$ " square,  $\frac{1}{16}$ " thick. Country Floors, New York City. Circle 209 on Reader Service card



**Wood-vinyl flooring** consists of hardwood veneer laminated to vinyl backing and protected by clear vinyl wearing surface. In planks and square tiles.



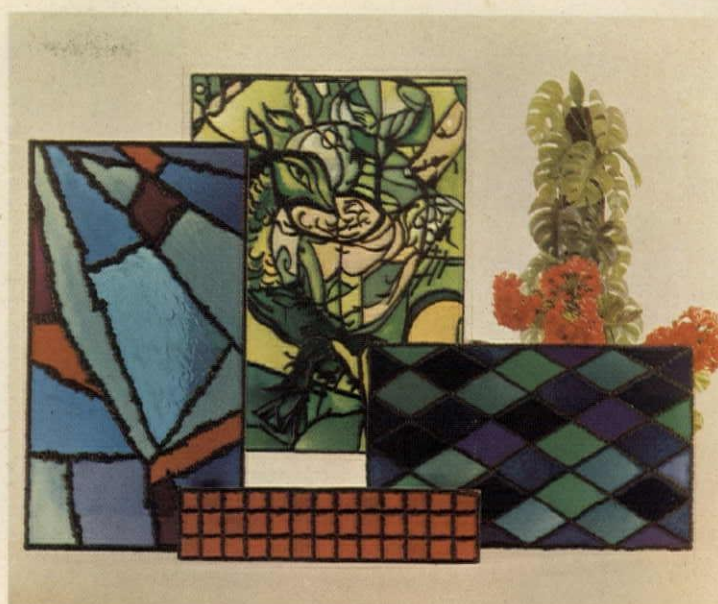
Left: Parkwood, Wakefield, Mass. Circle 439 on Reader Service card. Right: Wood-Mosaic, Louisville. Circle 211 on Reader Service card



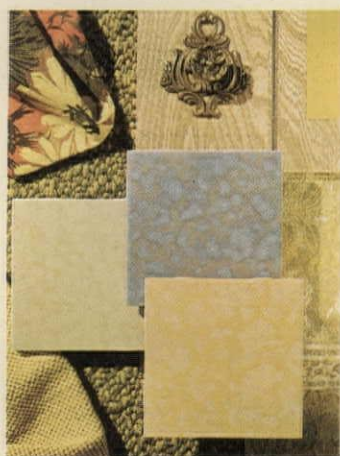
**One-piece bathtub** and three 75"-high walls are molded of fiberglass as a single unit. A recess in the back wall houses grab bar and soap dish. Available in pastels and white. Ceiling top is optional. Universal-Rundle, New Castle, Pa. Circle 212 on Reader Service card



**Textured wall finishes** come in natural cork (*left*) and simulated wormy chestnut (*right*). The cork is tissue-thin veneer on wallpaper. The chestnut planks are deeply embossed,  $\frac{1}{16}$ "-thick hardboard. Armstrong Cork, Lancaster, Pa. *Circle 213 on Reader Service card*



**Imitation leaded glass** is hand-made of colored fiberglass and acrylic according to customer's own design specifications. Construction is one-piece, and the  $\frac{1}{4}$ "-thick panels may be used inside or out. Stainglas, Chicago. *Circle 214 on Reader Service card*



**Soft-textured tiles** are designed to blend with all color schemes. Fine vein lines are fused into the glaze and contrasting colors are glazed over basic colors. The glazes are suitable for counters and floors. Interpace, Los Angeles. *Circle 215 on Reader Service card*



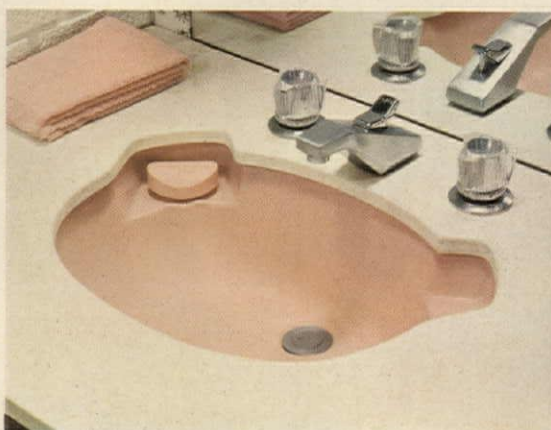
**"His and hers" bathroom cabinet** is a three-piece ensemble consisting of two cabinets flanking a wall mirror that comes in three widths up to 36". Cabinets are finished in egg-shell with gold trim. Grote, Madison, Ind. *Circle 216 on Reader Service card*



**Architectural plastic** in 4'x 8' and 5'x 10' panels is made of high-impact polystyrene, .095" thick. It can be cut with shears and applied to walls, doors and cabinet fronts with the manufacturer's adhesive. Choice of four colors. K-Lux, St. Louis. *Circle 217 on Reader Service card*



**Wood-plastic parquet** is produced by nuclear energy. Wood is impregnated with liquid plastic which is then hardened by gamma radiation. Result: a solid-wood plastic composite promising unusual hardness and strength. Novawood, Lynchburg, Va. *Circle 218 on Reader Service card*



**Bathroom lavatories** fit below counter level or come with integral countertop. *Left:* recessed vitreous-china unit with built-in soap dishes by Eljer,



Pittsburgh. *Circle 438 on Reader Service card. Right:* one-piece unit of cultured marble by Polykrystalon, Houston. *Circle 219 on Reader Service card*

*continued*

# NEW PRODUCTS 1968

## talk-starters



**Folding shower door** opens at center—double doors may be folded back jointly or separately and are held by hidden latches and magnets. Comes with silver or gold aluminum frame for 48" and 60" tubs or showers. Showerfold Door, Chicago. *Circle 200 on Reader Service card*



**Fan-forced baseboard heater** for remodeling work can be recessed in walls without cutting studs because the back contains stud-size indents on 16" centers. Beige finish blends with most decorating schemes. Emerson, St. Louis. *Circle 201 on Reader Service card*



**Decorated ceramic tiles** in over 40 designs and hundreds of color combinations can be used to form patterns, borders and random high-

lights. Standard size—4¼" x 4¼"—conforms to that of most ceramic tiles. American Olean, Lansdale, Pa. *Circle 202 on Reader Service card*





**Ceramic floor tile** in old-world design is available in ten different colors with a reflective crystal finish that simplifies cleaning. Subtle shading simulates the appearance of handcrafted tile. Stylon, Boston. Circle 203 on Reader Service card



**Carpet tiles** of polypropylene olefin fiber with foam-rubber backing come in 16 colors featuring vivid reds, greens, blues and pastels. The 12" squares can be used to create checkerboards, stripes or random patterns. Ozite, Chicago. Circle 204 on Reader Service card



**Embossed tile flooring** simulates marble chips in a pattern that flows together to hide seams. The 12"x 12" tiles are vinyl asbestos,  $\frac{3}{32}$ " gauge, and may be installed on any grade-level floor. Six color combinations. Ruberoid, New York City. Circle 206 on Reader Service card



**Double marble tub**—a "his and hers" model—is made of 90% quarried marble combined with hardening agents. Unit incorporates two basic tub

models, 70" and 55" long, and a combination of standard cap panels. Venetian Marble, Dallas. Circle 205 on Reader Service card



**Foil wallcoverings**, hand-decorated in 46 patterns, feature a tortoise-shell texture that looks three-dimensional. The metallic base promises low maintenance, and the no-repeat design reduces waste in hanging. Polyplastex, Union, N.J. Circle 207 on Reader Service card



**Duplex freezer/refrigerator** rides on rubber wheels to simplify servicing and floor-cleaning. Model shown is 35 $\frac{3}{4}$ " wide, has 22 cu. ft. capacity, automatic door closers and optional decorator kit. Admiral, Chicago. Circle 208 on Reader Service card

continued

# NEW PRODUCTS 1968

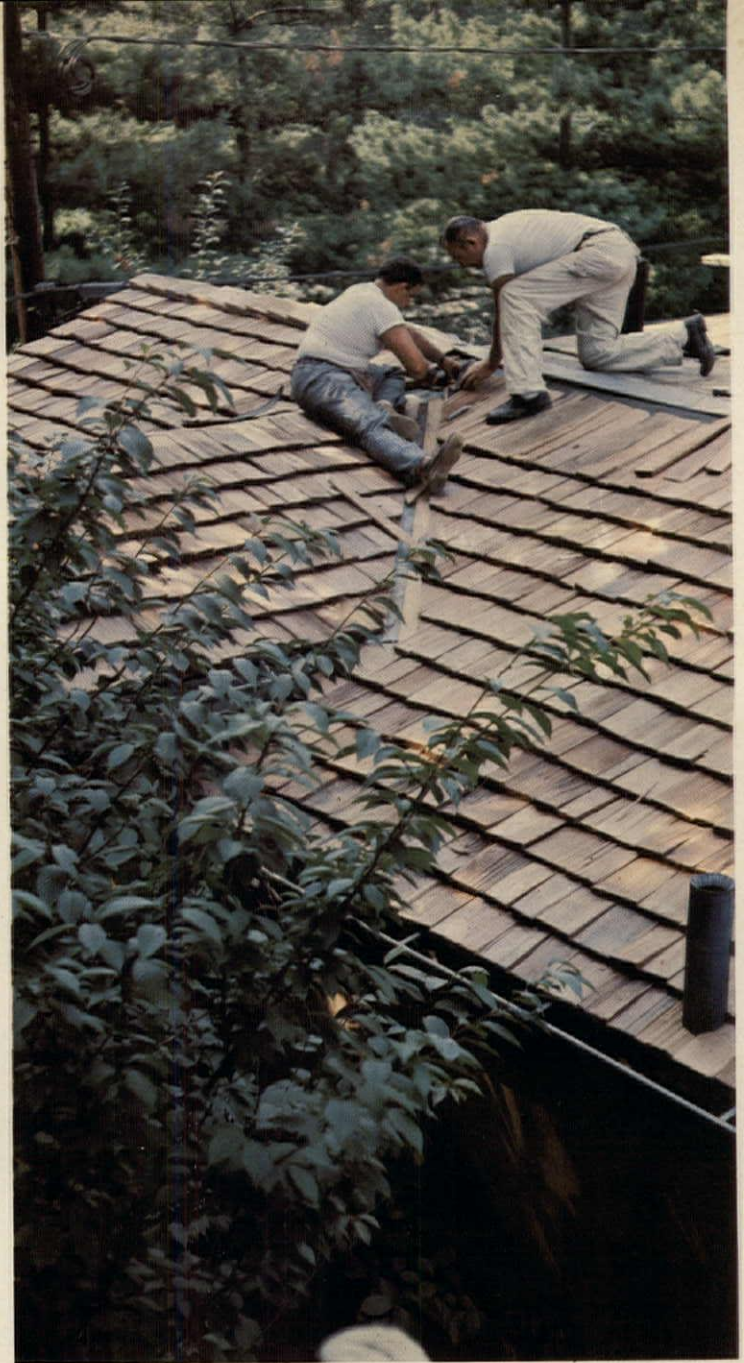
## exteriors



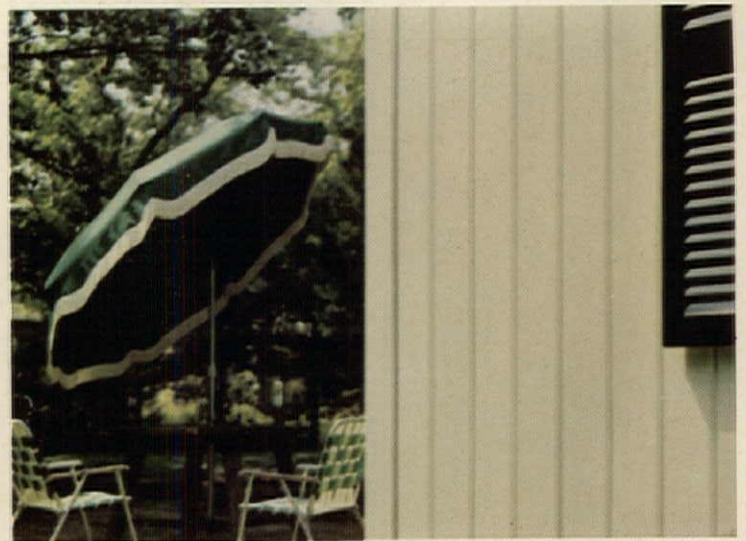
**Colored mortar** is factory-mixed, eliminating the need for mixing pigments on the job. Manufacturer offers 160 standard colors plus custom shades for blending (above) or contrasting with the color of brick. Medusa, Cleveland. *Circle 233 on Reader Service card*



**Masonry stain** adds lasting color to concrete because it penetrates and reacts upon a calcium base. More than 50 shades can be created from eight basic colors for use on patios, pools, atriums and entries. Kemiko, Hollywood. *Circle 235 on Reader Service card*



**Fire-retardant cedar shakes** and shingles carry a Class C rating from Underwriters' Laboratories and—compared with the installed cost of untreated shakes and shingles—cost less than 50% more. Koppers, Pittsburgh. *Circle 234 on Reader Service card*



**Vertical plastic siding** is made from rigid polyvinyl chloride, so it never needs painting and is impervious to dirt. Panels are extruded in 10' lengths with double 5" vertical clapboard exposure. Bird, East Walpole, Mass. *Circle 236 on Reader Service card*



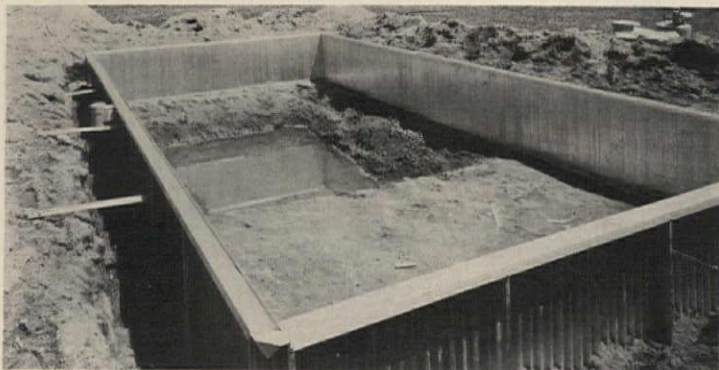
**Grained aluminum siding** simulates newly painted rustic wood. Baked-acrylic finish in choice of five tones—white, fern green, colonial blue, sandstone and sierra tan—is guaranteed to last 20 years. Alcoa, Pittsburgh. *Circle 237 on Reader Service card*



**Self-sealing shingles**—said to be storm-tight in hurricanes—feature extra-large granules on asphalt. The granules are fungus-resistant to preserve colors longer. Shingle strips have two 18" tabs. Johns-Manville, New York City. *Circle 238 on Reader Service card*



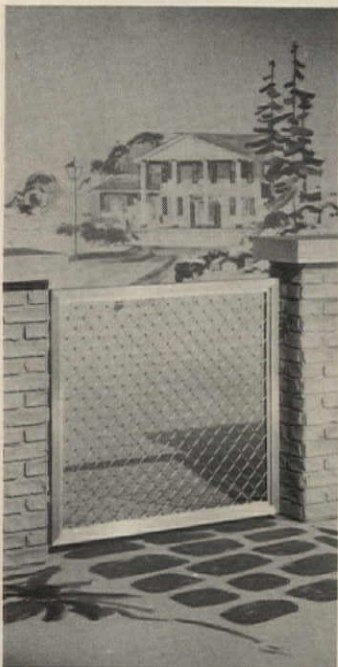
**Barn-shake panels**—in natural finish or weathered-looking colors—are 8' long and consist of three plies with a plywood core. Allowing up to 14" exposure, they are designed especially for A-frames. Shakertown, Cleveland. *Circle 239 on Reader Service card*



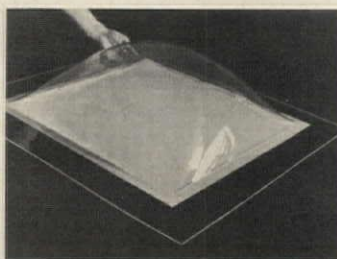
**Aluminum swimming pool** combines extruded-panel sidewalls and a 20-gauge vinyl liner. Package also includes a flush wall skimmer and



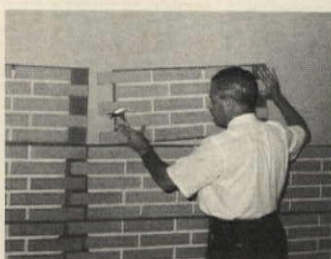
dual-suction manifold and filter. Photos above show a 16'x32' model. Cascade, Edison, N.J. *Circle 240 on Reader Service card*



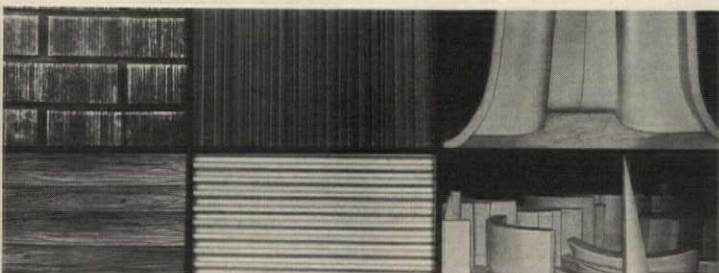
**Aluminum gate** can be hung on round aluminum gate posts or on flat surfaces like stone walls and wood fences. It combines 2"x9-gauge chain link fabric in an extruded frame for openings up to 48" square. Nichols, Davenport, Iowa. *Circle 241 on Reader Service card*



**One-piece skylight** consists of two plastic sheets—a clear vacuum-formed dome and a translucent white diffuser—heat-welded together to eliminate tapes and glues. Dead-air space provides insulation. Kennedy & Son, Orlando, Fla. *Circle 242 on Reader Service card*



**Clay-brick panels** for exterior siding are premortared and sili-coned. The panels—32"x14" with matching corners—are applied with nails, and the nailheads are covered with matching-color compound. RidgeRock Industries, Sebring, Ohio. *Circle 243 on Reader Service card*



**Decorative concrete surfaces** are produced by custom-made forms faced with molded-plastic linings. The forms can reproduce woodgrain as well as sculptured and geometric surfaces. Polyester Specialties, Summit, Ill. *Circle 245 on Reader Service card*



**Sandwich-panel siding** combines factory-enameled aluminum, polystyrene insulating foam, aluminum foil and kraft paper. Panels can be applied directly to studs, and are vented by 1/8" holes on 17" centers. Also, Akron, Ohio. *Circle 244 on Reader Service card*

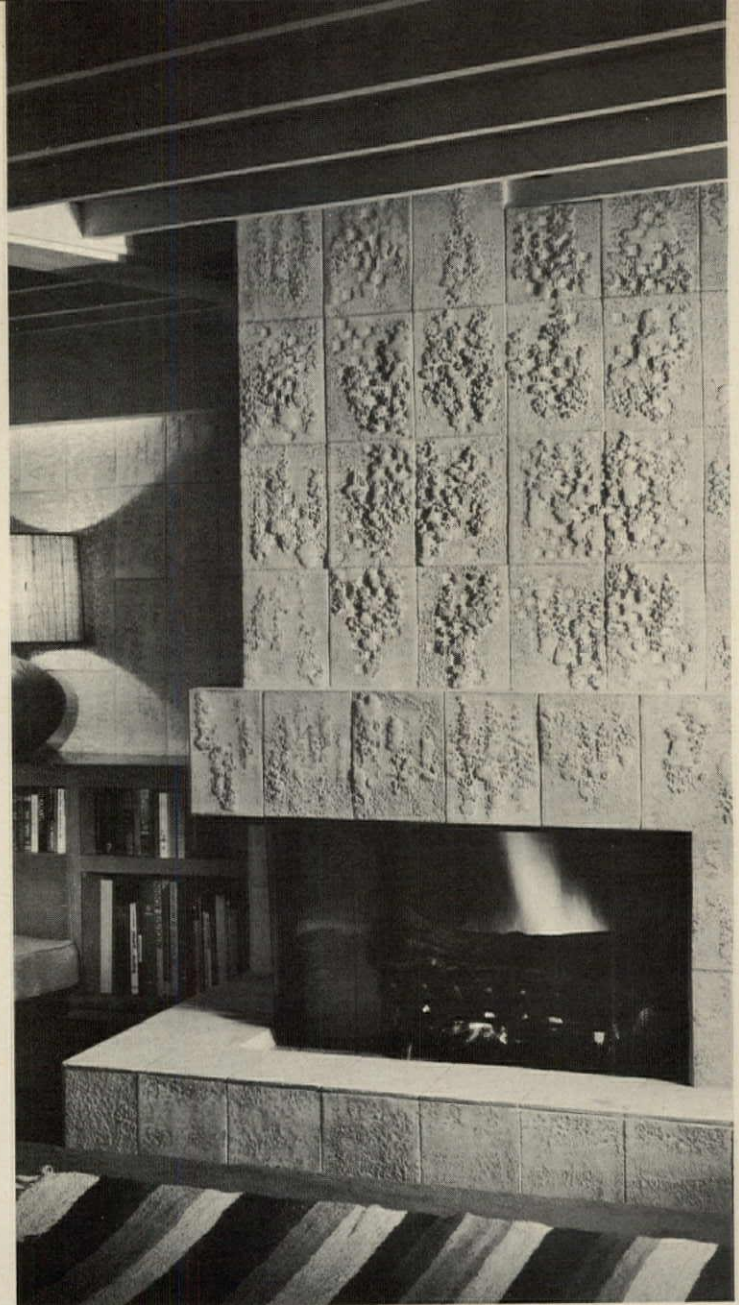
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# NEW PRODUCTS 1968

## interiors



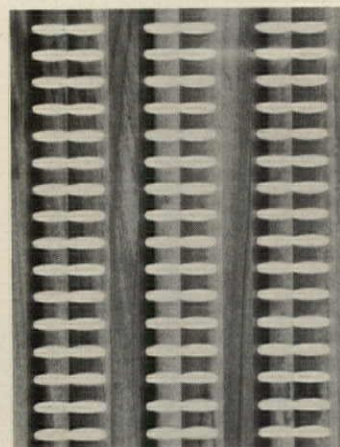
**Textured ceiling panels** for suspended grids display an embossed swirl pattern that simulates brushed plaster. Panels come in two sizes—2'x2' and 2'x4'—and the design is also available in 12"x12" tiles. Conwed, St. Paul, Minn. *Circle 220 on Reader Service card*



**Ceramic wall surfacing** is hand-textured in modular panels for use indoors or out. Manufacturer custom-designs accent walls from over a hundred basic patterns with many color possibilities. Design-Technics, New York City. *Circle 221 on Reader Service card*



**Particleboard underlayment**, designed especially for floor remodeling, resists warping and denting because it has no grain. It comes in 4'x8' panels, 1/4" thick, and cuts with ordinary tools without flaking. Weyerhaeuser, Tacoma. *Circle 222 on Reader Service card*



**Sculptured hardwood**—walnut, birch and poplar—comes in 2'-wide panels that are 2', 3' and 4' high, and 1/2" thick. The panels are designed for screening, and are supplied finish-sanded with or without frames. Penberthy, Los Angeles. *Circle 223 on Reader Service card*



**Hardboard paneling** in random-grooved woodgrains is plastic-coated and 5/32" thick. Panels are 4' wide, 4', 6' and 8' high. Also available: 16"-wide wood-grained planks in 8' and 10' lengths, 1/4" thick. Barclay, New York City. *Circle 224 on Reader Service card*



**Fissured ceiling panels** are  $\frac{5}{8}$ " thick, rated Class A (incombustible), and weigh about .60 lbs. per sq. ft. Available in two sizes—2'x2' and 2'x4'—with a noise-reduction coefficient of .80. Celotex, Tampa, Fla. *Circle 225 on Reader Service card*

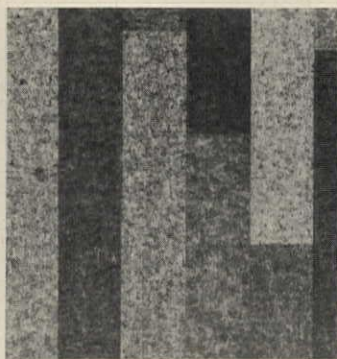


**Scenic wallpaper**, showing a Japanese fishing village, covers 9' of lineal wall space and consists of four panels. Manufacturer's full line includes scenes as large as eight panels and as small as two. Albert Van Luit, Los Angeles. *Circle 226 on Reader Service card*



**Flakeboard-core paneling**,  $\frac{1}{4}$ " thick, offers wood veneers of pecan, elm, walnut, oak, cherry, birch, knotty cedar and knotty pine. The solid flakeboard backing has no defects to show through the panel face. Long-Bell, Longview, Wash.

*Circle 227 on Reader Service card*



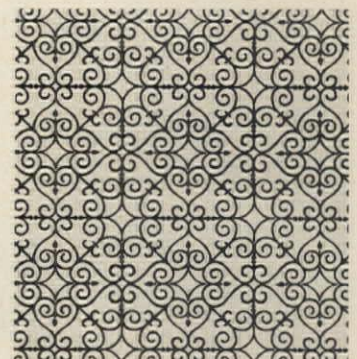
**Cork tile**, 12"x12"x $\frac{3}{16}$ ", blends  $1\frac{1}{2}$ "-wide strips at random in a composition of four different color tones. Installation requires no special matching. Tile can be laid over any floor, including concrete, without underlayment. Kentile, New York City.

*Circle 228 on Reader Service card*



**Plastic window sill** comes in marbles (*above*), woodgrains and solid colors. It can be milled, drilled and sawed with ordinary woodworking tools. Standard dimensions:  $\frac{1}{2}$ " thick;  $4\frac{1}{2}$ " to  $9\frac{1}{2}$ " wide; 3' to 12' long. Kenmore, Lowell, Mass.

*Circle 229 on Reader Service card*



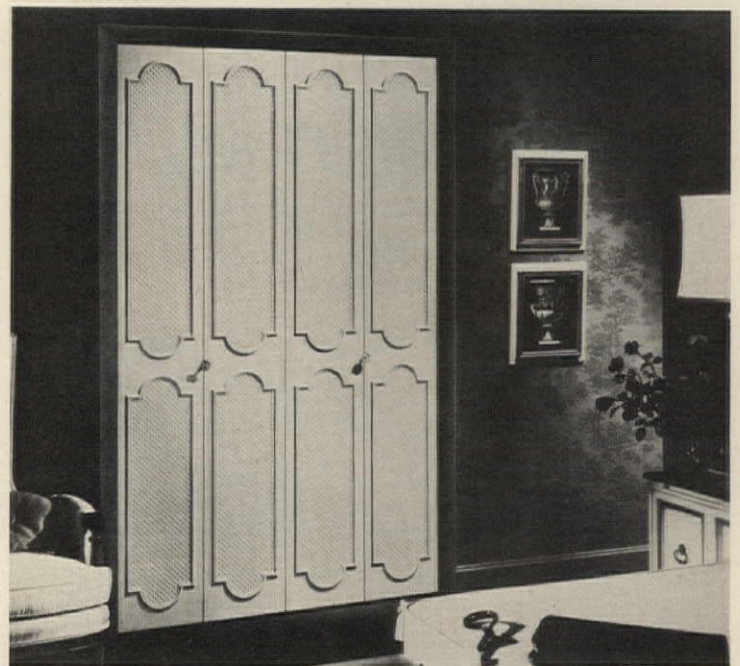
**Vinyl wallpaper** with flocked-grille pattern comes in a choice of four colors on white background. The vinyl-impregnated wallcovering is guaranteed for five years against wear, fading and staining, and can be scrubbed. Imperial, Cleveland.

*Circle 230 on Reader Service card*



**Printed laminate** offers contemporary floral pattern in a choice of four colors. The plastic surfacing is available in a wide range of other decorator designs and colors for countertops and cabinet fronts. Wilson Art, Temple, Tex.

*Circle 231 on Reader Service card*



**Molded-plastic bifolds** are packed in two- or four-panel sets with hardware. They come in one color—off-white—but may be refinished to match room colors. Full line contains four designs. Tenneco, Arlington Heights, Ill. *Circle 232 on Reader Service card*

*More Interiors products p. 124*

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# NEW PRODUCTS 1968

## kitchens



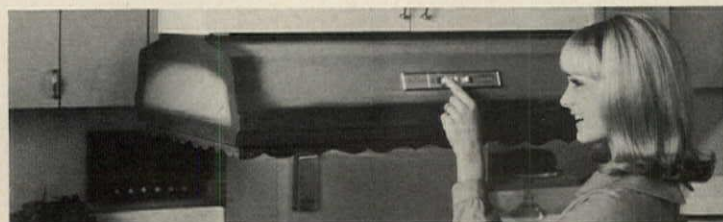
**Hot-food server** in stainless steel moves on drawer rollers, provides thermostatically controlled temperatures of up to 190°F, and can be installed with wood-paneled front. Contains a removable liner pan. Toastmaster, Algonquin, Ill.  
Circle 297 on Reader Service card



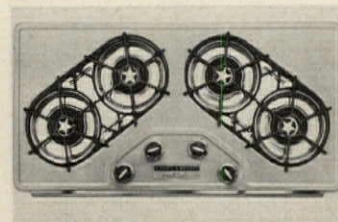
**Ceramic work surface** is extremely scratch-resistant and serves as a good cutting base for food preparation. Made of a glass-ceramic material called Pyroceram, the panel is also impervious to heat. Corning Glass, Corning, N.Y.  
Circle 286 on Reader Service card



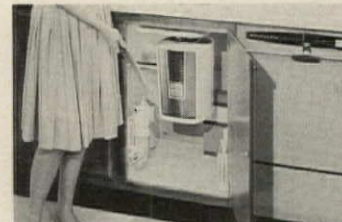
**Desk assembly** for a kitchen nook is constructed of hard maple in a fruitwood finish, and fitted with brass hardware. The desk surface is covered with Formica in a matching woodgrain pattern. Whitehall, East Rockaway, N.Y. Circle 292 on Reader Service card



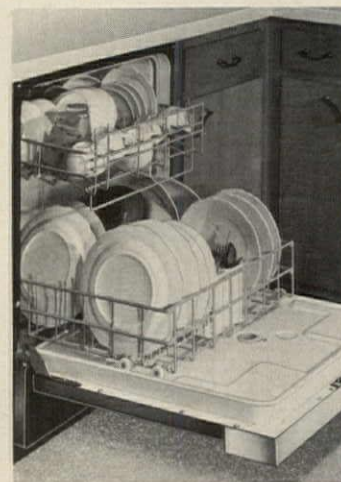
**Island range hood** is 8" deep by 28" wide and comes in lengths of 30", 36" and 42". Aluminum mesh provides 200 sq. in. of filter area. Standard finishes are coppertone, white and stainless steel. Miami-Carey, Cincinnati. Circle 287 on Reader Service card



**Gas cooktop**, 36" wide, permits more room for drawer space beneath because the burner box has been reduced to only 3" in depth. The top is hinged, lifting up or off for cleaning. Burner box is one-piece. O'Keefe & Merritt, Los Angeles.  
Circle 295 on Reader Service card



**Food-waste disposer** offers a heat-fused epoxy grind chamber, Teflon-coated drain chamber, and two sound-deadening features: 1) neoprene sink mounting, and 2) extra-thick blanket of styrene insulation. Two models. KitchenAid, Troy, Ohio.  
Circle 294 on Reader Service card



**Automatic dishwasher** features 16-place-setting capacity, two revolving-spray wash arms—one under each glide-out basket—and a miniature food grinder that eliminates the need for food-scraping. Modern Maid, Chattanooga, Tenn.  
Circle 296 on Reader Service card



**Garbage disposer** features a detergent shield of polypropylene, which protects against detergent corrosion and electrolytic action. A "wrenchette" lets the homeowner free minor jams inside the unit, avoiding service calls. In-Sink-Erator, Racine, Wis.  
Circle 288 on Reader Service card



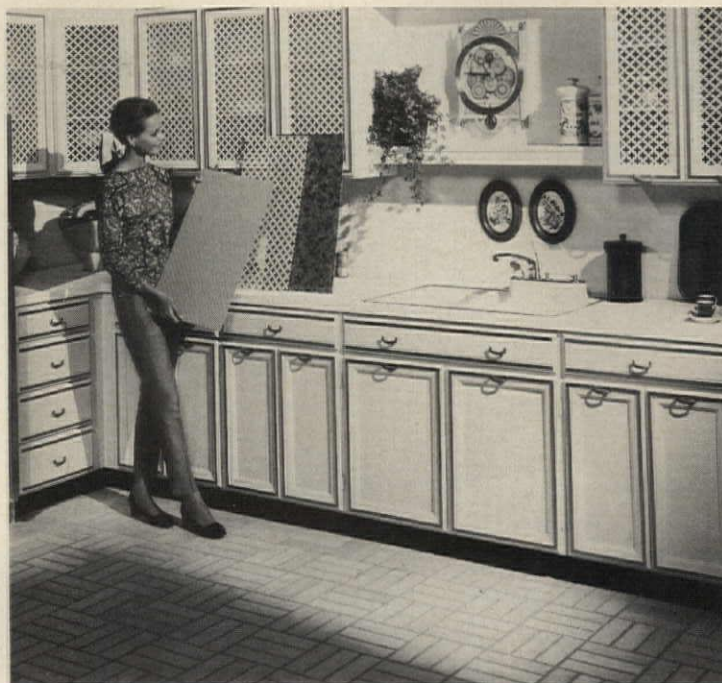
**Undercounter washer-dryer** is ideal for apartments because it takes only 30" of space and needs no venting. Handles all types of clothing and is available in shades of turquoise and avocado green. General Electric, Louisville. *Circle 291 on Reader Service card*



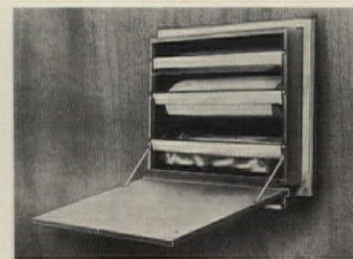
**Undercounter dishwasher** offers a pushbutton cycle for regular and short washes, and a cycle for pots and pans. Outer front and base panels are interchangeable with optional panels in color or white. Frigidaire, Dayton, Ohio. *Circle 283 on Reader Service card*



**Set-on range** fits in 30" of space and allows room for a standard 18" cabinet above. The electric eye-level cooking center has a glass control panel and a fog-free window. A counter trim kit and range hood are optional. Royal Chef, Nashville. *Circle 289 on Reader Service card*



**Interchangeable door inserts**, featured in a lower-priced cabinet line, provide a choice of eight panels. Inserts—plain-surface or perforated—lock in place with positive-holding thumb clips. I-XL Furniture, Goshen, Ind. *Circle 282 on Reader Service card*



**Triple-rack dispenser**, designed to fit between wall and base cabinets, holds rolls of paper toweling, wax paper and aluminum foil or plastic wrap (right). When closed, it becomes a blackboard (left). Nautilus, Freeland, Pa. *Circle 293 on Reader Service card*



**Decorator door** for gas or electric ovens lets builders match any decor with wood or other materials. The key is a unique insulation process that keeps the oven-door surface cool despite cooking heat. Chambers, Cleburne, Tex. *Circle 284 on Reader Service card*



**Eye-level range** with a self-cleaning lower oven also features a mirror-door eye-level oven for baking and broiling. Self-cleaning is accomplished by temperatures of 830° to 900° in cycles of one to four hours. Avocado, white, copper-tone. Roper, Kankakee, Ill. *Circle 290 on Reader Service card*



**Refrigerator-freezer** on wheels provides 15 cu. ft. of fresh food space and 9 cu. ft. of freezer space in a two-door cabinet that is only 35¾" wide and 66¼" high. It fits easily under overhead cabinets. Hotpoint, Chicago. *Circle 285 on Reader Service card*

*More Kitchen products on p. 123*

*continued*

# NEW PRODUCTS 1968

## bathrooms



**Self-rimming lavatory**—21"x19" and made of enameled cast iron—lends itself to bathroom remodeling work because it fits an existing countertop opening perfectly when replacing a standard-size 20"x18" lavatory. Kohler Co., Kohler, Wis. *Circle 251 on Reader Service card*



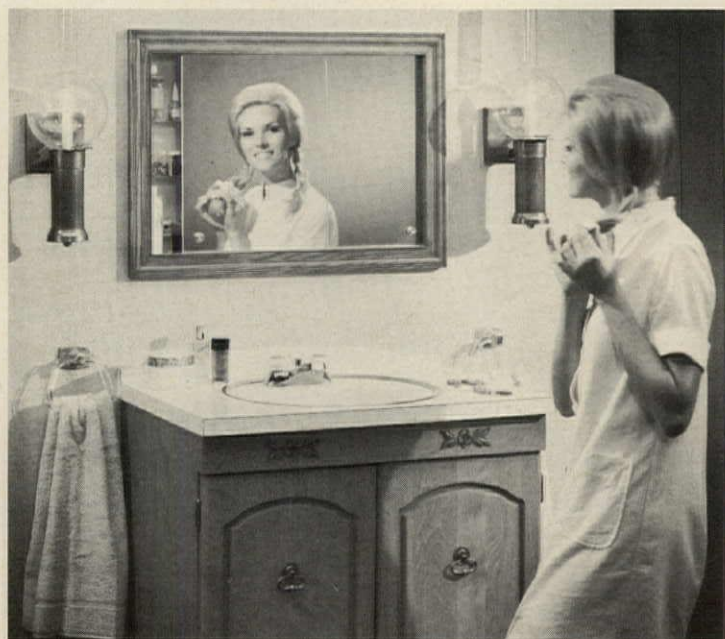
**Wide vanity** in white provincial style is impervious to moisture and stains because door and drawer fronts are coated with high-density melamine plastic. Available in a full range of sizes and types. Connor, Wausau, Wis. *Circle 252 on Reader Service card*



**Whisper-quiet toilet** contains a low-pressure flush valve that does away with refill noises. It also offers new design features: flush button instead of a handle, and a modern-looking pedestal and bowl. Norris Industries, Los Angeles. *Circle 253 on Reader Service card*



**Easy-to-assemble vanity** is made of 5/8" stock and finished inside and out with laminated rigid vinyl in driftwood grain. Unit includes a top of marble-pattern, high-pressure laminate, and magnetic catches. Zell, McKeesport, Pa. *Circle 254 on Reader Service card*

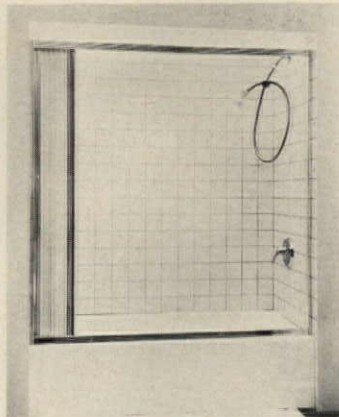


**Wood-framed cabinet** in walnut finish is a recessed model with 1,566-cu.-in. capacity and frameless plate-glass mirrors in plastic tracks. Steel body, finished in white enamel, contains two glass shelves. Lawson, Cincinnati. *Circle 255 on Reader Service card*





**Wood-grained vanity** made of Formica is available in three sizes, each offering a choice of three different door styles. Unit shown above contains doors with reversible-panel inserts for change of decor. Villa Kitchen Cabinets, Rochester, N.Y.  
Circle 256 on Reader Service card



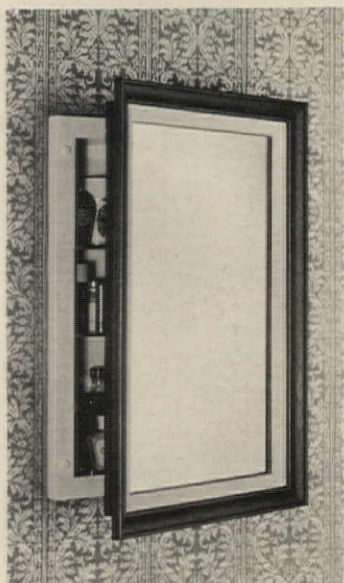
**Adjustable shower head**, with stainless-steel extension cable, allows children to control shower height by operating a patented slide-positioning clip. The head is made of unbreakable DuPont Delrin with stainless-steel screen. TubMaster, Orlando, Fla.  
Circle 257 on Reader Service card



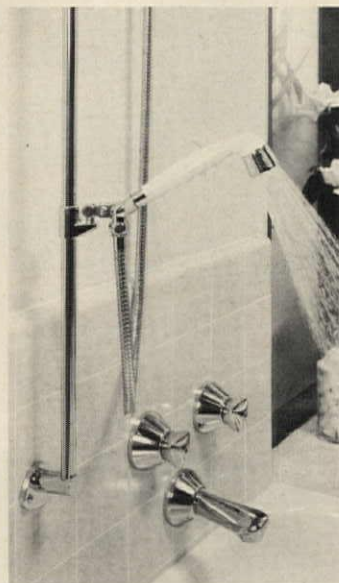
**Compact sauna** can be adapted to apartments as well as houses because it requires only 24 sq. ft. Polyurethane insulation is poured between redwood interior walls and mahogany-veneered exterior walls. All controls included. Am-Finn, Camden, N.J.  
Circle 258 on Reader Service card



**High-style bidet**, designed to coordinate with manufacturer's low-silhouette toilet, can be filled with tempered water like a lavatory. Includes fittings, pop-up drain and hydrostatic mixing valve. Borg-Warner, Mansfield, Ohio.  
Circle 259 on Reader Service card



**Picture-frame cabinet** with hinged door is designed for general-purpose storage space in hallways and bedrooms as well as bathrooms. Cabinet includes three glass shelves. Over-all size: 26" high, 6" deep. Miami-Carey, Cincinnati.  
Circle 260 on Reader Service card



**Hand shower**—recommended by recent bathroom studies—is attached to a flexible metal hose so it may be used at adjustable heights or held in the hand. Permits tub cleansing, and showering without wetting hair. Alsons, Somerset, Mich.  
Circle 261 on Reader Service card



**Compact lavatory**—18" round and rimless—is ideal for limited space. Incorporates a fitting ledge, front overflow drain and integral soap dish. Available in a choice of pastel colors and white. Universal-Rundle, New Castle, Pa. Circle 262 on Reader Service card



**Bathroom ensemble** made of stock components combines two 24" vanity bases and one 24" single-drawer section, plus recessed wall cabinet. Hardwood doors are full-louvered; hardware is solid brass. Williams, Elkhart, Ind. Circle 263 on Reader Service card

continued

# NEW PRODUCTS 1968

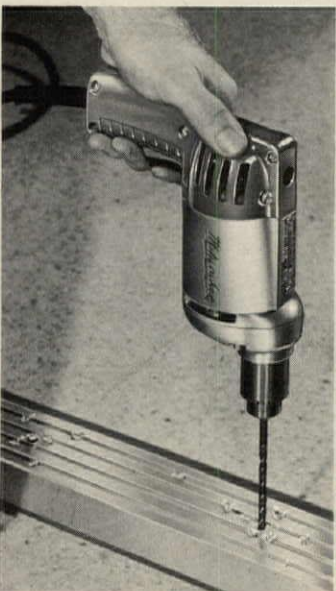
## tools & equipment



**Automated backhoe** in three sizes—10', 13' and 15'—speeds digging by allowing the operator to fill the bucket by pulling one lever instead of the three separate levers used in standard backhoes. Ford, Birmingham, Mich. *Circle 281 on Reader Service card*



**Drill/breaker** offers an 8"x8" rammer pad set at a 60° angle to the rammer stem. The design makes the tool move when ramming—an advantage for working on backfilled cable ducts and similar jobs. Weight: 56 lbs. Atlas, Hackensack, N.J. *Circle 280 on Reader Service card*



**Speed-controlled drill** in 1/4" and 3/8" sizes can be used on wood, metal, masonry, plastics and glass. Operator increases or reduces drilling speed by squeezing or releasing the trigger. Switch is solid-state. Milwaukee, Brookfield, Wis.

*Circle 279 on Reader Service card*



**Sizing tool** re-shapes floor stub-ups or any 1/2" and 3/4" thin-wall conduit accidentally damaged during installation. It can also be used to make slight bends in conduit ends for final alignment after installation. Ridge Tool, Elyria, Ohio.

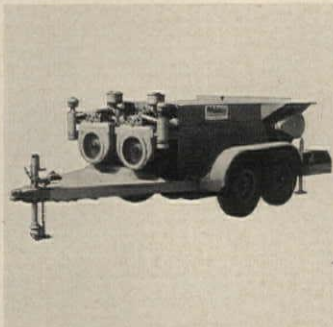
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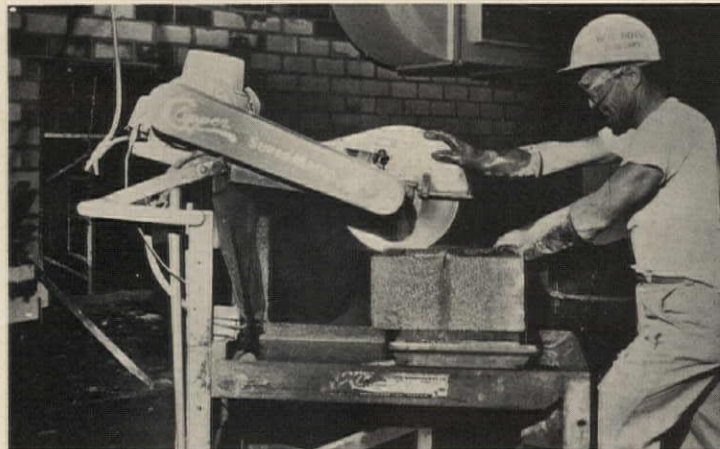
**Pneumatic nailer** drives a range of nails from 6d common through 16d sinkers. It can be operated with one hand and has a built-in safety feature: operator must perform two separate actions to drive a nail. Duo-Fast, Franklin Park, Ill. *Circle 277 on Reader Service card*



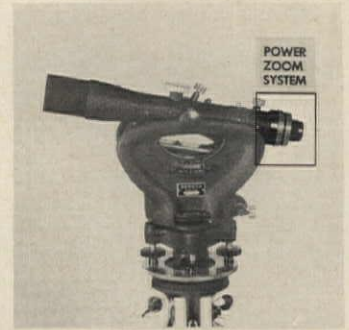
**Crawler tractor** in the 75-hp class has a 302-cu.-in diesel engine and a hydraulic reversing transmission. Two models available: a dozer (shown) and a loader with 1 1/2-cu.-yd. capacity bucket. Massey-Ferguson, Des Moines. *Circle 276 on Reader Service card*



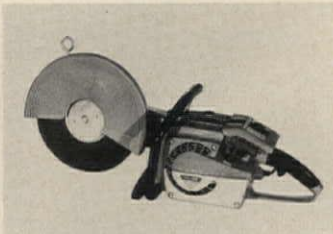
**Concrete pump** is actually two pumps in one because it has twin engines and dual hydraulic systems. If one stops, the other continues at half capacity. It pumps rough mixes with 1½" aggregate at 1 yd. per minute. Whiteman, Pacoima, Calif.  
*Circle 270 on Reader Service card*



**Diamond saw blades** for masonry cutting use "blocky" shaped diamonds designed to withstand pressures of high-speed sawing better than diamond slivers used in conventional blades. Diamond segments are ¼" deep. Clipper, Kansas City. *Circle 274 on Reader Service card*



**Power-zoom transit** can compensate instantly for existing light and atmospheric conditions. A twist of the eye piece changes power from low to high while image and cross hairs stay in focus. Power range: 20-44. Berger, Boston.  
*Circle 273 on Reader Service card*



**Multi-purpose saw** for demolition work will cut masonry, wood, metal and composite materials. Contains a governor for engine control, and solid-state ignition. A dual spindle permits cuts close to walls. Homelite, Port Chester, N.Y.  
*Circle 272 on Reader Service card*



**Half-track trencher**—also a tractor—steers through the front wheels but can also steer itself when trenching. It digs hydraulically, from 4" to 14" wide, up to 58" deep, and runs on an 18-hp gasoline engine. Arps, New Holstein, Wis.  
*Circle 271 on Reader Service card*



**Hand-held nailer** for 16d nails weighs just 11 lbs. and is 14" high, 13½" long. It can drive up to 5,000 nails an hour, using disposable plastic cartridges that hold about 125 nails, are just 7¾" long and weigh 2 lbs. when full. Paslode, Chicago.  
*Circle 275 on Reader Service card*



**Air-powered caulking gun** for 1/10-gallon paper cartridges provides adjustable pistol grip, and exhaust-ported air valve for fast shutoff. Plastic adapter accepts a wide range of nozzle configurations. Semco Aircalk, Los Angeles.  
*Circle 269 on Reader Service card*



**Relocatable dome** built of lightweight galvanized-steel tubing is covered by nylon-reinforced vinyl with translucent sections to let in daylight. It spans 30' to 45', can be any length, and bolts together. Versadome, Montgomeryville, Pa.  
*Circle 268 on Reader Service card*



**Pick-up truck** in ½- and ¾-ton capacities features car-like interior: custom carpeting, bucket seats, center console and bright-finish grille and moldings. Interiors are color-keyed to a choice of 13 exterior colors. Dodge, Detroit.  
*Circle 267 on Reader Service card*



**Utility body** designed especially for building contractors features outside tool compartments fitted with removable shelves and adjustable bins. Compartments are protected against vandalism and theft by slam-action locks. Reading Body, Reading, Pa.  
*Circle 264 on Reader Service card*



**Two-speed sabre saw** cuts soft wood, plastic and composition at 2200 strokes per minute; and cuts hardwood, mild steel and conduit at 1100 strokes per minute. Serrated blade clamp gives maximum holding power. Black & Decker, Towson, Md.  
*Circle 265 on Reader Service card*



**Vibratory compactor**—powered by an air-cooled, 8-hp gasoline engine—covers areas of up to 10,500 sq. ft. per working hour and delivers an impact force of 6,300 lbs. Base plate measures 32"x24" and is ½" thick. Wacker, Milwaukee.  
*Circle 266 on Reader Service card*

*Who buys the house—and why? A new study  
turns up convincing evidence that . . .*

## **You don't sell to a family, you sell to a husband and wife— and they may not agree at all on what they want**

### **How the study was made**

The survey was conducted by the industrial design firm of Raymond Loewy/William Snaith, Inc. The sampling consisted of 2,515 families, selected to conform to over-all U.S. nonfarm households in term of age, income, sex and family cycle. The study claims a margin of error of less than 3% in the sampling.

In addition, 586 respondents known to be in the market for new housing were interviewed for a full hour. These interviews took place in 20 different locations; they were conducted at model houses and apartments, and the responses before, during and after inspection of the model were charted.

The cost of the survey (\$175,000) was borne by 28 major corporations (all but two of them manufacturers of building products) which formed the Project Home Committee.

The 323-page report, including 162 pages of tables and statistics, will be made available to the industry if tentative plans for publication go through.

That's the most significant information that builders can glean from "The Motivations Toward Homes and Housing", a 323-page report of a survey aimed at discovering why people buy—or don't buy—new homes. Sponsored by The Project Home Committee (*box, left*), the study 1) explores the psychological aspects of husbands' and wives' approaches to homebuying and 2) measures their attitudes toward the model houses they see.

Most builders have long been aware that the wife is the prime mover in the decision to buy a new home. What they may not know is that the husband's motivations can be very different (he may even be strongly opposed to buying), and unless these differences can be resolved, the result will probably be no sale.

There are, says the study, definite stages in the marriage cycle when a family is most likely to look for a new home, so it's of prime importance to understand husbands' and wives' states of mind at these stages. Three of them can be said to identify basic housing markets:

1. The newly-wed market is, of course, primarily a renting market. But the study indicates that it also holds considerable promise as a buyer's market.
2. The first-house market is made up of families with their first child or young children.
3. The up-grade market consists of homeowners with older children who can afford a bigger and better house.

There are, of course, other ways to categorize the total homebuying market: age, income, present type of housing, etc. But in the opinion of HOUSE & HOME's editors, the three basic markets listed above are most meaningful in terms of husband-wife attitudes.

Finally, builders will be unpleasantly surprised at the study's report of reactions to model houses. In a word, prospects liked the models much better before they went through them.

It should be pointed out that HOUSE & HOME's editors were somewhat disappointed in the study itself. Much of the material is poorly organized and unclear; there is little indication of how a builder might act on the conclusions; and there are some downright contradictions (e.g., some first-house buyers are listed as already owning a home).

Nevertheless, the study does contain much valuable material. On the next three pages, HOUSE & HOME's editors sum up what they consider its most important conclusions.

## The newlywed market: He and she seem to agree on everything, but below the surface there are very different motivations

*The first months, and sometimes years, of marriage are marked by 1) a common desire for privacy and independence and 2) the desire by both husband and wife to subscribe to motivations that actually originate with the other. Indeed, the wife makes so many concessions to her husband's values that it appears they feel the same way about everything. But this is deceptive; their real aims are quite different.*

*The husband's view of his home is static: He sees it as a private retreat for him and his bride.*

*The wife's view of her home is dynamic: She sees it in terms of her future role as a mother.*

*So if you're selling or renting to the newlywed market, consider these points:*

**A home of their own** is an exciting new fact, and the new freedom from parental or school supervision is prized. Newlyweds respond very favorably to the idea of "being your own boss", and to the opportunity to furnish and/or decorate a home to their own tastes. Any sales approach should suggest independence and the freedom to do as they please in their own home.

**Children**, although nonexistent as yet, are a deep underlying motivation for both husband and wife. Their prime interest is in housing that meets their needs as a couple, and neither wants really to plan for the change in relationship that children will bring. But a subtle sales approach can encourage that habit of thinking about housing in terms of future, as well as present, needs.

**Financial ignorance** about housing costs is common. Newlyweds are confronted with a new and frightening responsibility of making money decisions, with little actual experience to guide them. Often they are not aware of how many other families with the same limited incomes have found it possible to buy or rent housing which seems to be too expensive. The

concept of the house as an investment is unknown and newlyweds may be ignorant of the various tax deductions that accompany ownership. They particularly need reassurance that they will be able to resell the house any time it becomes necessary.

**Privacy**, expressed in terms of isolation from other people, has a very strong appeal to both partners. It implies little interest in community involvement, and also that the husband is not yet deeply committed to his job.

**Maintenance chores** and the responsibilities of house ownership are repugnant to newlyweds. They want to be free to do what they like, rather than what they have to do. This is part of the reason why such a large percentage of these families (70%) are renters. They are not yet interested in the pleasures of making over a home to suit their needs.

**Pleasing each other** is one of this group's strongest goals, and both husband and wife respond to the idea that the other "deserves nothing but the best". Both like the image of the house as a place to have fun together.

## The first-house market: The honeymoon is over, and he and she have shifted their attention from each other to the kids

*Of all homebuyers, the husband and wife in this group agree most closely in their motivations. The husband accepts the fact that his child, rather than himself, is now the center of his wife's concern and does not yet resent this. He himself has a new role to play—good father, husband and provider—and a suitable home for his family is a key part of this role. While the wife may be the prime mover in the decision to buy, the husband is almost equally convinced of the value of a good home. Both respond eagerly to the idea of owning a house when it is put in terms of comfortable, convenient shelter for the entire family; at the same time, both are relatively uninformed about the realities of home ownership.*

*So if you're selling to the first-house market, consider these points:*

**Children** are the focal point for this market; the house is first and foremost a place to bring them up. All references to environment relate to a child's needs; things like proximity to good schools, playgrounds, traffic safety, etc., are of primary importance. Where there is more than one child in the family, concern for children's needs overrides almost all other requirements. Areas like recreation rooms should be stressed in terms of their use by children, not adults.

**Privacy**, for the first-house buyer, means a way for members

of the family to get away from each other. Although parents are primarily interested in their children's needs, they also want to retain some privacy for themselves, so location and arrangement of bedrooms are important. The wife looks on the master bedroom with a dual interest. As a nighttime room, she sees it as the center of the husband-wife relationship, but she also has a daytime vision of it being used for sewing, ironing, mending, etc., and she includes the children in such uses. The man more likely looks upon the master bedroom as one room the children will never enter.

*continued*

**Neighborhood and community facilities** are important as part of the setting in which the children will be raised. At the same time, organized adult activities are relatively unimportant, probably because parents see the demands of children and house as taking up most of their time. The image of the neighborhood as "a safe place to raise children" is one to stress.

**Pride of ownership is very strong.** Men like the challenge of improving and adding to the house, and women now consider the home the center of their existence. Promotion should be directed at the house itself as the "family nest". The feeling that the family can be together in a relaxed and casual atmosphere is attractive, as is the outward and visible proof that the husband is a good provider and the woman a good mother and wife. First-house buyers take particular satisfaction in having entered the ranks of homebuyers; they feel that the house confirms their status.

**Assurance of making a good buy** is important to first-house buyers. Both the down payment (probably the largest cash outlay they have yet made) and the continuing monthly charges can seem overwhelming. Many first-house prospects do not understand the language of housing finance, and some do not believe the dollars-and-cents facts the builder gives them. Specific examples of the equity they can build up, and the tax and interest deductions they can take, should be contrasted with the uselessness of rent receipts.

**The older house** may be the biggest competitor for first-house buyers' money; half of them seriously consider buying a used house. Newness as such is not the pivotal appeal, and the builder will make the strongest impression by demonstrating the advantages the new house offers for family use. The idea that the older house is better built, more spacious, and cheaper, must be combatted. Built-in new-house features like air conditioning and laundry appliances are important.

## The up-grade market: He doesn't want to move at all, but she thinks he should buy her a bigger, better house

*The children have grown older, and husband and wife now differ markedly in their attitude toward housing. Gone is the unanimity that centered on the children (although this is still the area of greatest agreement). Gone is the husband's demand for his and his wife's mutual privacy; now he'll settle for privacy for himself. The wife sees her husband's willingness to buy her a new home as proof that she is still attractive and important to him. But he is less willing to demonstrate this; having made many improvements in his present house, he resists the idea of moving anywhere. The decision to buy rests in large part on how discontented the wife is with the inconvenience of her present home.*

*So if you're selling the up-grade market, consider these points:*

**Newness** is a positive virtue. The never-ending repairs and maintenance of the aging house are resented by the husband; he looks forward to things that will not wear out or break down for a while to come. The woman likes the idea that the new house is spotlessly clean. Both like the idea of less work to keep it up.

**Children** remain a strong motivation for both husband and wife. They are acutely aware of the demands made by growing children upon the available space and privacy. Concern for the children revolves around the generalities of health, safety, and general welfare, rather than specific community facilities. As children become teenagers, anxieties about the neighborhood increase; the concern is now more with the community than with the house itself.

**Privacy** is now ranked much higher by the husband than by the wife, although neither see it in terms of a place where they can be alone together. The husband wants the house to provide him with a retreat from children's activities and too-close association with neighbors; the wife is not particularly concerned with personal isolation. Interestingly, quiet has a great male appeal, but the woman is so used to household noises that she does not equate quiet with privacy.

**Convenience** is a strong motivation for the wife. She has accumulated a long list of complaints about her present house, and every one that the new house eliminates or mitigates will be a selling point. With a family that is now in and out at all hours of the day and night, she is apt to feel that her present house is not big enough. And she wants the very

newest in kitchen planning and labor-saving appliances.

The male idea of utmost convenience is not moving at all. He doesn't want to think about paying for another home, and he will find all kinds of proofs that the present house is entirely satisfactory.

**Community facilities**, like golf and boating for men and crafts and community clubs for women, are as important in this market as children's facilities were in the first-house market. These facilities should exist already, not just be promises for the future.

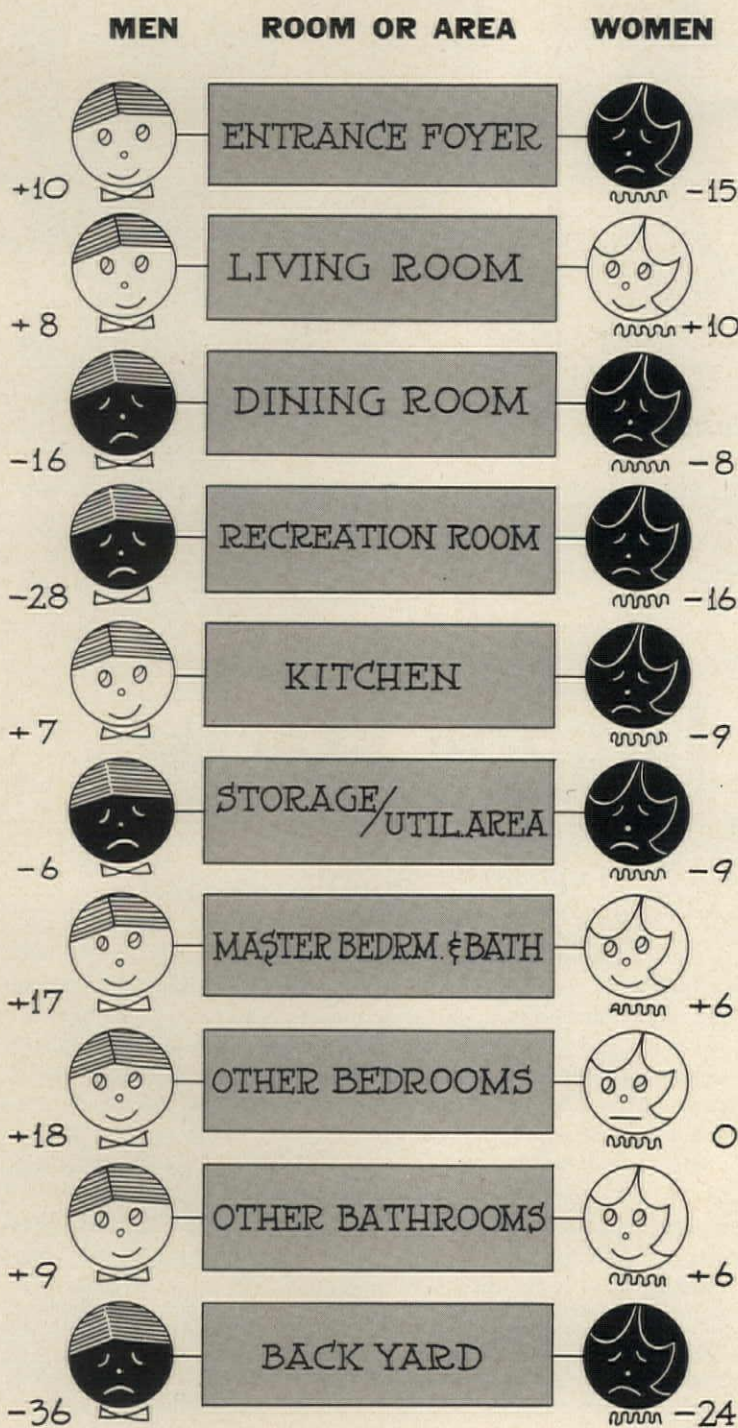
**Personal achievement** has a strong male appeal. A more expensive house is both a symbol of the husband's economic success and a place where he can rest, relax and do as he pleases. This same appeal can be made to the wife in terms of her success as a wife and mother; the house is proof that her husband is still willing to buy her things.

**Investment** can be an important motivation for up-grade buyers, since they are the old pros of homeownership. The family's rise in income may make the second purchase easier than the first, but there is still resistance to giving up that earlier symbol of successful investment. The wife is more interested in the "how much a month?" figure, which she can manage like any other household expenditure, than in the sales price. Both husband and wife resist the idea of loss on the older house; this possibility must be played down. And any program that aids the resale of the present house or minimizes the expense and inconvenience of moving will have great appeal for the husband.

# Here's unpleasant news from all markets: Both he and she are disappointed in the model houses builders are offering

In fact, one portion of the motivation study indicates that model houses and apartments may be losing more sales than they are gaining. When couples visiting model areas were interviewed before entering the models, their average negative response was 12%. But when the same couples were interviewed again after going through the models, average negative response rose to 40%, with the biggest disappointment registered by women—the prime movers in the decision to buy.

The chart below shows, on a room-by-room basis, the average changes in motivational response of both men and women after touring the models; black symbols indicate a drop, white indicate a better response. And the reasons for the changes are detailed at right.



**Foyer.** This caused sharp disagreement. Men tended to like the entrance area for its individuality and status. Women, however, measured its convenience and found it lacking.

**Living room.** Both sexes were pleased with this area. The men considered it a satisfactory privacy area, and their wives saw it as a primarily adult room. The study says living rooms are not vital to the buying decision, but they are one room that husband and wife can agree they like.

**Dining room.** Strong negative reactions came from both partners. Men felt it failed as a place for their socializing and acting as hosts and good providers. Women considered it inadequate for showing off possessions, and they had reservations about how it would fill the needs of children.

**Kitchen.** Here was another disagreement. Surprisingly, men were pleased by the kitchen, seeing it in terms of providing good facilities for their wife and children, with ample privacy to work (although they themselves don't work there). Women thought of all the time they would spend in the kitchen, and they registered disappointment.

**Recreation room.** Here the reaction was unanimously bad. Both sexes expected much in character, size and attractiveness, and both were disappointed. Women thought the room failed as a center for children's activities, teenage use and general family togetherness. Men's disappointment was more personal, because they think of this room as a den, hobby room or entertainment center. Since adult and juvenile activities are almost always at odds with each other, the recreation room poses a particularly difficult problem for the builder.

**Storage and utility area.** Another disappointment. Both men and women rated this area as important, and both registered severe dissatisfaction after inspecting it.

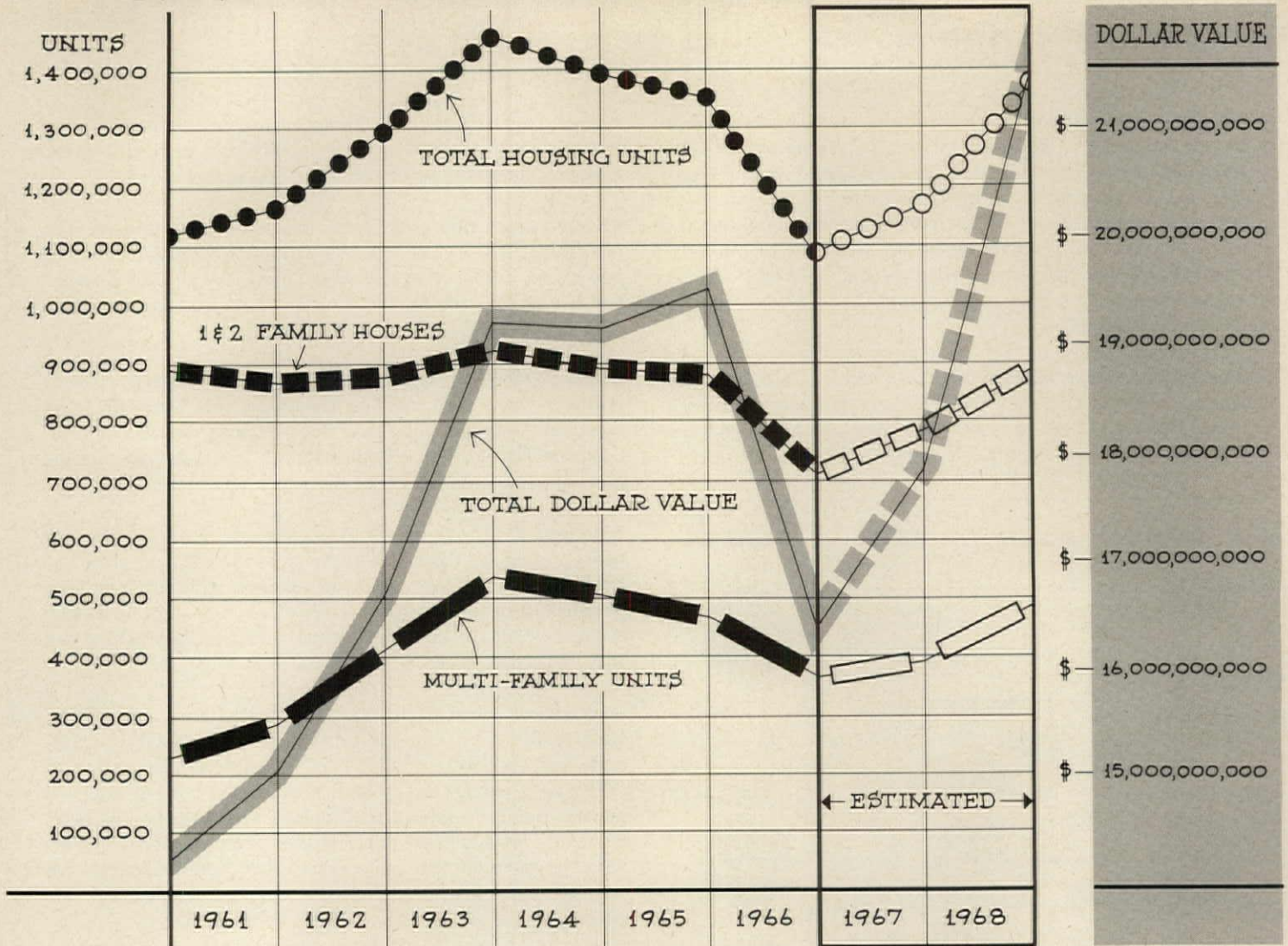
**Master bedroom and bath.** This area rated well, and the survey says the reason is that most builders presented it well. Both husbands and wives liked its privacy and convenience (especially the husbands, who saw in it a way to shut the door on the children), and the lavishness of most model presentations registered high in terms of suggesting possession and good investment. This area of the house may be closing more sales than all the rest combined.

**Other bedrooms.** Generally favorable response, mostly from men who saw these rooms as providing privacy both for themselves and the children. They also felt the bedrooms would look impressive to guests, and so raise status.

**Family bathroom.** Another positive response by both husbands and wives. Women saw it as functional for the children, men rated it as another symbol of their success in providing for the family.

**Backyard.** Potential buyers' hopes for this area almost dropped off the bottom of the scale. Perhaps reflecting the fact that builders too seldom do much about the appearance of the grounds around their models, neither men nor women were able to visualize this space in terms of how they might use it. Not one single motivational response from either sex was favorable—a sad state considering that so much leisure time is spent outdoors.

# NEW HOUSING CONSTRUCTION



**UPWARD TREND IN 1968 HOMEBUILDING** is predicted by economist Christie, who expects 1,375,000 new nonfarm housing units (estimated value:

\$21.4 billion) as measured by F. W. Dodge method (above) and total of 1.5 million starts based on Commerce Dept. counting method.

## '68 outlook: a 15% jump in starts

So predicts George A. Christie, chief economist of McGraw-Hill's F. W. Dodge Co. Here he spells out the reasons for his optimism

Next year's big construction gain will come from the market where it is most overdue—housing. Responding quickly to 1967's easier credit, homebuilding is improving steadily from its badly depressed level at the beginning of the year to an almost-normal rate by year-end (graphs, opposite).

Mortgage money was expensive in 1967, but the year's housing recovery is solid evidence that when a need for housing exists, it's the availability rather than the price of credit that really counts. With a growing current need for housing—plus a backlog of carried-over demand—1968 will bring continued expansion of the revival that began this year.

So, with adequate financing, here is how next year should shape up: 1.5 million private and public housing starts and a peak seasonally adjusted rate of 1.55 million in the final quarter; a 20% increase—to \$21.4 billion—in the value of new nonfarm housing; a particularly strong gain in apartments.

One-family housing was the first to benefit from this year's turnaround in the mortgage market. After a severe decline that had cut the rate of single-family house construction by 50% at the October 1966 low point, activity almost instantly reflected November's switch to credit ease. The construction rate bounced back 15% by year-end, and by mid-'67 had recovered 85% of last year's pre-credit-crisis level.

Apartment building fell farther than one-family housing, and took several months longer to respond to the improved money-market conditions. Once it did, though, the multi-family building recovery was even more dramatic. From a low rate of only one-third its 1966 peak, apartment building finally began to pick up in February 1967. By mid-year the rate had already reached 75% of its former volume.

As a result of the Fed's boldly easy money policy during 1967, and the heavy return flow of funds to the savings institutions,



further recovery in homebuilding can be anticipated for the final months of this year. Even with its weak beginning, 1967's total volume will top that of 1966 by almost 100,000 units.

With housing activity once again nearing its former stride, the 1968 forecast requires a different approach. For too long, the housing market has had only one dimension—credit. When funds became scarce, housing suffered; when they were made available, housing recovered. This means, of course, that there hasn't been anything even vaguely resembling a consumer-oriented housing market for the best part of two years. Instead of responding to the needs of families for shelter, the supply of housing has been rationed by the rigidities of the capital markets.

The inadequate supply of new housing units coming forth under these conditions is partly indicated by the sharp drop in the rental vacancy rate (graph at bottom right). A similar scarcity of for-sale housing is reflected in sharply rising prices of both new and existing homes.

But now the availability of mortgage financing is beginning to put the housing industry back in touch with its prospective buyers. So the question of demand is again relevant.

Perhaps the most critical—as well as the most frustrating—aspect of housing demand is its postponability. More than any other type of consumer decision, the question of whether to buy or to wait is a big one in the housing purchase. And largely because of this strong element of postponability, the yearly volume of housing starts rarely corresponds closely with annual family formation. It is only over somewhat longer periods of time (say five years) that this relationship has meaning.

Demographic patterns of the early and middle '60s suggest that two strong forces are now at work for housing demand. One is the rising trend of household formation; the other is a carryover of postponed demand for the past two years when some half-million potential units were not built.

A look at the demographic trends of the '60s in relation to housing output offers some interesting guidelines for the near-term residential building outlook.

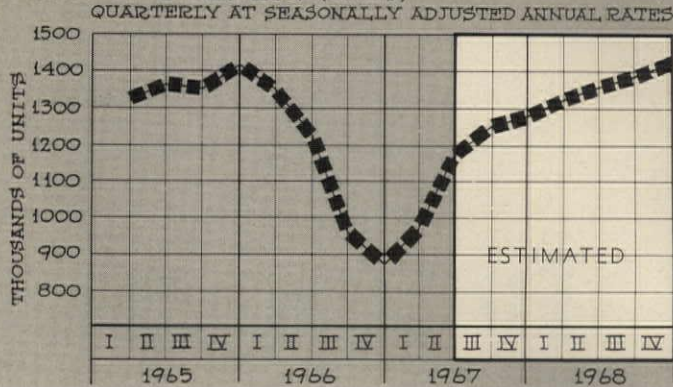
*Item:* Household formation during the first half of the '60s was actually lower (by 7%) than in the preceding five-year period. Housing volume nevertheless managed a modest gain between 1960 and 1965, chiefly because the replacement demand was very high. Even so, the biggest gain in housing between 1960 and 1965 was packed into the early part of this period. Growth in housing starts has been absent since 1963.

*Item:* During the second half of the '60s, the rate of household formation is slated for an increase of about 10%. The marriage rate—which stayed level throughout the early '60s—began to rise around the middle of the decade as more persons reached marriageable age. A continuation of this trend is anticipated for the rest of the 1966-70 period.

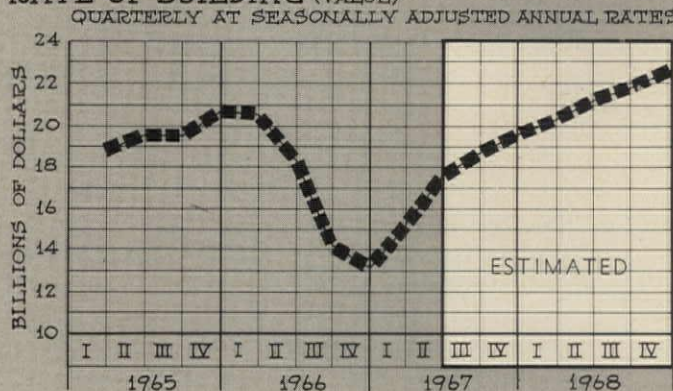
*Item:* During the first two years of this current period of rising household formation, the housing market has been blighted by a severe capital shortage. When housing starts should have topped 1.5 million a year, they fell far short—at 1.2 million in 1966 and 1.3 million in 1967.

Money will be far from "easy" in 1968, but there's good reason to expect that it will be available for housing—though it will be expensive. Going into 1968, the mortgage market is in its best shape since early 1966. To a large extent, the realization of the strong current demand for housing will depend on a steady flow of credit. An anticipated modest expansion of business capital spending implies that industry will not be making unusual demands on the capital markets in 1968. On the other hand, the potential size of the federal deficit—in the absence of new taxation—would require heavy government borrowing next year. And the additional threat of mounting inflationary pressure raises the probability of a switch to tighter money policies sometime during the year. The Johnson Administration's proposed tax surcharge is, therefore, insurance against another credit squeeze.

### RATE OF BUILDING (UNITS)

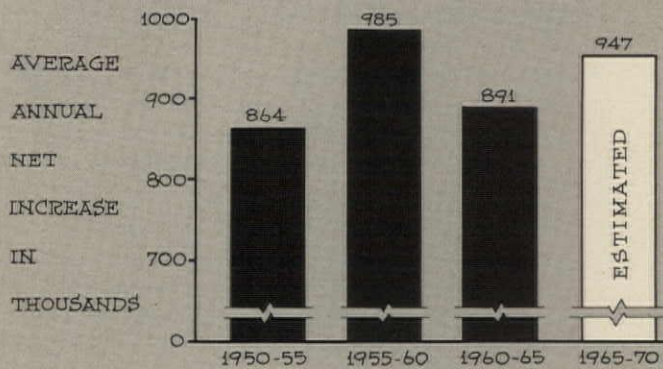


### RATE OF BUILDING (VALUE)



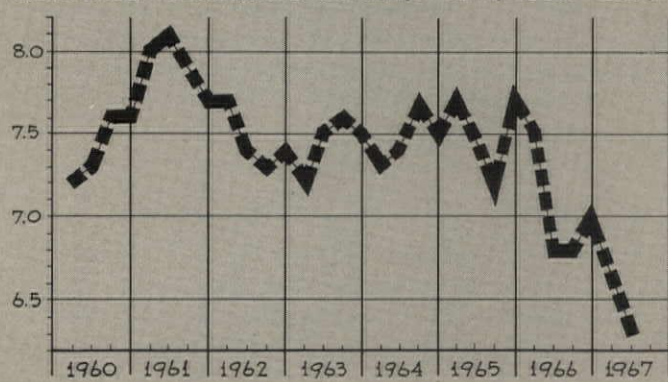
**RIISING CONSTRUCTION RATE** is forecast by economist Christie. His estimate (based on Dodge figures): Seasonally adjusted annual rate of nonfarm homebuilding will rise from 1,181,000 units (value: \$17.7 billion) in 1967's second quarter to 1,430,000 (\$22.5 billion) in 1968's last quarter.

### HOUSEHOLD FORMATIONS



**AVERAGE ANNUAL INCREASE IN HOUSEHOLDS**, as post-World War II babies come of age and marry, is boosting basic demand for new housing.

### RENTAL VACANCY RATES BY QUARTERS



**FALLING VACANCY RATE**—to 6.3% of available rental units in this year's second quarter—points up rising demand for new apartments.

# Better use of hilly land

*Working between the extremes of mass pad-grading and custom-fitting houses to slopes, two young architects have devised a system of hillside development that combines attractiveness and low cost*

"On the one hand, since we're running out of flat land, we have to build on the hills. On the other hand, the public is beginning to fight to preserve our beautiful hillsides. We have to find a way to satisfy both these demands."

So says architect Robert W. Hayes of the firm of Hayes & Smith in San Francisco. Working chiefly in the Bay Area, where hills are a way of life for builder and architect alike, Hayes and his partner, Barry G. Smith, have evolved what they call the sculpture method—a system of hillside planning that, they feel, can satisfy both the conservation-minded public and the profit-minded builder. And while the sculpture method should obviously find its greatest application along the mountainous West Coast, it is equally practical for any area where steep land has been bypassed because of the difficulty—and expense—of building on it.

As the sketches at the bottom of the page show, the sculpture method is essentially a compromise between two completely different methods of hillside development:

1. The mass-grading or pad method has been used on the West Coast ever since volume builders started working the hills in the early 1950s. It does produce flat lots, hence simple foundations, but that is its only advantage. Pad projects require massive cut-and-fill operations, in the course of which the natural features of the land are usually destroyed.

2. The natural or custom method is usually confined to custom homes. It puts each house on an undisturbed site, and so results in a far handsomer development. But because each foundation—and sometimes each house—must be tailored to the lot,

the method is too expensive for the merchant builder.

Under Hayes & Smith's sculpture method, the site is analyzed and broken down into a few basic slopes (usually five or six), and models are designed to fit each slope. Foundations are standardized, and grading is thus confined to what's necessary to bring a lot to the exact configuration for the appropriate model. The result is far less earthmoving, and a much more natural-looking project.

On the next five pages the sculpture method is explained in the best-possible way—by an actual case study. A builder brought Hayes & Smith a plan for a steep, 15-acre site; it was already laid out as a 37-lot pad project, but the builder wanted to see if Hayes & Smith could improve it via the sculpture method.

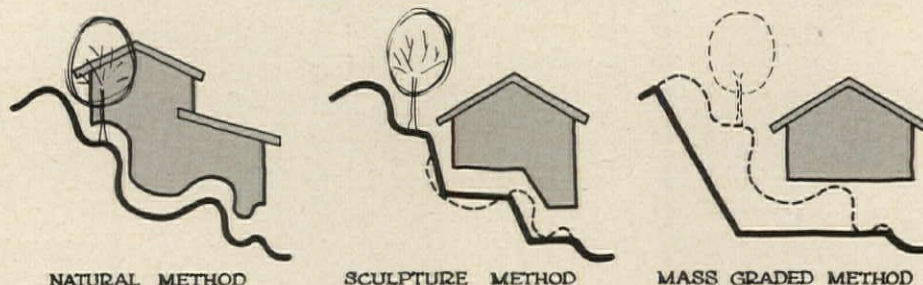
They did. Specifically:

- They raised the number of lots from 37 to 62.
- They cut grading 70%.
- And they trimmed improved-lot costs, according to engineering estimates, by \$4,450 per lot. Even after costlier foundations for the sloped lots were figured in, the net saving per house was \$4,270.

Unfortunately, this case study does not have a happy ending. The builder was pressed for time—he was running out of lots, the rainy season was approaching, and the new plan would have cost him a year's time in re-engineering and approvals—so he had to go ahead with the old pad plan.

"He was almost crying when he left our office," says Hayes. "And since then we've done a lot of other work for him."

*To see how the sculpture method could have improved the builder's project, begin at right.*





## The site: 15 acres with obvious natural appeal

Esthetically, the oak-studded hill shown above is the site's strongest feature; from an engineering point of view, it is the biggest problem. As the topographical model at right shows, the hill gives about two-thirds of the area an average slope of 30% (the topo lines are at 5' intervals). And the remainder of the site is bisected by an equally steep draw.

"In this part of the country," says Hayes, "we'd classify the site as moderately difficult."

For purposes of this study, the land was conservatively valued at \$152,000 (it was actually bought years ago for considerably less). About 20 miles from downtown San Francisco, it is in an excellent area where houses sell for around \$32,000.



*To see what the builder planned to do with this attractive site, turn the page*

## The original plan: 37 house pads and a ravaged site

When the builder walked into Hayes & Smith's office, he brought with him the lot layout shown at top right. It was completely engineered, and the project was ready to be started.

For a flat site, the plan would not be unreasonable. Although the lots vary considerably in size and shape, a dozen of them are on a dead-end street, and there is a commendably low ratio of road length to number of lots.

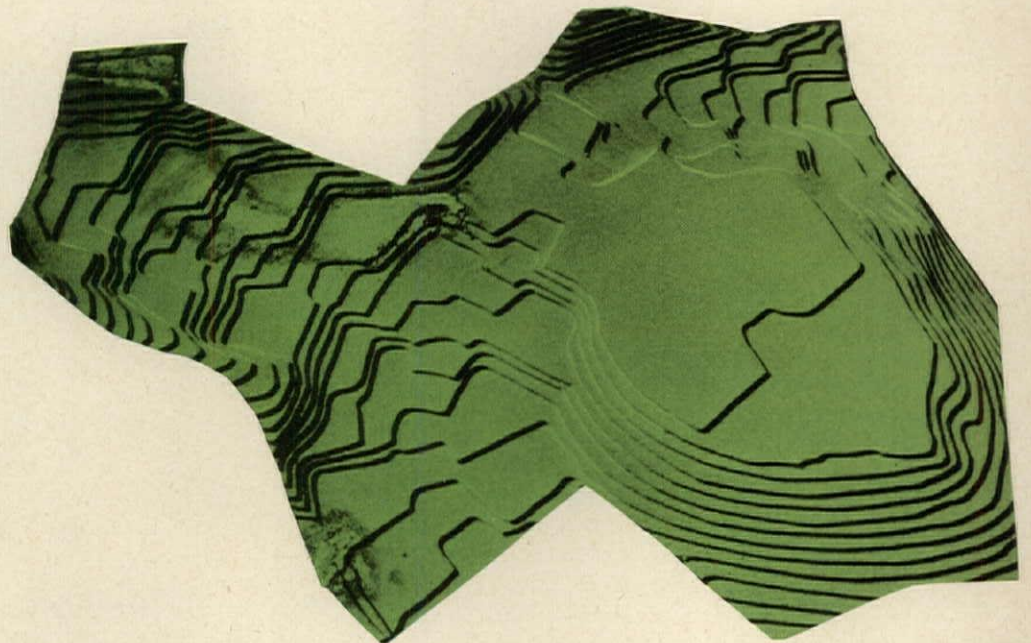
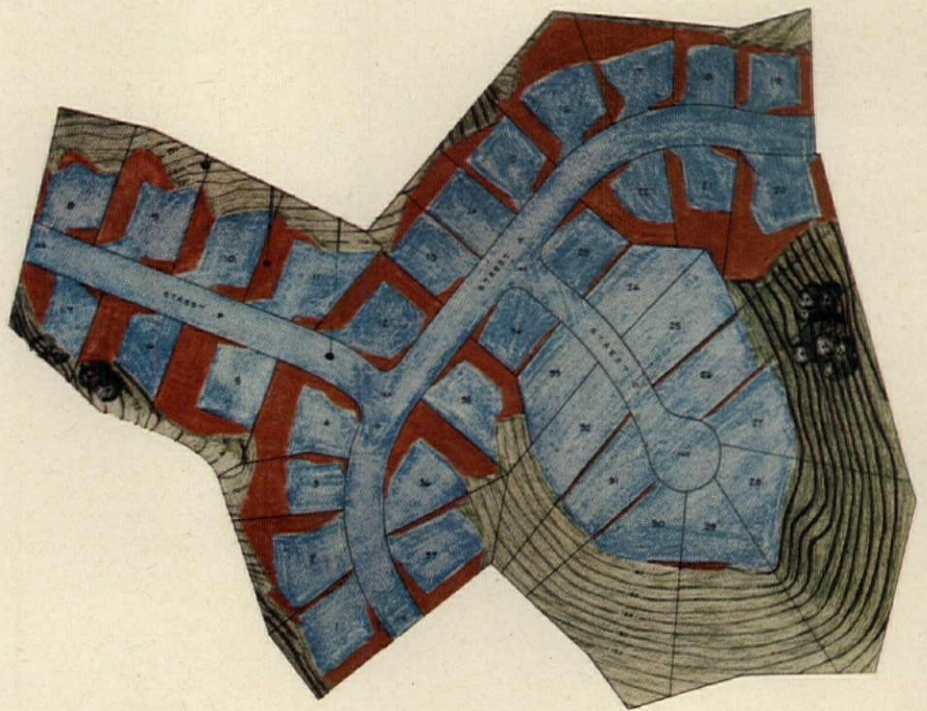
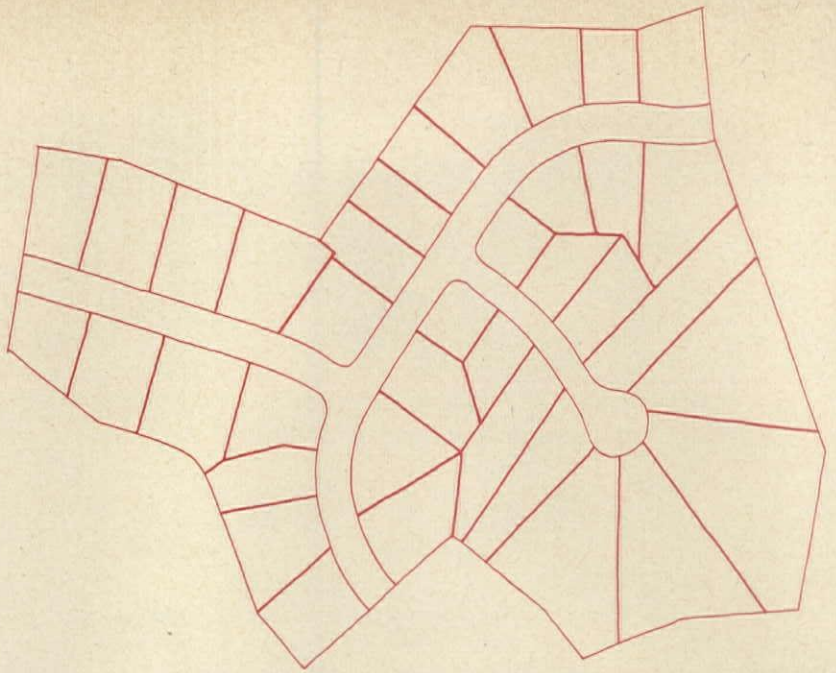
But when the plan is superimposed on a topo of the site (*center, right*) the result is something else again. While in a sense the layout is dictated by the site, in fact the site must be brutally altered to accommodate the layout. Items:

The top of the hill must be knocked off, changing an attractive wooded area into a naked plateau.

Almost every lot below the hilltop must be cut or filled so much that it winds up with a 50% grade on one side. The result will be a monotonous repetition of identical pads, each with an unsightly dirt bank that can never be made really attractive.

The earthmoving bill will be huge; engineering estimates called for moving a total of 127,000 cu. yds.

The layout does fulfill the builder's primary requirement—to provide flat lots (*topo model, bottom right*), hence simple and inexpensive foundations for his houses. But these flat lots exact a stiff economic penalty. Grading limitations make it impossible to lay out more than 37 pads; the project's density will therefore be 2.4 units per acre. But local zoning permits 7,000-sq.-ft. lots or, allowing for roads, about 5 units per acre. So in theory, this pad plan will cost the builder the potential profit on some 40 houses.



# The new approach: a scheme based on natural contours

"If you work in sympathy with the existing land," says Hayes, "you not only end up with a much nicer project, you cut your grading costs drastically. So that's how we replanned this project."

Traffic circulation was the starting point for the new layout. Collector streets, shown in the plan at top right, were run through the draws, much as in the original plan. But instead of a dead-end street to the center of the hill, which required chopping off the hilltop, a loop was laid out so that houses could be built on both sides of the road and the hilltop left untouched as a small park.

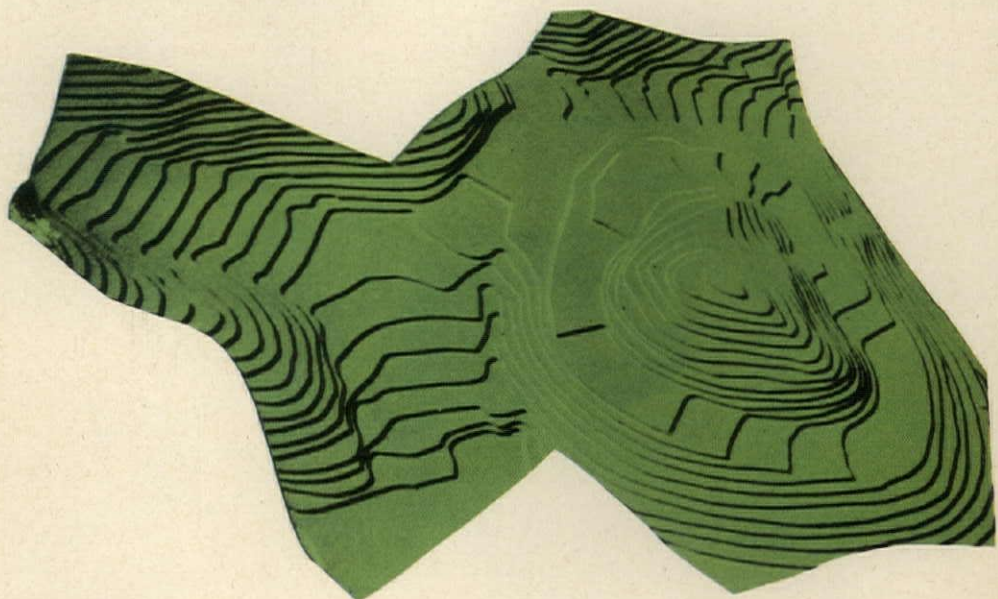
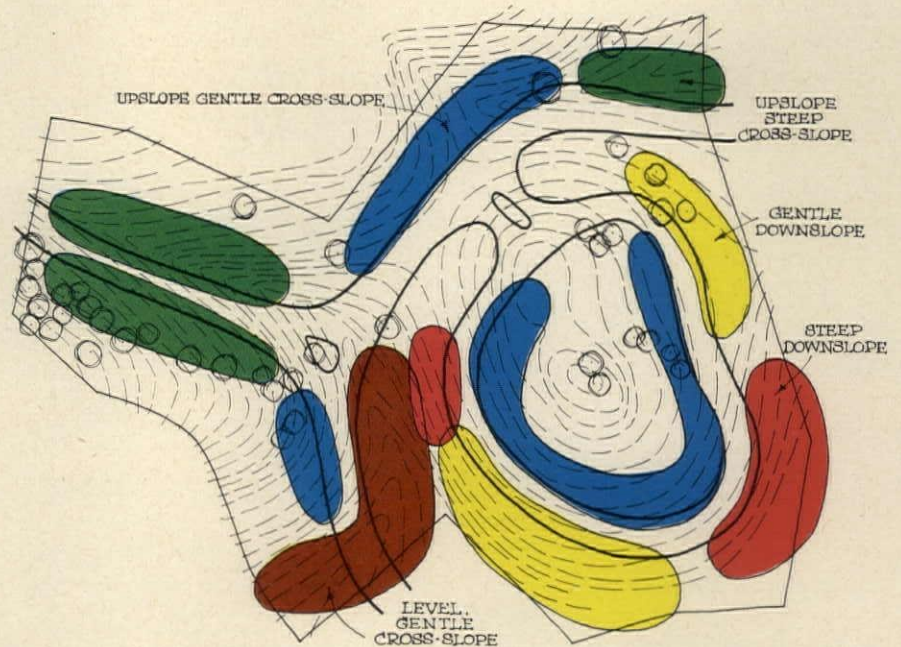
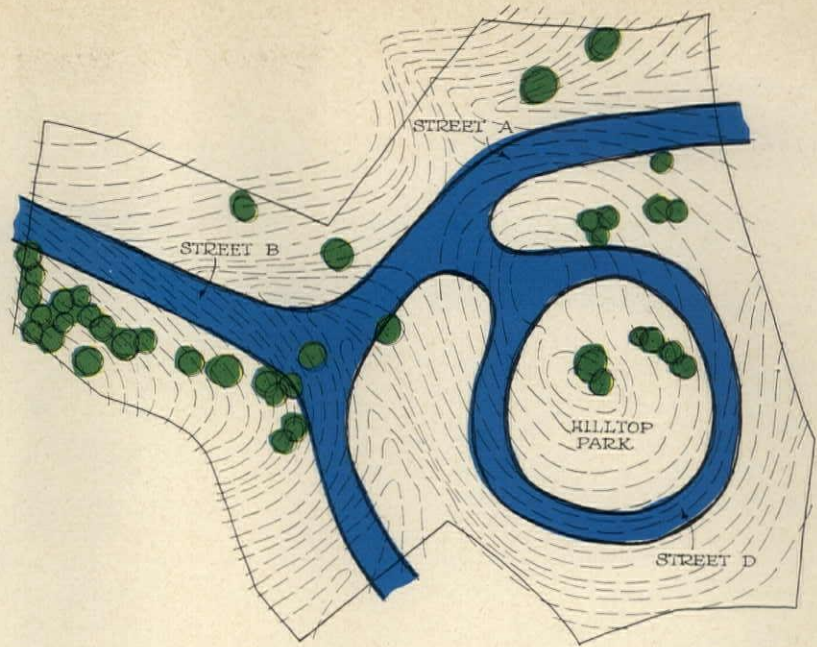
The second step was to classify the types of grades along the roads so that house plans could be begun.

"The builder wanted to build between four and six models," says Hayes, "and we were able to break the grades down into five basic types." These types, shown in the drawing at right center, are 1) uphill from the street with a gentle cross slope (blue areas), 2) uphill from the street with a steep cross slope (green), 3) level from the street with a gentle cross slope (brown), 4) gentle downslope from the street (yellow), and 5) steep downslope from the street (red).

"Some areas didn't quite fit into any of these categories," says Hayes. "So, for the moment, we left them unclassified."

At this stage the exact amount of earth-moving required by the new scheme was not known. But a comparison of the topo model at the bottom of this page with the one on the opposite page shows that the new scheme needs much less digging. Equally important, the site suffers far less defacing from the ministrations of the bulldozer.

The next step: Design prototype houses for the five basic grades.

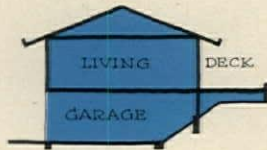
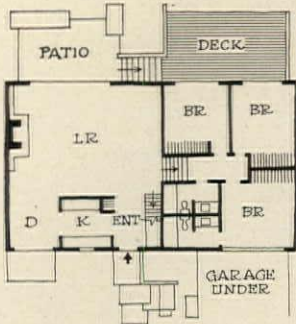
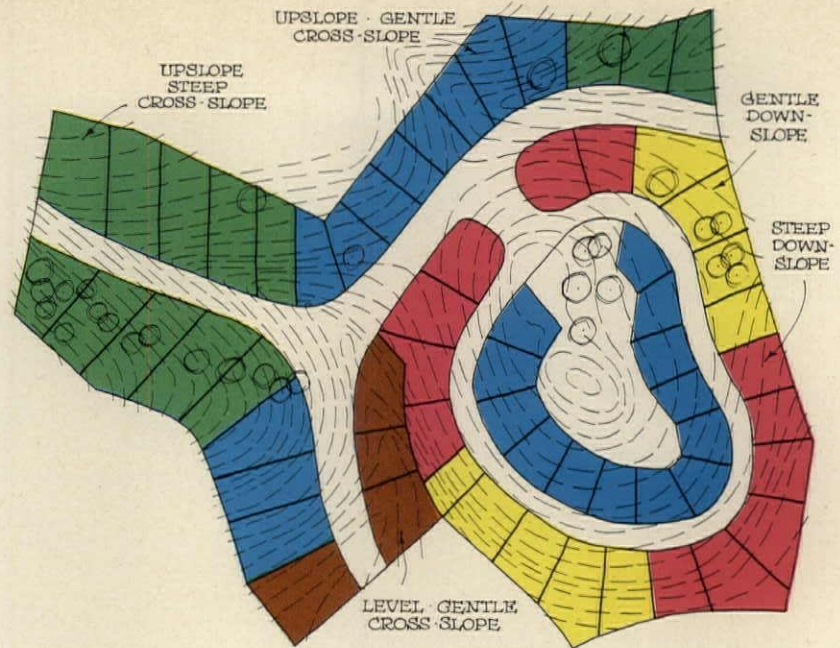


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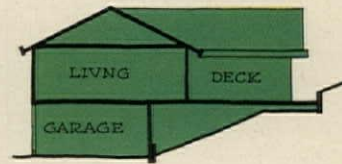
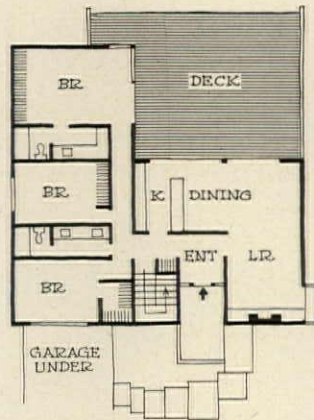
# The new plan: 62 lots requiring only five basic models

The models are shown below; their color codes show which of the five types of slopes they were designed to fit. Since the houses are only prototypes, their plans may still be changed, and each can have several elevations.

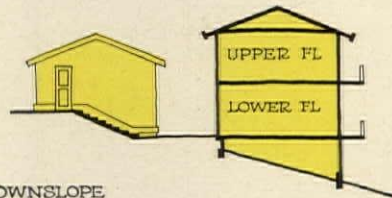
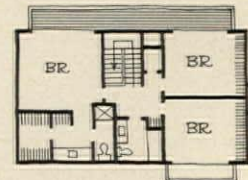
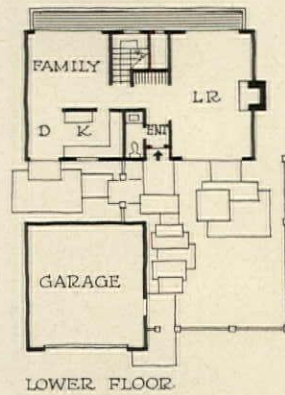
With the houses designed, correct lot widths for each model were established, and the final lot plan (right) was made. Also at this point, previously unclassified parts of the site were assigned to the slope category to which they could be most easily graded.



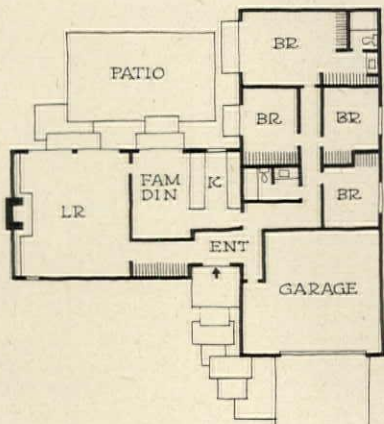
UPSLOPE, GENTLE CROSS-SLOPE



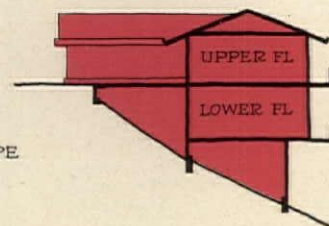
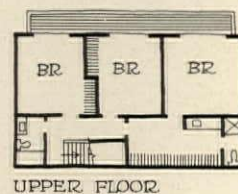
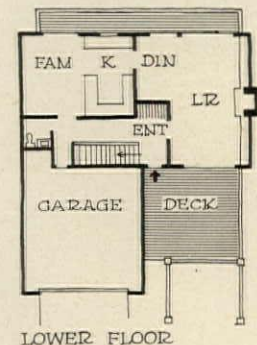
UPSLOPE, STEEP CROSS-SLOPE



GENTLE DOWNSLOPE



LEVEL, GENTLE CROSS-SLOPE

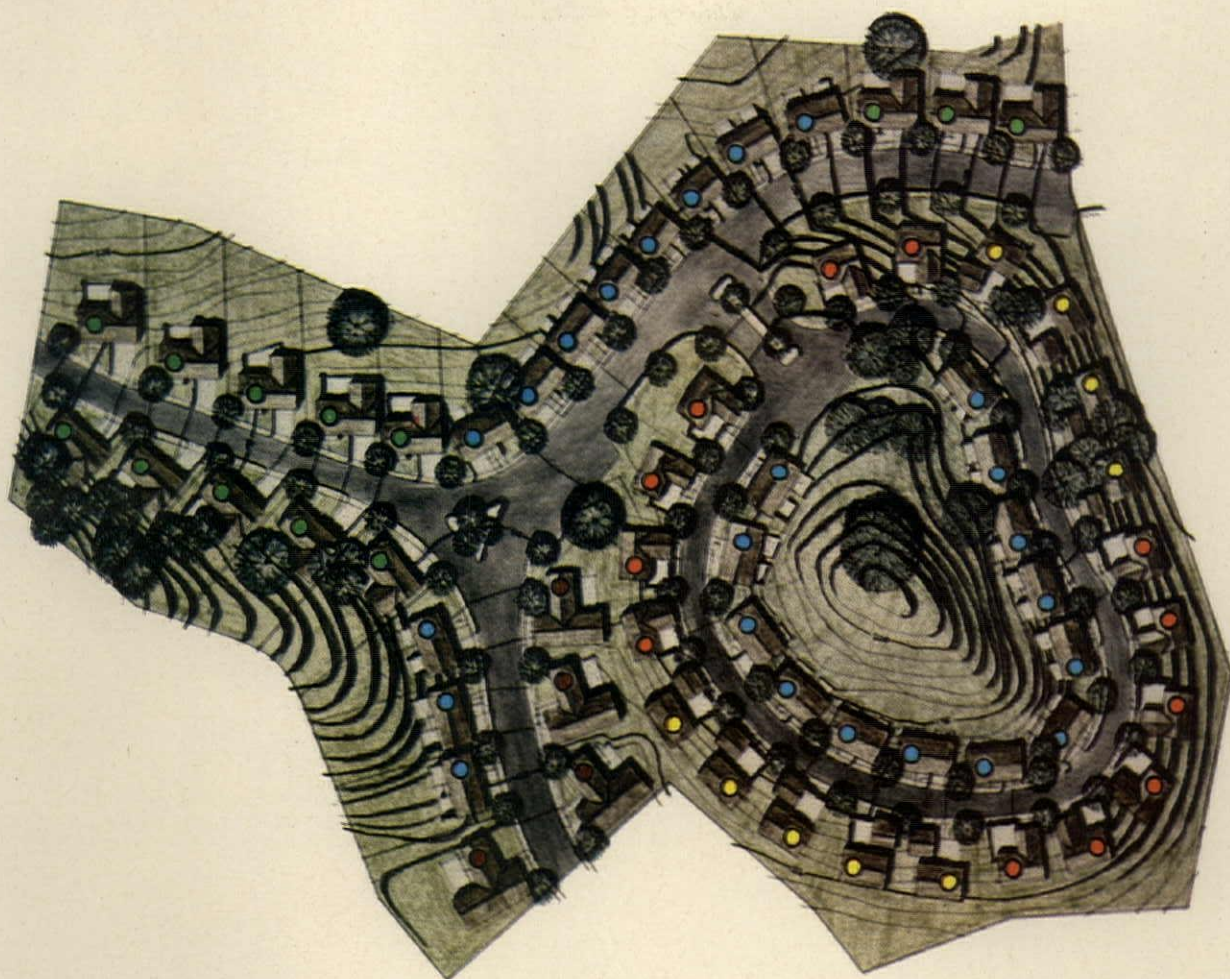
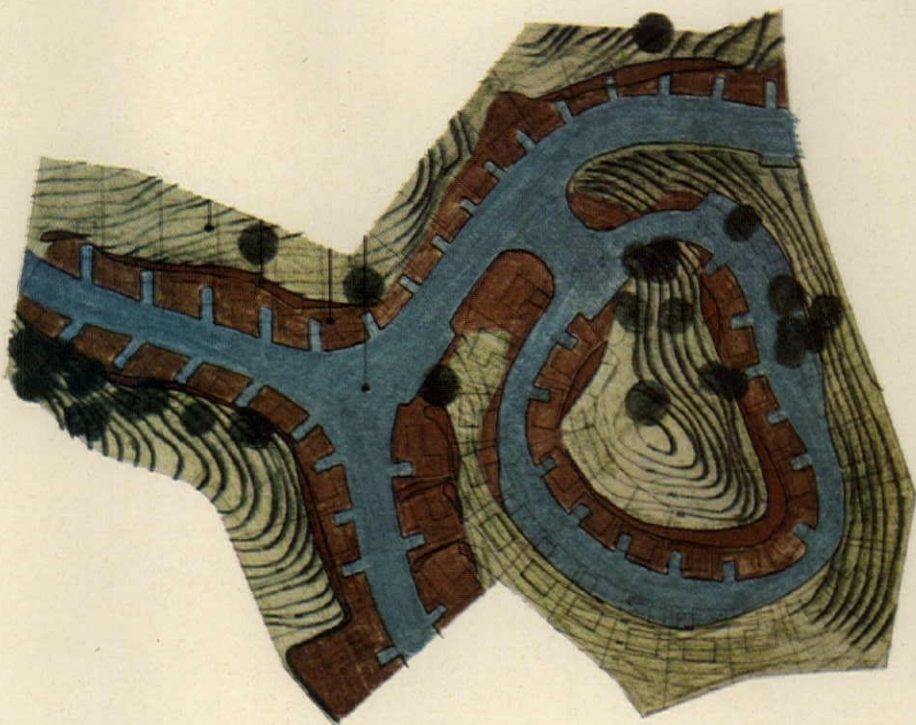


STEEP DOWNSLOPE

## The result: lower grading costs and optimum land use

Compare the grading map at right with its counterpart for the original plan; this one requires moving only 38,000 cu. yds., versus 127,000 for the original. Moreover, at least half the depth of every lot on this plan is never touched by the bulldozer.

But the most important advantages of the Hayes & Smith plan show up in the drawing below. Instead of the 37 houses that the builder's first plan would allow, there are 62 houses—almost the theoretical maximum of about 70 that a flat site would have permitted. Although the houses are set close together, each enjoys an unobstructed view either up or down the slope. And a check of the color-coded models on the facing page against the appropriate sites below shows that despite the proximity of the houses, each family will have more than adequate privacy.









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### For additional information

. . . see the 8-page Ozite Carpets brochure in Sweet's Architectural Catalog File, Section 11L/OZ.

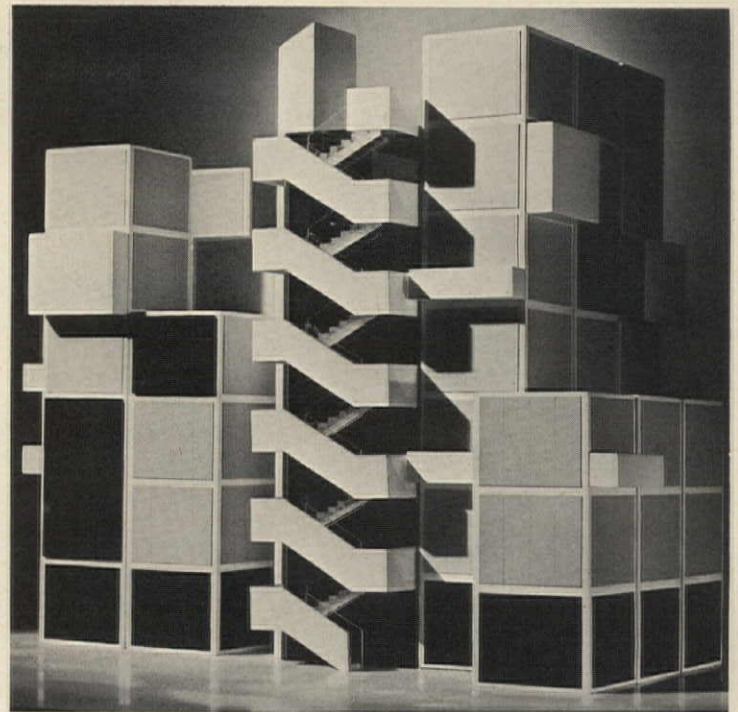
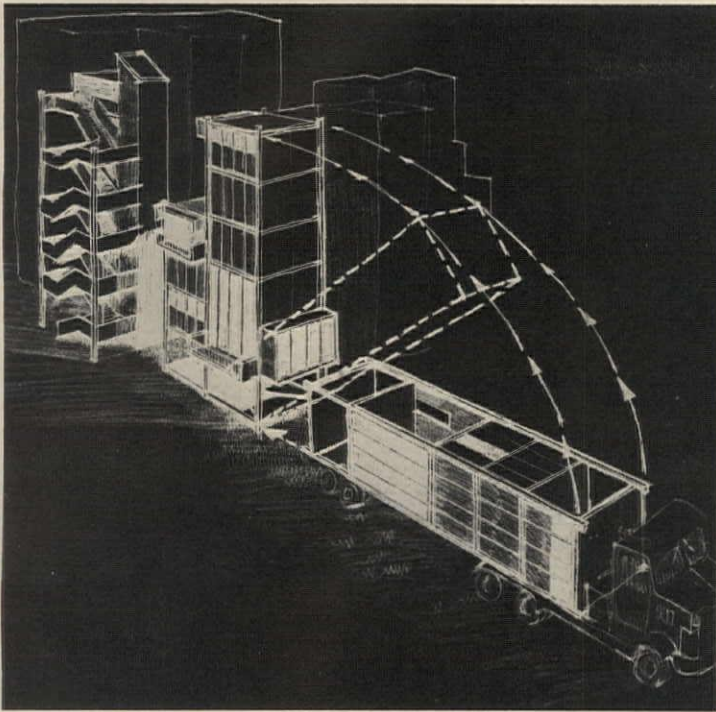
. . . ask your floor covering supplier to show you samples of all the famous Ozite Carpet products.



As advertised in **LIFE** magazine

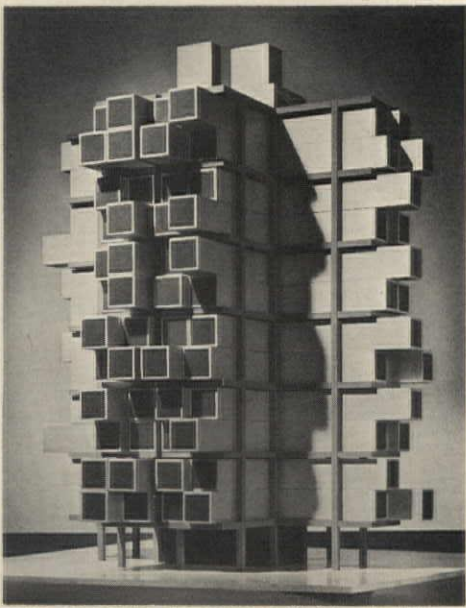
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**TILT-UP HIGH-RISE UNITS** (11'x12' boxes) are shipped on their sides in stacks, then craned into vertical position around stairwell and utility core.

## These modular boxes could expand mobile-home markets



**SLOT-IN HIGH-RISE UNITS** fit into steel frame built around stairwell and utility core.

So says a supplier of mobile-home components—Jones & Laughlin Steel Corp.—which introduced the scale models shown here at a recent trade show in Chicago.

Mobile-home makers who saw the models agree. They point out that the J&L designs could indeed help their industry expand its market, which, though growing steadily, is still pretty well limited to low-cost, single-family housing.

For one thing, the J&L models—designed by Dalton-Dalton of Cleveland—suggest ways for mobile-home manufacturers to shake the “house trailer” stigma that has always plagued their industry.

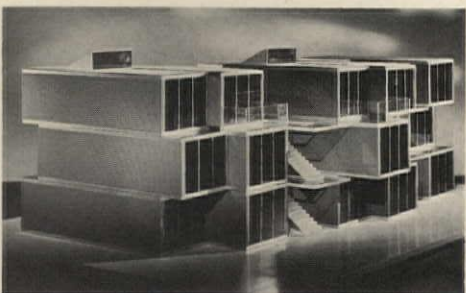
More specifically:

*The new designs could put mobile homes into the apartment market.* Three possible approaches are pictured here—a garden apartment (bottom, left) and two high-rise designs. In one high-rise system (left), modular boxes would be slotted into a pre-built steel frame. In the other (above), stacks of boxes would be trucked to the

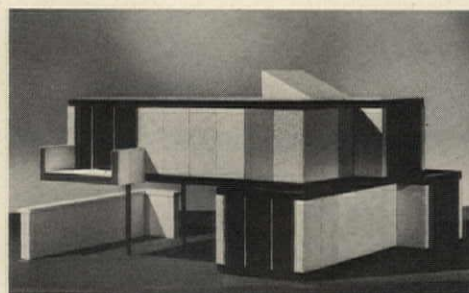
site on their sides, then tilted up with a crane and placed around a utility core, which would include stairs and/or elevators. Says a spokesman for the Mobile Home Manufacturers Assn: “We see mobile-home high-rise apartments being built inside of two years.”

*The new designs could also put mobile homes into the market for higher-priced single-family houses.* Two possible designs are shown below. One is a two-story house made up of four stacked and staggered modules. The other is a pavilion house that could be expanded by simply adding modules. Each 12'-square module has four cantilevered sections, which would be folded for shipment and unfolded at the construction site.

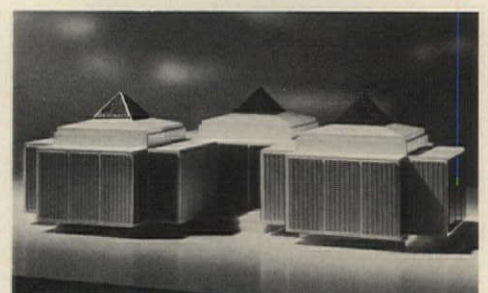
*But could the new designs be produced efficiently at a reasonable cost?* By all means, says J&L. All the designs incorporate basic mobile-home modules, and all could be easily adapted to mobile-home assembly lines.



**GARDEN APARTMENT** consists of stacked boxes, which are offset to form patios and balconies.

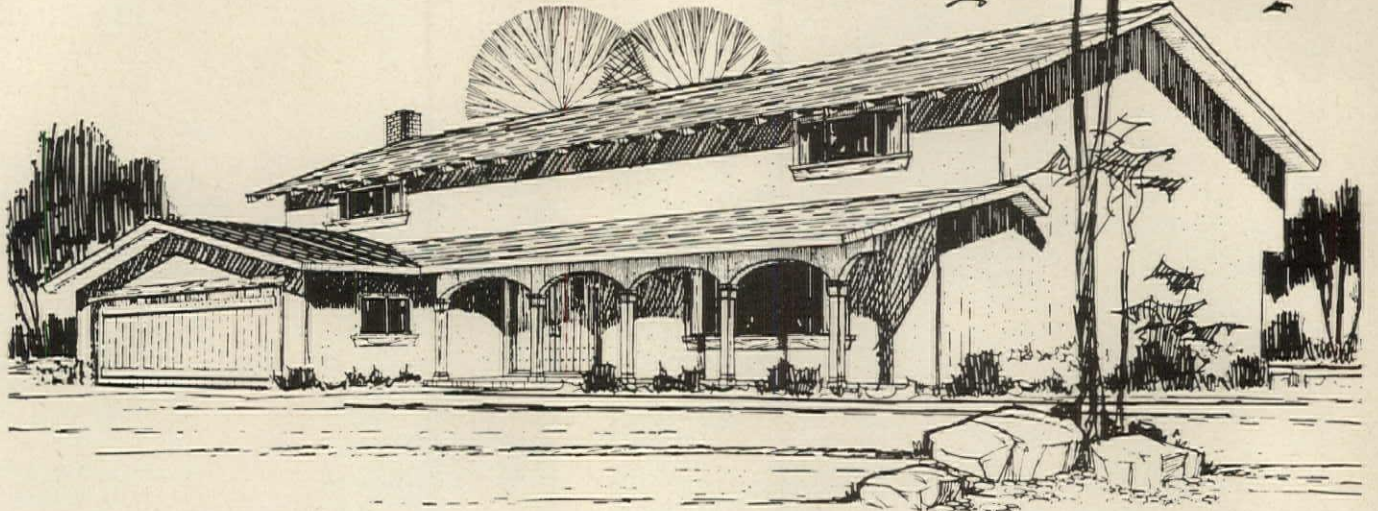


**TWO-STORY HOUSE** has four modules placed to provide big rooms and drive-through carport.



**PAVILION HOUSE** is made up of square boxes; cantilevered sections fold in for shipment.

Country living within convenient reach of San Francisco and Oakland is offered at Parktown in the northeast area of the beautiful Santa Clara Valley. Comfortable hacienda design predominates. The elegant four-bedroom San Gabriel model shown here is priced at \$24,400.



## Parktown... 520 acres of carefree



To catch a woman's eye, here are red oak cabinets, ceramic counter tops, a recessed ceiling of light and outstanding appliances by Whirlpool. 30-inch double oven, electric cooktop, range hood and disposer are extra easy for builders to install. And the Whirlpool dishwasher greatly reduces hook-up time with its exclusive quick-connect baseplate.

# living...with Whirlpool appliances

Parktown, a 65 million dollar planned community in California's Santa Clara Valley, has everything for pleasant living!

A network of parks running through its 520 acres will eventually contain five schools and a shopping center . . . along with picnic areas, playgrounds, cabana clubs, etc. The attractive homes contain every convenience, too, with deluxe appliances by Whirlpool.

All model homes in this community feature Whirlpool 30-inch double ovens. Other Whirlpool built-ins include Whirlpool dishwashers and food waste disposers. Even the new Whirlpool central vacuum system, the Jack-Vac shown at right, is offered as an option.

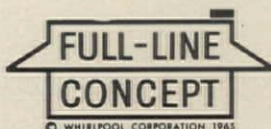
Developers Arthur J. Sassone and Vincent Schaze state, "Our decision to feature Whirlpool appliances is in line with our policy of offering the home-buyer top value for his dollar.

## New Jack-Vac adds interest and extra profit

Buyers in Parktown can have their homes equipped with the very newest built-in . . . Whirlpool's unique Jack-Vac. This true central vacuum system means no messy dust bags to empty, no cords to trip over, no machinery to pull around. The flexible hose simply plugs into one of the wall jacks. A wet system is available that even picks up scrub water. *You can pre-condition your homes for Jack-Vac installation with a builder package.* Ask your Whirlpool distributor about this special deal.

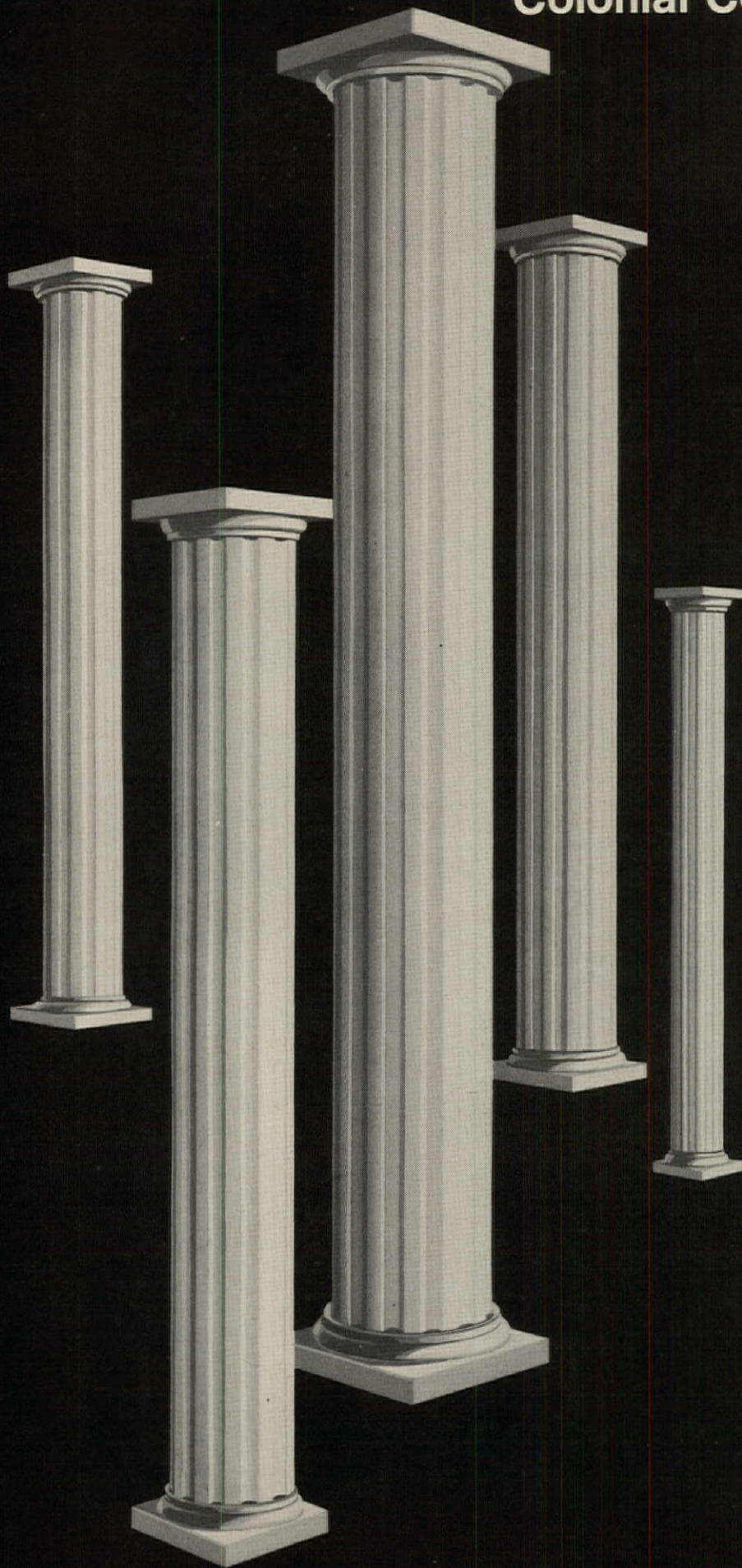


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HOME APPLIANCES



**Whirlpool's Full-Line Concept** saves the developer time and trouble. It provides a complete line of gas or electric appliances . . . all design and color coordinated . . . all from one dependable source of supply. You place one order . . . deal with one man . . . so you get undivided responsibility and service.

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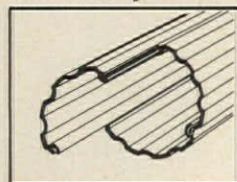


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One man can usually install the columns easily: he cuts to size, interlocks



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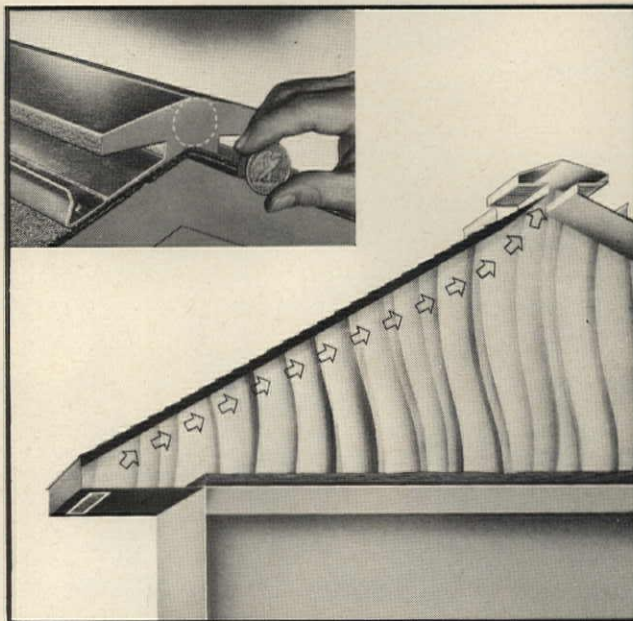
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## VENTILATION TOPSIDE!



### **hc** Vent-A-System

... the only thoroughly tested and researched attic ventilation system... for uniform continuous air flow from soffit to ridge. Backed by \$1,500,000 warranty that says Vent-A-System must maintain attic temperature no more than 15°F. above outside air. Only "half-dollar high" for a trim roof line... proven for years on many thousands of fine homes.

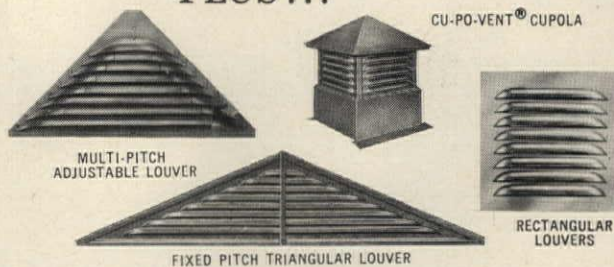
## GLAMOUR INSIDE!



### **hc** X-Panda Shelf

... glamorous, all-steel expandable closet shelves and rods in a range of styles to fit every storage shelf application—at less installed cost than wood shelves. Choice of colors—white, linen or greytone—in bonderized alkyd baked-on enamel. No painting needed... fast installation in minutes with only a screwdriver. Stronger than wood shelves... no waste, no warp... easily attached to any type of wall.

## PLUS...



### **hc** Aluminum Louvers

... the long-proven quality line produced in a series of sizes and styles to fit every type of construction... at competitive prices. Exclusive, patented inverted-louver design gives maximum ventilation area while preventing rain or snow infiltration. Life-of-the-home construction with smooth, rounded corners... pre-finished white or natural aluminum finish.

**hc** products co. H&H  
P.O. BOX 68 PRINCEVILLE, ILLINOIS 61559 PHONE 309-385-4323

Please send literature and prices on products checked below:

- |   |   |
|---|---|
| <input type="checkbox"/> X-act Wood Mold Shutters | <input type="checkbox"/> Vent-A-System    |
| <input type="checkbox"/> X-Panda Shelves          | <input type="checkbox"/> Aluminum Louvers |
| <input type="checkbox"/> Builder                  | <input type="checkbox"/> Dealer           |
| <input type="checkbox"/> Architect                | <input type="checkbox"/> Distributor      |

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Firm \_\_\_\_\_

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Vinyl  
won't



**Most houses require painting  
every few years.**

**Vinyl won't!**

**Most houses have gutters  
that can rust and peel.**

**Vinyl won't!**

**Most houses have overhangs  
that condensation can rot.**

**Vinyl won't!**

**Many houses have siding  
that will conduct electricity.**

**Vinyl won't!**

**Most houses have windows  
that can stick or corrode.**

**Vinyl won't!**

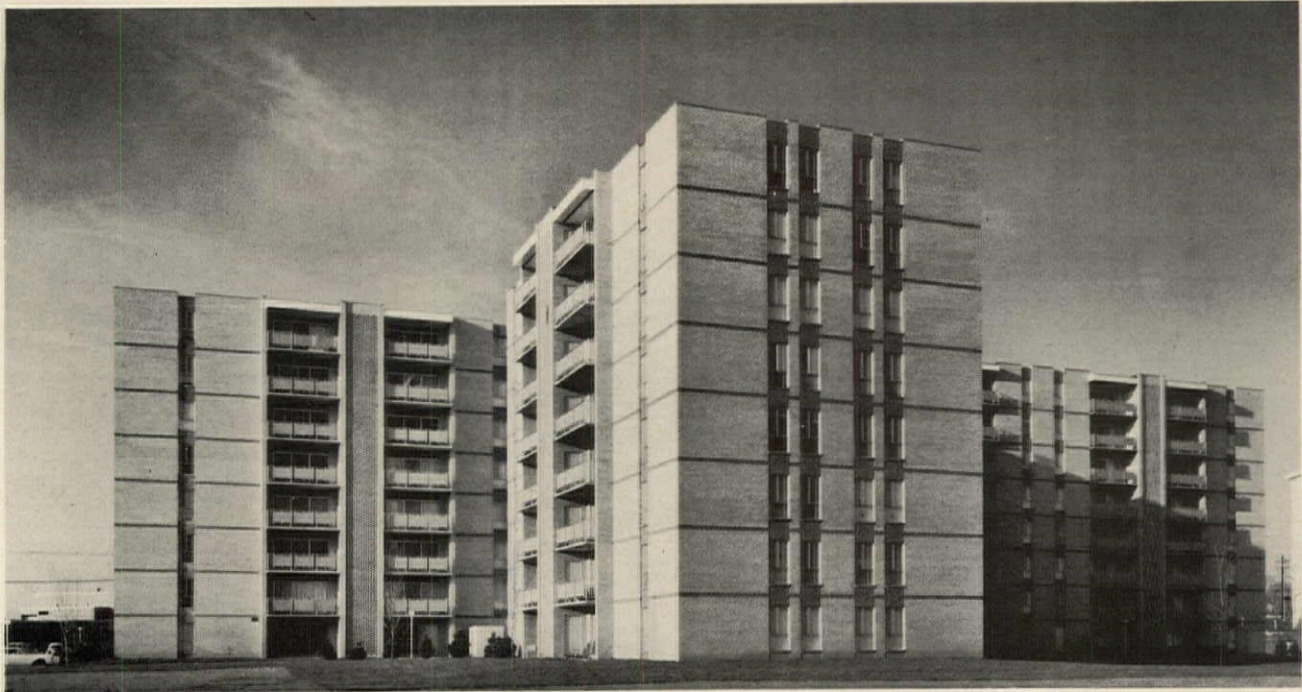
It's the fastest growing new material for building products. Look for it in gutters and downspouts, siding, soffits, windows, and many other building components. We don't make these products. What we do make is the vinyl that goes into them—Geon vinyl, the material difference in building. For suggestions on where to get building components made of vinyl, contact B.F. Goodrich Chemical Company, Dept. H-14, 3135 Euclid Avenue, Cleveland, Ohio 44115.



**B.F. Goodrich Chemical Company**

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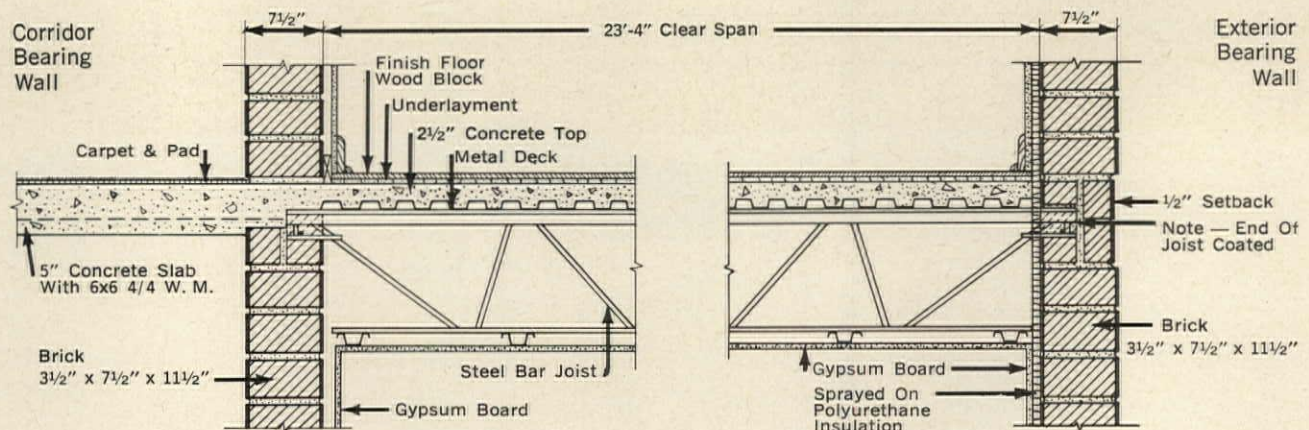
## 8" BRICK BEARING WALLS IN APARTMENTS

Oakcrest Towers III,  
Prince Georges County,  
Maryland

8" brick bearing walls are used through the entire eight floors of Oakcrest Towers III, located in Prince Georges County, Maryland, just outside Washington, D.C. Completed at a rate of one story per week, this apartment building contains 161,334 square feet of floor space. The contractor saved more than \$1 per square foot of floor area by using brick bearing walls rather than structural frame. (Speed of erection also offers a savings in interim financing.) Construction was simple because all brick wall thicknesses are identical from the foundations to the roof. In essence, Oak Crest Towers III is a series of eight one-story buildings, one atop another.

Maintenance of corridor and shear walls is eliminated because exposed brick serve as the interior finish and as the structural walls. The 4-hour fire resistance of the 8" brick wall provides safety and low insurance rates. Privacy, extremely important to tenants, comes from brick bearing walls with 58 decibels sound resistance. Oak Crest Towers III is another significant example of the modern brick bearing wall concept, providing structure, finish, fireproofing, and sound control.

Architect/Bucher-Meyers & Associates  
Engineer/H. L. Keller & Associates  
Contractor/Banks Engineering Corporation



For more information about this excitingly economical system of building with brick, call or write

Structural Clay Products Institute, 1520 18th Street NW, Washington, DC 20036 Area Code 202-483-4200

Here's a great way to corner more sales!



Imperia<sup>II</sup>

HOME MANAGEMENT CENTERS

A corner of privacy that's hers alone . . . women love the idea! Now you can offer them the satisfying beauty and luxury of I-XL cabinetry in sable-brown Imperia II . . . a distressed finish, lacquered and baked, that's easy to care for, mar-resistant, permanent. Using standard cabinets,

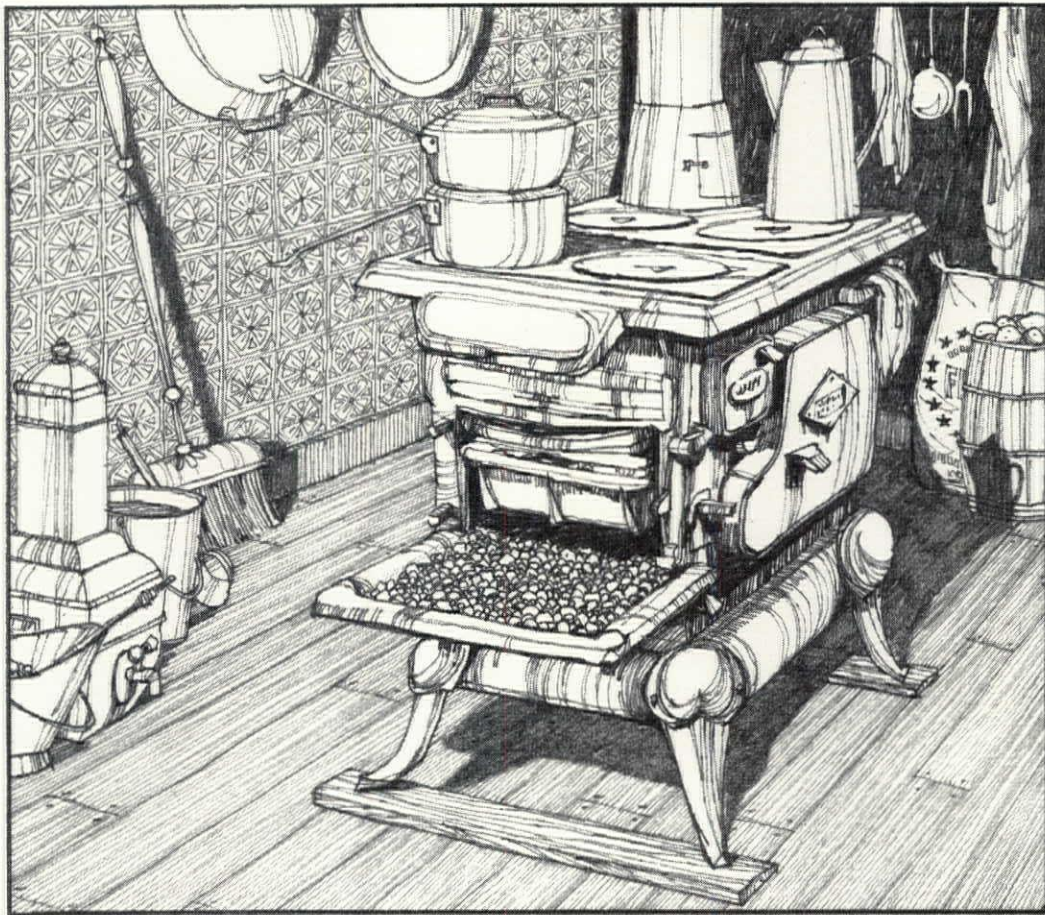
which include our famous "housewife approved" conveniences, you can create Home Management Centers to fit virtually any space. And I-XL's fine furniture styling means Imperia II is adaptable to any room in the home. See your I-XL distributor, or write Department 9.

*The kitchen people with different ideas*

**THE I-XL FURNITURE COMPANY**

Goshen, Indiana / Elizabeth City, N. C.





## It used to take Grandmother eight hours to fix Thanksgiving Dinner. She had no choice.

You've heard about the "good old days."

Well, this is what they looked like to your grandmother. This is where she spent most of her time.

Because grandmother's world was strictly do-it-yourself, every meal was a production. Even her breakfast porridge had to be cooked for an hour.

Thanksgiving was the longest day of the year. Plucking a turkey took time. Cranberry sauce didn't come in a can. She peeled, sliced, scraped, and cut her own vegetables. She not only baked the pies but, chances are, did her own bread and rolls, as well.

In fact, the "good old days" weren't all that good to grandmother. She'd have traded them cheerfully for one, good, up-to-date supermarket.

Instant oatmeal might have given her another hour in bed in the morning. And oh, the joy of a big, plump, packaged turkey, home from the store and ready for the oven. And the turkeys even taste better today—bigger, meatier, with less waste.

How did they get that way? The same way so many other parts of modern living have been improved. The competition between turkey breeders for more sales have driven them, over the years, to breed a better turkey.

Almost everything on the supermarket shelf is a product of that same kind of competition. Because it is competition that drives manufacturers to make things better, offer more variety and convenience. And keep prices low.

In the "good old days" grandpa worked twelve hours for the price of an 18-pound turkey. Today, he works only 3.2 hours. He worked forty minutes for a loaf of bread. Now it takes only five minutes.

Think about that the next time you hear some well-meaning person say there's too much competition today, too much choice in the marketplace, too many brands in the supermarket. They think the government should step in and restrict this competition.

But, since nobody knows for sure how far you can restrain competition without harming the economy, hadn't we better be careful? Do we want to give up the things that grandpa never had? Certainly, the less competition there is, the fewer new and improved products we'll see in the market.

In fact, if we're not careful, we may soon have good reasons to look back on today as the "good old days."

**Magazine Publishers Association**  
An association of 365 leading U.S. magazines

# Cookouts are in year 'round

with Jenn-Air's new indoor Bar-B-Q



## Step inside to true charbroiled flavor.

Your prospect's in for some mouth-watering persuasion! Here's the excitement of indoor charbroiling year 'round, with a countertop unit that's affordable enough to become standard in every home. Apartments too, where outdoor cooking is missing.

Jenn-Air's revolutionary self-venting system solves the problems which kept charbroiling outdoors. It gets rid of smoke and odors without a hood . . . yet gives authentic charbroiled flavor in less time than charcoal itself.

Here's the whole sizzling sequence. As broiling occurs, droplets of meat juices vaporize as they strike the marble chips below. Smoke and vapors bathe the meat with true charbroiled flavor. Then they're snared immediately by the self-vent and exhausted outside. Additional venting between marble chips and heating elements keeps temperatures below flashpoint, to prevent flameup.

Noise is never excessive either, because venting at the broiler surface requires only a fraction of the air volume moved by hood. Griddle included. Optional rotisserie creates a new world of indoor broiling artistry.

Write today for complete information in Jenn-Air's colorful new "Indoor Bar-B-Q" folder.



Yes. Please send me your new folder on Jenn-Air Indoor Bar-B-Q and names of dealers in my city.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

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See Jenn-Air's exciting new line in booths 1153-1156 at the National Association of Homebuilder's Show.



**JENN-AIR**  
CORPORATION

3035 SHADELAND, INDIANAPOLIS, INDIANA 46226

# Brand-new disposer. Famous old KitchenAid name.

When you have a reputation for making quality products like KitchenAid dishwashers, you don't dare bring out an ordinary disposer.

You wait until you can introduce a Super disposer.

And this is it. The KitchenAid Super Disposer.

It comes in two models, the Superba batch feed model (with Magnestart® Cover Control) and the Imperial continuous feed model. Both models feature some very special ideas that make the KitchenAid Super Disposer a very special value.

Like super quiet operation. (The whole action area is surrounded by an extra-thick blanket of expanded bead styrene in a sound-deadening shell. Sink mounting cushions any vibration.)

Extra-heavy-duty, precision balanced grind wheel made of corrosion resistant, cast stainless steel. Double edged stainless steel cutters, too.

Drain chambers coated with corrosion-fighting, non-stick Teflon\*. A KitchenAid exclusive. (No smelly garbage can accumulate; no odors.)

Jams are eliminated electrically. Your home buyers can forget about tools or broomsticks. Grind direction is reversed each time the disposer is started. Just flick the wall switch on the Imperial. Superba model with Automatic Anti-Jam Control clears its own jams. Reversing action in both models doubles the life of the cutters, too.

So you see, KitchenAid disposers are made to live up to their name. The KitchenAid name. Known for quality and dependability. Get the full product story from your KitchenAid dishwasher distributor, or write KitchenAid Disposers, Dept. 7GS-11 The Hobart Manufacturing Company, Troy, Ohio 45373.

\*DuPont's registered name for its TFE non-stick finish.

**KitchenAid®**  
Dishwashers and Disposers

Products of The Hobart Manufacturing Company, makers of commercial dishwashers and disposers.



**NEW PRODUCTS 1968**  
doors & windows

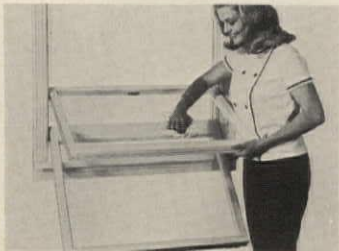


**Hand-carved door** comes in choice of three patterns and three finishes: pecan, mahogany or walnut. Doors are sold with matching transom and side

lateral sections; carved door panels can be purchased separately as appliques. Leon's, Tucson, Ariz. Circle 299 on Reader Service card



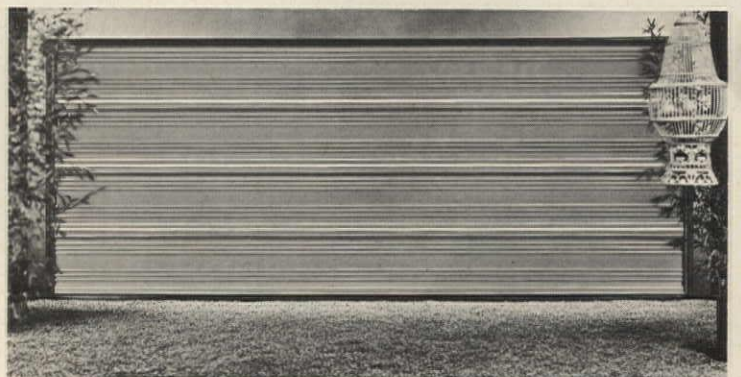
**Glass wall** with gold-anodized mullions combines fixed and sliding windows plus sliding glass doors. Sliding windows with counter-level pass-throughs are available for kitchen-patio designs (shown). Ador/Hilite, Fullerton, Calif. Circle 360 on Reader Service card



**Tilt-window hardware**—combination weatherstrip-balance made of rigid vinyl—lets sash be tilted or removed at any point of travel without striking screen or storm window. Incorporates flexible-leaf design. Caldwell, Rochester, N.Y. Circle 298 on Reader Service card



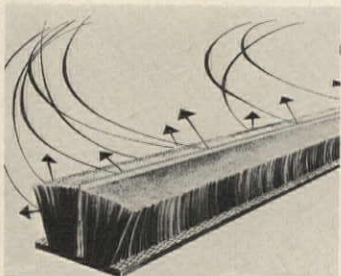
**Tilt window** allows removal of both top and bottom sash, yet air infiltration is claimed to be just 50% of the allowable standard. Each sash is balanced on both sides. Head, sill and check-rails are weathersealed. R.O.W., Ferndale, Mich. Circle 361 on Reader Service card



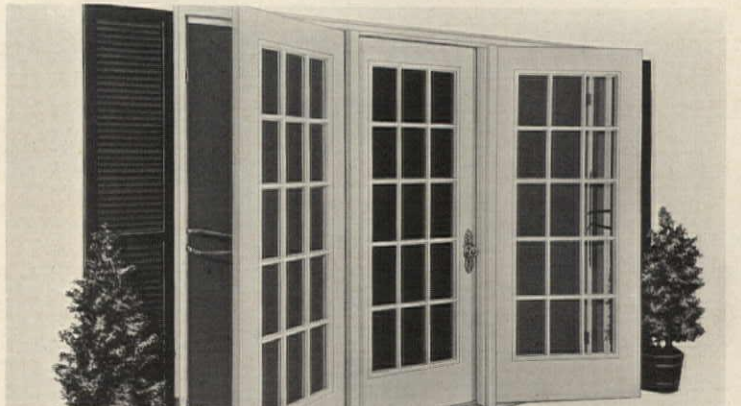
**Automatic garage door** of fiberglass panels and aluminum frame includes solid-state radio receiver and transmitter for remote control. Comes in standard sizes up to 18' wide, in white, green or sand color. Overhead, Dallas. Circle 362 on Reader Service card



**Double steel doors** are made of resin-impregnated honeycomb core bonded to zinc-coated steel exterior and interior faces. Mill-applied surface treatment helps paint adhere. Available in several styles, prehung and weather-stripped. Steelcraft, Cincinnati. Circle 363 on Reader Service card



**Fin-seal weatherstrip** combines a solid physical barrier with silicone-treated pile fibers. The polypropylene projects .030" above the pile, requiring less pile compression to seal out air and water. Comes in several sizes. Schlegel, Rochester, N.Y. Circle 364 on Reader Service card



**Prehung patio unit** with ventilating sidelights consists of foam-insulated steel doors, magnetic weatherstripping and adjustable sill/threshold. Choice of single or double sidelights, including screen panels. Pease, Hamilton, Ohio. Circle 365 on Reader Service card

New products continued on p. 112



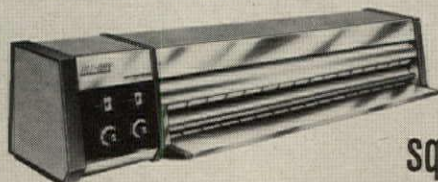
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YOUR  
SHARE OF  
30,000,000  
IN MORTGAGE  
MONEY AT A  
GUARANTEED  
COST...NOW!**

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Ask to talk to Art Schnipper,  
V.P. of Marketing.

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SAVINGS —  
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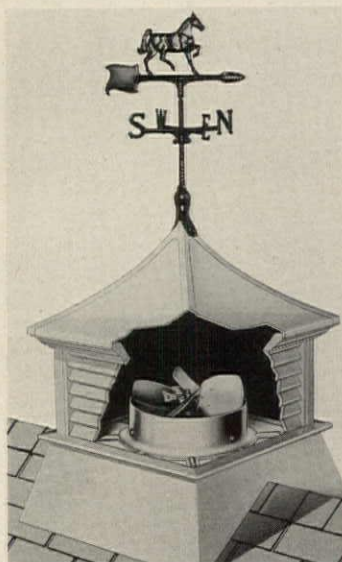
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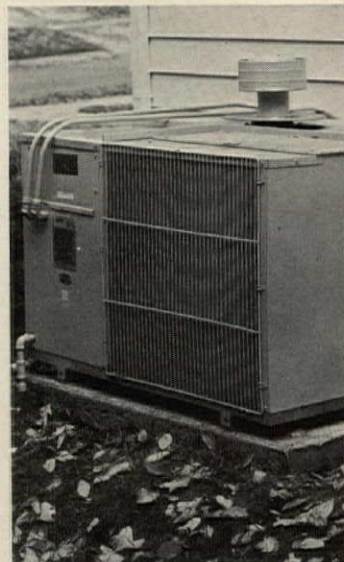
**NEW PRODUCTS 1968**

**heating & cooling**

**Wall-hung fireplace** with built-in heater can be installed anywhere because it needs no flue. Plugs into an electrical outlet and provides 5,100 Btuh of heat through a forced-air fan. Over 68" high, 16" deep. Thulman, Ellicott City, Md.  
Circle 412 on Reader Service card



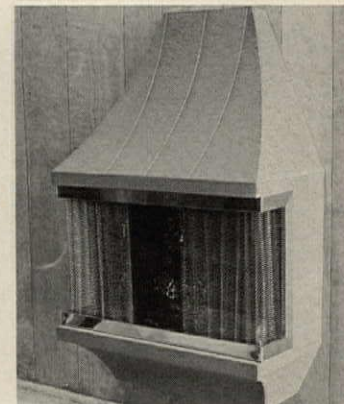
**Automatic ventilator** combines the appearance of a traditional cupola with the advantages of forced-air attic exhaust to comfort-condition homes having up to 1,500 sq. ft. of ceiling area. ABS plastic roof. Kool-O-Matic, Niles, Mich.  
Circle 413 on Reader Service card



**Compact comfort system** for homes and light-commercial buildings may be installed on rooftop or on grade. Provides up to five tons of electric direct-expansion cooling and up to 150,000 Btuh of gas heating. Lennox, Marshalltown, Iowa.  
Circle 414 on Reader Service card



**Pushbutton fireplace** can be installed in new or existing construction as easily as a clothes dryer because it exhausts through a power vent instead of a chimney. Three models offer marble or brick styling. Dyna, Los Angeles.  
Circle 415 on Reader Service card



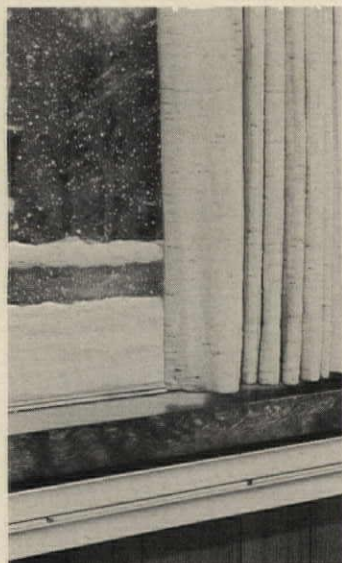
**Electric fireplace** with simulated logs incorporates a remotely controlled heating element that warms an average-size room. It is wall-hung, and includes brass trim, brass-plated screen, and color choice. Rangaire, Cleburne, Tex.  
Circle 419 on Reader Service card





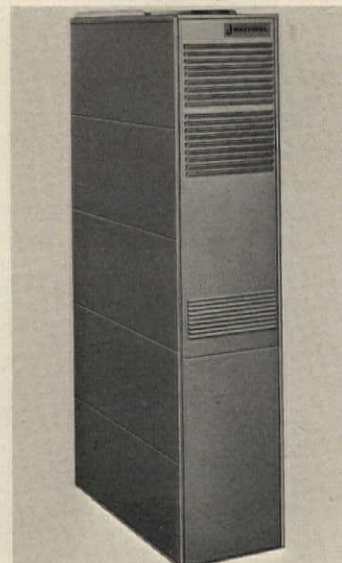
**Ceiling heater** for bathrooms mounts on any standard 3" or 4" outlet box. An axial-flow fan circulates warm air downward from a 1525-watt element that delivers 5,200 Btuh. Diameter: 14½". Projection from ceiling: 3½". Hunter, Memphis.

Circle 420 on Reader Service card



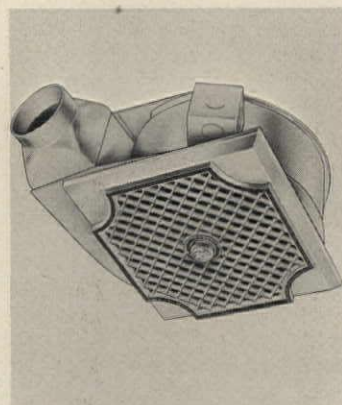
**Draft-barrier heater** eliminates 1) cold air dropping off a window surface and 2) the need to overheat an entire room to overcome drafts. The resistance unit is 3" high, 2" deep, and operates thermostatically. Electromode, Auburn, N.Y.

Circle 418 on Reader Service card



**Upflow furnace** features a three-speed motor and ten-year warranty, and comes in five sizes ranging from 50,000 Btu input to 150,000 Btu input. Motors are ¼ h.p. on smaller units, ½ h.p. on larger units. Janitrol, Columbus, Ohio.

Circle 416 on Reader Service card



**Bathroom fan** has a decorative grille of white highlighted with antique gold. It is available in a wide range of sizes in three basic models: thinwall, ceiling, and through-the-wall. Grille is molded polystyrene. Leigh, Coopersville, Mich.

Circle 417 on Reader Service card



**Gas fireplace** contains an automatic, pilot-controlled burner of 42,500 Btu rating, and includes a three-piece set of ceramic gas logs and swing-out mesh fire-screen. In red, white or gold porcelain enamel. Majestic, Huntington, Ind.

Circle 421 on Reader Service card

New products continued on p. 114



makes  
products  
better  
for you

# STEEL CLOSET DOORS

look good,  
install easily,  
eliminate call-backs



Steel closet doors help do away with two expensive and irritating problems—call-backs and dissatisfied customers—and help you cut costs as well.

Closet doors made of steel are easily installed in a matter of minutes. And their unique trim system eliminates the necessity of costly alterations of frames or door openings. Steel doors come painted and ready to be hung.

Because they are made of steel, they won't warp, twist, split, or buckle, even under rough use. They are sturdy and durable, and give a lifetime of service. Available in various designs and styles as well as colors, steel closet doors can complement and blend in with any room decor.

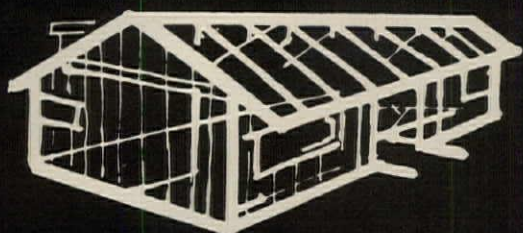
Why not please buyers and cut your costs by using steel closet doors in your homes?

For more information on steel bi-fold closet doors, write Armco Steel Corporation, Dept. E-3297, P. O. Box 600, Middletown, Ohio 45042.

See how **steel assures quality and low cost**—visit the American Iron and Steel Institute Booth at the NAHB show in Chicago December 3-7.

ARMCO STEEL





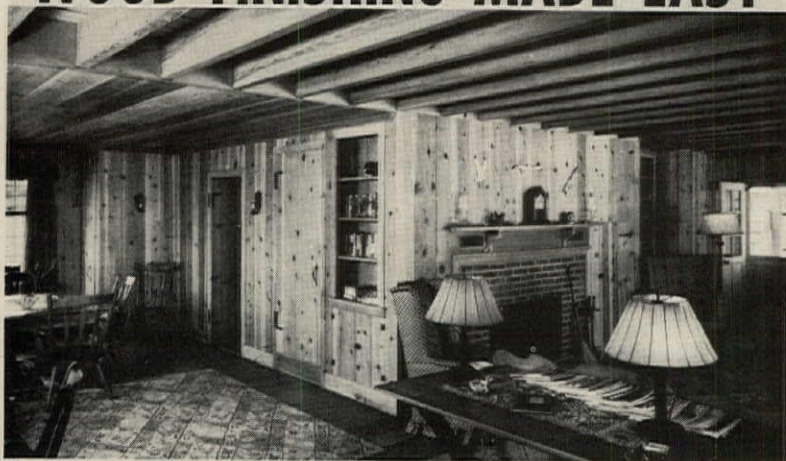
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## WOOD FINISHING MADE EASY



Home in Beach Haven, N.J.; Architect: Savery, Schaeetz & Gilmore, Philadelphia, Pa.; Cabot's Stain Wax on paneling.

## Cabot's STAIN WAX

Stains, Waxes, Seals in one operation

Time was when wood finishing was a long, arduous task. Today, Cabot's Stain Wax does the job in a single application. This unique "three-in-one" finish, suitable for all wood paneling, brings out the best in wood, enhancing the grain and producing a soft, satin finish in your choice of twelve colors plus black, white, and natural. When a flat finish is desired, use Cabot's Interior Stains.

### Samuel Cabot Inc.

1130 S. Terminal Trust Bldg., Boston, Mass. 02210

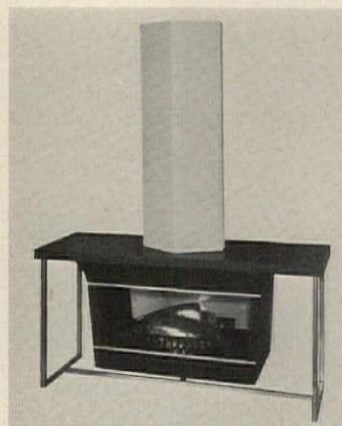
- Send color card on Cabot's Stain Wax
- Send color card on Cabot's Interior Stains



Circle 89 on Reader Service card

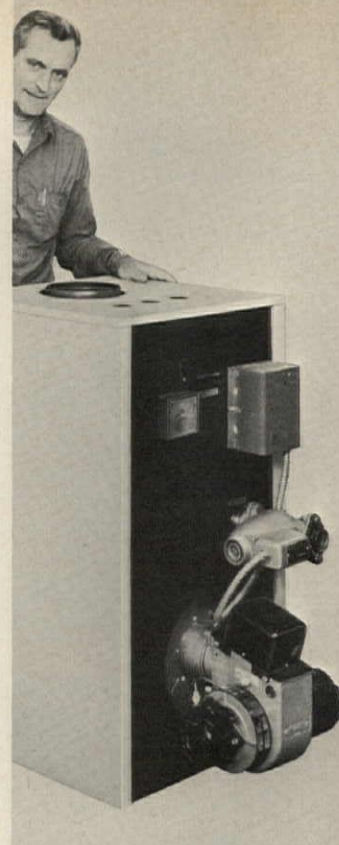
## NEW PRODUCTS 1968

heating & cooling



**Free-standing fireplace** can be used as a room divider or can be built into a wall. Fire chamber is suspended from a 5' walnut-woodgrain mantel supported by tubular steel legs. Choice of openings: 36", 42", 48". Donley, Cleveland.

Circle 422 on Reader Service card



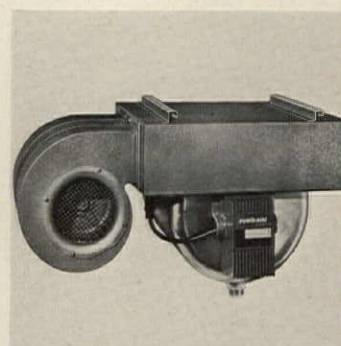
**Steel boiler**, economy-priced for tract work, is a vertical-tube model made of 1/4" boiler plate with hand-welded joints. The oil-fired unit comes in sizes from 94,000 to 324,000 Btuh and is guaranteed 20 years. Slant/Fin, Greenvale, N.Y.

Circle 423 on Reader Service card



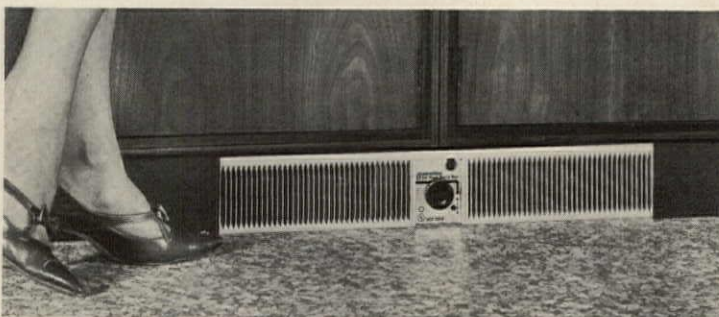
**Signal thermostat** plugs into an AC outlet and is connected to a lamp in homeowner's window when house is unoccupied. If house temperature falls below a pre-set point, the light goes on to alert neighbors or service man. Honeywell, Minneapolis.

Circle 424 on Reader Service card



**Power humidifier** needs no drain line and uses cold water. Can be installed in basement, crawl space, attic or closet, with or without ducting. Comes with wall-mounted humidistat for automatic operation. Hamilton, Lincolnwood, Ill.

Circle 425 on Reader Service card



**Toe-space electric heater** fits under kitchen cabinets or bathroom vanities, plugs into a wall outlet and has a built-in thermostat. Unit contains an electrical element immersed in sealed-in water. International Oil Burner, St. Louis. Circle 426 on Reader Service card



makes  
products  
better  
for you

# STEEL RAINGOODS

combine low cost  
with strength,  
eliminate paint peeling



Steel raingoods made of Armco ZINGRIP® PAINTGRIP® Steel eliminate what is probably your biggest problem—paint flaking—while at the same time giving you low-cost strength and durability.

Armco ZINGRIP PAINTGRIP Steel has a mill-applied finish that takes and holds paint. It prevents paint from peeling. Any standard exterior paint will stay on. You not only cut out costly call-backs but please your buyers as well.

What's more, ZINGRIP Steel gives gutters and downspouts the strength to take heavy loads of accumulated ice and snow plus lasting protection against corrosion.

Why not put the advantages of steel raingoods into your homes? They are equally applicable for new construction or remodeling.

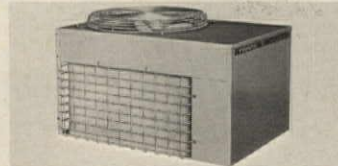
For more information on steel raingoods, write Armco Steel Corporation, Dept. E-3307, P. O. Box 600, Middletown, Ohio 45042.

See how **steel assures quality and low cost**—visit the American Iron and Steel Institute Booth at the NAHB show in Chicago December 3-7.

**ARMCO STEEL**



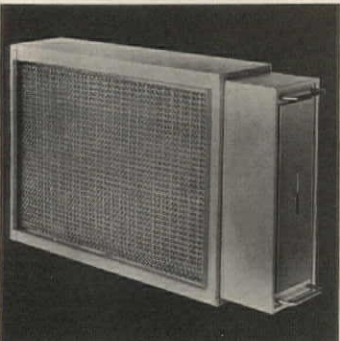
**Conical fireplace** comes complete with legs, two sections of pipe (24" and 27"), heat shield, fire screen, 8" to 7" pipe reducer, damper assembly and a 1-lb. can of furnace cement. Choice of nine finishes. Preway, Wisconsin Rapids, Wis.  
*Circle 427 on Reader Service card*



**Air-cooled condenser** for the light-commercial market is designed for remote hookup to self-contained air-conditioners. Air is discharged upward to deflect operating noise from buildings. Two models: 3- and 5-ton. Trane, La Crosse, Wis.  
*Circle 428 on Reader Service card*



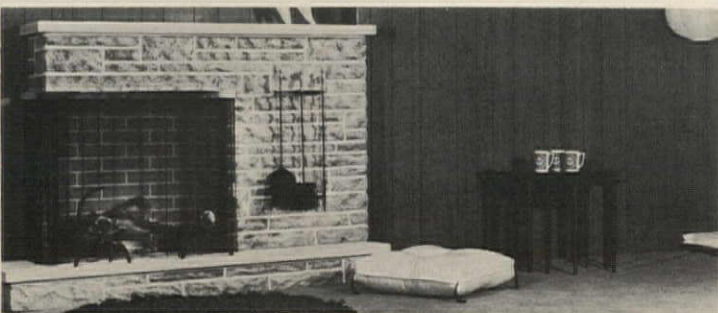
**Central humidifier**, built of stainless steel and impact-resistant plastic, uses a polyurethane moisture wheel rotating in a water reservoir. It can be installed on either a warm-air or return-air plenum. Worthington, East Orange, N.J.  
*Circle 429 on Reader Service card*



**Electronic air cleaner** traps particles as small as .01 microns, thus eliminating more than 90% of a home's airborne contaminants. Air-handling capacities of 1,200 and 1,600 cu. ft. per min. Day & Night, City of Industry, Calif.  
*Circle 430 on Reader Service card*



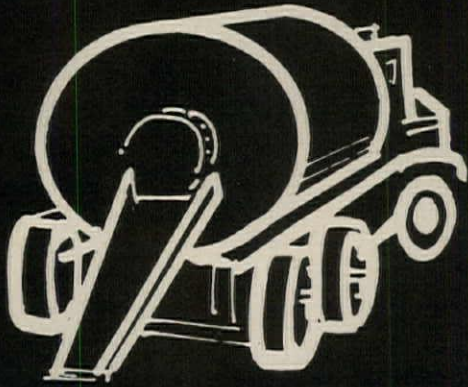
**Room air conditioner** is designed especially for horizontally sliding windows and will also fit many types of casement windows. Two models—6,000 or 8,000 Btuh—measure 14 1/4" wide, 24 1/8" deep, and 19" high. Frigidaire, Dayton, Ohio.  
*Circle 431 on Reader Service card*



**Side-opening fireplace**, made of gray cast stone with buff liner, adapts to contemporary or traditional decor. Includes simulated white stone mantel and hearth top. Dimensions: 4'9" wide, 3'8" high. Ready-built, Baltimore, Md. *Circle 432 on Reader Service card*

*New products continued on p. 116*

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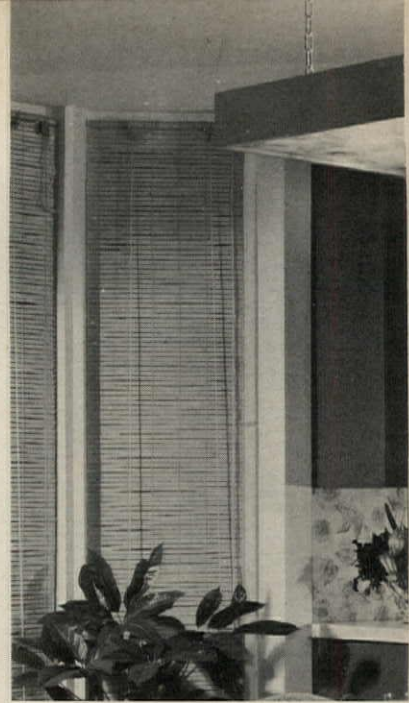
**OR SEE US AT**  
NAHB Space 306.  
Ask to talk to Art Schnipper,  
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Circle 94 on Reader Service card

**NEW PRODUCTS 1968**  
lighting

**Cast acrylic sheet** with smoke-printed leaf pattern can be used as luminous ceiling or lighting canopy, and as translucent room divider. Comes in 48"x72" and 48"x96" panels, in standard 1/8" thickness. Acrylite, Wakefield, Mass.

Circle 366 on Reader Service card



**Compact mercury lamp**—only 5 1/8" long—produces more than twice as much light as a 50-watt incandescent lamp and lasts ten times longer. It produces light similar to that of a cool-white fluorescent lamp. General Electric, Cleveland.

Circle 367 on Reader Service card



**Post-top luminaire** for streets, walkways and gardens is designed for use with mercury lamps of up to 175 watts and can be mounted 8' to 15' high. Fits 2 1/2" to 3" dia. pipe and comes in choice of nine colors. McGraw-Edison, Milwaukee.

Circle 368 on Reader Service card

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Circle 95 on Reader Service card



**Ultraviolet fluorescent tube** is designed to give users the same health benefits they would get outdoors under equivalent foot-candle levels. It matches the ultraviolet spectrum of natural outdoor light. Duro-Test, N. Bergen, N.J. Circle 369 on Reader Service card



**Book-shelf fixture** provides high-intensity diffused lighting and looks built in. It is made of walnut with a birch soji front panel, and comes in 38" and 50" lengths with fluorescent lamps. Lamar, Freeport, Long Island, N.Y. Circle 370 on Reader Service card



**Outdoor gas light** made of 18-gauge copper will operate with three different burner assemblies. Contains six removable panes of 1/8" tempered glass, and a scalloped top and chimney. Dimensions: 23"x36". Arkla, Little Rock, Ark.

Circle 371 on Reader Service card



**Wrought-iron chandelier** in Medieval style is hand-pounded. It is 27" in diameter, 19" high, and can be hung up to 43" from ceiling. The six lights feature candelabra bases and will accommodate 60-watt lamps. Moe, Louisville.

Circle 372 on Reader Service card



**Wall lantern** has three side panels made up of four glass panes outlined in slim brass strips. For use in entrance halls, beside fireplaces, or outdoors. Choice of antique solid brass or antique copper. Progress, Philadelphia.

Circle 373 on Reader Service card



**Lightweight pendant** incorporates a white diffusing cylinder inside a 13"-dia. yellow globe of spun-glass cross-hatching. Comes with a pull-chain switch and will accommodate a 100-watt bulb. Del-Val, Willow Grove, Pa.

Circle 374 on Reader Service card

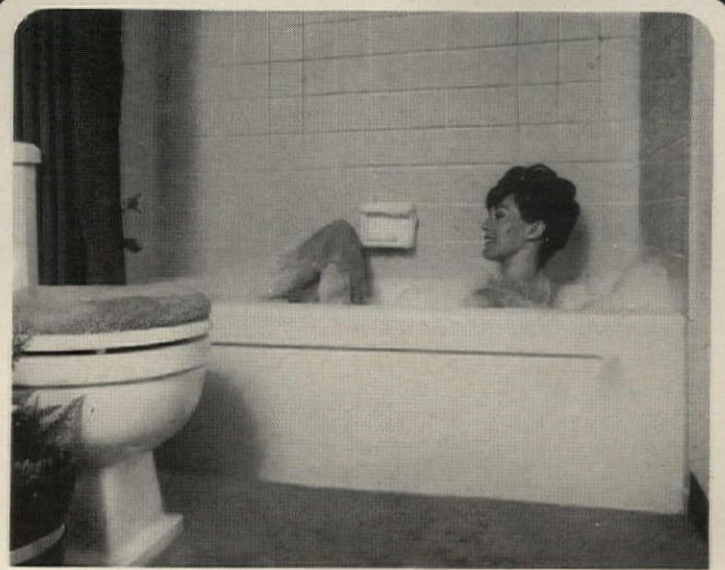
New products continued on p. 118



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for you

# STEEL BATHTUBS

combine quality,  
durability and color...  
cost less



Formed steel porcelain enameled bathtubs and lavatories give you top quality, color selectivity and durability—but they cost you less.

The inherent strength of steel combined with durable porcelain enamel assures not only a lasting but easy-to-clean surface. Because of the steel bathtub's light weight, installation is fast and easy. This means costly installation time is eliminated, an added savings for you. And the steel tub's unique leak-proof flange prevents water damage to surrounding walls.

Attractive colors enable you to meet the demand of the most discriminating clients—help you create modern, distinctive bathrooms that add sales appeal.

Why not use all the advantages of steel bathtubs and lavatories in your homes?

For more information just write Armco Steel Corporation, Dept. E-3317, P. O. Box 600, Middletown, Ohio 45042.

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**ARMCO STEEL**



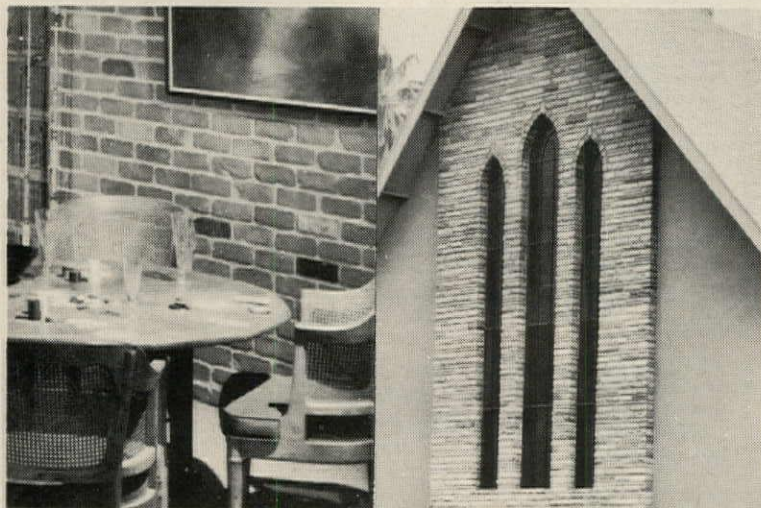
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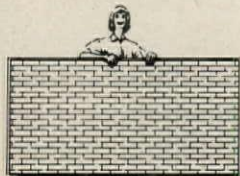
Circle 91 on Reader Service card

## INDOORS OR OUT...



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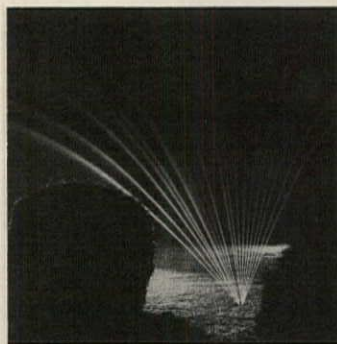
On display at fine lumber  
dealers, or write ...

**CAVROK SALES INC.**  
55 High St., Hartford, Conn.

Circle 92 on Reader Service card

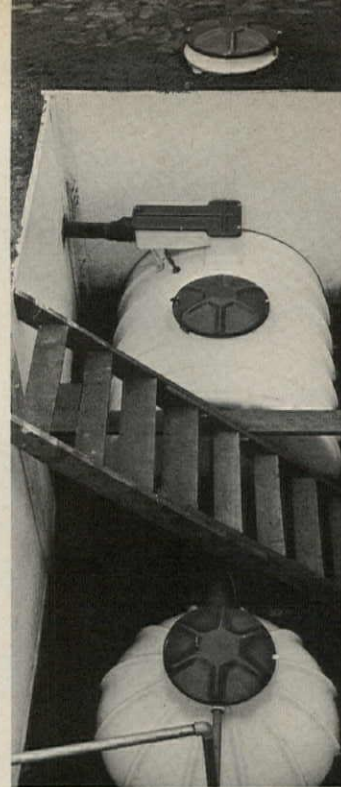
### NEW PRODUCTS 1968

#### plumbing



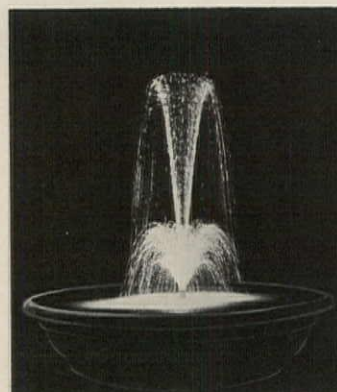
**Watering system** for lawns features a fan-jet sprinkler that covers a rectangular area as large as 2,500 sq. ft. and can be adjusted to fit smaller shapes. Package includes automatic four-station control box. Moist O'Matic, Minneapolis.

Circle 400 on Reader Service card



**Wastewater system** for apartments, schools and factories provides aerobic treatment plus underground watering for soils with poor percolation. The system combines two molded-fiberglass tanks and sump pumps. Cromaglass, Williamsport, Pa.

Circle 401 on Reader Service card



**Ornamental fountain** requires no plumbing. The self-contained unit includes a recirculating pump, underwater lighting, and requires only an electrical connection. Bowl sizes range from 36" to 94". Rain Jet, Burbank, Calif.

Circle 402 on Reader Service card



**Stainless-steel bar sink**, self-rimming, is shipped complete with gooseneck swing spout and strainer. Ideal for family rooms, dens and patios because it harmonizes with all color schemes. Federal Stainless Sink, Bloomington, Ill.

Circle 403 on Reader Service card



**Single-control fitting** for kitchens features sculptured styling with a contemporary flair. In addition to new design, the manufacturer provides a five-year insured warranty with the brass fitting. Price Pfister, Pacoima, Calif.

Circle 404 on Reader Service card



**Perforated pipe** for septic-tank systems is easy to install. Internal couplings applied at the factory do away with the need for tapered or snap couplings—the installer simply drives sections together. McGraw-Edison, Milwaukee.

Circle 405 on Reader Service card



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# STEEL DOORS

add salable durability,  
cut installation costs



Residential steel doors provide advantages that attract the buyer—trouble-free service, durability, pleasing appearance. And for you low cost fast installation and elimination of expensive call-backs.

Steel doors won't swell, twist, warp, or shrink despite the ravages of weather and age. Made of Armco ZINGGRIP® PAINTGRIP® Steel, they not only have strength and rigidity, but are impervious to moisture. And they have the durable protection of a zinc coating that assures a long-lasting attractive appearance.

Steel doors are available in both exterior and interior styles in a variety of designs that harmonize with any home decor. Why not use the sales and installation advantages of steel doors for your homes?

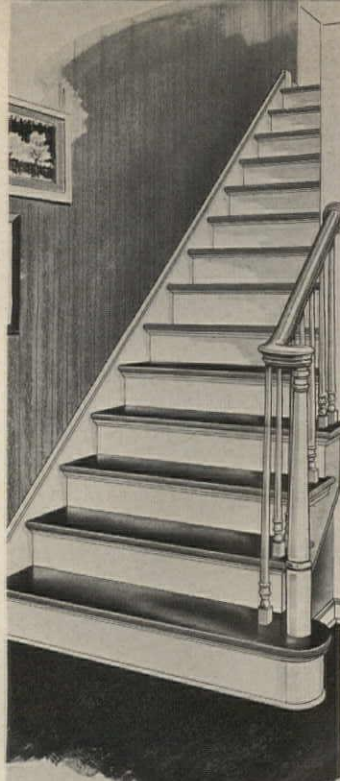
For more information on residential steel doors, write Armco Steel Corporation, Dept. E-3357, P. O. Box 600, Middletown, Ohio 45042.

See how **steel assures quality and low cost**—visit the American Iron and Steel Institute Booth at the NAHB show in Chicago December 3-7.

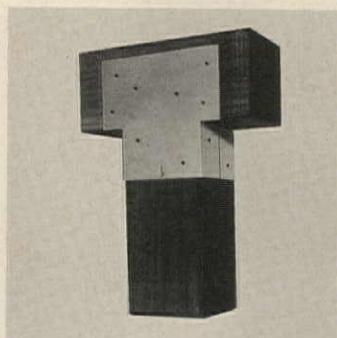
**ARMCO STEEL**



## NEW PRODUCTS 1968 structural materials



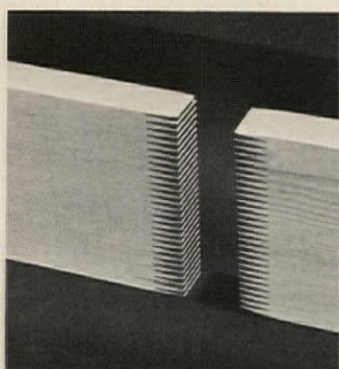
**Packaged stairway** fits all finish-floor-to-finish-floor dimensions with four different riser heights. Available in two partially open balustrade designs: with turnout (shown) or straight starting easement. Railing is predrilled. Morgan, Oshkosh, Wis.  
Circle 387 on Reader Service card



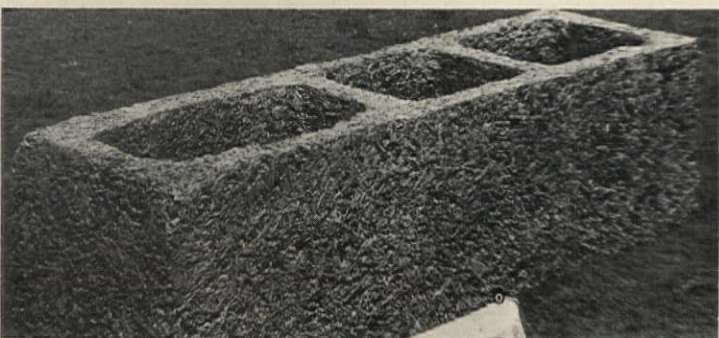
**Beam clip**, made of 16-gauge steel, is plated with a gold finish that resists weathering and provides good paint bonding. Designed for post-and-beam connections, the clip may also be used as splice plate. Panel Clip, Farmington, Mich.  
Circle 386 on Reader Service card



**Plastic board insulation** is a sandwich consisting of a rigid urethane-foam core between facer sheets of bleached kraft paper. Comes in 2' and 4' widths; 8', 12' and 16' lengths; 1/2" to 1 1/2" thicknesses. Allied Chemical, New York City.  
Circle 388 on Reader Service card



**Finger joint** provides the strength of standard structural lumber and permits unlimited lengths. It is available in both fir and hemlock, in all grades, from 1' x 4' to 1' x 12', and 2' x 4' to 2' x 12'. Rosboro Lumber, Springfield, Ore.  
Circle 389 on Reader Service card



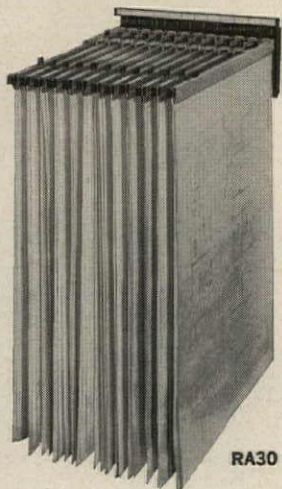
**Synthetic block** weighs less than cinder block but offers similar acoustic and thermal qualities, and is easier to cut. It is mixed much like cinder block, but is molded under hydraulic pressure. Iso-Span, Middleton, N.J. Circle 390 on Reader Service card

New products continued on p. 120

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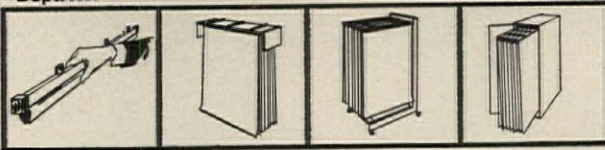
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Circle 97 on Reader Service card



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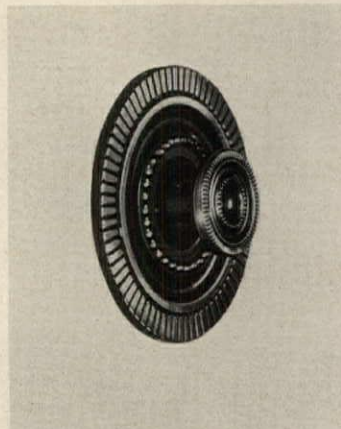
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**NEW PRODUCTS 1968**

**hardware**



**Matched knob/backplate** of 2 3/4" diameter is designed for cabinets, flush interior doors and bifolds. The die-cast unit comes in a variety of finishes for traditional or contemporary settings. Style name: Patrician. Amerock, Rockford, Ill.

Circle 375 on Reader Service card



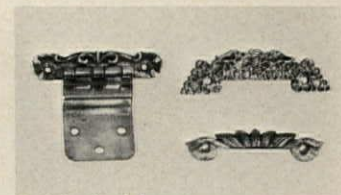
**Long-handle entry lock** is designed for use on massive doors. The rugged lockset—suitable for single- or double-door installations—is available in four different styles for a range of house designs and entry styles. Weiser, South Gate, Calif.

Circle 376 on Reader Service card



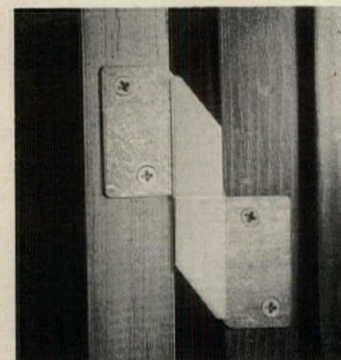
**Gem-shaped knob** with diamond-shaped rose comes in two different finishes—etched or antique—in brass, bronze, or chrome. Metal is first black-oxidized, then fine-sanded and coated with protective plastic. Kwikset, Anaheim, Calif.

Circle 377 on Reader Service card



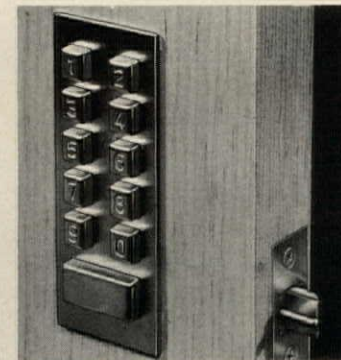
**Cabinet hinge covers** mate with the manufacturer's broad line of handcrafted gold- and silver-plated switchplates and receptacles. A related line of ornamental hardware includes escutcheons for interior doors. Belwith, Los Angeles.

Circle 378 on Reader Service card



**No-mortise hinge** in neutral white or warm woodtone features nylon bearing and permits removal of door without removing any part of the hinge. It is self-locating, and rated for doors of up to 30 lbs. L. E. Johnson, Elkhart, Ind.

Circle 379 on Reader Service card



**Heavy-duty lock** for industrial and commercial use opens automatically when correct combination of numbers is pressed. Shutting the door automatically locks and resets the mechanism. Panic button unlocks from inside. Preso-Matic, Lyons, Ill.

Circle 380 on Reader Service card





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# STEEL FIREPLACES

...contemporary or  
conventional...install  
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In both conventional and contemporary homes, more and more builders are adding the sales appeal of a fireplace and doing it at less cost with built-in steel units.

Available in styles and sizes for any home, all are easily installed. Steel fireplaces are factory-engineered and fabricated to assure fast installation, saving you costly man-hours.

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For more information on steel fireplaces and the advantages they offer you, write Armco Steel Corporation, Department E-3377, P. O. Box 600, Middletown, Ohio 45042.

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## ARMCO STEEL

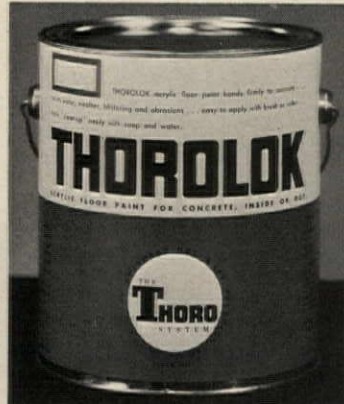


### NEW PRODUCTS 1968 coatings & adhesives



**Ceramic-tile adhesive** with synthetic-rubber base offers high resistance to slippage, permitting tile to be placed from the top down which reduces installation time. One gallon will cover more than 100 sq. ft. of wall area. 3M, St. Paul, Minn.

Circle 382 on Reader Service card



**Concrete floor paint**—an acrylic emulsion polymer—has high wet abrasion resistance, is heat stable at 140°F for 300 hours, and withstands soapy water without blistering. Good for swimming pools. Standard Dry Wall, New Eagle, Pa.

Circle 381 on Reader Service card



**Decking stain** for exterior wood flooring is formulated to stand up under heavy foot traffic and severe weathering. Choice of colors includes bark brown, smoke gray, forest green, redwood, black and white. Cabot, Boston. Circle 383 on Reader Service card



**Latex enamel** dries to an egg-shell sheen and can be scrubbed. Recommended for trim and walls in kitchens, bathrooms, and public hallways. Dries to the touch in one hour. Spreading rate: an estimated 450 sq. ft. per gal. Devoe, New York City.

Circle 384 on Reader Service card



**Danish oil finish** for interior wood produces a protective finish with a hand-rubbed look. It is self-sealing, clear satin, and can be applied by brush, cloth, roller or spray. In gallons, quarts, pints and aerosol cans. Pratt & Lambert, Buffalo, N.Y.

Circle 385 on Reader Service card

New products continued on p. 122

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Circle 100 on Reader Service card

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# Reading Job-Planned Utility Body

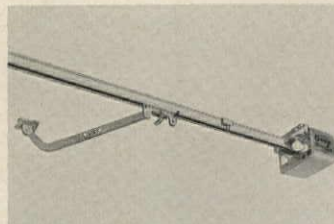
Made by master mechanics for master mechanics. See your local truck dealer... or for name of local distributor send this advertisement with your name and address.

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122

Circle 101 on Reader Service card

## NEW PRODUCTS 1968 electrical equipment



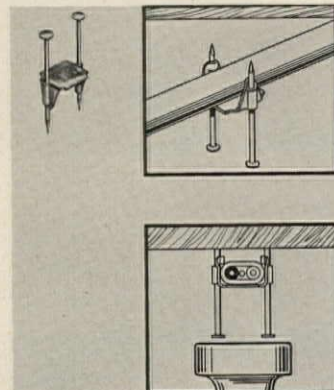
**Garage-door opener** may be actuated by pushbutton or remote-control radio transmitter. All circuit components are front-mounted behind a one-piece cover held by a single screw. Light has built-in time delay. Alliance Mfg., Alliance, Ohio.

Circle 407 on Reader Service card



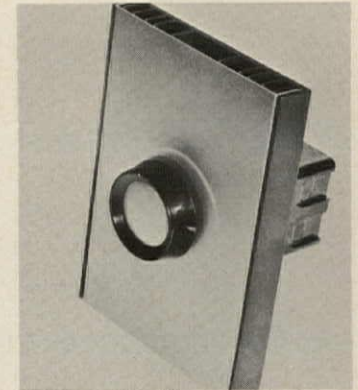
**Electric stairway** in aluminum or wood construction is operated by toggle switches and is instantly reversible. Treads are covered with ribbed rubber, and buyer has choice of 3/4" plywood door, or metal fire door. Precision Parts, Nashville.

Circle 406 on Reader Service card



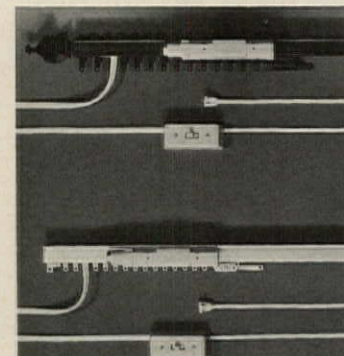
**Nail-strap** snaps on to most cable, leaving one hand free to pull and hold cable straight while nailing. The staple is intended for use on Romex, UF, and other type NM, two-conductor, No. 12 and 14 cable. Zinc-plated. Holub, Sycamore, Ill.

Circle 408 on Reader Service card



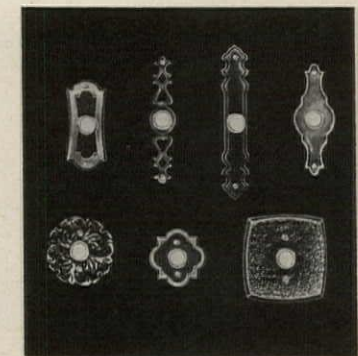
**1800-watt dimmer** incorporates an electronic delay circuit that permits a push-on-push-off switch. Unit is finished in black and gold, includes a 5"x7" faceplate, and fits a double-gang wall box. Lutron Electronics, Emmaus, Pa.

Circle 409 on Reader Service card



**Power traverse rod** is operated by a silent linear motor that has no gears, no bearings, or any other moving parts. Basic two-way-draw kit includes track cut to specified length up to 32', standard switch and cords. Kirsch, Sturgis, Mich.

Circle 410 on Reader Service card



**Lighted pushbuttons** are designed to harmonize with ornate door hardware and will adapt to all 6- to 16-volt chime circuits. Their hand-cast antique-brass finishes are protected by baked acrylic clear enamel. NuTone, Cincinnati.

Circle 411 on Reader Service card

HOUSE & HOME

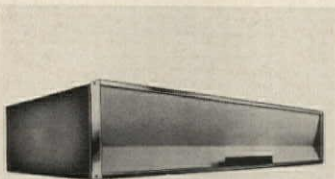


**Gas range** with six-burner cooking capacity has a solid-state ignition system, front-mounted controls, and removable oven/broiler door and cook top. Waist-level broiler broils with a patented radiant energy system. Caloric, Tipton, Pa.

Circle 434 on Reader Service card

## NEW PRODUCTS 1968

### kitchens



**Roll-out hood** features dual squirrel-cage blowers that deliver 200 cu.-ft.-per-min. ventilation. Satin-finish aluminum front panel may be replaced by laminated plastic or wood veneer to match kitchen decor. Broan Mfg., Hartford, Wis.

Circle 433 on Reader Service card



**Provincial cabinets** in distressed-pecan color feature deeply beveled door panels, antique bronze hardware, and one-piece veneers of white birch on all exposed faces. Also: adjustable shelves and magnetic catches. NuTone, Cincinnati. Circle 435 on Reader Service card



**Eye-level range** with recessed top and chrome trim has fluorescent surface and oven lights. Surface burners are operated by automatic controls, oven is clock-controlled. In avocado, white, copper or beige, with brushed-chrome top. Brown, Cleveland, Tenn.

Circle 436 on Reader Service card



**Built-in dishwasher** contains upper and lower spray arms, and stainless-steel blades that liquify soft food wastes. Three models—with from two to six pushbuttons—offer four, six or nine washing cycles. Gaffers & Sattler, Los Angeles.

Circle 437 on Reader Service card

New products continued on p. 124



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# STAINLESS STEEL SINKS

...signify quality



Stainless steel sinks are in demand because your clients appreciate the beauty and easy cleaning of stainless. This is why more and more builders are installing more and more of them in homes in all price ranges.

Seamless construction, easy-cleaning rounded corners, and heavily undercoated for quiet dishwashing help please buyers. Available in a range of sizes and types, stainless sinks can be used in any kitchen style or plan.

Why not give the kitchens in your homes the extra buyer-appeal that goes with stainless steel sinks? Write us for more information. Armco Steel Corporation, Department E-3387, P. O. Box 600, Middletown, Ohio 45042.

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## ARMCO STEEL



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Please send details on Thai-Teak Custom Flooring.  
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NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

## NEW PRODUCTS 1968 interiors



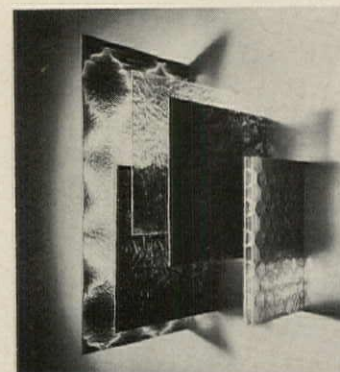
**Striped grid cap** of extruded vinyl can be slipped on to the tees of a suspended ceiling frame for design variety. It comes in 12' lengths, with black-and-white stripes, and can be cut with a knife or saw. Owens-Corning, Toledo, Ohio.  
Circle 446 on Reader Service card



**Textured hardwood** from Brazil features exotic wood grain in a choice of four color tones, at budget prices. It comes in lightweight 4'x8' panels—¼" thick—random-grooved to make joints disappear. Georgia-Pacific, Portland, Ore.  
Circle 447 on Reader Service card



**Hand-printed wallpaper** features a flocked leaf design on deep red or green foil background. Also: black flocking on silver background. Backgrounds are vinyl-coated, and the covering is strippable. United Wallpaper, Chicago. Circle 448 on Reader Service card



**Structural plastic** has a multi-faceted texture that looks three-dimensional. It is available in several forms—rigid or flexible, transparent, translucent or opaque—in standard colors and thicknesses. Krinklglas, Hialeah, Fla.  
Circle 449 on Reader Service card



**Prismatic panels** for luminous ceiling are white-tinted and reversible. One face contains a geometric-prism pattern, the other is pebble-surfaced. Lighting effects are varied by reversing and alternating the faces. Artcrest Products, Chicago.  
Circle 450 on Reader Service card

New products continued on p. 130



Alternating 2 1/4" and 3 1/4" strips give Fireside Plank Floor a custom-crafted look.

*Model Home Ideas  
that win buyers*

## **Show Bruce Fireside Plank with a zebra skin rug**

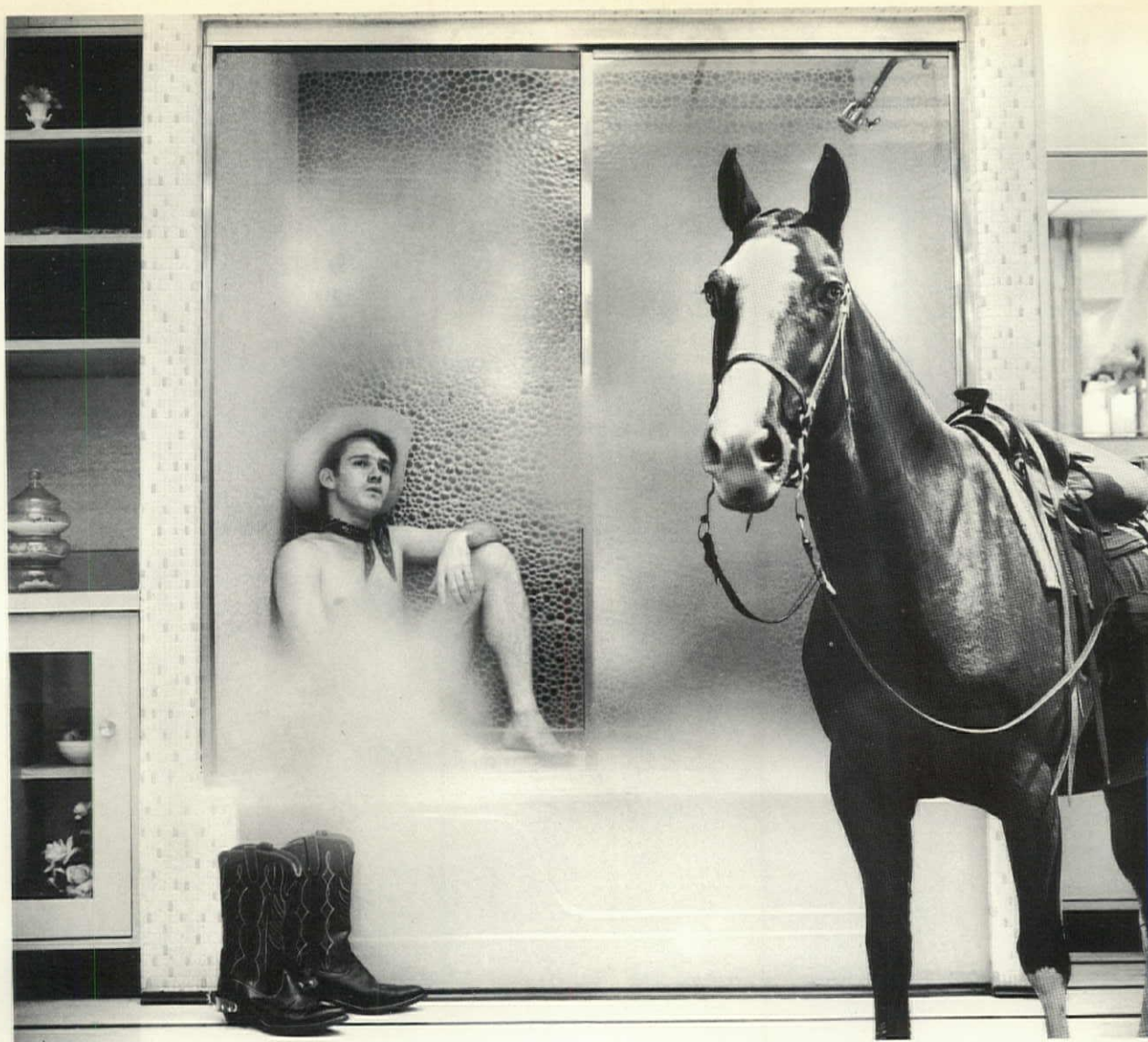
Make your model home stand out from the crowd. Brighten one room with the excitement of an authentic zebra skin rug on a beautiful Bruce Fireside Floor. Then watch traffic stop, take notice, and remember your house. Fireside Plank is dark and sophisticated, lends

itself to all sorts of unusual decorating approaches. The famous Bruce Prefinish is baked into the wood to save installation time and money, give your buyers long-wearing beauty underfoot. Write for more information on all Bruce floors or see our catalog in Sweets' Files.



*LEADING DECORATORS APPROVE the dramatic dark finish on Bruce Fireside Plank.*

E. L. Bruce Co., Memphis, Tennessee—38101—World's largest in hardwood floors.



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We don't know how many cowboys you sell to . . . but we do know that every single bathroom you build is right in the middle of THERMASOL COUNTRY. We know because THERMASOL COUNTRY is anywhere people live . . . even if there isn't a cowboy around for a thousand miles. People want MORE for their money when they buy or rent . . . and that's exactly what a Thermasol Home Steam Bath gives them! It also gives the builder MORE . . . in the way of profits!

The thought of a personal home steam bath really turns a buyer on. They have never seen anything like it . . . and when it comes to closing the sale, neither have you!!!

Just set the timer and the steam starts to flow. At that same instant the buyer realizes YOU are giving him MORE for his money. MORE VALUE, MORE LUXURY, AND MORE REASON TO BUY OR RENT. Thermasol appeals to the whole family, too . . . that cowboy's wife is well aware of what steambathing at home can do for her and the children.

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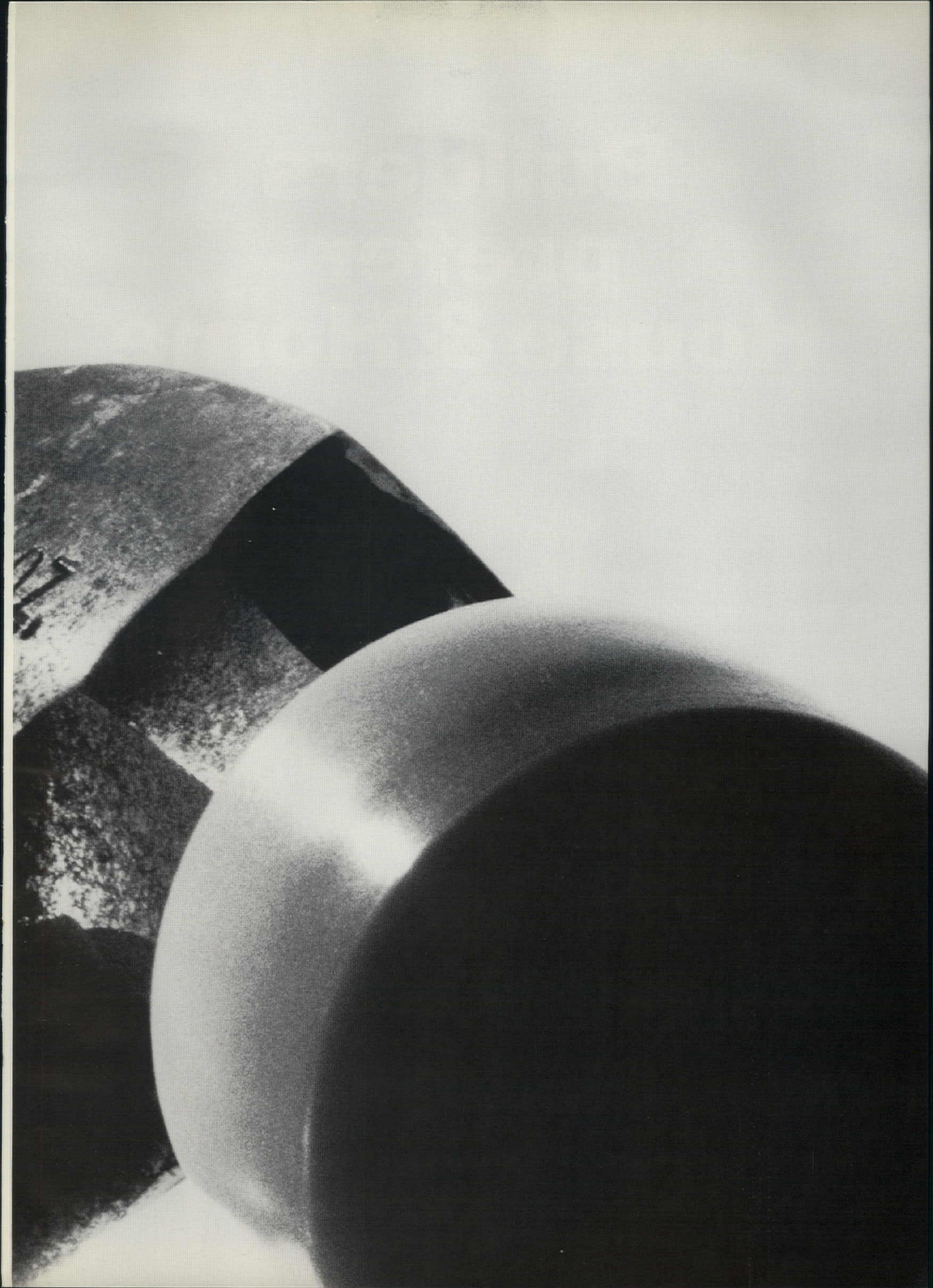


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# Builders prefer House & Home

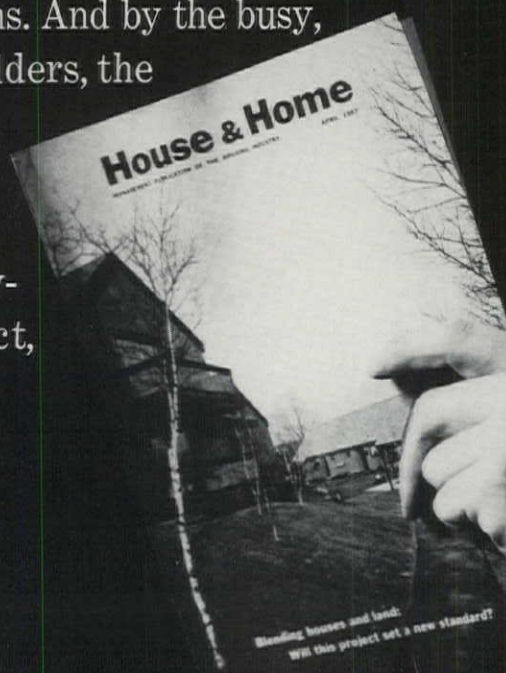
To convince Koppers Company, Inc., the answer had to be accurate, unarguable.

So, we arranged—and paid for—an independent survey of Koppers best builder prospects and customers.

The findings? House & Home was preferred three-to-one over any of the other publications. And by the busy, active builders, the builders who do the bulk of the buying. In fact,

House & Home fans build three times as much as Practical Builder boosters, six times as much as the American Builder contingent.

We'll send you a copy of the completed survey report. But you don't have to take any one else's word for it, not even Koppers. Let us arrange to

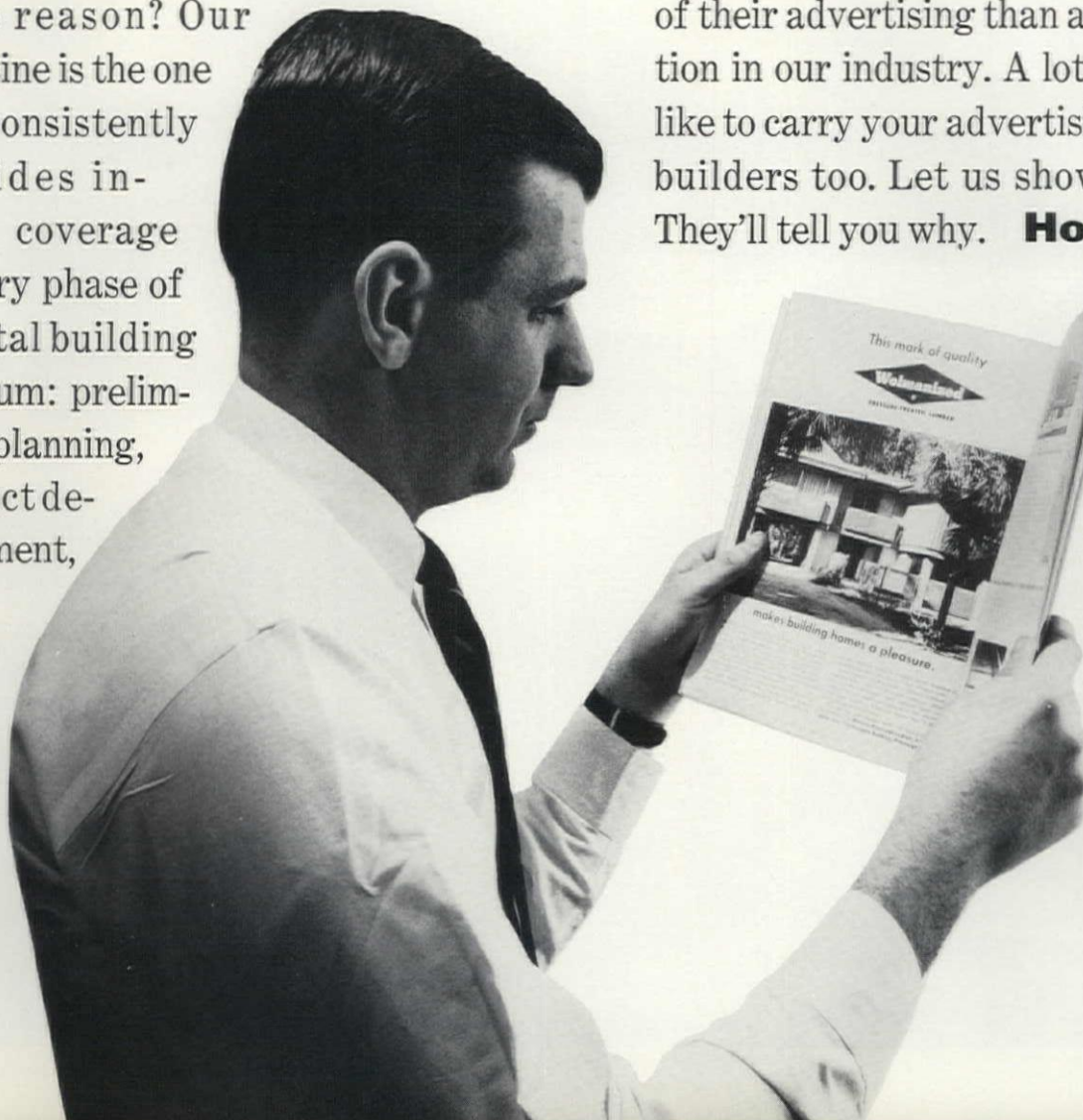




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have *your* builders surveyed—*on us*. We have a hunch House & Home will turn out to be their favorite, too.

The reason? Our magazine is the one that consistently provides in-depth coverage of every phase of the total building spectrum: preliminary planning, product development,



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330 West 42nd Street,  
New York, N. Y. 10036



# "Oil heat gives the homeowner and the builder an advantage. Oil is a better deal."

Home builder Allen Jorgensen, Osjor Estates, Route #1, Rochester, Minnesota, is building an entire development—eventually about 70 homes—which will be supplied from one master heating oil tank.

Why is Mr. Jorgensen sold on oil heat?

"It's cheaper than gas," he says.

Electric heat? Mr. Jorgensen is "skeptical of it." He says, "The rates are quite high, yet."

"Oil heat has proved itself out real well for us and our customers," he adds.

Oil heat lets the builder build on his own schedule. Mr. Jorgensen "runs the fuel oil line right along in with the water line" when he runs the water line into a house.

And he never has costly call-back problems, either. The oil dealer takes care of that for him.

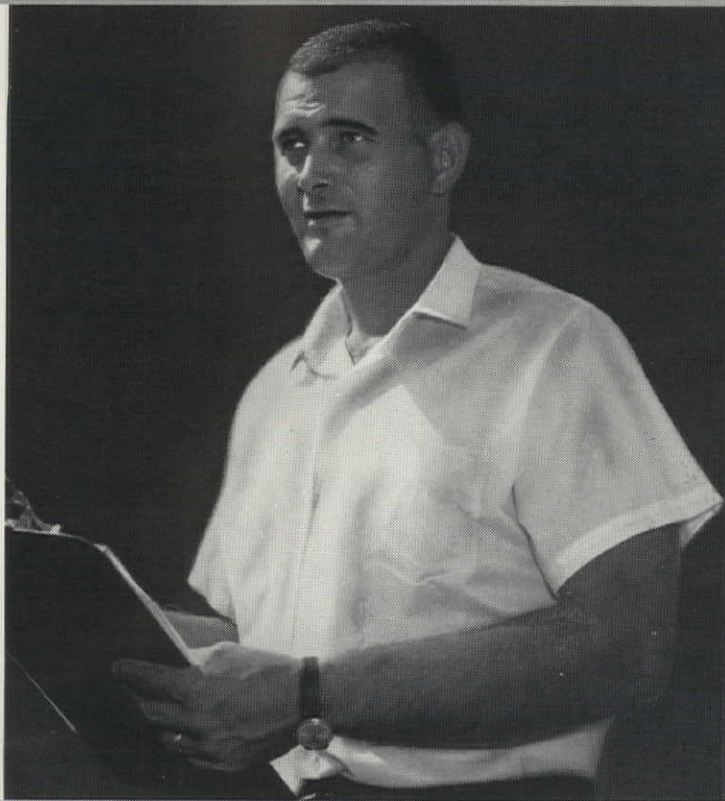
Oil offers lots of other advantages to both the builder and the homeowner.

See your oil dealer for all the details. Or write National Oil Fuel Institute, Inc., 60 East 42nd Street, New York, New York 10017

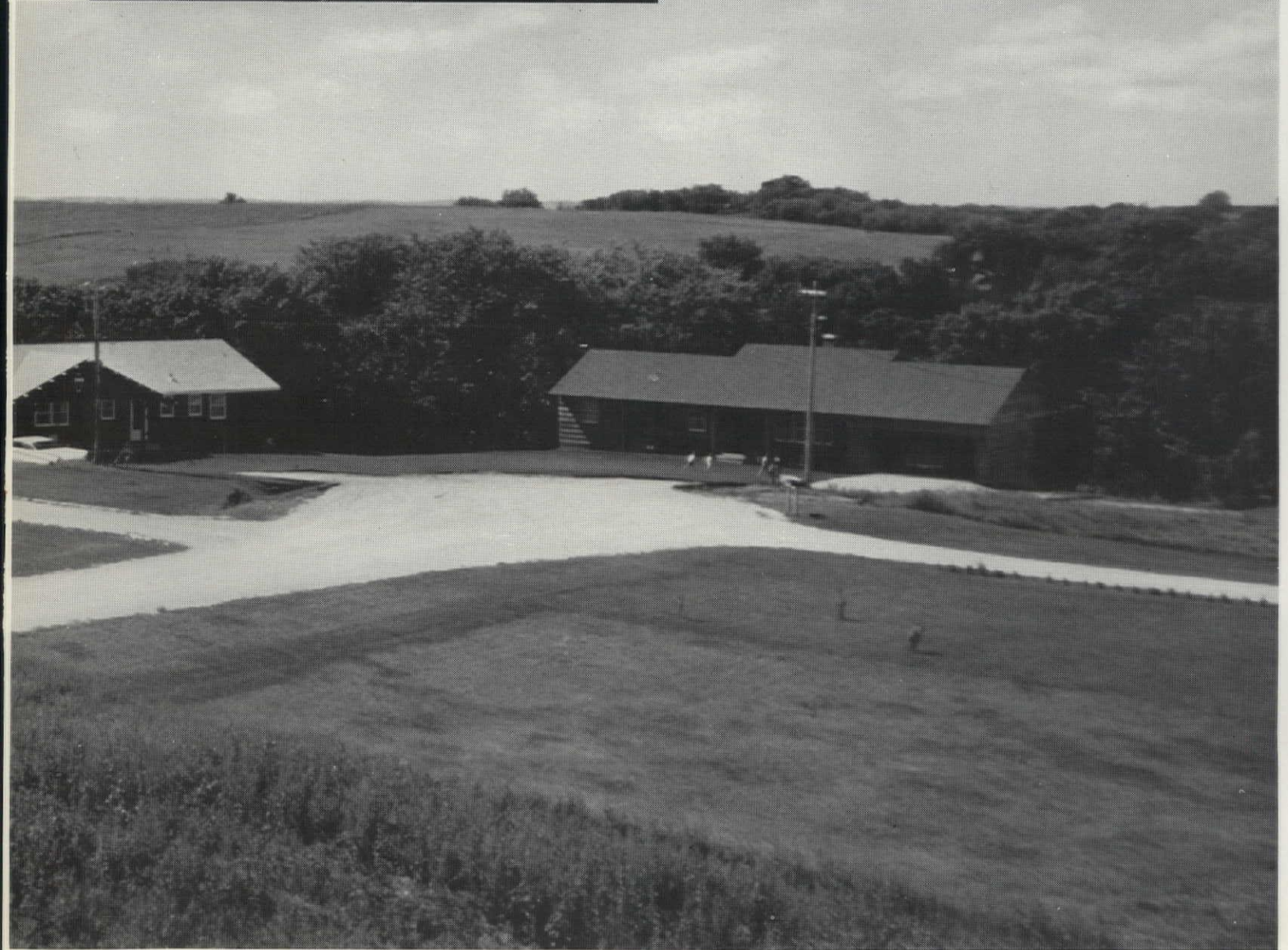
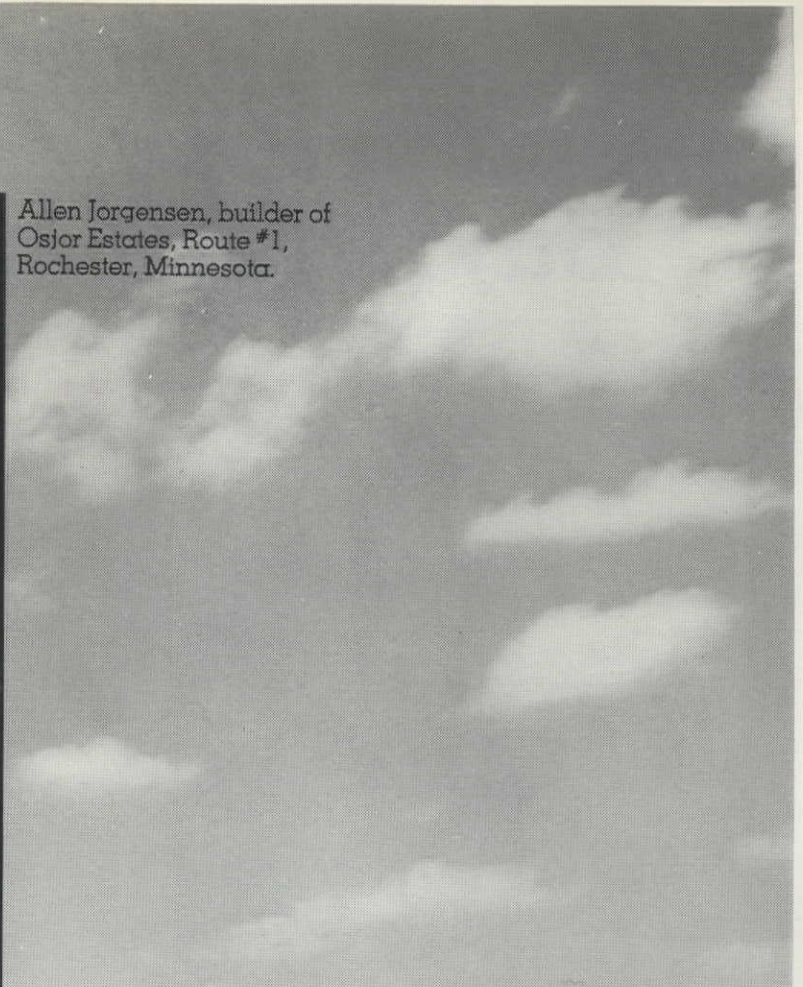


HEAT HOT WATER  
AIR CONDITIONING  
TOTAL ENERGY





Allen Jorgensen, builder of  
Osjor Estates, Route #1,  
Rochester, Minnesota.



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Dorothy Jungerman works in Long Binh, Republic of South Vietnam. As a nurse with the U. S. Army, she serves her country's soldiers — and also Vietnamese civilians like young Ngoc. Dorothy invests regularly in U. S. Savings Bonds, too (as do more than seven out of ten of our military personnel in Vietnam). There's a good way for you to show brave Americans like Dorothy you're with them: Buy Savings Bonds where you bank or join the Payroll Savings Plan where you work.

**Freedom Shares — new plan for Americans who want to help their country.**

Now, when you join the Payroll Savings Plan or the Bond-a-Month Plan, you are

eligible to purchase new U. S. Savings Notes, "Freedom Shares," as a bonus opportunity. Freedom Shares pay 4.74% when held to maturity of just four-and-a-half years (redeemable after one year), and are available on a one-for-one basis with Savings Bonds. Get the facts where you work or bank.

Join up. America needs your help.



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# Give your client a sense of arrival, on a sensible budget.

Design a detailed entry that tells your client the building is his alone. And do it with these standards: Republic Frame-A-Lite Stick System, Full Flush Doors and Universal Door Frames.

With new Frame-A-Lite Sticks, you frame an entry approach, borrow light for an interior hall, illuminate an exit, or create patterns of lites. Design possibilities are virtually unlimited.

Our Republic Full Flush Door is a standard cost door you can specify anywhere on the job without raising a client's cost conscious eyebrow. And you'll appreciate the quality of our fully welded perimeter channel. It's one reason Full Flush Doors hang square, and stay square—won't sag, bind, warp, or split, ever.

For door frames without lites, match a Full Flush Door to a Universal Frame. In recent tests, this frame with its specially designed vertical seam, resisted corner loads up to 450 pounds.

Proof enough, Republic puts extra strength in standard products so your custom design won't fail.

**MANUFACTURING DIVISION**  
REPUBLIC STEEL CORPORATION  
Youngstown, Ohio 44505



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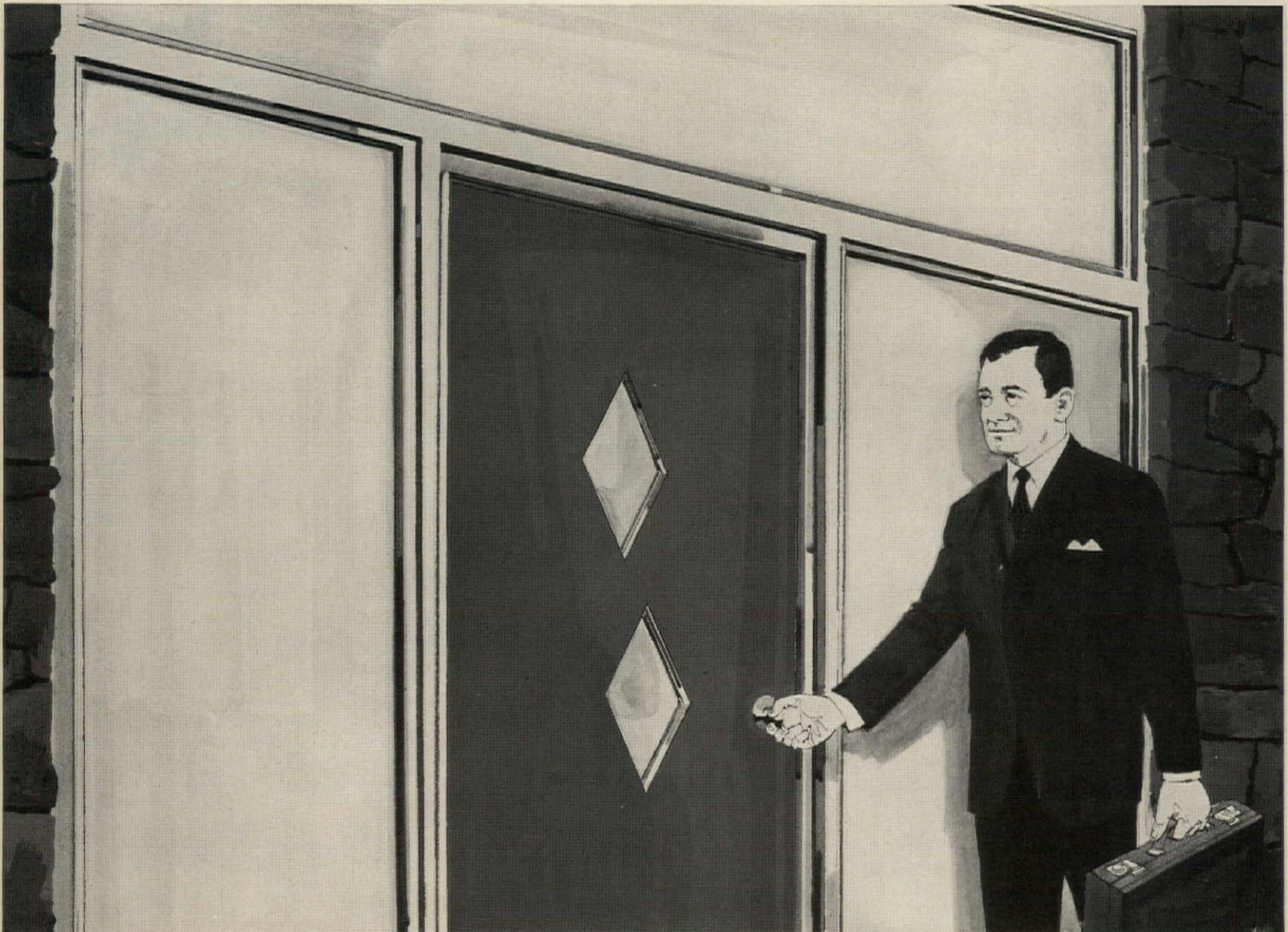


Tell me about Republic Door features like its fully welded complete perimeter channel, its five-step phosphatized rust-inhibiting process, baked-on prime coat, continuous hinge and lock reinforcement, interlocking corners and lots of other reasons to make clients approve my specs.

And send along information about the vertical seam in Universal Doors, and data on Republic's new Frame-A-Lite Stick System.

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### NEW PRODUCTS 1968

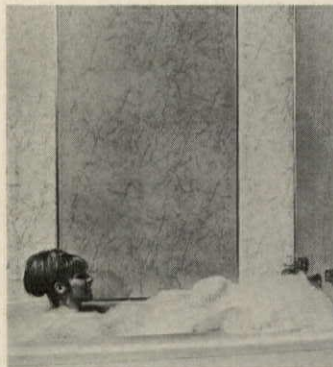
#### interiors



**Pecky hardwood** is patterned plywood with deep V-grooves on 8" centers. In three natural wood tones—fruitwood, maderia, or nutmeg—with shadow accents added from flitch to flitch to provide a true planking effect. Pacific Wood, Los Angeles.  
*Circle 441 on Reader Service card*



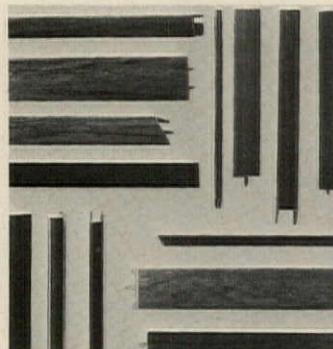
**Grained paneling** comes in two pecan and three walnut finishes at economy prices. Panels are prefinished and available in two sizes: 4'x7' and 4'x8'. Standard thickness is the same for both sizes: 3/16". States Veneer, Eugene, Ore.  
*Circle 440 on Reader Service card*



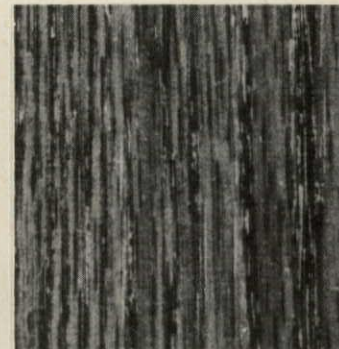
**Plastic-coated tub panels** come in several color patterns including white gold fleck, and white, blue or pink gold marble. Package includes 4'x5' and 4'x30" panels, and moldings for inside and outside edges. Panel-board, Newark, N.J.  
*Circle 442 on Reader Service card*



**Planked wall paneling** features antique finish with sound knots. Mismatched veneers are separated by deep, wide vertical grooves and are cross-grooved to produce the effect of authentic colonial planking. E. L. Bruce, Memphis, Tenn.  
*Circle 443 on Reader Service card*



**Plastic moldings** are extruded butyrate overlaid with photographic, woodgrain vinyl. Available in all sizes and shapes—T's, U's, angles and channels—in walnut, teak, oak, mahogany, rosewood and 25 other grains. Silvatrim, Brooklyn, N.Y.  
*Circle 444 on Reader Service card*



**Plastic laminate** featuring printed woodgrain is designed to blend with Spanish decor in kitchens. Comes in several finishes—including satin, furniture, low-glare, velvet and oil-rub—and in 1/16" and 1/32" thicknesses. Micarta, Hampton, N.C.  
*Circle 445 on Reader Service card*

New literature starts on p. 134



SPRING is always welcome but "factory window" condensation on sills, walls and floors is proof of poor window choice.



SUMMER heat should be kept outside. Quality R•O•W windows and doors are weather-tight — built for comfort.



FALL winds are often dust laden and pollen saturated. It's great to be outdoors — but not with the windows closed.



WINTER scenes often look beautiful, but when it's 10° below owners prefer the comfort of weather-snug homes.

## HELP YOUR CUSTOMERS CHOOSE WINDOWS WISELY ("Seasoned" judgment adds comfort — cuts cost)

The four seasons provide four excellent reasons for your customers using only the finest weather-tight wood windows and wood patio doors. The full R•O•W line is designed to look better, live better and last longer than **any** competitive units. Buyers may tell you that first cost is the only consideration, but they don't go back to the dealers who "sold them" expensive call-backs and justified complaints about excessive heating or cooling bills.

### R•O•W Window Sales Co.

1311 E. ACADEMY

• FERNDAL, MICH. 48220





**Storm windows are out . . .  
the bottle on the left  
is in. It's Thermopane.<sup>®</sup>**

That flat skinny bottle is the new Thermopane insulating glass with the GlasSeal<sup>®</sup> edge.

It's made of glass fused to glass at the edges. Then the space is filled with dry insulating air and sealed to keep moisture and dirt out.

It's all glass for a very good reason.

Bottles don't leak. Not even old ones. All leading wood window makers now offer our bottle in their windows instead of single windowpanes.

Which means, of course, that home buyers will never need to put up or take down storm windows.

Or wash extra panes of glass.

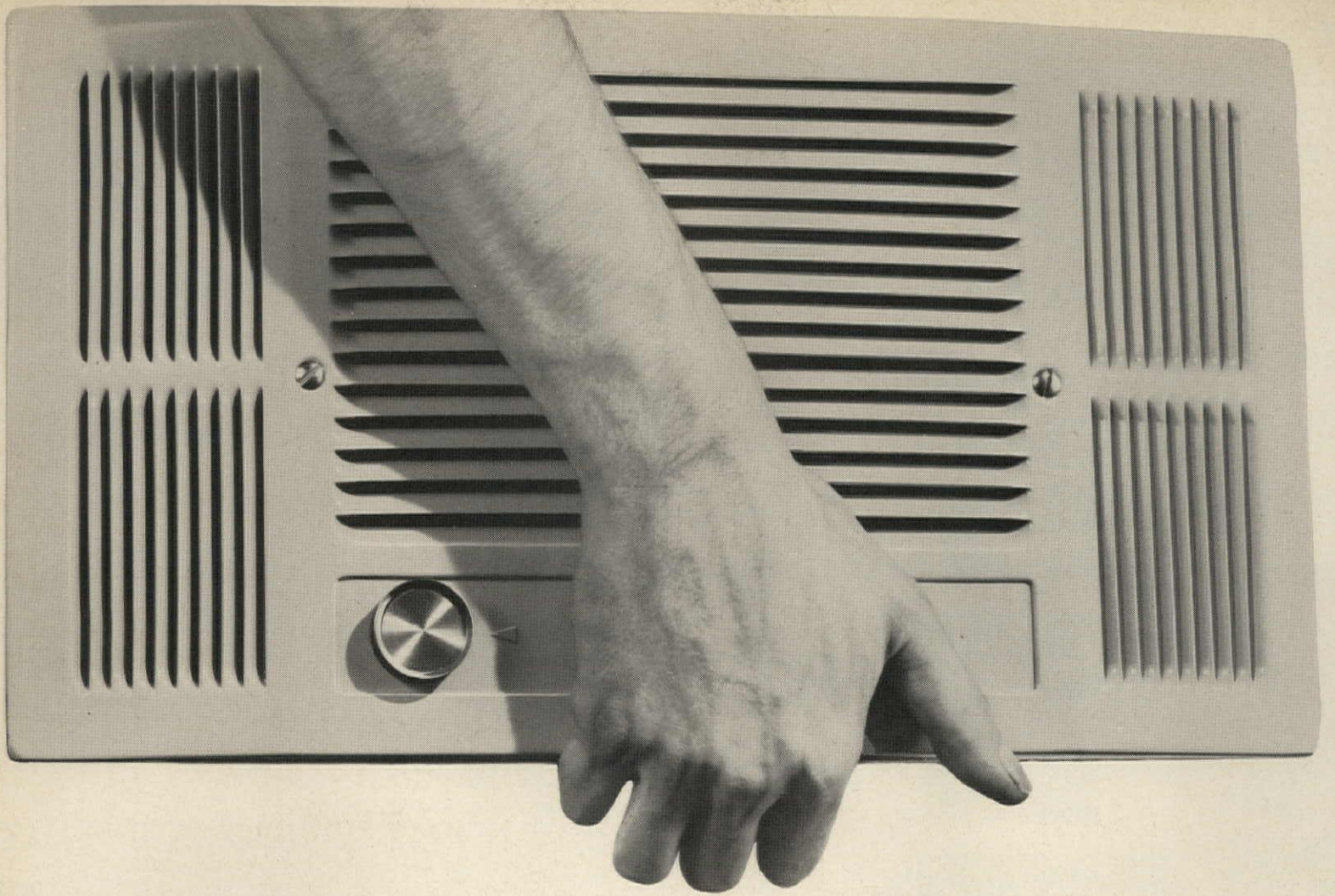
Thermopane with the GlasSeal edge is the only kind of bottle Libbey-Owens-Ford makes.

And it's available in almost every size and type of window you need.

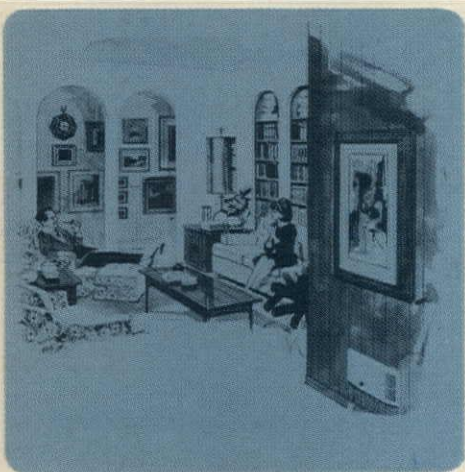
Look for the name Thermopane etched in the corner. It's very in.

**Libbey-Owens-Ford Glass Co.** Toledo, Ohio 43624





# this is your heating plant!



**Ideal Primary Or Secondary Heating For Large-Tract And High Rise Construction Or Remodeling**

*Individual-Room Electric Heating from 1000 to 2400 Watts: Low in Cost...Ingeniously Easy to Install...Individually or Centrally Controlled. Who Needs a Furnace!*

A new concept in primary electric heating! No long line of baseboards, no duct runs, no space-stealing furnace or boiler to buy, install and maintain! Air King's new compact individual Trim-Heat wall units let you heat one room or an entire home to individual satisfaction. Available in 120 and 240 volt models, with built-in or wall-controlled thermostats. Units are designed to let you field-convert to the wattage you need for each loca-

tion in a few seconds. The fan-forced heat is gentle, even, draft-free and exceptionally quiet. And all you see is a simple, tastefully designed 15" x 8" grill that extends only 1/2" from the wall. Initial cost is designed for budget heating...our exclusive "flex-a-box" makes rough-in and installation a breeze...and you can forget about call-backs! Write for information:

Berns Air King Corporation, 3050 N. Rockwell, Chicago, Ill. 60618.

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**NEW *Trim-Heat* ELECTRIC WALL HEATERS**

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## NEW LITERATURE

For copies of free literature, circle the indicated number on the Reader Service card, p. 127

**BUILT-IN OVENS. RANGES** Dimensional diagrams are included in four-color product sheets on manufacturer's line of built-in and counter units. Both gas and electric models. Includes specifications. Sunray Stove, Delaware, Ohio. *Circle 300 on Reader Service card*

**WOOD WINDOWS.** Catalog describes and illustrates full line, including horizontal, slider, awning, outswinging casement and double-hung windows. With dimensions, details. 27 pages. Rimco, Rock Island, Ill. *Circle 301 on Reader Service card*

**PLYWOOD SIDINGS.** Guide illustrates range of siding styles and the ways architects and builders have used them. Application and finishing recommendations, strength data and suggested specifications. American Plywood Assn., Tacoma, Wash. *Circle 302 on Reader Service card*

**WELDED-WIRE FABRIC.** Revised manual tells how and where to use wire fabric, illustrates recent projects. Tables show how to estimate weights. 41 pages. Wire Reinforcement Institute, Washington, D.C. *Circle 303 on Reader Service card*

**GOLD-FINISHED TOILET SEATS.** Manufacturer's product sheet shows solid-plastic seats with metallic gold or silver finish. Will fit all regular bowls. American Plastic Products, Hamtramck, Mich. *Circle 304 on Reader Service card*

**PREFABRICATED BATHROOM.** Packaged bathroom units constructed of fiberglass-reinforced plastic combine molded-in tub, lavatory, medicine cabinet and enclosed storage space with floors, walls and ceiling. Preplumbed, prewired package can be installed in an hour. A four-page bulletin describes and illustrates the unit. Crane, Chicago. *Circle 305 on Reader Service card*

**FIBERGLASS GARAGE DOORS.** Overhead doors—with a 15-year performance guarantee from fiberglass manufacturer—are maintenance-free. A product bulletin cites advantages and includes dimensional drawings. Kinneer Overhead Door Division, Columbus, Ohio. *Circle 306 on Reader Service card*

**HURRICANE-RATED WINDOW.** Low-cost, horizontal-sliding model in aluminum that meets hurricane specs is the subject of a four-page brochure. Windows are reversible, have adjustable mullion and full-length pressure seals. Ador-Hilite, Fullerton, Calif. *Circle 307 on Reader Service card*

**ELECTRICAL-PRODUCT STANDARDS.** Guide to current standards for a wide variety of electrical products is available from the National Electrical Manufacturers Assn., New York City. *Circle 308 on Reader Service card*

**PLASTIC-FINISHED HARDBOARD.** Full-color folder shows full line of hardboard for walls and ceilings. Eleven room settings are displayed. Marlite, Dover, Ohio. *Circle 310 on Reader Service card*

**RESILIENT FLOOR TILE.** Vinyl-asbestos and asphalt tile are displayed in full-color in a 16-page catalog. Includes general information, light reflectance values, abridged specifications. Azrock, San Antonio, Tex. *Circle 314 on Reader Service card*

**PREFABRICATED WASTE-TREATMENT.** Plants for both residential and industrial areas are described in a technical bulletin with detailed drawings. Companion lines—prefabricated sewage pumping stations and pneumatic ejectors—are also described. Can-Tex, Mineral Wells, Tex. *Circle 311 on Reader Service card*

**INTERIOR HARDBOARD PANELING.** Full paneling line is displayed in a 24-page catalog in full color. Includes installation information, specifications. Masonite, Chicago. *Circle 312 on Reader Service card*

**HARDBOARD.** Sixteen-page booklet tells and shows how hardboard is manufactured, shows diverse uses in building and industry. American Hardboard Assn., Chicago. *Circle 313 on Reader Service card*

**ASPHALT ROOF SHINGLES.** A modern two-tab design—18" tabs rather than conventional 12"—plus giant ceramic granules in eight colors are design highlights of a new line. Shingles combine fiberglass and asbestos, eliminate organic felt. Fiberglass-asbestos reinforcement cuts bulkiness and weight, yet shingles have 55% more asphalt than conventional models. A four-color brochure displays new line, includes specifications. Johns-Manville, New York City. *Circle 315 on Reader Service card*

**TUB ENCLOSURES.** Color illustrations of three enclosure designs highlight a product sheet. Lists properties, available colors. K-S-H, St. Louis. *Circle 316 on Reader Service card*

**FINISH HARDWARE.** Illustrated manual and price list cover a complete line of finish hardware for steel doors, frames. Among items detailed are standard, heavy-duty and mortise locksets. Republic Steel, Cleveland. *Circle 317 on Reader Service card*

**GENERAL-PURPOSE LUMINAIRES.** Units for mounting up to eight fluorescent lamps are the subject of an eight-page bulletin. Luminaires are only 3½" deep, blend with ceiling. Specifications, ordering information. Westinghouse, Cleveland. *Circle 318 on Reader Service card*

**HUMIDIFIER.** Evaporative humidifier for residential use is described in illustrated brochure. Advantages include one-step duct installation and evaporating element covered by five-year warranty. Specifications. Walton Laboratories, Union N.J. *Circle 319 on Reader Service card*

**SNOW-MELTING MATS.** Completely assembled units of prespaced heating cable come in 12 standard lengths, in commonly used voltages. An information sheet describes mats, explains how they can be embedded in asphalt or concrete walks, driveways. Sunwarm, Kingsport, Tenn. *Circle 320 on Reader Service card*

**CONCRETE SAWS.** Full-line catalog includes newest additions—12.5 hp and 18.2 hp saws that combine power and portability. Engine on both saws is positioned to put maximum weight over the blade, keep saw from riding up out of the cut. Champion, St. Louis. *Circle 321 on Reader Service card*

**RANGE HOODS.** Three new ductless models—30", 36" and 42" long—are featured in a full-color catalog with ten other models. Also: hood accessories. Eight pages. Emerson Electric, St. Louis, Mo. *Circle 326 on Reader Service card*

New literature continued on p. 138



## FLOAT-AWAY DOOR COMPANY

1173 ZONOLITE ROAD, N. E.

ATLANTA, GEORGIA 30306

TELEPHONE: A. C. 404/875-7986

CABLE ADDRESS, FLOATDOOR

### To All People Buying or Selling Doors:

Our dramatic sales growth has made possible vast plant improvements: new and larger production space, more efficient manufacturing operations, thus tighter cost control.

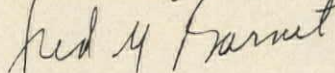
All the improvements we've made will be passed directly to you in our new FLOAT-AWAY closet door line. One line...the very finest metal bifold made. And we haven't raised our price!

You'll be getting the same unparalleled service and wide choice of styles, *plus* stiffer louvers, improved track and hardware, non-modular sizes and increased pin diameter. And I repeat, without a price increase!

Write us today for the FLOAT-AWAY catalog and price list...*and* also ask about the new FLOAT-AWAY closet *shelf* program.

**PEOPLE WANT METAL BIFOLD DOORS FOR CLOSETS. ONLY FLOAT-AWAY MAKES THEM SO PROFITABLE AND PRACTICAL TO YOU.**

Sincerely,



Fred G. Barnet  
Vice President



#### CONTACT:

# FLOAT-AWAY®

## COMPLETE CLOSET SYSTEMS

Department HH-11, 1173 Zonolite Road, NE, Atlanta, Georgia 30306 • Phone (404) 875-7986

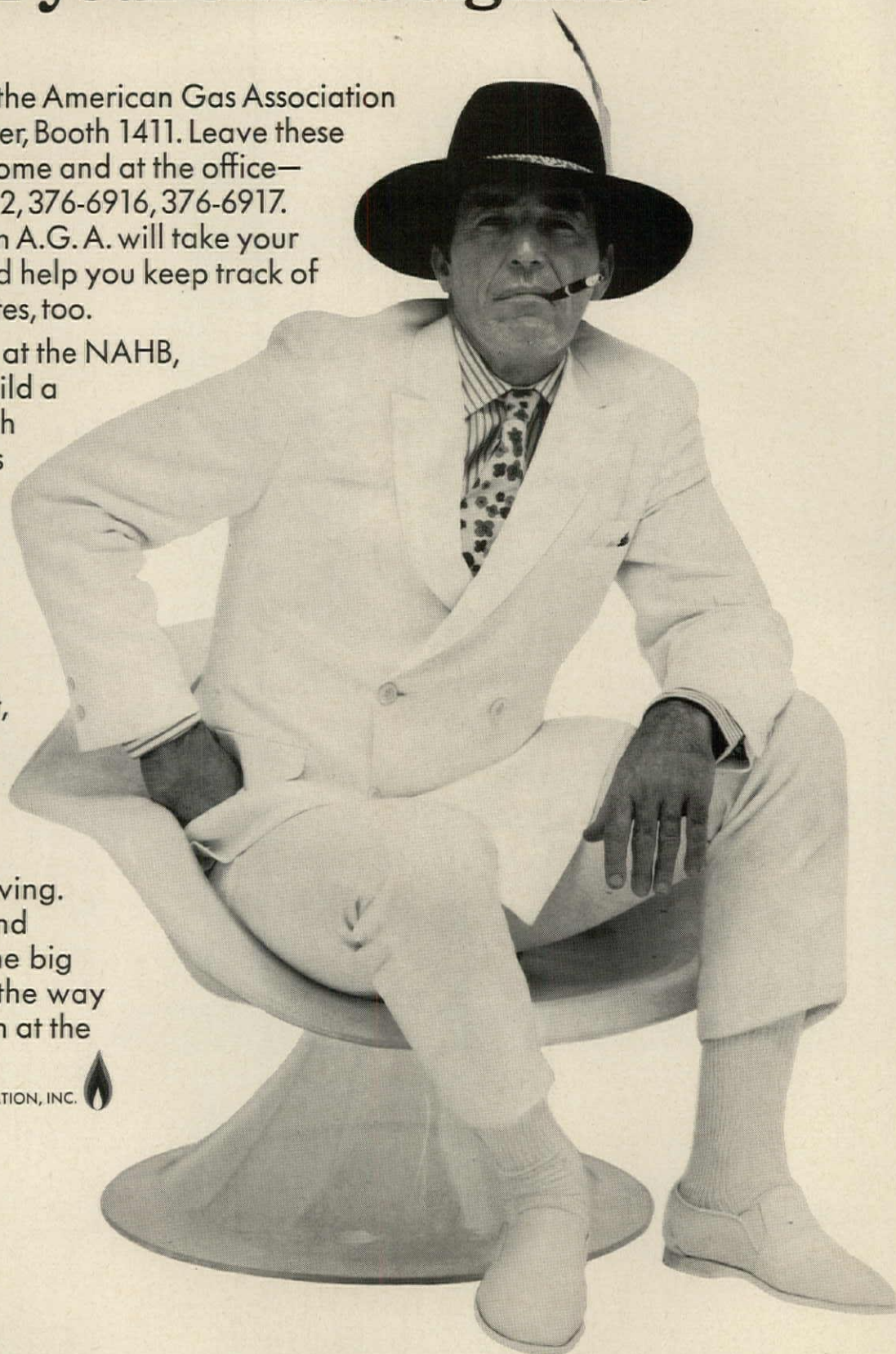
# While you're whooping it up at the NAHB Convention, we'll watch out for your smoke signals.

How? At the American Gas Association message center, Booth 1411. Leave these numbers at home and at the office—Area code 312, 376-6916, 376-6917. The folks from A.G.A. will take your messages, and help you keep track of other delegates, too.

While you're at the NAHB, don't miss "Build a Better Life with Gas," A.G.A.'s musical marketing review. It's performed continuously in the Gas Industry exhibit, Booths 1308-1314 and 1408-1413.

The name of the game is living. And, you'll find Gas makes the big difference in the way you live. Even at the convention!

AMERICAN GAS ASSOCIATION, INC.



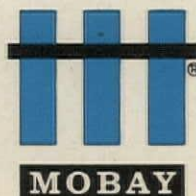
# CAN YOU PASS THIS INSULATION QUIZ?

1. Which insulating material has the best  $k$  factor (.11 at 70°F)?  
 URETHANE     STYRENE     GLASS FIBER
2. Which insulating material can be sprayed-on and foamed in place?  
 URETHANE     STYRENE     GLASS FIBER
3. Which insulating material is self bonding?  
 URETHANE     STYRENE     GLASS FIBER
4. Which insulating material has been endorsed by the U. S. Bureau of Mines because of its fire-resistant properties?  
 URETHANE     STYRENE     GLASS FIBER
5. Which insulating material can be shipped to the job site as a liquid, and foamed in place to save shipping and fabricating costs?  
 URETHANE     STYRENE     GLASS FIBER
6. Which insulating material is so effective home refrigerator makers can increase cubic capacity by 50% with no increase in external size?  
 URETHANE     STYRENE     GLASS FIBER
7. Which is the fastest-growing commercial insulant on the market?  
 URETHANE     STYRENE     GLASS FIBER
8. Which insulating material has such high strength it is being used as a self-supporting structural material in building?  
 URETHANE     STYRENE     GLASS FIBER
9. Which insulating material offers a choice of slab stock, pre-fab panels or foam-in-place methods?  
 URETHANE     STYRENE     GLASS FIBER
10. Which insulating material can you get the facts on from Mobay—and should, before you take another step?  
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*(Answers to questions 1 through 10: Urethane Foam)*

Even if you scored 100% on this test, there might still be a lot you'd like to learn about urethane foam for insulation and structural uses. Write for the latest literature.

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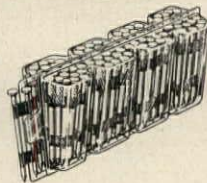


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## NEW LITERATURE

continued from p. 134

**FRAMING, ANCHOR CLIPS.** An eight-page full-line catalog includes framing clips for roof, floor, ceiling and wall framing; anchor clips for anchoring wood framing to masonry or concrete. Tells how and where to use each, includes detail drawings. Panel Clip, Farmington, Mich. *Circle 322 on Reader Service card*

**ADHESIVES.** Compact selection chart—7"x8"—makes it easy to pick right adhesive for various applications including floor and wall coverings. Also: approximate coverage. Evans, Columbus, Ohio. *Circle 323 on Reader Service card*

**DOOR LOCKS.** A guide to full 1968 line displays styles and finishes in full color. Included are latest lever handles, entry handle keylocks and door trim. Weslock, Los Angeles. *Circle 324 on Reader Service card*

**PERLITE CONCRETE AGGREGATE.** Four-page folder cites advantages for roof-deck construction and lightweight floor fills. Includes density-selection guide, short-form specifications. Perlite Institute, New York City. *Circle 327 on Reader Service card*

**ROOF-MOUNTED AIR CONDITIONER.** General information and engineering data on a compact, low-silhouette unit are included in a 16-page catalog. Capacity: 5-15 tons. Unit can also be ground mounted. McQuay, Minneapolis. *Circle 328 on Reader Service card*

**TERRAZZO TILE.** Translucent terrazzo tiles—11 31/32" square, 3/16" thick—weigh only 2.2 lbs. per sq. ft., can be used on any floor without adding to structural costs. A four-color brochure displays colors, includes technical data, installation information. Fritz Chemical, Dallas. *Circle 329 on Reader Service card*

**REINFORCED PLASTIC.** New clear polyethylene is heavy-duty, lightweight and waterproof, will not rot, mold or mildew. Literature discusses properties, prices. American Plastics, St. Paul, Minn. *Circle 330 on Reader Service card*

**SILICONE SEALANTS.** Four-page bulletin includes product description, technical data and installation instructions. Also: specifications. Dow Corning, Midland, Mich. *Circle 331 on Reader Service card*

**LIGHTING.** Thirty-three models in two new designs for supplementary or accent lighting are displayed in a product sheet. Swivelier, Nanuet, N.Y. *Circle 332 on Reader Service card*

**LIFT TRUCKS.** A pocket-size operator's guide includes information on how to operate lift and load, plus safety and maintenance tips. Towmotor, Cleveland. *Circle 333 on Reader Service card*

**MAGNETIC CONTROL SYSTEM.** A steel board (16 standard sizes, three standard grids, three standard colors) takes any of 80 magnet accessories (card holders, arrows, write-on strips) for a visual control chart that's easy to up-date. A 28-page illustrated catalog includes flow, scheduling and organization charts. Methods Research Corp., Staten Island, N.Y. *Circle 334 on Reader Service card*

**BRICK VENTS.** Technical brochure on extruded and cast-aluminum brick vents is illustrated with photos, drawings, diagrams. Includes specifications. Sylro Products, Merrick, N.Y. *Circle 335 on Reader Service card*

New literature continued on p. 140

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## NEW LITERATURE

continued from p. 138

**BORING BITS.** Reference chart outlines proper bit sizes for standard diameters of pipe and conduit. Data for iron and soil pipe, copper tubing, rigid and thin wall conduit, and round or octagon outlet boxes. Price & Rutzebeck, Hayward, Calif. *Circle 336 on Reader Service card*

**GEODESIC DOME.** Engineering data for a 59'6"-diameter dome, formed from triangular panels of coated plywood, is outlined in a four-page leaflet. Basic cost: \$8,000 FOB, for components that manufacturer estimates can be assembled in six days by a three-man crew. Trade Tools, Hayward, Calif. *Circle 337 on Reader Service card*

**COMBINATION ALUMINUM DOORS.** Line incorporates imitation stained- or leaded-glass panels in simple white aluminum frames. Panels are fiberglass plus polyester coated with acrylic. A four-page catalog includes prices and specifications. International Aluminum, Moonachie, N.J. *Circle 338 on Reader Service card*

**POLYCARBONATE GLAZING.** How to install and maintain glazing is the subject of a pocket-size booklet. It tells how to cut sheet, install in wood and metal sash, and seal. Primary uses: educational and commercial buildings. General Electric, Pittsfield, Mass. *Circle 339 on Reader Service card*

**STRUCTURAL SANDWICH CONSTRUCTIONS.** About 8% of the 157 standards in a 916-page book are new or revised. Included: methods for evaluating mechanical and physical properties of wood, veneer, plywood and fiber building boards; definitions of terms relating to wood; specifications for wood and timbers. Also: adhesives and general methods of testing. Copies are available—at \$14—from the American Society for Testing and Materials, 1916 Race Street, Philadelphia.

**HINGED BIFOLD HARDWARE.** Designed for openings with or without stops, hardware allows bifolds to open to a full 180°. An information sheet includes specifications, ordering information. Stanley, New Britain, Conn. *Circle 340 on Reader Service card*

**SOUND-INSULATED FLOORS.** System consists of a conventional subfloor, a layer of slater's felt and 1½" of manufacturer's floor fill; floor is then covered conventionally with tile or carpet. Resulting floor will materially reduce the transmission of sounds between dwelling units and between rooms in single dwelling units. A product folder illustrates application steps, includes specifications. Zell, Livonia, Mich. *Circle 341 on Reader Service card*

### H&H editorial index

A few copies of HOUSE & HOME's 1966 editorial index, an eight-page reference guide, are still available.

It includes a cross-reference listing of all subjects covered last year by H&H—115 in all, from acoustics to zoning—plus a combined, chronological table of contents of major articles.

If you'd like a copy of the index (there's no charge), write to: Reader Service Dept., HOUSE & HOME, 330 West 42 Street, New York, N.Y., 10036.



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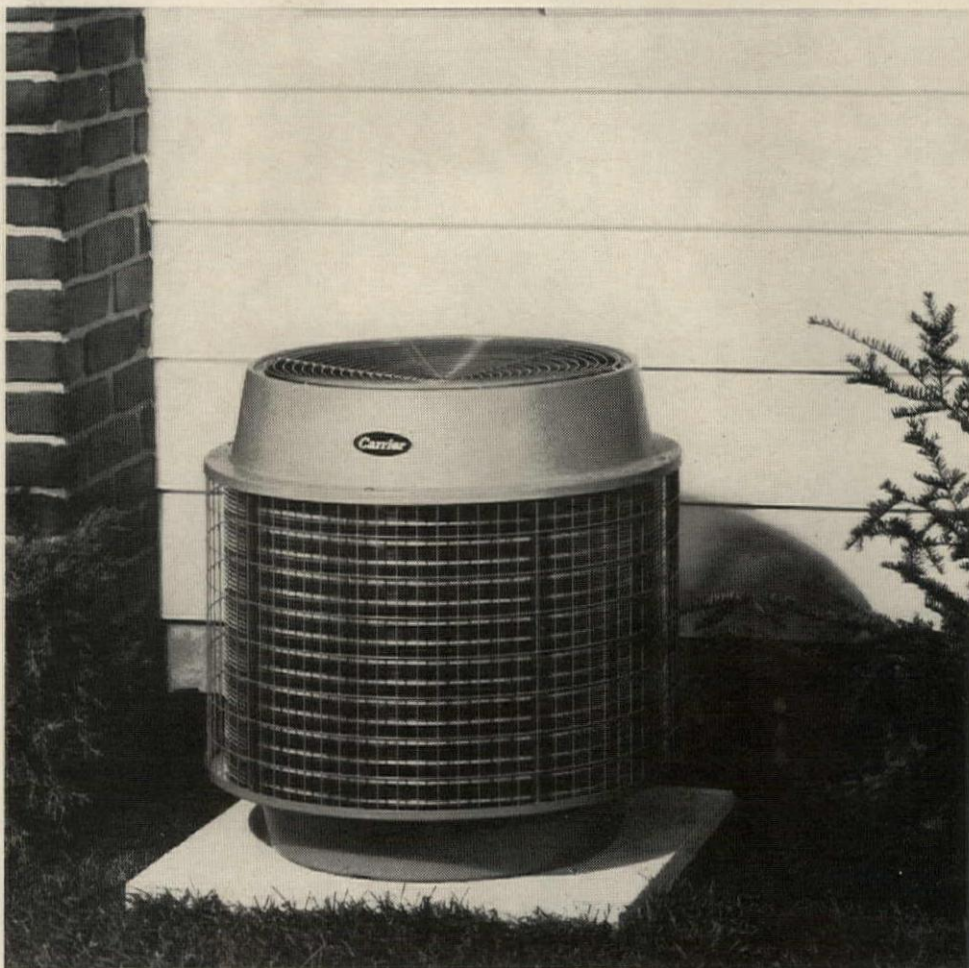
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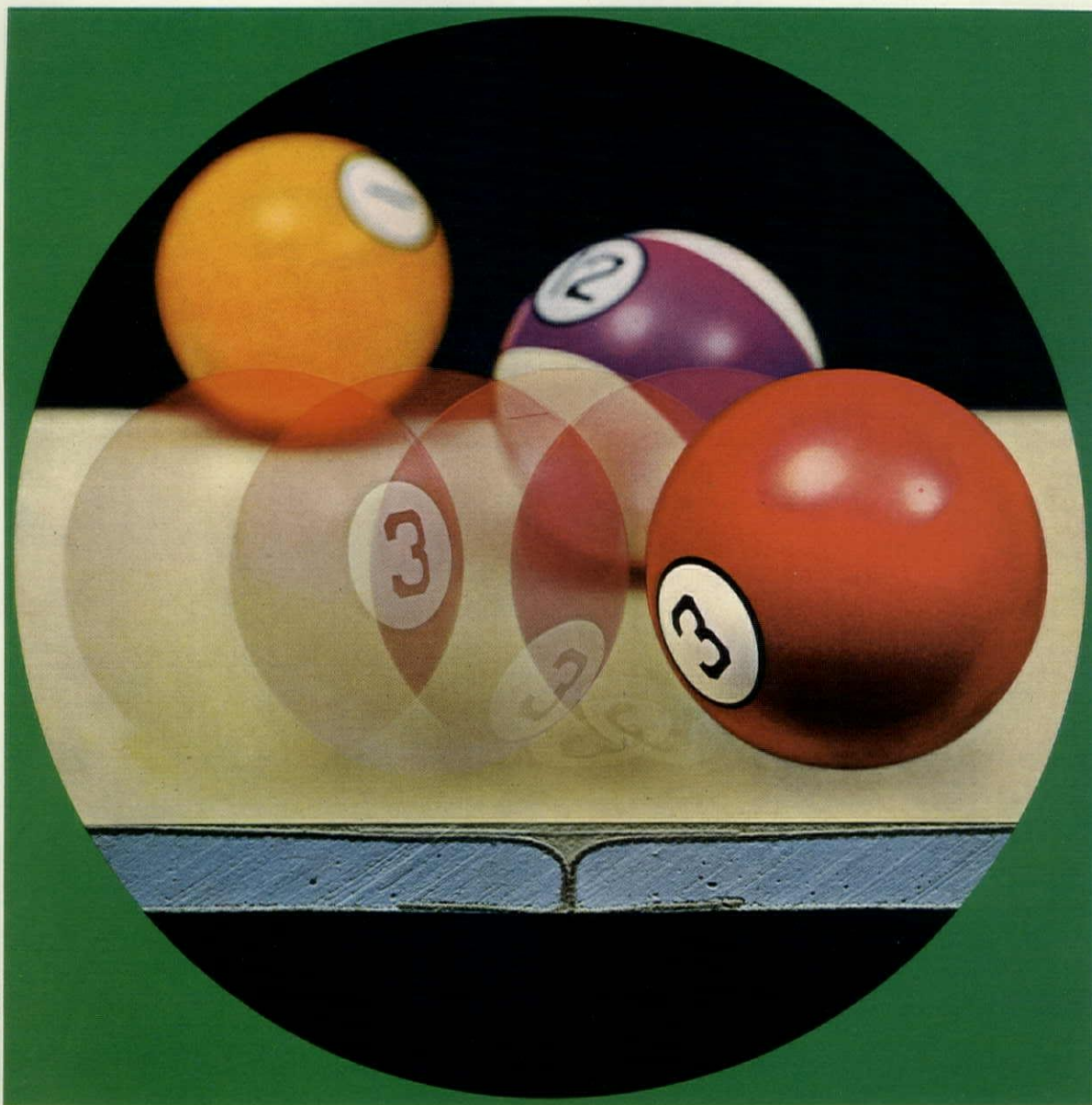
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