

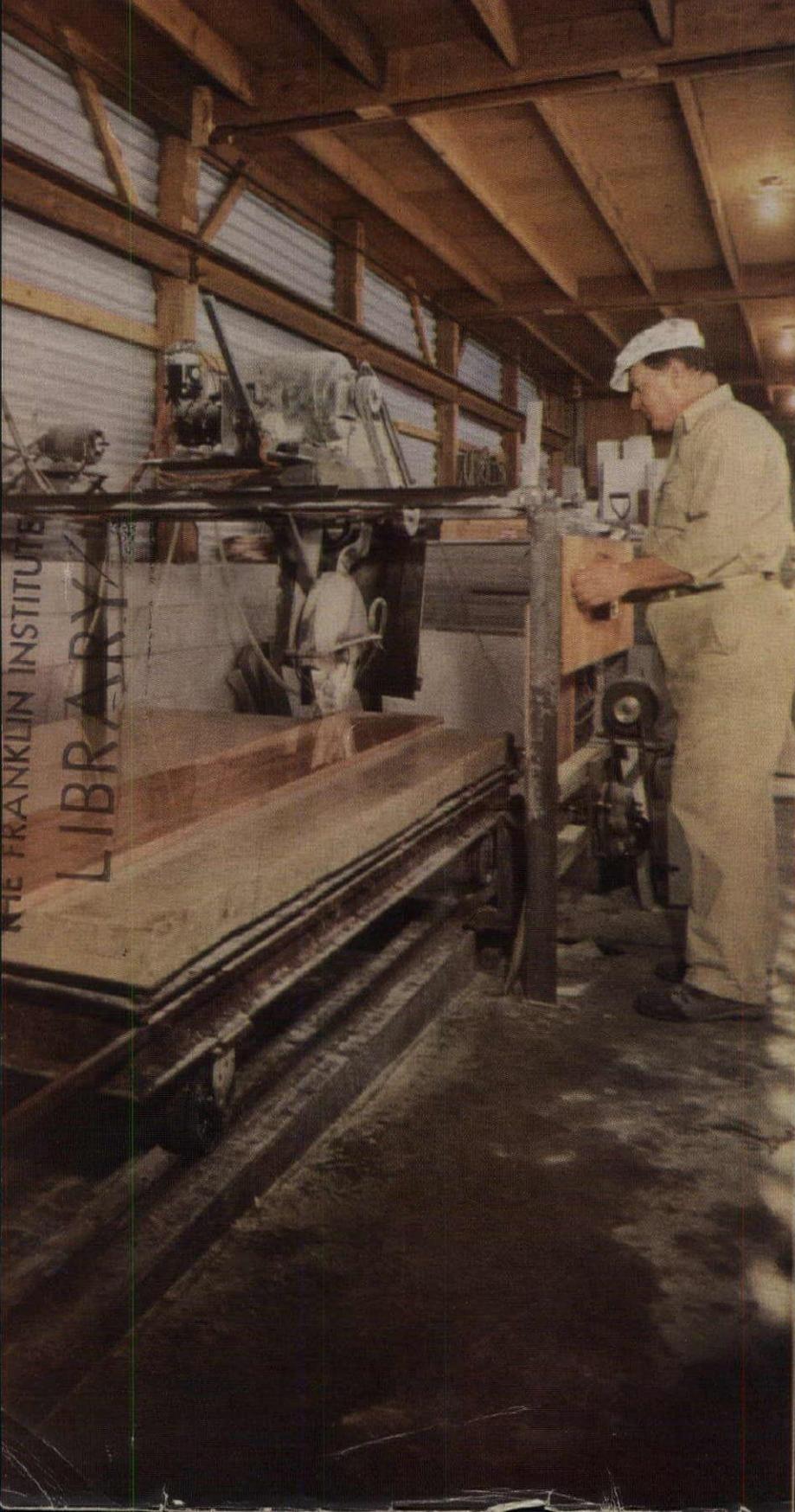
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AMERICAN BUILDER

THE WORLD'S GREATEST BUILDING PAPER

JUNE 1954

75 CENTS

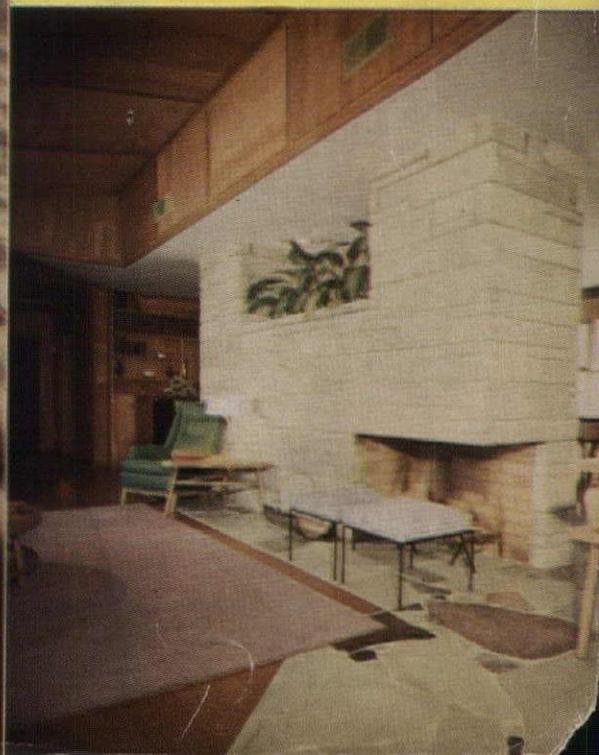


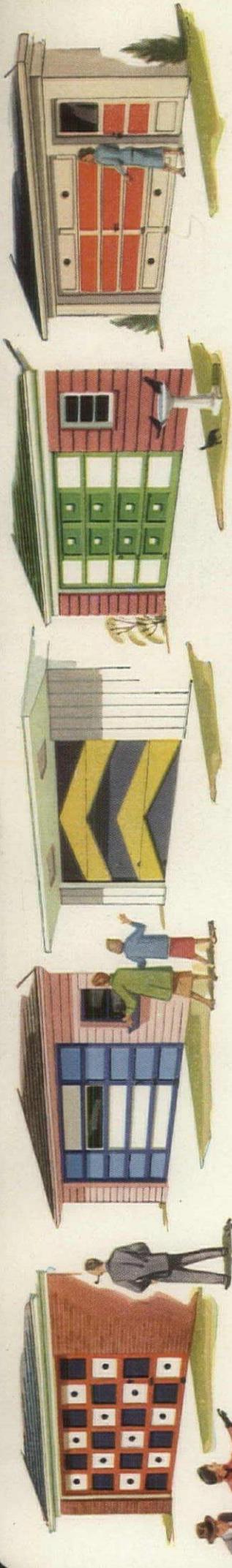
▲ Luxury apartments stress outdoor living

Launch air conditioning research project
National Home Week

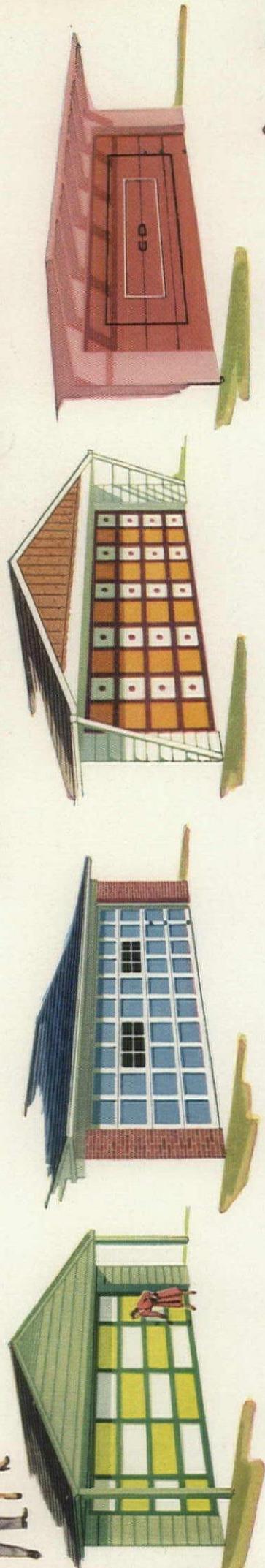
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FAN-LIGHT-HOOD COMBINATION

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IT'S A NEW IDEA

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Keeps the kitchen clean and fresh



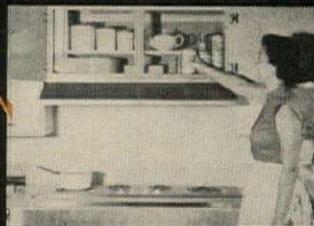
To clean, merely turn two fasteners and tilt



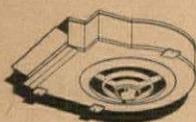
It's so easy — no bending or reaching



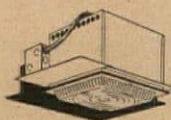
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Saves cabinet space



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FHA Investigations

ONE of the great advantages of living in a free country is the fact that no part of government may operate secretly, or hope to cover transgressions or derelictions for long. Nor can those who connive illegally with government hope to escape the penalties. But a concomitant disadvantage is that when a branch of government and some of the people doing business with it are under scrutiny, prejudgment and smear by clever innuendo can be safely indulged in by congenial destructionists.

The amply demonstrated good done by FHA in its 20 years of existence, and the unimpeachable operations of the overwhelming majority of builders who are honest, are suffering from smear as a result of some of the publicity attending the current investigation of FHA's Section 608 and Title I activities.

Few, apparently, seem to doubt that Title I has been badly misused. There has been something more than a suspicion of misuse for months. While no pre-investigation evidence was made public to indicate abuses of Section 608, suspicions have been voiced that all was not well. What the investigations will divulge remains to be seen. If there has been criminal action or intent on the part of a few builders, applicators, FHA officers and possibly others, *American Builder* hopes that in the interest of the public and the great majority of builders and FHA personnel, the investigations will be conducted promptly and thoroughly, and that adequate punishment will be summarily dealt to any found guilty.

Dishonesty or wilfull dereliction in pub-

lic office cannot be condoned, and if there are builders or others who have profited illegally through or with the aid of individuals in FHA they should be exposed and driven from an industry that with very few exceptions strives to give an honest dollar's value for every dollar received from home buyers.

In the meantime the home buying public will serve its own best interests by reserving judgment, and refusing to be swayed by the claque of the lunatic fringe of scandalmongers. Regardless of what the investigations reveal it should be understood that Section 608 and Title I, combined, form a very small part of the total FHA operation. And it is necessary to keep in sharp focus several facts about the agency. It is unique. It pays its own way. It makes a profit. It asks nor receives nothing from the taxpayer. It is responsible for the long-term single mortgage, which was *American Builder's* primary concern when it initiated the move to establish the agency in 1932. It did more than any single force in the post-depression days to lift and stabilize home building construction standards in the interest of the public and the ethical and responsible builders. The capabilities and integrity of its national and regional administrators and executives have been unusually high.

No matter what the investigations uncover, or how many if any, are found guilty and punishable, FHA's service record will still be heavily on the plus side. And the integrity of the home building industry will stand unimpeached.

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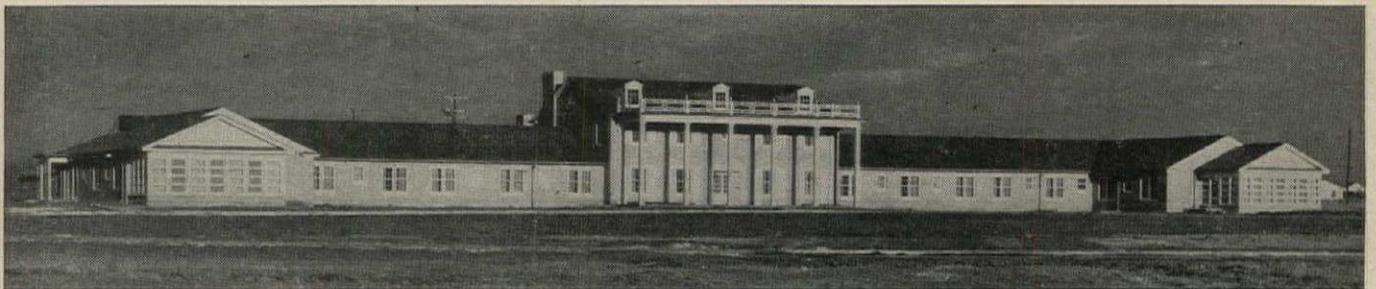
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new book describes house building industry

The construction industry is one that has always defied description. Its executives comprise tens of thousands of small business men, and the heads of more thousands of medium-sized and large firms. Most builders specialize in residential, commercial, industrial, institutional, or farm building. Others, in a single year, may do work in all of these fields.

Some builders operate with their own crews of carpenters, plumbers and electricians. Others subcontract portions or all of their work.

Builders are located in every village, town and city of the United States. They frequently move from one area to another. They usually don't have an office on Main Street, where they can be found easily. There is evidence that many of them don't have an office at all, except under their hats.

There are big gaps in the statistical information that is available on the building construction industry, which is now conceded to be America's No. 1 industry. Our mass production economy requires a mass of statistics and information on each industry.

It was inevitable that someone would try to fill this gap. An important effort is the study of house building in the San Francisco Bay area by Sherman Maisel, associate professor of business administration at the University of California. His complete study has just been published in "Housebuilding in Transition." It is the result of several years of labor.

In the study, builders are classified as small (1-24 dwelling units completed in a year), medium (25 to 99 units), and large (those who build 100 or more units a year).

The Small Builder

Maisel found that there were 1,551 small house building firms in the Bay area in 1949. They pro-

duced 7,778 dwelling units, or an average of five units per firm.

A small operation is a matter of choice for many of these firms. Their owners have no desire to pyramid themselves into great or powerful enterprises. They take pride in their craft and like house building. They enjoy working with tools and materials and are satisfied with their existing size and comparative independence from worry and stress.

The executive functions of small firms are comparatively simple also. In 76 per cent of more than 1,000 firms, the owner is a working foreman, spending six or seven hours a day on the job as a carpenter and foreman. The owner uses the remainder of the construction period, hours after work, and some time in the evening for record-keeping, searching out and negotiating with subcontractors, and handling other overhead details.

Although in some small firms a part-time bookkeeper or secretary may be employed, frequently either the owner or his wife does all the bookkeeping and secretarial work.

The typical builder of 1-9 units has assets of \$36,500 and liabilities of \$6,300, leaving a net worth of \$30,200. In the group which builds 10-24 units, total assets are \$88,000, liabilities \$36,200, and net worth is \$51,800.

The small Bay area builder in 1949 produced about 45 per cent of the units built by firms, and about one-third of the total in 1950.

The Medium Builder

The medium-sized firm has been defined as one that builds between 25 and 99 houses per year. If the medium-sized firm were classified by the value of the work produced during the year, rather than by the number of units, it would be found that the range runs from \$250,000 to more than \$1,000,000, with the heaviest concentration around the

median of \$500,000. There were 77 firms in this group in the Bay area in 1949. They produced 3,512 houses, or 20 per cent of the total. Most of them were operative builders.

Who are the owners of the medium firms? They are usually men about fifty years old. Their past experience in the industry is shorter than that of either the small or large builders. They have been active in other fields of business, sometimes as close to building as real estate or building materials; sometimes as remote as dairying or banking. On the average, they have spent approximately six years in building before establishing their own firms, though more than a quarter of them started their firms without any previous building experience.

A typical balance sheet for a medium-sized firm shows \$257,000 in total assets, of which the builder's equity or net worth is \$112,000. A large number of medium firms made a high rate of return. The medium-sized firms averaged 23 per cent return on their net worth, and their profit on sales was 8.5 per cent.

The Large Firm

There are only thirty firms in the Bay area which produce more than 100 houses per year. The big 30, representing but 2 per cent of Bay area builders, constructed 6,195 houses in 1949, or 35 per cent of all units produced by the industry.

The study shows that they have developed in a rather lopsided manner. What they required for success in the postwar market was, primarily, skill in purchasing and financing, according to Maisel. In this direction they over-specialized. They under-specialized in such directions as production management and design, elements which the market did not require them to develop to any great extent at the time.

(Continued on page 150)

One of the reasons they bought the house:



**Never
needs
waxing!**

The Quality and Beauty of the Floor Reflected the Wisdom of the Builder!

IT'S so often the case: a seemingly small detail in the construction of a new home can make the sale.

For example, the wife of the prospect sees the home you've built has a lovely Goodyear ALL-Vinyl floor that never requires waxing.

Your chances of selling soar — for to her it means not only freedom from maintenance. The fashion-smart colors suggest decorative themes for the home she's always wanted.

IT MAKES SENSE TO THE BUILDER, TOO. By specifying Goodyear ALL-Vinyl, he

slashes baseboard carpentry — eliminates costly metal trim on kitchen counters—for this All-Vinyl material coves corners quickly and easily, *and is so easy to install.*

Mortgage people like to see it — for they are well acquainted with the longer life and amazing durability of Goodyear ALL-Vinyl.

Before you plan another job — **WRITE FOR CATALOG.** Address a post card to Goodyear, Flooring Department R-8321, Akron 16, Ohio. At no obligation you will receive full facts and colorful illustrations concerning this factory pre-polished Goodyear flooring.

GOODYEAR  **All-Vinyl Flooring**

FLOORS • WALLS • COUNTER TOPS — IN TILES AND 45" WIDE ROLLS

We think you'll like THE GOODYEAR TELEVISION PLAYHOUSE—every other Sunday—NBC TV Network.

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- LOCAL NEWS
- FORECASTS
- NEW TRENDS

NORTHERN area



EFFORTS TO HOLD THE LINE on housing prices are threatened again by new wage demands, as well as higher land costs of acquisition and preparation of sites.

On the troubled labor front, 1,500 union carpenters in Suffolk County, N. Y., struck early last month for conditions which actually would have paid them less than those offered in a Long Island Home Builders Institute proposal. Builders offered to boost pay from \$3.10 to \$3.30 per hour, welfare fund from 3 to 5 per cent, and continue eight-hour day. Labor council insists on \$3.40 an hour, 5 per cent welfare, seven-hour day. Builders pointed out their proposal meant \$2.60 more per day, said shorter work day would create serious "carpenter shortage."

At the same time, an estimated 25,000 building trades workers in the Cleveland area struck for an increase of 7 1/2 cents per hour more retroactive to May 1 and an additional 5 cents per hour effective November 1. Work on some 3,000 houses was stopped. Home Builders Association of Greater Cleveland estimated 12 1/2-cent package demand would add \$350 to cost of \$15,000 home. Numerous independent builders in the region were reported agreeing to pay.

MORTGAGE BANKERS HAVE GOT TO FIND a solution to this problem of financing subdivision improvements or it will be a serious matter for the small home builder. Thus commented Robert H. Pease, legislative committee chairman of the Mortgage Bankers Association at a "spring clinic" in Detroit.

The remarks followed an outline presented by Samuel Hechtman, president of Practical Home Builders, Inc., on rising land costs in his area. Assuming a 40-acre raw land site to be divided five 50-foot lots to the acre, with trunk sewers and water available,

Hechtman cited the following costs: sewer connections, \$82,000; clearing and grading, \$16,000; catch basins and storm sewers, \$46,000; public walks, \$25,000; engineering fees, \$8,000, and several smaller charges to make up a total of \$183,460.

If the builder paid \$3,500 an acre for the land (Hechtman said some owners are asking \$5,000), the raw land would cost \$700 per lot, but its improved price would be \$2,737 or \$54.74 a front foot.

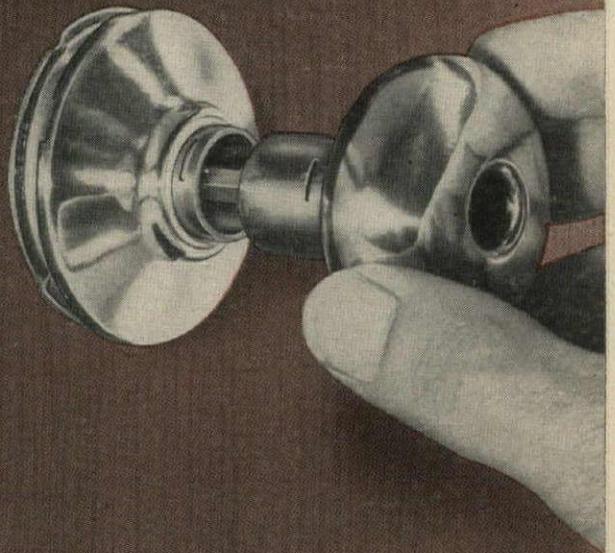
Increasing scarcity and cost of land caused James C. Downs, head of the Real Estate Research Corporation and Chicago's construction coordinator to remark recently: "We feel that if one of our builder clients has not got a two years' supply of land he soon will be out of business."

IF THERE WERE EVER ANY DOUBTS about where Housing and Home Finance Administrator Cole stands on the future of the Federal Housing Administration, they were dispelled emphatically in mid-May at the National Association of Mutual Savings Banks conference. Said Cole:

"Compared to the few hundred home owners who had some reason to regret their experience with FHA financing, more than 3 1/2 million have acquired good homes for their families within their means at sound values. For every developer who has found FHA's overblown rental financing a happy hunting ground for unearned money, hundreds have found in the FHA a challenge to provide better design, better planning and better value for the American people.

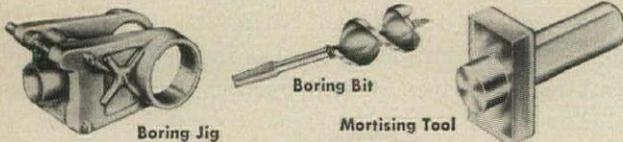
"The FHA has been and it must continue to be a major instrument toward realizing the housing hopes of American families and sustaining a broad and sound market for mortgage financing and home building."

**It
takes
ONLY
10
SECONDS**



**...to install the rose and knob on RUSSWIN
"Homegard" LOCKS and LATCHES**

HOMEGARD INSTALLATION AIDS

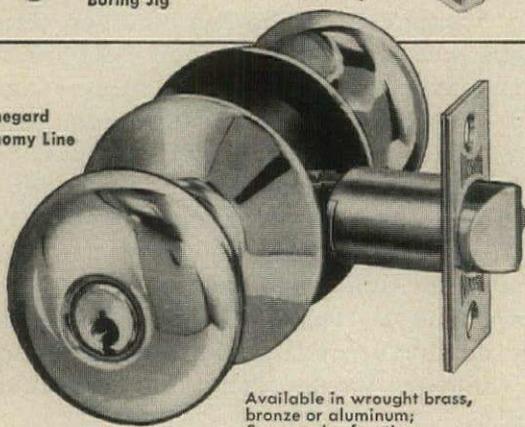


Boring Jig

Boring Bit

Mortising Tool

Homegard
Economy Line



Available in wrought brass,
bronze or aluminum;
five popular functions.

At this step in the installation of "Homegard" Locks and Latches, you can pick up speed . . . save time. Here's the reason. After you have assembled the case and latch in the door, slipped the slotted anchor plate over the fastening screws already in place, rotated the plate, tightened the screws, you merely snap on the rose and push on the knob until it engages the retainer. That's all. This part of the installation takes just ten seconds. No rose screws to look for or lose. No rose screws to pick up and thread.

This is only one of several "Homegard" features that appeal to builders. Get all the details from your local Russwin Dealer. Russell & Erwin Division, The American Hardware Corporation, New Britain, Conn.

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Chicago, Already Ahead \$17 Million, Holds Open House

"Spring Open House Week," patterned after its successful National Home Week shows in the fall, was introduced May 15 by the Chicago Metropolitan Home Builders Association, in the wake of news that the city and suburban area had exceeded by \$17,000,000 the new housing valuation established last year for the first four-month period.

For a nine-day period, 115 builder members displayed 312 model houses especially built for opening during the show. They were located in the city and about 40 suburbs and approximately one-fourth of the units were furnished.

George Arquilla, association president, estimated that the displays would attract 250,000 persons. Over 2,200 yellow and blue arrows were placed on highways near the homes to guide the viewers. Maps locating the houses were printed in special newspaper sections.

As the week opened, the regular monthly new construction survey of the Bell Savings & Loan Association disclosed that Chicagoland building in the first four months had soared to a \$234,635,748 total, \$20,000,000 ahead of 1953 and \$73,000,000 better than 1952. All of the gain and a little more was credited to the suburbs.

In housing alone, 13,339 residential units were reported for the first four months, compared with 12,409 in 1953 and 11,127 in 1952. Current gain amounted to 930 units and \$17,000,000.

Private Housing Starts Set at 109,100 in April

Private housing starts during April climbed to 109,100, the highest total for any month since September 1950, according to the Bureau of Labor Statistics. A sharp decline in public housing starts to only 900 for the month set the April total at 110,000, or 1,400 less than the 1953 April figure.

'Here's to FHA' from National to Local Level



Regional FHA director Clyde R. Black (second from right) receives congratulations of the building industry from NAHB president R. G. "Dick" Hughes at FHA 20th anniversary dinner held May 1 by Home Builders Association of Indiana in Fort Wayne. Joining in celebration are (from left) John R. Worthman, NAHB regional vice president; Hughes; Gale C. Corley, president of the Indiana state association; Ralph L. Shirmeyer, former president, Home Builders Assn. of Fort Wayne; State FHA director Charles Dawson

Philadelphia Builders Buy Tracts For 1500 Houses, 950 Twin Units

Two of the largest Philadelphia area developments to be planned in some time were announced last month.

A \$30,000,000 residential and commercial project will be sponsored by Ralph Bodek, president of the Home Builders' Association of Philadelphia and Suburbs, in Marple Township, 15

miles west of the city. Bodek bought 600 acres from a building syndicate and revealed a long-range program of development would include 1,500 houses, a 30-acre shopping center with parking space for 1,500 cars, 80 acres for parks, streets and recreational facilities, and 12 acres for educational use.

Joseph N. Gordon, president of the Fidelity Bond & Mortgage Company, reported that the other tract, comprising 37 street fronts in the Northeast section of the city, had been acquired for improvement with 950 twin houses estimated to cost \$12,000,000.

For Service to City



Leonard W. Bisanz, 1953 National Home Week chairman of St. Paul Home Builders Association, receives group's distinguished service award from Roy Shelgren, president of Builders Exchange of St. Paul, as Charles Kopp, HBA president and Roy A. Spande, home show chairman, look on

Illinois Home Builders Plan State Association

Plans for a state organization known as the "Home Builders Association of Illinois" were revealed at an April meeting of the Decatur Home Builders Association. The first state meeting has been tentatively set for June 18 in Springfield. An organizing committee of 16 has named Cecil Madaus of Decatur as chairman.

NORTHERN NEWS

Roamin' the North—

FHA insuring office at Albany, N. Y., has a new director, **Thomas E. Hanigan** of Schenectady. He succeeds **Joseph H. Murphy**, who resigned to enter private business . . . More than 30 dealers have formed the Rhode Island Storm Window Association in an effort to eliminate abuses that have been plaguing the combination storm window and door business. They met in Warwick, R. I., two weeks before announcement of the FHA investigation . . . Big membership drive is on for newly formed Indiana State HBA. Exec VP **Joe Van Briggie** has set goal of 1,000 new members in 90 days . . . Long Island home builders planning to forget growing pains of their territory, strikes, etc. for a week-end vacation June 18-20 on the tip of the Island at Montauk Point. Chairman **Jim Graham** expects 350 to make the trip . . . **Otto Hartwig**, exec VP of the Long Islanders, has found a way to keep a crowded meeting schedule on time. His toy stop light alongside the rostrum changes from green to yellow when the speaker has one minute to go. If the speaker hasn't finished when the red flashes, the audience quickly lets him know. . . .

Vandals Beware!—

Members of St. Paul HBA have a new helping hand against vandalism and thievery. Several policemen of the city have organized a patrol service, in which they participate



F. H. Ludwig



D. H. Miller

during off-duty hours with the blessings of their municipal employer and the unions . . . **Harold J. Moriarty**, exec director for the St. Paul builders, has been elected chairman of the city's Rehousing Advisory Council . . .

New wrinkle for home shows was unveiled at Fort Wayne last month. Every visitor was given a 100-page "homemaker's guide," discussing the care and improvement, etc. in seven chapters covering living room, dining room, kitchen, bath, bedroom, landscaping and attic and basement . . . **Herbert C. Beberstein**, HBA of Fort Wayne president, has announced the

Setting the Stage for Better Merchandising



"Sel Quick" (Nat Siegel) and his partner "Bill Ditt" (Marvin Gilman), at right, get instructions for sales promotion in dramatic panel session at Long Island Home Builders Institute recent spring conference. Experts from left are "Watt U. Need" (Irving Kern), "I. Tellum" (Sam Handler), "Pub Licize" (Bernard Kaplan), "Ad Vertise" (P. J. McKenna)

chapter now has its first full-time executive secretary: **D. H. "Russ" Miller** . . . **Fred H. Ludwig**, head of the Merritt Lumber Yards organization which has its main office in Reading, Pa., has been elected president of the Pennsylvania Lumbermen's Mutual Insurance Co., Philadelphia. . . .

Delaware Builders Unite—

HBA of Delaware has been reactivated, with a nucleus of 40 members elected **Joseph P. Johnson** as president. Other officers are **Ralph E. Gordy** and **Stanley F. Malin**, vice presidents; **Leon N. Weiner**, secretary; **Joseph J. Fleming**, treasurer, **Edward S. Gordy**, national director, and **Irving H. Brinton**, executive secretary. Headquarters are at 503 S. Maryland Ave., Richardson Park. . . . Another chapter is being organized for southwestern Michigan builders, presumably at Benton Harbor where a preliminary meeting was held late in April . . . **Edward J. Kovach**, architectural engineering senior at Lawrence Institute of Technology, won the top award at the Detroit builders' show for his unusual design of a contemporary house. Among the judges was **Arthur V. Hansen**, *American Builder* architectural editor. . . .

Chicago's North-West Builders Association, less than four years old, occupied its contemporary \$100,000 headquarters last month at 4848 N. Central Ave. **Thomas Breen**, president, reports the building will also serve as a social center. **A. J. Del Bianco**, architect for many Chicago builders, designed it . . . Omaha HBA, which has jumped from 57 to 230 members within two years, has moved its office to 4807 Military Ave. in that city and shifted the status of **Fred Hess** from part-time to full-



Long Island building partners **Leonard L. Frank** (left) and **Walter L. Stackler**, past and present presidents of the Long Island Home Builders Institute, talking shop with NAHB president **R. G. "Dick" Hughes** during "a breather" at spring conference in Garden City, N. Y.

time executive secretary . . . HBA of Greater Cleveland has added **James B. Leibrock** to its staff for membership and labor statistics duties . . . Golf tourney of Hartford HBA will be an all-day affair June 17 at Rockledge Country Club, West Hartford. After dinner, ex-Yankee pitching star **Vernon "Lefty" Gomez** will talk.

Boom National Home Week—

Early in May, **C. T. Wilson**, National Home Week chairman for HBA of Greater St. Louis, reported builders had already signed up to erect 41 houses for this fall's display, a record . . . Break the barrier between old line lumber companies and the consumer? The **Merrick Lumber Company** of Holyoke, Mass., feels it has done just that with a humorous, but impressive, certificate of membership to "the Ancient and Honorable Order of the Bandaged Thumb" which it issues to home craftsmen . . . Official hostess at recent New England home show in Boston was none other than **Dorothy Hart**, TV-movie star. . . .

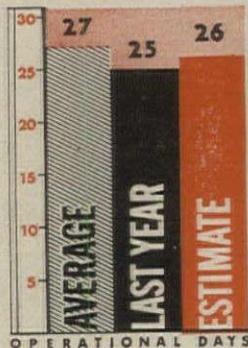
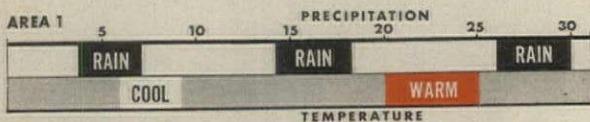
building weather for June

An exclusive American Builder service
prepared by Irving P. Krick, Ph.D., and Staff

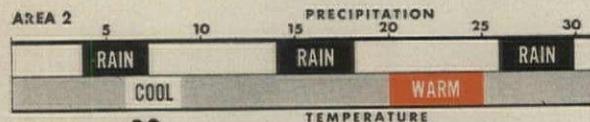


Special climatic studies were made for selected cities in each area to determine AVERAGE and LAST YEAR Operational Days. ESTIMATES are generally applicable to each area. Precipitation and temperatures extreme enough to stop outside work have been forecast as number of NON-operational days. Naturally, inside work may on occasion proceed even through the cold and wet spells shown.

NORTH: With the exception of Area I, the North section of the United States may expect better than average working weather this month.



The weather recorded during June, 1953 was warm and wet in Area 1. The unsettled character of the observed conditions is attested to by reports from many regions of severe thunderstorms, damaging hail showers and destructive tornadoes. Naturally, construction activities suffered the loss of a greater than usual number of working days during this period. For June of this year, a similar regime is in prospect although more favorable weather is anticipated in the Wisconsin area.



Ideal construction weather was experienced last year in June. Temperatures averaged much above the normal throughout the entire area, and with the exception of the northernmost sections, rainfall totals were deficient. Locally, severe storminess ranging from heavy hail to high winds was observed, particularly in Iowa. June of this year also will be associated with warmer than usual weather. However, precipitation amounts will be quite variable with June totals mostly at or below the normal.



Krick

Jet Stream:

High Flying Speedster

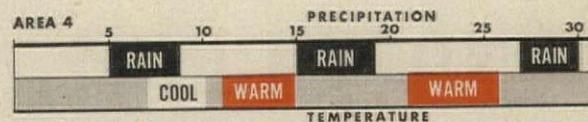
During World War II, American pilots flying high-altitude bombers over Japan at speeds often in excess of 250 mph, sometimes met headwinds so strong that they found themselves in the unenviable position of remaining stationary over their target.

Before this, weather men had noted high velocity winds when measured by free balloons, but the speeds were so extreme as to be unbelievable. They suspected instrument and observational error.

However, when pilots brought back firsthand reports of their reality, it became necessary to revise some meteor-



Warm and generally dry weather is in prospect for these three states in June, 1954. Only in the valley of the Ohio are about normal rainfall totals expected to occur. Thus, outdoor working conditions will be somewhat more favorable than usual. The weather observed last June was quite warm with about average precipitation being recorded. Severe and turbulent weather climaxed by the disastrous tornado at Flint was frequently experienced during this month.



Better than average working weather is in store for Area 4 during June, 1954. Temperatures are expected to average near normal in northern New York and generally warmer than normal elsewhere. Rainfall totals for the month are likely to be about normal over most of the region. In June of last year, warm and dry weather prevailed during the major portion of the month. As a result, a greater number of working days was recorded.



As was the case in Area 3, the weather of June, 1953 will be remembered for the destructive tornadoes that ripped across densely populated regions. From a construction standpoint, however, the warmer and generally drier than average conditions that prevailed were quite favorable. During June of 1954, both temperatures and rainfall totals are expected to be near normal. Thus, the number of days free of restrictive weather conditions is likely to be only slightly better than average.

Timing of weather events is indicative of trends. Don't expect precipitation on every day of the period indicated.

ological concepts regarding the circulation of our atmosphere.

The jet stream is a meandering core or tube of air that is rushing eastwardly at speeds as great as 300 to 350 mph. Fortunately, it is a high altitude current that rarely falls lower than 15 to 18,000 feet. Most of the time it is found at much higher altitudes.

Despite their height, jets have a strong effect on weather observed at the ground. Jet streams seem to steer storms at the surface, and growing knowledge of their behavior promises to refine accuracy of extended weather forecasts.

Airliners flying eastward from Japan now seek out the jet streams (many times there are more than one in action) to speed schedules and conserve fuel.

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without*

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The home of today is the *electrical* home. Regardless of its size or design, it must be built for the full electrical life Mrs. Housewife demands today.

This means *wiring*. Efficient, up-to-date, *adequate wiring*. Wiring that not only cares for the *present*, but is large enough to care for the *future*.

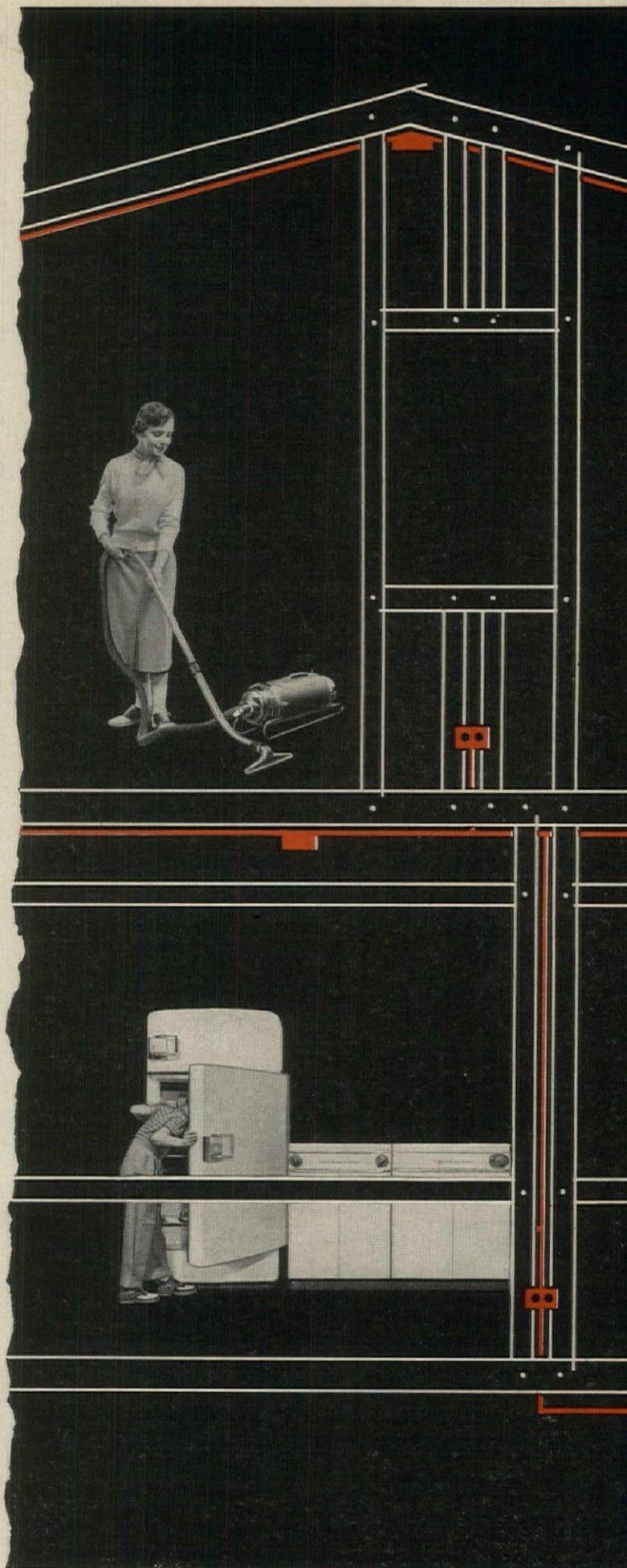
Such wiring costs little more to install than the minimum kind. But it's worth it! Because there isn't a single "plus" feature that you can build into your houses today that pays you back so much for so little!

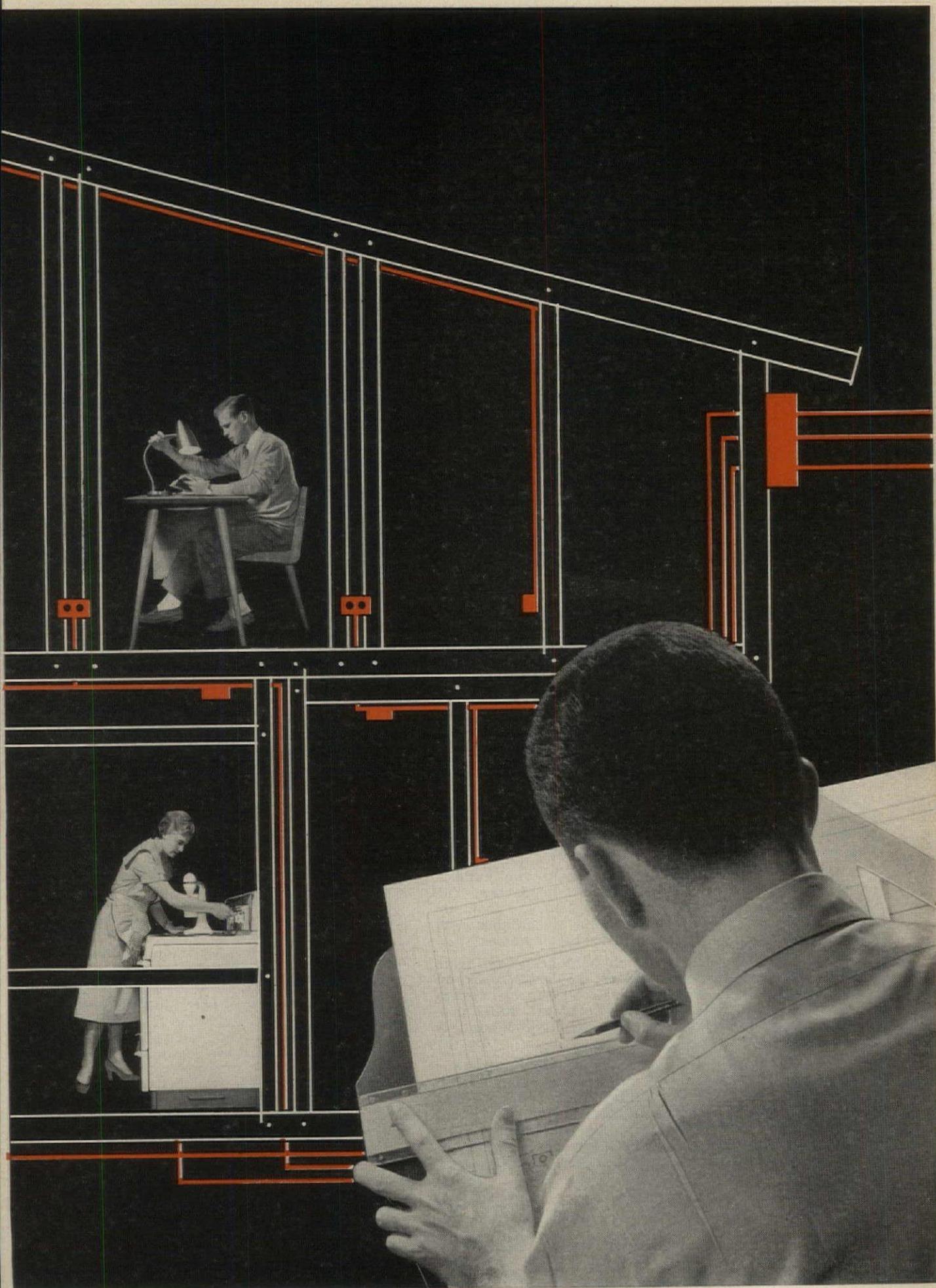
For one thing, adequate wiring definitely boosts your reputation as a quality builder. Although it may be hidden from view, nothing becomes more evident more quickly than adequate wiring when it goes into action — with plenty of power, just when and where it's needed, for every appliance in the house! What's more, homes are easier for you to sell when you feature adequate wiring!

Kennecott Copper Corporation, 161 East 42nd Street, New York 17, New York.

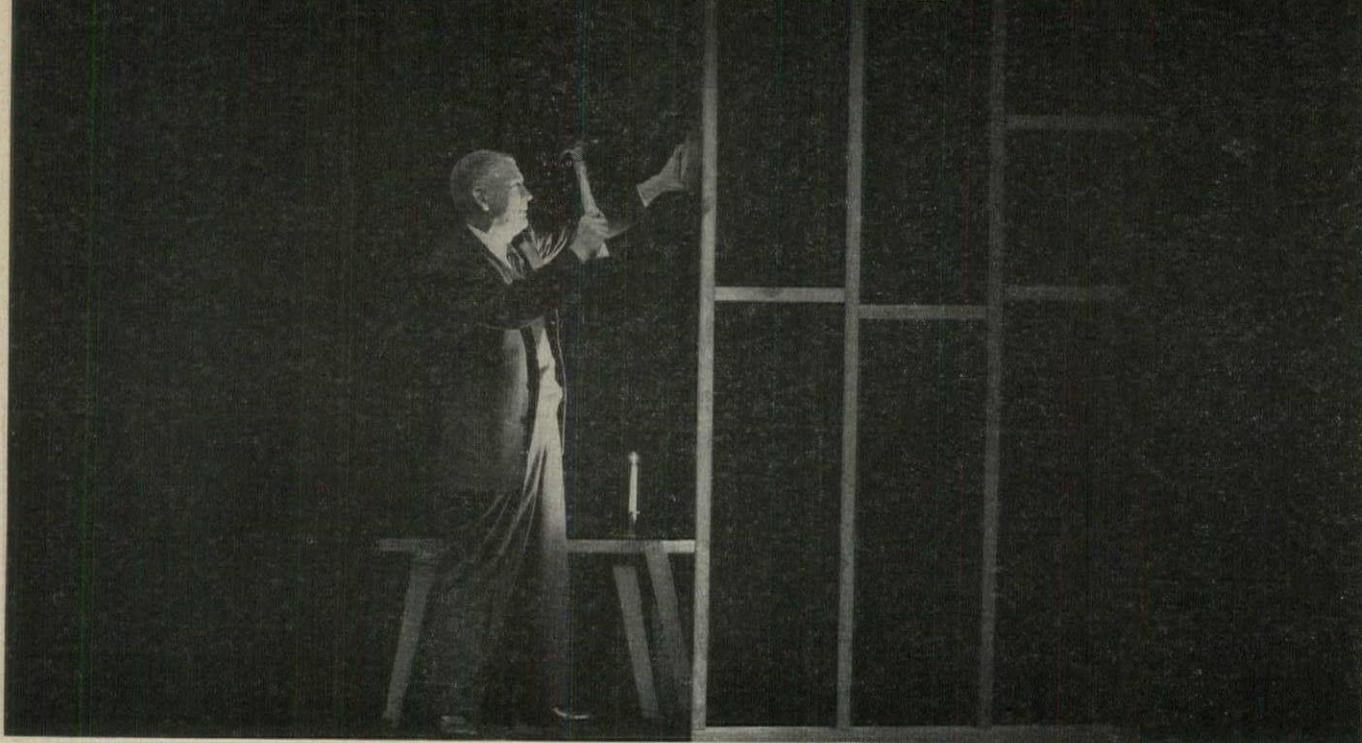
IMPORTANT NOTE! *Kennecott is sponsoring a national advertising campaign to tell the vital story of adequate wiring to American homeowners. Watch for it in the Saturday Evening Post and This Week.*

Kennecott
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WHEN YOU TACKLE a construction job—one house or a hundred—your problems are vast. You must find the best materials and methods for the particular venture. Financing, sales, layout, density, grouping, arrangement of facilities, relationship to other neighborhoods, laundries, play areas and landscaping, are just a few of your problems. You must be builder, contractor, designer, land planner, mortgage finance expert and salesman, all rolled into one.

If you're going it alone, you're building in the dark.

If you're a member of NAHB, you share the technical ability of scores of other *local* builders, thousands of other builders located around the country, and the guidance of NAHB's Construction Department.

NAHB's technical services will help you build a better house with less money and fewer headaches. The Construction Department operates to help you profit by new materials, better construction techniques—in short, to help you cut costs and erect better homes.

Other NAHB services which help keep you from building in the dark: The Correlator—*monthly report on the building picture*. Washington Letter—*three-times-a-month report on trends*. Special Technical Bulletins—*issued as warranted*. Local meetings with fellow-builders for exchange of ideas.

These activities—only part of NAHB's work for builders—mean better housing at lower cost. Membership in NAHB is available to qualified home builders and Associates through their local Association. To avoid building in the dark, join today. To join, contact your local Association. If none has been formed in your area, write to the Membership Department for details.

WHAT'S NAHB? An aggressive group of more than 29,000 home builders, contractors and subcontractors, material suppliers, mortgage lenders, realtors, architects, building material manufacturers, all dedicated to a strong industry, free from unnecessary controls. Organized on national, state and community levels, it provides an effective means of voicing collective opinions on local and national matters. *Through membership in your local Association, you automatically become a member of the National group.*

ACTIVITIES OF NAHB. It represents you on Capitol Hill and before federal legislative groups; provides data on up-to-date design and construction techniques, mortgage finance information; engages in housing research; promotes National Home Week and the Parade of Homes; informs the public of industry activities through press, magazine, radio and TV; sponsors slum clearance programs, "trade secrets" meetings, annual conventions and expositions; your local association speaks for you at City Hall, at local FHA and VA offices.

NAHB provides these information services:

- *Washington Letter*—keeps NAHB members posted on trends that will influence operations; issued about three times monthly in concise, factual form.
- *Correlator*—pocket-size monthly magazine packed with practical, money-saving ideas; reports on latest developments in mortgage finance, legislation, taxes, labor relations, market outlook, merchandising, site planning, housing research; features include outstanding home designs by prominent architects and designers. (Issued to members only.)
- *Special Bulletins* on new developments issued as circumstances warrant.
- *Technical Services Department* conducts continuing research to "build a better house with less money and fewer headaches"; examines new materials, construction techniques, land-planning methods. The Trade Secrets House was a product of this service available only to NAHB members.

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WEST VIRGINIA

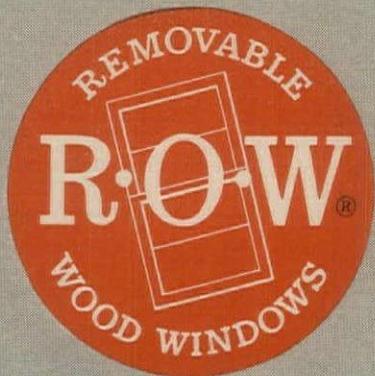
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Builders agree that *only* the homes with *extra* appeal are selling in today's competitive market.

R·O·W windows lift out for easy washing or painting *inside* the house. The concealed springs which permit sash removal also insure pressure-snug closure during all kinds of weather.

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R·O·W is the registered trade mark of the R·O·W. Sales Co.

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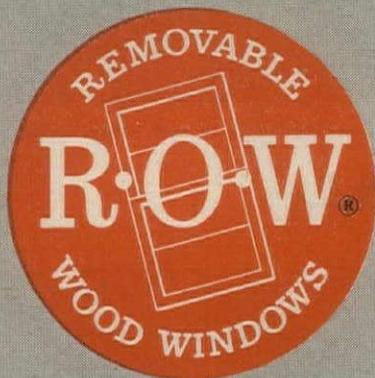
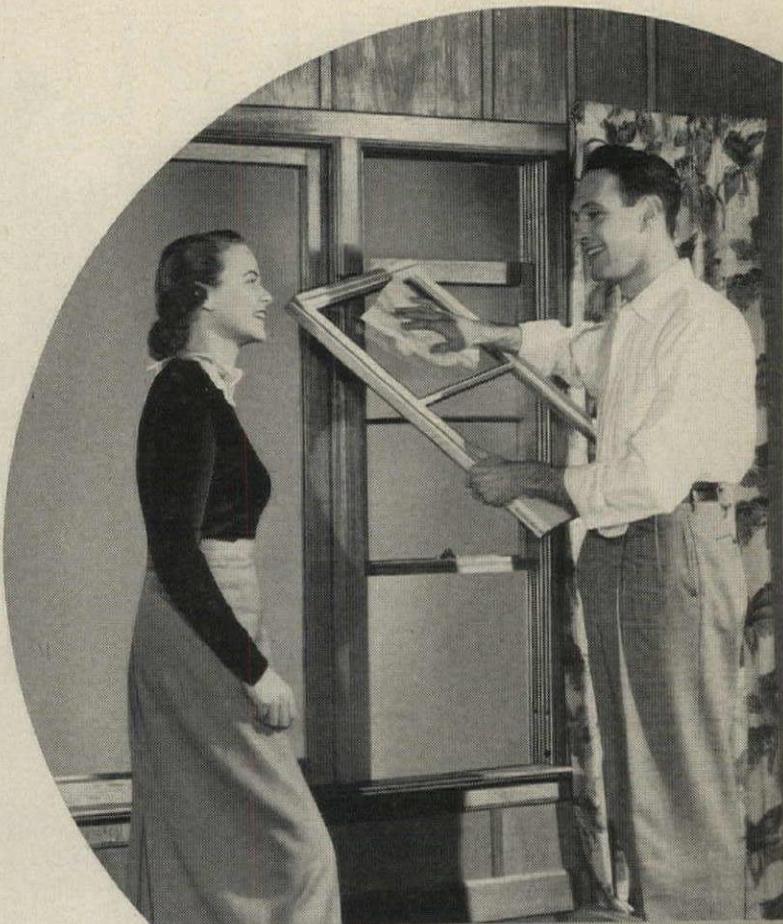
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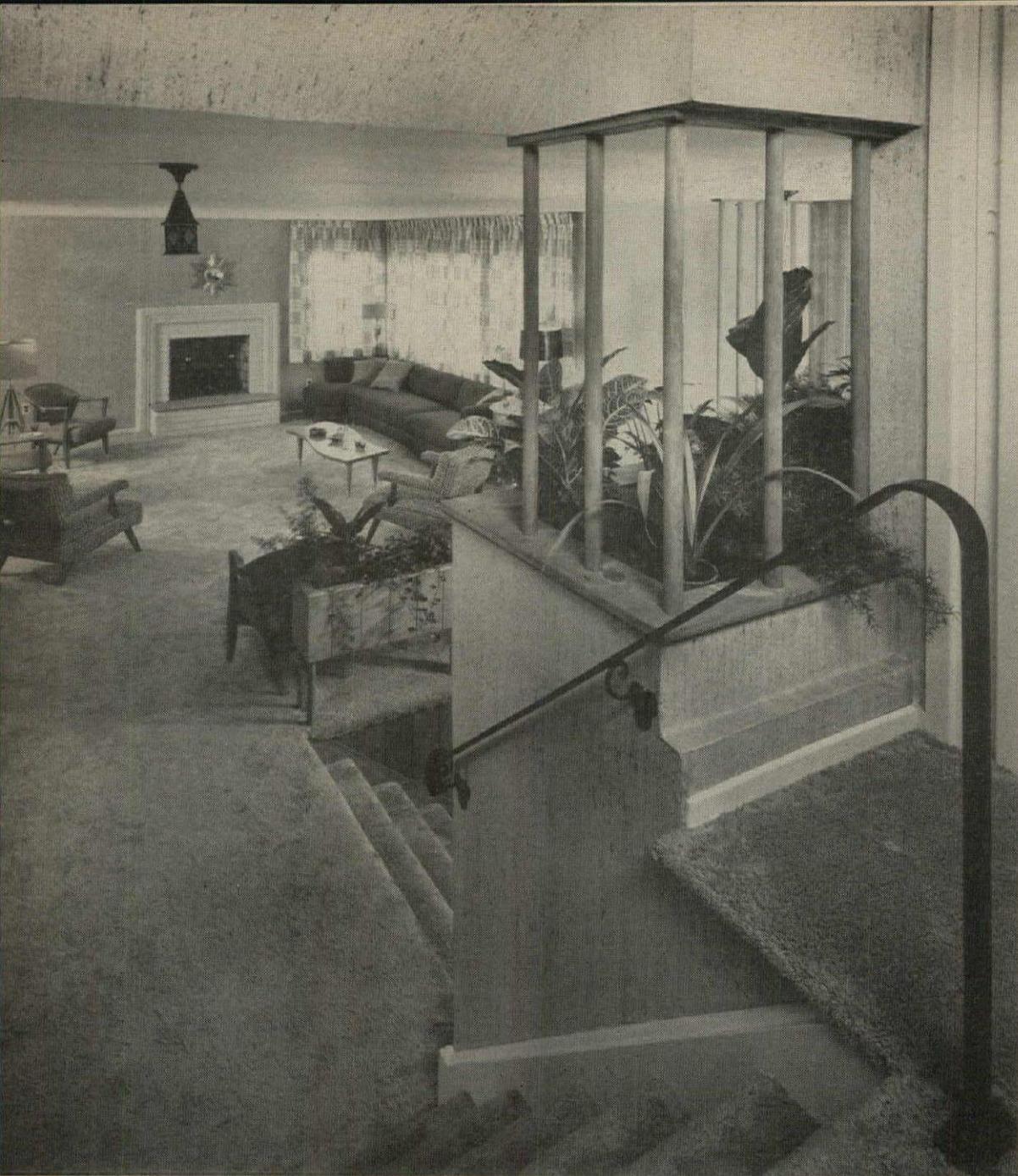
Construction features which close the deal are easily demonstrated—clearly representing extra value.

In spite of superior milling and styling—in spite of the trouble-free, exclusive mechanism—R-O-W windows usually cost less than other quality wood windows WITHOUT the removable feature.

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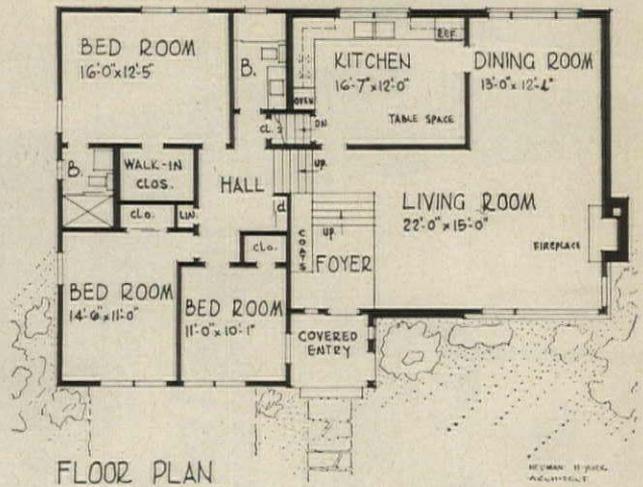
Varying levels of hall, entry, living room make big sweep appear bigger

Syosset, N. Y.—



Finished recreation room at ground level in rear has French doors leading to a 12x22 patio. On same level are a half-bath and two-car garage

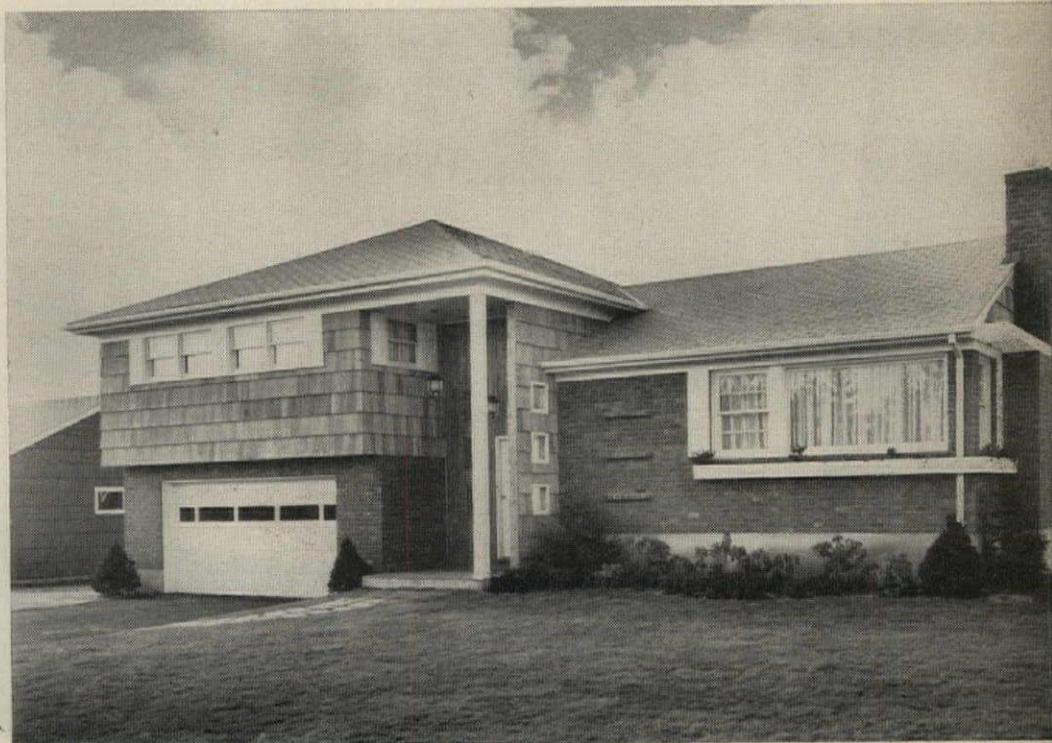
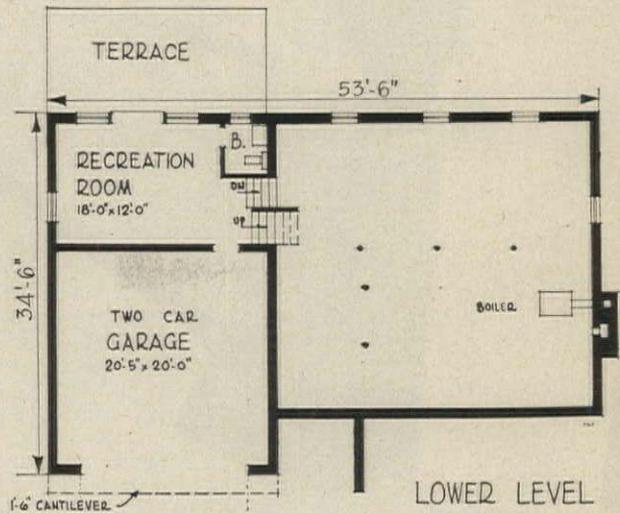
**sunken vestibule
varies split-level
plan in Long Island**



Four rooms each larger than 12x16 are in this seven-room, two and one-half-bath split-level, popular new Pacesetter model in the Greenway development at Syosset, Long Island. But the real attraction in this four-level house is the unusual two-story entrance treatment which leads to the "front steps" inside the house between entry hall and living room.

A. Sidney Roth built this 1,960-sq. ft. residence as a model for 75 other houses from a new design by Herman H. York, architect. It is priced at \$22,900, including quarter-acre landscaped plot, two-car garage and extensive basement area suited for conversion to hobby or work rooms.

Heat is supplied through baseboard radiators by an oil-fired hot water furnace. Kitchen has 18 feet of counter top, is equipped with separate electric range and oven. If laid end to end, the sliding door closets would be 26 feet.



Portal entrance is 14 feet high, has flagstone landing leading to sunken flagstone vestibule



For living with a flair ...Ponderosa Pine Woodwork

Where living has a lift and a lilt—where utility is made beautiful—where simple things are done with grace and charm—there you will find Ponderosa Pine woodwork. Warm and friendly to the touch, Ponderosa Pine windows combine beauty and comfort—while Ponderosa Pine doors and cabinets provide endless

decorative variety when finished with natural stains or colorful satin-finish enamels. For homes with individuality and distinction, moderately priced Ponderosa Pine woodwork is the ideal choice. Let your lumber dealer help you plan for better living with Ponderosa Pine doors, windows and cabinets.

These are members of and contributors to Ponderosa Pine Woodwork

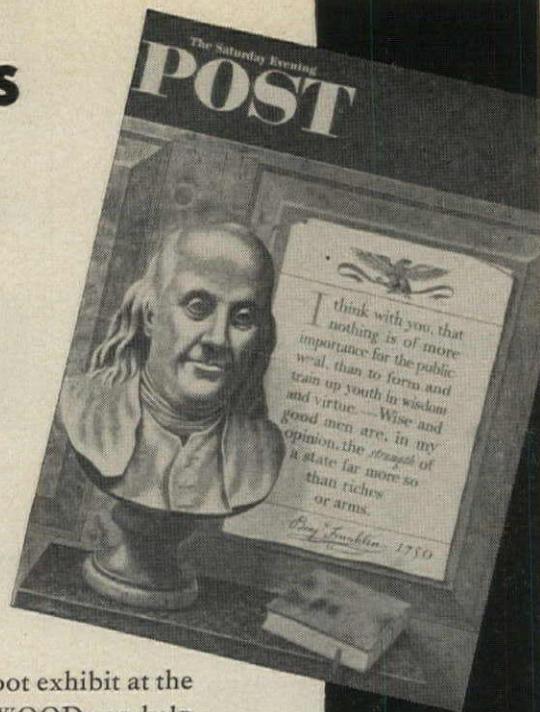
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Bringing the Year's Outstanding WOOD Exhibit to a 20,000,000 Audience!



It's still being talked about and praised—the giant 340-foot exhibit at the 1954 NAHB Chicago Exposition—which showed how WOOD can help builders make more profits.

And now, in the pages of THE SATURDAY EVENING POST, the main features of that exhibit are being brought to an audience of 20,000,000—including 321,730 in the building field. Month after month, full-page advertisements will stimulate consumer demand for Ponderosa Pine doors, windows and cabinets. And, throughout the year, *builders* will benefit from this extensive advertising, which is backed up by a big supporting promotional campaign reaching all the way from the manufacturer to the dealer level.

For homes that sell faster—bring you more profit—tie in NOW with the growing trend toward Ponderosa Pine woodwork—mark of the *quality* home.

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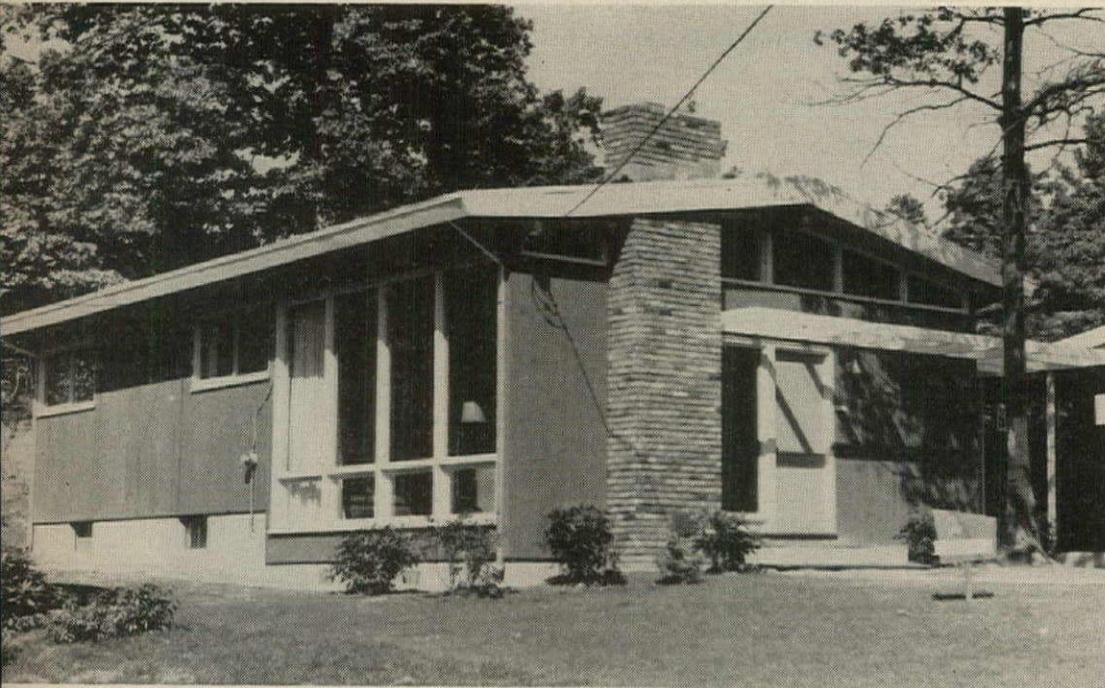
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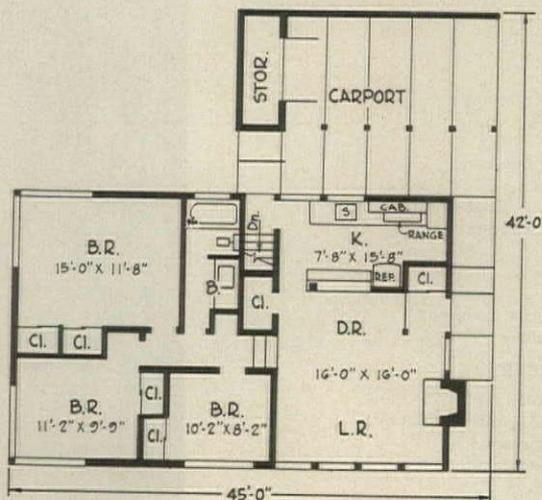
Fanwood, N. J.—



post and girt houses use standard components,



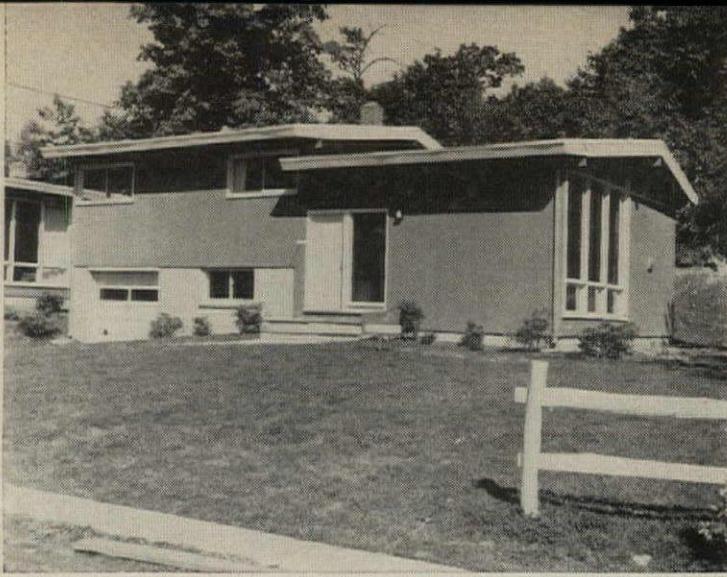
Duo-level plan has three-step rise to upper level, rear carport and storage area. Built-in breakfast bar (above) serves as wide pass-through to dining space



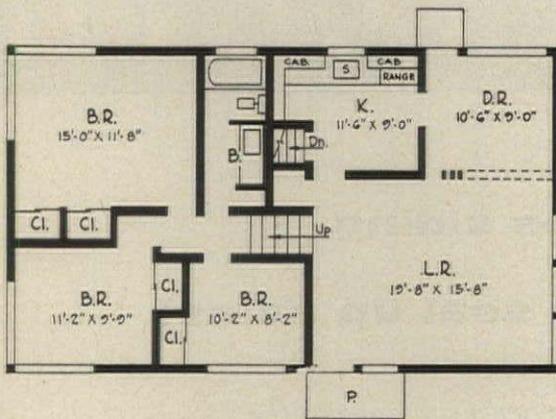
Variations of spit-level design, plus a conventional home with a similar conventional floor plan are created from a group of standard components at Sun Valley, 130-house project in Fanwood, N. J. Built by Spotswood Builders, Inc. (Elliott B. Badanes), all houses have identical bedroom and bath wings, but the various living areas are planned so that either narrow or wide side can face the street.

Continuous lintels are structural and exposed at gable ends. Rafters are exposed under wide overhangs.

Post and girt construction is used on exterior walls, with 4x4 posts placed on 4-foot centers, 2x4 girts run horizontally on 2-foot centers and 4x10 continuous lintels replacing headers and plates. Spacing of girts works out well for gyplap sheathing and vertical V-joint boards on exteriors, and interior drywall construction. Most homes range from \$16,750 to \$16,950; with a conventional model at \$15,450.



offer variety of designs

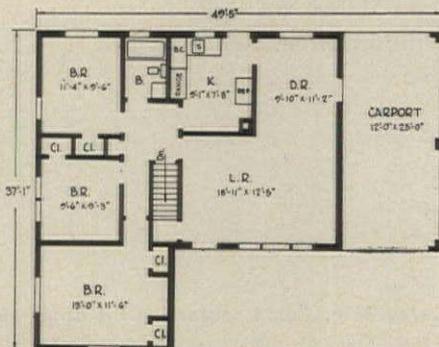


Half the plan of the split-level (above, left) is the same as that of the duo-level on the opposite page, but house appears quite different despite retention of modern lines. Stair with six risers separates main floors. Living room (above) has clerestory window at gable end, exposed beams, wood sliding windows



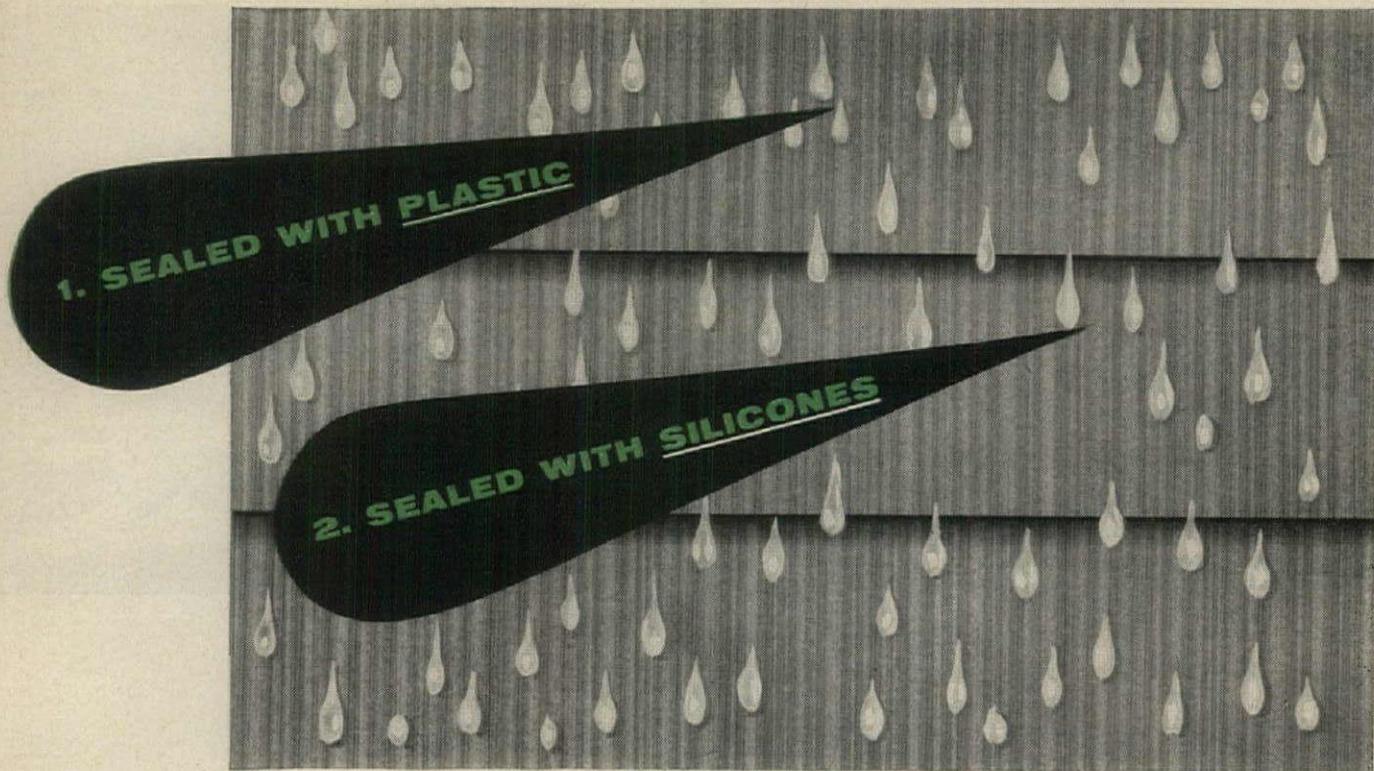
—Greenhills, Ohio

**L-shaped rancher
fits curved street
in Cincinnati suburb**



Curved streets in Greenhills, Ohio, 12 miles from downtown Cincinnati, offer sites made to order for this three-bedroom, L-shaped ranch home. Charles Construction Company (C. Ronald Marcotte) offered house and 65x130 plot for \$20,500, with FHA, VA or conventional financing. It comprises 1,184 sq. ft. of space, oversized carport and basement with poured concrete foundation.

Kitchen materials and equipment include General Electric dishwasher, disposal and cabinets, Textolite counter tops, Armstrong linoleum. Also used are Johns-Manville roofing, Kwikset hardware, Andersen Flexivent windows.



NOW—*Careystone* asbestos siding

is DOUBLE-SEALED to seal up sales!

New Carey double-sealing process permanently seals out water, dirt, fumes and weather . . . keeps colors fresh and new-looking for years and years!

You can't see the double seal applied to Careystone asbestos siding. But you can see what it does to provide real customer satisfaction! Just ask your Carey Dealer for a demonstration!

You'll see how water rolls right off Careystone . . . can't penetrate to carry in dirt, grime and stains. Here at last is a siding that stays fresh and new-looking; is wonderfully resistant to sunlight and fading, fumes, chemicals, atmospheric deterioration.

Careystone Double-Sealed Asbestos Sid-

ing is a permanent material that will not rot, rust, corrode, burn, warp or buckle. Its Plastic-Silicone seal will not peel or wear away. And Careystone never needs protective painting or preservative treatment. Beautiful pastel shades in a variety of colors and a handsome striated texture win instant customer approval.

Be sure and ask your Carey Dealer to show you new Careystone Double-Sealed Asbestos Siding. Or, write to us for complete information. Address Department AB-6.

Colors: *Pastel Green*
Pastel Brown
Pastel Coral
Pastel Gray

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Serving Home, Farm and Industry Since 1873

The Philip Carey Mfg. Co., Lockland, Cincinnati 15, Ohio
In Canada: The Philip Carey Co., Ltd., Montreal 3, P. Q.

FRITZ B. BURNS, Progressive Los Angeles Builder

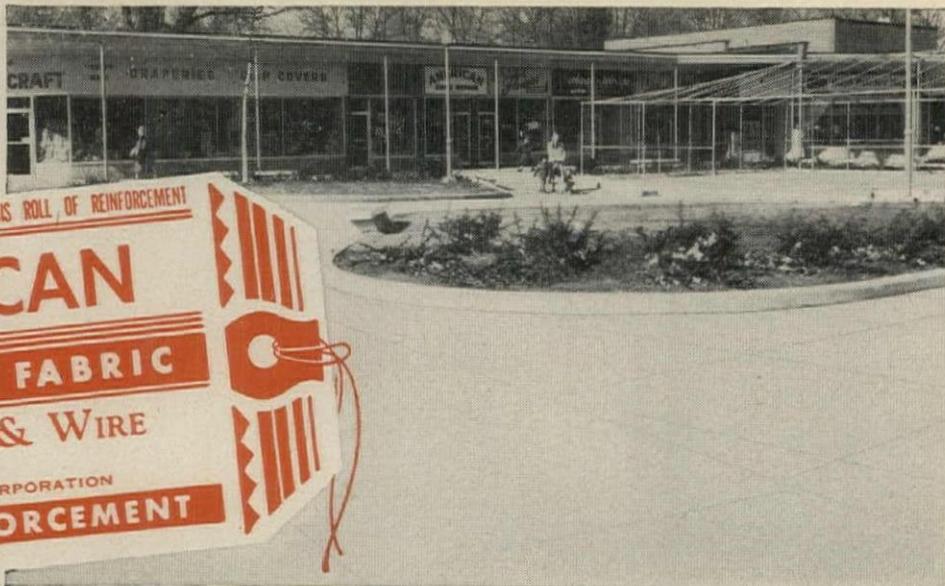


"A GREAT OPPORTUNITY for the home builder during the next few years will be the remodeling of America's millions of existing homes. In rebuilding—as in building—it's just good common sense to use nationally advertised, brand-name products. The practical home buyer looks for them, insists on them. That's one reason we've used 37 Post-advertised products in our jobs." (*Manufacturers of building materials, equipment and fixtures place more advertising dollars in the Post than in any other consumer magazine.*)

JUNE 1954

The Saturday Evening
POST
—gets to the heart of America

GOOD-LOOKING CONCRETE stays good looking and lasts longer when it is reinforced with American Welded Wire Fabric. American Fabric strengthens concrete, prevents destructive cracking. And it is easy to install.



This tag is your guide for durable concrete



PEOPLE ARE PROUD of smooth, crack-free driveways; and the driveways you build will stay that way, if you reinforce them with American Welded Wire Fabric. Not only driveways, but sidewalks, patios, porches, floor slabs, walls, and curbs last longer when you give them the extra strength of American Wire Fabric Reinforcement.

FOR concrete that stays smooth and attractive, that resists cracking, that lasts long, reinforce it with American Welded Wire Fabric: the brand with the red and white tag.

You're sure of good results from American Fabric because it is carefully tested before it leaves our factory. The wire size, wire spacing and welding are checked to insure that

every shipment is as good as we can make it.

This extra care pays off: American Welded Wire Fabric *exceeds* the new ASTM Spec. A185-53T; it gives you an extra factor of safety at no increase in cost. Ask your local distributor for the fabric with the red and white tag: high quality American Welded Wire Fabric.



PREFABRICATED ROLLS of American Welded Wire Fabric wound on large mandrels are available in a wide range of styles and sizes. There's a type for every concrete job you have.

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EVERY TYPE OF REINFORCED CONCRETE CONSTRUCTION NEEDS

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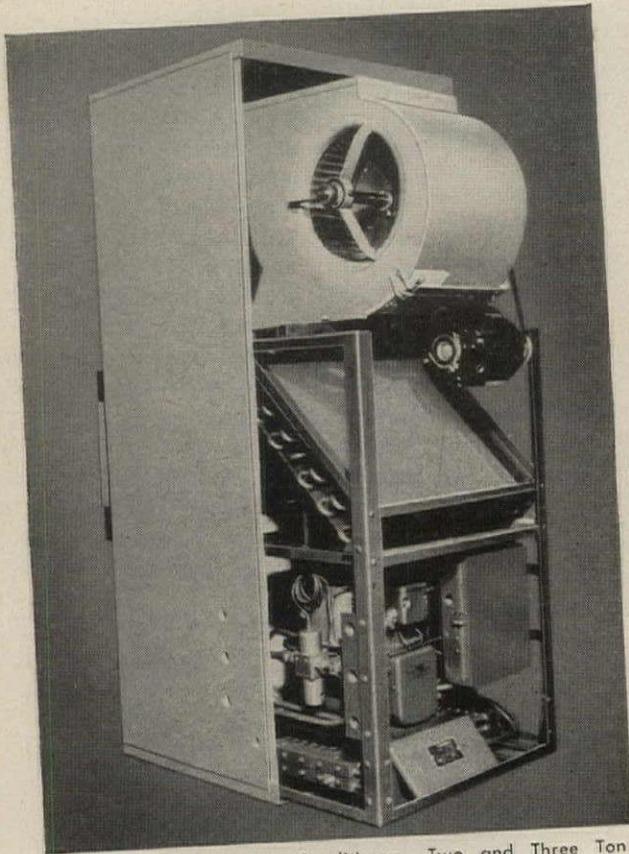


MOR-SUN YEAR 'ROUND

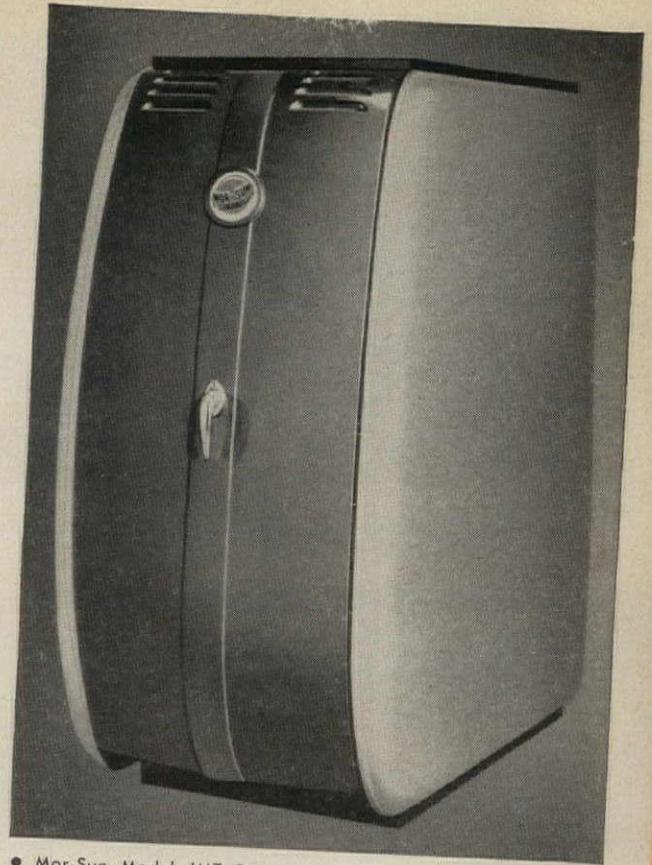
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● Mor-Sun Model JMT Forced Warm Air Furnace. There's a Mor-Sun Furnace for every heating requirement. Gas or Oil.

When you install Mor-Sun Year 'Round Air Conditioning you add all the *extra* appeal of truly modern, comfortable living to your new homes . . . at a surprisingly low cost. You make them doubly attractive to today's quality-conscious buyers. Your new homes are easier to sell.

Here are some other reasons for specifying Mor-Sun:

- . . . it's a complete quality line, competitively priced.
- . . . the right capacity, size and shape to fit *every* home.
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- . . . ideally matched, Mor-Sun Forced Warm Air Furnaces and Mor-Sun Summer Air Conditioners can be installed as a complete package or as individual units.

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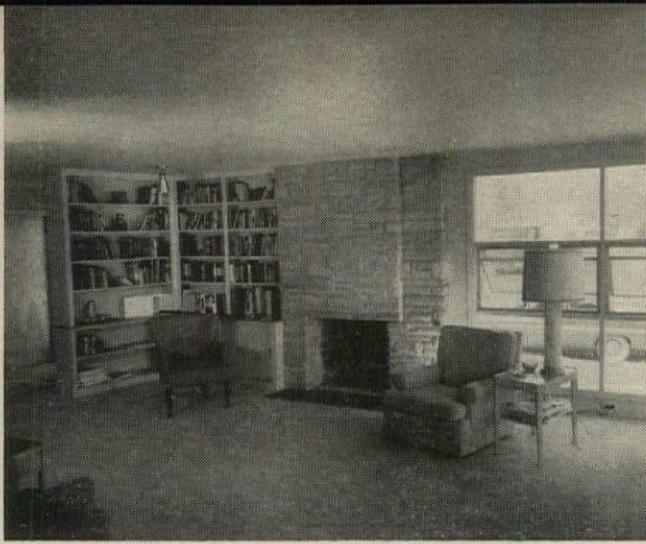
Also manufacturers of ROLY-DOOR STEEL GARAGE DOORS and CARRY-ALL TRUCK BODIES



Mor-Sun Furnace Division, MORRISON STEEL PRODUCTS, INC.
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Please send me all the facts about Mor-Sun Forced Warm Air Furnaces and Air Conditioners.

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Adjustable ceiling spot highlights corner bookcase, fireplace

Highland Park, Ill.—

site need not slope to fit a tri-level

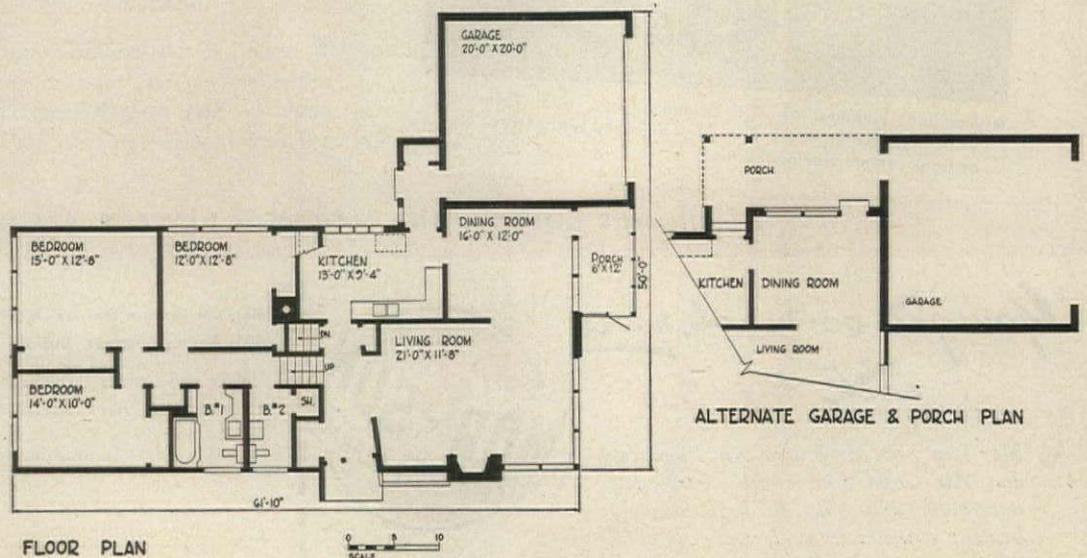


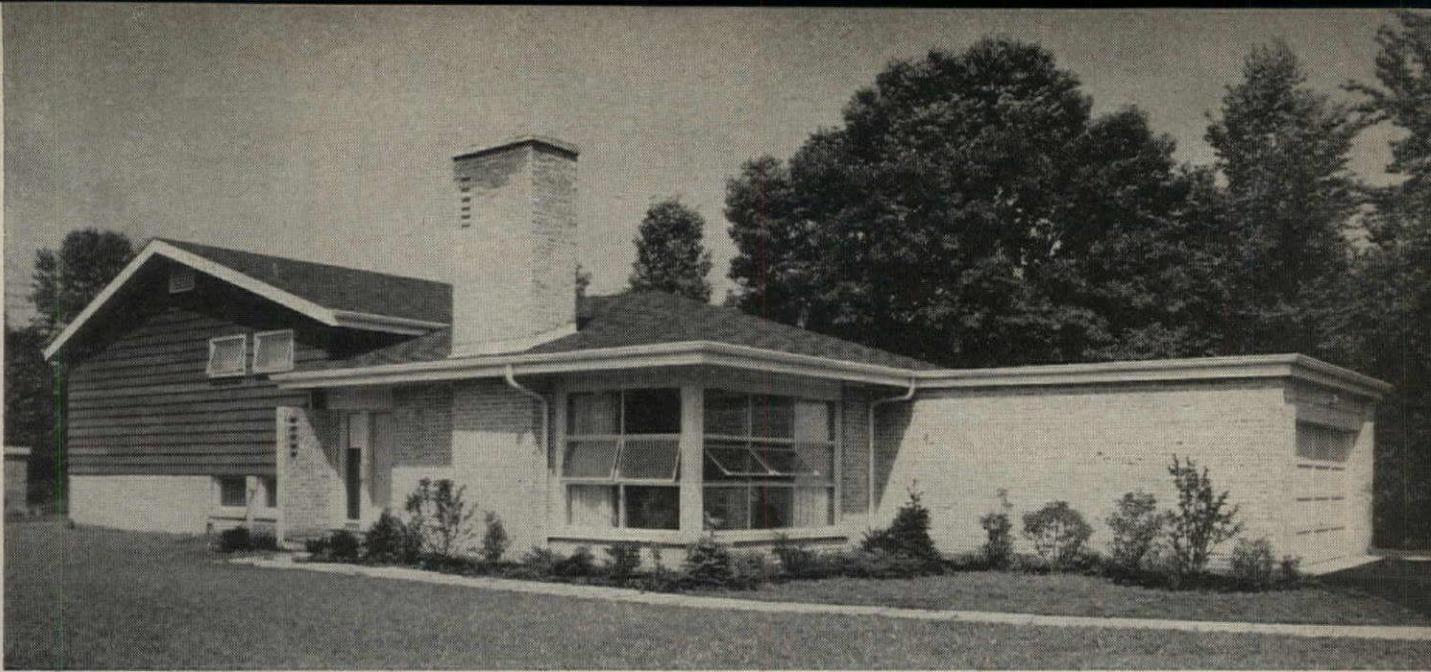
Upper level at rear is three-bedroom, two-bath wing

That the tri-level house can be adapted effectively to either a level or sloping site was conclusively demonstrated in a 13 unit project at Highland Park, Ill., developed by Missner & Passman, builders of Glencoe, Ill. Though the general area is slightly rolling, the individual lots were comparatively level.

Two basic plan types by Robert A. Hirsch, Highland Park architect, were used, each appearing in six of the homes. The thirteenth house was of a completely different design.

Through relocation of garage and porch units to conform to site orientation and a variation in roof style and pitch, each house was given a custom-designed look. Living and service zones of either plan were kept at grade, while the quiet zone was raised one-half flight and placed in the rear. This made avail-





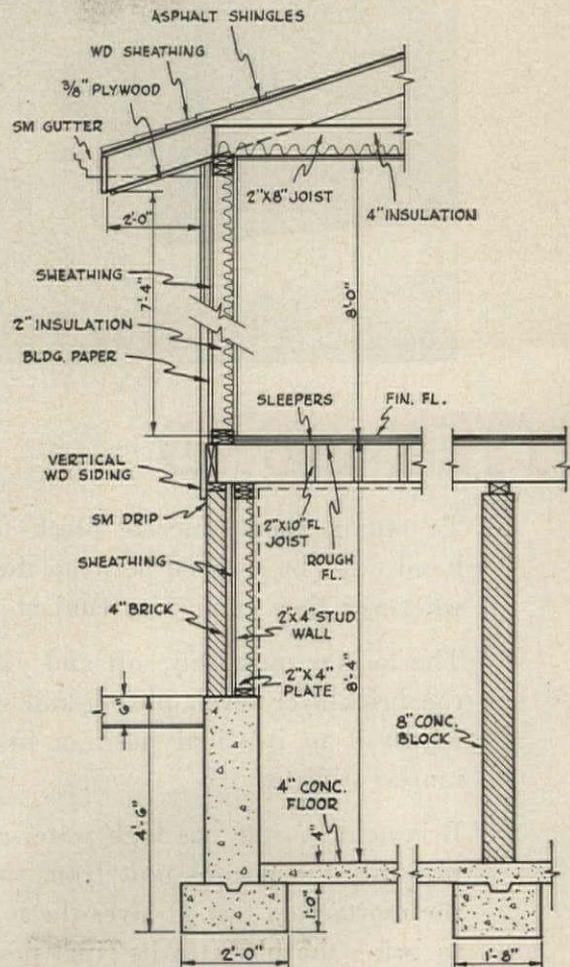
Variation has garage in front, shifts dining room windows and porch to side

able a large area below for present or future development.

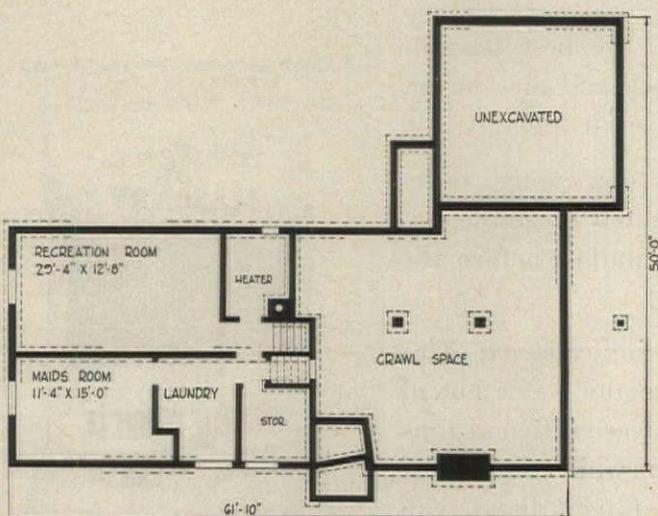
In his designs, the architect was mindful of a local ordinance limiting the depth of the basement floor to two feet six inches below grade if the area is to be used for sleeping rooms. Bedrooms can now be added as the need develops. Full length windows can be installed in these rooms.

Walls of the houses are frame and brick veneer, the frame portion being covered with redwood siding. Sloping roof is asphalt shingled; flat portions have a built-up roof. All rooms, including basement, are plastered. Framing for floors and roof consists of wood joists, rafters. Large windows are Thermopane.

The houses are placed on landscaped lots averaging 75 feet wide and are offered for sale at \$37,500 each.



SECTION THRU 2-STORY PART



BASEMENT PLAN

BRIXMENT

Better Mortar for Blocks



BETTER BOND

To obtain good concrete block walls, the best possible bond must be secured between the block and the mortar, wherever they come into contact with each other.

The mortar must stay soft and plastic long enough to let the bricklayer level, plumb and straighten the unit — to adjust it to its final position in the wall — before the mortar stiffens.

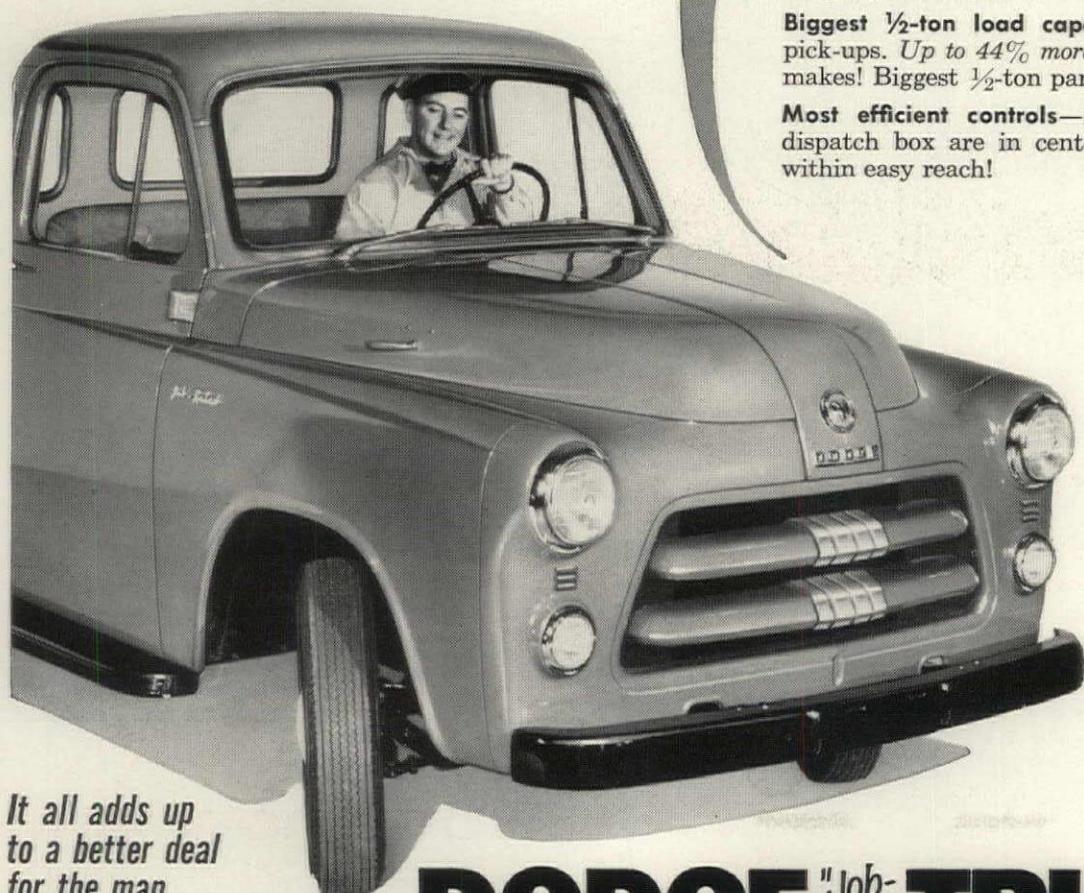
Brixment mortar has high water-retaining capacity. This prevents the porous unit from sucking the water out of the mortar too fast. It gives the bricklayer sufficient time to bring the block to its final position, while the mortar is still plastic enough to form a good tight bond with the block.



YOURS... the best
deal in the entire
truck field...

DODGE

Yes . . . compare the facts and figures shown at right and you'll come to this one clear conclusion . . . *Dodge trucks give you a better deal than any other leading make!* So, before you invest a single dime in a new truck, check the deal you get with Dodge! Visit your friendly Dodge dealer this week. He's ready to serve you—anytime you say.



It all adds up to a better deal for the man at the wheel . . . with new

DODGE "Job-Rated" TRUCKS

Look at these Dodge advantages! See how Dodge gives you a better deal in every way!

Sharpest turning with new steering system, 39° turning angle! B-108 pick-up U-turns in less space than most cars!

Widest, roomiest cab of them all, with 61¾" of hiproom, 58¾" of shoulder-room! Real 3-man size!

Best visibility with 951 sq. in. one-piece curved windshield—biggest of any truck! See *better*, see *more* with Dodge!

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Most powerful high-tonnage V-8's anywhere . . . 153 hp. in 2¾-ton, 172 hp. in 3-, 3½-ton!

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Lowest priced no-shift driving on low-tonnage trucks! Truck-o-matic transmission with gýrol Fluid Drive!

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Most efficient controls—all hand controls and dispatch box are in center of instrument panel within easy reach!

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Dodge
dealer
now!



*Oak is preferred by
8 out of 10 home owners*

The complete satisfaction that Oak gives homeowners makes this flooring the overwhelming choice in homes of all types and prices. Oak leads in beauty... economy... durability... style adaptability. No other flooring combines all these advantages so attractively as naturally beautiful Oak.

You know you're



No other floor has ALL the advantages of



Oak makes decorating easier

Oak is always in style. Its deep, rich beauty harmonizes with all furniture, fabrics, colors and building materials . . . and is appropriate with contemporary or traditional architecture. For home buyers this ease and economy of decoration is an important plus value; for builders it's a strong sales feature.



Oak won't fade nor wear out

There's no skin-deep beauty here! Nature gave Oak its mellow coloring and rich grain that go all the way through the wood. This beauty, which never fades out nor wears away, is combined with exceptional strength. Oak floors form an interior foundation that adds to the structural rigidity of the building.



Oak is warm and comfortable

The warm coloring of Oak floors reflects the real warmth they bring to a home. Oak's high insulating quality is an effective barrier to cold. It protects health and prevents costly heat loss. Buyers appreciate, too, the comforting foot-ease that the lasting resiliency of Oak floors gives to a home.

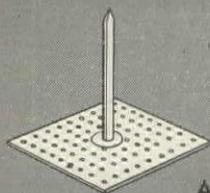
right when you specify OAK FLOORS



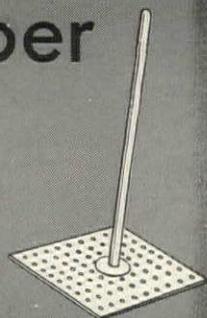
NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION
Sterick Building, Memphis 3, Tenn.

Two Good Points to Remember

GEMCO



ANCHOR NAILS

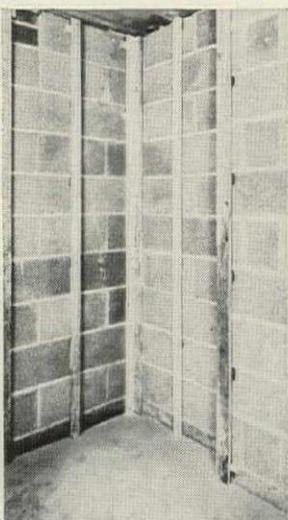


INSULATION HANGERS

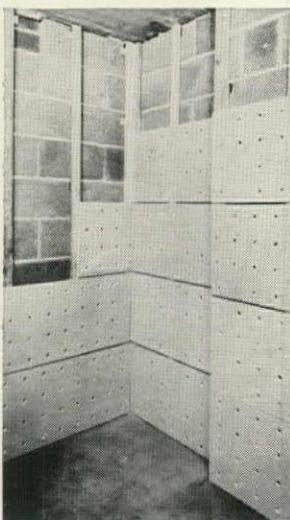
These Time-Saving, Cost-Cutting Fasteners Eliminate Drilling and Protect Walls From Damage



Gemco Anchor Nails firmly installed on concrete block wall with waterproof *Tuff-Bond Adhesive*.



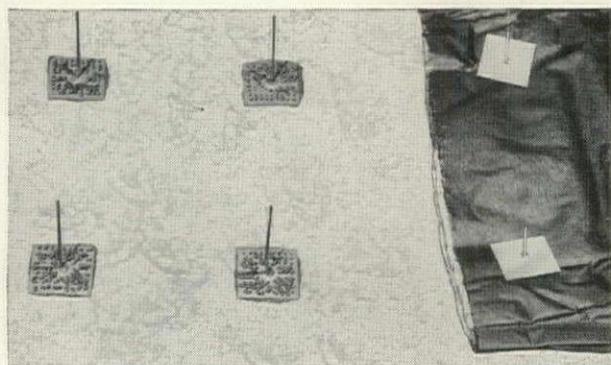
Furring strips held securely in place on concrete block wall with *Gemco Anchor Nails*.



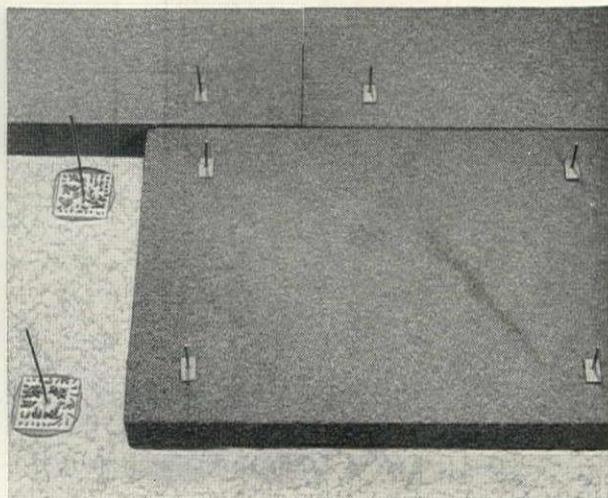
Wall covering, nailed to furring strips, is held permanently by *Gemco Anchor Nails*. (Rock lath above.)

USE *Gemco Anchor Nails* to install furring strips, plaster grounds, carpet strips, etc. For installing block and bat insulation, use *Gemco Insulation Hangers*. Both products cut labor costs ... eliminate need for drilling, welding wires, and use of mechanical fasteners ... speed jobs through fast at lower labor costs.

With *Tuff-Bond Adhesives*, anchoring to concrete, brick, tile and metal is safe, sure, permanent. This practical, economical method is used by builders everywhere for homes, buildings, air conditioning, refrigeration. *Gemco* products will prove their value on first trial.



Gemco Hangers used for bat type insulation. Points go through batting. Batting is locked firmly in place by applying *Gemco Speed Washer*. No welding, no bulky, expensive equipment needed.



Block type insulation hung on *Gemco Hangers*. Heavy-density glass insulation and fiber board are safely, tightly supported with the aid of *Gemco Washers*. You can always be sure of the most satisfactory results with these products.

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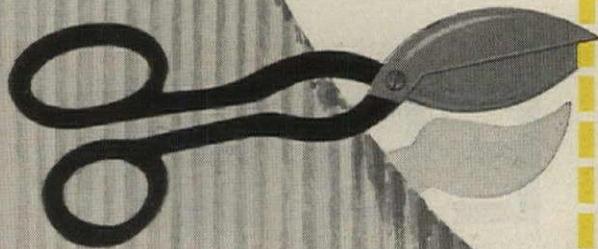
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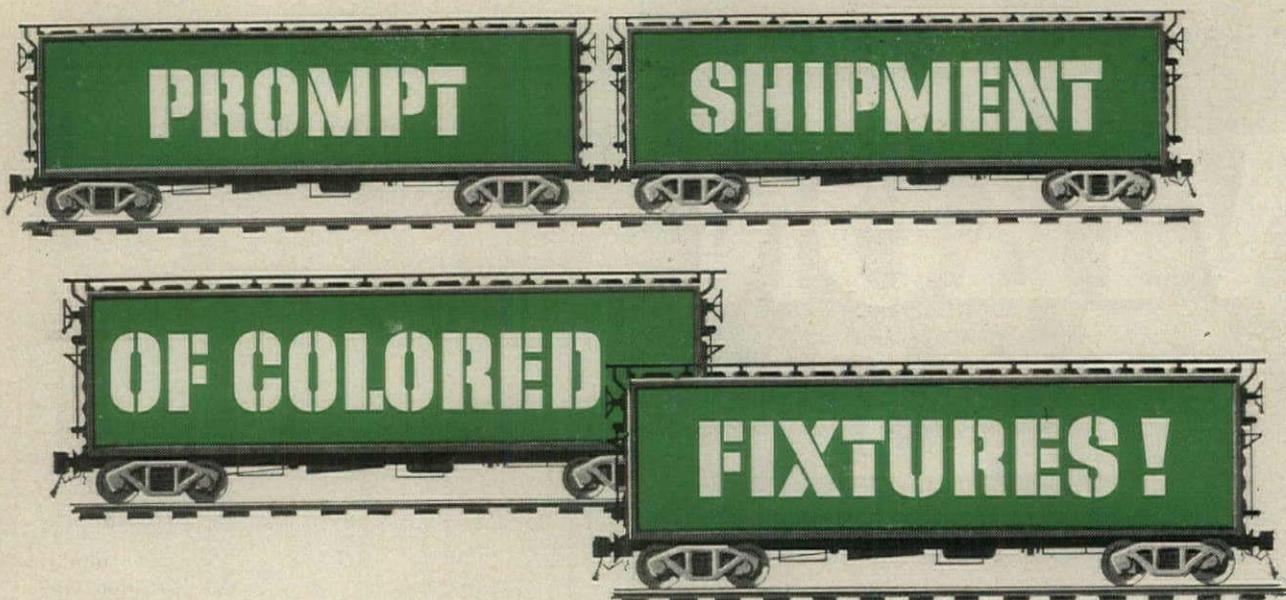
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Cole Sees FHA Program Sound; Revised Bill Expected to Pass

Congress May Drop Liberalized Portions

Congressional approval of the 1954 omnibus housing bill, somewhat revised from the House-approved version, is expected late this month, unless debate in conference committee forces a delay. Following the sudden White House order to investigate Federal Housing Administration activities, Washington insiders anticipated some liberalized portions of the proposed act might be dropped; others retained with safety measures added.

Before the Senate Banking Committee began executive sessions on the housing bill May 17, this was the prevailing opinion on Capitol Hill:

A warranty provision covering all new homes sold on a Government-insured mortgage plan was considered a virtual certainty.

Section 203, the part most used by builders, was conceded a good chance as far as the new mortgage limit of \$20,000 was concerned. Principal obligation would likely be set somewhere between House version of 95 per cent of first \$10,000 appraised value plus 75 per cent of the balance and 95 per

Won't 'Tear Up Machinery'



Albert M. Cole

cent of the first \$8,000 plus 75 per cent of the balance.

Little hope was seen for liberalization of Title I home repair loans, although the longer term might be permitted. Two safeguards were likely to be considered. One would require the lender to check that work was done and the customer satisfied. A co-insurance feature would require a bank having a higher than average loss ratio to lose some of its own money.

Definite changes in the rental housing program were foreseen. Though slightly higher mortgage amounts might be allowed, all loans were expected to have an "anti-mortgaging-out" clause. This would require the mortgagor on completion, to certify that actual cost exceeded amount of the mortgage or to certify the amount by which the mortgage exceeded actual cost and pay it back to the mortgagee who would apply it against principal of the loan. Further restrictions were in prospect.

A provision for an open-end mortgage was expected to limit such use to an actual improvement of the property.

Probe May Extend To Other Sections

While a three-way probe into Federal Housing Administration affairs continues, the man who touched it off has assured the nation that FHA programs are entirely sound, have made a "monumental contribution" to the country's housing progress and are "vitally necessary" to keep the housing economy moving ahead.

Housing and Home Finance Administrator Albert M. Cole said the investigation was needed to "bring to justice" officials he accused of being "guilty of fraudulent practices." He emphasized that a basic objective was "to restore public confidence in a strengthened and improved FHA."

Cole declared that relatively few of the 5,065 FHA employees have been guilty of fraud and added that "certain activities" in the program are being corrected. "We are not going to tear up the machinery," he said, because some of the parts need replacing. To do that would bring untold damage and loss."

Public Hearings Likely

The Senate Banking Committee delayed deliberations on the new omnibus housing bill two weeks to interrogate several key witnesses. It expects to resume intensive investigation soon, with public hearings planned for some major cities. Senator Homer Capehart of Indiana, chairman, estimated that sponsors of some 7,000 Section 608 rental projects had obtained "windfall" profit of about \$500 million—difference between their loan amounts and actual cost.

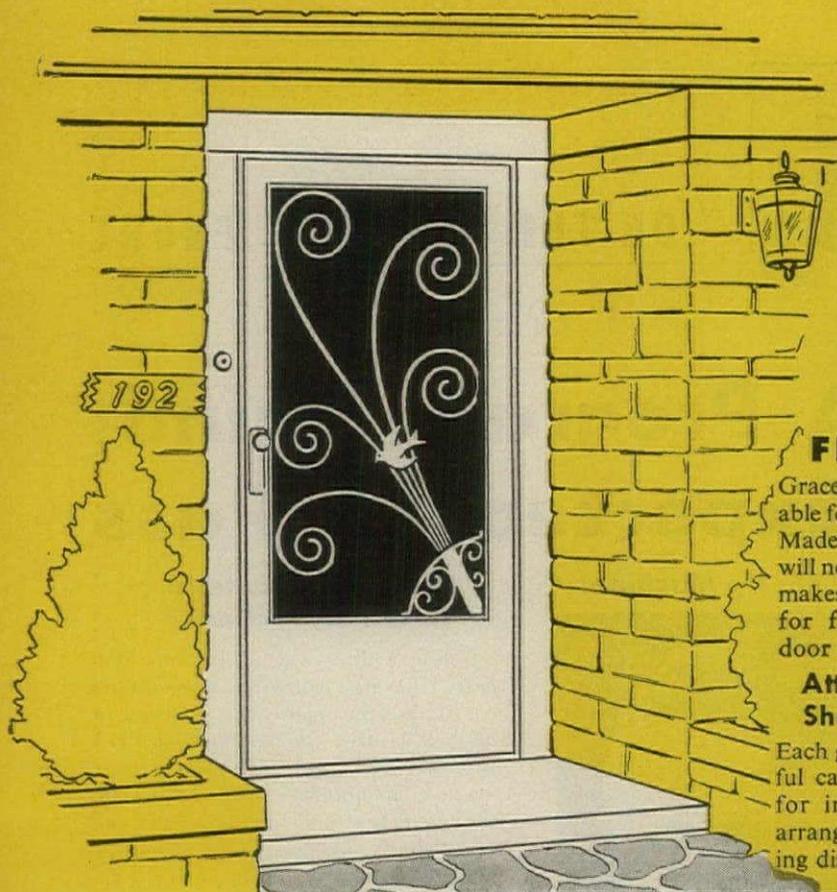
Senator Frederick G. Payne of Maine, a committee member, called for a study of FHA appraisals on one-family homes. William F. McKenna, deputy administrator of HHFA, noted that numerous complaints of FHA activities other than the home repair and Section 608 rental housing divi-

(Continued on page 42)

Under Fire



Clyde L. Powell



M-D

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FITS-ALL NO. 5

Gracefully designed, yet fully adjustable for nearly all wood or metal doors! Made of silvery-satin Alacrome that will not rust or tarnish. Patented holder makes installing easy! Surface clamps for fastening grille to outside of door included.

Attractive Display Carton Shows 'em and Sells 'em!

Each grille packed in individual, colorful carton with complete instructions for installing and suggestions for arranging scrolls. Really an eye-catching display!



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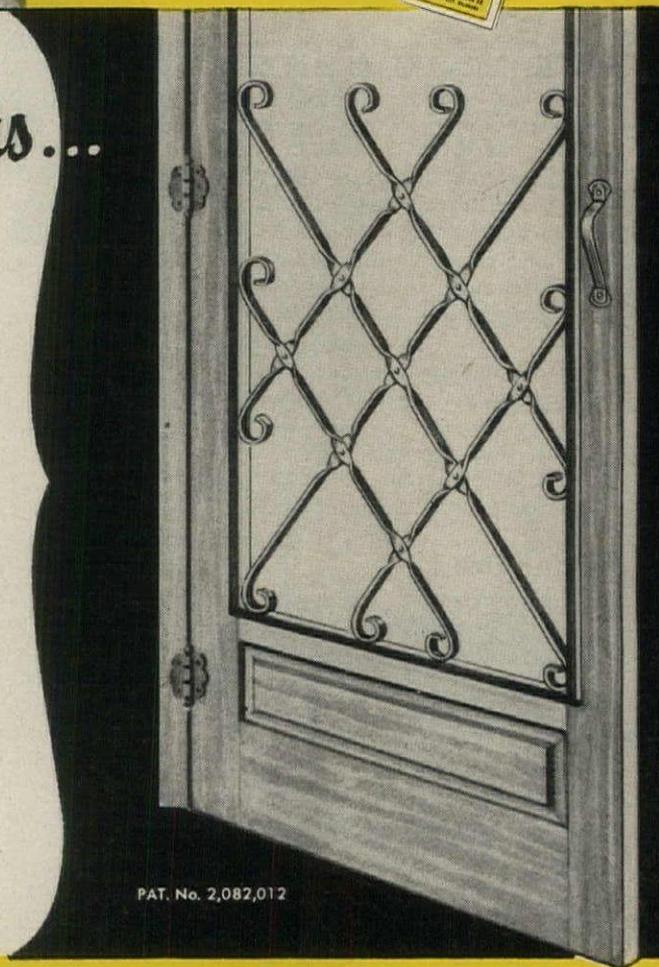
FITS-ALL NO. 1—Instantly adjustable to all screen doors. Accordion-like action permits expansion from 16" to 30 $\frac{3}{4}$ " in width between stiles and from 40 $\frac{1}{2}$ " to 30 $\frac{3}{4}$ " high. Squared up size is 30 $\frac{3}{4}$ " x 30 $\frac{3}{4}$ ". Packed 12 to carton—screws furnished. Made of Alacrome—silvery-satin finish.

FITS-ALL NO. 2—For doors with divided sections. Each side adjusts from 13" wide and 19 $\frac{3}{4}$ " high to 14 $\frac{1}{2}$ " wide and 17 $\frac{1}{2}$ " high. Will not rust or tarnish. Packed 12 pairs to carton.

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FITS-ALL NO. 4—For upper section of doors. Adjusts from 19 $\frac{1}{2}$ " wide and 34" high between stiles to 33 $\frac{3}{8}$ " wide and 20 $\frac{3}{4}$ " high between stiles. Will not rust or tarnish. Packed 12 to carton.

FITS-ALL NO. 7—Adjusts from 18" wide to 32" high between stiles to 24 $\frac{3}{4}$ " wide to 27" high. Squares up at 26" x 26". Packed 12 to carton.



PAT. No. 2,082,012



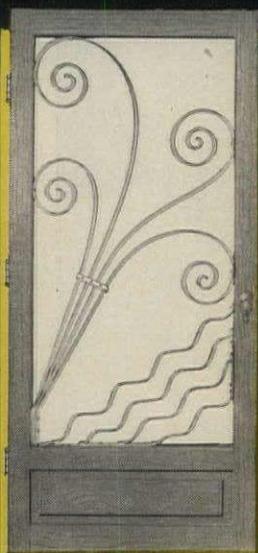
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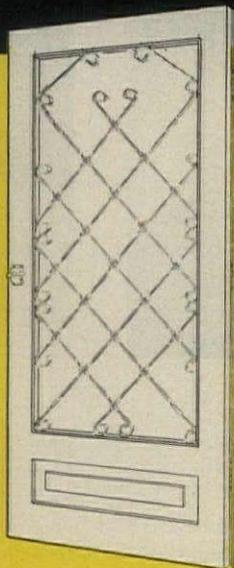
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FITS-ALL Adjustable Screen Door GRILLES

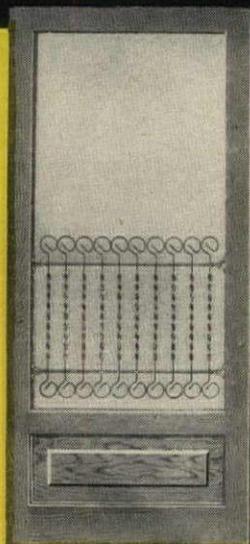
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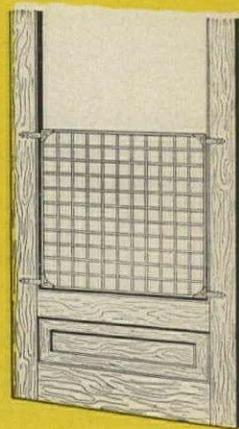
FITS-ALL NO. 56—Easily installed and fully adjustable. Made of Alacrome with silvery-satin finish—will not rust or tarnish. Packed in individual carton.



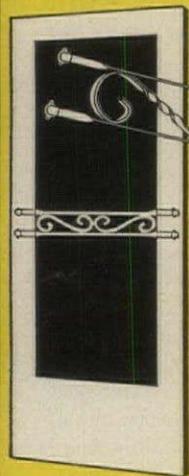
FITS-ALL NO. FS—Fits full-size panel. Adjustable from 22" to 30" wide and from 75" to 55" high between stiles. Packed 6 to carton.



Nu-WAY—Comes in silvery-satin aluminum or steel with black enamel finish. Fits 30" and 32", 36", 42" doors. Easily installed on doors or as window guards.



Nu-GARD—Interlaced ribs form strong protection for screen. 32" fits screen openings from 24" to 28 1/2" and 36" fits openings 28" to 31 1/2". Silvery-satin Alacrome will not rust or tarnish!



Nu-WAY

Nu-WAY PUSH GRILLE—4" high, made of silvery-satin Alacrome. 32" fits openings from 24" to 26" wide and 36" fits between stiles from 28" to 30". Packed 12 to carton.



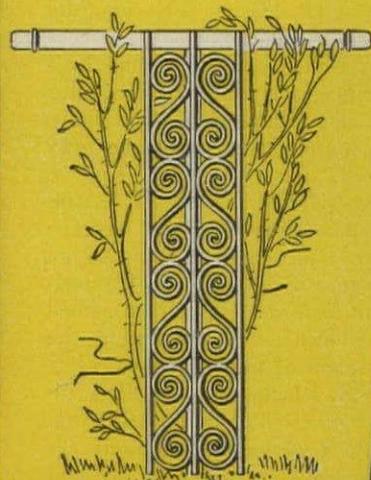
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Nu-WAY DELUXE PUSH GRILLE—For aluminum or wood doors. 6" high, made for 32" or 36" doors. Silvery-satin finish, will not rust or tarnish! Packed 12 to carton.



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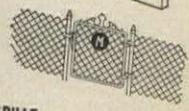
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 MAILBOX	 SCREEN DOOR GRILLE	 GATES
------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------

Cole Finds FHA Program Sound; Probe May Widen

(Continued from page 39)

sions under fire have been received. "We're going to look into all FHA activities before we're through," he said.

Powell on the Spot

Clyde L. Powell, who headed FHA's rental housing division from its inception, was in the most unenviable position. The day after his resignation was announced, Cole "broke" the FHA story, ordered withdrawal of his accepted resignation, and charged him with "very negligent operation." Called before the Capehart group, Powell invoked the Fifth Amendment, refused to testify.

Senator Harry F. Byrd of Virginia, chairman of another investigating group, the Joint Congressional Committee on Reduction of Non-Essential Federal Expenditures, urged the Justice Department to begin immediate legal proceedings against Powell. He said Powell, "in my judgment is the key official with respect to the overvaluation of properties under Section 608." He also accused Powell of being the FHA official "whose losses in gambling first attracted the attention of the FBI."

Byrd also requested Cole to submit extensive information of FHA's administration of several sections of the



A. J. Frenz



B. C. Bovard

housing act. During a hearing of his committee, Byrd said he had addressed Cole last summer, asking how FHA "justified guaranteeing such high loans, on projects costing so much less, to borrowers that had very little capital to start with." Cole's reply, he said, "failed to answer the question."

Other Officials Ousted

Another FHA assistant commissioner to be ousted was Arthur J. Frenz, in charge of Title I since 1947 and associated with the home loan repair section since 1934. At the time,

Conducting Congressional Investigations



Senator Capehart



Senator Byrd

Cole said he had "no evidence of any illegal activities" on his part, but gave no reason for his action.

Guy T. O. Hollyday, resigned FHA commissioner, told the Senate Banking Committee he knew abuses existed in home loan repair loans when he took office last year, and took steps to tighten the regulations last December. He pointed out a three-man policing staff, later doubled to six, was helpless in the light of the tremendous volume of such loans.

Burton C. Bovard, FHA general counsel since 1940, was charged by Norman P. Mason, acting commissioner, with failure to "carry out the functions of his office satisfactorily; given 30 days to reply or be fired. Previously, he had been placed on leave after refusing a request to resign.

Applications Hit Peak

An encouraging report by Mason disclosed that one week after the investigation was announced, mortgage insurance applications covered 13,846 dwelling units in a week. It was the largest volume for any week since May 15, 1953, when a 14,242 total was recorded right after the interest rate was increased.

Mason established a review committee headed by J. S. Baughman, acting deputy commissioner, to assist in determining action needed to improve FHA operations. Others in the group included 20 FHA and HHFA staff members, Edmund Chapman, Kansas director of FHA, and W. Herbert Welch, who was executive director of the President's Advisory Committee on Government Housing Policies and Programs, were appointed as special assistants to Mason. Welch is slated to direct the new FHA information program.

Early last month, R. G. "Dick" Hughes, president of the National As-

sociation of Home Builders, named a committee to consult periodically with Cole, Mason and other housing officials on current FHA procedures and measures to strengthen public confidence in the agency. NAHB's first vice president, Nathan Manilow of Chicago, heads the group. Other members include Emanuel M. Spiegel of New York, NAHB past president; Franklin L. Burns, Denver, NAHB secretary; E. J. Burke Jr., San Antonio, and Earl W. Smith, El Cerrito, Calif.

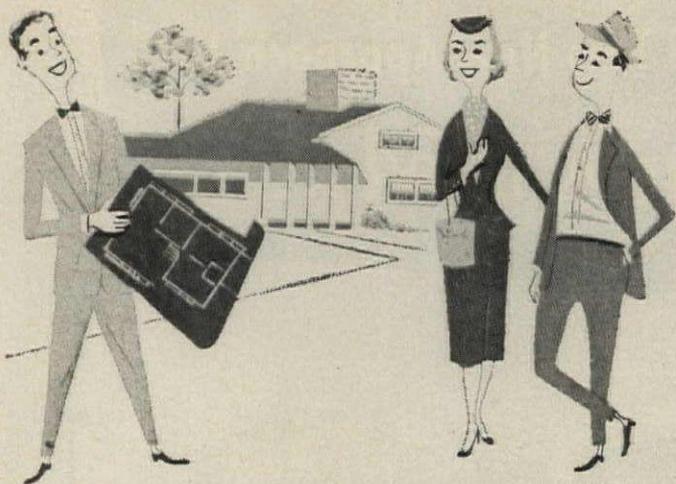
Hughes Commends Capehart

Hughes commended the Capehart investigation in a radio address at Fort Wayne, Ind., during a Home Builders Association of Indiana meeting commemorating FHA's 20th anniversary. He said; "Senator Capehart has conducted very fair and very impartial hearings. He is honestly and sincerely endeavoring to search out all the facts on the past operations of the FHA and plug all possible loopholes in the housing bill."

The NAHB leader declared "the home building industry will not condone any fraud against the home buying public or the United States Government. If any such frauds have been committed, they should be fully prosecuted."

Hughes paid tribute to FHA, said it "has done more for the average American than any other institution and, because of it, millions of Americans who have never before dreamed of home ownership are today the proud owners of their own homes."

Clyde R. Black, regional FHA director, prophesied at the meeting that "when these three investigations are over, I'm sure that less than 1 per cent of FHA employees and less than 1 per cent of the builders will be involved."



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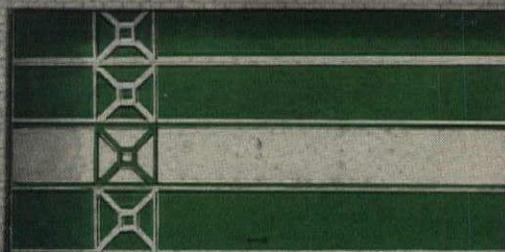


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*is the driveway that
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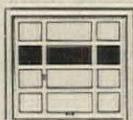
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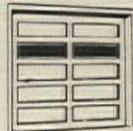
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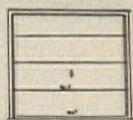
TRILINE
Wedge-Tight



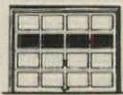
LEVELINE
Wedge-Tight



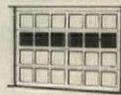
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Six basic doors, in a wide range of sizes, satisfy every need ... please every eye.

For industrial, farm or service station installations, Calder makes a complete line of Commercial Garage Doors.

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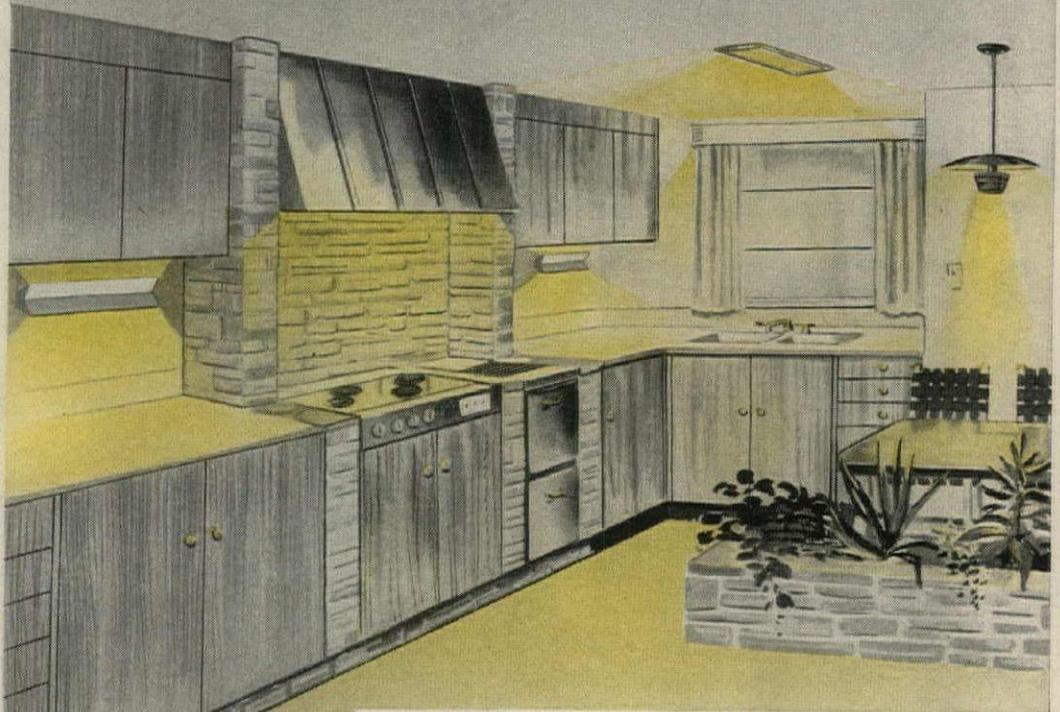
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"Inspiration-Lighting"

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is one of the most important features I've ever offered in my homes."—
Harold W. Cheel, developer of
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Inspiration-Lighting in the kitchen brings out the beauty—and the real value of cabinets, appliances and wall coverings.



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Here's the complete story... in a full color manual of "*Inspiration-Lighting*" ideas. \$1.00 is all it costs and you get it back with your first \$10.00 purchase of Moe Light fixtures. Full refund if you're not satisfied with the book and it is returned to Moe Light within 10 days (and here's a tip: Many builders are using the "*Inspiration-Lighting*" manual as a selling tool for themselves in talking decorating ideas with their prospects.)

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NAHB Names Rogg Chief Economist; Appoints Canavan

Specialists in the economics and construction fields were added last month to the steadily increasing staff of the National Association of Home Builders.

Nathaniel H. Rogg, former chief of the statistics and reports section, Housing and Home Finance Agency, was engaged as chief economist, while Richard J. Canavan was engaged as



N. H. Rogg



R. J. Canavan

assistant director of the construction department and to assist the NAHB Research Institute.

After 14 years in government research, Rogg joined NAHB to conduct economic and statistical studies vital to industry activities, according to John M. Dickerman, executive director.

Canavan formerly served as technical director of the Producers' Council and as sales engineer of the Ingersoll Steel-Borg Warner Corporation.

Cook Leaving NAHB For New D. C. Post

G. Yates Cook, director of the National Association of Home Builders rehabilitation department, is leaving the organization to become staff director of a new industry and business committee in Washington, D. C., headed by Philip L. Graham, publisher of the Washington Post. Announcement of the change was made during the NAHB board of directors spring meeting.

In his new post, Cook will act to keep the committee informed of traffic, parking and related problems, as well as housing conditions, in Washington.

For more than a year, Cook sparked an NAHB drive on rehabilitation and slum clearance, the effects of which are now beginning to be felt in several large cities. The home builders' group reported it would continue to exert every effort behind the rehabilitation movement.

Dickerman's Column:

John M. Dickerman, Executive Director,
National Association of Home
Builders of the United States



Public Confidence in FHA Essential To Housing Industry, National Economy

The home building industry marks a big milestone in its history this month—the 20th anniversary of the creation of the Federal Housing Administration.

Many authorities today trace the astounding growth of the home building industry and the rise of the merchant builder in the United States directly back to the day in 1934 when FHA made its first faltering start in the field of mortgage insurance. Certainly it is true that the mass financing tools which FHA has made available over the years did much to open up home ownership for the mass market and exerted a profound influence on all forms of mortgage credit. The FHA firm commitment gave the home building industry for the first time a production credit tool somewhat comparable to that which long had been available to every other major industry.

It would be tragic, indeed, if the recent furore over the Washington investigation into alleged irregularities in FHA's home repair program and in the long-defunct Section 608 (rental housing) were to result in a loss of public confidence in all FHA programs. The results would be grave for the housing industry and for the whole national economy which depends so heavily on home building for its strength and prosperity.

Fortunately, Housing and Home Finance Administrator Albert M. Cole has given the nation solid assurance that this will not be allowed to happen. Cole has pointed out that the alleged "scandals" in any case affected only a small fraction of FHA's multi-billion dollar operations and a tiny minority of the agency's employees. These statements have served to put the whole affair into its proper perspective and to reassure the public that FHA's worth-while housing programs will be continued.

Some figures on FHA's 20 years of operation will illustrate the enormous scope and basic soundness of the agency's housing programs:

More than 13,000,000 Americans today live in homes bought under the FHA mortgage insurance program.

Since June, 1934, FHA has insured some 3,500,000 mortgages totaling over \$26 billion dollars and covering more than 4,300,000 dwelling units.

FHA has been called upon to make good in its insurance contracts for less than one-half of one percent of the number insured and the net dollar loss on those defaults amounts to less than \$5,500,000.

FHA net income amounted to more than \$400,000,000 during its 20 years' existence, after paying off all losses and repaying to the U.S. Treasury all the money advanced by the government to set up its insurance funds and to cover operating expenses in its early years.

Since 1940, FHA's operating expenses have been met from its own income and no Federal appropriations have been needed for it.

Since 1934, insurance on approximately 1,500,000 mortgages with a face amount of more than \$7½ billion dollars has been terminated by payments or prepayments in full, insurance of superseding mortgages or other reasons.

FHA's mortgage insurance system is based on the premise that there is no inherent risk in the mortgaging of homes that are built to proper standards and sold at fair prices to families who can demonstrate their ability to pay for them. The risk of loss arises fundamentally from cyclical declines in the general level of business.

FHA today is peculiarly fitted to meet the latter contingency by reason of the fact that it is empowered, in case of default on an insured mortgage, to give the mortgagee a long-term government debenture. Although it now has actual reserves of more than \$300,000,000, FHA would not be required to make large cash outlays in case of a recession but could defer such payments until the maturity date of the debentures. In the meantime, the lender would have an interest-bearing government security and FHA would be able to obtain at least a minimal revenue from the defaulted property until such time as the economy recovered from its slump and a satisfactory sale could be made.



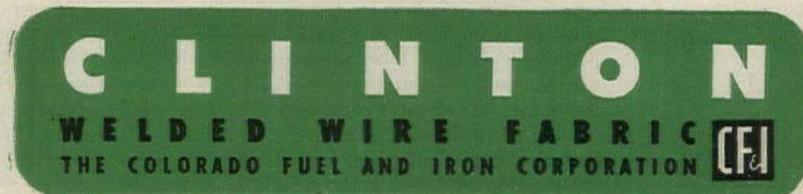
BUILT FOR THE FUTURE

The future of America belongs to its school children. Thus, today's efficient modern school buildings are "Built For The Future" in more ways than one.

Increasingly, school boards who look to the future favor schools built with reinforced concrete. Such construction means clean lines and attractive appearance . . . extra strength and durability . . . long-lasting weather resistance . . . utmost protection from fire.

School builders, architects and engineers find it pays to specify CF&I Clinton Welded Wire Fabric for their concrete reinforcing needs. This fabric provides strong steel members closely and uniformly spaced for proper load distribution and added strength. CF&I Clinton Welded Wire Fabric meets all A.S.T.M. requirements; is available in all popular sizes and weights.

THE COLORADO FUEL AND IRON CORPORATION, Denver and Oakland
WICKWIRE SPENCER STEEL DIVISION, New York, New York



Requests for VA Appraisals Near All-Time Peak

Persistent reports that mortgage financing difficulties are disappearing, particularly where GI loans are concerned, were officially recognized by the Veterans Administration last month. During the first quarter of 1954, VA reported it received 65 per cent more appraisal requests from builders and lenders than for the same period last year. For March alone, the total of 36,501 units in appraisal requests was the highest monthly figure since the all-time peak of October, 1950, just before credit curbs were invoked.

VA also reported appraisal assignments by its regional offices for existing homes increased 15 per cent during the first three months of this year over the totals for the same period in 1953.

Pointing out that the big increase in appraisal requests was general throughout the country, VA said "most builders are finding it easier to get advance financing commitments for large projects and veterans are finding lenders more willing to make GI loans on existing properties. The trend, it was felt, would be reflected in a sharply rising loan application rate within the next few months, since these are normally submitted after reasonable value has been determined by appraisal.

Ten Dealers Win NRLDA Merchandising Contest

Ten dealers from as many states have been declared winners of the 1954 public relations and merchandising contest sponsored by the National Retail Lumber Dealers Association. The board of judges, comprising the editors of several building, lumber and building material magazines, met in Chicago April 14 and selected the winners from 66 entries.

The successful contestants included R. F. Mestayer Lumber Company, New Orleans; Ebenreiter Lumber Company, Sheboygan, Wis.; Nuttle Lumber & Coal Co., Denton, Md.; Bailey Lumber Co., Bluefield, W. Va.; Olshan Demolishing Co., Houston, Texas; R. T. Arnold Lumber Corp., Adams, Mass.; Renuart Lumber Yards Inc., Coral Gables, Fla.; A. W. Burritt Co., Bridgeport, Conn.; River Road Lumber Co., North Tonawanda, N. Y., and Potter Lumber & Supply Co., Worthington, Ohio.

Dealer's Viewpoint

H. R. NORTHUP, Executive Vice President,
National Retail Lumber Dealers Association



Stress Soundness of FHA Title I Loans Arranged Through Established Dealers

Our merchandising committee has been urging retail lumber dealers to repeat two basic ideas to their customers at every opportunity. Those ideas are, first: "If you are planning to build anything, see us first," and, second: "If you are planning to build anything, we can arrange for easy monthly payments."

The second appeal has been an unexcelled builder of profitable volume for dealers who use it consistently, and it will be equally effective in the future. But in many communities where the FHA investigation has been prominently featured via press, radio, and TV, it will be necessary for dealers to reassure the public as to the inherent soundness of Title I.

The public must be assured that it need have no fear of exploitation or overcharging when Title I loans or similar credit terms are arranged through established, reputable, local dealers and financing institutions. This story needs to be told and re-told in the proper way until the memory of the "dynamiters" and the "irresponsible operators from out-of-town" has disappeared from the public mind.

The job cannot be accomplished by press releases alone. It will require steady repetition in dealer advertising. If that is done, the Title I "scandal" will have had an over-all wholesome effect, because the use of Title I will continue and dealers no longer will have to worry about the fly-by-nighters who have cut into their legitimate business while exploiting the home owner.

This is the sort of story that needs to be gotten across to property owners:

"Whenever you want to repair or improve your home, see us first for quality materials and sound workmanship. We will help you arrange easy monthly payments through the local bank or savings and loan association of your choice. Dealing with established, reputable, local concerns is your best guarantee of quality and economy. See us before you sign any contract for home improvements."

"Warnings such as "Watch out for the Out-of-Town Gyp Artists" will only help keep the scandal alive and discourage buying, unless there should be a reappearance of the shady operators.

The potential demand for time-payment property improvement loans has scarcely been tapped. Retail lumber dealers in many cases have placed major emphasis, in their advertising and promotion, on the sale of individual building materials instead of end-use packages. Some have assumed that it was the function of the lending institution to sell the advantages of easy payments.

As a result, a good many families which need a new roof or a garage or an extra room have refrained from buying because they weren't in position to pay for the job in cash or in a few months.

Yet those dealers who have had the foresight to advertise "A new garage for \$11.85 a month" or "A new roof for only \$7.45 a month" have seen a good deal of extra business come in. And more than that, they have set up standards which make it difficult for any out-of-town exploiter to do business successfully in their community.

Dollar Volume in April Remains at Record Level

Dollar volume of construction activity continued at a record level in April, with total outlays rising 9 per cent during the month to \$2.8 billion, according to preliminary estimates of the United States Commerce and Labor Departments. The gain brought construction expenditures for the first four months to more than \$10 billion or 2 per cent better than the same period last year.

Colorado School Girl Wins NAHB Essay Award

Anne Kirk, 18, a 12th grade student at Central High School, Pueblo, Colorado, won the \$500 grand prize and an all-expense trip to Washington, D.C., in the National Association of Home Builders' second annual essay contest, according to Leonard L. Frank, NAHB educational committee chairman. Miss Achsah Hardin, teacher, won an all-expense trip to Washington with her pupil.

WE LOOKED AT THEM ALL . . . THEN CHOSE
THE HOME WITH

B & G *Hydro-Flo** Heating



Installs on any hot water heating boiler

The basic units of a B & G *Hydro-Flo* System are (1) the Booster Pump to circulate hot water through the system (2) the Flo-Control Valve to prevent an over-ride in temperature and (3) the domestic Water Heater

To sell homes these days, you've got to please the ladies! That's why B & G *Hydro-Flo* Heating gives you a big competitive edge—it has all the features which appeal to women.

B & G *Hydro-Flo* Heating offers comfort and economy advantages which only a *forced hot water* system can give! Radiant sunny warmth, to begin with, which assures warm, draftless floors—ideal for children. The heat supply is automatically adjusted to the weather—no stuffy overheating—no fuel waste.

With baseboards or radiant panels, B & G *Hydro-Flo* Heating provides the perfect answer to women concerned with the beauty of their homes . . . there's no interference with furniture or drapery arrangement.

For the complete story, send for color illustrated booklet.



Fuel economy

Automatic modulation of the heat supply prevents fuel waste—keeps heating cost at rock bottom.



An abundance of low-cost hot water

A plus selling feature—year 'round hot water for kitchen, laundry and bath, heated by the same boiler that heats the house. Plenty for automatic washers, showers—ever-ready, really hot.



A ring of warmth around the house

B & G *Hydro-Flo* Heating with modern, unobtrusive baseboard heating panels provides draftless, evenly distributed heat—prevents icy downdrafts from the windows. Radiant panels, convectors and radiators can also be used.

*Reg. U. S. Pat. Off.



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Dept. DL-11, Morton Grove, Illinois

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AMERICAN BUILDER

Your Profit Starts With the First Cut!

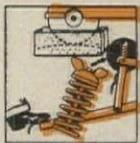
Clipper
"SAILS RIGHT THRU"
SAWS & BLADES

... and
FREE TRIAL
Guarantees
it!...

MADE BY THE ORIGINATORS!

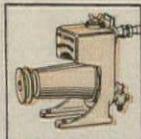
Clipper made the World's FIRST Masonry Saw nearly 20 years ago... still makes the World's FINEST Saws and Blades for every Masonry and Concrete cutting job.

**OTHER PATENTED
CLIPPER FEATURES**



PRESSURE EQUALIZER

Cushions pressure, cutting hard or soft materials. Gives fast cuts and long blade life.



WET or DRY PUMP

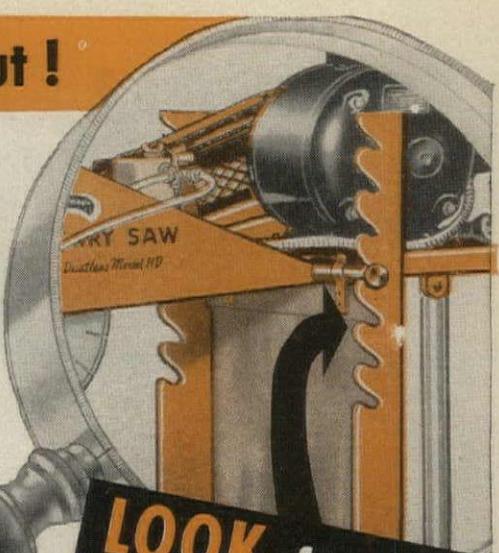
Factory Sealed Pump changes Dry Cutting to Wet by turning a valve. Needs no maintenance—no belts to remove.



MODEL NO
ONE OF 15 MODELS
PRICED FROM \$265



LOOK FOR THE
BRIGHT ORANGE COLOR
AND THE
TRADE-MARK CLIPPER!



**LOOK for the
NOTCHES
AND THE BRIGHT
ORANGE COLOR**

Clipper
SIMPLE in operation
RUGGED in construction
DEPENDABLE in performance

BE SURE — BUY CLIPPER! Patented "SELECT-A-NOTCH" gives instant, positive height adjustment for cutting Quarry Tile, Concrete Block or Stone. Clipper's exclusive deep-seating NOTCHES guarantee true Cutting Head alignment—for maximum blade life... increased production.

**You Can Depend On
CLIPPER BLADES
for CONSISTENT QUALITY
From Rim to Stub!**

SPECIFY GENUINE CLIPPER—and take the gamble out of Blade buying! Nearly 20 years of field and laboratory research PLUS rigid manufacturing controls is your assurance of Consistent Quality in every genuine Clipper Blade. A complete range of specifications for low cost, faster cuts in all types of Masonry Materials, Asphalt and Concrete.

**Clipper "Wet" or "Dry" Abrasive Blades
Clipper Diamond Blades
Clipper Break-Resistant (CBR) Blades**

Buy Them By The Case for Greater Savings!

4 OUT OF 5 BUY CLIPPER

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- LOS ANGELES
- NEW ORLEANS
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- MILWAUKEE
- ST. PAUL

- INDIANAPOLIS
- NEW YORK
- PITTSBURGH
- DENVER
- SAN FRANCISCO
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- ATLANTA
- WASHINGTON, D.C.
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FACTORIES IN ENGLAND AND FRANCE

Saw CONCRETE or ASPHALT
with the new...



SAW BEFORE BREAKING—and save up to 50% in labor and materials with the new Power Driven ConSawMatic. Saw repair patches—gas, water, and air line trenches in floors, streets, walks, runways and highways. Save MORE by cutting contraction joints—eliminate costly hand forming and spalling. 5 MODELS, GAS OR ELECTRIC POWERED



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DIRECT FROM NATION-WIDE
FACTORY BRANCHES**

FREE TRIAL

Your ONLY Guarantee
of Complete Satisfaction—
Actual on-the-job test!



MR. CLIPPER

No. 102



Your
customers'
eyes
are on

Chase



Your customers see Chase
® Copper Tube Radiant Heating,
Copper Roofing, and Bronze Insect Wire
Screening advertised in the most popular
national magazines. So they *know* the name Chase
... know it means *quality*. Chase Copper flashing, gutters,
downspouts and bronze screening are corrosion-resistant, rust-free,
built for beauty and lasting dependability. Chase Copper Tube for
radiant heating has been the finest since Chase first pioneered the
use of copper for floor and ceiling installation. Cost? The cost is no
more when you consider the long life, better service, lower
maintenance costs, top resale value. Give your customers the
brand they *know* and have confidence in.



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WATERBURY 20, CONNECTICUT • SUBSIDIARY OF KENECOTT COPPER CORPORATION

The Nation's Headquarters for Brass & Copper

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give your homes new sales appeal with

Texture One-Eleven[®]

EXTERIOR FIR PLYWOOD • EXT-DFPA

...the exciting new panel material
that combines line and texture



**ONLY GENUINE TEXTURE 1-11[®]
GIVES YOU ALL THESE FEATURES:**

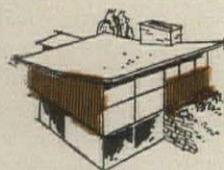
- Shiplap edges neatly conceal vertical joints
- Clean-cut grooves, textured surface
- $\frac{3}{8}$ " thickness leaves full $\frac{3}{8}$ " thick panel behind $\frac{1}{4}$ " deep grooves
- FHA-accepted for combined siding-sheathing
- EXT-DFPA[®] trademark assures 100% waterproof glue

LOOK FOR THIS EDGE BRAND ON THE PANEL

THE MODERN architectural trend toward using natural wood textures in dramatic small-scale patterns clearly predicts a great and growing demand for Texture One-Eleven.

In special "product previews" 167 of 179 architects interviewed voiced unqualified enthusiasm for this handsome new material. Builders who have used—and proved—Texture One-Eleven in demonstration homes report home buyers equally taken with its striking beauty.

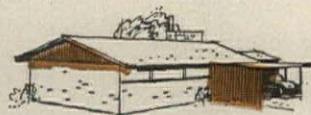
Texture One-Eleven combines high style with the economy and dependability of industry quality grade-trademarked Exterior fir plywood (EXT-DFPA[®]), manufactured with 100% waterproof glue. Comes packaged in 8' and 10' lengths in two widths and groove patterns. Get the full story from your regular supplier or write Douglas Fir Plywood Association, Tacoma 2, Washington.



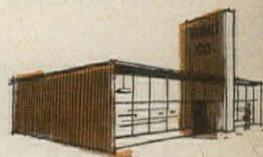
... for striking, weatherwise exterior siding



... for dramatic, distinctive walls and ceilings



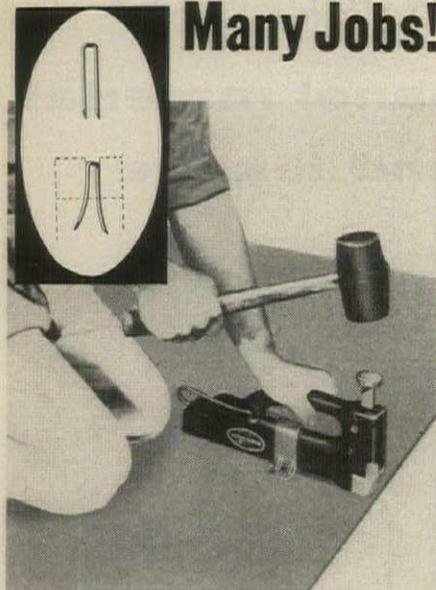
... for colorful contrasts with other materials



... for handsome schools and commercial buildings

Machine Driven Staples Replace Hand Nailing on

Many Jobs!



Net savings up to 50% in the cost of nailing:

- Floor Underlay
- Dry Wall
- Sub Flooring
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- Wall Board
- Thick Plywoods

The Spotnailer, a magazine fed nailing machine, is portable, light weight and dependable. One blow of a rubber mallet drives a heavy gauge, galvanized staple either flush or countersunk into the hardest woods. Staple points "fish hook" into wood for extreme holding power.

A wide variety of Spotstaple sizes and types are available to suit each particular application. Leg lengths up to 1-3/16".

Try a Spotnailer on your job without obligation. Factory representatives in principal cities.

Write for complete information

SPOTNAILS, INC.

Evanston, Illinois

ON and OFF the RECORD

FROM WHERE WE SIT, and this is only an observation from a level considerably below the Olympian heights, the new housing bill will pass Congress late in June, if not before.

FOR WHAT IT may be worth at this time, and from here, the bill, when it is passed, likely will be changed only in some minor respects from its present form.

TO SPELL IT OUT, there probably will be some tightening up on Title I.

IF THAT'S TRUE, we suggest that a provision be included to have a minimum of at least one inspection on all Title I jobs.

RIGHT NOW there seems to be little likelihood that Section 203, as written, is due for any change.

ELSEWHERE in this issue *American Builder* states its position with respect to FHA and the FHA investigations. Our stand has been released to the public press.

WE SUGGEST that every reader who concurs take the *American Builder* editorial to his local newspaper, and suggest that it be run.

OR, THAT every reader use the editorial as the basis of an article of his own to release to the local press.

IT IS IN the interest of the public first, and the builders second, that the agency be cleaned up quickly, if there is any cleaning up to do, and that public confidence be restored in FHA and the overwhelming majority of its personnel who are competent and loyal public servants.

FUTURE OF LUMBER was painted dramatically recently by L. J. Carr, speaking before the Western Pine Association.

SAID CARR, 50 years from now trees will be lifted out of the earth,

roots, limbs, needles and all and taken to a mill for processing.

BUT, WHAT a mill. Atom powered factories will produce powerful rays to cut the wood.

HYPODERMIC NEEDLES will take the place of axes in the hands of foresters in 2004, predicted Carr, because wood will be stained the desired colors while the tree is growing, and at the same time, artificial seasoning and wood stabilization processes will be taking place.

GOING ALL OUT, Carr said that genetics in forestry will produce longer and limbless trunks, providing more clear, wide lumber, and that the growing cycle will be one-third what it is at present.

IT WILL BE an entirely new product, concluded the seer, and we will grow and use 100 billion feet a year, three times present output and use.

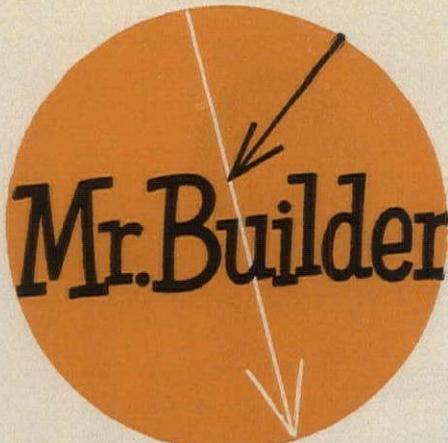
AND THERE WILL be virtually no insect infestation or disease.

THE COUNTRY, and all of its industries need more Carrs. Visionary as he may sound to some, we will put our money on the probability that Mr. Carr is wrong in only one respect: That is, that neither he nor anyone else has enough imagination to predict how far beyond anything he contemplates the lumber industry really will go.

NO CARR for the clay products industry has yet appeared, but with the research under way by Structural Clay Products Institute, one of the researchers, or possibly someone in the clay products industry who is more vocal than most researchers, can be expected to emerge any day with predictions for that category of building material that will be just as dramatic as Carr's predictions for lumber.

MOST UNIQUE PARTY of the year is no understatement as a de-

(Continued on page 57)

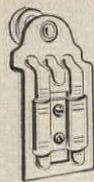


Mr. Builder

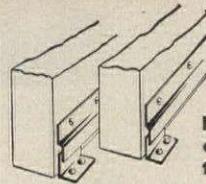
YOU'LL LIKE LAWRENCE series "500" SLIDING DOOR HARDWARE

- Hangers and guide strip are installed before hanging the door . . . a one-man job.
- Door is then slipped on the track . . . a one-man job, and
- Final adjustments are made, simply, positively and "one-man," also.
- There's no installation grief. Good, honest materials and workmanship . . . like Lawrence always uses will take care of that.

HOME OWNERS LIKE LAWRENCE series "500" too . . .



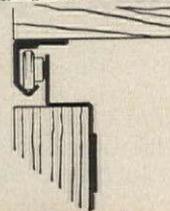
Doors roll,
trouble-free
on self-
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nylon rollers.



No floor track to
collect dirt or
trip over.



Door pulls
are always
accessible,
with no
jammed
fingers.



Doors can't
jump the
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Lawrence Quality

LAWRENCE

Ask Your Building Supply and Hardware Dealer or Write Us for Full Details!

LAWRENCE BROTHERS INC.

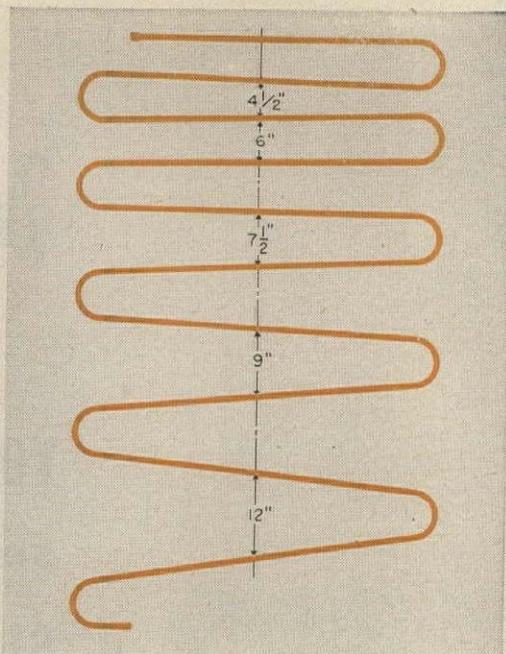
QUALITY BUILDERS' HARDWARE SINCE 1876

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RADIANT PANEL HEATING



PG's are lightweight and easy to handle. They come packed in cartons, ready to install.



Center-to-Center spacing is readily adjusted to design requirements.



PG's are straight and true—no sags or dips—make plastering easier.

For your next radiant heating job—specify **PG's**

Now radiant panel heating systems are more practical than ever... in rust-free copper tube. PG's®* (Panel Grids)—a new development by The American Brass Company—are the reason why.

PG's are the *only* standard-size radiant panel heating grids that are *factory formed*... ready to install. Shipped in a figure-8 bundle, they open readily to a flat sinuous coil pattern. They do away with slow, tiresome on-the-job bending and awkward "stringing up" of coiled tubing.

3/8" PG's contain 50 feet of 3/8" nomi-

nal (1/2" O.D. actual) Type L ANACONDA Copper Tube and come *pre-formed* to common 6" c-c spacing. You can contract or extend them easily by hand to meet all desired spacing requirements within a range of 4 1/2" to 12" c-c.

1/2" PG's consist of 50 feet of 1/2" nominal (5/8" O.D. actual) Type L tube formed to a 9" c-c spacing and are also easily hand-adjustable to all c-c spacing from 6" to 18".

Try PG's on your next job! See for yourself how they make installation

easier, faster—and better. For more information about this revolutionary new development in panel piping, write for Publication C-6. *The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont.*

*Patent Applied For

5409A

ANACONDA®

Copper Tube PRE-FORMED Panel Grids for Radiant Panel Heating

AMERICAN BUILDER

On and Off the Record

(Continued from page 54)

scription of the 12th anniversary celebration recently staged by Floyd Kimbrough on behalf of Kimbrough Enterprises in Jackson, Mississippi.

ABOUT 200 GUESTS, builders, lending agencies and suppliers converged on Jackson at Kimbrough's invitation on April 22. A day of visiting houses, points of interest in and about the city, and the various building and merchandising operations that comprise Kimbrough Enterprises was topped with a lavish banquet in a downtown hotel.

THE MAYOR and his wife headed a list of dignitaries who with Floyd and Grayce Kimbrough and the three Kimbrough sons with the wife of the only one of the trio who is married, occupied the head table.

SPEAKER for the occasion was the incomparable Bob Gerholz, who journeyed from Flint, Michigan for the event, which was emceed by the master of this column.

THE AFFAIR was unique in that builders from several states were present, and that the newspapers covered every hour of the day pictorially and editorially, after having given it wide advance publicity. It was excellent public relations, but even better employee relations.

AND SPEAKING of public relations someone has said with great truth that effective public relations must start with effective employee relations.

LIGHT CONSTRUCTION courses currently being offered in a number of universities and colleges should re-examine and revise their curricula annually. At least, the curricula should be re-examined in the light of rapidly changing techniques in home building.

ONE SUGGESTION that should receive consideration is that a course in history, trends and the future of home building be introduced.

NO ONE can accuse the home building industry of being static today, and if we expect to graduate young men and women from colleges into the industry, they should have some idea of the pace and opportunities of the work they chose.

5 Contractors tell why they make higher profits with

American



NEW YORK. "My 12 men demand American machines," says Alfred Dumaresca, of Lindenhurst, Long Island, in business 19 years. "With American Machines the sandpaper seems to last longer. I just purchased my 9th American Machine as I want only American Machines and supplies. Super 8 is tops!"



RHODE ISLAND. "Three generations of my family have continuously used American machines," says Robert Lamoureux of Woonsocket. "A good measure of our success is due to dependability and efficiency of American machines, to American Floor Finishes and to American's prompt service."



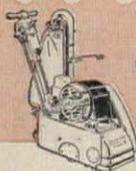
FLORIDA. "American Machines are toughest and fastest sanding machines I have ever run," says Ralph Coleman of Jacksonville, who has used American machines 18 years. "Any floor contractor can get more dollar value out of the operation of American equipment than any other machines."

PENNSYLVANIA. "Using American Machines from start to finish for five years," says Howard B. Snyder, of Hanover. "With the speed and efficiency and precision of American Standard 8 and 12, I accomplish finest quality work with minimum effort."

You, too, will find your *best buy* is American—to do *finest work, faster*, and earn *maximum dollars* per job! Let us demonstrate these great machines on your next job. Of course, no obligation.

AMERICAN

Performance Proved MACHINES... Nation-wide SERVICE



Floor Sanders



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Maintenance Machines



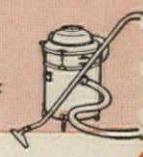
Abrasives



Seals, Finishes



Saws



Wet or Dry Vacuum

The American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo 3, Ohio
Send latest catalog on the above.

Name _____

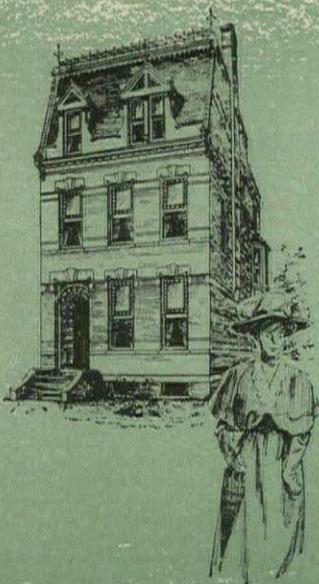
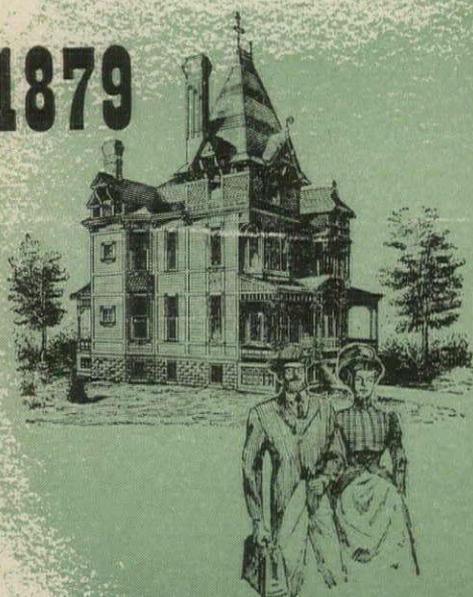
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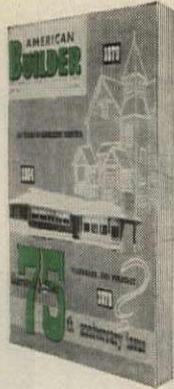
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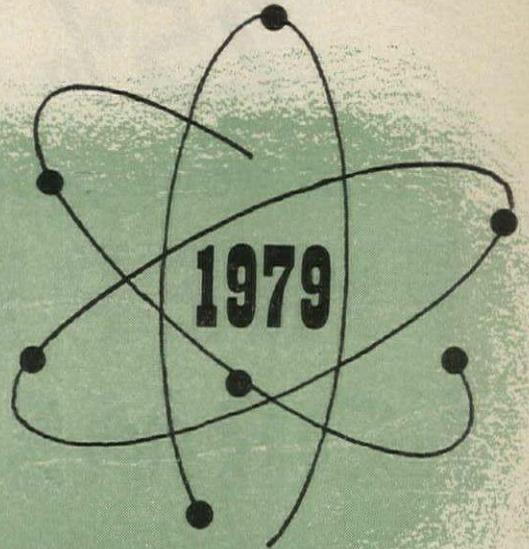
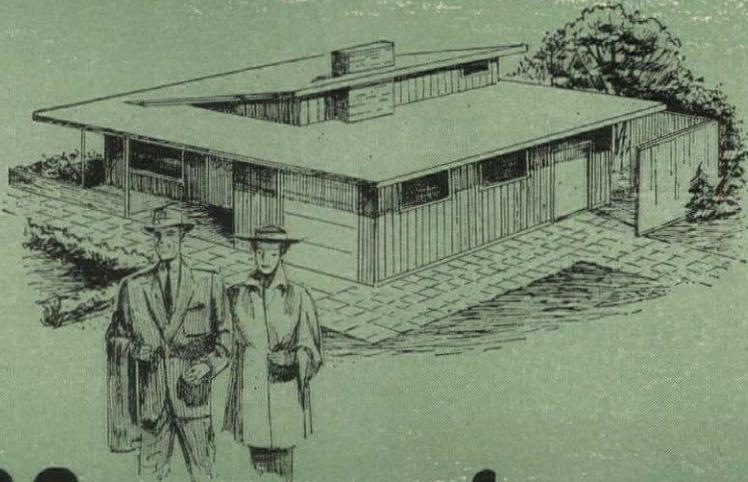


AMERICAN BUILDER, 79 WEST MONROE STREET, CHICAGO 3 • 30 CHURCH STREET, NEW YORK 7



manufacturers...

AMERICAN BUILDER's 75th Anniversary Issue will create industry-wide interest and comment. It will, without question, be one of the most thoroughly read issues of the year OF ANY INDUSTRY PUBLICATION. This means that you will have the readership and interest of the entire industry at your command! Why not put it to work for you... and cash in on its tremendous potentialities? The best way, of course, is to tell your story in this interest-packed AMERICAN BUILDER Anniversary Issue. Use adequate space—even multiple pages—in telling your complete story... building an association between the growth of the industry and YOUR company, its products, etc. Don't let this opportunity slip by... there will never again be such a terrific goodwill and sales-builder available to you!



100 years of american shelter

a preview of the next 25 years...

plus the story of 75 years of development in light construction

- the light construction industry and its market: today and tomorrow
- factors behind the evolution of housing
- the changing house: design and planning... utilities and construction
- the AMERICAN BUILDER: our life and times
- an industry is born
- ... plus many more topics of equal interest to builder-readers!

Here is another FIRST for AMERICAN BUILDER... an editorial epic presenting the keenest analysis of the future to be published in many a year... as well as a chronological record of the sentimental past! AMERICAN BUILDER... in its precedent-breaking 75th Anniversary Issue... will present a huge, interesting and accurate editorial panorama... in flashback and FORECAST... of 100 Years of American Shelter. It will be a projection of things to come in the next 25 years... as well as a record of historical fact of the past 75 years... from the early beginning of gaslights and wood-burning stoves to the era of all-electric, entirely air-conditioned homes. Here in editorial form, will be expounded the amazing, dynamic potentialities of this, the world's largest industry!

A Simmons-Boardman Publication

AMERICAN BUILDER 75th Anniversary ISSUE

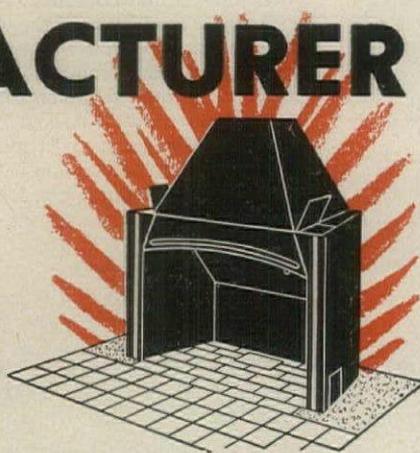
1879-1954

DIAMOND JUBILEE

AUGUST, 1954

Buy Direct from MANUFACTURER

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25%



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EXTRA BENEFITS At No Extra Cost

Features available on no other fireplace form:

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DUCTMAKERS
FURNISHED
FREE that
save materials
and mason's
valuable time.



EXPANSION
CHANNELS
eliminate the
usual ugly
joint between
face brick and
fireplace form.
No masonry
to crack and
fall out.

INCREASED VOLUME
of warm air supplied
due to larger air
passages.

PROSPECTS FOR YOU

Shall we send you names of those planning to build new homes? Thousands are asking for fireplace information in response to national consumer advertising. Gentlemen:

Please rush the following information to me:

- Send specifications and price list with builders discounts.
- Send 8½ x 11 book of "100 Fireplace Ideas".
- Send prices on septic tanks.

Name.....

Street.....

City.....

Number of fireplaces used in one year.....

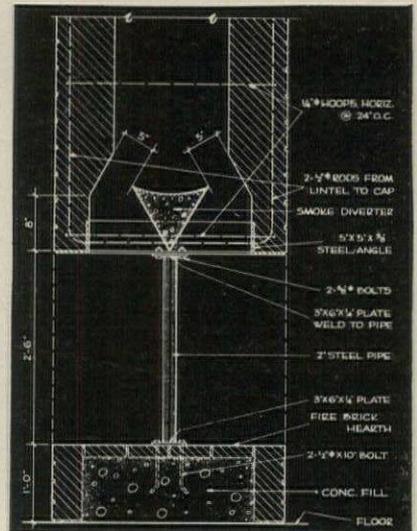
Number of septic tanks used in one year.....

PRICE FIREPLACE HEATER & TANK CORP.

226 W. Austin St.
Buffalo 7, N. Y.

letters.....

claims fireplace design



Section of fireplace used in *Detail Plate*, February, 1954. Note triangular smoke diverter in position

Sir: The fireplace shown in your *Better Detail Plate* in the February, 1954, issue (page 223) would admit air coming down through the opening, circulating into the fireplace and going up the other side. With the wind in certain directions, even under ordinary conditions, we believe smoke will be drawn into the room, even though the design suggests the need for a large flue.

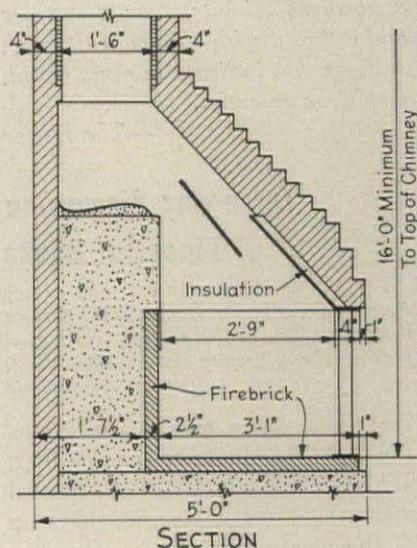
We question the concrete smoke deflector placed in the center of the smoke chamber as a substitute for a downdraft shelf. This deflector acts as a divider for the flue. When a downdraft condition exists, it would greatly cut down the effective flue area. The concrete divider is a baffling element in the damper throat and will prevent the unobstructed flow of hot gases.

We enclose the elevation of our C-108 damper. This unit offers the solution for downdraft, providing the fireplace is built within the outlined specifications.

Russell E. Dean, Vice President,
Bennett-Ireland, Inc.
Norwich, N.Y.

► *Material used in the Better Detail Plate is usually a feature of a new house that has been recently completed. This case is no excep-*

creates downdraft problem



Elevation of Bennett-Ireland, Model C-108 fireplace damper, installed. Note position of downdraft shelf

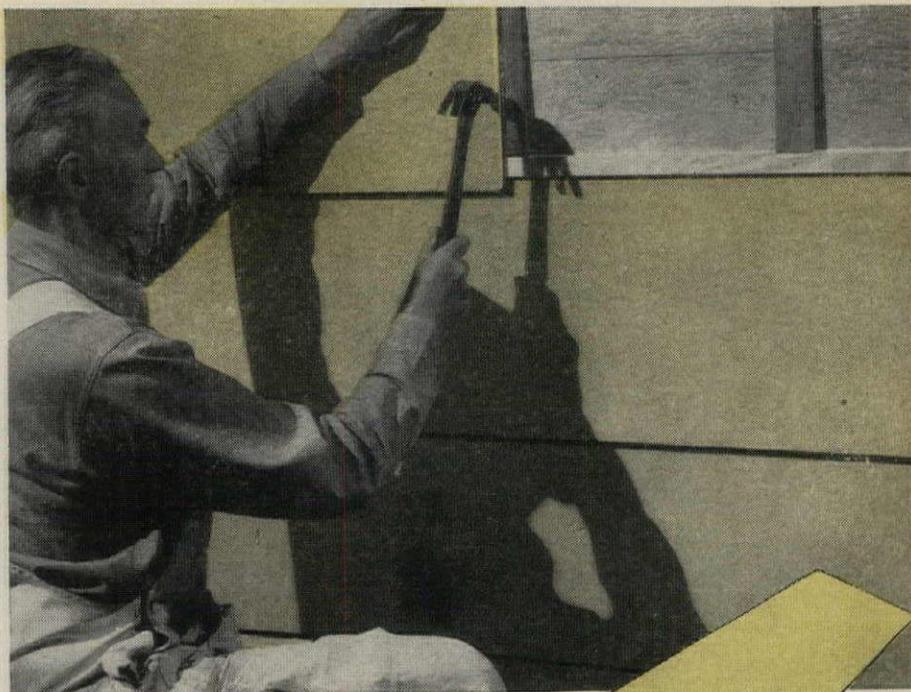
tion. The fireplace is one that has been used successfully in a number of homes in a builders' project in Los Angeles, and was built from plans published by Edward H. Fickett of that city.

When such material is submitted and has been actually built in several houses, we assume the construction (in this case a fireplace) is sound; in fact, when we publish material of this kind we do not have the right to change any portion of the construction.

There are always times when an adverse wind will cause difficulty. However, under normal conditions, this concrete diverter placed in the center of the smoke chamber should draw effectively. In the case of this particular design, where the fireplace is open on three sides, the diverter permits a large area of the smoke chamber to be exposed to an oversize flue, in order to provide ample draft for a situation of this kind.

This fireplace has been built in a southwestern area of the country where it is not essential that a damper be provided. In fact, a fireplace of this type will often act as a ventilating flue for the rooms. The matter of drafts is of little consequence.

(Continued on page 62)



For beauty that attracts buyers
...durability that keeps them sold—

Specify **PLYALLOY**®

pre-cut overlaid plywood
SIDING

"Definite Sales Feature", says
Fargo-Moorhead Home Builder



Buland Construction Co., Moorhead, Minn., have used over 50,000 sq. ft. of Plyalloy for siding and exterior trim. They report it offers unusual flexibility of design, is perfect paint base, cuts labor costs, gives excellent performance.

Pre-cut to 12", 16" and 24" widths; Packaged and Sold "by the Square"... Complete with Wedges and Furring Strips

Yes—buy Plyalloy siding packaged by the square. Easier to order, without complicated figuring. Easier to apply; comes in standard siding widths. Easier to handle. Saves time and labor all along the line!

Remember: Plyalloy siding has a superior paint surface. Gives maximum protection against grain-raise or checking.

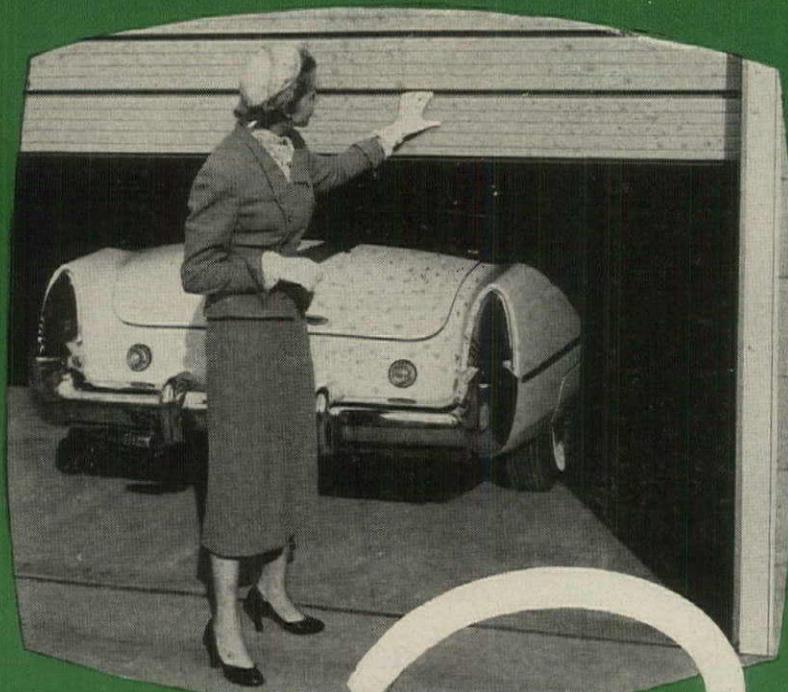
For beauty, plus extra durability—specify Plyalloy pre-cut siding.

SPECIFICATION DATA: Plyalloy comes in pre-cut 8' lengths, 12", 16" or 24" wide; 5/16", 3/8" or 1/2" thick. Edges beveled for drip. Packaged for protection; wedges and shadow-line furring strips included. One side surfaced with fused resin-fiber overlay. Base panel is DFPA-Inspected Exterior-type fir plywood (EXT-DFPA). Other sizes available. For complete information write St. Paul & Tacoma Lumber Co., Dept. AB, Tacoma, Washington.



ANOTHER MEMBER OF THE FAMOUS TREE LIFE FOREST PRODUCTS FAMILY

There's a Roly-Door on Every Home



... in Applewood Acres



BUILDER: G. S. Shipp and Son, Ltd.

LOCATION: Toronto, Ontario

MR. HAROLD SHIPP SAYS THIS ABOUT ROLY-DOORS . . . "Roly-Doors were such a success that we are now installing them on all our homes."

HERE'S PROOF . . . documented facts that prove Roly-Doors can help you build greater buyer preference for your new homes . . . regardless of size, style or price class.

MORRISON

Roly-Door

STEEL SECTIONAL GARAGE DOORS



Write Today . . . for the all-new, full color Roly-Door Catalog and the name of your Roly-Door Distributor. Get all the facts about Roly-Door Steel Sectional Garage Doors . . . their durable steel construction . . . their ease of operation and installation . . . their complete range of sizes . . . and their surprisingly low cost!

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644 Amherst Street, Buffalo 7, New York



Send us the new Roly-Door catalog and all facts about Roly-Doors
Firm Name.....Street.....
City.....Zone.....State.....

Your Roly-Door Distributor also has a complete line of Roly-Doors for all commercial and industrial applications. Ask about them today.

Letters.....

(Continued from page 61)

quence in this area. If this type of fireplace were to be introduced into a northern climate, then a damper and a throat with a downdraft shelf, such as you indicate in your detail, would be essential.

—The Editor

three-way discussion of Blueprint House

The following letters concerning one of American Builder's Home Plan Service Blueprint Houses have been condensed for the sake of brevity and reader interest.

—The Editor

Sir: The plans and specifications for A.B. 187 (*American Builder*, Jan., 1953) arrived. . . . I expected more than just a glorified blow-up of the gatefold print. . . . Quarter-inch working drawings should include more details. . . . The specifications do not fit the house very well; if these are just general specifications they should cover more items.

. . . Construction methods are not clear. . . . What about ridge beams, footings, reflective insulation and ventilation?

Ted E. Baker,
Sacramento, Calif.

► In preparing plans and specifications for the blueprint house we attempt to include sufficient information for an average builder to take a normal blueprint of the insert and build a house to conform. It is not the intent to produce a complete set of plans covering every item. Our purpose is to make available plans and specifications for a house that contains a reasonable number of features and which will adapt itself to most any geographical area. We grant that the specification is somewhat general and does not cover all types of material and equipment that might be applicable to the house, but it is the most feasible method we can employ to accomplish the aforesaid purpose and intent.

—The Editor

► The house has cedar shakes laid on 2x2 purlins 8 inches o.c., with an air space between. . . . This type of roof uses a reflective type insulation laid on top of Upson board which

(Continued on page 64)

PLUGMOLD means plenty of **OUTLETS**



Specify this modern, continuous outlet system . . . and you assure the occupants of your homes and buildings of plenty of electrical outlets for every modern device and appliance. This convenience is a major selling feature today — be sure your buildings have it! Write for the Plugmold booklet.

WIREMOLD puts more SALES APPEAL into your homes and buildings!

WIREMOLD one-piece construction **MAKES WIRING EASIER**



For wiring new buildings, or modernizing older buildings, Wiremold Surface Raceways carry conductors safely on the surface. Definitely, your BEST way to wire most buildings, and the ONLY way to wire many. Four sizes meet every requirement. Write for full information.

WIREMOLD products are backed by a firm guarantee. See page 7 of Wiremold Catalog No. 19.

The WIREMOLD Company
HARTFORD 10, CONNECTICUT

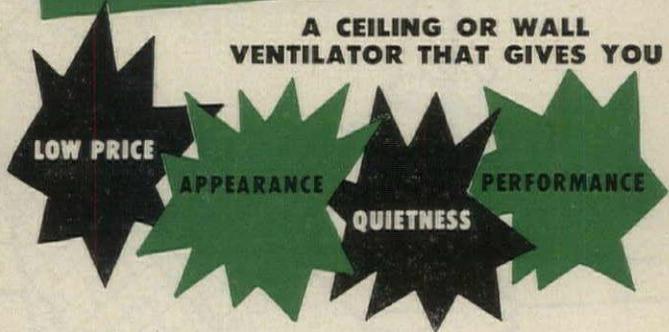
JUNE 1954

NOW



TRADE-WIND
AXIAL FLOW VENTILATOR

A CEILING OR WALL VENTILATOR THAT GIVES YOU



The new low-cost Trade-Wind Axial Flow Ventilator now makes it possible to use either wall or ceiling installation with the same unit of this revolutionary new ventilator. The unit can be installed between joists in the ceiling or between studs in the side wall.

The Trade-Wind gives you straight-through axial air flow plus super-powered suction. And it sells at a low, low price which makes kitchen ventilation a must even in the most economically designed house. And it's so good looking! Styled by a top industrial designer, the Axial Flow adds a new distinctiveness to every kitchen.



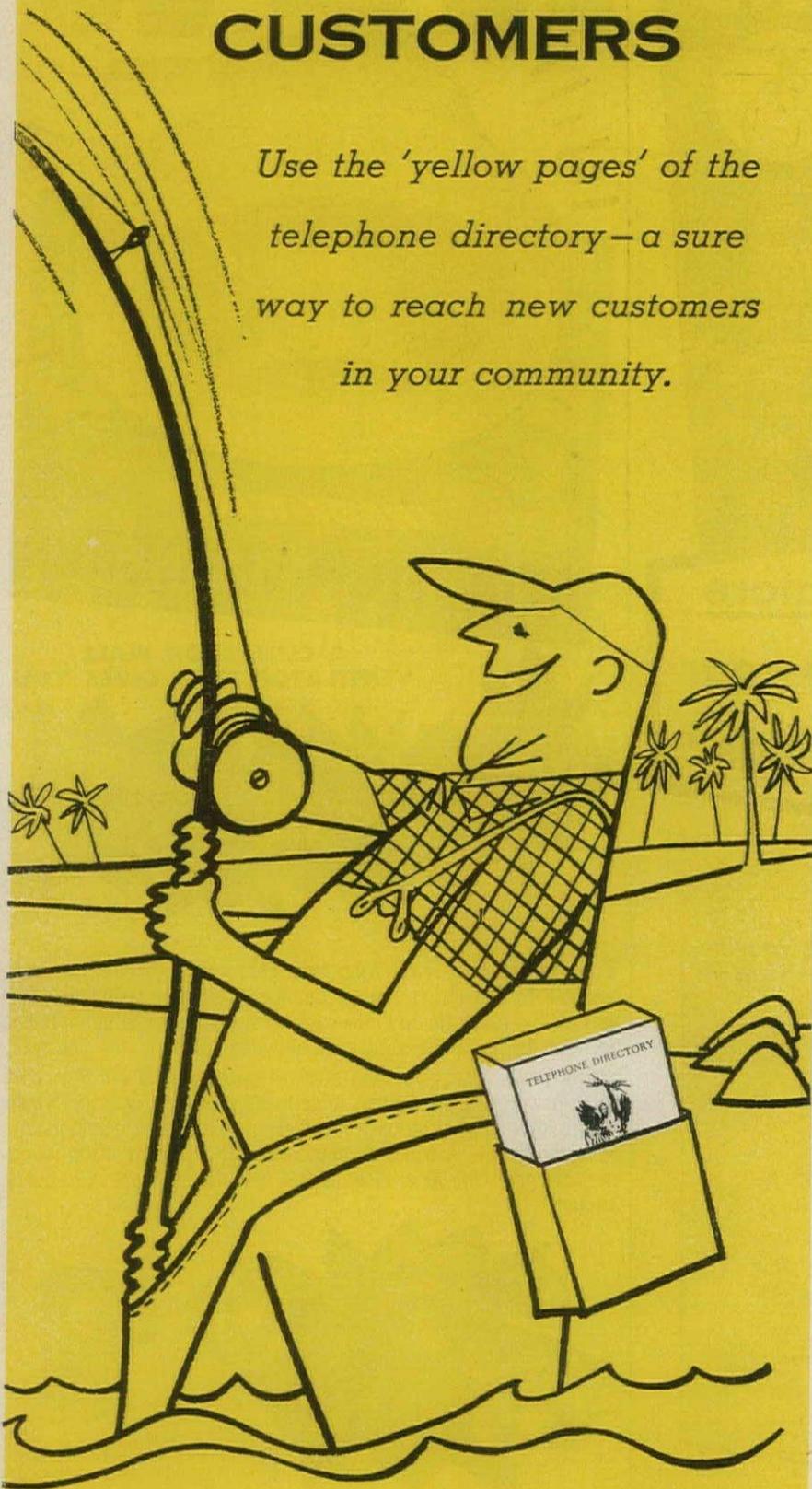
Write or wire for complete details today.

The optional backdraft damper, shown at left, and wall cap, shown above, are interchangeable and make the Axial Flow the most versatile ventilator on the market.

Originated by
TRADE-WIND MOTORFANS, INC.
5705 S. MAIN ST., LOS ANGELES 37, CALIF.

HOW TO LAND CUSTOMERS

Use the 'yellow pages' of the telephone directory—a sure way to reach new customers in your community.



Call the Classified Directory Representative at your local telephone business office.

Letters.....

(Continued from page 62)

serves as interior ceiling surface. This board comes with a rubber base interior surfacing which serves as a vapor barrier on the warm side. . . . The air space formed by the purlins is open both at the garage end of the house and to the attic space, permitting a free flow of air and proper ventilation of the insulation.

To provide for a dry under-floor condition, slab grade should be placed 18 to 24 inches minimum above the street level. . . . The purpose of the piers is to provide a solid foundation to undisturbed earth at specified intervals under the reinforced floor. . . . As to the location of the piers, they are located close to the points taking the bearing load of the ridge beam.

Donald J. Scholz, President
Scholz Homes, Inc.,
Toledo, Ohio

always more than one way to do things

Sir: In my opinion, using rafters as a pattern for cutting barge boards (described in March, 1954, *American Builder*, page 212) just isn't done. The accepted method is to use a level in getting the plumb cuts when the barge is held in place at the ridge. Another way is to determine the pitch on a square, and cut the barge board on a set of horses on the ground; for example, 6 and 12; measure 6 on the tongue and 12 on the body of the square, or 12 and 24. The cuts will then fit nearly perfectly.

As for drilling holes and inserting nails in a square as a gauge for cutting rafters or stairs—what were framing square gauges or clips made for?

William B. Kazimer,
Norristown, Pa.

► *The How Would You Do It?* column presupposes more than one approach to the various problems presented. A free exchange of readers' ideas is welcomed. Contributors may not always agree on method, even though end results may be identical. Readers are encouraged to submit suggestions of building techniques of interest to others.

—The Editor

NATIONAL HOME WEEK—

here's what it is and how everyone benefits from it

AN IDEA THAT GROWS WITH EACH PASSING YEAR

More than 10,000,000 persons inspected, compared, criticized and approved nearly 8,000 homes in 125 major cities and untold smaller communities during National Home Week in September, 1953. It was the greatest and most spectacular National Home Week in the five-year history of the program—a history which records the growth of an idea since its inception in 1948.

The NHW idea was first presented by Edward G. Gavin, editor of the *American Builder*, at a director's session of the National Association of Home Builders during its annual convention in Chicago in February, 1948. Gavin believed that a co-ordinated, nation-wide display of model homes would give the home building industry a great merchandising opportunity at a time when there was great need for the American public to realize what home builders were doing for the nation's good.

Gavin's idea and plan of procedure were accepted by the NAHB directors and the week of September 5, 1948, was designated as the first National Home Week. More than 40 chapters of NAHB promoted NHW in their communities that year and approved a similar program for 1949.

Fifty-four building centers over the nation, embracing some 300 communities, were reported as showing demonstration houses valued at over \$67 million during NHW in 1949.

By 1950, NHW demonstration houses were valued at more than \$97 million. Nearly all major metropolitan centers formed the backbone of Home Week promotions with almost 1,000 individual builders participating.

In 1951, the NHW picture was widened to include the first of *American Builder's* NHW contests for chapters of NAHB and for retail lumber dealers. More than 50 entries were submitted. These contests have been a lively feature of NHW ever since.

More chapters and individuals participated during NHW in 1952 than in any preceding year. The event proved that its power as a sales builder is unsurpassed. Inventories of unsold houses in every community that held a NHW program in this year were moved. In effect, the Week was a gigantic fall clearance sale.

This sales power was again demonstrated during the Week in 1953 when sales made during the celebration itself totaled more than \$45 million with an incalculable added volume as the influence of the Week spread over into the weeks that followed.

To better one's living conditions, to be a home owner rather than a renter is the desire of nearly every family. In the postwar period, home ownership in the United States has risen sharply so that it now stands at almost 55 per cent. This, in part, can be credited to National Home Week.

And today, when the average potential home owner is looking for "more house for the money," National Home Week offers the builder, the lumber dealer and all others allied to the shelter industry an exceptional opportunity to show their wares to an eager public. Interest of the public in home ownership has been whetted by five previous years of successful National Home Weeks.

This year's National Home Week should be even greater, more successful than those that preceded. Although its five-year history, as outlined at left, is one of remarkable growth, the potential of National Home Week is still tremendous. So get ready now for September, 1954. Plan now to better your merchandising and public relations with a time-tested National Home Week promotion. It's "More house for the money in '54."

Who can participate?

Any group or individual whose business is allied with or directly engaged in the homebuilding industry can participate in National Home Week. Even manufacturers can participate. For example, last year Minneapolis Honeywell Regulator Company sponsored an Acapulco Derby competition to tie-in with NHW. The firm plans to hold a similar contest this year, enlarging the contest to include prizes for outstanding trade-in operations.

Why?

You will sell more. Immediate increases in sales of homes, and increases in sales of materials that go into new and remodeled houses are the tangible and proved results of NHW.

It is cheap. It will cost the public nothing. It will cost the manufacturers nothing. It will cost the builder and his suppliers only some time to plan interesting demonstrations, exhibits and publicity—and possibly a little added advertising expense.

When?

The week of September 19 through the 26th.

Where?

Anywhere in the United States. No community is too large or too small to organize a National Home Week. A program that fits local needs and local resources is sufficient. National Home Week merely focuses the attention of the public for one week upon what the builders and dealers already have to show.

NATIONAL HOME WEEK

How-To-Do-It

The best National Home Week job can be done if most of the local industries that contribute to better housing are identified with, and plug the Week's promotion at the same time.

If you are in a community that has a local National Association of Home Builders chapter, or a local chapter of the National Retail Lumber Dealers Association, these groups will undoubtedly be able to help you orientate and organize your area for an effective National Home Week. For example, NAHB employs a public relations consultant to assist local association members to organize their local programs.

If you are in a community not served directly by such industry associations, then it will be necessary for you and your suppliers, in cooperation with one or more local newspapers, to co-ordinate your resources and secure the working interest of realtors and others to set up a successful program. The suggestions below will help you to set up a program.

If you're a **BUILDER**

1. Call meeting of other builders, retail lumber dealers, realtors, bankers, public utility officers, local government heads, department store heads, and others interested in home building, remodeling. Get local newspaper representatives in meeting.

2. At meeting, set up your organization into committees to work with radio, newspaper, TV, community service clubs, etc. Have committee co-ordinate all possible promotion in your community.

3. Determine cost, how to meet it. Costs can be flexible, will include promotion expense, advertising, official signs, direction arrows.

4. Decide what new and remodeled houses to show. Decide whether to furnish them and who will do it. Keep furnishings in quantity and quality of house. Decide what signs will be permitted.

5. Decide hours when demonstration houses will be open, who will be in charge.

6. Encourage local newspapers to prepare a special section to appear on opening day. Acquaint them with aids available through public relations director of NAHB that will help with this issue.

Builder Program Check List

1. Time operations so house will be completed in ample time for opening on September 19th.

2. Select site that will aid in selling house, has all improvements in. Choose site with vacant property on both sides so crowds will not burden close neighbors.

3. Select plan with eye appeal, efficient floor plan, one that fits community in which it is built, with as many modern conveniences as appear practical.

4. Consult one or more local newspapers. Acquaint them with editorial promotion possibilities of the National Home Week program and the opportunities for more advertising revenue in a special issue or



section during the celebration. Offer to cooperate to convince others who will have a part in your program of the advantages of advertising tie-ins.

5. If house is to be furnished, choose a local home-furnishings dealer early. He will have to co-ordinate his plans with your decorative scheme. Turn house over to him several days before opening. Do not over-furnish; make house look lived in, with furnishings typical of buyer you want to reach.

6. Seek the active cooperation of others like Rotary, Kiwanis, Lions, women's clubs, P.T.A., churches.

7. After choosing local factors you want as co-operators, appoint committees that may be helpful. After all, anything promoting better housing and more widespread home ownership is of interest to entire community.

8. Place someone in charge of working with newspapers for good editorial build-up material. Editor should be given help by someone who can make suggestions and point to sources for good material.

9. Contact the radio or TV station. Make arrangements for spot announcements, for one or more 15- to 30-minute programs presented in advance of opening day.

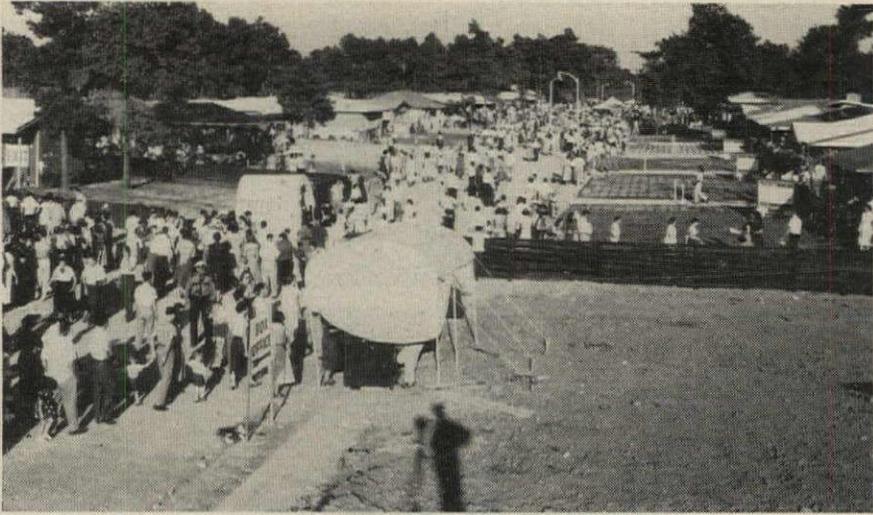
10. Urge local Chamber of Commerce to sponsor tie-in activities—special window displays, mention in their newspapers and in advertising. Choose a committee or individual to implement this feature of Week.

11. Request mayor to issue special proclamation designating National Home Week.

12. Assign someone to visit public utilities, gas, electric, telephone companies. Urge them to tie-in window displays, news, advertising with Week.

13. Charge an individual or committee with job to obtain and place direction arrows to house from main highways to town. Have them install appropriate sign at site. Post sales price of house here, if desirable.

14. Have furnishings dealer provide list of his items in house. Hang list in a prominent place. Do not place price or description tags on each piece. Provide similar list for materials, equipment and appliances used in house.



Houston's one-site Parade of Homes included 31 furnished houses during last year's Home Week, drew crowds shown at left. In Detroit, Garling Construction Company celebrated the week with plenty of outdoor signs, furnished their interiors, cooperated with manufacturers who presented exhibits in basement and outdoors

15. Landscape grounds, identify shrubs, trees and grass.

16. Display manufacturers' literature—perhaps in garage, basement.

17. Place pamphlet or card with your personal message to visitors somewhere in house.

18. Determine in advance what hours house will be open. Publicize it widely. Have an adequate staff of informed people on hand at all hours—at least two people per house.

19. Arrange with local police or local veterans' groups for personnel to direct traffic especially on opening day. Count the visitors. Station an attendant at entrance and at exit. Give a card to each visitor as he enters, collect card as he leaves. Ask each visitor to write comments on card, leave his name, address and telephone number—result is a gilt-edged prospect list.

If you're a DEALER

There are four plans which are outlined below to help retail lumber dealers in organizing a National Home Week program. Each plan is for a different type of program depending upon the facilities available in your local community.

Plan 1 is for dealers who build homes or act as contractors.

Plan 2 is for dealers who offer design, financing and supervising services and work with local contractors.

Plan 3 is for dealers who confine their service to selling materials to builders and home owners.

Plan 4 is for dealers who will have no houses of any kind for demonstration purposes.

Check List for Dealer Plan 1

If you are a dealer who builds homes or acts as a contractor, your situation is basically similar to that of the builder. Follow the *Builder Program Check List*.

Check List for Dealer Plan 2

Plan 2 is for dealers who offer design, financing



and supervisory services and work with contractors.

1. Select one or more builder customers. If one builder customer is chosen, it may be assumed that the choice of the building site is largely his, but this is not necessarily so. It may be advisable to work closely with a realtor or with a local real estate board.

2. If two or more builders are selected, work with both at the same time right from the start.

3. Give builder's name prominence in all publicity. Reach a definite agreement with builder or

(Continued on page 68)



Club women of Cleveland area were taken on tour of Award of Merit homes prior to opening of National Home Week, thoroughly enjoyed it, influenced others to come, look, consider buying

NATIONAL HOME WEEK, continued

builders with respect to promotion and advertising expenses and for the allocation of these. Have budget and its division thoroughly understood. This will be necessary for harmonious relations.

4. From this point on use the Builder Program Check List.

Check List for Dealer Plan 3

The suggestions listed for plan 2 will also apply here. But if your operation is such that you do not want to project yourself into a position of leadership in National Home Week, this plan below will tell you how you can get the ball rolling. After this, you can stay on the side lines or restrict your activity to heading a committee or working on one.

1. Get your community interested in NHW.
2. Call a meeting of local factors in home and farm building including carpenters, home builders' contractors, realtors, the local real estate board, other dealers, newspapers.
3. Explain to this group what National Home Week is. Emphasize the opportunities offered for increasing business for all components of the building business. If it is not possible to show a new home, a remodeled or partially completed house can be effective. Think of the idea of presenting a deliberately skeletonized house to exhibit hidden materials, equipment, construction techniques.
4. Explain to newspapers their opportunities for excellent editorial promotion and increased advertising revenue.
5. Suggest that a general chairman be named heading the following committees: Promotion and Publicity, Contact and Speaking, Furnishings, Traffic Control, Youth Participation, Co-ordinating committee to get builders, realtors and financing agencies together.

Check List for Dealer Plan 4

Plan 4 is for dealers who will have no houses of any kind for demonstration purposes. Use the normal facilities of your yard and salesroom. Have open house. Many potential prospects have never been in your lumber yard, don't know what services and materials can be obtained. Important thing is to do this during NHW and tie in your program with national publicity.

(Continued on page 287)



Coman Lumber Company, Durham, North Carolina staged successful Home Week, got Heiser Construction Company to build house, coached its retail lumber staff to be courteous, answer all questions, hand out literature and request cards to visitors

AMERICAN BUILDER 1954 CONTEST

As it has since 1950, *American Builder* again will sponsor two contests, one for associations affiliated with the National Association of Home Builders, the other for retail lumber dealers.

Entry blanks and a set of contest instructions and rules will be supplied each NAHB local association through NAHB's public relations department.

Retail lumber dealers can obtain entry blank, instructions and rules by writing to the National Home Week Contest Editor, *American Builder*, 79 W. Monroe, Chicago 3, Illinois.

Watch future editions of *American Builder* for more information about these contests.



Coman house drew more than 12,000 people in two days. House sold first day. Materials for 30 more were sold during next 60 days

The + plus that counts when you're selling a house!



Gold Seal VinylTile in **Bermuda Hues**

A prospective house buyer keeps an eye out for something extra. If you want to add hundreds of dollars to the value of a house . . . use Gold Seal VinylTile in Bermuda Hues. It's a unique, sun-drenched flooring that sparkles with light and represents the luxury a house buyer looks for. All 11 Bermuda Hues are color-coordinated so you can create decorator-showpiece effects. And that's just half the story. Gold Seal VinylTile is *tough* . . . flexible

. . . and extremely comfortable underfoot. It resists kitchen acids, alkalis — even dirt. A flooring with that many *talking points* can help sell a house. Use resilient, easily installed Gold Seal VinylTile for your next project . . . *remember — it's been proved successful over on-grade concrete underfloors — even over radiant heat!* Remember, too, you and your customers are protected with the Gold Seal Guarantee of satisfaction or your money back.



Bermuda Hues — the only vinyl colors as right for walls as for floors. Once up they should last as long as the house.



Matching countertops are seamless . . . have no dirt-catching corners . . . cost only a fraction of what hard, clattery tops cost to install.

GOLD SEAL[®]
FLOORS AND WALLS
CONGOLEUM-NAIRN INC.

Kearny, N. J.

©1954



For full information on "Bermuda Hues"
mail this coupon: AB-6

Congoleum-Nairn Inc.
Builders' Service Dept., Kearny, New Jersey

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

AMERICAN BUILDER BLUEPRINT HOUSE

BUILDER:
Strawbridge Park Homes, Inc.
Moorestown, New Jersey

ARCHITECT:
Henry W. Petty,
Moorestown, New Jersey



MATERIAL VARIATION on the exterior avoids a patch quilt appearance while achieving an effect that eliminates monotony

design is tailored to fit any

SQUARE FOOT AREAS:

House (full area)	1,423
Carport (1/3 of area)	82
Front porch (1/3 of area)	16
Total square foot area	1,521

COST PER SQUARE FOOT \$11

** For computation purposes, the entrance porch and carport are fractional, so that their cost will be in ratio with the house and garage.*

WINDOW GROUPING indicates rear lot orientation of main living rooms and depressed floor





DEPRESSED FLOOR in living room is a feature that created sales. Fireplace wall is faced with vertical redwood boards

climate

Divorced from traditionalism and balanced fenestration, the low, ground-hugging ranch house provides the progressive builder with ample opportunity to incorporate new ideas and equipment. This applies to any location—east, west, north or south.

Using air conditioning as an example, this medium-priced home illustrates the adaptability of the modern ranch house to new innovations. Taking note of the increasing appeal of residential air conditioning, the builder decided to include basic facilities so that later installation of the unit itself would be practical and economical for the owner.

While still in the planning stage, the builder increased duct sizes proportionately, specified insulation of all walls and ceilings and a wide roof overhang to neutralize the effect of the warm rays of the sun.

The model illustrated on these pages is one of seven in the 90-unit Strawbridge Park Manor development in Moorestown, New Jersey. Eighty-five are completed or in the process of construction. All houses are oriented to command a sweeping view of a park and lake.

This model has been the most popular of the entire group. It features a step-down living room with the floor of this room three risers below the floor of the adjoining dining room and hall. Steps are provided at dining room and hall. An ornamental iron railing extends across the width of the

MORE



STEP-SAVING KITCHEN is of ample size to allow space for table and chairs for family dining

dining room where the difference in floor levels occur. Added height caused by the depressed floor gives the illusion of greater floor space in this room.

The fireplace is located on the inside wall of the living room, practically in the center of the house. Heater room alongside of the fireplace permits both flues to be built in one chimney. This location of the furnace permits an economical distribution of ducts under the floor. Fireplace is faced with buff colored Roman brick. The adjoining wall is faced with vertical redwood boards.

The house is oriented so that all main rooms face the rear of the lot. Entry just off the center line of the house provides excellent circulation to all rooms. The den is situated so that it can serve as a guest room when necessary.

Exterior of the house presents a good blending of materials. Face brick veneer extends across the front wall at various heights with vertical redwood boards above. Horizontal redwood siding is used for gable ends and on the walls of the other three elevations. All trim is painted white, including the lattice at the entrance porch.

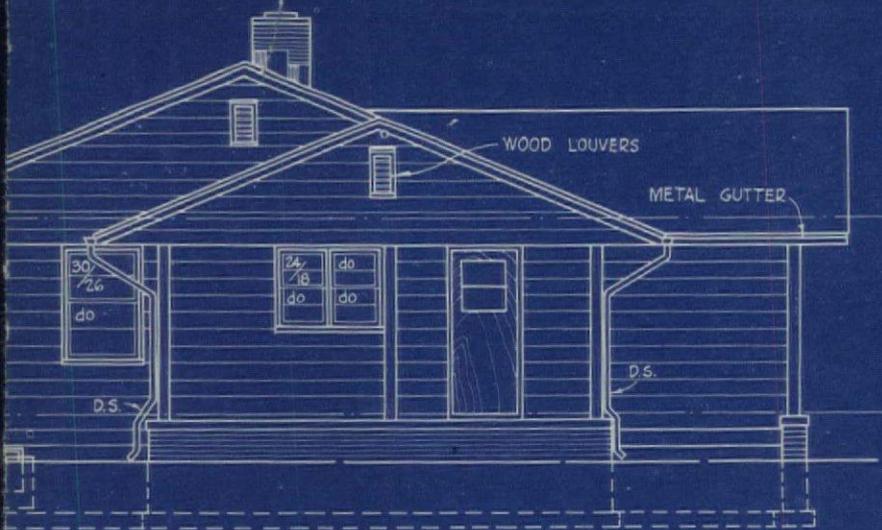
Foundation walls, which extend below frost, are concrete block placed on concrete footings. All walls and partitions above are of frame construction, with floor and ceiling joist and roof rafters of wood. Asphalt shingles cover roof.

BRAND NAME PRODUCTS USED

Alfol insulation
 American Olean ceramic tile
 Armstrong linoleum
 Artic shingle roofing
 Bennett-Ireland fireplace damper
 Bryant gas furnace
 Chrysler-Airtemp air conditioning
 Crane hot water heater
 Crane plumbing fixtures
 G-E dishwasher sink
 G-E electric range
 NuTone exhaust fan
 Thompson Parcelite paint
 U.S. Gypsum sheathing
 U.S. Gypsum Rocklath
 Yale hardware

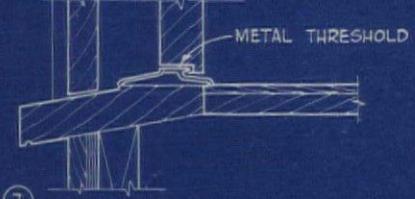
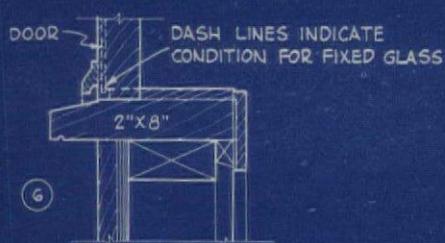
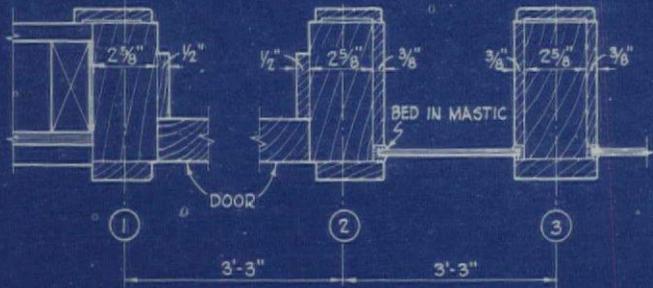
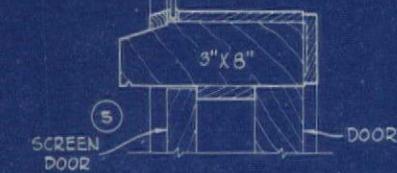
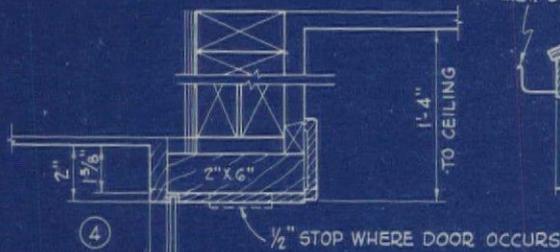
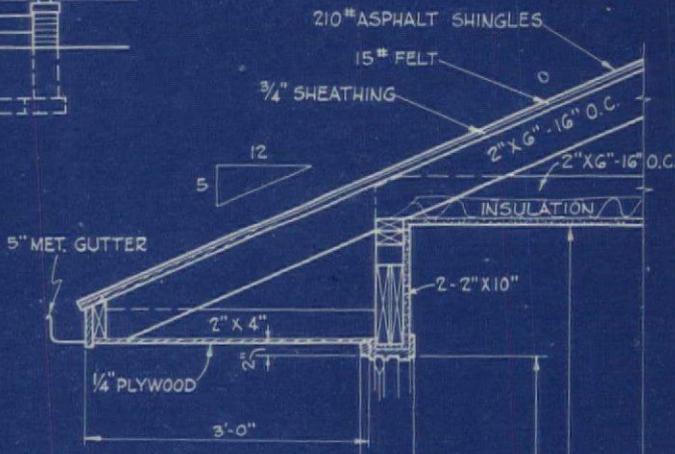
See Gatefold Blueprint
 for complete working drawings
 —quantity list of materials

For information about complete one-quarter inch working plans of this house write American Builder Home Plan Service, 76 W. Monroe St., Chicago 3, Ill.



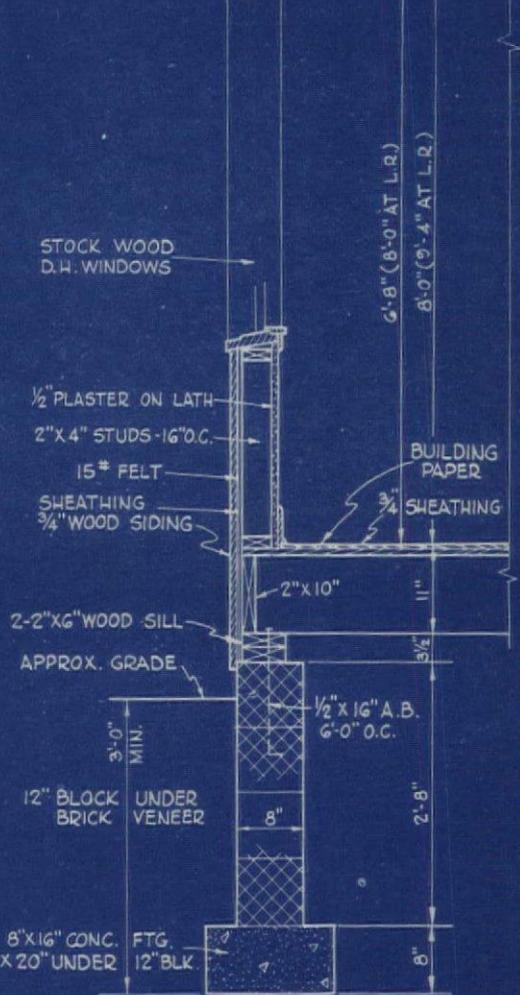
LEFT SIDE ELEVATION

SCALE: $\frac{1}{8}'' = 1'-0''$



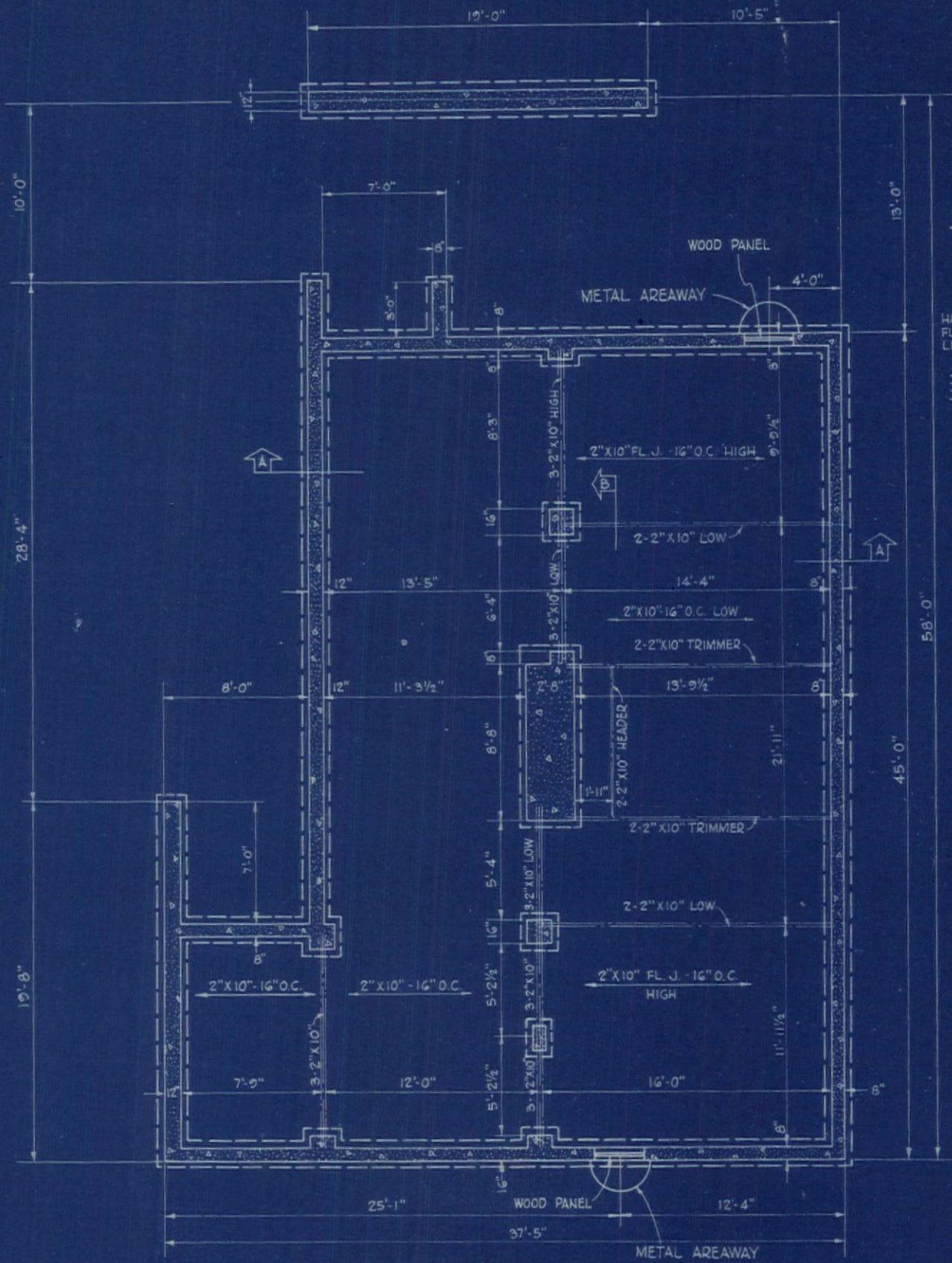
DETAILS

SCALE: $\frac{1}{2}'' = 1'-0''$

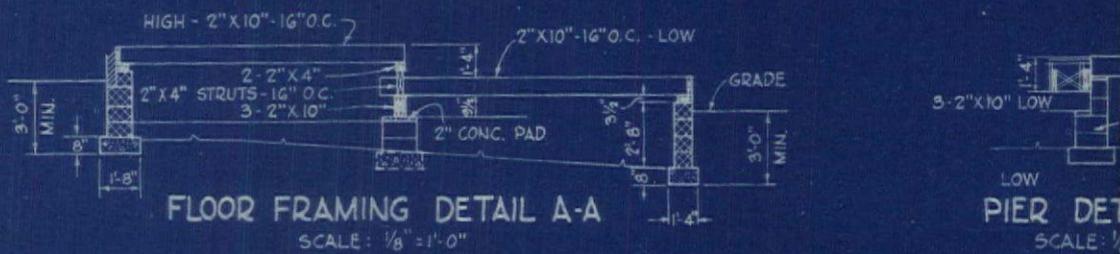


WALL SECTION

SCALE: $\frac{1}{2}'' = 1'-0''$

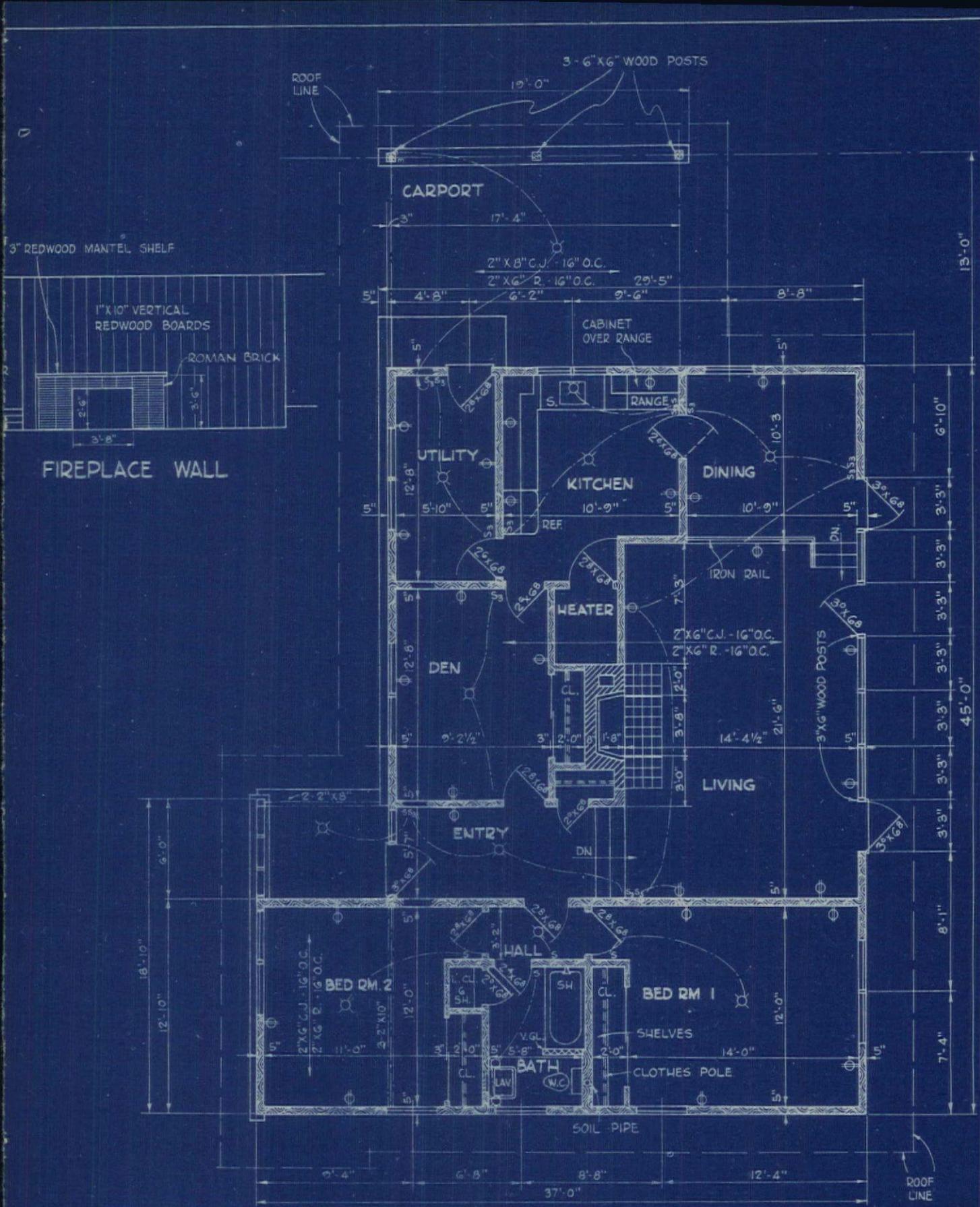


FOUNDATION PLAN
SCALE: 1/8" = 1'-0"



FLOOR FRAMING DETAIL A-A
SCALE: 1/8" = 1'-0"

PIER DET
SCALE: 1/8" = 1'-0"



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

3-2"x10" HIGH
 1/4"x1/2" BLK PIER - SOLID
 HIGH
TAIL B
 3/8" = 1'-0"

NOTE:
 ALL DOORS SHALL BE 6'-8" HIGH,
 EXTERIOR DOORS 1-3/4" THICK, INTERIOR
 DOORS 1-3/8" THICK.

DESIGN NO. A.B. 208
 AMERICAN BUILDER BLUE PRINT SERIES
 DESIGNED BY
HENRY W. PETTY ARCHITECT
 MOORESTOWN, N. J.
 Simmons Boardman Publ. Corp. 79 W. Monroe St., Chicago 3, Ill.

Quantity List of Materials

For American Builder Blueprint House No. AB 208

Henry W. Petty, Architect

General Information

House — Type	frame
Area	1,423 sq. ft.
Cube	18,252 cu. ft.
Average height taken for cube was 12 feet	
Carport (1/3 of area)	82 sq. ft.
Front Porch (1/3 of area)	16 sq. ft.
Total square foot area	1,521 sq. ft.

Excavating

Trench for foundation	176 lin. ft.
Chimney and column footings	4 — 43 cu. ft.
Excavation for basement	108 yds.

Cement Work

Foundations	250 cu. ft.
Footings only — concrete block	470 sq. ft.
Concrete work	70 sq. ft.
Thickness	4 in.
Anchor bolts	30 — 1/2" x 16"
Miscellaneous	2 metal areaways 2 wood access panels

Masonry

Type	brick
Walls (mostly veneer)	255 sq. ft.
Chimney	144 cu. ft.
Flue lining	14' — 12" x 16" 14' — 8" x 12"
Cap	3" concrete
Fireplace — Roman brick	16 sq. ft.
Throat and damper	1
Lintels	1

Iron Work

Metal Railings	9 lin. ft. rail in dining room
----------------	--------------------------------

Millwork

Windows — Type	double hung and fixed
Windows — Glazed including trim	
Double hung	2 — 2 lts. 30" x 24" 7 — 2 lts. 30" x 18" 1 — 2 lts. 30" x 26" 2 — 2 lts. 24" x 18" 2 — 2 lts. 36" x 26"
Fixed	4 — 1 lt. 36" x 78" 1 fixed transom — 32" x 10" entrance sidelight — 18" x 68"
Exterior doors	wood
Sash doors	2 — 3'0" x 6'8" 1 — 2'8" x 6'8"
Slab doors	2 — 3'0" x 6'8"
Exterior Millwork	
Lattice	egg crate at front entry
Louvers	4 wood
Interior doors, including jambs and trim	2 — 2'0" x 6'8" 1 — 2'4" x 6'8" 2 — 2'6" x 6'8" 5 — 2'8" x 6'8"
Special interior doors	3 pr. sliding doors
Special interior millwork	
Stairs	2 sets — 3 risers each
Fireplace mantel	3" redwood shelf
Kitchen cases	1 set

Carpentry

Beams and girders	3 — 6" x 6" — 8'0" 1 — 4" x 4" — 8'0" 8 — 3" x 6" — 8'0"
Foundation plates	350 lin. ft. 2" x 6"
Joists, including girders	3 — 2" x 10" — 10'0" 13 — 2" x 10" — 12'0" 29 — 2" x 10" — 14'0" 20 — 2" x 10" — 16'0" 16 — 2" x 10" — 18'0" 10 — 2" x 10" — 22'0"
Bridging	270 lin. ft. 1" x 4"
Studding and plates	275 — 2" x 4" — 8'0" 490 lin. ft. 2" x 4" 24 — 2" x 4" — 12'0" 20 — 2" x 4" — 16'0" 2 — 2" x 4" — 14'0" 11 — 2" x 8" — 18'0" 19 — 2" x 6" — 12'0" 19 — 2" x 6" — 18'0" 36 — 2" x 6" — 16'0" 8 — 2" x 6" — 20'0"
Roof rafters	34 — 2" x 6" — 14'0" 76 — 2" x 6" — 20'0" 500 lin. ft. 2" x 4" lookouts
Framing lintels	3 — 2" x 10" — 14'0" 2 — 2" x 8" — 10'0" 8 — 2" x 8" — 8'0"
Subfloor	1,800 b.f.
Roof sheathing	3,100 b.f.
Side wall sheathing	1,700 b.f.
Side wall materials	1,100 sq. ft. to cover with 1" x 10" bevel redwood siding 130 sq. ft. 1" x 8" vertical redwood 192 sq. ft. 1" x 10" vertical redwood (interior)
Exterior material	
Soffits, including porch and carport	790 sq. ft. 1/4" plywood
Eaves	240 lin. ft. 1" x 6"
Insulation	1,425 sq. ft. ceiling insulation

Sheet Metal

Gutters	120 lin. ft.
Downspouts	6
Flashing	chimney
Miscellaneous	42 lin. ft. flashing at brick veneer

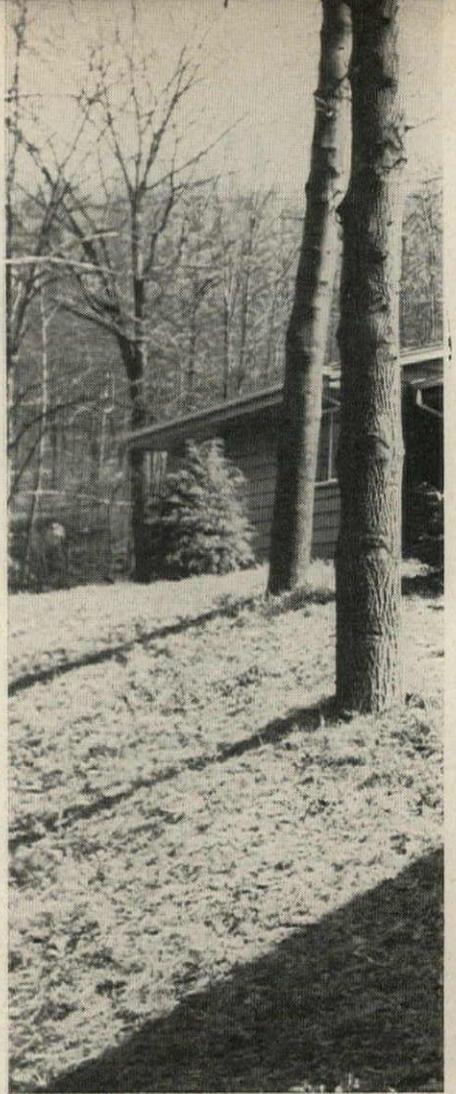
Roofing

Type	210# asphalt over felt
Area	25 squares

Interior Walls

Area to be covered	4,300 sq. ft.
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● This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.



how to use

Stone for the modern building operation has been clothed, to some extent, in a shroud of mystery. Throughout the ages stone people guarded their secrets jealously and, in doing so, helped create many misconceptions. Not the least of these is that stone is far too expensive.

But stone always has been considered a beautiful and prized building material, so why not use it? Stone has sales appeal, and is not as expensive as you think.

Much of the mystery surrounding stone has been dispelled by Huffman Brothers, builders in Charleston, West Virginia. They set up a stone shop much the same as other builders have carpenter shops. The brothers went into a stone operation



STONE — it can help you sell

because there was no one locally who could service their needs. They wanted to use stone and were convinced of its value as a sales getter.

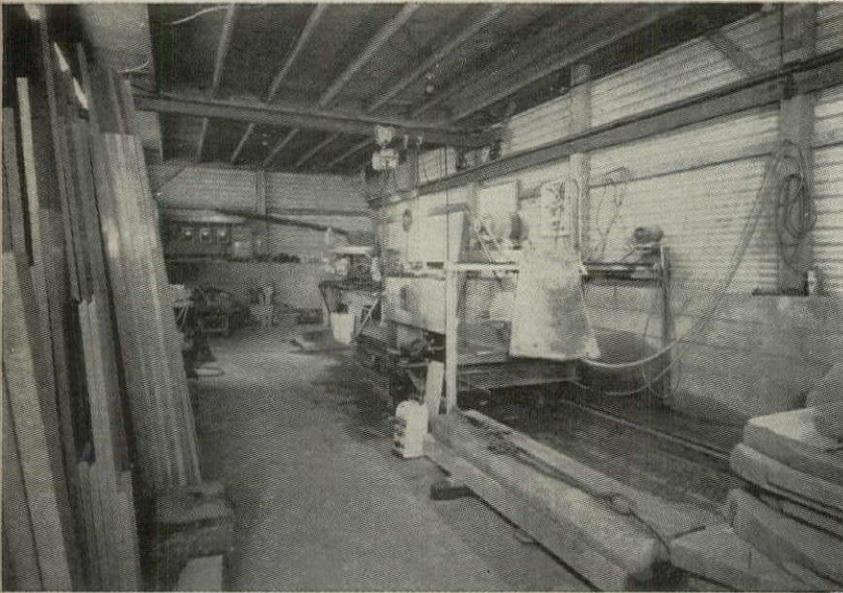
In the past few years they have learned the stone business from the ground up. Today, stone is a big part of their business, although they still are essentially home builders. Other builders, who came to them for a piece of stone for this or that purpose, virtually pushed the brothers into subcontracting.

Read how the Huffman Brothers merchandise with stone; how they use stone in luxurious ways at little cost; how their scrap becomes a luxury wall covering; and how they lay up ashlar walls at small cost.



Small polishing jobs can be done with this belt sander

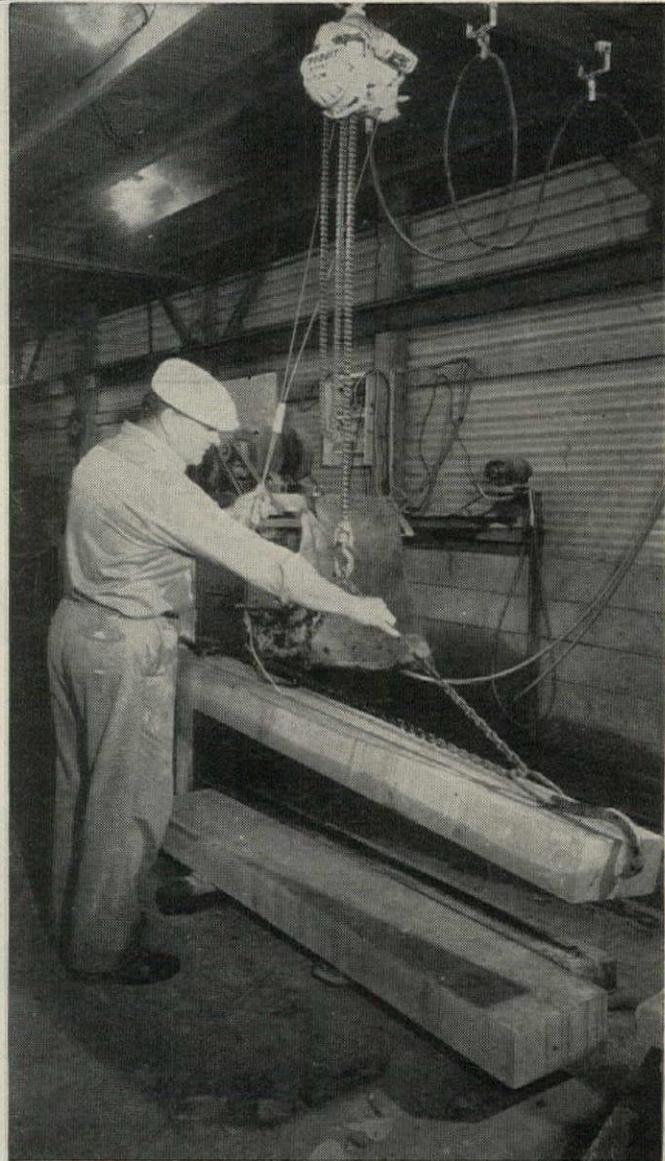
how to set up and operate a stone shop



Sanding of stone is similar to sanding
woodwork. Here a rotary sander
takes down a stone sill



Power cut-off saw
is one used to cut
marble window stools
to length. Unit is a
converted radial saw



Power hoist on overhead crane
carries the stone from place to place

If you want to use stone and there is no one in your area to service your needs, what can you do about it? You could do exactly what the Huffman Brothers did—set up your own shop.

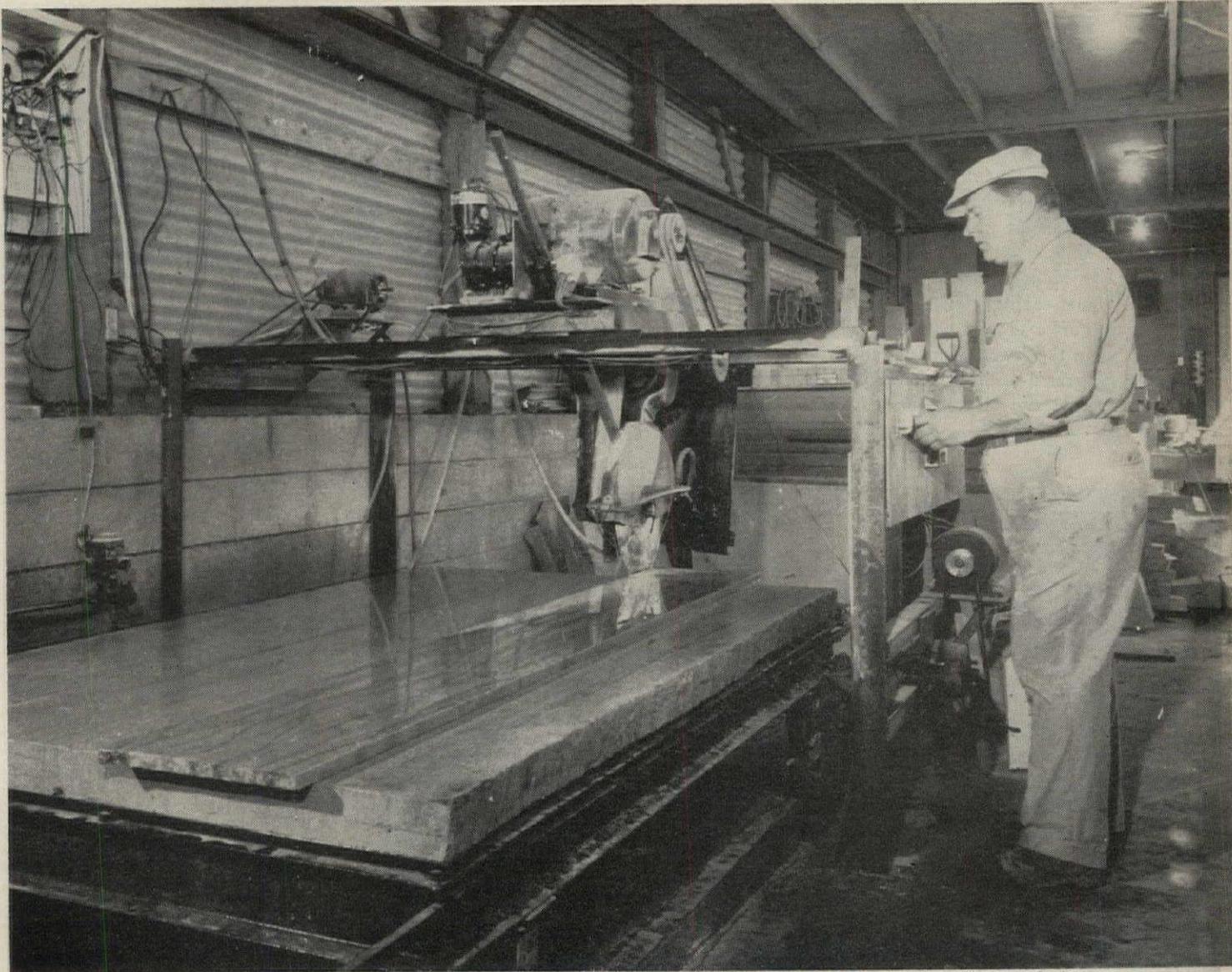
At the start, the Huffmans knew nothing about stone, and had never seen a piece cut. They went to quarries, asked questions, and then proceeded to set up their shop. Actually, stone fabrication is much like working with wood. Tools and layout of both shops are similar. Cutting of stone, however, is more difficult.

Wet cutting with a diamond-tipped saw is the principal operation in a stone shop. Others, such as polishing and the more difficult operations, usually are per-

formed at the quarry. The Huffmans do no polishing.

Stone cutting machines compare with those in a carpenter shop. A carpenter's power ripsaw is comparable to a stonecutting machine. The Huffmans designed and built their own, but similar machines are available on the market. Their stone cutoff saw is a converted radial saw that was used in a carpentry shop, but now has a waterproof motor. Machines made for this operation also are on the market.

Other tools include portable rotary sanders, belt sanders, drills, and masons' hand tools. The investment needed for setting up a shop similar to the Huffmans will run between \$3,000 and \$5,000.



Photographs courtesy The Stone Council and Indiana Limestone Institute

Power saw for cutting stone has a power operated bed. Saw itself has electrically operated height and traverse mechanism. Water runs on work as it is being cut



stone sells houses in all price ranges

The Huffmans know from experience that stone sells houses, and they use as much as practical in houses for each price bracket. In luxury houses, stone not only is the number one building material, but it also is the outstanding selling feature. For the custom work of other builders, the Huffmans get the contracts because they can deliver stone for the price of other building materials.

The combination of their stone shop techniques and a less expensive method of laying up ashlar walls makes this possible.

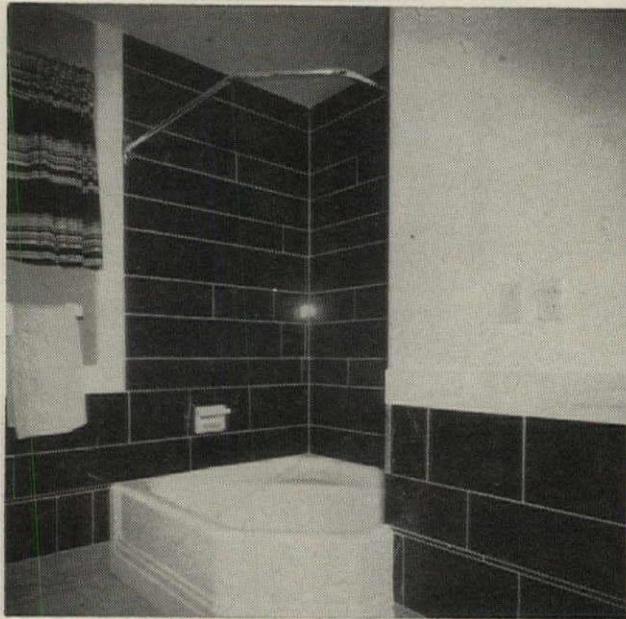
Many stone applications garner savings for the Huffmans. For example, marble flagging in the foyer of a custom house gives a decidedly luxurious air. Yet the installation of the



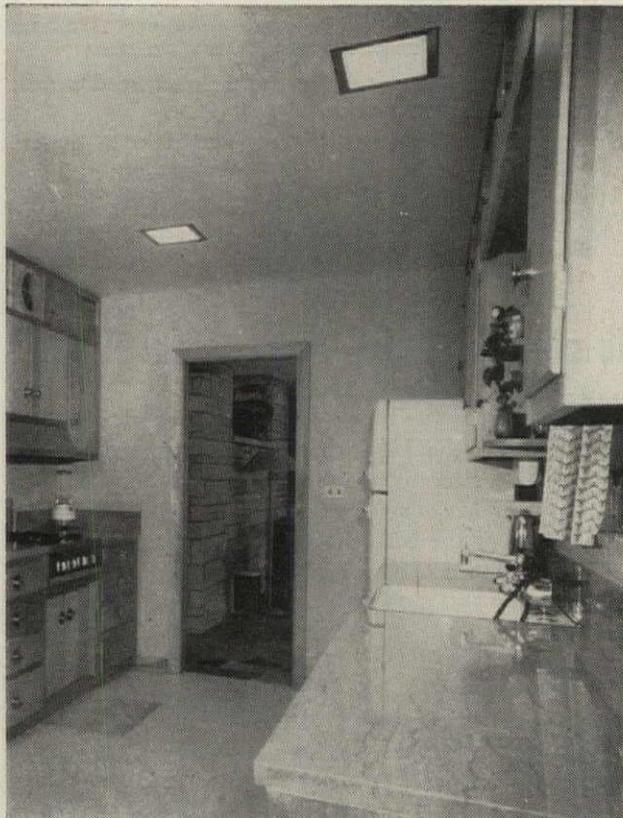
broken marble flagging (the marble is from the scrap pile) is less expensive than sawed flagging of cheaper stone, which doesn't have as much appeal as marble.

Kitchen counter tops are 1 $\frac{1}{4}$ -inch marble and are another potent selling factor. According to the Huffmans, these marble counter tops cost less than some other accepted materials.

Best selling feature, however, is the marble tiled bath. Cutoffs from window stool stock are used in laying up the wall tile. Actually, this marble is from the scrap heap, and therefore costs very little, say the brothers.



Cutoff from window stool stock, which is actually marble from scrap heap, was used to produce this marble tile bath



Marble counter tops in kitchen are a sales feature

stone for other price houses



low-cost house

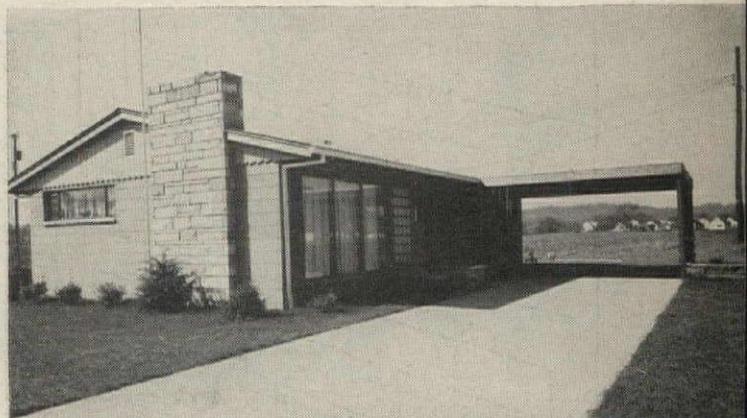
Huffmans add a touch of luxury to low cost houses with their \$290 subcontract stone package. They will furnish and install a flagstone walk, marble window stools, stone sills, and a stone fireplace mantel.

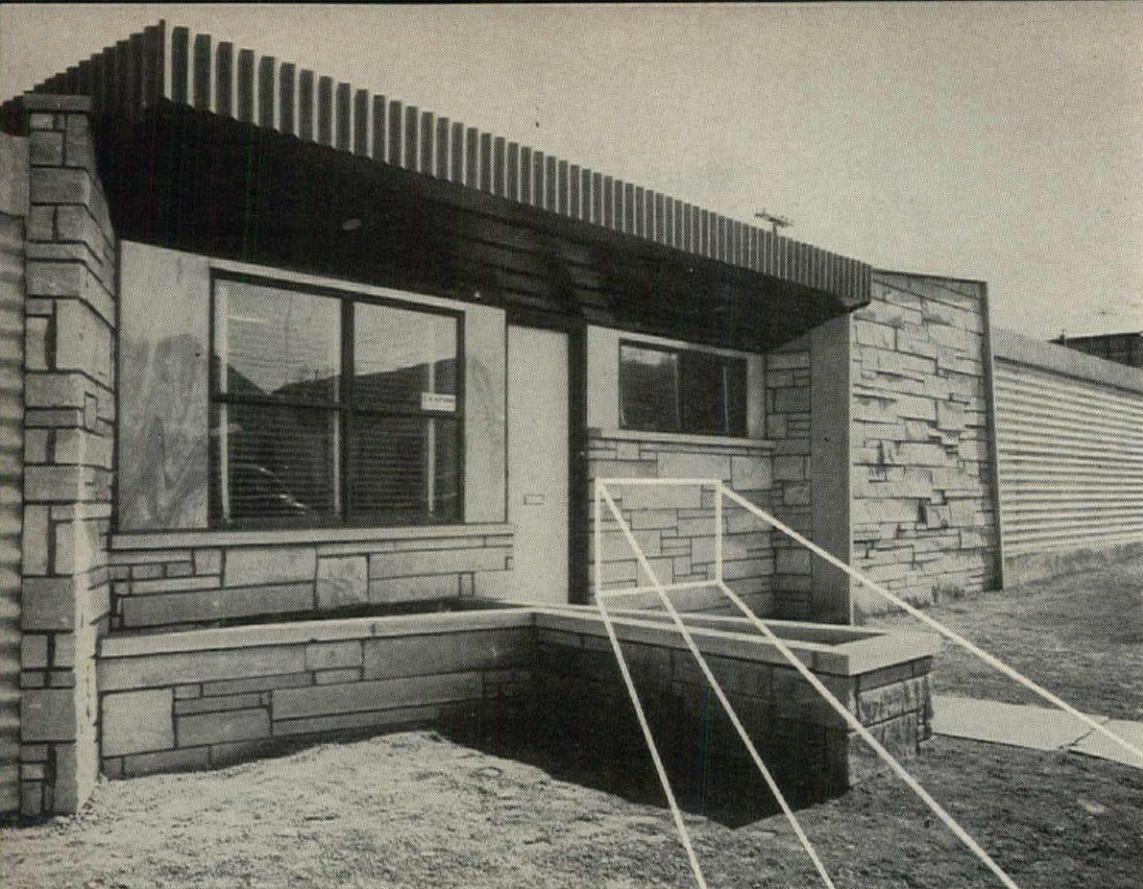


medium-cost house

In medium cost houses, the Huffmans will furnish and install the following for \$450: stone sills, marble window stools, exterior stone veneering of the fireplace, interior stone fireplace wall, and two stone planter boxes.

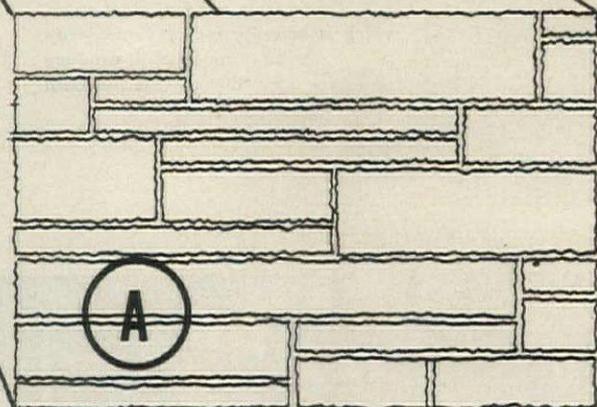
Note: The above prices are with union labor. Huffmans pay masons \$3.30 an hour and labor, \$1.85.



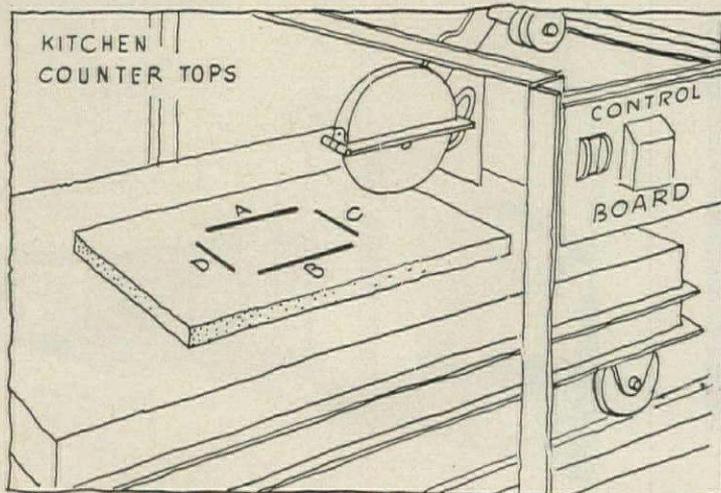


stone veneer lays up fast with Huffmans' method

The Huffman Brothers have developed a method which speeds up the laying of random ashlar veneer. By eliminating the repeated use of plumb and level for each piece of stone laid, they have been able to add materially to the square feet of wall area a mason and helper can produce in a day. They take a mason's course rule and mark off the wall in courses. Then, with a carpenter's chalk line, they mark the courses on the wall. The stone mason follows this guide and doesn't have to level each piece. He can sight the piece of stone in relation with the guide marks. "One stone mason and helper," state the Huffmans, "lay up 180 square feet a day, which is comparable to 1,260 brick."



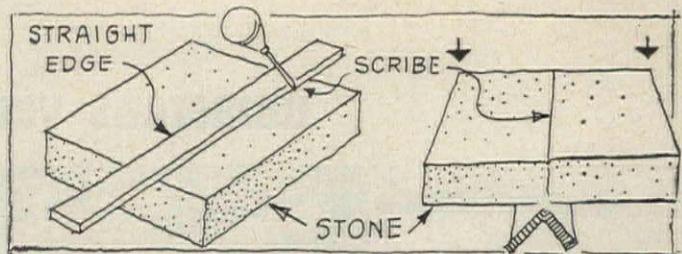
marble counter tops—easy to fabricate



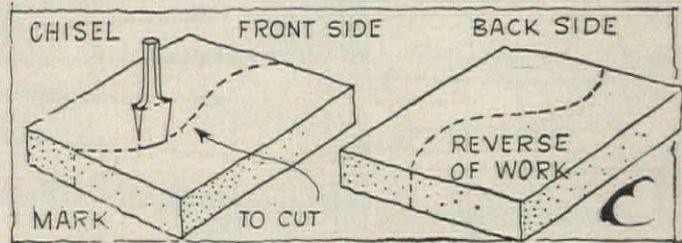
First, the 1¼-inch thick piece of marble is cut to size and the sink opening is marked. A power masonry saw is used to cut the straight lines of the sink cut-out. The curved lines are cut with a chisel.

stone is cut in many ways

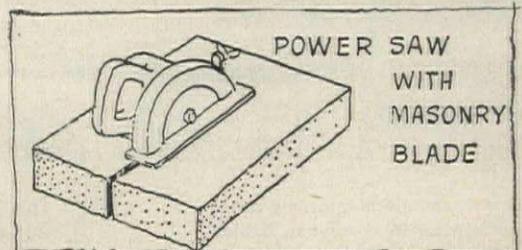
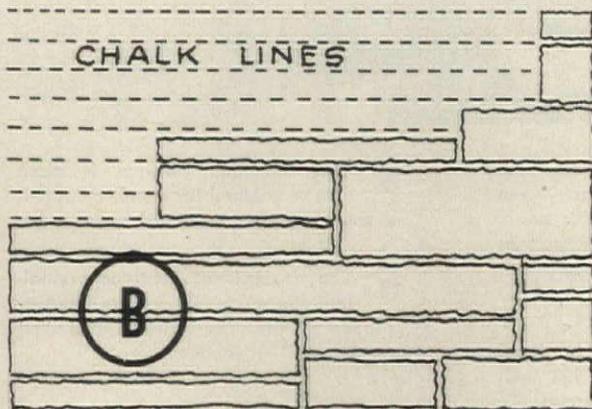
Flagging (used for floors, patios, etc.) can be scored and snapped or cut with a chisel. Ashlar stone veneer is cut with a chisel or snapped in a hydraulic press.



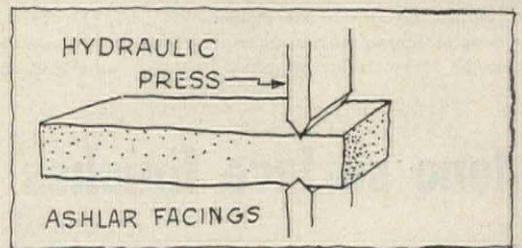
A scribed piece of flagging can be snapped over a 1½ L-iron. Thicker pieces of flagging will require a few taps of the chisel along the scribe



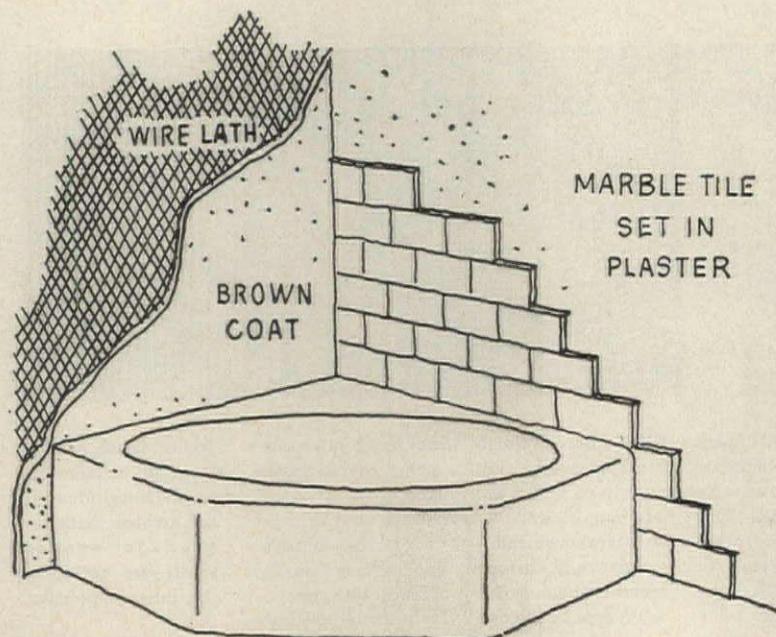
Irregular shapes or curves require that a pattern be made. The piece is scribed and chiseled very carefully. Then the piece is turned over and the process is repeated from one side to the other until the stone is broken



For straight line cuts through flagging a portable power saw can be used with a masonry blade. Care must be taken to keep blade straight—binding might break the blade



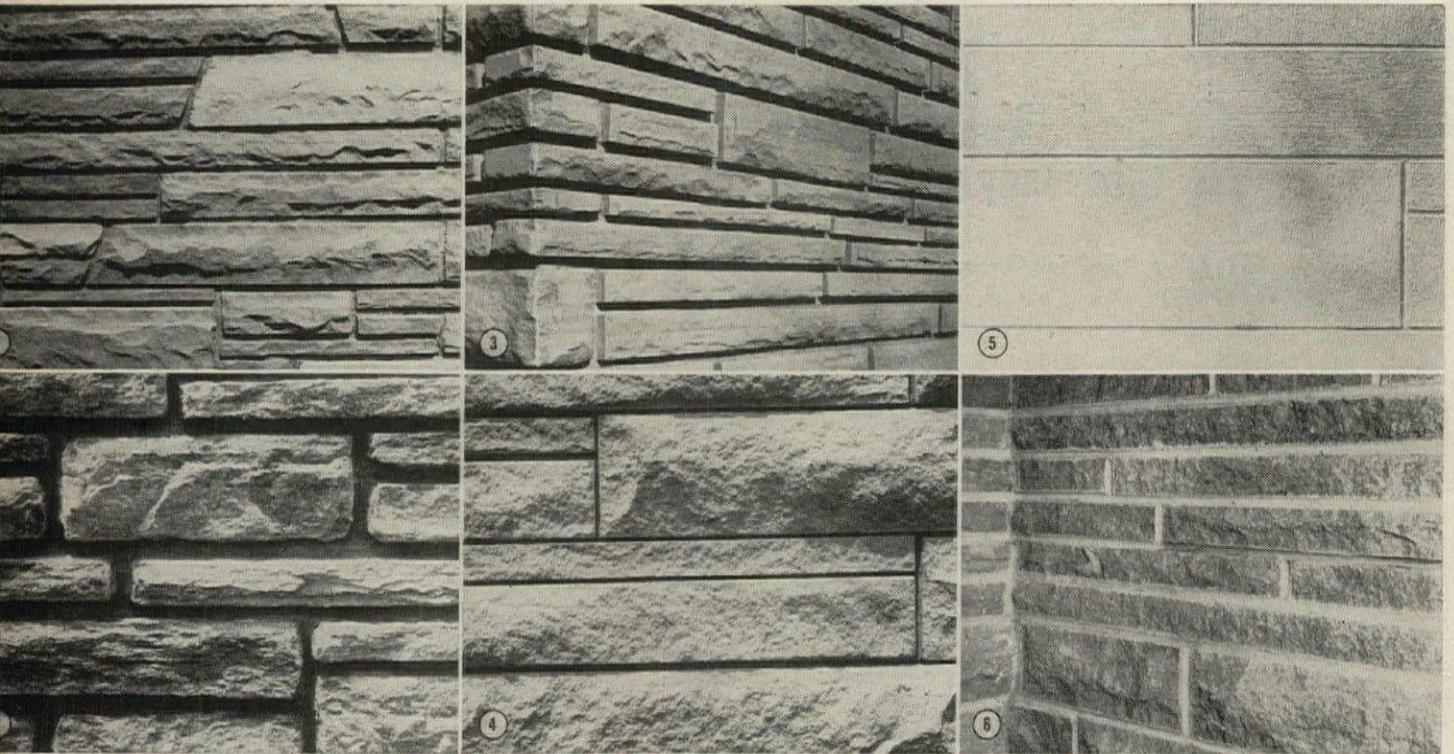
The Huffmans use a hydraulic press to cut ashlar stone veneer. This machine speeds the cutting process and helps the Huffmans to achieve their unusually high per day installation results



marble bath walls from scrap pile

Marble in the luxurious baths found in Huffman houses is from the scrap pile. All marble cutoffs are saved. When a bath job comes up, a mason will go through the scrap pile and hand-pick pieces of marble for color and size. Usually the pieces are pre-cut in the stone shop and delivered to the site. Huffman masons use metal lath over the studs and install the marble tiling in the same manner as clay tile.

numerous veneer patterns with stone



1 This wall sample is quartzite sandstone laid up in a random ashlar pattern. The stone has a pitched face pattern. Height of stone, as seen in this picture, is one to 12 inches

2 The quartzite in the splitface pattern. Stones are two to six inches high. The deep tooling of the mortar joint accentuates the stone ashlar pattern

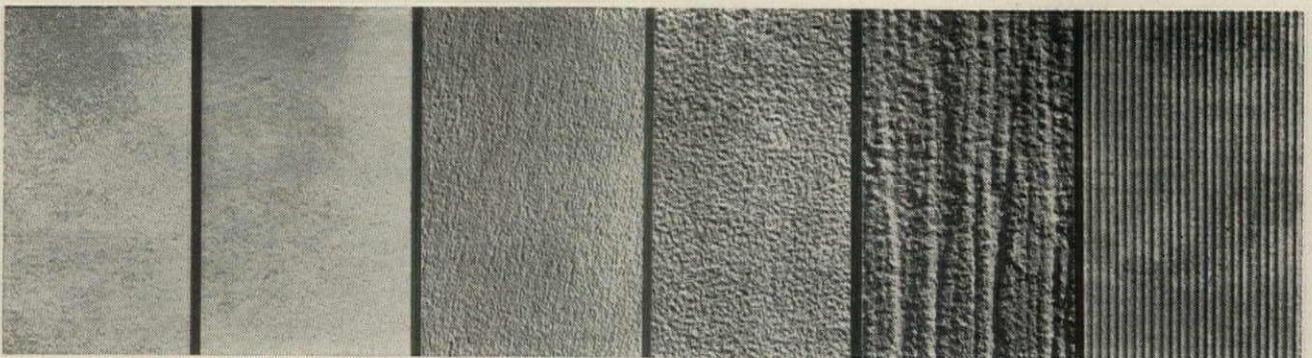
3 This splitface sandstone is also laid up in a random ashlar pattern of heights one to six inches. The angle of this photograph shows the pattern that can be created by deep tooling of the mortar joint

4 This splitface Oolitic ashlar limestone is in $2\frac{1}{4}$, 5, and $7\frac{3}{4}$ inch heights, normal with most quarries

5 This smoother surface is sand sawed finished limestone ashlar. It is used for a more formal appearance

6 The example of splitface crystalline limestone shows the random coursed pattern. The stone heights used are $2\frac{1}{4}$ and $7\frac{3}{4}$ inches

stone surface finishes



This is an example of smooth planer finish. All tool marks are removed. This finish has wide use for formal architecture

This finish results when planer finished stone is rubbed with an abrasive. Rubbing adds to the cost so this type of finish is not in general use

Sand sawed finish is left after the stone comes from the gang saw. The finish is moderately smooth, varying in texture with the type of stone

Chat sawed finish is where coarse chat was used under the sawing blade. Results make an interesting rough surface texture which varies with type of stone

Shot finish is similar to chat sawed finish, except that steel chilled shot is used under the blades. The finish is heavily ribbed with irregular parallel grooves

Tooled finish is costly and seldom is used today. Most of the ashlar patterns used in veneer walls are splitface, the least expensive

nation has good supply of building stone

QUARRY LOCATION	TRADE NAME	COLOR	COMPANY	CLASSIFICATION
Oneonta, Ala.	Oneonta Stone	buff, brown, pink, white	H. H. Garner Stone Co.	Quartzite
Ash Fork, Ariz.	Kaibab Arizona Stone	buff, red, yellow, pink	Western States Stone Co.	Sandstone
Clarksville, Ark.	Harmony Ledge Stone	pink, brown, gray	Texas Ledge Stone Co.	Sandstone
Lyons, Colo.	Colorado Pink Stone	red, pink	Jacobson-Evans Stone Company, Inc.	Quartzite
Lyons, Colo.	Colorado Red Stone	red, mahogany, pink, buff, white	Summers Rock Quarry	Quartzite
Bloomington, Ind.	Indiana Limestone	buff, gray, variegated	The Bloomington Limestone Corp.	Limestone
Bloomington, Ind.	Indiana Limestone	buff, gray, variegated	Empire Stone Company	Limestone
Bedford, Ind.	Indiana Limestone	buff, gray, variegated	The Carl Furst Company	Limestone
Bedford, Ind.	Indiana Limestone	buff, gray, variegated	Indiana Limestone Co., Inc.	Limestone
Bloomington, Ind.	Indiana Limestone	buff, gray, variegated	B. G. Hoadley Quarries, Inc.	Limestone
Bloomington, Ind.	Indiana Limestone	buff, gray, variegated	Victor Oolitic Stone Company	Limestone
Junction City, Kan.	Paxico	tan, light-brown, variegated	Walker Cut Stone Company	Limestone
Junction City, Kas.	Junction City Stone	cream, buff	Walker Cut Stone Company	Limestone
Reistertown, Md.	Chesapeake-hue Stone	variegated	C. E. Weaver Stone Co.	Quartzite
Kasota, Minn.	Kasota Stone	buff, cream, pink	The Babcock Company	Limestone
Mankato, Minn.	Mankato Stone	buff, cream, gray, pink	Mankato Stone Co.	Limestone
Winona, Minn.	Winona Stone	pastel shades, cream, gray, buff, pink, yellow, brown	Biesanz Stone Co., Inc.	Limestone
Carthage, Mo.	Carthage Limestone	light gray	Carthage Marble Corp.	Limestone
Amherst, Ohio	Berea Sandstone	gray, buff, variegated	The Cleveland Quarries Co.	Sandstone
Fresno, Ohio	Pearl Sandstone	gray, pink, buff, brown	Pearl Sandstone Company	Sandstone
Emporium, Pa.	Penn-Kress Stone	green, gray, purple	Penn Kress Flagstone Company	Quartzite
Crossville, Tenn.	Crab Orchard Stone	buff, gray, pink, tan, variegated	Crab Orchard Stone Co., Inc.	Quartzite
Crossville, Tenn.	Tennessee Variegated Stone	pink, tan, buff, gray, variegated	Turner Bros. Stone Co.	Quartzite
Crossville, Tenn.	Tennquartz	pink, tan, buff, gray, variegated	Tennessee Stone Co., Inc.	Quartzite
Austin, Texas	Cordova Texas Limestone	cream to golden cream	Texas Quarries, Inc.	Limestone
Liberty Hill, Texas	Liberty Hill Cream Stone	creamy buff	San-Tex Stone Quarry, Inc.	Limestone
Liberty Hill, Texas	Liberty Hill Golden Shell	golden cream, shell impressions	San-Tex Stone Quarry, Inc.	Limestone
Fond du Lac, Wis.	Fond du Lac Stone	white, blue, gray, brown, rose, yellow	Fond du Lac Stone Co., Inc.	Limestone
Sussex, Wis.	Halquist Lannon Stone	white, cream, variegated	Halquist Lannon Stone Co.	Limestone
Lannon, Wis.	Conco Lannon Stone	gray, ivory, variegated	Conco Lannon Quarry	Limestone

the 'bold experiment' is twenty years old

**FHA, which has helped millions of Americans
acquire homes, celebrates a birthday this month. Despite
present troubles, the future looks good**

FHA COMMISSIONERS (from 1934 to date)

James A. Moffett,
June 30, 1934 to Sept. 1, 1935

Stewart McDonald,
Sept. 5, 1935 to Nov. 29, 1940

Abner H. Ferguson,
Dec. 10, 1940 to June 30, 1945

Raymond M. Foley,
July 13, 1945 to July 26, 1947

Franklin D. Richards,
Aug. 7, 1947 to June 30, 1952

Walter L. Greene,
July 3, 1952 to April 16, 1953

Guy T. O. Hollyday,
April 16, 1953 to April 12, 1954

Norman P. Mason (Acting),
April 13, 1954 to present

● **WHEN CONGRESS PASSED THE NATIONAL HOUSING ACT** in June of 1934, creating the Federal Housing Administration, a great many critics labeled the move "radical." Yet these facts were plain: The housing market was "flat on its back," the mortgage system was in a state of collapse and in the preceding year, 1933, only 93,000 new homes were built in the United States. It was time for "radical" action. Congress voted to establish FHA to encourage improvement in housing standards, to provide an adequate home financing system and to exert a stabilizing influence in the mortgage market.

Today, as FHA celebrates its twentieth birthday, this agency holds a prominent place in the pattern of real estate finance in this country. It has contributed directly or indirectly to two decades of improvement in the housing of American people. The "bold experiment" of the 'Thirties has now become, in the words of former FHA Commissioner Franklin D. Richards, an "accepted American institution."

The extent of FHA influence over the past 20 years is perhaps best illustrated by the size of its operations. Insurance written from 1934 through 1953, under all programs, totaled almost \$33 billion. Home mortgages insured during this period added up to 3,422,948, not to mention another 16,565,399 loans which were insured to cover repair and improvement work. Project mortgages involving 640,000 dwelling units were handled during the first 20 years.

More than \$17 billion of all FHA insurance written is still outstanding, and losses by default have been negligible. The agency estimates that more than 8,000,000 persons now are living in FHA-insured housing.

Self-Supporting

FHA is unique among government agencies because it is entirely self-supporting. In fact, the income derived from fees, premiums and investments substantially more than covers expenses. Every year since 1940, when the agency began to pay all its own way, FHA has been piling up a surplus, and on December 31, 1953, the accumulated reserve amounted to \$394,640,073. Currently, the agency makes a "profit" of about \$100,000,000 a year. All Treasury funds advanced in the 'Thirties have been repaid; and debentures which have been issued in default cases are slated for full redemption this year.

In spite of this record, Congress still keeps a close eye on the FHA budget. Operating expenses are held at about one-fourth of total income and many observers are worried because the hold-down is causing FHA to get behind in its work. Former Commissioner Guy T. O. Hollyday told Congress earlier this year that the agency then had 400,000 Title I loans backlogged—resulting in uncollected premiums of nearly \$5,000,000.

At the present time, FHA has approximately 5,000 employees, of which

(Continued on page 90)

this



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& here are the reasons why:

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Ro-Way doors are styled to complement **&** enhance any architectural design.

All wood sections are specially selected West Coast lumber **&** exterior grade Douglas fir plywood—for rugged service.

All muntins, rails **&** stiles are precision squared.

All mortise and tenon joints are both glued **&** steel doweled for greater strength.

All millwork is drum **&** hand sanded for exceptional smoothness.

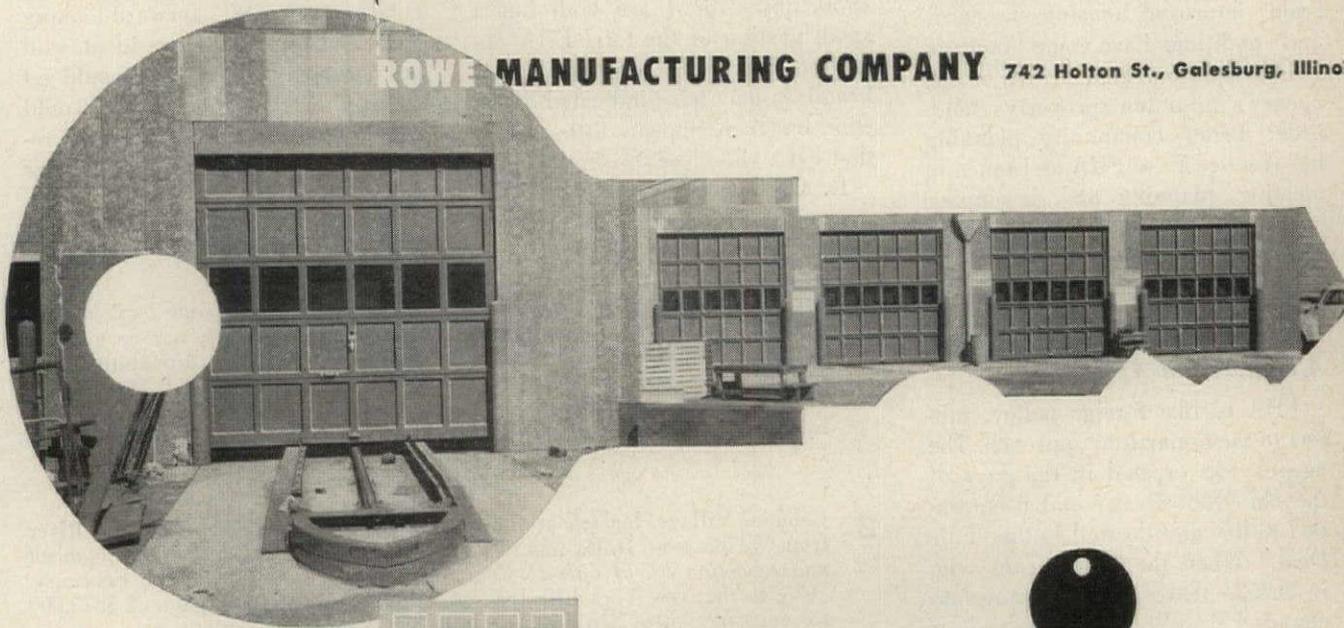
All hardware is Parkerized **&** painted—after fabrication—for maximum rust resistance.

Ro-Way Taper-Tite track **&** Seal-A-Matic hinges assure weather-tight closure **&** easy operation.

Standard **&** Special sizes **&** designs meet practically every commercial, industrial **&** residential need.

*All of which adds up to owner approval **&** satisfaction. If that's what you want, just be sure to specify Ro-Way whenever the job calls for overhead type doors.*

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there's a Ro-Way for every  Doorway!

FHA is twenty years old

(Continued from page 88)

some 3,500 are located in field offices. There are 544 appraisers, and the agency has 138 insuring and service offices spotted around the country.

FHA must operate on this decentralized basis to handle a business that is nation-wide. The headquarters office in Washington establishes policies, procedures and standards. Here the work of house-keeping and fiscal control is done; staff members supervise and check the work of the field offices. In this connection there are more than 18,000 lending institutions approved to participate in the FHA insurance programs.

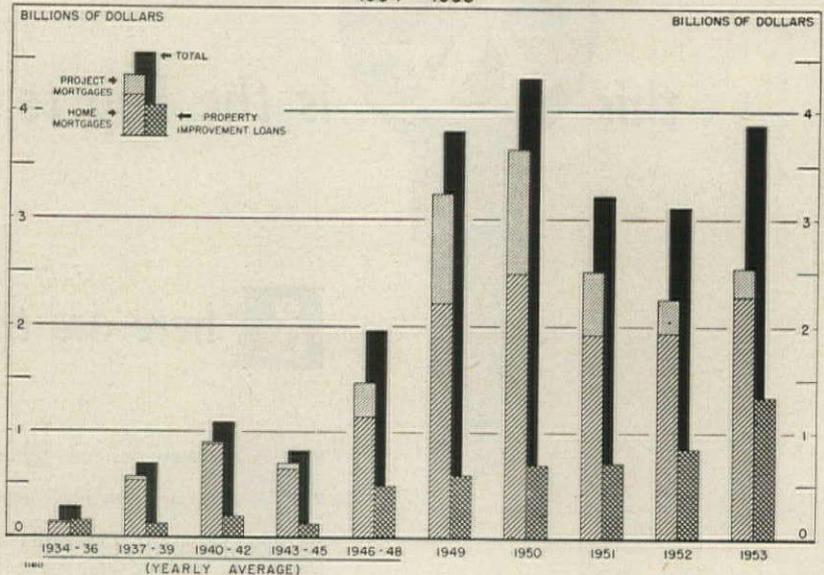
From the beginning, FHA operations have been directed to the lower-priced market. In the years of rising costs following World War II, efforts were made to encourage production of housing, both for sale and for rent, within the means of families in this section of the market. FHA has also been interested in increasing the volume of so-called minority housing.

An appraisal of benefits that have resulted from FHA's work over the past 20 years points to these major items: The single long-term mortgage has become standard practice; residential mortgage loans now are purchased and sold on a national scale; improved housing standards and conditions have come about, in FHA's opinion, as a result of the agency's minimum property standards; better community planning has resulted from FHA assistance in locating, planning and developing subdivisions, and, by analysis of local markets, overbuilding in specific areas and price ranges has sometimes been averted.

A Bi-partisan Approach

FHA is, like foreign policy, subject to the bi-partisan approach. The agency was created in the days of the old "New Deal," and it continued to live and do well in the "Fair Deal." When the Republicans won in 1952, there was no move to change FHA. President Eisenhower appointed an Advisory Committee to study the government's housing programs, and the committee produced nothing stronger than a suggestion that existing FHA programs

VOLUME OF FHA INSURANCE WRITTEN
1934 - 1953



be consolidated to make them more effective and to simplify administration. Oh, yes, there was one other thought: Perhaps FHA should be renamed the "Federal Mortgage Insurance Administration," to help people understand that FHA does not make loans, it only insures them.

What of the future of this agency, which has recently been the subject of a major governmental investigation? It seems generally agreed that FHA will go right on filling an important place in the home building industry. Section 608, defunct since 1950, and Title I are both but a small portion of the total FHA operation. The recent excitement and headlines may have indicated otherwise, but there appears little danger that FHA will close up shop.

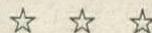
R. G. Hughes, president of the

National Association of Home Builders, said recently that Congress should not let "a very small tail wag a very big dog" in the handling of FHA. He criticized the "circus atmosphere" surrounding attacks on the agency, and he called for early approval by Congress of the 1954 omnibus housing bill.

"FHA has been the backbone around which a great home building industry has been built," Hughes said. "Everything about this new proposed bill that is bold and forward-looking is hinged around a good, workable, forward-looking FHA." The NAHB president said new authority which FHA would get under the 1954 housing bill would enable builders to construct and rehabilitate 1,400,000 homes a year during the next ten years.

These Were FHA 'Firsts'

- 1 Mr. and Mrs. Warren H. Newkirk received the first mortgage loan insured under Section 203. The mortgage, in the amount of \$4,800, was on a house built for the Newkirks at Pompton Plains, New Jersey. Commitment to insure was issued December 21, 1934, and Arthur W. Gould, Hawthorne, New Jersey, was the builder. The mortgage was subsequently purchased by the National Life Insurance Company, Montpelier, Vermont.



- 2 Colonial Village, located at Clarendon, Virginia, across the Potomac River from Washington, D. C., was the first large-scale apartment project financed under Section 207 of Title II. Commitment was issued by FHA in February, 1935, to the New York Life Insurance Company on a mortgage of \$875,000 for construction of 276 dwelling units in garden-type structures.



- 3 John P. Powers, Cloquet, Minnesota, was the first property owner to obtain an FHA-insured Title I property improvement loan. The loan, amounting to \$125, was made in August, 1934, and Powers used the money for painting his house, repairing the roof and installing a water tank.

NEW LOW COST QUALITY FOLDING DOOR

\$19⁹⁵ LIST COMPLETE
2' 8" x 6' 8½"

Also available in
3' x 6' 8½" and 4' x 6' 8½"

Durable Construction! Expect a lifetime of trouble-free operation from FOL-BAK. In tests, FOL-BAK has been opened and closed 142,725 times—about 30 years of normal use—without noticeable wear! *It's a quality door*, by the makers of FOLDOOR.

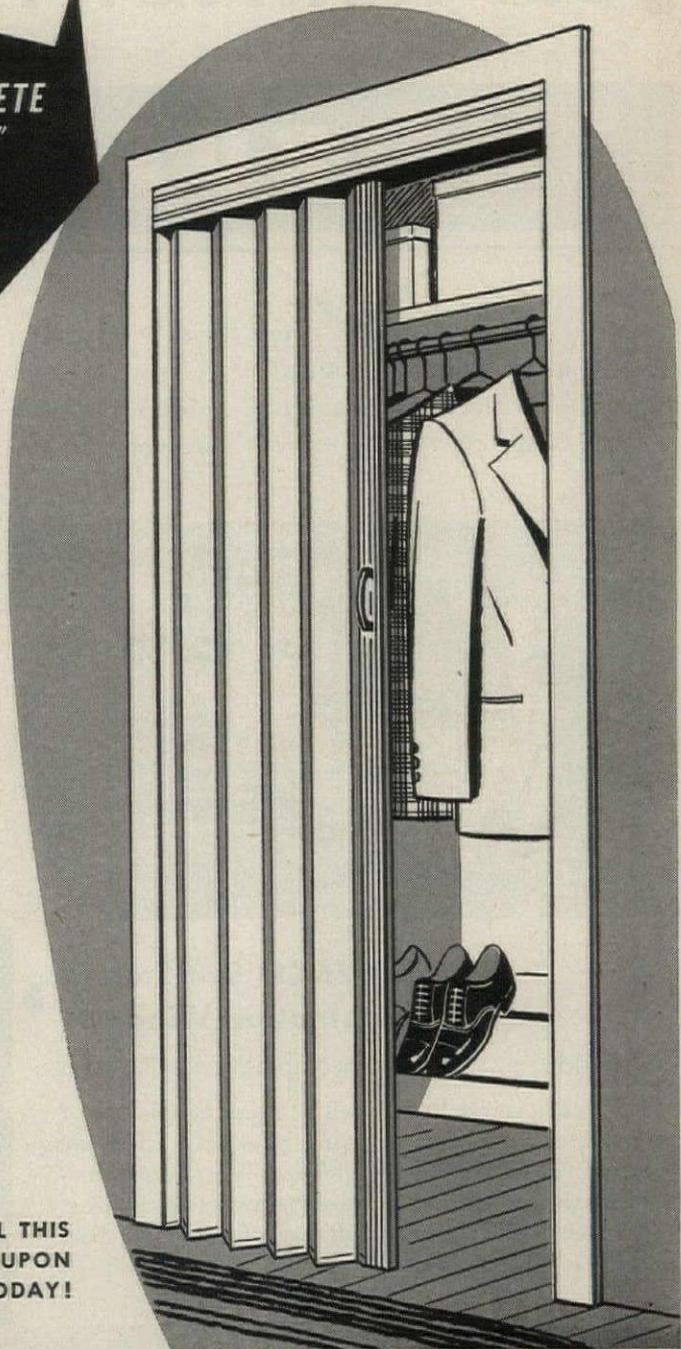
Quality Fabrics! FOL-BAK vinyl fabrics feel like cloth, look like expensive drapery material—are easy to wash with soap and water.

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Complete, ready-to-install units made of hot-dipped galvanized tubular steel. Glazed, finish-painted, built-in weatherstripping, Fiberglas screen. Insulating sash gives exclusive MagicPanel® rainproof, draft-free ventilation. Make big savings in installation time and cost. Available in horizontal slide and vertical slide models. Also in 3-panel and 4-panel "Fulvue" style for extra-large window areas.

RUSCO Self-Storing Combination Windows ▶

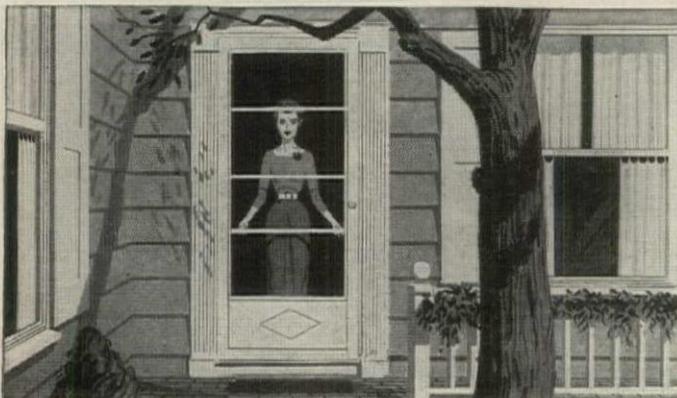
The world's most popular combination windows! Over 11 million installations tell you that here is one of the *livest* of home modernizing products. Exclusive features galore, including: MagicPanel® year 'round rainproof, draft-free ventilation, positive automatic locking, built-in felt weatherstripping. Range of models to meet competitive pricing.

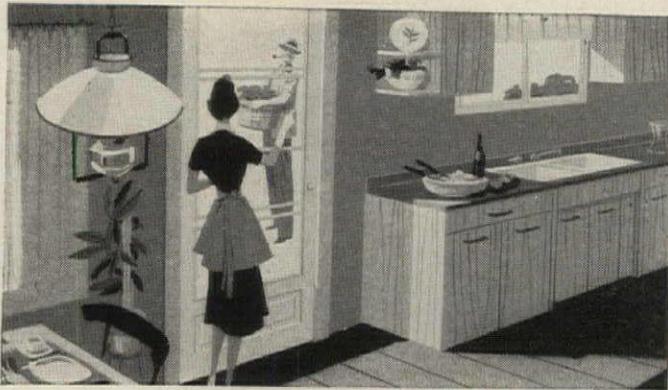


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Operates just like a window!

Nothing to change, nothing to store. Lower glass panel raises to permit any desired degree of ventilation. This handsome door is in a class by itself—a screen door, storm door and beautiful picture window all in one!





RUSCO 3-in-1 Windo-Door

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Ideal for kitchen, side door, terrace or porch because it serves as an extra, large window as well as a door. Glass panels slide up and down to permit desired ventilation. Fiberglas full screen panel will not rust, rot, corrode or stain—never needs painting. Rusco Windo-Door unit can be installed in any standard 1 $\frac{3}{8}$ " or 1 $\frac{3}{4}$ " wood door.

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GAS AND ELECTRIC, DE LUXE AND STANDARD MODELS



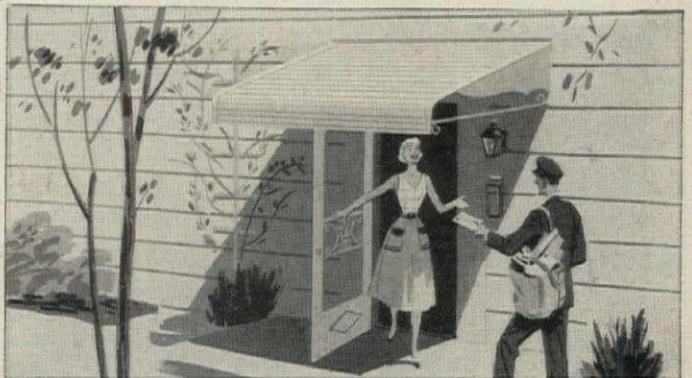
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Inside Fingertip Control permits adjusting for any degree of shade, light, ventilation and visibility. Unlike conventional awnings which "box in" and eliminate view of outdoors, Rusco Adjustable Venetian Awnings keep out undesirable weather but bring in good weather.

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The handsome horizontal lines and streamlined styling of Rusco Fiber-Lite Canopies blend with architectural lines—enhance appearance, give permanent year 'round protection against the elements. Wide range of colors.



RUSCO® CLEARVIEW® Glass Louver Jalousie Windows and Doors

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MAIL THIS COUPON FOR PRODUCT LITERATURE, SPECIFICATIONS AND NAME OF RUSCO DEALER.

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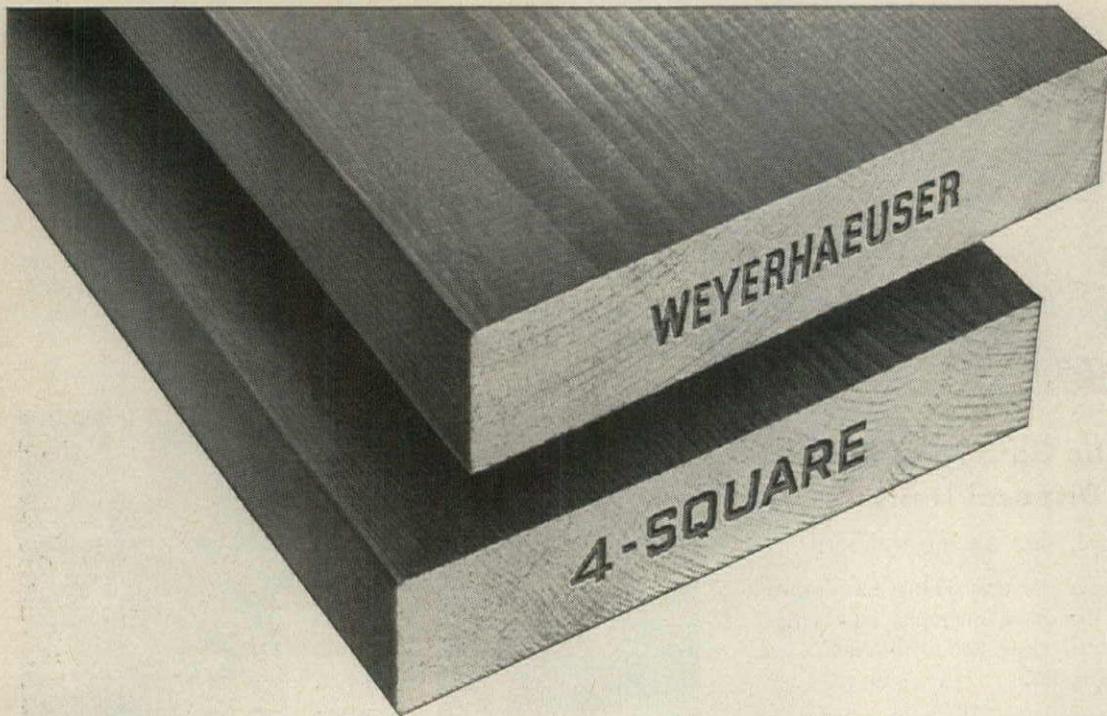
Gentlemen: Please send me literature checked below and name of Rusco dealer nearest me.

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|---------------------------------------------------------|----------------------------------------------------|
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| <input type="checkbox"/> Rusco Combination Doors | <input type="checkbox"/> Rusco Disposal Units |
| <input type="checkbox"/> Rusco Awnings and Canopies | <input type="checkbox"/> Rusco Windo-Doors |
| <input type="checkbox"/> Rusco Glass-louvered Jalousies | |

Name

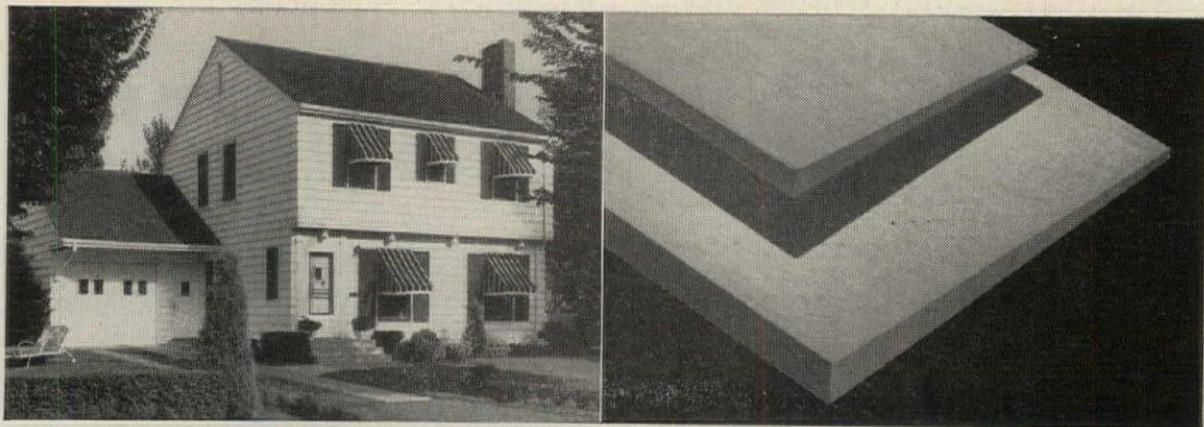
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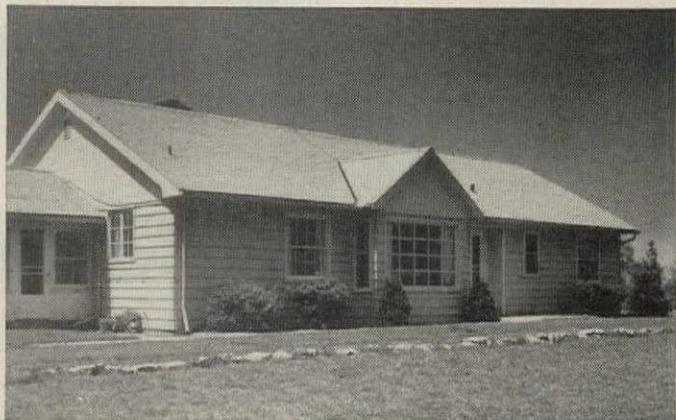
Known for generations as a manufacturer of quality lumber products, Weyerhaeuser has developed the production of bevel and bungalow sidings to a fine art.

Weyerhaeuser Bevel and Bungalow Sidings are among the building industry's most popular exterior wall coverings. Their bevel design provides an overlapping, water-shedding pattern which increases their value as an exposure material. Offered in a variety of durable Western Softwoods, Weyerhaeuser 4-Square Bevel and Bungalow Sidings are proved, weather-resistant products.

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You can satisfy the needs of your customers with Weyerhaeuser 4-Square Bevel and Bungalow Sidings which are manufactured in a variety of grades and sizes from Western Red Cedar, West Coast Hemlock, Idaho White Pine, Ponderosa Pine and Sitka Spruce.

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Impartial survey shows

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over the next leading brand

costly wet-weather delays!

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George W. Miller, President
Miller Homes, Inc., Detroit, Michigan



Mr. Miller's experience parallels that of hundreds of other builders. They have found that the *practical job advantages* of Celotex Double-Waterproofed Insulating Sheathing make possible important savings. With Celotex Insulating Sheathing you can hold costs down, yet build stronger, more comfortable homes with the added sales advantage of fully insulated sidewalls. Applied, Celotex Insulating Sheathing costs no more—usually LESS—than ordinary sheathing. Yet it provides all these big extra benefits . . .

1. Insulates and Weatherproofs as it builds. All at *one* cost. No building paper needed.

2. Laminated for Extra Strength and rigidity. All Celotex $\frac{2\frac{3}{32}}$ " Insulating Sheathing, both 4' wide and 2' x 8', is made of 2 plies, permanently bonded.

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5. Excellent Shingle Base. Shingles can be applied direct, or over Celotex Impregnated Backer Board with special nails.

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Courtyard view with swimming pool in the foreground

luxury apartments stress

BUILDER:

*George Alexander Company,
Los Angeles, California*

ARCHITECT:

*Edward H. Fickett, A.I.A.,
Los Angeles, California*

Choice, high priced land greatly influences the type and character of the buildings which are to be erected upon it. This is true of Sunset Lanai and Fountain Lanai, two new luxury-type apartment buildings located adjacent to Hollywood's glamor center—the "Sunset Strip," a portion of Sunset Boulevard in Hollywood, California.

Discussing the design of these buildings, Builder George Alexander says, "We pretty much left the design up to Ed Fickett, but we did have definitely in mind the desire to build an apartment with glamor; something with a touch of the exotic, and with a strong appeal to the so-called sophisticated apartment dweller, and the sophisticated purse. The design we got did all that. Everything about the buildings gives them a strong punch, which is exactly what we want."



Left: Garage entry in lower foreground and grade approach to first balcony level in courtyard. Bottom: Detail view of second balcony overlooking courtyard

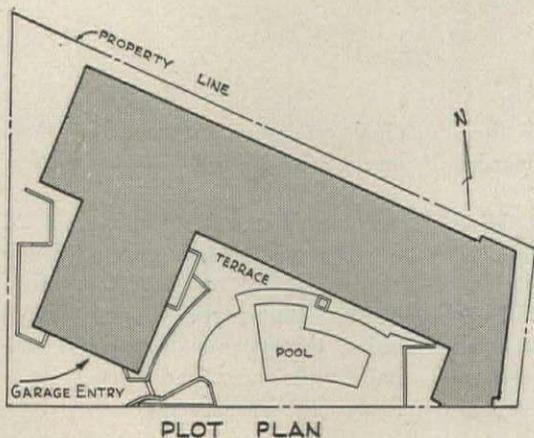
Sunset Lanai

Illustrated on these pages is the Sunset Lanai apartment building which received a design merit award from the National Association of Home Builders.

This building is located upon ground that was considered by speculative builders as *unbuildable* because of its compound slope and odd shape. The site's slope runs as high as 17 feet. The builder bought the lot when the architect agreed

(Continued next page)

outdoor living



APARTMENTS

Sunset Lanai

(Continued from page 99)

that it had good possibilities—if certain concessions were acceptable.

The building has four levels—the ground floor, including a garage built into the high side of the lot; two full living levels, and a partial fourth floor (pent house area). The reinforced concrete underground garage provides space for one car per living unit, plus an area for several additional cars. An Otis elevator runs directly from the garage level to all the floors above.

Sunset Lanai's lower floor apartments are placed on a concrete slab. The building is constructed of columns and beams with fire retardant, two-inch-thick t&g roof (built-up roof). Most interior and exterior walls are non-bearing. Bearing walls are of frame and plaster.

The roof loads and parts of the floor loads are taken on structural columns directly to the footings. Outer glazed areas are fitted into structural frames of the building, with wooden stops or louvered glass ventilators.

Floor framing employs typical wood joists with Rockwool batts placed between the joists for sound deadener. Subfloor is 1x6-inch diagonal sheathing covered with 1/2-inch-thick Celotex. This, in turn, is covered with 1/2-inch-thick plywood and carpeting. Fickett has found that this system transmits less noise to the floors below.

Outer balcony hand rails are built of structural pipe and horizontal angles to which is applied corrugated translucent plastic (Plexolite). The surface of the balcony floors is composition (Diat) trowelled over reinforcing mesh, which is stretched over a waterproof membrane.

Outer walls of the garage are reinforced concrete block. These are laid up in decorative pattern, brush coated inside and out to form water-tight walls. Painting is waterproof colored resin, brush coated on exterior plaster. A creosote base stain is used on the redwood.

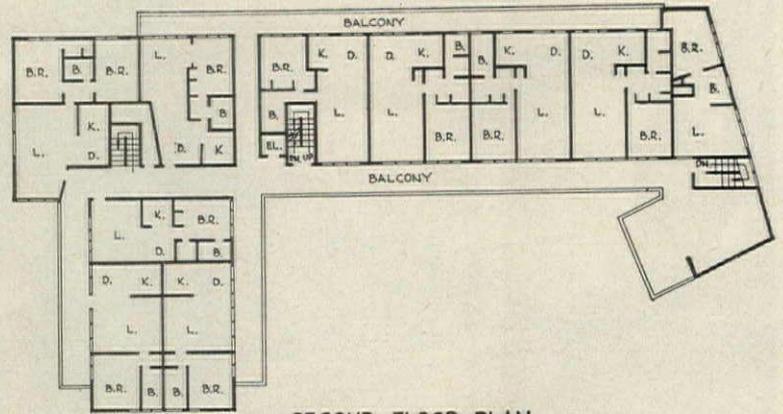
General orientation of the building is to the south, with a view to the south and the southwest. Eighty per cent of the units have a south-

ern exposure. Almost all of them overlook the pool and the garden areas.

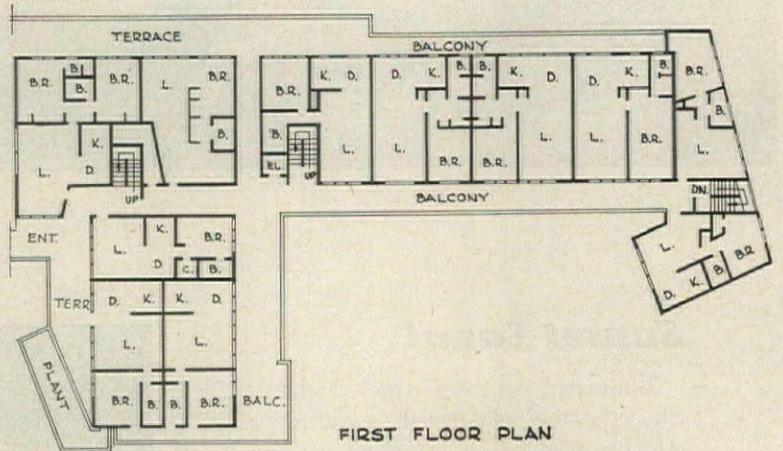
Street entrances to the building are directed to the first floor level. The elevator and the central circulating stairway in the heart of the building provide easy access to all dwelling units. A dramatic view results from the open plan of the prin-

cipal entryway on the first floor level; it leads directly to the garden and the pool.

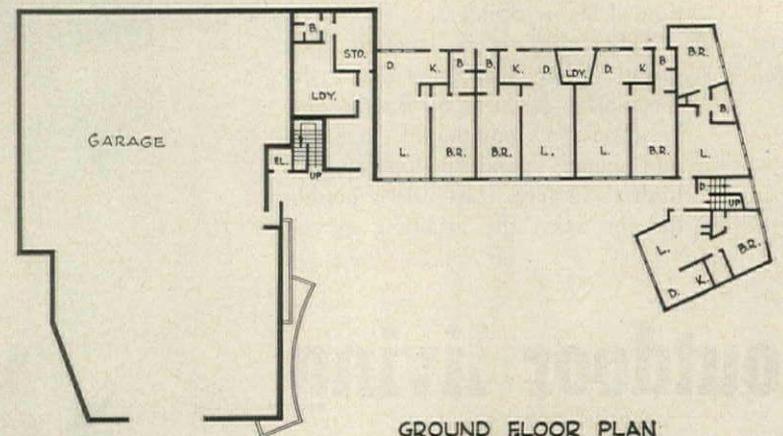
Sunset Lanai is composed of 28 furnished apartment units. There are 16 typical one-bedroom units; eight studio-type one-bedroom units; three two-bedroom and two-bath units, and one master penthouse (the owner's apartment).



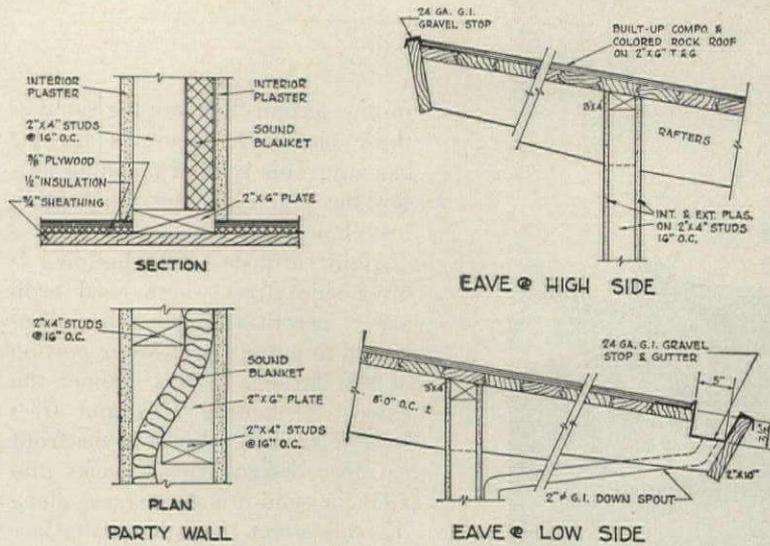
SECOND FLOOR PLAN



FIRST FLOOR PLAN



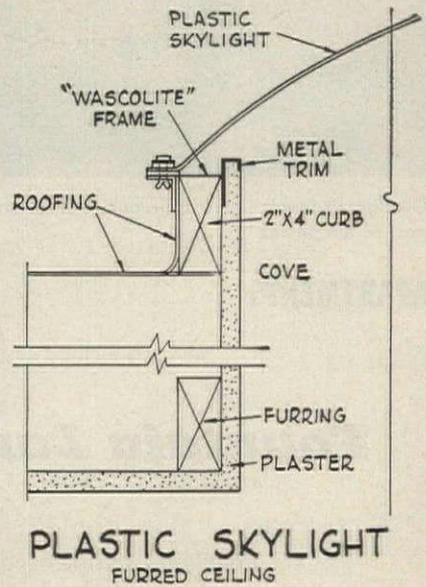
GROUND FLOOR PLAN



Typical roof details and soundproofing construction between apartments



Typical one-bedroom apartment; open planning creates a feeling of space



One-bedroom apartment in which a partial separation between kitchen and dining room is formed by the serving bar



Garage at lower level approached from street by ramp. Planting is an integral part of the design

APARTMENTS

Fountain Lanai

Fountain Lanai is one block from Sunset Lanai. Both take their names from Fountain and Sunset streets on which they are located.

This building follows in general the character of Sunset Lanai. It is a contemporary-designed garden apartment structure consisting of 29 one- and two-bedroom units, with terrace patios and swimming pool in courtyard. A sub-surface garage accommodates 30 cars.

The building is oriented to the south to allow full sun in the courtyard and pool area. The apartments

on the second floor are the same as those on the first, except for the balcony. This type of planning unifies the plumbing and the heating installations.

Main entrance to the building is on a side street where local ordinances permit a deeper setback. Entrance to garage is at lower portion of this façade. In this manner the extensive planting area and trees become an integral part of the front entrance design. The setbacks provide for semi-private terraces along the side street. All other units face the central courtyard and pool.

Despite the shape of the lot and topography of the site, 29 apartments on two levels are provided by bringing outer walls of the building as close to the perimeter as possible. This also made it necessary to go underground with the garages. The roof of one section of the garage acts as a terrace area adjacent to the pool.

The basic construction techniques used in Sunset Lanai also apply to this building. Heating elements em-

Balcony in courtyard gives direct access to apartments with view of pool below



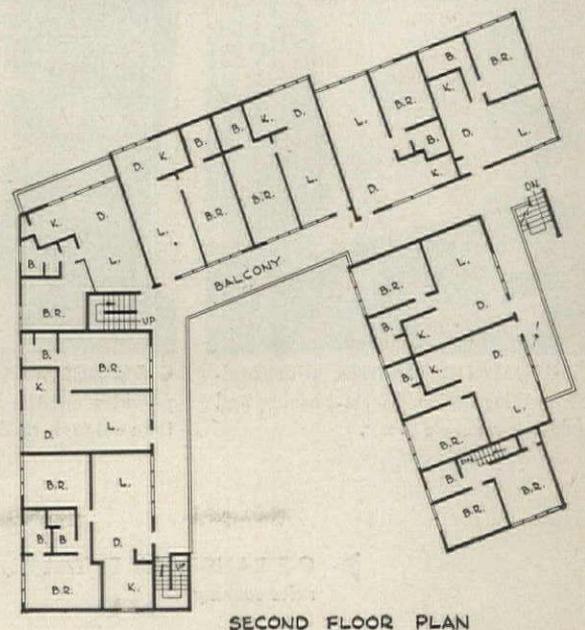
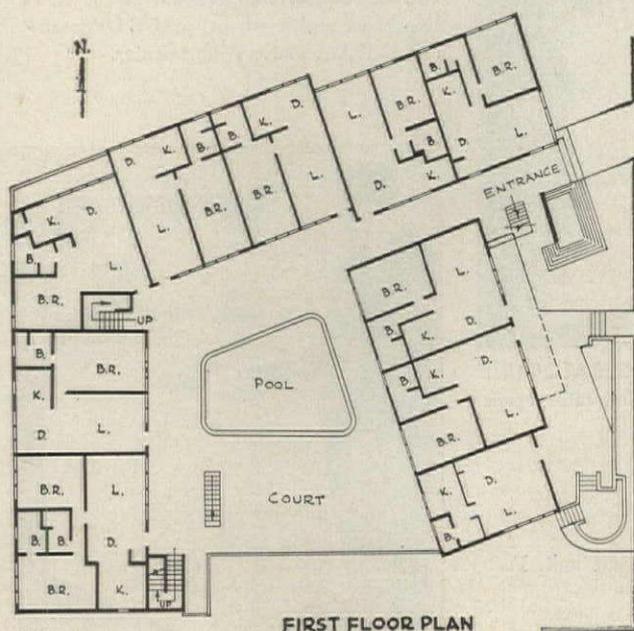
ployed in each consist of 60,000 Btu forced air units in two-bedroom apartments and 35,000 Btu dual wall furnaces in the one-bedroom units. Electric heaters are installed in each bathroom.

Maximum outdoor living is attained without sacrificing individual privacy. This is accomplished in both buildings by the use of continuous balconies overlooking the landscaped courtyard and swimming pool. The balconies also solve the problem of circulation and access to rental units. The larger double units are placed away from the courtyard for utmost privacy and less noise. The smaller double and single units are placed around the courtyard and pool, but have had the same consideration for details. Built-in dressing tables, over-sized wardrobes and storage closets, television and wall to wall carpeting are provided in each.

Sunset and Fountain Lanai were constructed on the basis of a \$9 per square foot budget, including the cost of garages and balconies.



Principal approach to apartments and featured entrance is from the side street. Variations in grade add interest to street front





What does it take to start a

Some of the attractions in
the Manhattan Manor Project,
Tampa, Florida



G-E AUTOMATIC WASHER with Activator® washing action. Finest washing and damp drying available today.



G-E SPACE MAKER REFRIGERATOR that provides one-third *more* refrigerator space than old-style models.



G-E AUTOMATIC DISHWASHER that saves time, work and hands. Also: G-E Disposall® and G-E Automatic Water Heater.



▶ **G-E RANGE** with EXTRA-Hi-speed Calrod® unit. Faster, safer cooking.



house-buying stampede today?

6500 people visited Manhattan Manor, Tampa, Florida on opening day; many signed firm contracts. Record to date: 225 houses (each equipped with a G-E Kitchen-Laundry) sold, with 375 more planned!

"Unless a person was on the scene with us opening day, it is difficult to imagine the enthusiasm of the people, and their eagerness to sign up for one of our houses with General Electric Kitchen-Laundry equipment. It was like a stampede," says M. H. Foster.

"We feel the sales record is even more impressive when one considers that other builders' homes in the area remained unsold, although the structures were erected before ours.

"We just wouldn't think of erecting houses today without a General Electric Kitchen-Laundry."

Opportunity for you. Not just in Tampa, but in scores of cities, builders are reporting phenomenal sales results with G-E appliances. Why not get all the facts through your G-E distributor today?

Home Bureau, General Electric Company, Appliance Park, Louisville 1, Kentucky.



Left to right: D. H. Foster, secretary; George Nipper, G-E distributor-builder representative; and M. H. Foster, president of Manhattan Manor. Ask your G-E Major Appliance distributor-builder specialist about promotional plans for your market.

REGARDLESS OF PRICE RANGE, your houses can have a G-E Kitchen-Laundry

(See your G-E distributor for answers to your builder problems.)



IN YOUR \$9,995 HOUSES

Include G-E Refrigerator, G-E Range, G-E Dishwasher, G-E Disposall and G-E Cabinets. Adds as little as \$3.26 monthly to mortgage payments.



IN YOUR \$12,500 HOUSES

Include G-E Refrigerator, G-E Range, G-E Dishwasher, G-E Disposall, G-E Automatic Washer, G-E Cabinets. Adds as little as \$5.31 monthly to payments.



IN YOUR \$16,000 HOUSES

Include G-E Refrigerator, G-E Range, G-E Dishwasher, G-E Disposall, G-E Automatic Washer, G-E Dryer, G-E Cabinets. Adds as little as \$6.31 to payments.

GENERAL  **ELECTRIC**

give old buildings an exciting

NEW LOOK *with*

use any color, or color combination: Pastels, deep colors, white, gray or black.

use any texture: Smooth, fluted, stippled, spatter-dash, brushed, combed, tooled, striated, rough trowelled or tapestry.

use any pattern: Natural stucco; simulated stone; wood panelling; or masonry.

use any profile: Plane, curved, fluted, panelled, or corrugated. Combine it with other materials as you please.

use over any surface: Stucco overcoating may be applied over wood siding, masonry, stone, tile, terracotta or metal.

for long,



STUCCO

- FIRE SAFE •
- DURABLE •
- MEETS ANY ARCHITECTURAL
REQUIREMENT •
- LONG LIFE •
- LOW COST •
- LITTLE MAINTENANCE •

Stucco gives you complete freedom of design when you modernize old buildings: Unlimited color, texture, patterns and profile. You can use it over any surface.

Yet you get all these advantages at amazingly low cost using the same craftsmen you use on any quality construction job: Lathers and plasterers. No matter how old a building may be, it's easy to give it a fresh new look with stucco.

low-cost life, reinforce it with **KEYMESH** *lath*

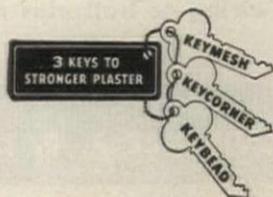
When you use Keymesh reinforced stucco, you wrap your building in a full inch of reinforced concrete. Think what that gives you: Fire safety; strength; long life; and low maintenance. You get all this at exceptionally low cost. No matter how you figure it, stucco reinforced with

Keymesh offers you maximum value for exterior modernization jobs. What's more, it gives you top value as an exterior finish for new buildings, too. It's as modern as tomorrow, yet it complements traditional design. That is why it meets any architectural design.

It will pay you to figure stucco on your next job.

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois



MAKERS OF KEYMESH • KEYCORNER • KEYBEAD • NAILS
TIE WIRE • ORNAMENTAL AND NON-CLIMBABLE FENCE

PROTECTS Apartment and Home from ... UNWANTED CALLERS

New!

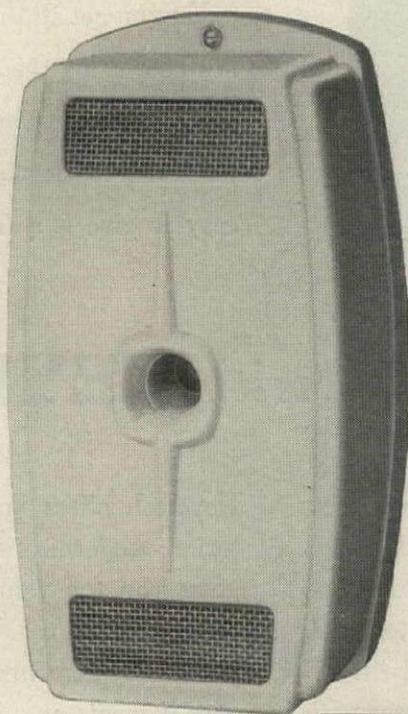
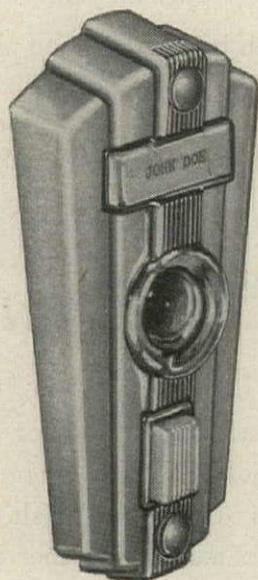


SNAPIT

VU-ALL

NON-ELECTRIC DOOR CHIME

BEAUTY and PROTECTION for EVERY APARTMENT and HOME



More than just a handsome, melodious, double tone door chime . . . **SNAPIT Vu-All** incorporates a remarkable development in optical engineering that allows the resident to easily see who is calling without fear of being seen. The resident simply looks through the magic-like wide angle lens to see who is at the door.

The **SNAPIT Vu-All** features a handsome brass colored front piece with a name plate holder and luminous push button, as well as a decorator styled chime case. Easy installation, **no batteries or wiring needed.**

Vu-All opens a market of thousands of apartment house residents and home owners who want the beauty and protection that **VU-ALL** has to offer.

**ALSO AVAILABLE
... SNAPIT**

Melody

NON-ELECTRIC DOOR CHIME

In styling and quality the same as the Vu-All illustrated above only without the magic-like viewer lens. All mechanical, no wiring or batteries necessary.

for a
**COMPLETELY
ILLUSTRATED CATALOG**
Write to

CABLE ELECTRIC PRODUCTS, INC. PROVIDENCE 7, R. I.



Sell with new ideas!

bathroom inspiration... by Richmond

Here's a terrific bath idea for the average home. At first glance—beautiful fixtures in striking Fern Green. But open the built-in wall cabinet and, *presto*, it becomes, in addition, a dark room for the photo-hobbyist.

Shortly your customers will see this novel idea, the first of a series, in leading national consumer magazines including BETTER HOMES & GARDENS. Illustrated in natu-

RICHMOND . . . the complete line of top quality lavatories, water closets and baths—sold through selected wholesalers.

ral, full color and described with stirring sales messages, these advertisements will spark wide interest in bathroom design—demonstrate the full beauty of Richmond ware—help build the consumer brand acceptance you desire.

Whether you specify, sell or install plumbing fixtures, Richmond's national consumer advertising will go far to help make your job easier.



Richmond Radiator Company
Affiliate of
Reynolds Metals Company
Metuchen, New Jersey

see other side for complete details on the exciting new empress—one-piece closet combination ▶

NOW—a new bathroom beauty... by **RICHMOND**



Empress

one-piece closet combination—G-200

it's "Hush-Quiet"!

Low, compact styling... clean flowing lines... a symphony of design. Quiet as a murmur through exclusive "Hush-Flush" action.

The Empress provides thorough sanitation with its reverse trap and concealed twin jets which produce a strong swirling action for complete cleaning. Integral flushing rim assures complete scouring of entire bowl surface. Extra large water area and waterway plus hold-down water flushing action assures positive disposal of contents.

Empress G-200 for 12" rough-in, is available in Richmond's famous whiter-white, or choice of 7 of the most beautiful decorator colors ever fired. In short—a one-piece closet combination that guarantees the home owner's complete satisfaction. Write today for complete specifications.

Why the Empress is "Hush-Quiet"

The Curtin Flush Valve lifts easily and is silent in operation. Unique design eliminates refill tube. Encased leather seat washer does away with leaks and rubber ball replacement problems.

The Curtin Ballcock with Rotary Water Control provides maximum water volume without noise, while bypass regulator assures fast refill. Aspirating chamber positively prevents spurting. Can be supplied with vacuum breaker and backflow preventer.

Richmond Radiator Co., Metuchen, New Jersey

Please send me specifications on the Empress G-200 one-piece combination.

Name _____

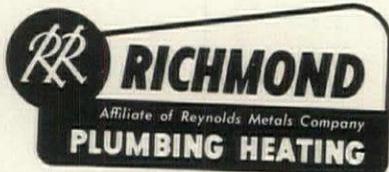
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exterior fir plywood panels are in stock
and available at our sales warehouses...
Your inquiries and orders will
receive prompt attention.

$\frac{5}{8}$ " panels in 8' and 10' lengths. Two widths: 16 $\frac{3}{8}$ " (grooves 2" o.c.)
32 $\frac{3}{8}$ " (grooves 4" o.c.) Other lengths available on special order.

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925 Toland St., San Francisco, California
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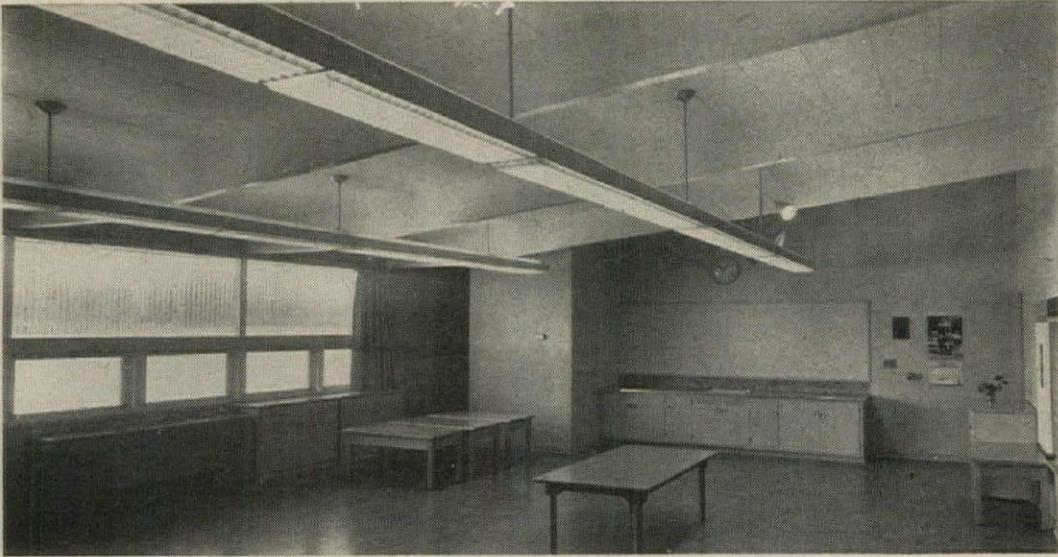
31 State St., Boston, Massachusetts
595 E. Colorado St., Pasadena, California



ASSOCIATED PLYWOOD MILLS, Inc.

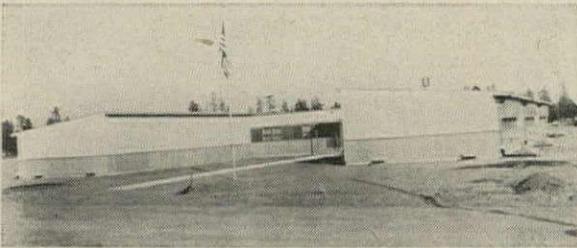
General Offices: Eugene, Oregon

Plywood plants at Eugene and Willamina
Lumber mill at Roseburg



Interior of the new classroom is practical, clean-cut and also attractive

builder's suggestions change school boards plans

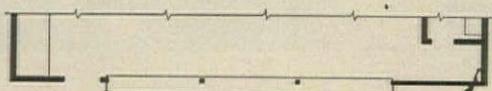
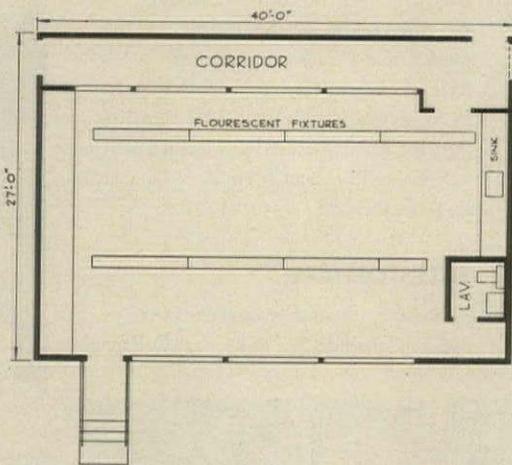


Classrooms can be set up in units of two, four or six. Windows are provided on only one wall of class rooms

BY OFFERING constructive suggestions to the school board on a program of temporary classroom building, The Home Builders Association, Spokane, Washington, not only rendered a sound public service to the city, but also obtained contracts for the erection of 50 four classroom units for its members.

The Spokane, Washington school board has been confronted with an increased enrollment problem since early in 1952. This was due to increased residential construction in existing areas and the establishment of new neighborhoods. Neither time nor funds were available for the erection of permanent, fireproof structures. The alternative under consideration was to purchase old barrack buildings that were available from a nearby abandoned army base. This provided for only a small portion of the number that was required.

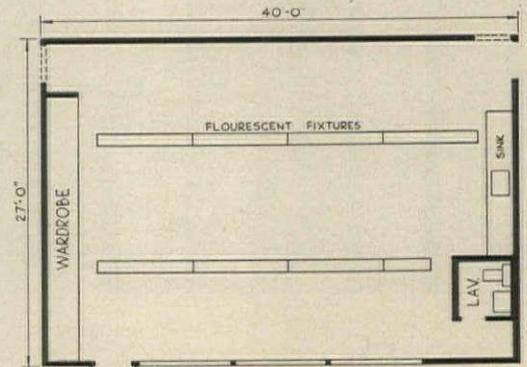
When the home builders were approached by the school board to build duplicates of the barracks, they countered with a proposal for a group of structures



CLASSROOM TYPE A-1

0 5 10 15
SCALE

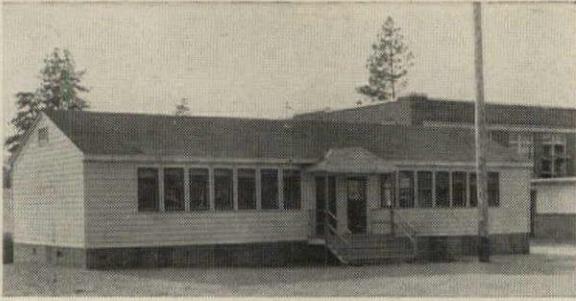
There are two types of classrooms, one with a corridor and the other without. Portion of plan below shows the upper section of the window



CLASSROOM TYPE A-2

0 5 10 15
SCALE

Plan of classroom with corridor-type arrangement



This army barrack is the kind of building the school board wanted to duplicate until the Home Builders Association suggested a better alternative

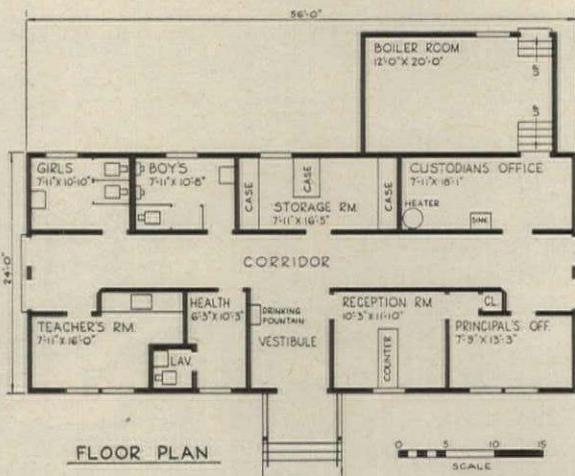
that would be adequately planned and attractively designed at a slight increase in cost.

After a number of meetings the school board agreed to the home builders' proposal and Kenneth D. Storment, architect, prepared plans for a semi-permanent type of school unit consisting of four classrooms and a central core arranged in the form of an H. The central core contains wash rooms and a boiler room. This type was used in new neighborhoods. In older areas where present school buildings exist, the classroom units were erected on adjoining vacant ground, and existing sanitary and power lines from the old buildings were connected to the new classrooms.

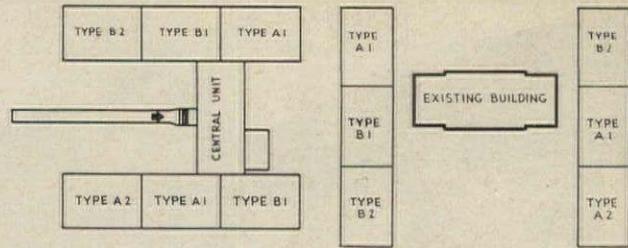
Contracts for the new four classroom unit, including the central core, were awarded in the amount of \$58,000. Each classroom accommodates 36 pupils. It is not the intention of the school board to have these buildings replace the present masonry structures, but they do fill the present need for decentralized school facilities. They are always built with the thought of being added to or moved to a new location.

Each classroom is arranged so that it can be detached from the unit if necessary. Space for a five-foot corridor is provided at one end for use when additions are made. Foundations are built up of mortarless blocks to facilitate moving. Connections between classrooms are detachable. Exterior walls of classrooms are covered with a decorative asbestos cement board in two colors.

The sun control, which is always a problem in this area, is handled in a unique manner. Windows are confined to one wall of the classroom and are divided into two sections horizontally. The lower part is a side-

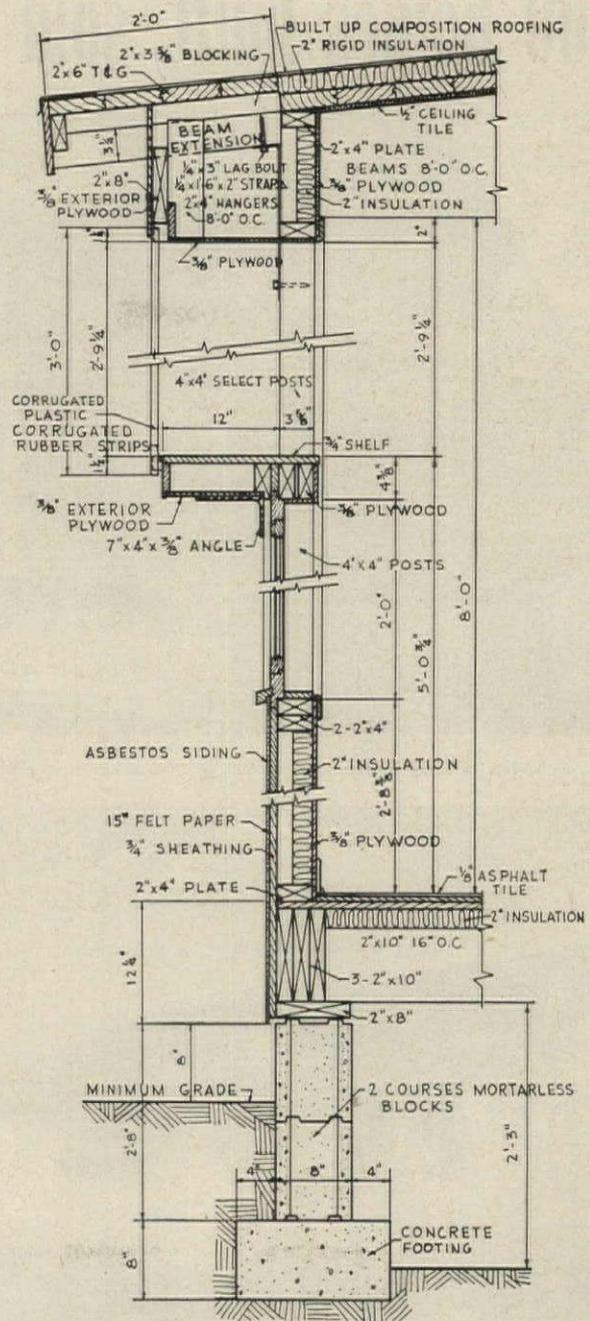


When units of new classrooms are built for a new neighborhood, a connecting link is used which includes utility rooms and executive offices

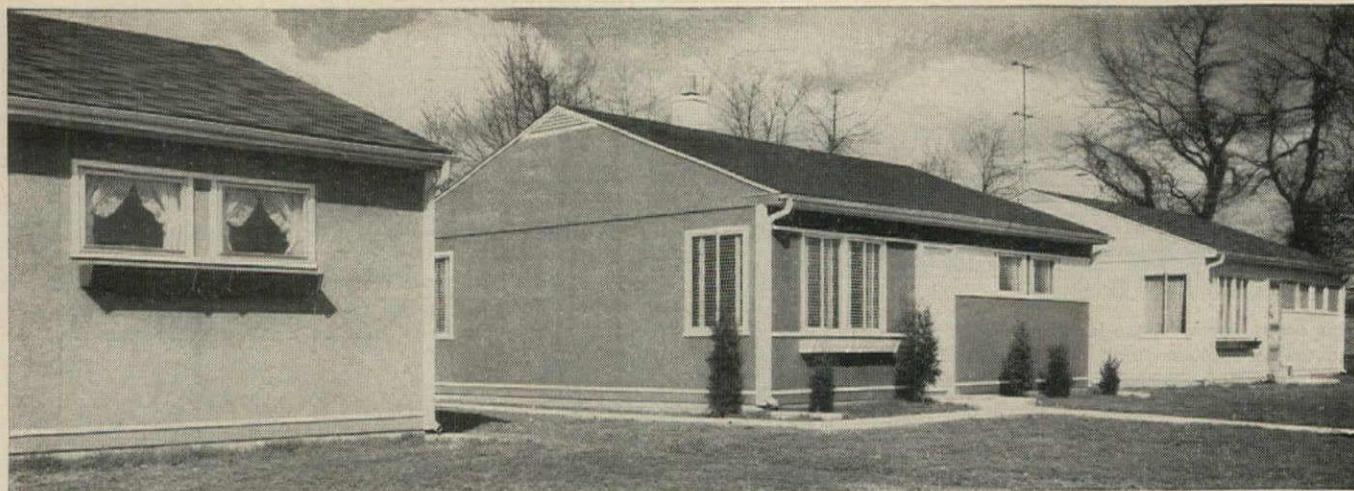


The two block plans show arrangements of classroom units, one with a central core to be used in new neighborhoods and the other showing a tie-in with an existing school building

pivoted sash while the upper portion projects 12 inches from the outside wall, thus providing shade for the lower sash. The upper frame is faced with corrugated plastic set in rubber stops. This keeps out most of the direct rays of the sun.

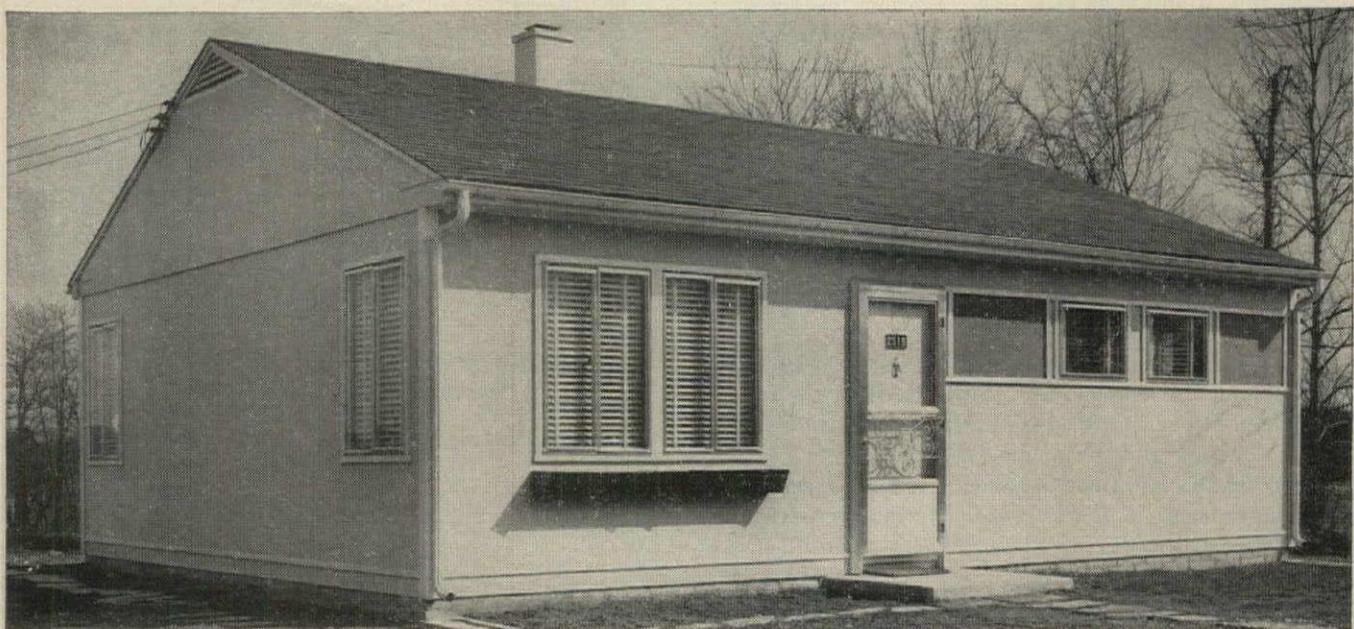


Detail of classroom window unit

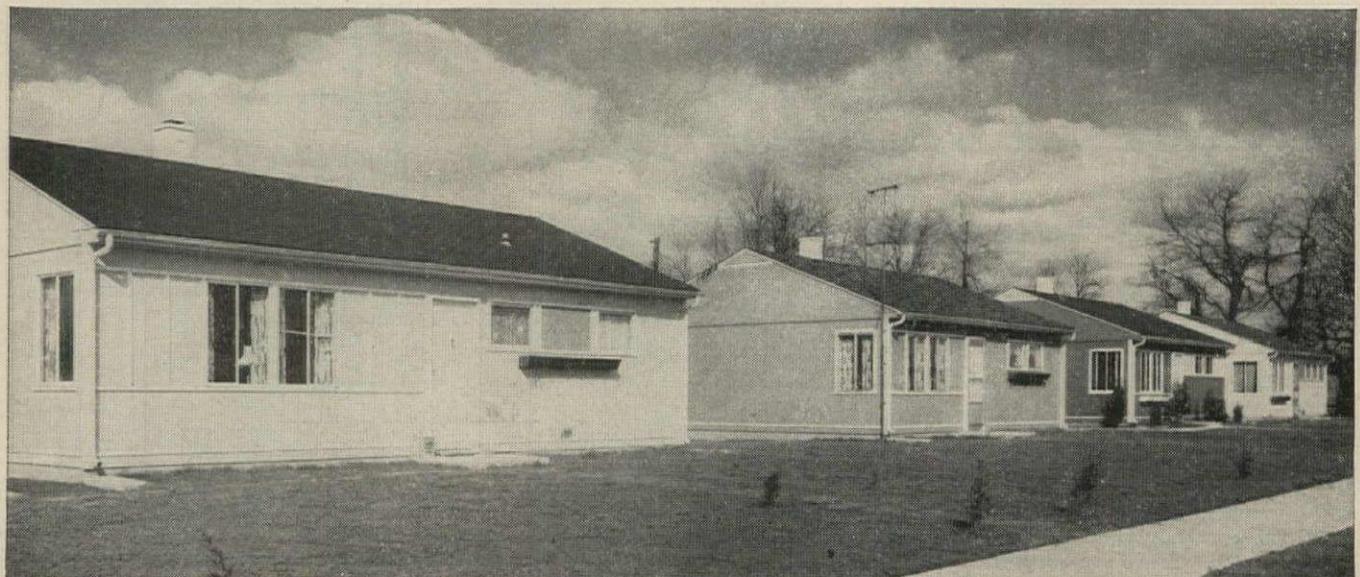


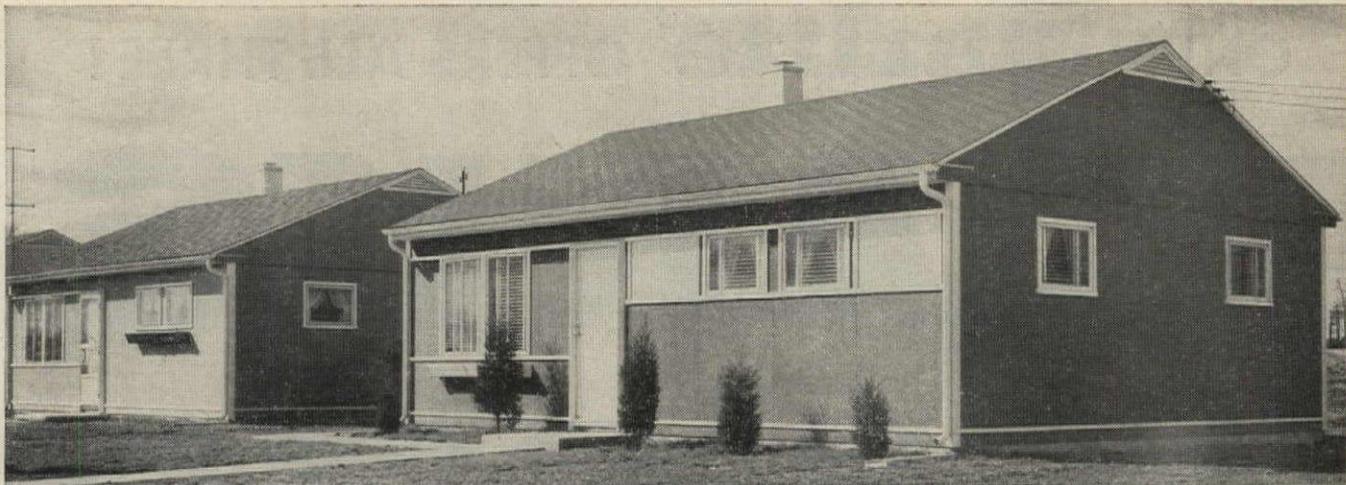
"Most of our buyers are cost-conscious working people who want a durable, comfortable, attractive home at moderate cost. They find what they want in our Gunnison Homes."

"200 homes built, sold and occupied in 2 years



Eastern Builders is creating an attractive new suburb of 200 Gunnison Homes in the city of Bethlehem, Pa. Called Liberty Park Development, it will be completed in 1954.





"One of our strong selling points is the fact that a Gunnison Home is a product of United States Steel, which assures top quality and dependability."

—that's why we build Gunnison Homes"

says Gideon G. Groll, President, Eastern Builders, Inc., Allentown, Pa.



• Gideon Groll, President of Eastern Builders, Inc., has had 20 years of experience in the home building industry. Here, in his own words, is why Eastern Builders switched from conventional housing to prefabricated Gunnison Homes.

"It's simple," he told us. "We can't build a conventional home for the same price with as

much extra value as we can offer in Gunnison Homes. I'm convinced that you can't find any better-made, any more comfortable or well designed house anywhere for the money. If we knew of one, we'd build that one.

"We can offer more value in Gunnison Homes because they are prefabricated. Our 9-man crews can erect two of these homes in one day. If we have to, we can finish a home in 2½ to 3 weeks by putting one crew on that home exclusively. Ordinarily, we work on a number of houses all at one time to keep down costs."

The switch to Gunnison Homes has paid off for Eastern Builders. They sold 200 of them in 1952 and 1953 and expect another good year in 1954. Long-term mortgages were obtained on all homes built thus far.

Prefabricated Gunnison Homes can pay off for you too. The large number of attractive designs enables you to build for any market. Prices can range from \$8,000 to \$14,000. And when you become a United States Steel Homes Dealer you have complete backing and active assistance from United States Steel. Send the coupon for more information.

HOW THEY DID IT

1. An exceptionally good product: Gunnison Homes. Wide variety of floor plans and designs available.
2. A good market for 2- and 3-bedroom homes priced at \$10,000 or less. Customers are GI's and semi-skilled labor who want room for growing families, convenience, and easy upkeep.
3. Land prepared and complete building operations planned well in advance. This allows time for financing, and speeds home completions once building starts.
4. Erection personnel specially trained on Gunnison Homes. Nine man crew can erect two homes in an 8-hour day.
5. Long-term mortgages obtained on all Gunnison Homes built. Prior acceptance of all Gunnison Homes by both VA and FHA makes financing easier. Ninety-day construction financing, available from United States Steel Homes, to all Dealers, helps builder get early start in spring.
6. Local newspaper ads and radio spots help sell homes. National advertising and local promotion by United States Steel Homes supports Dealer's efforts.

United States Steel Homes, Inc.

GENERAL OFFICES: NEW ALBANY, INDIANA

Plants at New Albany, Indiana, and Harrisburg, Pennsylvania

DISTRICT OFFICES: Atlanta, Ga. • Chicago, Ill. • Columbus, Ohio
Dallas, Tex. • Harrisburg, Pa. • Louisville, Ky. • Newark, N. J. • Omaha, Neb.



"Gunnison"—trade-mark of United States Steel Homes, Inc.

United States Steel Homes, Inc.
Dept. AB-64, New Albany, Ind.

My organization is capable of building more than 10 conventional homes a year. Now I'm interested in what United States Steel Homes has to offer. Send me complete information, telling me what I will gain by building the products of United States Steel Homes, Inc.

Name.....

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SUBSIDIARY OF **UNITED STATES STEEL CORPORATION**

ONLY **Marlite**[®] OFFERS ALL THREE!

PLANKS BLOCKS PANELS

Marlite — your complete answer for

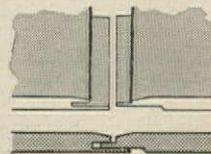


◀ Marlite Planks

(TONGUE & GROOVE)

16" wide x 8' long.
10 "companion colors"
4 wood patterns
Soft lustre finish

- Any room in any building
- Any decorating scheme
- Building • Remodeling

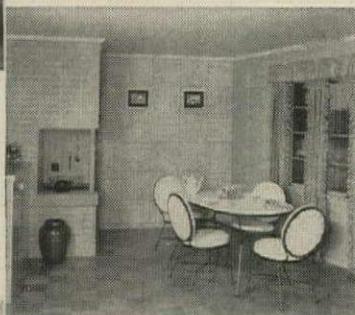


Exclusive tongue and groove makes installation easy

Marlite Blocks ▶

(TONGUE & GROOVE)

16" square
10 "companion colors"
4 wood patterns
Soft lustre finish



New Marlite Plank and Block—easy to handle, easy to install, sure to please your clients. Smart "Companion Colors" styled for every room. Plan on new Marlite Plank and Block for new beauty, new economy, faster installation!

For details, see your building materials dealer refer to Sweet's Files, or write Marsh Wall Products, Inc., Dept. 603, Dover, Ohio. Subsidiary of Masonite Corporation.

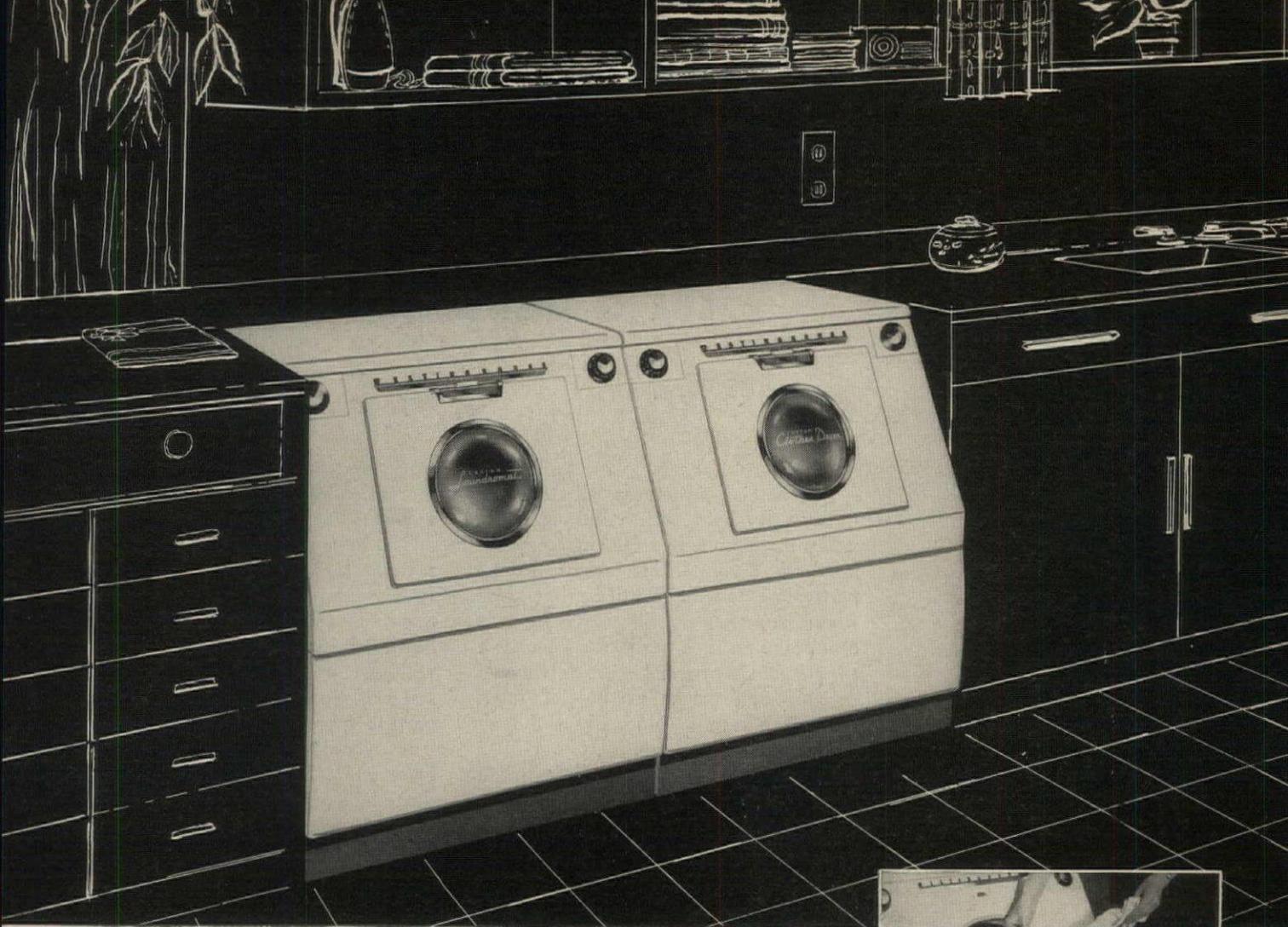


◀ Marlite Panels

In sizes up to 4' x 8'.
Plain-Color, Horizontal and Tile in Hi-Gloss finish. Also available in 8 Woodpanel and 5 Marble Panel finishes.

Made with Genuine Masonite Tempered Duolux





New models! Low, low prices! Famous Westinghouse Laundry Twins in handsome Custom Models

Here's just the ticket for builders who want to add beauty and buy-appeal to their homes at low cost.

The famous Westinghouse Laundry Twins, the Laundromat® and Clothes Dryer, are now available in sparkling new Custom Models that have lots of style and eye appeal.

The Laundromat, Model LS-8, is completely automatic. Its cycle can be stopped, started, or repeated, by the flexible single-dial control. Its patented Agi-Tumble action washes regular loads and delicate fabrics thoroughly, gently, and safely.

The Clothes Dryer, Model DS-8, is full sized, and fully automatic, too! Its time control dial, together with direct air flow, offers faster drying for all types of clothes.

The Twins take no more than 5'3" of floor space but in this limited space offer your house prospects the promise of years of convenient, labor-saving automatic laundering that can't be matched by any other low-priced laundry equipment.

Get complete specifications, now, from your Westinghouse Distributor or write direct.



EXCLUSIVE SLANTING FRONT
on each of the Twins permits easy access into basket. Large door makes extremely handy loading and unloading platform.



LARGE-SIZE LOADS
Laundromat will wash up to 9 lbs. of clothes, dry weight. Clothes Dryer will dry same load.

WESTINGHOUSE ELECTRIC CORPORATION

Electric Appliance Division • Mansfield, Ohio

Makers of Refrigerators, Home Freezers, Ranges, Laundromats,
Dryers, Dishwashers, Water Heaters, Vent Fans and
Food Waste Disposers

YOU CAN BE SURE...IF IT'S Westinghouse



DELUXE MODELS FOR EXTRA APPEAL

Model LB-6 Laundromat has extra convenience features, such as Weigh-to-Save Door and Water Saver. D-6 Clothes Dryer has 3-Way Dry Dial and Singing Signal.

four commercial buildings styled for a suburban setting

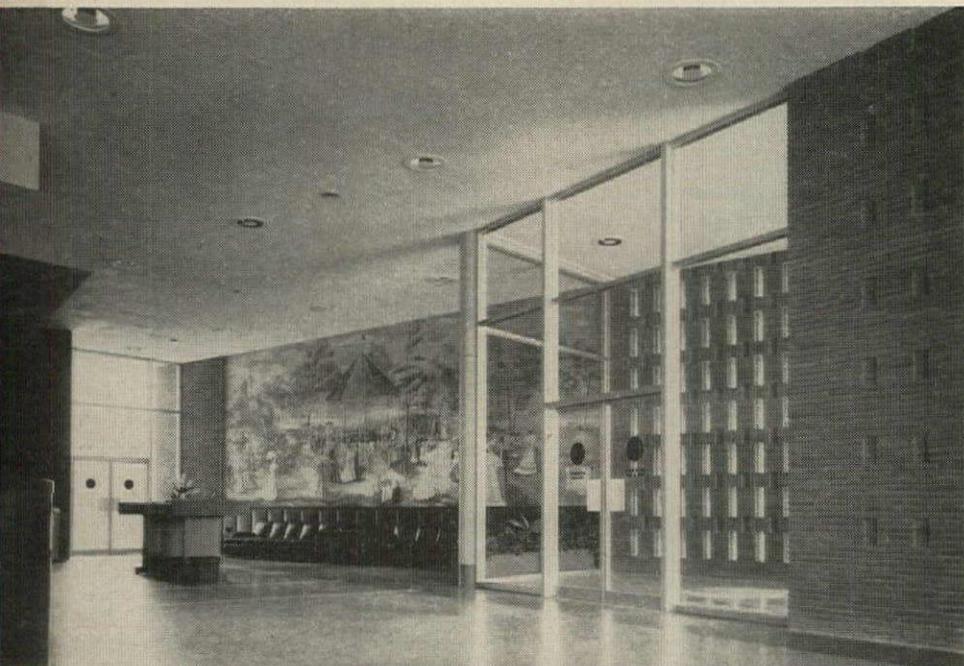
Commercial structures all too frequently are built with a lack of originality that results in a lamentable sameness of design. This seems to be particularly true in crowded urban areas where land values are high and space is at a premium. The result, too often, is a *store-front commercial* with stereotyped façades built right up to lot lines. Glassed areas nudge sidewalks as though sprouted from concrete.

But the persistent march of the urban dweller to new homes in the suburbs has caused commercial interests to follow potential clients to their new locale. This decentralizing has created a new trend in the design of commercial buildings—structures that are at home

in residential areas and do not detract from a suburban atmosphere.

The best examples of suburban commercial buildings, then, are set back from sidewalks and lot lines to conform to usual practice in a residential area. Shrubbery and grass become integrated with the general plan; the building itself evidences a greater freedom in regard to space and window arrangement. The over-all effect is a very pleasing commercial building that fits the residential flavor of the neighborhood and is a pleasant place in which to work. The four buildings on these pages show these influences and are good examples of commercial structures that have a suburban look.

1. streamlined for the suburbanite



Lobby of bank is easily accessible from three entrances, two of which are shown here. Because of the intense Arizona sunlight, south wall is virtually windowless. Small glass panels set into decorative brickwork design of south wall filter enough sunlight into lobby and entrance vestibule, at right, to make these areas bright but not glaring



Dramatic effect of the building is heightened by use of planting typical in Arizona. Building is set back from sidewalk line allowing for grassed area, better view of building. Main entrance hall is flanked by glass wall on west. Stuccoed louvers along exterior of glass wall shield interior from sun. Plan below shows how circulation problem is solved with L-shaped entrance and lobby. Notice how planting is integrated with plan

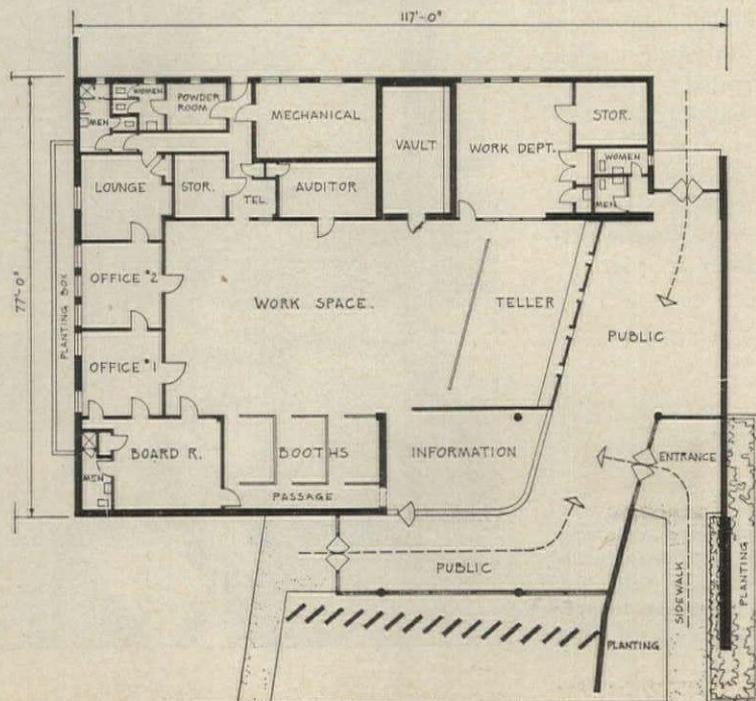
BUILDER:

Perry Construction Co.,
Phoenix, Arizona

ARCHITECTS:

Lescher & Mahoney,
Phoenix, Arizona

SPACE: 10,605 square feet





Photos by Tom Burns Jr.

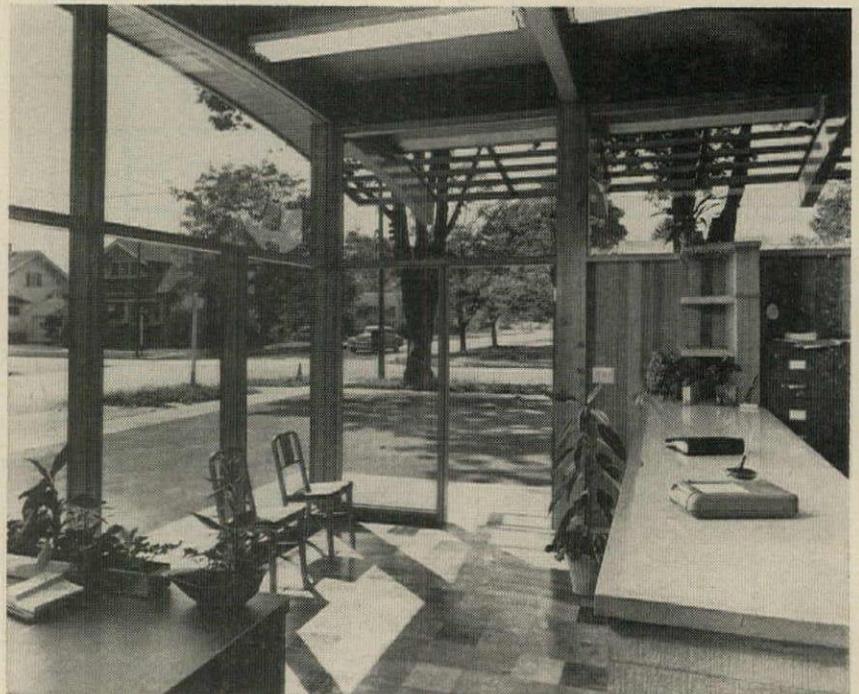
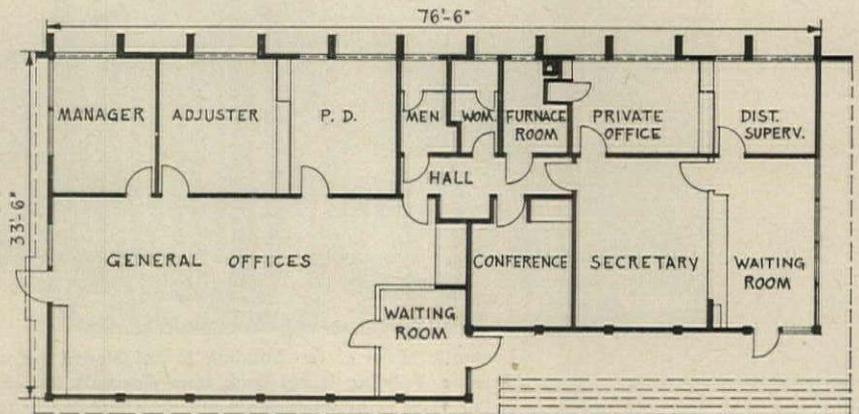
Taking up one-fourth of the lot, building's unusual design attracts customers as they drive by. Barrel-shaped, glue-laminated Douglas fir arches present a striking, compelling appearance. Advertising is subdued. Lighting strips in split columns augment night advertising

2. homes surround this unusual structure

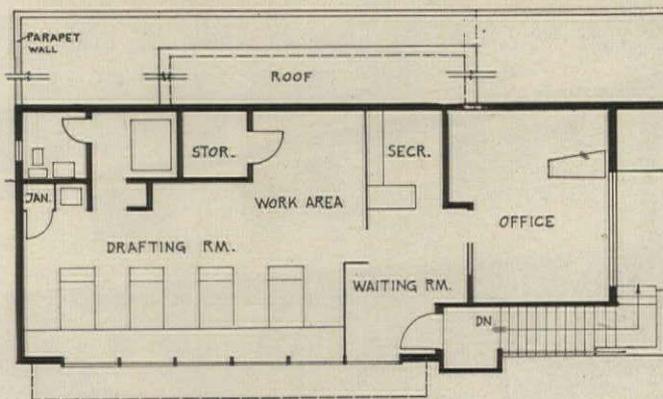
A predominantly residential neighborhood determined the character of this office building in Eugene, Oregon. The problem was to design a building that could attract attention, yet maintain its own dignity and that of the area. An unusual shape was developed for the building by placing a cap-like roof made of Douglas fir arches over the one-story building.

Each of the twelve barrel arches is supported by steel plates bolted to 2x6 studs. Installed between the studs are metal louvers. These ventilate when the inside panels are opened and give night illumination when fluorescent tubes concealed behind them are lighted.

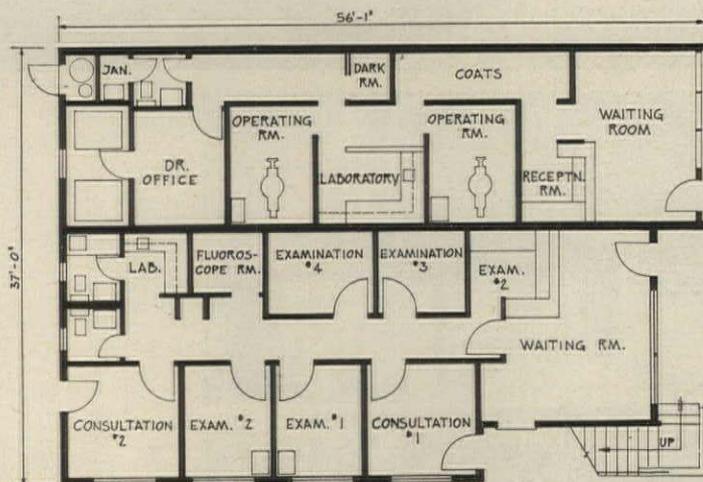
Housed in the building are two separate operations of the Farmers Insurance Group—a sales office and a claims department. The builder was E. L. Schreiner of Eugene; architects were Balzhiser & Seder.



Two separate offices have entrances along covered arcade. Both departments use toilets, conference room. Full glass wall in sales office lobby creates friendly atmosphere. Walls are western red cedar



SECOND FLOOR PLAN

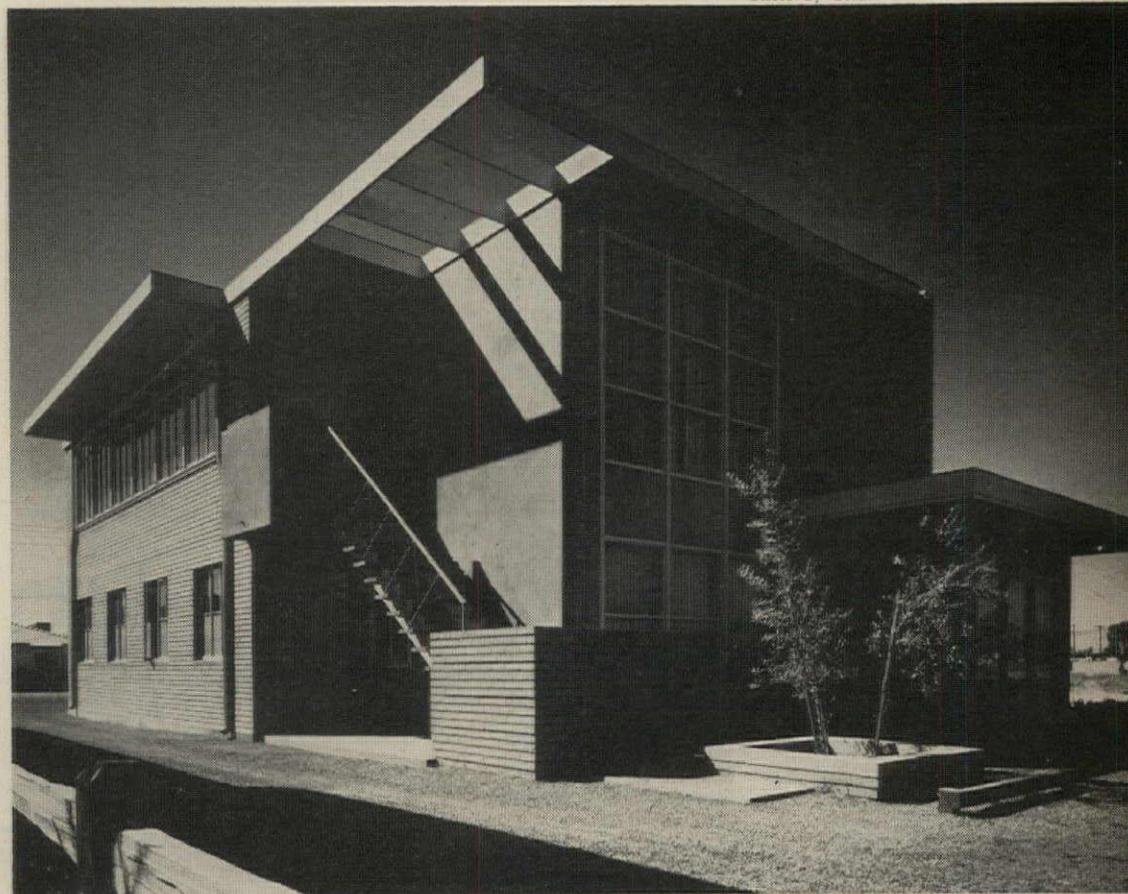


FIRST FLOOR PLAN

3. designed to pay its way

More and more professional and businessmen are preferring the convenience of locating in the suburbs, close to clients and customers. Parking is ample; congestion and noise are at a minimum. However, the expense of new and modern quarters can be prohibitive. A structure that helps pay its way was the solution for Phoenix architect Harold Ekman. He designed this building for his own occupancy on the second level; first floor is leased to a medical clinic

Photo by Stuart A. Weiner



Structure has distinct suburban look, is at home in residential surroundings. West side of building contains no windows to combat Arizona sun. Entrances are placed at relatively cool north and northeast elevations. Building is four miles from downtown area

4. office building takes to a hill

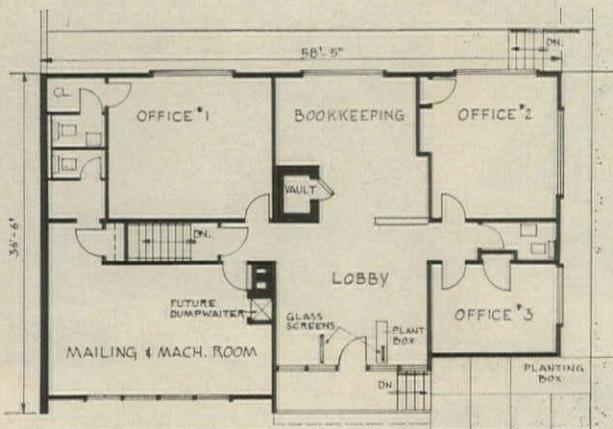


Photos by Kenneth S. Brown

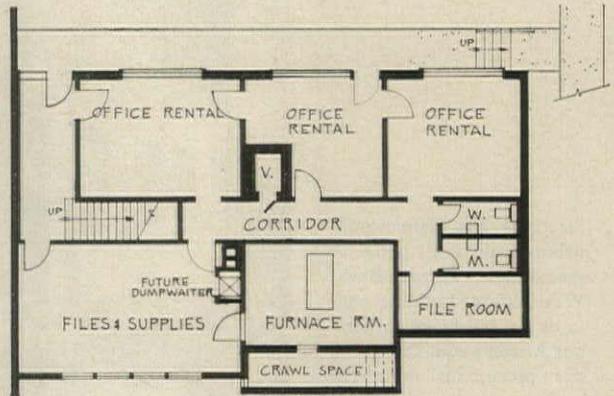


When the Western Retail Lumbermen's Association decided to build permanent headquarters, it selected a hill site in a semi-residential area of Seattle, Washington. The natural contour of the site made possible the design of a structure which is, in effect, a one-story building on the east front and two-story on the west. Rental space on the lower level has its own entrance.

One of the inducements to build commercially in the suburbs is the advantage of ample parking nearby. The association's new home utilizes the balance of its lot at the lower level for such a purpose. Placed in its suburban setting, the office building does not suffer the fate of most urban commercial structures. It takes full advantage of a large lot, has plenty of wall area on all four sides for generous windows for ventilation and view.



SECOND FLOOR PLAN



FIRST FLOOR PLAN



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how you

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NEW BRITAIN, CONNECTICUT

20 builder-manufacturer teams launch NAHB air conditioning research project

Editor's Note: At press time it was announced by Project Manager Ned A. Cole that two more air conditioning manufacturers will participate in the research program. These firms are the Majestic Furnace Company, Huntington, Indiana, and Utility Corporation of San Francisco.

Is the installation of air conditioning equipment practical in low and medium priced houses?

Can the industry, by cooperative effort, develop an acceptable set of uniform standards for appraisal and mortgage lending purposes?

Answers to these and many more questions will be forthcoming in the next year from Austin, Texas, where workmen are putting the finishing touches to 20 *test tube* houses.

Sponsor of the Austin project is the Research Institute of the National Association of Home Builders. Project manager for the Institute's first major research effort is Ned A. Cole, Austin architect-builder.

Directly contributing to the venture are 20 leading manufacturers of air conditioning equipment, more than 30 producers of building materials, and 14 Austin home builders.

Cooperating with NAHB's Research Institute are such groups as the Austin Association of Home Builders, American Refrigeration Institute, National Warm Air Association, University of Texas, U. S. Public Health Service, U. S. Weather Bureau, the National Mineral Wool Association and Structural Clay Products Institute.

Five Major Objectives

Major objectives of the research project are:

1. Establish uniform standard requirements and data for the FHA, VA, mortgage lenders and others.
2. Determine for all types of construction and for all orientations what is required by the builder to produce an air-conditioned house that will be as economical as possible in initial cost and operation.
3. Establish public acceptance and use of central air conditioning in medium and low priced houses.
4. Give prospective owners dependable information on installation and operating costs.
5. Determine design characteristics for such elements of the house as insulation, vapor barriers, size, location and strength of windows, shading devices.

Research to Proceed in Three Phases

Project Manager Cole said studies will be conducted for at least one year after completion of the houses. Research will proceed in three phases. The first, *technical*, will be conducted by a mobile laboratory of the National Warm Air Association in cooperation with the Department of Engineering of the University of Texas. The second phase, *medical research*, and third, *psychological*, will be conducted by the University of Texas' Medical Department.

Of utmost importance, however, is the development of standards and data for government insuring agencies, mortgage lenders, the builder and buyer.

Said Cole: "A \$750,000,000 yearly residential air conditioning industry is in the making and may be attained in the next three or four years, as compared to \$75,000,000 in 1953.

"To reach this three-quarter billion dollar mark, however, the industry must consolidate itself and present a solid front. The first step in achieving this solid front is the pooling of research data by manufacturers, so that a standard base for over-all design requirements can be worked out.

"In the heating industry, contractors and builders are able to install systems based on standard measurements of heat loss and heat gain. But in the air conditioning industry, each manufacturer has his own set of figures on heat losses and other pertinent data.

"That is why the FHA and VA cannot give the air conditioning field the full support it needs. The FHA and VA must have a standard to go by. We also need a streamlined financing plan that will reach the mass home market. The FHA can give us this, if we give them the tools.

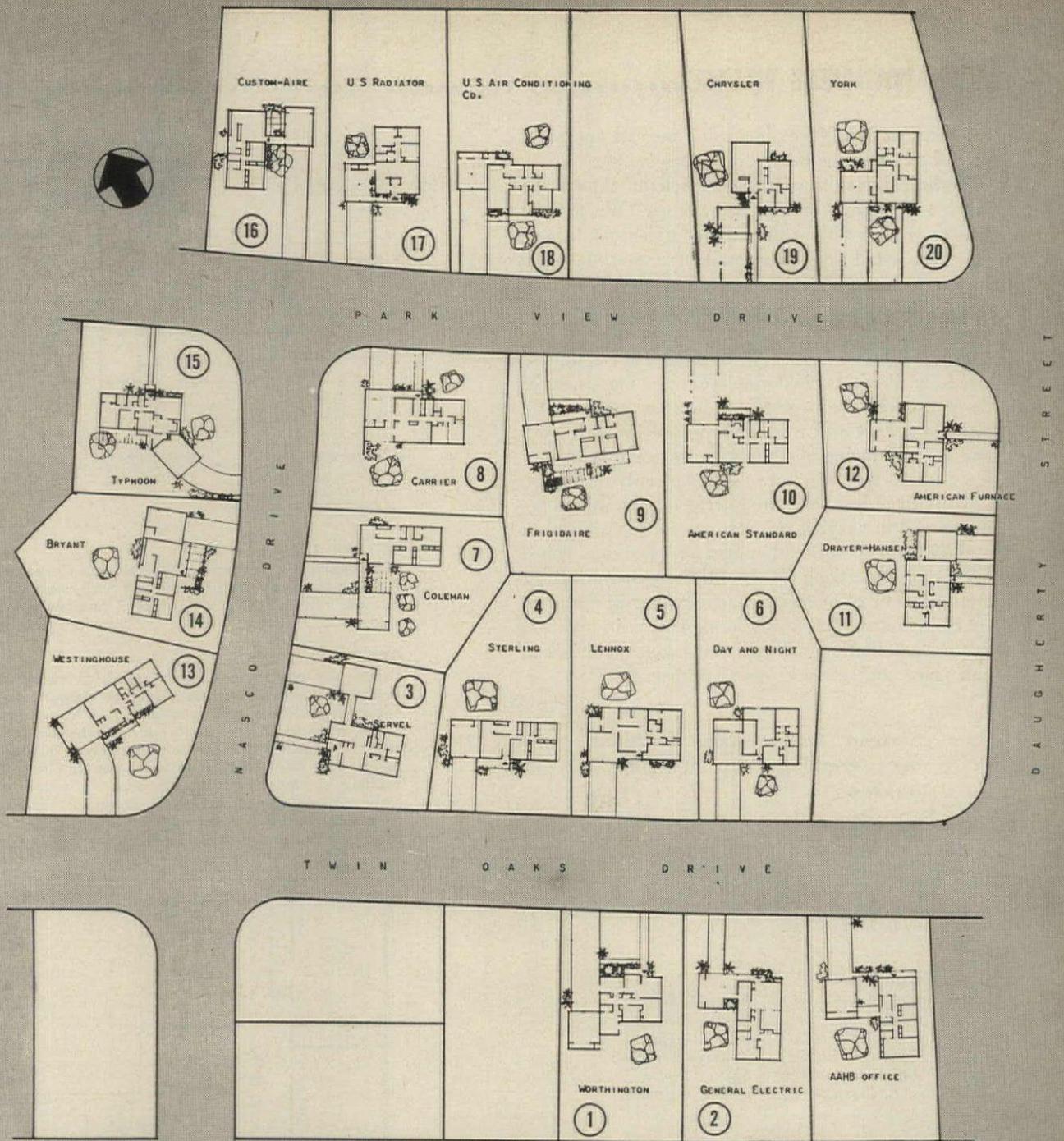
"It is up to all elements of the air conditioning industry to get together for their own good and the good of the consumer."

Consumer cooperation also will play a big role in "Research Village." All 20 houses have been sold, and each family has agreed to accept certain specific restrictions and requirements for one year after occupancy. For example, each family will live with thermocouples scattered about the house; they will permit technicians and researchers to enter the house at specified times to gather data and comments. All houses were sold for \$12,000 or less, including air conditioning equipment. Houses range in size from 1,100 to more than 1,300 square feet. Some have carports, patios and breezeways.

Fourteen Austin home builders have teamed up with 20 air conditioning manufacturers who are providing and installing the equipment at half cost. More than 30 makers of materials are furnishing windows, shading devices, insulation, roofing, etc., at half price.

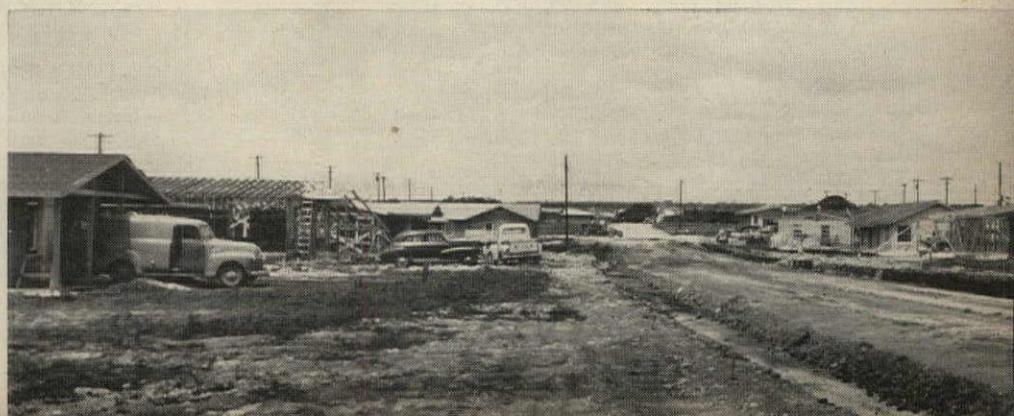
Asked if these contributions at half cost meant that builders could not reproduce the same houses under normal conditions for \$12,000 or less, Cole said all the builders are incurring costs in the project that are not normal, and the contributions help to offset these added costs. He said most of the builders already have assured him that they can reproduce

(Continued on page 126)



Plot plan for NAHB air-conditioned "Research Village" shows orientation and floor plans of 20 test houses. Lots average 80 by 120 feet. Lower right hand corner floor plan is not a test house, but is being built by the Austin Association of Home Builders as a project office. It will be sold after it has served this purpose. On succeeding pages capsule story of each test house is numbered to correspond with numbering system on plot plan

This "Village" street scene was photographed April 10, slightly more than a week after the first house was started. Testing will begin as soon as the houses are finished and occupied



AIR CONDITIONING VILLAGE.....

the house at \$12,000 or less using normal operating procedures and methods.

Technical results of the research effort will do much to improve builder know-how. "We will be able to show builders that, under given conditions, they can install a given amount of insulation, use a specific color, and add sun shading devices to cool 600 to 800 square feet with one ton of refrigeration capacity."

Orientation of houses on the site will be studied carefully. Perfect orientation would be placement of the house with the largest window area facing south-southeast. East and west walls would be closed off, and the wall facing north-northwest would have very few vertical type windows. However, only one house in the village has been sited perfectly, the others being placed in varying orientations for test purposes.

A \$30,000 operational budget has been established for the project. Each air conditioning manufacturer and producer of materials participating in the project contributes \$500 to the fund. This is in addition to the contributions of equipment and materials at half price, and engineering assistance.

Sixteen Austin home builders are erecting the "Village" houses.

Two Houses:

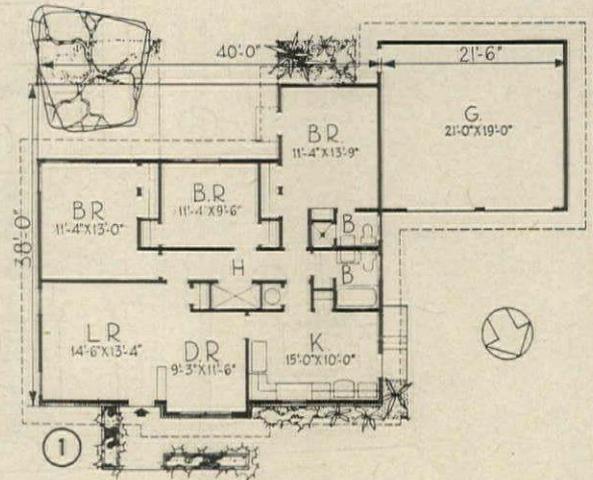
First Austin Investment Corp.
Berkley Holman
S. R. Sheppard
R. L. Struhall, Jr.

One House:

Jack Andrewartha	Kenneth Flagg
H. T. Baker	C. Ben Hibbetts
Frank C. Barron	W. L. Mayfield
Wayne A. Burns	Andrew S. Patton
Walter Carrington	Shirley White
E. L. Carruthers	Leland Wilson

Air conditioning contributors for "Research Village" are:

Airtemp Division of Chrysler Corporation
American Furnace Company
Bryant Heater Division of Affiliated Gas Equipment Company
Carrier Corporation
Coleman Company
Day and Night Division of Affiliated Gas Equipment Company
Drayer-Hansen
Frigidaire Division of General Motors Corporation
General Electric Company
Heating and Equipment Manufacturing Company (Custom-Aire)
Lennox Furnace Company
Serval, Inc.
Sterling Air Conditioning Company
Sunbeam Air Conditioner Division of American Radiator and Standard Sanitary Corporation
Typhoon Air Conditioning Company
U. S. Air Conditioning Company
U. S. Radiator Corporation
Westinghouse Corporation
Worthington Corporation
York Corporation



BUILDER: E. L. Carruthers

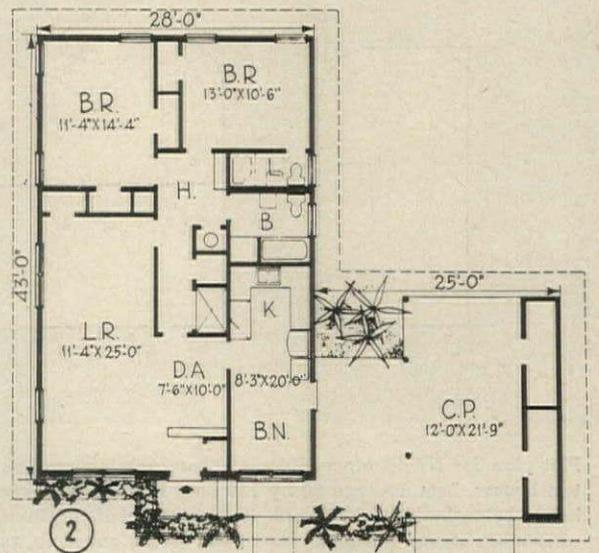
Air conditioning equipment: Worthington Corporation

Air distribution system: high inside wall registers

Size and type: two-ton; water-cooled condenser, forced draft tower

GENERAL SPECIFICATIONS:

Foundation and floors—concrete slab on grade, no vapor seal; exterior walls—frame, asbestos siding; interior walls—frame; roof type and construction—pitched, built-up 3 in 12; windows—double hung; insulation—2" rockwool in walls, 4" rockwool in ceiling, aluminum (single ply) foil under collar beam; glass—double strength Grade B; special shading devices—canvas awnings. U value walls—.09 (asbestos siding—1" solid sheathing, 2" rockwool, 1/2" Sheetrock). U value ceiling—.06 (1/2" Sheetrock, 4" rockwool, aluminum foil under collar beam)



BUILDER: First Austin Investment Corp.

Air conditioning equipment: General Electric Co.

Air distribution system: low outside wall registers; crawl space return air plenum

Size and type: two-ton; water-cooled condenser, forced draft tower

GENERAL SPECIFICATIONS:

Foundation and floor—crawl space, oak floor; exterior walls—frame, stone and asbestos siding; interior walls—frame; roof type and construction—pitched, built-up 2 in 12; windows—double-hung; insulation—6" rockwool in ceiling, 1" rigid insulation, 1/2" reflective gypsum board in walls; glass—double strength Grade B; special shading devices—Koolshade. U value walls—.12 (asbestos siding, 13/16 Celotex sheathing, 1/2" reflective gypsum board). U value of ceiling—.09 (1/2" Sheetrock, 6" rockwool)

Air Conditioning Village continues on page 128

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Williamsport, Pennsylvania

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Company _____

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City _____ Zone _____ State _____

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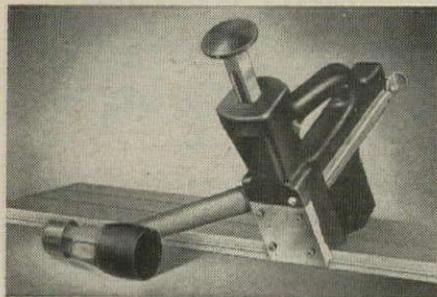
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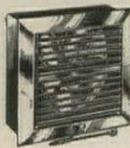
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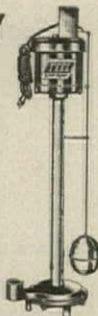
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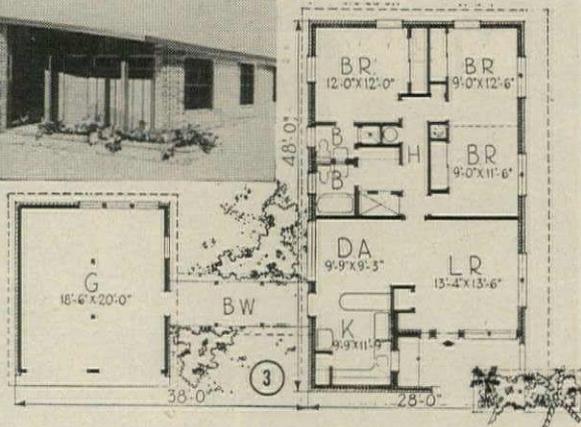


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AIR CONDITIONING VILLAGE.....



BUILDER: C. Ben Hibbetts

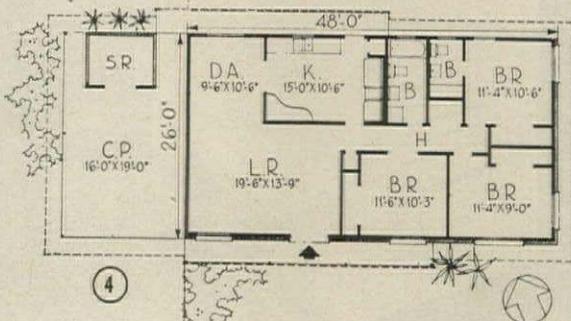
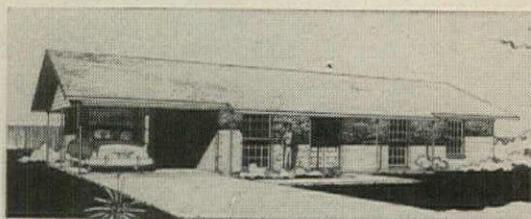
Air conditioning equipment: Servel, Inc.

Air distribution system: High inside wall registers

Size and type: two-ton; water-cooled condenser, forced draft tower

GENERAL SPECIFICATIONS:

Foundation and floor—slab on grade, no vapor seal; exterior walls—brick on tile, plaster; interior walls—frame, plaster; roof type and construction—pitched, built-up 2 in 12; windows—projected; insulation—fiberglass granules in walls, 4" fiberglass blanket in ceiling; glass—double strength Grade B; special shading devices—none. U value of walls—.12 (4" brick, 2" insulation, 4" tile, 1/2" plaster). U value of ceiling—.09 (3/4" acoustic plaster, 4" insulation).



BUILDER: Berkley Holman

Air conditioning equipment: Sterling Air Conditioning Co.

Air distribution system: high inside wall registers

Size and type: two one-ton units; air-cooled condenser

GENERAL SPECIFICATIONS:

Foundation and floor—slab on grade, vapor seal; exterior walls—frame, cedar shakes; interior walls—frame; roof type and construction—pitched 5 in 12, cedar shingles; windows—double hung; insulation—3" rockwool with reflective wrap in ceiling, 3/4" rigid insulation, reflective gypsum board; glass—double strength Grade B; special shading devices—Bermuda blinds. U value of walls—.12 (4" brick, 1" air space, 3/4" rigid insulation, 4" air space, 1/2" reflective gypsum board). U value of ceiling—.09 (1/2" gypsum board, 3" mineral wool batts with reflective wrap).



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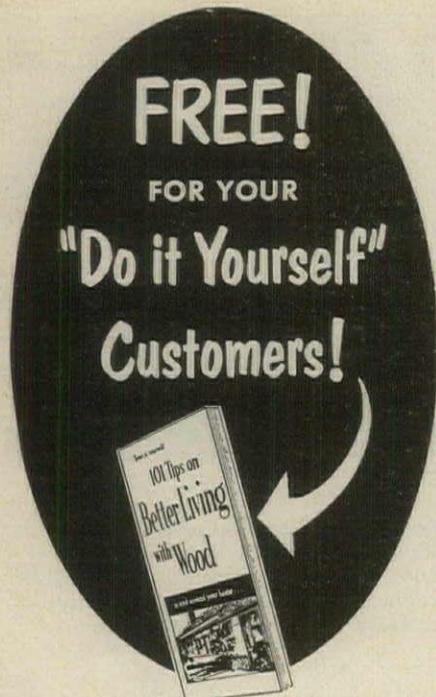
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Kalamazoo, Michigan



Send us _____ of the folder "101" Tips on Better Living With Wood and Woodlife.

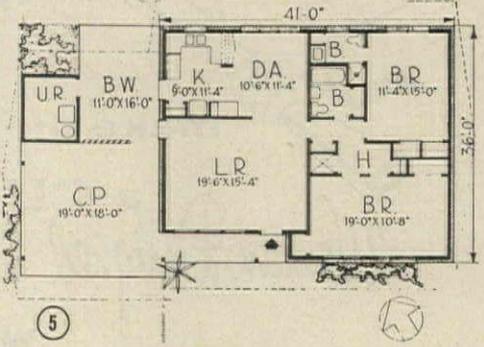
Send us information on job treating with Woodlife.

FIRM NAME _____

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CITY _____ STATE _____

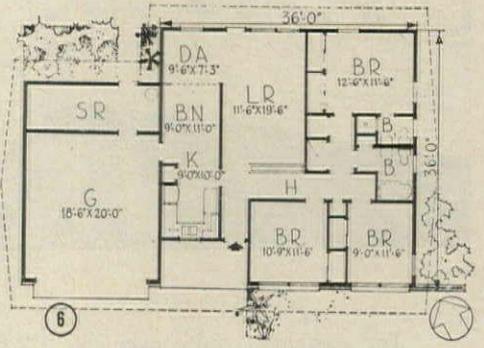
AIR CONDITIONING VILLAGE



BUILDER: H. T. Baker
Air conditioning equipment: Lennox Furnace Company
Air distribution system: perimeter
Size and type: two-ton; (type not selected at this writing)

GENERAL SPECIFICATIONS:
Foundation and floor—slab on grade, vapor seal; exterior walls—frame, brick veneer; interior walls—frame; roof type and construction—pitched roof with vaulted ceiling and exposed beams, built-up; windows—projected; insulation—4" rigid in ceiling, 4" rockwool in walls;

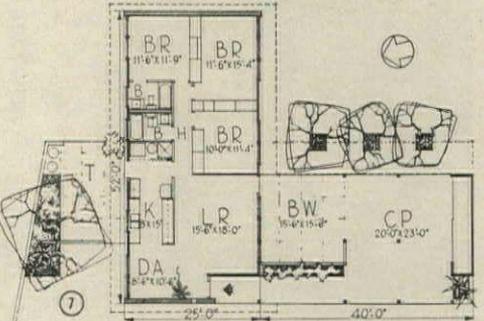
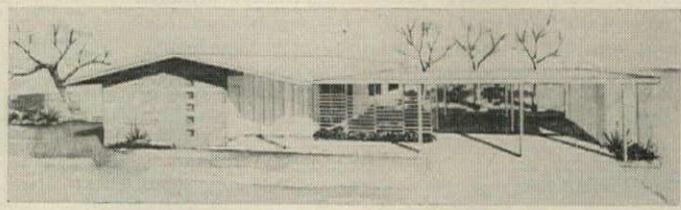
glass—double strength Grade B; special shading devices—none. U value of walls—.12 (1/2" Sheetrock, 2" batts, sheathing, 1" air space, 4" brick). U value of ceiling—.10 (2" rigid insulation, 2" fiberglass, exposed beams).



BUILDER: R. L. Struhall, Jr.
Air conditioning equipment: Day and Night Division of Affiliated Gas Equipment Company
Air distribution system: ceiling
Size and type: two-ton; water-cooled condenser, forced draft tower

GENERAL SPECIFICATIONS:
Foundation and floor—slab, oak on screeds; exterior walls—asbestos siding, stone trim; interior walls—frame. Sheetrock; roof type and construction—pitched, built-up 2 1/2 in 12, asphalt shingles; windows—double hung and sliding; insulation—6" rockwool in ceiling, 3" rockwool

batts in walls; glass—single strength; special shading devices—aluminum screening. U value of walls—.09 (V siding, 3" batts, 1/2" gypsum board). U value of ceiling—.07 (1/2" gypsum board, 6" of rockwool).



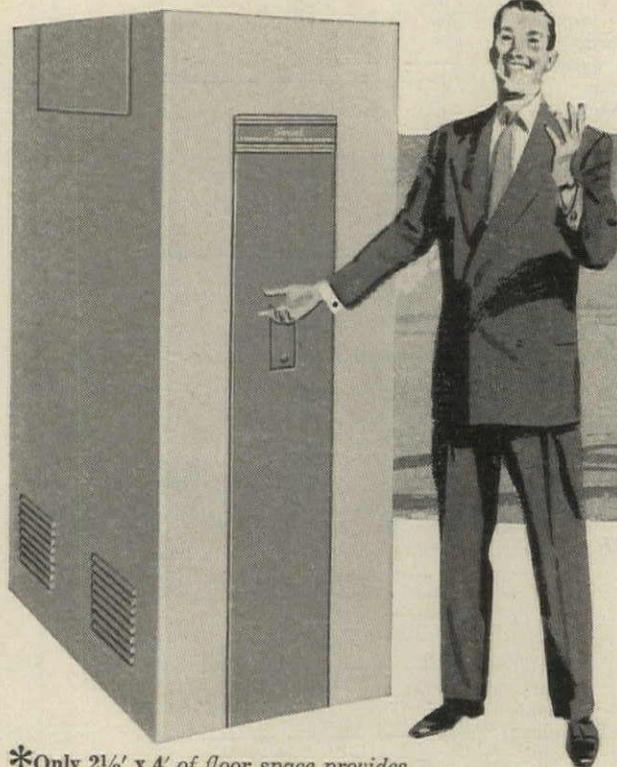
BUILDER: Kenneth Flagg
Air conditioning equipment: Coleman Company
Air distribution system: overhead, ceiling blenders
Size and type: two-ton; evaporative condenser

GENERAL SPECIFICATIONS:
Foundation and floor—slab on grade, vapor seal; exterior walls—10" cavity wall, brick wainscot, frame; interior walls—Fabricon units; roof type and construction—built-up 3 in 12; one-ply aluminum foil under sheathing; windows—Fabricon window wall units; insulation—4 ply

aluminum foil in ceiling; 2 ply aluminum foil in walls; glass—Thermopane; special shading devices—canvas awning. U value of walls—.09 (brick veneer, 1/2" building board, 2 ply aluminum foil, 1/2" Sheetrock). U value of ceiling—.04 (1/2" Sheetrock, 4 ply aluminum foil).

Seven house-selling features

**in just 2½' x 4' of floor space!*



**Only 2½' x 4' of floor space provides two full tons of cooling, and 72,000 Btu/hr. heating! This model is ideal for the small home.*

Servel *two-ton* Wonderair

All-Year® air conditioner

COOLS, HEATS, AIR-CONDITIONS!

You add not just one, but *seven* important comfort benefits to your sales appeal—when you offer Servel *Wonderair All-Year* Air Conditioning!

1. *Cooling in summer.*
2. *Heating in winter.*
3. *Humidification in winter.*
4. *Removal of excess moisture in summer.*
5. *Cleaning of the air.*
6. *Ventilation with outside air.*
7. *Circulation of the air.*

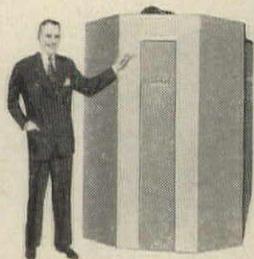
Plus—the exclusive Servel absorption-type system—with no moving parts! Your prospects will recognize the advantages this gives in long life and efficient operation.

Cost is low

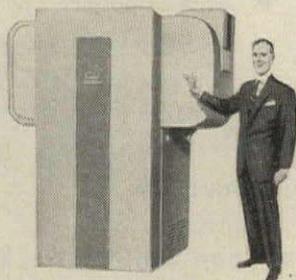
All these advantages cost little more than a heating plant alone. And there is a model for every size home . . . vibration-free and silent, because there are no moving parts in heating or cooling system. It reduces wear and repair, too . . . provides dependable operation, backed by a five-year warranty.

Servel

the name to watch
for great advances in
**AIR CONDITIONING
REFRIGERATION**



Compact big-home size offers 3 tons of cooling.



5-ton model cools, heats, air-conditions large luxury homes.

Send the coupon for all the facts, or see your Servel distributor

SERVEL, INC., Dept. AB-64, Evansville 20, Indiana

Please send complete information on Servel Air Conditioning for homes.

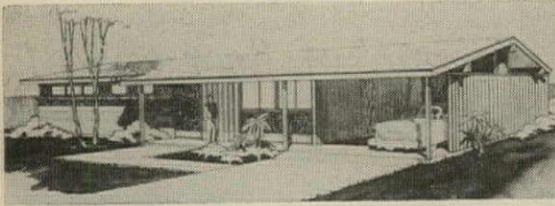
Name _____

Address _____

City _____ Zone _____

County _____ State _____

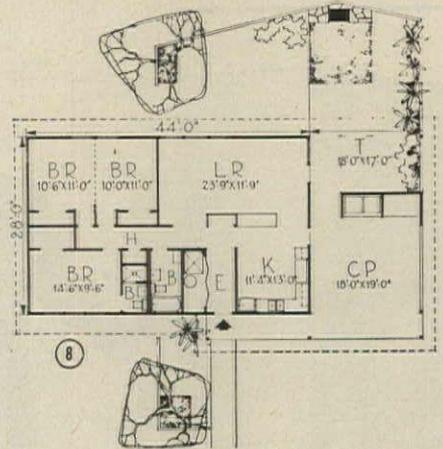
AIR CONDITIONING VILLAGE



BUILDER: Andrew S. Patton
 Air conditioning equipment: Carrier Corp.
 Air distribution system: furred hall plenum
 Size and type: two-ton; air-cooled condenser

GENERAL SPECIFICATIONS:

Foundation and floor—slab on grade, no vapor seal; *exterior walls*—frame, wood siding and stone veneer; *interior walls*—frame; *roof type and construction*—pitched, built-up 2 in 12; *windows*—horizontal sliding; *insulation*—4" rockwool in ceiling, 2" rockwool in walls; *glass*—double strength Grade B; *special shading devices*—fence. *U value of walls*—.15 (wood siding, 2" rockwool batts, ½" gypsum board). *U value of ceiling*—.09 (½" gypsum board, 4" rockwool).

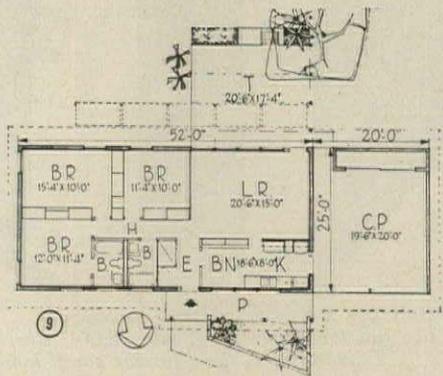


BUILDER: S. R. Sheppard

Air conditioning equipment: Frigidaire Division of General Motors Corporation
 Air distribution system: ceiling diffusers
 Size and type: two-ton; water-cooled condenser, forced draft tower

GENERAL SPECIFICATIONS:

Foundation and floor—slab on grade, vapor seal; *exterior walls*—hollow brick, 2" furring, Sheetrock; *interior walls*—Fabricon units; *roof type and construction*—pitched, built-up 3 in 12; *windows*—Fabricon window wall units; *insulation*—4 ply aluminum foil in ceiling; 2 ply aluminum foil in walls; *glass*—double strength Grade B; *special shading devices*—Koolshade, canvas awning. *U value of walls*—.09 (hollow brick, 2 ply aluminum foil, ½" Sheetrock). *U value of ceiling*—.04 (½" Sheetrock, 4 ply aluminum foil).



Weather-Tite SASH LOCK



Does Everything!

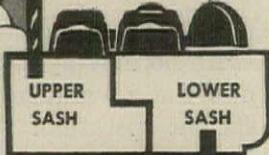
- Stops wind — drafts
- Draws meeting rails tightly together
- Locks sash securely

Has Everything!

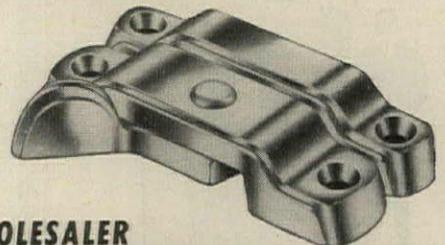
- Beauty of design
- Low smooth silhouette
- Complements today's architectural styling
- Ease of positive operation

An Exclusive!

Unique design of strike makes it necessary to completely unlock IVES Weather-Tite before window can be opened. No projecting parts to gouge and damage upper sash!

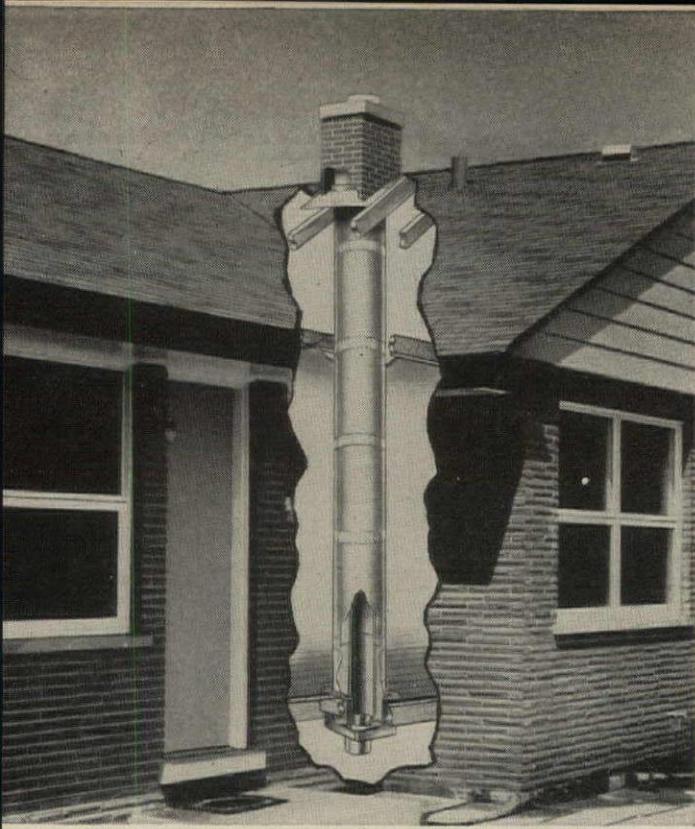


Made in Cast Brass —
 Bronze — Permanent
 Molded Aluminum



ORDER from Your WHOLESALER

THE H. B. IVES COMPANY . . NEW HAVEN, CONN.

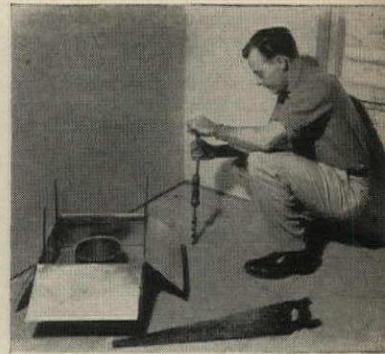


How you can put up a genuine masonry chimney in 3 man hours or less

Sectional masonry construction of the Van-Packer Packaged Masonry Safety Chimney with "Brick-Panel" Housing is shown in this cut-away view. Van-Packer is listed for all fuels — coal, oil, gas — for all home heating plants and incinerators by Underwriters' Laboratories, F.H.A. and major building codes.



All parts needed to install the Van-Packer Chimney are delivered to the job completely packaged. Construction delays eliminated. Saves up to 50% on time and material.



Openings quickly prepared in the floor, for the chimney support, and in the ceiling and roof to permit passage of flue (floor suspended method).



Chimney support with heavy iron support straps is nailed to wood construction members of the floor. Van-Packer installs without special skills.



Flue sections made of $\frac{5}{8}$ " fire clay tile inner lining, 3" vermiculite-concrete insulating wall, and cement-asbestos outer jacket. Here first 2' section is installed in support.



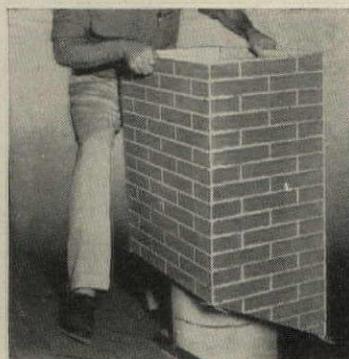
Acid-proof, leak-proof cement joins masonry sections up to desired height. Cement comes in easy-to-use plastic squeeze bags. Each joint is secured with aluminum drawband.



Aluminum flashing is installed on the roof. Van-Packer's "Brick-Panel" Housing over its aluminum flashing gives chimney a weathertight seal.



Brick-red cement-asbestos panels are cut to roof pitch, then assembled with corner angle irons and sheet metal screws provided.



Corner angle irons quickly fasten housing to roof. Deep embossed mortar lines retain natural color if housing is painted to match other brick colors.



Aluminum housing cap, chimney pot and refractory rain cap are added to complete installation. Van-Packer develops 34% more draft than standard code brick chimneys.



Massive "Brick-Panel" Housing adds beauty of conventional brick to all homes while saving on construction time and material.



Van-Packer

PACKAGED MASONRY CHIMNEY WITH "BRICK-PANEL" HOUSING

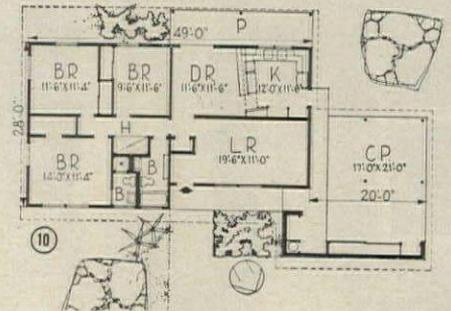
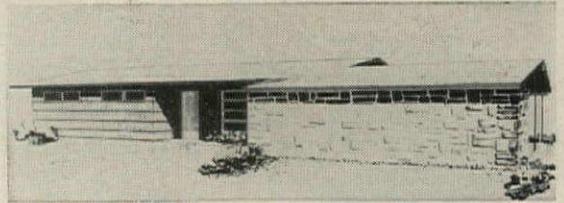
Van-Packer Corporation • 209 S. LaSalle St. • Chicago 4, Ill.
Phone: CEntral 6-9892 • Cable: VANPACK, Chicago

Send for all the facts on the Van-Packer Packaged Masonry Safety Chimney. Ask for Bulletin 12F-AF23.



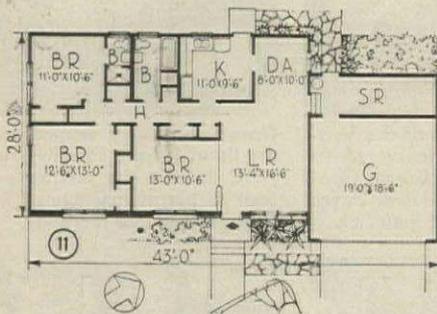
AIR CONDITIONING VILLAGE.....

BUILDER: Frank C. Barron
Air conditioning equipment: Sunbeam Air Conditioner
 Division of American Radiator and Standard Sanitary Corporation
Air distribution system: high inside wall registers
Size and type: two-ton; water-cooled condenser, forced draft tower



GENERAL SPECIFICATIONS:

Foundation and floor—slab on grade, vapor seal; **exterior walls—**frame, cedar shakes; **interior walls—**frame; **roof type and construction—**pitched, built-up 2 in 12; **windows—**projected; **insulation—**4" rockwool in ceiling, 2" rockwool in walls; **glass Thermopane; special shading devices—**none. **U value of walls—**.12 (cedar shakes, solid sheathing, 2" rockwool, 4" air space, 1/2" gypsum board). **U value of ceiling—**.09 (1/2" gypsum, 4" rockwool in ceiling).



BUILDER: First Austin Investment Corp.
Air conditioning equipment: Drayer-Hansen (U. S. Radiator)
Air distribution system: crawl space plenum
Size and type: two-ton; air-cooled condenser

GENERAL SPECIFICATIONS:

Foundation and floor—crawl space, wood floor, vapor seal on grade; **exterior walls—**frame, 105 wood siding, stone trim; **interior walls—**frame; **roof type and construction—**pitched, built-up 2 in 12; **windows—**double hung; **insulation—**4 ply aluminum foil in ceiling, 2 ply aluminum foil in walls, rigid insulation in crawl space; **glass—**double strength Grade B; **special shading devices—**Koolshade. **U value of walls—**.09 (cedar shakes, 1/2" rigid insulation in crawl space). **U value of ceiling—**.04 (1/2" Sheetrock, 4 ply aluminum foil).

America's

MOST BEAUTIFUL GARAGE DOORS

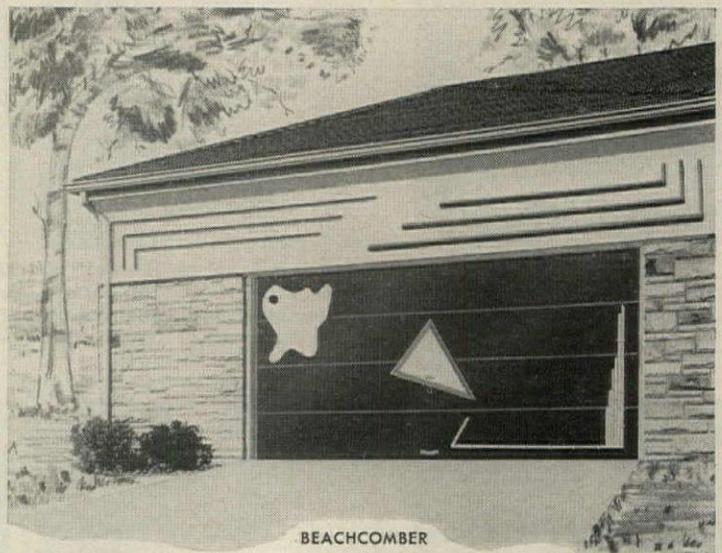
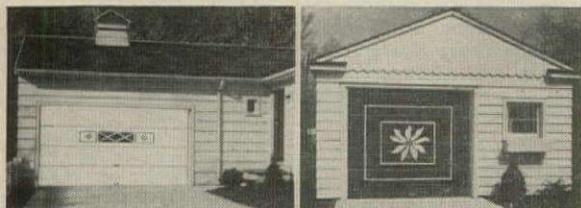
Make Buyers out of Shoppers!

Smart builders and architects with an eye to pleasing their customers are using Graham garage doors to add an extra touch of beauty and distinction to today's homes. There is an almost endless variety of decorative treatments available, each one architecturally correct in design and developed to blend perfectly with any type of modern exterior.

*Priced Lower than
 Conventional Panel Doors*

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Of course, we make conventional 4 and 5 sectional panel doors and we'll be happy to sell them to you... BUT, if you want to see your sales and profits go UP, add Custom-Designed GRAHAM flush garage doors to your line, they add the GLAMOUR-PLUS you need in sound merchandising. Write or phone today for illustrated folder and complete information.

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Manufacturers of Graham Sectional Doors and Related Items

Convince Her with Closets

MADE MORE CONVENIENT
BY TRUSCON SLIDING STEEL DOORS



What woman possibly could resist the convenience of generous closet space made super-convenient with Truscon sliding steel doors? It's a great home-selling feature. One that "lookers" and "shoppers" will remember. One that will convince the lady of the house that yours is the home for her.

You buy Truscon Sliding Closet Doors as one complete package including door panels, hardware, and header, jamb, and track sections. Complete frames available, too.

You save time and labor on installation. You construct and plaster approximately 50% less closet-front area. Steel doors are quickly installed, with no cutting, fitting, planing needed.

Truscon Sliding Steel Doors are Bonderized and furnished with prime coat of baked-on paint. You paint on-the-job to match room decorations. Nylon rollers assure quiet, trouble-free operation.

Truscon Sliding Steel Doors are available from building materials dealers and from Truscon warehouse stocks. See your dealer, or write Truscon for details and specifications.



She'll love -

TRUSCON SWING DOORS, TOO

Flush modern styling. Stable dimensions - won't warp, twist, shrink, swell. Paint to match room decorations. Furnished complete with frames and hardware. Six widths, all 6' 8" high. At dealers and warehouses.



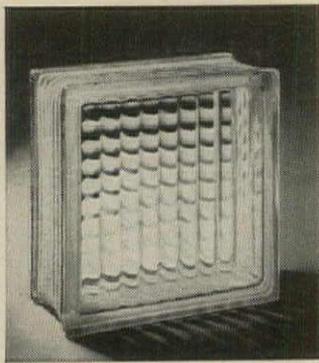
**TRUSCON STEEL DIVISION
REPUBLIC STEEL**

1050 ALBERT STREET

YOUNGSTOWN 1, OHIO

Export Department: Chrysler Building, New York 17, N. Y.

TRUSCON® a name you can build on



Use this glass block for lighter, brighter, easier-to-clean kitchens



What woman wouldn't love a kitchen as cheery and bright as this one? What woman wouldn't like a kitchen that's flooded with daylight and easy to keep spic-and-span? You can build these desired selling features into the kitchens of your homes by including panels of Owens-Illinois Glass Block* No. 316.

Behind sink or kitchen counters they flood working surfaces with soft, diffused daylight yet keep the room shielded from view. Soil marks rub right off.

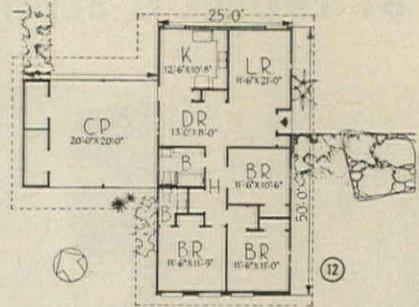
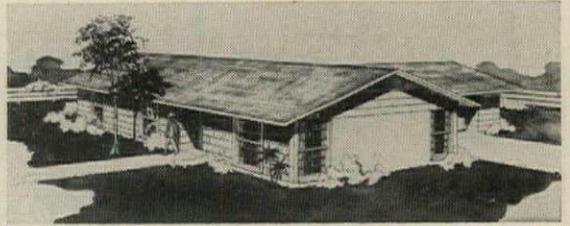
For facts about the many ways you can use glass block to advantage in your homes, write for the information you need to: Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-6, Toledo 1, Ohio.

*Formerly known as INSULUX.

OWENS-ILLINOIS

GENERAL OFFICES  TOLEDO 1, OHIO

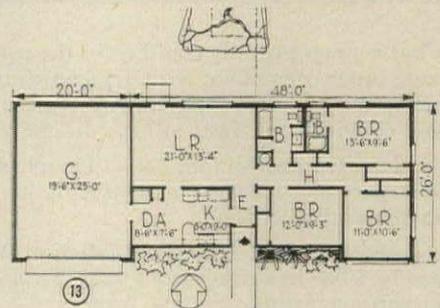
AIR CONDITIONING VILLAGE.....



BUILDER: Berkley Holman
Air conditioning equipment: American Furnace Company
Air distribution system: high inside wall registers
Size and type: two-ton, water-cooled condenser

GENERAL SPECIFICATIONS:

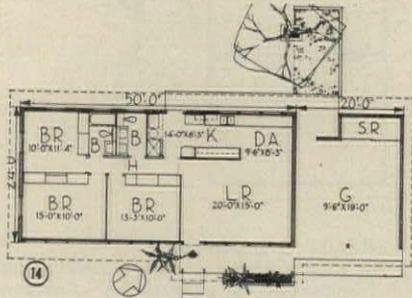
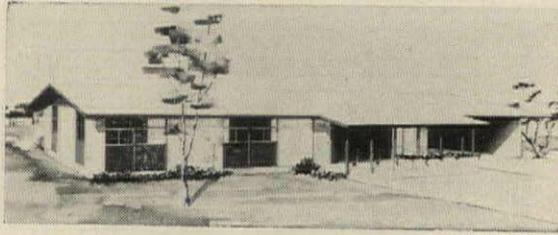
Foundation and floor—slab on grade, vapor seal; exterior walls—brick veneer, cedar shakes on insulation board; interior walls—frame; roof type and construction—pitched 5 in 12, asphalt shingles; windows—double hung; insulation—4" rockwool in ceiling, 2 1/2" rigid insulation in walls; glass—double strength Grade B; special shading devices—aluminum screening. U value of walls—.12 (cedar shakes, 1/4" fibreboard, 3/4" air space, 3/4" rigid insulation, 4" air space, 1/2" reflective gypsum board). U value of ceiling—.09 (1/2" gypsum board, 4" rockwool).



BUILDER: R. L. Struhall, Jr.
Air conditioning equipment: Westinghouse Corporation
Air distribution system: high inside wall registers
Size and type: two-ton, evaporative condenser

GENERAL SPECIFICATIONS:

Foundation and floor—slab on grade, vapor seal; exterior walls—brick veneer; interior walls—gypsum board; roof type and construction—pitched, built-up 2 1/2 in 12; windows—sliding; insulation—6" rockwool in ceiling, 3" rockwool in walls; glass—single strength; special shading devices—overhang on south wall, garage on west, Kool-shade on east windows. U value of walls—.09 (4" brick, 1" air space, 1/2" sheathing, 3" rockwool wool, 1/2" Sheetrock). U value of ceiling—.07 (1/2" Sheetrock, 6" rockwool).



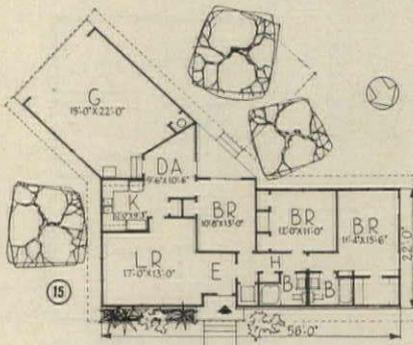
BUILDER: W. L. Mayfield

Air conditioning equipment: Bryant Heater Division of Affiliated Gas Equipment Company

Air distribution system: ceiling registers
Size and type: two-ton; water-cooled condenser, forced draft tower

GENERAL SPECIFICATIONS:

Foundation and floor—slab on grade, vapor seal; **exterior walls**—SCR brick, 2" furring, plaster; **interior walls**—Fabricon units; **roof type and construction**—pitched, built-up 3 in 12; **windows**—Fabricon window wall units; **insulation**—4" rockwool in ceiling, aluminum foil (1A) in walls; **glass**—heat resistant plate glass; **special shading devices**—Koolshade on open sash only. *U* value of walls—.23 (SCR brick, 2" furring, 2" rockwool batts, plaster) *U* value of ceiling—.09 (plaster, rock lath, 4" rockwool).



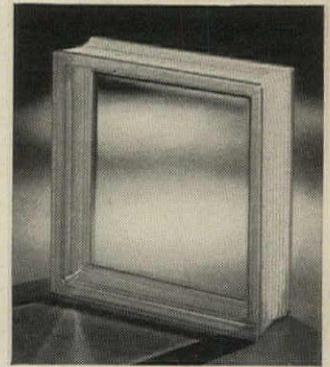
BUILDER: Shirley White

Air conditioning equipment: Typhoon Air Conditioning Company

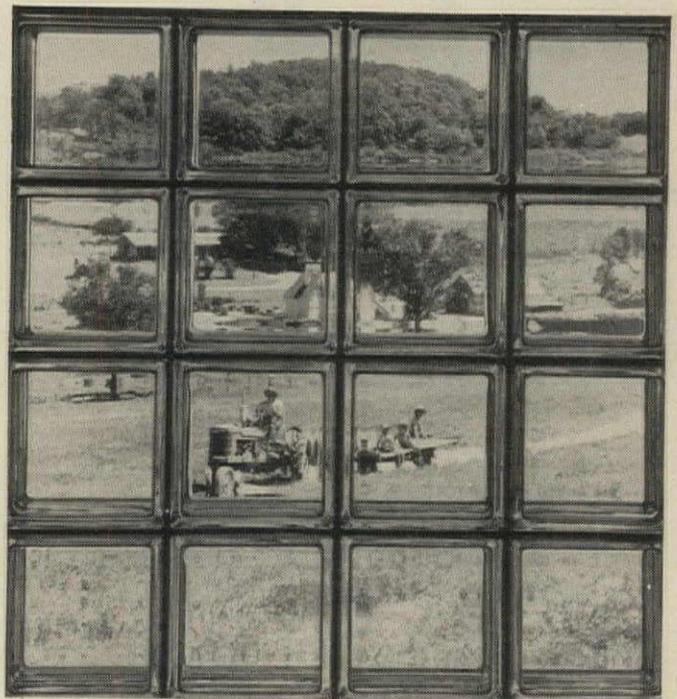
Air distribution system: high inside wall
Size and type: two-ton; air-cooled condenser

GENERAL SPECIFICATIONS:

Foundation and floor—crawl space, oak floor, vapor seal under joists; **exterior walls**—frame; **interior walls**—gypsum board; **roof type and construction**—pitched 2½ in 12, composition shingles; **windows**—projected sash and gliding; **insulation**—3" mineral wool batts in floor and walls, 4" mineral wool batts in ceiling; **glass**—double glazing; **special shading devices**—vertical shades on east side of north windows, canvas awning over south windows. *U* value of walls—.09 (¾" plywood, 15# felt, 3" mineral wool, ½" gypsum board). *U* value of ceiling—.09 (½" gypsum board, 4" mineral wool).



Use this
 glass block
 for a "solid" wall your
 customers can see through



What prospective homeowner's eye wouldn't be caught with a "see through" wall as attractive as this one? You can build such a desired feature into your homes by including a panel of Owens-Illinois super clear Glass Block No. 370.

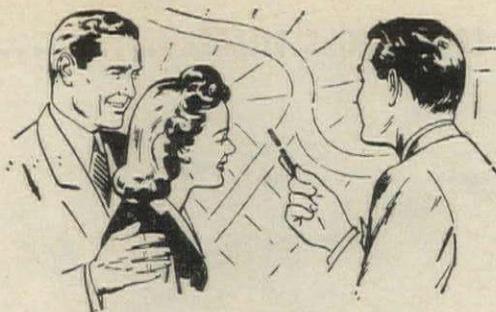
Glass Block panels are as practical as they are beautiful. They have the insulating efficiency of an 8-inch thick brick wall. They won't frost or sweat in winter . . . provide better insulation than a window with storm sash.

Give the homes you build the visible evidence of extra value that Owens-Illinois Glass Block* bring. For information or help with a specific problem, just write: Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-6, Toledo 1, Ohio.

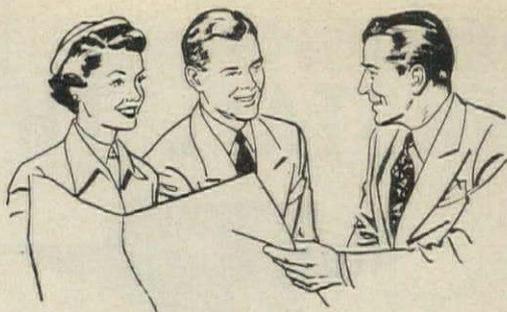
*Formerly known as INSULUX.

OWENS-ILLINOIS

GENERAL OFFICES **(I)** TOLEDO 1, OHIO



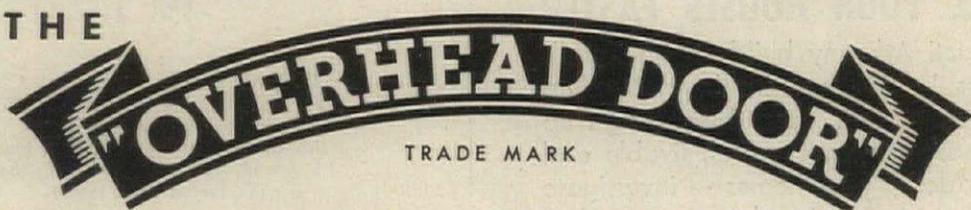
Project Builder...



Custom Builder...

BOTH please prospects **MORE** with

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In custom building, The “OVERHEAD DOOR” offers a size for every opening, a stock or special design for every taste. And moderate prices on The “OVERHEAD DOOR” with electronically operated Miracle Control put this exciting feature in reach of *any* prospect for an individually designed home. Cash in on the trend.



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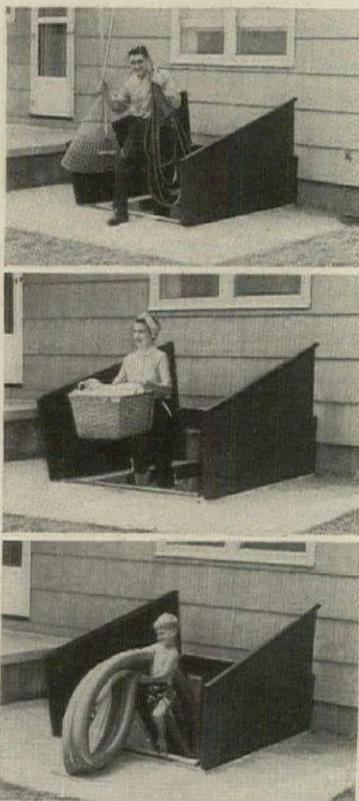


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A proven fact! Ask any builder who installs BILCO Doors. He'll tell you it's the best selling feature he ever used. Home buyers sign up fast when basements are useful, livable and safe. Don't "date" your homes — investigate America's fastest growing building product . . . the BILCO all-metal permanent door.

Direct access to the basement eliminates tracking mud and dirt through the upstairs rooms. Countless steps are saved by repairmen, servicemen and the home owner. It's the only means of installing big equipment necessary for a work shop, recreation room or extra living room.



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THE BILCO CO., 111 HALLOCK AVE., NEW HAVEN, CONN.

Please send me complete information on the BILCO DOOR, sizes, prices and dealers' names.

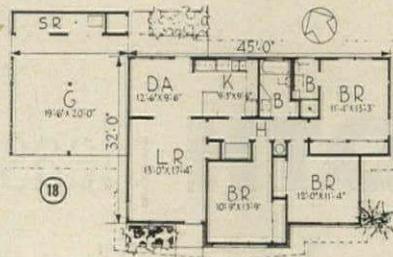
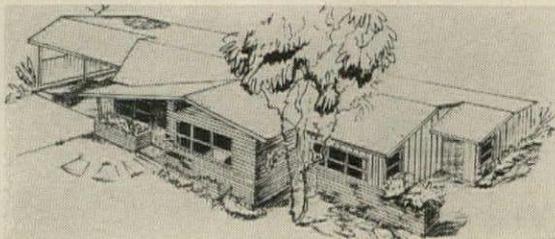
I build 10 or less 10-100 100-500 houses

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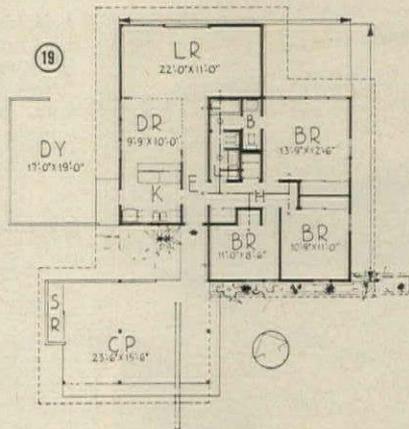
AIR CONDITIONING VILLAGE



BUILDER: Leland Wilson
Air conditioning equipment: U. S. Air Conditioning Company
Air distribution system: high inside wall
Size and type: two-ton; water-cooled condenser, forced draft tower

GENERAL SPECIFICATIONS:

Foundation and floor—slab, vapor barrier; exterior walls—frame, cedar shakes; interior walls—plaster; roof type and construction—built-up 2 in 12 with light gravel (limestone); windows—projected; insulation—6" rockwool in ceiling, 3" rockwool in walls; glass—double strength Grade B; special shading devices—canvas awning. U value of walls—.10 (cedar shakes, 1/2" rigid insulation, 3" rockwool, 1/2" gypsum board). U value of ceiling (1/2" gypsum board, 6" rockwool).



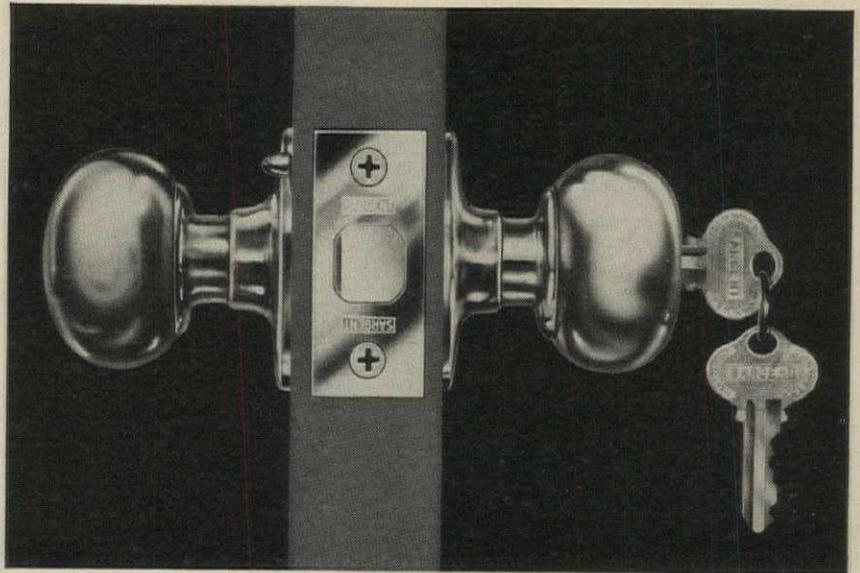
BUILDER: Wayne A. Burns
Air conditioning equipment: Airtemp Division of Chrysler Corporation
Air distribution system: high inside wall
Size and type: two-ton; (type not selected at this writing)

GENERAL SPECIFICATIONS:

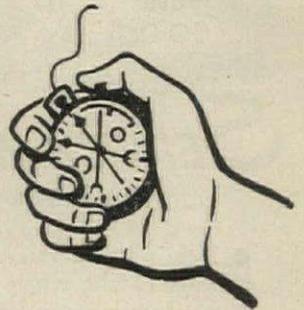
Foundation and floor—slab with vapor barrier; exterior walls—frame, asbestos and wood siding; interior walls—1/2" gypsum board; roof type and construction—built-up 2 in 12 with light gravel; windows—type not specified at this writing; glass—heat resistant; special shading devices—large overhangs on south wall. U value of walls—.09 (asbestos, 3 ply aluminum foil, 1/2" gypsum board). U value of ceiling—.04 (1/2" gypsum board, 4 ply aluminum foil)

Use recognized, branded products like ALIGNALOCK to help sell your homes *fast*. Use it to save time and money on installation costs!

ALIGNALOCK... fully guaranteed by Sargent... is available in all functions. It is finished in brass, enduring bronze, smart aluminum, polished chrome.



No other lock can be installed faster than **SARGENT** **ALIGNALOCK** TRADEMARK



Even non-skilled help can install Sargent's new high quality, low cost lock easily, accurately, economically!

Features that speed the work!

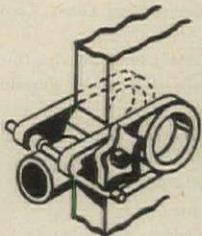
Self-aligning assembly fixes lock in proper position.

Phillips Screws have a neater appearance and speedier installation. Phillips Screw Driver will not slip or mar finish or screws.

Greater projection of bolt gives more leeway with an imperfectly fitting frame.



Tools that speed the work!



Available are wonderfully convenient and inexpensive installation tools. A strike indicator, centering tool, a boring jig, and a mortising tool for the lock face plate. They save you time and money.

● Complete instructions and template are enclosed in every lock.

● See your supplier today. Compare ALIGNALOCK feature by feature with any other low cost lock. Notice its balanced design... its feel of quality. No die-cast parts. For complete information, write us, Dept. 9F.

Sargent & Company

New York • NEW HAVEN, CONN. • Chicago



Hardware of Character

It's Extras Like This That
SELL HOUSES FAST!



SERVICE-WAY

the modern basement entry

● Here's a moderate-cost easily-installed feature that appeals to the entire family. Shortens the familiar route from basement to clothesline and from yard to basement. Prevents tracking cellar dust, mud and dirt through the house. Makes storage of lawn mower, garden furniture, screens, storm windows, bicycles and other outdoor implements a matter of seconds.



No effort to open. Double-acting spring suspension balances weight of the sturdy steel door; opens with one finger.



Simple, Modern Lines. Blends with any style architecture, becomes an integral part of the house and setting.

And it is extra wide, readily accommodates ping pong tables, and basement-room furnishings, as well as food freezers, laundry equipment and hobby tools.

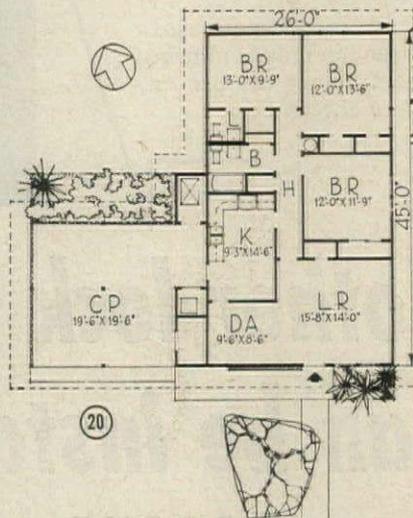
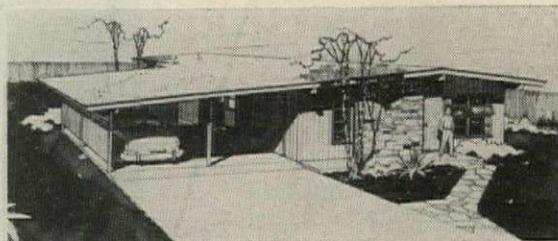
Rugged, Weather-Tight

The Service-way is made from heavy-gauge steel that will last as long as the house. Yet the door can be opened with a single finger. Overlapping flanges insure weather-tight, wind-proof fit. Slide bolts, easily operated, make it burglar and tamper proof.

Comes fully assembled ready to install. It's a proved, practical home convenience made by the manufacturers of the famous Heatilator Fireplace. Write for free folder giving details and specifications. Heatilator, Inc., 866 E. Brighton Ave., Syracuse 5, N. Y.

HEATILATOR®
SERVICE-WAY

AIR CONDITIONING VILLAGE.....



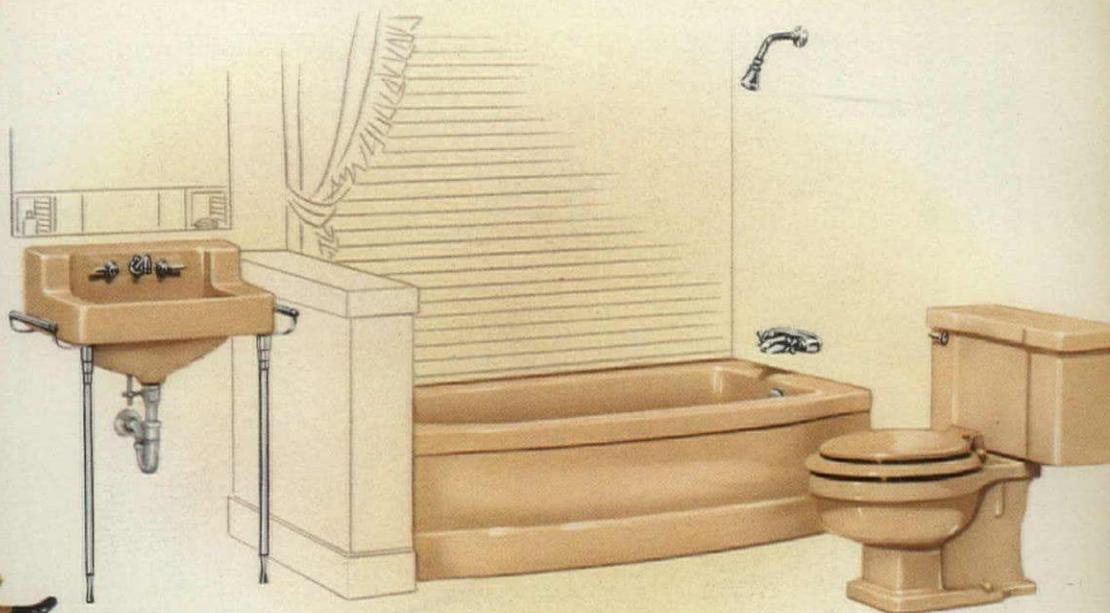
BUILDER: Jack Andrewartha
Air conditioning equipment: York Corp.
Air distribution system: high inside wall
Size and type: two-ton; water-cooled condenser, forced draft tower

GENERAL SPECIFICATIONS:

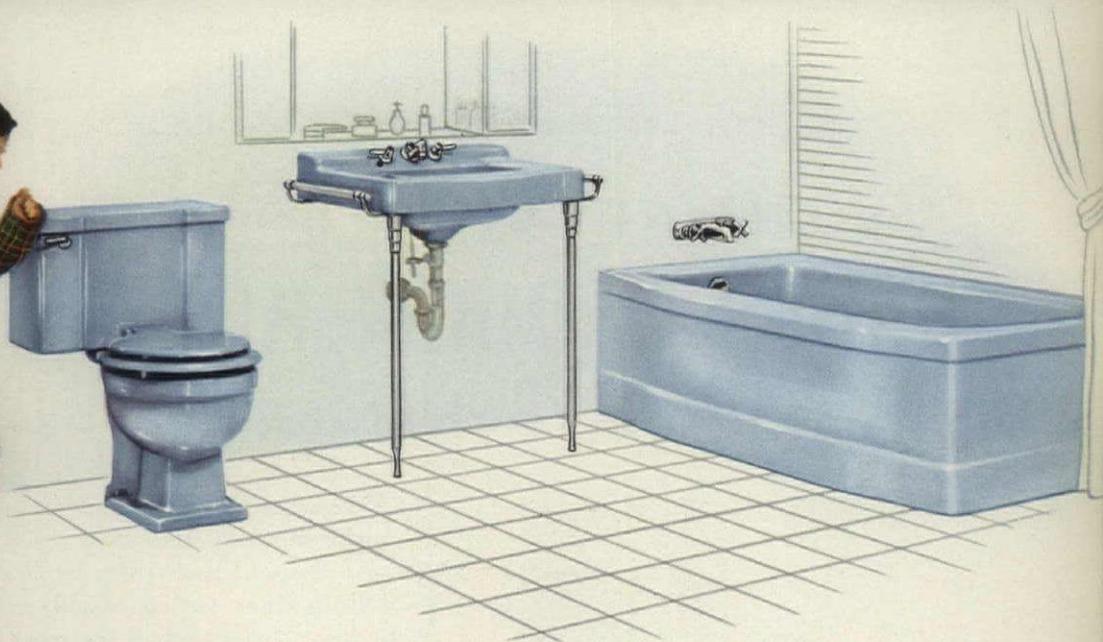
Foundation and floor—slab and vapor barrier; **exterior walls**—frame; **interior walls**—gypsum board; **roof type and construction**—pitched, built-up 2 in 12 (partial vaulted ceiling with finished interior); **windows**—double hung; **insulation**—2" rigid decking, 4" mineral wool, 2" mineral wool in walls, 25/32" wall sheathing; **glass**—double strength Grade B; **special shading devices**—Koolshade. **U value of walls**—.09 (vertical siding, 3/4" rigid insulation, 2" mineral wool, 1/2" Sheetrock). **U value of ceiling**—.09 (no attic, 1/2" Sheetrock, 4" mineral wool, 2" rigid decking).

CONTRIBUTORS OF OTHER MATERIALS, SUCH AS INSULATION, WINDOWS, SHADING DEVICES, ETC., INCLUDE:

American Welding and Manufacturing Company	Libbey-Owens-Ford Glass Company
Andersen Corporation	Master Metals Strip Service, Inc.
Borg-Warner Corporation	Minneapolis-Honeywell Regulator Co.
Canvas Awning Institute, Inc.	National Mineral Wool Association
Clay Products Association of the Southwest	tion
Curtis Companies	New Castle Products
F. C. Russell Company	NuTone, Inc.
Fabricon	Per-Fit Products Corporation
Fasco Industries, Inc.	Perma Products Company
Geneva Modern Kitchens, Inc.	Prine and Company, Inc.
Grand Rapids Hardware Co.	R. O. W. Sales Company
Insulation Board Institute	Ruberoid Company
Kaiser Aluminum and Chemical Sales, Inc.	Titus, Inc.
Kimble Glass Company	Truscon Steel Division
	Zonalite Company



TWO BATHROOMS - *a must in every modern home!*



The second colorful Briggs Beautyware bathroom can sell your homes first!

You really get a prospect's attention when you start talking *two* bathrooms of glamorous Briggs Beautyware in color! Many a builder is using that fact to beat his competitors to the punch.

Folks love the fresh, modern look of these handsome fixtures. Four popular pastel tones—Coral, Sky Blue, Sea Green and Sandstone . . . blend harmoniously with an endless variety of color schemes. What's more, *all* Briggs Beauty-

ware is acid-resistant. Colors won't fade. Users can depend on Briggs fixtures to keep right on looking brand new for years.

Up-to-date architects and builders know they can rely on Briggs Beautyware, too—to increase sales and boost their reputations. They're finding that the *second* Briggs bathroom is a big help in selling *any* new home faster! Always specify two bathrooms of colorful Briggs Beautyware!



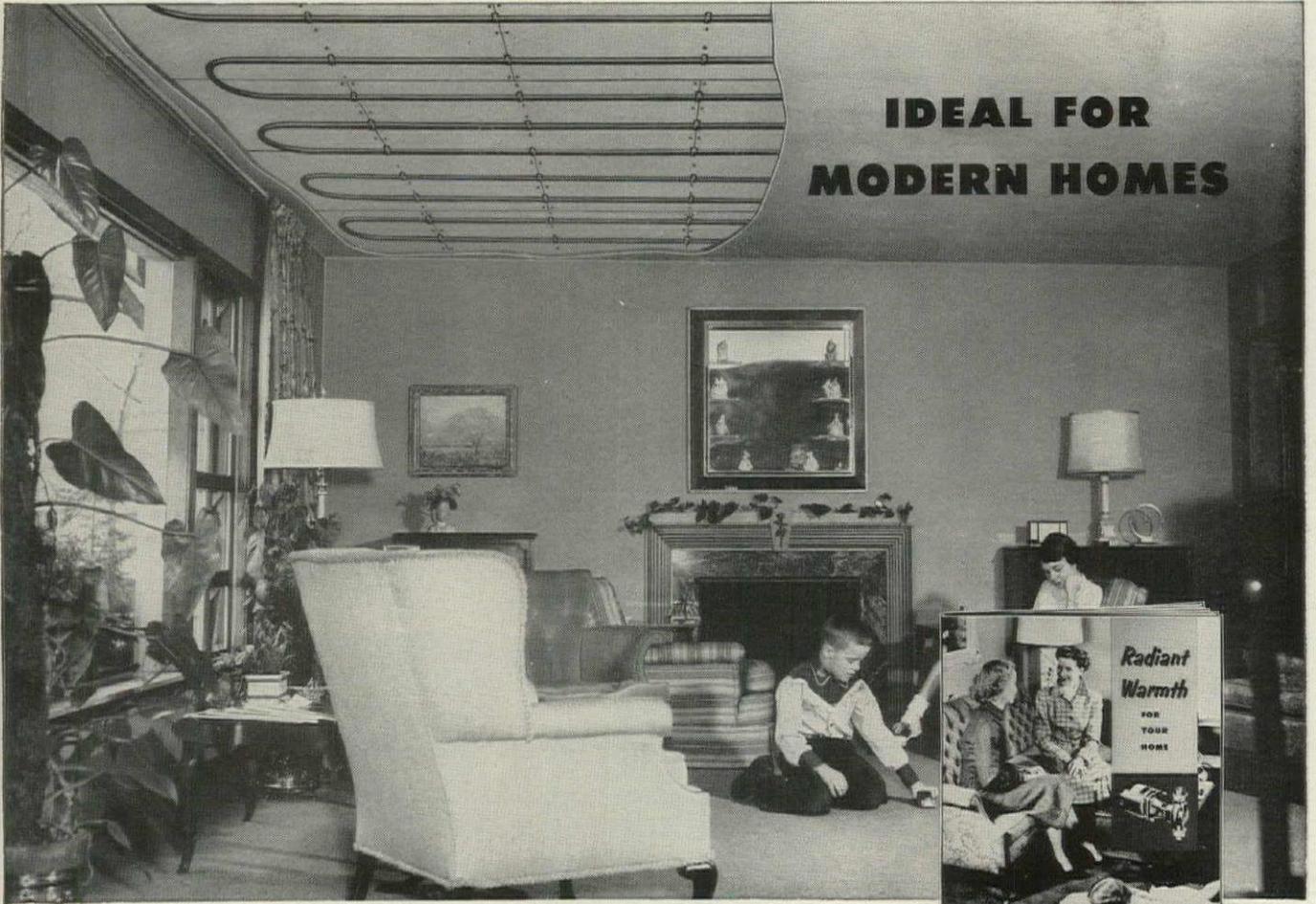
Coral—the bright new Briggs color—is being introduced to millions of potential buyers through powerful advertising in the pages of national magazines. Here is the first ad of the new series.

BRIGGS MANUFACTURING COMPANY • DETROIT 26, MICHIGAN

© 1954

BRIGGS

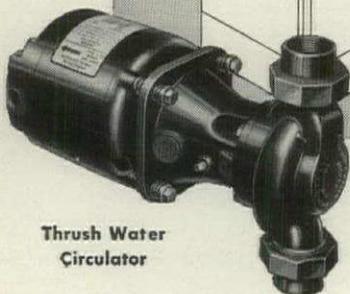
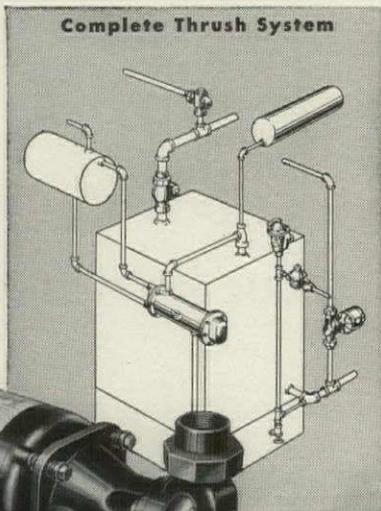
**IDEAL FOR
MODERN HOMES**



get this *NEW* booklet about

THRUSH RADIANT HOT WATER HEAT

... now in reach of lowest budget homes



Thrush Water
Circulator

FOLKS today want modern heating in their homes . . . even the smallest ones. Now you can give them, at low cost, Thrush Radiant Hot Water Heat with invisible heating coils in ceiling, floor or baseboard, convectors or conventional radiators. Thrush offers the most economical, efficient and completely automatic system of control for radiant hot water heating available today.

Thrush equipment not only saves fuel, but gives your clients, automatically, the comfort they are seeking. Radiant heat is always present. Temperature is constant, without noticeable fluctuation. Zoning is simple. Installation costs are reduced, too.

See our catalog in Sweet's or write Department G-6.

H. A. THRUSH & COMPANY
PERU, INDIANA

4

good reasons

for using Bruce **Prefinished** Flooring in your homes

There's no sanding or finishing on the job

When you use Bruce *Prefinished* Flooring there's no waiting for sanding to be done, no tie-ups while finishes dry. This flooring is finished at the factory with the famous Bruce "Scratch Test" Finish.

You save up to \$150 on hardwood floors

Costs for beautiful hardwood floors are cut substantially because Bruce factory-finishing costs less than on-the-job finishing. You also save valuable time in getting houses completed, ready for sale.

8 out of 10 home buyers want hardwood floors

Nationwide surveys show that just about everybody wants hardwood floors in their living, dining and bedrooms. So, when you use Bruce *Prefinished* Floors, you can be sure of buyer acceptance.

Everybody knows Bruce Floors are highest quality

Quality flooring backed by impressive color magazine advertising has made BRUCE the brand that people know best and want most. For faster sales, feature Bruce *Prefinished* Floors in your homes.



OVER WOOD SUBFLOORS
You can use Bruce Strip, Block or
Ranch Plank Flooring.

OVER CONCRETE SLAB
Bruce Blocks (Solid or Laminated)
are laid in mastic.



Bruce **Prefinished**

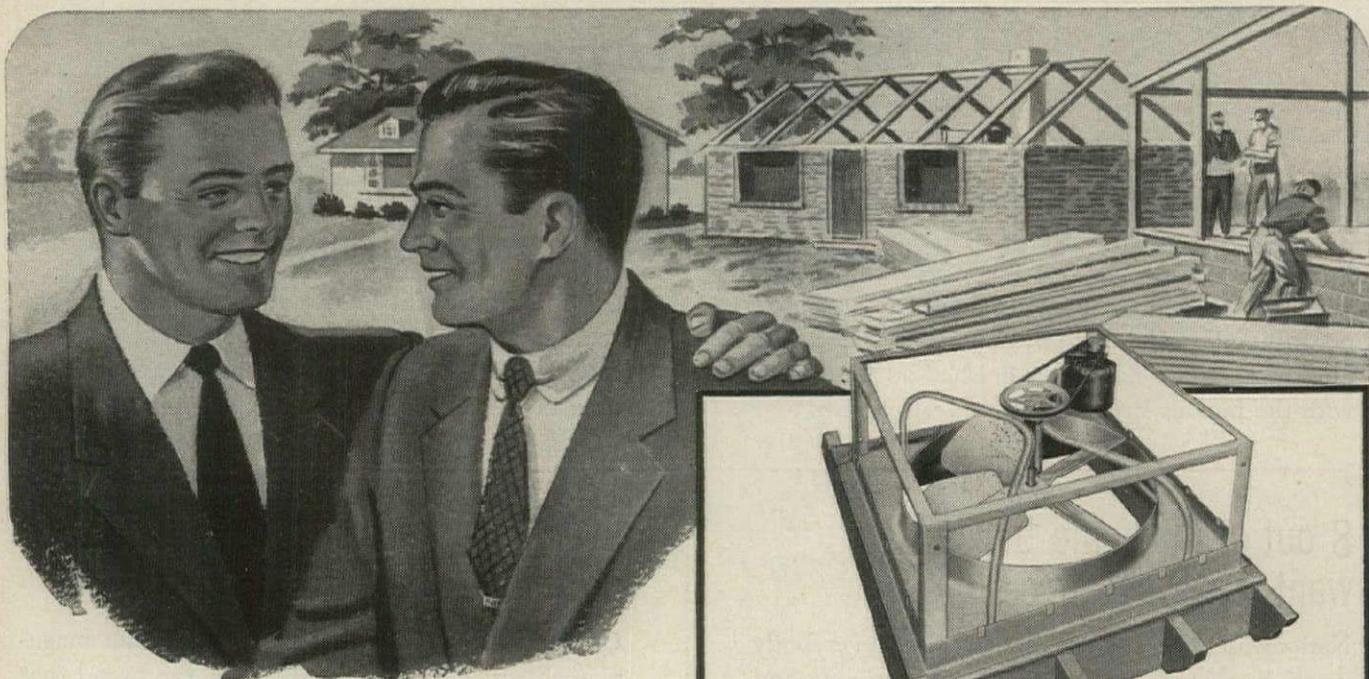
For complete data and prices, write
E. L. BRUCE CO., MEMPHIS 1, TENN.
World's largest maker of hardwood floors



HARDWOOD FLOORS

LAU 1954 Fan Facts

Try this **LOW-COST** way to make more friends and profits for your business!



You profit quicker . . . and sell easier when your homes and buildings feature "built-in extras" that add so much to the comfort and convenience of the buyer.

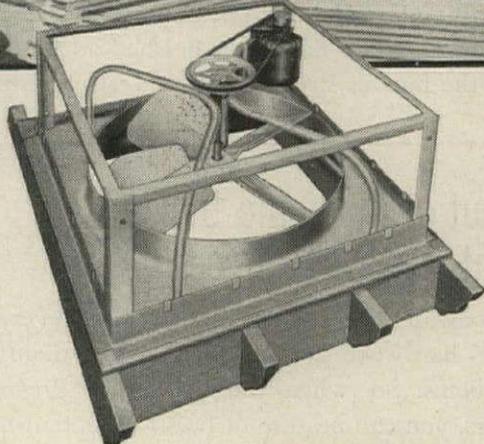
Make friends and customers of your prospects by installing LAU "Niteair" cooling. Just a flip of the switch and these superior fans send gentle, cooling, refreshing breezes flowing through the home. Hot, stagnant air is quickly expelled.

Quick . . . easy . . . and economical to install. LAU "Niteair" Fans make friends and really JUMP profits for you. Plan to install the tested, proven LAU "Niteair" now!

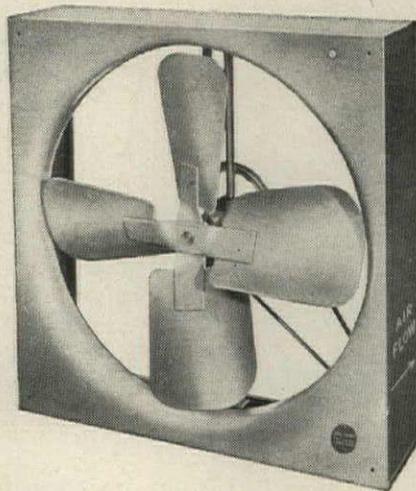


Guaranteed 5 years

Lau fan ratings are Certified by the PFMA and carry UL approval. Fans are guaranteed for 5 years and motors carry a one-year warranty.



LAU "Niteair" Rancher Fans. Designed for homes with low-pitched roofs. Available in four sizes—24", 30", 36" and 42", with air delivery to meet every demand.



LAU "Niteair" Panel Units. Newly designed, ruggedly constructed. Discharge capacity for every requirement. Five sizes—24", 30", 36", 42" and 48".

THE LAU BLOWER COMPANY,

2008 Home Avenue • Dayton 7, Ohio
Write today for catalogs and further information.

REMODELING is bigger than ever!
NEW BUILDING to continue at high level!

**For Remodeling or
 New Building, there's nothing like**

BILT-WELL

UNIT WOOD CABINETS

Ideal for kitchens, bedrooms, bath-rooms and halls...for new or old homes...for any size or shape of room. Easily scribed to fit irregular walls.

Bilt-Well Cabinets are K.D. semi-assembled, fully manufactured,

pre-fitted and ready to put together. Thousands of leading Builders prefer Bilt-Well Cabinets. Available from Retail Lumber Dealers everywhere. If your Lumber Dealer can't supply Bilt-Well Cabinets, write us.

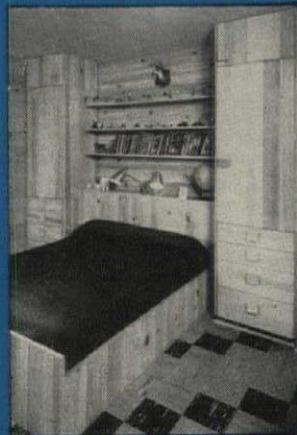
**THE CABINETS WITH THE ROUNDED CORNERS.
 EACH UNIT IS INDIVIDUALLY CARTON PACKED.**



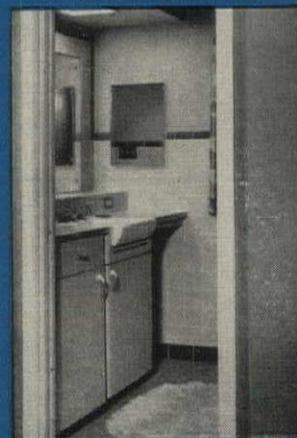
FOR STORAGE WALLS



FOR KITCHENS



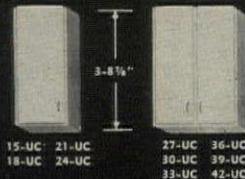
FOR BEDROOMS



FOR BATHROOMS

BILT-WELL KITCHEN and MULTIPLE USE CABINET UNITS

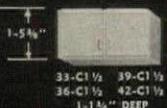
UPPER CEILING (WALL) UNITS



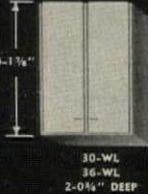
OVER WARDROBE OR LINEN UNITS



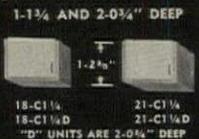
OVER REFRIGERATOR OR RANGE UNITS



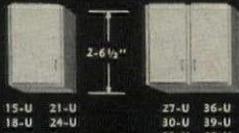
WARDROBE OR LINEN UNITS



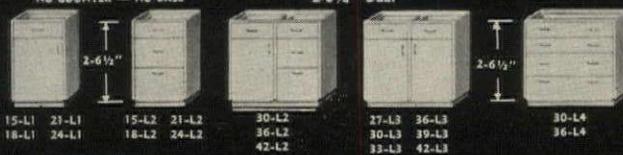
OVER STORAGE UNITS



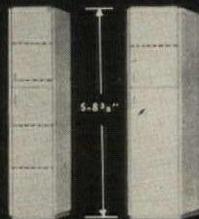
* UPPER (WALL) UNITS



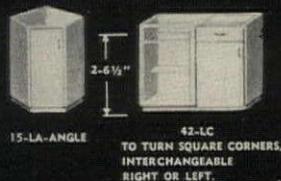
LOWER OR BASE UNITS



TALL STORAGE UNITS

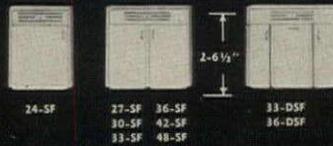


CORNER UNITS



SINK FRONTS

NO STANDARDS, BACK OR SHELVES



BOTH MADE 1-1 1/4" AND 2-0 1/4" DEEP

UCA AND UA UNITS EXTEND 2-1 1/4" ALONG WALL.
 LA UNIT EXTENDS 2-10 1/4" ALONG EACH WALL.
 LC UNIT EXTENDS 3-10 1/4" ALONG ONE WALL.
 30 OR 36-WL UNIT INCLUDES CLOTHES POLE AND ROSETTES. SHELVES ARE AN ACCESSORY.

* NOTE - USE FOR SHALLOW LOWER STORAGE.

Manufactured by

CARR, ADAMS, & COLLIER COMPANY
 SINCE 1866

Dubuque, Iowa



We are manufacturers of the complete line of Bilt-Well Woodwork: Complete Unit Windows, Casements, Awning Windows, Kitchen Cabinets, Multiple-use Cabinets, Overhead Garage Doors, Combination Doors, Storm & Screen Units, Basement Windows, Shutters, Exterior and Interior Doors, Entrances, Gable Sash, Louvers, Corner China Cabinets, Mantels, Telephone Cabinets and Stair Parts.

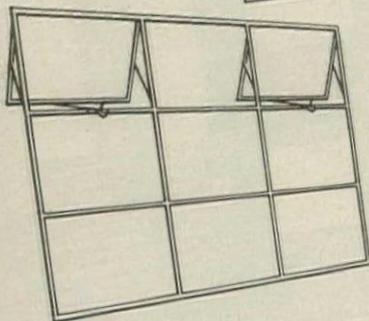
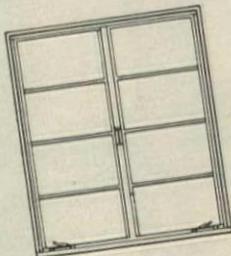


"A salute to those who made it possible" *



A typical house in Falstaff Manor, Baltimore, Md., a development of Gorn Bros., Inc. Architect: Irwin A. Baker.

Let Builder Gorn Tell You How Fenestra Helped Him:



For full information on Fenestra*Ready-Trimmed Casements, Screens, Storm Sash, Interior Doors, Sliding Closet Doors and other famous Fenestra Residential Building products (and Fenestra

* Your need for residential windows, casings, screens and storm sash that were designed for each other—that could be installed literally in minutes—that would add to the sales appeal of your homes, encouraged us to develop our present Fenestra Residential Steel Window line.

SAMUEL G. GORN

Gorn Brothers, Inc.
2926 RIDGEWOOD AVE.
BALTIMORE 15, MD.
MOHAWK 1796

MORTON GORN

Mr. E. C. Hodges
Vice President - Sales
Detroit Steel Products Company
2250 East Grand Boulevard
Detroit 11, Michigan

Dear Mr. Hodges:

This letter is in appreciation of the excellent service and product satisfaction which your Fenestra organization has rendered our firm.

Up until two years ago, we had been accustomed to using wood double hung windows throughout our new housing units. We discovered, however, that through converting to your residential casements with the inside-outside trim we could add greatly to the beauty and salability of our new homes.

More recently, we ordered 145 of your new WindowWall units which proved especially strong in home buyer sales appeal. Our congratulations for offering such a superior product.

Cordially yours,
GORN BROTHERS, INC.

Samuel G. Gorn
Samuel G. Gorn,
President

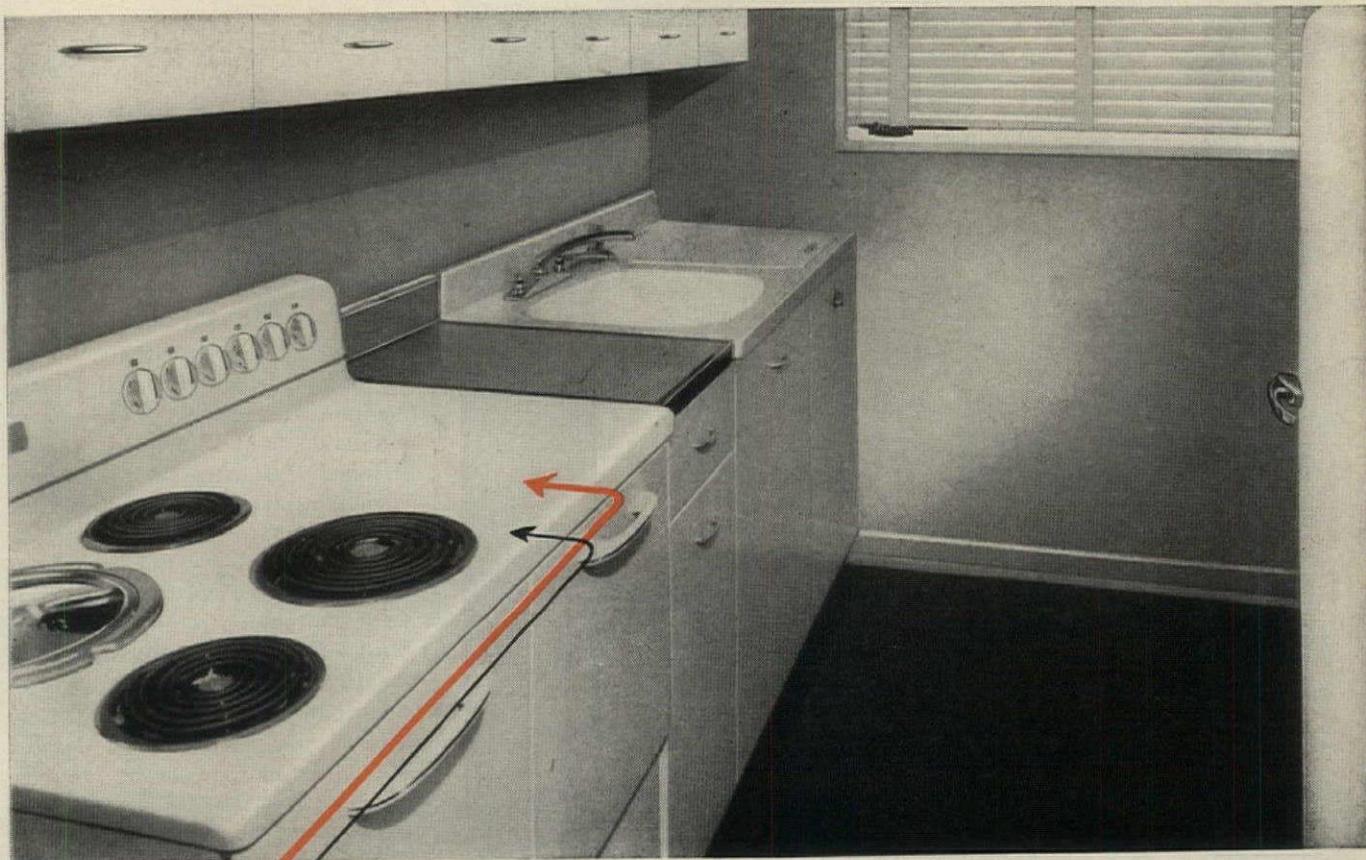
Super Hot-Dip Galvanizing), see your dealer, call your local Fenestra Representative, or write to Detroit Steel Products Company, Dept. AB-6, 2260 East Grand Blvd., Detroit 11, Michigan.*@

Fenestra

RESIDENTIAL
STEEL WINDOW

WINDOWS • HARDWARE • CASINGS • SCREENS • STORM SASH

AMERICAN BU



Each Feldman home includes a complete electric kitchen. The builder has found it possible to offer this feature in a low-cost home—at a profit. And the *Electric Range* allows home buyers to **be modern . . . cook ELECTRICALLY!**

Really helps to sell homes faster

If you are interested in fast turnover, you must carefully consider the selling features of the homes you build.

You know that the kitchen is a focal point of interest for the homemaker—and that an *Electric Range* in the kitchen can set a high quality pace for the rest of the house. It says “modern” to the home buyer, and assures economy and ease of operation, a clean kitchen as well as a cool one.

Why don't you take advantage of the *Electric Range* as a selling feature—as builders are doing the country over, in all types of homes?

More builders every day

are installing

**ELECTRIC
RANGES**

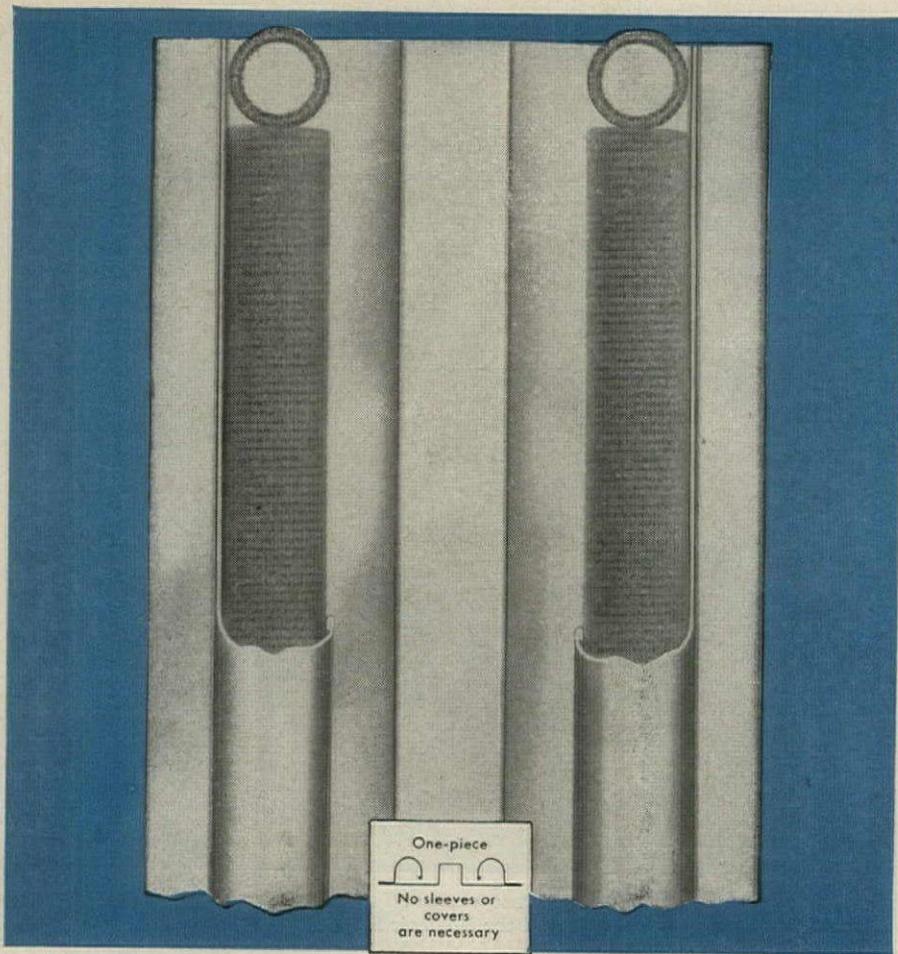


These semi-detached homes are in Landover Hills, Maryland. “We work on the basis of fast turnover,” says Builder Edwin B. Feldman of Washington, D. C., “and installing an *Electric Range* in the kitchen helps to make sales come fast. We've found that it pays, because turnover means savings in capital investment.”

ELECTRIC RANGE SECTION

**National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.**

ADMIRAL • BENDIX • CROSLY • DEEPFREEZE • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON
HOTPOINT • KELVINATOR • MAGIC CHEF • MONARCH • NORGE • PHILCO • WESTINGHOUSE

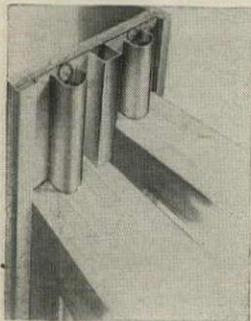


ALLWEATHER BALANCE STRIP WITH SILENT COIL SPRINGS

ALLWEATHER Balance Strips No. 490, 290 and 90 are now available with FLOCKED coiled springs.

FLOCK . . . an old process, as a result of research and development is now applied to the surface of sash balance coil springs. The basic purpose of FLOCKING balance springs is the same as that for automobile seats and bed springs . . . to eliminate noise. FLOCK makes possible silent opening and closing of windows equipped with ALLWEATHER Balance Strips.

Adjustability is Built-In—Balance tube with semi-cantilever action insures weatherstrip contact in all kinds of weather. The base of section is always in close contact with jamb insuring stability. FLOCKED springs are concealed by a functional part of the strip itself.



Tests made by the University of Minnesota Institute of Technology Testing laboratory in cooperation with the Weatherstrip Research Institute, show that double-hung wood windows, when weatherstripped show an infiltration ratio 6 TIMES LESS than non-weatherstripped windows.



ALLMETAL Weatherstrip Company

2245 North Knox Avenue, Chicago 39, Illinois

Please send information and prices

Allweather Balance Strip Thresholds and Weatherstrip for Doors Metal Trim for Asbestos Siding

Name _____

Address _____

City _____ Zone _____ State _____

TRENDS

(Continued from page 7)

The total dollar volume of business produced by the large firms in 1949 ranged from \$1,000,000 to \$5,000,000. It was the large firms which built the least expensive houses. The median-priced house sold by these firms in 1949 cost the buyer \$9,250. This compares with the median price of \$12,400 for the small builder and \$10,500 for the medium-sized firms. The large builders' houses tended to be stripped of all extras, and their merchandising was pointed towards the mass market.

The average age of the large firms is 15 years. Half of the large firms were flourishing before the war. Most of these had been started in the 1920's and had the stamina to survive the depression. Several stem back to the century's first decade. The other half, however, are new firms, born of the war and the post-war boom.

The typical large firm has assets of \$1,080,000, liabilities of \$661,000, and net worth of \$419,000.

A Misunderstood Industry

The book, of course, is confined to a study of the house building industry in the San Francisco Bay area only. Almost half of the builders operate outside of metropolitan areas. They are almost all in the small and medium-size classes. Besides house building, they construct a great variety of non-residential structures.

In addition to the very vivid descriptions of small, medium and large-size house builders, the book describes their operating practices, including their methods of appraising the market, their relationships with suppliers, subcontractors, and labor.

One chapter deals with an appraisal of the present efficiency of house building, another with the future, in which it is believed that competition will force economies in material purchases and the lessening of labor restrictions.

Maisel's book is a unique and valuable source of information for anyone with an interest in the housing industry, particularly builders, contractors, and materials suppliers.

FOOTNOTE: "House Building in Transition" is published by the University of California Press, Berkeley, California, 390 pp., \$5.

What makes them fall in love with a home?



More often than not, it's the *conveniences* in a home that play cupid with the prospects and help them decide to buy. You get just such a sales clincher with Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance!

Wives like the way Dura-seal keeps out dirt and dust . . . gives them a clean house the year 'round. *Husbands* like the way Dura-seal saves them up to 30% on fuel costs. *Everybody* enjoys the smooth, silent way Dura-seal equipped windows glide up or down.

So . . . make it a point *now* to use Zegers Dura-seal! Builders: see your lumber dealer—Lumber Dealers: see your sash and door or millwork jobber.

ZEGERS, Incorporated

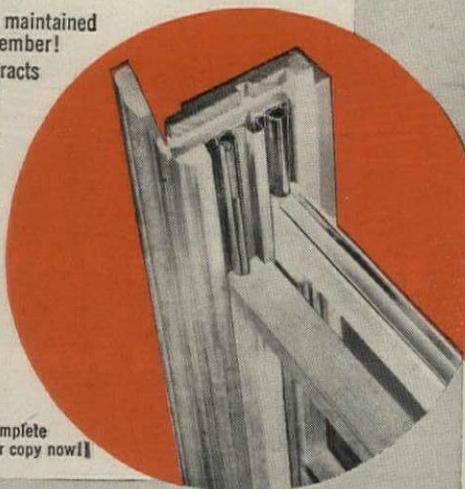
809 1/2 South Chicago Avenue, Chicago 17, Illinois

- Complete and constant air seal maintained with one piece, flexible jamb member!
- Easy to operate when sash contracts and expands with the weather!
- No noise with exclusive Si-Vel coated counterbalance springs!



FREE FOLDER . . .

"Facts on Weatherstripping . . . gives complete information on Dura-seal. Send for your copy now!"



ZEGERS

Dura-seal

COMBINATION METAL WEATHERSTRIP — SASH BALANCE

No. D-110 windows are integral part of this fireplace

Fireplace construction and design are continuing to undergo many changes. This has resulted from the wider use of open planning, exposed roof sheathing, rafters and beams, and large glass areas.

In the fireplace example detailed on the opposite page, a new method is introduced. Instead of the solid floor to ceiling bank of exposed masonry most frequently used, windows are introduced into the upper area. This has been accomplished by recessing the brick wall above the smoke chamber back to the face of the brickwork enclosing the flue. The chimney then extends upward to its normal height above the roof line, allowing the windows to bypass the chimney in their regular position in the wall. The chimney flue can be observed through the window. The general effect of this design treatment is particularly appropriate in houses where construction members are made a part of the decor.

Thin slabs of Blue-stone form the hearth. These are cemented to a double course of brick extending above the floor line.

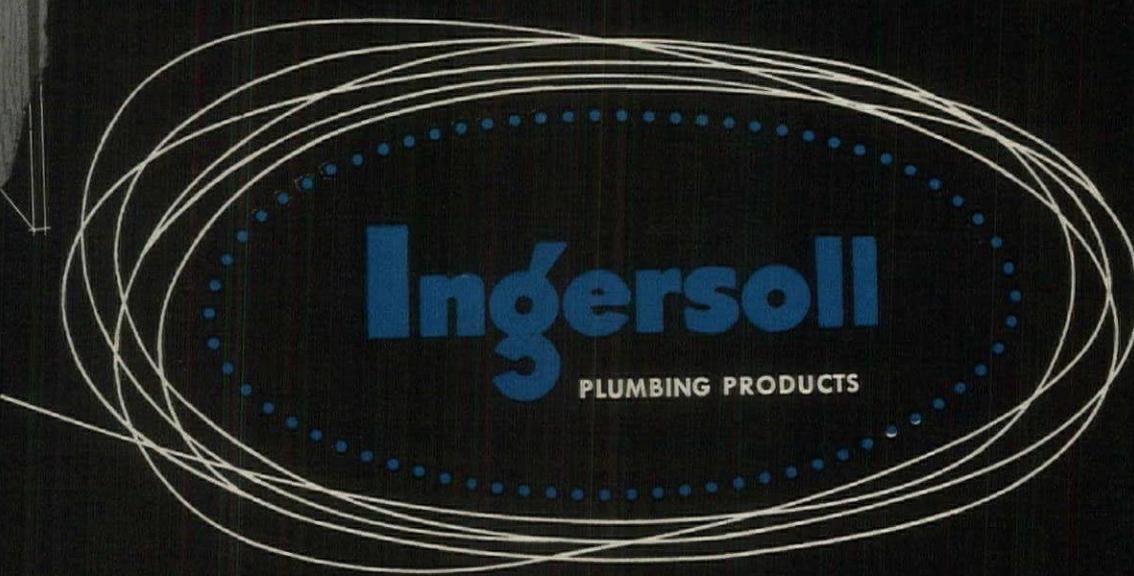
An interesting shadow effect is obtained at head by setting one jamb of fireplace opening eight inches to the rear of the other jamb. Otherwise the basic construction of the fireplace follows the normal pattern.

NEW colors!

NEW styling!

NEW appeal!

THE **NEWEST** LINE OF PLUMBING FIXTURES



Ingersoll
PLUMBING PRODUCTS

NEW profits backed by an
OLD reputation!



Write for information

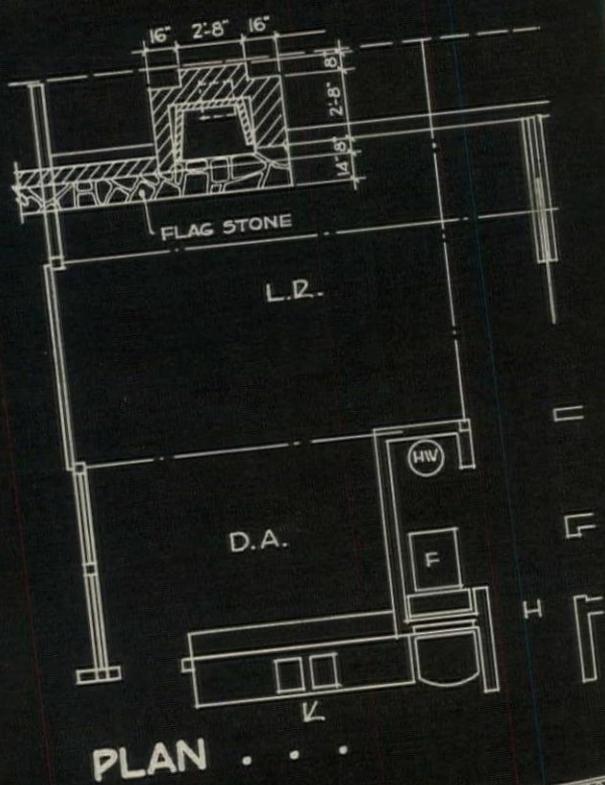
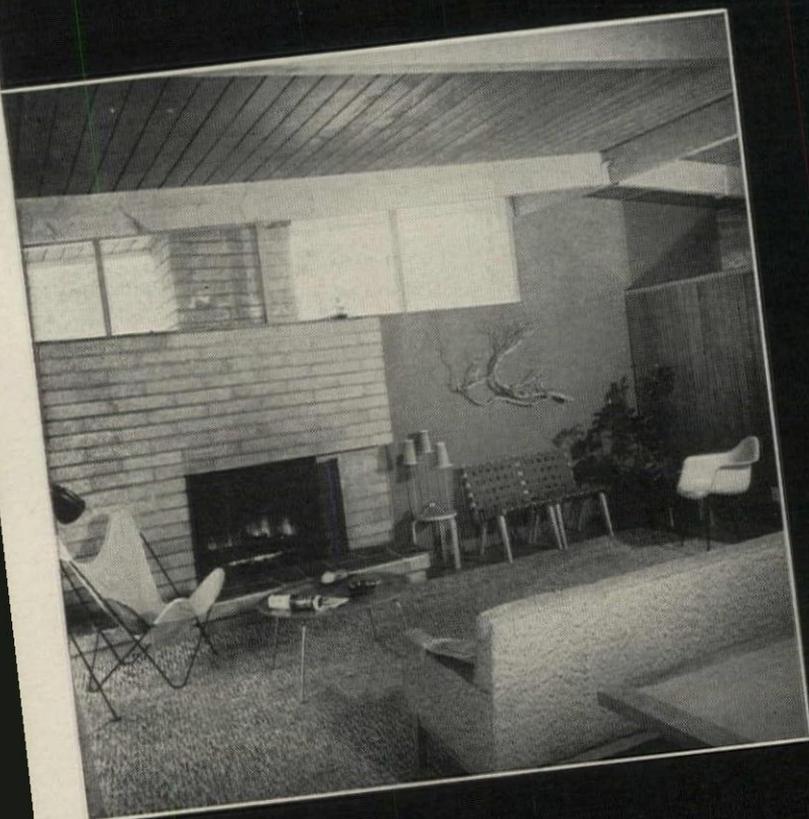
INGERSOLL PRODUCTS DIVISION • 310 S. Michigan Avenue • Chicago 4

Borg-Warner Corporation

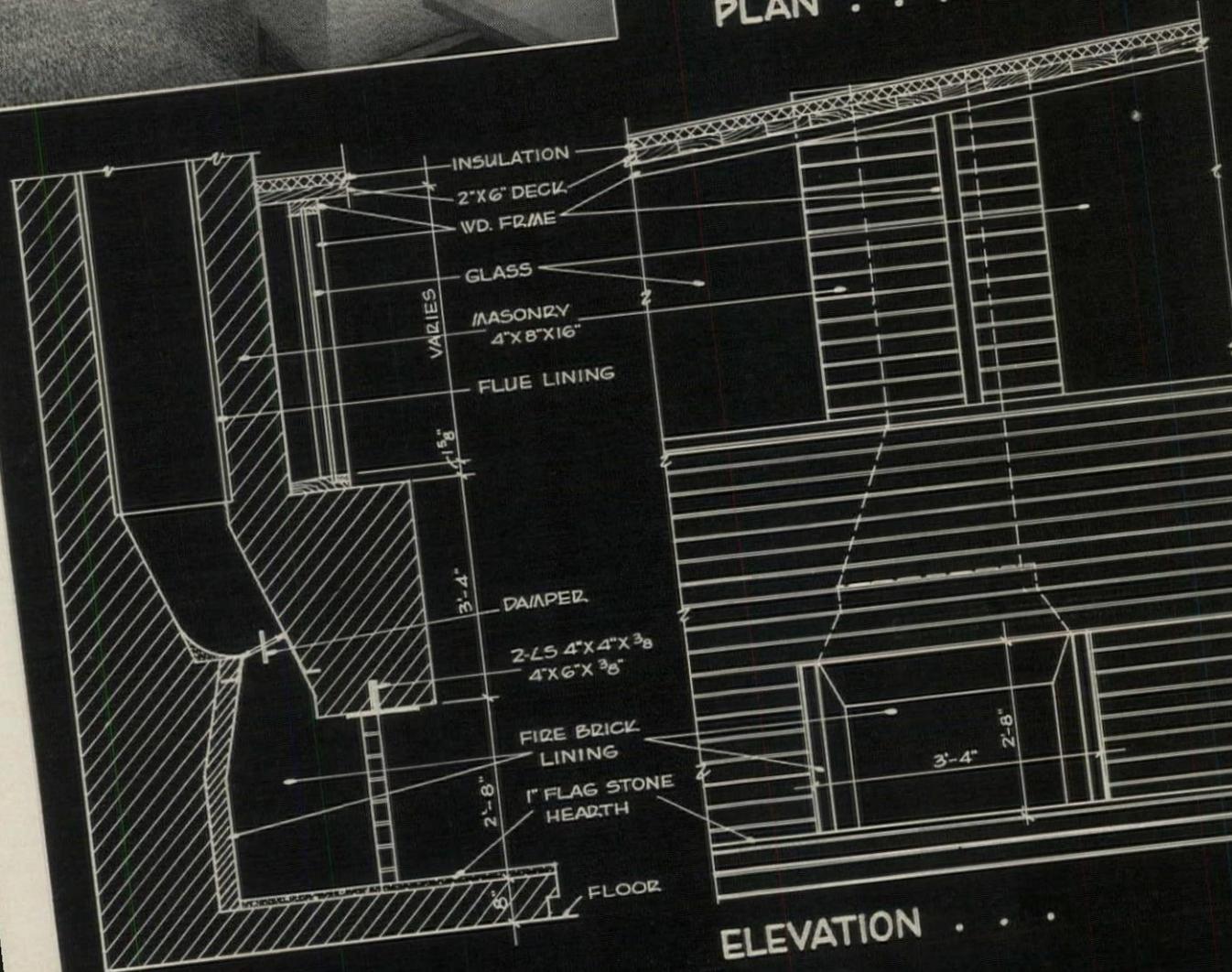
AMERICAN BUILDER'S BETTER DETAIL PLATE

Detailed by K. Roderick O'Neal, A.I.A. for American Builder

NO. D-110 FIREPLACE . . .



PLAN . . .



SECTION . . .

ELEVATION . . .

the eyes buy...

sell the preferred Visible Feature!

ALL NEW

WASTE KING PULVERATOR[®]

AMERICA'S FINEST GARBAGE DISPOSER

WASTE KING, like the young lady, is a strong influence in the sale and rental of homes and apartments. Homemakers LOOK for this modern convenience that saves time, saves steps, saves work—that eliminates garbage electrically.

Sell quicker, rent quicker. Show buyers WASTE KING Pulverator. It's the lowest budget, highest quality feature that upgrades the value of the home or apartment.

SUPERIOR WASTE KING FEATURES

SUPER "HUSH-CUSHIONS"—an exclusive WASTE KING feature. Noise and vibration absorbed at sink connector and drain outlet.

LIFETIME GRIND CONTROL—exclusive design controls size of waste particles. Plumbing Lines Protected. Longer Life! Clogproof!

UNBEATABLE SERVICE RECORD—less than 1% service callbacks. Customer satisfaction assured! WASTE KING quality is unsurpassed!

Buy from your Friendly Plumbing Contractor now!

A Product by GIVEN Mfg. Co., Los Angeles 58, Calif., Largest Producer of Garbage Disposers in America!



SELL UP THE
PREFERRED VISIBLE FEATURE



Over 500,000
in Daily Use!



No. D-111 balconies can be practical

In areas where the temperature is not too severe, balconies can be made to serve several practical purposes.

The balconies detailed on the opposite page are part of a luxury-type apartment building in Los Angeles, California. In this case, they are used as a means of circulation to the various apartments, with stairs at either end leading to the floors above.

The generous width of the balconies, which overlook the court swimming pool, permit a measure of outdoor living for the apartment dwellers.

These balconies are of two types: The court and the outer. The rails of the *court type* are of structural pipe secured to extended 2x10-inch floor joists, with a 5 foot 10 inch center spacing. Horizontal angles are secured to pipe struts, both top and bottom, with continuous wood blocking to which is screwed corrugated translucent plastic (Plexolite).

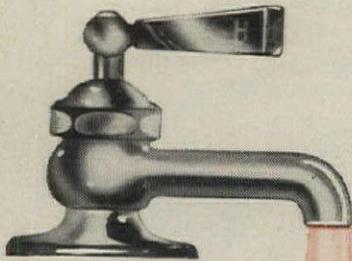
The outer rail is a solid type built up of 2x4-inch uprights spaced 16 inches on center and secured to extended floor joists. Rail is finished on the outside with 1x10-inch vertical redwood with plaster applied to a reinforcing mesh on the inside face. The floor surfacing of both balconies is composition (Diat) trowelled over a reinforcing mesh. This, in turn, is stretched over a waterproof membrane.

The balcony scuppers are connected to drain pipes hid in the floor construction, which carries the surface water to the outer walls of the building where it is tied into the drainage system at ground level.

Greatest improvement

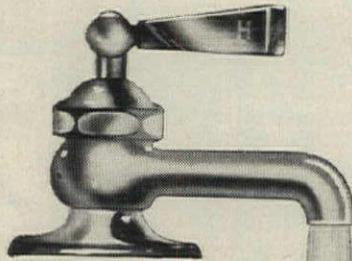
Coleman®

VIT-ROCK



not this...

**DIRTY RED WATER
RUST INSIDE TANK**



but this...

**CLEAN HOT WATER
NO RUST EVER**

**HERE'S
THE
SECRET**

Flexible rock lining
"rolls with the punches"
to prevent cracking
or chipping. It means
longer heater life and
clean, trouble-free hot
water service.

WHY IT'S A SMART MOVE TO INSTALL COLEMAN VIT-ROCK WATER HEATERS

Now that home buyers are shopping around, it's just plain common sense not to overlook a single plus you can offer them. That's why it pays to install Coleman Vit-Rock Water Heaters. They're definite assets, because they deliver what your prospects want most in a water heater. That's an always plentiful supply of rust-free hot water for every home use and trouble-free hot water regardless of local water conditions. And you can guarantee this

—because they're backed by a 10-year warranty!

Six models: In the Coleman Vit-Rock Water Heater line, you have a range of six models to meet your requirements. It's the outstanding line with the revolutionary Vit-Rock lining* that gives longer lasting life plus other exclusive Coleman-engineered features. Ask your distributor or send the coupon at the right for full information. The Coleman Company, Inc., Wichita, Kansas.



Sheldon Coleman, President of The Coleman Company, Inc., says:

**"IT'S ENGINEERED TO EXCEL ANY
GAS WATER HEATER ON THE MARKET"**

"We've designed the Coleman Vit-Rock Water Heater to be better! We've compared it with other gas heaters, and we know it will *outperform* and *outlast* them. What's more, its advantages are what home buyers want most—clean, clear, rust-free hot water and plenty of it. Its 10-year warranty is a big selling point, too. You'll find it a real sales asset to install Coleman Vit-Rock Water Heaters."

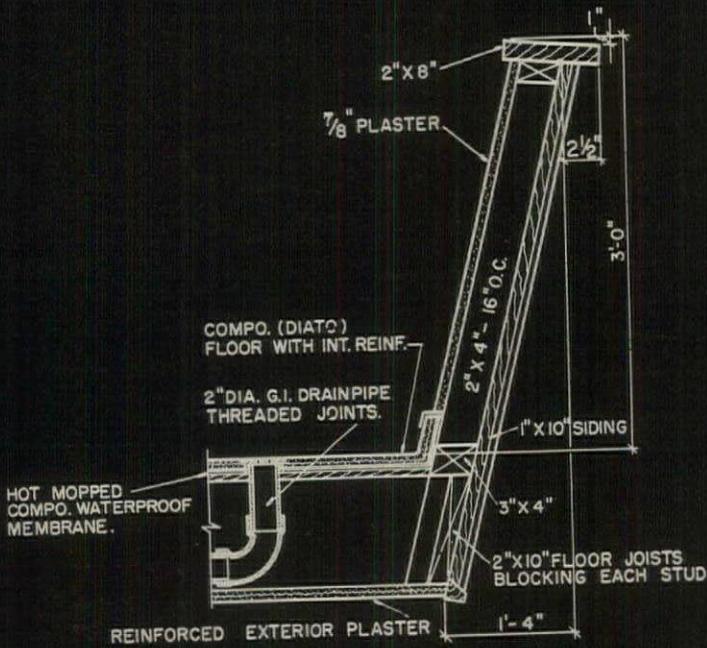
Also made under the name SHELDON VIT-ROCK.
Coleman Water Heaters also available with galvanized tanks.

AMERICAN BUILDER'S BETTER DETAIL PLATE

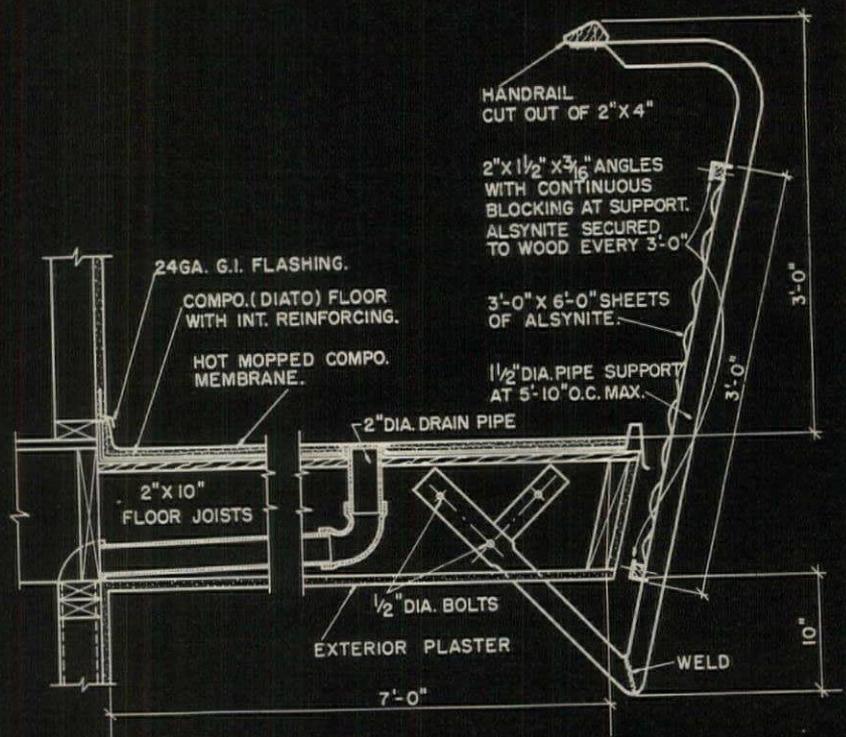
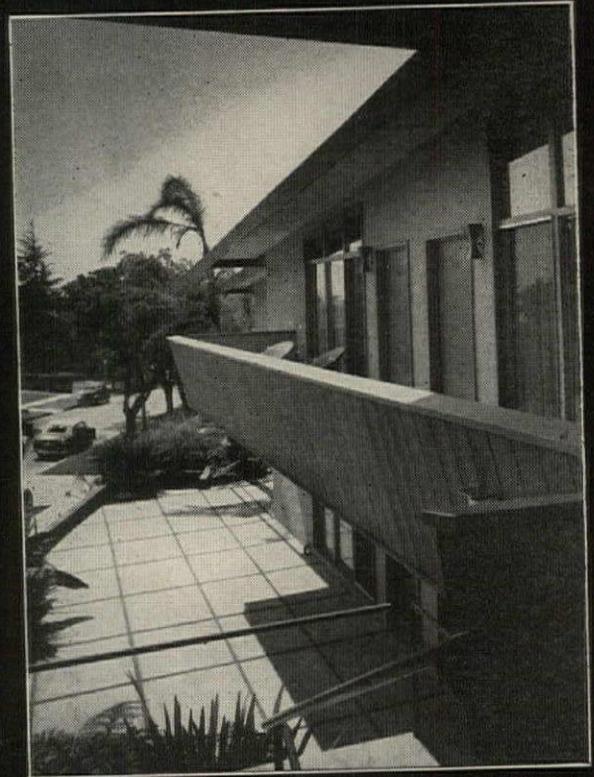
Designed by Edward H. Fickett, A.I.A.

Drawn by T. J. Nychay for American Builder

NO. D-III APARTMENT HOUSE BALCONIES...



OUTER TYPE BALCONY RAIL



COURT TYPE BALCONY RAIL

in water heater history...

WATER HEATER

10 yr. Warranty †

GAS LP-GAS

VIT-ROCK COSTS NO MORE!

1



It's brand-new. Known by only a few in the trade, the Vit-Rock process is the most revolutionary development in years. It gives the heater advantages found in no other gas unit.

2



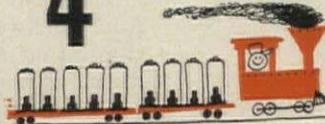
Vit-Rock coating is applied to tank walls by centrifugal force. So great is the force that the surface is *completely* covered; not even a pinhole is left exposed. Vit-Rock cannot be "eaten away" by hard water.

3



Special attention is paid to details. Flue connections at top and outer lip of tank bottom are specially coated so no metal is exposed to water.

4



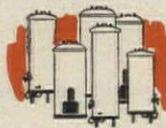
"Safer" to ship and install. Coleman's Vit-Rock lining stands up better because it's tough. This same quality reduces possibility of breakage or damage during installation.

5



The water heater that "breathes." The flexible Vit-Rock lining "gives" with fluctuating pressures; doesn't crack as brittle glass sometimes does. Protects better, lasts longer.

6



Six models to choose from, each a streamlined beauty with gleaming white plastic enamel outside finish. Fiberglas insulated. Temperature controls readily accessible. 100% safety Shut-Off Valve available on all models for all gases.



Vit-Rock Water Heaters are sold by leading plumbing and heating dealers and gas utilities.

Comfort costs so little
with a



EQUIPMENT AGA APPROVED

†Full unconditional 5-year tank warranty plus 5 additional years pro rata

*Manufactured under the Burwell process

THE COLEMAN COMPANY, INC.
Dept. 851-1-AB, Wichita 1, Kansas

Please send me complete information on the revolutionary new Coleman Vit-Rock Gas Water Heaters.

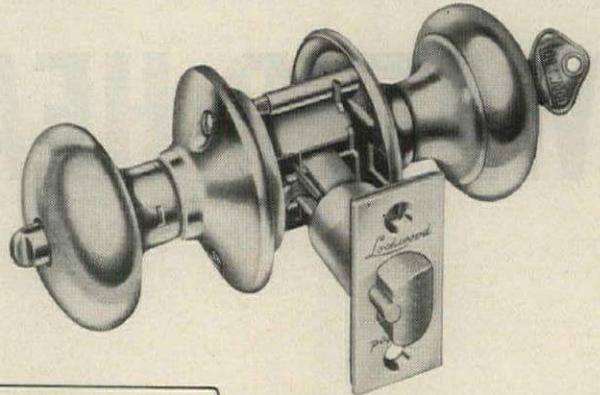
Name _____

Address _____

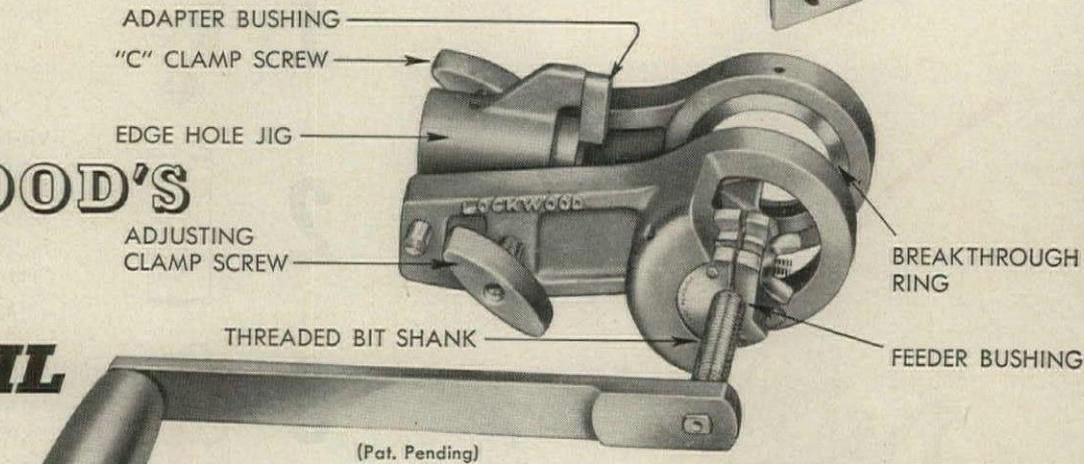
City _____ State _____

How to CUT COSTS & UPGRADE QUALITY

1. Install LOCKWOOD'S 'C' SERIES



2. with LOCKWOOD'S New SPEEDRIL



Here's the most potent lockset installation ever to hit the home building field:

Lockwood's new 'C' series, the finest quality locksets in the low-price field... all brass or steel parts,

smooth-working, long-lasting, beautifully designed.

And, Lockwood's new SPEEDRIL, a tool that makes conventional methods of installation obsolete... takes the hard labor out of hand boring... makes clean-edged, accurate holes in perfect alignment every time... and does it up to 75% faster than other hand boring tools.

- **Actual timed speeds with unskilled operator**

25 to 40 seconds for hole through stile (depending on door thickness),
15 seconds for hole in edge of door.

- **Clean cut edges both sides**

breakthrough ring ensures clean edges, no splinters.

- **Holes in perfect alignment**

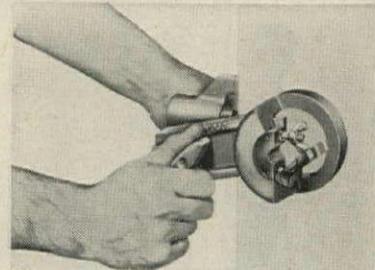
threaded bit shank ensures a perfect bore, exactly at right angles to door stile.

SPEEDRIL is available in two models... Model No. 540 for installation of Lockwood 'C' Series only... Model No. 541 (as illustrated) is a Universal model equipped with adaptors for use with all types and sizes of Lockwood cylindrical locks.

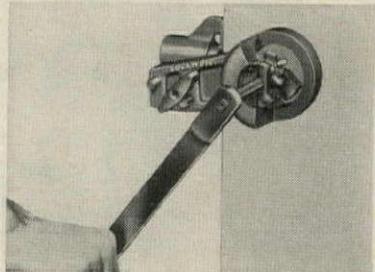
➔ Send for descriptive literature giving complete details on new Lockwood SPEEDRIL.



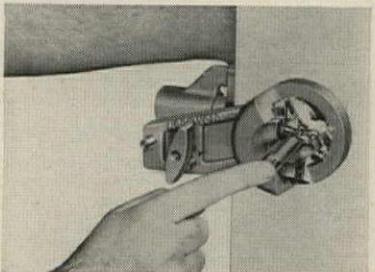
LOCKWOOD HARDWARE MANUFACTURING COMPANY
Fitchburg, Massachusetts



Clamp SPEEDRIL to door with Adjusting Screw, tighten with 'C' Clamp Screw.



After inserting bit, attach handle and turn to bore hole.



Open Feeder Bushing, remove handle and push bit through hole. Then bore edge hole.

AMERICAN BUILDER

This Mother's Viewpoint*

sells houses

**It takes a Heap o' Closet-Space
... to make a House a Home!**

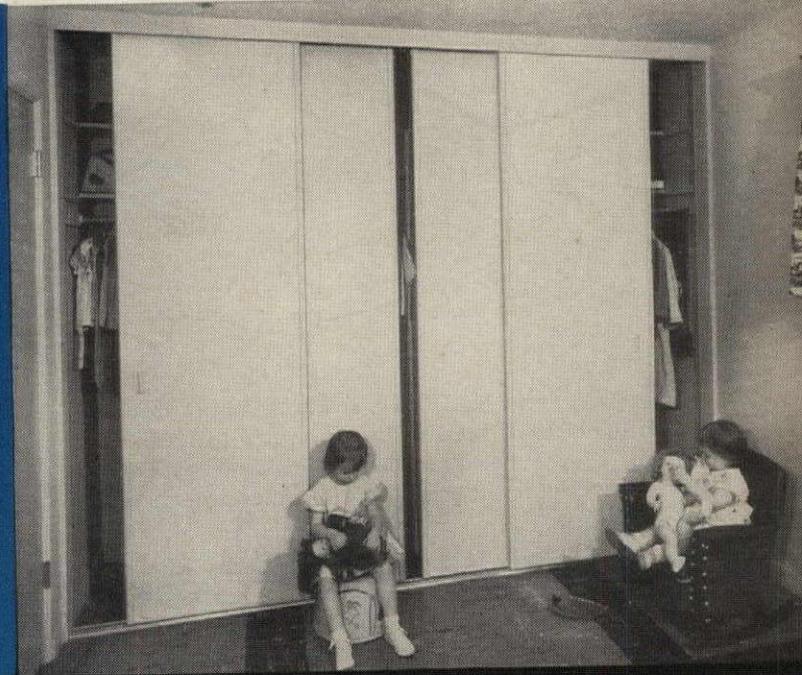
When women shop for homes, extra closet space is 'way at the top of their list. Maximum floor-to-ceiling closets, even in minimum-size rooms, ends space-competition between Her and His clothes... there is shelf space aplenty for easy storage of bulky objects. A wonderful sales appeal women can't resist!

And what mother wouldn't be sold on a wall-to-wall, ceiling-high wardrobe in the kiddies' room... ample space to keep clothes, boots, toys, even bikes, out of the way... easy-to-find.



GLIDE-ALL Sliding Doors

Best from
*Your Viewpoint
too!



Simple to install—3 easy steps. 1. Top track is screwed to ceiling. 2. Aluminum threshold is screwed to floor. 3. Doors are engaged in upper track, then in threshold. And they're installed.

Less cost, more "house-appeal." The low initial and application costs of Glide-All Sliding Doors give your houses the extra selling feature of more closet space for the money!

For homes, apartments, housing developments. Glide-All Doors are adaptable to any type structure. They can be painted, papered, varnished or waxed natural... to complement any decorative scheme.

Types to fit any plan. Glide-All Doors are available in 8' floor-to-ceiling or 6'8" standard heights, overhead or bottom roller types, in modern flush or recessed panels... for every kind of installation.

Write today for low price schedule and specifications bulletin

Versatile Glide-All Doors are easily adapted to special installations. Tell us your requirements—we will send you details.

GLIDE-ALL SLIDING DOORS ARE A PRODUCT OF
WOODALL INDUSTRIES INC.

DETROIT 34, MICHIGAN

4 WOODALL PLANTS COAST-TO-COAST
SAVE YOU SHIPPING TIME AND COSTS!

Write to Plant nearest you
Chicago, 3504 Oakton St., Skokie, Illinois • Laurel,
Miss., P.O. Box 673 • New York, Glen Cove Rd.,
Mineola, N. Y. • San Francisco, 1970 Carroll Ave.
"Also Available in Canada"

This section of **CLAY PIPE**
has just taken

*The 500-YEAR
TORTURE
TEST!*



SCIENTISTS at the N.C.P.M.I. research laboratories in California have been trying for years to find some worn-out Clay Pipe. They wanted just one worn-out length, so they could study it and determine how to make it better.

They looked everywhere. They dug up Clay Pipe that had been in service for 50, 100, and 150 years — but it was still in first-class condition. They wrote letters to all parts of the country, without success. Finally they decided to wear out a brand-new section in the lab.

Clay Pipe in service is often subjected to alkaline ground waters — so they boiled it in a concentrated solution of corrosive alkali. Then they soaked the same length in sulphuric acid for a week, to duplicate the corrosive effects of sewage gases. For good measure, they ran a stream of hydrochloric acid through it for another week. Then they half filled it with gravel, plugged up the ends, and put it in a machine that

shook it like a cocktail, to see what effect years of abrasion might have on the inner walls. They soaked it in successive solutions of hot detergent, sea water, and the 16 most common industrial wastes.

After the test — roughly equal to 500 years of sewerage torture — they checked its dimensions, absorption, and crushing strength. *It was still as strong and round, as hard and smooth, as the day it was made.*

In the lab or in the ground, Clay Pipe is the *only* pipe that never wears out. Insist on it when you want permanent sewerage protection.

NATIONAL CLAY PIPE MANUFACTURERS, INC.

1520 18th St. N.W., Washington 6, D. C.

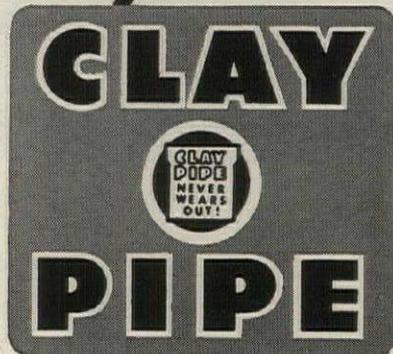
311 High Long Bldg., 5 E. Long St., Columbus 15, Ohio

703 Ninth & Hill Bldg., Los Angeles 15, Calif.

100 N. LaSalle St., Rm. 2100, Chicago 2, Ill.

206 Connally Bldg., Atlanta 3, Ga.

Vitrified

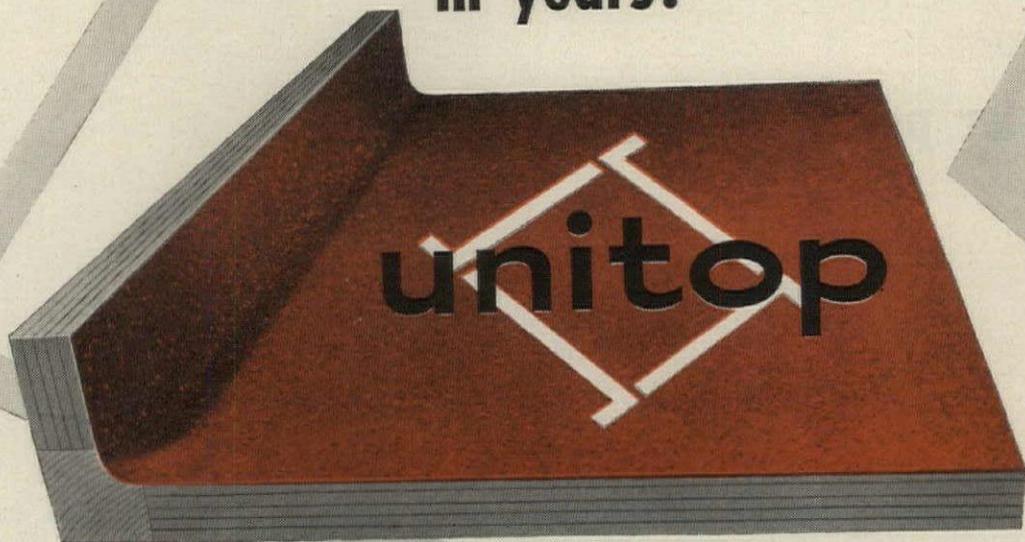


C-1054-1

AMERICAN BUILDER

NEW MICARTA® UNITOP...

Biggest kitchen development
in years!



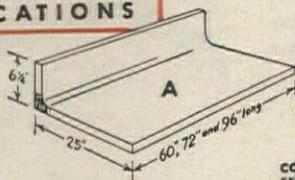
The completely new MICARTA Unitop is one of the most significant developments in kitchen counter history. This is a beautifully constructed, one-piece top of 1/8" MICARTA mounted on 3/4" Weldwood® Plywood, which combines top and backsplash without joints or molding of any kind. Made in three standard lengths plus an interchangeable left or right-hand corner unit, MICARTA Unitops make it simple and economical to provide for practically any installation—whether straight-line, L-shaped, or U-shaped.

For builders and contractors there is a sure-fire appeal in the ease of installation and flexibility of application. For housekeepers there is the complete freedom from cleaning troubles.

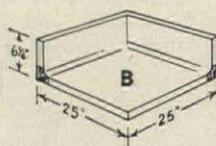
Look into Unitop's wide range of colors and patterns for bright, new sales appeal in your homes. Intrigue more prospects with this excitingly different counter top design.

Ask your lumber dealer about Unitop or call your nearest United States Plywood Corporation representative. Or simply use the coupon below. J-06563-A

SPECIFICATIONS

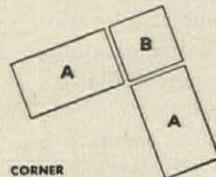


STANDARD UNITOPS



CORNER SECTION

For right or left-hand use. Both edges are factory-trimmed for precision joining.



CORNER SECTION AND STANDARD LENGTHS

View shows standard lengths butted to corner section

Westinghouse



micarta®

Distributed by UNITED STATES PLYWOOD CORPORATION
largest plywood organization in the world
and U.S. — MENGEL PLYWOODS - INC.

UNITED STATES PLYWOOD CORPORATION
55 West 44th Street, New York 36, N. Y.

Please send full information on your
MICARTA Unitop plan.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

AB-6-54

technical guide

for builders and craftsmen

solid plaster partitions are space savers

A space saving modern construction method is the two-inch-thick plaster partition.

This type partition—plaster is applied to a metal lath base—is quickly and easily erected. It saves up to 40 per cent of the partition area (one square foot per five lineal feet), compared with any 4½-inch-thick partition. It has a sound resistance of 40 decibels, greater than many types of heavier and thicker partitions.

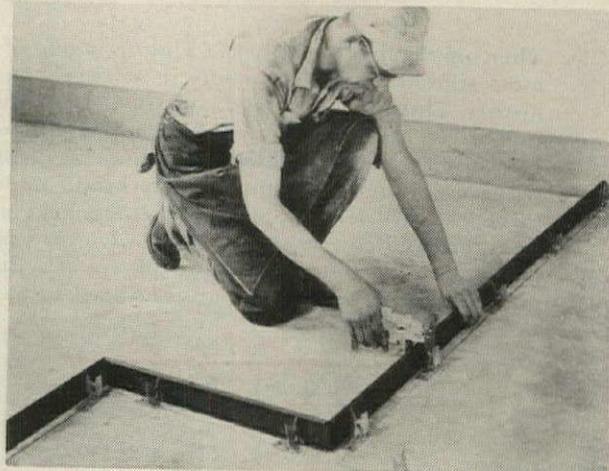
Despite its lighter weight, one-third less than a three-inch masonry partition, solid plaster partitions are said to retain strength and durability. They have a one-hour fire rating which adds to their desirability in all types of new buildings, and for remodeling of old.

The solid plaster partition is said to require less labor and material, and is both economical and convenient.



Attach base clips to floor every 12 or 16 inches, centering them on a single line. Slotted hole in floor permits adjustment of clip

Install metal base on one side and lock in position. Slight pressure straightens lower prong fastening clip securely to bottom and top flanges of metal base



Attach runner to ceiling, using ½-inch stub nails. Web is perforated with two rows of 9/16-inch holes to permit keying of plaster

Technical Guide
continues on page 164

How to Stop CONDENSATION!

Prevent Damage to Wood, Plaster, Paint, etc.

As air grows colder, it can hold less vapor in suspension. The degree of saturation increases until a dew-point is reached, and condensation occurs. The surface of a material colder than contacting air it faces which continuously loses heat to the other side, continuously extracts heat by conduction from the air it faces. The denser and bulkier the material, the more heat it can extract before attaining room temperature, if it ever does.

The scientific construction of multiple layers of accordion aluminum, fiber, and air minimizes condensation formation on or within this type of insulation. The reason: The temperature of the air in the warm room and the adjacent sheet of aluminum is about the same. Because the aluminum sheet weighs only 1/4 oz. per sq. ft.; has heat ray absorptivity and emissivity of only 3%; it extracts from the air by conduction only enough heat to attain and remain at room temperature.

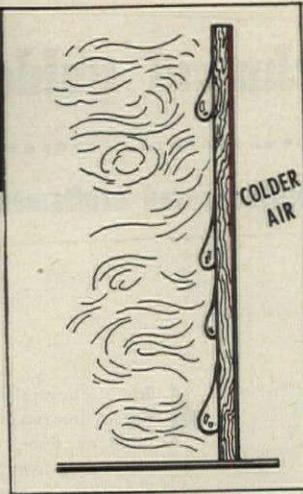
Since the other sheets of aluminum and fiber retard heat flow by inner as well as outer convection, and conduction is low because of preponderant air spaces of low density, the sheet's other surface faces a space which is only a *little* colder than the aluminum itself. Because warmth flows to cold in radiation and conduction, the aluminum will *give off a slight* amount of *heat* to the colder space, thereby slightly *increasing* the vapor retaining capacity of that space. The succeeding reflective spaces and aluminum sheets behave similarly. Since each aluminum surface is slightly warmer than the air it faces on its cold side, there is no extraction of heat. (*The reverse is true.*)

Where multiple accordion aluminum is used, fortuitous vapor and water (like rain) which intrude into building spaces will, as the vapor pressure develops therein, gradually flow out as vapor through exterior walls and roofs because vapor flows from areas of greater to less density. Since the vapor cannot back up through the continuous, impervious aluminum, it will flow out because exterior walls and roofs have substantial permeability in comparison (with the aluminum), far greater than the required 5:1 ratio.

Of great importance is the use of a continuous metallic vapor barrier of zero water vapor permeability to retard the outward flow of vapor which originates inside the house. Infiltration under the flat stapled flanges of multiple accordion aluminum is slight.

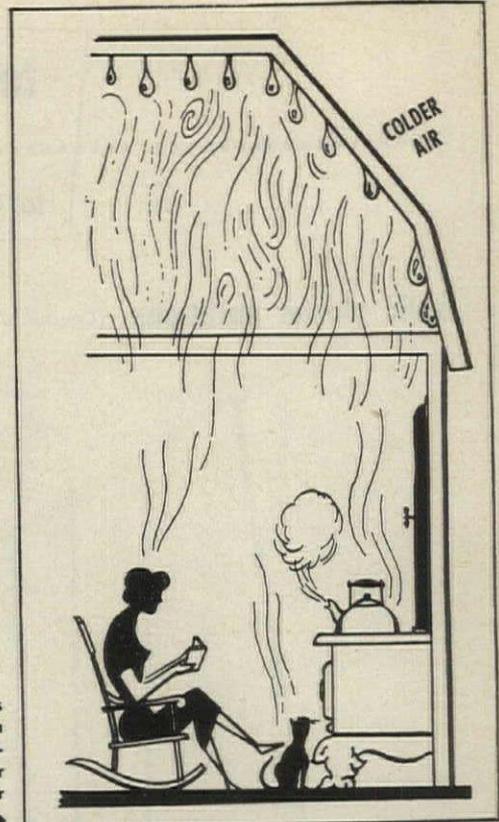
A new multiple accordion aluminum, Infra Types 6-S_i and 4-S_i, forms a continuous "blanket" of uniform thickness between joists, giving the entire area maximum protection against heat loss and condensation formation. Write for samples and description.

The U.S. Bureau of Standards has prepared a helpful and informative booklet, "Moisture Condensation in Building Walls," which discusses causes and cures. Use the coupon to get a free copy from us.



Condensation forms when temperature of contacting air is reduced below dew-point by a cold surface.

Condensation forms when the capacity of an air space at a given temperature is too small for the amount of vapor present.



COST OF INFRA INSULATION INSTALLED
in new construction between wood joists,
material with labor,

Type 6-S_i; under 9½¢ sq. ft.

Type 4-S_i; under 7½¢ sq. ft.

Infra Insulation Inc., Dept. B-6
525 Broadway, New York, N. Y.

Please send FREE U.S. Bureau
of Standards Booklet BMS63

Please send samples

Name _____
Firm _____
Address _____

INFRA INSULATION, INC., 525 Bway., New York, N. Y. Worth 4-2241

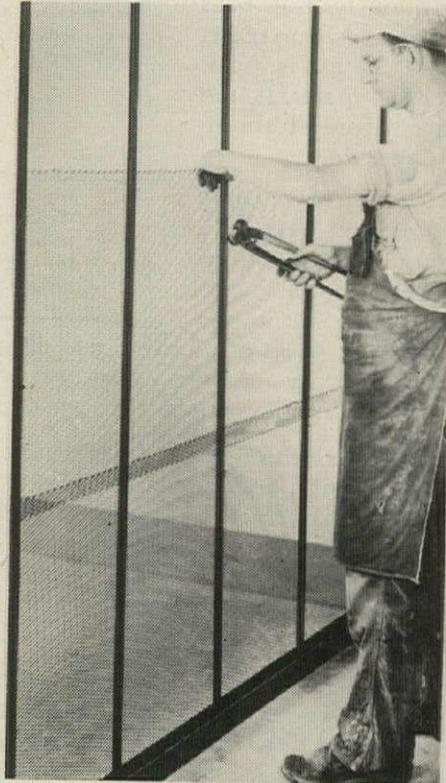
technical guide

for builders and craftsmen

solid plaster partitions (Continued from page 162)



Insert channel studs in $\frac{7}{8}$ -inch slot in ceiling-runner at intervals corresponding to position of base clips on floor. Channels fit snugly, yet vertical movement compensates for variations in ceiling height up to two inches

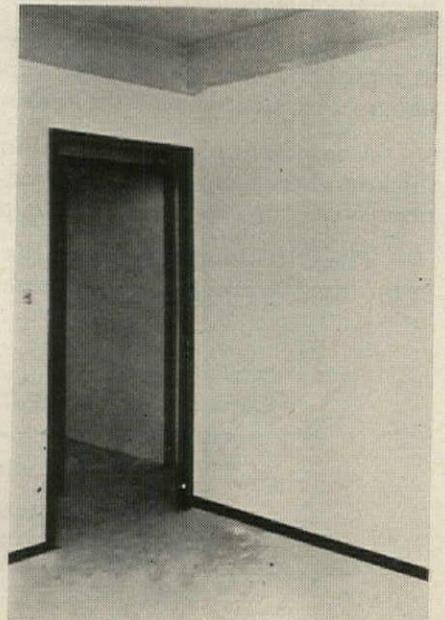


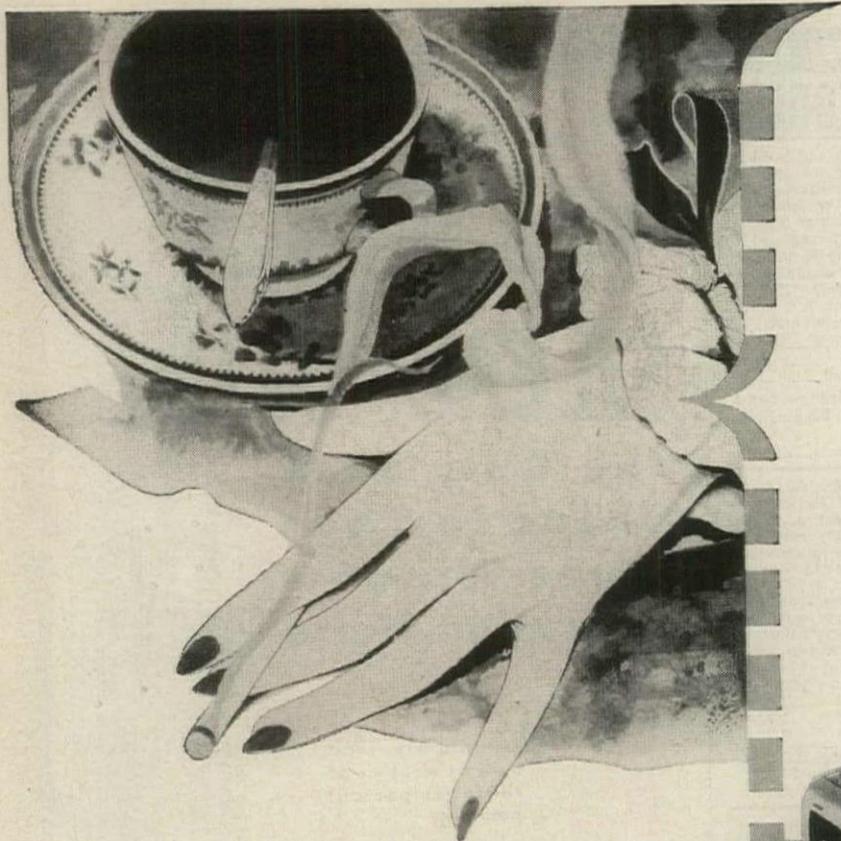
Attach metal lath to channels, working from ceiling to floor. Lath should be lapped two or three inches and tied to channels with tie wire



Insert channel studs in base clips, raising channel up to ceiling and placing bottom end of channel onto prong in base clip, which holds it in place. Can be removed in same manner

Plastering a 2-inch solid partition requires less material and labor; meets the requirements of modern building





*this picture
demonstrates
3 ways
heat escapes
from a house*

Johns-Manville Spintex Insulation prevents heat escaping all 3 ways

Tomorrow at breakfast, let your coffee and a lighted match show you how Johns-Manville Spintex insulation can keep heat from moving out of a home.

Only this type of insulation properly applied prevents heat escaping all 3 ways.

● *by conduction:*

Notice how quickly the handle of your spoon warms up. Fast-moving molecules in the hot coffee kick into action the slowed down molecules of a cold silver spoon. In this same way, furnace heat kicks its way out through uninsulated or poorly insulated walls and ceilings.

● *by convection:*

When you light a match for your cigarette, notice that the flame is pulled straight up by rising heat. Heat behaves the same way in a house with uninsulated walls and moves to the colder surfaces where it finds ready exit to outdoors. Drafts result.

● *by radiation:*

Now sip your coffee. Notice it has cooled perceptibly in a short time. What happened to the heat? Most of it propelled itself out into the air, will continue to radiate in all directions unless it is stopped by efficient insulation.



Here's why J-M Spintex Batts and Blankets are superior:

1. Made of the new long fibre Spun Rock Wool originally developed by Johns-Manville.
2. This long fibre spun wool plus J-M "Know How" results in a better batt or blanket than ever before produced.
3. Spintex will not settle—its long fibres are firmly felted for maximum resistance to normal building movement.
4. Cuts clean; leaves clean sharp edges, for snug fit —will not fall apart.
5. Easy to install. They hold their shape. Rigid yet resilient characteristics assure easier handling, quicker installation.
6. Backed by Johns-Manville's years of experience in developing insulations for home and industry.

For full details about Spintex Insulation, write Johns-Manville, Box 60, New York 16, N. Y.



Johns-Manville

AMERICAN BUILDER

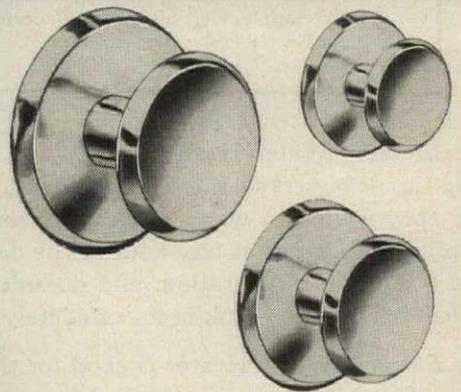
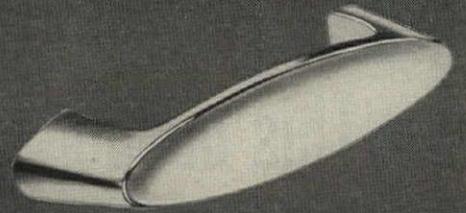
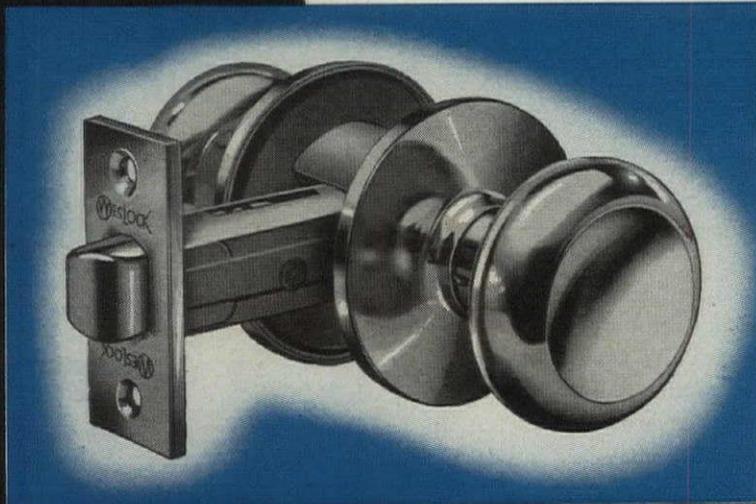
GO MODERN WITH WESLOCK

RESIDENTIAL LOCKSETS
CABINET HARDWARE

THE 500 SERIES

CONCAVE

NOW... matching design in
LOCKS, KNOBS and PULLS
for every
DOOR and DRAWER
in the home



Write for
further information.

WESTERN

WESTERN LOCK MFG. CO.

Manufacturers of Weslock Residential Locksets and Builders Hardware

WESLOCK

GENERAL OFFICES: 211 NORTH MADISON AVE., LOS ANGELES 4, CALIF. • FACTORY: HUNTINGTON PARK, CALIF.

Can hot water help sales?



This builder says "YES!"

Crisp Realty in St. Petersburg, Florida has sold about 700 modern, de luxe type homes during the past six years. Mr. Robert P. Crisp, Vice President, says, "We have found electric appliances to be one of the most important selling features in a home—and for the hot water supply, that means an *Electric Water Heater*. Women know it makes for easier housekeeping."

The *Electric Water Heater* can help to make home *selling* easier. It *keeps* home buyers sold, too. They want to be modern—live *electrically*—so they want this water heater that automatically assures an ample supply of hot water at any hour of the day or night. They like the fact that it is clean in operation, and doesn't heat the area where it is installed, because the tank is so completely and efficiently insulated.

The *Electric Water Heater* is good for the builder—as well as his customer. Since it can be installed anywhere, hot water lines can be short—to reduce installation cost and minimize radiation loss. It can help make your home buyers your satisfied customers.

Equip your homes with

electric water heaters

ELECTRIC WATER HEATER SECTION
National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

ALLCRAFT • BAUER • C-E HEATMASTER • CRANE-LINE SELECTRIC • CROSLY • DEEPFREEZE
FAIRBANKS-MORSE • FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM
JOHN WOOD • KELVINATOR • LAWSON • MERTLAND • MONARCH • NORGE • PEMCO
REX • RHEEM • SEPCO • A. O. SMITH • THERMOGRAY • WESIX • WESTINGHOUSE

QUIZ FOR BUILDERS

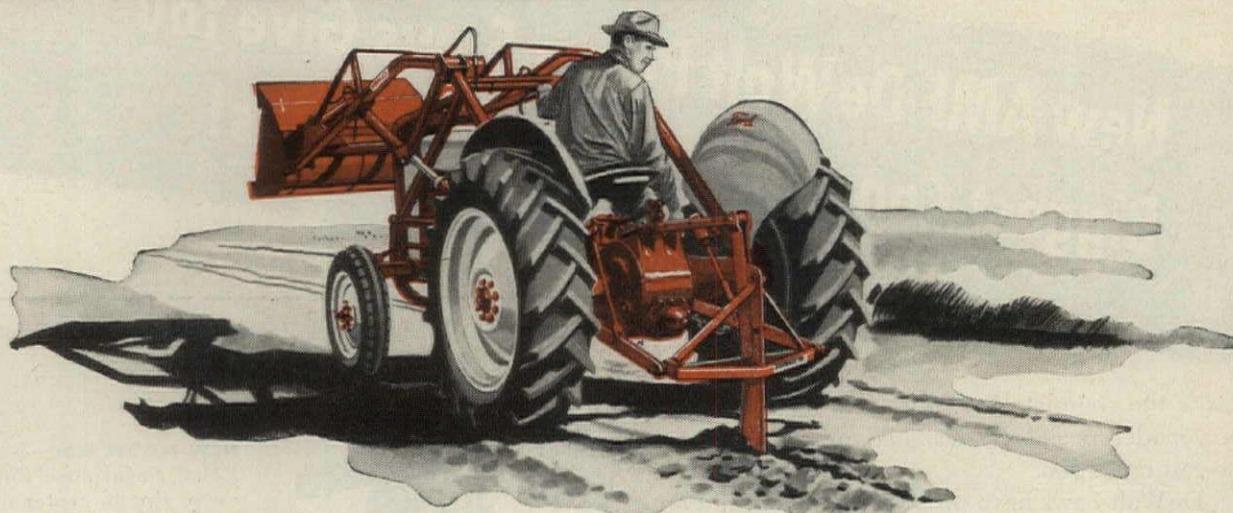
Q. Does the *Electric Water Heater* offer advantages for the builder as well as for the home buyer?

A. Yes, because installation can be made with short pipe runs, and without regard to flue or vent. This can reduce installation cost for the builder, just as it can reduce operating cost for the home buyer.



**THEY'RE WHAT
PEOPLE WANT!**

You can scarify right now



... grade 2 minutes later



with a Ford Tractor and Dearborn Equipment

Here's an idea that can help you save on labor—help you cut your equipment investment. It's the idea of using one Ford Tractor and low cost Dearborn Equipment to handle a great many light construction jobs. For example, take a...

DEARBORN SUBSOILER—This sturdy tool penetrates 18 inches deep to rip up hard-packed dirt and gravel. Priced low to start with, it saves you money on maintenance costs, too. Both beam and point are reversible for longer life. It's controlled by the Ford Tractor's hydraulic system. And, in less than 2 minutes you can detach the Dearborn Subsoiler and attach another piece of equipment, like the...

DEARBORN ECONOMY BLADE—This 6-foot blade can be used for dozens of grading, leveling and ditching jobs. It operates straight, angled to right or left, or reversed for backfilling. Its pitch can be changed,

too. It lifts and lowers hydraulically—tilts from the tractor seat. And, because it has cutting edges on both top and bottom, it works twice as long before resharpening. Now you're ready for the...

DEARBORN INDUSTRIAL LOADER—After subsoiling and blading... jump right to loading. This loader really has the reach to load high-bodied trucks.

No longer is it necessary to have a separate, costly machine for each material-handling and earth-moving job. Now the Ford Tractor gives you an efficient, economical power unit that can readily be changed from one type of job to another. To find out more about this new way to handle your work, read the new 16-page booklet "Power Equipment for Your Profit Zone." For your free copy write to the address below.



TRACTOR AND IMPLEMENT DIVISION, FORD MOTOR COMPANY
Birmingham, Michigan

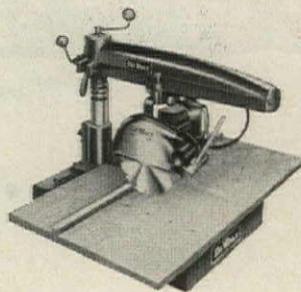


New AMF DeWalt Power Saws Give You Biggest Capacities... Biggest Values!

This is the complete DeWalt® line for builders—every model specifically designed for fast, accurate, low-cost operation.

DeWalt Saws have proved their durability on thousands of jobs for over 30 years—have revolutionized building methods. You can depend on any DeWalt model to give you more than your money's worth.

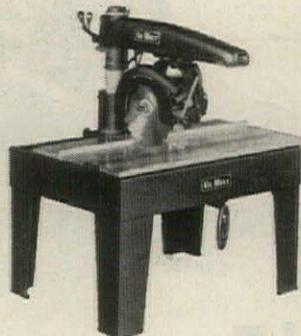
See your DeWalt dealer today—or write for catalog to address below.



NEW MODEL MBC—9" saw, ½ H. P., single phase. Cuts 2½" deep, rips to center of 48" panel. Portable, lightweight, ideal for light framing and finishing. Only \$229 delivered. Also available in three phase, slightly higher.



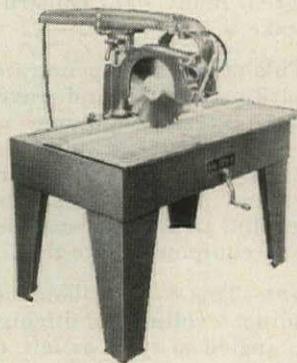
NEW MODEL GWH—10" saw, 1 H. P., single phase. Built-in 110-220 volt change switch, cuts 3" deep, rips to center of 48" panel. Legs detach for portable use. Preferred by most small builders. Only \$395 delivered.



NEW MODEL GES—16" saw, 5 H. P., single phase. Cuts 5" deep, and rips to center of 48" panel *plus*. This is the finest heavy-duty machine DeWalt makes. Ruggedly-built and ideal for heavy construction work. Only \$825 F.O.B., Lancaster, Pa. GE models available in 3, 7½ and 10 H. P. sizes with medium and long arms for wide cutting.



NEW MODEL GAO—14" saw, 3 H. P., single phase. Cuts 4½" deep, rips to center of 48" panel. Used extensively for larger homes and industrial work where extra horsepower is needed. Standard arm model, only \$570, F.O.B. factory. Other GA models available in 2 and 5 H. P.



MODEL R-2K—Retractable arm. 12" Saw, 2 H. P., single phase. Built-in 110-220 volt change switch. Cuts 3½" deep, rips to center of 65" panel. Big 20" x 1" cut-off capacity—the finest value in the DeWalt line at \$495 F.O.B., Lancaster, Pa. This design has features that outmode all other makes. Also available in 3 and 5 H. P. 14" sizes.

DeWalt Power Saws

DE WALT INC., LANCASTER, PA.

IN CANADA: DeWalt Canada Ltd., Guelph, Ontario • Subsidiary of American Machine & Foundry Company, New York

Feature **REALLY LOW-COST** Air Conditioning
to **SELL MORE HOMES** This Year...

Test **MARVAIR** and Prove It!



The *Packaged*
◀ **AIR-COOLED**
Air Conditioner
that is taking the
trade by storm!

Put **MARVAIR** in One Home—You'll Go **MARVAIR** 100%!

MARVAIR brings complete *every-room* air conditioning within reach of your entire market. In many areas, a MARVAIR adds less than \$200 to the down payment on a new home! The new 3-ton dual unit (above) is amazingly economical. It is designed for *perfect* air conditioning (cooling and dehumidifying). If the demand is light, only one system operates. Both function when demand is heavy.

Air-cooled MARVAIR needs no plumbing, no water, no hook-up with the heating plant. And the no-duct feature plus compact design makes it amazingly easy to install. It's a boon in drought areas or where "wet heat" is prevalent.

You can quickly see how MARVAIR sells houses. Install *one* unit as a test. You'll be sold on MARVAIR in a hurry!

- Unbelievably low first cost and installation cost.
- Air cooled—uses no water, needs no plumbing.
- Fits any one-story floor plan with central hall.
- No ducts—may be used with any type of heating.
- Takes up no floor space—installed in attic, or in false chimney on low-pitch or flat roof homes.
- Remarkably quiet and economical in operation.
- Refrigeration circuit covered by 5-year warranty.
- Designed to conform to all FHA-VA requirements.

Ask your Distributor or Write Today!

MARVAIR

DIVISION OF MUNCIE GEAR WORKS, INC., MUNCIE, IND.

*A Complete Line of Marvair Water-Cooled
Packaged Units also available.*

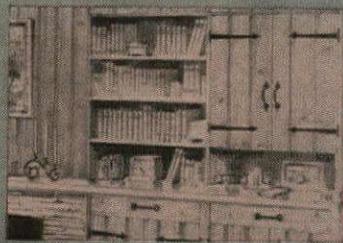




Forged Iron Cabinet Hardware by McKINNEY

*the original re-creator of historic
forged iron designs since 1926*

A complete line of quality forged iron cabinet hardware for every room in the house—in three fine finishes—Dull Black, Swedish (relieved) Iron and Olde Copper.



McKINNEY

Quality Hinges Since 1865

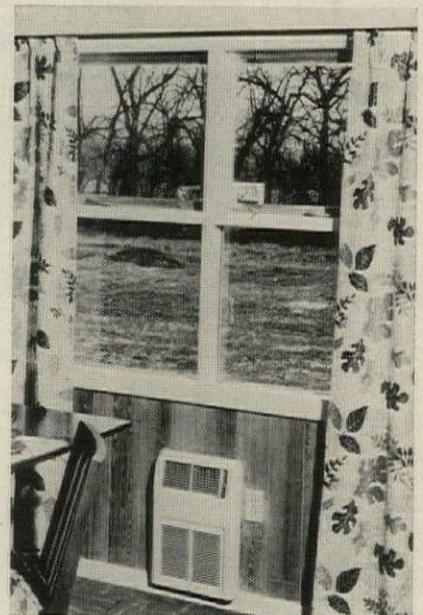
McKINNEY MANUFACTURING COMPANY
1715 Liverpool Street, Pittsburgh 33, Pa.



develop steam self-modulated



Latest development in steam heating is this automatic room heat exchanger. The unit draws the room air through it, warming and recirculating it. A thermostat controls the operation of the unit which gives zone control for the individual room

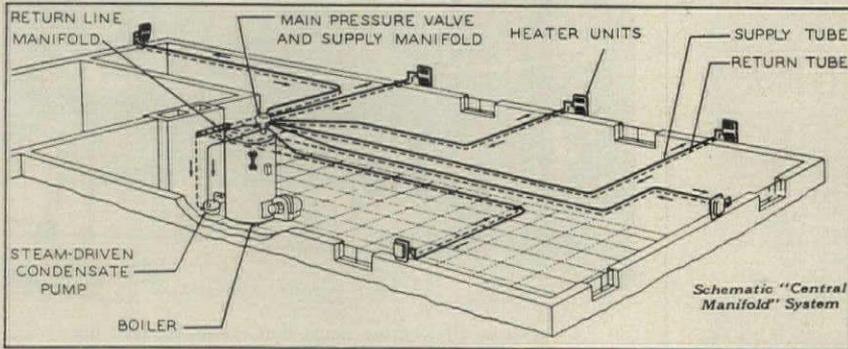


The unit fits against the wall with only the grill extending; grill can be painted to match the wall color

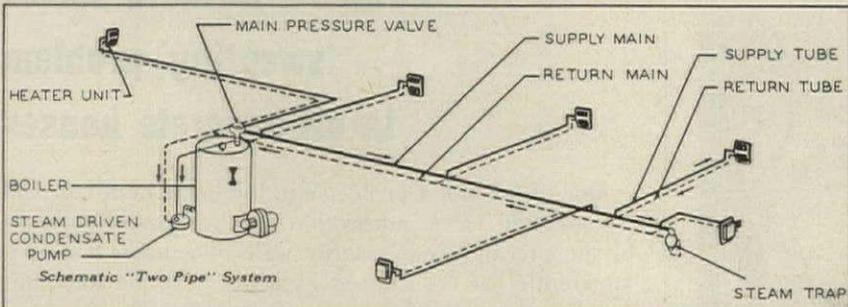
A new concept in steam heating—personalized zone control—has been introduced by Iron Fireman Manufacturing Company. Called the Select-Temp, the system supplies filtered warm air through a series of separate heater units, each controlled by its own non-electric thermostat. Room heat exchangers are supplied and actuated by low pressure steam. Room air is drawn into the unit by a non-electric fan and warmed as it passes over the heat exchanger and re-circulated into the room.

Each heating unit is fully automatic. A thermostat controls the room temperature by actuating the amount of steam that will enter the

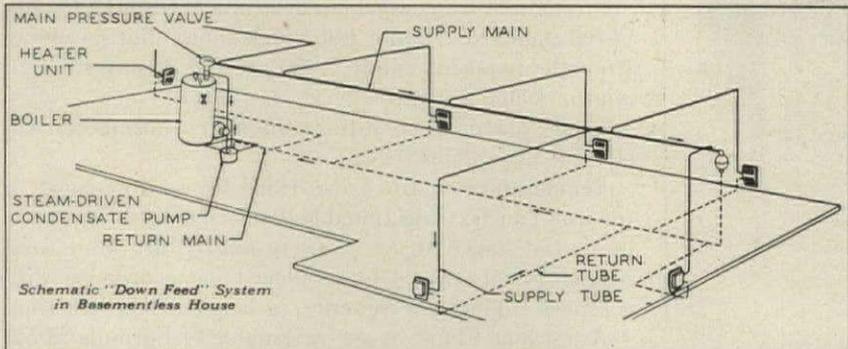
heating system with zone control



CENTRAL MANIFOLD SYSTEM: For small, compact structures, supply and return tubes connect the centrally located boiler to each heater



TWO-PIPE SYSTEM: When the boiler is located at one end of the structure, larger mains, usually 1/2- or 3/4-inch tube, deliver steam to the unit lines. Return main is usually 1/2-inch tube



DOWN FEED SYSTEM: For the basementless house, the steam supply lines are carried overhead and the return lines are carried under the floor. Either a two-pipe system or a central manifold system, or a combination of both, can be used

unit. As the thermostat calls for more heat, it opens a throttle valve bellows that allows steam to pour out of the steam throttle valve against the fan turbine. This operates the fan which draws in the room air. Steam, after passing over the fan turbine, passes into the heat transfer core of the radiator.

Room units can be thermostatically controlled from 40 to 90 degrees. A unit will modulate from 1/20th of capacity to full capacity to maintain the heat level of the room.

Usually installed on an outside wall, units are recessed into the wall with only the face of the grill extending into the room. Provisions

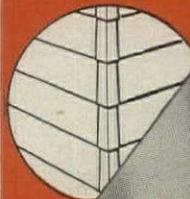
can be made for supplying fresh, filtered, warmed outside air through the heating units. In some cases, one unit can be installed between rooms so that it will heat both.

Heater units are connected to the gas- or oil-fired boiler with small diameter, flexible, copper tubing for both steam and return lines.

Manufacturer recommends use of one of three methods for installation in new or old buildings, compact or rambling, one or two floors. (See drawings.)

The room heating units are available in 6,000, 12,000, and 18,000 Btu sizes. Boilers for all types of installations are available.

NICHOLS NEVER-STAIN NEW Straightline ALUMINUM BUILDING CORNERS



**NO
RUST!
NO
STAIN!**

Another NICHOLS FIRST!

- ★ **FIRST** modern, all new, exclusive "Straightline" design Aluminum Building Corner for clean, modern look.
- ★ **FIRST** attractive package — easy to merchandise on shelves and counters. Easy to ship — easy to handle.
- ★ **FIRST** 100-corner package — full profit — no waste. No damaged corners — no counting — no wrapping. Corners always protected from damage, dust and deformity. Saves labor, material and sales-time.
- ★ Plus a complete line for all bevel siding. Corners dimpled for quick nailing.

PLACE YOUR ORDER NOW!
ATTRACTIVE STURDY PACKAGING
5 Packages of 100 each per carton



READY FOR
COUNTER DISPLAY
AND SALE

FULL-COUNT • NO DAMAGE
NO COATING TO CHIP OFF

PACKAGING DATA

SIZE	PKG. ORDER NO.	PKGS. PER CTN.	QUAN. PER CTN.	APPROX. WT. LBS. PER CTN.
1/2" x 6"	80	5	500	21
1/2" x 8"	81			28
3/4" x 8"	82			28
1/2" x 10"	83			34
3/4" x 10"	84			34
3/4" x 12"	85			41

NICHOLS NEVER-STAIN Aluminum NAILS

Available in a complete range of types and sizes for use where the elimination of rust streaks and stains is desired. Include these nails with your Building Corner order.



NICHOLS WIRE & ALUMINUM CO.
DAVENPORT, IOWA

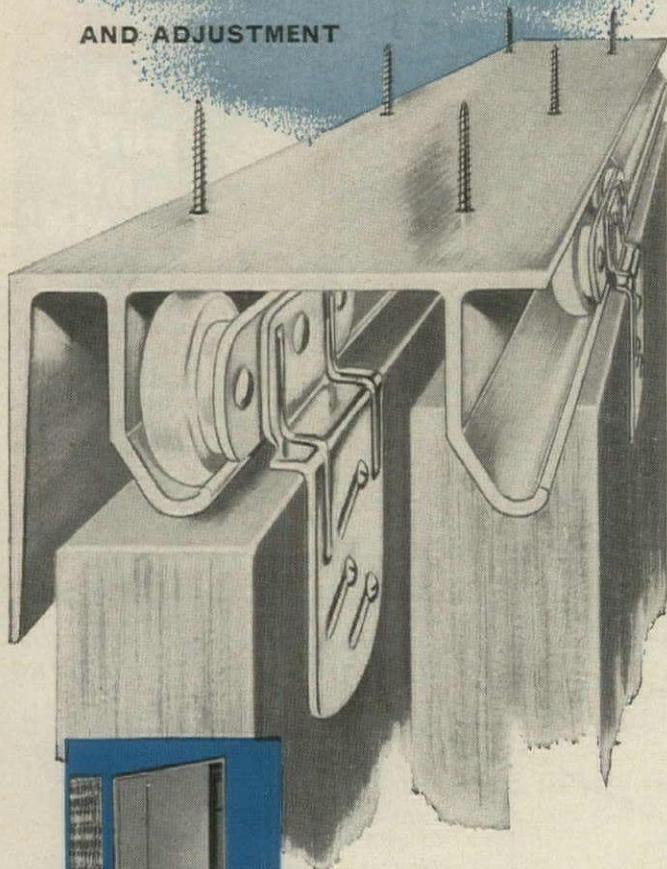
World's Largest Manufacturer of Aluminum Nails



cuts down on
costs and callbacks

SAVES TIME . . . MONEY

THROUGH SIMPLE INSTALLATION
AND ADJUSTMENT



No expensive callbacks for adjustments when you use Sterling Sliding Door Hardware. Sterling design-perfection makes every installation easier. Sterling keeps more profit in the sale . . . less cost in the upkeep. Complete packaged sets of Sterling Hardware are available for most door openings.

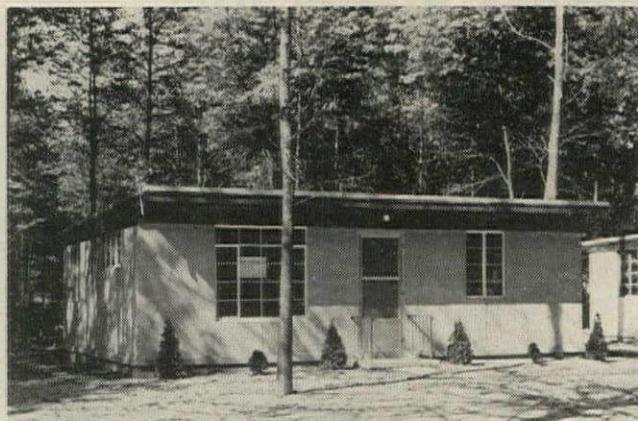
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Architects Samples Corporation, N.Y.C.
Chicagoland Home Building Center



Exterior of all-concrete house has clean, modern lines

builder's formula solves 'sweating' problem in all-concrete houses

One of the oldest problems in the home building field—"sweating" or condensation and atmospheric cracks on the interior face of exterior walls of concrete houses—apparently has been solved by a new formula for light-weight concrete known as Formula M-52. This concrete contains no gravel and weighs approximately one third less than the conventional.

Strength of the concrete is determined through the use of the standard cylinder test which shows that seven-day strength is approximately 2,000 *psi* and 28-day strength approximated 2,700 *psi*.

Under standard conditions the heat transmission coefficient for walls is 0.212.

Temperature control is provided by reinforcement in the wall panels. Objectionable cracks due to shrinkage in the initial stages of the concrete setting, are minimized by the use of control joints placed in accordance with accepted engineering practice in concrete construction.

A test house built by the originator of Formula M-52, Carroll C. Martin, a Maryland home builder, has walls of poured monolithic lightweight concrete six inches thick, reinforced with steel mesh. All inside partition walls are four inches of masonry block. Block walls and the in-

(Continued on page 176)

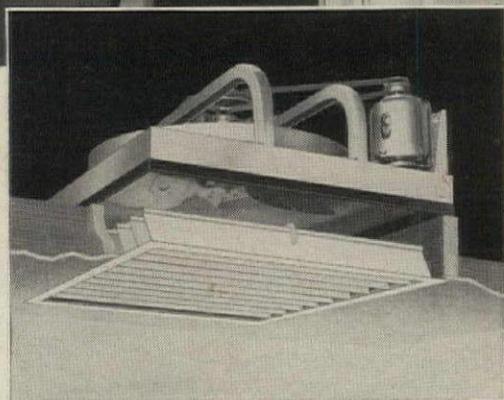


Fast form erection gains new importance when home builder concentrates on all-concrete houses. Careful numbering of forms speeds the operation

MODEL HOME
of Schuermann Building &
Realty Co.
AT ST. LOUIS
1954 HOME SHOW



Hunter Attic Fans help Schuermann of St. Louis sell over 1000 homes



HUNTER'S COOL COMFORT AT LOW COST MAKES A BIG HIT WITH HOME BUYERS

Norman R. Schuermann, President of a firm that has built over 8000 homes, says: "We equip our homes with attic fans at no extra charge because our home buyers can thus take advantage of the cool summer nights for which St. Louis County is noted. We are currently using Hunter Fans because we have found them economical and dependable."

Throughout the nation builders are finding that home buyers want cool comfort . . . and that the modern Hunter Package Attic Fan is the most practical way to provide it at low cost. This fan comes complete with automatic ceiling shutter and requires only 18" attic clearance. Sizes from 5000 to 16000 cfm (air deliveries certified) fit any home size and climate. Fan unit is guaranteed 5 years; motor and shutter 1 year.

Write for 1954 Hunter Catalog and Builder Price List

Thousands visited this model home built right on the Arena Lawn at the 1954 St. Louis Home Show. One of its features was the Hunter Attic Fan for cool summer comfort.



Hunter Fan and Ventilating Company
 381 S. Front St., Memphis 2, Tenn.
 SEE OUR SECTION IN SWEET'S

HUNTER Attic Fans



She's
sure of
HOT
hot water!



ATTACHMENT OF A STAMP OF WHITE
Guaranteed by
Good Housekeeping
NOT AS SHOWN IN THIS

White WATER- HOTTER

WITH *White* GLASS

16 strong selling features
close sales fast!

GAS—Round models only
ELECTRIC—Round or table top models



Keep customers happy—make every one of them a booster for more sales. Build business that grows! With *White Water-Hotters* you offer complete, long-lasting satisfaction . . . and there are 16 different ways that you can prove it!

6.9% MORE HOT WATER than most utility requirements, in electric models, because *White's* exclusive *Water-Hotter* baffle diffuses and tempers incoming cold water.

FILM OF FLAME Single port burner in gas *Water-Hotters* means no clogging EVER. Amazingly fast "pick-up" means **PLENTY** of hot water always.

Plus 14 Built-in Quality Features

WHITE PRODUCTS CORPORATION
Water Heating Specialists Since 1930
Dept. AB-6, Middleville, Michigan
Export Office: 201 No. Wells St., Chicago 6



For bigger profits tomorrow,
write White TODAY!

White WATER-HOTTER

AUTOMATIC WATER HEATERS
Electric or Gas

AN EDWARD LAMB ENTERPRISE

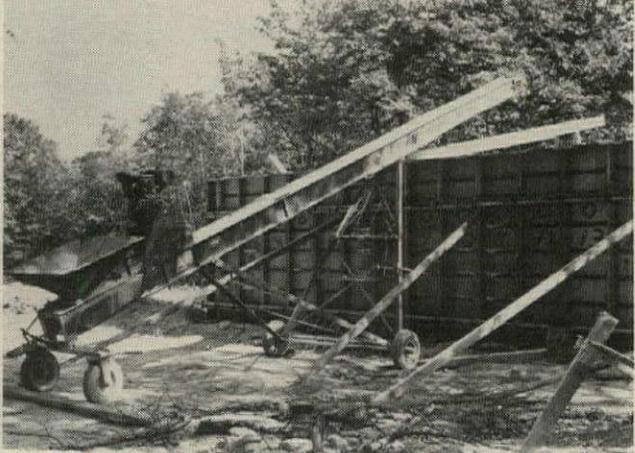
(Continued from page 174)

terior of the concrete walls are painted. Exteriors of the foundation walls are coated with stucco.

No studs, joists, sheathing, bridging, shingles, dry-wall, plaster, Rocklath or stripping of any kind are used in this house. About 20 pounds of assorted nails are used in the construction work. Trim and other woodwork are nailed directly to the concrete.

The roof of the house is two-inch Tectum board with three-ply built-up felt applied to the top surface. The floor is a four-inch concrete slab. A gas-fired forced hot air heating system supplies heat to ducts in each room with a central return duct in the hall. Heat tubes are encased in the concrete slab. Over-all dimensions of the test house are 30x24 feet.

Consulting engineers made a close inspection of the



Equipment is set up. Formula M-52 is credited with eliminating interior "sweating" of concrete walls

completed house after approximately three weeks of heating. No cracks had developed.

Another test was made to determine the watertightness of the six-inch exterior wall. The test consisted of maintaining a constant head of water against the exterior of the wall. The head was held at two feet for fourteen days. At no time did an examination show any moisture on the inside of the wall, and the report showed that the wall color remained the same.

Symons Forming System was used to simplify the extensive concrete placing that was required. This made fast set-ups and fast stripping possible.

This home is offered for \$6,900 without land. The builder opened his first model house in March, 1953, and sold out an entire development of 113 houses in less than three weeks. The builder completed the test house in two weeks from the day that the ground was broken.

Formula M-52 will be available under a licensing arrangement at a future date.

Trend Toward Equipping Houses

A survey of 1,000 builder-subscribers by *American Builder* reveals that the trend to include equipment in the sales prices of new houses is growing. The study showed that kitchen cabinets are furnished in 99.7 per cent of new houses; water heaters in 82.8 per cent; kitchen ventilating fans in 62.7 per cent; garbage disposers in 41.5 per cent; automatic dishwashers in 37.9 per cent; refrigerators in 30.8 per cent; automatic washers in 22.5 per cent.

**TOP-QUALITY WALL AND CEILING CONSTRUCTION
AT OVER-ALL SAVINGS IN**

Time! Space! Labor! Materials!

Certain-teed

REG. U.S. PAT. OFF.

HUMMER SYSTEMS*

Here's an important new development that helps you build top-quality walls and ceilings—with surprising savings in floor space and over-all construction time and costs.

Certain-teed Hummer Systems are specially designed *laminated* gypsum wallboard constructions. They give you stronger, sturdier walls and ceilings and good fire protection. They also mean faster, more economical erection, lower maintenance cost, more usable space and greater resistance to heat and sound transmission than conventionally framed construction.

Certain-teed Hummer Systems may be used with or without framing in non-load-bearing partitions. In residential work with trussed roof construction, and in commercial or industrial buildings with flat slab or beam and girder construction, they enable you to eliminate much interior framing.

Certain-teed Hummer Systems are the result of extensive laboratory and field research and testing. With these Systems you can not only do a better building job—you can save on over-all construction time, labor and materials as well. Write now for new folder giving full construction details on Certain-teed Hummer Systems.

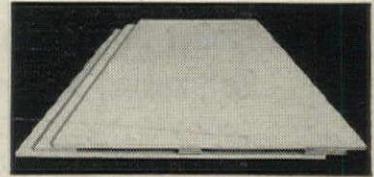
**Patented and patents applied for.*

Certain-teed Hummer System A

A major improvement on the widely accepted 2-layer laminated application of gypsum wallboard, using Certain-teed Bestwall Gypsum Wallboard to finish standard framed walls and ceilings.

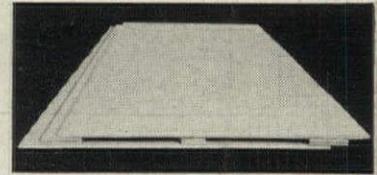
Certain-teed Hummer System B

Excellent for interior non-load-bearing partitions. Eliminates need for framing; ideal for walls in trussed roof construction. Two sheets of $\frac{3}{8}$ in. Certain-teed Bestwall Gypsum Wallboard are laminated on both sides of vertical strips made of two thicknesses of $\frac{3}{8}$ in. board, which serve as gypsum studs. With minor variations this System may also be used over masonry as a simple, self-furring, free-standing wall surfacing.



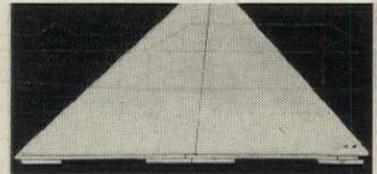
Certain-teed Hummer System B Modified

Where further cost and time savings are desired, System B Modified is recommended. This System uses a single layer of $\frac{3}{8}$ in. Certain-teed Firestop Bestwall Gypsum Wallboard laminated to double strips of $\frac{1}{2}$ in. Bestwall Gypsum Wallboard spacers or studs. System B requires only $\frac{3}{8}$ in. board, provides straighter, heavier walls.



Certain-teed Hummer System C

Complete factory-fabricated panels ready for erection on the job site with minimum amount of labor in the field. System C is ideal for walls in which joints are left unfinished, where paneled effects are desired, and for movable wall construction. Panels are either 16 in. wide with rounded edges, or 24 in. wide with beveled edges and a standard 8-ft. length. They are made of two full sheets of $\frac{3}{8}$ in. Certain-teed Bestwall Gypsum Wallboard and two strips.



Certain-teed

REG. U.S. PAT. OFF.



Quality made Certain . . . Satisfaction Guaranteed

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

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ASPHALT ROOFING • SHINGLES • SIDINGS • ASBESTOS CEMENT ROOFING AND SIDING SHINGLES
GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS
FIBERGLAS BUILDING AND ROOF INSULATIONS AND SIDING CUSHION

CERTAIN-TEED PRODUCTS CORP.
Ardmore, Penna.

Please send me more details on Certain-teed Hummer Systems.

Name _____

Firm Name _____

Street _____

City _____ Zone _____ State _____



ask the EXPERTS about

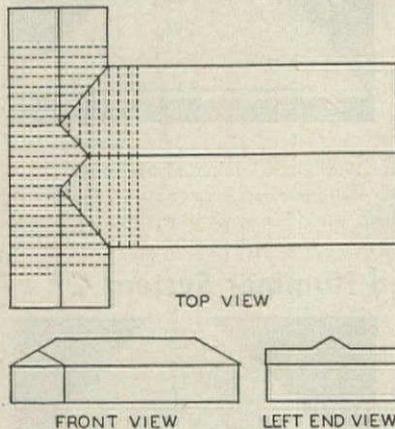
- Planning
- Concrete Work
- Framing
- Roofing
- Heating and Plumbing
- Air Conditioning
- Wiring
- Insulation
- Interior Finish
- Power Equipment

rafter arrangement for unusual roofline

Could you give me the proper rafter layout for a house with the roofline I have shown in the enclosed drawing?

I can cut and erect valley rafters, hip and jack rafters, but the left side of the house has puzzled me as to proper rafter placement for best strength.

M. G., Wyoming, Del.



The roof plan shown above indicates rafter framing for such a condition. Solid lines indicate valleys, hips and ridge pole. Broken lines indicate rafter placement in question.

joists made of 4x6's?

In a new house with full basement, I would like to use 4x6's for floor joists in place of customary 2x10's. They will be placed 16 inches on center. The longest span will be 15 feet. Please tell me if there is any reason why this might not be good.

H. J. R., Clay, N. Y.

You can use 4x6's as joists satisfactorily and without excess deflection if you place the 4x6's 16 inches on center and use them only for floor loads up to 50 pounds per square foot (dead and live load).

bridging vs. minimum depth

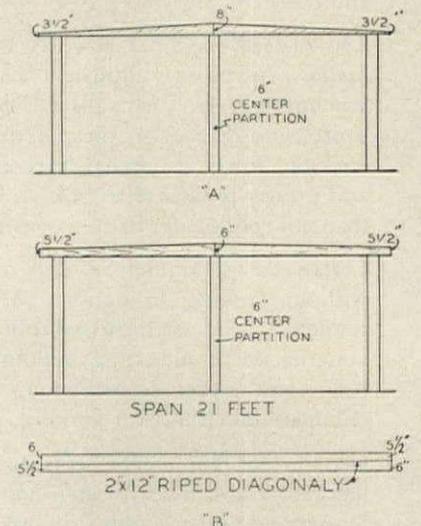
I plan to build cottages that will have a flat roof and thought that I could cut rafter-joists from 2x12's. If I rip the 2x12's diagonally, I would have two members, each 3½ inches at the eave and 8 inches at the ridge. I plan to space them 16 inches on center. Will I have to use bridging or headers between the rafter-joists to prevent sagging?

L. J. R., New Buffalo, Mich.

Your problem is more a question of minimum depth of the rafters than a question of bridging. Bridg-

ing will not prevent sagging because of a distributed load, such as snow. It would help a condition of concentrated load, but this is seldom a roof-loading condition.

The best way to be sure that your rafters (cut diagonally from 2x12's)



would not deflect an appreciable amount would be to provide sufficient minimum depth.

You have not indicated the span. However, your minimum depth of 3½ inches, as shown in illustration "A", is not recommended for flat roofs. A minimum joist would be a 2x6 (almost double the depth you contemplate) which would span approximately 12 feet with a finished ceiling, and spaced 16 inches on center. Rip the 2x12's as shown in illustration "B" with 5½ inches at the eave and 6 inches at the ridge. Note that this assumes a span of 21 feet with support at the center in the form of a partition.

grass roof for garage

I plan to build a garage 23 feet 4 inches by 26 feet which will be covered with grass.

(Continued on page 180)

GOT a problem you haven't solved? Can't solve? Haven't the time to solve? Have you solved a problem with an answer you aren't sure of? Are you doing some particular job—big or little—in a way that you think might be improved?

Then "ASK THE EXPERTS"—a group of industry authorities—experts in their fields. They'll give you the answer.

Address your questions to: "Ask The Experts," *American Builder*, 79 West Monroe St., Chicago 3, Ill.

As many questions and answers as space permits will be published monthly in *American Builder*, under the head—"Ask The Experts."

Command-Aire TWINS SPUR

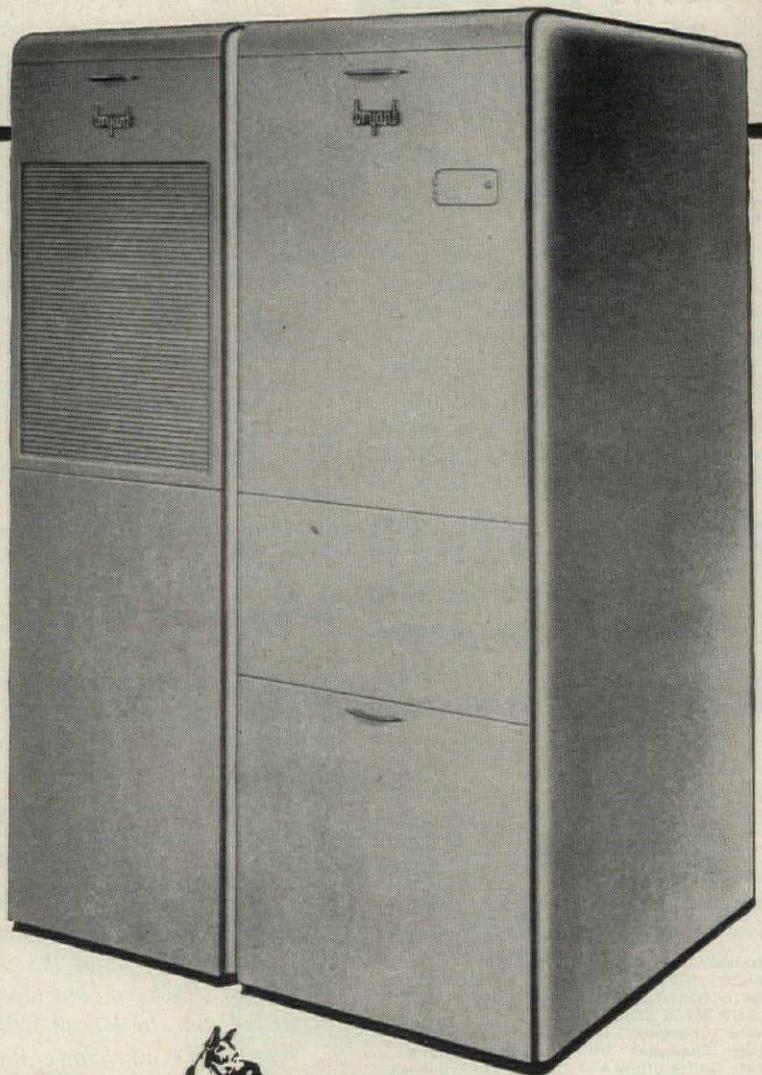
TREND TO AIR CONDITIONING IN NORTHERN U.S.

BUILDERS OF FASHIONABLE HOMES IN TWIN-CITY AREA CITE REASONS FOR CHOOSING YEAR 'ROUND AIR CONDITIONING BY BRYANT

Leading builders, F. R. Lein and Harold R. Rosendahl (Minneapolis) and Larson Building Co. (St. Paul) found in Bryant's "Command-Aire" Twins all the features they . . . and you . . . have looked for in residential air-conditioning equipment. Specifically, they wanted equipment that was (1) well engineered; (2) backed by a realistic warranty policy; (3) compactly designed to save space; (4) available in a broad range of heating and cooling capacities and (5) priced competitively. The way in which the "Command-Aire" Twins measure up to these specifications clearly explains their decision to install Bryant. We think it also suggests an opportunity for you.

- **Skillfully engineered** . . . The "Command-Aire" design features independently operating units to assure *adequate* capacity for both heating and cooling.
- **An adequate warranty** . . . for 5 years on the cooling side . . . eliminates service headaches for you.
- **Extremely compact design** . . . requiring as little as 7½ square feet of floor space. You save substantially on space costs.
- **Wide range of sizes** . . . furnace "Twin" . . . (gas or oil) in sizes up to 175,000 Btu/hr. Cooling "Twin" in 2, 3 and 5 ton capacities.
- **A new low price** . . . for the complete unit. Or, if desirable, you can install the furnace first and add the cooling unit later . . . at the buyer's convenience.

For full information write: Bryant Heater Division, Affiliated Gas Equipment, Inc., 17825 St. Clair Avenue, Cleveland 10, Ohio.



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WATER HEATING

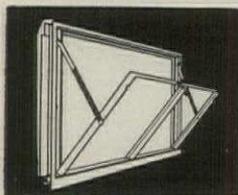
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OF



Extra Value

All casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame. This provides greater rigidity and stronger ventilators.



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BASEMENT
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14-gauge electrically welded frame, fins welded to jamb for quick installation and double contact with leak-proof watershed sill. A plus value incorporates a redesigned latch which assures positive operation under all conditions.

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AND BRICK CONSTRUCTION)
Vento "Champion" Banded Basement Windows
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Some desirable territories are open for representatives and distributors. Write for particulars.

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CO., Inc.

247 Colorado Ave., Buffalo 15, N. Y.

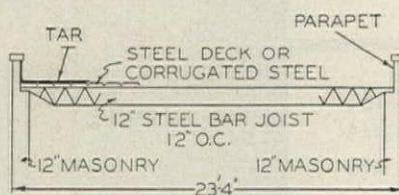
ask the EXPERTS

(Continued from page 178)

ered with one foot of soil, later to be seeded with grass. My problem is to put a roof on this structure that will stand up under this load. I have thought of using 12-inch bar joists with corrugated steel covered with tar and slag. Would this do the job?

E. E. K., Medina, Ohio

Twelve-inch steel bar joists can be used for such a purpose as you describe if you place the bar joists 12 inches on center on 12-inch masonry



walls. Then cover the joists with steel decking or with corrugated steel. This roof will safely carry a soil load up to 90 pounds per square foot.

Because of the problem of rust, some method of protecting the steel from moisture would have to be worked out. An ample coating of tar over the roof surface and up the sides of the parapet might do the trick. Tar mopped on the surface, followed by waterproofing membrane and still another coating of tar might be a better solution.

a question of lateral pressure

For a one-story ranch-type house, full basement, frame construction, I would like to build the foundation wall of 8-inch concrete block, but am afraid that the lateral strength of a block wall is much lower than poured concrete. Would a 12-inch block wall be stronger laterally than an 8-inch wall? Is there any possible way to increase the existing strength?

C. E. H., Camanche, Iowa

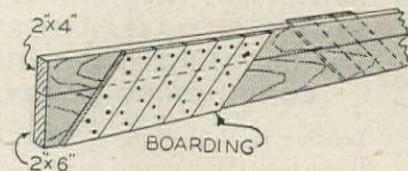
An 8-inch concrete block wall would be satisfactory as a basement wall and could withstand lateral pressure provided that reinforcing bars were carried the full height of

the wall in the cores of the blocks and extended into concrete footing.

The Waylite Company has test data on block used in different widths and has data on methods of bonding. Write to them at 105 W. Madison St., Chicago 2, Illinois, for information.

one piece of lumber stronger than two?

I have had the necessary logs cut for the rough lumber in a new house. The floor plan I have calls for



2x10-inch floor joists 16 feet long. Can I take a 2x6 and a 2x4 and butt the edges, then board them diagonally on both sides and in both directions? What would the breaking strain of each be?

C. E. L., Calais, Maine

The strength of lumber connected as you have described depends, as tests have shown, upon the effectiveness of the connecting boards, and how nearly these connections can make the two pieces act as a unit. Pieces glued and laminated would probably be the most effective way of making the connection.

Diagonals nailed on the sides is certainly a less effective method depending, perhaps, on how well the side pieces are spiked. At best, do not count on more than 50 per cent of the strength that would be attained with a single piece of lumber of the same dimensions.

Certainly, there would be greater deflection in such a built-up joist which would be reduced, of course, if the imposed load were reduced.

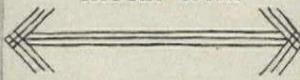
Wilbur Tuggle,
Structural Engineer

ask the experts
continues on page 182

they match



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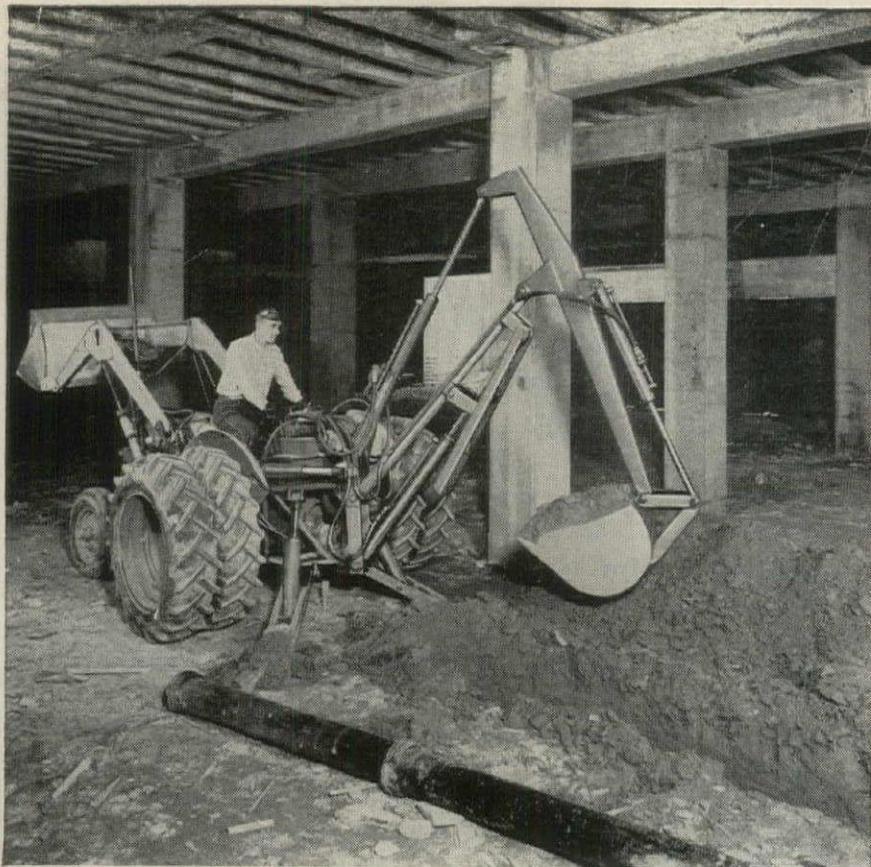
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The problems of working restrictions caused by limited headroom and closely-spaced columns were solved when this Sherman Power Digger was used to dig trenches for sewer and electrical connections in the basement of the new Oakland Hospital in Royal Oak, Michigan.

In a race against winter, it was decided to pour concrete for upper floors and postpone the basement digging. When trenching could be started, the tractor-mounted Sherman Power Digger was lowered by crane through a small areaway into the basement.

With a single operator, the machine dug a criss-cross pattern of trenches totaling 1500 feet, in hard, dry clay, in just 30 hours. Sub-contractor Robert Patton, owner and operator of the digger, estimates that the same digging by hand would have required 320 man-hours.

Thus, even on jobs where it is expensive, impractical, sometimes *impossible* to use heavy equipment . . . Sherman gives you all the advantages of power digging! The Sherman Power Digger is compact, flexible, highly maneuverable . . . gets in and out of tight spots easily . . . moves from job to job at top tractor speeds. Initial cost is surprisingly low, and maintenance is simple and inexpensive. Get all the facts on Sherman Power Diggers now. Write for free literature 53T without obligation.

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Other patents pending



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ask the EXPERTS

soft brick—bad mortar joints

The mortar joints are very bad in a house constructed of soft brick. Could the mortar joints be scraped out and the entire surface plastered or stuccoed? How should it be done?

C. B., Perry, Iowa

When mortar joints have softened, disintegrated or large cracks are noted, protective measures must be taken to correct or prevent leaky walls. The remedy is tuck-pointing.

To tuck-point, cut out all loose or disintegrated mortar joints for a depth of at least $\frac{1}{2}$ -inch. Repoint by filling with the right kind of mortar. If work is being done to stop leakage, cut out all joints in the affected area. Sometimes it is difficult to determine a defective joint by visual inspection alone. If no leakage has been noted, and re-pointing is being done as maintenance work, remove only the apparent defective mortar.

Make tuck-pointing mortar denser than the original mortar. Avoid the natural tendency to use a rich mortar in order to eliminate excessive shrinkage and volume change after hardening. For the same reason, prehydrate mortar before using.

In absence of information, on density and proportioning of old mortar, use a prehydrated mortar mixed in the proportions (by volume) of one part cement, one part lime putty or hydrated lime and six parts sand.

Prehydrating is done by mixing, at least two hours before using, with only a portion of the required mixing water. At the end of the curing period, the mortar must be re-worked, adding the remaining water. This improves the workability of the mortar and much of the initial shrinkage is eliminated. Pack the mortar tightly in thin layers and tool to a smooth compact, concave surface.

You mention that the brick is soft. After tuck-pointing, you might apply a coating or coatings of a suitable waterproofing material.

Structural Clay Products Institute

► In regard to your question about
(Continued on page 185)

make new home and remodeling sales easier... faster...



A BEAUTIFUL HARDWOOD
PLYWOOD DOOR IS THE START OF A

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CONVENIENT SIZE PANELS ARE EASY AND ECONOMICAL TO INSTALL

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PANELING IS TODAY'S FASHION TREND

Everybody wants it! Hardwood plywood walls and doors are the mark of unerring good taste and up-to-the-minute interior styling. Favored by decorators, architects and home fashion editors, the timeless, versatile natural beauty of fine hardwoods is harmonious with both modern and traditional architecture... provides a perfect background for either formal or informal decor and furnishings.

CAREFREE UPKEEP AND LASTING SATISFACTION

Hardwood plywood walls and doors stay good looking permanently... grow even lovelier with age. All that is required is a light occa-

sional waxing. This is a feature that appeals strongly to home-makers. Sturdy plywood cross-grain construction prevents cracking, splitting or warping. Standard hardwood plywood is unaffected by normal temperature or moisture changes. Waterproof exterior (Type I) plywood is available for use where excessive moisture conditions exist.

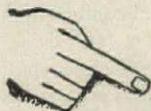
PANEL A WALL... OR AN ENTIRE ROOM

With the many varieties and sizes of hardwood plywood panels now available, it's easy to do an entire room... or create partitions and room dividers... or highlight a single wall with paneling or built-ins. Full wall paneling can be installed vertically, horizontally, in parquet pattern, or in any combination. Wainscote paneling is very simply installed.

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Quality paneling is a permanent property improvement eligible for FHA loans on building or remodeling. Handsome hardwood plywood paneling and built-ins cost so little... yet they substantially boost the initial and resale value of any home or building.

YOU CAN CHOOSE FROM A WIDE SELECTION OF
POPULAR HARDWOODS IN HANDY PANEL SIZES



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IT'S YOUR ASSURANCE
OF THE WORLD'S
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HARDWOOD PLYWOOD INSTITUTE

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Your local dealer can supply you with ready-to-put-up stock panels in many sizes and species such as birch, Honduras and African mahogany or Philippine mahogany, oak, gum, walnut, maple, cherry and many others. When desired, highly figured architectural panels can be supplied on special order. Your dealer can also furnish matching trim.

Ask your supply dealer for this illustrated folder showing color range and low cost of some popular hardwoods now available in plywood paneling. He will cheerfully furnish you with detailed cost estimates on paneling for any job... large or small.



Tap a whole new market

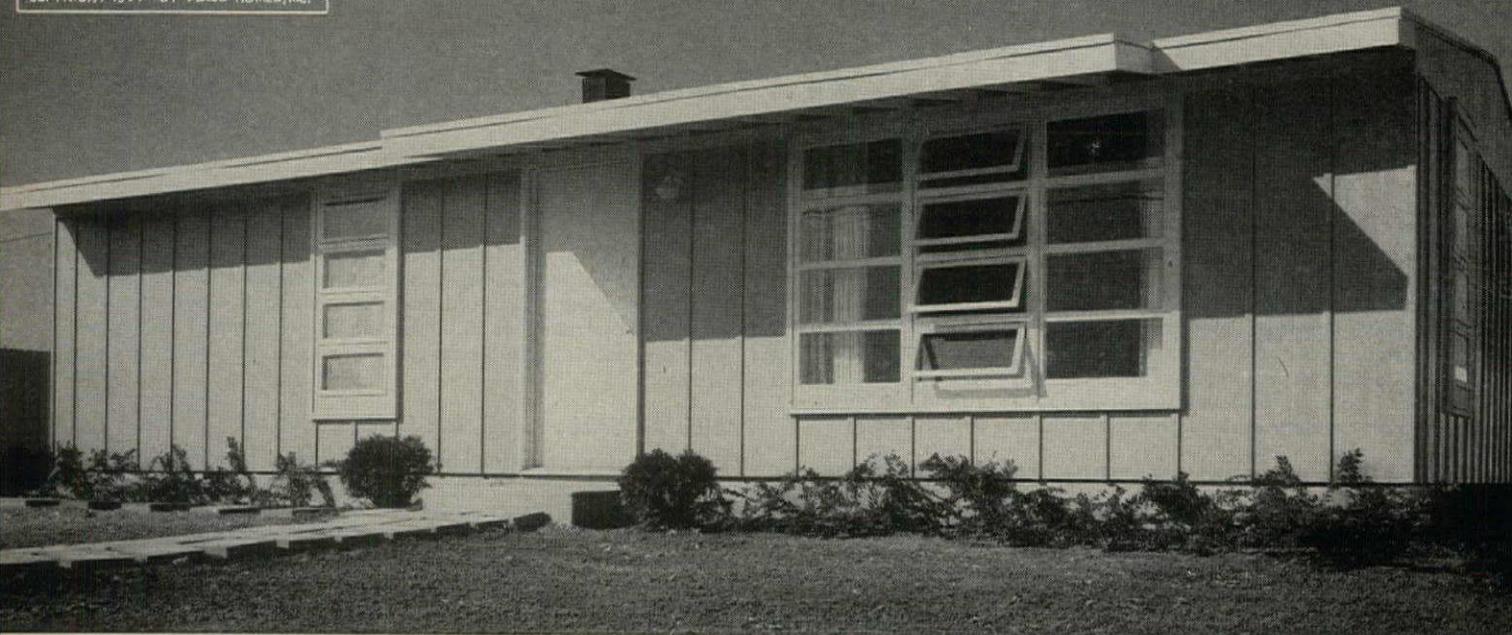
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designed to sell for

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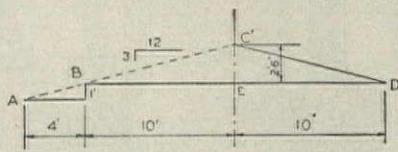
ask the EXPERTS

stuccoing over brick, write to the Portland Cement Association, 33 West Grand Avenue, Chicago, Illinois, for information as to procedure.—The Editor

a rafter problem

I have a problem I cannot solve with a framing square. How can I find the length of the long rafter shown in the drawing I have enclosed? Is there any set of figures to go by to obtain this information?

H. W., Wichita, Kas.



Since the slope of the roof is 3 to 12, as you indicated in your drawing, the distances B-F and C-E are 1 foot and 2.5 feet respectively. The following equation is used to find the length of rafter A-C:

$$AB = \sqrt{4^2 + 1^2} = \sqrt{17} = 4.125$$

$$BC = \sqrt{10^2 + 2.5^2} = \sqrt{100 + 6.25} = \sqrt{106.25} = 10.31$$

THEREFORE -

$$AC = 4.125 + 10.31$$

$$= 14.435 \text{ FT.}$$

Wilbur Tuggle
Structural Engineer

step-by-step building primer!

Where can I get isometric drawings of a house showing its step-by-step construction from beginning to end? For example, the first plate may show sill construction with studs in place, joists, and girders in their respective positions; then an individual drawing of a given corner construction at corner posts, a drawing of the relation of sill to joists, etc.

J. L., Dorchester, Mass.

To our knowledge, no book or set of drawings is available giving all the information in the alignment you request. A copy of "Architectural Graphic Standards" by Ramsey and Sleeper might be helpful.

"...rich appearance helped sell houses"

—W. P. "Bill" Atkinson
Oklahoma City Builder-Developer

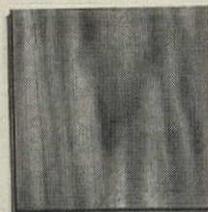
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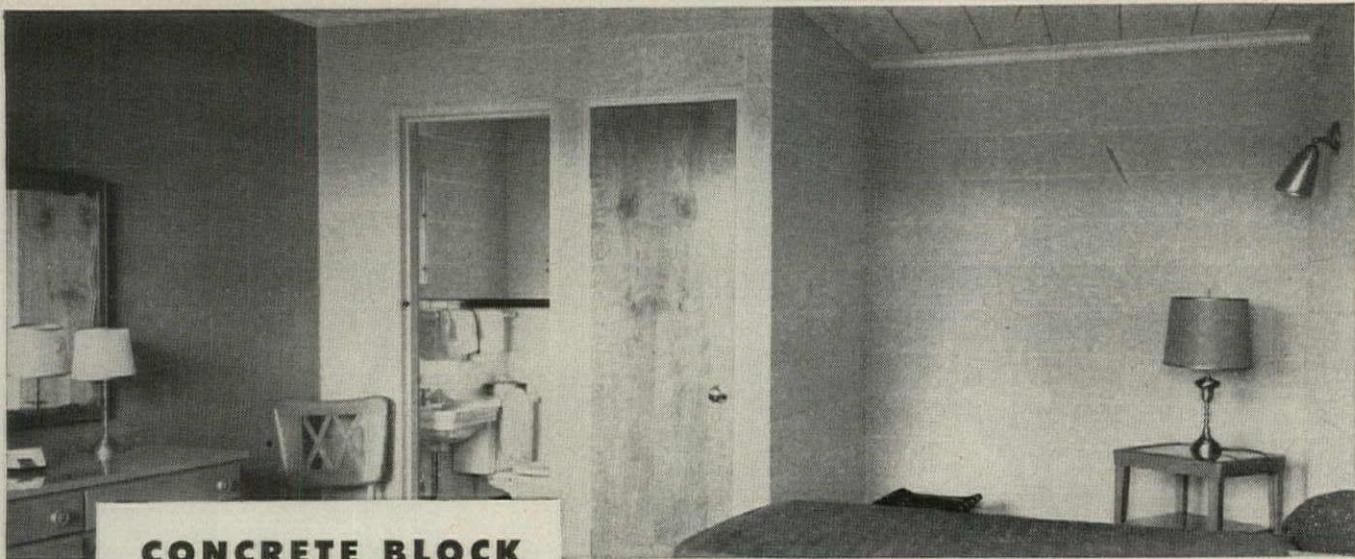
When nature's beauty lies right in the front yard, WINDOWALLS make it an inviting part of daily living. Architect Norman Johnson took full advantage of this hilltop site by specifying a wall of stock-size Andersen Gliding Window Units in the living room. In homes you plan or build, Andersen WINDOWALLS open rooms to sunshine, fresh air, the view—yet offer weathertight protection against cold, dampness, dust. They're both windows and walls. They're Andersen WINDOWALLS... made of toxic-treated, insulating wood.

For specification data see your millwork dealer, Sweet's Light Construction File, or write Andersen Corporation. WINDOWALLS sold by established millwork dealers throughout the United States including the West Coast.

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Says Hughes, “Atlas Mortar is excellent for any type of masonry unit. It’s smooth under the trowel—lets us get the true, tight joints that we can count on every time. That’s why I’ve used Atlas Mortar for the past four years.”

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ATLAS MORTAR has proved itself on large jobs and small and in the laboratory as well. It complies with ASTM and Federal Specifications for masonry cement. For further information write Universal Atlas Cement Company (United States Steel Corporation Subsidiary), 100 Park Avenue, New York 17, N. Y.

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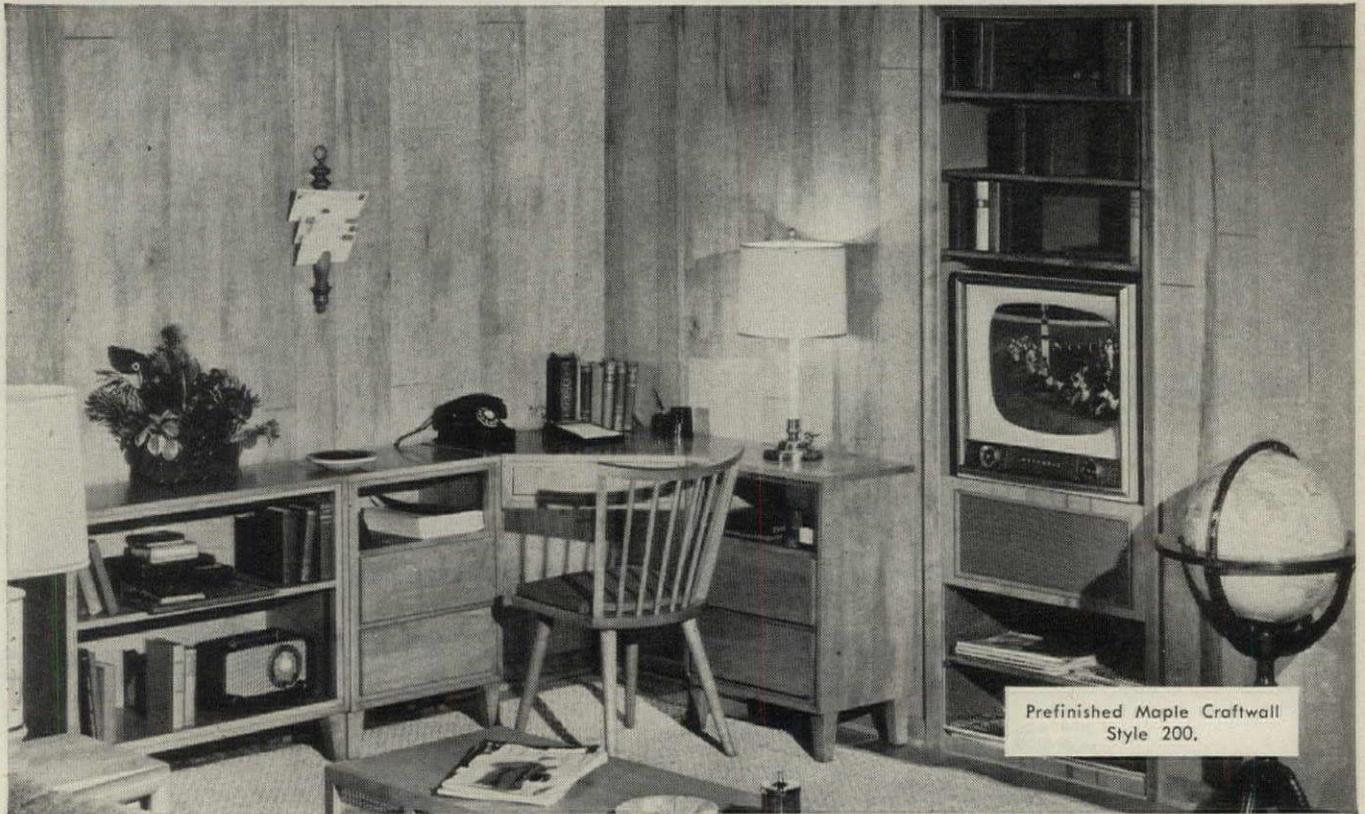


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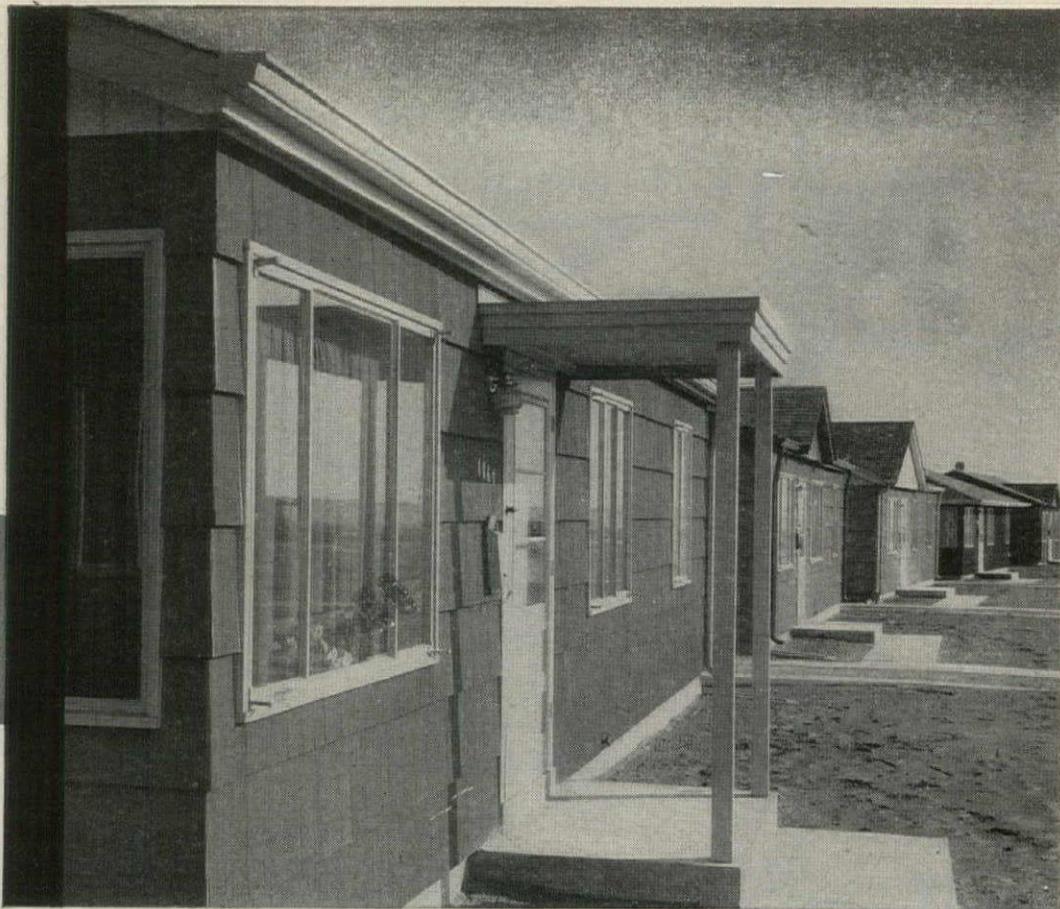
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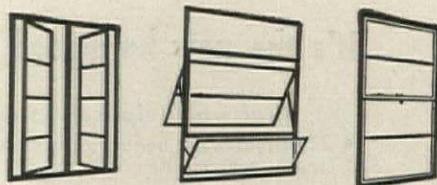
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So in planning Aetna Manor, Gary, Indiana, they centralized construction by building 1320 walls flat on shed tables and trucked them to the home sites, thus making important construction savings.

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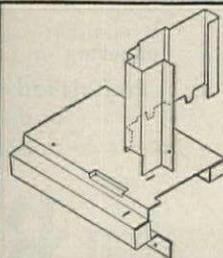
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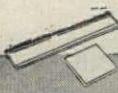
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use **Gold Bond®**
inside and out



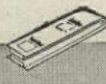
Gypsum
Board
Products



Plaster
and
Lime



Insulation
Plank
and Tile



Rock
Wool



Paint
Products



Acoustical
Tile



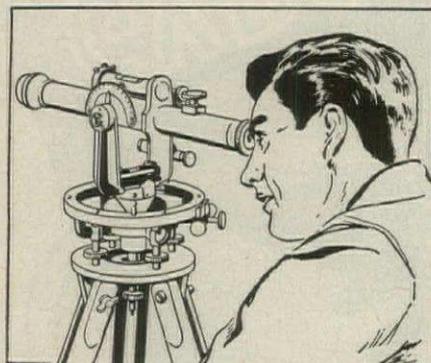
Asbestos-
Cement
Products

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

Precision-built for the man behind the gun

Light construction levels

...by White



NEVER BEFORE
...such accuracy
and dependability
at so low a cost

DEVELOPED originally for agricultural use, these levels have been recently improved and are now in big demand for a wide variety of light construction operations.

Small, compact and sturdy, these White levels are exceptionally simple in design and construction. And it's this rugged simplicity that makes them extra reliable and trouble-free.

Model 8020 features 10-power telescope, 2½" long graduated spirit level and 4½" diameter circle graduated in degrees and numbered in quadrants (0-90-0), with an index pointer.
Price: \$38.00* complete

Model 8022 convertible — allows you to level and plumb from same setup. Features 10-power telescope, 2½" graduated spirit level, 2¼" graduated vertical arc and a 4½" diameter horizontal circle. Price: \$74.00* complete

For complete details, write for DAVID WHITE Bulletin 1053 and name of nearest dealer, 311 W. Court St., Milwaukee 12, Wis.



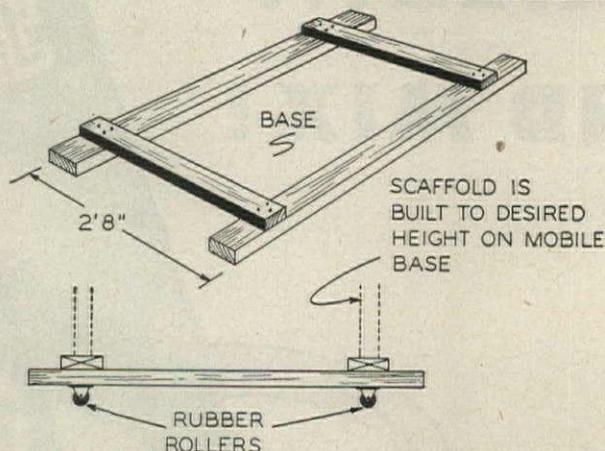
We offer expert REPAIR SERVICE on all makes, all types of instruments

*Prices subject to change without notice.

how would you do it?

ideas for the man on the job

make a moveable scaffold!



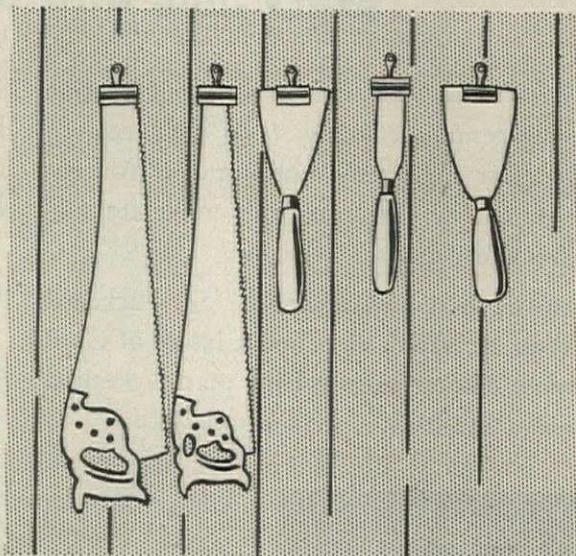
Get two sets (four to a set) of heavy-duty rubber rollers. Make a frame of 2x4s similar to the one shown in the accompanying illustration. Build the frame to the width and length of the scaffold desired. Screw one set of heavy-duty rollers to the 2x4 frame. Use the other set of rollers for a second frame if required.

By using two such units, you can build the scaffold up to about 24 feet if needed. The advantages of

the simple scaffold frame with attached rollers is that you can use it individually or in pairs depending upon the job. It can be moved about and the frame forms a permanent base for the building of scaffolding of various heights as you need them.

You might find it advisable to construct each unit so that it will clear a 2-foot 8-inch door. In this way, the scaffold can be moved from room to room as needed.—W. L. Dodds, Branson, Mo.

hang your bladed tools this way!

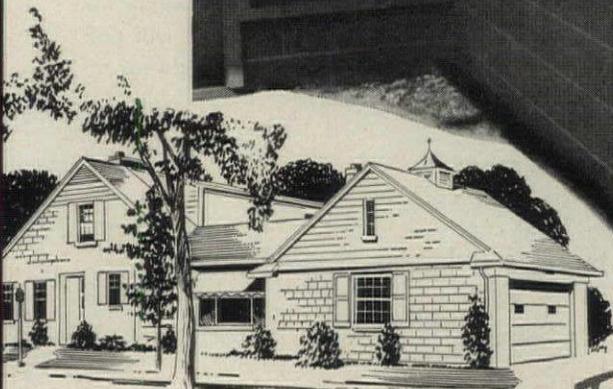
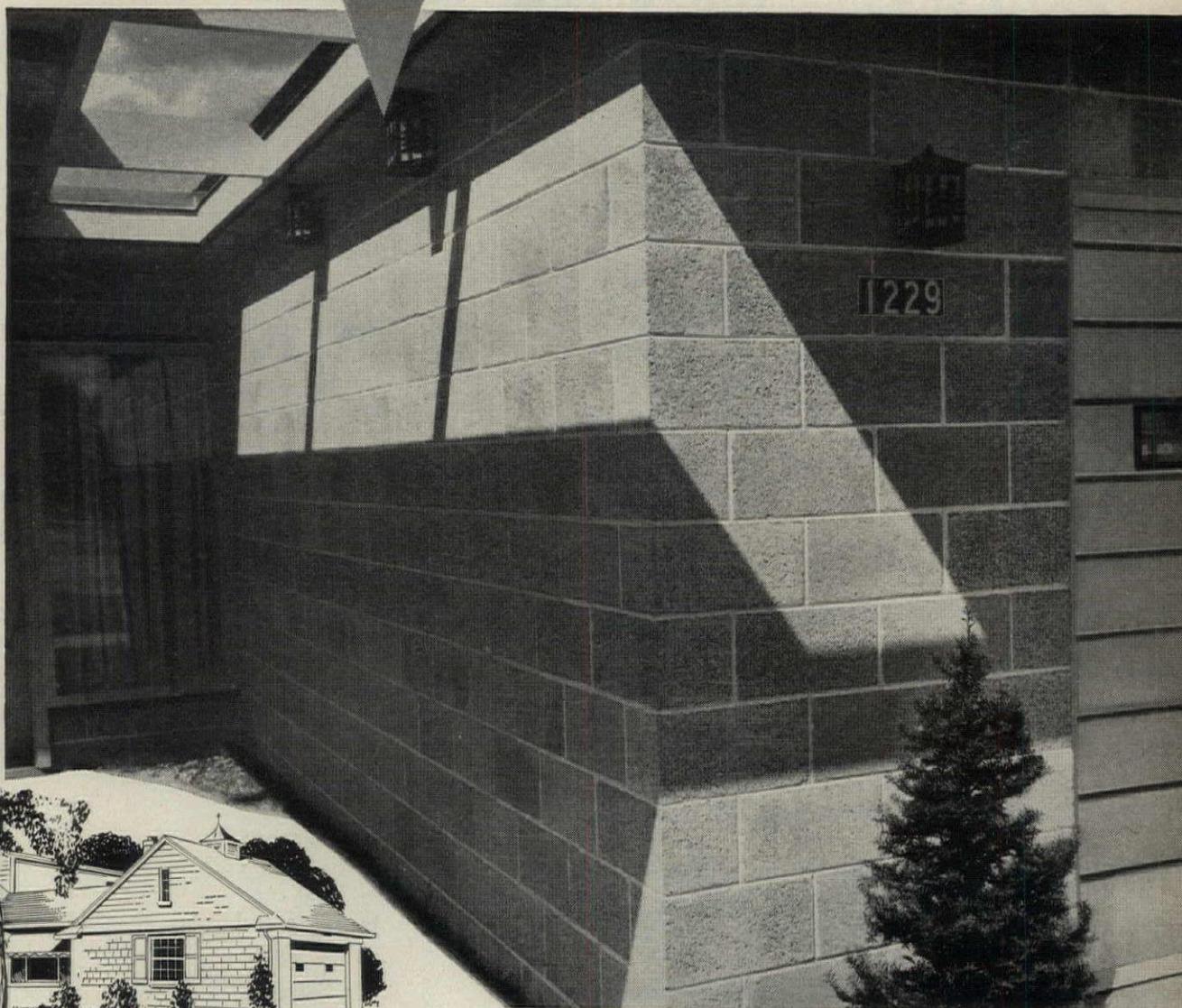


Putty knives and saws of many different sizes and shapes, kept for those special jobs, are a part of almost every craftsman's equipment. Because of their varied shapes and sizes, however, they are difficult to mount or store. Use pinch-type

paper clips to solve the problem of storing these tools. Paper clips can be purchased in different sizes, will grasp the blades of each tool tightly. Hang clips to hooks or to nails inserted in tool rack or wall.—A. R. Tanner, Cold Spring, N. Y.

Build Better with

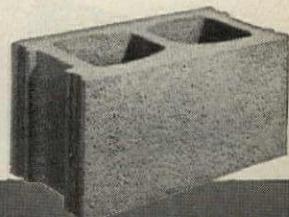
VIBRAPAC Block



You Get Both *Beauty and Permanence* at an Amazingly Low Cost!

Compare the beauty of Vibrapac Block with any other type of building block, regardless of cost. You can tell at a glance, it is something substantial and enduring, as well as eye-appealing. Available in a variety of attractive and distinctive designs, Vibrapac Block challenges the skill and imagination of the designer. Then consider such other plus values as *firesafety, stormsafety, insulation against heat and cold, acoustical and soundproofing qualities, vermin-proofness and low-upkeep*. Yes, Vibrapac Block gives you both beauty and permanence at an amazingly low cost.

Vibrapac Block are produced on Besser Automatic High-Production Block Machines. Ask your nearby Vibrapac-equipped Products Plant for literature describing the many styles and sizes available. Or write directly to the Besser Manufacturing Company, Box 183, Alpena, Michigan.



BESSER

50th Anniversary

1904-1954

...a Half Century of Concrete Masonry Progress!

CUTS COSTS! STRONGER JOB! COFFMAN ORNAMENTAL IRON

INSTALLATION
AS SIMPLE AS



1

Hang 8' or 9' post to soffit plate with lag screws. A choice of designs for all type construction.

2

Plumb post and wedge with broken brick, block, etc. Note legs extending below finished floor line.

Step forms built for standard steps, 7" risers x 12" treads. If you build brick steps, they will lay-up 7" x 12".

3

4

Final check before pouring concrete. Set-up time ONLY 40 MINUTES.



HERE
ARE THE
FACTS!

- ★ Coffman Ornamental Iron is a packaged item—complete—ready to use.
- ★ Coffman Ornamental Iron can cost less than brick or wood because it eliminates expensive labor at the job site.
- ★ Coffman Ornamental Iron increases the value of the home—gives you additional profit.
- ★ There's no waiting for "custom-built" with Coffman. Order it from your BUILDING SUPPLY DEALER as you would a load of lumber.
- ★ Coffman Ornamental Iron cuts your costs, saves you time, makes you money!

STANDARDIZE YOUR CONSTRUCTION FOR BONUS PROFIT

Standardize your steps (7" risers, 12" treads) and use built-in-place construction for bonus profits. For off-size steps, use the simple Coffman Rail-O-Graph, available at your dealer. Remember, Coffman 8'/0" Universal height porch posts will fit most all jobs (9'/0" for remodeling jobs).

SELL NOW SUMMER ITEMS: SCREEN DOOR
GRILLES, PORCH POSTS, RAILING.

R. G. Coffman Co.

ORLANDO, FLORIDA, DEPT. A.F.

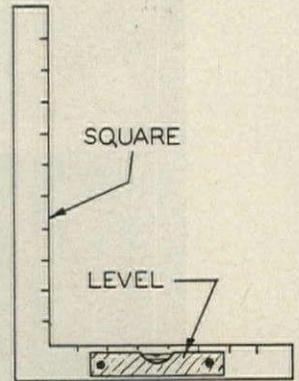
FREE... Write for
descriptive literature
and prices on all
Coffman products
Today!

how would you do it?

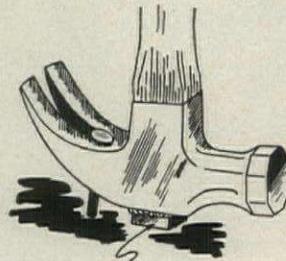
ideas for the man on the job

two tools in one

Bolt an inexpensive level to the short leg of your T-square. This arrangement will give you a handy tool to lay out horizontal lines and plumb lines in closets, and other close work where the level you normally use is too long to handle easily.—W. Kraatz, Santa Cruz, Calif.



get more leverage with your hammer!

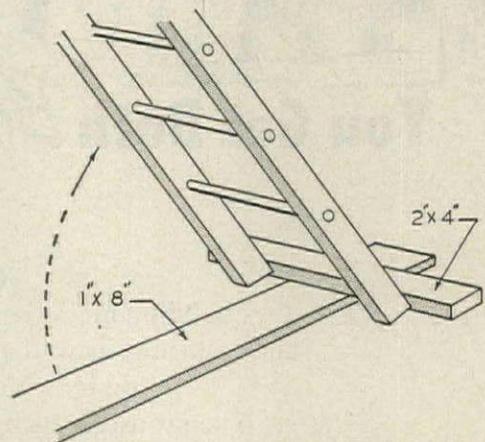


3/8" BAR STOCK

Weld a piece of 3/8-inch bar stock or a square nut to hammerhead. This will save you time looking for a 2x4 block and will pull nails fairly straight for re-use.

—B. Capps, Lombard, Ill.

to raise a ladder single-handed



Regardless of how long your ladder may be, you can raise it single-handed with little effort if you do it in the following way: Take a long 1x8 or 1x10 and then nail a four-foot scrap piece of 2x4 to it as shown. Now stand on the opposite end of the plank and place the legs of the ladder so that they will engage the 2x4 as in the drawing. Start to raise the ladder and while doing this, walk along the board in order to prevent it from slipping.—H. E. Fey, New Braunfels, Texas.

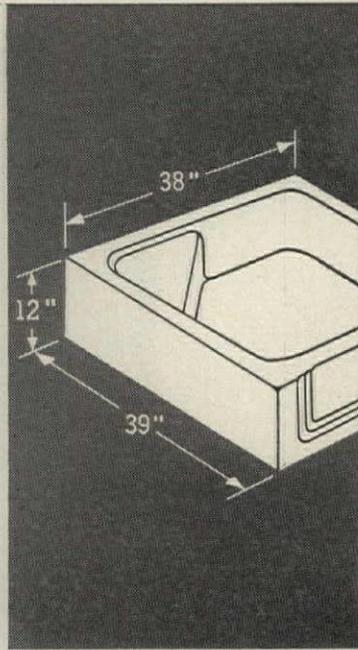
PRODUCT NEWS from AMERICAN-Standard

A review of products in the news and important features worth remembering



NEW AMERICAN-STANDARD POST-FORMED COUNTER TOPS

New American-Standard counter tops are a practical and glamorous feature for the modern kitchen. From integral backsplash to no-drip water bead edge these counter tops form a continuous, unbroken surface that has no joints or crevices. They're made of Micarta, the plastic material which retains its beauty even after years of daily use, bonded to a sturdy plywood core. The non-directional scatterline design of the tops eliminates any pattern conflict in turning corners or in adding new tops at a later date. Available in Gray, Dark Green, Lime, Yellow, Red. Special new union strips, joint moulding strips and end caps are available as top quality finishing accessories.



RESTAL RECEPTOR BATH

Here is complete bathing convenience in shower stall space. The 12" high Restal fits a finished compartment approximately 36" x 38". It's an ideal way to add a second bath to the homes you build, and in modernizing, a closet or similar space often can be turned into an extra bathroom with this compact yet roomy fixture. Its low sides, flat bottom and built-in corner seat make the Restal convenient to use. It's made of rigid cast iron smoothly finished with a thick coating of acid-resisting or regular enamel. Long-lasting, easy-to-clean, handsome. And its cost is comparable to that of a properly installed shower stall!

For further information on American-Standard products see Sweet's Light Construction File.

American-Standard
Dept. AB-64, Pittsburgh 30, Pa.

Without obligation on my part, please send me literature on:

- New Kitchen Counter Tops
- Restal Receptor Bath

Name.....

Firm.....

Address.....

City..... State.....



AMERICAN-Standard

American Radiator & Standard Sanitary Corporation, Dept. AB-64, Pittsburgh 30, Pa.

Serving home and industry: AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWANEE BOILERS • ROSS EXCHANGERS • SUNBEAM AIR CONDITIONERS



**"I located
8 buried survey
stakes in less
than an hour
with my BERGER Convertible"**

... says Joseph Valle, president,
Joseph Valle Contracting Co., Yonkers, N.Y.

Watch a builder like Joseph Valle behind his Berger Convertible and you'll see why he says: "It's one of the first things on my jobs and practically the last to leave. I use it for checking existing site contours, staking out foundations, checking cuts and fills, laying out sanitary and storm drains—right up to establishing final grades. And it hasn't been down for repair in the two years I have it."

That's because the Berger is built for builders—designed to be consistently accurate, simple to set up for quick readings, easy to level up. The image you see through the 12", 24 power telescope with its coated optics is *right side up*. Rigid and sturdy—of brass and bronze construction—it takes the bumps in the field and stays on the job without time lost for repair.

Before buying a Convertible... Compare!

This table compares the Berger Convertible with the other two leading instruments—shows why so many more builders buy BERGER.

	Berger Convertible	Convertible No. 1*	Convertible No. 2**
TELESCOPE	24-26 power 34 mm. clear aperture bronze vial sensitivity 60 sec.	less 30 mm. clear aperture fabricated vial sensitivity 90 sec.	less 33 mm. clear aperture zinc die cast vial sensitivity 120 sec.
OPTICS	Coated	Coated	Coated
FOOT PLATE	Brass Trivet integral	Aluminum Trivet integral	Brass Trivet points separate
HORIZONTAL CIRCLE	Forged Brass	Aluminum	Brass
YOKE FRAME	Bronze	*Aluminum	Zinc
TANGENT PIECE	Brass	Aluminum	Integral with clamp
TELESCOPE CLAMP	Brass	Aluminum	Zinc
PLATE LEVEL	Yes	No	No
CASE	Mahogany transit case	Level type box	Level type box
STRAP	Padded leather handle	Plain leather <small>*Retailer higher than Berger</small>	Plain leather <small>**Retailer lower than Berger</small>

Quick delivery—thanks to enlarged capacity

Price \$219, complete with mahogany transit case, tripod, plumb bob, sun shade and instruction manual.

Write for literature on this and 12" Dumpy Level, Service Transit-Level. And ask about our Engineers' Transits and Levels.

C. L. Berger & Sons, Inc., 37 Williams St., Boston 19, Mass.

THE BEST IN  SIGHT IS

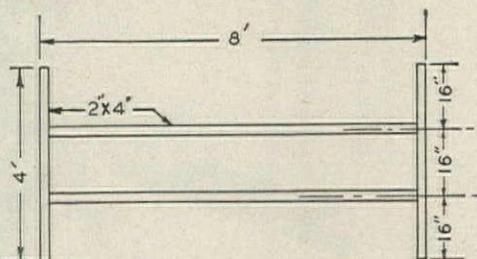
BERGER

ENGINEERING AND SURVEYING INSTRUMENTS...SINCE 1871

how would you do it?

ideas for the man on the job

marking jig for lath or wallboard



Before applying gypsum lath or wallboard, use this marking jig to save time and work. The use of the jig will assure a more accurate nailing job. Make the jig out of 1x3-inch stock. Cut four pieces—two 4 feet long, two 8 feet long. Space 8-foot lengths 16 inches on center to correspond with spacing of studs or joists. Mark wallboard accordingly before nailing to wall or ceiling.—T. Phillips, Charlotte, Mich.

chart simplifies halving fractions

FRACTION TO BE HALVED	USE WITH EVEN WHOLE NUMBER	USE WITH ODD WHOLE NUMBER
$\frac{1}{8}$	$\frac{1}{16}$	$\frac{9}{16}$
$\frac{1}{4}$	$\frac{1}{8}$	$\frac{5}{8}$
$\frac{3}{8}$	$\frac{3}{16}$	$\frac{11}{16}$
$\frac{1}{2}$	$\frac{1}{4}$	$\frac{3}{4}$
$\frac{5}{8}$	$\frac{5}{16}$	$\frac{13}{16}$
$\frac{3}{4}$	$\frac{3}{8}$	$\frac{7}{8}$
$\frac{7}{8}$	$\frac{7}{16}$	$\frac{15}{16}$
1	$\frac{1}{2}$	1

Use the chart above to simplify dividing fractions by two. Whether with a whole number or without, fractions in the first column of the chart can be halved quickly.

Find the fraction to be halved in the first column. The fractions shown there can be used with any whole number either even or odd. If the whole number is an even one, the fraction part of the number will be found in the second column. If the whole number is an odd one, use the third column. Here is an example: Suppose you want to divide $2\frac{1}{4}$ in half. Use the second column. One half of 2 is 1. One half of $\frac{1}{4}$ is $\frac{1}{8}$. The answer is $1\frac{1}{8}$.

Here is another example: Suppose you want to divide $19\frac{7}{8}$ in half. Use the third column because 19 is an odd, whole number. Half of 19 is $9\frac{1}{2}$. Drop the $\frac{1}{2}$ and add the fraction shown in the third column that represents one half of $\frac{7}{8}$. The answer is $9\frac{15}{16}$ —exactly half of $19\frac{7}{8}$.—A. R. Tanner, Cold Spring, N. Y.

Another
G-E
"FIRST"



HEATS
(OIL or GAS)

COOLS
(WATER or AIR)

HEATS WITH GAS OR OIL: COOLS WITH WATER OR AIR

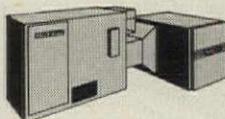
Most Flexible Line on the Market



**UPFLOW
UNITS**
For
homes
with
base-
ments.



**DOWNFLOW
UNITS**
For base-
ment-
less homes,
particularly
slab con-
struction.



HORIZONTAL UNITS
For any home where space
is tight. For crawl space,
attic, garage installation.

New G-E Year-Round Air Conditioner Takes Only 6 Square Feet!

G-E Downflow unit for homes without basements. Here's the ideal year-round air conditioner. Saves up to 17 sq. ft. of living floor space, because heating and cooling units are stacked vertically—take no more floor space than heating alone. Heats with gas or oil, cools by electric refrigeration (water- and air-cooled models). And most important—it helps sell the home that has it. The name on the front is General Electric.

A Name with Unmatched Sales Power

The name General Electric identifies the quality builder as well as the quality product.

It Pays 8 Ways to Select G.E.

1. Factory-assembled and tested units cut installation time.
2. Compact size saves valuable space.
3. Most flexible (and most copied) heating-cooling line on the market.
4. Factory-trained G-E installation specialists.
5. Every unit G-E warranted (cooling, 5 years); dealers everywhere.
6. G-E Air-Wall System—ideal for both heating and cooling.
7. G. E.'s consistent national advertising pre-sells your prospects.
8. General Electric's high consumer preference helps you sell your homes.

GENERAL  ELECTRIC

Find out today how G. E. can help you save time, attract bigger crowds, sell more homes faster. Write:

General Electric Company, Home Heating and Cooling Dept.,
Sec. AB-10, Air Conditioning Div., Bloomfield, N. J.

Please send complete information:

I am a Builder Architect Homeowner Other occupation

NAME.....

COMPANY.....

ADDRESS.....

CITY.....COUNTY.....STATE.....



AIR WALL*

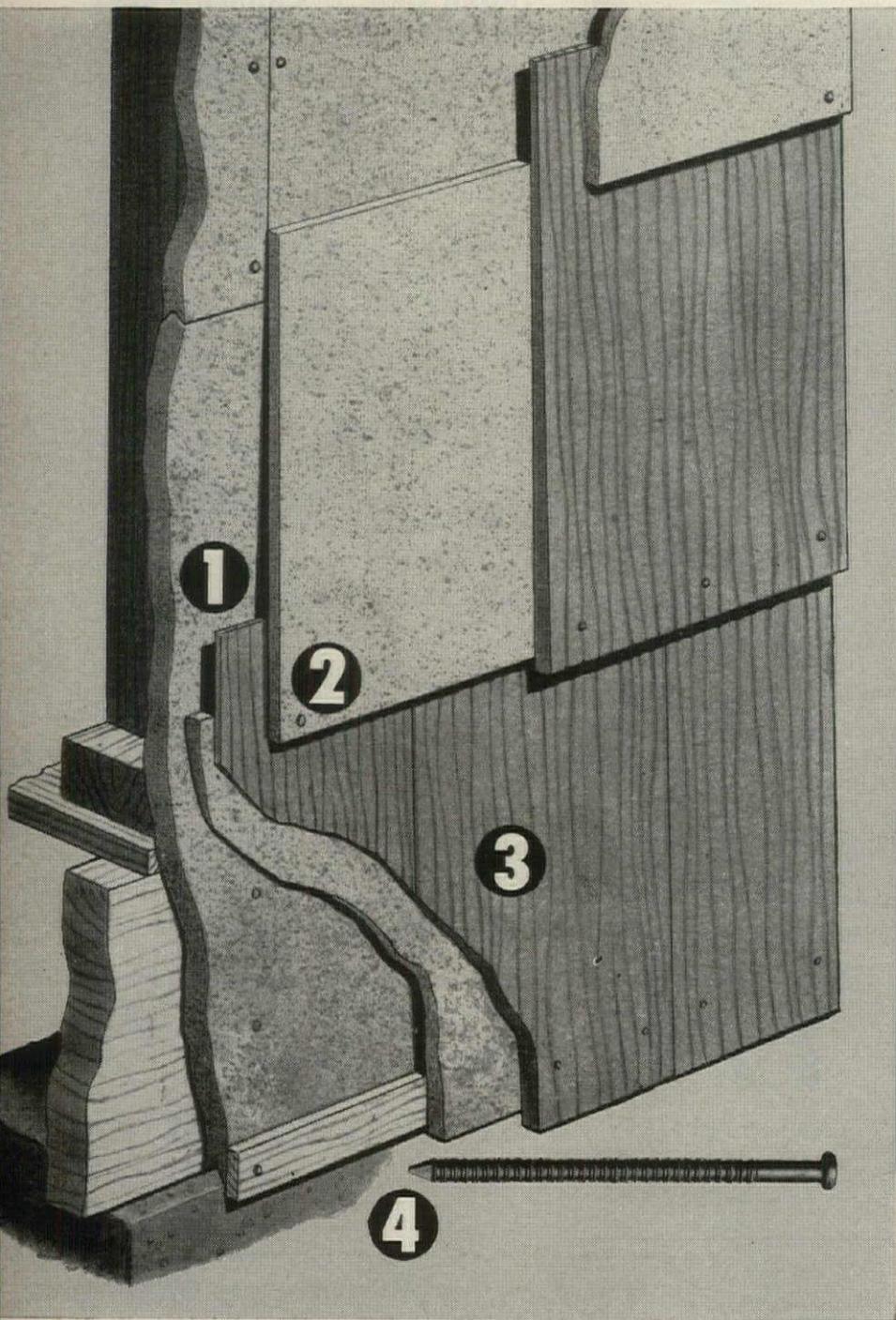
SYSTEM

HOME HEATING and COOLING

*Reg. trademark of General Electric Co.

We save \$126

on homes like this with Insulite's



New, tighter wall resists 250 M. P. H. winds. Tests at the University of Minnesota proved Shingle-Backer System's tremendous holding power. Test wall was exposed to 250 M.P.H. air blasts. Not a shingle came loose! Developed by Insulite, this new Shingle-Backer System gives you a stronger exterior sidewall with extra insulation value. 1. Bildrite Sheathing. 2. Shingle-Backer. 3. Outer-course Shingles. 4. Grooved nail.



**He's 70
home
orders
ahead.**

Two hundred homes built and occupied, land for 500 more, \$1,000,000 in sales in the first four months of 1954 and 70 orders ahead. That's the story of Mr. Bacchus' Sunrise Park. Reason: good design, use of new materials and building methods and sound cost accounting reduce costs—and thus selling price—while increasing the value of his homes. See how Insulite can help you offer more house for less money. Write today for "5 Ways to Build Better for Less" prepared by the Insulite engineers. Write Insulite, Minneapolis 2, Minnesota.

You too can build better and

per 1000 sq ft Shingle-Backer System!



"We cut our sheathing and undercoursing time, eliminated corner-bracing and building paper, reduced temporary bracing and increased the insulation value of our sidewalls by switching to Insulite's new Shingle-Backer System. Net result: better construction and a saving of \$126.94 per 1,000 sq. ft." Pictures on these pages show how.

K. W. Bacchus, president
Bacchus Construction Company
St. Paul, Minnesota



Bildrite saves \$106 per 1,000 sq. ft. on Mr. Bacchus' 700-home Sunrise Park project. With Bildrite, one man can sheath 1,000 square feet in 8 hours or less. Cuts application time as much as 43%. Four-foot wide Bildrite eliminates the need for corner-bracing (F.H.A. accepted). Since Bildrite is waterproofed throughout with asphalt, there's no need for building paper; can be exposed to weather indefinitely.

INSULITE AND BILDRITE ARE REGISTERED TRADE MARKS.



Shingle-Backer saves \$20 per 1,000 sq. ft. on Sunrise Park homes. Cuts application time in half. Four-foot panels produce deep, modern shadow line. Practically eliminate waste. Help increase insulation value of sidewall. Can be used or stored anywhere in any weather because Shingle-Backer is waterproofed throughout with asphalt. Approved for application directly over Bildrite Sheathing.

INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

save with **INSULITE**

the original structural insulation board



A Gas Incinerator does twice as much— sells twice as hard—for the same money

New Gas Incinerators are competitively priced with sink disposal units—yet handle trash and waste paper, too.

Sink disposal handles
this daily garbage



Gas Incinerator takes care of all waste paper and workbench litter, too.



*Shown is a 2-bushel automatic
Bowser-Inciner Gas Incinerator with clock-
controlled, fast-working burner action.*

There's no question about the extra value, the extra sales appeal a garbage disposal unit adds to a house.

Odors, mess, flies, germs, filth, spills—
all the unpleasant things about garbage—
are done away with. With the frequency of
garbage collections diminishing in many
areas (sometimes delayed weeks in the
winter), such a disposal unit almost
becomes a must.

But when you're considering one for
new or remodeled homes, why not pick
the kind that has the most talking
points?

A silent, efficient Gas incinerator
handles everything from vacuum
cleaner sweepings to ham bones; from
waste wood to waste paper. It leaves
a fine ash that need only be disposed
of once a week. (The ash makes excel-
lent fertilizer, by the way.)

Installation is simple. Choice is enor-
mous, with more than a dozen manu-
facturers in the field. The operating
cost in most areas averages just a few
cents a day.

One last point: building ordinances
are usually more favorable to the Gas
incinerator.

Look into this matter. Your local
Gas company will be happy to help you.

only **Gas**  does so much so well

GAS—the modern fuel for automatic cooking...refrigeration...water-heating...house-heating...air-conditioning...clothes-drying...incineration.

AMERICAN GAS ASSOCIATION

Announcing

a **NEW**

ALL-STEEL CORNER BEAD for dry wall construction

Penmetal No. 300 corner bead is the ideal guard for external wallboard corners.

This is a precision-made product, carefully designed for strength, permanence and ease of installation. And yet, Penmetal No. 300 is low in cost. It gives you *economy-with-quality* construction.

Penmetal No. 300 is made of *Weirzin*, an electrolytic zinc-coated steel which is highly resistant to corrosion. The steel is treated with *Bonderite*, which acts as a primer or sizing coat for the bead, and assures long-time adhesion of paint or spackle—far superior to that of knurled steel or aluminum. *One leg of the bead is longer than the other to take care of wallboard overlap.*

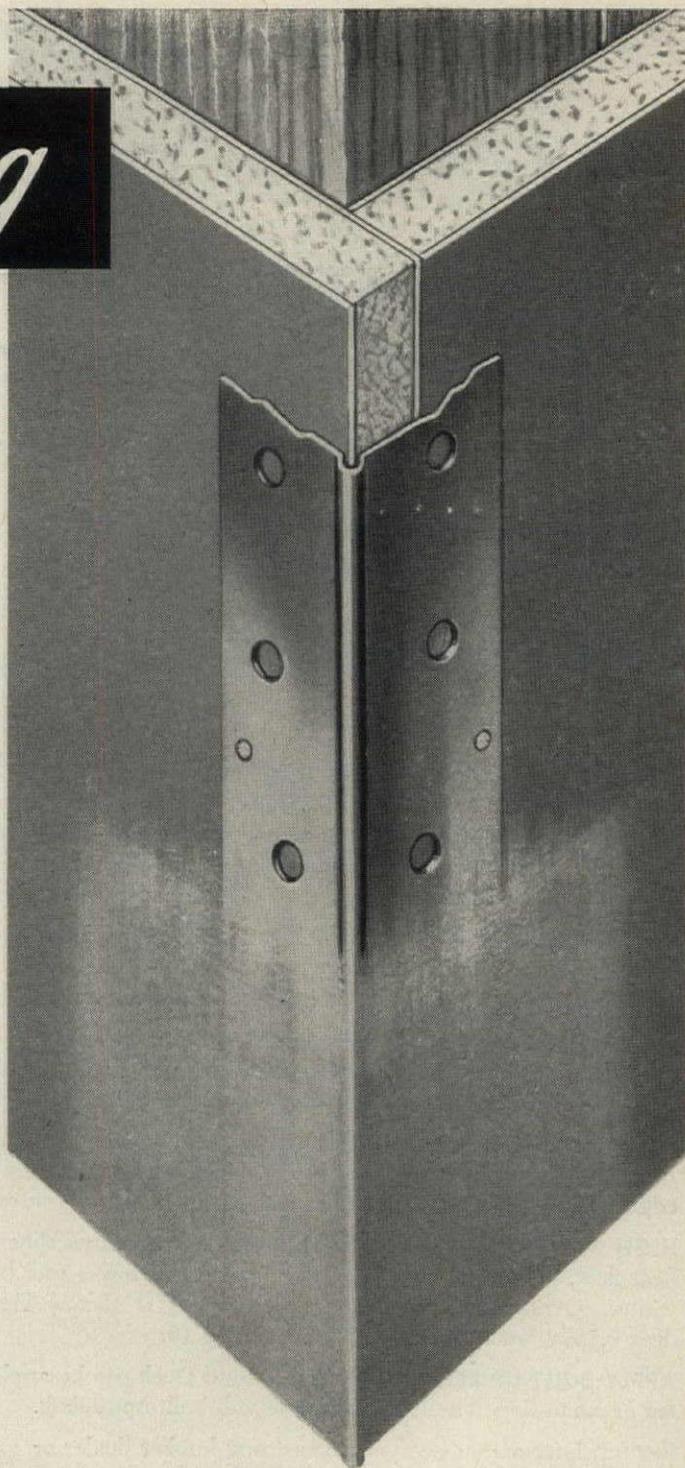
Penmetal No. 300 is easy and fast to apply. No special tools required . . . 8-foot lengths mean minimum cutting . . . prepunched nail holes insure correct spacing and ease in nailing. Only two coats of joint cement required in most cases. No chance of blisters as there is with paper-covered beads.

You will find in this bead every feature you have been looking for. Send for sample and descriptive folder.

PENN METAL COMPANY, INC.

General Sales Office: 205 East 42nd St., New York 17, N. Y.

Plant: Parkersburg, W. Va.



PENN METAL COMPANY, INC.

205 East 42nd Street, New York 17, N. Y.

Please send me, without cost or obligation, sample of Penmetal No. 300, descriptive folder.

Name _____

Company _____

Address _____

City _____ State _____

PM-45

Announcing

ARMSTRONG'S TEMLOK ROOF DECK

NOW—in one economical material

a roof deck, insulation, interior finish,
and vapor barrier

TEMLOK® ROOF DECK is a wood fiber product combining a sturdy roof deck, efficient insulation, an attractive interior ceiling finish, and a tight vapor barrier into one building material. It eliminates the cost of applying roof boards, insulation, lath, plaster, and interior finish.

FAST, ECONOMICAL CONSTRUCTION You save time, labor, and materials by handling and installing one material instead of several. Big 2' x 8' boards, with a modified tongue-and-groove joint, speed application. Roof can be applied quickly to enclose the house.

STRONG AND DURABLE Temlok Roof Deck is made of multiple layers of special asphalt-impregnated Temlok, a tough wood fiber material. Temlok Roof Deck easily supports any normal roof traffic.

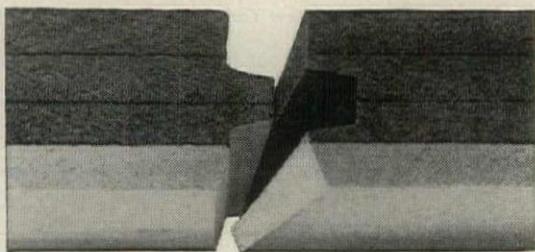
VAPOR RESISTANT A special vapor-resistant adhesive provides a series of vapor barriers that protect this roof deck against condensation. Temlok Roof Deck can be used anywhere in the United States.

PREPAINTED INTERIOR FINISH The interior surface of Temlok Roof Deck is prefinished with two coats of light ivory paint. Long edges are beveled and painted to make joint lines more attractive.

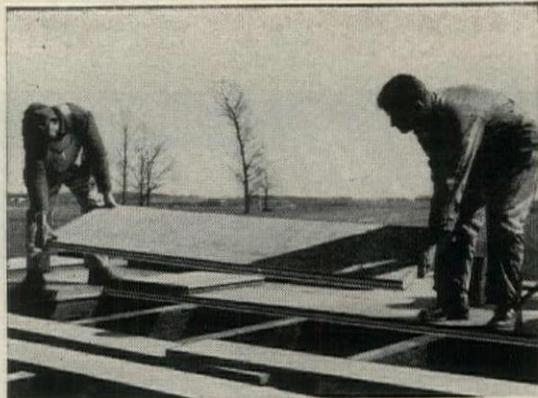
HIGH INSULATION VALUE High insulating properties slow down heat flow, promote a cooler interior in summer, lower fuel bills in winter. Over-all heat transmission coefficients ("U" factor): 1½" roof deck 0.18; 2" roof deck 0.15; 3" roof deck 0.10.

APPLY BUILT-UP ROOFING Temlok Roof Deck can be applied to flat or mono-sloped roofs and covered with built-up roofing.

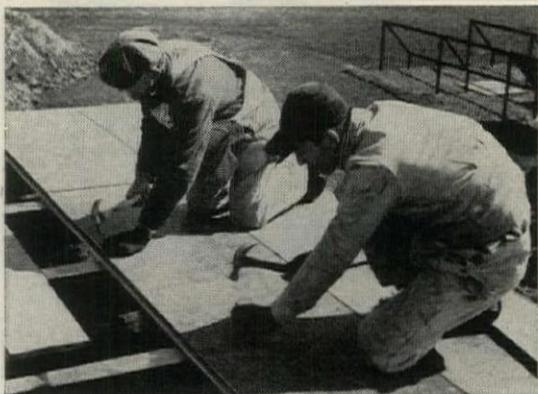
For full information, see your Armstrong lumber dealer or write Armstrong Cork Company, 3706 Rider Avenue, Lancaster, Pennsylvania.



ARMSTRONG'S TEMLOK ROOF DECK



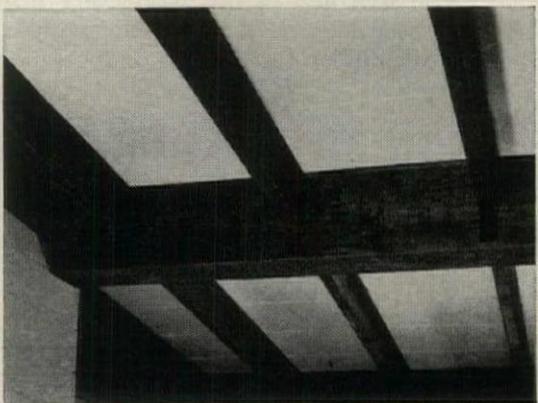
Apply roof deck across rafters with tongue edges exposed. When the next piece is put in place, it should be tapped snug with a wood block. Joints should be staggered.



Use large-head, galvanized nails, long enough to penetrate the roof rafters to a depth of at least 1½". Apply joint filler to groove before installing next piece of roof deck.



Roof can be applied quickly to enclose the house. Temlok Roof Deck can be applied to flat or mono-sloped roofs and covered with built-up roofing.

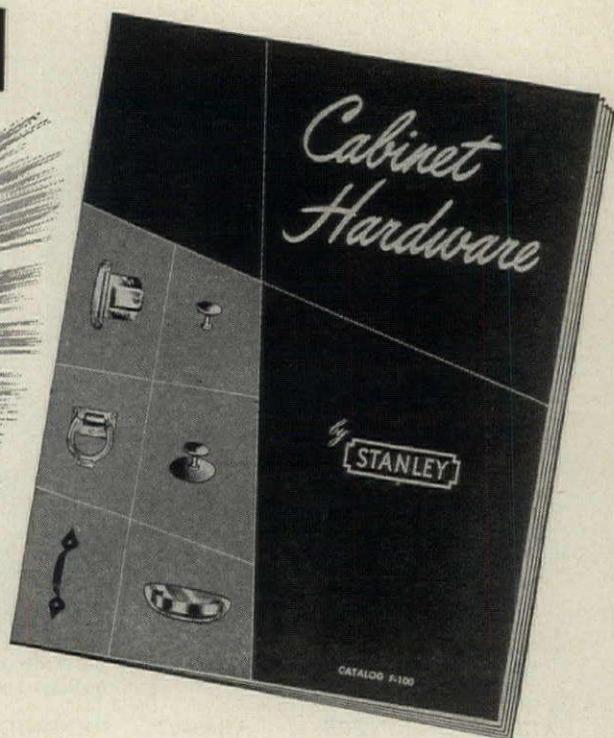


Interior surface and bevels are prefinished with two coats of light ivory paint to provide an attractive interior ceiling finish. Painted bevel minimizes joints.

CABINET HARDWARE NEWS!

by **STANLEY**

NEW



Full-Line Catalog New Items . . . New Lines

For the past month you may have heard rumblings about Stanley's big, new, cabinet hardware program for 1954. Now's your chance to get in on the know! Get in early and with all facts! A brand new, fully illustrated catalog is rolling off the presses right now. Use the coupon below to order your copy.

We can't do justice to the completeness of this line in this space . . . you'll just have to get the catalog and then see the actual pieces at your supplier's.

But, for a starter, take a look at these new hinges for overlapping doors — available for the first time in the *new, complete*, Stanley Cabinet Line:

This is only a small sample of the new items shown and described in the new Stanley Cabinet Hardware Catalog. Get yours now. Use the handy coupon.

STANLEY Hardware

A Division of The Stanley Works

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL • STEEL STRAPPING

Stanley Cabinet Hardware
105 Lake St., New Britain, Conn.

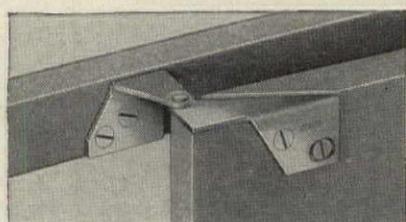
Gentlemen:

Yes, I would like a copy of your new Cabinet Hardware Catalog F-100. Rush mine out today.

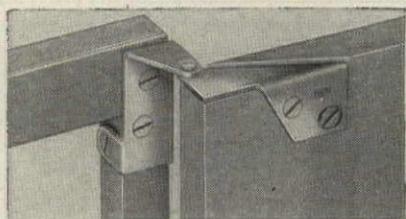
NAME _____

ADDRESS _____

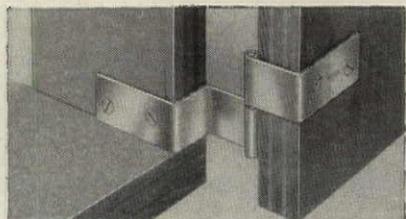
CITY _____ ZONE _____ STATE _____



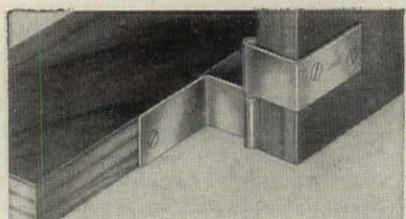
NO. 333 applied on horizontal stile — no vertical mullion necessary.



NO. 334 applied on vertical mullion. Easy to install.

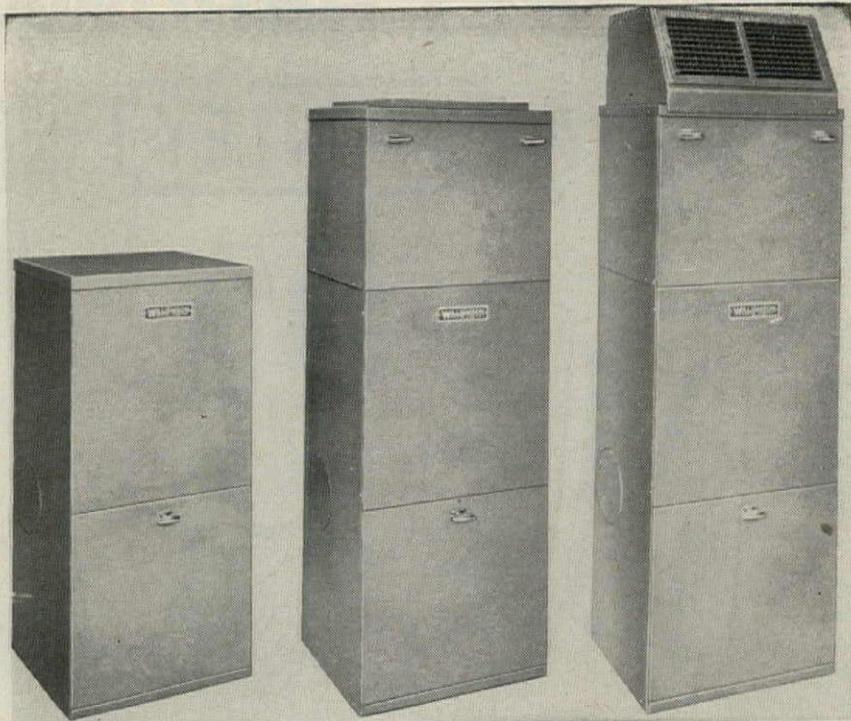


NO. 337 No mortising necessary. Completely reversible.



NO. 339 applied on horizontal stile. Easy to install.

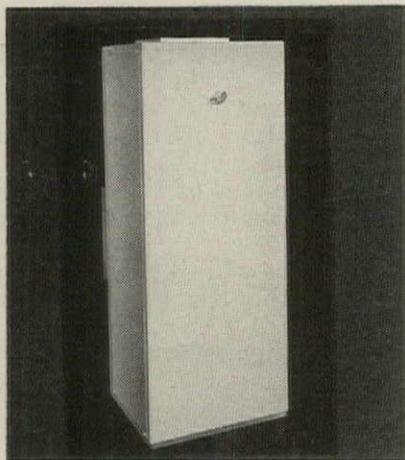
new products



Basic air conditioning unit (left) for forced air, warm air furnace; blower package (center) fits over basic unit; space cap (right) converts system to commercial usage

AIR CONDITIONERS AB65402

Designed for both residential central cooling or commercial floor installations, these units are available in two- and three-ton refrigeration capacities. They provide a variety of heating-cooling combinations for residential work, since they can be installed as mated units with the manufacturer's warm air



furnaces, or as individual cooling units, duct-connected to any make of warm air furnace. Both models require only 24 $\frac{3}{8}$ x22 inches of floor space; each is 60 $\frac{3}{4}$ inches high. The entire unit can be serviced by removing the front panel of the cabinet.

Featuring a sealed unit which uses Freon as the refrigerant, these air conditioners control temperature, humidity, ventilation, air circulation and cleanliness. They are equipped with a 15x24-inch replaceable air filter. City or well water may be used to cool the refrigerant, with or without a cooling tower. Morrison Steel Products, Inc., Dept. AB, 601 Amherst St., Buffalo 7, N.Y.

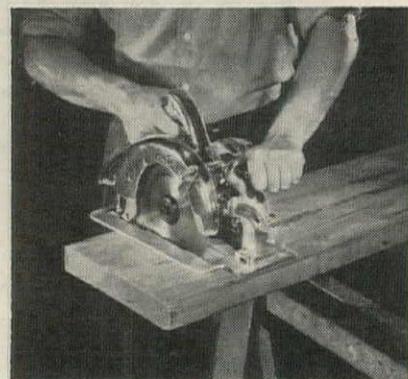
REFRIGERATION UNITS AB65401

Two- and three-ton space refrigeration systems are reported to have the smallest base area of any such units on the market, requiring only 2.7 square feet of floor space. Coolers are sectionally designed for easy handling and installation. The basic unit measures 21 $\frac{3}{4}$ x18 inches and is 44 inches high. It provides complete air conditioning with a forced air warm air furnace.

For owners of gravity-type furnaces or for those wishing greater blower capacity, a compact blower package fits on top of the basic refrigeration unit. A space cap converts the cooler into a unit for offices, and similar commercial areas. Systems are completely automatic, requiring only a thermostat setting to operate the refrigeration system. A summer-winter thermostat is available for control of both cool and warm air conditioning. The Williamson Heater Co., Dept. AB, 3500 Madison Road, Cincinnati 9, Ohio.

HEAVY-DUTY SAWS AB65416

Three heavy-duty saws in seven-, eight- and nine-inch blade sizes, have been redesigned to facilitate operation and



speed accurate sawing for the building field. An exclusive saw grip handle is placed at natural sawing position. An oversize lever arm retracts the lower blade guard for making pocket cuts. Heavy duty motors are designed specifically for power sawing.

A large, sturdy shoe increases support and permits right- or left-hand operation. Full adjustment for depth or angle of cut is provided. A trigger switch and telescoping lower blade guard have been added for safer operation. Saws have two depth adjustments, front and rear, permitting the handle to be kept at a comfortable position even in shallow cuts. Maximum depths of cut for saws is 2 $\frac{7}{16}$, 2 $\frac{13}{16}$ and 3 $\frac{1}{4}$ inches, respectively. The Black & Decker Mfg. Co., Dept. AB, Towson 4, Md.

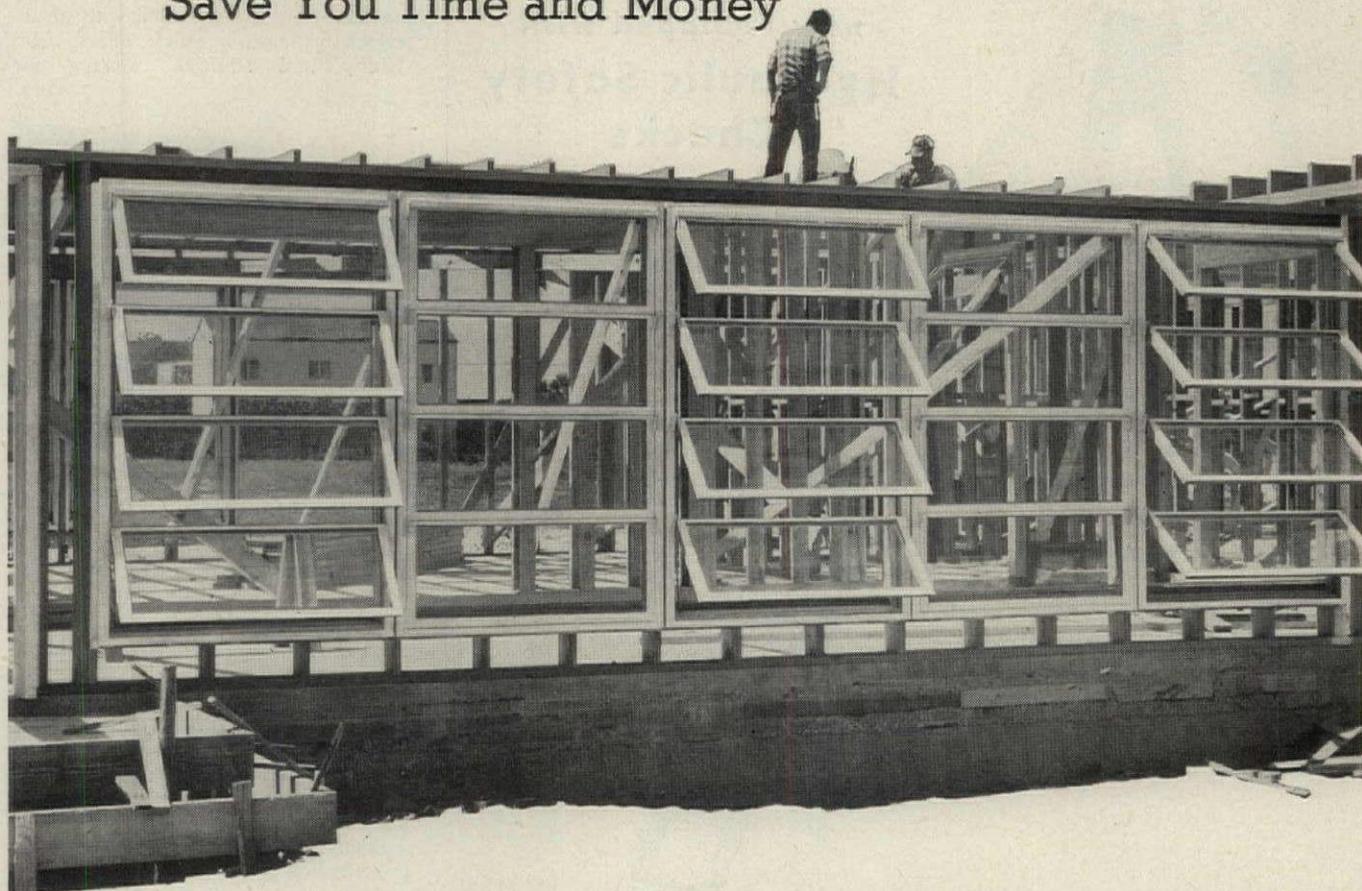
12-FOOT POCKET TAPE AB65404

This 12-foot pocket-sized white steel tape also has a foot-and-inch scale, usually found only on long tapes. Scales give over-all dimensions in both feet and inches and enable quick reading for rougher work, while providing an accurate instrument for the more exacting requirements frequently met by contractors, carpenters, etc. The first six inches are marked off in 32nds.

The conventional scale is calibrated in 16ths of an inch and is marked off from 1 to 144 inches. The other scale is calibrated in eighths, and is marked off in inches with the foot markings being shown in white on black island backgrounds. The blade is $\frac{1}{2}$ -inch wide, made of high-carbon steel, hardened and tempered; blade end is fitted with a self-adjusting hook. Base of the case is exactly two inches long, useful in making inside measurements. Evans & Co., Dept. AB, Elizabeth, N.J.

◆ FOR MORE INFORMATION USE COUPON ON PAGE 222

Gate City Wood Awning Windows
 Factory Assembled and Glazed . . .
 Save You Time and Money



Skilled labor comes high these days. Saving precious man hours . . . even minutes on the job reflect on the credit side of your construction budget. Perhaps the greatest single contribution to economy is the reduction of **on site** operations. That is why profit-wise builders prefer Gate City Wood Awning Windows. Coming to you as a complete, factory assembled unit including glazing, Gate City Windows are ready for immediate, trouble-free installation.

More and more home buyers are requesting awning type windows and more architects are specifying Gate City.

See our Catalogue in Sweet's.

Gate City AWNING WINDOWS

Perma-treated for Long Life

"Window Craftsmen for over 40 years"

GATE CITY SASH & DOOR CO., DEPT. AB-3
 P.O. Box 901, Fort Lauderdale, Fla.

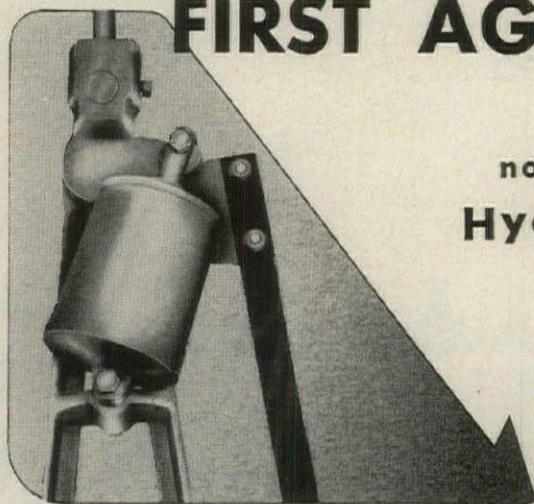
Gentlemen: I would like complete information on Gate City Wood Awning Windows.

Name _____

Address _____

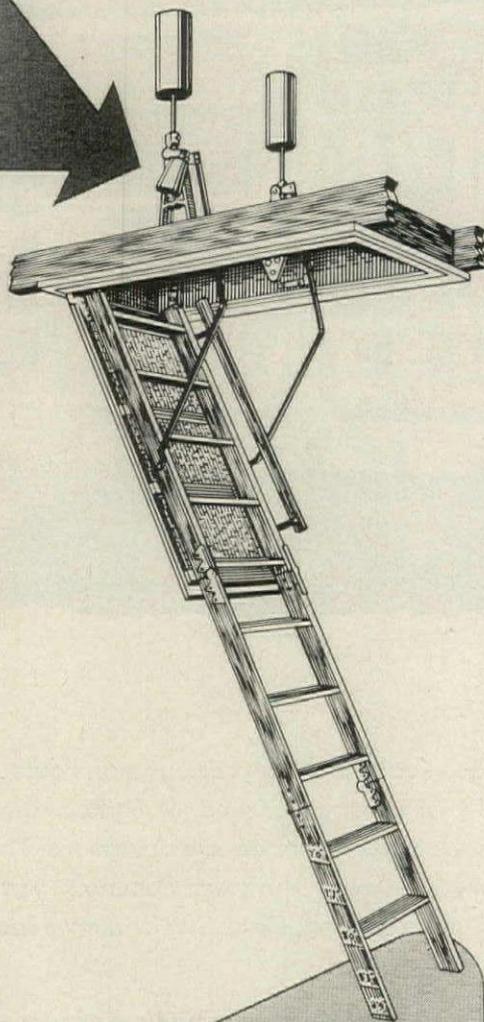
City _____ Zone _____ State _____

Precision Folding Stairway FIRST AGAIN!



now equipped with
Hydraulic Safety Checks

1. Prevent slamming on opening and closing.
2. Operate stairway silently, safely, without effort.
3. Close stairway completely.



5 YEAR
written guarantee
furnished
with each stairway

Add safety checks to
present **PRECISION**
Stairways at small cost.

Manufactured by

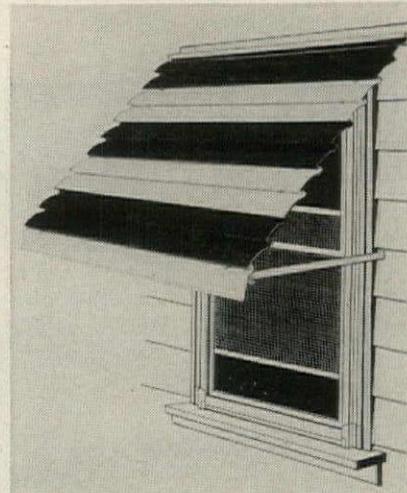
PRECISION PARTS CORP.

400-AB North First Street . . . Nashville 7, Tennessee

new products

ALUMINUM AWNINGS AB65405

Permanent aluminum awnings and canopies feature horizontal lines that blend with all architectural styles and construction materials, according to their makers. They are provided with an interlocking feature which offers extra rigidity and strength, locking the

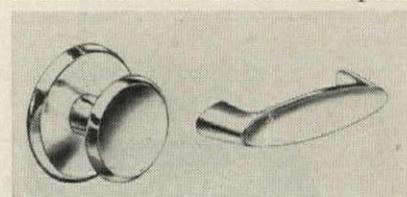


louvers tightly in place. Louvers may be snapped in and out easily so that accent colors can be changed without bolts or tools.

Exclusive ventilation control eliminates awning heat traps and provides better ventilation. A valance gutter serves to funnel off rain. Awnings are made of heavy-gauge aluminum with stainless steel struts for additional strength and flexibility. They are treated with a chemical process which resists rust and corrosion; colors are bonded to the prepared surface. Alumatic Corporation of America, Dept. AB, 2081 S. 56th St., Milwaukee 14, Wis.

CABINET HARDWARE AB65419

A complete line of modern cabinet hardware has been created to match the manufacturer's concave series of residential locksets. The line consists of a concave cabinet pull with a three-inch center (right) and three concave knobs with matching concave backplates in the following sizes: 1¼ inch knob with 1½ inch backplate; 1½ inch knob with 2 inch backplate; and 2 inch knob with 2½ inch backplate.



Cabinet pulls and knobs are available in choice of brass, bronze and chrome finishes. Western Eock Mfg. Co., Dept. AB, 211 N. Madison Ave., Los Angeles 4, Calif.

♦ FOR MORE INFORMATION
USE COUPON, PAGE 222

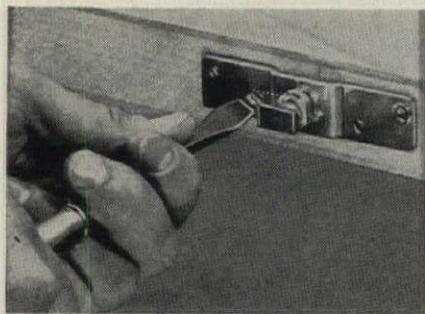
AMERICAN BUILDER



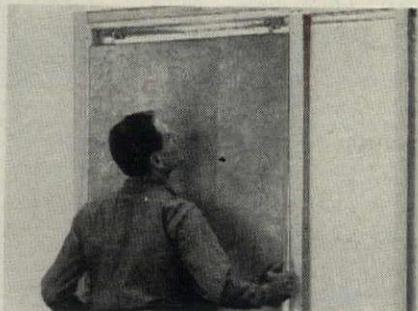
Here's how easy it is to install the finest Sliding Door Hardware



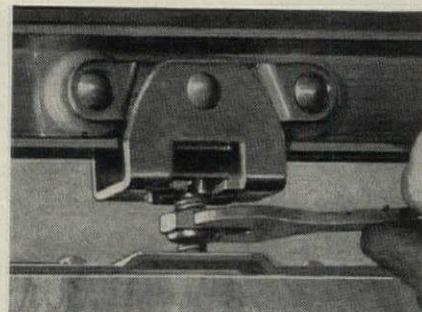
1. Mount track to header. (Grant 7000 Sliding Door Hardware Sets feature extruded aluminum track, cut to size, properly drilled for mounting. All parts contained in dust free tube. There's a style and size for every need.)



2. Attach hanger to door. (Illustrated is adjustable top plate. Also available are aprons in sizes for all door thicknesses from $\frac{3}{4}$ " to $1\frac{3}{4}$ ". All Grant 7000 sets will carry 100 pounds.



3. Hang door. Simply lift so that v-head of bolt enters v-groove of carriers. No special twisting or angling is necessary. No chance for misalignment. Door centers itself.



4. Tighten elastic stop nut to touch carrier. Door is secured, yet enough play exists to correct for header or saddle misalignment. Standard floor guide used. Operation takes minutes!

GRANT 7000 HAS THESE OUTSTANDING FEATURES:



Complete sets for every application.

Complete packaged sets include any combination of the following: single or double track; any door thickness; adjustable or non-adjustable hangers; plain or self-facing track. Packaged in sturdy tubes, clean, complete and ready to use at the building site.



Self-Facia Track.

This handsome self-facing track has now been added to the regular packaged line. The beautiful anodized aluminum track becomes a smart looking architectural trim as is or may be painted to match room trim.



Finest design and Materials!

The floating action of the pivoted wheel arm (for example) keeps the nylon wheels (eight per door!) in constant contact with track for satin-smooth operation. The Grant 7000 is unquestionably the finest sliding door hardware set now made for standard use.



Clear Installation Instructions.

The instructions packed in every set are the clearest we've ever seen. (The photos in this ad are taken from the instruction sheet.) Just another instance of attention to detail that characterizes this fine hardware and everything about it. It's worth your interest!

Ask your dealer for

Grant 7000 Sliding Door Hardware

A product of Grant Pulley and Hardware Corporation
Flushing, New York Los Angeles, California

Grant Pulley and Hardware Corporation
31-63 Whitestone Parkway, Flushing, N. Y.

- Send full data on Grant 7000 Sliding Door
 Have your distributor in my area get in touch with me.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

Mosaic Clay Tile helps sell Broadmoor homes...highlights quality construction!

In Little Rock, Ark., the 700-house Broadmoor Development is well under way. Developers Mr. & Mrs. Elbert L. Fausett are building quality homes of quality materials, average price \$17,500.00. Tile kitchens and bathrooms are what home buyers want and the Mosaic Clay Tile in Broadmoor homes helps the Fausetts sell these homes on sight!



Here's what Broadmoor owners have to say:



Mrs. John Tiftickjian, 11 Broadmoor Drive, says, "My tile floors are so comfortable to walk and stand on and everyone admires their gay tile pattern. I'm happy that my tile bathroom and kitchen are so easy to keep bright and clean."



"The Mosaic Tile walls and work deck in my kitchen are both colorful and practical," says Mrs. Wm. D. Tompkins, 3 Belmont Drive. "I wouldn't want anything but tile around my built-in range. And my tile bathroom takes no time at all to clean."

Fausett & Company, Developers and Builders
W. F. Clements Tile Co., Tile Contractors

Build with Mosaic Clay Tile. It helps sell your houses faster, gives your buyers what they want. See Mosaic Tile at your Tile Contractor's Showroom or at the Mosaic Showroom near you. For helpful Mosaic Tile literature, write The Mosaic Tile Company, Dept. 35-18, Zanesville, Ohio.



THE MOSAIC TILE COMPANY



1954 Our Sixtieth Year

Member—Tile Council of America and The Producers' Council, Inc.
Offices, Showrooms and Warehouses from Coast to Coast
Over 4000 Tile Contractors to serve you.

Offices:

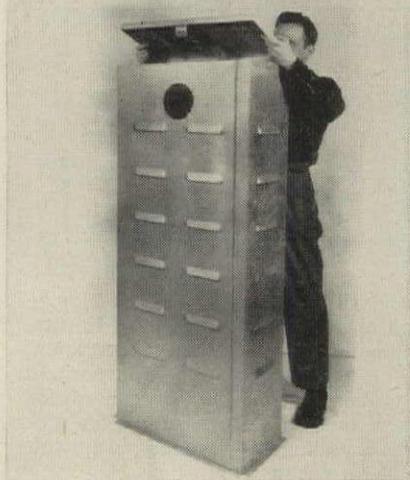
Atlanta • Baltimore • Boston • Buffalo
Chicago • Dallas • Denver • Detroit
Fresno • Greensboro • Hartford
Hempstead, L. I., N. Y. • Hollywood
Little Rock • Miami • Milwaukee
Minneapolis • New Orleans • New York
Philadelphia • Pittsburgh • Portland
Rosemead, Cal. • Salt Lake City
San Francisco • Seattle • St. Louis
Tampa • Washington, D. C. • Zanesville.

AMERICAN BUILDER

new products

SEEPING WELL AB65410

Said to provide a new method for sanitary drainage, these seeping wells are made of heavy-gauge, galvanized steel with an asphalt coating to resist moisture and chemical action of the soil. An open base and louvered sides allow for even and rapid distribution of liquids in drainage areas. Two sizes are available—12x24x38 inches, with a



capacity of 47 gallons, and 12x24x57½, with 72 gallon capacity.

By using these units connected in a series, adequate handling of a large influx of water is provided. Head pressure built up by the rise of water in the columnar well forces the liquids out into the gravel for soil absorption. A space 4x7 feet is required for three wells, allowing for 12 inches of gravel surrounding the wells. Knickerbocker Stamping Co., Dept. AB, Parkersburg, W. Va.

MAGNETIC CATCH AB65403

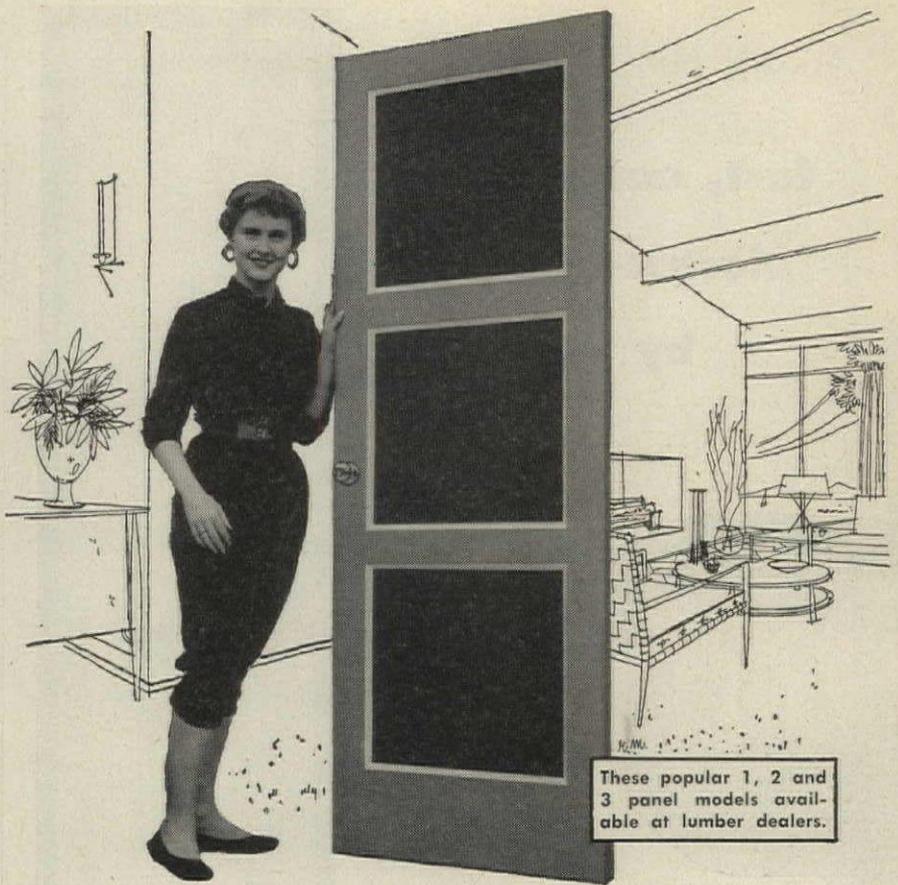
This catch, provided with extra pulling power, is stated to hold cabinet doors securely shut, yet doors can be easily opened by hand. Steel and aluminum inner parts are contained in sturdy tenite housing. The catch is easily mounted on the inside of cabinet, as-



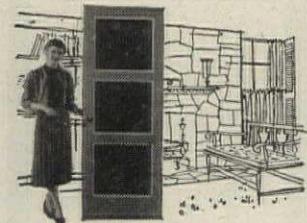
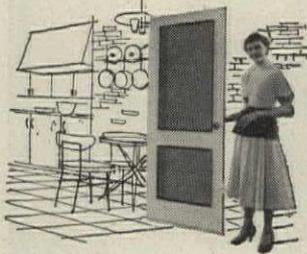
suring smooth, positive action, its manufacturers say.

The unit is packaged in a sturdy, acetate slide box containing the catch, strike and necessary installation screws. National Lock Co., Dept AB, Rockford, Ill.

♦ FOR MORE INFORMATION
USE COUPON, PAGE 222



These popular 1, 2 and 3 panel models available at lumber dealers.



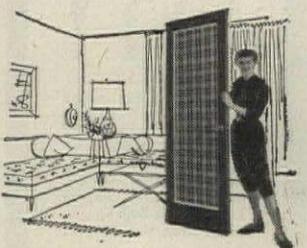
News in doors...

Builders' plans for '54 promise more home for the money . . . more color . . . more texture. In this kind of planning re-styled fir picture panel doors are big news. The idea of treating doors as decorator pieces (instead of barriers) is catching on like grassfire and providing exciting sales appeal for new homes.

These brilliant new low cost doors serve as palettes for home owners to create colorful and dramatic features that complement a room.

Planning homes that include fir panel doors is good style sense . . . good building sense . . . good selling sense.

FIR PICTURE-PANEL DOORS



The traditional dependability of fir panel doors has not changed. They're still craftsman-made to rigid industry and U. S. Commercial Standards. The finest straight grain Douglas fir, the same meticulous detailing is still standard to West Coast fir door manufacturers. Cost? Lower than most doors on the present market. Call your regular supplier or write Fir Door Institute, Tacoma 2, Washington.



Industry grade-trademark signifying independent inspection assures manufacture and quality called for in U. S. Commercial Standards.

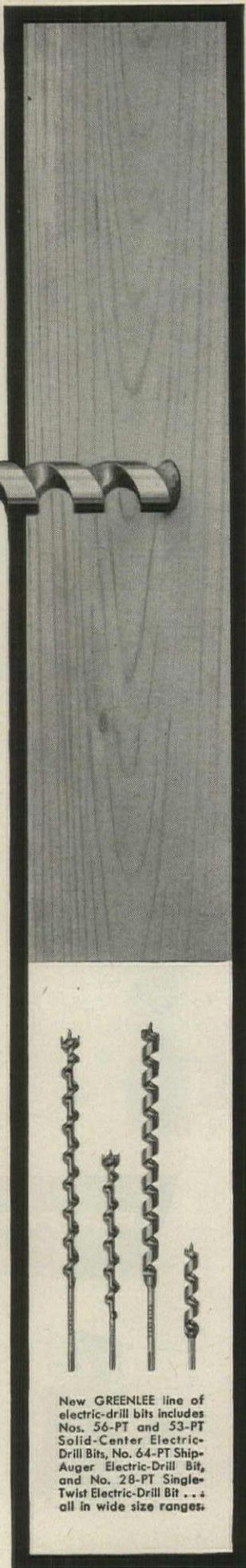
**fast, easy-boring
electric-drill bits
by Greenlee**



Do the job faster, "cleaner," better with these carefully made electric-drill bits. Modeled after the famous GREENLEE brace bit line, these new bits are specially designed for use in portable electric drills. They have fine-pitch screw points to compensate for high rpm of electric drills and are completely heat-treated for extra strength. Shanks are accurately machined for precise alignment of the tool throughout. GREENLEE electric-drill bits are of highest quality to assure fast, accurate boring and long life. Write direct for additional information and descriptive material on the GREENLEE hand tool line.



GREENLEE TOOL CO.
2206 Twelfth St., Rockford, Illinois

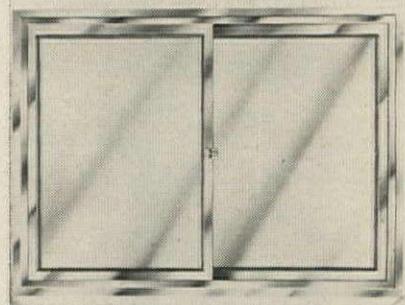


New GREENLEE line of electric-drill bits includes Nos. 56-PT and 53-PT Solid-Center Electric-Drill Bits, No. 64-PT Ship-Auger Electric-Drill Bit, and No. 28-PT Single-Twist Electric-Drill Bit . . . all in wide size ranges.

new products

SLIDE WINDOW AB65421

The "Metalart" horizontal slide window features inside glazing using a vinyl glazing bead (permits glazing without dis-assembling sash); double interlocking meeting rails and vinyl weatherstripping assure weather-tight sash slides on lifetime bearings, which do



not make contact with weatherstripping until reaching the final point of closure, eliminating all friction during operation.

Full length screen is held in position by screen recess, eliminating need for screen hardware. An integral fin provides a nailing flange, doing away with problems encountered when using separate anchors; also eliminates need for trim in many types of construction. Metal Arts Mfg. Co., Inc., Dept. AB, P.O. Box 4144, Atlanta, Ga.

PACKAGED KITCHEN AB65417

The Acme "Space-Master" is a three-in-one packaged kitchen which consists of a stainless steel top and sink, a range and a five cubic foot refrigerator, fitting in less than 2x2½-foot space.

The stainless top and sink are easy to clean and resist denting. The refrigerator has an automatic light, double bottle rack in the door and a sealed, self-oiling Tecumseh unit. The entire mechanism is serviceable from the



front. The range is available for use with natural, manufactured or LP gases, or with electric burners for 220 or 110 volts. Acme-National Refrigeration Co., Inc., Dept. AB, 29-24 40th Ave., Long Island City 1, N. Y.

♦ FOR MORE INFORMATION
USE COUPON, PAGE 222

AMERICAN BUILDER

**Build Greater Strength
and Economy
into your homes
with **FLINTKOTE'S**
Stalwart* Insulation
Sheathing Board
...it's both
Asphalt Coated and Impregnated**



To protect insulation sheathing board from rain and moisture—in transit or on the job site, prior to and during application—it is desirable to have both the core impregnated and the surface coated with asphalt.

So, *why* use a sheathing board that is *only coated* . . . or *only impregnated* . . . when for the same price, you can use Flintkote's Stalwart Insulation Sheathing Board that is *both impregnated and coated*. Even though treated in this manner, Stalwart is not a vapor barrier—an important consideration in good construction.

Stalwart Sheathing adds structural strength to the house itself. It is rigid...has high racking strength. The 4' widths in the 25/32" thickness applied to studding 16" on centers and nailed according to specifications can be used without corner bracing.

This superior Flintkote sheathing provides 2 to 3 times more insulation value than ordinary wood sheathing and, in most cases, more resistance to strain and stress than horizontally applied wood sheathing.

Stalwart is available in two thicknesses—1/2" and 25/32", and in the following sizes:

Size	Thickness
4'x8', 8½', 9', 10', 12'	½"
2'x8'	½" and 25/32"
4'x8', 9', 10' and 12'	25/32"

The long edges of the handy 2'x8' boards are jointed to make a tighter wall—no cracks, holes or open joints allow air infiltration. A tongue-and-groove joint is used on the 25/32" size and a V joint is on the 1/2" size.

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

The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

And don't forget FLINTKOTE Insulation Lath

An ideal plaster base and insulation combined. Its use reduces redecorating costs by preventing lath marks. The V-W joint on the long edges provides uninterrupted insulation; its resiliency cushions movement or distortion in the frame of the building.

Flintkote Insulation Board Products

are *carefully* controlled from raw material to finished board. The fibers for these boards come from selected trees in Flintkote's own forests... and the processing is closely supervised through laboratory and plant for top performance on the job.

See your Flintkote Dealer for full information about Flintkote Stalwart Insulation Sheathing Board, Flintkote Insulation Lath and other Flintkote building board products. Or write us.



FLINTKOTE...the extra years of service cost no more!

New
**SOLID
BRASS**

FLUSH

PULL

NO.

206

By

ADAMS

-RITE

In the original Adams-Rite round design... 2 1/8" diameter for easy installation... solid stamped brass for highest quality... available in all standard finishes and protected by the finest clear baked enamel surface coating

Adams-Rite solid brass flush pulls are now available in diameters of 1 1/8", 2 1/8" and 2 5/8".

202

206

201

Write for Information



ADAMS-RITE MANUFACTURING CO.

540 WEST CHEVY CHASE DRIVE, GLENDALE 4, CALIFORNIA, U. S. A.

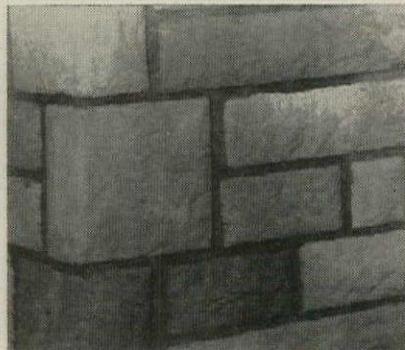
SPECIALIZED LOCKS AND 'BUILDERS' HARDWARE

new products

STONE FACING

AB65412

"Oro" is a pre-formed stone facing with "locked in" colors which are not affected by age, acid washing or sand blasting. It is adaptable to both residential or commercial construction, and is also suited for indoor fireplaces and game rooms. The facing is proportional in line and surface contour, with no trace of artificiality, according to its makers. To heighten the natural look and provide the appearance of wall



depth, a molded cornerstone is available, designed to blend and fit with the facing.

The product is offered in brown, buff, reddish buff and gray. It can be applied at random, in color combinations or in single color. Pre-formed "Oro" is hand-cast, dried and cured under rigid control conditions. It can be applied over any surface. Castle Stone, Inc., Dept. AB, 10th and Spring Garden Sts., Allentown, Pa.

PRE-CUT SIDING

AB65418

A siding material called "Plyaloy" is claimed to eliminate the checking and grain raise problem which has caused many homes to appear prematurely old. The new material comes packaged by the square, complete with wedges and furring strips. It is made by fusing a smooth, durable resin overlay to a



base of exterior plywood, and thus offers the light weight strength of plywood combined with a surface that takes paint well and keeps it from checking.

The surface is abrasion-resistant and is water- and weatherproof. Plyaloy pre-cut siding comes in standard 12-, 16- and 24-inch widths, all eight feet long. Lower edges are beveled for drip. St. Paul and Tacoma Lumber Co., Dept. AB, Tacoma 2, Wash.

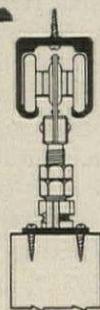
♦ FOR MORE INFORMATION
USE COUPON, PAGE 222



Balance!

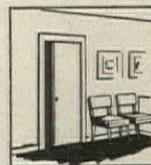
CENTER MOUNTING

Is an exclusive feature of Kennatrack sliding door hardware. Combined with even distribution of door weight over 8 nylon wheels, center mounting assures effortless operation and minimizes likelihood of warpage.



Kennatrack

SLIDING DOOR
HARDWARE



Secret of quick, trouble-free sliding door installations is selecting the right type of hardware. SEND FOR FREE COPY OF

the KENNATRACK "Buyer's Guide." A book that takes the guesswork out of sliding door installations! Kennatrack Corporation, Elkhart, Indiana.

Take a tip from the tracts...



WORLD'S LARGEST TRACT in Lakewood, California, where 486,200 squares of Certigrade cedar shingles shelter 22,100 homes in an all-cedar-roof community.

THE BOYS WHO BUILD—and successfully sell—the big ones practice two basic business principles: They exercise rigid *cost control* . . . and they know how to *merchandise* their finished product.

THAT'S WHY, in many of the nation's largest tract developments, there's cedar as far as the eye can see.

The Cost—Cedar shingles sometimes cost a little more per square than substitutes. But they more than offset their *delivered price* by saving you on *applied cost*.

Being strong and rigid, cedar shingles can be applied over *spaced* roof sheathing in a bridging application. Imitation roofings require *solid* sheathing to lean on for support. Thus, the occasional *first* economy of substitutes is so often a *false* economy. You can save an average of \$200 per roof when you *space your sheathing*.

That \$200 pays the difference between genuine cedar and a makeshift material. Reason enough why those who know their costs specify red cedar shingles.

The Sale—Be it a tract or a single house, the sooner you put an owner *in* . . . the more profit you take *out*. When you're selling homes by the hundreds, effective merchandising makes a big difference in the break-even point. Again, look to the developers—and you'll see why they use cedar.

Cedar on the roof is like having an extra salesman on the ground. When buyers find that the natural beauty, stormproof ruggedness and maintenance-free dependability of *real* cedar is available to them without a price premium, quicker sales result.

So take this tip from the tracts: Your homes won't cost any more, but *will* sell faster—when there's genuine cedar on the roof.

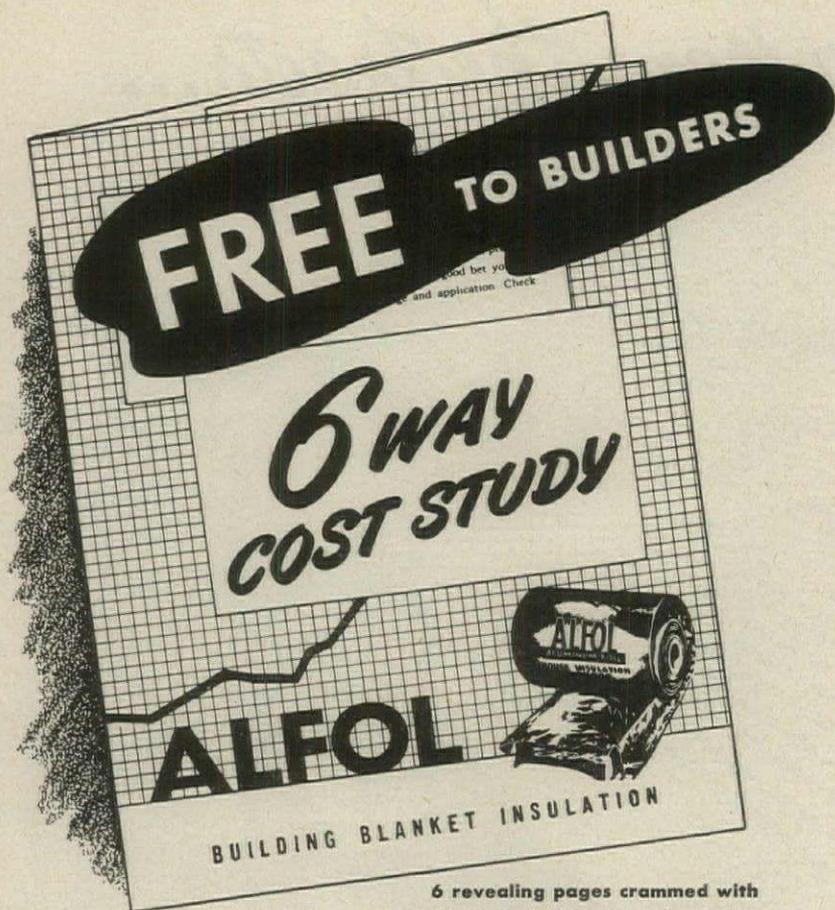
For your free copy of a handy roof estimating sheet, write:

RED CEDAR SHINGLE BUREAU

5510 WHITE BUILDING, SEATTLE 1, WASHINGTON

OR 425 HOWE STREET, VANCOUVER 1, B. C.





6 revealing pages crammed with
Cost-Study facts, figures on insulation

Designed for Insulation Contractors, this pamphlet provides inside facts on how you can Slash Insulation Costs!

Here's what this
vital pamphlet contains:

- Actual time/cost figures on every insulation handling operation from factory shipment through installation. Includes (for both bulk and reflective-type materials):

Unloading operations (2)
Storage
Loading and delivery
On-job application

- 12 on-the-job photos
- How to Install ALFOL
- Heat-loss, Condensation: how to block both at once
- ALFOL's five types, four widths

Whether you put in your own insulation or buy it applied from a contractor, you'll want this vital pamphlet.

For it gives you the "inside story" on insulation costs, especially those connected with handling, storage and application. These are "overhead" costs. They're often hidden, but you pay them just the same . . . *directly*, if you put in your own insulation; *indirectly*, if you buy your material applied.

This Cost-Study reveals what these costs are, how much they amount to . . . *in dollars and cents!* And it gives the *figures* behind the lower prices usually quoted by your ALFOL distributor-applicator.

Offered to builders for the first time, this 6-page folder is free. **To get your copy write the words "Cost Study" on your letterhead today and send it to our Dept. AB-6.**

ALFOL
BUILDING BLANKET INSULATION
"FIRST IN REFLECTIVE INSULATION"

REFLECTAL CORPORATION

A Subsidiary of
155 EAST 44th ST.

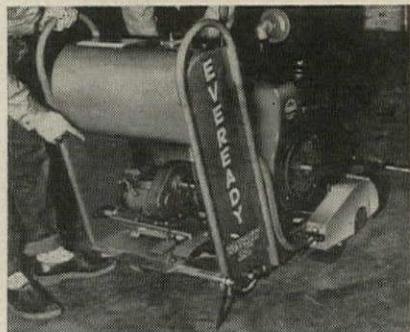


Borg-Warner
NEW YORK 17, N. Y.

new products

CONCRETE SAW AB65422

A self-propelled concrete saw moves forward at a controlled speed. Two abrasive-coated wheels act as a positive friction drive to both rear saw wheels. The drive is engaged or disengaged by a foot level control. Variable speed



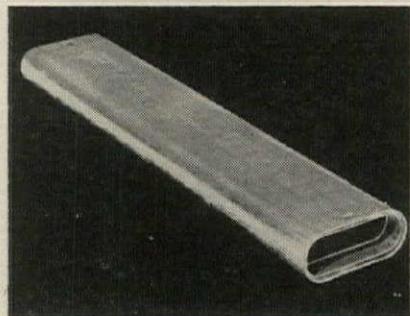
transmission can be regulated to drive the saw at speeds up to 12 feet per minute.

Advantages include increased cutting footage per day with less work for the operator; increased blade life, due to the "Powr-Drive" movement; more accurate cutting, since the drive tends to keep saw cutting in a straight line. A blade control hydraulically lowers and raises the blade without danger of twisting or binding the blade in the cut. Dash board controls allow greater operating and maneuvering ease. Eveready BrikSaw Co., Dept. AB, 1509 S. Michigan Blvd., Chicago 5, Ill.

GAS VENT PIPE AB65420

Unit is designed especially for "in-the-wall" venting. It has a narrow, oval cross-section permitting easy installation inside a wall without special construction or extra insulation. It features an inner and outer pipe separated by an insulating air space. A new coupling device enables pipe sections to be joined without cement or mastic, and without screws except where the vent will be left exposed in rooms or attics.

The outer pipe is galvanized steel which lessens the chance of damaging the vent during handling and installation. Aluminum is used for the inner



pipe to provide a fast-heating inner "hot stack" and to offer maximum corrosion resistance. Metalbestos Division, William Wallace Co., Dept. AB, Belmont, Calif.

♦ FOR MORE INFORMATION
USE COUPON, PAGE 222

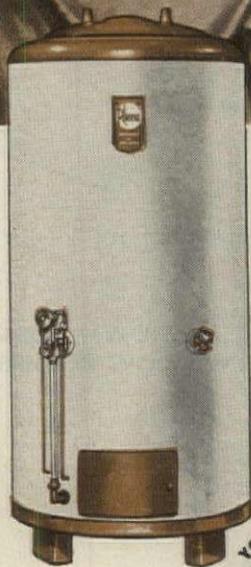


**MAKE HOME-BUYERS HAPPY
WITH THE FINEST!**

Rheem Coppermatic®

**finest water heater everywhere
...because copper lasts longer!**

Install Rheem Coppermatics in the homes you build. They provide a plus value that discriminating buyers will appreciate. Rheem Coppermatic is the lowest cost copper tank water heater, completely different, lasts years longer, provides adequate hot water 24 hours a day, and it cannot rust. Rheem Coppermatic water heater is one of those added values that will appeal to the prospects you are trying to interest. Let us tell you the complete Coppermatic story.



**RUST-
PROOF**

Rheem Coppermatic

AUTOMATIC STORAGE GAS WATER HEATER



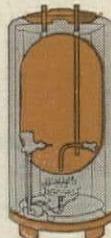
**A COMPLETE
COPPER TANK**

Outlasts ordinary heaters in corrosion areas many times over. Can't rust—*anywhere!*



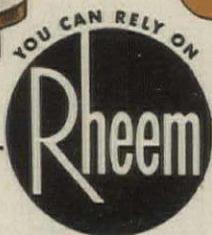
**INSIDE
A COMPLETE
STEEL TANK**

Both tanks have super-strong capsule shapes. Pressure-Proved at double the pressure needed for normal use.



HEATS QUICKER

Recovers faster! Delivers practically a continuous supply of hot water. Handsome, white steel cabinet fits kitchens, basements, closets.



Send your request to nearest Sales Office, addresses of which are listed below.

Please send full information on Rheem Coppermatic profits, advertising and promotion. AB-6

RHEEM MANUFACTURING COMPANY
WORLD'S LARGEST MANUFACTURER OF AUTOMATIC STORAGE WATER HEATERS
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801 Chesley Ave., Richmond, Calif.
3693 E. Marginal Way, Seattle, Wash.

NAME _____
ADDRESS _____
CITY _____ STATE _____

New "SPACE-MAID" BATH ROOM STORAGE CABINET

and KNOCKED-DOWN METAL DOOR and WINDOW FRAMES



Above: "Space-Maid" Bathroom Storage Cabinet on display at Builders Manufacturing Company booth during National Home Builders Show at Chicago, January 17-21, 1954.

Right: Close-up view of "Space-Maid" cabinet showing ample room for storage of bathroom supplies.

CABINET IS IDEAL FOR APARTMENT HOUSES

Every bathroom needs more storage space. Install "SPACE-MAID" at low cost and make your houses easier to sell at a more profitable price. "SPACE-MAID" extends into the wall, around the standpipe above the bathroom commode. (See plan below.) Total inside depth is 11 3/4 inches by 24 inches wide. Plenty of room for towels, linens, toilet tissue, soaps, large medicine bottles, etc.

"SPACE-MAID" is the "something extra" and the "something new" that clinches your sales in 1954. Write or wire for prices and complete information.

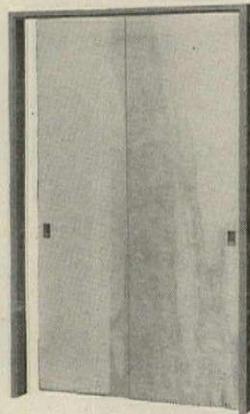


(Patents Pending)

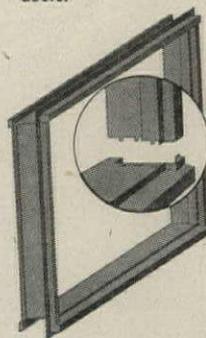
New and Different

(Patents Pending)

SAVE \$50
A HOUSE

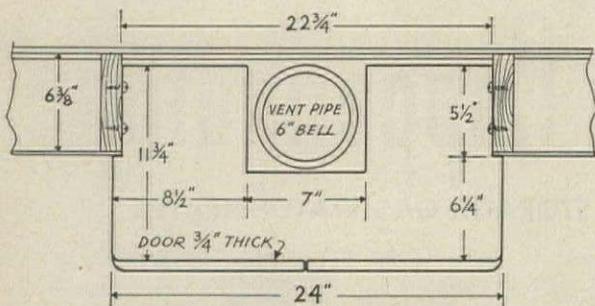
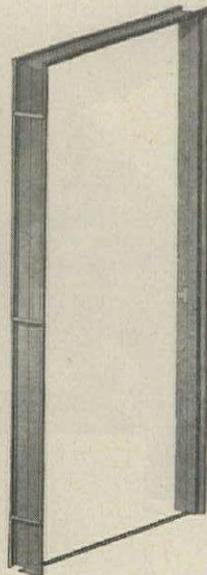


BUILDERS knocked down steel frame for sliding doors.



BUILDERS knocked down metal window frames.

BUILDERS knocked down standard steel door frames.



TWO MODELS

Model "A"—For new construction, 11 3/4"x24"

Model "B"—For existing construction, 8"x24"
White baked enamel finish

KNOCKED-DOWN DOOR AND WINDOW FRAMES

A knocked down metal window frame absolutely waterproof in all corners and NEVER BEFORE available in all three corrosion-resistant materials — GALVANITE STEEL, ALUMINUM and STAINLESS STEEL. STANDARD PRODUCT—PLAIN STEEL.

A steel knocked down door frame so easy to assemble and actually more rigid than a tabbed frame with welded corners. Beautiful new curved line design.

A wedged-head knocked down steel frame for sliding doors, complete with hardware for 1 3/8" and 3/4" doors. Overhead easy rolling track. Frame matches standard BUILDERS wedged-head door frames.

Whatever your corrosion problem may be, there is a BUILDERS FRAME for you.

MAIL THIS COUPON

BUILDERS MANUFACTURING COMPANY
1514 Brown-Marx Building, Birmingham, Alabama

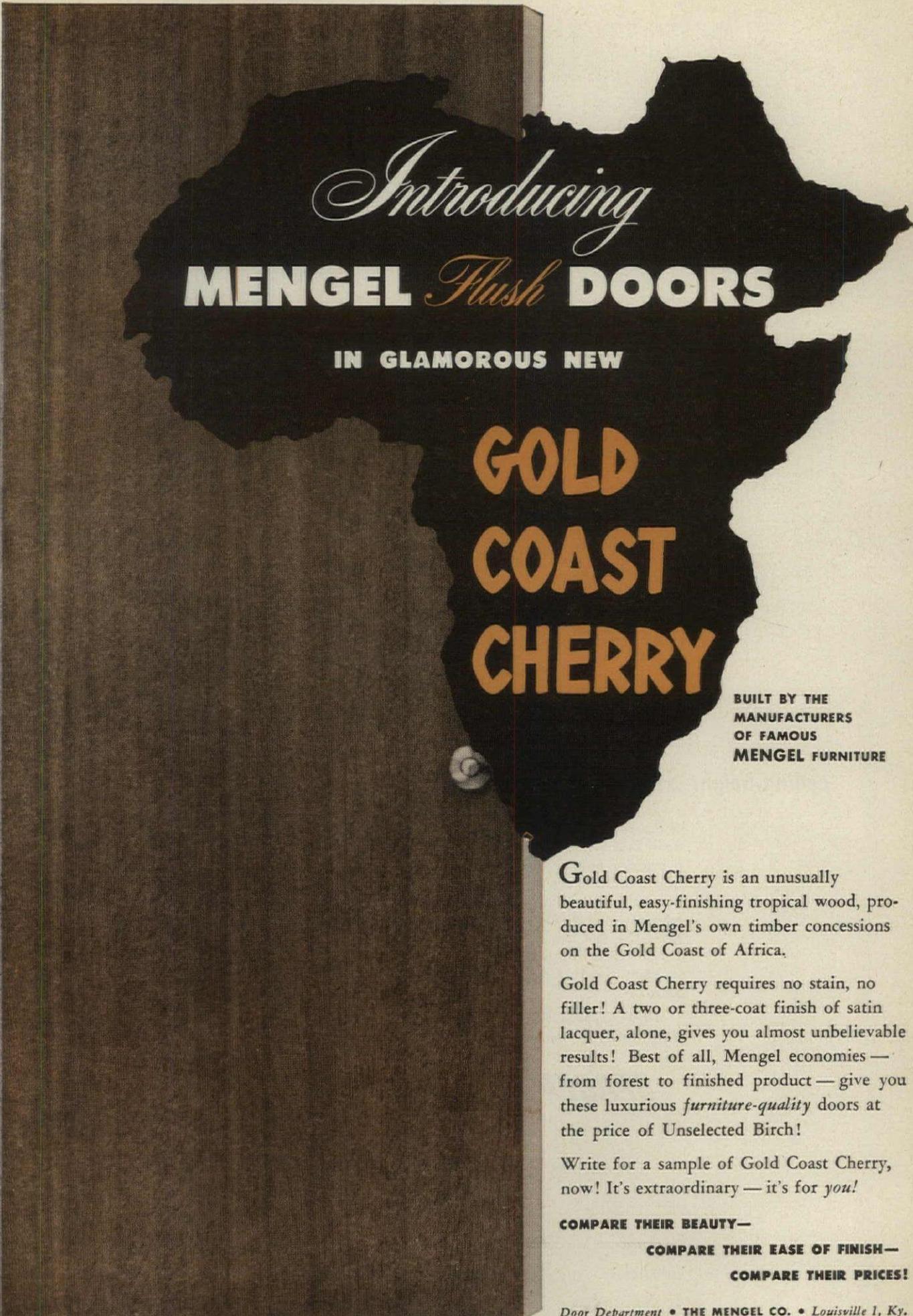
Yes, I want details. Send folder illustrating your "Space-Maid" cabinet and catalog describing your knocked-down metal window and door frames. Quote prices on following quantity of—

Door Frames Window Frames Cabinets.....

Name Builder

Address Dealer

City Distributor



Introducing
MENGEL *Flush* DOORS

IN GLAMOROUS NEW

**GOLD
COAST
CHERRY**

**BUILT BY THE
MANUFACTURERS
OF FAMOUS
MENGEL FURNITURE**

Gold Coast Cherry is an unusually beautiful, easy-finishing tropical wood, produced in Mengel's own timber concessions on the Gold Coast of Africa.

Gold Coast Cherry requires no stain, no filler! A two or three-coat finish of satin lacquer, alone, gives you almost unbelievable results! Best of all, Mengel economies — from forest to finished product — give you these luxurious *furniture-quality* doors at the price of Unselected Birch!

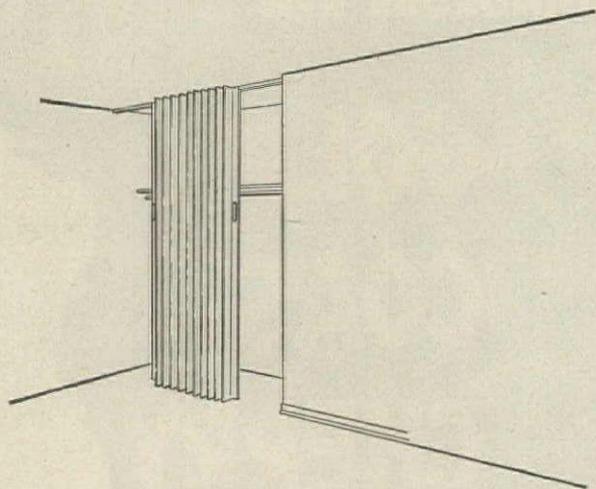
Write for a sample of Gold Coast Cherry, now! It's extraordinary — it's for *you!*

COMPARE THEIR BEAUTY—

COMPARE THEIR EASE OF FINISH—

COMPARE THEIR PRICES!

Door Department • THE MENGEL CO. • Louisville 1, Ky.



now...
by builder demand
ceiling-height SPACEMASTER

It's here... a 4' x 8' Spacemaster folding door! Less than a year ago we introduced Standard-height Spacemaster. Today, over 100,000 have been installed... and now enthusiastic builders have demanded a Spacemaster of "ceiling height." Now it's here! Use this new Spacemaster for economical floor-to-ceiling closets or room divisions. See your building supply dealer today.

NEW CASTLE PRODUCTS, INC.
 New Castle, Indiana; Montreal 6, Canada

SPACEMASTER

folding doors

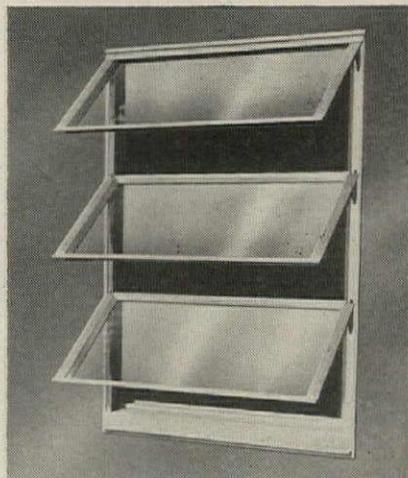


COPYRIGHTED NEW CASTLE PRODUCTS, INC., 1954

new products

AWNING WINDOW AB65415

This aluminum awning-type window features completely enclosed hardware, with no projecting arms or locking devices inside or outside, whether open or closed. A hidden fixed hinge prevents rain from splashing in over the top vent when it is open. Compensating

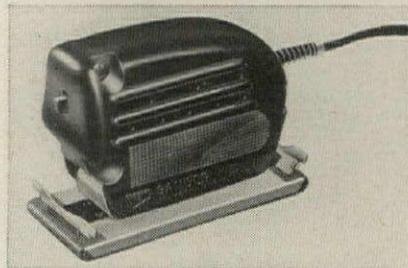


sash hardware automatically adjusts each sash for tight closure and prevents warping.

The window is completely weather-stripped with vinyl at jambs, sill and meeting rails. Extruded aluminum strip glazing eliminates need for putty. Hollow jambs and extra heavy sash members give the unit rigidity. Window is factory glazed for delivery as a completely assembled unit. Gate City Sash & Door Co., Dept. AB, Fort Lauderdale, Fla.

SANDER-POLISHER AB65408

Light-weight, quiet operation electric sander-polisher is provided with a hand grip for better operator control, close to the work. The device's straight-line action is said to be free from bucking or whipping, and delivers 240 strokes per second with the grain of the wood.



The unit is provided with a self-tightening sandpaper gripper. Polishing cloth can be substituted, making the unit useful for polishing furniture finishes or metal trim. The sander-polisher operates on 110/120 volts, a.c., 60 cycles, 25 watts. Sanding area is 2½ x 5½ inches. Housing is made of rugged plastic. Working weight of the unit is 2½ pounds. Wen Products, Inc., Dept. AB, 5808 Northwest Hwy., Chicago 31, Ill.

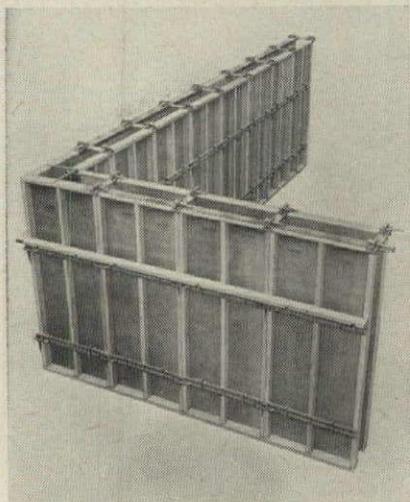
♦ FOR MORE INFORMATION
 USE COUPON, PAGE 222

AMERICAN BUILDER

CONCRETE FORMS AB65407

These units, called "Rocforms," have been designed for erecting and pouring reinforced concrete homes and light commercial buildings. The average 34x40-foot house can be completely formed and poured in less than five days in one continuous pour for the outside and inside walls and roof, the manufacturers state. Windows, door jambs, electrical outlets, plumbing, reinforcing steel, etc., are all in place in the poured walls. Rocform reinforced concrete garages can be set up and poured in one day on previously prepared concrete slabs.

The picture shows Rocform's steel wall liners, produced in ten-foot lengths with four steel spreaders to each unit.



Clamping mechanism is spaced so as to hold panel surfaces flush in both inside and outside walls. Each liner unit holds five 3x8-foot panels in alignment, and is attached to wall panels in a few seconds. Rocform Corp., Dept. AB, 15160 W. 8-Mile Road, Detroit 35, Mich.

SUMP PUMP AB65413

This unit can be entirely submerged without damage to its working parts or the Neoprene-jacketed cord which is sealed into its housing. A space-saving basement-drainer only 14 inches high, this pump has a stainless steel sealed housing which serves both as float and automatic switch control; no float adjustment is necessary as the operating range is set at the factory. The entire unit is installed below the floor level.

Two models are available, both with 1¼-inch pipe connection; one unit has a bronze body with brass impeller, the other has a cast iron body, electro-cadmium plated, with brass impeller. Both units have a capacity of 2,650 gallons against a 12-foot head. Pump can be controlled manually by applying tension to handle. Milwaukee Flush Valve Co., Dept. AB, 301 E. Reservoir Ave., Milwaukee 12, Wis.

◆ FOR MORE INFORMATION
USE COUPON, PAGE 222



From left to right: John H. Hendy, William F. Hendy, Neal P. Hendy

**"MODERNFOLD doors
make a definite selling point"**

—JOHN H. HENDY, THE ARCOSE COMPANY.

Modernfold makes a strong merchandising feature in homes built by The Arcose Company of Cincinnati, according to John H. Hendy, one of the three brothers active in the operation of the company. Prospects are quick to appreciate the fact that this Modernfold wall gives them extra use of the room shown...as a study, a third bedroom, or as part of the living area. The Hendy brothers plan to build and sell some 200 units this year, using from 9 to 10 Modernfold doors in each house.

**You save labor, cut costs,
insure satisfaction—with Modernfold**

There's no need for exact fitting—no need for special casing or trimming, no need to paint the door—with Modernfold. They go up—complete in 30 minutes or less. Modernfold's extra sturdy frame construction means greater rigidity, smooth torque-free action—for longer life...fewer call backs...insured customer satisfaction.

See your installing distributor or mail coupon for full details.

New Castle Products, Inc.
New Castle, Indiana • Montreal 6, Canada



the doors that fold
like an accordion

modernfold
DOORS

by NEW CASTLE

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NEW CASTLE PRODUCTS, INC.
P. O. Box 853
New Castle, Indiana
Please send full details on Modernfold doors.

Name.....
Address.....
City.....County.....State.....

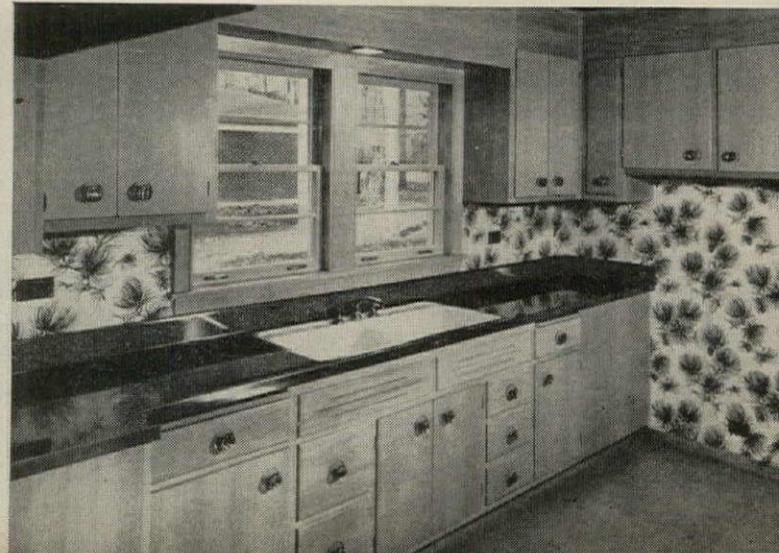


NON-CHECKING WELDTEX offers unlimited possibilities for single wall treatments. It can be painted or stained any color.

Weldwood paneling makes any house and it's guaranteed for the life of the house!

PRE-FINISHED PLANKWELD is the easiest of all wall paneling to install. Special metal clips hold panels, hide nailheads. Available in a variety of wood faces.

THERE IS A BIG TREND to real wood built-in cabinets in the kitchen. Here you see exotic blond Korina with surface tops in Mardi-Gras pattern Micarta®.



GUARANTEE: Weldwood Fire Doors* and Weldwood Stay-Strate Doors® are *unqualifiedly* guaranteed **FOR LIFE** against warping, binding or sticking. If any properly installed Weldwood Stay-Strate or Fire Door fails to come up to these standards, we guarantee to replace it without charge . . . including all labor costs involved.

U. S. PAT. NO. 2593050



The incomparable beauty of real wood paneling, while often imitated, is never duplicated. It has a sales appeal all its own—makes any house look like a better buy.

When you panel even one wall of a room with Weldwood, you add the magic selling touch that's a sure hit with prospects everywhere. Weldwood looks like more for the money because no other wall covering material even comes close to matching the natural beauty of *real wood!*

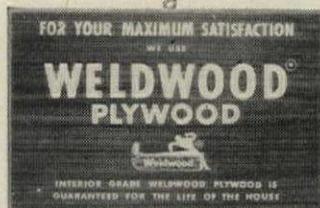
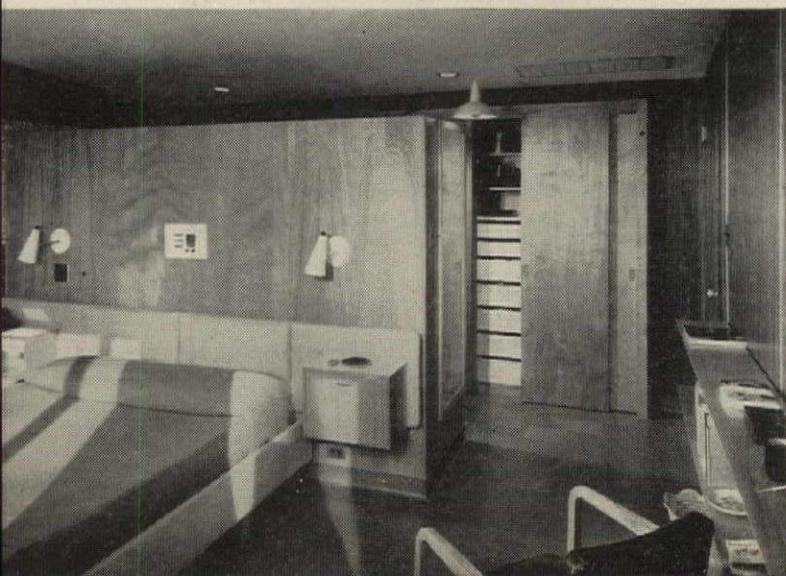
CHECK ITS COST. Weldwood paneling is applied directly to studding, thus compares favorably in cost with more involved wall covering methods. For instance, 1/4" panels for a wall 8' x 12' in exotic blond Korina® cost only about \$53, in birch \$41, mahogany \$48, walnut \$57, oak \$53, Weldtex® \$25, Surfwood® \$23, Novoply® \$25, and there's even easier-to-install Pre-finished Plankweld® too!

And don't overlook superior Douglas Fir Weldwood for built-ins, sub-flooring, roof and side-wall sheathing. It stands up better, saves by speeding up the job!

For further information see your lumber dealer or consult with the Architects and Builders Service Desk at your nearest United States Plywood or U.S.-Mengel Plywoods distributing unit in 73 principal cities, or mail coupon.

look twice its price

HERE'S A WAY to give a bedroom a real lift. Panel a wall in cheerful economical Weldwood birch. It's easy to clean and complements any type of furnishings.



This Weldwood Guarantee display plaque in genuine walnut, 11 3/4" x 7 1/2" is available free for builders featuring Weldwood paneling. Ideal for model homes.



Weldwood®

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DISTRIBUTING UNITS IN 73 PRINCIPAL CITIES

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Incinor is the No. 1 gas-fired incinerator — completely automatic, too!

Improves landscaping by eliminating messy trash and garbage cans.

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new products

PRE-HUNG DOOR UNIT AB65411

Adjustable to all rough door openings, regardless of wall construction, it is claimed that the Jackstite pre-hung door



unit can be installed in one-fifth the time ordinarily taken. Unit is shipped complete in a heavy carton with the door mounted in place on its hinges, and the door and jamb machined for lock and hardware. To install, the "door" side is positioned first in the rough opening, plumbed and secured to the wall by nailing through the casing. No shimming with shingles is necessary, as three slotted metal brackets on each side of the jamb extend back to the studding where they are nailed in place. The tightening of a single screw through each bracket prevents further movement of the jamb.

The other side of the casing is fitted with the metal strips which slide into the matching pocket members on the adjuster units. A door stop permits adjustment for walls which may be out of plumb, and covers the opening between the split jambs. Young Wood Products Co., Dept. AB, Novi, Mich.

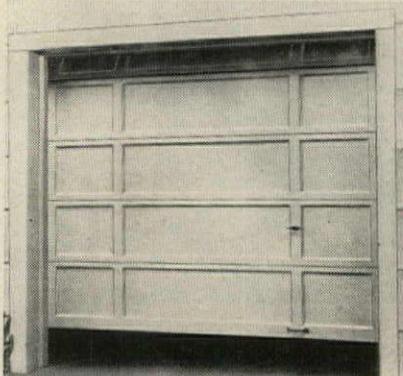
SLIDING CLOSET DOOR AB65409

New "King Size" sliding closet door unit is designed to provide floor-to-ceiling storage space, while making closet shelves more accessible. This floor-to-ceiling feature also simplifies construction by eliminating the need for a partial wall above standard height doors. Prime coated with a baked-on neutral color synthetic enamel, unit comes ready for finishing to blend with any interior decoration scheme.

Installation is simple; hardware snaps into place and has smooth, quiet operation. Rollers and spring-tension guide are nylon and the door pulls are plastic. Metal trim to match the trim on standard manufacturer's Amweld frames is also available on the sliding closet unit. The American Welding & Mfg. Co., Building Products Div., Dept. AB, Warren, Ohio.

GARAGE DOOR AB65406

Five-section overhead-type garage door, especially suitable for ranch style homes, is made for 8x7-foot openings. Two other doors of the same design, in single and double types, are available for 9x7- and 16x7-foot openings. Only 12½-inch clearance is required, and handle can be installed on either side of door.



The unit is said to be easy to operate, since power springs do all the lifting. Other features include offset joints to seal out weather, a tapered track with full 16-inch radius curve, safety catch to prevent door rebound, automatic double-action latches and steel ball bearing rollers. Frantz Manufacturing Co., Dept. AB, Sterling, Ill.

USE THIS COUPON FOR MORE INFORMATION ON NEW PRODUCTS AND CATALOGS IN THIS ISSUE

**Save Time—Just Insert Key Numbers and Mail To:
American Builder, 79 W. Monroe Street, Chicago 3, Illinois**

Name

Address

City State

Please indicate whether you are

Builder () Dealer or Distributor () Other ()

No. No. No. No.

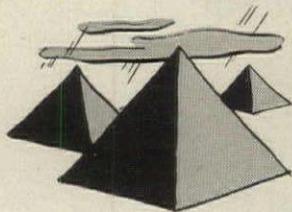
No. No. No. No.

No. No. No. No.

When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder

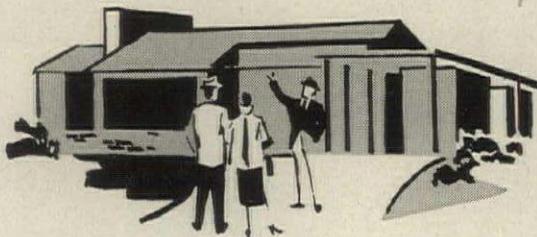
5 REASONS WHY IT WILL PAY YOU TO
FLASH EVERY HOME YOU BUILD WITH

REVERE SHEET COPPER



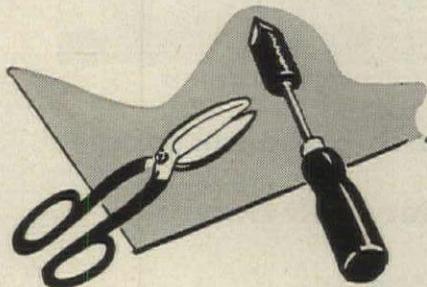
COPPER HAS PROVED ITS SUPERIOR ENDURANCE QUALITIES OVER THE CENTURIES.

When you use copper you can do so with the utmost confidence. Its enduring qualities have been proved century in and century out since the days of the pyramids.



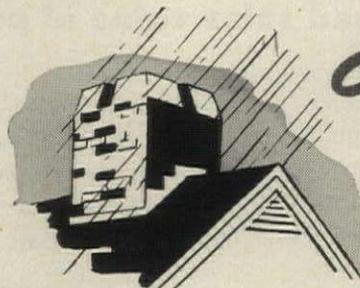
COPPER HELPS SELL YOUR HOUSES.

When you tell buyers the flashing, gutters and downspouts of your houses are copper they accept copper without question, for over the years copper has become universally accepted as the mark of quality construction.



COPPER IS READILY WORKED ...HAS UNMATCHED SOLDERING PROPERTIES.

Copper can be cut and bent to any shape or form desired and with little effort. You can solder copper to perfection with a normal size soldering iron at regular temperatures. It's one reason sheet metal men prefer it to any other metal.



COPPER DOES NOT RUST ... DOES NOT ROT ... DOES NOT DRY OUT.

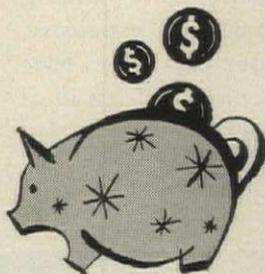
You need never have to worry about endangering your reputation due to rusting or deterioration when you use copper, for it *can't* rust or rot. In fact, copper takes on a protective, attractive patina as it gets older.

COPPER COSTS LESS PER YEAR OF SERVICE.

The initial cost of copper may be slightly more than materials that rust, rot or have not proven themselves. But that small extra cost pays back many times that amount in extra performance dividends through its many years of faithful service.

* * *

There is not another metal or alloy that has all of the outstanding construction characteristics of copper!



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230 Park Avenue, New York 17, N. Y.

Mills: Baltimore, Md.; Chicago and Clinton, Ill.; Detroit, Mich.; Los Angeles and Riverside, Calif.; New Bedford, Mass.; Rome, N. Y.—
Sales Offices in Principal Cities, Distributors Everywhere

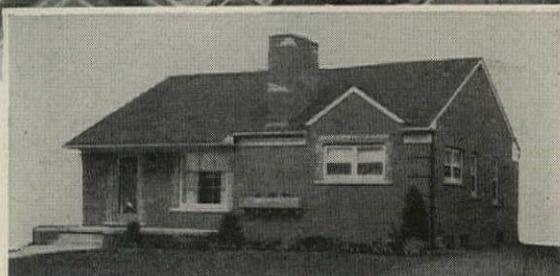
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Build More Homes a Year

**MAKE UP TO
\$1,000 MORE
PROFIT PER UNIT**

Quikbrik



A TYPICAL QUICKBRICK UNIT

- saves time on the job
- more homes with same manpower
- lowers cost of construction
- better built homes
- increased sales value of property

Whether you are a builder of block or frame homes we can show you how you can make up to \$1,000.00 more profit per unit. Factual cases in our files prove other builders, like yourself, have found with Quikbrik they construct more units per year at lower costs with greater profits.

Do not confuse Quikbrik with commonplace tacked on siding . . . It does not come in sheets . . . Quikbrik is real hard burned face brick in a beautiful modern form . . . It has all the charm of face brick but the cost is far less, and defies experts.

Quikbrik is the Fair-Haired Child of the building industry because it makes a home look expensive. Sales are easier to make . . . your purchasers have the choice of 6 rich, beautiful colors . . . It's ideal for small or large type buildings.

ACCEPTED BY FHA AND VA

INVESTIGATE

AMERICAN CEMENT PRODUCTS

7306 PURITAN AVENUE
DETROIT 38, MICHIGAN

Show me how I can make up to \$1,000 more per unit.

Name: _____

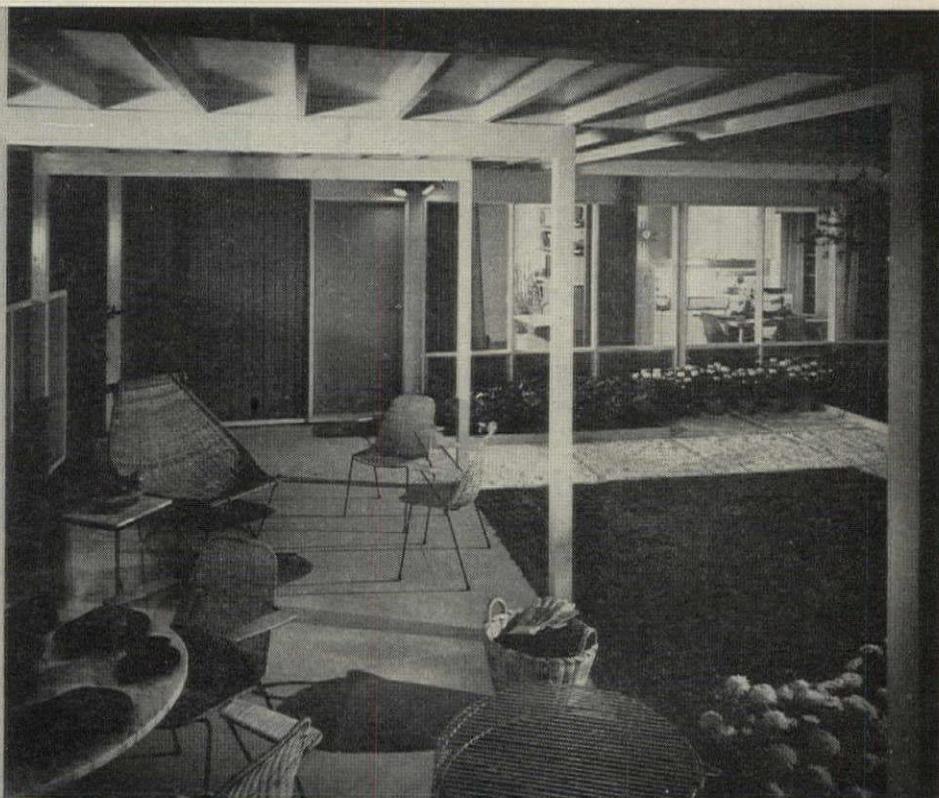
Address: _____

City: _____ Zone: _____ State: _____

AMERICAN CEMENT PRODUCTS

7306 PURITAN AVENUE
DETROIT 38, MICHIGAN

Look
ahead
five
years...



...and see why YOU should "GO *National*" this Year!

In view of the anticipated growth of prefabrication during the next five years, it's good business for you to take a long look at the various producers of prefabricated homes. When you do, you'll find that one—National Homes, has the leadership, experience, resources, public acceptance and all that is necessary for a profitable operation for its dealer builders.

National leads in smart, attractive designs, all created by the famous architect Charles M. Goodman. National leads in value, due to our unmatched buying power and unique production system.

And National backs up every builder-dealer with color ads in leading maga-

zines, plus outstanding promotion at the local level.

Our plant capacity has been increased to enable us to meet the growing demand for National Homes. We need additional dealers who can qualify in resources and experience to handle this ever increasing volume. Write or wire for franchise details today!

Prospects! We Have Files Full!

In areas where there are no National builder-dealers, we have carefully filed thousands of inquiries from our huge magazine and network radio campaign. Those in your territory will be supplied without charge when you become a dealer—another exclusive National advantage. Get the complete story NOW. Address National Homes Corporation, Lafayette, Indiana.

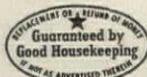
SELLS 107 HOME SUBDIVISION IN WEEK

WILMORITE, INC.
Rochester 11, N. Y.

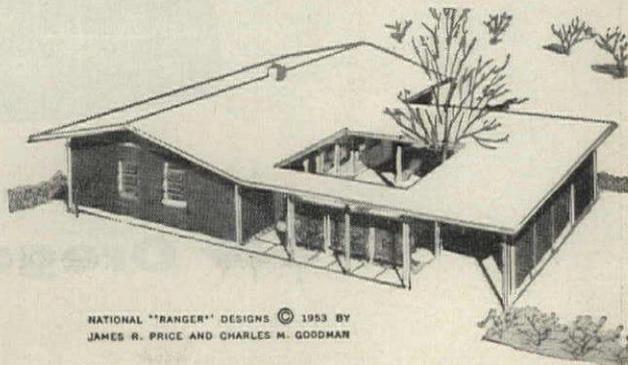
We opened our most recent subdivision this past week and by Friday the entire 107 homes had been sold. Because of the huge turnout some people walked as far as two miles to see our three model National homes. All sales were in the "Custom-Line" including many "Rangers"—average sales price \$12,500.

In view of this demand we are opening a second section of this tract with 104 lots. We have revised our goal and will erect twice the number of homes originally planned. We now plan to build 500 Nationals this year.

JAMES B. WILMOT



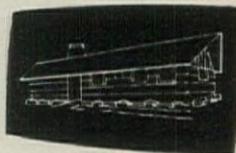
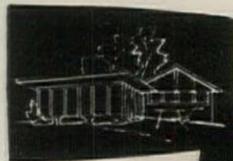
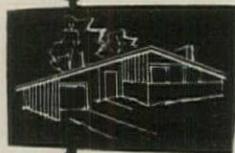
National Homes prefabricated panels and structural parts, as they leave the assembly plant, carry the Good Housekeeping guaranty seal and the Parents' Magazine seal of commendation.



NATIONAL "RANGER" DESIGNS © 1953 BY JAMES R. PRICE AND CHARLES M. GOODMAN

Sales- Condition

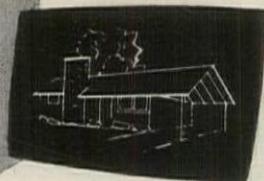
*the homes
you build
with...*



*allwood**

*every builder
should know:*

- ...walls and ceilings of Allwood Hardboard go up fast — provide economy without loss of quality.
- ...Allwood won't shatter, split or crack. It's grainless—equally strong in both lateral dimensions.
- ...Allwood resists abrasion and moisture—maintains dimensional stability.
- ...Allwood is buyer-preferred for good looks and long wear.



HARDBOARD

Allwood Hardboard brings built-in sales appeal to every home you build. You can start NOW to gain economy, efficiency and *extra* versatility on the job. Allwood saws, nails, drills, works like wood because it *is* wood. It bends for special effects.

Get full details from your dealer on sizes and densities available. If he does not stock Allwood, send us his name. Our jobber will call on him.

DEALERS! Find out TODAY how *you* can profit from the spreading demand for Allwood Hardboard. Call in your jobber... or write directly to us for information.

Speed door and window finishing with John Day Packaged Trim — Grade A Ponderosa Pine...flawless pieces cut to correct length. Ask your dealer about it...or write for information.

OREGON LUMBER CO., BAKER, OREGON

*T.M. Oregon Lumber Co.



Oregon Lumber Company

Hardboard Division

DEE, OREGON

Chrysler Airtemp

waterless, all-electric cooling



*makes Year 'Round Air Conditioning practical
and economical for **MODEST** homes, too!*

No matter how compact the mass-produced house may be, no matter where located . . . Chrysler Airtemp *waterless, all-electric* cooling now makes it practical and economical to build in Year 'Round Air Conditioning. Here's why . . .

- The many different ways of installing Chrysler Airtemp *waterless, all-electric* cooling make it practical for *any* house plan—without using even one square inch of living area floor space.
- Chrysler Airtemp *waterless, all-electric* cooling makes Year 'Round Air Conditioning

practical anywhere because it eliminates all problems of water supply, expense and disposal.

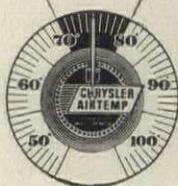
- Chrysler Airtemp *waterless, all-electric* cooling costs less because it does not require plumbing.

There's a Chrysler Airtemp Dealer near you who has *both* Air-Cooled equipment for *waterless, all-electric* cooling and Water-Cooled models. See him for the up-to-date information on the best system for your homes—or return coupon below.

CHRYSLER AIRTEMP

HEATING • AIR CONDITIONING
FOR HOMES, BUSINESS, INDUSTRY
AIRTEMP DIVISION, CHRYSLER CORPORATION
DAYTON 1, OHIO

Comfort Zone



Airtemp Division, Chrysler Corporation
P.O. Box 1037, Dayton 1, Ohio



AB-6-54

I'd like to know more about Chrysler Airtemp Air Conditioning for homes:

Waterless Water-Cooled

Name _____

Address _____

City _____ Zone _____ State _____

There's a BESSLER way to do it

There's an easier, better way to get your homebuyers up into their attics and upper floor areas! It's the BESSLER DISAPPEARING STAIRWAY method. Used for over 40 years in new and old homes of every type. Safety-engineered in every detail. Meets all building codes. Attractively priced! Immediate delivery!

SEE SWEET'S



FREE BESSLER CATALOG

Gives complete specifications on 7 Bessler Disappearing Stairway models. Hundreds of thousands in daily use. More sales and service features than any other type. Write now!



**BESSLER
DISAPPEARING
STAIRWAY CO.**

1900-A East Market Street
Akron 5, Ohio

SLASH LIGHTING COSTS with FREE SUN LIGHT

get **CHEM-O-GLAS** facts



IT MAY PAY YOU WELL to get full details on economies now possible through use of these shatterproof, translucent, chemical-glass sheets.

Only one of its type L.A. Code Approved as "Flame resistant." Colorful. Colorfast. Fadeproof. Maintenance-free. No paint needed—ever. Precision-molded under 400,000 lbs. to give greater strength of 26,000 psi, and absolute uniformity throughout. 5 colors in flat, or exclusive RIBBED shape so easy to install without costly special moldings. Small $\frac{3}{8}$ " rib overlap saves up to 5c per sq. ft. Get facts!

"Tomorrow's Product"—available today. For complete facts, prices, free "Idea Folder" or name of nearest dealer, tear out coupon, now. Mail when convenient.

FLAT CHEM-O-GLAS ENDS BREAKAGE

Use as replacement for standard glass.

NEWEST USE: To replace glass in Jalousie or Louver Windows. "Lets light in; keeps sight out." 5 colors. (Dealers: write for franchise details.)

CHEMOLD COMPANY, Dept. AB-6
2000 Colorado Ave.
Santa Monica, Calif.

RUSH ME: Chem-O-Glas "Idea Folder." Name of nearest dealer.
 Dealer franchise data.

Name.....
Company.....
Address.....
City.....State.....

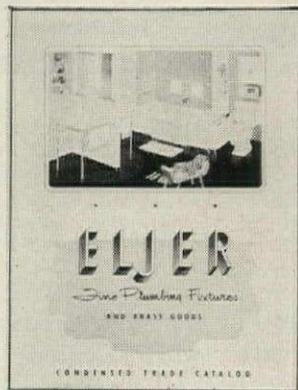
SEND NOW

Catalogs— and Manufacturers Literature

500—GLASS HEAT PANELS—12-page catalog presents story of electric glass panel heat, with complete specifications, illustrations of standard panels, either surface-mounted on wall or recessed; Dialtemp panel, with built-in thermostat and automatic control; Thermolite combination radiant heat-overhead light; baseboard and ceiling panels; Hi-Panel unit for bathroom heating; and portable heaters. Electriglas Corporation, Dept. AB, Bergenfield, N. J.



501—PLUMBING FIXTURES—new, 24-page catalog shows new items, including formed steel recess and corner baths. Steel lavatories, sink and closet combinations and sink and tray combinations also shown. Enameled cast iron 14-inch-high recess bath for low-cost housing is shown, as well as vitreous china items for the trailer industry. Listed are company's six pastel colors, formed steel fixtures to match china or iron. Complete selection of plumbers' brass goods included. Eljer Co., Dept. AB, Ford City, Pa.



502—HOME HEATERS—four-page folder presents six conventional models of the manufacturer's automatic oil-fired units. Features include oversize filters, extra large blower, quiet motor drive, large radiating surface, quick heat and efficient combustion. Complete specifications, cut-away drawings and photographs are given. Units shipped assembled and wired. Ko-Z-Aire Products, Inc., Dept. AB, Red Oak, Iowa.



503—JALOUSIE WINDOWS—four-page folder describes LuVent units for doors, windows, breezeways, partitions, porch enclosures and walls. Features include tight seal between window frame and screens; extruded aluminum glass holding clips and frame; plastic strip between glass and frame seals out weather; counter-balanced louvers; and glass tension springs to prevent rattling. Weather Products, Inc., Dept. AB, 1074 E. 27th St., Hialeah, Fla.

FOR MORE INFORMATION USE COUPON, PAGE 222



BUILDING BUY-WORDS by Herb Willson

An Advertising Page.

THIS CAN HAPPEN . . . it DOES happen! Every year TERMITE damage to homes amounts to millions of dollars in 47 of the 48 States . . . and ROT damage is 10 times greater. Stop TERMITES . . . prevent ROT. Protect your reputation and build to last with WOLMANIZED brand pressure-treated lumber. It is lumber scientifically processed—impregnated under high pressure driving the preservative deep into the wood fibres. WOLMANIZED lumber makes sure future protection from TERMITES and ROT . . . produced under one specification by American Lumber and Treating Co., Chicago, Illinois, or its licensees. Use coupon for FREE information.



CUT COSTS 70%? You can . . . with new Shakertown GLUMAC Units! Such savings are not exceptional with these deep-grooved, factory-stained shakes which are electronically bonded to a tapered, asphalt-impregnated backer board. In big, easy-to-handle 16" x 46³/₄" panels, GLUMACS complete a "double-coursed" shake sidewall up to

three times faster! Just 22 pieces cover 100 sq. ft.—compared to over 400 separate shakes and undercourse shingles. Tops in beauty, quality and economy, too! See the Yellow Pages, or write The Perma Products Co., 5455 Broadway, Cleveland 27, Ohio.



A NEW "BUILDER'S" IN-SINK-ERATOR

food waste disposer was recently introduced at the National Association of Plumbing Contractor's show in Washington. These contractors saw the simplest installing disposer on the market. They also saw a disposer that offers your house-hunting prospects the simplest possible method of getting rid of food waste . . . and food waste problems. All new from top to bottom, the Model 77 Special In-Sink-Erator retains all the famous, nationally advertised In-Sink-Erator features yet adds wanted features such as super-silent cushioning and stainless steel stopper, strainer, cover unit. Write In-Sink-Erator, Racine, Wisconsin for full details.



THINGS HAVE BEEN POPPING in the custom kitchen field. There's a raft of new ideas on kitchen layout, appliance arrangement, color combinations and special work-saving techniques. In fact, if you've allowed yourself to get a little behind in your "kitchen thinking," you're due for

a big surprise. Best way to catch up is to send for a copy of Mutschler's new "Kitchen Showbook." It shows, in color, a selection of kitchens recently featured in leading home magazines. Also, custom items that every woman longs to have. The "Kitchen Showbook" (which cost nearly \$3.00 each to produce) is available to dealers for a limited time at \$1.00 per copy. Write Mutschler Brothers Co., Dept. B, Nappanee, Indiana.



NEW "SIT-DOWN" SINK PROMOTION

is going full steam ahead for Elkay Manufacturing Co. This Lustertone sink, developed in conjunction with House Beautiful magazine, is being advertised via full color page ads in such magazines as House Beautiful, House & Garden and Living. Altogether, the Lustertone stainless steel "Sit-Down" sink advertising will be seen by over 21,000,000 people. This sink becomes, therefore, a natural "feature" item for home builders. Available in three bowl island models or conventional two bowl cabinet models. One bowl is shallow for easy, "sit-down" preparation of vegetables, salads, sea food and the like. Write Elkay, Chicago 50 for full details.



THESE WEISWAY CABINET SHOWERS

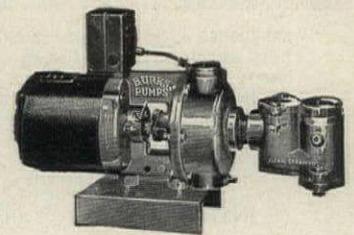
make sound sense. Deep receptors are easy to handle and install, yet have the strength of 14 ga. iron, are made leak-proof and rust-proof with four separately fired coats of vitreous porcelain enamel. Walls of bonderized, galvanized steel have permanent beauty of two coats of baked-on enamel. Pressure-tight joints insure quiet, leak-proof service. Ideal for remodeling . . . no special preparation needed for building walls or floor. Your choice of color and



sizes. Standard or corner entrance models. Shower doors available. Write Henry Weis Mfg. Co., 647 Oak St., Elkhart, Indiana.

IF YOU'RE BUILDING

out beyond city water mains, you'll want to know all about Burks Super Turbine Pumps and Water Systems. The Burks Super Turbine is famous for its Life-lok feature—an engineering advantage that assures more gallons per minute, better performance, and up to 40%



longer life. Guaranteed to lift water 28 feet as a shallow well system, the Burks Super Turbine is readily adaptable to deep well application simply by adding an educer. It's self-priming, fully automatic, has only one moving part, and is available in a wide range of capacities. For full details, write Decatur Pump Co., 13 Elk St., Decatur, Ill.

BUILDING BUY-WORDS

6-1

5510 Cornelia Avenue
Chicago 41, Illinois

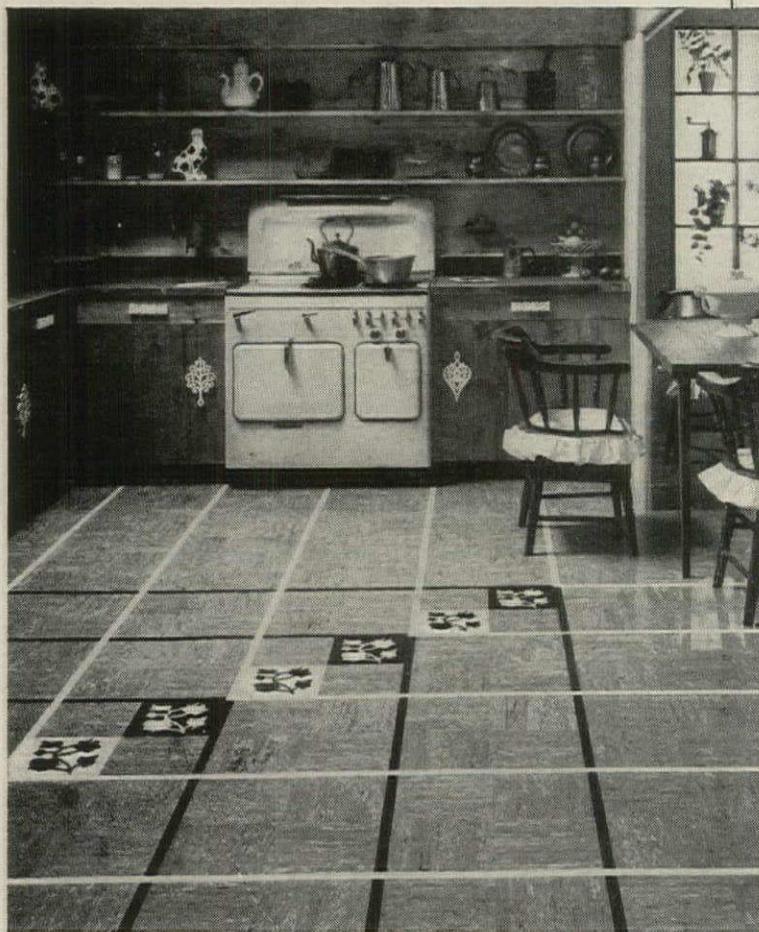
Please send information on products checked:

- AMERICAN LUMBER & TREATING CO.—Wolmanized Lumber
- PERMA PRODUCTS CO. — Shakertown GLUMAC Units
- IN-SINK-ERATOR MFG. CO. — Food Waste Disposer
- MUTSCHLER BROS. CO. — Custom Kitchens
- ELKAY MFG. CO. — Sit-Down Sink
- HENRY WEIS MFG. CO. — Weisway Cabinet Showers
- DECATUR PUMP CO. — Burks Super Turbine Pumps

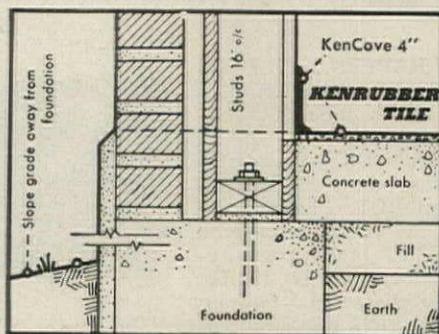
Name.....
Address.....

Don't hesitate to specify KenRubber tile floors for installation on grade...even over concrete

A.I.A. 23-G



KENRUBBER offers residential specifiers and purchasers decorative and functional advantages no other flooring can match. For instance, die-cut ThemeTile inserts like the ones shown above are a KenRubber exclusive...available in colors and designs that add low-cost "custom" effects to any room.



Above diagram shows approved installation of KenRubber over concrete in contact with the earth using KenSet Adhesive*.

Now, KenRubber can be installed on the ground floor of popular non-basement homes...without additional labor expense or waterproofing membrane...by using the newly developed KenSet Adhesive.* And, this is important to you...as well as to your clients...because it means more people can have the luxury and practical advantages of rubber tile flooring...without paying premium prices.

KenRubber's quality features can't be matched! High grade synthetic rubber is carefully compounded to attain tiles unequalled for precision squareness and gauge...clarity and richness of color...durable strength and cleaning ease. Yet, with all of its firm, lasting strength, KenRubber remains the quietest, most comfortable floor you or anybody will ever walk on.

SPECIFICATIONS AND TECHNICAL DATA

INSTALLATION: Over any smooth, firm interior surface removed from greases and oils. New KenSet Adhesive* makes possible fast, easy and economical installation over concrete in contact with the earth.

THICKNESSES: KenRubber is available in (.080") Standard Gauge and 1/8" gauge for normal flooring demands...3/16" gauge for extra-heavy commercial duty.

SIZES: Standard tile size is 9" x 9"...with a wide range of special sizes available on order.

Approximate Installed Prices (per sq. ft.)

	Standard (.080") Gauge	1/8" Gauge	3/16" Gauge
KENRUBBER	50¢	65¢	80¢

These costs are based on a minimum area of 1,000 sq. ft. over concrete underfloor. Cost of KenRubber's exclusive die-cut ThemeTile decorative inserts available on request.

★ ★ ★

Samples and technical literature available

to accredited architects, builders and designers. Write the nearest Kentile, Inc. office listed below...and be sure to request samples of exclusive ThemeTile die-cut inserts, colorful Feature Strip and KenCove, all-purpose, flexible cove base.

KenRubber is the floor your clients know and want...



Backed by more full-color advertising than any other rubber tile floor

KENRUBBER
TILE FLOORS

*Reg. U. S. Pat. Off.

KENTILE * KENCORK * KENRUBBER * KENFLEX * KENFLOR

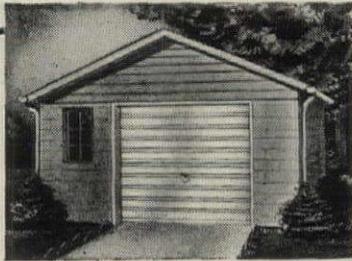
KENTILE, INC., 58 SECOND AVENUE, BROOKLYN 15, NEW YORK • 350 FIFTH AVENUE, NEW YORK 1, NEW YORK • 705 ARCHITECTS BUILDING, 17TH AND SANSON STREETS, PHILADELPHIA 3, PENNSYLVANIA • 1211 NBC BUILDING, CLEVELAND 14, OHIO • 900 PEACHTREE STREET N.E., ATLANTA 5, GEORGIA • 2020 WALNUT STREET, KANSAS CITY 8, MISSOURI • 4532 SO. KOLIN AVENUE, CHICAGO 32, ILLINOIS • 4501 SANTA FE AVENUE, LOS ANGELES 58, CALIFORNIA

NEW... and it checks out best on every count!

REYNOLDS ALUMINUM

Self-Lifting

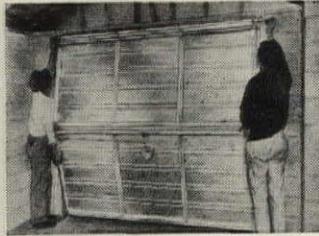
GARAGE DOOR



Here's the simply-installed, trouble-free Garage Door builders have been looking for. Quality through and through. Heavy-gauge embossed aluminum sheet on frames of sturdy aluminum extrusions welded for additional strength. Torsion spring and spiral cable drum assure permanent self-lifting action. Cable, pivot shafts and permanently lubricated rollers are stainless steel. Precision lock is recessed in a cast aluminum housing. See your dealer or mail the coupon. **Reynolds Metals Company, Building Products Div., Louisville 1, Ky.**

- ✓ NEEDS ONLY 6 INCHES HEAD ROOM
- ✓ STRONG TORSION SPRING MINIMIZES LIFTING
- ✓ OPENS INWARD
- ✓ NEEDS ONLY 6 INCHES CLEARANCE BEHIND BUMPER
- ✓ WEATHERSTRIPPED AT SIDES AND BOTTOM
- ✓ EASY TO OPEN AND CLOSE IN ANY WEATHER

Simplified Installation Saves Time And Money
 Delivered complete in one carton (3¼" x 47" x 98"), ready to install. Weight less than 100 lbs. Simple instructions. Standard size 7' high x 8' wide.



MAIL THIS COUPON!

Reynolds Metals Company
 Building Products Division
 203 South Ninth Street
 Louisville 1, Kentucky

Please send full information on your new Self-Lifting Garage Door. Also on the following...

- Insulation Gutters Windows

NAME _____

ADDRESS _____

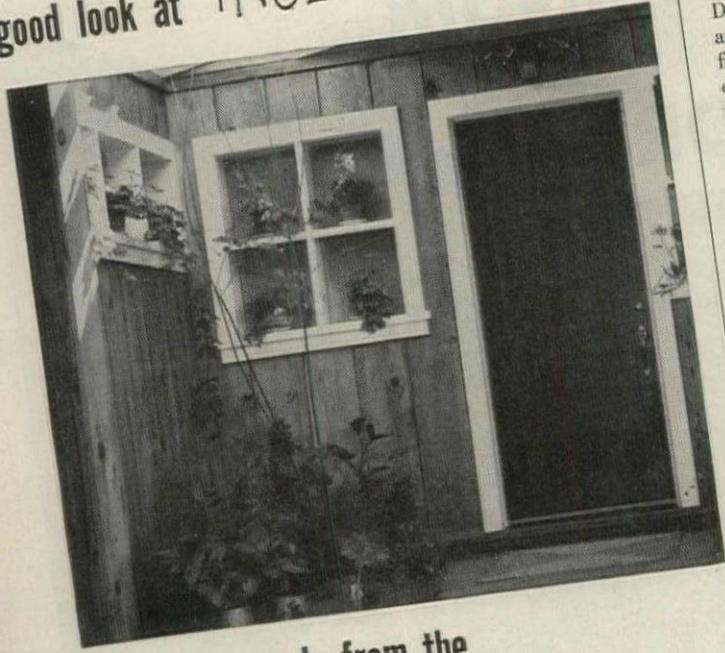
CITY _____ ZONE _____ STATE _____

SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC-TV Network.

REYNOLDS ALUMINUM

BUILDING PRODUCTS

take a good look at **INCENSE CEDAR**



one of 10 woods from the **WESTERN PINE** region

Great resistance to decay, fine dimensional stability, high insulation quality make Incense Cedar a superior wood for all weather-exposed jobs. Lightweight, workable, paintable, it is an economical wood. Its reddish-brown color, silky surface, delicate grain and spicy fragrance suit it for fine woodworking and closet linings.

Incense Cedar comes in 3 select and 5 common grades. You can order it in mixed cars—together with the other woods of the Western Pine region—from most Western Pine Association member mills.

the Western Pines

- IDAHO WHITE PINE
- PONDEROSA PINE
- SUGAR PINE

the Associated Woods

- INCENSE CEDAR
- LARCH
- DOUGLAS FIR
- WHITE FIR
- ENGELMANN SPRUCE
- RED CEDAR
- LODGEPOLE PINE



get the facts to help you sell **INCENSE CEDAR**
Write for the FREE illustrated booklet to
WESTERN PINE ASSOCIATION
Yeon Bldg., Portland 4, Oregon

Catalogs

504 — ROOF DECKING
—architectural design manual called "Engineered Roof Deck" explains methods of anchoring this material, specifications for its use, design data and other building details. It contains loading tables and technical drawings to assist in specifying new product for roof decks, called "Tectum," a building material made from wood fibers and a chemical binder. Product is used in schools, factories, churches, shopping centers, other industrial buildings. Tectum Corp., Dept. AB 105 S. Sixth St., Newark, Ohio.



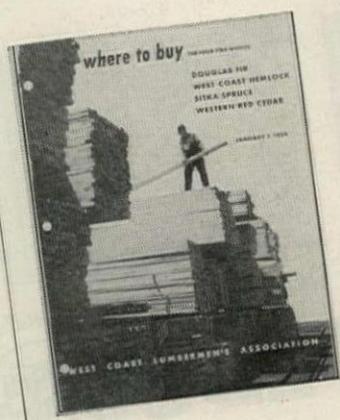
505—FANS AND BLOWERS—10-page catalog illustrates complete fan line, showing specifications and list prices for home and industry. Company line includes electrically reversible window fans, attic and pedestal fans, industrial exhaust fans, spray booth fans, shutters, blowers and similar accessories. Blade sizes, h.p., r.p.m. and c.f.m. dimensions included. Frigid Incorporated, Dept. AB, 128-168 32nd St., Brooklyn 32, N.Y.



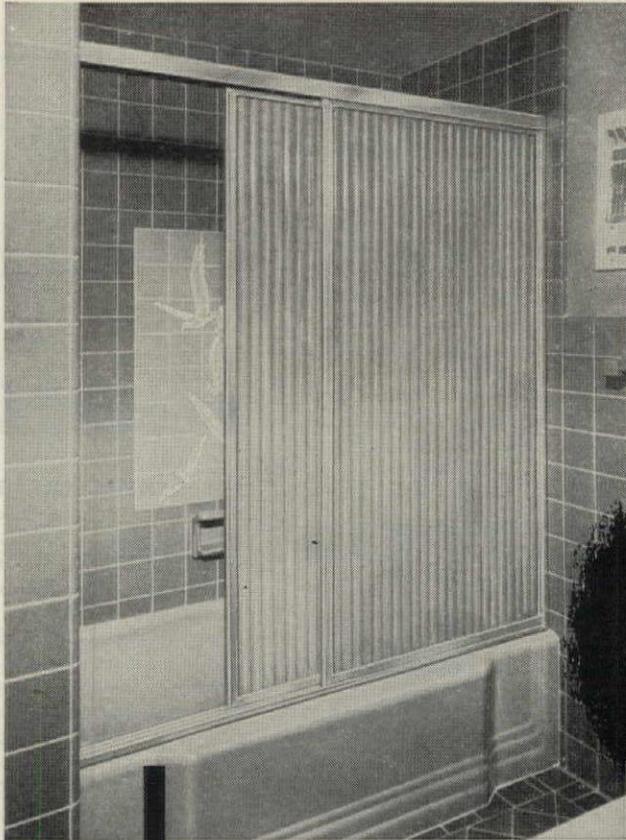
506 — LIGHTING FIXTURES — 36-page catalog in full color illustrates and describes company line of outdoor and indoor lanterns, post lanterns, art squares and decorator pieces, kitchen and bathroom fixtures, bar-type fluorescent fixtures, student, hurricane, pin-up and occasional lamps, hall fixtures, recessed units, circle and bracket-type fluorescent fixtures, strip lights and utility units. Progress Mfg. Co., Inc., Dept. AB, Castor Ave. and Tulip St., Philadelphia 34, Pa.



507—WEST COAST LUMBER—details needed by lumber dealer in selecting material stock are arranged for quick availability in this 48-page directory. Information on capacities, equipment, special facilities, species and lumber items manufactured is included, with data names of officials and addresses. Large and long boards produced in the sizes shown with maximum sizes available. West Coast Lumbermen's Association, Dept. AB, 1410 S.W. Morrison St., Portland 5,



◆ FOR MORE INFORMATION USE COUPON, PAGE 2
AMERICAN B...



**AN INEXPENSIVE FEATURE
— THAT ADDS OVERWHELMING**

SALES APPEAL

**THE SENSATIONAL NEW
LUDMAN
FIBERGLASS SHOWER DOOR
TUB ENCLOSURE**

With today's tremendous competition in the Building Field, it's necessary to take full advantage of every possible "plus value" that will help you sell a home... and you need to add it at the lowest possible price. No other shower door on the market encompasses so many quality features... entails the simplicity of installation... as Ludman... yet most of them sell for a much higher price.

THESE FEATURES APPEAL TO WOMEN:

Fabulous beauty... with no hard work. No shabby curtains... no laundry bill... no stains or mildew... no puddles to mop... no hidden channels, so easy to clean. Plenty of fairyland beauty and warm, draft-free privacy... for always!

THESE FEATURES APPEAL TO MEN:

Sturdy, practical... no maintenance costs. Lifetime fiberglass will not chip, crack or shatter... no deterioration... no upkeep. No leaks... no mess... they can splash to their heart's content.

MADE BY THE WORLD'S LARGEST MANUFACTURER OF SHOWER DOORS, AWNING WINDOWS AND JALOUSIES.

GET THE FULL STORY!

For complete information, detailed specifications, bulk discounts, etc., fill out this coupon —

LUDMAN CORPORATION, Dept. AB-6
North Miami, Florida

Gentlemen: Please send Tub Enclosure Brochure for Builders

Name.....

Address.....

City.....State.....

more and more
Builders
 are using
TECO
TRUSSED
RAFTERS
 for clearspan
 roof construction
because they are

MORE ECONOMICAL
 in time, material, labor —

SO SIMPLE
 to assemble with TECO
 wedge-fit connectors —

MORE QUICKLY
 erected with minimum
 labor —

READILY AVAILABLE
 from timber fabricators
 throughout the nation —

OR EASY TO BUILD
 right on the job site, using
 standard lumber items.

BUT — for precision assembly
 and maximum joint efficiency
 — insist on *genuine* TECO
 wedge-fit connectors in con-
 forming grooves.

Name

Firm

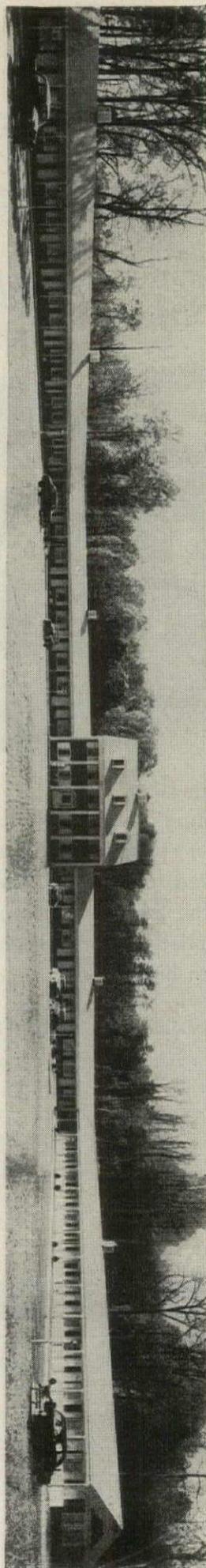
Address

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

TIMBER ENGINEERING COMPANY
 1319 - 18th Street, N.W., Washington 6, D. C.
 AB-543

Please send FREE copy of "Wood Frame TECO Trussed Rafters"

Maryland's newest motel, Colonial Manor, is roofed with wood frame TECO trussed rafters prefabricated by James H. Carr, Inc., Washington, D. C.

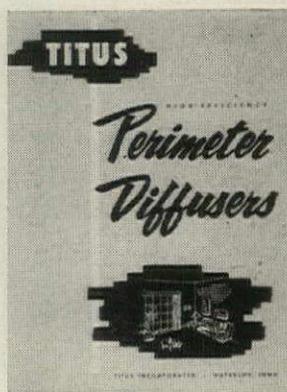


Catalogs

508—AIR CONDITIONERS—using water and electricity, these year 'round units serve to cool and heat homes. Automatic temperature regulation assures one thermostat setting, regardless of outside temperature changes. Unit cools with refrigeration, filters and dehumidifies air. Heat pump operates both cooling and heating cycles. Drawings and specifications in six-page folder. American Coils, Dept. AB, 360 Thomas St., Newark 5, N. J.



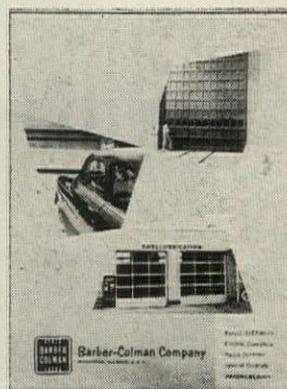
509—PERIMETER DIFFUSERS—12-page booklet explains how air control of heating or cooling systems is maintained by means of baffles and dampers in diffuser design. Units direct and diffuse forced air streams, keeping floor-to-ceiling temperature differential at a minimum and assuring controlled indoor comfort, according to makers. Engineering data, all specifications, pressure requirement charts, typical installations given. Titus Incorporated, Dept. AB, Waterloo, Iowa.



510—BUILDING STONES
 —48-page catalog lists 25 important building stones in use, with a breakdown of the Indiana limestone group. Color pictures show every type, detailed descriptions and sources. Trade names, color classification, company and quarry locations are given. Material is classified according to cut stone, ashlar facing and flagstone. International Cut Stone Contractors' and Quarrymen's Assn., Dept. AB, 5351 Winthrop Ave., Indianapolis, Ind.



511—OVERHEAD DOORS
 —complete information on the full line of commercial and residential overhead-type doors is summarized in this new 16-page guide. It gives complete specifications, instructions for preparation of building openings and installation of all models. Typical examples of special installations where building conditions do not permit use of standard equipment are explained. Barber-Colman Co., Dept. AB, 115 Loomis St., Rockford, Ill.



♦ FOR MORE INFORMATION USE COUPON, PAGE 222



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Nothing sells houses faster than complete exterior color styling. Ruberoid helps you cash in on the magic of color with its color-styling idea, nationally advertised in The Saturday Evening Post, Better Homes & Gardens and Good Housekeeping.

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insulate . . . control moisture in
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Laminated to the back of Insulating ROCKLATH is a sheet of aluminum foil—a vapor barrier of proved superiority. In ceilings and exterior walls it minimizes condensation and helps prevent warped siding, peeled paint and rotted studding. Insulating ROCKLATH insulates by reflection—helps hold heat inside in winter, keeps it outside in summer; has the same insulating value as a full half inch of fiber insulating board. And it is *economical*—one material, one application cost provide vapor barrier, insulation and plaster base!

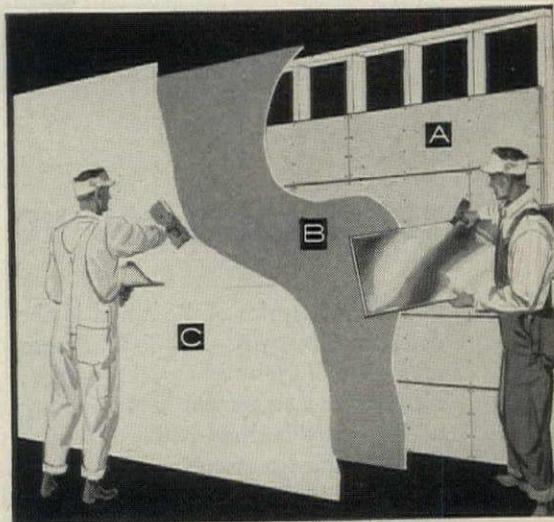
build better walls and ceilings with products made to work together!

Make sure it's plastered right with one-package STRUCTO-LITE* perlited gypsum basecoat plaster—pre-mixed to eliminate variable sets. Fifty per cent lighter. In many constructions, has up to twice as much fire resistance as sanded plaster.

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

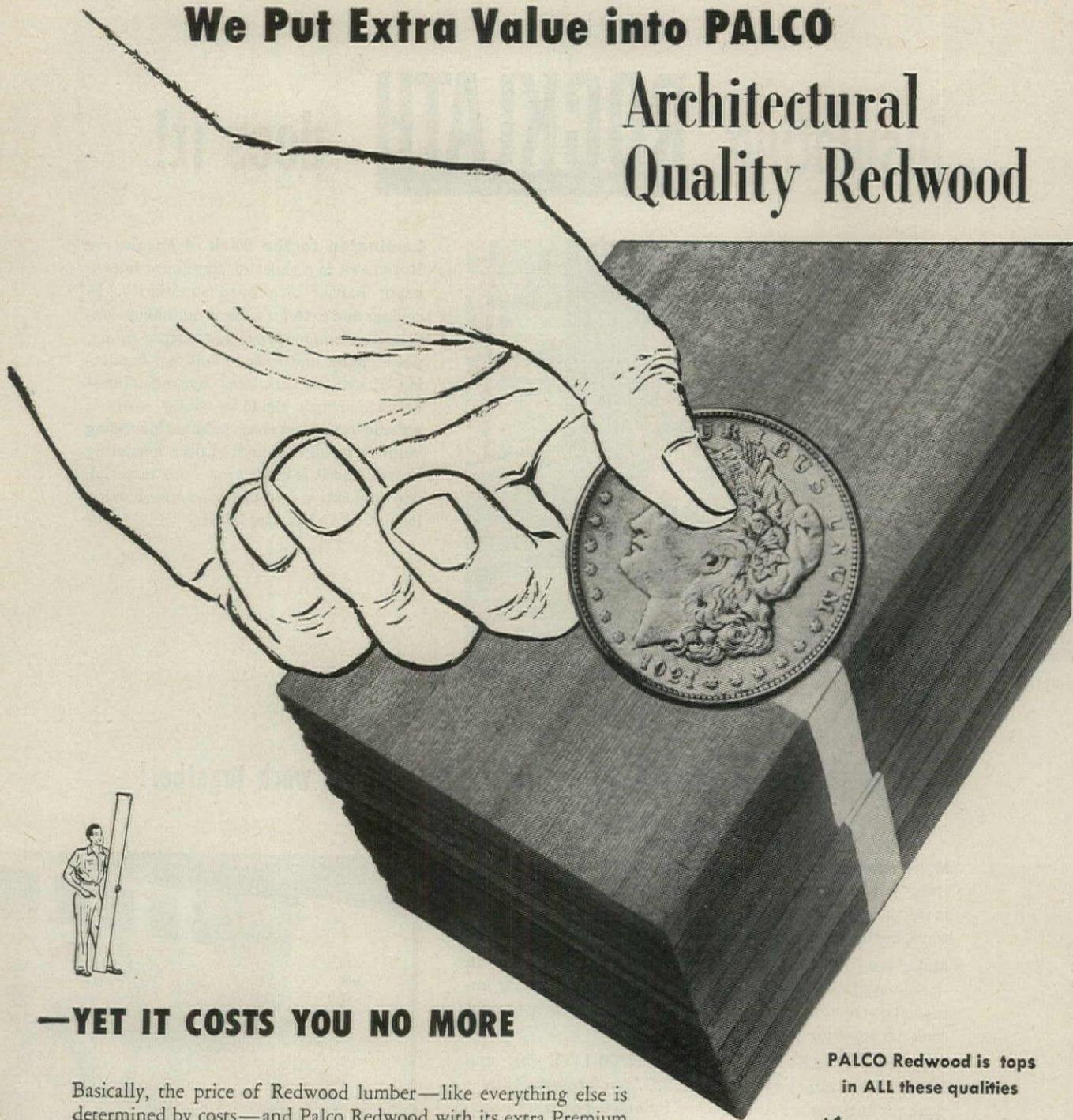


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These Jaeger machines help you cut building costs



Jaeger's faster mixing cycle increases daily yardage

You charge in 5 to 7 seconds with the Jaeger "Skip Shaker" loader. You mix more thoroughly with Jaeger's "criss-cross re-mix" action. You discharge in another 5 to 7 seconds, with Jaeger's extra-big drum blades and "catch-all" spoon, no matter how sticky the mix.

With this speed you get Jaeger long-life construction: Machined high carbon steel drum tracks, Timken bearing drum rollers, oversize engines, highest type automotive transmission and many other advantages by which Jaeger mixers out-perform and outlast others.



3 1/2 ft. with Shaker Hopper puts out 12 to 15 more yards a day

Measuring batch hopper loads while mixing, then shakes load into drum the instant its gate is opened. Biggest yardage producer of all small mixers.



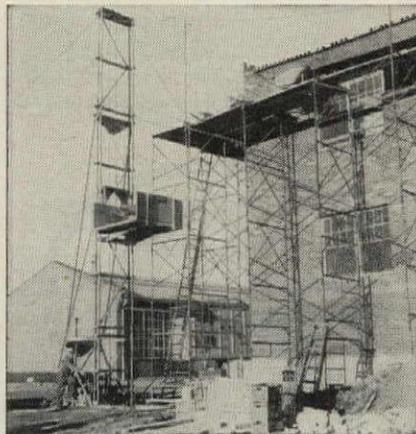
Jaeger 3 1/2 ft. filter has double-action "V" bottom drum

Famous Jaeger-patented drum design doubles the mixing action of any ordinary filter; also produces cleaner discharge of concrete, mortar or plaster.



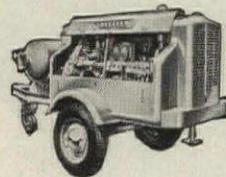
"Power Hoe" plaster-mixer mixers save labor and material

Jaeger's multi-blade pugmill mixing action produces material that is easier to spread and of full strength even when it carries more sand. Built in 3 1/2 and 6 1/2 ft. sizes to keep ahead of any size crew, all day and every day. Jaeger's leak-proof seal protects the Timken bearing drum shaft; bigger engines have automotive transmissions; drums are of heavier gauge steel.



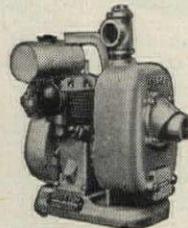
Self-raising "Hoister" tower handles loads to 2000 lbs.

Available with either material cage or 14 ft. concrete bucket, and in 10' sections up to 67 ft. high. Up to 37 ft. heights it is self-raising. Moves around job on its own skid base. Automatic safety device positively prevents falling even if cable breaks.



75 and 125 ft. air compressors

Costing no more than "old standard" 60 and 105 ft. sizes, "Air Plus" 75 and 125 ft. compressors deliver the additional air you need to run today's tools at full pressure and efficiency. Other sizes to 600 ft.



Big capacity small pumps

60 lb. aluminum "Bantam" pumps 5100 gph. New 2" semi-steel pump delivers 10,000 gph. yet weighs only 160 lbs. on base, 190 on pneumatic tires. Other sizes to 10".

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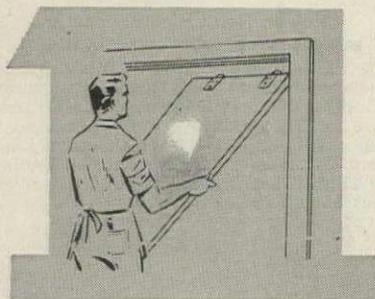
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Sales, Rentals and Service in 153 Cities of U.S. and Canada. Send for Catalog.

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HAR-VEY ROLLING DOOR
HARDWARE

offers you **3** big advantages



One-man installation in 20 minutes —
No juggling, no awkward handling —
Just a simple, quick job.



Nylon and Formica
Rollers give lifetime
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Bearings are self-lubricating

RUSTPROOF ALUMINUM TRACK

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For instance, the complete Har-Vey
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You'll find Har-Vey ideal for re-
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505 W HARRISON, PLYMOUTH, INDIANA

court upholds validity of Illinois slum prevention legislation

By **John F. McCarthy**

Attorney at Law



The validity of the new legisla-
tion of the State of Illinois aimed
at slum prevention has been sus-
tained by decisions in two separate
cases in the Cook County (Chicago)
Circuit Court.

One statute, known as the Urban
Community Conservation Act, pro-
vides for a city-wide Conservation
Board. It empowers that Board to
designate so-called Conservation
Areas and defines such areas as sec-
tions of not less than 160 acres in
which more than one-half of the
structures are residential in charac-
ter and of an average age of 35 years
or more, and which are not yet slum
or blighted areas, but which may be-
come such by reason of deteriora-
tion, illegal use or overcrowding,
deleterious layout of land or lack of
community planning or facilities.

The Act authorizes the Board to
adopt and execute an elaborate plan
for the conservation of a particular
area. The plan may make provision
for land uses, vacation or alteration
of streets and alleys, community fa-
cilities, zoning and building restric-
tions, standards of maintenance,
demolition, conversion or construc-
tion of buildings, and financing. The
Board has power to acquire prop-
erty by purchase or condemnation
and to hold, improve, sell, lease or
exchange the same. The Act con-
tains appropriate safeguards so that
its powers may not be used in fur-
therance of public housing.

The other statute, known as The
Neighborhood Redevelopment Cor-
poration Law, provides that corpo-
rations for profit may be organized
to effect the purposes of the Act.
Powers are conferred on those cor-
porations similar to those given the
Conservation Board by the Urban

Community Conservation Act just
discussed. Their activities, however,
are subject to regulation by a public
body known as The Neighborhood
Redevelopment Commission.

The judges, in sustaining the
validity of these Laws, first observed
that the State might eradicate slums
in the exercise of its so-called police
power; that is, the power to pro-
mote the general health, morals,
safety and welfare of its citizens.
For that purpose the State may ex-
ercise, or authorize others to exer-
cise, the power of condemnation or
eminent domain. The judges rea-
soned that since the State had the
right to eradicate slums, it had the
same power to prevent them.

In sharp contrast to these deci-
sions is that of the United States
District Court for the District of
Columbia in the cases of *Schneider
vs. District of Columbia*, No. 5791-
52, and *Morris v. District of Colum-
bia Redevelopment Land Agency*,
No. 476-53. In those cases the Court
said that the State's powers were
limited to slum areas. One of the
principal difficulties with that
Court's opinion is its assumption
that the worst that can be said for
non-slum areas is that they are
backward or stagnant, and fail to
meet modern standards. That as-
sumption is not warranted by every-
day facts. Many neighborhoods are
not stagnant. They improve or they
decline. The forces of decline bring
the commencement of poor housing,
disease and crime. Forestalling
slums is a matter of grave public
concern. The reasoning of the Chi-
cago judges is more realistic.

All three decisions are being ap-
pealed. The results in the higher
courts are awaited with interest.

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September 19 - October 10

Plan now for extra profits which this tested promotion can get for you

Again you can share in the extra millions to be spent for new homes and all that goes into them during America's top home promotion. Plan now to cash in on this tested Fall sales producer! Reserve space now for the Tribune's big Festival supplement, to be published on opening day,

Sunday, September 19, for more than 1,000 families—your biggest, most intensively pre-homemaker audience in Chicagoland. Get touch with your advertising counsel or nearest Tribune representative today. Forms for the Festival Supplement close Friday, Sept. 10.

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- Available in both low-cost standard gauge and 1/8" heavy-duty thickness.
- Vinyl-Plastic throughout—no felt backing.
- Lasts for years!
- Can be installed on, above or below grade.
- Resists dirt, grease, acid, alkali and fire.
- 13 striking color combinations.

Write today for full details!
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FLOORING
SINCE 1929

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'pre-fabbed' HEAT



... with INDIVIDUAL ROOM TEMPERATURE CONTROL

A compact "in-the-wall" heater, in super-insulated wall box, ready to install. Fits standard 2" x 4" studding, adjusts to exact wall thickness. For inside or outside walls, all gases, high altitudes. For inside or outside walls, all Chamber head are cast-iron. Heating section 100% welded (no sweating, odor). Fully enclosed section 100% welded install easily, may be stocked in modest supply. Sectional wall panel finished in baked beige enamel; durable, lustrous. Sizes from 17,500 Btu up.

*DUAL-ROOM models actually 2 heaters in one wall box; single gas and flue connections.

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RECESSED HEATING EQUIPMENT SINCE 1848 VENTED WALL HEATER

THE OHIO FOUNDRY & MANUFACTURING CO., STEUBENVILLE, OHIO

Rush NEW Catalog 5W4 and Prices.

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THE QUALITY OF A HOUSE IS JUDGED BY THE INTERIOR FINISH CARPENTRY

READY HUNG DOORS
will give YOUR houses that
SPARKLING MILL-MADE LOOK

It's the moving parts of a house that
give trouble... Eliminate door headaches with
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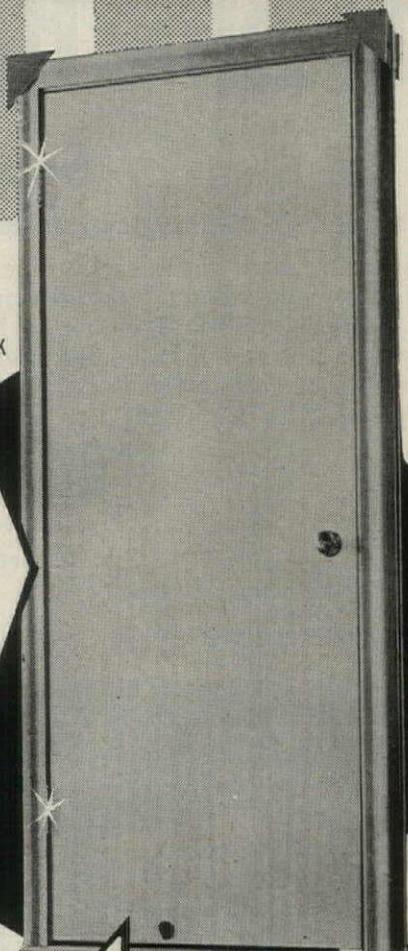
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and frames are made
from carefully selected
material, machined
on special made
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and are assembled by
expert craftsmen
to insure you tight
fitting mitre joints,
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Get top prices for
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with **READY HUNG
DOORS.** And don't
forget—**READY HUNG
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LABOR—MONEY—
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& SKILL.**



The quality of a house is judged by the interior finish carpentry. Get top prices and reduce house-selling costs with **READY HUNG DOORS.**

**CRATED* FOR DELIVERY IN
PERFECT CONDITION, WITH
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Look for this
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READY HUNG DOOR CORP. FORT WORTH, TEXAS FORM NO. 2554



This street view of the Maryvale Park project is typical of the care with which builder Long plans his 213 merchandising programs. Note travelling billboard

good merchandising sells cooperatives

A well-planned merchandising program is a *must* for cooperative housing projects financed under FHA Section 213. Principal reason is that construction of such a project cannot start until all units in the project are sold. Only exception is one or more model houses.

Phoenix builder J. L. Long, with two successful 213 projects behind him and another in the planning stage, has devised a cooperative selling program that works. Early this year he sold a 147-unit project in two weeks, and a month later set the same selling pace with a second, Maryvale Park. He has a 213 allotment for his next project.

Long uses almost every conceivable merchandising innovation to draw prospects, hold them and sell them. Stationary and transportable billboards inform Phoenix buyers where and what Long has to offer. When prospects arrive at the project Long has a free lunch waiting for them. The small fry is not forgotten either. Long provides a well equipped playground to occupy the children while parents are inspecting model houses.

Both furnished and cutaway models are shown

(Continued on page 246)

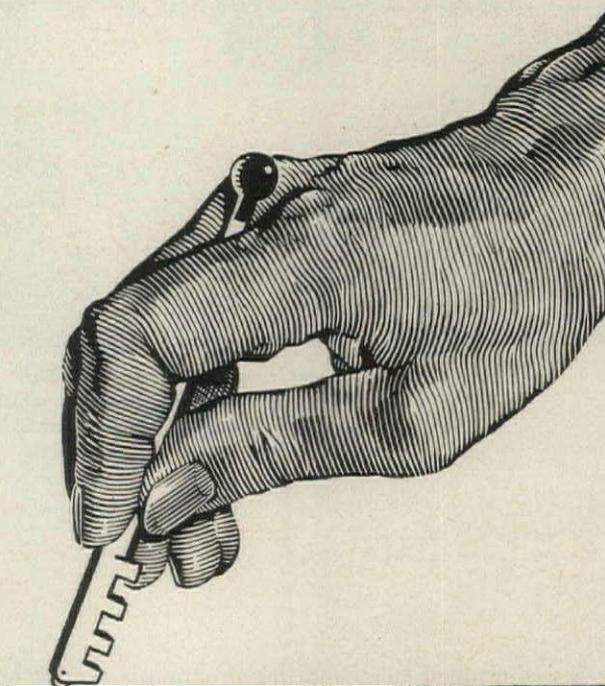


Kids are not forgotten. Playground keeps them occupied and happy while parents take all the time they need to view models

Two Measures of Quality in Window Glass



THIS LABEL says the glass is one of the big family of well-known glass products—a family that includes nationally advertised *Thermopane** insulating glass, Polished Plate Glass, E-Z-Eye Safety Plate Glass. L·O·F on the label says it is quality—quality marked by a label home buyers know. *®



YOU CAN FEEL THE QUALITY with this. L·O·F Quality Window Glass cuts easier. In recent tests, 30 window glass dealers each cut four brands of window glass identified only with the letters A, B, C or D. 28 out of the 30 dealers said the L·O·F sample was easiest to cut.



LIBBEY · OWENS · FORD GLASS COMPANY
6264 Nicholas Building, Toledo 3, Ohio

Quality
Window
Glass

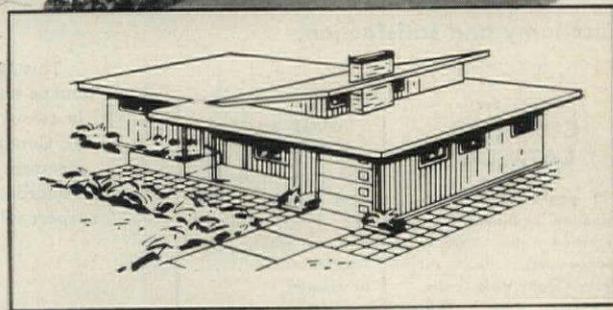
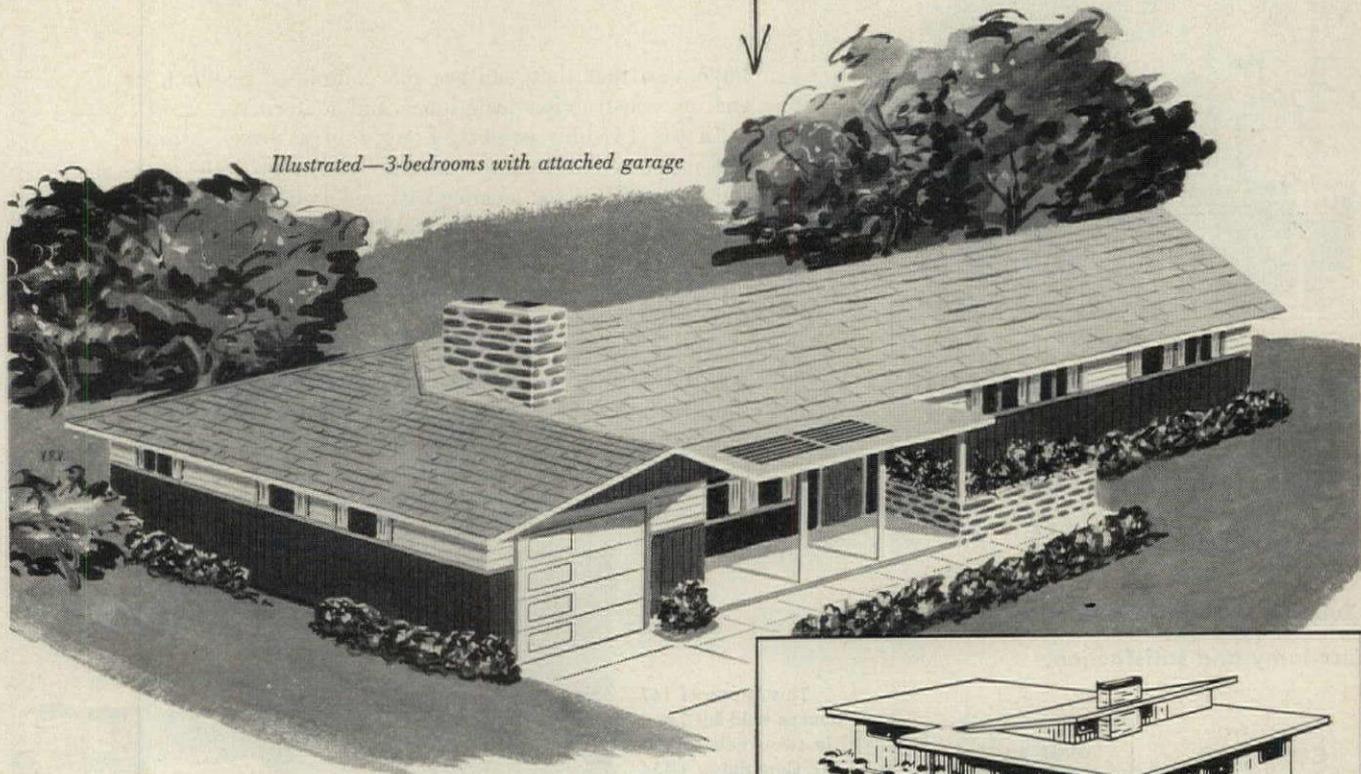
pitched for "top" appeal

BEST *Styline* HOMES

Five different-as-day-and-night roof styles . . . so you can pick the "top" that's tops with your customers. Roof lines range from the conventional—represented below by the pleasing, low-pitched "flying" gable—to the contemporary—represented by the BEST Styline featuring a modified "butterfly" roof (see inset).

And, with BEST, the cake's as good as the frosting. Out-of-the-ordinary "looks", custom-design "extras" are achieved without a single violation of sound conventional construction principles. Factory-panelized ceilings, roof and walls speed erection to the "premium profit" point!

Illustrated—3-bedrooms with attached garage



Get on the BEST bandwagon!

For dealership details send coupon TODAY!

Better yet, phone or wire us now!

W. G. BEST FACTORY-BUILT HOMES, INC.
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Effingham, Illinois Phone 1600

Gentlemen:

Rush full details on BEST Styline, information on BEST dealership. No obligation, of course.

NAME _____

BUSINESS _____

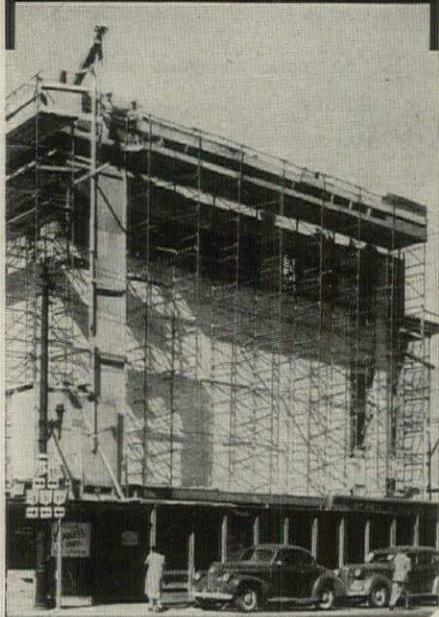
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Rent It or Buy It!

No matter what type scaffolding your work requires, Bil-Jax has it . . . portable, rolling, or swing type. Tubular steel gives maximum safety, economy and satisfaction.

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20 pages of information on equipment and erection plus safety suggestions to cut your scaffolding costs. Address Dept. D-6.

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RENT OR BUY. Distributors in principal cities.

Export Office: 80 Broad St.
New York 4, N. Y.

West Coast: 3928 San Fernando Rd.
Glendale, Calif.



good merchandising (Continued from page 243)



Special merchandising feature is this cutaway model showing materials and construction methods



Served in carport, free lunch for prospective buyers gives model house opening a festive air

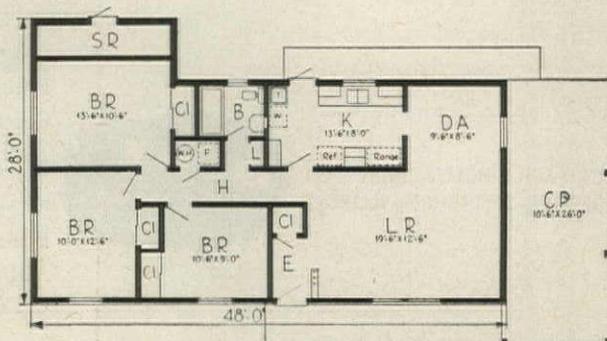
buyers so that they can see the completed product, as well as construction techniques and materials.

In the 147-unit project, Long sold a three-bedroom and carport, 1,154 square foot house for \$8,250—nothing down, \$158 for closing fees and monthly payments of \$58. In Maryvale Park he sold a four-bedroom model of 1,300 square feet with \$450 down and monthly payments of \$76; also a three-bedroom unit for \$8,000 with \$400 down.

Long's houses are block construction with gypsum board interiors. Slab floors are covered with asphalt tile. Included in the price is a 70,000 Btu heater. Sliding door wardrobe closets, tile around the bath, and tile drainboards are other features.



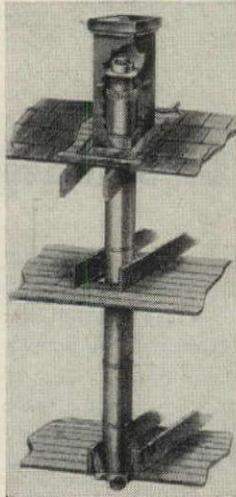
This is one of 147 houses sold by Long in two-week period. Containing 1,154 square feet, three-bedroom unit with carport sold for \$8,250



**FOR QUICKER,
MORE PROFITABLE
BUILDING...
AIR-JET
COMPLETE, PACKAGED
FIREPLACE**



Now even low priced homes can have a fireplace because Air-Jet costs $\frac{1}{2}$ to $\frac{2}{3}$ less than a conventional fireplace of like size. Has a 30" firebox and auxiliary heating circuit and is designed for zero clearance on all sides. Nothing else to buy... build... or add.



**AND
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PACKAGED CHIMNEYS**

Light in weight (less than 100 lbs.) can be installed in 1 hour! Needs no cement...no special tools. UL approved for use with oil, coal, wood or gas fuels and 25 pounds per square foot wind load. Special draft top guards against snow, rain and down-drafts. 3 chimney top models and 3 smoke pipe sizes to choose from.

A few distributorships available. For further information write to:

**GENERAL PRODUCTS COMPANY INC.
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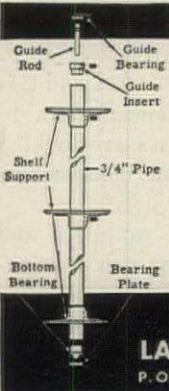
WITH TRUSSED DESIGN

The Backbone of Steel for EVERY masonry wall. Dur-O-wal is the electrically-welded, custom-designed reinforcing member that lies flat in the mortar joint. Saves you time and money, protects against cracks. Easy to sell because it's easy to use.

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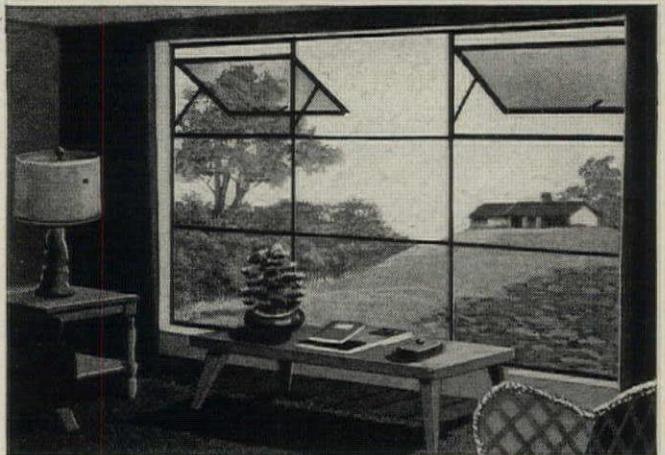
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HAROLD SARSHIK—
"There is no better extra to put in a house than air conditioning."



DANTE D'ANASTASIO—
"Build what the public wants, not what the builder or the architect want."



ROBERT GEDDES—
"Builders should tackle their design problem much the same as the product designer. Design it to sell."



JACK SARGENT—
"They didn't need the four bedrooms. But we learned they want more space. We are going to give it to them."



HARVEY BREAM—RICHARD SCHAUB—
Bream—"Dining rooms are coming back. Buyers want more space."
Schaub—"In our area they are offering two-story houses to satisfy buyers' request for additional space."

young builders exchange

A group of younger representatives of the home building industry gathered in Camden, New Jersey, recently to swap ideas about their business. Representing most sections of the country, the conferees assembled at the invitation of *American Builder* and Harold Sarshik, Camden home builder.

The most stimulating question tossed on the conference table was, "What about the house for 1955?" Here is what they had to say, and some of their opinions should help others evaluate next year's housing package.

How Far Should Design Styling Go?

"Build what the public wants," declared architect Dante D'Anastasio, AIA, of Camden. "Many builders construct houses that they like, or what the architect likes. Sometimes these ideas don't sell."

Other conferees related experiences that substantiated D'Anastasio's comments. St. Paul builder Harvey Bream warned about going overboard with advanced architecture. Bream built a forward looking house. "We received many compliments from architects—they thought it was wonderful. But we haven't sold it."

Dan Grady of Long Island told of another Long Island builder whose house had won a national award for its design. Buyers were cold to the house, said Grady. They objected to the very things that were cited in the award as excellent.

Income Level Reflects Taste in Architecture

Architect Robert Geddes, AIA, faculty member of the University of Pennsylvania, believes that all housing can be classified into three groups—1. *dwelling units*; 2. *homes*; 3. *houses*.

Dwelling units, said Geddes, provide nondescript shelter for the low income levels. This category might include public housing. Merchant builders produce homes and they follow general accepted patterns for the various income groups. Houses, on the other hand, are custom created by the architect to fit the specific needs of his client.

Geddes stated that a house becomes a status symbol and this should be taken into account when planning new models. In the opinion of Geddes, upper income level buyers are looking for a house that is not too radical. They want conservative design.

Greatest architectural freedom is given the architect and builder by the upper middle class. They like the new contemporary flair. The lower middle class is as status-conscious as the upper income group, and this class is relatively conservative as well.

Geddes doesn't believe that the builder can go to extremes

Those present—

Harold Sarshik, Co-chairman,
Home Builder, Camden, N. J.
J. L. Zar, Co-Chairman,
Field Editor, *American Builder*
Pat Burns,
Home Builder, Los Angeles, Calif.
Jack Sargent,
Home Builder, Topeka, Kas.
Harvey Bream,
Home Builder, St. Paul, Minn.
Richard Schaub,
Home Builder, Hammond, Ind.
Dan Grady,
Home Builder, Long Island, N. Y.
Dante D'Anastasio, A.I.A.,
Architect, Camden, N. J.

Robert Geddes, A.I.A.,
Architect, Philadelphia, Pa.
Wallace E. Arters,
Home Builder, Media, Pa.
Robert Budd,
Home Builder, Woodbury, N. J.
Blase Ravikio,
Home Builder, Mt. Holly, N. J.
James L. Hoyer,
Air conditioning Engineer,
Washington, D. C.
Marie Francis,
Color Consultant, New York, N. Y.
Alan Kessler,
Home Builder, Moorestown, N. J.

ideas about house for 1955

in 1955. "The builder," he advised, "should approach the design of his houses in much the same manner as a product designer, who uses research and caution in the development of new models. If contemporary ideas are selling, then use them." In Philadelphia, explained Geddes, you can't sell kitchens in the front and living areas in the rear.

Next Year—More Space!

Conferees agreed there is a definite trend to larger houses. Jack Sargent, Topeka, Kansas, sold 32 four-bedroom houses in his last project. Sargent checked the owners later to determine why they had purchased these bigger houses. He found that 30 of the 32 did not buy more space because of basic family requirements, but because they wanted more area for activity purposes. Sargent now is planning to build three-bedroom houses with activity rooms.

The most perplexing problem facing the builder is how and where to add more space without pushing costs too high. It was suggested that builders consider combination indoor-outdoor living areas, and providing an area in the house that would serve the dual purpose of meeting privacy or activity requirements.

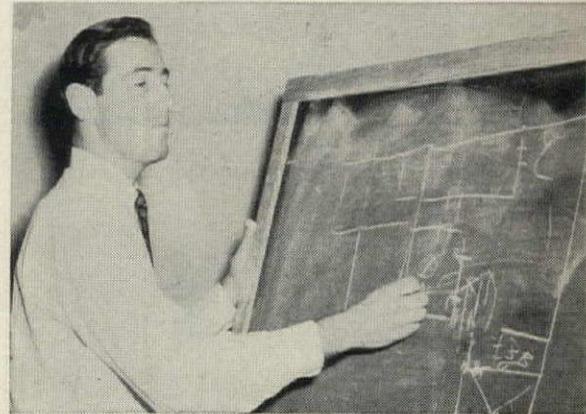
Split Levels Provide More Space

"Split levels offer more space for very little extra money," D'Anastasio stated. "That's why they are selling." One builder in Camden sold out a complete 143-unit tri-level subdivision in three days, he said.

"We are thinking about building split levels," remarked Robert Budd of Woodbury, New Jersey. "In fact, we have just completed lining up our cost figures. The tri-level will use 12 more sheets of wallboard than our ranch house. The additional wallboard shows there is more space in the tri-level. Other added costs are: plumbing, \$78 (half bath); carpentry, 20 per cent more; heating, \$52; and electricity, \$38. We plan to charge \$2,500 more for the split level than for our rancher."

"The front-to-back split level interests me," said Sarshik, co-chairman of the conference. The front-to-back split has the living room, dinette and kitchen across the front of the house, and on the middle or grade level. The bedrooms and bath are to the rear of the house on the top level. Furnace and recreation room are on the lower level under the bedroom area. The lower level has large window areas, much like an English basement.

Richard Schaub of Hammond, Indiana, said in his area there is a tendency to go back to the two-story house in an effort to provide more space for the money. (Continued on page 250)



PAT BURNS—

"In the west we will have to use outdoor-indoor living combinations and activity rooms to give more space. Tri-levels won't sell out here."



DAN GRADY—

"Builders can't go overboard on design."



ROBERT BUDD—

"There is additional space in the tri-level. It costs us very little more."



BLASE RAVIKIO—
"We install equipment that the public wants."



WALLACE E. ARTERS—
"We install most everything that should be installed in the construction stage. Later it would cost too much. You might have to tear out walls and do a major remodeling job."



ALAN KESSLER—
"When sales are tight you can't afford to lose a sale by not giving the buyer the exterior colors he wants. This is particularly true in a higher priced development. A predetermined color scheme might work out for low priced houses."



JAMES L. HOYER—
"Best air conditioned system for the small average house is a two-zone system."

Sargent, who is convinced that more area will be required in 1955, believes the additional space should be on one floor. It is his opinion that split levels will not sell in his area. Pat Burns of Los Angeles agreed with Sargent. He said the tri-level would not be as popular in the west as it has been in the east. "In California," he exclaimed, "builders will offer indoor-outdoor living, as well as activity rooms." This will be the answer to additional space requirements.

Is the Dining Room Coming Back?

In the St. Paul area buyers are requesting separate dining rooms, said Builder Bream. Architect D'Anastasio also predicted a rebirth of the dining room. "People," he declared, "want a separate dining room even though they may eat 80 to 90 per cent of their meals in the kitchen." Several conferees suggested that the dining room space serve more than one purpose—that the room or area could be an activity room.

How Much Equipment Should the Builder Include in the Package?

It was the general opinion of conferees that, costwise, it would not be possible to provide all of the equipment that most buyers want, and still deliver more space. One builder's question was, "Do people want more equipment and less space, or do they want less equipment and more space?" Although the general consensus was that more area would be the basic requirement in the 1955 house, some equipment should be part of the package.

Wallace E. Arters of Media, Pennsylvania, said he provides all equipment that cannot be installed later by the owner without running into a lot of remodeling expense.

As an extra, air conditioning can be a big selling item in the next few years, stated Sarshik, who gave an enthusiastic report of his air conditioned project.

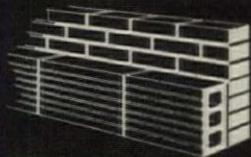
Air conditioning manufacturers are not in agreement about the proper way to air condition a house, according to James L. Hoyer, Washington, D. C., air conditioning engineer. Hoyer believes that a zoned conditioning system is best for the small house. He put it this way:

"A family spends 85 to 95 per cent of its waking hours in the living areas (living room, dining room and kitchen). At night the cycle is reversed. During the day the system would maintain an average of 75 degrees in the living areas and 85 in the bedrooms. At night, the system could be turned off and

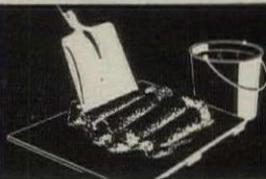
(Continued on page 252)

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1 use quality materials... Use brick and tile which conform to the requirements of the proper American Society for Testing Materials Standard Specifications.



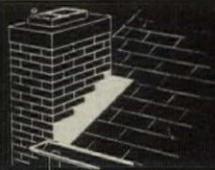
2 select the right mortar... Use the proper type of mortar for the job, mixed with as much water as possible, and do not over-sand.



3 wet units... High absorption brick and tile should be wet before laying to reduce suction and improve bond between mortar and units.



4 fill mortar joints... Strong and watertight masonry requires the complete filling of all mortar joints particularly head joints.



5 provide flashing... All vulnerable spots should be properly flashed with provisions made to drain moisture collected by the flashing to the outside.

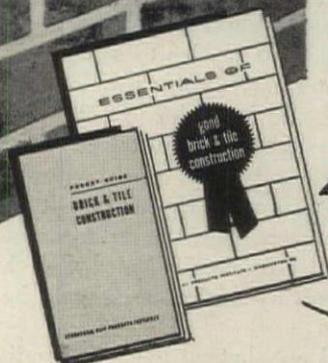


6 protect masonry during construction... Unfinished walls should be covered to keep out rain or to prevent freezing before the mortar has hardened.



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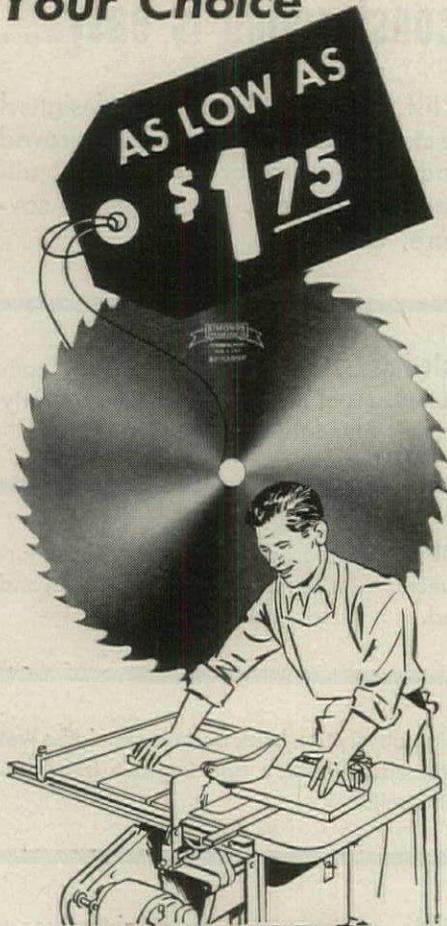
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young home builders (Continued from page 250)



MARIE FRANCIS—
"All the merchandising in the world won't sell the wrong product. Color isn't magic."

the windows opened, or the unit could be reversed and the major amount of cold air forced into the bedrooms."

Hoyer outlined these eight points as guideposts for builders:

1. *Equipment should have a five-year warranty.*
2. *Winter and summer units should have a separate fan.*
3. *Cold air should not be permitted to run through the furnace.*
4. *Cautioned against use of water-cooled systems—they are becoming obsolete.*
5. *The same duct system should be used whenever possible.*
6. *Operation of the unit should be continuous. Use no thermostat.*
7. *The unit should be as quiet as possible.*
8. *Initial, operating and other future costs should be as low as possible.*

"Where should the cold air outlets be placed in the wall?" asked one builder. Hoyer said that unfortunately the best location for cold air outlets is just opposite of the best location for warm air ducts. "Cold air outlets belong high up on the inside wall. The best compromise for heating and cooling would be to place the outlets low on the inside wall with movable grills. In the summer the grills could be turned so the cold air can be forced upward."

Another question was, "Can operating windows be eliminated?" Sarshik said that buyers want normal houses with air conditioning as an extra. His own experience indicated that on hot nights bedroom windows were open 75 per cent of the time. Systems were turned off.

Does Color Styling Help Sell Houses?

A good looking project is your best selling tool, asserted Marie Francis, color stylist of New York City. Miss Francis told the builders that it might be harder to sell the first few houses because of a predetermined color scheme but, after the first block, the houses should be easier to sell.

However, builder Alan Kessler of Moorestown, New Jersey, said that when sales are tight a builder cannot afford to lose a sale because of a strict color policy. He believes it might be possible in lower price brackets, but not in medium-priced houses. Both Pat Burns and Sargent disagreed with Kessler. Predetermined color selections by the builder should be maintained, they said.

Miss Francis also pointed out that all the merchandising in the world will not sell the wrong product. Color is not a magic that will sell poor merchandise. The package must be right.

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that "contemporary" look!



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Contemporary Combination storm and screen doors

Entrances take on that "contemporary look" when protected *and decorated* by one of these new Contemporary doors. Available both as combination doors with storm and screen inserts—and as permanently wired screen doors—they feature a unique fluted-panel design that offers exciting new possibilities for "personalized" color treatment.

As a combination storm and screen door the Contemporary is offered in three attractive insert styles including the beautiful protruding "picture frame" insert shown above. Storm sash and screen panels are designed for quick and easy changeability and require little storage space.

Send for the four-color brochure which describes in detail the delightful color combinations suggested by the Contemporary's design.

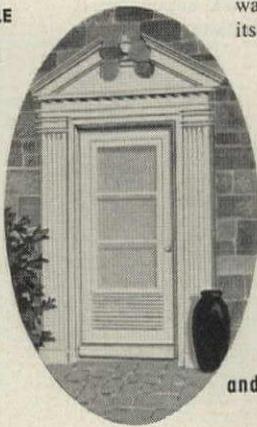
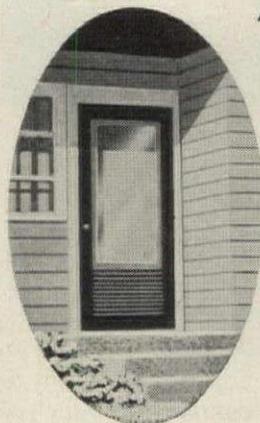


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A CONTEMPORARY STYLE
FOR EVERY ENTRANCE
—ANY TASTE

As an all-weather combination storm and screen door the Contemporary is also available with one-light flush insert (left) and with three-light flush insert (right).



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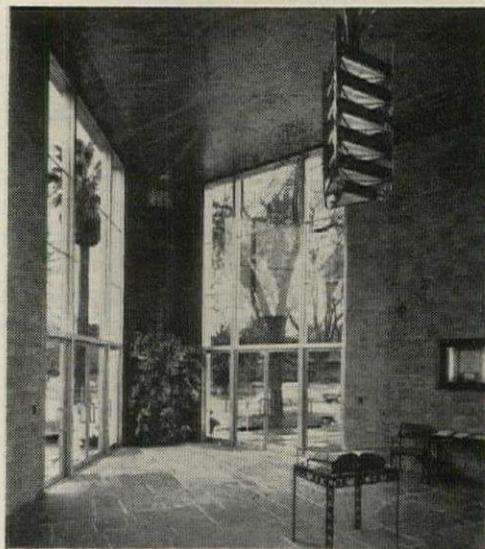


Design of church facade was kept simple. Use of geometric forms and contrasting materials create interest. Plain black marble rectangle is bisected by triangular, white stucco-covered lobby. Effect is rich and prepossessing.

- ▲ simplicity of design
- ▲ contrast of materials
- ▲ avoidance of traditional creates

church with a different look

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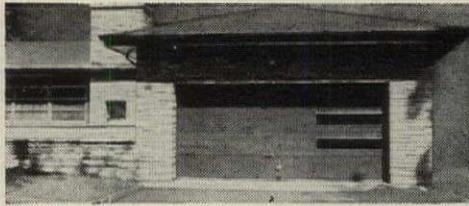
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Third Church of Christ, Scientist,
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STORY CONTINUES ON PAGE 256

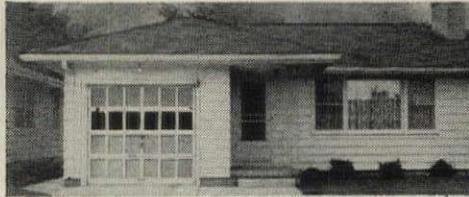
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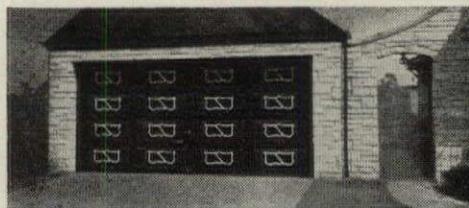
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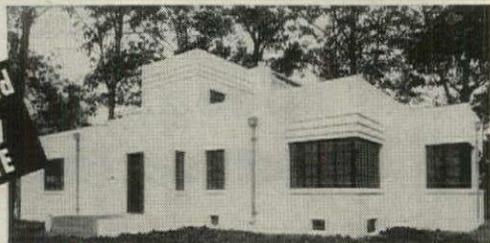
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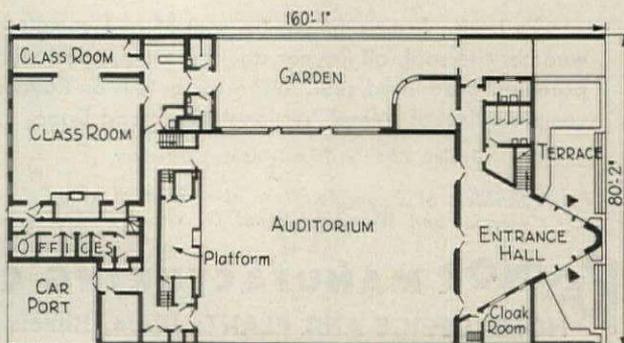
CHURCH (Continued from page 254)

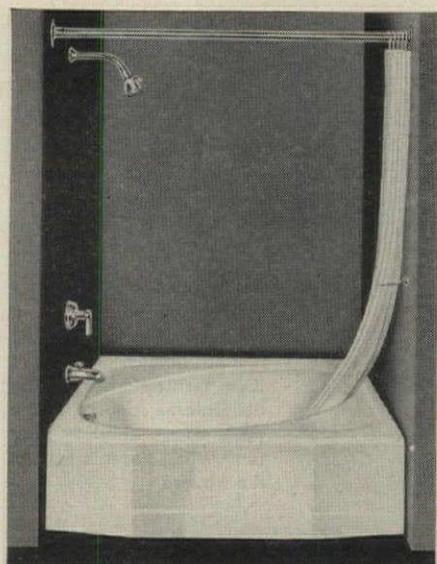


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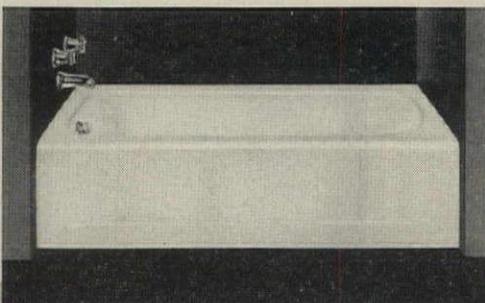
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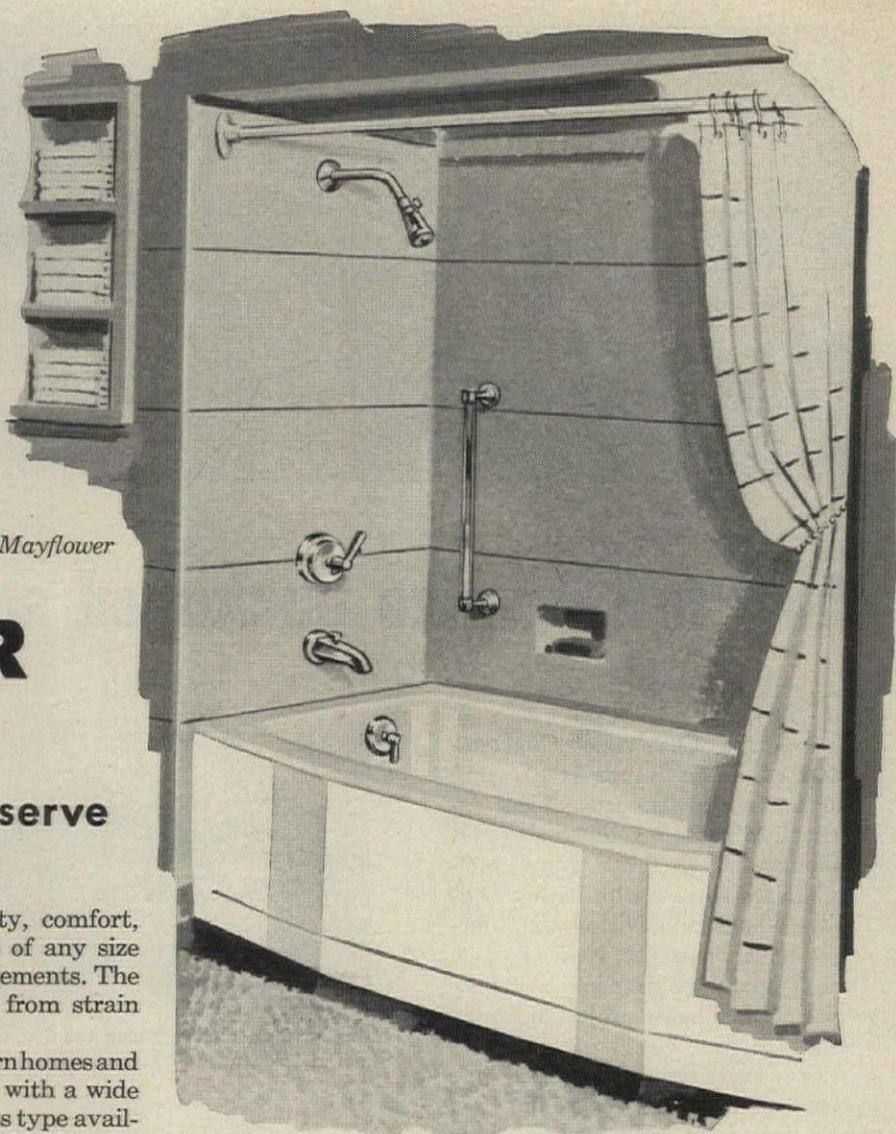
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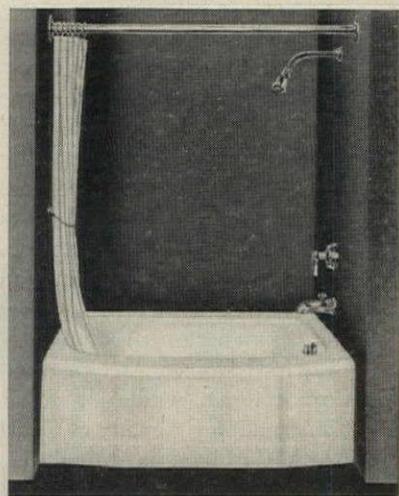
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how to organize packaged selling

THE CRAWFORD CORPORATION of Baton Rouge is carrying farther north its streamlined approach to house manufacturing and merchandising. Fresh from well-publicized success with its big Gentilly Woods subdivision of Crawford-built homes at New Orleans, the company has gone into Kentucky with a 1,200-house project at Louisville.

Crawford located 250 suitable acres on the outskirts of the city, and has completely packaged the new development, known as Highgate Springs.

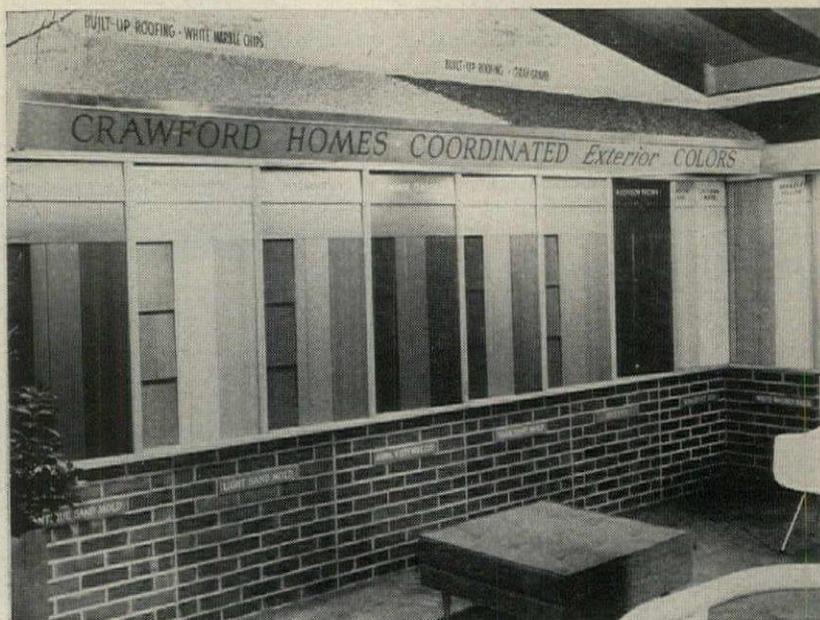
A sponsoring company was organized, in which Crawford owns one-third and two other groups each own one-third. Crawford Home Loan Corporation is supplying the construction money as well as permanent loans. Crawford Corporation furnishes the house packages, the merchandising program and key supervision. Crawford Corporation has a management contract with Crawford Homes, Inc. (a Kentucky Corporation), while J. A. Jones Construction Company of Charlotte, North Carolina, is doing the construction work.

The photographs show how the Kentucky project is organized to sell houses like hotcakes.

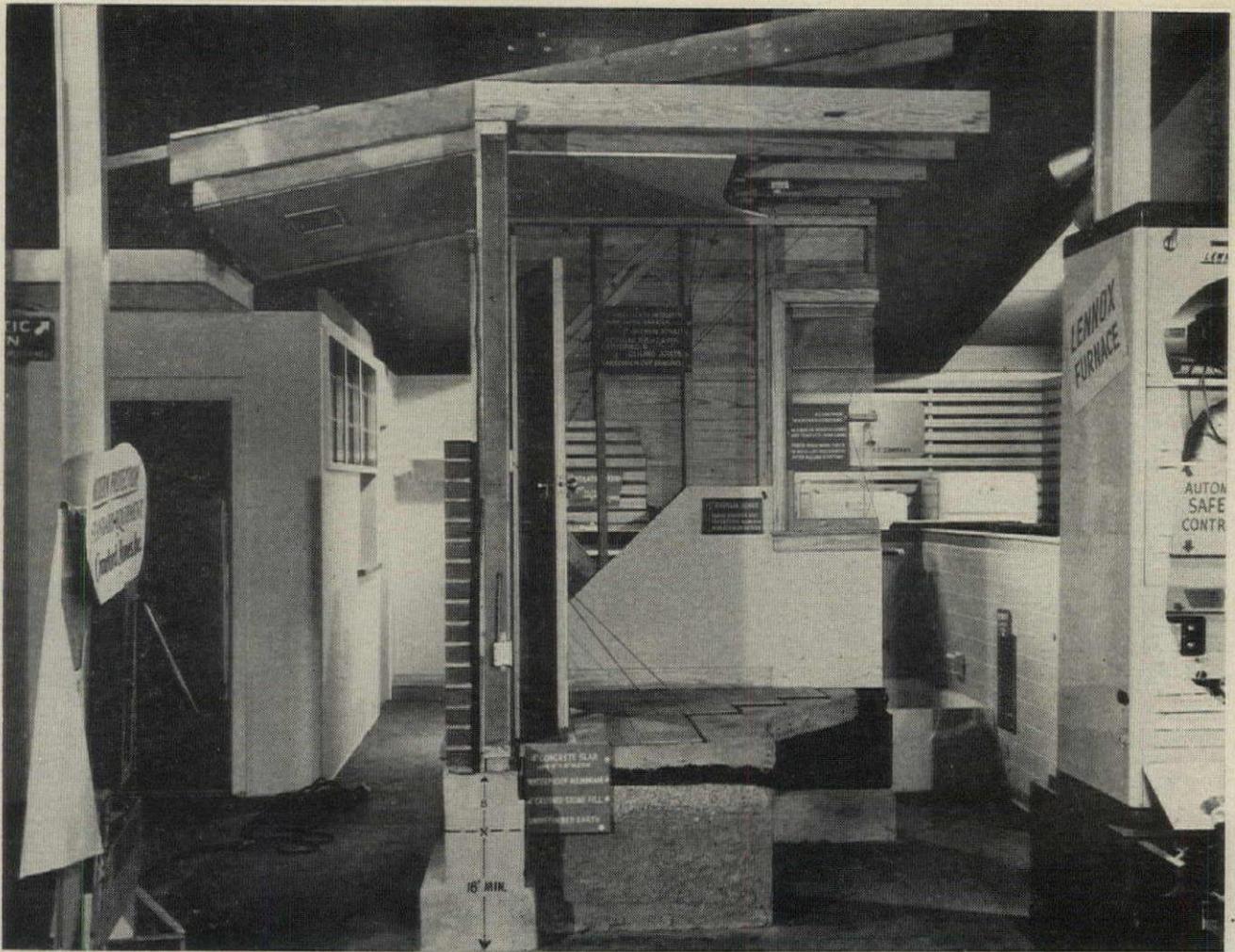


Across from demonstration area, a customer contact center. Exhibition Building in the middle flanked by sales office (right) and Crawford Home Loan office (left)

inside the exhibition building



Display of siding and roof packages. Immediately to right is an exhibit of framed paintings of exteriors of the various models available in Highgate Springs

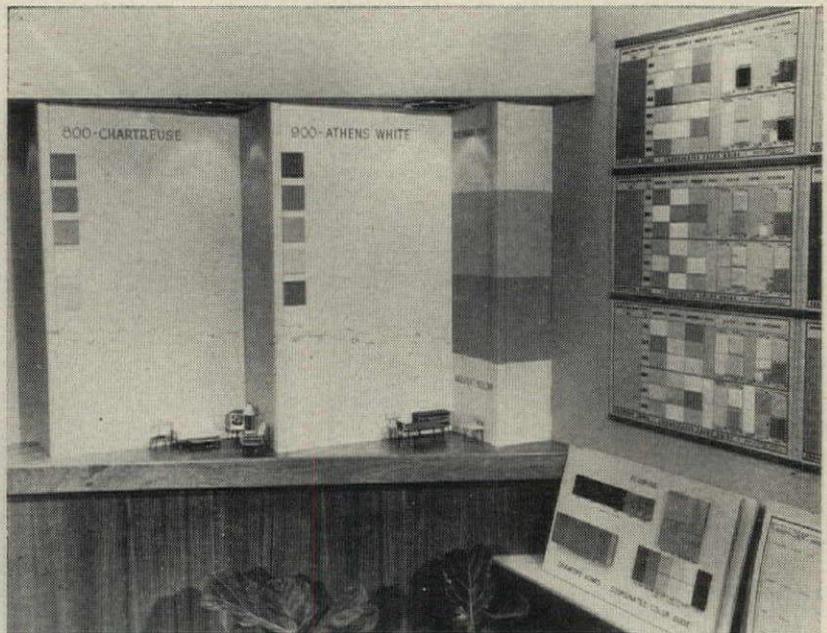


Cutaway mockup of construction details from foundation to roof. Many other exhibits display equipment and appliances

MORE ON PAGE 260



Receptionist handles switchboard, music and public address system



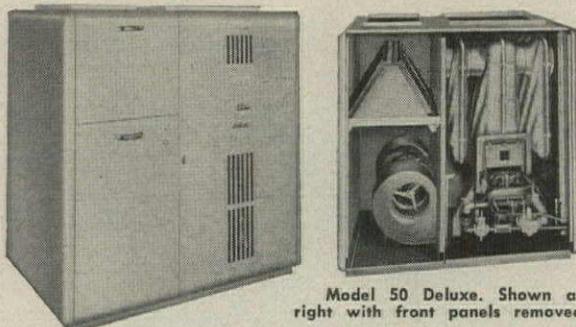
Co-ordinated color schemes for decoration are a big feature. There are nine basic colors for living room schemes and six others may be chosen for rest of house. The customer first selects the living room theme color, then picks a co-ordinated color group for other rooms, and notes his selection on a customer's color memo supplied by Crawford. The color packages are presented on charts and were devised by Allen G. Siple, A.I.A., Crawford color consultant



Low fuel bills with **Niagara**

Activated Heat FURNACES make Niagara-equipped homes easier to sell

What home-buyers say about the homes you build depends to a considerable degree on their experience with the heating systems you install. It pays to install Niagara furnaces because Niagara furnaces are widely acclaimed by owners proud of their low fuel bills, and are prestige-builders for the heating contractor and the builder.



Model 50 Deluxe. Shown at right with front panels removed

Niagara furnaces deliver heat in its most pleasing, comfortable form — warm air in gentle motion . . . ACTIVATED heat . . . LIVE heat!

Long famous for fine performance and low operating cost are Niagara gas-fired furnaces with the exclusive Niagara-made cast-iron heat exchanger, illustrated above. These heat exchangers are available only in Niagara Series 50 furnaces. Especially valued by those who want the very finest are the Series 50 Deluxe models which are equipped with a 3-speed direct-drive blower for luxurious, zephyr-like air circulation.

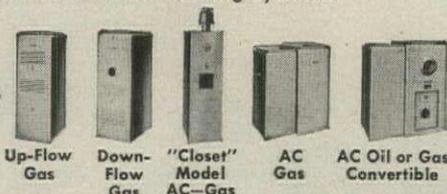


Oil-Gas Convertible

Included in the extensive Niagara line are furnaces with steel heat exchangers, for basement and utility room installations — and automatic oil-gas convertible furnaces (for the fuel available now, and readily convertible at any later time, with a Niagara burner for the other fuel).

SUMMER COOLING, TOO — Available for summer comfort in hot, humid weather, are Niagara cooling units designed to circulate dehumidified, refrigerated air through the ducts of forced-air heating systems.

There's a Niagara for every home-heating requirement.



NIAGARA FURNACE DIVISION The Forest City Foundries Co.
2500 WEST 27th STREET • CLEVELAND 13, OHIO

Send me information on Niagara furnaces burning () Oil; () Gas; for houses with basement (); without () basement; and () details of Niagara Cooling Unit.

NAME _____ AB

ADDRESS _____

P.O. _____ STATE _____

how to organize packaged selling

(Continued from page 259)

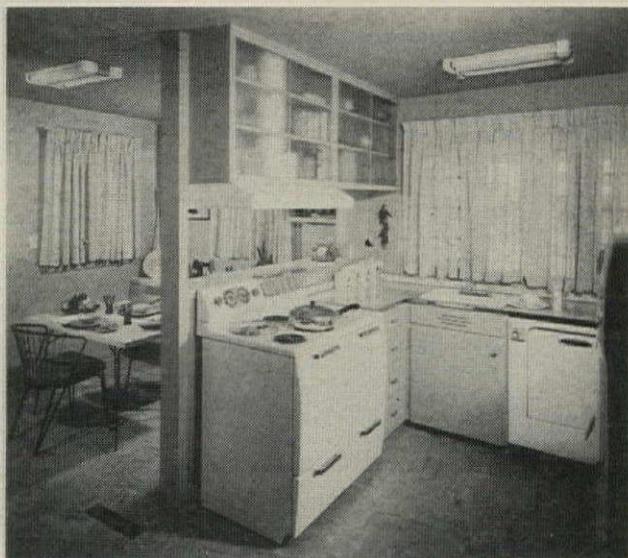
Furnished Models Are Indispensable

Seven of the 31 model houses in the Crawford Corporation's Highgate Springs development at Louisville are presented as complete packages, with interiors furnished by leading decorators of Louisville, Chicago and California. Every effort is made to display each model as a "living" house—to give the feeling of life in the house.

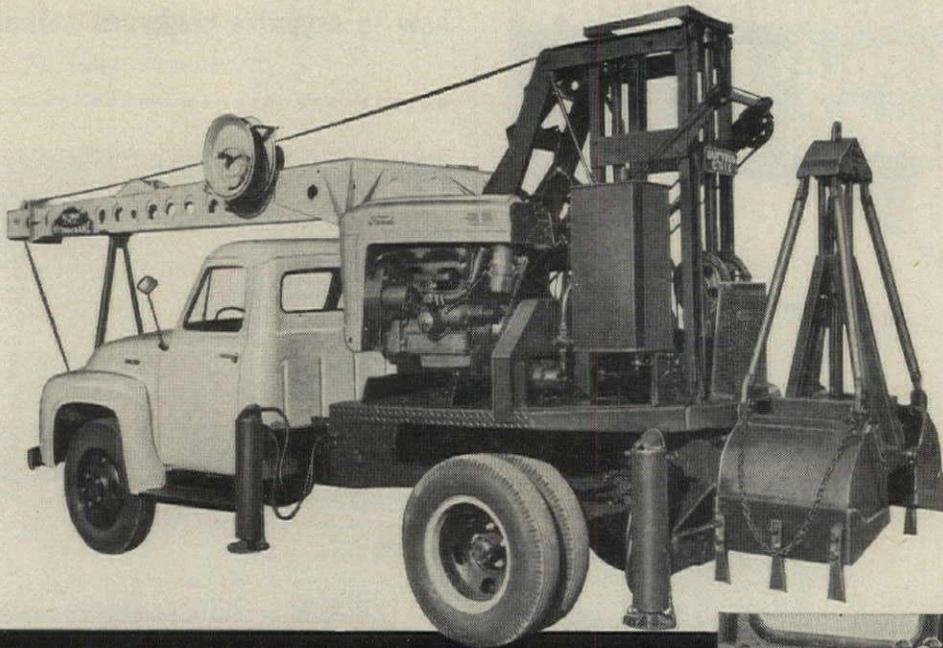


Furnished model houses should represent the subdivisions range in size and price, should be complete in every detail. At Highgate Springs this meant 2-bedroom and 3-bedroom plans, prices from \$12,500 to \$30,000

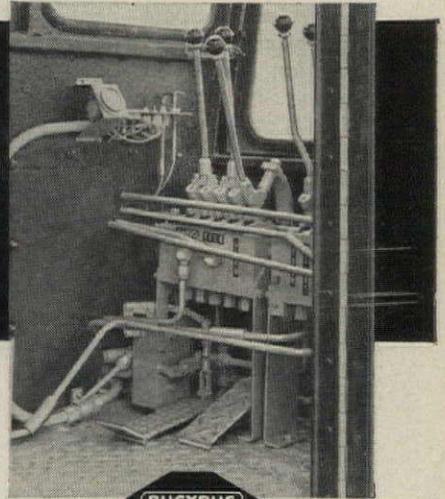
MORE ON PAGE 262



Crawford's models make the most of the selling power of well-designed kitchen areas. Kitchens packaged like this not only help sell the houses but appliances as well. The buyer can include major kitchen and laundry equipment in a Crawford mortgage. Dishwasher and garbage disposer are included



BUCYRUS-ERIE presents
NEW UP-RATED SELF-POWERED
HYDROCRANE
with selector valve



**BUCYRUS
 ERIE**
HYDROCRANE

Now Bucyrus-Erie offers a new, more powerful all-hydraulic crane-excavator—the self-powered H-3 Hydrocrane. Taking its power from its own 4-cylinder industrial engine instead of from the truck engine, the new self-powered Hydrocrane provides the following big advantages:

1. **Increased horsepower** through eliminating restrictive influence of side-mounted truck power take-off.
2. **Selector valve operation.** Power concentration selector unit permits channeling hydraulic fluid from all three pumps to one valve bank—increases line speeds up to 50%.
3. **Convenient operation.** Selector valve is foot operated—provides metered control of higher speeds—operator need not let go of hoist and swing levers to operate selector valve. Controls for power plant conveniently grouped at operator's station.
4. **Reduced crane maintenance** from simpler more direct power application. High pressure hoses through center pin leading from pumps to valve bank eliminated. Fewer belts, shafts, and hoses.
5. **Improved efficiency.** Improved oil filtering with less restriction. Better cold weather performance.
6. **Improved truck engine life.** Economy results from fewer truck repair bills. Generator for independent power plant re-charges motor truck battery. Overall fuel consumption is less.

1H54

These are just a few of the advantages of the new self-powered Hydrocrane—and self-power is just one of the big features that is making the Hydrocrane foremost in 1954. See your distributor for complete details.

Bucyrus-Erie Company

**South Milwaukee
 Wisconsin, U.S.A.**

Insulate 5-Room House Prevent Paint Peeling, Condensation Damage for \$30

WITH Aluminum-Coated SISALATION

This reflective insulation is equivalent to about 1" of fibrous insulation. Sisalation is easy to apply. Its strength prevents rips or tears. It is also an effective vapor barrier for controlling condensation.



With Sisalation you can offer your home buyer a truly insulated house — cooler in summer, warmer in winter *PLUS* vapor barrier protection — at a minimum cost. Available in 36" and 48" widths at your Lumber or Building Supply Dealer. Send coupon for samples and more facts.

Flashing at 1/5th cost of Heavy Gauge Copper:
COPPER ARMORED SISALKRAFT
for concealed flashing. Provides permanent protection. Available in 1, 2 and 3 oz. of copper per square foot. Widths from 4" to 60".

For denser, drier concrete slabs:
SISALKRAFT

A tough reinforced paper. Use for membrane over sub-fill . . . for covering concrete . . . under floors . . . to back up stucco . . . as waterproof covering for materials and equipment.



AMERICAN SISALKRAFT CORPORATION
Dept. AB-6, Attleboro, Massachusetts

Please send samples and more information on Sisalation,

Name

Address

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

AMERICAN SISALKRAFT CORPORATION

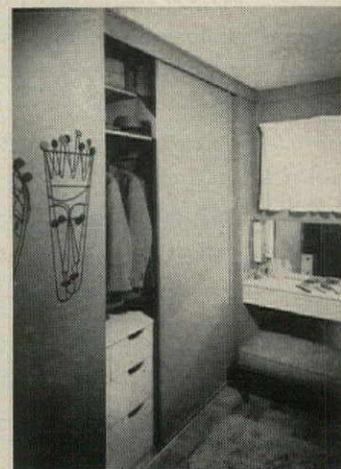
Attleboro, Mass. • Chicago 6 • New York 17 • San Francisco 5

how to organize packaged selling

(Continued from page 260)



Exterior and porch of a \$23,700 model. Even though fences, patios and extra landscaping are not included in the price of the package, they should be used with the model houses to show outdoor living possibilities and bring out the extra variation that can be achieved in this way from house to house

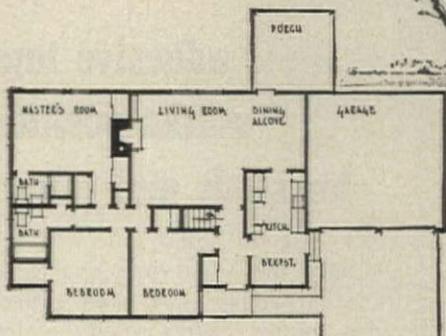
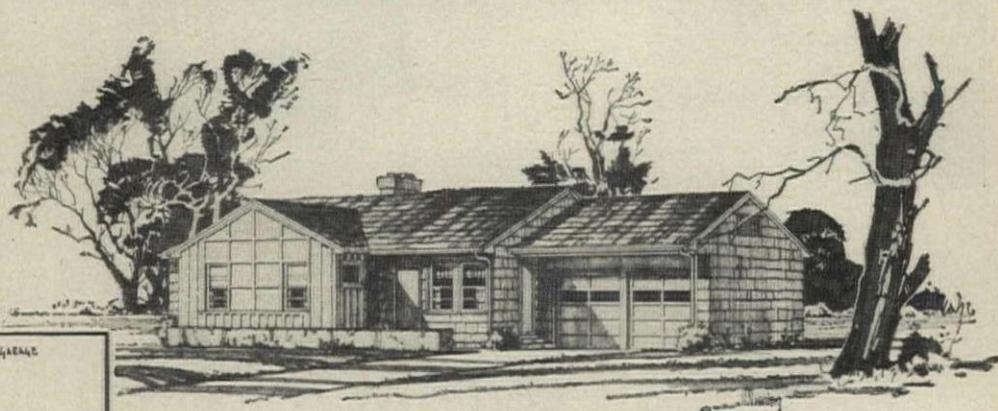


The model shown on this page has a dressing room connected with its master bedroom. Dressing table is built in under window, is flanked on each side by wardrobe closets. This is how Crawford makes this room spark the imagination of the prospective purchaser

IN KANSAS CITY'S FAMED COUNTRY CLUB DISTRICT...



Miller Nichols,
President J. C. Nichols Company



FASCO

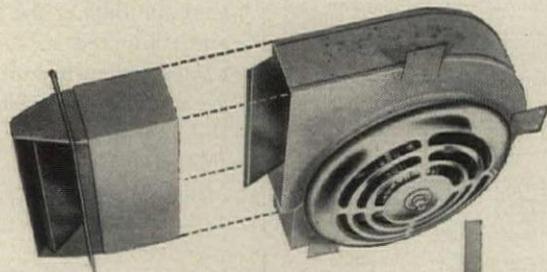
VENTILATING FANS ADD A "POTENT SALES APPEAL"!

The J. C. Nichols Company is pleased to endorse the use of Fasco Ventilating Fans. They are used in many houses which the company builds throughout the Country Club District. It adds one more potent sales appeal for the salesman to use when presenting our company's homes to the discriminating buying public. In an area like the Country Club District we are extremely particular about the kind of products which go into our homes. We are pleased when we add the name 'Fasco' to our list of quality products."

Miller Nichols

Country Club District of Kansas City, Missouri, developed by the J. C. Nichols Company, is often called "America's Finest Residential Area". The development has grown to include more than 6000 acres. The homes range from the moderately priced two bedroom ranch home to the costly estates, many of which sell for more than \$150,000.

FASCO VENTILATING FANS are in use everywhere throughout the area. Over sixty-five builders, in addition to the Nichols Company, are currently building in the Country Club District. Once again Fasco proves it is America's most popular ventilating fan!



MODEL 1021 "CEIL-N-WALL" DELUXE
FOR LARGE AND MEDIUM SIZED KITCHENS

THIS FASCO Kitchen Ventilating Fan is adaptable for a wide range of installations—inside wall above stove—thru cabinets—in ceiling. Housing 3 1/4" thick. Engineered for most difficult type of exhausting—by pressure thru ducts. New Fasco Turbo-Radial Impeller develops pressures unobtainable by ordinary fan blades. 10" Impellers 530 C.F.M.

FASCO

INDUSTRIES, INC.

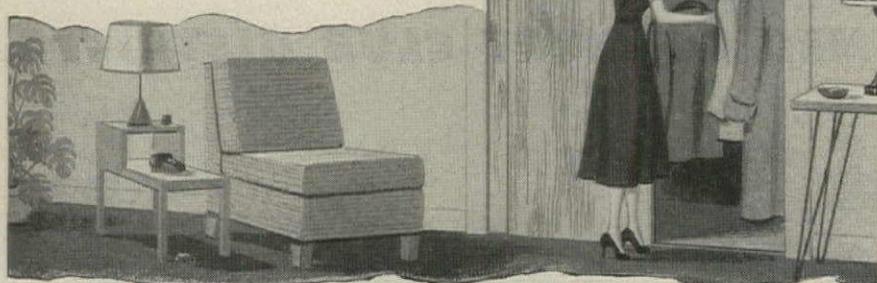
SPECIFY FASCO FOR EVERY VENTILATING FAN INSTALLATION



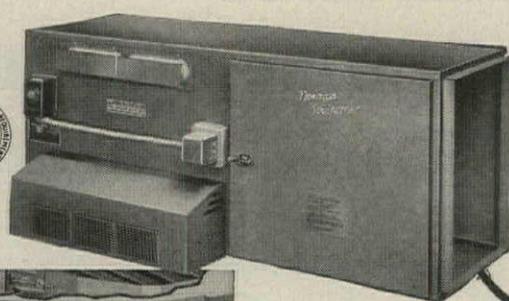
16 AUGUSTA STREET • ROCHESTER 2, NEW YORK

MANUFACTURERS OF THE ONE COMPLETE LINE OF VENTILATING FANS

*extra closet space puts
more value in your homes*



*"Hidden Comfort" of the
Norman Southerner
gives more space for living*



*the original
compact
horizontal
forced-air
gas furnace*



COMPACT DESIGN of Norman Southerner gives "hidden comfort" in attic installation. Approved by AGA. Also functions perfectly in new homes designed for perimeter heating.



ONE-FLOOR PLAN of today's modern home has more closet space with Norman Southerner installed in a crawl space. Adaptable in field as either right or left-hand unit.



MAKES AN ATTRACTIVE BASEMENT with the Norman Southerner suspended out of the way. Leaves more valuable floor space for work or play in homes and apartments.

THAT CLOSET or utility room floor space you've been using for heating equipment is costing you money. Let the home owner use that valuable floor space while you install "hidden comfort" with the Norman Southerner... in the attic, basement, under the floor, stairs or crawl space using a minimum of duct work.

MOST COMPACT of all horizontal gas furnaces, the Norman Southerner lets you use more valuable floor space for closets and utility areas in the homes you build.

If you're building with an eye to cutting costs and saving space you'll find the Norman Southerner the most versatile forced-air gas furnace ever built. Time-tested and performance-proved in thousands of installations. Makes your homes worth more for the money, too... with all the latest improvements in design for greater heating efficiency. Sizes for all heating requirements. AGA approved for all gases.

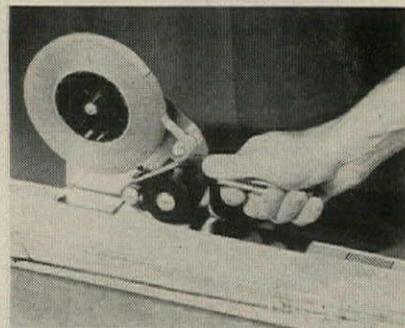
Manufacturers of a Complete Line of Gas Heating and Air Conditioning Equipment.

Norman® products company



1150 Chesapeake Ave., Columbus 12, Ohio

SEND FOR ILLUSTRATED LITERATURE complete with specifications of Norman Southerner for your files. Shows customers the big advantages of homes you build with the Norman Southerner.



Dispenser unrolls tape and presses it down in a straight line; grid pattern every 16 inches denotes o.c. position

**adhesive tape
marks position
for studs and rafters**

A disposal paper tape is stated to halve the layout time involved in locating studs, joists and rafters. It is applied lengthwise on the plate with a hand dispenser that unrolls it and presses it down in a straight line. The tape sticks without moistening to wood or metal upon contact.

The tape is imprinted every 16 inches to mark the on-center position for studs, joists and rafters. The printed marks insure accuracy, eliminating errors which occur by penciled markings.

According to contractors who used the tape during market tests, use of this product can save up to 50 per cent of layout time; four out of five contractors who were shown the tape during the test period have since adopted it. Fifty-foot samples of the Scotch brand carpenter's tape are available free from the manufacturer, Minnesota Mining and Manufacturing Co., Dept. AB, St. Paul 6, Minn.

**What Are You
Going to Build
in 1979?**

Find out from the August *American Builder*. It will cover 100 Years of American Shelter, from 1879 to 1979, in Flashback and Forecast... featuring touches of the sentimental past, plus the keenest analysis ever written of the next 25 years of light construction. The August *American Builder* will be a collector's item that you will want to keep and use for years to come. Renew your subscription today!

AMERICAN BUILDER



One of a group of homes in Penn Valley, Pa. Builder: Albert H. Jacobs, Rosemont, Pa.

Quality—regardless of price

In this luxurious, new Pennsylvania home . . . built for the upper-income level . . . quality was the first thought. The windows are Lupton . . . as they are in high-cost and low-cost homes all over the country. For builders have found that Lupton quality is consistently high, regardless of price.

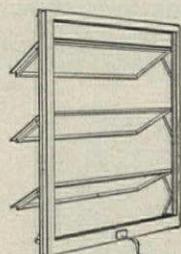
Every window in the Lupton line is constructed with the same attention to detail, the same rigid inspection to assure the standards built through over 40 years experience in designing and manufacturing metal windows.

Lupton Metal Windows will fit your costs . . . and your architecture, for

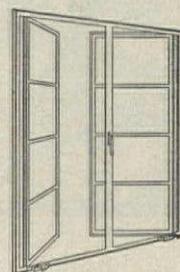
there is a style for every building. They save on construction costs too. Often one man can make the installation. And, Lupton quality cuts down call-back. Installed properly, a Lupton Metal Window serves its owner with minimum attention and maintenance costs. Why not feature Lupton luxury and quality in your homes . . . sales prove that buyers look for and appreciate them.

MICHAEL FLYNN MANUFACTURING COMPANY
700 East Godfrey Avenue, Philadelphia 24, Pa.
Member of the Steel Window Institute and Aluminum Window Manufacturers Association

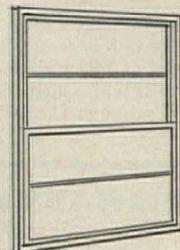
LUPTON METAL WINDOWS



Lupton Aluminum
Awning Window



Lupton Casement
Steel or Aluminum



Lupton Aluminum
Double Hung Window

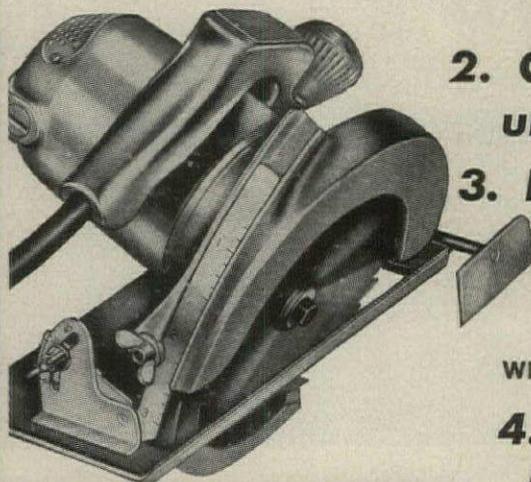
Why Builders prefer

MODEL 650

Milwaukee

HI-SPEED
(6800 RPM)
HEAVY-DUTY SAW

1. Only power-saw needed to build a house
2. Cuts faster under full load
3. Lower price



\$66⁵⁰

WITH STEEL CASE \$74.50

4. Clutch-drive cuts maintenance costs

It completely absorbs the high frequency oscillation of the saw blades, thus preventing backlash shock to gears... adds years of service.



Also ask about Model 825 MILWAUKEE
8 1/4" Mitering saw\$89.50.
With steel carrying case\$97.50.

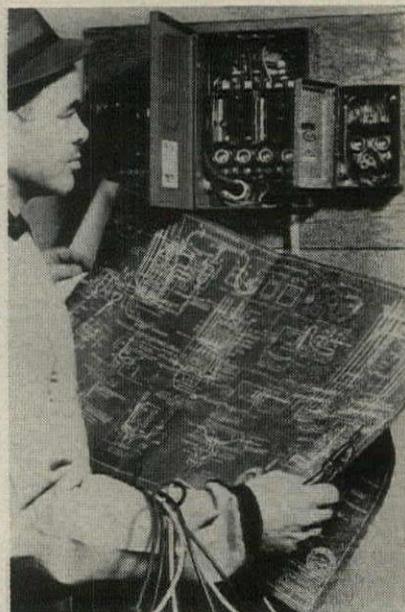
- Miter 2" Dressed Lumber at 45°
- Makes vertical cuts to full 2-5/32" depth. Equipped with Milwaukee-Built 1 1/2 H.P. Motor, Model 650 does all the work of larger, heavier saws priced to \$135.00.

Write us today for FREE Folder SW-3

Model 650 is complete with automatic telescoping guard, saw-dust blower, full-view line sight, rip fence and rigid steel shoe. Ball and Roller Bearings throughout — lifetime-lubricated. Also available — blades and abrasive discs for cutting concrete, tile, masonry, transite and metal.

MILWAUKEE ELECTRIC TOOL CORPORATION

5352 W. STATE STREET — MILWAUKEE 8, WISCONSIN
Canadian Distributor: MATTHEW MOODY & SONS CO., Montreal



Checking fuse-box wiring against detailed diagrams assures home safety

blueprint plans aid residential wiring

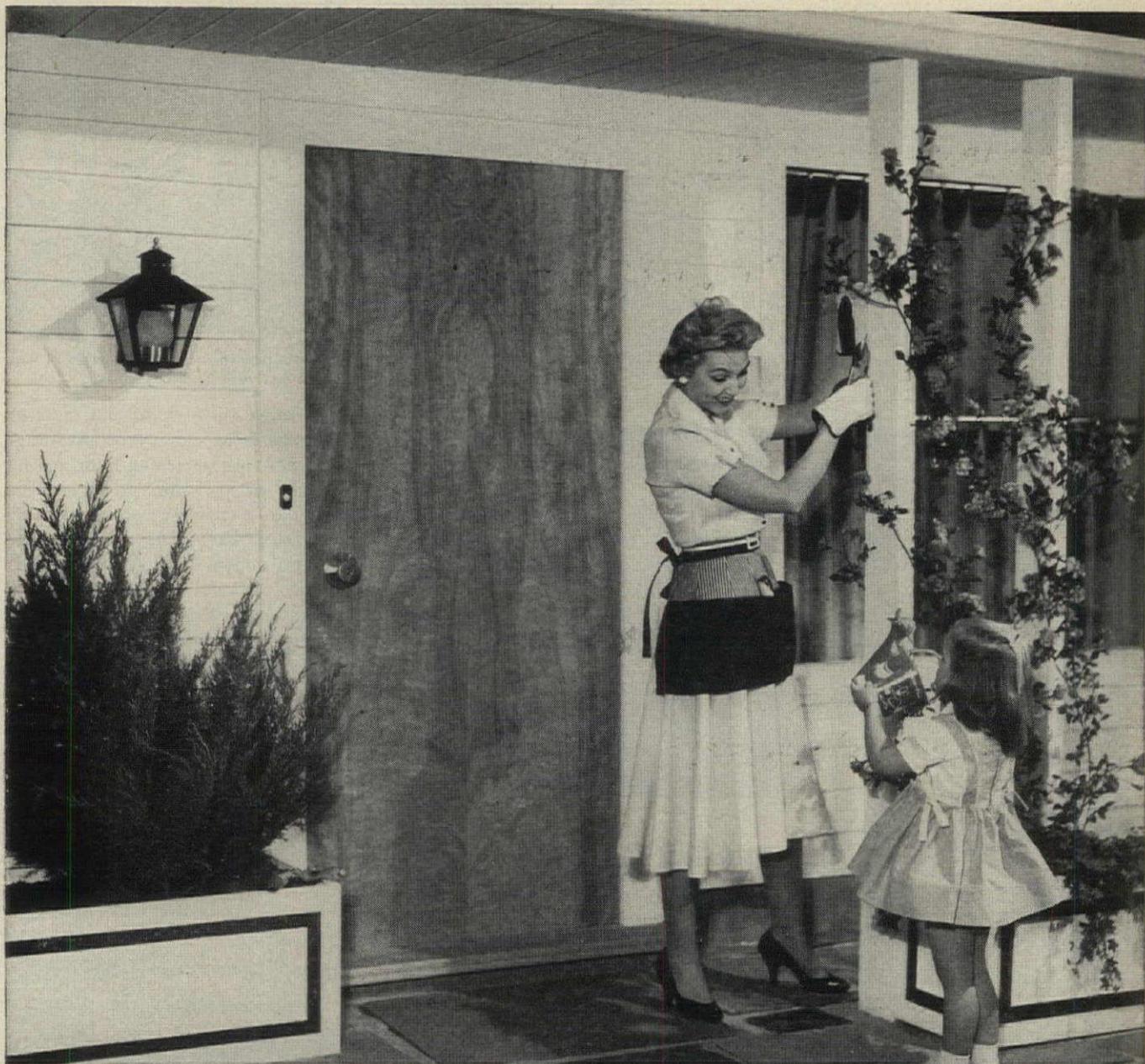
Illustrated blueprints that tell how to do complete and correct wiring in residential construction have been published by the Home Building Plan Service, 2454 N. E. Sandy Blvd., Portland, Ore.

All types of wiring jobs are pictured in blueprint form. Service entrance wiring, for instance, is illustrated in every phase, including how the mast is installed, how the meter and fuse-box or circuit-breaker box are wired. Fixture details, switch and convenience outlet wiring and the wiring of appliances is shown.

Typical floor and basement plans are included to illustrate the most economical way to wire entire floor areas. Detailed drawings are keyed to text that names and describes every part needed.

Each of the three 18x29-inch blueprints in the set bears the seal of approval of a registered professional engineer.

Changing Your Address? Changes of address should be sent to the Subscription Department, *American Builder*, Emmett Street, Bristol, Conn., three weeks in advance of next issue date. Send old address with new, enclosing, if possible, your address label. The Post Office will not forward copies unless you provide extra postage. Duplicate copies cannot be sent.



This name means MORE on any flush DOOR

Atlas Plywood

Yes, everybody gets more from an Atlas Plywood door.

The man who specifies knows he's installing flush doors that will look and act quality for the life of the building. He gets more professional satisfaction.

The man who sells the door knows he's got a satisfied customer — and his prestige goes up a notch. He gets more sales.

The man who uses the door gets assured beauty, trueness and service every time he opens it. He gets more for his money.

Atlas Plywood's many mills turn out

doors of uniform quality as only one-ownership control "from forest to finished product" can achieve. This means minimum manufacturing and handling cost . . . absolute standardization . . . and top reliability. Everybody gets more out of this more efficient set-up.

Atlas Plywood "Estate", premium grade for natural finishes, "Suburban", top grade for stain, "Metropolitan", all-purpose grade, suitable for staining . . . all in beautiful birch. Doors also available in gumwood and other popular woods.

Atlas Plywood

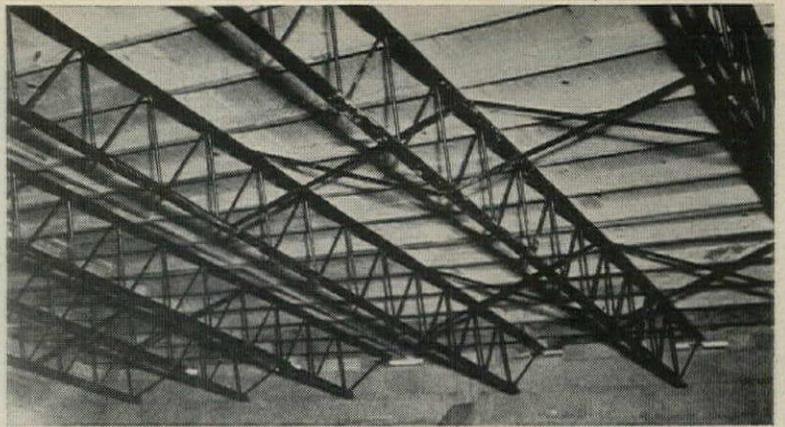
CORPORATION

FROM FOREST TO FINISHED PRODUCT

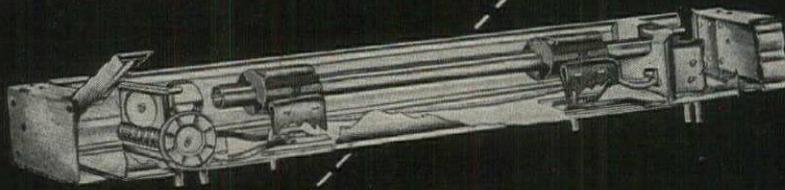
Boston 16, Mass. Distributors in all principal cities



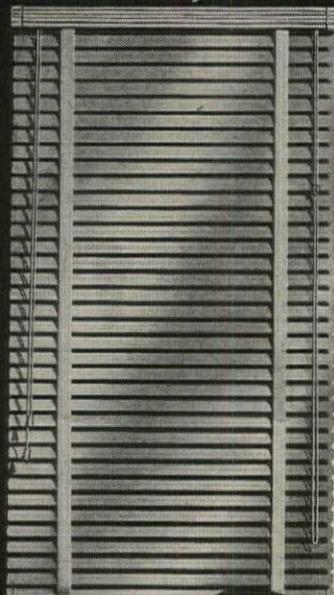
develop
 floor systems of
STEEL JOISTS
WOOD PANELS



Floor as seen from basement; steel bar joists are 16 inches deep with 24-foot, 8-inch span, spaced 4 feet o.c. with bridging



Engineered for Easy Maintenance . . .



Rolla-Head Venetian Blinds

. . . designed and engineered by the world's largest manufacturer of venetian blinds, component parts, processes and machinery . . . manufactured to exacting specifications . . . quality controlled from raw steel, to DuPont baked enamel finish . . . specified by leading architects and builders for modern industries and homes.

Snap-In Hardware

Eastern's exclusive "snap-in" hardware keeps maintenance costs down. When and if replacement is necessary, all moving parts in both head and bottom rail snap-in without the use of tools. No crimping, pinching or riveting . . . not even one single screw to remove! The infra-red baked DuPont enamel finish makes normal upkeep easy—a swish of a cloth and the entire blind is free of everyday dust and grime.



See Eastern's complete venetian blind guide for the architect in Sweets File or contact your nearby Rolla-Head manufacturer



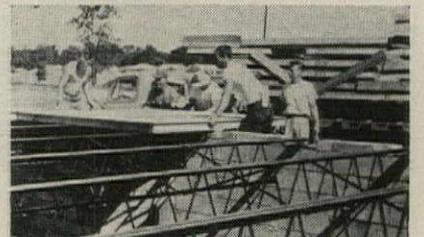
EASTERN MACHINE PRODUCTS CO.

General Offices & Plant: 1601 Wicomico St., Baltimore 30, Md.
 ATLANTA • NEW YORK • PITTSBURGH
 Canada: Eastern Machine Products, Ltd., Toronto • Montreal • Vancouver

Elimination of basement piers or columns is an important advantage of a new prefabricated floor system called "Klear-Span." It consists of two main elements: a series of truss-like, steel bar joists and prefabricated wooden floor panels, and is claimed to offer the resiliency of a wood floor with greater rigidity and strength. Its liveload capacity is 40 pounds per square foot.

The steel bar joists are 16 inches deep, with a clear span, wall to wall of 24 feet, 8 inches; they are set on 4-foot centers and are affixed to concrete block walls with steel anchors; steel cross bridging is spaced approximately six feet on center. Need for basement columns or beams is

Photographs courtesy of Modern Homes Corp.



Prefabricated floor panels are butted together; plywood edges are set back on two sides, overhang on others, allowing panels to be face-nailed together

eliminated, since the joists transmit their load directly to the block walls.

The floor panels are fabricated from 2x4's spaced 16 inches on center over a 4-foot span and are covered with 1/2-inch plywood forming the subfloor. For crawl space homes, the panels are insulated with 1 1/2-inch blanket insulation with vapor barrier. An overlap system permits the panels to be face-nailed together. Panels are fastened to the steel joists by clips which slip over the edge of the joist and are nailed to the panel.

Coming in August—
Factors behind the evolution of housing



PHIL INTERLANDI

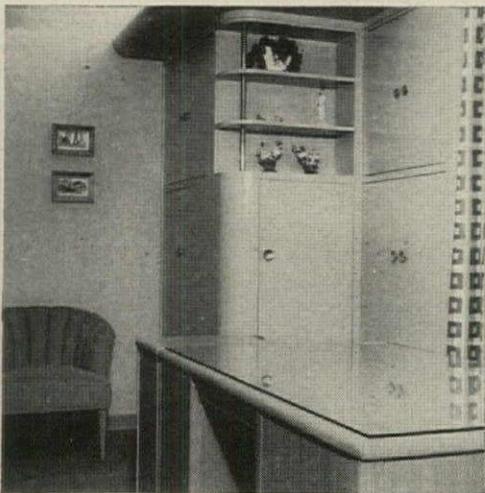
"EVERYTHING HINGES ON HAGER!"*

FREE! If you enjoyed laughing at Phil Interlandi's mirth-making cartoon this month, send for Hager's new book containing 28 full-size popular "Everything Hinges on Hager" cartoons! It's FREE! Just address



C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo.
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience

SOSS HINGES HELP SELL HOMES



*Studios of WJR, Fisher Building, Detroit,
Mich. Architect-Designer, George Walker.
Equipped with SOSS Invisible Hinges.*

Unique, invisible SOSS HINGES are completely hidden from view when doors or lids are closed. This feature eliminates ugly protruding hinge butts. SOSS HINGES make possible the flush, streamlined surfaces so necessary for smart, contemporary architecture. SOSS HINGES increase the beauty and quality appearance of any home. Use them whenever you build or remodel.

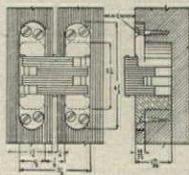
SOSS INVISIBLE HINGES

Sizes Available For Every Type of Installation

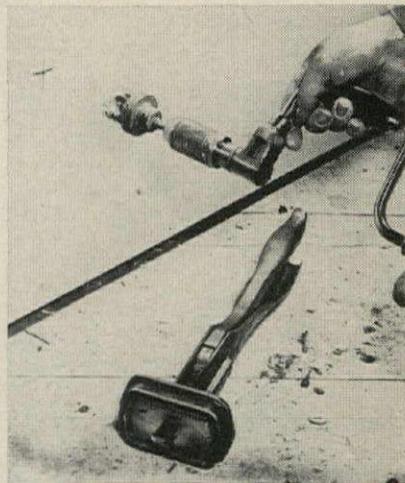
FREE CATALOGUE



Gives complete details and specifications for the world's only modern hinge. Write for it today—the hinge that hides itself.



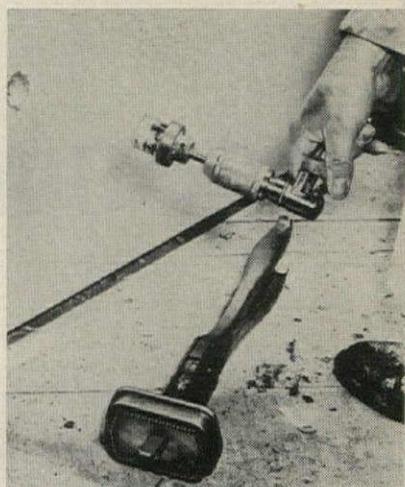
SOSS MANUFACTURING COMPANY
21721 HOOVER ROAD • DETROIT 13, MICHIGAN



Workman prepares to cut center hole with saw attached to brace

tool cuts switch box holes in drywall

Cutting switch box holes in drywall is the function of a new tool consisting of locking male and female dies. The device cuts openings in $\frac{3}{8}$ -, $\frac{1}{2}$ - or $\frac{5}{8}$ -inch drywall to fit single, double or multiple switch boxes. Use of the tool eliminates patching of irregular holes cut by conventional methods. It does not break away excess drywall, will not split the panel back and does not damage the paper facing on either side. Every hole is stated to be perfect in shape and location, with a $\frac{1}{32}$ -inch clearance all around the switch box.

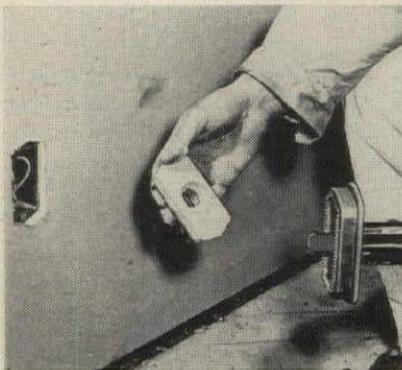


Hole cut approximately in center of switch box exposes male cutter



Male and female cutters automatically lock through hole; squeezing handles cuts edges

The tool is a development of Hartmeister, 2020 W. Barbary Place, Denver, Colorado. Its operation requires only three steps: (1) the male cutter is snapped into the switch box before the drywall is nailed in place, assuring accurate location of the hole; (2) hole saw fitted to a standard brace cuts out approximate center of the switch box; (3) male and female cutters are automatically locked together through the hole and cutter handles are squeezed together to cut the switch box hole.

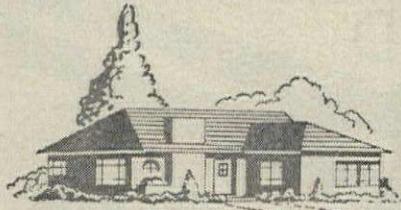


Drywall scrap in shape of switch box opening is removed upon completion of the cut

The Farm Market—

Although the exact number of farm dwellings constructed annually is not known, it is believed to be about 100,000. During 1953, \$667 million were spent for farm houses, and \$808 million for service buildings, a total of approximately \$1.5 billion. Predictions are that there will be a 10 per cent drop in this figure in 1954.

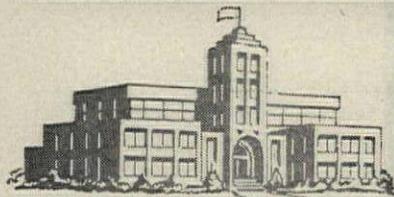
Whatever the Building Job...



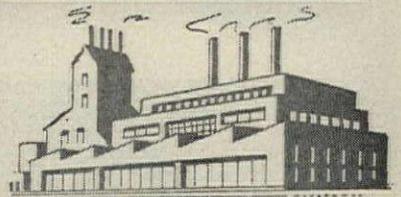
HOMES



APARTMENTS



INSTITUTIONS



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DELFAIR

Oak FLOORS

Builders everywhere depend on DELFAIR for top quality oak flooring. Carefully graded lumber, plus modern equipment and machines, plus skilled, conscientious workers . . . these are some of the reasons for knowing that when you buy DELFAIR, you are buying oak flooring at its very best.

For your complete flooring needs, we invite you to look to DELFAIR.

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LOUISVILLE, MISSISSIPPI

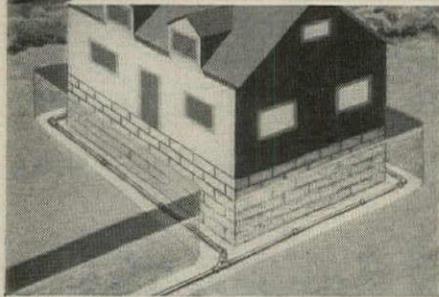
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PERFORATED

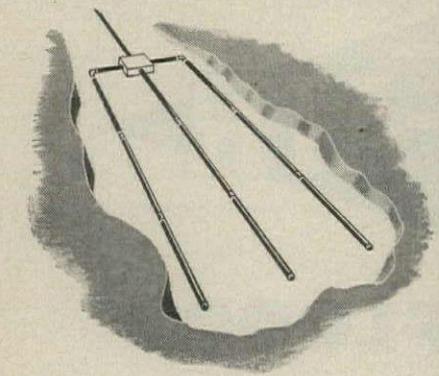


PIPE



Foundation Footing Drains For Dry Cellars

Orangeburg Perforated Pipe—for foundation footing drains. A permanently dry cellar increases the value of the house and provides healthful basement area for many useful purposes. Long, light weight 8' lengths with snap couplings are easily installed.



The Ideal Seepage Pipe For Septic Tank Disposal Beds

Orangeburg Perforated Pipe—for septic tank disposal fields. Long 8' lengths are easier to lay and establish grade. Two rows of 1/2" perforations on 4" centers permit seepage along entire line. Unique snap couplings assure maintenance of alignment, provide permanent joint cover, allow complete seepage through slot at bottom.

ORANGEBURG FITTINGS

- for
1. Orangeburg Perforated Pipe
 2. Orangeburg Root-Proof Sewer Pipe



1/4 BEND



1/8 BEND



WYE

Draining Wet Spots of Lawns, Fields, Parking Lots, Airports, Golf Courses — and Draining Muckland

Orangeburg Perforated Pipe—maintains continuous seepage without clogging. Doesn't crack or corrode. . . . New Orangeburg Fittings can be used with Orangeburg Perforated Pipe.

Use Orangeburg Root-Proof Sewer Pipe for House-Sewer or Septic Tank Connections

. . . or for conductor lines from Downspouts, Storm Drains. Orangeburg is for non pressure outside uses—saves money—delivers dependable service. Write Dept. AB-64 for data for your files.

ORANGEBURG

Manufacturing Co., Inc.

ESTABLISHED 1893

ORANGEBURG, NEW YORK
WEST COAST PLANT: NEWARK, CALIF.



Research house contains instruments to measure the efficiency of both heating and cooling equipment

campus house serves as research laboratory

A house which doubles as a scientific laboratory has been built on the campus of Wichita University, Wichita, Kansas. It is dedicated to the search for more efficient means of heating and cooling small homes, both new and existent.

Officially designated the F.I.R. Research Residence, the new six-room building is part of the test facilities at the Wichita University Foundation for Industrial Research. The house has already been put into use in the interest of the Coleman Company, Inc., Wichita, manufacturer of residential heating and air conditioning equipment. The initial project, which was scheduled to begin February 1, was to measure scientifically the effectiveness of heating equipment for houses built over a concrete slab.

In the first experiments, air ducts 3 1/2 inches in diameter have been imbedded in the slab floor. The ducts connect a centrally-located forced air furnace with new-type registers installed in the floor and near the outside walls of each room.

To learn what happens to warm air from the time it leaves the furnace until it flows into the living area, F.I.R. engineers have imbedded wire thermocouples to a depth of four feet below the surface of the slab. The thermocouples lead to automatic recording instruments which periodically jot down the temperature at the end of the wire. Other thermocouples are buried at depths of three, two, and one foot. There are 375 temperature check points in all beneath the floor, 50 at floor level and 150 in the house.

Another series of experiments is concerned with determining which

of four small diameter ducts is most successful for heating slab floor houses. Although considerable research has already been carried out concerning this problem, the tests at the research residence are expected to add new and helpful data.

Experiments with the small pipe perimeter system will occupy several weeks. Upon completion, the set-up can be used to measure the efficiency of year-round air conditioning equipment.

In order to fit a variety of heating and cooling systems to the house, the interior walls may be removed or altered. Space has also been provided in the attic for installation of a horizontal-type furnace and cooling unit.

**how to plan
kitchen and laundries
subject of manual**

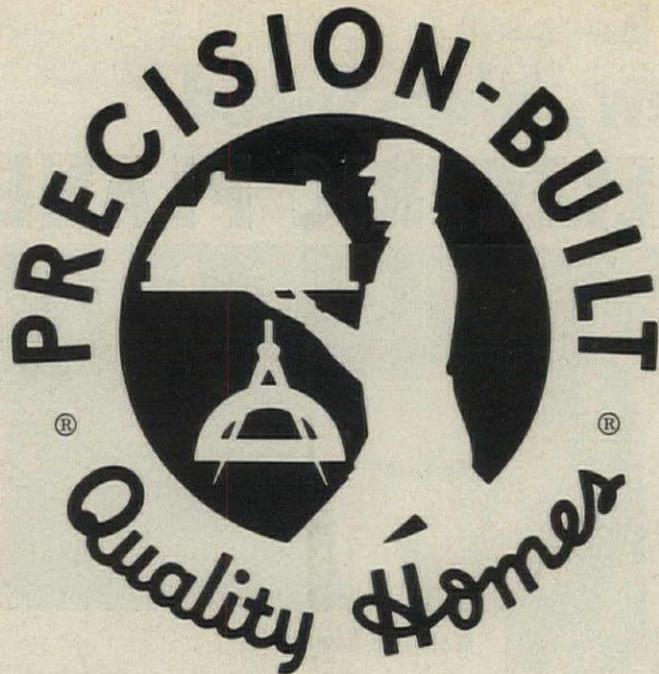
A 48-page manual that details techniques on how to design the kitchen and laundry for attractive appearance and maximum efficiency is available. The booklet, following a simplified step-by-step procedure, presents the principles of planning a modern electrical kitchen and laundry by the most efficient use of space, and the most practical use of equipment. Information given can be adapted to kitchens and laundries of any size and shape.

Space planning is covered completely. Also shown are many convenience ideas, examples of well-designed kitchens and laundries, and suggestions for lighting and wiring. Diagrams, dimension-drawings and illustrations help make kitchen planning easier and correct.

The use of the fundamentals of good planning, plus ideas on their application as presented in this manual, should result in greater client satisfaction to the builder. For a copy of "Kitchen-Laundry Design Ideas," Manual B-5866, send fifty cents to Better Homes Department, Westinghouse Electric Corp., Dept. AB, Box 363, Pittsburgh 30, Pa.

Renew your subscription TODAY!

JUNE 1954



With this
**Nationally Advertised
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**—the "know-how" of \$500,000 in research
and \$36,000,000 in construction is yours without cost**

● Since 1936, the famous Precision-Built System of Construction has been nationally advertised. More than \$36,000,000 of homes have been built this way—embodying the "know-how" of more than \$500,000 spent in pure research . . . The owners report complete satisfaction—homes that are warmer in Winter and cooler in Summer—the quietest homes they have every known.

● With a Precision-Built Franchise, the builder has the soundest, most economical method of home construction yet devised—a system by which homes were built faster, better and at lower cost during World War II, than by any other system.

● We know that, properly managed, the dealer's present volume of house building can be doubled. He promotes more business for his builders and contractors—as well as for himself—selling everything that goes into the final product. On transportation costs alone, he affords important savings over sectionalized construction from a distant point.

● Let us send you the details of the Precision-Built Plan. Let us show you how your builder-customer can take advantage of a "know-how" not available to the average builder . . . Your inquiry involves no obligation. Kindly address Department 80.

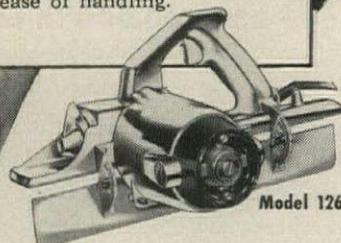
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Trenton 3, New Jersey

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**New High-Speed
 ELECTRIC PLANE**



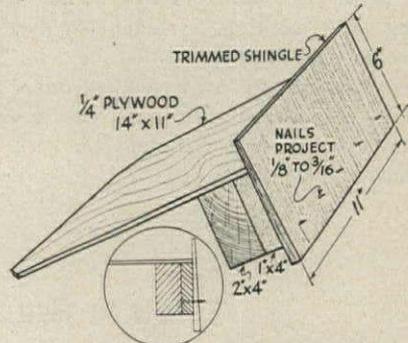
Nothing like it for . . .
Speed! Performance! Price!
Fastest plane on the market! Hardened spiral cutter turns at amazing speed of 25,000 RMP—gives a fast, smooth, “shearing” cut on the toughest jobs, including glue-bonded panels and hollow-core doors.
Lowest-priced plane in its class! Includes features found in other heavy-duty planes costing from \$50 to \$75 more: Depth adjustment from 0” to 3/32”. Bevel adjustment from -15° to +45°. Precision ball bearings. Deflector shoots chips away from operator and workpiece, prevents clogging. Weight whittled down to a mere 9 1/4 lbs. for greater ease of handling.



Sensationally Priced!
Only \$95.00
 Cutter sharpening attachment available at slight extra cost.



Platform in place, showing how top of platform face fits under 1/2-inch projection of top shingle course



Convenient shingle applicator's platform easily made of scrap construction material

**make this platform
 to keep material
 within reach**

Providing the shingle or shake sidewall applicator with a convenient supply of shingles or shakes, this easily built platform is a time-saver.

Made of scrap materials found on any construction job, the portable platform holds a handy supply of shingles or shakes. It can be quickly moved to the desired position on sidewalls and keeps the working supply of materials always at arm-level. It eliminates bending or stooping to reach needed shingles or shakes.

The platform takes advantage of the 1/2-inch overhang or projection of the top course of shingles on double-coursed walls. This overhang, combined with five nail-points which project from the platform, serves to hold the device firmly against the wall. The platform can be disengaged for transfer to another position simply by lifting the outer edge of the shelf.

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 Please send full information on NEW Model 126 Electric Plane . . . also name of nearest dealer.

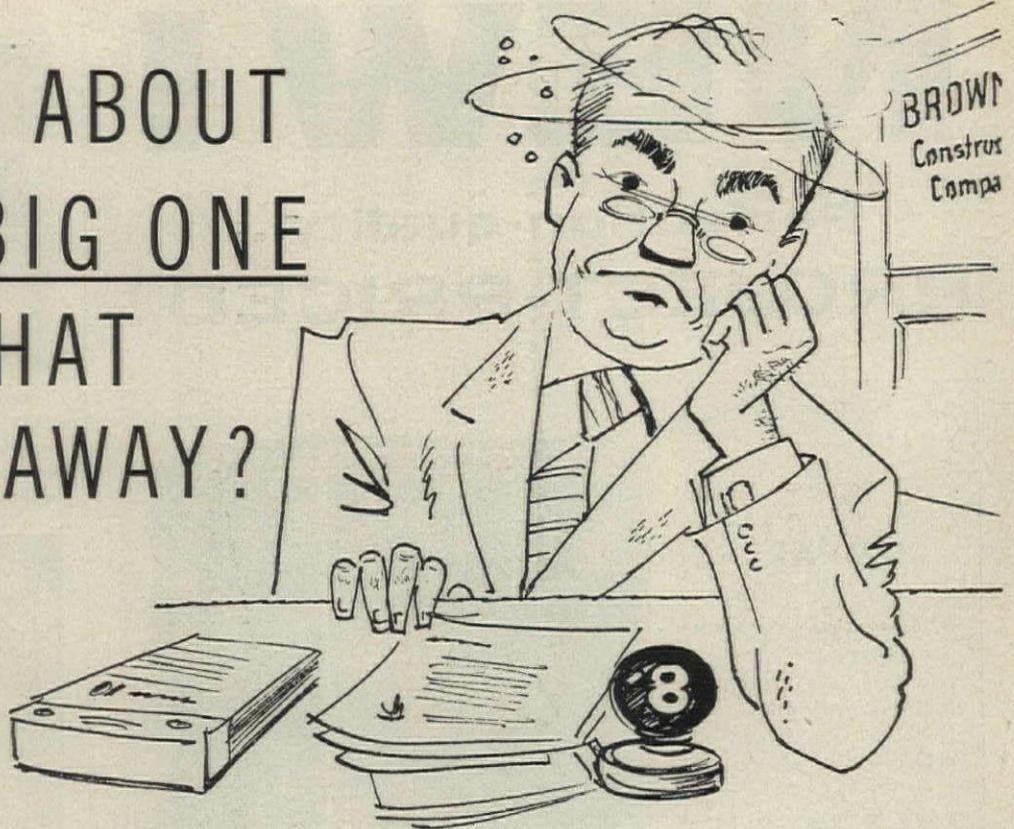
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Address

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Manufacturers of SPEEDMATIC and GUILD Electric Tools

HEAR ABOUT THE BIG ONE THAT GOT AWAY?



● There was a big one . . . a big construction job coming up right in his own back yard. Brown thought he had his territory covered like a tent . . . had sources of information he could depend on. Yet a competitor landed this nice piece of business . . . and Brown lost out because he didn't know about this choice opportunity . . . right under his nose.

How come? This competitor gets and *uses* Dodge Reports *every day*. He knew all about who was building what . . . and where. He knew who to see and when to take action. Dodge Reports told him about this job . . . and tells him every day about other choice jobs in his area too. He knew about this job when it was being planned and when the bids were due . . . he had ample time to do what was needed to get the job.

More than 1000 Dodge field men are constantly investigating new construction opportunities in every local market in the 37 eastern states. Their daily reports, issued locally or for any area you might suggest, are backed by the nation-wide facilities of the Dodge organization. This selling service insures a greater number of new, current business prospects for any firm with a stake in new construction.

Why not take a look at some typical Dodge Reports covering work right in your territory? We'll gladly let you see them and send along our informative book telling how others use Dodge Reports.



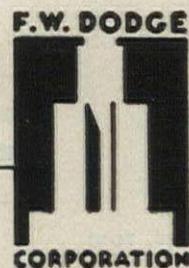
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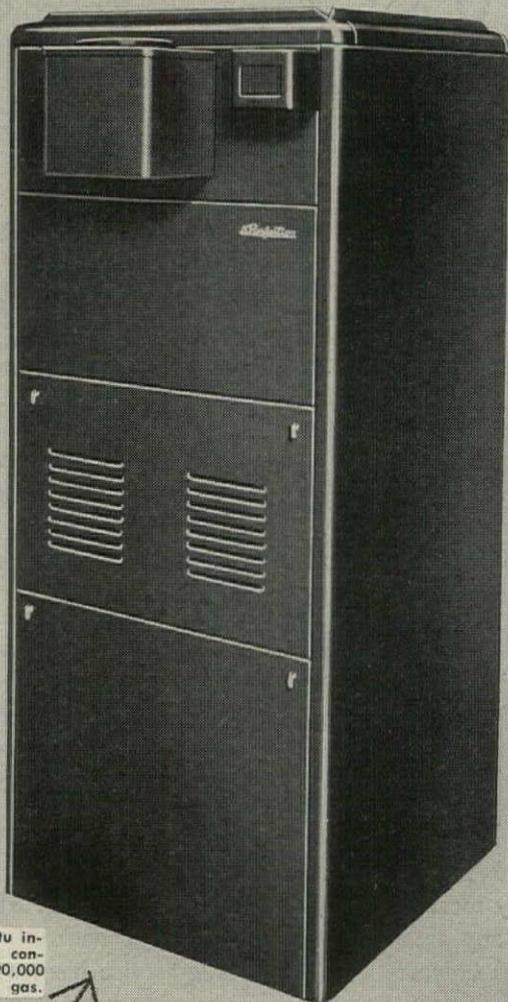
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Perfection-quality...
PROJECT-PRICED!

COMPARE IT!

- 14-gauge steel combustion chamber.
- 10-year guarantee.
- Direct-drive blower.
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- Rust-proofed casing. Sunset Red baked enamel exterior.
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- Easy to install. Controls factory-assembled.

G-804 shown. Gas-fired, 90,000 Btu input; 72,000 Btu output, readily converts to gas. F-604 Oil-fired, 90,000 Btu output, readily converts to gas.



Here's the furnace designed to save money for the builder and still give the home buyer *all* the comfort of modern, automatic heating. The frills are out . . . but Perfection quality and guaranteed performance are built in. And the *big plus* for you is that Perfection cuts complaints and service calls to the minimum. Ask your heating contractor about new Perfection PROJECT-PRICED furnaces. Perfection Stove Company, 7519-G Platt Avenue, Cleveland, Ohio.



CENTRAL COOLING, TOO!
Perfection heating contractors and dealers are pledged to give you service you can count on.

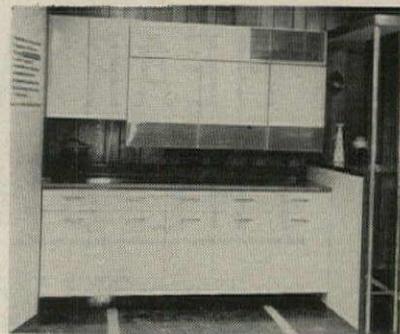
YOUR HOME DESERVES
Perfection



FURNACES • HOME HEATERS • RANGES • AIR CONDITIONERS • WATER HEATERS



PORTABLE HEATERS



Planned for installation at a convenient height above a counter-top work surface, experimental refrigerator is mounted on wall much as a cabinet would be; can be lined up with standard wall cabinets



here's how refrigerators may look in future

Built-in residential refrigeration should not be just a housewife's dream much longer. General Electric recently introduced the first operating model of a wall-mounted, cabinet refrigerator-freezer. An experimental model, and not planned for immediate production, the LW-10 is designed as a built-in working component of the kitchen.

Biggest reason why the LW-10 can be cabinetized and built in is a new one-half-inch thick insulation. Refrigerators now on the market require 3 to 3½ inches of insulation on all sides. As a result, the refrigerator is a bulky appliance that is difficult to streamline to built-in proportions.

The LW-10 occupies only about two-thirds the space of a conventional refrigerator of the same capacity. It contains 10 cubic feet, but is only 64 inches wide, 38 inches high and 16 inches deep.

The refrigeration mechanism is located in the top of the cabinet, with a ventilation grille in the upper right-hand corner. Eye level storage space, located below the refrigeration mechanism is divided into an 8-cubic foot fresh-food section and a 2 cubic-foot freezer section.

FHA's 'First-Insured' as It Looks Today



Home of the Warren H. Newkirks in Pompton Plains, N. J. (See story page 90)

Truck Drivers' Manual

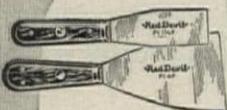
The latest dealer operating guide chapter sponsored by the National Retail Lumber Dealers Association, Washington, D.C., is called "Truck Drivers' Manual." Data in it is based on material provided by R. L. Sweet Lumber Co., Kansas City, Kans., and was reviewed by members of the public relations, merchandising and educational committees.

The manual tells employers what to expect from their drivers, and offers suggestions to drivers on how to do their job more effectively.

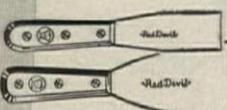
Since many dealers may want to distribute these instructions to their drivers, they have been reprinted in a 12-page pocket-size booklet. Copies are available to dealer-members at 25 cents each from National Building Material Dealers Service Corp., Washington, D. C.



Red Devil
PAINTERS' AND GLAZIERS'
QUALITY CUTLERY



P1 - 1 1/4" - 4"



P23 - 1 1/4" - 4"



P2 - 2 1/2" - 4"



P17 - 1 1/4" - Putty Chisel

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Putty Knives and Wall Scrapers—Cocobola handles—Choice of stiff or flexible blade.

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For over 57 years... recognized as the finest obtainable.

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98¢
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The tough white finish on the "White-Clad" Mezurall is protected by a newly developed abrasive-resistant clear plastic, giving you the best-wearing white line. The new "Magic Metal" case is not only the strongest on the market, but also the lightest—makes your "White-Clad" the easiest to carry, handiest to use. Bold black figures are easy to read against the snow-white background. Self-adjusting hook—originated by Lufkin—gives the most accurate butt-end and hook-over measurements. Replace blades in seconds.

BUY THE **LUFKIN** "WHITE-CLAD" NOW
AT YOUR HARDWARE OR SUPPLY STORE
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FOR HALF A CENTURY**

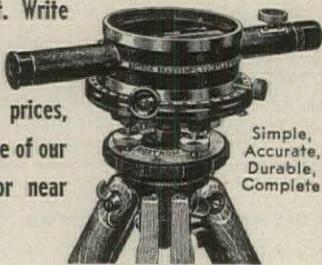


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Convertible Level
Detachable
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Have been the most economical precision leveling instruments on the market.

Used and endorsed by contractors and builders everywhere. Sold on guarantee of satisfaction or money back.

Carried in stock by distributors from coast to coast. Write today for literature, prices, and name of our distributor near you.



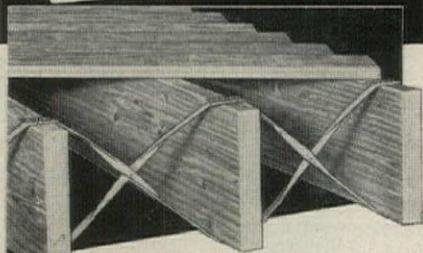
No. 4 BOSTROM
Contractors' Level

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Accurate,
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NEWS

**Hanisch Chosen to Head
Timber Construction Group**

Max C. Hanisch, Jr., president of Unit Structures, Inc., Peshtigo, Wis., was elected president of the American Institute of Timber Construction, Washington, D.C., at the group's recent annual meeting in New Orleans. The national organization is made up of firms engaged in design, fabrication and erection of engineered timber construction. Hanisch, vice president for two years, succeeds Ward Mayer, general manager, Timber Structures, Inc., Portland, Oregon.

Charles C. Calvert, president of Summerbell Roof Structures, Los Angeles, was elected vice president. T. C. Combs, president of Arch Rib Truss Corporation, Los Angeles, secretary-treasurer of the institute from its beginning, was re-elected.

**Mortgage Bankers Select
Moir as Next President**

Wallace Moir, head of the Beverly Hills, Calif., firm bearing his name, will succeed William A. Clarke of Philadelphia next fall as president of



Wallace Moir

the Mortgage Bankers Association of America. Nomination is considered tantamount to election, which will take place at the association's 41st annual convention in Chicago Sept. 27-30. Lindell Peter-

son, president of the Chicago Mortgage Investment Company was nominated as vice president.

**HHFA Booklet Explains
Modular Construction**

Housing and Home Finance Agency has issued a new booklet explaining modular coordination, which it prepared specifically for construction superintendents and foremen. It is entitled "Building Better from Modular Drawings."

Explaining the standardization of building materials on a uniform basis of measurement to save time, costs and materials, the booklet was prepared under a research contract between HHFA's Division of Housing Research and the American Architectural Foundation, Inc. It contains several explanatory drawings and step-by-step blueprints. It is available from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D.C., for 20 cents.

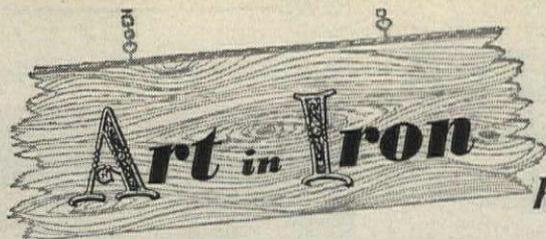
ASBESTOS SIDING NAILS



Hassall threaded asbestos siding nails are the choice of contractors throughout the country. Made of bronze and steel with plated finish. Note threaded shank which guarantees maximum holding power. Made of #14 gauge wire (.082) in 1", 1½", 1¾", 1⅞" lengths. Advise quantities. Prompt shipment.

JOHN HASSALL, INC.

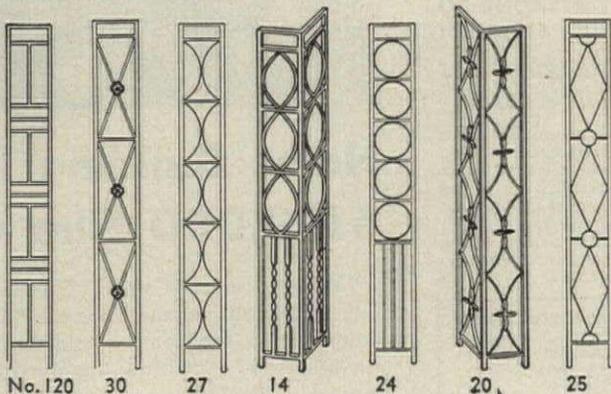
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on the job! Custom work is produced from specifications with the same careful attention to detail. Quick service—rush delivery.



PORCH COLUMNS

1" square solid steel supporting posts.

Average weight of 90° porch column is 125 lbs.

Always specify single or 90° corner columns when ordering.

PRICES — 12" 90° corner columns: 7'—\$28; 7'6"—\$30; 8'—\$32

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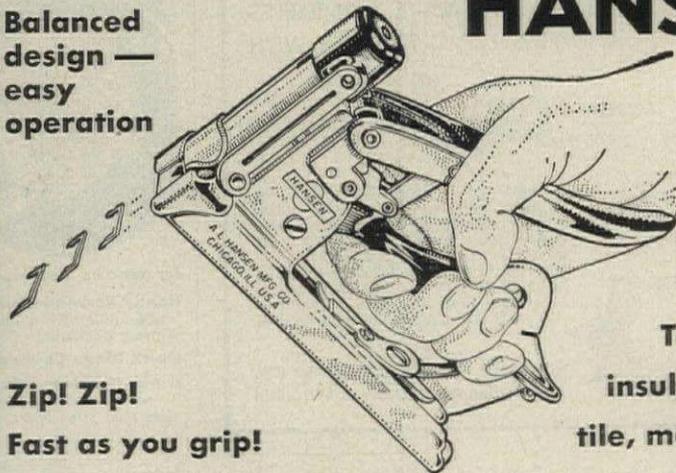
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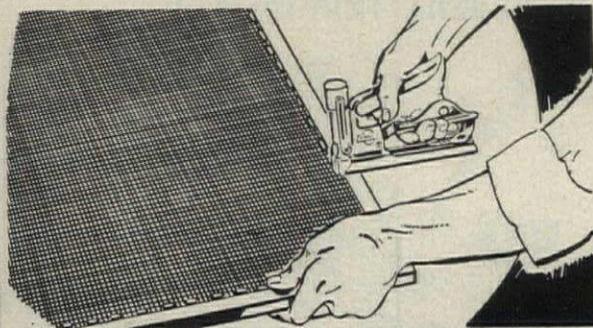
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the Tacker with 1001 uses —

Tacks screens, insulation, ceiling tile, metal lath, etc.

With HANSEN in your hand—you can do all kinds of tacking and fastening jobs. Thirty-six different models. Eighty staple sizes. For screens, ceiling tile, insulation, metal lath, etc. Ideal for all types of building and construction. Hold Tacker with one hand and material with the other. Tack as fast as you grip. Save time, steps, materials.



Tacks screens, too. Models made especially for screen tacking. Prongs on Tacker hook into screen, pull screen tight with one hand, for tacking in place. Many other uses. REQUEST BOOKLET T-40.

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NOW! WHEN YOU PLAN
THE BUILT-INS—

PROVIDE FINGERTIP DRAWER OPERATION

WITH

Roll-eez
Trade Mark

The World's Finest
Roller Bearings for
Wooden Drawers



Roll-eez end complaints, costly call-backs due to stuck, unopenable drawers.

ADDED SALES APPEAL can be put into New Homes and Remodeling Jobs with Drawers that SILENTLY RESPOND TO FINGERTIP PRESSURE!

Free folder shows 10 applications you can make—at Little Cost!

Builders everywhere are taking advantage of Roll-eez... the sensational plastic roller bearings that give you drawers operating under fingertip control—year after year—even in hot, humid weather. Made in nine styles, they eliminate friction of wood-against-wood and keep drawers rolling straight, are applied easily and quickly in many ways and combinations. Small, durable, dependable, they prevent drawers from sticking and binding throughout a lifetime of service.

Typical



Roll-eez Installation

Two Roll-eez "N" attached to rail at drawer opening. Third one on drawer back under center runner. Guide Roll-eez "M" on bottom back edge of drawer straddles, lower center runner.



Write for Literature

JUNIOR-PRO PRODUCTS CO.
3206 Morganford, St. Louis 16, Mo.

NEWS

Four-Star Cast in 'Million Dollar Castle'



"Still" from housing industry's new movie shows (l. to r.) Beulah Bondi, Kent Taylor, Bonita Granville, Walter Abel. Acting as builder, Abel tells of new techniques and products used in modern homes

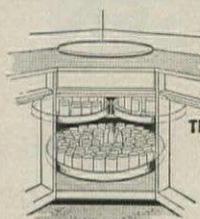
Home Building Industry Sponsors \$100,000 Film with Star Cast

"Million Dollar Castle," \$100,000 full length film dramatizing the vast difference in the housing and living conditions of 1900 and the present, is now available for public showings following its Washington, D.C., premiere last month at the spring board of directors meeting of the National Association of Home Builders.

An all-star cast headed by Beulah

Bondi, Walter Abel, Kent Taylor and Bonita Granville develops a plot designed to induce viewers to be buyers. Harold Daniels of Hollywood directed the picture, which was produced by Galbreath Motion Picture Studios of Fort Wayne, Ind.

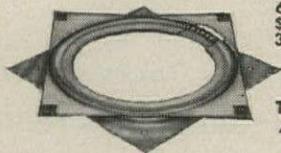
Sponsors include National Association of Home Builders, American Title Association, Insulite division of



IT'S EASY TO MAKE TURNTABLES
AND REVOLVING FIXTURES WITH

TRIANGLE'S "Lazy Susan" BALL BEARINGS

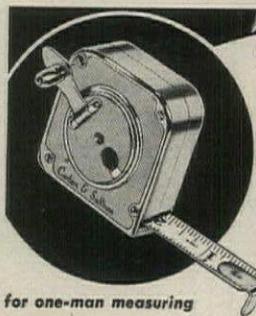
Corner cupboard
"Lazy Susan" shelves



- Choice of 3 sizes: 3", 6", 12" — flat-as-a pancake — only 5/16" thick
- All in one piece — no parts to lose.

If your jobber can't supply you, order direct: 3" size @ \$1.00 each; 12 @ 60c each, 6" size @ \$1.60 each; 12 @ \$1.05 each, 12" size @ \$4.00 each; 3 for \$10. Prepaid orders postpaid in U.S.A. Satisfaction guaranteed!

TRIANGLE MANUFACTURING CO.
406 Division Street, Oshkosh, Wisconsin



CARLSON

Super Chief

16 FEET LONG — 3/4" Wide White Blade

Here's big news—in a compact, pocket-size package. The all-new Carlson SUPER-CHIEF Steel Tape Rule has 16 feet of wider, more rigid steel blade—designed into a pocket-fitting 2 1/2" case that weighs only 6 3/4 oz. Best of all... with the SUPER CHIEF, you alone can now make accurate extended vertical and horizontal measurements quicker... easier.

for one-man measuring

Handy Re-wind Crank moves 16 ft. blade smoothly in and out of case, without backlash.

Quick Blade-Change—
Do-It-Along—and do it better—
with a Carlson SUPER CHIEF
See it at your Hardware Dealer!

Patented Swing-Tip
Carlson & Sullivan, Inc.
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Produced under Patents #2089209, #2510939, #2629180 & Pat. Pend.

COST CUTTER LION UNIVERSAL TRIMMER

Accurate, razor-like cut any way of grain. Quick adjustments to 45 degrees or 90 degrees. Miters, bevels, squares, chamfers—hundreds of uses! A time saver on every job.

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Keep It Tight All

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HORIZONTAL GLIDE
is the perfect high quality
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ASK FOR DETAILS and CATALOG

We make 26 different style Windows
for every room—For every home.

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ROUTE 25-A ROCKY POINT, N. Y.

Minnesota and Ontario Paper Company, York Corporation, Yale & Towne Manufacturing Co., Panelyte division of St. Regis Paper Co., National Homes Corporation, United State Gypsum Company, lamp division of General Electric Company, Reynolds Metals Company, Certain-teed Products Corporation, Congoleum-Nairn, Inc., Westinghouse Electric Company, Coleman Company and Briggs Manufacturing Company.

The film is now being distributed through branch offices of Modern Talking Picture Services of New York for coast-to-coast showings at club, church, educational, convention and trade association meetings, as well as for public service television programs.

Requests for showing should be directed to Conrad P. Harness, NAHB public relations director, 1028 Connecticut Ave., N.W., Washington 6, D.C.

'Coming Out of the Woods' Film Issued by TECO

Use of wood frame trussed rafters in building houses and other structures is one of the sequences in a new

16-millimeter sound-color film, "Coming Out of the Woods," just released by Timber Engineering Company, research affiliate of the National Lumber Manufacturers' Association.

Intended for group showings to industrial, professional and civic organizations, the film describes TECO lumber and wood product research. Included are tests of timber connectors, full scale trusses, trussed rafters, outdoor storage of bulk-piled lumber and wood utilization.

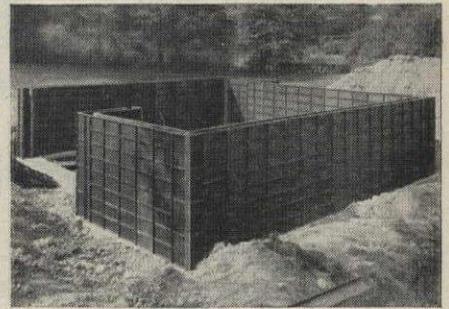
The film may be obtained on loan without charge from The Bray Studios, Inc., 729 Seventh Avenue, New York 19, N. Y.

Defense Homes 88 Per Cent Under Way by End of March

Eighty-eight per cent or 84,101 units of the 95,099 defense housing units planned for private construction in 205 critical defense housing areas had been started at the end of March, according to the Housing and Home Finance Agency. It added that 74 per cent or 72,434 of these units had been completed.

SYMONS STEEL FRAME FORMS

Symons lightweight steel frame forms with plastic plywood panels are easy to



handle, easy to set-up, easy to strip. The width of the steel frame is only 2½" wide compared to 4¾" for wood frame forms. The forms are so constructed that, when necessary, panels can be easily replaced right on the job.

Send in the plans for your next job. Our Engineering Staff will furnish complete form layouts and job cost sheets on your form work—at no charge to you. This service enables you to get a clear picture of your job (its cost, bill of materials and labor saving methods). Literature on Symons Steel Frame Forms is also available upon request. Symons Clamp & Mfg. Co., 4261 Diversey Ave., Dept. F-4, Chicago 39, Illinois.

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"THAT'S WHAT SOLD ME ON THE HOUSE . . . it's the most attractive room divider, gives me a handy place for the silverware, plenty of shelf room for even my biggest platters and bowls, and it opens out into a full sized dining table. And talk about quality . . . it's real custom furniture. Why, the builder even told me he couldn't have planned that cozy kitchen-living-dining room combination without the HUBBELL CHESTABLE."

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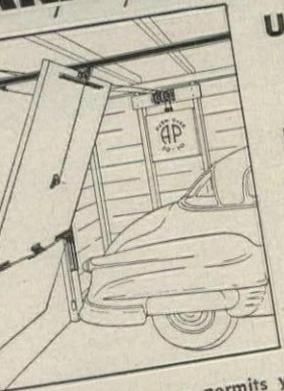
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USE YOUR OWN OR
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ALLITH hardware permits you to use standard stock, or special doors if desired, to harmonize with design of accompanying building. All working parts are simple and sturdy—no springs to stretch or loosen. All hardware parts inside and protected from weather.

Unit shipped complete down to the last screw. Quickly and easily installed. Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high. Complete details furnished on request.

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MAKES HOMES MORE SALEABLE... CUTS COST TOO!

*Trade-mark Reg.

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TRIMLINE radiation costs less. New TRIMLINE features save time and money. Fewer joints necessary, less fittings. All parts mount on one piece top and back. Front cover snaps on after installation.

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Vulcan's NEW, TRIMLINE COVER is designed for enduring beauty... built to harmonize with any residential decor. The STREAMLINED top of cover reduces apparent depth. Front easily removed for cleaning.

Representatives in Principal Cities
Write for New TRIMLINE Catalog No. 54



Complete
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Ratings

Cover snaps on
brackets. Simple
Installation.

Rod hangers...
adjustable for any
type construction.

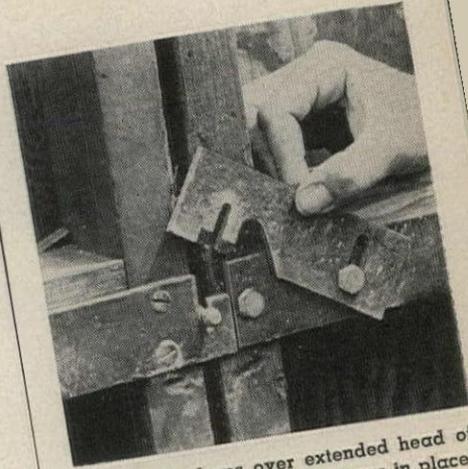
In the "long run"
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Steel lever drops over extended head of form tie, locking adjoining forms in place; lever draws forms closer together

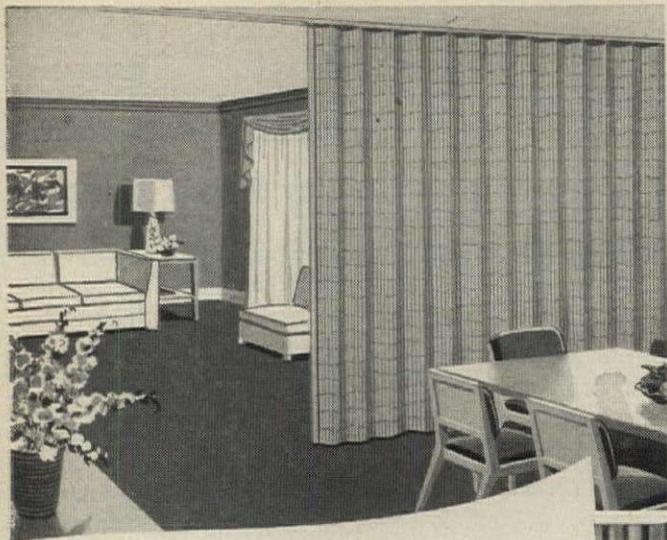
FOUNDATIONS SPEEDED WITH CONCRETE FORM HARDWARE

Simplified, interlocking hardware permits builders to cut concrete form costs up to one-half, according to recent field tests. A complete foundation for a house can be finished with less than 24 man-hours of labor.

Developed by Simplex Forms Systems, Inc., Loves Park, Illinois, the interlocking device is mounted directly to 2x8 or 4x8-foot forms. Forms are placed in approximate positions they will occupy on the job, saving on handling time. All parts are mounted to the forms except the line-up brackets. There is no loose hardware, since the steel bands mounted to the forms serve as walers.

Inner and outer forms are set up simultaneously and aligned as each form section is locked into place. Locks draw the forms closely together, minimizing ridges on the finished wall. Stripping time is also decreased, as forms can be quickly unlocked. Made of case-hardened steel, bars, levers and screws are guaranteed to withstand high pressure concrete.

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Faster Installation— Greater Profit...with this folding door or room divider

Here is a folding door or room divider with true accordion action. Moreover, Bamboofold is far less expensive than materials usually used—and far less expensive to install! Supplied to the world's largest builders of low cost homes, Bamboofold doors and room dividers are consistently installed at the rate of one unit per man every five minutes of the working day.

The reason for this is very simple. Installation is complete when the enameled steel track is screwed to the top of the opening. There are no floor guides to install. In new construction—no added cost for furring, trim, roughing or extra hardware.

Bamboofold is a *quality* product you need not hesitate to use and recommend. Bamboofold is made of the finest imported mildew- and warp-proofed, inner-core bamboo, carefully processed and assembled by American methods with specially designed American hardware. In independent laboratory tests, Bamboofold has withstood the equivalent of more than 40 years of use without visible wear or weakening of materials. Bamboofold has also proved itself by day-to-day use in thousands of homes. It is especially practical with slab heating—the circulation of heat and air prevent mildew and mustiness.

Bamboofold is available in sizes up to 16' wide and 12' high; in Natural and 19 colors. May we send you our illustrated brochure, samples and specification data? Please address your inquiry to Department 25.



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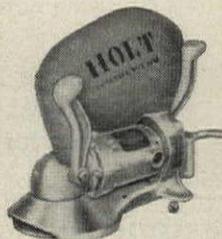
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announce annual builders' contest by Parents' Magazine

The fifth annual Builders' Competition for Best Homes for Families with Children, sponsored by Parents' Magazine, has been announced by Mrs. Maxine Livingston, family home editor.

Builders will compete for 10 regional and 10 national Merit Awards, and for Special Awards for excellence in planning for children's activities, storage space, facilities for housework or home expansion. Awards will be made to dealers-builders of prefabricated homes for the first time this year. To be eligible for competition, each house must be owner-occupied by families with one or more children.

Closing date for submission of entries is August 2, 1954. Details may be obtained from: Builders' Competition for Merit Awards, Parents' Magazine, 52 Vanderbilt Ave., New York 17, N. Y.

vinyl tile color chart for 1954

There are 17 colors listed in the Vinyl Plastic Asbestos Floor Tile Color Chart for 1954, just released. The chart shows tile colors currently available in each manufacturer's line, and indicates the serial number or designation of each.

The entire vinyl plastic asbestos tile industry cooperated with the Asphalt Tile Institute in preparing the chart for the convenience of architects, builders and others. The makes and tile trade names are:

Make	Trade Name
Armstrong	Excelon
Congoleum-Nairn	Vinylbest
B. F. Goodrich	Koroseal
Hachmeister	Vinylflex
Johns-Manville	Terraflex
Kentile	KenFlex
Mastic	Aristoflex
Moultile	Moulflex
Sloane-Delaware	Flor-Ever
Tile-Tex	Flexachrome
Uvalde	Vina-Lux

Single copies of the chart are available upon request to the Asphalt Tile Institute, Dept. AB, 101 Park Ave., New York 17, N. Y.

Renew your subscription today!

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- Builders and Contractors engaged in Residential or Light Commercial or Light Industrial Building and responsible for the major part of the work on these buildings.
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SUB-CONTRACTORS AND SPECIAL TRADE CONTRACTORS:

- Firms and individuals NOT responsible for the major part of the work on buildings, but ONLY for such parts as carpentry, masonry, plumbing, roofing, heating, ventilating, electrical, painting, plastering, lathing, insulating, flooring, concreting and excavating.

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COSTS GO DOWN

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Unskilled labor with Rilco precut and drilled members produces a professional result at a surprisingly low cost. Furnished hardware fits perfectly and the result is a pleasure to present to the owner.

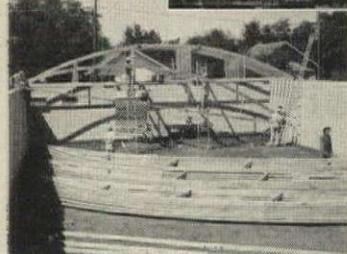
Rilco engineers will gladly work with you on the job. We would like to send you a free catalog or answer any of your questions—no obligation.



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GLASS or FIBERGLASS TUB ENCLOSURES

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for 5 ft. recessed bathtubs

CHECK THESE QUALITY FEATURES..

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GUARANTEE: If your first sample order does not measure up to your fullest expectations, return it within 10 days for full credit.

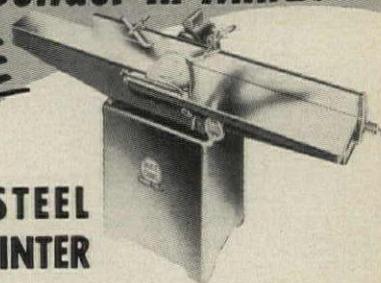
4. Extruded rubber gaskets, pressure-set into frames, assure rigidity of panels
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WRITE FOR FULL DETAILS—DO IT NOW!

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The BOICE-CRANE 8" WELDED ALL-STEEL LONG TABLE JOINTER



Extra long steel tables (3 times stronger, 2 to 3 times stiffer than cast iron), and, at last, a properly length-proportioned fence, simplifying jointing and planing on stock 10 feet or longer without clumsy, unhandy auxiliary aids. Planes up to 16 inches wide.

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impossible with bolted-up cast-iron construction

Move it right in on the job, wherever and whenever you are building-in bookcases, desks, radio-television enclosures, recessed features of all kinds, for any cabinet work and fussy fitting.

Only Boice-Crane All-Steel Jointers give you extra-adequate length tables and fences, without the bulk and excess weight of larger cast iron jointers. Steel armored against accident or misalignment of vital working parts.

Dozens of features to save your men's time and to produce work easily.



Available now through industrial supply distributors. Send coupon today for free catalog.

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Name

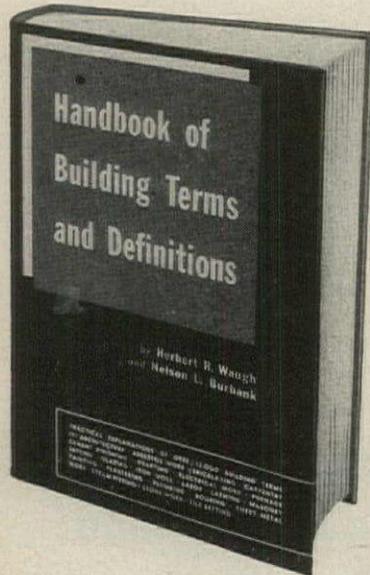
Street

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If some building terms PUZZLE YOU ...

BANK-RUN is not a panic.
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FISH PLATES are for beams, not breams.

... this is a book
you need!



By
Herbert R. Waugh
and
Nelson L. Burbank
Former instructors in construction and building trades, Bridgeport, Connecticut and Cincinnati, Ohio schools.

422 PAGES

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TERMS

HUNDREDS OF
ILLUSTRATIONS

BEING SURE of the correct meaning of any building term can often mean money to you! And with many thousands of such terms in use, not even the most experienced can be

positive regarding the meanings of them all. The only safeguard is to turn to an accepted authority.

Such authority may be a regular dictionary, yet not even in Webster's Unabridged will you find many of the terms which are constantly cropping up in the building industry. That is why the authors, Waugh and Burbank, who knew that they and their fellow teachers needed a specialized book of definitions, decided to compile one. Then, while talking to contractors, builders and architects about the project, it was discovered that they, too, needed it just as badly. The result is **The Handbook of Building Terms and Definitions**, product of many years of painstaking research, compilation and careful cross-checking.

The **Handbook of Building Terms and Definitions** is a compact, desk-size book approximately six by nine inches. The part of speech and correct pronunciation is given for each word. At the low price of only \$5.00 postpaid, this is a book which no one in the building industry can afford to be without. Order your copy today on the coupon below. Full refund will be cheerfully made if you are not completely satisfied that this book will prove useful.

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I enclose remittance of \$5.00. Please send me postpaid, one copy of **HANDBOOK OF BUILDING TERMS AND DEFINITIONS**. I have 10 days to examine the book and, if not satisfied, can return it within that time for full refund.

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City State

SAVE. Send \$3.75 with your order. We pay postage, handling. Same trial terms.

NATIONAL HOME WEEK

(Continued from page 68)

1. Arrange conference with local newspapers. Explain what National Home Week is, what you propose to do about it. Ask him for suggestions for a special newspaper advertising schedule to promote the Week in your yard. Point out that he can get tie-in advertising from many other retailers—furniture, drug, grocery, appliance, etc.

2. Call meeting of your staff, explain program to all of them.

3. Have yard and salesroom spotless.

4. Freshen all displays, have shelves full. Clean yard, have bins in good order. Price all items if possible.

5. Set up special table for display of plan books, have good supply available.

6. Feature "Planning Your Individual Home," the invaluable merchandising tool produced by National Plan Service.

7. Decorate front of building and yard. Give it a holiday look. Place signs prominently announcing National Home Week. Invite everyone to come in, look, no obligation, no sales pressure, but all questions answered.

8. Get scale model demonstration houses to exhibit on tables or counters.

9. Set up literature racks with manufacturer's literature in a prominent spot. Invite questions about all the material in the literature. Identify these items on shelves, bins.

10. Obtain excellent movies or sound-slide films which manufacturers have available. Publicize regular daily showings.

11. Set given afternoons to entertain women's clubs, P.T.A., women's church organizations. Greet these groups personally. Show films. Invite them to tour yard, ask questions.

12. Set up one or more nightly programs with films, speeches, or entertainment.

13. Post employees on their duties, instruct them to answer all questions courteously.

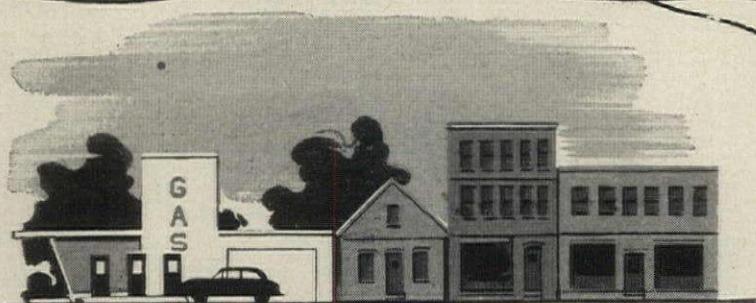
14. Greet each visitor. Present them with cards on which he is asked to write his name, address. Ask each to write on card requests for information he wants on building, remodeling or purchase of materials.

15. Set aside given hours in afternoon and evening, or evening only, for open house. Advantages of evening open house is that it does not interfere with regular daytime yard business.

16. Consider the value of radio and TV time.

17. Emphasize farm home modernization, electrical living on farm, modern farm kitchens and bathrooms, if part of your clientele is rural.

OUTSTANDING!



Trinity White Portland Cement



As white as snow



... plain or waterproofed

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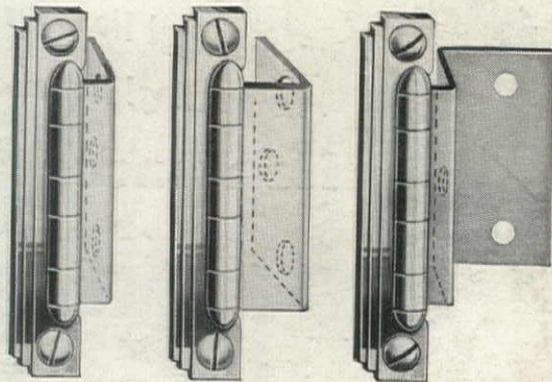
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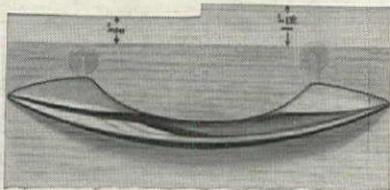


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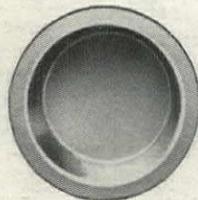
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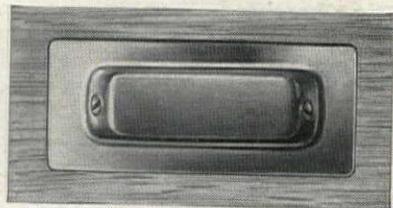
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