

FEBRUARY 1955

**Built-up
Roofs
Today**

... p. 135

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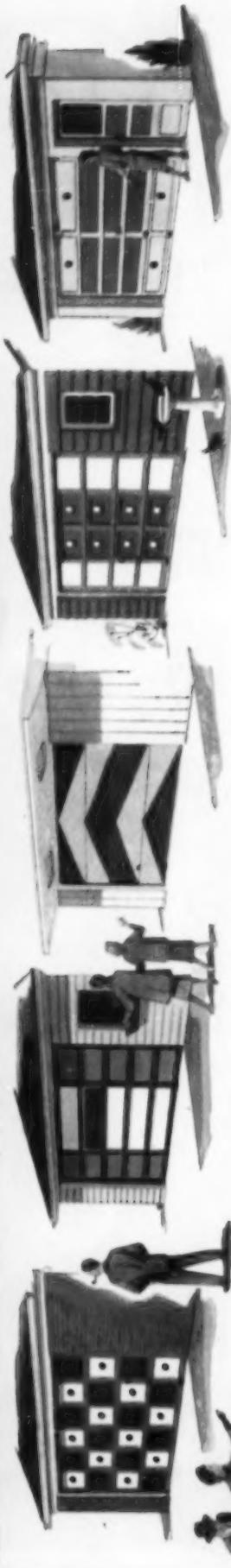
What
Buyers
Want

... p. 7

Are you keeping
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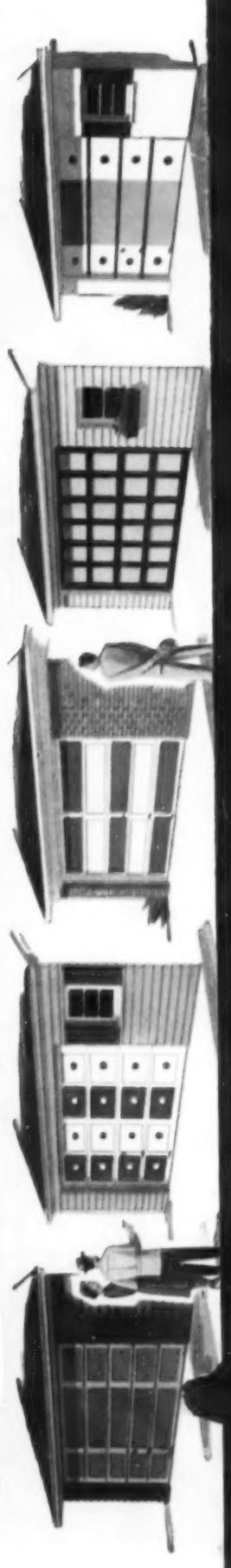
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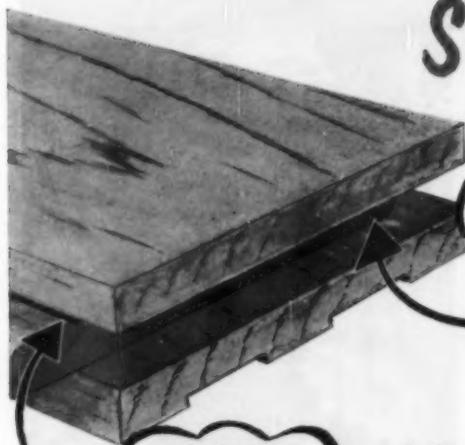


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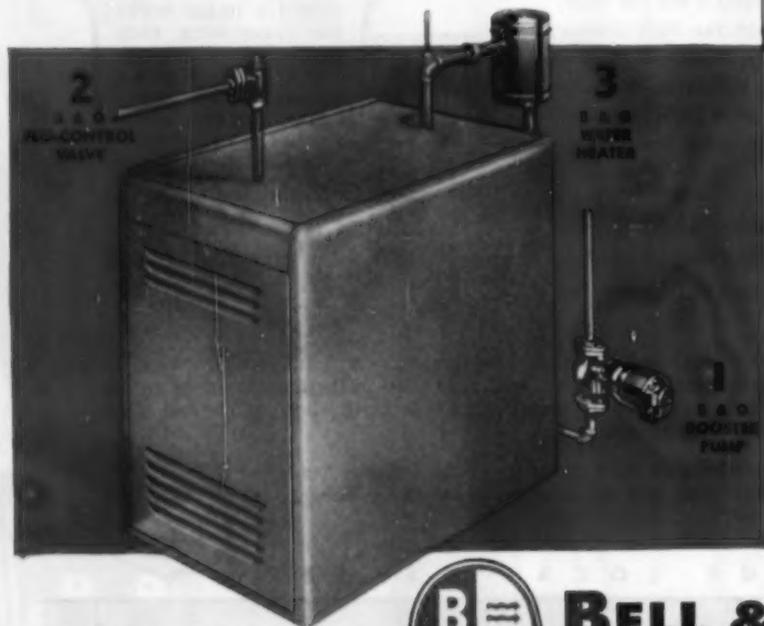
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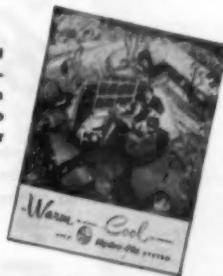
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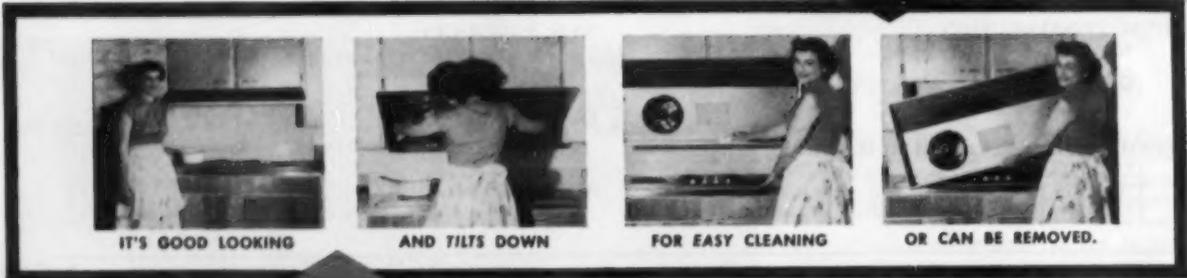
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Here are two words of caution

PREDICTIONS of business activity in 1955 are nearly unanimously optimistic for practically every industry. Improved and re-styled products, adequate trained labor forces, ample supplies of component materials, high employment ratio, high wages, record-breaking savings accounts, easy terms, buyers' appetites for new and better things, new highs in advertising appropriations and general faith in the soundness of the country's economy are the principal reasons for optimism.

Speaking of the light construction industry, with particular emphasis on home building, all of the ingredients of the current popular optimism apply. But there is no room for complacency. The make-up of the predicted figure of 1,400,000 new dwelling units for 1955, announced by *American Builder* several months ago and concurred in by just about everybody who has joined the ranks of prognosticators, should be understood.

We have no idea how others arrived at their estimates, which in no case we have seen vary from our 1,400,000 by more than 100,000 up or down. But we know how we arrived at ours. We took the net new family formations expected in 1955 and the fire and flood replacement estimate, which account for not more than 1,000,000 units needed, and then added a reasonable factor for stimulated demand. While we do not believe that even several million new dwelling units in 1955 would house every family in the way that all of us would like, the statistical fact is that something less than

one million new units would domicile every family.

BUT NO healthful industry in the American system of obsolescence selling depends upon need alone. People who do not need must be stimulated to want the new and the better. This is the demand factor. And the demand factor in our prediction for 1955 is roughly 400,000 units. The evidence supplied in 1954 indicates that this figure is reasonable. It can be achieved.

But the design, the house itself, will have to be smart and appealing. It will require careful engineering to make the best possible use of the host of new and improved materials, appliances and equipment items that have appeared. Every new construction technique will have to be employed to produce the best and the most house for the lowest cost. In short, it will have to be so good that it can be used to induce a lot of people now comfortably housed to give up what they have in favor of the greater livability they can buy.

That's the first word of caution, and it leads quickly to the second. With the product right, and assuming that advertising and promotion are adequate, is there a sales force capable of doing the job? Probably not. So, our second word of caution is the big need for sales training in the art of proving to the potential demand market that the 1955 house offers so much more livability that it cannot be denied. We'll have to sell in 1955. We'll need better salesmen trained on a higher plane.

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AMERICAN BUILDER

What buyers want in the next houses you build

American Builder has recently completed more than a hundred interviews with new home owners to find their likes and dislikes about their new homes. These buyers are living in homes which appeared in *American Builder* a year or more ago. We call this report *presearch*—a survey similar to those taken by the automobile and appliance manufacturers to find out how to improve their products from the consumer's viewpoint.

Eight out of ten of the houses covered in this survey were of the 1-story ranch type, the rest being split-levels and two-story houses. Most of these houses have two or three bedrooms and one bathroom. About half of them have a one-car garage. The purchase price of one out of four was less than \$10,500. Four out of ten cost \$10,500 to \$19,999. The balance cost more.

► Basements are one of the most desired features in new houses. About one out of three of the more than 100 consumers interviewed in this survey has a full or partial basement. One out of three has a utility room—no basement. One-third has neither utility room nor basement. More than half would prefer a full or partial basement. There was great dissatisfaction among those who had neither utility room nor basement.

Another cause for dissatisfaction is the lack of a separate dining room. Only one out of five has a separate dining room, but almost half of those interviewed wanted a separate dining room.

Buyers of small and medium-sized homes don't like open kitchens—the kind that can be seen from the dining area or sometimes even from the living room. Almost half of the owners interviewed have such an arrangement, but only one out of five likes it. A pass-through that conceals the kitchen area would seem to be one logical solution to the problem.

Buyers want more bathrooms! Six out of ten have one bathroom. One out of five wants 1½ bathrooms and half wants two bathrooms. One out of ten wants more than two bathrooms.

Four out of ten want a screened porch. When we asked the owners about any additions they were planning, a porch or terrace was mentioned frequently. Some are planning to screen carports or otherwise provide for outdoor living.

Fifty per cent of the consumers interviewed has a garage, attached or detached, but three out of four would like an attached garage. About one out of three has a carport, but only ten per cent prefers a carport.

Almost half of these consumers would like brick exterior walls (38 per cent has them); 13 per cent prefers wood; 7 per cent prefers stone; 7 per cent prefers wood shingles; 8 per cent prefers asbestos shingles; 7 per cent prefers concrete block and 4 per cent prefers plywood or stucco.

About one out of five houses has fixed glass windows, but only 11 per cent of the owners prefers them. Almost one out of five would like double glazed windows. About

one-third has casement windows, but only one out of five prefers them.

About one out of three houses has plaster walls, but half of the owners would like plaster walls. More than half of the houses have dry wall construction, but only one out of four owners prefers this construction. Of the ten per cent having plywood walls, only 6 per cent prefers them.

As to heating equipment: 13 per cent has hot water heat, 36 per cent warm air, 12 per cent radiant panel, 17 per cent a floor or wall furnace. Preference seems to be for warm air register or radiant panel heat.

About half of the houses have a fireplace, but eight out of ten owners want one. Almost half of these want a mantel on the fireplace, while one out of four would prefer a fireplace without a mantel.

Only six out of ten buyers said they had adequate storage space in their home. More storage and work space in the kitchen was frequently mentioned as something greatly to be desired in considering the purchase of a new house in the future.

One consumer said that she has no place for a dryer in the kitchen. Another said that it had been necessary to cut away part of one of the cabinets in order to accommodate the refrigerator. For the price, however, they were satisfied with what they got.

In Orinda, California, one consumer finds that utility rooms often aren't big enough to allow for the home freezer in addition to the washer and dryer. He would like to see the average size of the utility room stepped up 3x6 feet.

Seventy-five per cent has flush doors, and about the same percentage of owners prefers these doors.

About 57 per cent has a canopy over the front door; 65 per cent of the buyers prefers this canopy. Only about 26 per cent has canopies over the rear door, but 49 per cent prefers them.

About 27 per cent of houses have shutters on windows, but only 24 per cent of the buyers preferred them.

About one out of four houses has a TV room, but half of the buyers interviewed would very much like one.

NEVER Ventilate a Ceiling or Wall Space to the Inside ...

If you do, the better the insulation, the worse will be the condensation; for the colder the air in the space between insulation and roof or walls, the less vapor can it support in suspension.

In new construction, moisture is evaporating from many tons of cement and plaster. Vapor flows from areas of greater density into this small, cold space, an area of less vapor density and small vapor capacity.

Where multiple accordion aluminum is used, fortuitous vapor and water (for instance rain) will gradually flow out, as vapor, through exterior walls and roofs as vapor pressure develops within. The vapor cannot back up through the continuous, almost impervious aluminum. It will flow out because walls and roofs have substantial permeability by comparison, far greater than the required 5:1 ratio. Infiltration under the flat stapled flanges of multiple accordion aluminum is slight.

Unusual amounts of vapor, as from crowds in theatres, churches, schools, stores, etc. must be adequately vented to the outside. Each person breathes out and perspires vapor, winter and summer, at the rate of 3 lbs. a day.

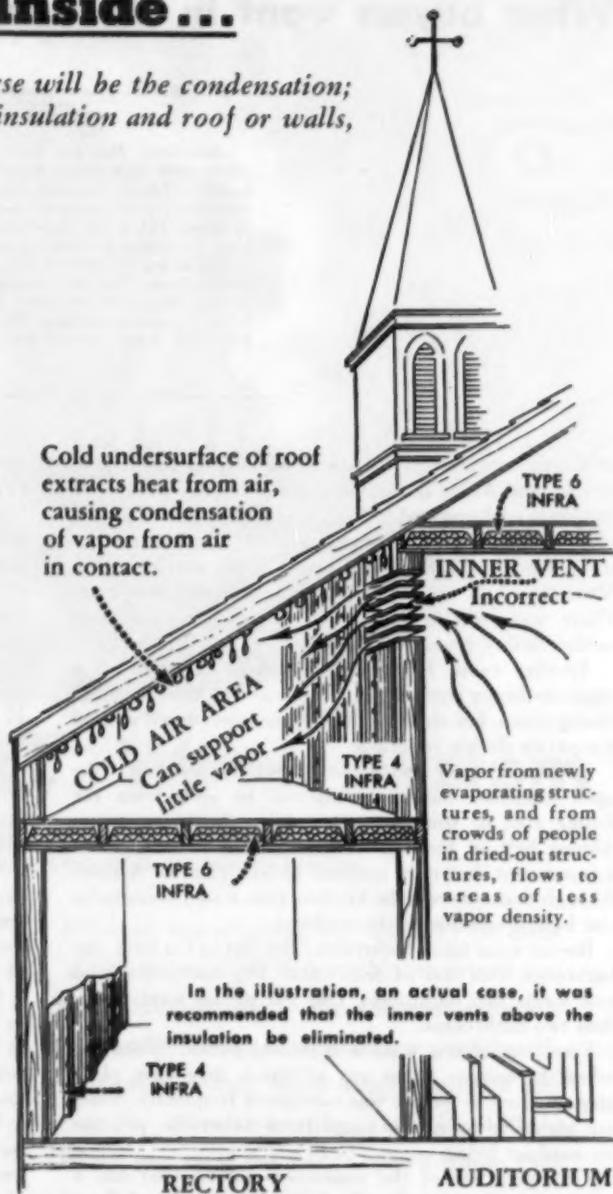
To obtain MAXIMUM, uniform-depth protection against heat loss and condensation formation, it is necessary to use the new **edge-to-edge** multiple aluminum^{*}, each sheet of which stretches from joist to joist, and also all through the flanges for further vapor protection as well as permanent attachment of each sheet.

The U. S. NATIONAL BUREAU OF STANDARDS has prepared a helpful and informative booklet, "Moisture Condensation in Building Walls" which discusses causes and cures. Use the coupon and we will send a free copy.

^{*}Patent applied for

COST OF EDGE-TO-EDGE INFRA
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installed in new construction between
wood joists, material and labor
Type 6-5 under 9½¢ sq. ft. Type 4-5 under 7½¢ sq. ft.

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In the illustration, an actual case, it was recommended that the inner vents above the insulation be eliminated.

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NEGROES ARE GOOD LOAN RISKS, but the new homes which are not being built for those who want them in Chicago alone "represent a construction potential of \$400 million." This opinion was expressed by Robert R. Taylor, secretary of the Illinois Federal Savings & Loan Association, Chicago, after revealing that it had been necessary to foreclose on only two out of 2,000 such loans made during the past 19 years. About 90 per cent of the mortgages, he pointed out, were for older houses because few new homes were available.

One builder completing a 150-home project for Negroes in Dayton, Ohio, and planning a new group of 117 houses, explained his success at the recent state convention of the Ohio Home Builders Association. R. L. Pine said he built for the "upper bracket," for "they have the money to buy and the credit that will qualify them for a mortgage."

At first, Pine recalled, lenders were afraid to participate, but now money is a bit easier to obtain because in two and one-half years none of his buyers had been delinquent in payments. Even so, he noted the **bankers are still charging a higher discount than for other home loans.**

All such loans are screened very carefully, according to Pine. One of his buyers was rejected because "his record shows he was slow pay 20 years ago." The Dayton builder remarked that he was pretty slow pay himself at that time and probably many others at the meeting were too. He said it was wrong to classify all Negroes in one group; "there were rich and poor ones, good and bad ones in the same proportion as found among other people."

Buyers of his homes, Pine declared, moved out of something "below," thus leaving something better for the low-income group to acquire.

DON'T FORGET THE OLDER COUPLES when looking for new home buyers. Bureau of the Census has found that more people build new houses after 60 than those under 30 years of age. This fact, plus a finding by insurance companies that people are living about 20 years

longer today than at the start of the 20th century, is another reason why 10 per cent more new houses are anticipated this year.

CANADA'S NEW HOUSING LAW may prove to be the answer to its problem of housing starts keeping place with new family formations.

In eight years through 1953, 637,000 new dwelling completions were reported, compared with formation of 740 additional families and non-family households, according to the Monthly Review, publication of the Bank of Nova Scotia, Toronto. Since revision of the law lowering down payment requirements and permitting chartered banks to handle government-insured mortgages, the **number of new houses so financed is said to have risen over 50 per cent.** After a slow start last year, residential building gained momentum and easily passed the 100,000 mark. The nation's 6.3 new non-farm dwellings per 1,000 population, set in 1953, was certain to be surpassed.

100 SALES PRIOR TO OPENING of latest 2,500-home addition to Chicago suburb, Park Forest is considered indicative that demand for homes in this largest Middle Western development is still rising, despite existence of over 6,000 dwellings in the project now and that latest group is higher in price than most other homes offered to date.

Philip M. Klutznick, board chairman of American Community Builders, Inc., developers, said that over a quarter of the 400 three-bedroom houses now under construction were sold before streets were in or models completed. The action reflects a need, in his opinion, for bigger homes to house growing families. The new units were priced at \$17,500 to \$19,400, about \$2,000 more than the average of 515 houses built last year. Added features this year were a 1½-car attached garage in place of carport, an extra bath or half-bath and a separate dining room.

The new program is expected to increase the Park Forest Development population to 35,000.

Two new hardwood panels help get a better

Here are two new beautiful pre-finished hardwood panels—V-Plank Weldwood and Planktex. For only \$41 to \$63 invested in just one 8' x 12' wall paneled with these woods—you can get four or five times the value in a better price or faster sales.

Two new ways to make a home buyer say yes! These two new Weldwood panels are part of the growing trend toward a "new look" for interior walls—the *textured* look. You see it in rough brick and stone fireplaces, in nubby-textured drapes and upholstery fabrics, in Weldtex® paneling and siding—all among today's best sellers.

Both of these new textured panels are available with Weldwood factory-applied finishes—the finest plywood pre-finishes ever offered! All Weldwood pre-finished panels, including Plankweld, actually *cost you less* for the finish than you pay for ordinary on-the-job finishes!

V-Plank Weldwood is vertically grooved with vertical edges bevelled so that no special treatment is needed to cover up or minimize butted panel seams. V-Plank is available pre-finished in a complete range of light to dark woods: Walnut, Korina®, Honduras Mahogany, Samara® and Oak.

Weldwood Planktex has bands of irregular striations alternating with bands of smooth wood. Low in cost, it's made of finely grained Philippine Mahogany that is strikingly decorative for both residential and institutional use. Available unfinished or pre-finished.

See your lumber dealer or mail coupon for complete details on these and other guaranteed-for-life Weldwood panels, including Plankweld, or visit any of the 73 United States Plywood or U.S.-Mengel Plywoods show-rooms in principal cities.



PLANKTEX OR V-PLANK CAN BE installed without nails using new Weldwood Contact Cement. Matching Weldwood Mahogany Moldings simplify installation when nails are used.

STRIATIONS IN PLANKTEX contrast vividly with alternating stripes of smooth surfaced wood. Each 4' x 8' x 1/4" thick sheet has 4 bands of striations and 4 bands of smooth wood.

price for your homes



V-PLANK ADDS a note of textured wall interest that says good taste in any price home. Shadow line of grooves adds to apparent height of room.



PRE-FINISHED PLANKWELD† has that textured look too! Narrow 16¼" wide by 8' high panels add wall interest—and there are no nail holes to putty! Panels overlap to conceal nailed clips holding panels in place. †REG. AND PAT. PENDING



This Weldwood Guarantee display plaque in genuine walnut, 11¼" x 7½", is free to builders featuring Weldwood paneling. Fine for model homes.



GROOVES IN V-PLANK WELDWOOD hardwood panels (4' x 8' x ¼") are spaced like this to give a random paneling effect: 6", 4", 6", 9", 7", 4", 8" and 4". Note that a groove occurs every 16", hiding nails when material is nailed to studs.



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CITY.....STATE.....



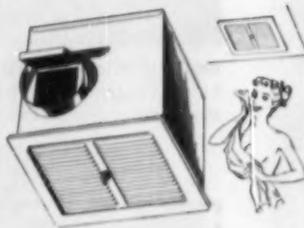
REMEMBER WHEN ?

No need to grow sentimental over the good old days. America's building industry has grown to giant strength—because home owners are always asking for *new* home comforts—and Architects, Builders and Manufacturers are always eager to give them what they want!

There was no problem of "lingering odors" . . . in the old days. But today, we live inside the house. NuTone solves this problem beautifully . . . with its No. 880 Bathroom Ventilator. It's ideal for all types of bathrooms . . . whether "outside wall" or the FHA approved "inside bathroom" where a ventilator is required.

IN THE NEW HOMES OF TODAY . . .

kitchen odors and grease stained walls are a thing of the past . . . thanks to KITCHEN VENTILATION. And if you'll pardon our being "prophets" . . . within the next few years BATHROOM VENTILATION will also become a basic requirement in every home . . . especially because of the trend to 2 or more bathrooms in average houses.



NuTone 880 Bathroom Ventilator

880 NUTONE BATHROOM FAN . . .

gives your customers MORE for the money. EASY TO INSTALL . . . no blocking from joists needed. The New 880 is compact . . . with Centrifugal Blower for quiet operation . . . spring-tension mounting . . . center screw grille . . . and Moisture-proof motor . . . to guarantee trouble-free service.

Write for free catalogs.

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Ventilating Fans • Door Chimes • Ceiling Heaters • Range Hoods

NEWS

Ohio List Grows With Addition of 3 New Chapters

Ohio strengthened its leadership late last year as the state with the most local home building chapters by adding three new organizations to its membership roll: representing Defiance County, Tuscarawas County and Lancaster. All three were expected to be considered for national charters at the National Association of Home Builders annual convention just held in Chicago.

Largest of the three groups, Lancaster, with 50 members, is headed by Frank L. Gorsuch, president; Herbert Schmelzer, vice president; Raymond Shumaker, treasurer, and W. C. Jones, secretary.

The Home Builders Association of Tuscarawas County has elected Jerry A. Wendling, president; Hubert E. Hawk, vice president; Lloyd F. Lenz, secretary, and Anthony S. Glass, treasurer.

The Defiance County association named Lloyd D. Ashbacher, president; Robert F. Goshia, vice president; Robert H. Leever, secretary, and Ervin Bostelman, treasurer.



Post-election Get-together in Ohio

New officers of Ohio Home Builders Association meet after election at Toledo convention. From left, they include David A. Spitznaugle, Toledo; A. B. Stanbery, Toledo, retiring president; Clifford M. St. Clair, executive vice president; Melvin E. Kimmey, Dayton, president; Paul Kessler, Celina, second vice president; John L. Morley, Mansfield, treasurer; Raymond D. Sharp, Cincinnati, first vice president.

Middle Atlantic Dealers Elect Hugh M. Peter

Hugh M. Peter of Pleasantville, N. J., was elected president of the Middle Atlantic Lumbermen's Association at a recent directors' meeting. Luther H. Schmoyer and Frank M. Hankins Jr. were named vice presidents.

Wisconsin Dealers Get Forest 'Lab' Training

Sixteen Wisconsin lumber dealers recently completed four days of training at the U. S. Forest Products Laboratory, Madison, Wis., marking the first demonstration specifically designed by the institution to give dealers an opportunity to discuss their problems with laboratory personnel, as well as to learn about the findings in the latest research.

Set up in cooperation with Wisco Hardware Co., dealer-owned wholesale house, the program of lectures and laboratory work was found to be so successful that plans are being made to repeat it later this year.



Mass Call to Order

Past presidents of Marion County Residential Builders, Indianapolis, show their engraved gavels following presentation at association's annual holiday festival: (from left) Albert E. Thompson, 1941-42; Fred L. Palmer, 1943-44; A. H. M. Graves, 1945-46; Robert L. Mason, 1947; M. L. Hall, 1949-50; Clarence A. Wacker, 1951; John E. Bauer, 1952; Robert F. Wirsching, 1953. C. O. Grinslade, 1948, missed the picture.

Rockford, Ill., Builders Receive NAHB Charter

The recently organized Home Builders Association of Rockford, Ill., received its charter from the National Association of Home Builders at a special presentation meeting Dec. 8. John R. Worthman, NAHB regional vice president of Fort Wayne, Ind., conducted the ceremony. Theodore Ingrassia, Rockford president, is treasurer of the new Illinois Home Builders Association.

LOUIS BECKENSTEIN, West Hartford, Conn., Builder



"THE BEST COSTS LESS in the long run, shoppers have discovered. That's why so many of them look for nationally advertised materials when they buy a home. And the brands I hear mentioned most are those advertised in *The Saturday Evening Post*. I use 44 Post-advertised products in my homes because I find that the Post ads pre-sell prospective buyers." (*Manufacturers of building materials, equipment and fixtures place more advertising dollars in the Post than in any other consumer magazine.*)

The Saturday Evening
POST

—gets to the heart of America

POLLMAN HOMES

BY THYER

Where appearance counts

THYER HOMES WILL SELL

Today's buyer is fussy. He knows just what he wants. Plenty of room — a sensible floor plan — top quality materials — and good, sound construction — these things he takes for granted. But most important, he is sold on style — he wants his home to be attractive as well as practical. For 1955 Thyer offers a new line of Contemporary models. Long, low, and livable, these easy-to-build, easy-to-sell homes can help you enjoy a profitable building season next year. Write today for information on how you can become a Thyer Builder in your community.

2280 Series Contemporary (shown below) features 912 sq. feet of floor space, 3 bedrooms. Several attractive cedar shake and vertical siding combinations and colors. With or without basement. 2/12 pitch roof.

Climate Right Designs 2280 Series are manufactured in Toledo, Ohio, and distributed in Northern states only. For information regarding Thyer Southerner Line designed for Southern and Gulf Coast States, write Jackson, Mississippi.

Financing Service Construction and permanent financing available in most states for FHA and G.I. and conventional-type loans. We will be happy to discuss this Thyer service with you.

Local Field Service Thyer factory representatives are located in 20 states — ready to assist Thyer builders in erecting, land development, financing and local advertising. A hard-hitting advertising program is carried out in national consumer publications. Merchandising materials to assist builders also available.



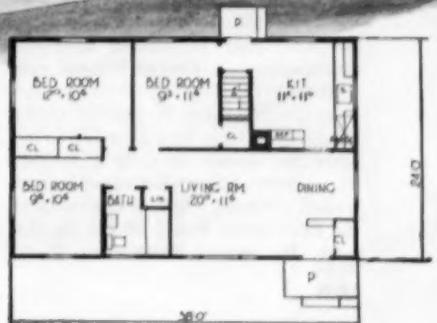
Awarded Parents' Seal Thyer fabricated structural units have been awarded Parents' Magazine Commendation Seal.



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Jersey Shore Builders Return Slate

Fred C. Hamma of Farmingdale (second from left) is congratulated by Richard D. Hudson, president New Jersey Home Builders Assn. after re-election as president. At left is Richard Sharpe, Manasquan, treasurer; at right are W. H. Oliver, Asbury Park, vice president; S. S. Robertson, Sea Girt, secretary

Roamin' the North—

Special honors are being heaped on builder exec VPs. Christmas present to Roy F. Healy of Milwaukee Builders Assn. was his unanimous election as president of the Wisconsin Conference of Association Executives. Long Island's Otto J. Hartwig was recently named a director of the Long Island Assn. . . . Marvin M. Helf, whose organization has built over 3,000 houses in Cleveland area since the war, is the new president of the HBA of Greater Cleveland. His aides are Melvin F. Freeland, vice president; Saul S. Biskind,



Helf



Fitch

treasurer and William J. Braun, secretary. . . .

The new slate at Rochester HBA, New York, includes Chester A. Fitch, president; Arnold A. Scagliola, vice president; Ward C. Benedict, secretary; George E. Wilson, treasurer. . . . Ohio builders are looking forward to state legislature passing a law this year permitting open-end mortgages. . . . Roscoe Wilson, new president of HBA of Greater Cincinnati's Northern Kentucky Council, turned in his 16th member to become the area's first "Big Spike." . . . New England Council's new leader, Anthony Viola, is chairman of the Providence Board of Zoning Review. He named Pawtucket, R. I.,



Directing Cincinnati Builders in '55

New officers of the Home Builders Association of Greater Cincinnati include (seated, from left) C. Ronald Marcotte, treasurer, and Al Koch, president. In the rear are J. F. Carabin, vice president; Earle W. DeLaitre, executive director; Sidney L. Faxon, vice president; William F. Hendy, secretary



Viola: New England's Choice

builder Clinton Ainsworth chairman of the committee planning the 1955 convention, scheduled late October in Providence. . . .

Wichita Looks Ahead—

Nothing like being really up-to-date. Wichita Assn. of Home Builders members are helping a national map firm "get the jump" on them. They've been invited to submit information about their new areas even before



Corrigan



Simon

city approval has been received. . . . Columbus, Ohio, HBA, has elected Kenneth W. Corrigan as president. His predecessor, R. R. Fling, has been elected to the "order of merit" by his fraternity, Lambda Chi Alpha.

. . . Columbus builders have adopted "Elmer," a well-pampered duck, who must be cared for by one member until he secures a new member. Then he passes "Elmer" on to any other member he wishes, except "Spike Clubbers" who are exempt. . . . Howard W. Simon is new president at Youngstown, Ohio, chapter, the HBA of Mahoning Valley. Others on his slate are Charles F. Shutrump, vice president; Edward J. Elias, secretary, and Irving Lev, treasurer. . . . Home Builders' League of South Jersey became the "Drop-Many Bucks Club" for a night shortly before Christmas. Carl Mitnick and Alex Feinberg formed it to help local "Drop-a-Buck Club," raise 2007 "bucks" toward a merrier Christmas for South Jersey's needy. . . .



Wins Interfaith Award

New York Governor W. Averill Harriman presenting George M. Gross, chairman of Gross Bros. Corp., with annual interfaith award on behalf of local Jewish war veterans group. Other winners were Benjamin Fairless, Robert R. Young and Conrad Hilton.



Weather for February

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

NORTH Better than average working weather is in store for most of the north during February, 1955. Only in Area 5 will weather restrictions limit contractors to an average number of operational days.

AREA 1 N

	5	10	15	20	25
PRECIPITATION	SNOW		SNOW		S
TEMPERATURE	COLD		WARM		WARM
NUMBER OF OPERATIONAL DAYS					
AVERAGE	[Bar chart showing average days]				
LAST YEAR	[Bar chart showing last year's days]				
ESTIMATE	[Bar chart showing estimate]				

AREA I Warmer than normal average temperatures will characterize the weather for February, 1955. However, the extremely warm weather that was experienced last February, resulting in frost free soil conditions as far north as southern North Dakota, is not expected to be repeated. Precipitation totals will range from above normal in the Dakotas to less than normal in Minnesota and Wisconsin. The two warm spells that are in prospect will offer ample opportunity for carrying on extended roofing and siding activities. Proper on-the-ground storage of construction materials should be provided prior to each of the February storm periods.

AREA 2 N

	5	10	15	20	25
PRECIPITATION	RAIN or SNOW		RAIN or SNOW		R S
TEMPERATURE	COLD		WARM		WARM
NUMBER OF OPERATIONAL DAYS					
AVERAGE	[Bar chart showing average days]				
LAST YEAR	[Bar chart showing last year's days]				
ESTIMATE	[Bar chart showing estimate]				

AREA II The number of days with operational working conditions during February, 1955, is expected to be greater than is usual. Temperatures will average about three to four degrees warmer than the normal. Precipitation amounts will be normal or slightly below normal throughout the entire area. General excavation and trenching work should proceed at a satisfactory pace, particularly if scheduled during the expected intervals of warm weather. With minimum temperatures likely to drop to near zero and below zero readings during the cold spells, protection for newly excavated ground during and immediately following the February storm periods will be a necessity.

AREA 3 N

	5	10	15	20	25
PRECIPITATION	RAIN or SNOW		RAIN or SNOW		
TEMPERATURE	COLD		WARM		WARM
NUMBER OF OPERATIONAL DAYS					
AVERAGE	[Bar chart showing average days]				
LAST YEAR	[Bar chart showing last year's days]				
ESTIMATE	[Bar chart showing estimate]				

FEBRUARY 1955

AREA 4 N

	5	10	15	20	25
PRECIPITATION	RAIN or SNOW		RAIN or SNOW		
TEMPERATURE	COLD		WARM		WARM
NUMBER OF OPERATIONAL DAYS					
AVERAGE	[Bar chart showing average days]				
LAST YEAR	[Bar chart showing last year's days]				
ESTIMATE	[Bar chart showing estimate]				

AREA IV February, 1955, rainfall and snowfall totals will be recorded at levels below the monthly normal. Temperatures, on the other hand, will range from about normal in northern New York state to warmer than normal in Pennsylvania and southern New Jersey. Thus, the number of operational days will be greater than the average and slightly less than the total accumulated last February. Painters will find best weather for outside applications during the mid-month and month-end warm periods. Concrete pouring and masonry work in general may follow for less than the usual delays.

AREA 5 N

	5	10	15	20	25
PRECIPITATION	RAIN or SNOW		RAIN or SNOW		
TEMPERATURE	COLD		WARM		WARM
NUMBER OF OPERATIONAL DAYS					
AVERAGE	[Bar chart showing average days]				
LAST YEAR	[Bar chart showing last year's days]				
ESTIMATE	[Bar chart showing estimate]				

AREA V Unlike the rest of the north section, the New England area during February, 1955, will record only an average number of workable days. Temperatures will range from about normal in the south to about two degrees below normal in northern Maine. Precipitation totals will vary in a similar manner with normal amounts in the south and excesses in the north. Painting and roofing work should be scheduled during the two warm spells if possible. Builders should look for greater than usual demand for temporary heating of materials this month.

AREA III Last February, Area III builders experienced much better than usual working weather. This February, favorable working weather again is in prospect, but the number of operational days is not likely to equal that of last February. Warmer than normal temperatures and mostly drier than usual weather will combine to provide ample time for roofing and other weather-sensitive construction activities. In the valley of the Ohio River, however, precipitation amounts are expected to equal or exceed the monthly average. Wet weather precautions will be required in this region.

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Build More Saleable Area into Homes with BESSLER

Disappearing Stairways



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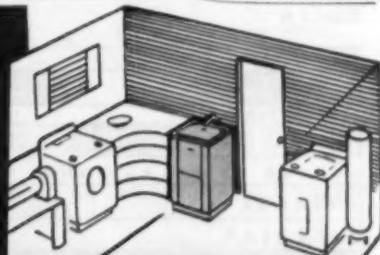
FREE! New Catalog!

Illustrates and describes com-
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Disappearing Stairway Models
to meet all your needs. This
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6. Operates from above and below.
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9. Treads and stringers are made of Silka Soruce.
10. Full door width provides ample access for large objects.
11. Full length SAFE hand rail.
12. Accurate architectural design assures easy and SAFE ascending and descending.
13. All metal parts are made of strong, SAFE pressed steel.
14. Repairs always available on quick notice for all models—no "orphans."
15. Doors made of White Pine and Fir in two-panel and flush types hardwood doors in flush type only.
16. Tallor-made for all heights—no short or long steps.
17. Hundreds of thousands in daily use.
18. IMMEDIATE DELIVERY!
19. Meets all building codes.

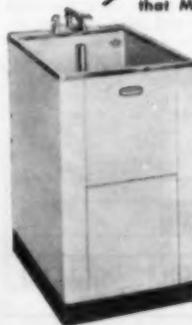
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There's new beauty in laundry area installations with duratub, the modern stationary tub. Appliance-styled duratub has:

- Gleaming white baked enamel cabinet, stainless steel trim
- Fibreglas* tub—won't crack, chip, stain, mar or dent
- Large storage compartment
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Triple purpose Handidrain eliminates need for double tubs. duratub (the original, fastest-selling Fibreglas* tub) is ideal for small space, easy to install, a money-saver for the builder.

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BUILD THE HOME THAT MILLIONS WILL WANT TO OWN!

Tie in with **Hotpoint's** 5 Million Dollar
Golden Anniversary Promotion!

The Western House



Architect—Donn Emmons, A.I.A.,
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The Eastern House

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Designed by 4 nationally recognized architects in collaboration with the architectural staff of *Living For Young Homemakers* magazine!

Act Now—you can reap the benefit of the biggest publicity event ever offered the building industry!

These 4 homes will be the Top Awards in a nation-wide Hotpoint consumer contest during 1955—offering over 2 million dollars' worth of prizes to millions of home-minded Americans. Each home is a composite of all the features wanted most by 85% of today's home buyers! You are invited to build one or more of these Hotpoint "Living-Conditioned" homes in your area. They will be the focal point of the most penetrating *national* and *local* advertising and publicity campaign ever developed in this country. *No homes built this year will receive more attention!*

The people of your community will want to see and own the home that will be pre-sold by this wealth of publicity. The traffic, the interest, and the collateral advantages of this gigantic promotion—to all your present and future operations—offer an unusual opportunity to further your own reputation as a builder of modern, quality homes.

Act Now! For full details on how *you* can get in on this outstanding publicity-and-profit opportunity—write, wire, or call Hotpoint, Builder Dept., 5600 W. Taylor St., Chicago 44, Ill., Phone MANSfield 6-2000.

FROM COAST TO COAST, THESE HOTPOINT "LIVING-CONDITIONED" HOMES WILL RECEIVE UNPRECEDENTED SUSTAINED PUBLICITY....

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- In leading magazines with big color ads
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by LIVING FOR YOUNG HOMEMAKERS MAGAZINE—

- With elaborate color editorials to its more than 2 million young, home-enthusiast readers
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by over 5000 HOTPOINT DEALERS AND DISTRIBUTORS—

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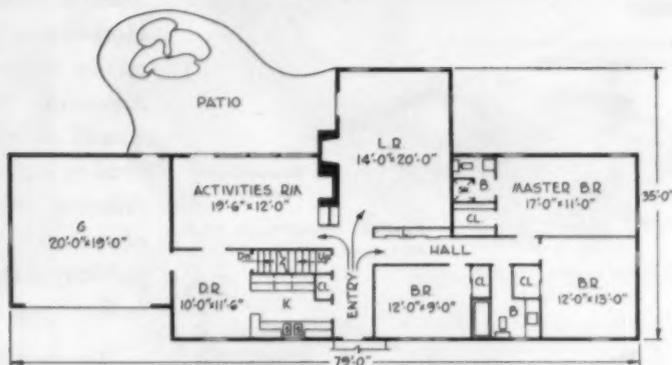
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IDEAS IN ACTION

Leawood, Mo.



Buyers liked the traffic plan in these houses—

● People who came to see Joseph W. McCoskrie's houses in Leawood, Missouri, suburb of Kansas City, especially liked the traffic plan in the traditional homes shown here. Each living area can be reached from the central entry hall which forms the core of the plan. Buyers liked the large activities room, the large living room and the way both of the rooms can be entered without going through another room first. They liked the way the two rooms define an outdoor terrace so that each room has access to it. They liked the ample size of the rooms, closet space, two baths and full basement.

Priced at \$27,500 and up, McCoskrie's houses are placed on lots from 100 to 140 feet wide on curbed and dead-end streets, have two-car garages, kitchen with Thermador range and oven, Westinghouse dishwasher and garbage disposer, birch cabinets. Baths are ceramic tile with Briggs colored fixtures. Some of the houses are equipped with year-round air conditioning. Others are equipped for installation of year-round air conditioning late. Houses also have Schlage hardware, Armstrong linoleum and Hunter attic fans.



Plan lends itself to various exterior styles. House above has same plan as house at top of page. Garage was moved forward, porch added. At right, activities room showing window wall, barbecue fireplace

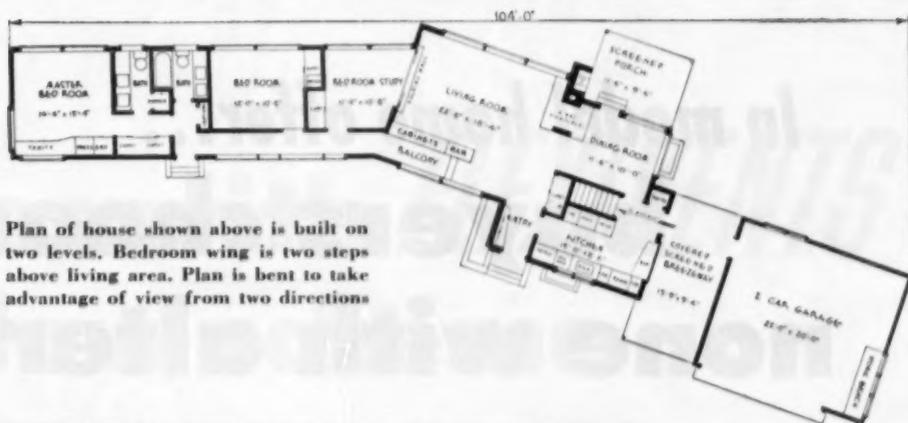




IDEAS IN ACTION

North Haven, N. Y.

Attached garages, breezeways and screened porches are typical of North Haven Shores houses. Separate door for bedroom wing is seen at left.



Plan of house shown above is built on two levels. Bedroom wing is two steps above living area. Plan is bent to take advantage of view from two directions



Rear view of house exposes principal rooms to south with window walls for view, solar heat

Designed to catch both view and sun

● North Haven Shores, a 560-acre tract, is a waterfront site being developed by builder George Morell on Peconic Bay adjoining Sag Harbor, Long Island. Morell plans a \$15,000,000 community of 500 houses, each to be placed on a $\frac{3}{4}$ -acre or $1\frac{3}{4}$ -acre waterfront site or plot designed to take advantage of water views. Prices for the houses are from \$25,750. Architect Caleb Hornbostel designed the houses so that they are solar oriented

to derive natural rays of the sun and are placed topographically to take in the view. Houses will be the three-bedroom type with attached garage, screened porch, basement, fireplaces, fully equipped kitchen containing six matched Hot Point appliances, G-E remote control wiring system, ceramic tile in bathrooms, air-conditioned warm air heating and hardwood block flooring.



Workmen assemble group of Flexivents in shop at the Richfield Lumber Company, Richfield, Minnesota. "Ease of assembly with Flexivent units means we can produce more units with our regular staff of workmen," says Allan Musgjerd, Manager.



In this close-up a shop workman places Flexivents in position for joining. Joining with corrugated fasteners is best method. "With Flexivents," reports Mr. Musgjerd, "we find we can offer customers a wide choice without carrying a large inventory."

In model home offer... **buyers choose 16 none with alternate**



1. AWNING VENT—Sash swing outward in awning position. They are held in position by friction hardware. Note excellent ventilation and protection against rain.



2. HOPPER VENT—Turn the Flexivent over and sash swing inward for hopper ventilation. Easiest to operate in this position. Plenty of ventilation here, in a room that needs it!

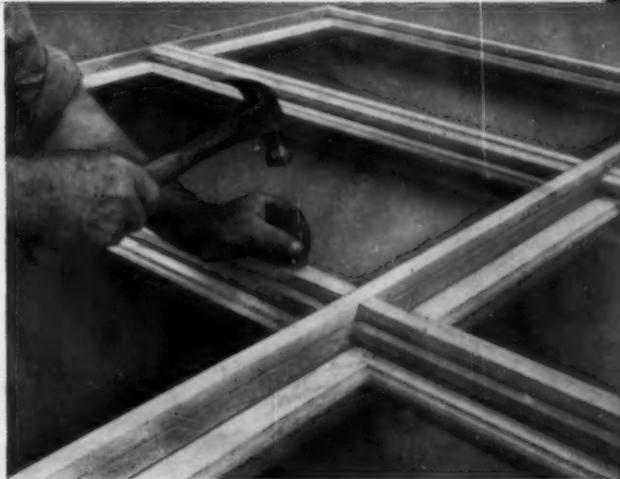


3. CASEMENT—Place the Flexivent on end and you have an economical casement window unit. For outswinging sash only.





In building up this Flexivent group, workman makes sure that units are kept square and properly aligned... an important step. "It's Flexivent's ready application to all types of construction that makes it a favorite with project builders," says Mr. Musgjerd.



Finishing up the assembly, workman here applies outside casings, subsills and batten strips. The built-up Flexivent groups are trucked to the job all ready for installation. "No unit tops Flexivent," states Mr. Musgjerd, "for combining high quality and low cost."

homes with *FLEXIVENTS*^{*} window scheme



Builders all over the country are rushing to use Andersen Flexivent Window Units in homes built for sale. It's the most flexible, most useful window you ever saw. Ease of assembly and installation make Flexivent *low in cost*. Wide choice of sizes, sash operations and window combinations make them *highly versatile*. Andersen precision engineering makes them *high in quality*. 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.

*TRADEMARKS OF ANDERSEN CORPORATION

"WITH FLEXIVENTS WE CAN PROVIDE MUCH MORE WINDOW AREA AT NO EXTRA COST..."

... says William D. Coffman, president of W. D. Coffman Co., builders of 175-unit Prairie Village near Minneapolis.

At left of page is view of Prairie Village showing use of Flexivents which Coffman finds "permit fenestration in pleasing groups providing a horizontal accent to our homes."

"We provided an alternate window scheme but when we sold 16 houses *without one choice of our alternate*, we dropped it making Flexivents an exclusive selling feature," reports Mr. Coffman.

Why don't you look into the many advantages of Andersen Flexivents for the next project you build or furnish?

Andersen Windowalls^{*}

COMPLETE WOOD WINDOW UNITS

Andersen Corporation • BAYPORT • MINNESOTA

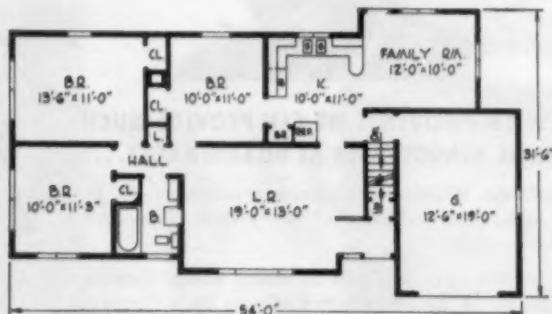


IDEAS IN ACTION Penfield, N. Y.

Builder finds this model best seller for \$16,728

• M. Sanford Abbey, Rochester builder is selling houses like this one in his suburban Valley View subdivision at prices ranging from \$14,500 to \$17,500. Some of the 50 houses in Abbey's subdivision have fireplaces and family activity rooms. The houses including these features are the most popular with buyers. Abbey finds. His best seller is the model shown here, which includes a family-dining room off the kitchen. It sells for

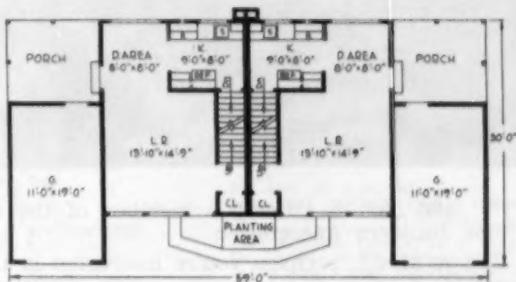
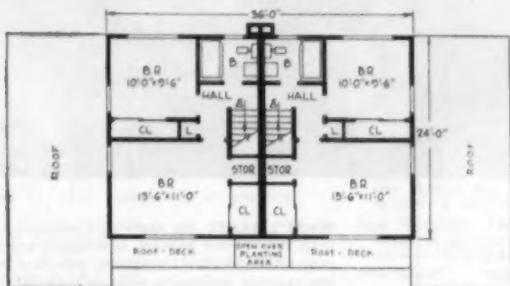
\$16,728. Each house has an attached garage, full basement and is placed on a generous lot, with minimum size of 75x150 feet. Lots vary in price from \$1,800 to \$2,000. All of the Valley View houses have Anderson windows, birch doors, ceramic tile in bath, G-E Airwall gas heat, Formica counter tops, glass wool insulation, knotty pine cabinets in kitchen, oak flooring, vinyl tile in kitchen and hall, blacktop drive.



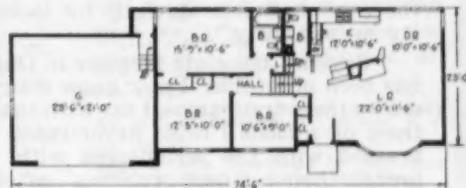
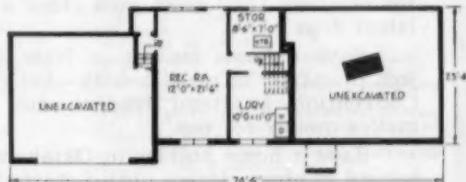
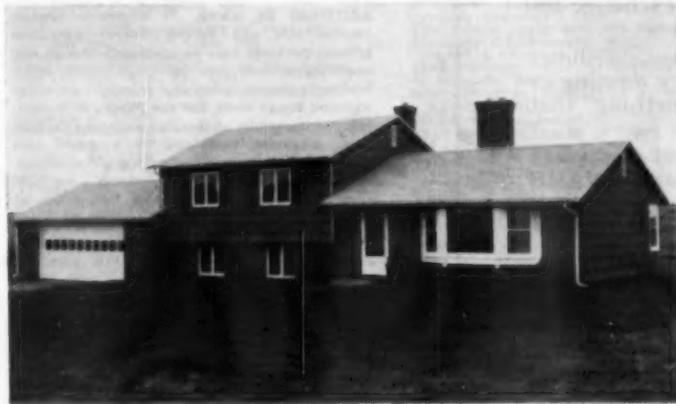
Family dining area off the kitchen and knotty pine kitchen cabinets create cheerful atmosphere

It can serve one family or two

● Colpaert Homes, Incorporated, South Bend, Indiana, manufacture and build factory-assembled houses and have recently added income duplexes to their line. They find that duplexes have plenty of sales appeal. Such houses can be used as a two-family dwelling for income purposes when the owner's family is small and later can be converted into a single residence at small cost. As a duplex, each side has two bedrooms, a bathroom, American Steel kitchen, dinette, living room with Thermopane window-wall, porch and attached garage. As single residence, the number of bedrooms can range from four to six. Each unit has full basement and its own heating unit. With attached garages and on a lot worth \$3,000, this duplex sells for \$20,000. Without garages and porches, it sells for about \$17,000.



They liked this split-level traditional in St. Paul

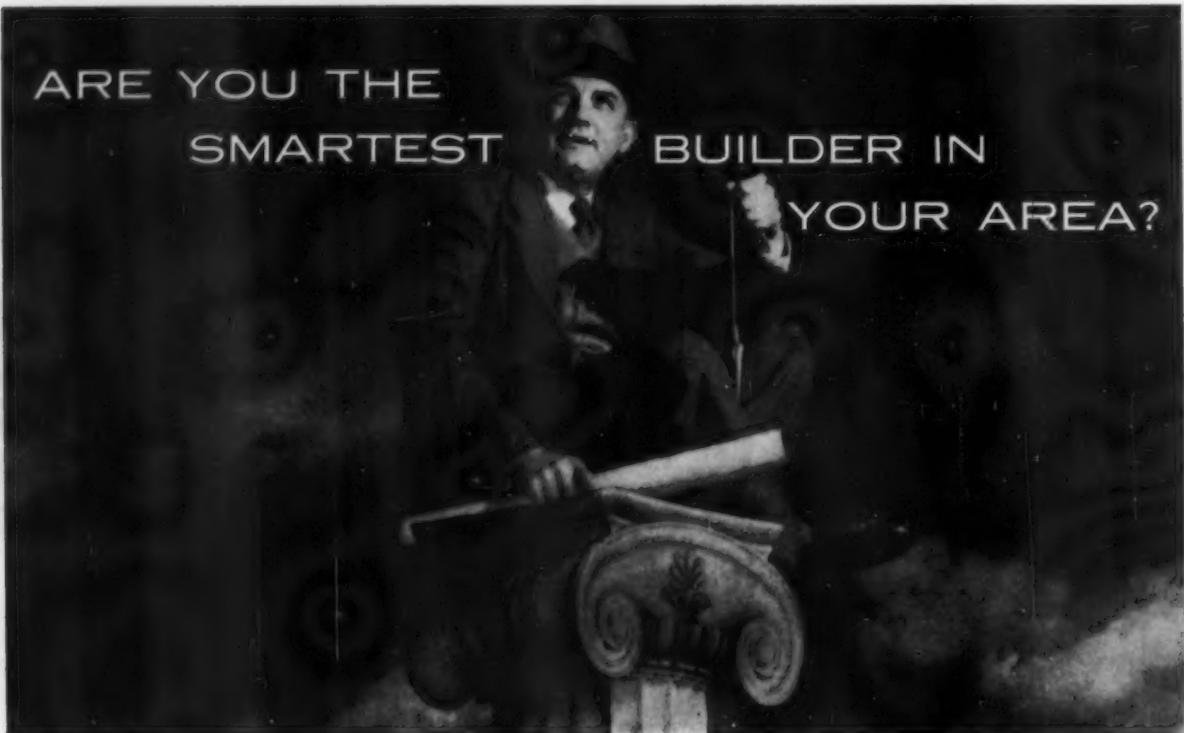


● M. B. Bream & Sons featured this split-level "rambler" using a traditionally styled exterior with leaded glass in the bay window, shutters and a conventional pitch to the roof. Inside, they used open planning, trussed roof construction. They introduced a partial concrete slab under the living area. M. B. Bream feels that the use of the slab, often unpopular with persons having conservative ideas about house building, became more acceptable when placed in a traditional kind of architecture. Apparently correct in this theory, Bream found

public response in St. Paul very receptive to the split level with open planning, partial slab floor.

Priced at \$24,300, designed by architect Norman Johnson of St. Paul, and placed on a lot 110x155 feet, the house includes the following: American Standard plumbing fixtures, Curtis cabinets, Formica counters, Gold Seal linoleum, Mengel doors, Minneapolis-Honeywell controls, Mosaic clay tile, NuTone chimes, Nu Wood sheathing, Pella windows, Roper range, Servel refrigerator, Thermopane windows, USG lathing.

ARE YOU THE SMARTEST BUILDER IN YOUR AREA?



IF YOU ARE, you're already a member of the local Home Builders Association.

If you aren't, perhaps you're interested in these comments:

Says a home builder in Minnesota, "Our local HBA has been a God-send. B.A. (Before Association), if one builder approached another on the street, one of them would cross to the other side for fear that something he knew would rub off on the other fellow. Now they greet each other and exchange the latest dope."

Says a home builder in New Jersey, "I didn't join primarily to make money—but every meeting or Convention I attend teaches me something that makes money for me."

Says a home builder in Oklahoma, "I was years behind in house design until I started reading NAHB bulletins. Now I don't take my hat off to anyone on the way my homes stack up for looks, location, quality or salability."

Says an associate member in Ohio, "Membership has been profitable. I now know many of my customers by their first names, I eat with them, and talk with them on a basis I could never reach before. I'm impressed with the seriousness with which they approach their common problems—after all, they're my problems too."

Active membership in NAHB is available to qualified home builders and associates through their local Association. To join, contact your local Association. If none has been formed in your area, write to the Membership Dept. for complete details.

NATIONAL ASSOCIATION OF HOME BUILDERS
1028 Connecticut Avenue, N.W., Washington 6, D.C.



WHAT'S NAHB? An aggressive group of more than 29,000 home builders, contractors and sub-contractors, 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*—monthly publication for members only, packed with Association news and information.
- *Housing . . . U. S. A.*—NAHB and Simmons-Boardman Publishing Co., publishers of American Builder magazine, combined forces to produce this interesting, informative, profusely illustrated volume on the merchant builder and the housing industry.
- *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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(Northern)

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HOME BUILDERS ASSOC. OF GREATER NEW HAVEN
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Telephone # Least 2-1607

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HOME BUILDERS ASSOCIATION OF DELAWARE
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HOME BUILDERS ASSOCIATION OF METROPOLITAN WASHINGTON
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2801-9th Ave., Gary, Ind.
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Telephone # AM-3-3108
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Telephone # Market 3281

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Telephone # 2-8519
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2316 Dime Bldg., Detroit 26, Mich.
Telephone # WE 4-145

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GRAND RAPIDS HOME BUILDERS ASSOCIATION
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2012 Turner St., Lansing, Mich.

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HOME BUILDERS ASSOCIATION OF SOUTHWESTERN MICHIGAN
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WASHTENAW COUNTY GENERAL CONTRACTORS, INC.
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Telephone # Lincoln-0531
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79 Western Ave., Commodore Hotel, St. Paul 2, Minn.
Telephone # Elkhorst 1-004
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Telephone # Atlantic 3-240

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ATLANTIC HOME BUILDERS ASSOC. OF NEW JERSEY
Brighton Hotel, Atlantic City, N. J.
Telephone # 5-7493
HOME BUILDERS ASSOC. OF METROPOLITAN N. J.
Military Park Hotel, Suite 733, 16 Park Plaza, Newark 1, N. J.
Telephone # Market 3-0314

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25 Essex St., Hackensack, N. J.
Telephone # Hubbard 7-2753
NEW JERSEY SHIRE BUILDERS ASSOCIATION
37 Atlantic Ave., Manasquan, N. J.
Telephone # Manasquan 7-0502

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Telephone # Corning 2-1551
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12 Spring Street, Boscawen, N. Y.
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824 Highland Park Blvd., Lorain, Ohio

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132 N. Main St., Dayton 3, Ohio
Telephone # Michigan-0323

NORTHWESTERN OHIO CONTRACTORS AND BUILDERS ASSOCIATION
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111 East Gay St., Columbus 15, Ohio
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345 Fourth Ave., Pittsburgh, Pa.
Telephone # AT 1-9534

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HOME BUILDERS ASSOC. OF NORTHWESTERN PENN.
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Telephone # 2-2712

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MONROE COUNTY BUILDERS AND CONTRACTORS ASSOCIATION
R. O. #1, East Stroudsburg, Pa.

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Reinson Bldg., 42 So. 15th St., Philadelphia, Pa.
Telephone # RI 6-6588

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WISCONSIN

MADISON BUILDERS ASSOCIATION
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Telephone # Steamhead 8-9850

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RACINE-WENONA HOME BUILDERS ASSOCIATION
619 Main St., Racine, Wis.
Telephone # 4-1713

NOTE: Only Telephone Numbers listed that were available.



IDEAS IN ACTION

Nine-room split level at Bar Harbour

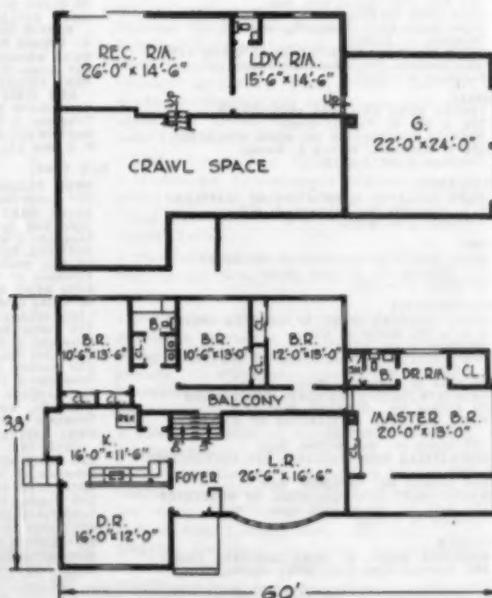
Massapequa, N. Y.

• The "Nantucket" is one of several models being built and sold by Bar Harbour Incorporated, builders of Massapequa Park. The nine-room house offers an exceptionally generous amount of floor space for its price of \$29,250. Its appearance from the street does not betray the fact that it is a split level because the split is made from front to back rather than from side to side.

Four bedrooms are on one level. The master suite has its own bath. The three other bedrooms share a split bath. Kitchen, dining room and living room are on another level, with a large recreation room and laundry room on a third. The recreation room is 26x14 feet and features sliding glass doors opening on a ground-level terrace. The large laundry room is equipped with a half bath, can double as an extra bedroom or maid's room. The two-car garage is extra wide for storage or workshop. Lot size is 105x100 feet.



Above, view of living room from balcony. Below, view from recreation room through 12-foot sliding glass doors



IDEAS IN ACTION

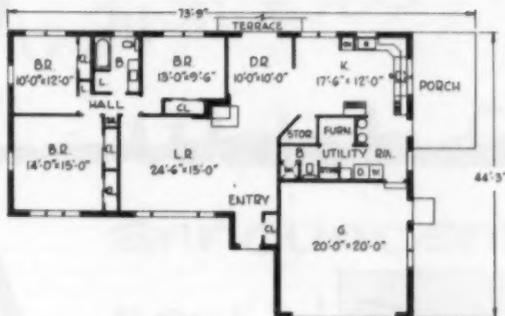
**Derby and
Mulvane, Kans.**



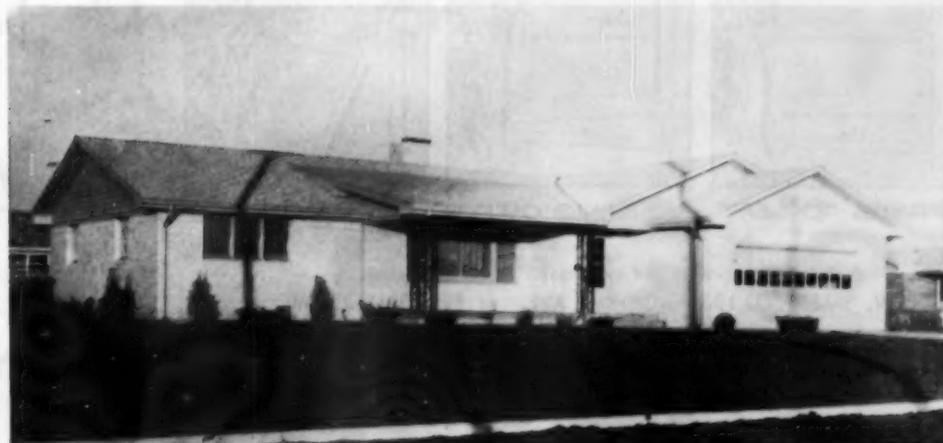
Built 54 of these, sold them all

● Charles W. English, Incorporated, builders in Mulvane and Derby, Kansas, built 54 houses in Derby like the one shown above. They sold every one, at \$10,700 each. The house has brick veneer, ceramic tile bath, garbage disposer, select oak flooring, venetian blinds, Frazer-Johnson perimeter heating, Celotex insulation.

Two houses like the one shown below were also built by the English organization. These two houses were built at Mulvane and were sold for \$24,500 each. The Mulvane house has brick veneer walls, ceramic tile bath, year-round Carrier air conditioning, all-over carpeting, Hot Point dishwasher, built-in oven and range, garbage disposer. Impressed by the enthusiastic comment made by visitors to the Mulvane house, English decided to build a smaller version of this house. So far, about 20 of the smaller versions have been built. All have been sold.

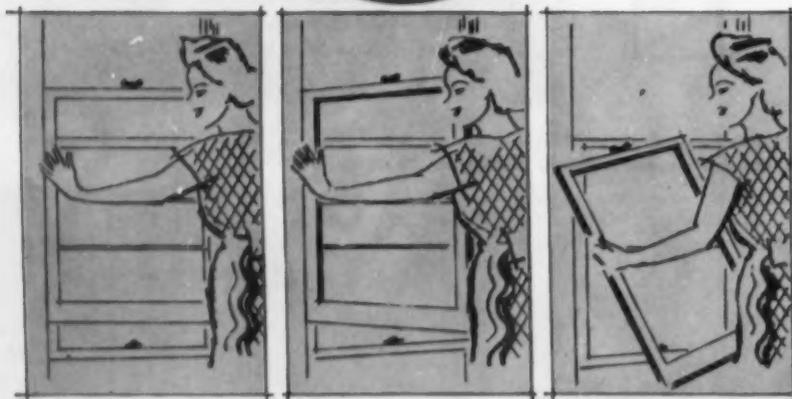


Plan, above, for \$24,500 house built at Mulvane, shown below, was so popular with customers, builders decided to build a smaller version, have sold 20 of them



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Back in 1940 R.O.W. SALES CO. first introduced the **R-O-W REMOVABLE WINDOW**. Overnight this unit gained national leadership. Today, cleaning and painting windows in millions of homes is easier because of



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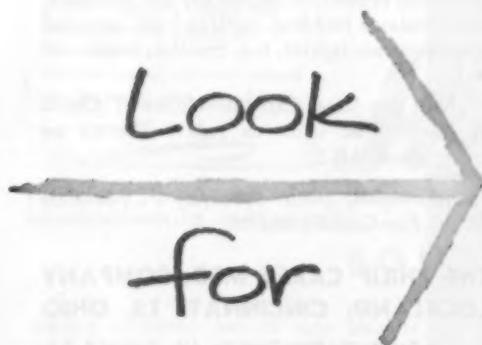
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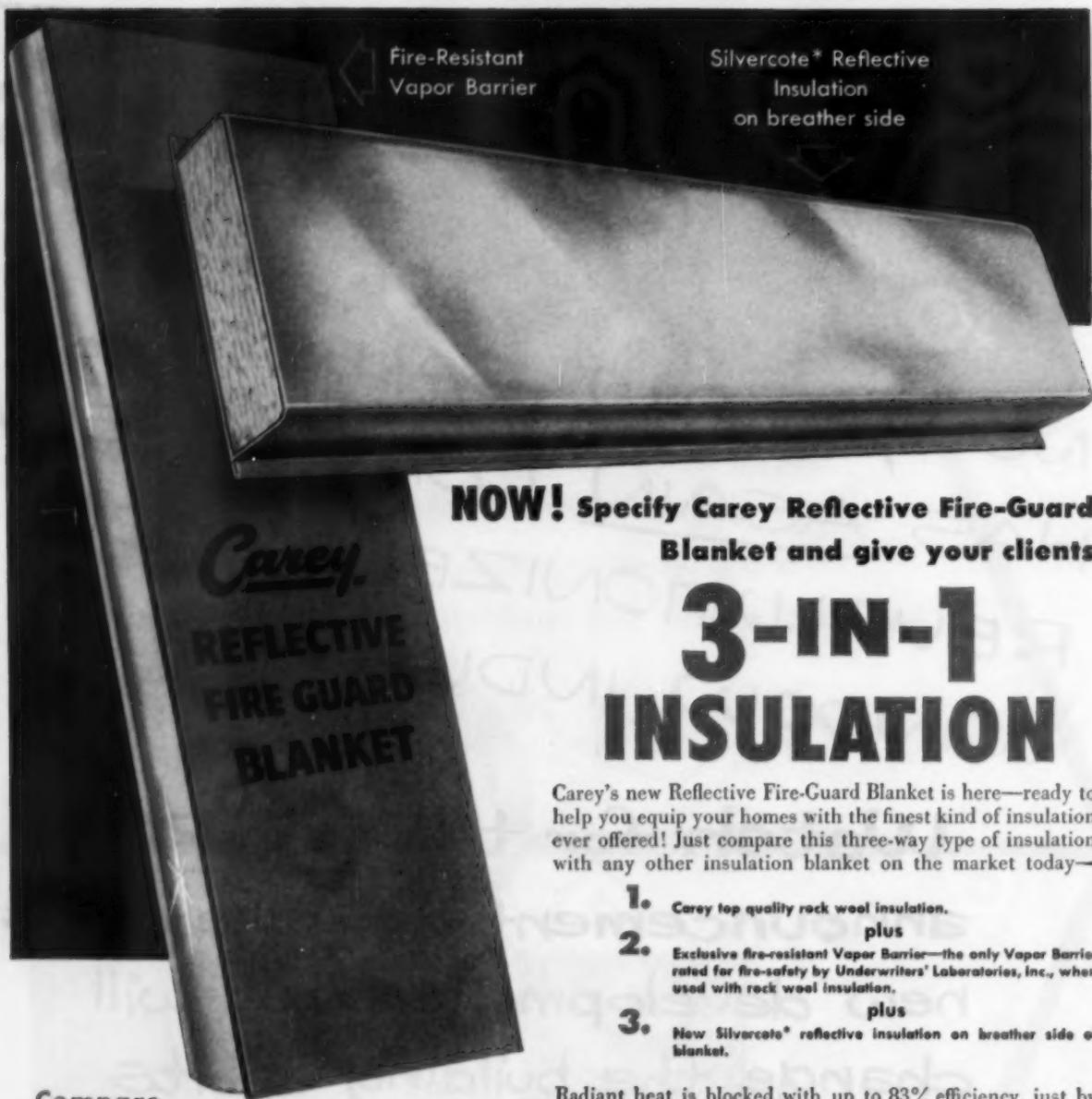
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NOW, R.O.W. SALES CO.
HAS AGAIN COMPLETELY
REVOLUTIONIZED THE
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Watch for the MARCH
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NOW! Specify Carey Reflective Fire-Guard Blanket and give your clients

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Carey's new Reflective Fire-Guard Blanket is here—ready to help you equip your homes with the finest kind of insulation ever offered! Just compare this three-way type of insulation with any other insulation blanket on the market today—

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No other insulation offers the advantages of Carey's Reflective Fire-Guard Blanket

- Insulates three ways.
- Stops heat loss through radiation, convection and conduction.
- Electrically non-conductive.
- Meets F.H.A. requirements.
- No radio or TV interference.
- Flanged on vapor barrier side—easy to install.
- Easy to handle—will not irritate face or hands.
- Blocks summer heat . . . combats winter cold.
- Fire-resistant.
- Size: 15" x 48" Semi-thick.

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

Radiant heat is blocked with up to 83% efficiency, just by the new reflective aluminum "breather" side! The semi-thick, quality rock wool blanket with millions of tiny air cells in every square inch effectively prevents heat penetration by conduction or convection. And the exclusive Fire-Resistant Vapor Barrier gives vital protection against fire and moisture. In the Fire-Guard insulated building, cooling loads imposed on air-conditioning units are lighter, too. Smaller, lower cost units can be used.

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**...the floor
that closes
the sale
when you
open the door**

In that important first moment the FLOOR is the focus of decision. The home-buyer opens the door, takes one step—on the quiet, lustrous luxury of Higgins Block—and the house is sold.

Most people prefer oak flooring; here is the matchless beauty, the legendary durability of genuine oak—at a cost that makes sense in any home.

Bonded under great pressure and intense heat, Higgins Block is the most durable wood flooring available and will give lifetime trouble-free service. Its extra heavy wearing surface, factory finished and wax-treated, requires no finishing on the job, *making it possible to deliver the home sooner. The new Higgins Flush Fit eliminates dust catching grooves.*

Higgins floors SELL HOUSES! Write today for information. You'll see why you will insist on *genuine Higgins Hardwood Block Flooring*. It means money in your pocket.

**The trend is to Higgins
Hardwood Block Flooring because:**

- New Flush Fit eliminates dust-catching grooves, gives floor desirable "finished on the job" look
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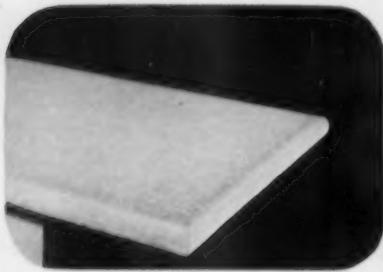
**THE WOOD MADE FAMOUS IN HIGGINS
HARDWOOD-HULLED FIGHTING CRAFT**

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BOX 8169 — NEW ORLEANS 22
PIONEERS AND WORLD'S LARGEST MANUFACTURERS
OF LAMINATED HARDWOOD BLOCK FLOORING

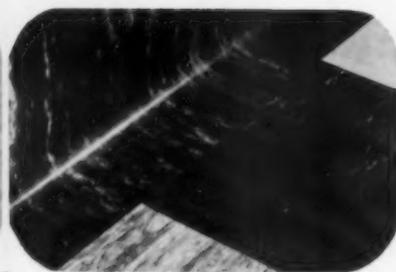




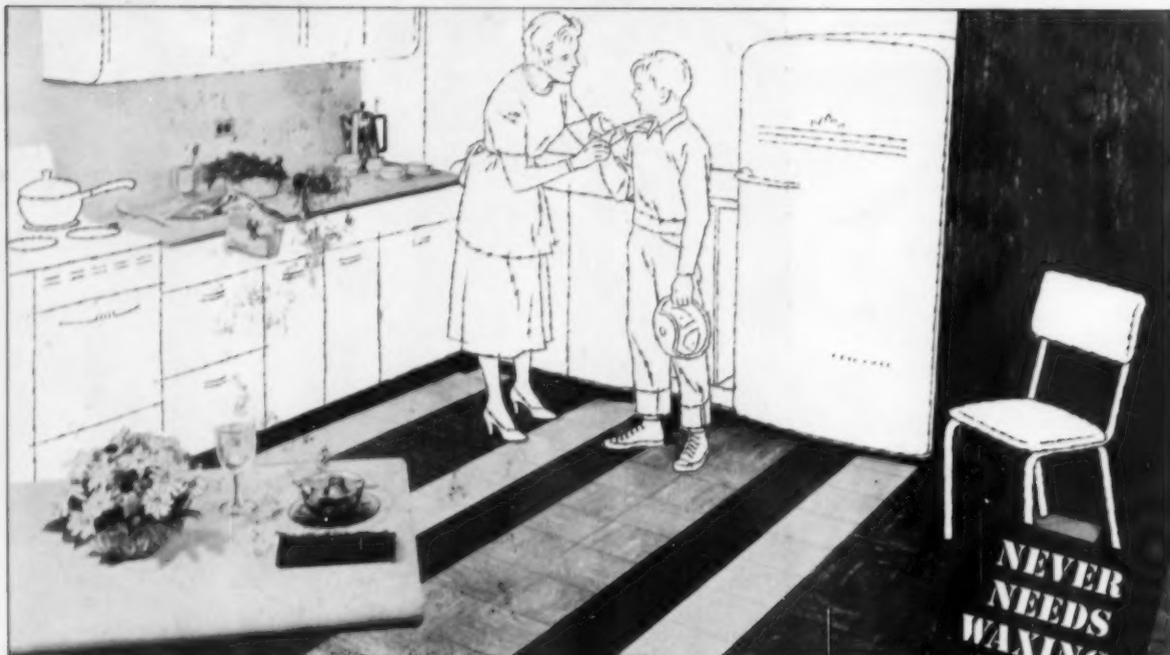
They looked at the
COUNTERS



They looked at the
CORNERS



They looked at the
COVING



THEY BOUGHT THE HOUSE!

PROSPECTIVE BUYERS are quick to appreciate the builder's use of quality materials in any new house. The gleaming Goodyear All-Vinyl used here for floors, walls and counter tops is an excellent example:

To Mrs. Buyer it meant a smart interior—one that would be easier to clean and keep clean. She particularly liked the way the corners were coved, the way the counter tops were smartly rounded without needing any dirt-catching metal trim.

To Mr. Buyer it meant "top quality"—a custom home, one he could show with pride. And it meant lower upkeep too, a fact he confirmed when he asked the

builder, "Isn't this the material that never needs waxing?"

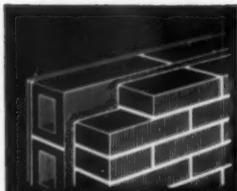
To the Mortgage People it meant a good risk—top value—for they are well acquainted with the longer life and noted durability of Goodyear All-Vinyl.

To the Builder it meant a sale—a smart new home that will speak well of his craftsmanship to many people for years to come.

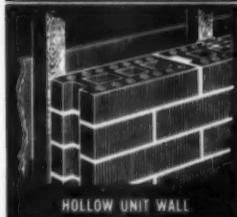
To You it can mean the same. Before you build another home, be sure you get the *solid* performance of Goodyear All-Vinyl, The World's Finest Flooring—you can't wear out its looks! For complete catalog, write: Goodyear, Flooring Dept. B-8321, Akron 16, Ohio.

GOOD YEAR *All-Vinyl* Flooring

FLOORS • WALLS • COUNTER TOPS — BY THE TILE OR YARD



SCR® INSULATED CAVITY WALL



HOLLOW UNIT WALL



BRICK VENEER WALL



SCR brick® WALL

“capacity insulation”... another reason why brick homes sell faster...

You've really got a sales story when you add “capacity insulation” to all the other advantages of a beautiful brick home.

Because of their density, brick and tile store heat, slow down heat passage. Only part of this stored heat ever gets inside—and then mainly during cooler night hours.

This makes any home more comfortable in summer, also cuts both equipment and operating costs for air-conditioning.

Any of the types of construction shown here will supply “capacity insulation”—and boost your 1955 home sales. For more data, write for our new brochure on “capacity insulation.” Address Dept. A.B.-25.

Structural Clay Products Institute

1520 18th Street, N. W., Washington 6, D. C.



Brick's natural beauty and variety make home sales easier



MODEL HD
one of a
Complete Line
from \$265



MAKE ANY CUT

...IN SECONDS

...with your



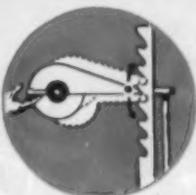
SIMPLE in operation
RUGGED in construction
DEPENDABLE in performance

Only Clipper Gives You Every Feature
Needed for Fast, Economical Cutting!

Simple Cuts — Intricate Cuts
— Every Size or Type Material!

SELECT-A-NOTCH

It's easy for one man to adjust cutting head—to desired height for cutting any size material. Weight of head is supported by connecting bar. Clipper's deep-seating Notches always guarantee true cutting head alignment—assure maximum blade life and increased production. Clipper patent.



PRESSURE EQUALIZER

Makes blades last longer because Equalizer Spring automatically cushions blade pressure. A Clipper patent.



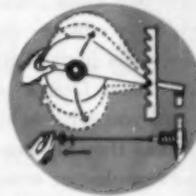
WET or DRY PUMP

Just turn valve to change from wet to dry cutting. Factory-attached—no loss. Factory-sealed bearings—no maintenance. Clipper's patented Water Application supplies water to the cutting edge—just where it should be—for longer blade life and control of dust.



ADJUST-A-CUT

Merely pull knob for finger-tip setting of cutting head angle above material. Release knob to lock in desired position. A Clipper patent.



HEAD LOCK

Just turn the handle to lock cutting head for fixed Diamond Blade cutting. A safety lock when transporting saw as a unit. Patented by Clipper.



Just 5 of 22 Reasons —

4 OUT OF 5
BUY CLIPPER!

Cut faster and more economically, save time and materials—make your jobs look better and return more profit—with a Clipper Masonry Saw! Clipper made the world's first masonry saw, nearly 20 years ago... Clipper makes the world's finest masonry saw today. Let Clipper's famous 5-DAY FREE TRIAL prove it to you!



Mr. Clipper

FOR BEST RESULTS — USE CLIPPER BLADES



For lowest possible cost, look for the bright orange centers which identify genuine Clipper Superior Blades. Manufactured under rigid controls, assuring you consistent quality and peak performance, from rim to stub. Clipper alone supplies THE specification for ANY material—Wet Abrasive Blades—Dry Abrasive—Diamond—"CBR" Break-Resistant Abrasive.

BUY THEM IN QUANTITY FOR EVEN GREATER SAVINGS!

NEW PROFITS CUTTING CONCRETE!

Self-propelled*, and powered for heaviest duty, ONLY CLIPPER offers you the combination of 4 wheels and 3-point, no-bind blade suspension—the only design that cuts a straight line, minimizes blade binding and breakage. Saw is easily maneuvered by one man, whether lining up for the cut, or over the curbs. The ONLY SAW with EVERY Feature demanded of a Concrete Saw.

*Optional feature—All Clipper Models also available without self propelling unit.



25 H. P.
MODEL C-250
ONE OF 7 MODELS
FROM \$395

WORLD'S LARGEST MANUFACTURER OF MASONRY AND CONCRETE CUTTING EQUIPMENT

SAME DAY SERVICE

From Clipper Direct Factory Branches, in principal cities coast to coast. Look in your phone book—or mail this coupon TODAY!

CLIPPER MANUFACTURING CO.

2808 S. Warwick • Kansas City 8, Mo. 202X

Tell me about FREE TRIAL of a Clipper Saw on my job.

Send FREE Literature and Prices on:

- Clipper Masonry Saws Clipper Concrete Saws
 Clipper Diamond Blades Clipper Standard Abrasive Blades
 Clipper Break-Resistant Abrasive Blades

FIRM _____

ADDRESS _____

CITY _____

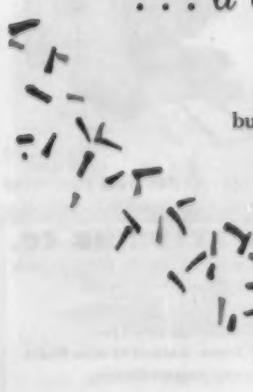
STATE _____



. . . a distinctive new pattern in popular Micarta

In the refreshingly unique design of new MICARTA "Star Dust", there are opportunities to create striking decorative effects—on built-in furniture, counters, walls, dividers—wherever a surface must withstand the rigors of hard wear. And "Star Dust's" six warm colors—including gray and charcoal—let you achieve appealing color harmony in interiors as practical as they are beautiful. Your United States Plywood representative has samples, or write United States Plywood Corporation, 55 West 44th Street, New York 36, N. Y.

J-0699-A



Westinghouse

micarta

distributed by

UNITED STATES PLYWOOD CORPORATION
largest plywood organization in the world
and U.S.-MENGEL PLYWOODS · INC.

Since World War II: Two Homes a Minute

Target—10,000,000!

Somewhere in the United States in mid-1955, one of the nation's home builders will erect the 10,000,000th new home built since VJ-Day, 1945.

That achievement represents a fantastic construction rate of nearly two homes for every minute around the clock, day and night, since the close of World War II. In a special report to *American Builder*, the National Association of Home Builders proudly proclaims it also represents good, modern housing for some 40,000,000 people—nearly one-fourth of the entire population.

Production on so vast a scale has never before been approached in this

or any other country, not even in the booming "Twenties." Yet the home building industry reports it is already setting its sights on home No. 20,000,000 in a drive to overcome national housing deficiencies and make good housing available for every family in America.

Symbol of Maturity

Completion of the 10,000,000th post-war home will be an event of classic significance to the industry as a symbol of its maturity and of its new stature among the giants of the American industrial system. It also will have meaning for all Americans as tangible evidence of the sweeping

social and economic changes that home building has effected in the past 10 years.

The great surge of home buying that began a decade ago has literally transformed the face of the nation. Whole new communities have sprung up in ever-widening rings around our cities and towns. A new accent has been placed on suburban living and recreation at home. The family dwelling has recaptured its place as the focal point of American life.

Prevented Recession

Economically, according to the NAHB report, the impact of this trend (Continued on page 42)

10 MILLION POST WAR HOMES

10 MILLION NEW HOUSING UNITS built since World War II to house 40 million Americans!

That is the dramatic record of progress and production achieved by the nation's home builders since V-J Day, 1945.

Post-war home No. 10,000,000 will be built somewhere in the U. S. during 1955, symbolizing the rise of a giant new industry that has literally changed the face of America.

TEN MILLION post-war homes represent: **BETTER LIVING** for nearly one-fourth of our population.

STEADY JOBS AND GOOD PAY for more than one million construction workers whose post-war earnings total **35 BILLION** dollars.

ONE HUNDRED BILLION DOLLARS in good housing added to the real wealth of the nation.

VAST AND EXPANDING MARKETS for the products of mine, mill and factory that go into the home.

STRENGTH AND PROSPERITY for the entire economy.

Your home builder has played a big part in this productive effort and in the design and research advances that have revolutionized the home of 1955.

YOU AND YOUR COMMUNITY are better off because the home building industry has achieved this miracle of production.



**THE 10 MILLION HOMES BUILT IN AMERICA SINCE WORLD WAR II WOULD
CIRCLE THE EARTH 4½ TIMES**

VA Predicts GI Loan Level Will Hold High Pace

The Veterans Administration predicted last month that the "high level of GI loan activity" late last year would "continue through 1955."

During November, VA received appraisal requests involving 83,930 proposed and existing dwelling units. That was the seventh straight month in which the rate had been over 80,000. It was an increase of 112 per cent above November 1953's 39,469.

The November 1954 total included 47,729 appraisal requests for proposed new dwelling units. The new-unit total in November 1953 was 22,552. Meanwhile, applications for home-loan guarantees received by VA in November totaled 57,134, more than double the 23,864 received in November 1953.

More than 400,000 GI home loans were issued last year, 25 per cent above 1953.

Contractors See Modular Method As Important Cost-cutting Factor

"In our opinion, modular coordination is one of the big answers to rising construction labor costs," said J. P. Caldwell, vice president of the J. A. Jones Construction Co., Charlotte, N. C., at the recent all-day conference on modular methods conducted by the Building Research Institute in Washington, D. C.

Sponsored by eight national associations, including the National Association of Home Builders and the Producers Council, the meeting brought out many claimed savings for modular control which, Caldwell pointed out, "are not exaggerated." He declared his firm had no trouble mixing modular materials with old style plans, but regretted that more plans in full modular dimensions were not available.

Accurate work in masonry is much easier with the modular system, reported James E. Coombs of Baker & Coombs, Inc., Morgantown, W. Va., who added that much time and money were saved in measuring, engineering and layout.

Two architects criticized their profession as tardy. Said John R. Magney of Minneapolis: "The architect is the only obstacle in the way of nationwide use of modular measure. Too many architects resist changing their drafting room procedure. They talk about contemporary design in a loud and forceful voice, but are stub-



Jobbers Reward Former Leaders

Southern Sash & Door Jobbers Assn., which extends from New Jersey to Texas, issued plaques at its winter meeting in New Orleans to past presidents. Among the recipients were (from left) J. Reese Jones Jr. and T. E. Addison Jr., who received scrolls for their late fathers; W. A. Compton (1942-44), L. C. Riecke (1944-46), W. Horace Woods (1952-54). President James M. Green (right) made the presentation

Dealers Pick Cleveland As Exposition Site

The National Retail Lumber Dealers Association will hold its second annual building products exposition October 11-16 at the Public Auditorium in Cleveland, according to an announcement by Watson Malone III, president. The show will be open both to retail lumber dealers and the general public and include numerous management clinics, demonstrations and other features for dealers.

Main objectives, Malone said, will be to persuade the public to see their local lumber dealer whenever they plan to build or modernize and to help dealers improve consumer services and merchandising techniques.

Annual board of directors meeting will be held in Cleveland, immediately prior to opening of Exposition.

born and backward in accepting a contemporary method of designing and detailing."

J. K. Shear, who recently resigned as head of the department of architecture at Carnegie Institute of Technology, Pittsburgh, noted that "many architects seem prejudiced against this change. . . . It appears that there are 'Ferdinands' in the building industry who are loath to fight for economy and unity."

W. A. Simms, Dayton builder, reported substantial savings in cutting and waste. William E. Gillett, vice president, Detroit Steel Products Co., and president of Producers' Council feels standardizing construction important to continued success of industry.

They Spoke for Modular:



Contractor Caldwell, Manufacturer Gillett, Home Builder Simms

By John M. Dickerman, Executive Director, National Assn. of Home Builders*



Parts with VA: T. B. King

Sweeney Succeeds King In VA Loan Post

T. B. King, loan guaranty director of the Veterans Administration for most of the past ten years, has resigned as assistant deputy administrator of the agency last December 31 to become vice president of the National Homes Acceptance Corp., Lafayette, Ind. T. J. Sweeney, former director of VA's loan policy service, was appointed as acting assistant deputy administrator for loan guaranty service.

Oakley Hunter Named HHFA General Counsel

Oakley Hunter, who served two terms as a Republican Congressman from California, is the new general counsel of the Housing and Home Finance Agency. He took over last



Ex-Congressman Hunter

month as successor to B. T. Fitzpatrick, who resigned.

Hunter was born in 1916 and served in World War II as a Naval officer assigned to the Office of Strategic Services in the European Theater. After the war, until his election to Congress in 1950, he practiced law in Fresno, Calif.

Repayment by 3½ Million Veterans Is Good Omen for Future VA Loans

The comprehensive report which the Veterans Administration has recently published on its operation of the first 10 years of the GI loan guaranty program should be required reading for every member of the home building industry.

This decennial report is more than a detailed accounting of the Veterans Administration's stewardship of a vast program affecting many millions of former servicemen and women. It is also a tribute to the splendid repayment record achieved by the 3½ million veterans who have bought homes under the GI program and who have faithfully discharged the financial obligations they incurred.

More than 17 billion dollars of VA-guaranteed mortgage credit has been extended to veterans since the GI program was created in 1944. In that time, the VA has been called upon to make good for defaults amounting to less than one-half of 1 per cent. In the words of the VA administrator, "this remarkable record is unexcelled in the history of credit experience. For the success of their programs, the veterans themselves should be accorded the most enthusiastic plaudits. They again have demonstrated this nation's confidence in them."

Vast Market Ahead

The past performance of this program is a good augury for its successful future. But it should be remembered that home-buying benefits expire for World War II veterans on July 25, 1957. Consequently, home builders will be called upon to make a prodigious effort during the next two and one-half years to meet the housing requirements of these veteran buyers.

The Veterans Administration itself estimates that about 1,000,000 World War II veterans who have not yet used their loan guaranty privileges will be in the market for homes before the program ends. In addition, the agency calculates that perhaps as many as 2,000,000 veterans of the Korean war will obtain home loans within the next decade. For Korean veterans, all GI benefits expire 10

years after the end of the present emergency—a date which has not yet been determined.

Difficult Job Well Done

We in the home building industry are naturally proud of the part we have played in helping to carry out the objectives of this well-conceived program to facilitate the return of our servicemen to civilian life. We are confident that the industry will continue in that role until the job is done.

In turn, we feel that the officials and the staff of the Veterans Administration merit the highest commendation of the entire country for their handling of one of the most difficult and essential tasks ever undertaken by our government.

Cole Expands HHFA; Sets Up 6 Field Offices

Establishment of six regional offices of the Housing and Home Finance Agency, with regional administrators to represent him "in policy direction and in achieving program coordination in the field," has been announced by HHFA Administrator Albert M. Cole in his reorganization order No. 1. Headquarters cities are New York, Chicago, Atlanta, Fort Worth and San Francisco.

Under the order, the former Division of Community Facilities and Special Operations and the Division of Slum Clearance and Urban Redevelopment were placed under Cole's supervision and renamed as Community Facilities Administration and Urban Renewal Administration, respectively.

Other changes announced were establishment of an advisory board for agency policy coordination with Cole as chairman and heads of the various HHFA constituent agencies as members, decentralization of URA field activities to HHFA regional offices and creation of a uniform regional pattern for all field activities of HHFA subsidiaries except the Home Loan Bank Board and the recently organized Voluntary Home Mortgage Credit Program.



Dickerman

By H. R. Northup, Executive Vice Pres., National Retail Lumber Dealers Assn.

Sell Consumers a New or Modernized Home, Rather Than Materials Alone

Retail lumber dealers are going to be building or helping to build even more homes in the future than in the past if they follow the advice contained in their new 1955 merchandising calendar recently issued by NRLDA.

The calendar, which is distributed to members as a chapter in NRLDA's dealer operating guide, recommends that dealers adopt a seasonal theme for each month of the year and in two of the 12 months—February and July—that theme is "Plan or Build Your Home Now."

However, the same appeal also appears prominently in the list of weekly advertising themes suggested in the calendar. In fact, "Buy or Plan Your New Home Now" is recommended as a weekly advertising theme in nine of the 12 months.

Not All Ready to Build, But—

Not all dealers are prepared to build a new home for a customer, but all or almost all stand ready to help the customer make all of the arrangements, including planning, financing and locating a reliable builder to handle the construction.

The merchandising calendar, which is an advertising and display guide developed by NRLDA's merchandising committee, in effect advises dealers to invest most of their advertising dollars in efforts to sell the public either on building a new home or on modernizing their present home.

This advice is based on the belief that most consumers don't want building materials as such but, instead, want the benefits that can be constructed with materials.

End-use Packages Preferred

The idea, in other words, is that dealers will get better returns from their advertising dollars by featuring end-use packages such as new homes, modern kitchens, extra rooms, winter comfort, or new floors instead of merely offering boards and bats and bundles at so much per foot or per pound.

Advertising the end-use of the materials, such as building a new home, finishing a basement or attic, or



Northup

building or enclosing a porch, sells ideas to the public and creates new demand for materials, whereas featuring individual material without selling end-uses merely appeals to those customers who already have made up their minds to do some building.

Many Live in Old Houses

When we keep in mind that two-thirds of all American families are living in homes that are 25 years or more old and that several million more are living in small postwar homes that no longer are large enough to meet the requirements of growing families, it is easy to see where this type of end-use advertising will pay off for dealers who try it.

10,000,000th Post-War Home Near

(Continued from page 39)

mendous swing to home ownership has been equally great. These 10,000,000 homes, it pointed out, "have added \$100 billion to the real wealth of the nation; they have provided payrolls of more than \$35 billion for over a million on-site construction workers and have made steady jobs for many more Americans in the allied industries that supply materials, equipment and services for housing.

"The general business activity generated by home building has bulwarked the whole economy and has done more than any other single factor to prevent a recession in the post-war period.

"The great and continuing productivity of the home building industry has depended to a considerable degree, of course, on the co-existence of

Ten Million New Homes Provide a Market for:

95 billion board feet of lumber
36 billion bricks
23 billion pounds of cement
20 million tons of steel
630 million sq. ft. of glass
470 million pounds of aluminum
3 billion pounds of copper

Each of the 10,000,000 new homes built since VJ-Day contains an average of 3,000 separate products of American industry. —NAHB

Late '54 Building Set Record Peaks

Dollar volume of new construction set new records late in 1954. The November total of \$3.3 billion was a new high for that month.

It was up 8 per cent from November 1953's \$3 billion. The monthly statement issued jointly by the Departments of Commerce and Labor said that, on a seasonally adjusted basis, the November outlays were at an annual rate of \$38.1 billion, "the highest level ever reached."

The November figure for private residential construction was \$1.3 billion, also a record.

Named to Housing Center

In one of his last appointments as president of the National Association of Home Builders, R. G. Hughes named George P. Shutt as director of sales of the National Housing Center now under construction in Washington, D. C. Shutt was a former building specialist for Time magazine.

a massive demand and a relative ease of financing in the housing field. The wartime stoppage of home building and the mustering out of millions of veterans at the end of World War II combined to create a hunger for housing that is still far from satisfied. The pressure of expanding population has sharpened that hunger.

Near 20,000,000 by 1960

"The GI Bill of Rights enacted in 1944, with its long-term, no-down payment mortgage provisions for veterans, gave enormous impetus to the housing market. FHA facilities that opened up mortgage credit on almost as favorable terms did much the same for non-veteran families. Together, the GI and the FHA programs have made home ownership possible for many millions of Americans who could not otherwise have afforded homes of their own. Even beyond their direct effect, these programs have greatly influenced the terms of conventional mortgage financing.

"The liberalized FHA provisions of the 1954 Housing Act have expanded the field of potential home buyers substantially. Given a continued steady flow of mortgage money and a continued aggressive merchandising effort by the industry, it is reasonable to predict that by 1960 the nation's home builders will be well on their way toward completion of their 20,000,000th post-war home."

NOW... A COMPLETE LINE OF CLASS "A" CONTRACT HINGES



The complete Henry Soss line of regular butt and screen door hinges has become an accepted standard of quality throughout the building field.

Now we offer, in addition to our regular line of butts, our new line of wrought steel, bronze and brass OILITE and PLAIN BEARING HINGES in all finishes and sizes for commercial buildings, factories, schools, churches, hospitals, fine homes and tracts.

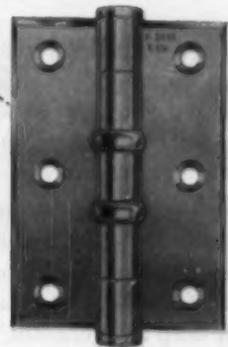
These new additions to our line incorporate the same precision craftsmanship which has made Henry Soss butt and screen door hinges so popular year after year . . . and, of course, they carry the same unconditional guarantee of satisfactory service.



FULL MORTISE TEMPLATE OILITE BEARING



HALF MORTISE TEMPLATE OILITE BEARING



FULL SURFACE TEMPLATE OILITE BEARING



HALF SURFACE TEMPLATE OILITE BEARING

write today for our new complete Catalog #50

All hinges manufactured in our Los Angeles plant

Henry Soss AND COMPANY

MANUFACTURERS OF QUALITY HINGES
5716 West 96th Street, Los Angeles, California

WATER-TIGHT!

Chase® Copper Roofing Products joined with standard soldering techniques stay joined for good!

Chase Copper Roofing Products not only stay watertight for good—they also resist the ravages of weather, withstand the weight of snow and ice—far better than any substitute.

Chase copper downspouts, gutters, elbows and shoes are made of 16 ounce copper or *heavier* for extra strength, *longer* life. All corrugations are deep and generous, so you can be sure Chase Copper Roofing

Products will hold up under extreme temperature changes.

And remember this: Chase Copper Roofing Products blend harmoniously with *any* home design, modern or traditional. The free Chase Copper Roofing Products Booklet tells you more about Chase products, and how they will assure you of a *quality* job that will last for years. Write for your copy today.



Chase

BRASS & COPPER CO.

WATERBURY 20, CONNECTICUT • SUBSIDIARY OF KENNECOTT COPPER CORPORATION

Chase Copper adds extra value to any home!

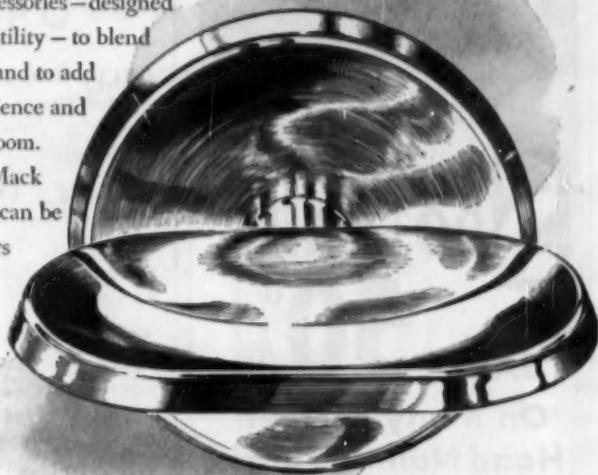
The Nation's Headquarters for Brass & Copper

Albany†	Chicago	Detroit	Los Angeles	New York	St. Louis
Atlanta	Cincinnati	Grand Rapids†	Minneapolis	Philadelphia	San Francisco
Baltimore	Cleveland	Harlem	Missouri	Pittsburgh	Seattle
Boston	Dallas	Indianapolis	Newark	Providence	Waterbury
Charlotte†	Denver	Kansas City, Mo.	New Orleans	Rochester†	(sales office only)

Bathroom
 beauty
 ...smart
 and lovely

The gleaming lustrous beauty of Hall-Mack bathroom accessories creates a bathroom of distinctive charm. In Hall-Mack's complete selection you'll find many unique, special accessories—designed to combine beauty with utility—to blend with any style or color—and to add the final touch of convenience and permanence in any bathroom. When you specify Hall-Mack bathroom accessories you can be sure of quality—and years of useful service. Specify Hall-Mack always!

ARISTOCROME SOAP HOLDER



TEMPO GLASS SHELF



...in sparkling
 lustrous
Chrome

CRYSTALCROME TOWEL RING



HALL-MACK

bathroom accessories

AMERICA'S
Finest
 FOR EVERY
 BATHROOM STYLE
 AND BUDGET

FIVE POPULAR LINES:

- Aristocrome
- Crystalcrome
- Coronado
- Tempo
- ChinaVogue

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

HALL-MACK COMPANY

LOS ANGELES 7, CALIFORNIA • 1280 West Washington Boulevard

CHICAGO 40, ILLINOIS • 7455 Exchange Avenue

CLIFTON, NEW JERSEY • 1000 Main Avenue



SPOTNAILS

SAVE 50%

**On Many Former
Hand Nailing Jobs!**

As fast as a man can swing a light rubber mallet, a heavy gauge, galvanized staple is driven—either flush or counter-sunk—with each blow. Nailing time is commonly reduced by two-thirds on a number of building operations.

Spotnailers are substantially cutting costs of applying hardboard and plywood and are accepted by all major manufacturers of those materials.

Use Spotnailers

on These Jobs:

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

A wide variety of staple sizes up to 1 3/8" in length are available to suit each particular application. Tell us about the job you have in mind.

Try a Spotnailer on
the job without
obligation

Offices and warehouses in
principal cities.

SPOTNAILS, INC

EVANSTON 6, ILLINOIS

ON THE RECORD

and OFF THE RECORD

DECLINING DIVORCE rate may be due to sun spots, psychological cycles or something the scientists have not yet figured out.

BUT, IT'S LONG been thought that some instabilities in marital relationships are greatly alleviated by a liquidating mortgage or a paid-up deed.

AND THE FACT that home ownership now is about 57 per cent, much higher than it ever has been, might be a large part of the reason for the declining divorce rate.

MIGRATION always has been a large word in predicting the market for housing. Since 1942, it has been a larger word.

NOW, it is becoming almost Hollywood super colossal.

ABOUT ONE-SIXTH of all families in this country change their addresses every year. Of course, a lot of these are itinerant workers.

BUT, on the other hand, decentralization and expansion of industry are causing several million families to move every year, and most of them to places that must be expanded to contain the increasing population.

SO, this factor of migration alone is a mighty one in creating demand for new homes. And it's increasing.

AND WHAT happens to the houses these people leave? There are increasingly fewer takers for the sub-standard ones.

RATE OF DEMOLITION of sub-standard houses is increasing. And that's good. It's good for the overall economy and for a lot of people.

QUICKENING program of free-way construction inside cities and across states demands demolition of thousands of houses every year—the ones that stand in the way of transportation progress.

MOST OF THEM are old but occupied, and they have to be replaced to house the dispossessed.

INCREASING TEMPO of slum redevelopment is still another factor in sustaining a strong market for new houses.

BIGGEST FACTOR is always increasing population. And while the 1954 birth rate likely will have little effect on the market for new houses until the 1954 baby crop reaches marriageable age, it is interesting to note that there were about four million births in the United States this year.

ALLOWING FOR an extraordinary death rate of the 1954 infants before they reach the age of marriage, they should still net a market for one and one-half million new homes in some year, say 1974 or 1975.

THERE'S A DEATH rate among oldsters to subtract from that, but any way it is figured, the normal market per year in less than 20 years will be at least one and one-half million.

SAW THE BEGINNING of Al LaPierre's 1955 Housarama in Seattle a few weeks ago.

SCHEDULED TO OPEN in March and remain open for public inspection throughout the year, it will be the best exhibit of current architectural types gathered from all ends of the country yet to be shown.

ALSO, IT LIKELY will be the most sensational selling device yet conceived.

AND EQUALLY important, it should be the means of getting a gold mine of information about what the public, or at least the Seattle public, wants in its houses.

ALSO SAW Ed Sandberg's "aerie" perched on a steep cliffside outside Portland.

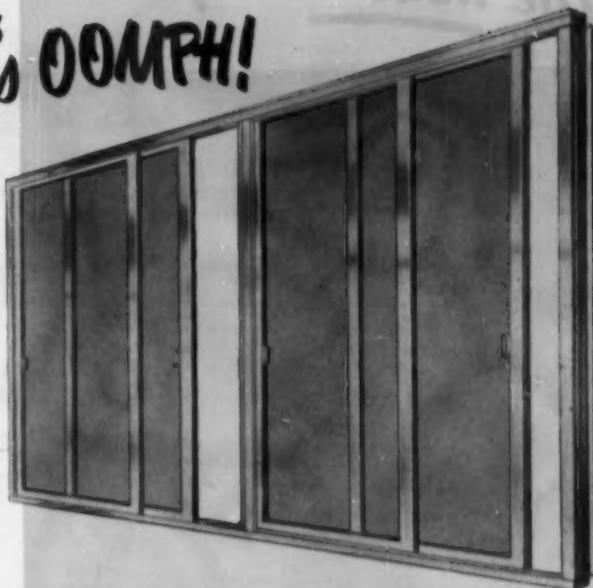
IT'S ONE of the real show houses of the area, with so much concrete in the sheer cliffside walls and foundation that Ed refused to tell the yardage.

THESE NEW
LUDMAN *All-Weather*
SLIDING GLASS DOORS
give your houses

OOMP!

These new Ludman Sliding Glass Doors give your houses the glamour the new home-owner is seeking today—and has a right to expect. They're a vital part of modern living . . . open the indoors to the outdoors . . . add the sleek modern beauty every new home-owner looks for when he buys. There is nothing you can build into a house that adds so much at so low a cost.

Ludman engineers designed these doors with the builder in mind, for, besides adding beauty, they are built of satin-finish extruded aluminum to Ludman's high quality standards. To make them easier for you to install, Ludman designed a new 2-piece sill that lets you lay the sub-sill before your finish flooring. Then, after all the workmen are through, after all equipment is out of the house, you add the sill track. This avoids accidental bending and jamming of the track often encountered with other sliding glass doors. **The coupon will bring you a check-list that compares these Ludman doors with the doors of seven leading makers . . . proves that these doors are better for you, the builder . . . better for the home-owner. Send the coupon today!**



Refer to SWEET'S FILE 15



Member of The Producers' Council, Inc.

ASSURE BUYER APPROVAL!



Refer to SWEET'S FILE 16

SEALS TIGHTER THAN A REFRIGERATOR

The famous AUTO-LOK Window . . . together with the new Ludman Sliding Glass Doors . . . adds the modern beauty that helps your buyer decide. Auto-Lok adds the comfort and convenience that clinch the sale . . . the quality-look, the operating ease home-owners want. And Auto-Lok is the only awning window that you can depend upon for the life of the building.

Auto-Lok is the window that started the trend to awning windows, all across America. Because there is no equal to Auto-Lok, it is the ONE window that stands 'way out front in popularity . . . the ONE window builders know adds sales-appeal to their houses. Because it's the ONLY window that meets what experts* agree are the ten most important features of a window, it is the ONE window that you can be sure, together with Ludman Sliding Glass Doors, will create buyer interest in your houses. Send coupon now for full details.

*Geoffrey Baker and Bruno Funaro in "Windows in Modern Architecture"

LUDMAN Corporation

NORTH MIAMI • FLORIDA

LUDMAN PRODUCTS ARE CARRIED BY LEADING DEALERS ACROSS THE COUNTRY

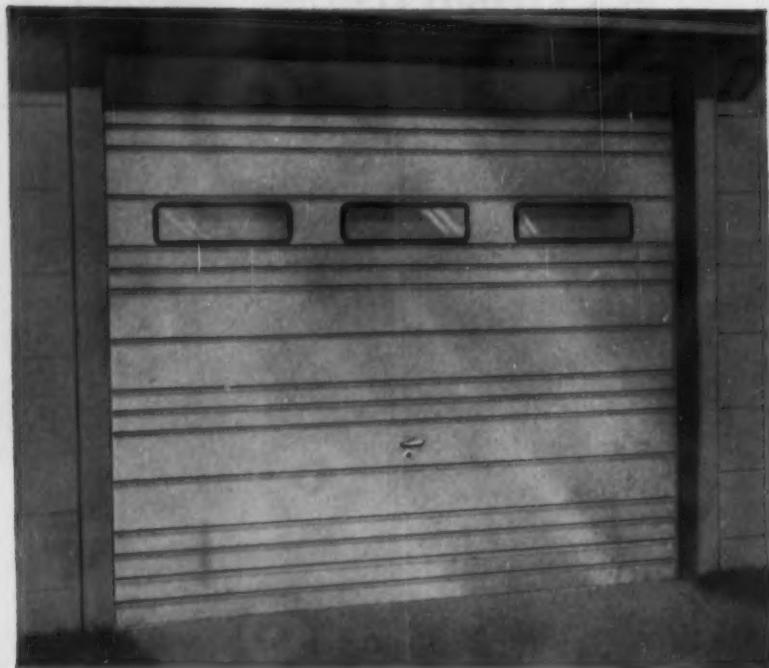
LUDMAN Corporation • North Miami, Fla. • Dept. AB-2

Please send all the information on
 Aluminum Sliding Glass Doors ()
 Auto-Lok Windows ()

Name.....Street.....

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

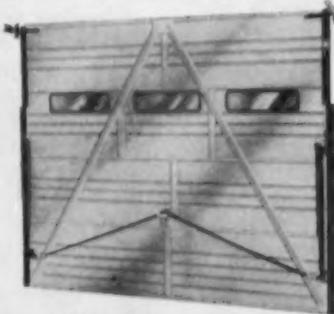
The houses they sell!



STANLEY steel garage doors

beautiful, durable and functional

Built to bear the most respected name in hardware, Stanley Steel Garage Doors combine top quality with the new look architecturally. They're zinc-coated, Bonderized and prime-painted for long-lasting protection. They open easily, noiselessly with a feather touch. They're weatherstripped at the top, bottom, and sides—all around. All joints are completely welded. There's no other garage door like it anywhere. The door is by Southern States Iron Roofing Company, the hardware by the Stanley Works. Each is individually cartoned for reshipment and damage-free storage.



DESIGNED BY AN ARCHITECT

Note the wide, natural spacing of the light openings, the careful planning of horizontal lines. The Stanley Steel Garage Door was designed by an architect to blend with contemporary architecture.

For complete details, write

SOUTHERN STATES IRON ROOFING CO.
MANUFACTURERS
P. O. BOX 1159 • SAVANNAH, GEORGIA

NEWS

FHA to Step Up Electrical Wiring Requirements

The need to provide adequate electrical wiring is to be recognized in minimum requirements for new homes with FHA-insured mortgages.

An industry advisory committee has conferred with FHA officials and agreed to submit proposals for revising FHA's electrical requirements. According to Neil A. Connor, director of FHA's Architectural Standards Division, the objective is to see that the "needs of tomorrow" are recognized.

The industry advisory committee is comprised of representatives of the National Association of Home Builders, the American Institute of Architects, and all branches of the electrical industry.

Title I Collection Activities Transferred to Field

Two Title I operations are in the process of being transferred from Washington to the field. FHA expects to complete the job by the first of the month.

The transfer decentralizes the work of the Current Collections Unit of the Title I Liquidation Section. In addition, it increases the number of financial representatives operating in the field from 5 to 20.

It is expected that 56 of the 75 FHA field offices will have personnel assigned to Title I collection activities. In the remaining 21 offices, the staffs are expected to absorb the new work.

"Construction Review" is out

The first monthly issue of "Construction Review" appeared last month under the joint auspices of the Departments of Commerce and Labor.

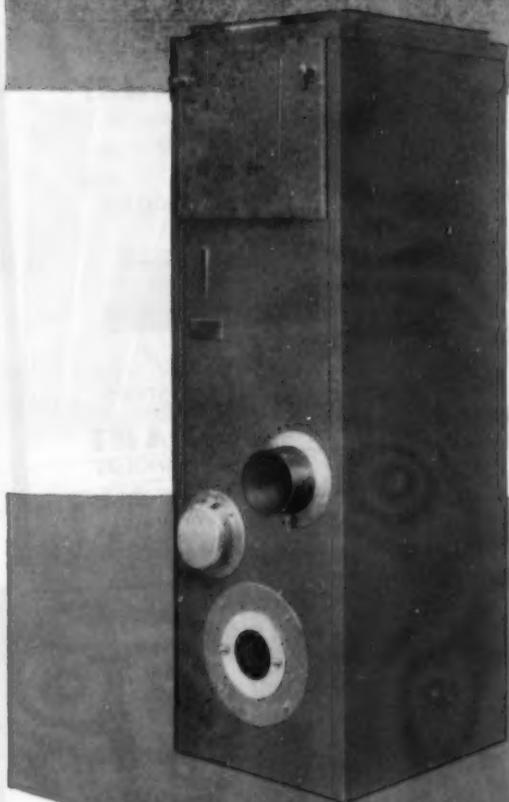
It is a consolidated publication, embodying Commerce's former "Construction and Building Materials," and Labor's former "Construction." The merger was described officially as "an attempt by the two departments of government to give better and more efficient service to all those interested in the construction industry."

Renew Your Subscription Today!

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RECOGNITION"?



INSTALL **Kaustine** FURNACES



"COUNTER-FLO"

This popular Kaustine Unit is ideal for closet installation because of its quiet operation and compact design. Fully automatic, it requires only 3-1/2 sq. ft. of floor space and delivers 75,000 B.T.U.'s. Other models from 65,000 to 250,000 B.T.U.'s.

There is a significant change in the home building industry...today's mass market is for **QUALITY HOMES**. If you're to be in step with this trend, Mr. Builder, your homes *must* have "QUALITY RECOGNITION."

One way to achieve this distinction is to install nationally advertised and recognized Kaustine Quality Heating Equipment. You don't pay a premium for Kaustine . . . and you can't buy better warm air heating at any price.

With Kaustine you offer your prospects a heating plant second to none in economy, efficiency and long life. You cut construction and installation costs and you save valuable floor space.

GET ALL THE FACTS...WRITE DEPT. AB-2



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NEW YORK, N.Y.

TOPS IN QUALITY

There is a Kaustine Furnace or Winter

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America's Most of QUALITY



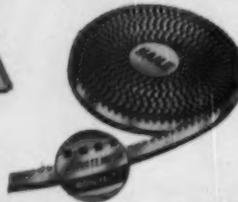
WEATHER STRIP



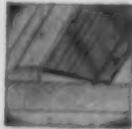
Numetal WEATHERSTRIP SETS FOR DOORS AND WINDOWS



TWIN-CUSHION FULL JAMB WEATHERSTRIP



Nu-WAY WEATHER-STRIP FOR DOORS AND WINDOWS



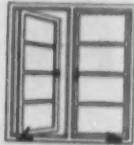
On-GARD Coil Weatherstrip



Nu GARD AUTOMATIC DOOR BOTTOMS



Numetal DOOR BOTTOM STRIPS



METAL CASEMENT WEATHERSTRIP BULK OR PACKAGE SETS



Numetal DRIP CAPS



Nu-ART THRESHOLDS Alacrome or Brass



CALKING and GLAZING



Nu-CALK SPEED LOADS FOR CALKING GUNS



Nu-CALK CALKING COMPOUND KNIFE OR GUN GRADE



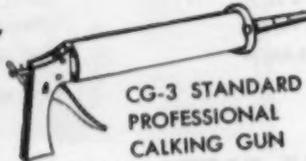
Nu-CALK HAND SQUEEZE TUBE



Nu-Phalt PLASTIC ASPHALT CEMENT



CG-4 SPEED LOADER CALKING GUN



CG-3 STANDARD PROFESSIONAL CALKING GUN



Nu-Glaze GLAZING COMPOUND



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Order Today! Your order shipped same day it is received! All M-D products are fast sellers, nationally advertised.

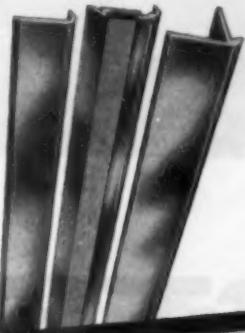
Complete, Best Selling Line BUILDING SPECIALTIES!

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MOULDING AND TRIM

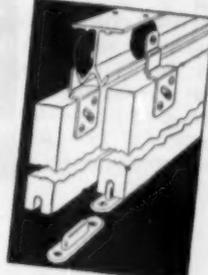
Nu-ART
METAL
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Available in
Alacrome
Stainless Steel
and Brass



M&D
MACKLANBURG DUNCAN CO.

Sliding Door HARDWARE




OVERHEAD TYPE
FOR ¾", 1", 1 ½"
DOORS—SINGLE
AND BY-PASSING

FLOOR TYPE
NOISELESS
SLIDING DOOR
EQUIPMENT

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SCREEN DOOR GRILLES

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No. 16
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FITS-ALL
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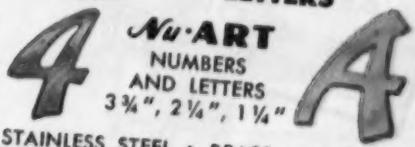
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NUMBERS AND LETTERS

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NUMBERS
AND LETTERS
3 ¾", 2 ¼", 1 ¼"

Nu-LUME REFLECTING
NUMBERS AND LETTERS —
3 ¾", 2 ¼", 1 ¼"

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OKLAHOMA CITY 1, OKLAHOMA

Leaders in the Building Specialty Field for 35 Years!





saves you up to \$80 per house

With big lightweight sheets of Temlok® Sheathing that cover large areas and are so easy to handle, you can cut installation time (compared to wood) by 35%. Two men can sheath the average house in less than one day.

With Temlok, waste is remarkably low—5% or less. With wood sheathing waste can run as high as 20%. You even use fewer nails with Temlok.



CUT COSTS



saves you up to \$250 per house

In one fast, economical installation, Temlok Roof Deck does the job of several old-style materials. It eliminates roofing boards, roofing paper, insulation, lath, and plaster or any other ceiling finish. On a 30' x 40' roof you save up to 70% installation time — with Temlok Roof Deck it takes about 25 man hours to finish the roof and ceiling as compared to 80 man hours with conventional materials.

Temlok Roof Deck, designed specially for flat or gradual pitched roofs using exposed beam construction, points up one of the outstanding cost-cutting advantages of contemporary construction. Any conventional type of built-up roofing can be quickly applied to Temlok Roof Deck.



You never stop saving with



No building paper needed. Because Temlok is completely waterproofed, shingles, clapboard, brick, or stone can be applied directly to it without building paper. Once the house is finished, Temlok prevents dampness from seeping in through the walls, yet allows vapor to pass out through the walls. This prevents condensation from collecting inside and causing damage to the structural members.



No costly delays from rain. Rainstorms will never knock a big hole in your construction schedule when you use Temlok. The new Rain-Shield® coating, plus asphalt impregnation, completely seals every square inch of Temlok against water. When storms are over, work can be resumed almost immediately. Temlok is clean to handle . . . leaves no gummy coating on carpenters' hands and saws. * Trade-Mark

with TEMLOK



No additional insulation is needed. No matter whether you're building in a warm or a cold climate, Temlok Roof Deck provides adequate ceiling insulation. You're spared the expense and trouble of installing insulation separately. For use in areas where the average January temperature is 40° F. or lower, Temlok Roof Deck is available with a special vapor barrier for protection against moisture.



No further ceiling finish needed. The under-surface of Temlok Roof Deck is pre-painted with two coats of light ivory paint to make an attractive ceiling over exposed beams. This means when you install Temlok Roof Deck, your ceiling is automatically finished at the same time. Long edges of the board are beveled to provide a neat joint line. Tongue-and-groove edges on all four sides of the board assure a tight fit.

For full details on how to cut your costs with Armstrong Temlok building materials, see your Armstrong lumber dealer or write Armstrong Cork Company, 3702 Rider Avenue, Lancaster, Pa.

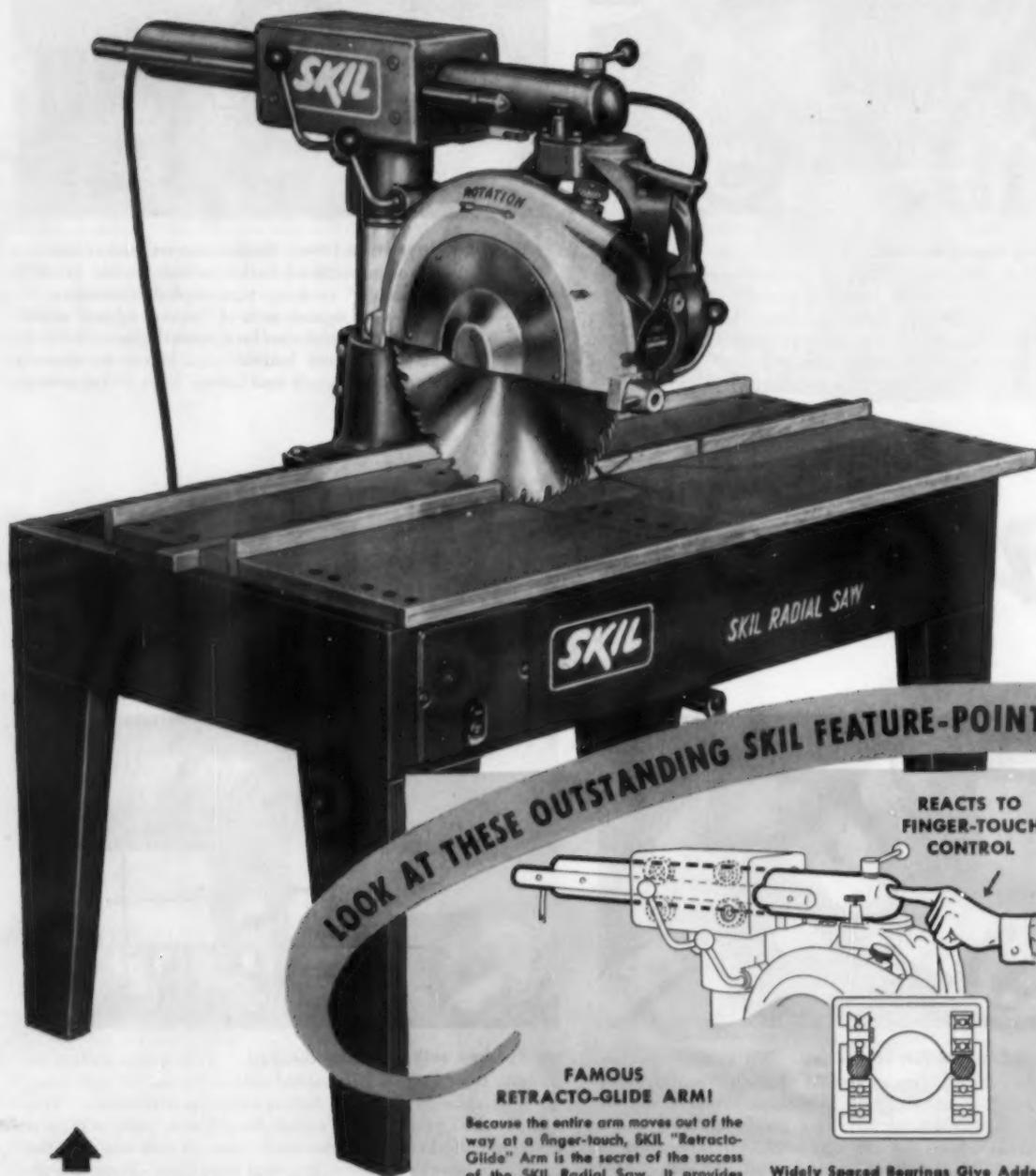
Armstrong TEMLOK . . . house . . . after house

SHEATHING • ROOF DECK • INTERIOR FINISH

FEBRUARY 1955

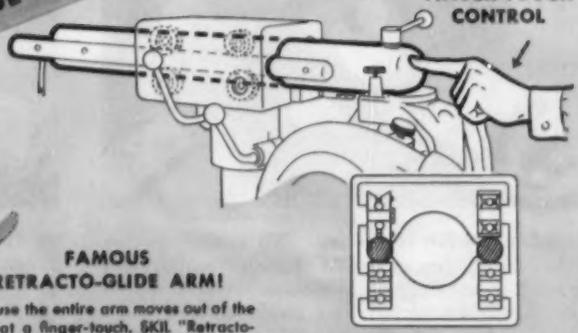
53

NEW SKIL



LOOK AT THESE OUTSTANDING SKIL FEATURE-POINTS!

REACTS TO FINGER-TOUCH CONTROL



FAMOUS RETRACTO-GLIDE ARM!

Because the entire arm moves out of the way at a finger-touch, SKIL "Retracto-Glide" Arm is the secret of the success of the SKIL Radial Saw. It provides clear work area at all times, uninterrupted vision of work, easy layout. Cuts set-up time, adds to safety. You can stand right up to the work on the table. And its exclusive design permits accuracy to be maintained for the life of the machine. There's nothing to equal this SKIL "Retracto-Glide" Arm for ease of operation and flexibility of use.

Widely Spaced Bearings Give Added Support and Accuracy

Eight grease-sealed ball bearings in supporting head—extra large and widely spaced. (See above.) Load glides on precision-ground, hard chromed stress-proof steel rails. Smoothest operation, for longer bearing life. Life-time rigidity, with accuracy and support unmatched by competitive saws.



Available from 2 HP to 7½ HP. Cutting capacities to 5¼". 19" cut-off capacity on 1" stock, 33" rip capacity.

25" cut-off capacity on special order at slight extra charge.

SEE YOUR SKIL DISTRIBUTOR FOR COMPLETE INFORMATION OR CALL YOUR NEAREST SKIL FACTORY BRANCH

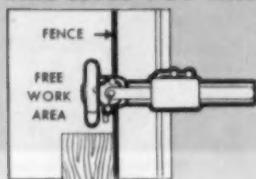
RADIAL SAW

...with Exclusive "Retracto-Glide" Arm that Eliminates Overarm Interference!

There's more efficiency, material handling speed, and safety built into this SKIL Radial Saw than any other on the market! More exclusive features to provide a clearer work area, no obstructions or interference. A broad line of radials to meet all your

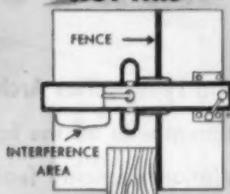
woodcutting needs, to eliminate all your wood (or metal) cutting bottlenecks. Check every one of these performance-proved SKIL Radial Saw engineered conveniences. There is no end to the way this remarkable SKIL product can help you.

SKIL GIVES YOU THIS



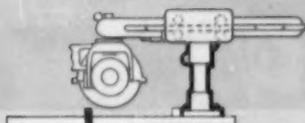
SKIL'S CLEAR WORK TABLE—Free from overarm obstruction, with plenty of layout room, more usable work area than other brand tables. Especially effective in ripping, where working the length of the table is done without overarm interference! No blind spots! No "ducking" under the overarm!

NOT THIS



ORDINARY SAWS—Stationary overarm blocks work area, interferes with operator and vision both while laying out work and while cutting.

SKIL GIVES YOU THIS



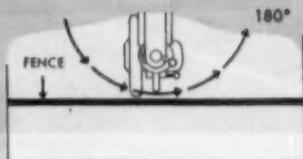
SKIL'S SUPPORTING HEAD—Bearings are spaced far apart for maximum rigidity and support. Exclusive SKIL supporting head design contains 8 double-row, sealed ball bearings, completely enclosed from pitch, abrasive dust or grit, precisely aligned, adjustable for lifetime wear.

NOT THIS



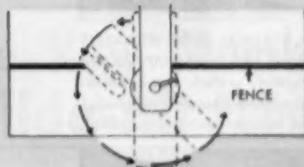
ORDINARY SAWS—Bearings closely spaced. Result less rigidity and accuracy—faster wear because of exposure to pitch, abrasive dirt or grit.

SKIL GIVES YOU THIS

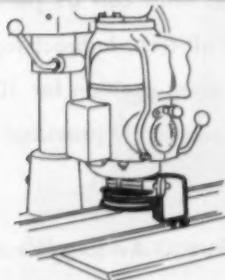


SKIL'S EASY CUT CHANGEOVER—Top convenience and ease of operation in changing from one cut to another. Because of short, 180° arc radius, the cutting head is always moved back of fence. Any cut, from 90° to 30°, right or left, is accomplished in one quick, easy step without interference with fence.

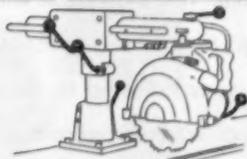
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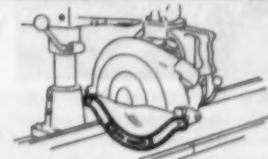
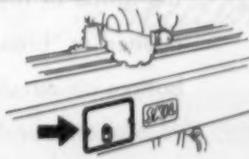
ORDINARY SAWS—To make a cut beyond 45°, it is necessary to raise the whole supporting arm and reset the saw in order to get it into position behind the fence and the work. Two operations instead of one!



CONVENIENT CONTROLS—All adjustment and locking knobs placed for easy operation, quick register. Positive stops at common angles. Large, highly-visible scales.



SAFETY SWITCHES—Recessed switch control prevents accidental operation, combines easy manipulation with unusual safety and convenient location.



SAFETY GUARDS—Wrap-around upper blade guard, anti-kickback and articulated lower blade guard (latter optional at extra cost) for safest operation.

ROUTER-SHAPER ATTACHMENT

—Gives more than three times the speed of competitive for routing and shaping work. You can handle almost any stock or custom moulding and decorative trim operation... on the job. Easily attached or removed. Converts your SKIL Radial Saw into a high-production router-shaper in minutes!



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RUSCO VERTICAL SLIDE WINDOWS—the basic unit in the RUSCO line of completely prefabricated, finish-painted windows made from special-purpose tubular galvanized steel.



RUSCO HORIZONTAL SLIDE WINDOWS—ideal window treatment for high window placement . . . increasingly popular when used as flankers for fixed picture window.



RUSCO FULVUE PRIME WINDOWS afford great flexibility of arrangement especially where "walls of glass" form a basic function in contemporary architecture.

Newest member of a famous family...the

RUSCO *Aluminum* **AWNING-TYPE WINDOW**

This newest RUSCO PRIME WINDOW—the Awning-Type—offers Architects and Builders another important window treatment with all the famous RUSCO precision-built qualities and installation economy features.

The Awning-Type Window permits complete control of ventilation from the inside of the room. The individual window vents can be partially opened to "break up" air currents—provide draft-free, indirect top-to-bottom air circulation—or adjusted to the full-open position for 100% ventilation! Awning protection from rain is automatically provided with the vents in a partially open position.

Two or more of any of the standard types of RUSCO Awning Windows may be combined, horizontally or vertically where large glass areas are desired.



For complete technical information and literature, write: Dept. 7-AB-25

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AMERICAN BUILDER

The **Modern** Solution to
Your "**More Storage**" Problems

GLIDE-ALL

Sliding Doors



ATTRACTIVE IN APPEARANCE—So neat and simple, in the modern trend to functional design, they decorate with the wall* . . . make rooms seem larger. When open they expose massive, accessible storage space.

LOW IN COST—Engineered for today's specific building requirements . . . made of carefully selected top quality materials . . . in modern plants with modern facilities—resulting in low product costs. Floor-to-ceiling, wall-to-wall installation saves expense of construction time and materials.

EASY TO INSTALL—Without costly preparation, they're installed in 3 simple steps . . . in minutes not hours, by even unskilled labor . . . by anyone who can use a screwdriver.

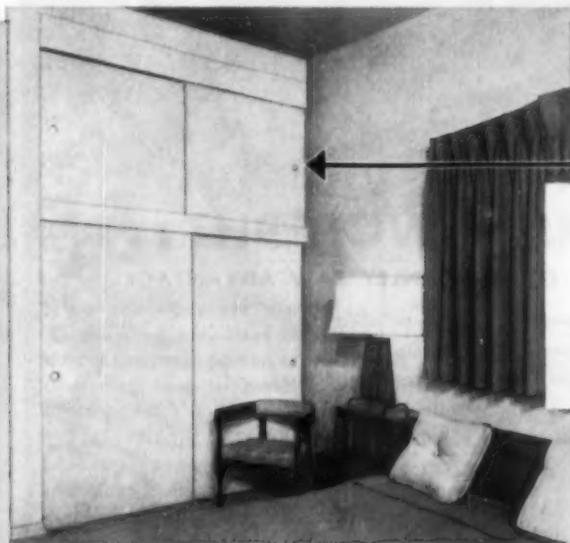
SIMPLE TO ADJUST—Positive adjustment features assure perfect fitting of panels to out-of-square jambs, ceilings or floors. This eliminates problems in installation, and in later adjustments as the structure may move or settle.

SOUNDLY ENGINEERED AND CONSTRUCTED FOR SILENT, TROUBLE-FREE OPERATION—35 years of manufacturing experience, a new basic design, the best materials for the product, and use of modern production techniques and equipment are combined to create smooth operating life-time Glide-All Sliding Doors.

● Glide-All Sliding Doors are the outstanding result of a modern approach to the builder's problem of supplying the demand for better living facilities in today's construction.

Hundreds of thousands of installations in all types of construction—luxury homes and apartments—modest, low cost homes and housing projects—and rapidly increasing use from coast-to-coast—are proving the advantages of Glide-All Sliding Doors. Architects, builders and home owners alike are sold on their modern, pleasing appearance . . . the unusual storage space they make possible, even in smallest rooms . . . their low cost and simple installation . . . and their quiet trouble-free performance over the years.

See Sweet's for complete details and "specs"



Glide-All, Jr. Sliding Doors are available in standard heights from 16" to 36"—in widths of 18½" to 36½"—a pair fits openings up to 72" wide. Other sizes available on special order.

*Glide-All Doors are regularly supplied unfinished—ready for painting. However, on special order, they are now available with factory applied prime coat, and also in attractive simulated wood grain finishes.

Meet the New Member of the **Glide-All** Family

GLIDE-ALL, JR.

Sliding Doors

FOR WARDROBES, CLOSETS, CABINETS AND COUNTERS

A new, practical small door panel, complete and ready to install—saving time, labor and the expense of building "special" cabinet-size doors. They were designed and constructed to supply the increasing demand for handy storage space facilities in residential, commercial, institutional and industrial buildings.

Engineered and built like their popular "big brothers," Glide-All Sliding Doors, they are made of tough, durable Masonite Duolux panels reinforced with steel tubing. They are easily installed, and slide smoothly on specially molded Nylon friction-free adjustable glides.

You will want to use Glide-All, Jr. Sliding Doors in lots of places. See 1955 Sweet's for complete details.

Glide-All Doors are produced in 5 modern plants across the Nation . . . available from distributors throughout United States and Canada

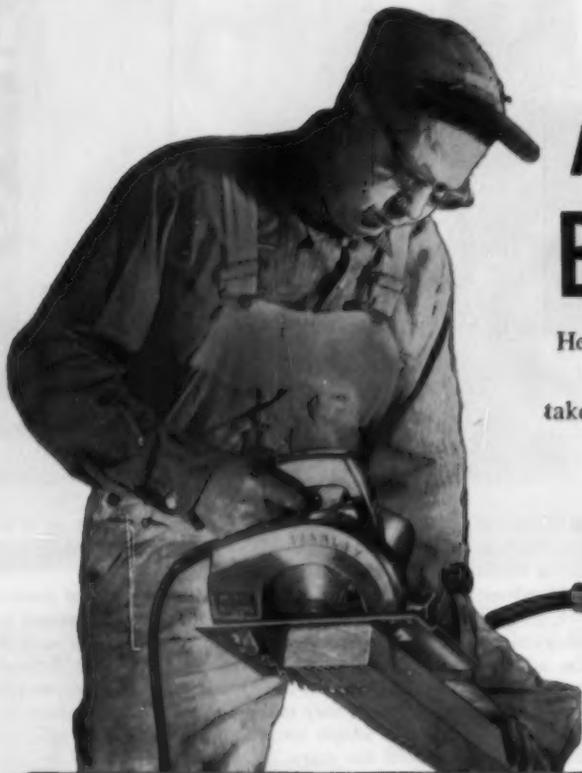
GLIDE-ALL SLIDING DOORS ARE A PRODUCT OF

WOODALL INDUSTRIES INC.

DETROIT 34, MICHIGAN

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.
EL MONTE, Calif., 801 West Valley Blvd.

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write plant
nearest you



A NEW 7" **STANLEY**[®] BUILDERS SAW

Here's a new Stanley builders saw that cuts 2 x 4's at 45° and only weighs 12 lbs. Its 7" blade takes a deep 2 3/8" bite at 90° and bevels at any angle up to 45°. Furnished with metal carrying case.

The W70



CHECK THESE OUTSTANDING STANLEY FEATURES

- 1 Patented Stanley "Motor Saver" protects motor from impact loads. If you hit a nail or other obstruction the blade stops but the motor turns over until switch off.
- 2 Cutaway window lets you see what you're doing as you do it . . . keep your eye on the line of cut, whether left- or right-handed.
- 3 An automatic telescoping safety guard with convenient finger knob control. Positive safety at all times—your hands are never near the cutting edge even when pulling back the guard.



Speed up production jobs by mounting W70 on this saw track . . . great too, for accuracy, when cutting slate, marble or stone with an abrasive wheel.

OTHER STANLEY SAW ADVANTAGES

Housing	Fully polished die cast aluminum alloy
Gears	Helical, alloy steel
Bearings	Full anti-friction ball and needle
Switch	Double pole, momentary contact
Handle	Pebbled, non-slip surface, "multi-grip"
Accessories	Saw track, carrying case, ripping guide, blades, abrasive wheels, and extension cords.
Service	There is a Stanley Electric Tool Service Station near you. See list packed with every saw or consult classified telephone directory.

See this new Stanley Saw. Try the heft and cut of it. For full details write Stanley Electric Tools, 102 Myrtle Street, New Britain, Conn. Ask for Catalog 12.



STANLEY *Electric Tools*
A Division of The Stanley Works

TOOLS • HARDWARE • ELECTRIC TOOLS • STEEL • STEEL STRAPPING



Oliver "OC-12" with hydraulic 1-yd. loader. This model has the long track frame for added stability. Loader has exceptional bucket rotation and 10' 4" loading height.

Another great tractor by Oliver ...THE POWERFUL "OC-12" CRAWLER!

It's a rugged, eager worker in the 45 drawbar h.p. class that features advancements in power, economy and operating ease to make every job more profitable.

The "OC-12" offers two engines of exceptional torque span—diesel or gasoline. Both engines have instant electric starting, pressure cooling, by-pass thermostat and full-flow oil system to insure quick starting and long, low-cost service.

The smooth lines of this unit show it is made for easy access and operator visibility. Controls are right where they're the handiest. Down to the key-lock switch, foam rubber seat, overhead-linkage clutch, this tractor caters to operator convenience.

Your Oliver Industrial Distributor will be glad to demonstrate the "OC-12." Give him a call.



The "OC-12" is available in two track widths: 44- and 60-inch—and two track lengths, one with four lower track wheels and one with five. Standard grousers are 14-inch.



Here is the "OC-12" with hydraulic bulldozer. Hydraulic pump is front mounted. Special protective grille is part of 'dozer frame. Blade has provision for tilt adjustment.

THE OLIVER CORPORATION

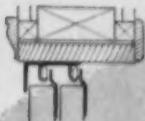
400 W. Madison Street, Chicago 6, Illinois



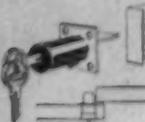
a complete line of industrial
wheel and crawler tractors



Satin Aluminum Track with Apron—Adjustable Hangers With Nylon Rollers



Standard Header . . Track Apron Is Trim. Only 1" Headroom



No. 1038 Lock For By-Passing Doors



No. 1036 Lock For Pocket Doors



No. 1100 Series Pocket Door T-Frame. All Steel . . Warp-Proof



No. 700 Series Track and Hangers Specially Designed For Pocket Doors

Sterling® sets the standard in sliding door hardware

Through extensive research and engineering, Sterling has pioneered and perfected many new ideas which simplify and improve sliding door installations.

Sterling is the most imitated sliding door hardware.

The new locks, hardware and T-Frame pictured here embody many new ideas.

Builders everywhere depend on Sterling Hardware for advanced design and trouble-free operation.

Specify Sterling Hardware for your sliding door installations.



Sterling means Quality

STERLING HARDWARE MFG. CO.
Chicago 18, Illinois

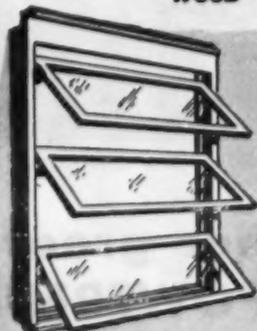
SEE OUR CATALOG IN SWEET'S:
Architectural File • Light Construction File

VISIT OUR DISPLAYS: Architects Samples Corporation, N.Y.C.
Chicagoland Home Building Center, 130 W. Randolph St.

ADD VALUE to the HOMES YOU SELL



BOOKSTEIN RESIDENCE, Neponsit, L. I., N. Y.—A. DAVIS & SON, Architects



NOTHING to ADJUST — NOTHING to GET OUT of ADJUSTMENT

WOODCO's 35 years of fine window manufacturing experience has now produced a window that adds Prestige and Profit to any Home you sell. The added value of the WOODCO name makes selling easier.

WOOD WINDOWS WOMEN WANT

Architects, Dealers and Satisfied Homeowners recognize the WOODCO E-ZEE LOC Wood Awning Window as the Finest Awning Window Made; their fine design, ease of operation and long service life make them a MUST for today's builder who erects and sells a quality home.

Complete Unit on the Job — Save on Installation

- All Factory-Assembled of Selected Kiln-Dried Ponderosa Pine Toxic and Water-Repellent Treated
- Double (Pat. Pend.) Vinyl Weatherstripping
- All Glass Bedded in Glazing Compound
- EASY TO LOCK

Use Them On Your Next Project And Notice The Difference!

SEE YOUR LUMBER DEALER

WRITE or CALL FOR COMPLETE INFORMATION
— Permanently Displayed at —

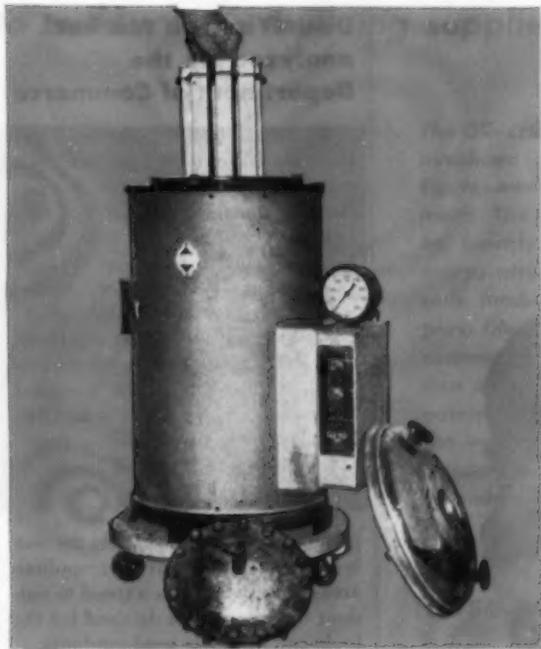
WOODCO CORPORATION

A DIVISION OF GENERAL WOODCRAFT CO., INC. — NORTH BERGEN, N. J.
3590 N. W. 71st STREET MIAMI 47, FLORIDA

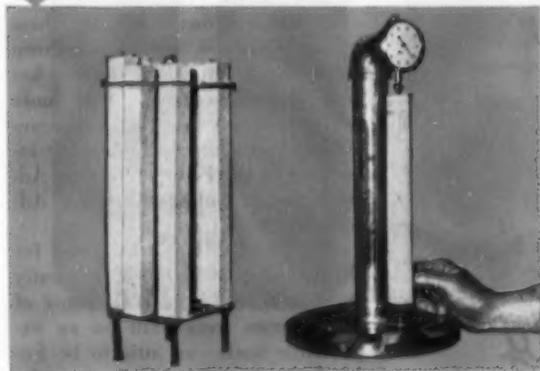
ROCKWELL of RANDOLPH, Inc. • Wisc.

(Wholesale Millwork Mfg. Div.)

BRIXMENT MEETS AUTOCLAVE TEST!

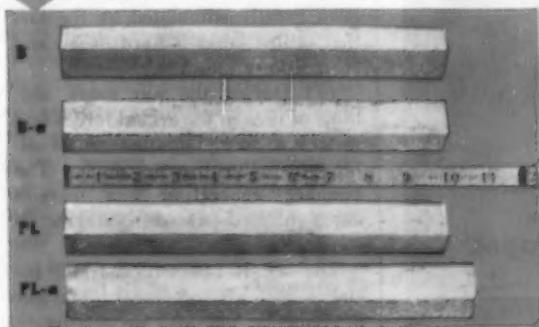


The autoclave test requires the use of a high pressure steam chest (above). Masonry cement bars approximately 1" x 1" x 10" are exposed to 295 lbs. steam pressure, 420° F., for 3 hours. Measurements of the bars are made before and after test as shown below.



Below: Bars of Brixment, and of portland cement and a lime which does not meet the autoclave test. The expansion of the portland cement and lime bar, after autoclaving, is quite evident.

- B**—Brixment, not autoclaved.
- B-a**—Brixment, autoclaved.
- PL**—Cement and lime (1 to 1) not autoclaved.
- PL-a**—Cement and lime (1 to 1) autoclaved.



Sound mortar is essential for strong, durable brickwork. To be sound, mortar must be free of constituents which may cause abnormal expansion after long exposure to weather.

Unsoundness in mortar material is readily detected by the autoclave test. This severe test rapidly accelerates the chemical reaction of mortar materials, and the slightest unsoundness is immediately revealed by excessive expansion.

Brixment easily meets the autoclave test requirements of the Federal and ASTM specifications. It also complies with the strength requirements of both specifications, for Type II masonry cement. Therefore, when Brixment is used, sound mortar and strong, durable brickwork are assured.

LOUISVILLE CEMENT COMPANY
Louisville 2, Kentucky





That's what you'll be saying again and again when you advertise in the 'Yellow Pages' of your telephone directory... because 9 out of 10 people look in the 'Yellow Pages' when they're ready to buy.

To reach more prospects, be sure to advertise under all classifications where people look for your services.

Get in touch with the Classified Telephone Directory Representative at your local telephone business office.



Do-It-Yourself Market analyzed by the Department of Commerce

There is a lot of discussion about the Do-It-Yourself market, but actually very little is known about it. Now this market is analyzed in a bulletin published by the Small Business Administration of the U. S. Department of Commerce. Among the reasons for the growth of the Do-It-Yourself movement are these:

(1) Today more than 55 per cent of all homes are owner occupied. The figure was 44 per cent in 1940. Owner's pride of possession makes him spend more time and money on his home.

(2) The substantial shifts in population in recent years to the outlying sections of our metropolitan areas have resulted in a trend to outdoor living and in a demand for the tools and products used outdoors.

(3) Home owners in this "New Suburbia" are typically younger couples, with larger than normal families and with earnings in the middle income brackets.

(4) Home ownership by these younger couples, who are enthusiastic advocates of do-it-yourself has been encouraged and made more feasible by the more liberal extension of credit through mortgage insurance by the Federal Housing Administration and the Veterans' Administration.

(5) The Do-It-Yourself trend for these new home owners is greatly stimulated because a great many of their homes were built on an expandable basis—an attic to be finished, a carport or breezeway to be added, or a basement to be finished as a recreation room. When older homes are bought, these new younger home owners undertake many similar projects on the do-it-yourself basis.

(6) The Do-It-Yourself trend has been greatly stimulated by the fact that skilled labor is hard to get and costs higher than ever before.

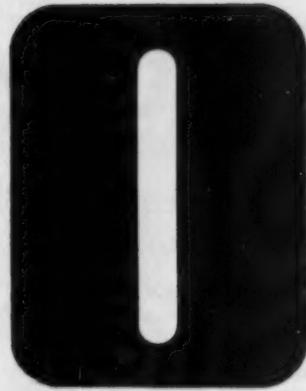
(7) During the war years, millions of men in the armed forces and women in war plants became familiar with the use of tools. The younger generation has learned much about woodworking and metalworking in school.

The Do-It-Yourself market includes not only structural home improvements, but also decorating.

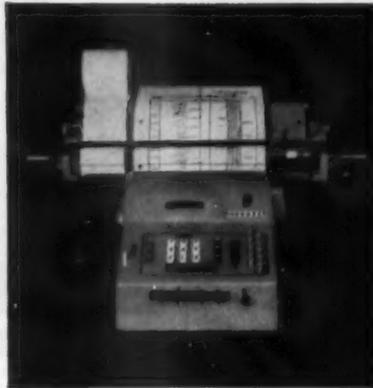
to builders and building suppliers:



The Olivetti Printing Calculator cuts overhead costs by making all figure-work quick, easy, and automatic. The printed tape record can be quickly verified for accurate entry; attached to invoices, payrolls, lumber tallies and other papers; filed; shown to suppliers and customers. Multiplication and division are completely and uniquely automatic. Costs less than, but does the work of, 2 separate machines: a calculator and a fast 10-key adding machine with direct subtraction.



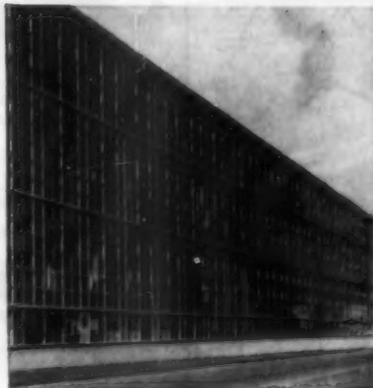
these calculators can help cut your overhead



The Olivetti Automatic Carriage Printing Calculator provides mechanized bookkeeping. It automatically calculates, and prints desired figures on record-forms, automatically moving to the proper columns. It can perform 21 separate operations automatically, in desired sequence; the sequence can be quickly changed. Its platen splits to take a 3-inch tape; it then operates exactly like the Olivetti Printing Calculator (above).

olivetti

The Olivetti Printing Calculator, proved thoroughly dependable in 7 years of commercial use, has a lower cost maintenance contract than any comparable machine. More than 20,000 are on the job in the United States today. They are sold and serviced by 450 Olivetti dealers in every state of the Union, and by Olivetti branch offices; immediate delivery. No spare part is ever more than 24 hours away from any Olivetti dealer. Some of America's great corporations have specified "Olivetti". Why don't you investigate work-saving Olivetti machines? Send the coupon.



OLIVETTI CORPORATION OF AMERICA
Dept. DK
580 Fifth Avenue
New York 36, New York

Gentlemen: I'd like to know more about the Olivetti Printing Calculator (), the Olivetti Automatic Carriage Printing Calculator (), and how they can help cut my overhead. Without obligating me in any way, please let me have this information as soon as possible.

Name.....
Title.....
Company.....
Street.....
City..... State.....

Copper

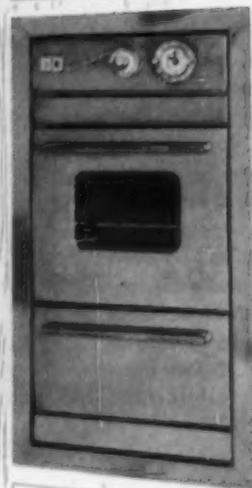
the Martha Washington Deluxe

In copper, stainless, or four colors

In two types: Gas or Electric, Automatic or Non-Automatic

Has Extra Dryer in separate compartment

Oven size 16" x 19" x 14" with glass door & interior light



Beat competition with these two-way profit boosters!

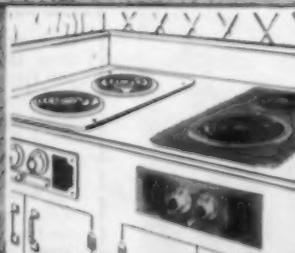
Sales appeal is built right in!

This is the Built-In customers want on sight! To help you tap this pent-up demand there are three basic models... the **Deluxe** (illustrated), the **Imperial** (with the largest oven made), and the low low cost **Special** for dressing up the economy kitchen. You get your choice of utilities and 6 gorgeous finishes, including **copper!**

Bigger profits too!

Prices are **realistic** in the Martha Washington line. Get the low-down on them now... just drop us a line for the brochure and name of the distributor nearest you.

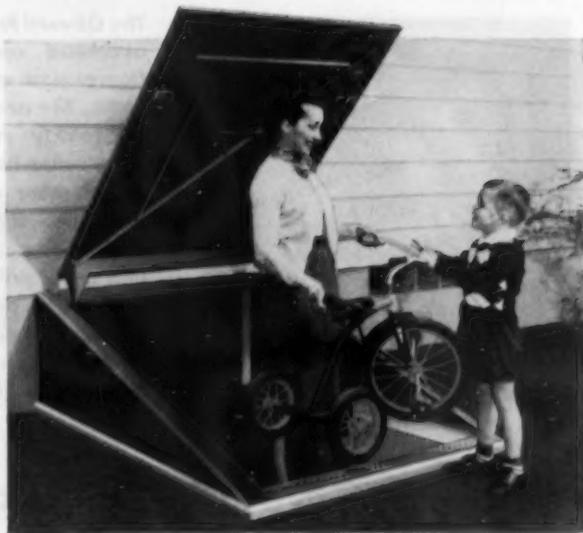
Martha Washington Built-ins



AVAILABLE NATIONALLY THROUGH
MARTHA WASHINGTON DISTRIBUTING CO., 151 Avenue A, Bayonne, N. J.

MANUFACTURED BY GRAY & DUDLEY - EST. 1862

For direct, easy access from basement to outdoors



...home buyers want this new basement entry!



Opens with one finger
Special double-action spring suspension counter-balances the weight of the sturdy steel door.

When prospective buyers see the new Service-way in the homes you build, they are immediately sold on this convenience that gives them *full* use of their basements.

Service-way owners daily find new reasons to appreciate this modern basement entry. Easy storing of bicycles, storm windows, bulky lawn and garden tools. Wide clearance for freezers, work benches, ping-pong tables. The shortened route from laundry to clothes-line. The tight security against wind, weather... and burglars.

All Welded Construction

The Service-way is made of heavy-gauge steel with special reinforcing for greater rigidity. The single one-piece door is double flanged to keep out rain, snow and wind. Slide bolts lock securely from inside. No wood to rot, no hardware to break. The Service-way will last as long as the house itself.



Simple, modern lines
Blends with any style of architecture, becomes an integral part of the house itself.

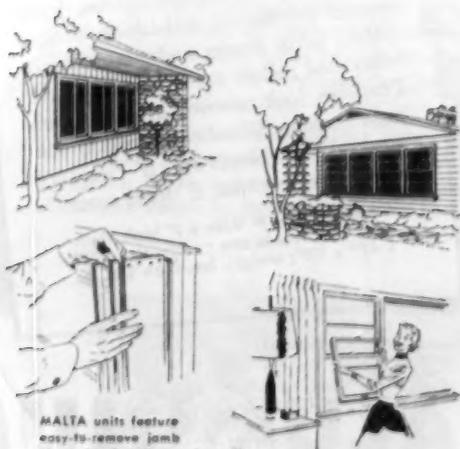
Comes fully assembled, ready to install. Made by the makers of the famous Heatilator Fireplace. Write for folder and specifications: Heatilator, Inc., 262 E. Brighton Ave., Syracuse 5, N.Y.

HEATILATOR[®] SERVICE-WAY

AMERICAN BUILDER



**Build with versatile MALTA windows...
for the modern look that sells!**



MALTA units feature easy-to-remove jamb liners for installation in walls of varying thicknesses . . . full metal weatherstripping that eliminates sticking and rattling, and seals out drafts! Sash is readily removable.

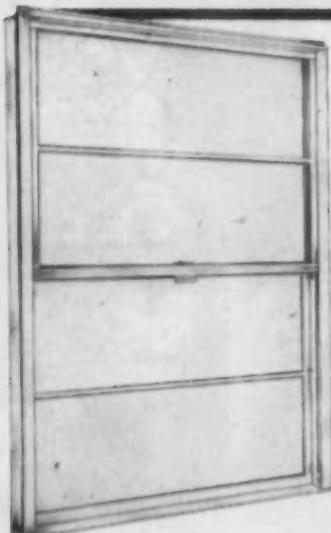
* A sure way to please every prospect and to increase new home sales. Use the MALTA line of quality wood windows in the homes you build. Prospective buyers are quick to note MALTA's superb styling and modern, easy-operating conveniences . . . features that can hasten their decision to close any sale.

The versatility of MALTA windows is shown above in the picture group with double-hung MALT-A-MATICS on each side. Write for literature and name of Malta jobber.

THE
Malta
MFG. CO.
Sales Office: Athens, Ohio
Supreme Quality Since 1901
Member Tenders Pine
Woodwork Ass., and N.W.A.A.

NEW SALES-MAKERS

From the largest makers of Aluminum Building Products



New... Perfected!

REYNOLDS ALUMINUM DOUBLE-HUNG WINDOW

New perfection in the details of this familiar-type window... strong mechanical joints with stainless steel drive screws. Finger-tip operation. All hardware stainless steel, also the double contact jamb weatherstripping. It's what builders have long been looking for... the advantages of rustproof, permanent, maintenance-free aluminum in a soundly engineered double-hung window. Write for catalog.

Reynolds Metals Company, Window Division, 2031 S. Ninth St., Louisville 1, Ky.



REYNOLDS ALUMINUM SELF-LIFTING GARAGE DOOR

Here's an impressive sales-maker... a rustproof, self-lifting aluminum garage door, *with all the problems licked*. Trouble-free installation! This door is built *solid*, of heavy-gauge embossed sheet on stout extrusions welded for extra strength. Unique combination of torsion spring and spiral cable drum assures permanent self-lifting action. Cable, pivot shafts and permanently lubricated rollers are of stainless steel. Precision lock recessed in cast aluminum housing. Weatherstripped at bottom and sides. Needs only 6" clearance behind auto bumper, 6" head room.

Standard size, 8' wide x 7' high. Delivered complete in one carton, size 3 $\frac{3}{4}$ " x 47" x 98"; weight, less than 100 lbs.

SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC-TV Network.

REYNOLDS ALUMINUM BUILDING PRODUCTS

Now it can be told!

*The story of a multi-million dollar,
six-year plan that paid off... big!*

The time . . . 1948. The place . . . Chicago. The problem . . . the nation in the grip of the toughest housing shortage in U.S. history. Millions in need of homes faced the problem of material shortages and increased building costs.

With the end of war a short shadow away—a group of determined executives met for a serious look at the future of the building industry . . . adopted a six-year, long-range plan based on the firm belief that, come hell or high water, people would have homes and builders would build them.

Vision and courage sat at those conference tables. The vision to see into the rich future of the building industry. The courage to back up this vision with millions.

A new kind of advertising was planned. Advertising whose main objective was to rouse interest in home building, prove to the millions the mistake of waiting. *And direct prospects to those important men in the community who plan and build homes!*

Others of vision in the building industry joined forces. Material output was increased. The results were immediate. People began to act! Builders began to feel the impact. People by thousands wrote for home plans

and information. That was the beginning . . . in 1949.

Today, six years later, the impressive results of this long-range industry plan still pile up. Builders, large and small, have banked important dollars because of it.

In these six years, thousands upon thousands of interested prospective homeowners have sent cash and a coupon for the famous Celotex Book of Homes and home information, 26,000 from one single advertisement. The volume of new home construction thus created is beyond estimate—but the result is not. This plan has brought the joy of home ownership to thousands—and added prosperity to builders from coast to coast.

This is the story of the Celotex long-range plan . . . decided in 1949 . . . carried out through 1954 . . . continued in 1955. To the thousands of builders who recommend Celotex building products . . . a resounding thank you! To all builders, everywhere . . . an invitation to put the Celotex name and reputation to work for you. 1955 will pay off . . . big . . . for those who do.

THE CELOTEX CORPORATION
120 S. LaSalle St., Chicago 3, Illinois

CELOTEX
REG. U. S. PAT. OFF.
BUILDING PRODUCTS

Celotex Insulating Sheathing • Celotex Insulating Lath • Celotex Insulating Interior Finishes
Celotex Asphalt Roofing Products • Celotex Insulating Sidings • Celotex Rock Wool Products
Celotex Roof Insulation • Celotex® Gypsum Products
Celotex Hardboard • Celotex Flexcell®

How the new code treats the subdividing of land for sale

FIFTH IN A SERIES

By **JOHN F. MCCARTHY**

Attorney at Law

The Federal Internal Revenue Code of 1954 contains provisions which confer income tax advantages on some individuals who hold real estate for investment purposes and are not dealers therein, and who find it desirable to subdivide the property in order to make more advantageous sales. The Code provides that under certain circumstances such sales may be treated as giving rise to capital gains, and consequent generally lower tax rates, rather than ordinary income normally taxed at higher rates.

Before the enactment of the new Code, if a person not in the real estate or building business owned real estate, which is subdivided before he sold, his profit from that activity generally would be treated as ordinary income. The very act of subdividing was regarded as an activity which put the owner in the real estate business and constituted him a dealer. Thus, his transfer of lots was thought to be a sale of his stock in trade, or a sale to customers in the ordinary course of trade or business, and his profit was held to be ordinary income.

The changes under discussion have been effected by Section 1237 of the Internal Revenue Code of 1954. The benefits of this new Section apply to taxpayers other than corporations and to sales of property occurring after December 31, 1953.

Section 1237 provides that any lot or parcel, which is part of a tract of real property, under certain condi-

tions shall not be deemed to be held primarily for sale to customers in the ordinary course of trade or business solely because the taxpayer has subdivided the tract for the purposes of sale or because the taxpayer has engaged in activities incident to the subdivision or sale. The conditions which must be met in order to gain this more favorable tax treatment are as follows:

(1) The lot or parcel must have been held by the taxpayer for a period of five years, except where property was acquired by inheritance or devise.

(2) The tract previously must not have been held by the taxpayer primarily for sale to customers in the ordinary course of trade or business.

(3) Other real property of the taxpayer must not have been held, during the same taxable year in which a sale occurs, primarily for transfer to customers in the ordinary course of trade or business.

(4) No substantial improvement that materially enhances the value of the lot or parcel sold may have been made by the taxpayer or may be made pursuant to a contract of sale entered into between the taxpayer and a buyer.

An improvement is deemed to have been made by the taxpayer (1) if made by members of his family, a partnership of which he is a partner, or a corporation which he controls; (2) if made by a lessee under circumstances that the improvement constituted income to the taxpayer;

or (3) if made by a governmental or political agency or subdivision under circumstances that the improvement constituted an addition to the cost basis of the property to the taxpayer. No improvement is deemed to have been substantial if the lot or parcel has been held by the taxpayer for a period of ten years and if the improvement consisted of the installation of water, sewer or roadway facilities, if the lot or parcel would not have been marketable at the prevailing local price for similar building sites without the improvement, and if no adjustment was made by the taxpayer in the cost basis of the property, or any other property, on account of expenditures for the improvement.

Section 1237 further provides that five per cent of the gains from sales or exchanges of lots or parcels, which occur in or after the taxable year in which the sixth lot or parcel is sold or exchanged, shall be treated as ordinary income and the balance shall be regarded and treated as capital gain. Rules are set forth for allocating expenditures between that part of the profit treated as ordinary income and that regarded as capital gain.

It is realized that Section 1237 is complicated and restrictive. For example, little justification is found for the five per cent limitation just referred to. However, it is suggested, and hoped, that this Section points out some ways in which owners may provide land for builders on more advantageous terms.

ONLY GOLD SEAL GIVES YOU
THE RIGHT TILE FOR EVERY FLOOR **on-grade...**

EVEN OVER RADIANT HEATING!



Gold Seal Ranchtile® is an exclusive floor specially developed and *proven* for on-grade installations. A "basic" floor for use throughout on-grade homes . . . it's resilient, quiet, comfortable. Longer wearing Ranchtile is easier to clean and more soil-resistant than any other resilient tile. 9 textured patterns. 9" x 9" tile. Standard gauge.



Gold Seal Vinylbest Tile® is today's best all-purpose tile for on, above, below grade . . . over concrete or wood. As acid-alkali-resistant as true vinyl. As dirt-resistant as linoleum. As color-rich as rubber. As moisture-resistant as asphalt. Unique foam marbleization. 9" x 9" tiles. 14 patterns in 1/10" gauge. 13 patterns in 1/8" gauge.



Gold Seal VinylTile® so successfully resists acids, alkalis, and greases . . . it's started a trend to light, glamorous floor colors . . . exclusive Bermuda Hues. Also marbled patterns. Matching Vinyl Inlays for walls, counters. 9" x 9" tiles. Standard gauge.

Gold Seal Asphalt Tile cuts initial costs. Moisture-resistant. Install where grease is not a problem . . . on, above, below grade. 27 marbled patterns. 9" x 9", 18" x 24" tiles. 1/8" and 3/16" gauges.



Gold Seal Cork Tile® . . . a new, improved cork tile with superior soil-resistance. Better surface finish and color. Natural insulator. Adds an invaluable luxury-look to floors and walls. Packed all light or random . . . light-medium-dark. 1/8" and 3/16" gauges.

Gold Seal Rubber Tile® is today's prestige tile. More comfortable, more luxurious in every way. Clearer, brighter colors. 6" x 6" and 9" x 9" tiles. 21 marbled patterns in 1/8" and 10 patterns in standard gauge.

*Install these products with amazing new Gold Seal "Three-Twenty"† adhesive. Satisfaction guaranteed or your money back. For further information, write Architects' Service Dept., Congoleum-Nairn Inc., Kearny, N. J.

**For home or business . . .
you get the finest choice of all in . . .**

INLaid LINOLEUM • RANChTILE® LINOLEUM • LINOLEUM, VINYL, VINYLBEST, RUBBER, CORK AND ASPHALT TILES • CONGOwall® ENAMEL-SURFACE WALL COVERING • VINYLFLOR • VINYLTOP

†Trade-Mark



**GOLD SEAL
FLOORS AND WALLS**

CONGOLEUM-NAIRN, INC., KEARNY, N. J.



The storage wall forms a divider between the garage and porch. Upper part of the storage area contains the condenser for the air conditioning unit



**AMERICAN
BUILDER**

BLUEPRINT HOUSE

BUILDER:

Andrew S. Patton,
Austin, Texas

DESIGNER:

H. D. Powers,
Austin, Texas

SQUARE FOOT AREAS

House, full area	1,274
Carport, 1/3 area	138
Living porch, 1/3 area	54
Entrance porch, 1/3 area	23
Total square foot area	1,489
Cost per square foot	\$10.00

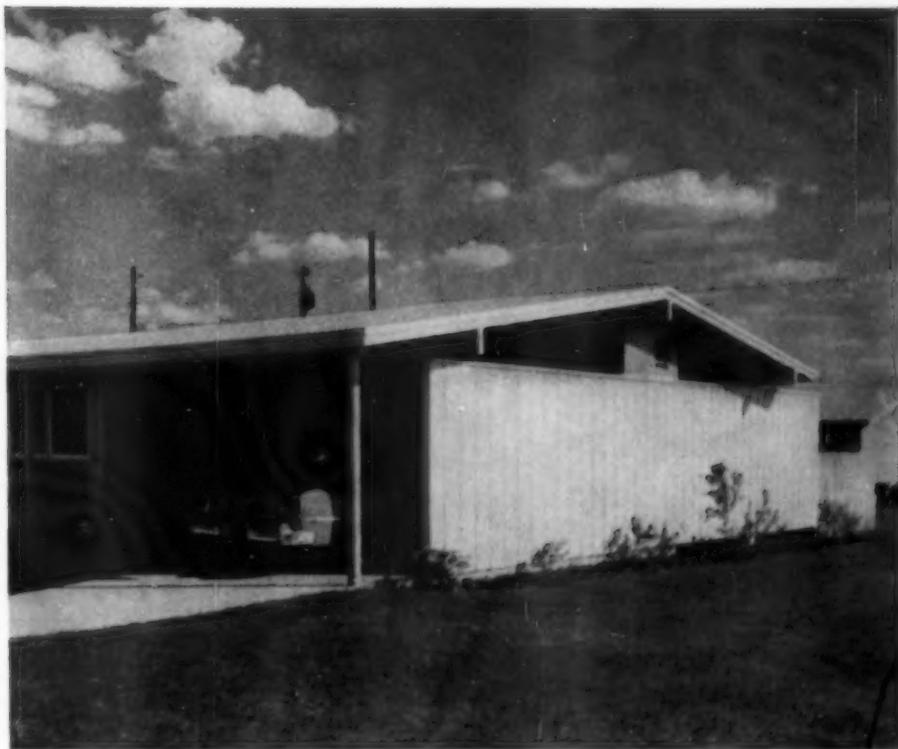
For computation purposes, carport, living porch and entrance porch are fractional so that their cost per square foot will be in ratio with that of the house.

Making weather

One of the principal advantages of this house is that air conditioning has been designed into it, not simply included as an appendage.

Orientation of the house on the site involves placing the carport to the west for a buffer from the hot rays of the afternoon sun. The principal rooms, including the bedrooms, are positioned to the east and south to catch the prevailing breezes. Projecting roof lines, both on eaves and gables, shade the windows from the sun's direct glare. Exhaust fans are included, both for bathroom and kitchen, and the use of light colors on the roof and walls help to reflect the heat. All these design points help to make it easier for the mechanical unit to do the job of cooling.

In the layout, the air conditioning equipment is shown in a large closet adjoining the entrance hall



This is a good example of the use of bold colors in the right places. The light blue of the walls and the white of the roof chips are in harmony with the accented panels and brickwork.

is easy in this house

by *Elizabeth C. ...*

and corridor. The ceiling in these areas is furred down to receive the supply ducts which form a simple and economical distribution system within the 25-foot length of the corridor.

The enclosed area between the carport and the garage is divided into three parts, one half for storage, the other half for laundry equipment. The space above the doors and up to the underside of the roof rafters is used for placing of the air cooled condenser, with its metal grilles for both air intake and exhaust. This makes for a clean-looking job, all equipment being out of sight.

In addition to the mechanical advantages, this house can be commended for the simple, effective lines of the exterior which is a clear-cut expression of the plan layout.



The "family front" is exposed to a landscaped area that invites outdoor living

MORE



Counter and beam shown in foreground provide separation between dining room and all-birch finished kitchen

All the windows are appropriate in size for the character of the rooms in which they occur. The walls are finished with vertical boards and battens, accented with a stone veneer skirting the front wall and plywood panels placed under the strip windows for a color contrast. Large glass areas are provided in

the side wall of the living room which faces to the rear. The roof is a gable type with a 2-12 pitch, having an unbroken surface over the entire roof area.

The house is planned in the form of a simple rectangle divided in the center, with bedrooms and bathrooms on one side and living and

service rooms on the other. Carport and porch, an extension of the rectangle, adjoin the living portion.

This house is placed on a 2-foot deep perimeter concrete wall poured integral with the concrete slab. Wood framing is used for the walls and roof, with the roof sheathing covered with a built-up surface.



When closed, the Modernfold door serves to divide a large bedroom into two children's rooms

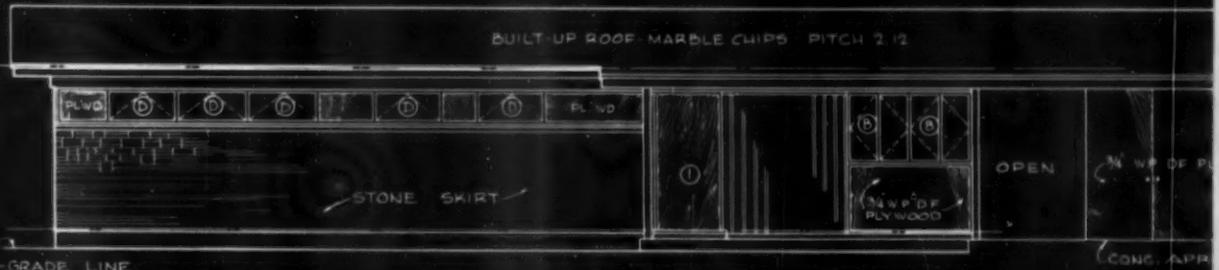
BRAND PRODUCTS USED

American-Standard fixtures	Mineral wool insulation
Armstrong cork tile	Modernfold doors
Bird built-up roof	Nutone chimes
Carrier air conditioning	Pee-Gee paints
Curtis millwork	Perfit aluminum windows
Cole ventilator	Rheem hot water tank
Cole range hood	Schlage hardware
Cambridge ceramic tile	U.S. Gypsum wall board
Lightolier fixtures	U.S. plywood

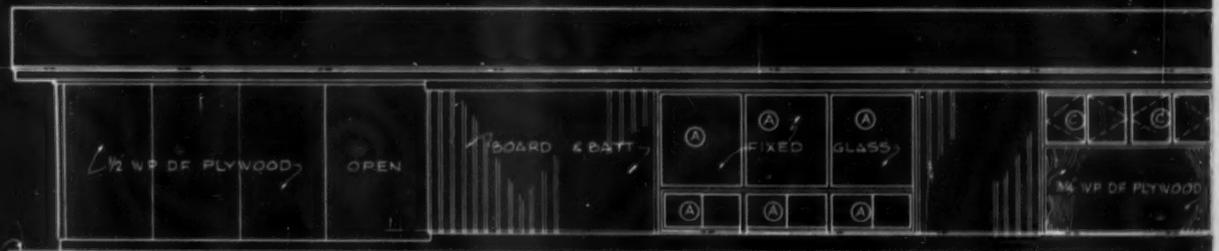
For information about complete one-quarter inch working plans of this house write American Builder Home Plans Service, 79 W. Monroe St., Chicago 3, Ill.

SEE GATEFOLD BLUEPRINT
FOR WORKING DRAWINGS ►

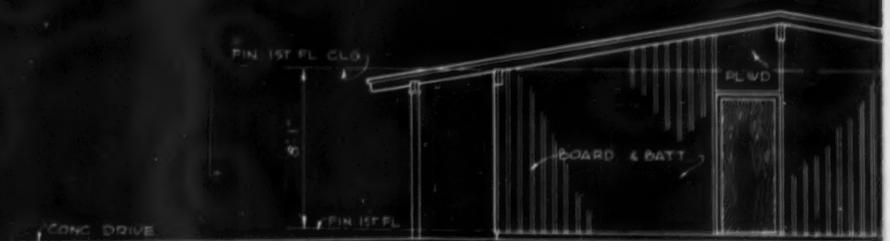
AMERICAN BUILDER



FRONT ELEVATION
SCALE 1/8" = 1'-0"

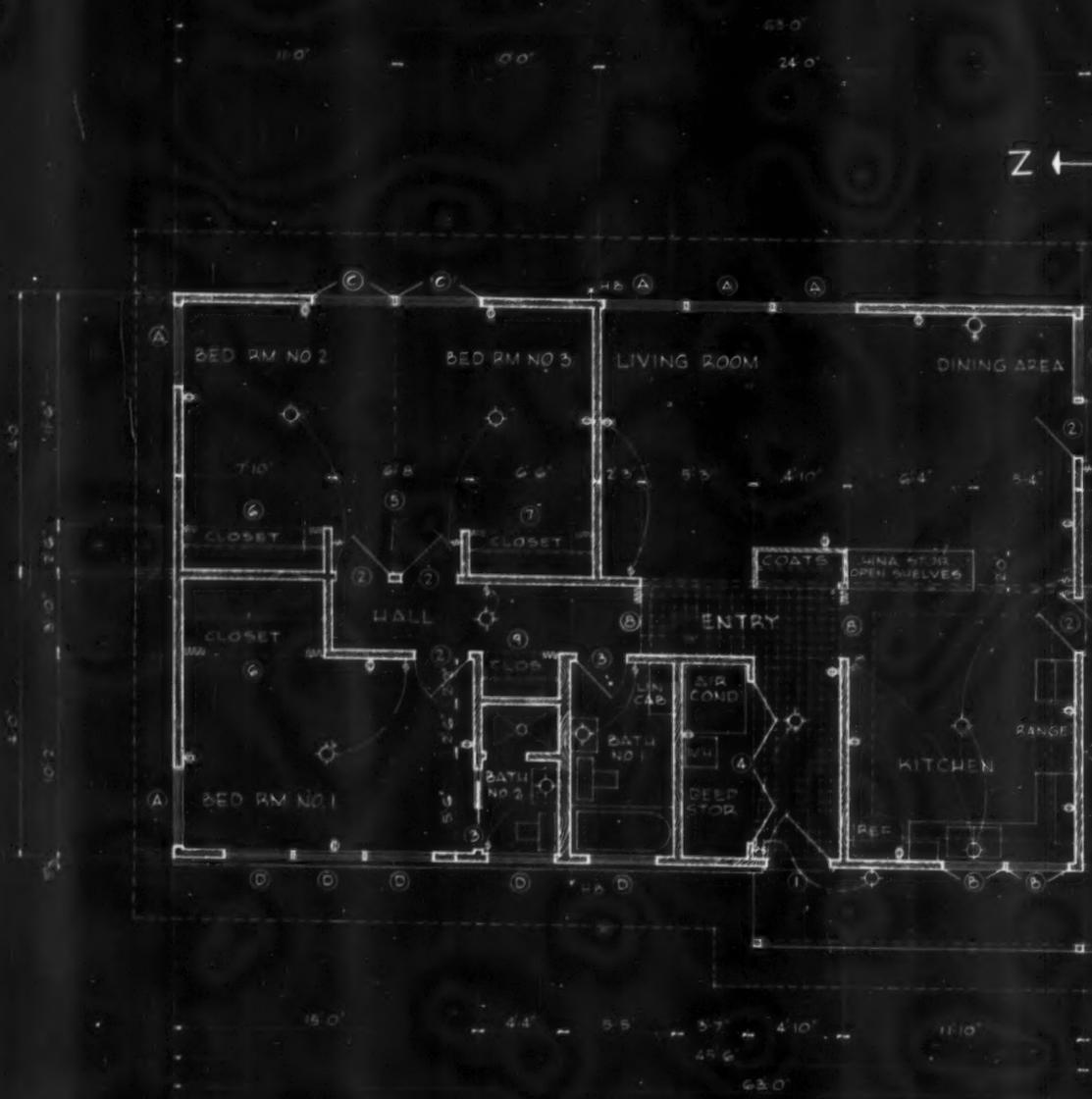


REAR ELEVATION
SCALE 1/8" = 1'-0"

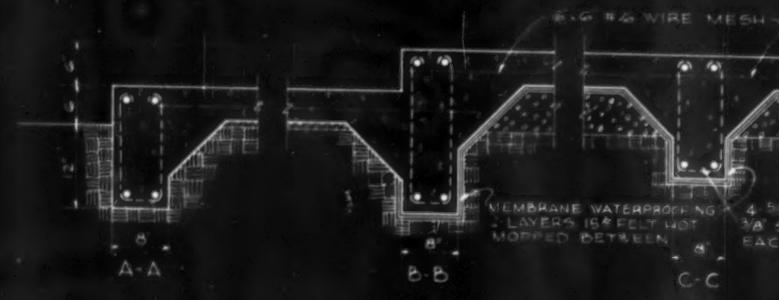


SECTION Z-Z
SCALE 1/8" = 1'-0"

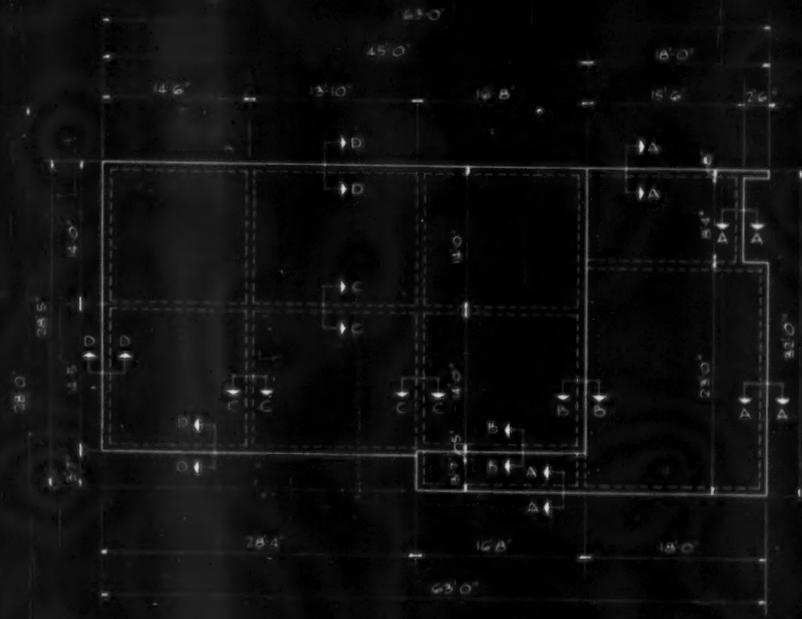
← PULL OUT FOR FLOOR PLAN →



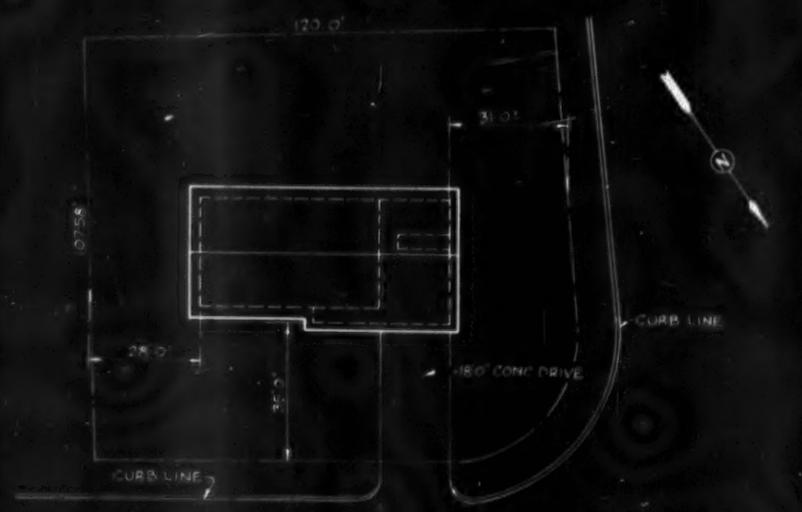
FLOOR PLAN
SCALE 1/8" = 1'-0"



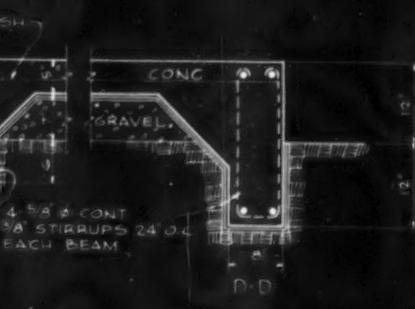
FOUNDATION SECTION
SCALE 1/2" = 1'-0"



FOUNDATION PLAN
SCALE: 1/16" = 1'-0"



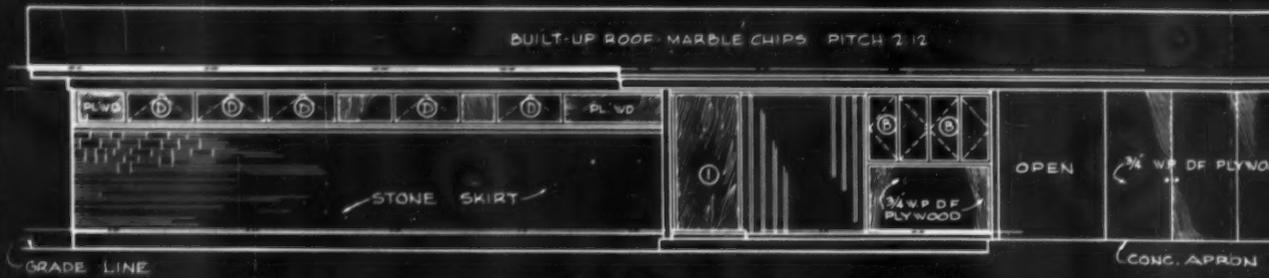
ROOF AND PLOT PLAN SCALE: 0 15 25 35



IONS

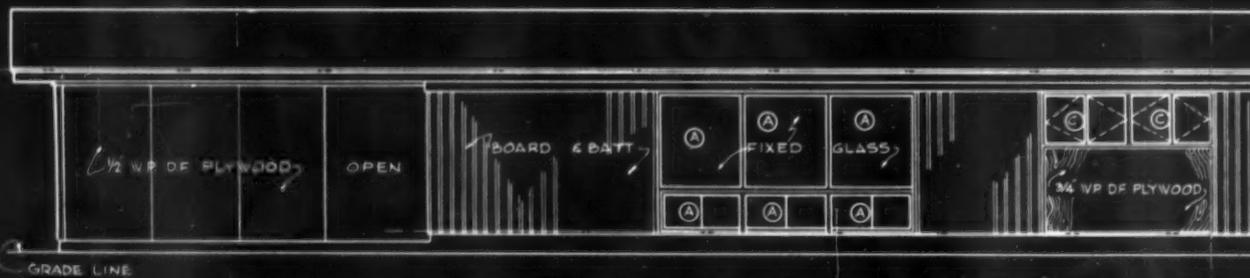
DESIGN NO. A.B. 216
AMERICAN BUILDER BLUE PRINT SERIES
DESIGNED BY
H. D. POWERS
AUSTIN, TEXAS

Simmons-Boardman Publ. Corp. 79 W. Monroe St. Chicago 3, Ill.



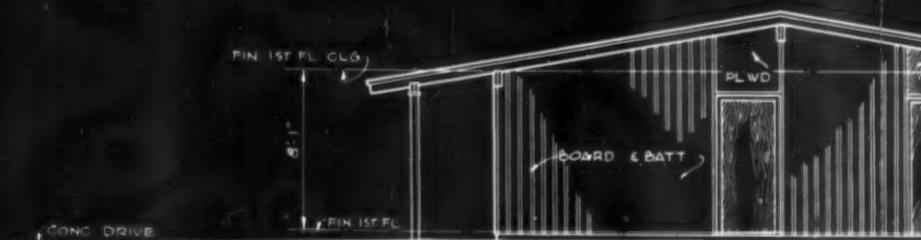
FRONT ELEVATION

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



REAR ELEVATION

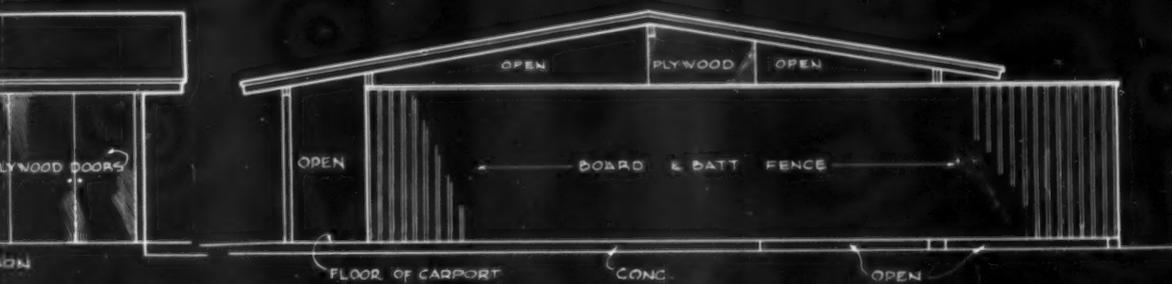
SCALE: 1/8" = 1'-0"



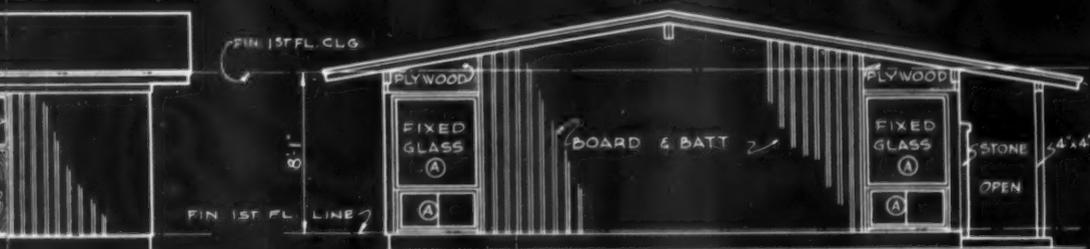
SECTION Z-Z

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

← PULL OUT FOR FLOOR PLAN →



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



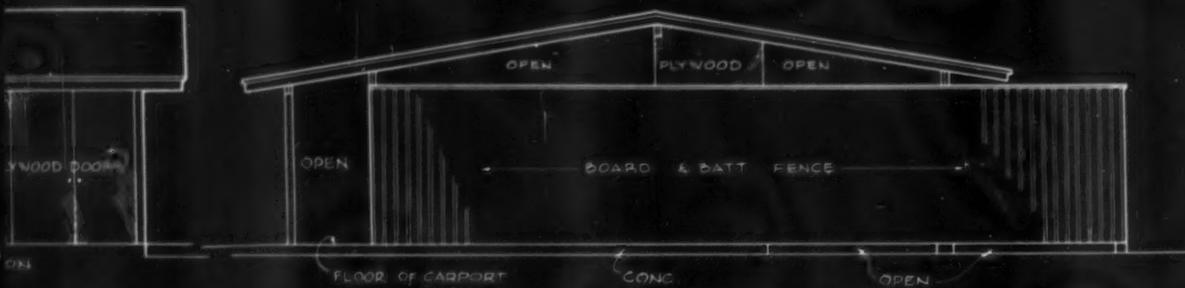
LEFT SIDE ELEVATION
SCALE: 1/8"=1'-0"



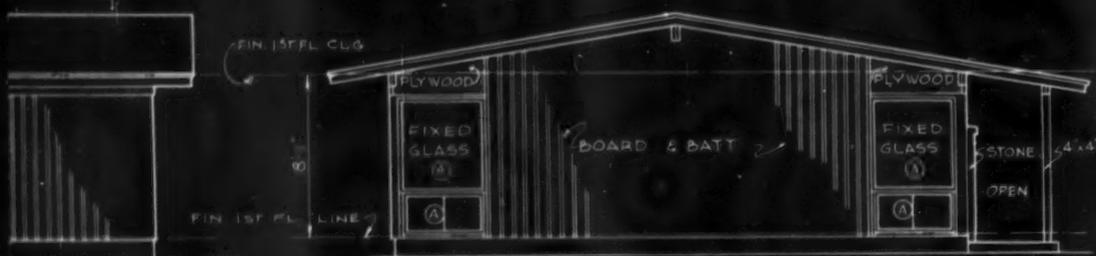
DESIGN NO. A.B 216

AMERICAN BUILDER BLUE PRINT SERIES
DESIGNED BY
H. D. POWERS
AUSTIN, TEXAS

Simmons-Boardman Publ. Corp. 79 W. Monroe St. Chicago 3, Ill.



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



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



DESIGN NO. AB 216

AMERICAN BUILDER BLUE PRINT SERIES

DESIGNED BY

H. D. POWERS
AUSTIN, TEXAS

Simmons-Boardman Publ. Corp. 79 W. Monroe St. Chicago 3, Ill.

Quantity List of Materials

For American Builder Blueprint House No. 216

H. D. Powers, Designer

General Information

House — Type	Frame
Area	1,274 sq. ft.
Cube	12,740 cu. ft.
Average height taken for cube was 10 feet	
Carport — Area	414 sq. ft.
Cube	4,140 cu. ft.
Average height taken for cube was 10 feet	
Porches — Area	231 sq. ft.

Excavating

Trench for foundation	325 lin. ft.
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Cement Work

Foundations	420 cu. ft.
Concrete work	1,918 sq. ft.
Thickness	5 in.
Anchor Belts	40 — 1/2" x 8"
Waterproofing	1,300 sq. ft. membrane over 7" crushed stone base
Miscellaneous	1,900 sq. ft. wire mesh reinforcing 1,300 lin. ft. 5/8" rod 73 — 3/8" — 6" x 20" stirrups 90 — 3/8" — 6" x 14" stirrups

NOTE: Concrete driveway not included.

Masonry

Type	stone
Walls	160 sq. ft. stone veneer
Window sills	29'0" stone sill and cap

Iron Work

Reinforcing steel included in concrete

Millwork

Windows — Type	Fixed — sliding and casement
Material	metal
Windows glazed including trim	6 — 48x24 slider under 48x52 fixed 2 — 36x40 slider 2 — 48x24 slider
casements	3 — 37 1/2" x 13 1/2"
Exterior doors	1 — 3'0" x 6'8" x 1 1/2"
Interior doors including jambs and trim	5 — 2'8" x 6'8" x 1 1/2" 2 — 2'6" x 6'8" 4 — 2'0" x 6'8" leouvered
Special interior doors	Modernfelds 1 — 13'7" x 8'0" 2 pair — 3'7" x 6'8 1/2" 1 pair — 3'0" x 6'8 1/2" 2 — 3'7" x 6'8 1/2" 1 — 4'2" x 6'8 1/2"

Special interior millwork	1 set kitchen case; 1 linen cabinet; 1 coat cabinet; 1 china case and shelf unit
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Carpentry

Beams and girders	5 — 4" x 5" — 8'0" 1 — 4" x 4" — 10'0" 6 — 2" x 12" — 22'0" 2 — 2" x 6" — 18'0" 2 — 2" x 6" — 20'0" 4 — 2" x 12" — 18'0"
Foundation plates	12 — 2" x 4" — 16'0"
Bridging	240 lin. ft. 2" x 6" solid bridging
Studding and plates	260 — 2" x 4" — 8'0" 80 — 2" x 4" — 10'0" 32 — 2" x 4" — 16'0"
Ceiling joist	36 — 2" x 6" — 28'0"
Roof rafters	50 — 2" x 6" — 18'0" 20 — 2" x 6" — 20'0"
Framing lintels	2 — 2" x 12" — 14'0" 2 — 2" x 12" — 16'0" 2 — 2" x 10" — 10'0" 8 — 2" x 8" — 8'0"
Roof sheathing	2,525 sq. ft. 1/2" plywood
Side wall sheathing	160 sq. ft.
Side wall materials including fence	840 sq. ft. board and batt 350 sq. ft. exterior plywood 1,200 sq. ft. 15# felt
Exterior material	fascia — 260 lin. ft. 1" x 12" 130 lin. ft. 1" x 8" eaves — 136 lin. ft. 2" x 6"
Insulation	2" thick in walls — 1,200 sq. ft. 4" thick in roof — 2,500 sq. ft.

Sheet Metal

Miscellaneous	212 lin. ft. gravel stop
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Roofing

Type — Built-up roof marble chips	Area	25 squares
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Interior Walls

Area to be covered	3,950 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.



It's here! The bigger oven you asked for in this new **Westinghouse Built-in Range**

"Give us a really big oven—that's what our customers are demanding . . . we need a built-in range with deluxe features," so builders told us.

Both needs are fully met in this brand-new Westinghouse DeLux Built-in Electric Range. Easy to install, this advanced combination offers a new concept in range design.

The king-sized Miracle Sealed Oven—a full 24" inside width—is a selling high light with its rich satin chrome exterior and Look-in Door. Deluxe features include Electric Clock, Automatic Oven Timer and Minute Timer; Oven Light; and Single Dial Oven Control.

The stainless-steel cooking platform features four Plug-in Units, including

the high-speed Super Corox Unit, and Color-Glance Controls on a convenient, slanting panel for easier visibility.

For complete details, contact your distributor or write direct.

+ + +

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Mansfield, Ohio

Betty Furness says: Homemakers will delight in the deluxe features and the spacious oven that will roast 2 big turkeys, bake 10 loaves of bread or 6 pies . . . yet cook the smallest meal to perfection.



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

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



Are you keeping up with the revolution in home building?

This summary report gives you
the major facts to date
on prebuilt wall panels,
roof trusses and storage walls

American Builder has joined forces with the Research Institute of the National Association of Home Builders to give you this factual compilation of all the various systems and types of units involved in building houses with prebuilt parts. This report rounds out *American Builder's* series of studies on building with components—see articles in the issues for May, July and September in 1954.

Today's master builder is the man who has begun to think of a house as an assembly process of basic parts standardized and made in shop or factory, and who thinks in terms of methods to create that assembly.

There is something revolutionary and yet also familiar in this new and growing concept of master building. For looking back over the past 75 years, we can see that the master builder has always controlled the assembly of house parts from pieces on the job. But in the past, he built those parts himself on the site as well as assembling them.

Now with the freedom of panels, trusses and closet walls built in factory or lumber yard and simply assembled in the field, new levels of production speed and volume, variety and economy are opening up to builders with the pioneering spirit.

1 PANEL FRAMING SYSTEMS, pp. 80-83

**2 A COMPARATIVE CHART
ON ROOF TRUSSES, pp. 84-85**

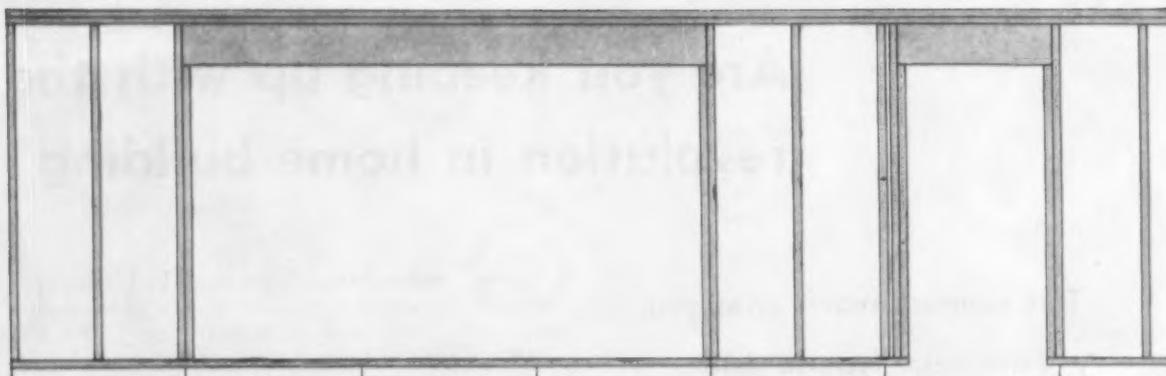
3 TYPES OF STORAGE WALLS, pp. 86-87

Cooperators in assembling this report: Martin Bartling, Jr., builder, Knoxville, Tennessee; Andrew Place, builder, South Bend, Indiana; James T. Lendrum and Rudolph Jones, Small Homes Council, University of Illinois; Leonard G. Haeger, National Association of Home Builders.

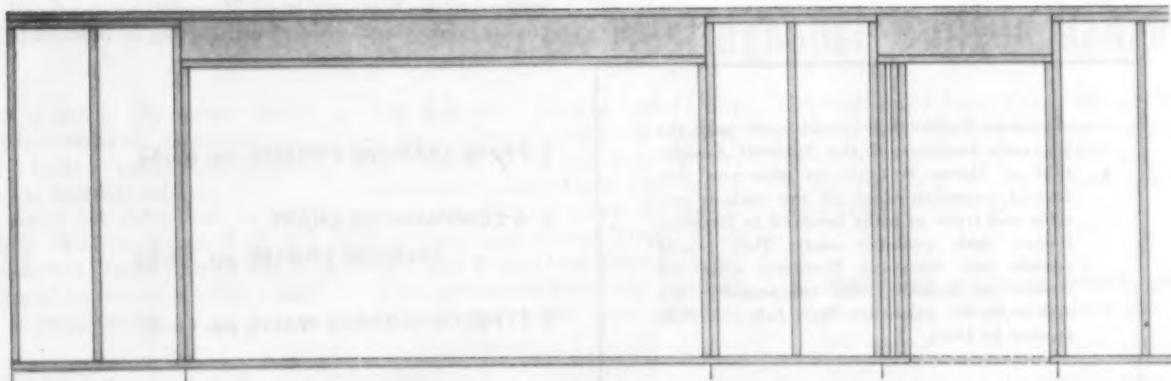
Are you keeping up with the revolution in home building?

**Here's the score
on panels**

This survey is based on studies made by the Small Homes Council in connection with an analysis of wall panel framing systems sponsored by the Lumber Dealers' Research Council.



1. Conventional construction — 7 piece sizes —

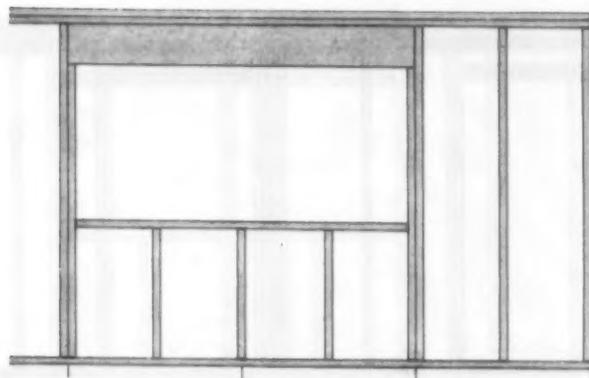


2. Panelized conventional — 3 panel sizes — 6 piece sizes —

Rating of Panel Systems by the Small Homes Council

*Five was the highest possible rating; 2 is the lowest. In the case of "adaptability of Windows" for the continuous 2x6 header system, the rating was very low. The reason was that at the time of the Council's research there were few windows that would adapt themselves to this system. Today, however, many manufacturers have re-sized their units to fit this system.

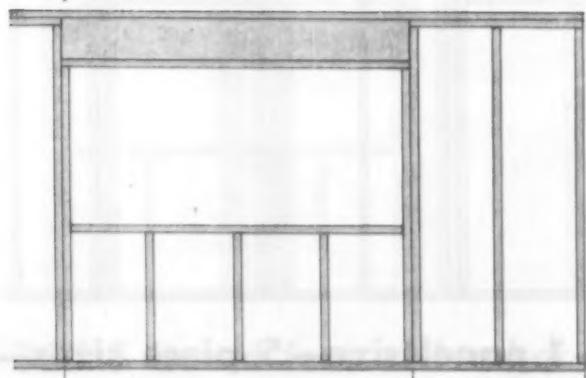
	panelized conventional	continuous 2x12 header	continuous 2x6 header	non-structural panel
Number of panel sizes	2	2	5	5
Number of pieces	2	4	5	4
Amount lumber	5	3	4	2
Adaptability of Windows	4	4	2*	2
Field Assembly	3	X	4	2
TOTAL	16	13	20	15



285.3 board feet of lumber

No. 1—This is a 40-foot conventional wall with studs 24 inches on center. The headers were sized to the largest span in order to eliminate expensive crippling over the smaller headers. It was felt by the Small Homes Council that although a small amount of additional lumber was needed for the same sized headers, decreased labor costs were more than compensated for this extra.

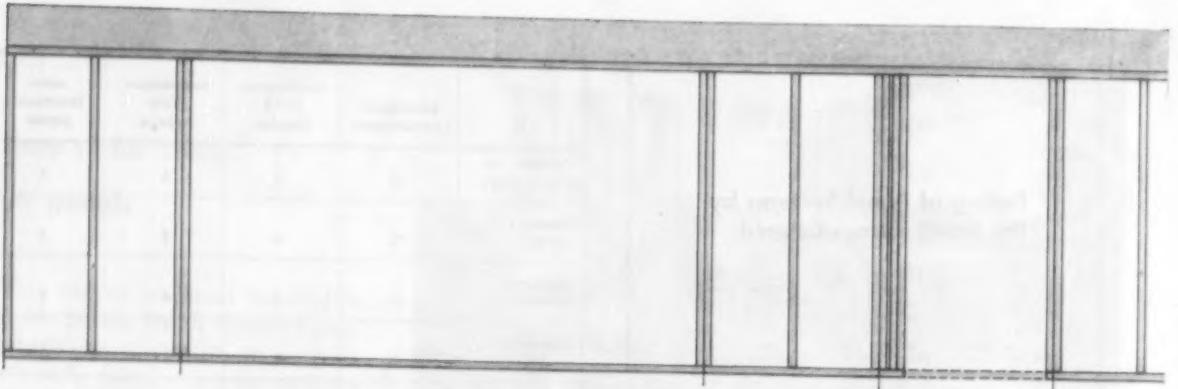
3 plates	2x4x40'	80.0 Bd. feet
13 studs	2x4x8'	69.3 Bd. feet
6 long cripples	2x4x7'	28.0 Bd. feet
3 short cripples	2x4x3'-4"	6.7 Bd. feet
2 headers	2x12x12	48.0 Bd. feet
2 headers	2x12x8'	32.0 Bd. feet
2 headers	2x12x4'	16.0 Bd. feet
1 header	2x4x8'	5.3 Bd. feet
Total Board Feet		285.3



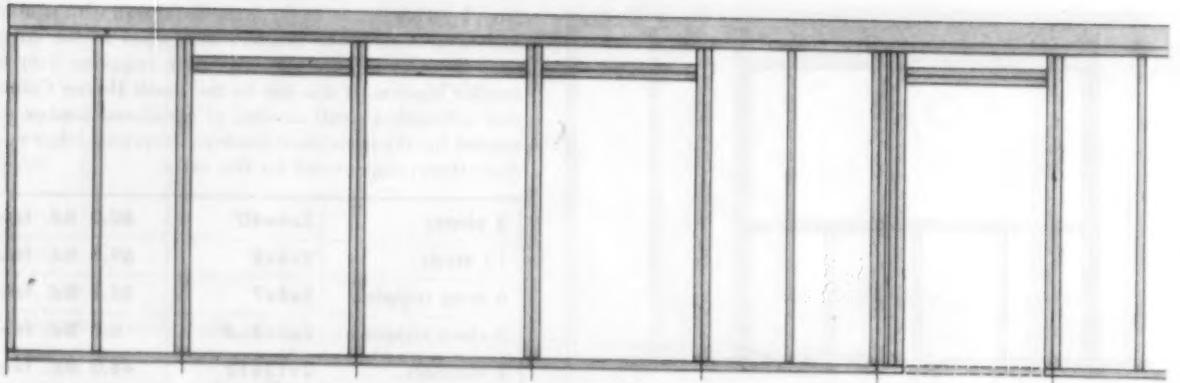
290 board feet of lumber

No. 2—This system is closest to conventional, on-the-job construction. The only difference is at the door panel. Note the additional 2x4x7' member added to fabricate the door panel.

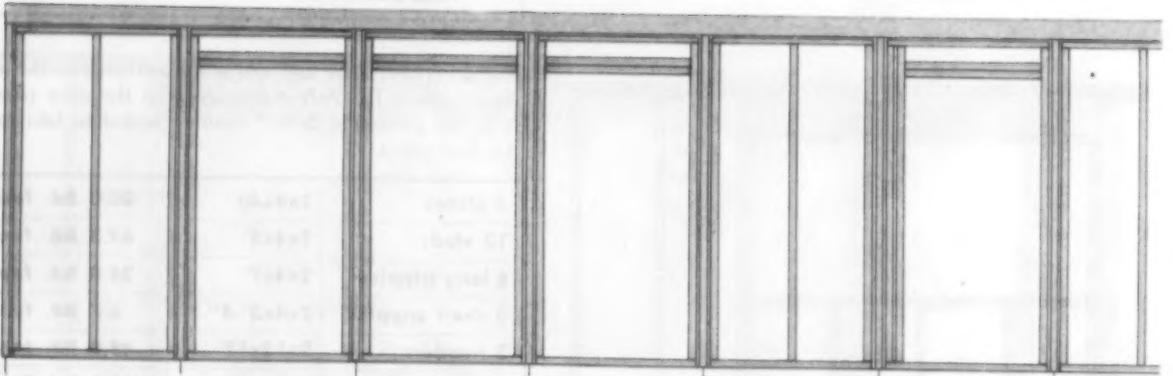
3 plates	2x4x40'	80.0 Bd. feet
13 studs	2x4x8'	69.3 Bd. feet
6 long cripples	2x4x7'	28.0 Bd. feet
3 short cripples	2x4x3'-4"	6.7 Bd. feet
2 headers	2x12x12'	48.0 Bd. feet
2 headers	2x12x8'	32.0 Bd. feet
2 headers	2x12x4'	16.0 Bd. feet
1 header	2x4x8'	5.3 Bd. feet
1 long cripple	2x4x7'	4.7 Bd. feet
Total board feet		290.0



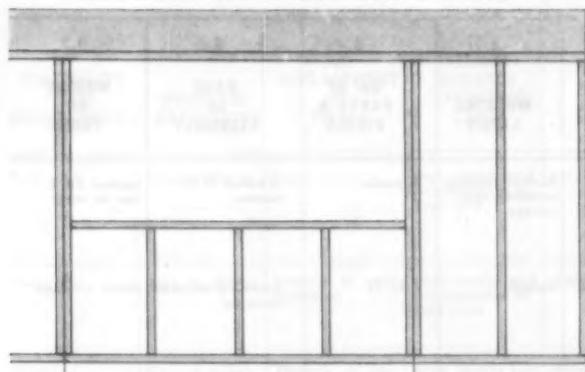
3. Continuous 2x12 lintel—3 panel sizes—6 piece sizes—



4. Continuous 2x6 lintel—1 panel size—5 piece sizes—



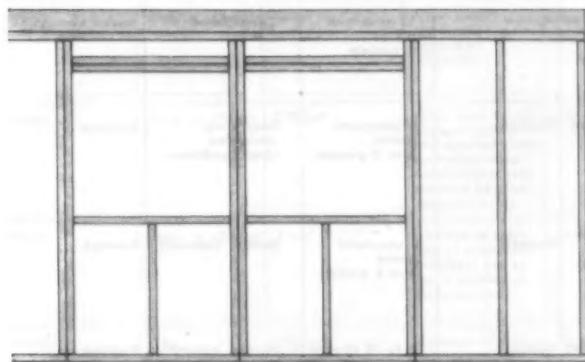
5. Non-structural—1 panel size—5 piece sizes—



318.66 board feet of lumber

No. 3—The continuous 2x12 lintel system of panelization permits the greatest amount of architectural flexibility. Large window openings can be placed anywhere along the perimeter of the building. The lintel (in this case 2x12) is determined by the length of span for the view window opening. Biggest disadvantage to this system crops up in connection with the fastening of the lintel and the placing of it in the wall.

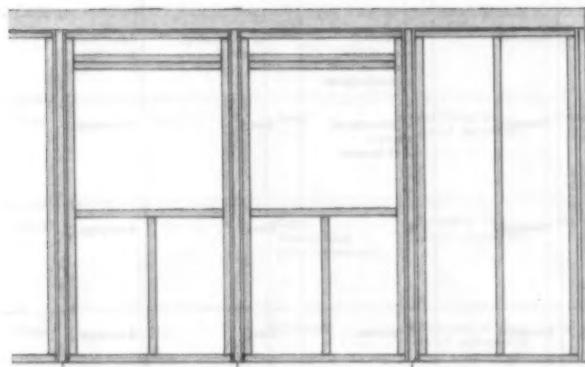
2 plates	2x4x40'	53.3 Bd. feet
20 studs	2x4x7'	93.3 Bd. feet
3 short cripples	2x4x3'-4''	6.7 Bd. feet
2 cont. headers	2x12x40'	160.0 Bd. feet
1 header	2x4x8'	5.3 Bd. feet
Total Board Feet		318.7



313.8 board feet of lumber

No. 4—The continuous 2x6 lintel simplifies construction, inventory and assembly on the job for it has only one panel size. The drawback is in the restriction of the 4-foot panel in relation to view openings with many mullions. However, leading manufacturers have re-sized their windows to fit this system.

2 plates	2x4x40'	53.3 Bd. Feet
26 studs	2x4x8'	138.7 Bd. Feet
2 short cripples	2x4x3'-4''	4.5 Bd. Feet
2 cont. headers	2x6x40'	80.0 Bd. Feet
14 headers	2x4x4'	37.3 Bd. Feet
Total Board Feet		313.8



362.5 board feet of lumber

No. 5—This non-structural panel has 2x6 headers supported by 2x4's, four feet on center. The panels are snapped into place after the framework has been erected. There is a great deal of flexibility to this system since the panels can be inserted at will along the perimeter of the building. The extra lumber used, the off size of the panels and complicated erection more than offset the good features of the panel.

2 cont. headers	2x6x40'	80.0 Bd. Feet
2 panel plates	2x4x40'	53.3 Bd. Feet
11 studs	2x4x8'	
25 panel studs	2x4x8'	192.0 Bd. Feet
2 short cripples	2x4x3'-4''	4.5 Bd. Feet
14 headers	2x4x3'-6''	32.7 Bd. Feet
Total Board Feet		362.5

For TRUSSES turn the page ►

Here's the score on TRUSSES

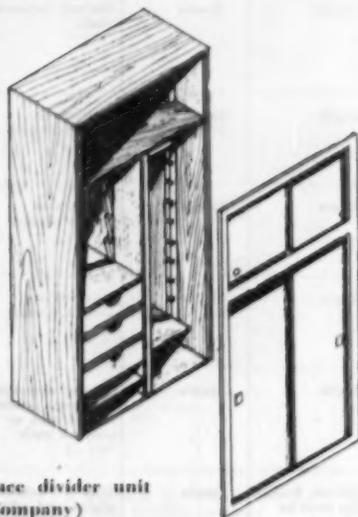
TYPE OF TRUSS	1. RECOMMENDED A. SPAN & B. PITCH & C. SPACING	2. COSTS	3. TYPE OF JOINT	4. WORKING LOADS	5. No. OF PARTS & PIECES	6. EASE OF ASSEMBLY	7. WEIGHT OF TRUSS
KING POST TRUSS	A. Up to 20'8" B. 5" in 12" C. 2'0" o.c.	Low — uses 1100 P.S.I. stress grade equiv. Coastal Region Doug. Fir #2	Gussets — Plywood or 1x6	Normal loading including attic storage	4 pieces	Simplest of all trusses	Normal for 2 men to carry
HOWE TRUSS	A. Adequate for home building B. 5" in 12" C. 2'0" o.c.	Higher than average — more material in struts and diagonals	Adaptable to all types of joints systems	Normal	7 to 11	Assembly becomes complex	Above average
PRATT TRUSS	A. Adequate for home building B. 5" in 12" C. 2'0" o.c.	Higher than average — more material in struts and diagonals	Adaptable to all types of joints systems	Normal	7 to 11	Assembly becomes complex	Above average
FINK TRUSS	A. Adequate for home building B. 5" in 12" C. 2'0" o.c.	Higher than average unless plywood scrap is available for gussets	Adaptable to all types of joints systems	Normal	8	Assembly becomes complex	Above average
NAILED TRUSS RAFTER Virginia Poly-technic Institute	A. Adequate for home building B. 5" in 12" 3" in 12" C. 2'0" o.c.	Average	Helically threaded Screw-tite nails	Normal	10 structural pieces 7 gussets	Complicated	Above average
GLUED & NAILED TRUSS Virginia Poly-technic Institute	A. Adequate for home building B. 5" in 12" 3" in 12" C. 2'0" o.c.	Higher than average	Nailed and glued gusset plates	Normal	8 structural pieces 4 to 8 gussets	Easy under controlled shop conditions	Average
FIR PLYWOOD GUSSETT PLATE Douglas Fir Plywood Assn.	A. Adequate for home building B. 5" in 12" 3" in 12" C. 2'0" o.c.	Higher than average unless plywood scrap is available for gussets	Nail	Normal	8 structural pieces 4 to 8 gussets	Normal assembly	Average
"W" TRUSS Small Homes Council University of Illinois	A. 20'8" to 32'8" B. 5" in 12" and 3" in 12" C. 2'0" o.c.	Average, plus added cost of hardware	Split ring fastener and nailed	Normal	8 to 10 structural pieces 2 gussets	Normal assembly	Average
STEEL TRUSSES	A. Adequate for home building B. 5" in 12" or 3" in 12" C. 2'0" o.c.	Slightly higher than average. Costs can be lowered by mass production and good design.	Bolted-pinned-riveted-welded	Normal	1 or 2 pieces	Easy	Lighter than wood truss
TIM-PLATE Timber Fabrications, Inc. Miami, Fla.	A. 16' to 30' B. 2 1/2" in 12" C. 2'0" o.c.	Average	Special steel plate, insert type	Normal	Received assembled from manufacturer	No assembly required	Less than average
H-BRACE TRUSS H. Brace, Inc. W. Palm Beach, Florida	A. Adequate for home building B. 5" in 12" or 3" in 12" C. 2'0" o.c.	Average	Special steel H-shaped brace	Normal	8 structural pieces 7 H-braces	Easy	Average
SCISSORS TRUSS	A. Adequate for home building B. 5" in 12" or 3" in 12" C. 2'0" o.c.	Average	Ring Gusset plates nail	Normal	4	Easy	Average
TECO TRUSS Timber Engineering Co.	A. Adequate for home building B. 5" in 12" or 3" in 12" C. 2'0" o.c.	Average	Split ring	Normal	8 pieces	Easy	Average
WEYERHAUSER TRUSS Weyerhaeuser Timber Co.	A. Adequate for home building B. 5" in 12" or 3" in 12" C. 2'0" o.c.	Average	Combination split ring and nailing	Normal	8 pieces	Easy	Average

Are you keeping up with the revolution in home building?

8. FLEXIBILITY AND ADJUSTABILITY	9. OVERHANG ADAPTATION	10. JOB REPLACEMENT OF PIECES	11. ASSEMBLY HAZARDS AFFECTING LOADS	12. ATTIC STORAGE	13. SHIPPING MFG. TO BLDR.	14. ON THE JOB STORAGE	15. ASSEMBLY TOOLS REQD. ON THE JOB	16. LOCAL AVAILABILITY
None	Easy to obtain	Easy	High quality and workmanship at heel joint	Yes, but limited	Simple	Simple	Normal carpenter tools	Simple for builder or lumber dealer to manufacture
None	Easy to obtain	Depends on joint treatment	High quality and workmanship at heel joint	Little to none	Simple	Simple	Depends on joint treatment	Limited availability due to complex design and assembly
None	Easy to obtain	Depends on joint treatment	High quality and workmanship at heel joint	Fair	Simple	Simple	Depends on joint treatment	Limited availability due to complex design and assembly
None	Easy to obtain	Depends on joint treatment	High quality and workmanship at heel joint	Good	Simple	Simple	Depends on joint treatment	Easy for builder or lumber dealer to manufacture
None	Easy to obtain	Easy	High quality and workmanship needed at all joints	Good	Simple	Simple	Normal carpenter tools and special helical nails or clinched nails	Easy for builder or lumber dealer to manufacture
None	Easy to obtain	Difficult	Glue must be of highest quality and applied under controlled shop conditions recommended by glue manufacturers	Good	Difficult, finished size must be shipped	Simple	Shop for proper gluing and other carpenter tools	Limited availability due to complexities of glue operation—shop condition only
None	Easy to obtain	Easy	Concern of splitting of structural members due to large number of nails needed	Good	Easy	Simple	Simple carpentry tools	Easy for builder or lumber dealer to manufacture
Great adjustability and flexibility	Yes	Difficult if builder doesn't own ringing equipment	Concern of ring joint placement and quality of lumber at joint	Good	Easy	Simple	Simple wrench	Easy for builder or lumber dealer to manufacture
None	Yes	None	None	Good	Easy	Simple	Very simple	Very limited at present
None	Yes	None	None	Good	Easy on local basis	Simple	None	Now only made in the Miami, Florida area
None	Yes	Easy	Splitting of wood member	Good	Easy	Simple	None	Easy for builder or lumber dealer to manufacture
None	Yes	Easy, depending on joint treatment	Splitting of wood member	None	Easy	Simple	Simple, depending on joint treatment	Easy for builder or lumber dealer to manufacture
None	Yes	Difficult	Concern of ring joint placement and quality of lumber	Good	Easy	Simple	Simple wrench	Easy to build—Teco is a manufacturer of rings, not trusses
None	Yes	Difficult	None	Good	Easy	Simple	Simple wrench	This truss is available nationally

For STORAGE WALLS Turn the Page →

The case for storage walls and other space dividers



Typical space divider unit
(Mengel Company)

Third basic factor in the component parts system of home building is the storage wall and other space dividers which take the place of the partition wall and give it a new double-duty function. The combining of storage utility with partitions saves valuable space in the small house. As much as 25 square feet can be saved in a house of 800 square feet. However, unit savings per storage wall is small. It is only through the combination of storage walls with (1) exterior wall panels and (2) roof trusses that a substantial over-all savings can be achieved for the job.

Space dividers can be purchased from national manufacturers, or they can be built on the job by the builder or purchased by him from a local source. Space dividers most commonly take these forms: storage walls, tip-up partitions, plumbing walls, sliding door walls, folding door walls, door and frame assemblies, hookcase walls, room dividers, planter boxes, china cabinet storage walls, linen closets, breakfast bar-storage walls, bathroom cabinets, desk-storage walls, kitchen cabinet-storage walls.

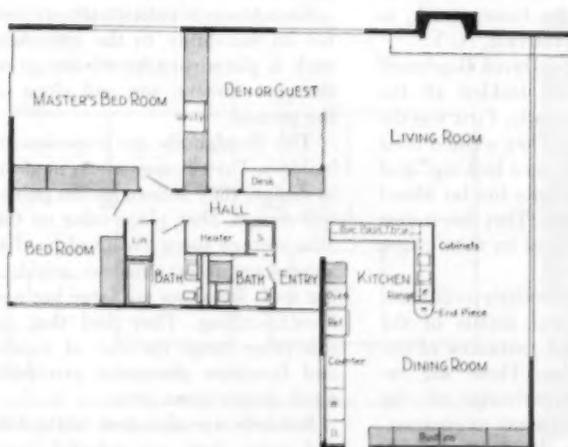
Space dividers should be placed after ceiling and exterior wall gypsum boards are installed and after finish floor has been laid. This will reduce cutting and fitting of floor, ceiling and wall materials, sometimes as much as 30 per cent on cost of labor and materials. These savings would be lost if the dividers were placed first.

Since construction steps are related, walls that are not dimensioned for standard sized materials will require odd-sized space dividers that are not modular. This in turn will necessitate an amount of undesirable cutting and fitting. For the efficient and economical use of dividers, divider sizes must be related to given common dimensions. This means modular dimensioning.

Introduced and analyzed in the columns opposite are seven leading types of space dividers.

- 1** *Storage Wall System* designed by the Small Homes Council of the University of Illinois. Uses basic structural elements in combination to develop a closet wall unit. All elements are modular. The units can be made by the builder himself.
- 2** *Storage Walls and Space Dividers* built by Martin L. Bartling, Jr. & Associates, Knoxville, Tennessee. A pioneer in the development and use of storage walls, builder Bartling is working on this unit for distribution to other builders.
- 3** *Store-All Closets* built by U. S. Gypsum Company. This non-load-bearing closet comes in four sizes. Units can be put together to make a 6 by 8-foot storage wall.
- 4** *Robertson Mobile Wall Unit*, San Antonio, Texas. Developed by Frank Robertson of San Antonio, this unit has a mobile feature by which it can be easily moved, facilitating quick changes in room sizes and usages.
- 5** *Plywood Built-Ins of the Douglas Fir Plywood Association*, Tacoma 2, Washington. Analyzed in the chart opposite is one of several excellent built-in flexible storage units published in a portfolio by this Association.
- 6** *Fabricon Company Prefabricated Space Dividers*, Austin, Texas. Architect-manufacturer Ned A. Cole has been one of the industry's leaders in developing the component system of house construction. Cole manufactures a full line of components for builders in his area, and he plans to go into national distribution.
- 7** *Mengel Space Divider*, Mengel Company, Louisville 1, Kentucky. These units are made for the builder by an old-line furniture manufacturer. Units are shipped ready for installation. The shell of the house built with wall panels and roof trusses can be finished as one large room, thus making it possible to use non-bearing interior room dividers. The cost-saving techniques of this type of construction system are not limited in use to builders of large projects but have also been successfully adapted by the builder of only a few houses.

	1. STORAGE WALL SMALL HOMES COUNCIL	2. STORAGE WALL —BARTLING'S	3. STORE-ALLS— U. S. GYPSUM COMPANY	4. MOBILE WALL UNIT— ROBERTSON	5. PORTFOLIO OF BUILT-INS— DOUGLAS FIR PLYWOOD ASSOCIATION	6. FABRICON	7. MENDEL
COSTS	Low cost	Medium cost	Medium cost	Medium cost	Medium Cost	Higher cost	Higher cost
DURABILITY	Yes	Yes	Yes	Yes	Yes	Yes	Yes
POSITIONING	Built on job	Easy with built-in lag screw adjustment	Job positioned—close tolerances needed to be watched	Built-in adjustments	Job-built	Built-in adjustments	Shim adjustments
FLEXIBILITY	Different widths can be built	Different widths are available	Various size units available	Various Units and sizes available	Various size units available	Various units and sizes available	Various size units available
DOUBLE DUTY UNITS	Closet and multiple units	Complete line	Closet walls only	Complete line	Complete line	Complete line	Complete line
SOUND DEADENING	Adequate	Adequate	Adequate	Adequate	Adequate	Adequate	Adequate
WEIGHT	Light	Light	Medium	Medium	Medium	Medium	Medium
STRENGTH	Good	Good	Good	Good	Good	Good	Good
EYE APPEAL	Depending on door fronts	Good	Good	Yes	Depending on door fronts	Very good	Good
SHIPPING	No	Yes	Yes	No	No	Yes	Yes
ERECTION OR ASSEMBLY	Job built	Factory built job assembled	Job built	Job built	Job built	Factory built	Factory built
AVAILABILITY	Material readily available	Direct to builders	Material readily available	Material readily available	Material readily available	Yes	Yes
ON THE JOB REPLACEMENT OF PARTS	Easy	Need router	Easy	Some pieces need special machines	Easy	No	No
TRIM OUT	Easy	Easy	Easy	Slipmold	Easy	Limited	Limited



The shell of the house built with wall panels and roof trusses can be finished as one large room, thus making it possible to use non-bearing interior room dividers. The cost-saving techniques of this type of construction system are not limited in use to builders of large projects but have also been successfully adapted by the builder of few houses.



Three bedroom, two-bath model features porches front and rear, attractive contrasting tones of deep red shingles and white vertical boards

Sales soared here because . . .

- the design was "just right"
- site placement of houses was good
- interiors caught the housewife's eye
- merchandising was smartly done



David Bogdanoff says "we keep improving our designs; our houses now are about as modern as the buyer will accept." Seven models are used to solve difficult site, sales problems

The selling for the project was done in the face of very real difficulties, such as a rocky and hilly terrain and a location that was little known and off the beaten track, in the vicinity of Briarcliff, N. Y.

But Morris and David Bogdanoff (father and son) tackled all the problems energetically. First was the matter of design. They wanted their houses to be "forward looking" and contemporary but not too far ahead of the public taste. They hit it just right, as the pictures on these pages indicate.

Buyers are particularly impressed by the design and details of the front porches and entrances of the ranch-type houses. These are recessed into the perimeter of the house and painted a gay and contrasting color. Often the front door is

tied in with an adjoining window or bay in a dramatic fashion. These entrances catch the eye, yet are in good taste.

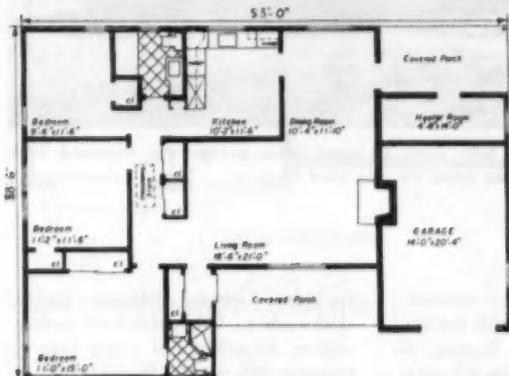
Each house is individually studied for its suitability to the site. And each is placed to take advantage of the view, breeze, sun and slope of the ground.

The Bogdanoffs are experienced builders. Their houses are as modern in design, they believe, as the public will accept. They place value on the attic storage space (reached by disappearing stairs) and so avoid a flat roof. Windows are large but not floor-to-ceiling. They feel that in this price range the size of rooms and furniture placement precludes much larger glass area.

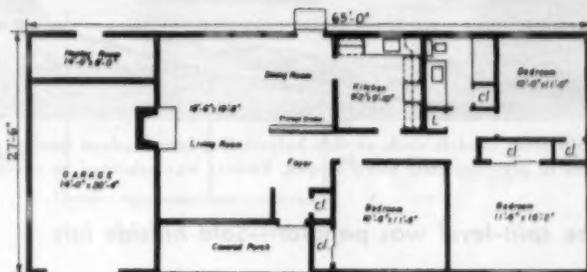
Kitchens are also done with skill and care; they are colorful, step



Recessed entrance makes attractive front porch. House has 14x20-foot garage, fireplace and big closets. Storage divider is placed between foyer and dining room



Popular Crossroads model (picture top page 88) has extra-size garage, heating room and open plan



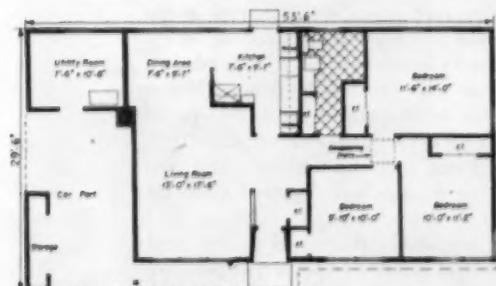
Rectangular plan is economical, yet has large rooms and spacious look. Fireplace included

saving, easy to use.

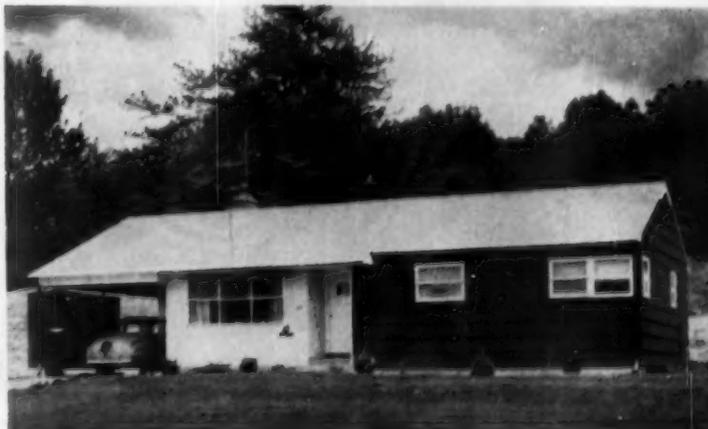
It was in handling the complex details of siting each house on the part-rolling, part-flat terrain that the builders did a notable job. Roads were routed to avoid heavy grading or cutting.

(Continued on page 90)

Window bay and front door are nicely detailed. Ample storage provided in carport and utility room



Torbank model has excellent open plan with kitchen, dining and living space well related





Split level models such as this helped Bogdanoff adapt houses to hilly sites. In some cases garage was dropped four feet to accommodate steep slopes. Variety was achieved by reversing plan, altering roof lines

The split-level was popular—Sold hillside lots

Seven house models, including a split-level, were planned to fit every degree of flat or hilly land slope. The split-levels were especially helpful, and by dropping garage levels four feet in some cases, very sharp grades were accommodated.

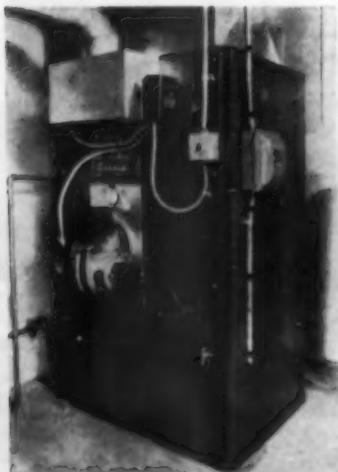
A two-ton compact air conditioning unit provides warm air in winter,

cooled dehumidified air for summer. A single thermostat controls the system. The switch from heating to cooling is done by pushing a button.

Price range of the houses is from \$17,500 to \$21,600. Air conditioning is provided at a \$1,200 increase over the base price of each model.

Equipment and products featured

include: General Electric range, dishwasher, 9.2 cubic-foot refrigerator, 52-gallon hot water heater; Carrier Weather-Master air conditioner; Gate City awning windows; American colored bath fixtures; U.S. Plywood sheathing; USG Sheetrock interior walls; Built-Right bath vanities.

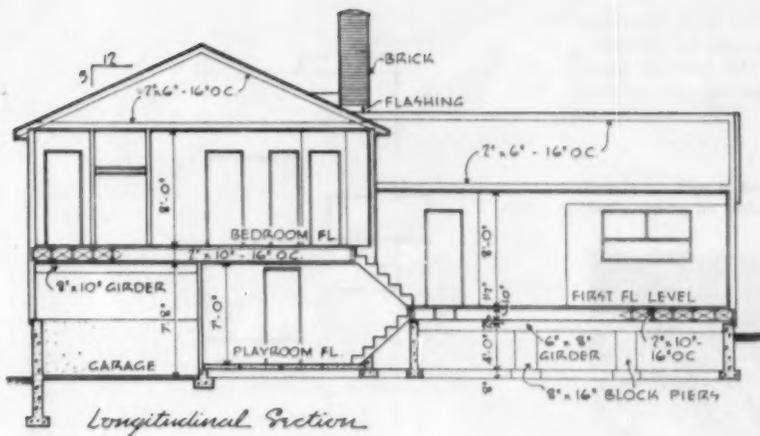


Compact, two-ton air conditioner is installed at extra cost of \$1200

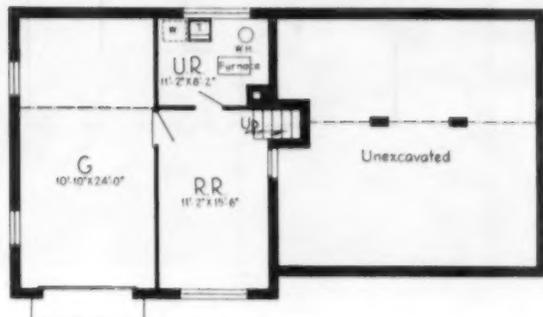
Air conditioning was strong merchandising feature

Because the property was in a little-known, semi-rural area, the Boganoffs had to do something spectacular to attract attention. They built seven model homes at the start, spaced well apart to convey an impression of extensive activity. A catchy name "Torbank" was adopted—a name that tied in with the locally famous Mount Tor. But for that extra merchandising twist, year-round air conditioning was picked. A cooperative advertising program was worked out with the manufacturer, who also helped in staging a press opening and publicity program.

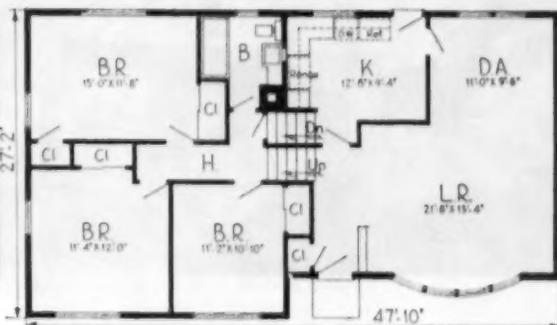
When everything was ready the model homes were opened with a fanfare of publicity and large space advertising in the newspapers. Signs big enough to attract attention from the nearby highways were erected. Large crowds attended opening. Sales got off to a brisk start.



Cross-section of Riverdale model shows how levels are split for greatest economy and utility of space. Garage, finished "all-purpose" room and laundry are on lower level. Rooms look spacious



FOUNDATION PLAN



FIRST FLOOR PLAN

Smart interiors help clinch sales

Bogdanoff uses a decorator to see that his houses are smartly finished inside and out and that colors are right. Furnished model has contemporary furniture, full carpeting, well selected lamps, pictures and draperies. Kitchens and baths are done in gay wallpapers and colors, are fully equipped in every detail.



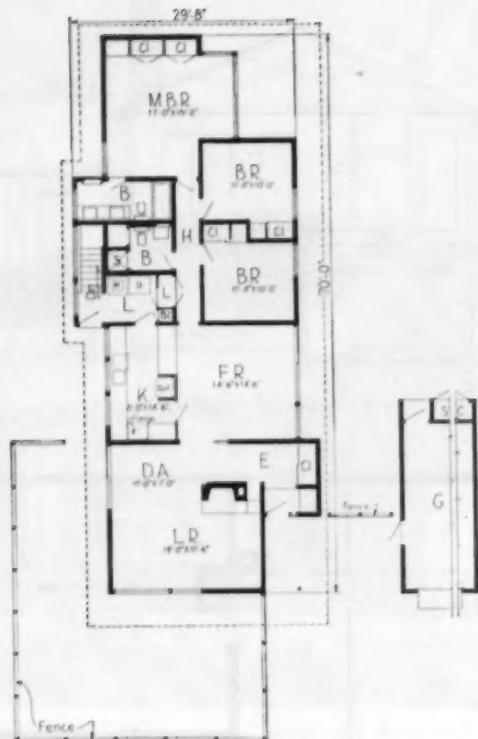
Living room (Torbank model) appears spacious due to open plan and "borrowing" of space from hall and dining area



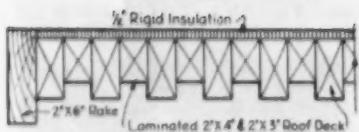
Kitchen features folding bamboo door, space-saver breakfast bar, pine cabinets, full electric equipment

House proper has 1,626 square feet. The plan separates the space into two zones, one for living, one for sleeping. Entire living zone is open to ceiling. The house is built with partial basement (under central portion) or on slab

Narrow board and rounded batten siding is also used for finish of certain interior walls. Both gable ends are glass

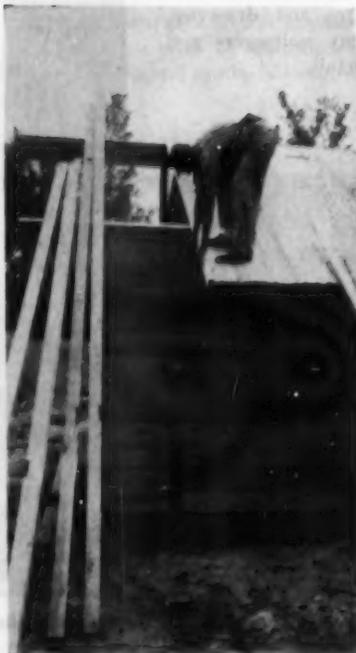


Meet a leader in the making ...



Something new in roof framing

Roof of the Idea Home of the Year is a laminated deck of alternate 2 by 4's and 2 by 3's spiked every 18 inches. Building paper goes on top of this deck, then 1/2-inch rigid insulation, and then asphalt shingles. Underside is left exposed and painted, creating an unusual linear pattern for the ceiling. Labor and materials for this system cost about \$500 more than for the conventional framing.





Pilot model has been built on a handsome site in the Des Moines hills

... *Better Homes & Gardens*

launches the Idea Home of the Year



Looking from front of living room through family room. Free-standing fireplace at right with entry beyond it

September—time of the National Home Week celebrations—has in the past two years seen the rise of a bright particular star in home promotion connected with Better Homes & Gardens magazine and a growing group of builder cooperators. The BH&G promotion is based on the 5-star house plan featured in the magazine's September issue. Early in the year the magazine invites cooperation from leading builders in all parts of the country, who agree to build the house, furnish it and present it during September under a heavy barrage of supporting publicity from the magazine.

Last year, 92 builders in 37 states built one variation or another of BH&G's "Home for All America." This year at least as many are expected to present the house shown on these pages. BH&G is calling it the "Idea Home of the Year." Designed by Hugh Stubbins, A.I.A., working with John Normile, BH&G building editor, the Idea Home of the Year will be 5-star plan #2509 in the magazine's series. It will be featured on the cover of the September BH&G, as well as editorially.

This year, the promotion package which the magazine furnishes the cooperating builders is cut to achieve a greater degree of personalizing of the house at the local



The Idea Home of the Year takes outdoor living seriously, defines it on three sides of the house by generous use of cedar fencing and placement of garage. Master bedroom "retreat" for parents (far end of house) even has its own verandah, reached by sliding glass door



Meet a leader in the making . . .

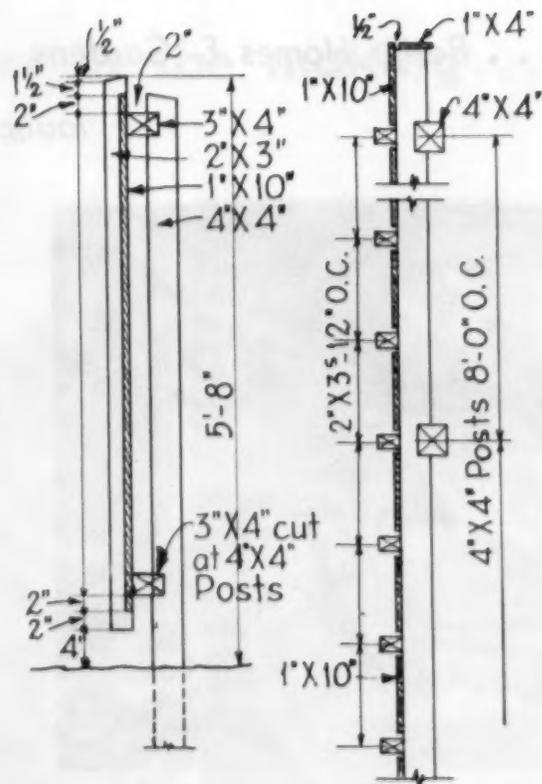
level. Among other assorted promotional aids, a builder of the Idea Home of the Year will get these major boosts from the magazine:

Cover streamer carried on most issues of BH&G offered for sale on local newsstands, coupling the local builder with the house he has built and referring to an advertisement inside the magazine which lists the address of the house; an announcement mailed to all BH&G subscribers in the builder's area; display signs, 11 and 14 inches, designed to provide prominent space for builder identification and picture of the house he has built.

Newspaper advertising and editorial aids contained in the promotion kit will be bigger and better than last year. Included is a set of newspaper ads used by builders in the program last year.

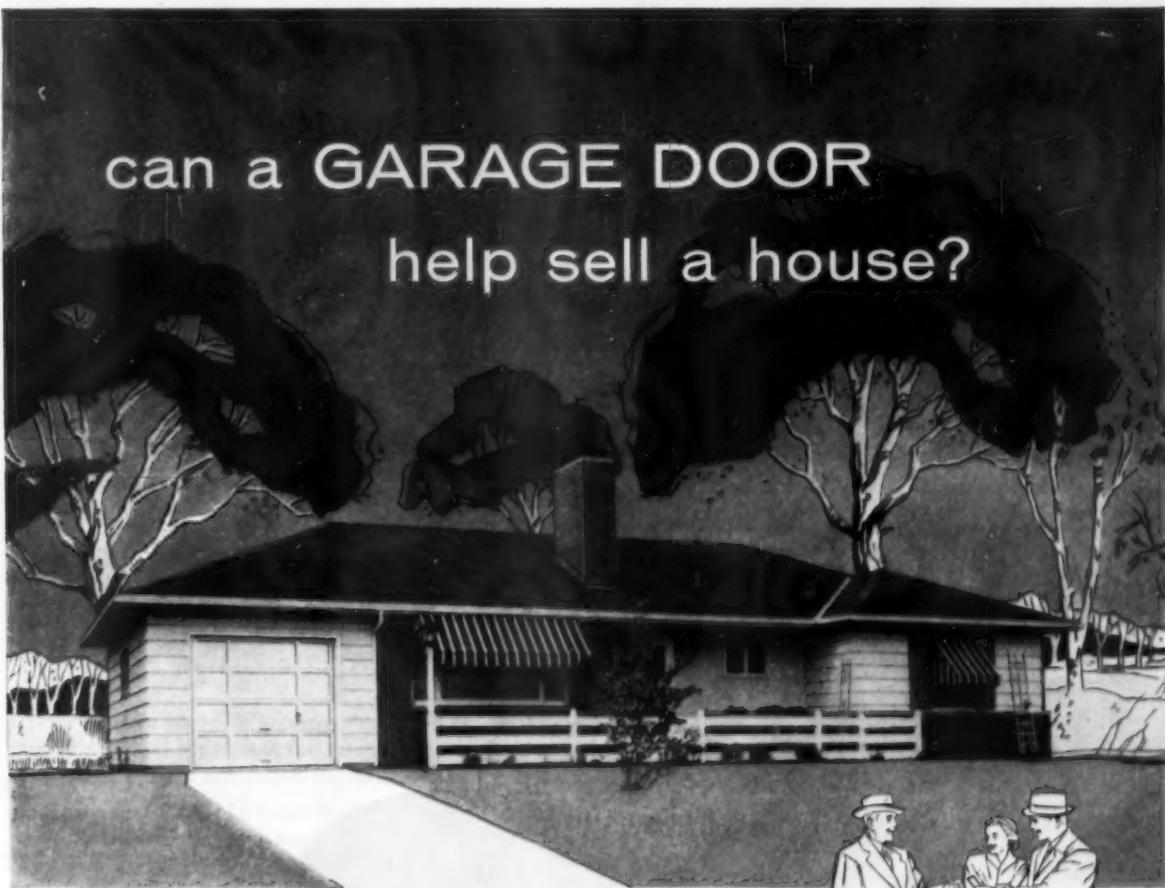
On another important score—furnishing of the house—the magazine plans this year to take a more direct responsibility in helping builders achieve effective liaison and planning with local furnishers. Part of this extra help to the builder was the meeting which the magazine held with furniture people attending the Furniture Mart in Chicago last month, where the Idea Home of the Year program was thoroughly introduced.

Directors for the Idea Home of the Year program are R. J. Tiernan and Roy Protzman, Meredith Publishing Company, Des Moines, Iowa.



Section (left) and part plan for cedar fencing

can a GARAGE DOOR help sell a house?



when it's a Rō-WAY



Far be it from us to suggest that the sale of a house depends on the garage door. But a Ro-Way door *can* help make the sale easier, close it quicker!

Take Ro-Way *appearance*, for example. There's a look of quality in every line . . . a simple beauty that enhances any style of architecture . . . an eye appeal that goes a long way in creating a favorable first impression about the entire house.

Then there's Ro-Way *performance* . . . the smooth, easy, quiet operation that goes with Taper-Tite track, Seal-A-Matic hinges, ball bearing rollers, and Power-Metered springs perfectly balanced to the weight of the door.

And when it comes to *construction* details, nothing beats a Ro-Way. Mortise and tenon joints are both glued and steel doweled. Sections are rabbeted for weather-tight joints. Millwork is both drum and hand sanded. Hardware—entirely fabricated by Rowe—is both Parkerized and painted for maximum protection.

It all adds up to a "plus" for your home-buying prospect . . . a "plus" that implies quality throughout the house. Get full details from your Ro-Way distributor, or write direct for free literature.

- Only a GARAGE offers:
- ▶ COMPLETE PROTECTION
 - ▶ EXTRA STORAGE SPACE
 - ▶ FINISHED APPEARANCE
 - ▶ AN EXTRA ROOM



Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way Distributor.

there's a Rō-Way for every doorway!

ROWE MANUFACTURING CO., 752 Holton St., Galesburg, Illinois



How steel can help you live up



TRUSCON STEEL WINDOWS never stick. That's because steel can't warp, swell, shrink or rot. Because steel is strong, sash sections are attractively slim. Series 138 double-hung steel windows are electro-galvanized and chemically treated to resist rust, and are weatherstripped with stainless steel for lifetime durability. Properly installed and normally maintained, Truscon Steel Windows will last for the life of the house. Available from buildingsupply dealers, backed by Truscon warehouse stocks.



to your warranty

Under the Builders' Warranty Provision of the Housing Act of 1954, if materials fail, you lose. Material quality and performance are more important than ever to you.

You can trust Republic Steel Building Products to deliver the quality and performance you require. Trust them to help you avoid costly call backs and adjustments. And, you pay no dollar penalty! Truscon Steel Windows and Metal Lath, and Republic Steel Kitchens are completely competitive in installed cost.

Count on steel's strength and durability and Republic's quality construction to help you live up to your warranty. Coupon below will bring you complete facts and specifications by return mail.

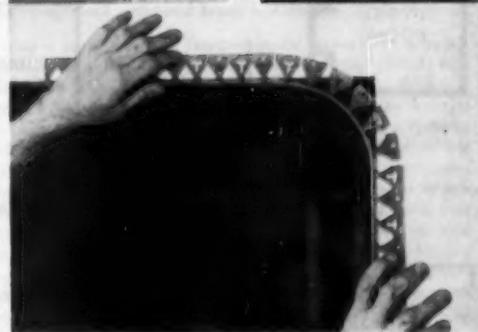
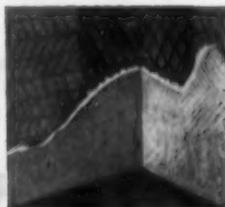
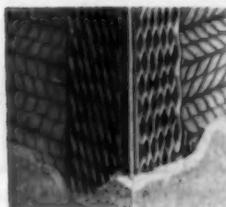
REPUBLIC STEEL

*World's Widest Range of
Standard Steels and Steel Products*



TRUSCON INTERIOR STEEL DOORS can't warp or swell!
Steel doors keep their shape. No planing, cutting, fitting needed. You buy them complete with frames and hardware ready for immediate installation. Sound-deadened Truscon Swing Doors can be installed in 1/3 the time required for non-metallic doors. Truscon Sliding Closet Doors are sales starters, help you sell closet convenience. They glide silently on nylon rollers. Paint them to match room decorations. Buy from Truscon dealers, backed by Truscon warehouse stocks.

REPUBLIC STEEL KITCHENS are guaranteed! You create "custom" kitchens from the economical standard units in Republic's big line. No call backs to fix warped drawers or sticking doors. Uniform, unexcelled quality is controlled every step of the way by Republic Steel. That's why Republic guarantees these kitchens for you. Stainless steel sinks and counter tops and pressed steel porcelain enameled sinks offer lifetime satisfaction. Adjustable wall cabinet shelves help you comply with FHA storage standards. See your Republic Steel Kitchens distributor.



TRUSCON METAL LATH protects against cracks. Truscon manufactures more than 40 different metal lath items, corner beads and accessories. They are approved by all building codes, and accepted by plastering contractors. See that metal lath and accessories protect corners, edges, arches, window openings, door openings and other vulnerable spots in your homes. Stocked by building materials dealers, backed by Truscon's nation-wide warehouse service.

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Cleveland 27, Ohio



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Better Homes and Gardens announces

IDEA



Its clean straight lines will blend into any surroundings.

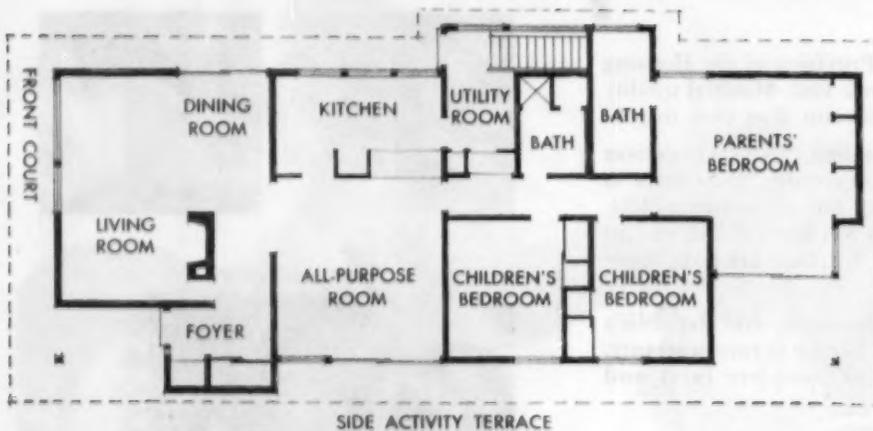
A home full of



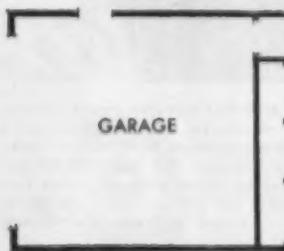
IDEAS

from the Better Homes
& Gardens

IDEA HOME OF THE YEAR

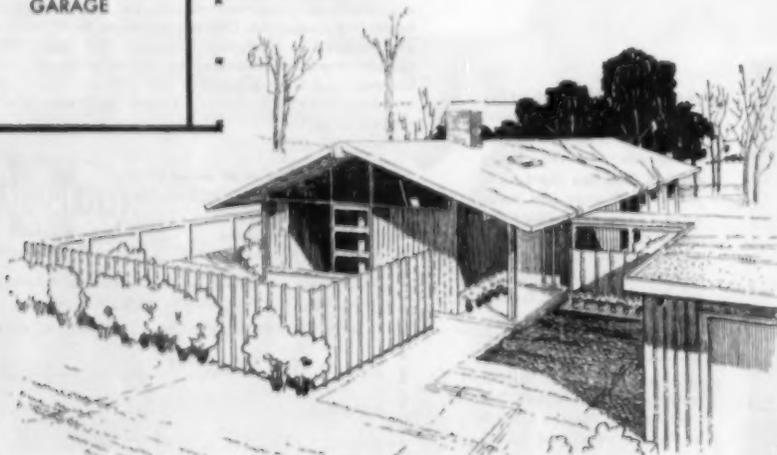


SIDE ACTIVITY TERRACE



GARAGE

*With an air of friendly hospitality,
the IDEA HOME will welcome
millions of idea-seekers.*



FOYER—Entrance completely separate, no intrusion on living room—Skylight for daytime brightness • **LIVING ROOM**—Glass carries room space to front court—Free-standing fireplace subtly sets off seating and conversation alcove, reading or "quiet" corner, formal dining area, walkway from entrance • **ALL-PURPOSE ROOM**—Garden room with sliding glass walls out to terrace—openly adjoins living room to give vast entertaining space • **KITCHEN**—Located to serve any areas inside or outside—work area fully surrounded by storage cabinets • **UTILITY ROOM**—Convenient to kitchen, but separate from food preparation—Two-way linen closet and laundry hamper to save steps • **CHILDREN'S BATHROOM**—An "inside" bathroom, it permits location directly opposite children's bedroom—serves guests without taking them into sleeping wing—avoids wasted hall space—is bright, and ventilated by a skylight and ceiling fan • **CHILDREN'S BEDROOMS**—Space to accommodate one or two in each room—windows designed so can be regulated by children • **PARENTS' SUITE**—Spacious 15 x 17-foot sleeping and sitting room—a "retreat" for parents away from activity areas and street, with large private bathroom directly adjoining • **PARENTS' BATHROOM** has double lavatory • **SIDE ACTIVITY TERRACE**—Outdoor play space for children within view of kitchen—terrace shielded from street by garage and fence • **FRONT LIVING AND DINING COURT**—Provides second outdoor area for adult entertainment or retreat—expands space and use of living and dining areas inside.

AMERICAN BUILDER

another record-breaking home promotion

HOME OF THE YEAR

fresh new ideas, designed for easy indoor, outdoor living

An "IDEA" home for promotion-wise builders

Chicago, Illinois: Again this year the editors of Better Homes and Gardens have presented a National Model Home Program to builders, manufacturers, and department and furnishing store executives attending the National Association of Home Builders' Convention at the Furniture Mart. This year's home is the 1955 IDEA HOME OF THE YEAR.

Introducing the home, John Normile, building editor of BH&G, pointed out that the IDEA HOME can be constructed in three phases, starting with 2 bedrooms, and expanding in two directions. He stressed the home's open planning for maximum indoor and outdoor family living. Its wealth of windows, striking roof, central hall layout and built-in conveniences are as refreshing as its straight and modern exterior.

Immediately following the presentation, top builders from all over America began signing up to build and promote the home in their communities.

Facts about the 1955 Home and Promotion

The IDEA HOME OF THE YEAR was designed by Hugh Stubbins Associates, Cambridge, Massachusetts. A few of the ideas included are listed on the adjoining page.

The 1955 IDEA HOME OF THE YEAR will first be shown to the public in the September issue of Better Homes and Gardens, on sale August 18, which will be read by 4,000,000 families—guaranteeing that tremendous throngs of top prospects will view the homes locally.

Builders are offered exclusive rights to build and finance the home in their cities. List of builders, addresses of their home, and names of home furnishers will be featured in a colorful two-page advertisement appearing in the September issue. In metropolitan areas where the home is built, as many newsstand copies as possible of the September BH&G will carry special cover-streamers featuring the name of the local builder, home furnisher, and address of the home.

In addition, builders will be supplied with a complete package of promotional aids (most of them at no cost), including: copies of the magazine, newspaper mats, radio and TV spots,

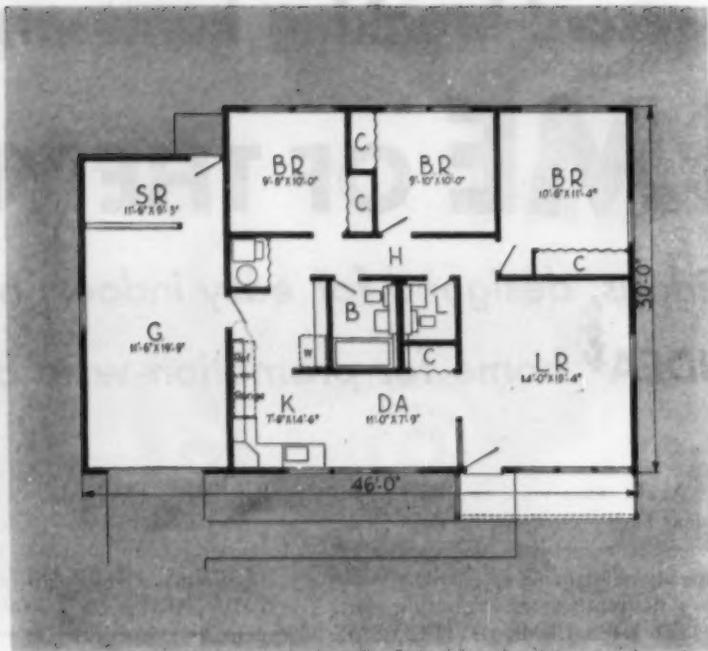
publicity and news releases, special display and directional pieces, miniature BH&G cover-folders, and special mailings to all subscribers in the area—IN SHORT, EVERYTHING THE BUILDER WILL NEED FOR A MOST SUCCESSFUL PROMOTION!

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa

The 1954 HOME FOR ALL AMERICA program broke all attendance records, as 2,000,000 people in 37 states and Canada visited 92 models of the home. Through the HOME FOR ALL AMERICA program, participating builders sold over \$11,000,000 in new homes—with results still coming in. Read these enthusiastic excerpts from telegrams received from builders:

"Building a Better Homes & Gardens Model Home is the greatest thing that can happen to any local builder"—Arthur Ehrlich, Burbank, Cal. • "Largest crowd in history in this area"—Robert E. Booth, Binghamton, New York • "Consider Home for All America very successful agent in opening 500-unit subdivision"—Peterson Construction Company, Lincoln, Nebraska • "Home sold in first hour"—E. J. Platt, Canton, Ohio • "To date house has been responsible for sale 28 houses"—Lusk Homes, Tucson, Arizona • "I have never participated in any project and enjoyed so much help with materials and ideas to assure success"—L. F. Smith Company, New Orleans, Louisiana • "Home for All America promotion biggest thing ever seen in Charleston. No idea BH&G carried such weight!"—Ashley River Construction Co., Charleston, South Carolina • "By far most popular home we have ever built. Waiting list of five purchasers"—Miller Construction Company, Tacoma, Washington.

**Plan now to share in this sales-making
September Home Promotion!
Rush inquiries to Better Homes & Gardens
"IDEA HOME OF THE YEAR" Promotion,
Meredith Publishing Company,
Des Moines, Iowa.**



One floor plan—two styles

Plan-wise, a through-the-center utility and bathroom core is the trick that gives flexibility in lining up living and sleeping zones



Garage in model house is used to display designs, materials and plot plans

Bugaboo of project house building in the low and medium price brackets continues to be variation—how to get more and better contrast in elevations.

This almost square plan (32 by 30) with its central utility and bathroom core comes pretty close to a bull's-eye solution. Not only does it provide great flexibility in positioning sleeping and living zones and in turning the house on the lot, but framed two ways, it results in two totally different house personalities.

J. C. Sargent, the Topeka, Kansas builder who developed this plan, calls the two models *Challenger* and *Westerner*. Seeing them side by side, visitors to the Sargent tract find it hard to believe the houses have the same basic plan.

The *Challenger* is framed in the conventional way, uses roof trusses, 1,100 less board feet of lumber than



The Challenger



The Westerner

J. C. Sargent's "Challenger" and "Westerner" have the same basic plan, contrast with one another in tract work, vary in price by only \$400

the Westerner. It appeals to buyers of more conservative taste.

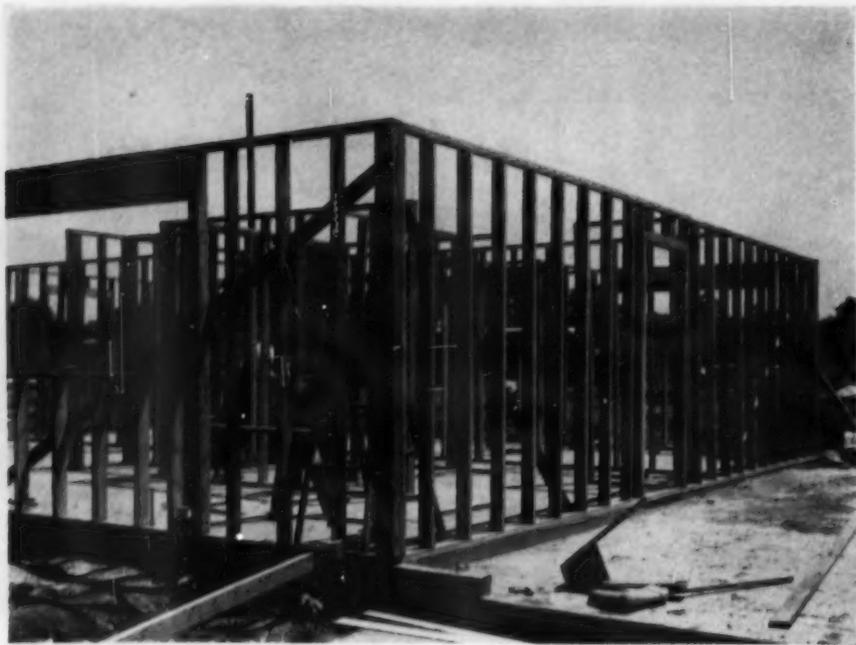
The Westerner is post and beam framed using built-up 2x4 posts every four feet to support a continuous 2x6 built-up header. Vertical backing (2x4's) is inserted 16 o.c.

as a nailing for horizontal siding; for vertical siding, the 2x4 backing is inserted horizontally between the posts. Built-up roof is supported by 4x8 beams. Result of this method is a model as "contemporary" as anybody could wish for at \$11,800.

Price of the conventional model is \$400 less, but labor costs for the two models as Sargent is building them are about the same.

The houses are built on slabs. Foundations for the slabs are

(Continued on page 102)

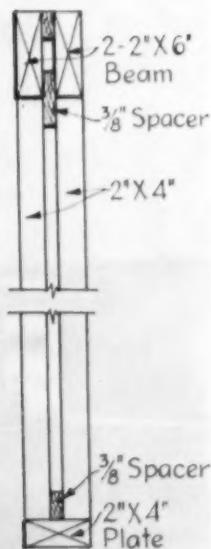
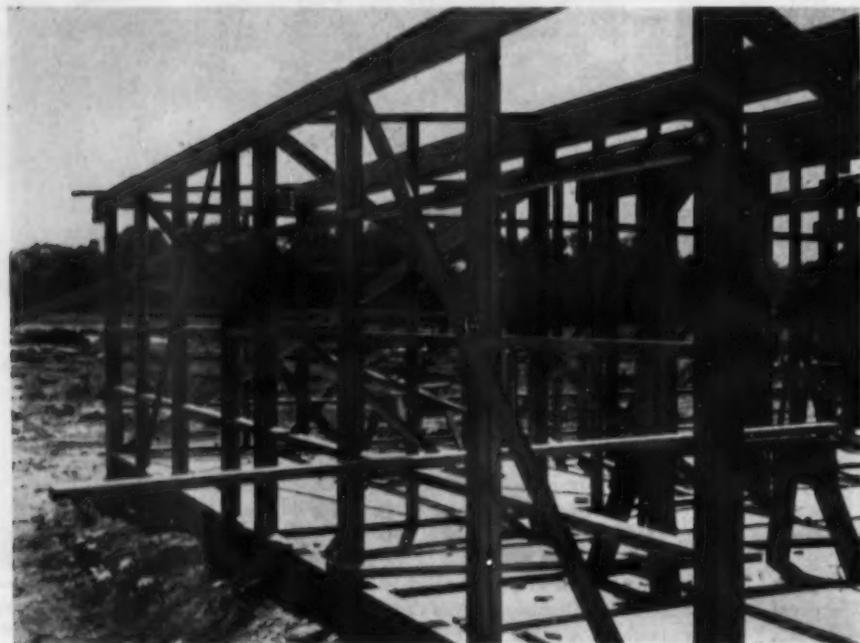


THE CHALLENGER uses conventional 16-inch o.c. framing, roof trusses. Labor cost is about the same as for **The Westerner**

(Continued from page 101)

trenched and immediately formed 12 inches above grade. Before pouring, two $\frac{3}{8}$ -inch steel rods are installed at the top and bottom of the trench. The rods are held in place by wiring to a $\frac{3}{8}$ -inch steel vertical rod every six feet along the perime-

ter of the building. After the forms are stripped from the foundation, the under-slab fill, vapor barrier, insulation, plumbing and vitrified tile perimeter heating ducts are installed and the slab is poured. At the same time the garage floor and other concrete flat work is poured.

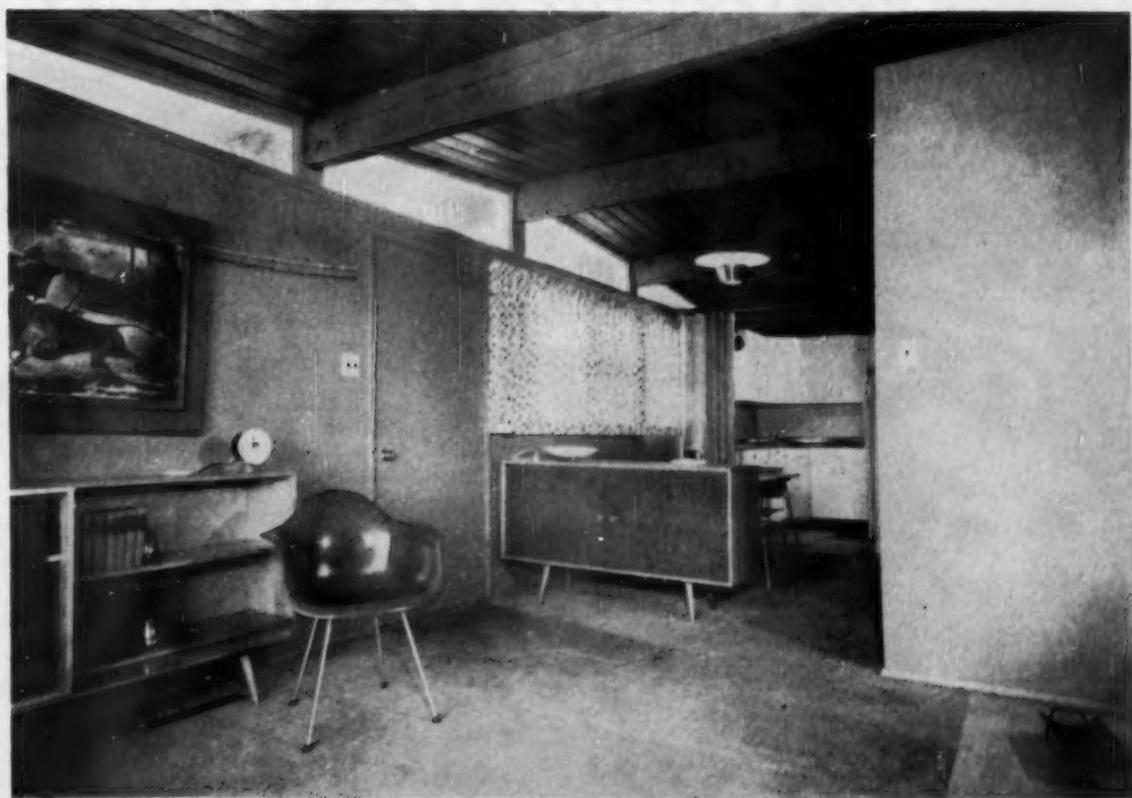


Detail of built-up post and beam framing system. Built-up 2x6 beam locks with built-up post through extended $\frac{3}{8}$ -inch spacer

THE WESTERNER has post and beam framing, a built-up roof, uses 1,100 more board feet of lumber



Similar views of living zones in the two houses (Challenger above)



Now!

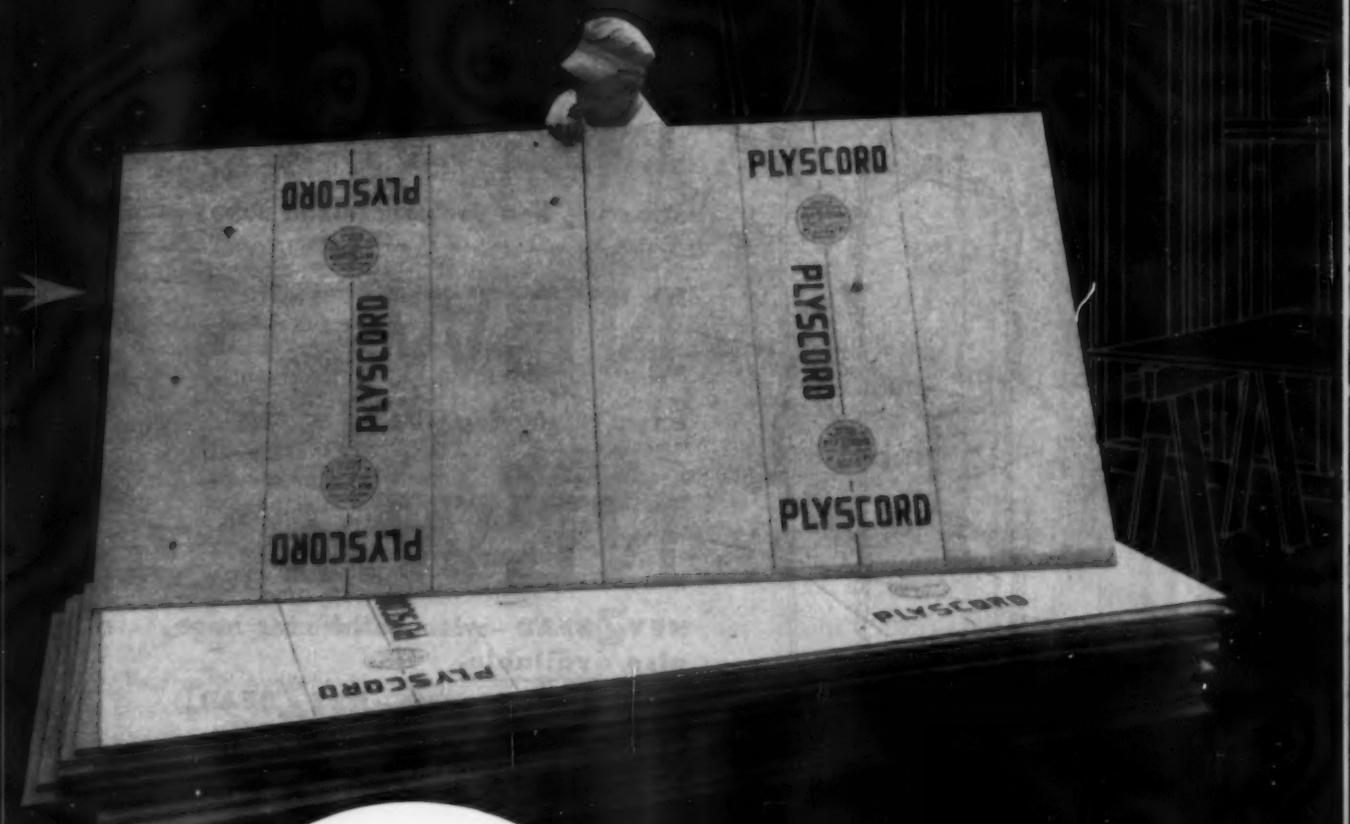
Genuine **PLYSCORD** Sheathing Marked in Big, Bold Letters for Positive Identification

It's easier than ever to be sure of uniform quality when you buy fir plywood sheathing. Big, king-size marking identifies genuine PLYSCORD, the only plywood sheathing quality-tested by DFPA* to protect the buyer and assure performance.

***DFPA:** Douglas Fir Plywood Association is a non-profit industry organization devoted to product research, promotion, and quality maintenance.

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You can be sure
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now... better than ever

NEW...

stronger, heavier galvanized nose

NEW...

extra reinforcing wires

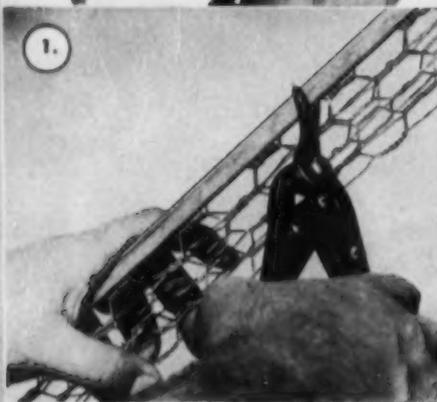
NEW...

KEYZBEAD—with solid zinc nose, also available.

Ask for it by name—**KEYZBEAD!**

Beats problems of outside exposure and corrosive atmospheric conditions inside.

1. Keybead is easy to cut and splice with Wiss M-3 or similar snips.
2. Keybead is easy to apply...so easy on the hands, too.



KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

Keymesh • Keybead • Keycorner • Keystone Nails
Keystone Tie Wire • Non-Climbable and Ornamental Fence



KEYBEAD

you get more
for your money

Figure it any way you want—new Keybead is by far your best value in corner bead.

New Keybead nose is 23-gauge steel. No other standard corner bead provides such protection against shock. The reinforcing mesh flanges are tough and strong, make new Keybead very rigid, easy to true up. New Keybead is straight end to end—no waste. And the nose is double electro-galvanized against rust, including all edges.

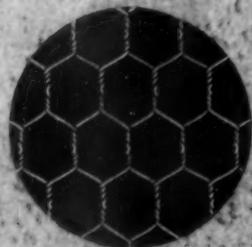
With Keybead you get a *solid corner!* A corner completely filled with plaster. The plaster flows through the open mesh flanges easily, completely embeds every wire . . . does not break the bond of plaster with the gypsum lath. Corner has reinforcement of heavy gauge steel wires running in every direction.

KEYBEAD IS FAR LOWER IN COST THAN ANY OTHER BEAD OF EQUAL WEIGHT!

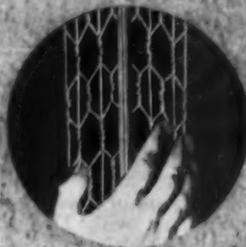
Only Keybead is available in your choice of Galvanized or solid zinc nose. Use zinc outside, even in salty atmosphere. Use it inside where corrosion is a problem. For zinc nose—ask for "KEYZBEAD."

You do get more for your money with new Keybead. Ask for it by name!

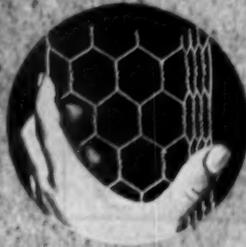
better yet... use all 3 keys to stronger plaster



1. Keymesh woven wire galvanized reinforcing lath—applied over the gypsum or insulating lath on the entire ceiling, for highest quality, over all walls, too. This network of multidirectional reinforcing increases strength, increases fire safety 50%. Keymesh assures a uniform thickness of plaster, and guards against cracks.

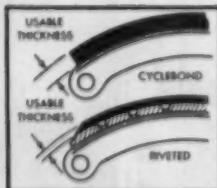


2. Keybead woven wire galvanized reinforcing lath with the precision-formed bead—applied at all outside corners—or zinc nose for outside applications. Open mesh of Keybead wings permits plaster to completely embed steel wires. Full, solid corners result. Available in standard lengths, easy to splice.



3. Keycorner preformed-for-corners, convenient width, woven wire galvanized reinforcing lath—applied at corners, joints and ceiling-wall junctures. Fits snugly in corners when you flex it. Lies flat, too, for stripping wherever required. Same multidirectional reinforcing as Keymesh for maximum crack resistance.

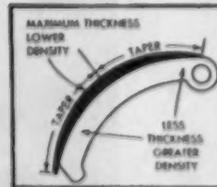
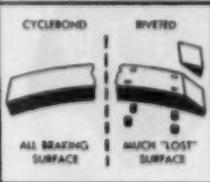
Another typical example of Dodge truck's extra-value engineering



More usable thickness.

Dodge truck Cyclebond brake linings can be used virtually through their full thickness. This gives the linings many thousands of miles of added life. Riveted linings should be worn only to rivet heads.

More usable surface.
Every square inch of Cyclebond lining area is braking surface. Riveted linings, because of rivet holes and mitered ends, have up to 10% less braking surface.



Tapered for easy stops.

Cyclebond lining is more tightly compressed at ends, gives a gradual taper. Thick center of lining makes first contact...increased pressure brings the ends into contact. Braking is smooth, even.

Why you go more miles before relining with Dodge truck brakes!

You can be sure of lower brake maintenance, more miles before relining, with Dodge truck brakes and famous Dodge truck Cyclebond linings. And that's in addition to the quick, positive stops, the smooth action, for which Dodge truck brakes are famous.

Long-lasting, reliable brakes are just one example of the extra-value engineering that means more for your money when you buy . . . more money saved over the life of your truck. Get the facts on how extra-value engineering saves you money; see your dependable Dodge Truck dealer.

DODGE "Job-Rated" TRUCKS

A PRODUCT OF CHRYSLER CORPORATION



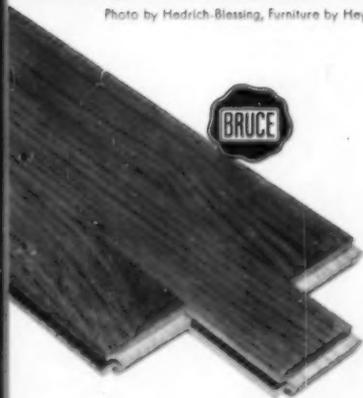
Photo by Hedrich-Blessing, Furniture by Heywood-Wakefield

An outstanding value in Bruce Floors

There's more beauty, more durability . . . more *value* . . . in ever-popular Bruce Strip Oak Flooring with the famous "Scratch Test" Finish. It saves two ways: (1) There's no time-consuming sanding and finishing. (2) Installed cost is less than unfinished floor-

ing plus on-the-job finishing. The Bruce factory-applied finish brings out all the beauty of the wood . . . outwears surface finishes 3 to 1. Bruce Strip Floors are also available unfinished. Write for booklet. See our catalog in Sweet's.

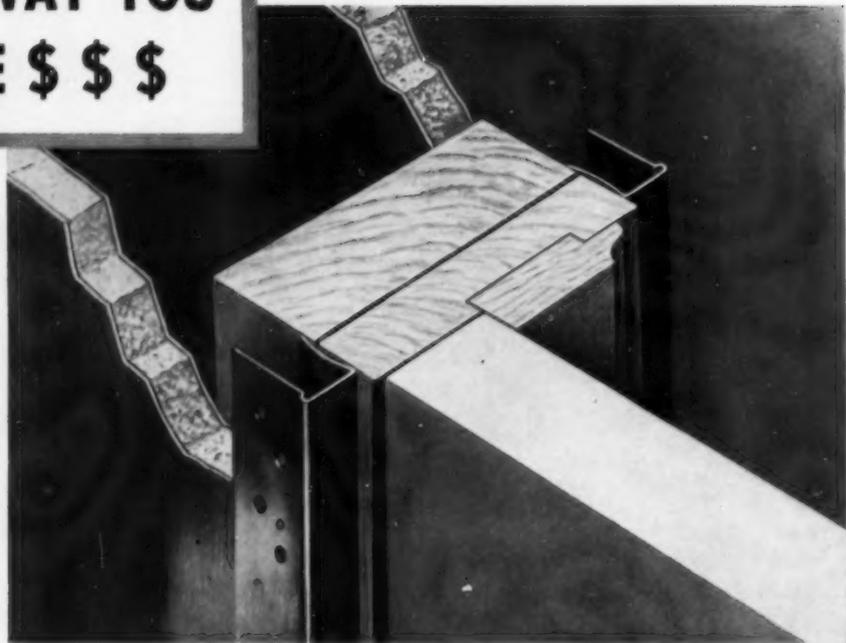
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Bruce PREFINISHED STRIP Hardwood Floors

Naturally Beautiful!

**HERE IS A WAY YOU
CAN SAVE \$\$\$**



NEW and IMPROVED Casing Bead for dry wall construction

Penmetal No. 305 casing bead has a number of distinct advantages.

Made of *Weirzin*, an electrolytic zinc-coated steel, it 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. Mechanical bond is also provided.

This casing bead is generally lower in price than wood casings, *and saves at least one day per house in construction*. No costly trim painting is required as wall paint covers the metal, too. Does not have to be mitered; joints are simply butted together, providing a permanent tight-fitting joint that cannot open.

Penmetal No. 305 is a casing bead you should know about. Send for sample and descriptive folder.

PENN METAL COMPANY, INC.
205 East 42nd Street, New York 17, N. Y.

Please send me, without cost or obligation, sample of Penmetal No. 305, descriptive folder.

Name.....

Company.....

Address.....

City..... State.....

PENN METAL COMPANY, INC.

General Sales Office: 205 East 42nd St., New York 17, N. Y.
Plant: Parkersburg, W. Va.



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1,051 SQ. FT. OF TOP QUALITY HOUSE
\$2,989 IS THE RECORD LOW PRICE!

The public demanded it - Richmond manufactures it
you can cash in on it!

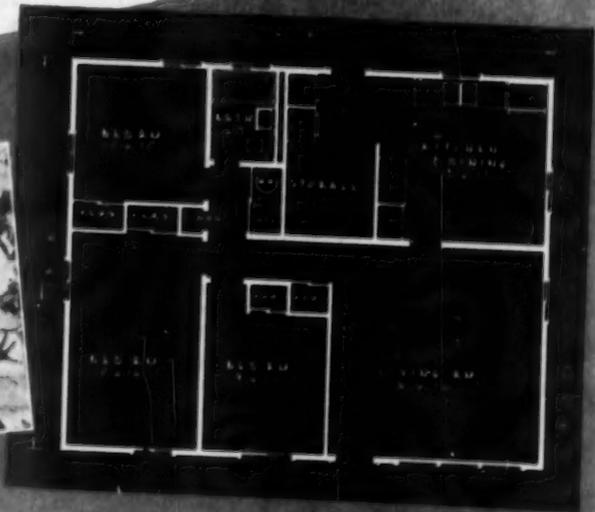
1051 sq. feet of big, solid house... more square footage and quality at less cost than any other package on the market. The \$2.65 per square foot *Peerless* is no "bargain baby"... it features only top quality materials throughout and it is a big house (see floor plan). Richmond's exclusive big area design compares favorably with designs in homes costing thousands of dollars more, gives you a host of *SELL*-points: livability, storage, and *low-cost luxury*.

Provide the answer for the large family with low income, and provide yourself with big income... build the *Peerless*, 1051 sq. ft. of red hot profits, for only \$2989.

Act today, let us supply you with all the profit details about America's greatest prefabricated buy... build with less site labor, overhead, capital and no inventory... build the big profit Richmond line.

Check these *PEERLESS* features:

- ✓ CONVENTIONAL 2 x 4, 16 o.c. FRAMING
- ✓ ALUMINUM WINDOWS
- ✓ REDWOOD SLIDING CLOSET DOORS
- ✓ 160 SQ. FT. MASTER BEDROOM
- ✓ ADEQUATE DINING AREA
- ✓ YOUR CHOICE OF EXTERIOR and FRONT ELEVATIONS
- ✓ QUALITY CONSTRUCTED THROUGHOUT
- ✓ BIRCH CABINETS
- ✓ DELUXE VAN Packer CHIMNEY
- ✓ SHEETROCK OR PLASTER
- ✓ SELF-ALIGNING WALL PANELS
- ✓ FACTORY APPLIED CEDAR SHAKES
- ✓ FORMICA COUNTER TOPS
- ✓ WINDOW WALLS ✓ INSULATED



Richmond homes, inc. • dept. 1 • Richmond, Indiana

How to control labor costs

When boiled down to its essentials, business management in building is nothing more nor less than the devising of smart ways to control costs. Costs can be lumped in three main categories: (1) materials, including land, (2) labor and (3) overhead, or cost of doing business.

For the project builder especially, who is repeating the same basic house or houses in groups, labor is always the most uncertain of these costs and can fluctuate violently depending on the weather and the factor of human capacity to perform.

Hence, the secret of good management in building subdivisions lies in

Inventory of materials is also controlled by this simple system for checking progress in a subdivision operation

the closeness with which labor costs are watched, measured and made the very center of over-all cost control for the operation. How can it best be done?

Harold Dato, a builder of medium-priced subdivisions in the Lake Zurich, Illinois area, has hit upon a method that is working successfully for him. The pattern should be good for others.

Dato's approach is based on breaking down his basic house or houses into an exact total of man-hours required to complete the construction done by the carpentry and labor crews that are carried on the Dato payroll. Further, each phase of this work is given (1) a man-hour rating and (2) the per cent of the total job which it represents.

This is shown in Exhibit A, which is the Man-Hour and Inventory Control for hypothetical model 150. Reading from the top, we see that forty man-hours have been assigned to the foundation, and that this job accounts for 6.8 per cent of the total

MODEL 150—MAN-HOUR & INVENTORY CONTROL					
Operation	Allow. M-H	% of Tot. Job	Cumulative % Comp.	Inventory Charge	Cumulative
Excavation					
Foundation	40	6.8	6.8	\$ 8.00	\$ 8.00
Plates, girders, joists & brdg.	28	4.8	11.6	179.00	187.00
Ext. wall studs & sheathing	36	6.1	17.7	181.00	368.00
Roof trusses (fabricate)	16	2.7	20.4		
Gables (fabricate)	16	2.7	23.1		
Roof trusses & gables (erect)	23	3.9	27.0	205.00	573.00
Set windows & door frames	11	1.9	28.9	30.00	603.00
Roof boards & trim	28	4.8	33.7	121.00	724.00
Glaze					
Drop Chimney					
Siding & trim	57	9.7	43.4	259.00	983.00
Ext. doors, hand & lock	7 1/2	1.3	44.7		
Roof shingles				75.00	1058.00
Partial plumbing rough				42.00	11.00
Floor insulation	7 1/2	1.3	46.0	198.00	1298.00
Flooring	28	4.8	50.8		
Electrical partial rough					
Ceiling gypsum	21	3.6	54.4	45.00	1343.00
Ext. wall gypsum	21	3.6	58.0	54.00	1397.00
Interior partitions	38	6.5	64.5	80.00	1477.00
Complete electrical rough					
Complete plumbing rough					
Gutters and downspouts					
Exterior painting					
Interior partition gypsum	38	6.5	71.0	45.00	1522.00
Ceiling insulation	8	1.3	72.3	50.00	1572.00
Set heater					
Pull electrical wires					
Perlatape					
Cabinets, trim & doors	67	11.4	83.7	442.00	2014.00
Kitchen cabinets	14	2.4	86.1		
Interior painting					
Finish electrical					
Asph. tile, fn. hdw., weatherst.	44 1/2	7.6	93.7	189.00	2203.00
Finish plumbing					
Nail bridging	2	0.3	94.0		
Stoops	12	2.0	96.0		
Walks	24	4.0	100.00		
Finish grade					
Trees and shrubs					
TOTAL	587 1/2	100.0			

Exhibit A—Control sheet for hypothetical basic model 150, showing man-hours allowed or budgeted, for each phase of the construction done by the builder's own crews. Third column always shows the cumulative per cent of the job com-

pleted as the various stages of the work are finished. Last columns show breakdown of materials cost for the various phases of the work. This sheet is the standard for measuring costs-in-progress in building a group (see Exhibit B)

PROGRESS WORK SHEET														DATE	TIME							
LOT NO.	MODEL	PERCENTAGE COMPL.	INVENTORY	GLAZIER	SHT MTL.	PLUMBING		ELECTRICIAN			PAINTER		PERF-TAPING		HEATING		GRADING	DRIVEWAYS	DATO & CO.			
						1	2	1	2	3	1	2	1	2	1	2			1	2	3	4
1	150	64.5	1477.00	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
2	150	72.3	1572.00	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
3	150	83.7	2014.00	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
4	150	83.7	2014.00	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
5	150	93.7	2203.00	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
6	150	96	2203.00	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
7	150	11.6	187.00																			
8	280	72.3	2090.00	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
9	2500	86.1	2305.00	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
10	150																					
11	150																					
12	150																					
13	150																					

Exhibit B—Progress Work sheet used in recording weekly state of construction for a group of houses using model 150 and two other models. The percentage-complete figure for each house is turned into man-hours, and a grand total of man-hours thus far invested in the group is determined. This figure is then compared with actual labor cost as shown by payroll records. Cumulative inventory cost figures in column 3 make it possible to control materials stockpile for the group. Check marks in other columns indicate work completed by the various subs and are the basis for payment of subs

job of 587½ man-hours. Next, 28 man-hours are allowed for "plates, girders, joists and bridging," or 4.8 per cent of the total job. When these two operations have been completed (see column three), the total job is 11.6 per cent completed. Column three shows always this cumulative total per cent of job completed.

Dato has found that a 3 to 1 ratio of carpenters' to laborers' hours is realistic in making a breakdown of the total man-hours in a job. That is, if the breakdown shows that it will take 600 mechanics' hours to complete the house, Dato adds 200 hours to cover the cost of laborers on the job. Thus, an otherwise difficult to assign cost is safely absorbed into the over-all computation.

The fourth column in the Man-Hour and Inventory Control sheet is used for a breakdown of materials cost for the house. The double column shows (left side) the materials cost for each separate phase of the job and (right) cumulative totals of materials cost as the work progresses. This Inventory Charge device makes it possible to determine quickly what is happening to the stockpile of materials purchased for use in a given group of houses. At any time a count can be made of the stockpile and applied as dollars and cents against the record of materials actually used in the houses at a given point, as measured by the Inventory Charge for each house.

How the system works

This brings us to Exhibit B—a Progress Work Sheet used by Dato in conjunction with the Man-Hour and Inventory Control sheet—and an explanation of how all this works up as procedure in the office routine.

Using the figures from the control sheet for each model as a standard, the superintendent or anyone in the office can, once a week, make a rapid inspection tour through the group of houses under construction. On the Progress Work Sheet the checker records the construction stage for each house in the group, using both the percentage-completed figure and the cumulative inventory charge, as taken from the control sheet. Also, the checker marks off in the proper spaces of the Progress Work Sheet the record for work completed on each house by the various sub-contractors, and thus this single sheet can also become the basis for making payments to the subs. (Final columns at right provide for the record of the builder's construction draws against the project.)

Returning to the office, it is a simple matter to translate the Progress Work record into the total man-hours thus far invested in the group of houses as per the man-hour control. The percentage-completed figure for each house is simply multiplied by the man-hours total allowed for the completed basic model, and

all totals are then added into a grand total of man-hours for the group.

How does this figure compare with what has actually been invested in labor costs for the group up to this point? Actual labor cost is of course immediately known from the payroll records. If the difference between actual costs and the "allowed" costs is great at any time, then a danger situation exists, and the builder can take immediate steps to correct it. Thus, this system enables the builder to make sure at all times that he is keeping within a reasonable margin of his planned labor costs.

One final explanation must be given: Not every house in a given group may be the same basic model. For instance, The Progress Work Sheet (Exhibit B) shows that lots 8 and 9 do not contain the model 150 of other lots but two different models. This means that in determining the grand total of cumulative man-hours invested in the group, a correction must be applied to account for the two different models. Assuming that these two models are larger houses, requiring say 25 per cent more man-hours to complete than does model 150—then their percentage-complete figures would always have to be raised 25 per cent before multiplying by the 587½ man-hours total of model 150, common multiplying factor for whole group.



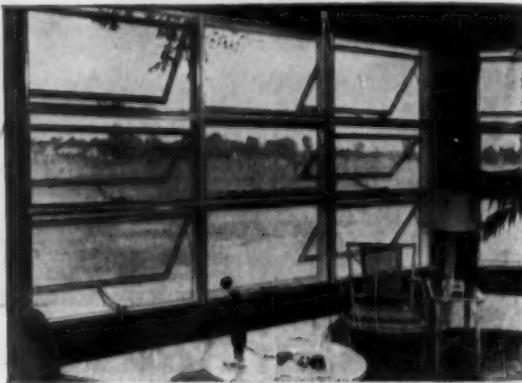
Curtis Convertible Windows make Weather-tight Awning Windows and Casements—and many other styles for every size and type home. There are many features of quality—such as spring-leaf weather-stripping—modern, new-type operator—toxic water-repellent preservative treatment—plus the Curtis **GUARANTEE** covering materials and workmanship!

More than 1000 Window Combinations With the New Curtis Convertible Unit

Now *one* basic window unit—the Curtis Silentite Convertible—provides awning, casement and louvre sash—plus more than 1000 different window combinations to add pleasing variety to the homes you plan and build. Available in 10 sash unit sizes and companion louvre units in 6 sizes, the Silentite Convertible comes as a complete unit, ready to fit into the wall—has operating hardware, screen and insulating glass installed. Silentite Windows and Curtis Woodwork are sold by Curtis dealers everywhere. Stop in and see your dealer soon.



OUTSIDE—Suitable for any type home—new or old—Convertibles are used here as awning-style windows.

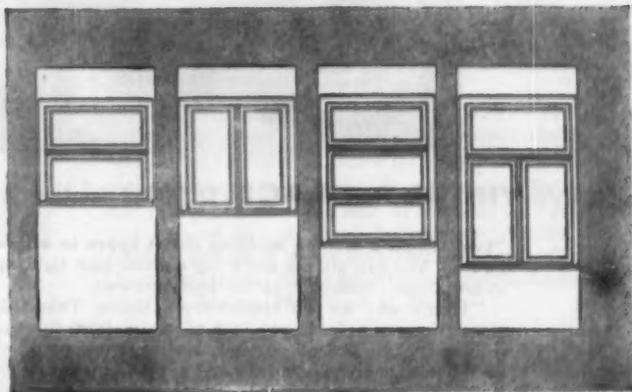


INSIDE—Equally pleasing. New-type Curtis operator provides controlled ventilation yet locks sash securely.

Ideal for use in LU-RE-CO panels

Curtis has worked hand in hand with Lu-Re-Co to provide a wide variety of window combinations for every type of Lu-Re-Co home. Only a few of the many designs are shown here. Detailed plans are yours for the asking.

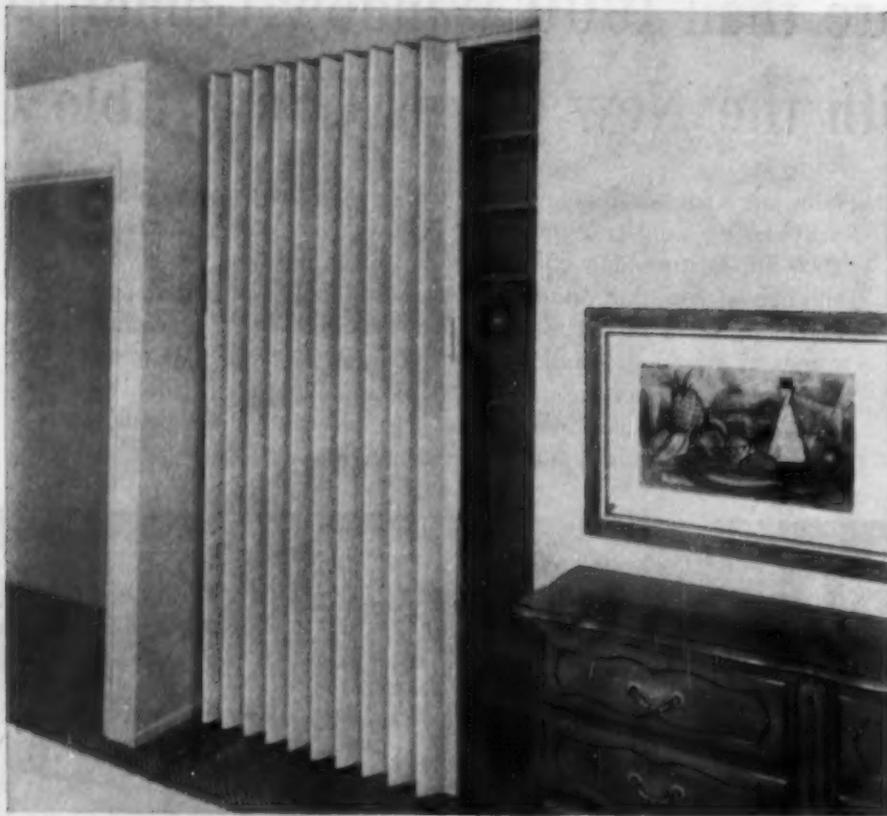
For complete information, see window section of Sweet's Architectural Catalog, or write for free Silentite window booklet showing the full line of Curtis Silentite wood windows. Curtis Companies Service Bureau, Clinton, Iowa.



CURTIS WOODWORK
Heart of the Home



"Features like this...



help us sell houses like this!"



Says **VIRGIL A. PLACE**, builder of the popular **PLACE HOME**

"Ever watch a woman auditing closet space in a new house? You can almost see a big electric sign light up in her mind—'Convenient' or 'Inconvenient.'"

"That's why we use MODERNFOLD doors. Take this closet, for example. Every inch of space, from floor to ceiling, is completely accessible. Notice that it opens at both ends, too. And no floor space is taken up with door swing. It's features like this that help to sell houses."

Yes, by eliminating door swing, MODERNFOLD adds many square feet of usable space to a house . . . permits a homemaker to arrange furniture and pictures as she desires.

MODERNFOLD doors are available in two lines: Custom and Spacemaster. The Custom comes in a wide variety of colors to match any decorating scheme, while the versatile Spacemaster can be painted or slip-covered.

Sturdily-built MODERNFOLD doors are priced economically and can be installed quickly and easily, saving

time and labor costs. And above all, they give your customers more space and greater convenience—a plus value that helps to sell houses.

The Custom line is available through installing distributors. Look under "Doors" in city classified directories. The Spacemaster line is available at your building supply dealer. Or write New Castle Products, Inc., Dept. B21, New Castle, Indiana. In Canada: New Castle Products, Ltd., Montreal 6.



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AMERICAN BUILDER



St. Francis Borgia School, Cedarburg, Wisc.
 Architect:
 Brimeyer, Grellinger & Rose,
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 Mason Contractor:
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 in fine masonry...

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 Engineers and Architects:
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 Gen. Contractor:
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**Atlas
 Mortar**
 is in

a class by itself



Sibley High School, West St. Paul, Minn.
 Architect:
 Thorshov & Cerney, Minneapolis, Minn.
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■ Whether concrete block, brick or stone . . . for a college or a cottage . . . any type of masonry unit will lay up better with Atlas Mortar.

Masons praise the smooth workability of Atlas Mortar. They like its exceptional plasticity, its easy response to the trowel.

Builders prefer Atlas Mortar, too. Its buttery smoothness speeds construction. Masonry units bonded with Atlas Mortar form strong walls, tight joints.

Architects like the color of Atlas Mortar. It helps to make masonry work more attractive and adds to the over-all appearance of a job.

Contractors, masons and architects agree—superior workability, strength and good appearance make Atlas Mortar the outstanding choice for all masonry work.

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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AB-M-48

SKILLED HANDS PREFER

ATLAS MORTAR CEMENT

THE SATIN OF MASONRY CEMENTS

UNITED STATES STEEL HOUR—Televised alternate weeks—See your newspaper for time and station



Each buyer contracts to give 2,000 hours of cooperative labor on his own and neighbors' homes. This represents a

A new self-help plan ...

Less than a mile from Monument Circle, heart of downtown Indianapolis, a neighborhood of sparkling new homes is being re-created out of a former slum. Fifty houses have been completed, fifty are well along the way and another fifty will be started and completed in 1955. The builders of these clean-cut models of 960 square feet are the buyers themselves, and they buy without cash, except for a good faith deposit of \$300. Their good angel is Flanner House Homes, Incorporated, a self-help housing program originated by Flanner House, a settlement house stressing the self-help approach to helping others.

Certain that low-income families of good health, good credit rating and job stability could and should become bona fide new home owners if the down payment hurdle were overcome, Flanner House raised \$140,000 from public-spirited citizens to start a self-help home building

experiment. About \$60,000 was invested in a shop and the tooling needed to apply cost-saving prebuilding methods to the construction system. About \$85,000 stays in a revolving fund to support construction costs-in-progress.

When a buyer's house is finished, he gets a regular mortgage through usual channels, using the house as equity. The mortgage money, dispersed to Flanner House as payment for the house, thus replenishes the capital in the revolving fund and allows other groups of houses to be started. All costs are included in the price of the house. Nothing is given away—not even the \$45 set of tools each buyer gets when he signs the contract for his house and begins work.

Buyers work at their regular jobs 40 hours a week, then put in 20 hours on the project, working nights and weekends under a small staff of skilled supervisors in



down payment of \$2,500. Average mortgage is for \$8,500

the shop and at the site. The buyers do about 80 per cent of the building. Only subcontracting is for plumbing, heating and stone work. To show what can be done with crews of inexperienced but willing construction workers—it took over 5,000 man hours to complete the first house, but by the time the ninth house was finished, this total had been shaved to 2,000 man hours. Now it averages about 1,200.

The house type used has been designed for quality by architect Alden Meranda. It has three floor plans and 12 different elevations. With each house goes a lot 55 by 135 feet.

Flanner House homes are built in groups of about 25 each. A buyer will usually be in his own house in a little over a year, but he continues to work on other houses in the group until all are finished. His contract is for 2,000 man hours, but he may put in less, depending on the total time required to complete that particular project.

When Flanner House is ready to begin a new group of homes, meetings of prospective purchasers are announced in the newspapers, and the process of screening applicants begins. Flanner House seeks an income level of around \$3,500, has found that the biggest rejection factor so far is credit rating. The selection procedure has worked extremely well. So far, in the four years since these homes have begun to be occupied, there has been only one instance of a late mortgage payment.

The land, once considered to be the most deteriorated area in the city, is purchased by Flanner House at about \$1,000 a lot from the Indianapolis Redevelopment Commission. This is the city agency which is carrying on a noteworthy program in slum clearance and urban redevelopment without a cent of Uncle Sam's money. The program is entirely supported with local tax funds, the Commission being set up as a separate taxing district.

Flanner House Homes are a fitting expression of the Hoosier spirit of independence and have made the self-help home building idea a tool to be reckoned with in the over-all picture of city rebuilding.

Photos courtesy of Today, International Harvester Co.



BEFORE



AFTER

... helped make this difference

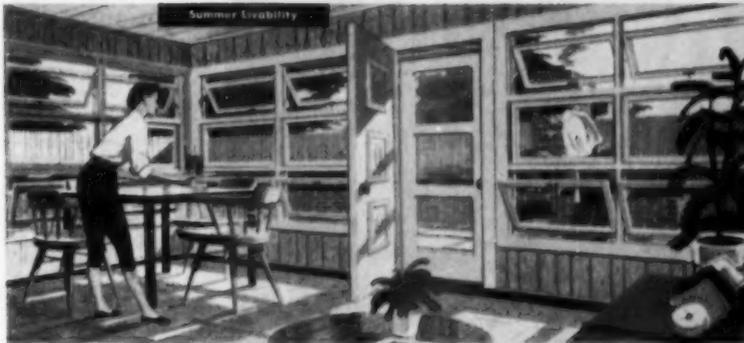
Ponderosa Pine quality starts here . . .



Photo: Courtesy Pickering Lumber Corp.

This action photo shows the first step in the many required to change a Ponderosa Pine tree into quality millwork products—satin-smooth, even grained Ponderosa Pine windows, panel doors and cabinets. The logger has just completed the undercut and the camera has stopped the segment of the trunk in mid-air. Grown as a crop on the vast tree farms of the West, these carefully selected trees are increasingly in demand to meet the trend towards more beauty and value in today's homes.

and Ponderosa Pine quality is sold here:



All the year around Ponderosa Pine Woodwork Spells Quality

Last summer this porch was a breezy haven for outdoor living. This winter, it will still be a comfortable extra room for work and play. Ponderosa Pine windows like these help make today's homes more pleasant, more livable—and add the extra distinction and value which discriminating home owners demand. For your new or remodeled home, see your lumber dealer soon about the many beautiful types of Ponderosa Pine windows, doors and cabinets. Watch the modern trend to wood!



These are members of and contributors to Ponderosa Pine Woodwork

LUMBER: Alexander-Stewart Lumber Co. • Anaconda Copper Mining Company • Associated Lumber & Box Company • Bagley Lumber Company • Beattie-Summit, Inc. • Cascade Lumber Company • Collins Pine Company • Crane Mills • Crawford Lumber Company • Gilchrist Timber Company • Hayfork Lumber Company • Edward Hines Lumber Co. • Industrial Wholesale Lumber Co. • Long Lake Lumber Company • Michigan-California Lumber Co. • J. Neils Lumber Company • Ocho Lumber Company • Oregon Lumber Company • Peshastin Lumber & Box, Inc. • Pickering Lumber Corporation • Setzer Forest Products • Ralph L. Smith Lumber Co. • Tarter, Webster & Johnson, Inc. • Weyerhaeuser Sales Company • Winton Lumber Company • **WOODWORK:** Andersen Corporation • Anson & Gilkey Company • Wm. Cameron & Co. • Carr, Adams & Collier Company • Cole Manufacturing Co. • Continental Screen Company • Curtis Companies Incorporated • Farley & Loetscher Mfg. Co. • Great Lakes Millwork Corp. • Grinnell Sash & Door Co. • The Hotchkiss Brothers Co. • Hurd Millwork Corp. • Huttig Manufacturing Co. • Ideal Co. • The Long-Bell Lumber Company • The Malta Manufacturing Co. • Missoula White Pine Sash Co. • Morgan Company • Northern Sash & Door Company • Philadelphia Screen Mfg. Co. • Roach & Musser Company • Rock Island Millwork Company • Rockwell of Randolph, Inc. • Semling-Menke Company • The Silcrest Company • Vaughn Millwork Company • The Wabash Screen Door Company • White Pine Sash Company • **ASSOCIATE MEMBERS:** The Casement Hardware Co. • Chapman Chemical Company • The Dorris Lumber & Moulding Co. • McKuen Moulding Company • Monarch Metal Weatherstrip Corp. • Protection Products Mfg. Co. • • • and **WESTERN PINE ASSOCIATION**

To bring the story of this warm, friendly wood to millions of prospective home owners, Ponderosa Pine Woodwork uses full pages in The Saturday Evening Post—the nation's outstanding consumer magazine. It is a story that should interest every builder who wants to sell homes faster, more easily. For today's home owners are quality minded—and Ponderosa Pine windows, doors and cabinets emphasize quality clearly and unmistakably. Let these Ponderosa Pine products start working for YOU.



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Parabolic in shape, laminated rafters form the skeleton and shape of interior. Two-inch depression in brick wall over altar is to receive future ceramic mosaic

INSIDE...

ARCHES FORM the shape of

Laminated wood arches in parabolic form were selected for the Holy Cross Lutheran church of Wichita, Kansas, as the main structural element because of the availability of materials, economy and beauty.

Particularly adaptable to church architecture, the use of the parabolic arch creates a feeling of spacious-

ness within and helps to cut costs in two ways: speed of erection; elimination of the need for extensive walls and buttresses common to conventional church design.

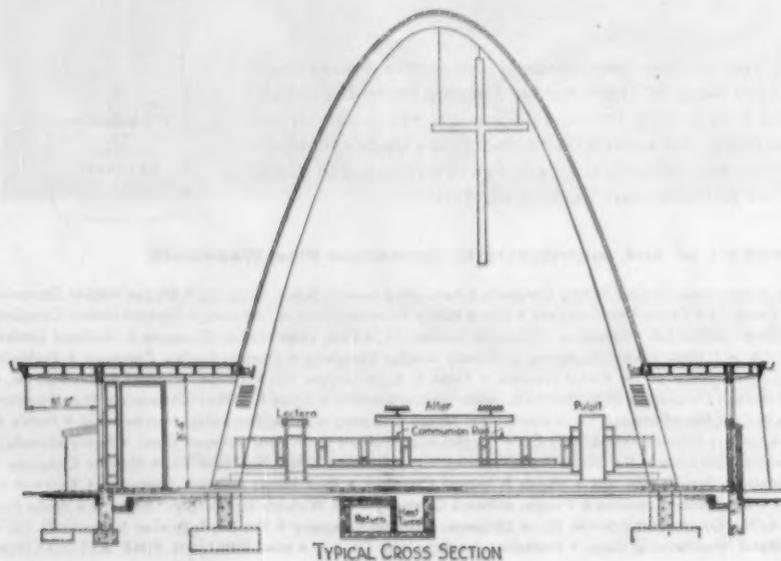
The basic arch form is 34 feet wide, 35 feet high and 116 feet long. The space created allows for a church seating of 350 persons. Aisles on both sides of the arch

form increase the width of the church to 45 feet and together with other space, almost doubles the seating capacity.

Nominal 3-inch planks span arch to eliminate purlins and comply with code. The planks form both roof deck and finish ceiling. No insulation was used over the roof deck because the 3-inch planking thickness provides sufficient insulation.

Windows on the west side extend from floor to ceiling of the aisle in order to admit light and ventilation and add a feeling of spaciousness to the interior. The windows on the east have been kept small to reduce the level of traffic noise originating on the street side of the building.

In order to make a focal point of the chancel, corrugated plastic was installed in the roof in a continuous band over the altar so that a subdued light floods this area.



Cross section of church shows shape of basic parabolic arch, nine of which were used for interior spaced 12 feet on centers. Each arch spans a width of 34 feet, is 35 feet high. Aisles on both sides increase width of church to 45 feet

Photo: Julius Shulman

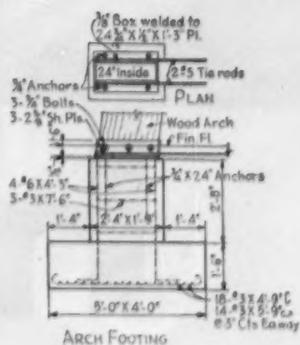
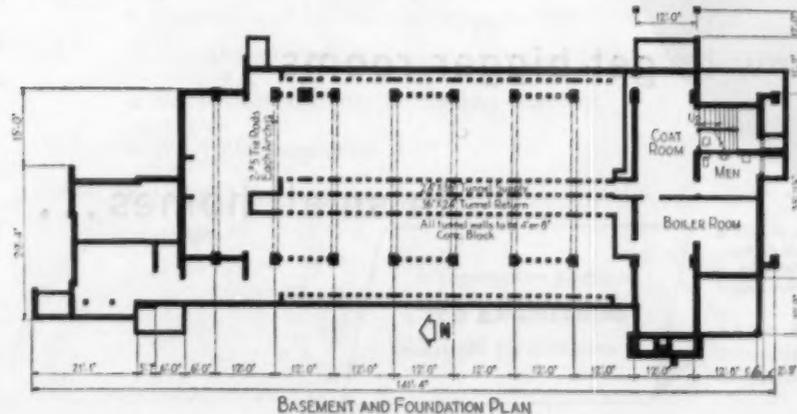
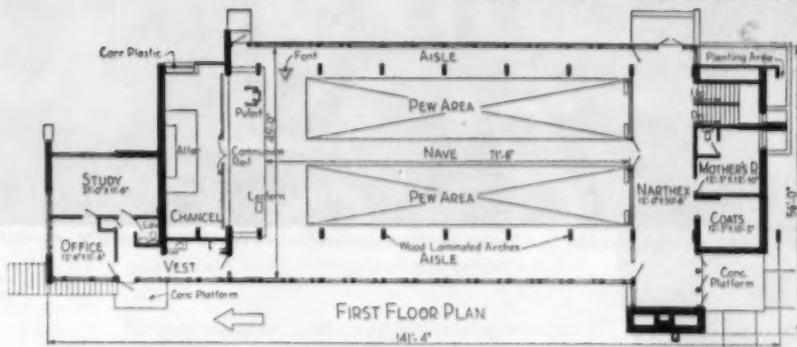
Place: Wichita, Kansas
 Architects: Ramey and Himes, Wichita
 Builder: Clarence E. Vollmer Construction Co., Wichita
 Total square feet: 7,855
 Cost per sq.-ft.: \$14.90 net including pews, organ, carpeting



or Out ... this Church

Outside, parabolic form creates new conception of church design. Walls are hard-burned, red common brick; roofing is mineral-surfaced roll roofing. Tower rises 50 feet above ground; metal cross extends upward another 14 feet

Here's how these arches are anchored . . .



Footings and piers for bases of laminated rafters are tied together in pairs with reinforced concrete. Base of each leg of each arch is connected, laterally, with two number 5 tie rods. Hot-air heating is forced through heating tunnels beneath floor and through 12x4-inch tile ducts spaced every 2 feet on center beneath concrete floor



Here's another home equipped with Ceco-Sterling Aluminum Windows/Jack Boeder; Building Contractor-Architect

h

ow to get bigger rooms

in small homes...

**Builder Jack Boeder adds
the vistas of nature...with
Ceco-Sterling Aluminum Windows**

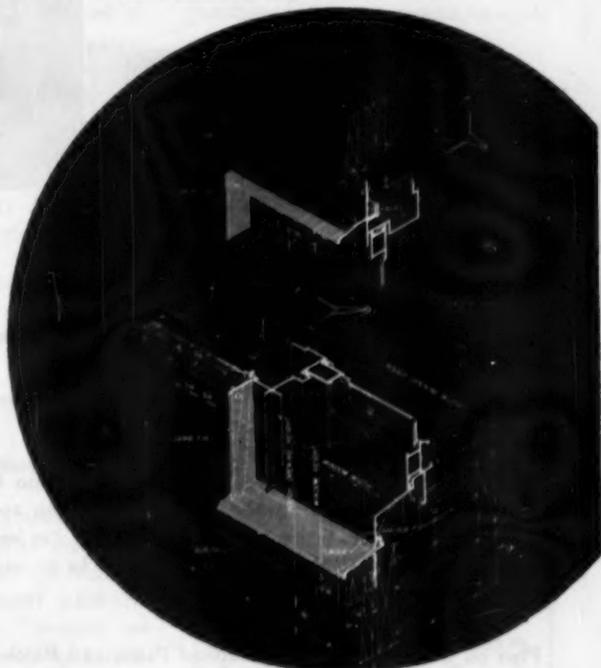
Seven little words just about sum up what buyers want in homes today—"Small houses with lots of big rooms." That's the way Jack Boeder, Western Springs, Ill., builder, sees it. So that's what he gives them... and he does this neat trick with windows... Ceco-Sterling Double-Hung Aluminum Windows. Slender frames add more glass area... which means more view, with nature coming right into the home, and rooms looking as big as all outdoors. This is economical expansion—no expensive special-size glass—natural ventilation provided at no extra cost with standard sash. Yes, Builder Boeder gives his home owners open glass area—and at the same time plenty of inside wall space for furniture and pictures. Spreading over the entire interior is new beauty, too... beauty born of light. Here are five other reasons why you'll find Ceco-Sterling Windows better:

1. Easy to install... no weatherstripping necessary;
2. When equipped with storm windows, the cost is no more than wood;
3. Maintenance cost is nil... no painting necessary;
4. Won't stick, warp or rot;
5. Modern, functional beauty complements any design.

In construction products
CECO ENGINEERING
makes the big difference



■ Wide, ventilated glass areas are practical with Ceco-Sterling Aluminum Double-Hung and Picture Windows.



■ This is a detail of the Ceco Aluminum Exterior Fin and Trim used on Boeder homes. Erection time is saved because fitting is eliminated. Jambes act as guides for siding or masonry. Siding butts to the drip cap and sub-sill.

CECO STEEL PRODUCTS CORPORATION
Offices, warehouses and fabricating plants in principal cities
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*Designers and
Decorators agree...*

MARLITE'S RIGHT



*for every room
in the house!*



**Offer more value, more sales features
with new Marlite Plank and Block**

For new construction or remodeling, Marlite provides walls that are beautiful, durable, economical—and easily installed.

Four distinctive wood patterns, plus 10 "Companion Colors" especially styled for you by Raymond Loewy Associates provide a color and pattern for every requirement. The new soft lustre finish makes Marlite "at home" in any room. The easy-to-handle sizes (Planks 16 in. x 8 ft.—Blocks 16 in. square) speed installation; make job completion dates easy to meet.

Plan on new Marlite plastic-finished Plank and Block—or large panels in colors, wood and marble patterns—because there's a Marlite panel for every room in the home!

MARSH WALL PRODUCTS, INC., Dept. 203 Dover, Ohio
Subsidiary of Masonite Corporation

OUR TWENTY-FIFTH YEAR OF LEADERSHIP



Marlite is made with genuine
Masonite® Tempered Duxlux®

MARLITE PLANK AND BLOCK PATENT APPLIED FOR

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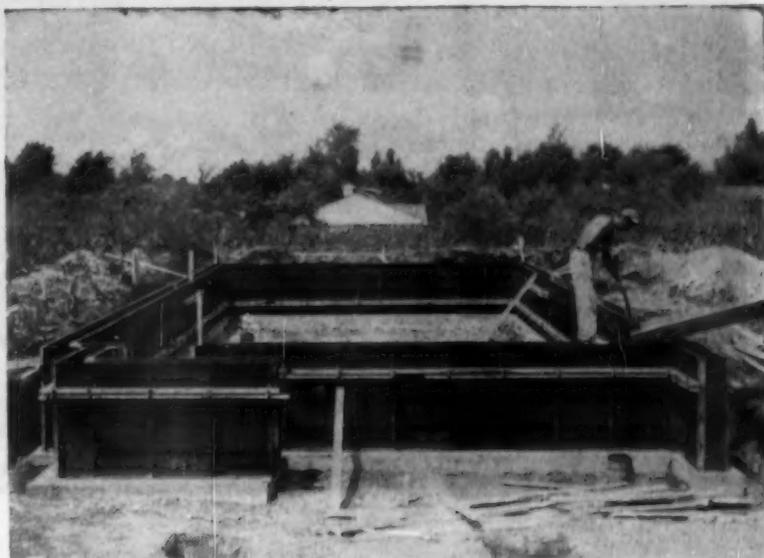
PLASTIC-FINISHED
WALL and CEILING PANELING

Bulder Completes Houses Two Weeks Faster and Saves \$100 Per Foundation With Symons Forms

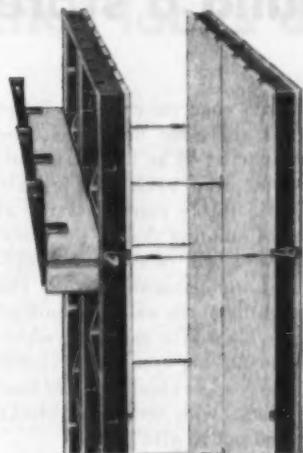
**Extra Saving of \$20 a Job
Because of One Load Haul
To Next Site Instead of Two**

"We're completing houses two weeks faster, now that we use Symons Steel Frame Forms, and making a profit on the concrete work for the first time," says Jack Kepler of Kepler & Huth, builders of medium size dwellings in the Chicago area.

Both Mr. Kepler and the firm's foreman, Azo Fields, were impressed early in their experience with Symons Steel Frame Forms by the equipment's ability to take fast pouring with no breakouts and comparatively little bracing. They also found that Symons Forms are narrow and



Kepler & Huth builds an average of 50 medium size dwellings in the Chicago area, yearly. The firm has been in business seven years.



Tie rods are anchored at the side of the panel. No entangling wires or bands to interfere with stripping.

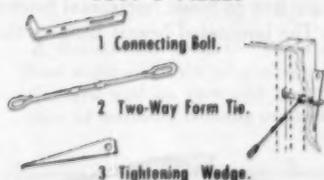
light enough so that two or three men can set them up on an average foundation. 2 x 8 ft. forms are generally used. They customarily begin pouring concrete at four corners simultaneously.

Delays in getting their foundations poured forced them into forming the walls themselves. Now they keep their crews busy all the time and find that they are getting lower costs and a better job.

Symons service covers the details of a forming job from start to finish. Our engineering staff has had experience with all types of forming and

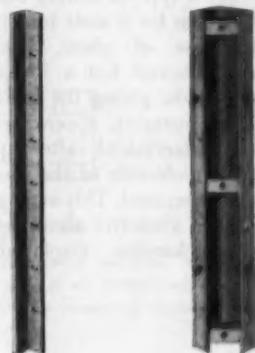
will make many valuable suggestions. Our fieldmen are trained to give excellent advice on form erection, pouring and stripping methods. Form layouts and job sheets are provided upon request without charge or obligation. This service enables the contractor to get a clear picture of his job (its cost, bill of materials and labor saving methods).

JUST 3 PIECES



Symons Forming Systems include just 3 pieces. *Two Way Form Tie* holds forms securely to the required wall thickness without washers, spreaders or walers. Tie-ends are broken back within wall by a half-twist after forms are removed. *Tightening Wedge* is inserted through the slot in the connecting bolt and pulls form sides tightly together. *Connecting Bolt* which is slotted passes through edges of adjacent forms and tie loop.

Symons Forms may be rented with purchase option, all rentals, to apply on purchase price.



OUTSIDE STEEL CORNER INSIDE MAGNESIUM CORNER

An 8 ft. magnesium inside corner weighs 20 lbs. This is less than 1/4 the weight of a comparable steel corner. Easy to strip, leaves very smooth finish and is extremely durable.

WANT MORE FACTS ON SYMONS ?

Forms Shores Column Clamps

Check information wanted, attach to your letter-head, sign your name and mail to us immediately.

Symons

SYMONS CLAMP & MFG. CO.

4261 Bloorway Ave. • Chicago 39, Ill. • Dept. 85



◀ Arch of glued, laminated beams creates a feeling of space, allows for better vision into the large sales floor, and avoids the effect of too-low ceiling. Exposed decking is warm, attractive enough so that intermediary ceiling between sales floor and roof framework is unnecessary

Want to build a store

"The Hubbles," Beaverton, Oregon, is a low-cost gift shop that is planned for future expansion and employs a type of ceiling construction unique for a store building.

The use of glued, laminated trusses allowed for a low-pitched roof outside, giving the building a pleasing exterior appearance. Inside, the laminated rafters, purlins and the underside of the sheathing were left exposed. This arrangement creates an attractive atmosphere for the merchandise displayed and

eliminates the need for a costly intermediary ceiling.

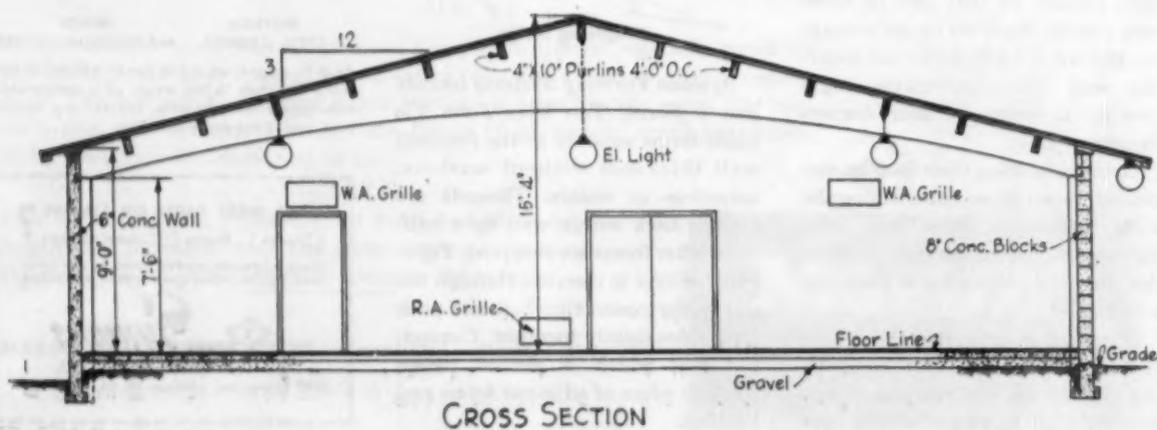
Built of concrete floor slab and reinforced concrete columns, concrete-block curtain walls are used on two sides so that they can later be removed should expansion be considered necessary.

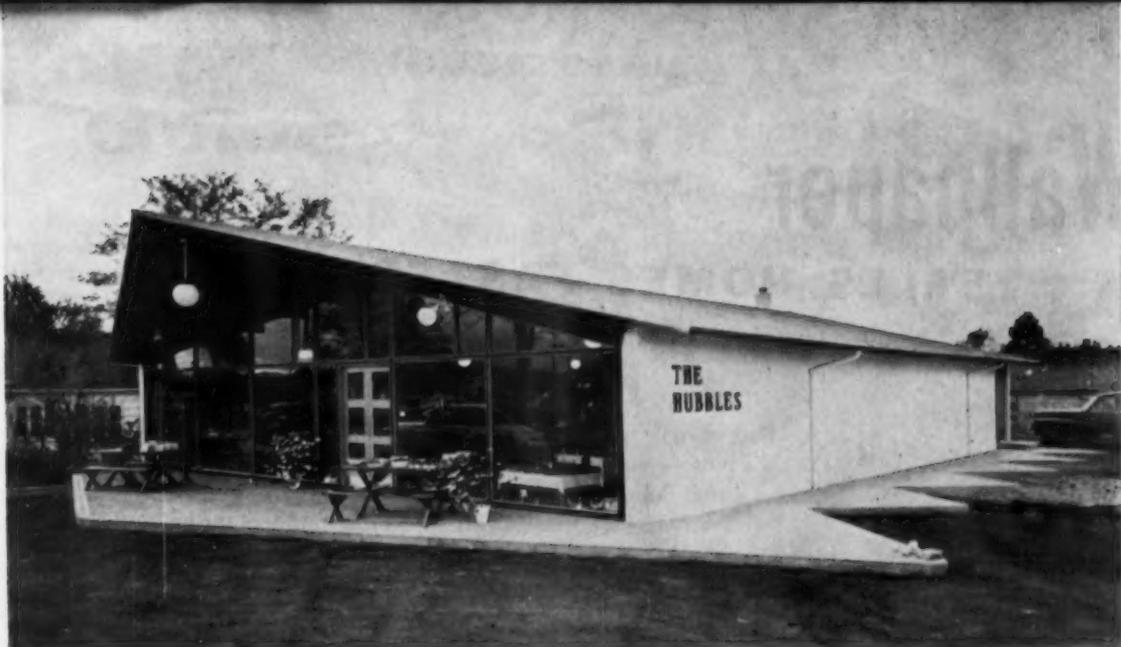
The reinforced concrete columns are tied into the 4-inch concrete floor slab and to transverse footing beams to form a rigid joint at the floor line to resist horizontal forces.

The laminated beams bear on the

reinforced concrete columns 7 feet 6 inches above the floor level. The beams, curved on an 89-foot radius, follow the roof pitch and provide 3 feet 3½ inches more clearance at center of building than at the walls.

The west wall of the store building is of architectural concrete. The east and the north walls are built of concrete block. The east wall, which faces the parking area and is visible from the road, is constructed of concrete blocks with occasional blocks projected out to give pattern.



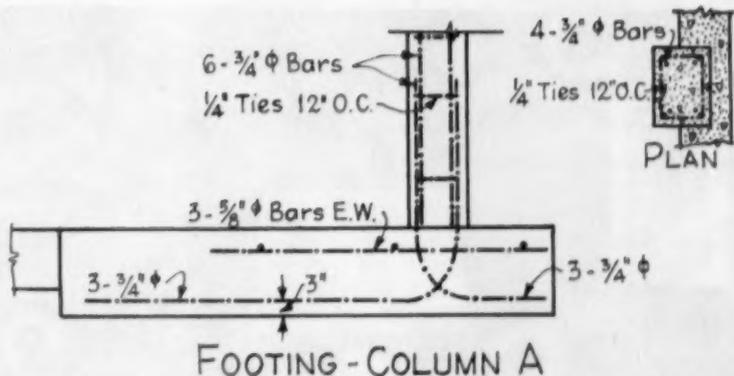


▲ V-shape of overhang and concrete below it give building attention value from highway. Laminated arches, used here, allow for a low-pitched roof

that looks different—costs less?

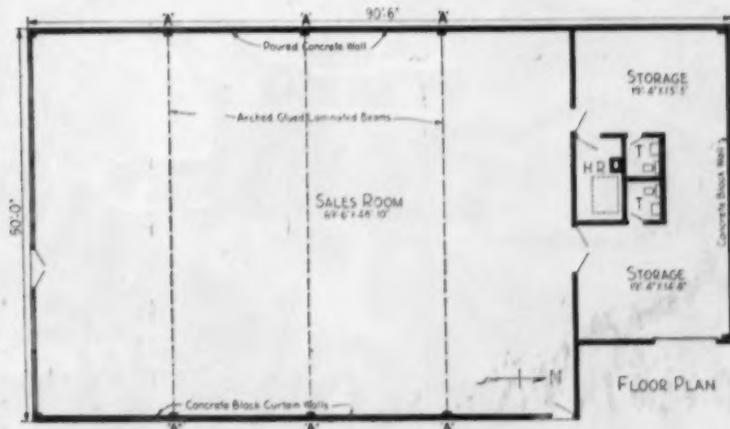
The blocks used on the east wall are used as filler walls between the concrete columns. Blocks and concrete walls are left exposed on the interior. Exposed interior walls and columns are painted. The absence of additional interior wall treatment helped to cut costs.

The reason concrete block was used on the north and east walls was to permit easy demolition if at a future time it might prove profitable to extend the building.



▲ Reinforced concrete columns support laminated arches. North and east walls are built of concrete block. West wall is of structural concrete. Curtain wall on east and north wall can later be removed should expansion of building become desirable ▼

PLACE: Beaverton, Oregon
 ARCHITECT: T. I. Potter, Portland, Oregon
 SQUARE FEET: 4,300
 COST PER SQ. FT.: \$6.00



"Wallpaper

SELLS HOMES FASTER"

for The Ong Investment Corp., Kansas City, Kansas.

"We use wallpaper in our houses," says Mr. Don Ong, "because we find that people like the decorativeness of colorful wallpaper. What's more — wallpaper is economical and adds an extra touch that makes a real home."

The Ong Investment Corp., like other builders throughout the country, has found through experience that a wallpapered home has greater warmth and individuality . . . assuring a quicker and more profitable sale.

In home building, too . . .

Wallpaper is Smart!

WALLPAPER COUNCIL

509 Madison Avenue, New York 22, N. Y.



HOUSE BEAUTIFUL'S "Guide *for the* Bride" House

Built in Plainview, Long Island
J. Herbert Burmeister, A. I. A., Architect
Green Valley Estates, Builders



Comfort at low cost with Hunter Attic Fan



Comfort blends with beauty
in "The Bride's House."

Hunter Attic Fan gives carefree cooling pleasure all summer long. Automatic shutter harmonizes with modern interior of home. The compact Hunter Attic Fan assembly rests on attic floor, requires less than 18" clearance. When fan is turned on, hot air exhausts through attic louvers. Cool, fresh outside air is pulled through open windows and sliding terrace door, causing house temperature to drop 10 to 20°.

■ "The Bride's House," a contemporary ranch-style home, is described as a "thoughtful" house.

Feature after feature, from the smartly designed exterior to the refreshingly cool interior (made possible by a Hunter Attic Fan) lends a touch of luxury living at common sense price.

The choice of the Hunter Attic Fan is one more indication of the growing preference for the one attic fan that gives you all four of these features:

1. **Low Initial Cost**—Quality is never sacrificed in any Hunter Fan. Yet the Hunter Attic Fan is available at lowest possible cost.
2. **Fits Any Home**—There's a Hunter Attic Fan for every home, every

climatic condition. Five sizes available, with certified ratings from 4700 to 16,000 CFM.

3. **Ease of Installation**—The compact and easy-to-install Hunter unit is complete with automatic ceiling shutter and all accessories. No extras to build or buy.

4. **Dependable Service**—You can rely on Hunter's 69-year record of experience in cooling and ventilating fans. It is your assurance of highest quality products, maximum performance and minimum care.

See why more and more architects and builders prefer Hunter Package Attic Fans. Write today for your free copy of "Cool Every Room With A Hunter Attic Fan."

See our Catalog in Sweet's File

HUNTER



Package Attic Fans

HUNTER FAN AND VENTILATING COMPANY
381 S. Front St., Memphis 2, Tenn.

Three Men Erect 66 Tied Arches In Only 85 Man Hours!



Johnny Klaassen
Weatherford, Okla.

NO SPECIAL EQUIPMENT or SKILLED LABOR USED!

"We erected 66 Rilco Laminated Arches with three unskilled men—including arch assembly—in only 85 total man hours on this 46x130' IGA Foodliner in Weatherford, Oklahoma . . . and at only 25% of what we figured steel erection would have cost!" That's the statement by Johnny Klaassen, Weatherford contractor. "They're the best I've ever seen! We found Rilco Laminated Wood Tied

Arches are of fine quality and workmanship—strong, rigid and attractive. And no trouble at all to achieve an even roof and ceiling.

"The ease of erecting arches saved time. I used only common labor under the supervision of a carpenter—no scaffolding or cranes."

Rilco glued laminated arches are prefabricated, precut and drilled for hardware furnished. Placed two feet on centers, they offer true level framing for roof and ceiling construction. Write for data on tied arches.



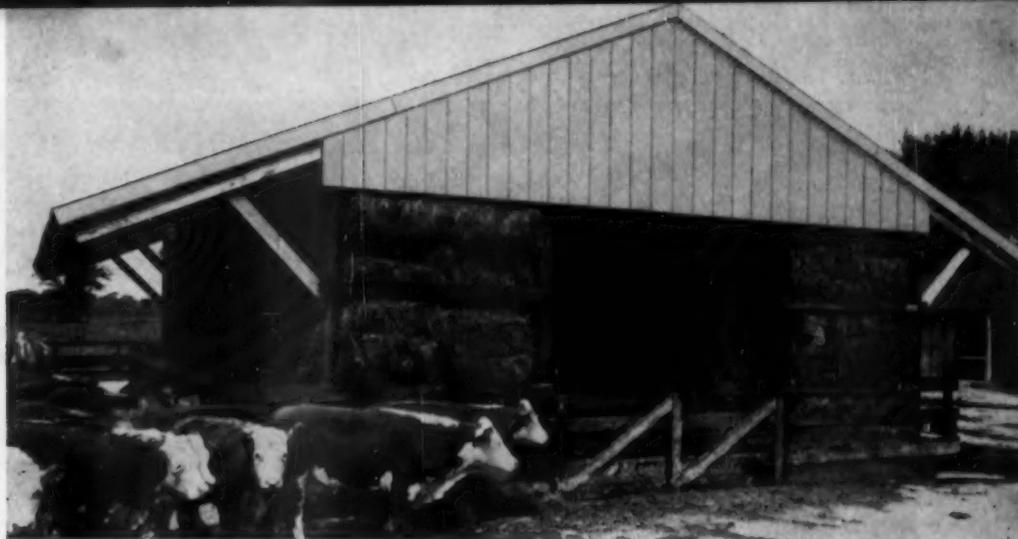
EATON IGA FOODLINER
WEATHERFORD, OKLAHOMA

RILCO
works wonders with wood

RILCO LAMINATED PRODUCTS, INC.

2511 FIRST NATIONAL BANK BLDG., ST. PAUL 1, MINN.

Farm building



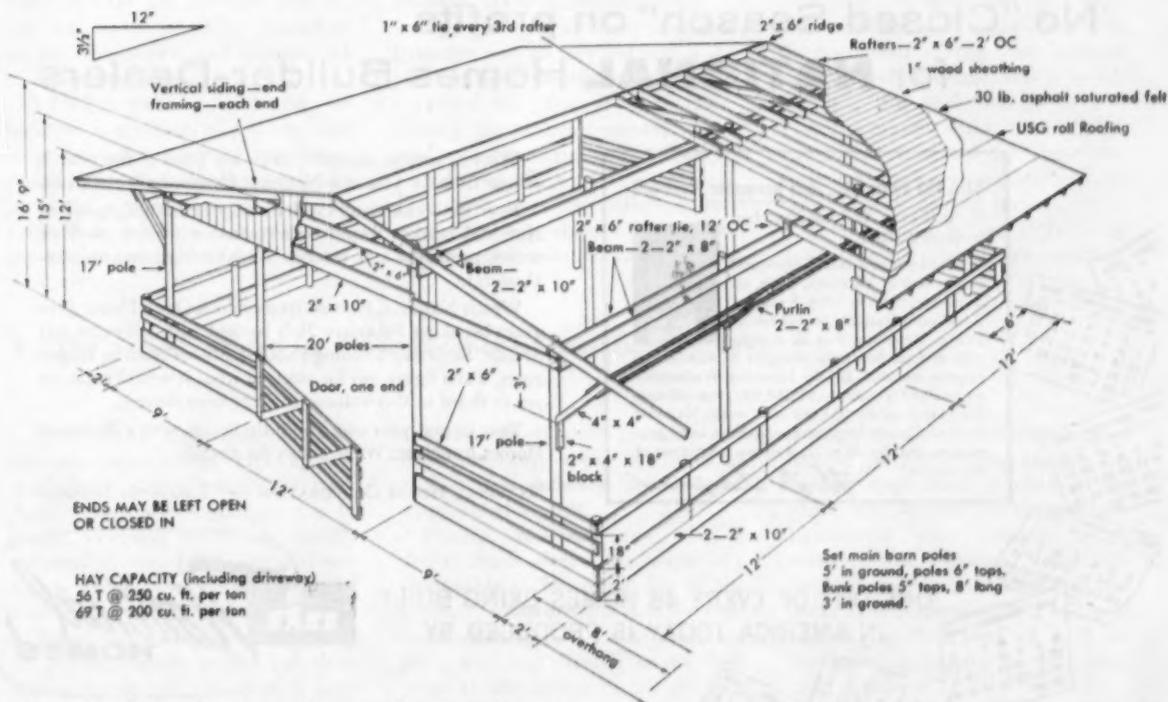
How to build low-cost, dual-purpose hay barn

Got a customer who wants to build a combination hay feeder and storage barn? Here is one that is easy to build. It won't cost much either because its construction is very simple.

The roof framework rests on 16 poles. Eight of the poles are 17 feet long. Eight center poles are 20 feet long. Use pressure-treated poles that will resist rot, lengthen the life of the building. Set poles 5 feet in

ground. The center drive allows for easy filling.

The basic principle of the hay storage-dispenser can be adapted to the remodeling of existing farm buildings, too. You can remodel an old horse barn, tobacco barn, granary or shed into this type of building. Or, you may be able to remove the loft from a small barn to provide hay storage from the ground up and add a feed rack and shelter canopy so stock can eat from the outside.



Courtesy of The Business of Farming magazine—United States Gypsum Company.

You can sell and build NATIONALS ALL THE YEAR 'ROUND!



No "Closed Season" on profits
for **NATIONAL** Homes Builder-Dealers

Sells 140 Nationals... One November Week-end

H. B. LAYNE CONTRACTOR, INC.
Springfield, Ohio

We announced our Edgewood subdivision at Vandalia, Ohio, on Saturday, Nov. 6, 1954, featuring 3-bedroom National homes exclusively. Response was so terrific that it took five state troopers to handle the Sunday turnout. By the following Wednesday we had 140 firm sales—\$1,288,000 gross volume. We closed another 51 the next week. National Homes' "pre-selling" plus aggressive local promotion enables us to do business regardless of the season!



H. B. Layne

Winter, spring, summer, fall—any time of the year is selling time for you as a National Homes builder-dealer.

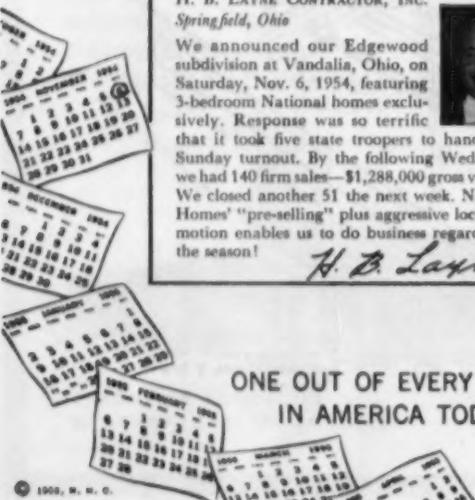
Even snow can't stop the demand for beautiful, spacious National homes. Rapid construction winter or summer means profits on a 12 months' basis for National Builder-Dealers!

Watch National Homes' tremendous Open House program breaking February 26th backed with full-color ads in Life, Saturday Evening Post, and other leading magazines. Then figure out for yourself what it would mean to you to share in this volume-making sales drive!

Year in and year out, you'll do better with a National Homes franchise. Write today for details.

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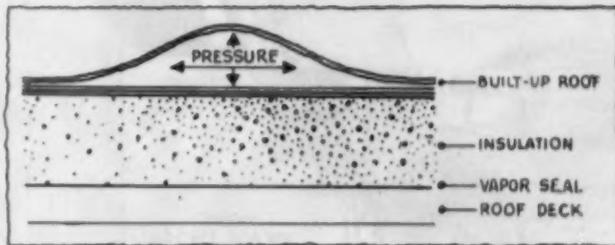
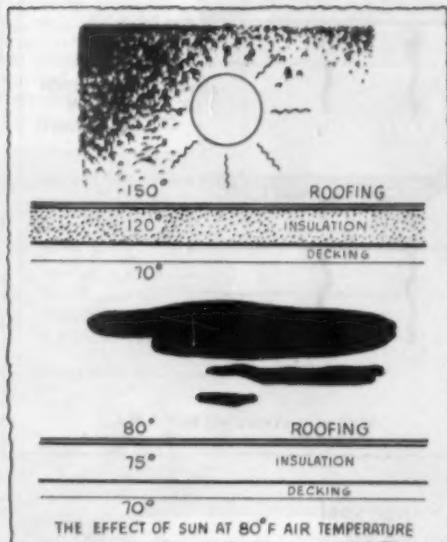
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Do you know these facts about built-up roof construction?

1 A successful roof must outwit combinations of air, water vapor, heat



Based on figures and data by the National Established Roofing, Siding and Insulating Contractors Association, Inc.

The atmosphere consists of air and water vapor. Water vapor is steam at very low pressure and exerts a pressure which is dependent on the temperature and quantity of moisture present.

Air when heated will expand and increase in pressure, and if confined in a fixed space where expansion cannot take place (such as a built-up roof), a pressure will be developed. Water vapor will exert its own pressure, independent of the air, the

magnitude of this pressure being dependent on the temperature and quantity of the moisture.

The quantity of heat absorbed from the sun on any surface is dependent upon the angle of the sun's rays and the color of the surface. During the summer months, black roof surfaces attain temperatures of 150 degrees F. to 170 degrees F. The effect of solar radiation thus magnifies the problem of increasing pressure and volume within a con-

finied space by increasing the temperature of the space.

A roof may be subjected to high temperatures and solar radiation during much of the year without any apparent damage. But if in addition to this heat there is air and moisture present within the roof, the pressures generated by these elements are apt to cause blistering and other aspects of roof failure.

Proper construction of built up roofs seeks to control this equation.

2 The deck—prepared for the application of insulation and felts

Wood decks. Apply first a layer of red rosin paper to seal cracks against asphalt dripping through the roof. Apply vapor seal course on top of paper. This may be a 2-ply, solidly mopped 15-pound felt (see next section). Follow with solid coating of asphalt mopped to surface.

Metal decks. Mop a solid coating of asphalt directly to the steel deck where the joints are of such construction that the asphalt will not

flow through. If joints are large and allow dripping, apply two plies of asphalt felt followed by a solid mopping of asphalt.

Poured concrete and similar decks. Such decks are especially susceptible to blistering due to the excessive moisture that is in the concrete when applied to the roof. Apply a seal coat directly to the deck prior to the laying of the roofing. In addition, a vapor seal course

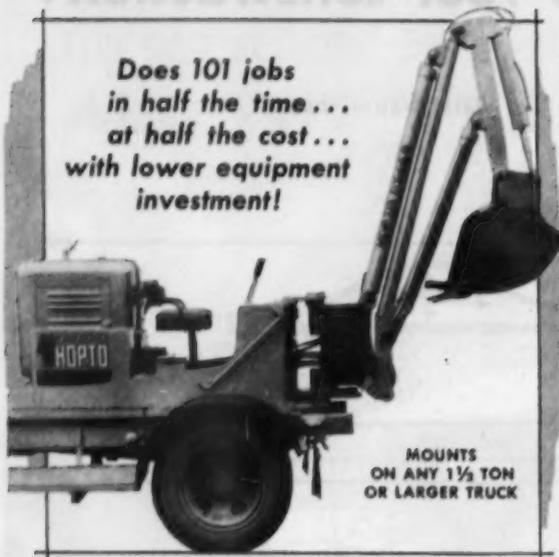
should be used. A concrete deck is usually considered dry enough for roofing application if pitch or asphalt will adhere to the surface. Sometimes, when concrete is excessively wet, a floating vapor barrier can be applied directly to the deck. This consists of two layers of asphalt felt laid directly over the concrete followed by the solid mopping of asphalt.

(Continued on page 136)

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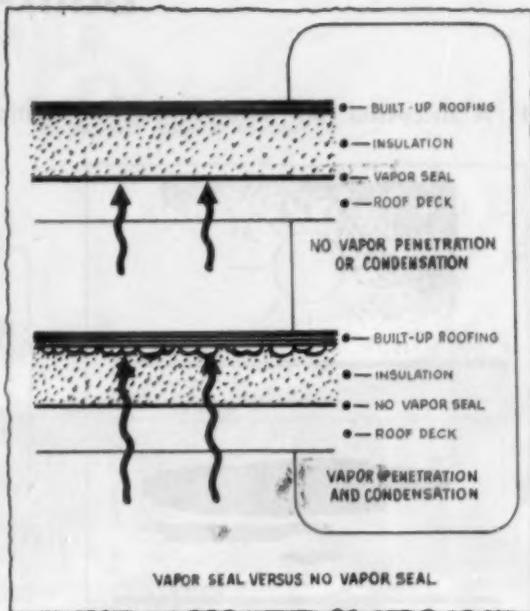
In addition to the truck-mounted unit illustrated, HOPTO is available as a trailer unit, self-powered or power take-off operated, as unit for crawler tractor mounting, or as a complete self-powered, self-propelled track unit. Badger also manufacture a full line of Badger Trenchers.

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BADGER MACHINE CO.
WINONA, MINNESOTA DEPT. 23

Built-up roof construction

(Continued from page 135)



3 The vapor seal

An approved type of vapor seal course must be used over all roof decks in cold climates and in temperate climates wherever conditions of high inside humidities exist. Without the vapor seal, water vapor in the inside air may penetrate the insulation and condense, causing trouble. The quantity of vapor condensing within the roof is dependent on inside and outside air conditions, duration of exposure, and the resistance of the roof materials to vapor flow.

These four types of vapor seal courses are rated as impervious to the passage of water vapor:

(1) Two layers of 15-pound felt laid and half-lapped 18 inches with each sheet nailed on the back edge 12 in. o.c. All laps solidly mopped 17 inches with 30 pounds of asphalt per square. The top surface solidly mopped with 30 pounds of asphalt per square.

(2) One layer of 15-pound felt laid in 30 lbs. of asphalt per square. The top surface solidly mopped with 30 pounds of asphalt per square. The edges lapped 2 inches, the sides lapped 6 inches.

(3) One layer of rosin sheathing paper lapped 2 inches and nailed in place. A second layer of 15-pound felt nailed 12 in. o.c. at the side lap. The side laps to be over-lapped 6 inches, the edge laps 2 inches. A final coating of 25 pounds of coal tar pitch per square to be solidly mopped to the felt.

(4) One layer of 45-pound base felt laid with the coated side down and lapped 4 inches along the edges. The sides to be lapped 6 inches. The back edge of each sheet solidly mopped and nailed 12 inches o.c. The top surface mopped with 30 pounds of asphalt per square.

(Continued on page 138)

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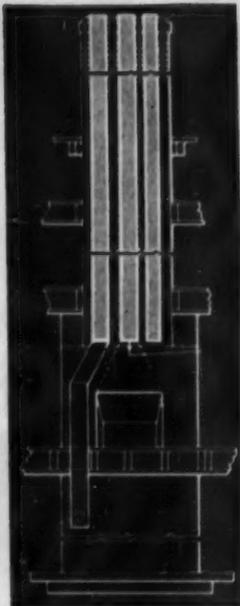


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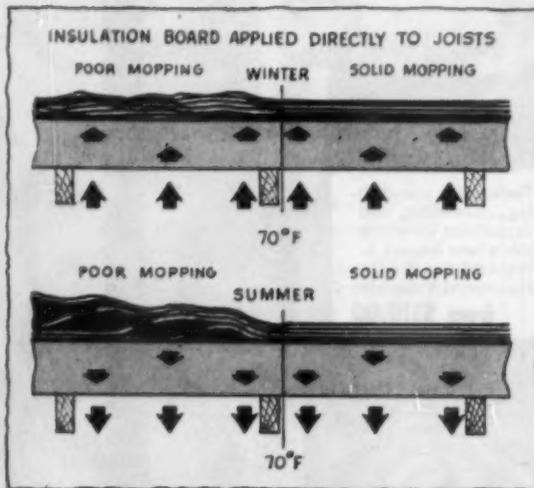
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The Evans Brick Co. • The Kaul Clay Mfg. Co. • The Kopp Clay Co. • Larson Clay Pipe Co. • Malvern Flue Lining, Inc.
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FL-1104-19A Straitsville Brick Co.



WRITE FOR "A Standard Ordinance for Chimney Construction," recommended by the National Board of Fire Underwriters. Follow it and advertise the flues in your homes are "Underwriters Approved."

Built-up roof construction

(Continued from page 136)



4 The insulation

There is one cardinal rule—keep it dry! Any moisture contained in the insulation boards at the time of application may cause blistering of the roof even as early as in its first year of service.

The upper surface of the vapor seal course to which the insulation is applied should also be dry and free of any traces of moisture. Usually the insulation board is solidly mopped to the top of the vapor seal course, followed by a solid mopping on its top surface prior to the application of the first layer of roofing felt.

The type of deck has a bearing on the heat flow through a section. Steel and concrete decks have about the same resistance to heat flow. Less heat is transmitted through wood, gypsum and lightweight aggregate decks because of their better insulating qualities. The amount of heat saved through the use of 2 inches of insulation is about the same for all types of non-insulated decks.

Fig. 1 shows that the possible heat saving and reduction in heat loss through a roof deck will vary from 46

(Continued on page 140)

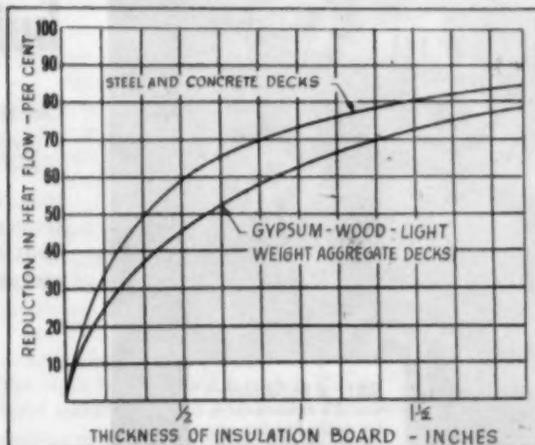


Figure 1



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Built-up roof construction

(Continued from page 138)

per cent with the use of 1/2-inch of insulation to 84 per cent with the use of 2 inches of insulation, depending upon insulation thickness used, type of deck involved.

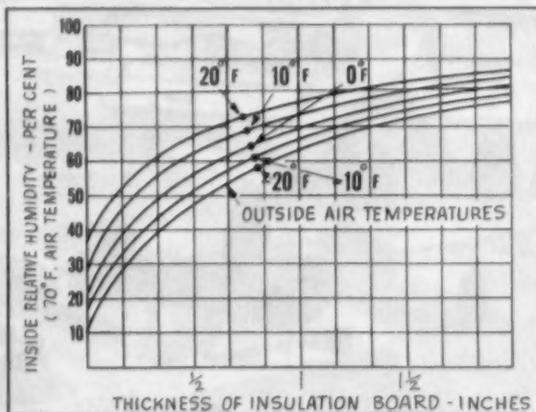


Figure 2

Fig. 2 shows that insulation also has an important influence on the degree of humidity which can be contained in the inside air without causing condensation on the inner surface of the ceiling. For example, with an uninsulated roof deck exposed to an outside temperature of minus 20 degrees F., inside air conditions cannot exceed 10 per cent relative humidity without surface condensation. Under the same outside air conditions, the application of 2 inches of insulation will permit the inside relative humidity to be increased to 73 per cent without condensation on the interior surface of the ceiling.

Sometimes insulation boards are applied directly over purlins, with built-up plies over the insulation, no vapor seal course being used. This permits the vapor to flow freely against only the low resistance of the insulation. The vapor will migrate to the cold side of the roof and collect directly below the roofing. If the roofing felts have been poorly or improperly (spot or stripped) mopped, the vapor will enter between the plies and blistering may result.

When the outside temperature rises, the collected vapor will migrate in the opposite direction toward the warm side and vent back into the room itself. If this moisture has been excessive, then the insulation board is apt to become saturated and soggy.

5 The built-up roofing

Blisters within roofing plies occur because air and free moisture have been sealed between the plies; and permanent stretching of the felts by vapor pressure within the plies will form "alligator ridges."

Thus the application of the final plies of roofing felt is one of the most important steps in roof construction. The material should be dry, and all surfaces free from

(Continued on page 142)

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First Quality Only



**MINOCQUA BATH
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**left
COSMOPOLITAN BATH
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WELLWORTH CLOSET**

The visible quality of Kohler fixtures and fittings adds to the value of a home, is an effective selling aid. Harmony with modern or traditional interiors is afforded by the set showing the Cosmopolitan bath with bench rim, flat bottom, slope end; Hampton lavatory with handy shelf back, roomy basin, pop-up drain; and hygienic, free-standing Wellworth closet with positive reverse-trapaction. Fixtures are avail-

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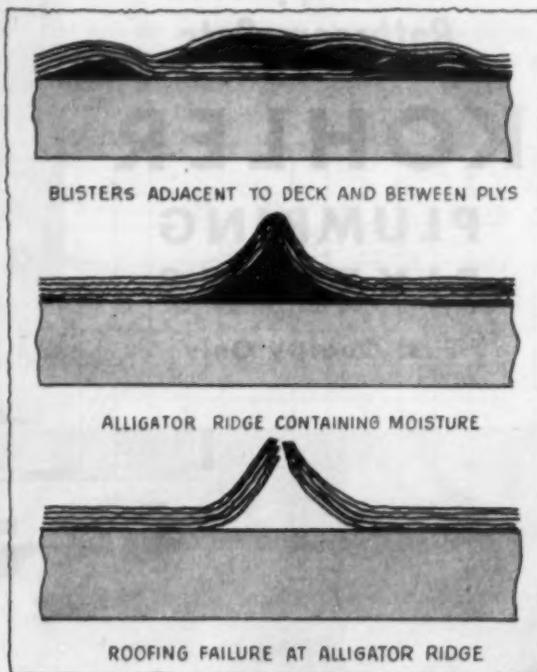
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AB 2-55

Built-up roof construction

(Continued from page 140)



moisture. If it is applied during rain, snow or other types of damp weather, roof failure will result no matter how good the workmanship.

Very important is the solid mopping and brooming of each ply. This will obtain a positive adhesion between the plies. Poor or incomplete adhesion may result from lack of brooming down the felts, creasing of the felts during application, the practise of strip or spot mopping, use of materials having high moisture content, delay in brooming down the felts after applying the hot bitumen or the application of bitumen at improper temperatures.



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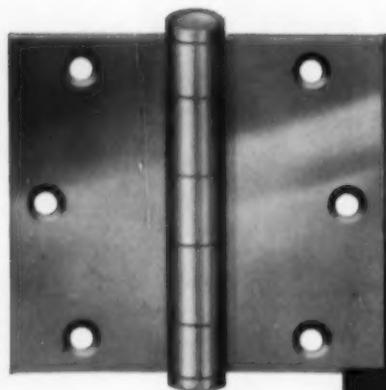
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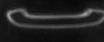
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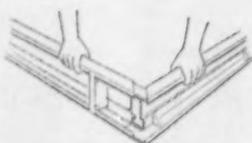
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The storage bin is made to take advantage of the space under the bathroom lavatory which is usually wasted, particularly when a recessed counter type of lavatory is used.

In this case the back wall of the storage bin is formed to miss the curve of the lavatory bowl and the waste pipe when the bin is in a closed position. This bin can be useful for storing soiled clothing.

An alternate arrangement would be to cut a panel out of the front face of the bin and replace with a 1/4-inch thick pegboard of a size to fit the panel opening. This would provide ventilation for the storage area.

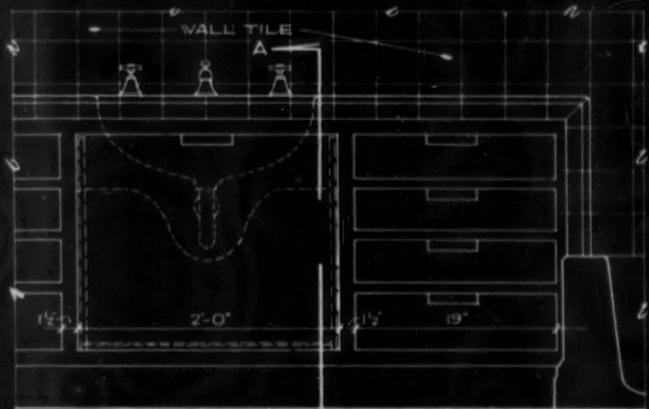
The snack bar can be used as such, or as additional counter or food preparation area. The counter top and backsplash are formed of clay tile installed over a cement grout placed on a 5/8-inch thick plywood sub-base. A 20-inch deep counter top allows a 10-inch depth for the cupboard below and 10 inches in depth for knee space when stools or snack bar chairs are used.

An alternate arrangement would be the use of Formica or linoleum for the counter top, with a 4-inch high backsplash and plaster wall above. Four feet, eight inches in length, snack bar provides ample space for two people.

AMERICAN BUILDER'S BETTER DETAIL PLATE

Drawn by T. G. Nychay Detailed by K. Roderick O'Neal, Architect A.I.A. Chicago, Ill.

NO. D-122 STORAGE BIN & SNACK BAR



ELEVATION

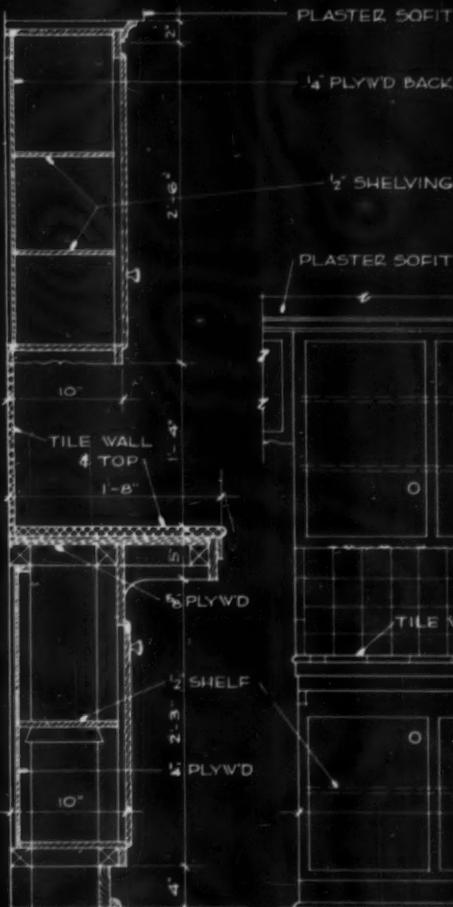
TILE TOP & EDGE

5/8" PLYWOOD

BIN IN OPEN POSITION

RUBBER BASE

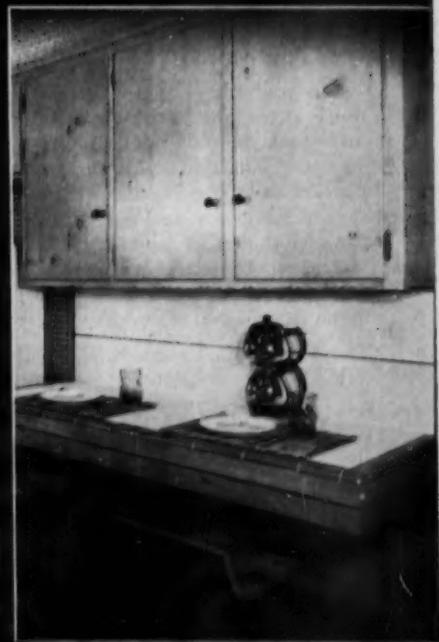
SECTION A-A



SECTION B-B



ELEVATION





NAMES that help make SALES

Certainly, today's homes must be equipped with modern appliances. More importantly, though, these appliances should carry the selling power of name plates that stand high in the experience of home buyers.

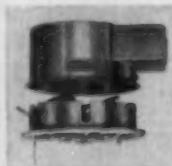
When you point to the Emerson-Electric name plate on kitchen ventilators and attic fans, you are pointing the way to an easier sale. For here's a name that the public has long accepted as the outward sign of inward quality. It's a name that has meant first in fans for more than 60 years of demonstrated, long-lasting satisfaction. Use the Emerson-Electric name to help you make sales!

There's a built-to-last Emerson-Electric unit for every home use.

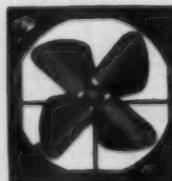
Send for Ventilating and Attic Fan Bulletin No. 1002. THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MISSOURI.



Emerson-Electric Ventilator with Wall Sleeve, easily installed in brick, masonry or frame walls. Blends with modern kitchen equipment.



Emerson-Electric Ventilator for Ceiling Installation. Can be supplied with or without sleeve and outside grille.



Emerson-Electric Attic Fans—Build cool summer comfort right into every home, economically. Five blade sizes, 24" to 48".

Emerson-Electric
of St. Louis



How to combine fireplaces and TV as a room divider



In this house built in Sherman Oaks, California, the living room and dining-den area are separated by a large masonry unit containing two fireplaces and a TV center.

The fireplaces are located at each end of the unit, one facing the dining-den area and the other the living room. A large space is provided between the fireplaces for the installation of a TV set. This space is left open to each room.

The TV set is placed upon a wood carriage which is secured to the floor with a 1/2-inch round bolt. The carriage revolves on ball bearing casters which ride on a circular steel plate installed flush with the top of the concrete floor. In this manner the TV set can be turned for viewing from either room.

The fireplaces are faced with a 4-inch thick veneer of field stone. This veneer extends from the floor up to the underside of the concrete mantel and around all three unit openings. This reinforced concrete mantel is continuous around the sides of both fireplace openings forming a frame to enclose the stone facing. This mantel projection also forms the hearth for the dining room fireplace and a shelf for the TV opening. Masonry walls above the mantel are furred with 2x4's laid flat. The finished surface is 1/2-inch thick plywood.

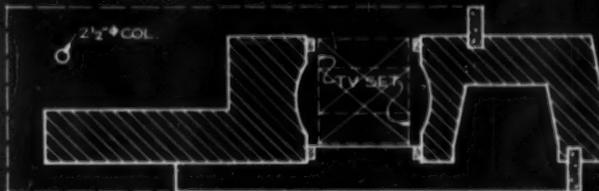
An interesting treatment is the high level planter that occurs over a part of the living room fireplace. This is made possible by grouping the several flues in the center of the masonry unit, and then angling over to contact the smoke chamber of each fireplace.

AMERICAN BUILDER'S BETTER DETAIL PLATE

Drawn by K. Roderick O'Neal, A.I.A., Chicago, Ill.

Designed by Wm. M. Bray, A.I.A., Los Angeles, Calif.

NO. D-121 TV & FIREPLACE . . .



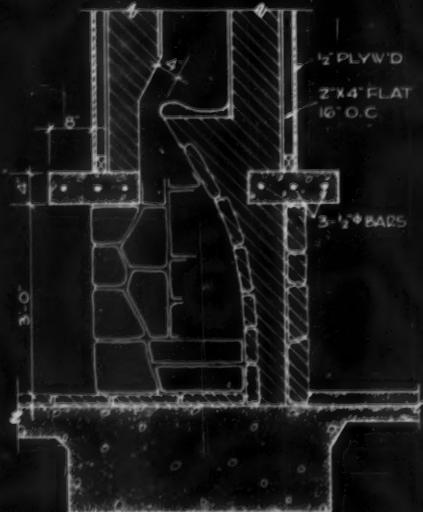
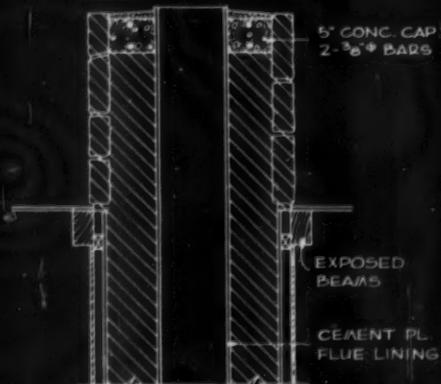
PLAN OF FIREPLACES & TV CABINET



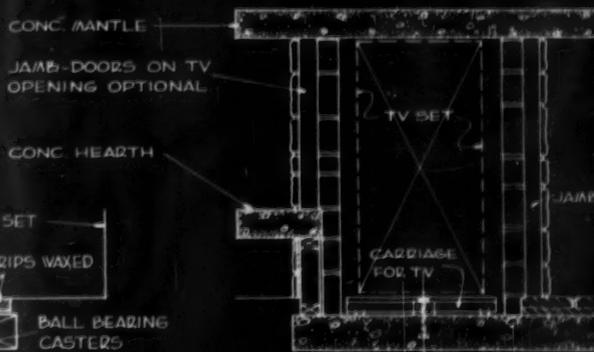
ELEVATION - DINING SIDE



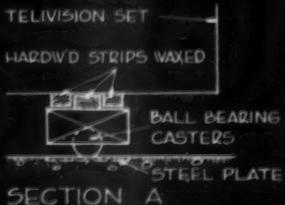
ELEVATION - LIVING SIDE



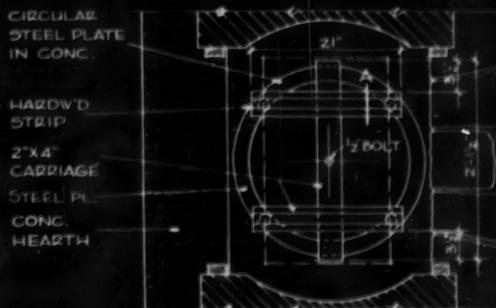
SECTION - FIREPLACE



SECTION - TV CABINET



SECTION A



PLAN - TV CARRIAGE

FRONT ROW SEAT

Andersen



IN NATURE'S THEATER

Windowalls

TRADEMARK OF ANDERSEN CORPORATION



This circular bay, beautifully detailed by architect James M. Hunter, A.I.A., makes nature's own theater-in-the-round a part of daily living in this Colorado home. The WINDOWALLS of Andersen Casement Units bring in sunshine and fresh air, make certain the scene is enjoyed to the utmost. Yet on unpleasant days, WINDOWALLS close tight to form a weatherproof barrier against dust, cold, moisture.

For more information on the advantages of Andersen WINDOWALLS see your millwork dealer, Sweet's Light Construction File, or write Andersen Corporation. WINDOWALLS are sold by established millwork dealers throughout the country including the Pacific Coast.

ANDERSEN CORPORATION • BAYPORT, MINN.

“Here’s how we save
this with Insulite!”



He’s sold out through August. George DeVries with one of eight stock models (varied to suit lot and customer) that will make up his unique Sun Valley development. DeVries will back up his sales theme, “A vacation at home,” with special 5-acre recreation area—swimming pool, tennis courts, clubhouse and playgrounds—for the enjoyment of Sun Valley residents. 90 homes averaging \$20,000 have already been sold.

Build better and save with

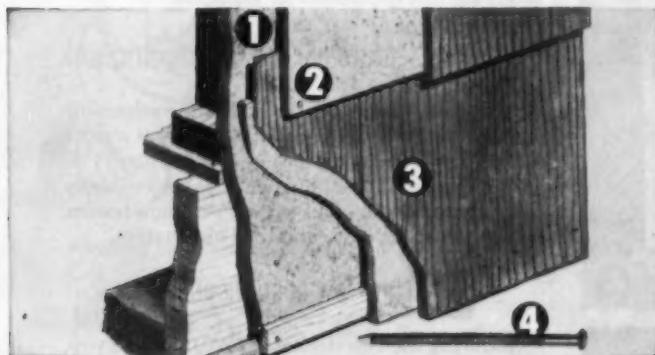
INSULITE

Made of hardy Northern wood

\$136 on homes like

says George DeVries, DeVries Construction Co., Inc., Lexington, Mass.

DeVries Construction Co. stands to save a whopping \$30,600 on their 225-home, 200-acre Sun Valley development with Insulite's approved Shingle-Backer System. And while this Bildrite and Shingle-Backer combination is an effective cost-cutter, it also helps build better homes—more bracing strength, greater insulation value, tighter sidewalls and deep, modern shadow-line beauty. That's the nice thing about Bildrite and Shingle-Backer—they help you build better homes *while they cut your costs*. Pictures on these pages show how.



Builds a tighter, stronger wall. Developed by Insulite, this combination makes a strong, tight exterior wall with more than twice the insulation value of wood sheathing, felt and double-course wood shingles combined: (1) Bildrite Sheathing (2) Shingle-Backer (3) Outer-course Shingles (4) Grooved Nail. Withstands 250 M.P.H. winds.



First, apply Bildrite—cut sheathing time as much as 43%. One carpenter can sheath 1,000 sq. ft. in 8 hours or less. 4' Bildrite has more than twice the bracing strength of horizontal wood sheathing, thus eliminates need for corner-bracing. No building paper required since Bildrite is waterproofed throughout with asphalt.



Next, apply Shingle-Backer in half the time required for wood under-course shingles. Handy 4' panel produces deep, modern shadow-line. Practically eliminates waste. Adds extra insulation value to sidewall. Can be used or stored anywhere in any weather—it's waterproofed throughout with asphalt.



Bildrite and Shingle-Backer help save an average of \$136 on Sun Valley homes like this. See how Insulite's approved Shingle-Backer System can help you build better for less on your next job. Free cost-comparison forms and illustrated product data show how. Write Insulite, Minneapolis 2, Minnesota.



INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

Make it easy for your prospects to say "yes"

to the price you set for your houses!



Get more information. See G-E catalogue in Sweet's file or your G-E distributor.

Use G-E Appliances . . . More Women Say They're Best!

General Electric's preferred appliances do a selling job for you—in a recent national survey 55 out of every 100 women said: "General Electric makes the best appliances for the home."

1 New, feature-packed 48" electric sink

G.E.'s new, deluxe-model electric dishwasher-sink changes the sink area in new homes from a work center to the glamour spot of the kitchen. This feature-packed, new appliance adds the customer appeal you need for quick sales of your new homes. Pre-plumbed for easy, one-trap installation.

2 New low-cost Disposall®

Introducing the new deluxe FC-40 at a price you, as a builder, can't afford to overlook!

Big capacity. Continuous feed. Quick, easy installation. Removable plug for dishwasher drain connection.

Custom models FA-4 and FA-45 feature safety Twistop control, and written 5-year warranty.

3 New variety in dishwasher designs—even one with a wood front!

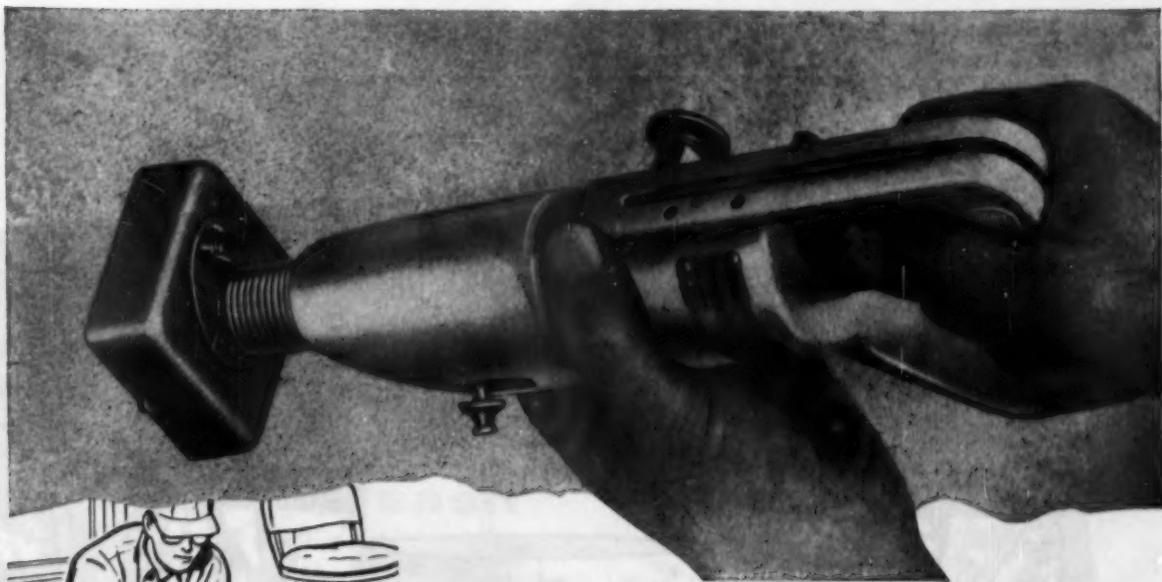
What style does your customer want? G.E. has it! Models that fit to the right or left of sink! Even models with real wood fronts in knotty pine, birch, mahogany or oak!

Spacesaving 24" models fit under counters . . . add valuable work surface. Free-standing model, with separate top, also available. General Electric Co., Dishwasher & Disposall Dept., Appliance Park, Louisville 1, Ky.

GENERAL



ELECTRIC



Anchoring seats, bar stools to concrete



2" x 4" plates to concrete floor



Carpet gripper anchored to concrete

REMINGTON STUD DRIVER saves up to 80% fastening costs on "special" jobs

When it's an unusual fastening job that has to be done quickly, efficiently—let the Remington Stud Driver take over. There are special guards, interchangeable with the standard guard, that adapt it for practically any application. And the Stud Driver's cartridge-powered action enables one man to set up to 5 studs a minute—a saving in time and labor of approximately 80% over old-style methods.

Setup time is cut to a minimum with the Stud Driver. There are no holes to drill; no laborious hammering is necessary. A squeeze of the trigger and the tool's powerful cartridge drives the stud home—

solidly and permanently into steel or concrete. Compact and portable, the Stud Driver has a field of use limited only by where a man can go.

DISCOVER FOR YOURSELF how this lightweight (6 lbs.) fastening tool can cut costs for you. Let us send you our new booklet which shows how the Remington Stud Driver anchors furring strips, structural channels and many other fabricated materials to concrete or steel. Just clip and mail the coupon for your free copy.

MAIL THIS COUPON TODAY

Industrial Sales Div., Dept. A8-2
Remington Arms Company, Inc.
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Please send me a free copy of the new booklet showing how I can cut my fastening costs.

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Listed & Approved by
Underwriters' Laboratories, Inc.



Pella[®]

WOOD CASEMENT WINDOWS

AMERICAN BUILDER

Windows that "store" their own screens and storm sash

PELLA CASEMENTS save storage space. Self-storing storm sash stay in place all year around. And Rolsscreens—that roll up and down like window shades—never have to be taken down and stored. Use PELLA CASEMENTS in your homes and gain space in utility rooms, basements and garages.

PELLA CASEMENTS fit all types of wall construction . . . install so quickly. They are simply set into rough wall openings, calked and secured in place by steel interlocking fins.

PELLA CASEMENTS are completely assembled and prefitted at the factory. There's no costly hardware fitting on the job.

Welded steel outer frame reinforces the wood frame to provide maximum rigidity. Sturdy pine sash are constructed with glued mortise and tenon joints. You can achieve countless arrangements by combining stock-size PELLA CASEMENT WINDOWS. See our catalog in SWEET'S Light Construction File or write: ROLSCREEN COMPANY, Dept. G-19, PELLA, IOWA.



ROLSCREENS—All Pella Casements are equipped with inconspicuous Pella Rolsscreens—the original self-storing inside screens that need no putting up, taking down, repairing or storage.



DUAL GLAZING—The year-round Pella self-storing storm window protects against winter cold and summer heat. Reduces street noises up to 40%.

Pella
®

WOOD CASEMENT WINDOWS

Getting more holding power with the right kind of nails

Improvements in framing are now possible through the use of new types of helically or annularly grooved nails.

These nails are used for jointing wood for short and long periods. For the short period, the immediate nail holding power is the criterion. With the long life assemblies, delayed nail-holding power may be of greater importance than that observed immediately after driving. However, the immediate nail-holding power serves as a base for setting up the factors in the test data charts where the delayed nail holding power is observed.

The new type nails are now available for fastening sheathing, siding, underlayment, flooring, wallboard, etc. Experience and continuing field trials have made possible engineering design data which has produced improved nailing techniques. The Screw-tite nail, when it is inserted, displaces the wood fibre and forms a thread in the wood, thus increasing the holding power. With the Stronghold nail, the wood fibres are forced into their grooves like wedges, to be released only when the wood has decayed.



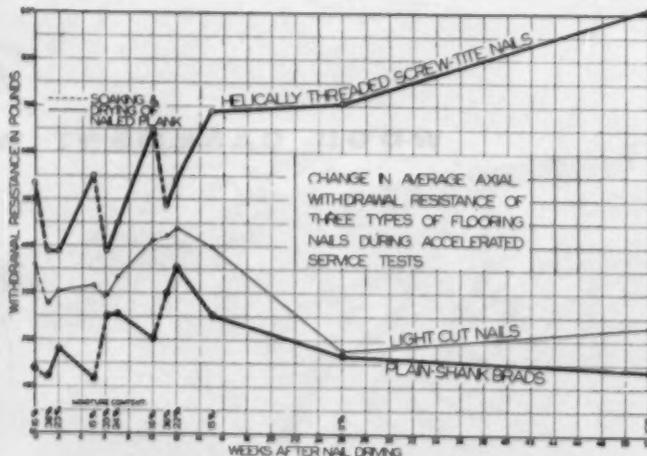
The Screw-tite floor nailing machine makes it possible to lay T & G floors better with a saving in time and labor and without banged up edges or mashed tongues. The machine feeds the nail at the proper angle, drives and sets nail and drives flooring snugly into place

Fastening wood floors



According to the U.S. Forest Products Laboratory, some of the woods used for flooring retain most of their nail holding power, while others lose a great deal after they dry out. On the other hand, threaded shank nails will retain or even increase the immediate nail holding power during the seasoning of the wood.

The accelerated service tests shown on the chart indicate the withdrawal resistance of plain shank brads decreased three per cent, that of the cut flooring nails decreased 42 per cent, and that of the helically threaded Screw-tite nail increased 70 per cent. This change of holding power is shown in the chart.



The chart indicates the change in average axial withdrawal resistance of three types of flooring nails during accelerated service tests

OUTSTANDING APPEARANCE, EXCEPTIONAL FIRE RESISTANCE—

SELL BOTH WITH VERSATILE

FIRESTOP BESTWALL.

Whether for low-cost, mass housing, or in exclusive, high-rental apartments, Certain-teed's versatile Firestop Bestwall Gypsum Wallboard means sound construction, handsome appearance and exceptional fire resistance.

Firestop Bestwall was the first gypsum wallboard to give one-hour fire resistance, in single-layer, 5/8-in. thickness, over both wood and steel framing. It's still way ahead. If you're not carrying Firestop Bestwall, may we tell you more about it?

Used for Fire Protection in This 1500-Unit St. Louis Housing Development

Schuermann Building & Realty Co. Project.
St. Louis, Mo.



Here a barren field yields a crop of 1500 new homes. For greater safety Certain-teed's Firestop Bestwall (250,000 sq. ft.) was used as shown on walls between garages and living quarters. Typical of the way progressive builders are using Firestop to meet Code requirements.



Used for Handsome Appearance Plus Fire Protection in These Exclusive Cleveland Apartments

Ambassador Apts., Shaker Heights, Cleveland, Ohio
Builder: Charles Bernstein; Wallboard Applicator: Allen O. Brooks Construction Co.



In this luxurious, high-rental apartment building Certain-teed's Firestop was used exclusively for walls and ceilings. Firestop Bestwall comes with a smooth surface which can be painted, papered or decorated. It is strong, light—won't warp or buckle in place—stands normal settling without cracking.



Certain-teed

REG. U.S. PAT. OFF.



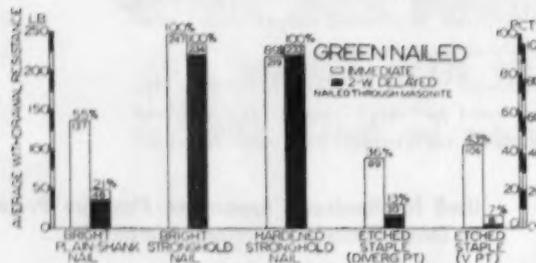
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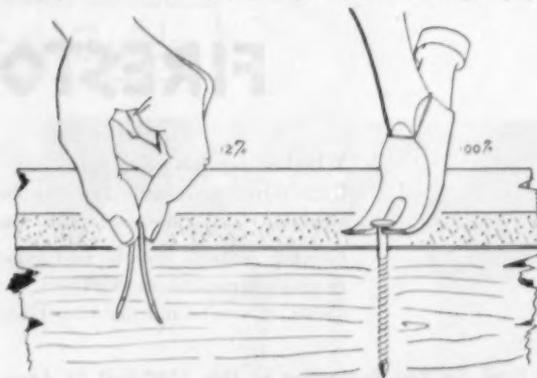
Photographs and charts courtesy of the Independent Nail and Packing Company.

Fastening underlayment



Average immediate and delayed withdrawal resistance of underlayment nails and staples driven through 1/4-inch thick plywood or hardboard underlayment into dry or green southern pine

To securely hold an underlayment of 1/4-inch thick fir plywood or hardboard to the structural base consisting of a sub-floor and joists, it is essential to use nails that retain their original holding power under all conditions. With the use of the plain-shank nail, the holding power is greatly reduced, due to the original moisture in the wood and the amount added during construction because of unfavorable weather. This type nail depends entirely on the friction created for its holding power.



Driven into dry pine and withdrawn immediately, the average holding power of staples with divergent and V-points was 36 per cent of that of the threaded Stronghold nails. Six weeks after driving, the staple retained a 28-pound holding power as against 240-pound holding power for threaded Stronghold nail for the same period

The threaded Stronghold nail, when driven, forces the wood fibre into the grooves. Thus, popping of nails and a springy and squeaky sub-surface is avoided.

The drawing and chart indicate the holding power and the withdrawal resistance of the staple, the plain-shank nail and the threaded Stronghold underlayment nail. The use of staples has increased because of the ease of application with the aid of a stapler. Tests, however, show that their initial holding power is quickly lost.

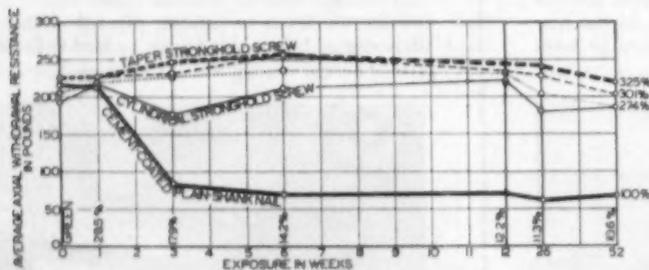


Chart shows immediate and delayed withdrawal resistance of plain-shank and threaded-shank gypsum-wallboard nails driven through 1/2-inch thick wallboard and green southern pine

- 1-5/8" x .0087" CEMENT-COATED PLAIN SHANK NAIL WITH SHORT DIAMOND POINT
- 1-3/8" x .010" NON-COATED HELICALLY THREADED STRONGHOLD SCREWNAIL WITH LONG DIAMOND POINT & PILOT
- " " " " NON-COATED HELICALLY THREADED TAPER STRONGHOLD SCREWNAIL WITH MEDIUM DIAMOND POINT
- " " " " BLUED HELICALLY THREADED TAPER STRONGHOLD SCREWNAIL WITH LONG DIAMOND POINT
- " " " " BLUED



Fastening gypsum wallboard

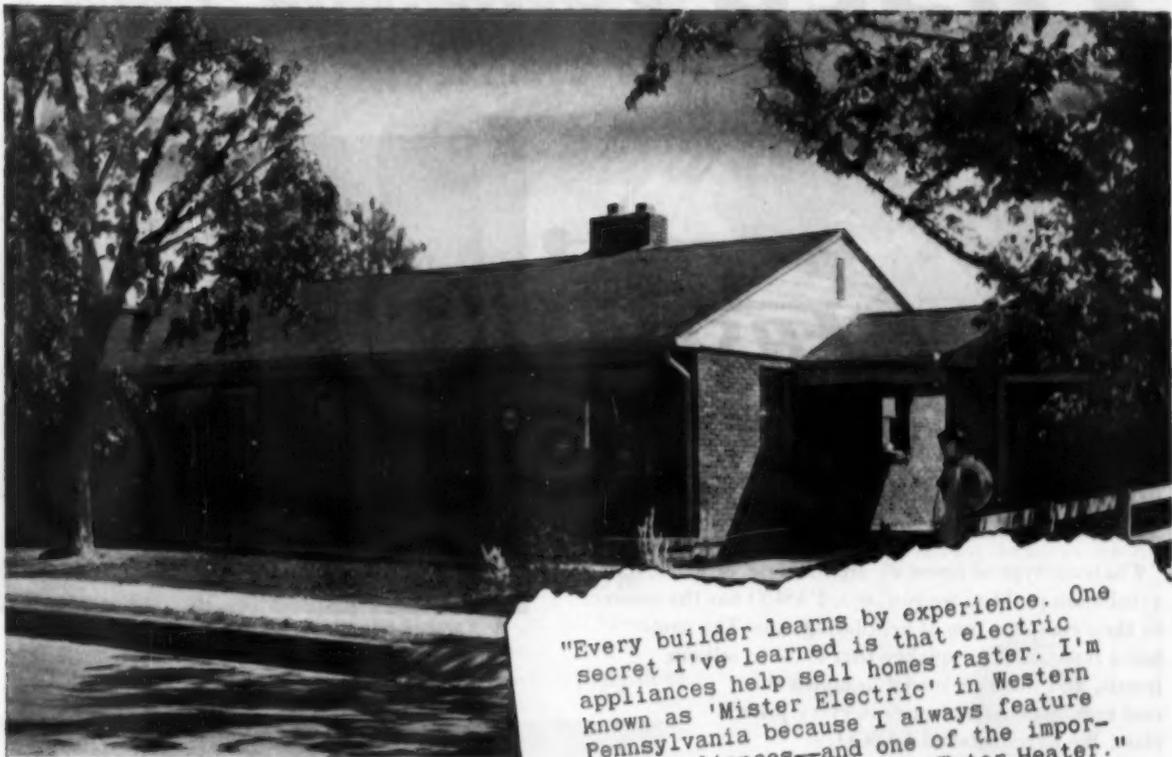
In applying dry-wall, the applicator should use only the best fasteners for nailing the wallboard to the framing of the house. Field experience indicates that some nails used for fastening gypsum wallboard are entirely inadequate, while others eliminate most of the problems.

Test data indicates the plain shank nail to be just as good as the threaded shank nails immediately after driving. However, with respect to delayed holding power, there is a great difference. This loss occurs when

lumber shrinks away from the smooth nail shank after a decrease in moisture content of structural members.

The increase in the holding power of threaded nails results from the fact that the decrease in moisture content causes an increase in the shear resistance of the wood fibres cantilevering into the threaded grooves. Nail selection should be made after sufficient time has elapsed to allow the characteristics of the fasteners to come to light.

BUILDER HAWBAKER *reveals secret*



"Every builder learns by experience. One secret I've learned is that electric appliances help sell homes faster. I'm known as 'Mister Electric' in Western Pennsylvania because I always feature such appliances—and one of the important ones is the Electric Water Heater."

A. Hawbaker
Builder
State College, Pa.

Builder Hawbaker has always featured electric appliances, and particularly *Electric Water Heaters*. In more than 500 completed homes during the past 10 years, every one has an *Electric Water Heater* as standard equipment. You're probably in on his secret yourself if you've installed *Electric Water Heaters*, because builder and home buyer alike come out ahead this way.

You, like these other builders, have found that it makes selling easier, because *Electric Water Heaters* (along with other electric appliances) are what modern home buyers want. You know that home buyers appreciate the benefits of clean operation. This type of water heater doesn't heat the area where it is installed. The tank is completely insulated. And, of course, customers like the ample, automatic supply of hot water, especially for the operation of such appliances as automatic clothes washers and dishwashers.

Another thing you must realize—*Electric Water*

Heater installation is easy because it can be made without regard to the location of any flue or vent, close to where the hot water is used. Because of shorter pipe runs, installation cost is reduced—which turns out to be *another* "plus" for the customer, too, because it means less heat waste and low operating cost.

It all adds up to this—to build and sell your houses easier, you should install *Electric Water Heaters* in *all* of them!

BE MODERN...

Live Electrically!



ELECTRIC WATER HEATERS HELP CLINCH HOME SALES!

ELECTRIC WATER HEATER SECTION

National Electrical Manufacturers Association, 135 East 44th Street, New York 17, N. Y.

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FASCO Ventilating Fans.



VENTILATING FANS

Meet My Building Needs Completely"

"Whatever type of home we are building, or whatever ventilation problem we run into, FASCO has the answer in their complete line of ventilating fans. The name has a reputation for quality that helps to sell our homes, and there's a model to match the cost requirements of houses in every price class. We have installed FASCO ventilating fans in most of the homes in our 700-unit Northwoods Subdivision in Doraville, Georgia. It is especially gratifying to us to see how they have proved their reliability through maintenance-free operation."

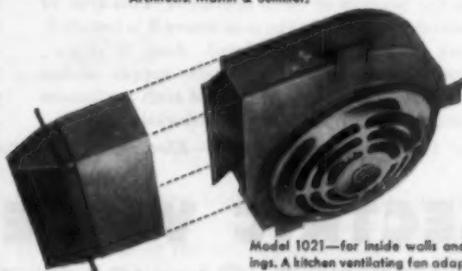
WALTER L. TALLY



Walter L. Tally, Pres., Walter L. Tally, Inc., Doraville, Georgia, checks a Fasco Ventilating Fan installation.



A typical Tally home in the Northwoods Subdivision, Doraville, Georgia. Architects: Mastin & Sumner.



Model 1021—for inside walls and ceilings. A kitchen ventilating fan adaptable for a wide range of installations. New FASCO Turbo-Radial Impeller develops pressures unobtainable with ordinary fan blades.

MANUFACTURERS OF THE ONE COMPLETE LINE OF VENTILATING

.. Choice of Leading Builders Everywhere

The FASCO name, advertised nationally, is recognized by home buyers as representative of quality and reliability. The top-flight builders shown here, and many more like them, are including FASCO Ventilating Fans as standard equipment in the finest homes in the country. Specify FASCO for your new homes . . . in kitchen, bath and utility rooms . . . to meet the growing demand for multiple ventilation.

FASCO OFFERS YOU . . .

• LOW-COST VENTILATION

Every home, regardless of price range, can have a FASCO 847 or 1047 Ventilating Fan. Volume production brings costs down . . . and these savings are passed on to you.

• LOW-COST INSTALLATION

FASCO 847 and 1047 are engineered as a complete, simple package. No on-the-job fitting or other time consuming problems.

• NO SERVICE CALL-BACKS

FASCO backs up all its ventilating fans with a 5-year guarantee against mechanical and electrical defects. Install them—forget them. With care, they'll last a lifetime.

Write today for catalog and complete information on FASCO—America's most popular ventilating fans.



Model 882-10F2
for outside wall,
wall switch operation.



Model 728
for inside walls
and ceiling.



Model 847-1047
for outside wall,
chain operated.



Model 880
for installation
through ceiling
and roof.

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FASCO

INDUSTRIES, INC.

ROCHESTER, N. Y.



Robert D. Gibbens, Pres.
Associated Builders, Inc.,
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"FASCO Vent Fans are plus features
which sell my homes quicker."



Walter G. Stockler, Pres.
Long Island Home Builders Institute
Leonard L. Frank
Member Exec. Comm., NAHB
Chairman,
1953 NAHB Educational Comm.
"Have used FASCO in more than 700
homes in all price ranges."



Charles C. Ervin, Pres.
Ervin Construction Co., Inc.,
Charlotte, N. C.
"Ease and simplicity of installation, sat-
isfactory service under rigid test sold us
on FASCO."

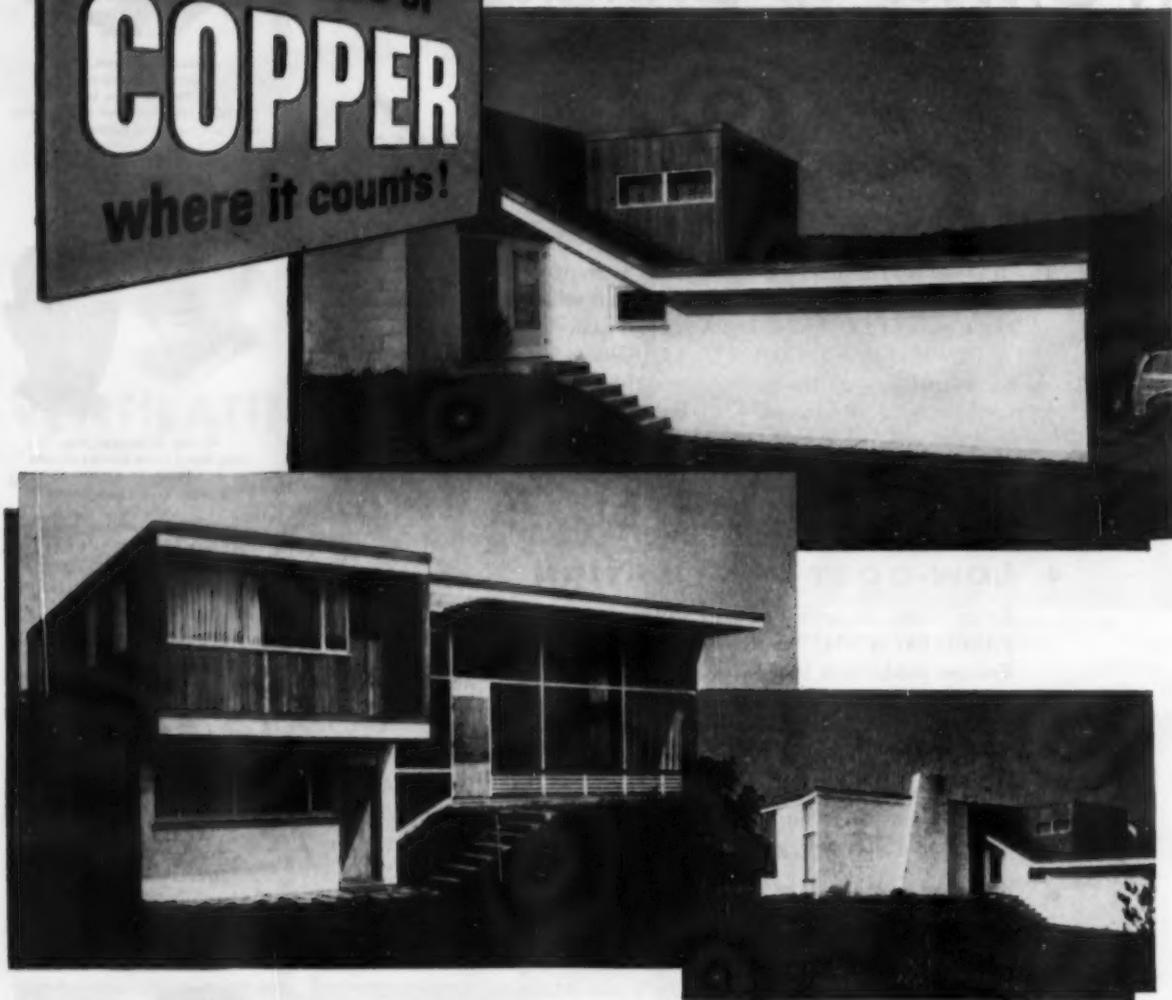


Leonard W. Leeds, Pres.
Heartstone Park, Inc., Stamford, Conn.
C. W. Goebel, Vice Pres.
"Have used FASCO Ventilating Fans
with unqualified satisfaction."

RESIDENCE OF
MR. and MRS. ALBERT KEEP
Williamstown, Mass.

Architects: E. H. and M. K. HUNTER, Hanover, N. H.
Sheet Metal Cont.: S. MORIN ROOFING COMPANY, INC., N. Adams, Mass.
Plumbing Cont.: F. H. SHERMAN CO., Williamstown, Mass.

Another case of
COPPER
where it counts!



The quantity of Revere Copper used in this home is not impressive but the use to which it was put, is. The architect specified copper for the spots where it really counts . . . for flashing and for hot and cold water lines. Both mighty important spots, whether it be in a residence or a huge edifice such as Grand Central Station, N.Y. which is roofed with enduring Revere Copper.

Here are a few things to remember about copper: its enduring properties have been proved for centuries. It helps sell your homes because, over the years, copper has become universally accepted as the mark of quality construction. It solders readily. Copper does not rust, rot, dry out or deteriorate. Its lasting qualities assure less cost per year of service. In fact there is not another metal or alloy that has all of the superior construction characteristics of copper.

Those are the reasons why it will pay you to use Revere Sheet Copper on the outside of your homes and Revere Copper Water Tube on the inside. See your nearest Revere Distributor for adequate supplies and fast service. And for your technical problems call on Revere's Technical Advisory Service.

LOCATED away out in the wide open spaces where weather can attack from all sides necessitated the use of a flashing material that could take it summer and winter. That's why the architects selected 16 oz. Revere Cold Rolled Copper for wall flashing, adjacent wall flashing, fascia gravel stops, gravel stops and chimney and stack flashing.

Copper is non-rusting, enduring and adapts itself to temperature changes better than any other metal or alloy. The sheet metal contractor was glad copper was selected because he knows it is readily worked, formed and soldered. And he also knows that once properly installed he and the owner can forget about it.

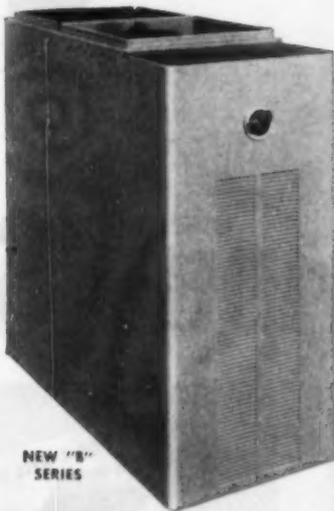
REVERE

COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1801
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.

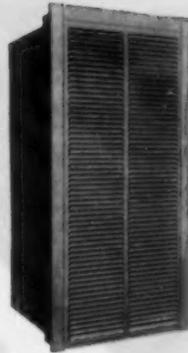
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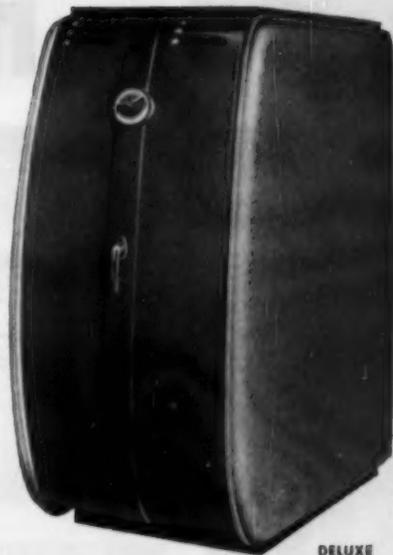
NEW "B" SERIES



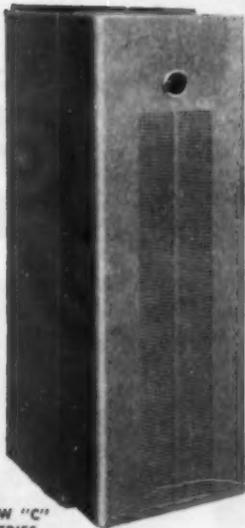
NEW "U" SERIES



MODEL C-75 WALL FURNACE



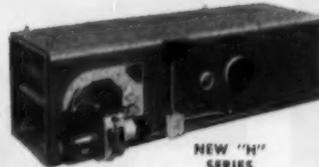
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Your prospects judge a well built home by the brand name products they see in it. And when the *first* thing they touch is a beautiful Sargent AlignaLock, your new houses are off to a *fast* sale!

The SARGENT name strikes a spark *immediately* with homeowners. Always *has*. Always *will!* And already, AlignaLock is recognized as "The Sign of a Well Built House."

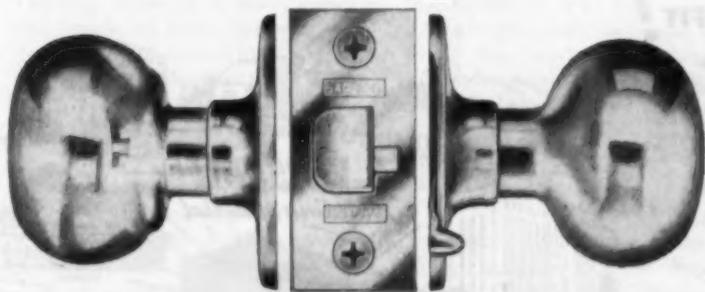
So let your prospects see the famous Sargent name wherever they go around the house. It keeps *reminding* them of quality.

Customers get the "feel" of quality in AlignaLock. Quality that thousands of builders like yourself have enthusiastically acclaimed by purchasing hundreds of thousands of AlignaLocks. Quality that Sargent *unqualifiedly* guarantees for the life of the house.

There's a real, proven sales aid for you . . . the Sargent AlignaLock Guarantee! Make it work for you, by using the AlignaLock Home-Selling Aids that come to you free with your AlignaLocks.

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VIBRAPAC Block has become a first class building material when laid up with accurately tooled mortar joints for beautiful horizontal and vertical effects.



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You avoid cutting and fitting, in many details of construction, when you build with VIBRAPAC Block. Their modular dimensioning coordinates with other modular building elements. Door and window openings, for instance, come out right for standard framing. No wasted time fitting door and window frames into openings. By eliminating block cutting and fitting, building costs are materially reduced.

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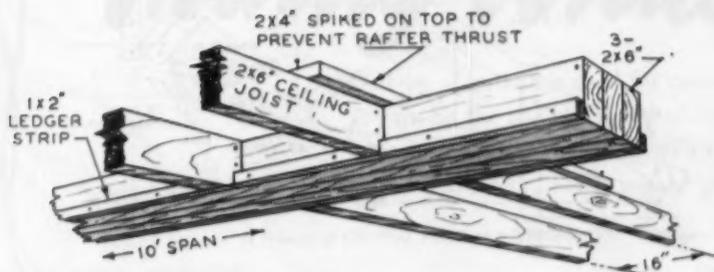
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- Planning
- Concrete Work
- Framing
- Roofing
- Heating and Plumbing
- Air Conditioning
- Wiring
- Insulation
- Interior Finish
- Power Equipment



Is a flush-ceiling girder okay?

Enclosed you will find a plan of a flush-ceiling girder. What resistance will it have to sag and rafter thrust? The girder will carry only rock lath and plaster, joists spaced 16 inches o. c. The girder span is 10 feet. Will this arrangement be OK for longer spans?

P. W. H., Greenwood, Del.

This is a very effective method of carrying joists on a wood girder. No length of joist, however, has been indicated, and no load is given.

Use this method only for a flat roof or a roof with practically no slope. If this is done, there will be

They're powder-post beetles!

My client has a pine floor in which there are a series of holes apparently eaten through by a kind of bug. I am enclosing one of them. Can you tell me the name of the bug and how to exterminate them?

H. S., Bunceton, Mo.

The flooring is being attacked by one of the powder-post beetles, perhaps the Cossonid weevil. Pentachlorophenol is one of the insecticides advocated to eliminate them. For more detailed information about

no rafter thrust. The joist span, using 2x6's at 16 inches o. c. and an assumed 30-pound roof load, should not be over 11 feet. With a built-up section as is shown, the joist span could not be greater than 5 feet.

This method is satisfactory for larger spans for both the joist and girder provided the girder members are deeper. Girder spans for wood, however, seldom are economical if they exceed 12 to 14 feet.

If a larger joist span, say as much as 10 feet, is desired, the girder members should be 2x10's spiked together. Ledger should be a 2x4.

K. Roderick O'Neal & Assoc.

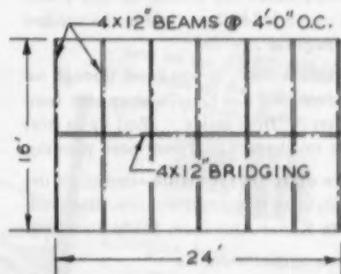
the insect and treatment of the situation, write for Leaflet No. 358 called "Powder-Post Beetles in Buildings." You can get this booklet by writing to the United States Department of Agriculture, Forest Service, Forest Products Laboratory, Madison 5, Wisconsin. For additional information, write to the Division of Forest Insect Research, Central States Forest Experiment Station, 111 Old Federal Building, Columbus 15, Ohio.

Forest Products Laboratory

How to frame a flat roof to expose beams inside

We are to add a 16x25-foot living room to a house for one of our customers. They want a flat roof so it can be used as a porch at the second floor level, and they want an exposed-beam ceiling. How can we construct it for best appearance inside, such as spacing of joists and method of finishing between joists?

H. W., Hermann, Mo.



Place 4x12-inch beams 4 feet on center. Use number 1 clear, structural White Pine or Douglas Fir for the beams. Provide for a row of 4x12-inch bridging down the center, solidly cut in and spike well. Decking could be 2x6-inch T&G clear Fir with "v" joint. Provide a 2-inch rigid insulation and asphalt roofing if this roof is exposed to weather. No finish is required between beams on the decking inside, other than to sand, varnish and wax. Also sand, varnish and wax exposed beams.

Got a problem you can't solve? "ASK THE EXPERTS"—a group of industry authorities—experts in their fields. They'll give you the answer.

Write to "Ask the Experts," American Builder, 79 West Monroe St., Chicago 3, Ill. We'll publish as many questions and answers as we can.



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You can install Durall Tension Screens on windows, porches and breezeways at less cost than frame screens, and make them a sales feature of the house.

Cost less to buy—far less expensive than other screens or combination windows (28" x 54" size list \$5.10)

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Start today to use Duralls, the smart, modern screens. Your lumber, building supply or hardware dealer has them or can get them for you. Or write for full descriptive booklet.



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New York Wire Cloth Company, Inc., York, Pa.

When you use insect screening, ask for the best

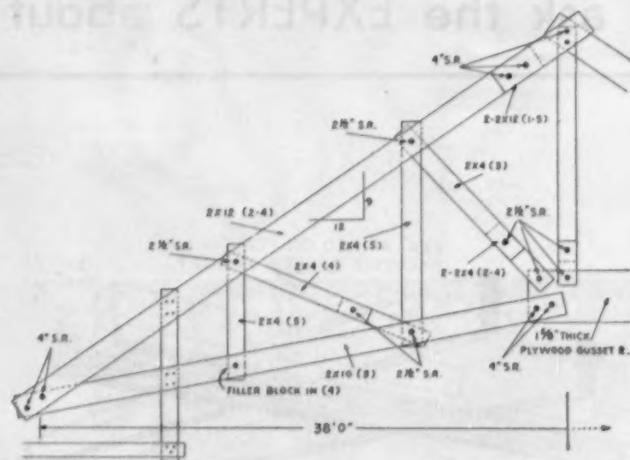
OPAL... heavily galvanized steel

ALDURA... lifetime aluminum

LIBERTY-BRONZE... never rusts

All have the extra-strong, exclusive Multi-Strand edge

ask the EXPERTS



How to build a truss for an arched ceiling

I have been asked to build a house which will have an arched ceiling and which will make use of roof trusses. Will you tell me if the sketch of the truss for a span of 38 feet, which I have enclosed, will be adequate for such construction? The intention is to plaster the ceiling. Would it be practical to place this truss 16 inches on center?

F. H. P., White Rock, B. C., Canada

Use the truss illustrated for con-

struction involving an arched ceiling, instead of the one you sent in. You will notice that the truss shown uses 2x12's for the main rafters rather than the 2x6's which you indicated and that split-ring connectors are used. You asked if it would be practical to place this truss which you had designed at 16 inches on center. The answer is no. This would be too costly. The truss illustrated is designed to be placed 4 feet o.c.

Wilbur Tuggle
Structural Engineer

What is 6x6-6/6 wire reinforcement?

In the American Builder, November 1954 issue, page 138, under the heading "Is Crackproof Concrete Possible," I fail to correctly interpret the second pair of figures in column of "style designations." For example, 6x6-6/6 is recommended for driveways. How is this to be interpreted?

W. S., Timmons, Ontario, Canada

The second pair of figures in any style designation refers to the gauge of both the longitudinal wires and the transverse wires, in that order. In the example you referred to, 6x6-6/6 for driveways, the first pair of figures "6x6" indicates that the

wires are spaced longitudinally and transversely at 6-inch centers; the second pair of figures indicates that both the longitudinal and transverse wires are of number 6 gauge wire.

As further illustration of how this system of style designation works, consider a sheet of fabric having 3-gauge longitudinal wires at 3-inch spacing, and 10-gauge transverse wires at 6-inch spacing. The designation would be 3x6-8/10, the first figure of each pair of figures referring to the longitudinal spacing and gauge, the second figure of each pair referring to the transverse spacing and gauge.

Wire Reinforcement Institute

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As white as snow -



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Manufacturers of HOMESHIELD full-frame
Aluminum Screens and Storm Sash

ask the EXPERTS

try air conditioning

A friend of mine has a clothing store in which there is poor ventilation. The first floor is 69 feet long, 27 feet wide and 14 feet high. There is one 16-inch fan in the rear wall. The basement is of the same overall size but has an 8-foot ceiling height, and there are only two small air vents and one rear entrance door. I thought of putting a 4-foot 6-inch diameter fan in the rear wall of the store and four more smaller fans in the center of the building. Would this help? What about putting fans in the basement to stimulate circulation of air?

S. G. T., Clarion, Pa.

From your description, it would appear that the only satisfactory solution in connection with the store would be to install a room air-conditioning unit. Consult a local air-conditioning firm for help. Your suggestion of a fan or two in the basement would help. There should be a possibility of putting in some openings in the basement area under the bulkhead of the show window. If this were done, it would allow fresh air to come in both ends of the basement.

won't hold water

I have a customer whose fish and lily pool (constructed of concrete) has cracked during the winter. The pool was reinforced when built. How can this be patched to hold water?

D. W. G., Le Grand, Ia.

Without knowing the construction details, it is difficult to pin down the reasons for the cracking. However, it was probably caused by a concrete section that is too thin and too little reinforcement in the pool, which is subject to constant cycles of freezing and thawing.

Since these conditions of frost heave will continue, any efforts at permanent repair, short of rebuilding the entire structure, will simply result in more cracking. We suggest that a bituminous material be applied to the crack. A new application will probably be required every year, but this will enable pool to hold water during summer months.



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Despite these conditions, a Sherman Power Digger completed the work in six hours!

This is a typical, everyday job for the Sherman. It is used for curb removal, catch basins and trenches of all kinds—electric conduits, water mains, pipe lines and so on. It is compact and easily maneuvered for close-quarter work. Light weight prevents property damage on sidewalks or close to buildings. Because it is tractor mounted, the Sherman moves quickly from job to job, often completing several projects miles apart in one day.

The Sherman Power Digger releases heavier equipment for big jobs, digs in a fraction of the time and cost of manual labor, goes up to 10 ft. below grade in mud, hardpan, shale, oiled roads, blacktop and stony ground. Initial cost is surprisingly low . . . maintenance, simple and inexpensive. Get the whole story in Bulletin T-55 today.

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ask the EXPERTS

Want hard maple? Try *Acer saccharophorum*!

Where can I buy "hard rock maple"? I can't seem to buy maple in my locality.

R. S. A., Houghton Lake, Mich.

Undoubtedly, the hard rock maple to which you refer is sugar maple (*Acer saccharophorum*). There are several common names for this species, including "rock maple." In the lumber trade, both black maple and sugar maple are sold as hard maple, although sugar maple, according to our tests, is rated above black maple in hardness. In a comparative scale of hardness of woods, sugar maple rates 115 and black maple 97. In the same table, red oak rates 103 and white oak 109. The best way to order would be to specify sugar maple and include the scientific name.

We do not have a current list of suppliers of specific wood products. However, some of the Michigan firms taken from Thomas' Register of American Manufacturers can furnish you with information as to where you can buy sugar maple. You might also contact your State Extension Forester, Michigan State College, East Lansing, Michigan. He may be able to direct you to some firm in your locality that sells sugar maple.

Forest Products Laboratory
Madison, Wis.

Where to find information on house moving

Can you recommend three or four books on house moving?

L. C. S., Allentown, Pa.

We can find no trace of a book written on house moving.

However, you will find that there is quite a list of magazine articles written about house moving. Try the various technical magazine indexes at your library. Here are a couple that we found:

"Move Houses by Rail to Clear Strip Area" *Coal Age* 52:98-100, Sept. 1947.

"Moving A House A Day; New York City" *Engineering News* 143: 48, Sept. 15, 1949.

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Yes, Scott's seeded lawns are a profitable sales investment.

It's a mistaken idea that Scott lawns are expensive. Actually, you sow enough less of Scott's seed (nearly 3 million seeds per pound) to offset the price difference from so-called "bargain" mixtures. Thus, for the same cost and planting time, you give buyers lasting lawn beauty . . . for Scott's is a proven blend of 100% perennial grasses—99.91% weed free.

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Start this spring to profit from the sales appeal by saying "My homes include permanent Scott's lawns." Write our turf specialists for recommendations and details on Scott's builder service prices.



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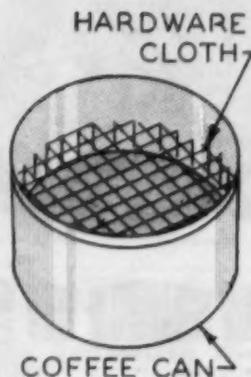
178

how would you do it?

Ideas for the man on the job

How to make painting easier

Use this device when cleaning brushes



Make a dome-shaped insert from 1/2-inch square hardware cloth. Make the insert to fit a coffee can. With the insert in place in the bottom of the tin, the top of the dome should be about one inch from the bottom of the can. Add about two or three inches of your favorite liquid brush cleaner. The hardware cloth makes an excellent scraping surface for the brush, and the paint particles will settle to the bottom of the can. Brushes will be immersed in clear liquid cleaner at all times.

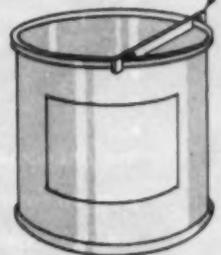
A. R. Tanner, Cold Spring, N. Y.

Save paint, keep paint can clean

Save paint and keep your paint can clean by using a metal bar similar to the one shown in the illustration. Use this bar to wipe your paintbrush after dipping it into paint. Make the bar out of a soft, flat piece of metal. Lap the edges. Cut notches at each end of metal bar to fit over the lip of paint can. Cut notches so that about three quarters of can is open for easy dipping of brush into paint.

J. A. Matyosz, Milwaukee, Wis.

WIPE BRUSH
ON THIS BAR

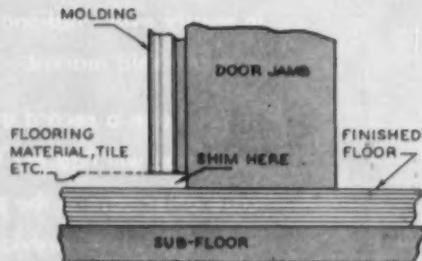


How to cut down work when laying floor tile

In new home construction, floor coverings such as linoleum, cork or tile are being used in many rooms. During application, a lot of time is spent cutting and fitting around the trim moldings located at doorways.

Eliminate this extra work by placing a shim of the same thickness as the floor covering on the floor near the door jamb. Remove it after you install the trim molding to the door jamb. This will leave a space into which the floor covering will fit.

If you plan to apply new floor covering to a floor in an old build-



ing, simply put sample of floor covering on floor near door jamb, mark the thickness of the material on the molding and cut along this line. Then, when you lay the new floor surface, material will slide beneath molding easily.

W. L. Stein, Kenosha, Wis.

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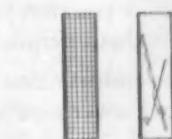
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An outstanding example of the "Kawneer Touch" . . . the new all-welded aluminum door can be "customized" to your needs. Now you can specify a door that is 10% stronger than similar doors, provides a clean, seamless, eye-appealing appearance, and features interchangeable hardware . . . yet the cost compares with other standard doors. Here is the only stock door that can be styled to any type of store. Learn all about it now. See your Kawneer dealer or write Kawneer, Niles, Michigan.

Now! —identification hardware
"individually designed"



Style "M": Cosmopolitan hardware for double-acting doors.



Style "B": Coronet "Pull Handle" ideal for symbol.



Style "B": Coronet "Push Bar" provides length for full name.

Kawneer offers a choice of four different styles of hardware. The two styles shown have interchangeable face plates. If you wish a face plate to identify any type of business or name, all you do is have artwork prepared. Kawneer will laminate it in plastic, etch it on aluminum, or produce it on any material you desire and in any color. The cross-hatch plate is then merely replaced right on the job with the new design.

**Completely welded construction
for greater strength—lower cost**

- 10% stronger than most doors
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- No exposed, unsightly screws
- Seamless tubular frame construction
- Long lasting beautiful aluminite finish



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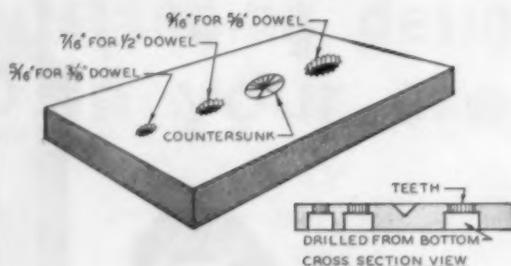
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how would you do it?

Ideas for the man on the job

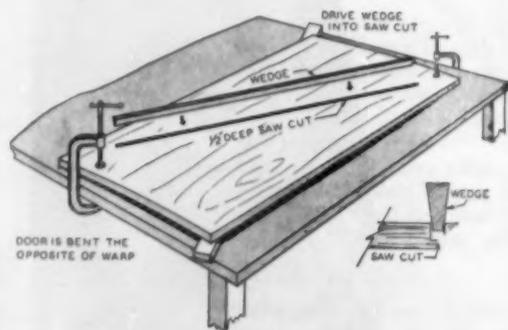


A jig for scoring and beveling dowels

Take a piece of untempered steel stock 3 inches wide, 8 inches long and $\frac{3}{8}$ inches or $\frac{1}{2}$ inches thick. In this piece, drill a $\frac{5}{16}$ -inch hole for $\frac{3}{8}$ -inch dowels, a $\frac{7}{16}$ -inch hole for $\frac{1}{2}$ -inch dowels and a $\frac{9}{16}$ -inch hole for a $\frac{3}{4}$ -inch dowel. In the center of the plate, you will notice a countersunk hole made with a $\frac{3}{4}$ -inch drill. Do not drill all the way through when drilling these holes.

Turn the plate around and drill each of the holes (except for the counter-sunk) from this opposite side. Use a larger drill for each of the holes so that it will be easier to file teeth in them later. Turn the plate around again. File notches with a three-cornered file. When the dowels are cut to size, drive them through the respective hole for that size dowel. Tap it with a hammer to create dowel ridges. Then, put the dowel on end in the countersunk holes, tap with hammer. This will bevel the end. Thus, you can score and bevel your dowel pins.

E. Rizzotti, Mt. Vernon, N. Y.



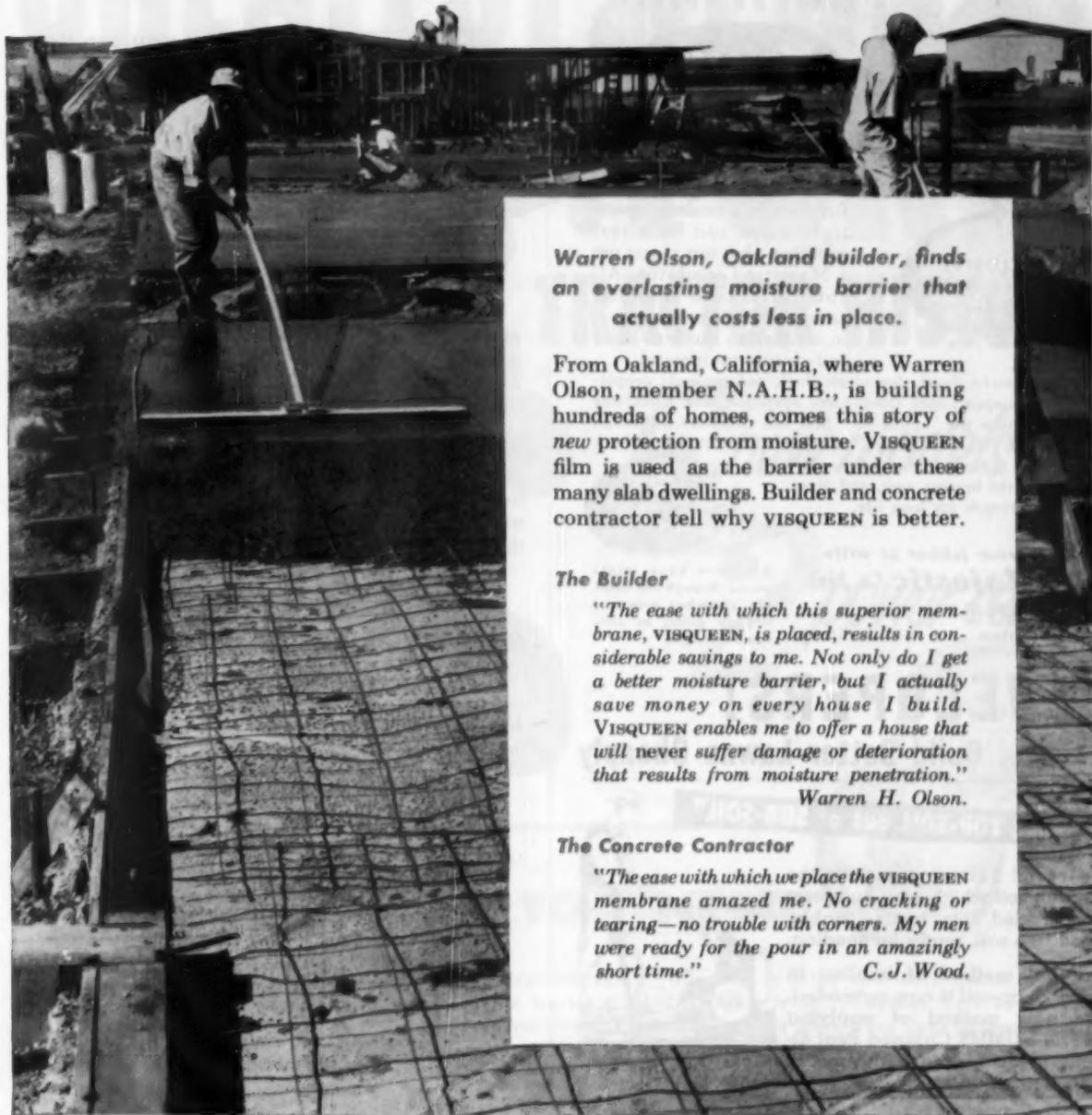
How to straighten warped plywood doors

Many cabinet doors are made of $\frac{3}{4}$ -inch plywood. Sometimes these doors warp or twist. To straighten and strengthen them, remove doors. Cut a $\frac{1}{2}$ -inch deep groove with bench saw diagonally across back of door. Then clamp door down over a wood strip holding door secure in the opposite direction to original warp.

Cut a strip of wood $\frac{1}{2}$ -inch deep and slightly thicker than the width of the saw cut. Cut the strip into a wedge shape. Put glue on wedge and drive wedge strip into the saw cut. Keep door clamped until glue hardens.

W. Burton, Salt Lake City, Utah

amazing advance in **SLAB TECHNIQUE:**



Warren Olson, Oakland builder, finds an everlasting moisture barrier that actually costs less in place.

From Oakland, California, where Warren Olson, member N.A.H.B., is building hundreds of homes, comes this story of new protection from moisture. VISQUEEN film is used as the barrier under these many slab dwellings. Builder and concrete contractor tell why VISQUEEN is better.

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"The ease with which this superior membrane, VISQUEEN, is placed, results in considerable savings to me. Not only do I get a better moisture barrier, but I actually save money on every house I build. VISQUEEN enables me to offer a house that will never suffer damage or deterioration that results from moisture penetration."

Warren H. Olson.

The Concrete Contractor

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Furnish me with complete details about VISQUEEN film.

- under concrete slabs, basement floors, and crawl spaces
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EXCLUSIVE ANGLE SEAL

makes masonry fitting
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WHAT **Hyper-Humus** DOES

- Supplies organic content to soil in immediately available form.
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- Makes stronger sales appeal to home buyers by making lawns and shrubbery look thrifty.

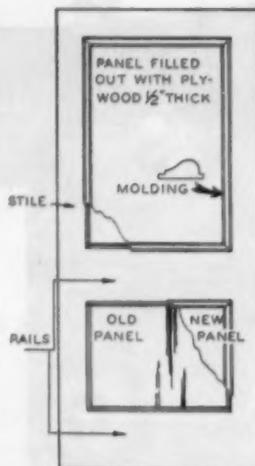
Send today for our Top-Soil Bulletin H

Let us help you develop a sound lawn-building program.

HYPER-HUMUS COMPANY • BOX 48, NEWTON, NEW JERSEY

how would you do it?

Ideas for the man on the job



What you can do with a damaged panel door—

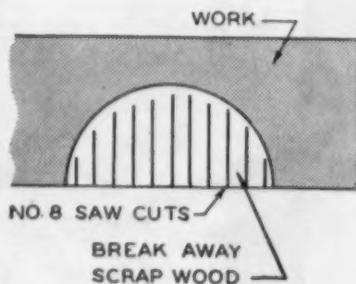
The ordinary panel door such as the two-panel one shown in the illustration is often discarded because the panels have become damaged or are defective. You can save buying a new door by repairing the old one at little cost. Fill out the panels of the door flush with stiles and rails by using 1/2-inch plywood cut to fit the panels. Cover the joints around the new panels with a small molding 3/4 or 1 inch in width. Then, finish the panels to match door stiles and rails.

A. N. Nelson, Kansas City, Mo.

No carbide drill? Use a cutting nail

If you are caught without a carbide drill, use a cutting nail to drill into mortar joints or soft masonry materials. Just grip the cutting nail in your portable drill and drill away.

N. D., East Lansdowne, Pa.



Cut arcs this easy way

Many carpenters experience great difficulty when cutting an arc or curve out of a wide board with an ordinary keyhole saw because the blade always has a tendency to bind. This is especially true if the plank contains a lot of grain. When faced with this problem, mark off the arc. Then, take a number eight saw. Cut into the wood as shown in the illustration. Make the cuts to within one-half inch of the scribed line. The scrap wood is then knocked out with a hammer. With a keyhole saw, cut away the remaining wood. It will not bind because the pieces can break away, saw has free movement.

H. E. Fey, New Braunfels, Tex.

GREATEST NEWS IN FORD TRACTOR HISTORY



5 new models
2 power series



PICK THE POWER YOU NEED

NEW Power—New Ford "Red Tiger" Engine steps up power 30%.

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NEW Features—Including 5-speed transmission and sturdier construction throughout.

Ford steps out again!—this time to bring you more tractor power . . . more tractor models to choose from . . . dozens more advanced tractor features that can help you get more work done at lower cost.

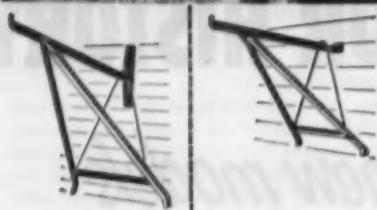
Yes, for the first time in Ford Tractor history, you can pick from five new Ford Tractor models in two power series. And in addition, you can have the economy and power of the Fordson Major Diesel.

But regardless of the model or power of Ford Tractor you choose, you'll find a high level of all-around performance—of amazing versatility—that far out-strips other tractors in the same power class.

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TRACTOR AND IMPLEMENT DIVISION
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Birmingham, Michigan



These Brackets Cut Erection Time

You can install "Trouble Saver"® Scaffold Brackets faster than it takes to build a make-shift wooden scaffold. And once they're up, you know you've got a level and positively secure footing. Light and easy to manage, yet sturdily built of rail steel to provide a safe working platform. "Trouble Saver" Scaffold Brackets are a sound investment because they save time and materials every time they're used.

Available in 3 and 3½ ft. lengths for nail, studding or bolt attachment. Any one type can be converted to any other with "Trouble Saver" Bracket Attachments.



ONE-MAN LADDER JACK
Adjusts to any pitch on either side of ladder.



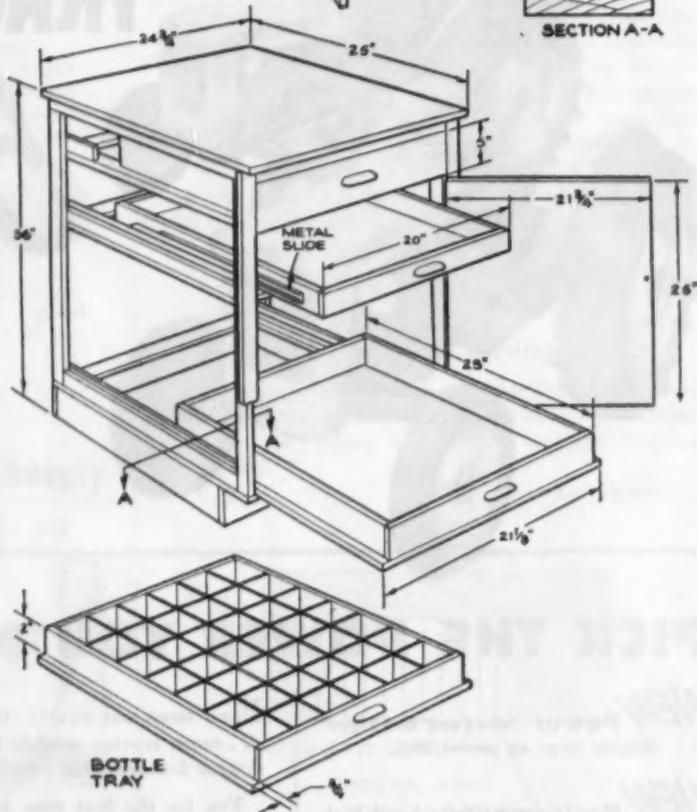
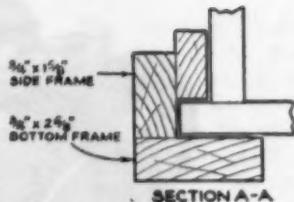
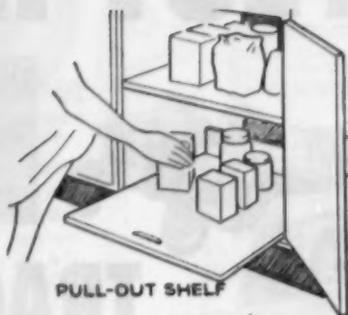
RAIL-TYPE LADDER JACK
Uses side rails of ladder for extra-safety.

Write for complete information on all "Trouble Saver" Scaffolding Accessories.

THE STEEL SCAFFOLDING CO., INC.

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Sliding shelves pep-up kitchen cabinets...



Here's how to build them

Sliding shelves have become a lively sales feature of many modern kitchens. Here we show a sliding shelf cabinet that you can build on the job—and make friends. It is one of many built-ins detailed in the new Simmons-Boardman book "How to Build Cabinets for the Modern Kitchen."

A variety of purposes is served by sliding shelves. With eggcrate di-

visions, they store bottles nicely. Usually a surrounding lip is needed to keep contents from sliding off.

The simplest form of pull-out shelf is sketched at the top left. This is simply a board with a rear ledge. The sliding shelf rests on the bottom shelf of an existing cabinet. Whatever the base cupboards you have, adding pull-out shelves like this one

(Continued on page 186)



the toast of the NAHB show

TRACY PIC-A-DOR *will sell houses!*

Builders said, "Let me show a woman a Pic-A-Dor kitchen and watch me sell her." Builders said, "I'll use Pic-A-Dor to dress up the whole house." Builders said, "Pic-A-Dor lets women completely change kitchen decor for the cost of a can of paint."

There's nothing like Tracy Pic-A-Dor . . . steel cabinets with modern sliding doors that can be any material, *any* color. Now you can offer prospects unlimited decorating possibilities plus the lasting appeal of steel. And for kitchens women can't resist, combine Pic-A-Dor with luxurious Tracy stainless steel sinks.

Put Pic-A-Dor in your '55 plans now!

Tracy
KITCHENS

Come on along with the **BIG** things coming from Tracy!

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Use Pic-A-Dor cabinets to put new smartness, new *sell* into the kitchens you are planning. Glass and perforated or solid hard board doors are available directly from Tracy. Your supply house can provide any other material—Formica, Marlite, plywood, leatherette, plastics. Take your choice, *and sell houses*, with Pic-A-Dor.

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Dept. AB-2
Tracy Kitchens Division, Edgewater Steel Corp.
P.O. Box 1137, Pittsburgh 30, Pa.

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WITH SUPREME
NAIL-HOLDING
POWER



HERE'S WHY:

Dried by precision process in modern cross circulation kilns, this lumber is stabilized at moisture content, mandatory in Southern Pine Inspection Bureau rules under which it is graded and grade-marked. Thus seasoned (and certified), the wood retains its natural "life" . . . does not shrink or swell, takes nails without splitting and holds them tight—vital to rigid framework.

SAVES COST, TOO

Safety factor stress values under SPIB rules apply to Arkansas Soft Pine No. 2 Grade 2x4, 2x6, etc. This grade, of closer grain than formerly, provides ample strength for floor joists, studding and rafters in light construction, at substantial savings below the cost of No. 1 Grade.

Available from your lumber dealer. For data, illustrated grades, specifications, send today for this FREE Handbook.



ARKANSAS SOFT PINE BUREAU

155 BOYLE BUILDING, LITTLE ROCK, ARKANSAS

Sliding shelves

(Continued from page 184)

would make a hit with the housewife. In some cases a breadboard of the right size might be used.

Here are the materials to be used:

1x2-inch (nom.) stock (45 linear feet)-framing. 1x3-inch (nom.) stock (30 linear feet)-framing. 1x4-inch (nom.) stock (8 linear feet)-base. 5/8-inch plywood (2x4-foot panel) to make—

1 pc. 21 1/2 x 23-inch shelf. 1 pc. 21 x 23-inch shelf.

Strips of desired width around shelves, drawer sides and back.

3/4-inch plywood (3x4-foot panel) to make—

1 pc. 21 3/4 x 25-inch door. 1 pc. 24 3/4 x 25-inch counter

1 pc. 5 x 21 1/2-inch drawer front

1/4 x 21 1/2 x 23-inch plywood drawer bottom.

Ball-bearing pull-out slides if available or desired.

1/2-inch material for egg-crate construction for bottle tray.

Pointers for Building

Because of the variations possible, a hard-and-fast construction procedure is impossible. However, the cabinet itself can be built about the same in any case.

Make three 24x24-inch frames of 1x3-inch (nom.) material—for use under the two pull-out shelves and the drawer. Make another frame of 1x2-inch (nom.) stock for use just under the counter. Notch the front corners of this frame 3/4 x 3/4 inches to inset the vertical facing strips. Attach these horizontal frames between vertical side frames made of 1x2-inch (nom.) stock. Install 1x2-inch (nom.) strips on the side frames as guides for the drawer and the sliding shelves.

As shown, the cabinet sides can be enclosed with 3/4-inch material. The counter and vertical facing strips overhang for that reason. However, the cabinet probably will be located between others. In that case no partitions will be needed.

Two slide possibilities are shown. It is sometimes possible to buy suitable metal slides, originally intended for pull-out record players. Accordingly, you may find them at an establishment dealing in the components for home assembly of such musical instruments.

For the wood slides, smooth the sliding surface with extra care. Use progressively finer paper and wind up, if possible, with the finest steel wool. Allow clearance when making the assembly, but not too much or the shelf will twist and bind in the groove.

5 REASONS WHY

calder

Wedge Tight
GARAGE DOORS
MAKE HOMES
EASIER TO SELL



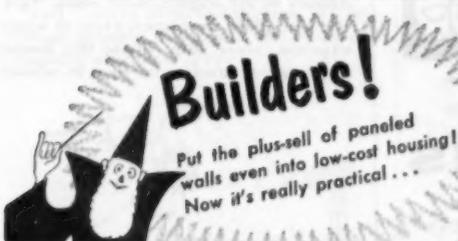
The rapidly growing acceptance of Calder Wedge-Tight Garage Doors is the result of major product advantages home owners appreciate and builders demand. Examine the hot sales features of Calder garage doors for yourself:

- Appearance alone often makes the sale. Calder dealers offer six basically different door styles for perfect blending with any architecture. And Calder's custom-decorated effect is easy to obtain without custom-cost.
- Calder dealers sell a *full line* of garage doors. One of more than 50 stock sizes is sure to fit any opening requirement. Stock sizes mean popular prices, too.
- New simplified Calder hardware provides easy, low cost adaptability on restricted headroom jobs.

- All Calder doors can be electrically operated either by radio or hand switch control. Operators are extremely easy to install because they are shipped completely assembled . . . simply plug into light circuit.
- Calder doors are top quality products, backed by 57 years of engineering experience. Constant design improvement maintains Calder's leadership in the overhead garage door field.

One of Calder's 1500 dealers is near you. Contact him or send for free illustrated literature today.

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LANCASTER 12, PENNA.



AMAZING NEW WAY TO PUT UP PLYWOOD PANELS — without nails!



Important Building Economies — Now, the world's largest plywood organization brings you a revolutionary new concept in building construction. With Weldwood Contact Cement you can put up plywood paneling entirely without nails! Ends nail-setting, puttying and finishing unsightly nail holes. No change in plans needed! No special construction needed. Install plywood panels directly to studs or furring strips.

Add the profitable selling appeal of paneled walls to your new or remodeled construction. Write for detailed information on new Weldwood Contact Cement — the new nail-less way to apply plywood paneling.

New Way to Apply Micarta, etc.

With Weldwood Contact Cement it's easier to apply plastic laminates like Micarta — to kitchen counters, bathroom and powder room surfaces, etc. Bonds equally sure on any base.

Weldwood Contact Cement bonds instantly on contact with only roller pressure. No clamps, no presses! Ready to use. Apply with ordinary brush, spreader, or trowel. In cans and drums, at lumber yards, hardware, paint stores. If dealer isn't yet stocked, write for nearest source of supply.

UNITED STATES PLYWOOD CORP.,
Dept. 278, 55 West 44th St., New York 36



WELDWOOD CONTACT CEMENT



10 GOOD REASONS

Why your buyers will like Regulaire*

● Playing "footsie" with cold, drafty floors isn't a smart buyer's idea of modern comfort.

But you guarantee truly warm floors (and toes) and build extra sales appeal into your homes by installing Perfection furnaces with Regulaire. Regulaire eliminates the "blow hot, blow cold" discomfort of ordinary on-off furnaces . . . no chilly intervals . . . no cold floors. A regulating vane

automatically insures a smooth flow of continuous warmth for floor-to-ceiling, wall-to-wall "Full Time Comfort."

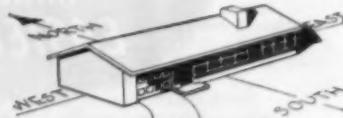
No other furnace can give you this selling feature. And—you get higher FHA appraisals, too. Ask your heating contractor for a demonstration . . . and how to *increase your share with Regulaire*. Perfection Stove Company, 7602-B Platt Avenue, Cleveland 4, Ohio. *PAT. PENDING

YOUR HOMES DESERVE
Perfection

AUTOMATIC HEATING • AIR CONDITIONING

6 ways to cut cooling costs

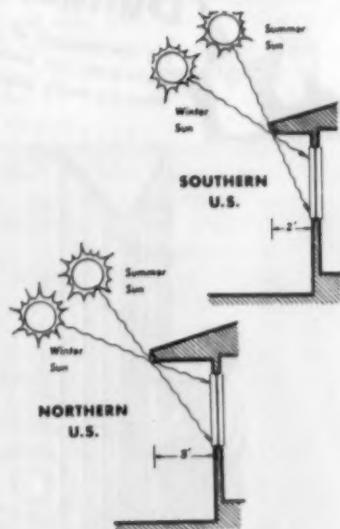
Air conditioning has reached the stage where it dominates the design and plan of the house. Builders can save money by careful advance planning for it. Here we list six practical ideas that will help cut installation and operating costs.



1. Orient major glass area with due regard for sun. Usually *north* or *south* is desirable. Shield the east or west wall from hottest sun with attached garage or carport

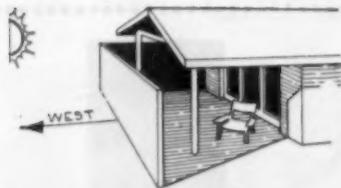


2. Builder spare that tree. It can save dollars in air conditioning costs. Save trees or plant new ones, even at some expense, since they shade the house in summer, admit solar heat in winter

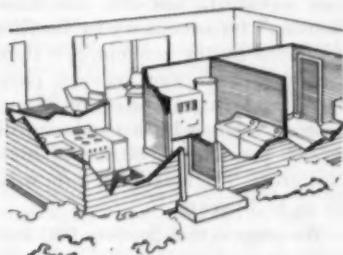


3. Shield windows facing south with a roof overhang deep enough to shade windows in summer but admit solar heat in winter. For average window three feet from floor, overhang should be two feet in latitude in Houston, New Orleans or Jacksonville. It

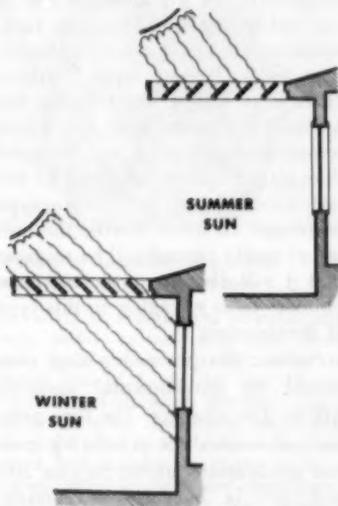
should be three feet in Philadelphia, Indianapolis or Denver. If window extends all the way to floor, extend overhang $1\frac{1}{2}$ to 2 feet



4. You can shield large glass areas on east or west walls with an extended roof, creating a private porch or terrace. A high wall or hedge completes the protective device



5. Grouping the kitchen, laundry, bath and the utility room or closet containing the air conditioner in one "core" saves installation cost. All of these require plumbing, gas lines or heavier electrical service



6. East or west windows get the worst heat; load may be as much as one-third greater than southern exposure. Trellis design like this will help. Reversible slats block off sun rays in summer, are turned to admit solar heat in winter. A trellis with vines would have same effect

Data courtesy of Carrier Corporation

FEBRUARY 1955

EFFICIENT AIR CONDITIONING DEMANDS THE BEST WEATHERSTRIPPING

That's Why
More Builders
Specify
Hettinger's
Famous

Triple Seal

Metal Weatherstripping
with

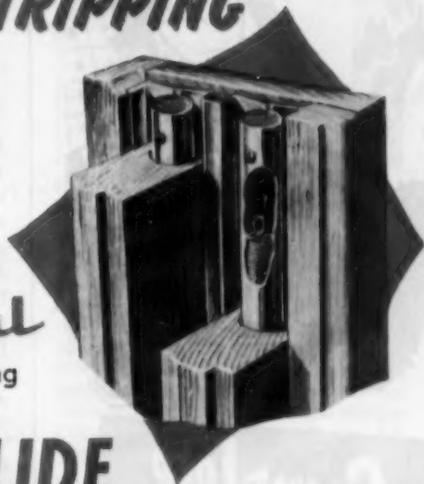
SILENT GLIDE

The Only Sash Balance On The Market
That Properly Balances Windows And
Stops Window Operation Noise

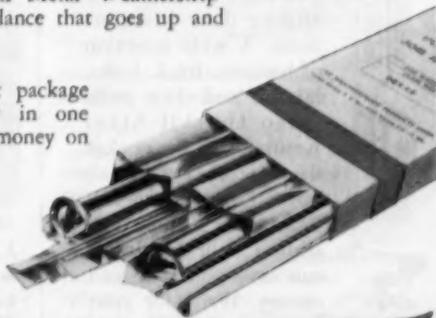
Triple Seal metal weatherstripping seals out drafts—winter or summer—and stops the air leaks that overload air conditioning systems. If you build for air conditioning, or if your buyers plan to install air conditioning—combine Triple Seal Metal Weatherstripping and Silent Glide—the balance that goes up and down at a touch—*quietly*.

Easy installation and the unit package (everything for one window in one package) saves you time and money on the job. No material losses.

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One piece side channel seals perfectly at 4 points on both sash and jamb.



The Weatherproof Products Corporation, Box 8498, Kansas City 14, Mo.



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Kennatrack
SLIDING DOOR
HARDWARE
KENNATRACK CORPORATION, ELKHART, IND.

Housing law unlikely to expedite financing for city rebuilding

By John F. McCarthy
Attorney at Law



In last month's article, we stated that the success of private enterprise in solving the problems of slums and declining neighborhoods would be dependent on the availability of adequate financing. We noted that the federal government had attempted to facilitate financing by providing for insurance by FHA of mortgage loans in urban renewal areas under Sections 220 and 221 of the Housing Act of 1954.

Incidentally, the right and power of governmental agencies to acquire properties in slum and declining neighborhoods by purchase or condemnation, and to sell such properties to private enterprise for redevelopment in accordance with broad and general plans, now is quite well established. The latest judicial authority to that effect is by the United States Supreme Court, in its record decision in the case of *Samuel Berman et al v Andrew Parker et al.*, No. 22 October Term, 1954. Thus with the problem of legality becoming more settled, the question of adequate financing assumes increasing importance.

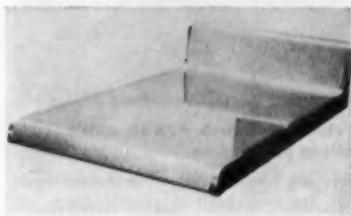
Both Sections 220 and 221 require HHFA (The Housing and Home Finance Agency) to certify to FHA that the community has a workable plan for salvaging its slum and declining neighborhoods. This, of course, makes it necessary for the community to work up such a plan and provide evidence thereof to HHFA. Thereafter, under Section 220, FHA may insure mortgages on rehabilitated properties or on new properties in urban renewal areas in approximately the same limits as provided under Sections 203 and 207 for properties not in those areas. In this connection, FHA will require its usual regulatory agreements which, among other things,

limit charges which may be made in rental projects. Under Section 221, FHA may insure mortgages on certain so-called "low-cost relocation housing" for occupancy by families displaced by the community's slum clearance or urban renewal plan. Here the loan may be up to 95 per cent of value, with a maximum of \$7,600 per unit or \$8,600 in high cost areas. The maximum term may be up to 30 years.

We suggest that Sections 220 and 221 will not materially assist in obtaining adequate financing for the job of rehabilitation and renewal. This, it seems to us, is true for two reasons. First, the limits for mortgage insurance are too low. The problems of slums and declining neighborhoods are concentrated in our urban centers. These, in turn, construction-wise, are our higher cost areas. In our large northern cities, very little rental housing will be built under Section 207 where mortgage loans must not be more than 80 per cent of value and \$2,400 per room, even in elevator-type buildings. In other words, the outlay of equity capital will be so great that it will discourage most private builders from engaging in this type of development.

Second, the processing time consumed by governmental agencies will be discouraging. The time presently consumed in processing normal applications under Section 203 and 207 is burdensome enough. When even more time will be added to this, because HHFA must consider the community's plan and certify that it is workable, and because FHA will be required to satisfy itself about other requirements peculiar to rehabilitation or renewal work, the future seems forbidding.

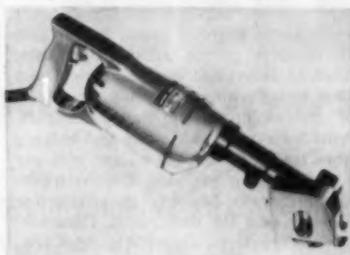
Your Guide to NEW PRODUCTS Information



One-piece, seam-free counter top

Here is a counter top fabricated of Formica and steel bonded together then contour-formed in one piece to provide a rounded front and swing-up back-splash. Metal seams from front to back have been eliminated. Big, open work areas, up to 10 feet, are all one piece. Corner units for L-shaped and U-shaped assemblies make possible any kitchen style. When required, holes are blanked in surface to receive sinks and fittings. A patented end-capping device seals the ends and at same time permits installation of additional units after the original installation of a cabinet assembly. United Metal Box Co. Inc., Dept. AB, 168 Seventh Ave., Brooklyn 15, N. Y.

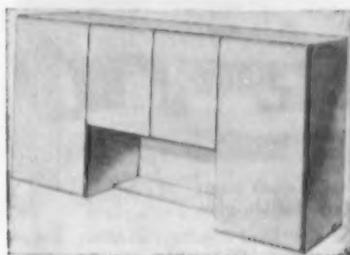
Circle No. 1 on coupon, page 192



Heavy duty, panel cutter saw cuts metal, aluminum, laminates

Here is a heavy duty, fast cutting, panel cutter saw called the "Panel-Master." It is equipped with a two-inch diameter blade, enabling it to give a $\frac{3}{8}$ -inch depth of cut. The finished cut is smooth on both sides and resembles a milled edge. A heavy-duty $\frac{3}{16}$ -inch capacity 110 volt AC/DC portable electric drill motor powers saw through mild steel up to 16 gauge; aluminum as thick as $\frac{3}{16}$ -inch; Masonite, plywood, Fiberglas reinforced resins, plastic and plastic laminates. Price, complete, for a KS-3AM Panel Master Saw is \$124.50. Kett Tool Co., Dept. AB, 5 East 3rd St., Cincinnati, Ohio.

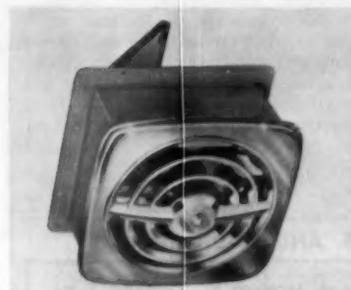
Circle No. 3 on coupon, page 192



Over-the-sink kitchen cabinet ensemble

This 54x30-inch over-the-sink steel cabinet, designed for use over U/R's 54-inch cast iron and steel sink and cabinet combinations, blends well with their other steel cabinet models. A special feature is an adjustable shelf that does much to increase the storage value of the unit. A hangar bar for mounting affords speedy installation. Universal-Rundle Corp., Dept. AB, New Castle, Pa.

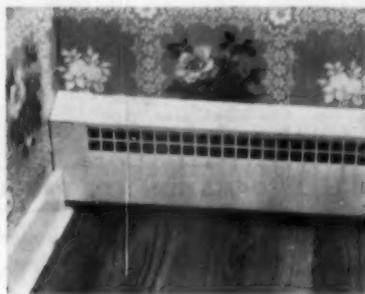
Circle No. 5 on coupon, page 192



Variety of installations possible with this line of exhaust fans

A variety of installations in walls, ceilings, soffits, cabinets and other available locations is possible with the Broan line of 8-, 9-, 10- and 12-inch ventilating fans when company's especially designed installation accessories are used. The 8-inch exhaust fan pictured is especially adaptable to bathrooms, small kitchens and other rooms of less than 800 cubic feet. Separate motors operate the fan blades and the insulated outer door of fans, but both motors are controlled by a single switch. An important feature is the large volume of actual air delivery, ranging from 400 cubic feet per minute to 900 cubic feet per minute. Broan Manufacturing Co., Inc., Dept. AB, 1669 N. Water, Milwaukee, Wis.

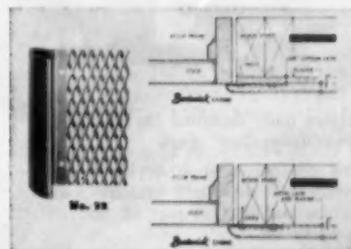
Circle No. 2 on coupon, page 192



Baseboard heating panels

Hoff "Square-Line" baseboard offers such advantages as all-copper or copper tube and aluminum fins so a variety of heat output can be chosen. Exclusive panel design makes it possible to install one or two tiers of fin tubing with the same enclosure. All trim is of snap-on type. Hoff Manufacturing Co., Dept. AB, Johnson Road, Bethany, Conn.

Circle No. 4 on coupon, page 192



Steel door and window castings complete with screed and trim

Only one installation operation is required for the latest line of Bostwick steel door and window castings which combine both screed and trim in a single product. These castings are ideal for use with metal lath and plaster. They reinforce the plaster and protect the openings. They will not crack, splinter, chip, warp, shrink or swell, and are fireproof. Nailing flanges are pre-punched and spring-bent to insure a tight fit against frame openings. Manufactured in three shapes: quarter round, square nose and modified square nose. The Bostwick Steel Lath Co., Dept. AB, 101 Heaton, Niles, Ohio.

Circle No. 6 on coupon, page 192

USE READER SERVICE COUPON, PAGE 192 for additional information on those items illustrated and described in our New Products pages which are of special interest to you. Your request will be forwarded to the manufacturer who will send descriptive literature direct to you.



Factory-built home offers flexible plan

The new Ford Rancher, a roomy, three-bedroom, factory-built house, has long, low, modern lines and a flexible plan. Buyer has a choice of several exterior sidings, roof pitches, doors, windows and color. He also chooses the interior appointments to go in the house. This Ford model features a recreation room in the basement and an expandable attic, if desired. Ivon R. Ford, Inc., Dept. AB, McDonough, N. Y.

Circle No. 7 on coupon, page 192



Service body designed for "away-from-shop" work

This compartmented service body for installation on truck chassis features shelves and bins as part of body. Full

length bin in right horizontal compartment (shown here) has hinged cover which keeps parts in place. Removable bin dividers permit arrangement best suited to individual needs. Vertical and lower rear compartment provides space for miscellaneous supplies. Compartments for storing tool boxes and bulking items, together with permanent bins are to be found on left side. Unit is trademarked "Service-Master." Available for 1/2, 3/4, 1, and 1 1/2 ton chassis. Commercial Powers Div., Dept. AB, McCabe-Powers Auto Body Co., St. Louis, Mo.

Circle No. 8 on coupon, page 192



Packaged metal louver designed for low-pitch roofs

Packaged two louvers to carton, in sizes from 2 in 12 pitch through 6 in 12 pitch, these attic or gable-end ventilators are fully assembled and ready for quick installation. They are specially designed for modern, low-pitch roofs; give maximum ventilation and weather protection; have smooth mounting flashing and greater rigidity and over-all strength. Louv-R-Pak Co., Dept. AB, P.O. Box 1841, Fort Worth, Texas.

Circle No. 9 on coupon, page 192



Welded steel mesh with its own built-in pliable form

Here is a combination welded steel mesh with its own built-in pliable form attached. It provides the proper forming and reinforcement for concrete, plaster and mortar construction. This product is made in four types for four special applications: floors, masonry veneer, stucco, and plaster. The steel wires have the same coefficient of expansion and contraction as concrete, plaster and mortar, thus reducing to a minimum the danger of severe cracking when sudden changes of temperature occur. Steeltex floor lath comes in rolls 4 feet wide by 124 feet long. Pittsburgh Steel Products Co., Dept. AB, Attn. K. F. Maxcy, Jr., Adv. Mgr., Grant Bldg., Pittsburgh 30, Pa.

Circle No. 10 on coupon, page 192

Combination storm and screen door

"Twodor" is a solid, kiln-dried pine combination storm and screen door, 1 1/2 inches thick, made for all standard door openings. It features sturdy cross panels, mortise-tenon and spotted joints and waterproof glue throughout. Glass and screen panels lock tight with special fasteners. Yield House, Dept. AB, Attn. William G. Levy, North Conway, N.H.

Circle No. 11 on coupon, page 192

USE THIS COUPON FOR FREE INFORMATION ON PRODUCTS AND EQUIPMENT

CIRCLE ITEMS ON WHICH YOU WISH MORE INFORMATION. MAIL TO AMERICAN BUILDER, 79 W. MONROE ST., CHICAGO 3, ILL.

1. Seam-free counter top
2. Exhaust fan
3. Heavy duty saw
4. Baseboard heating panels
5. Over-sink cabinets
6. Steel door and window castings
7. Factory-built home
8. Truck service body
9. Packaged metal louver
10. Welded steel mesh
11. Combination door
12. Glass blocks
13. Non-perforated joining tape
14. Plastic building material
15. All aluminum stages
16. Saws for circular holes
17. Propeller fan cooling tower
18. Heavy-duty utility blade
19. Prefab house
20. Asbestos siding
21. "Headquarters" on wheels
22. Stainproof windowsill
23. Light-heavyweight radial saw
24. Self-lifting garage door
25. Single lever mixing faucet

26. Powered wheelbarrow
27. One piece escutcheon
28. Aluminum torpedo level
29. Hardwood wall panels
30. Gas water heater
31. Laminated kitchen units
32. Asbestos shingle cutter
33. Baseboard perimeter diffuser
34. Upswinging garage door
35. Attic fan for small homes
36. No-putty window for basements
37. Steel tape with wedge lock
38. Waterproof masonry paint
39. Fiber glass awning
40. "Good Luck" door knocker

CATALOGS

41. Plastic panels
42. Drilling masonry
43. Masonry saw
44. Mixers for plaster mortar
45. Bearing plate for wood
46. Trenchmobile
47. Plywood
48. Residential wiring
49. Aluminum
50. Acoustical data reference
51. Taping tools
52. Wood frames and windows
53. Metal lath and accessories

SERVICE ON THIS COUPON EXPIRES IN 90 DAYS—ACT NOW! (FEB. 1955)

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CITY ZONE STATE

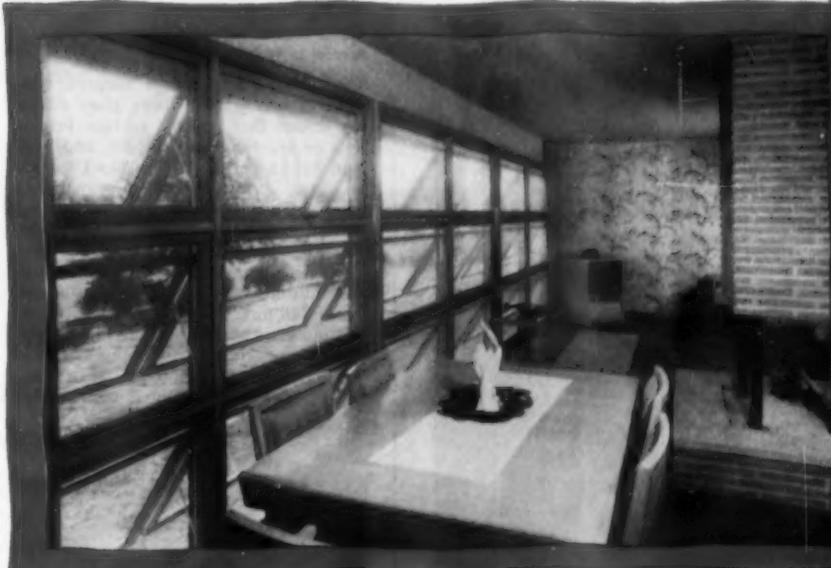
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BUILDERS
TELL WHY THEY LIKE
BILT-WELL
AWNING WINDOWS!

In a recent millwork survey made by Carr, Adams & Collier among some of the country's leading builders, those who were using BILT-WELL Awning Windows said they liked them for three very important reasons



1
 "They're more efficient"
 "BILT-WELL Awning Windows have the best weather-stripping and they're a lot easier to operate. You open them with a simple bar operator that works under the screen. You don't have to lift the screen to open the window."



2
 "The BILT-WELL Awning Unit is easier to install"
 "These units come completely assembled with all necessary parts ready to put right into the house. That saves us a lot of valuable time and expensive labor. They're made to work with any type of wall construction too."

If you're looking for an awning window that is more efficient, is easy to install and costs less, ask your dealer about the BILT-WELL Awning Window Unit.

Calling all Builders!

Enter the big 1955 BILT-WELL BUILDERS' CONTEST. Win a free trip to Europe, Bermuda, Mexico or Hawaii. Every builder who enters will win a prize. Ask your dealer about it or mail the coupon below to Carr, Adams & Collier for complete Contest Kit.

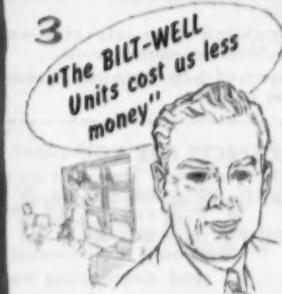


Install BILT-WELL Double-hung, Awning, Casement Windows: Doors, Cabinets—everything in wood-work for the home.

CARR, ADAMS & COLLIER COMPANY
 (Established 1866) Dept. A-2 Dubuque, Iowa

Please send me a "1955 BILT-WELL BUILDERS' CONTEST KIT", with official entry blanks and complete specifications on all BILT-WELL Products.

Name _____
 Company _____
 Address _____ City _____ State _____



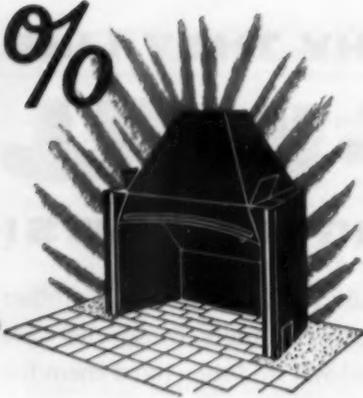
3
 "The BILT-WELL Units cost us less money"
 "When you're building homes for resale, you have to make sure you're getting the best window at the most reasonable price. That's why we like the BILT-WELL Awning unit. It's simple, it works well and it costs us less money."

SAVE 25%

ON YOUR PURCHASES

OF

FIREPLACE FORMS (Heat Circulating)



GUARANTEED Highest Quality

The Price Fireplace Heater & Tank Corp. gives you its guarantee that Price Fireplace Units are of highest obtainable quality of materials and workmanship.

EXTRA BENEFITS At No Extra Cost

Features available on no other fireplace form:

1. Ductmakers save hours of mason's time.
2. Expansion channels eliminate troublesome mortar joints.
3. Improved design provides increased heat output



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.

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Street.....

City.....

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

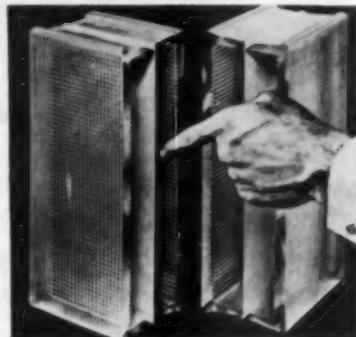
Number of septic tanks used in one year.....

PRICE FIREPLACE HEATER & TANK CORP.

100 W. Adams St., Buffalo 7, N. Y.

AMERICAN BUILDER

NEW PRODUCTS



Glass blocks with diffusing screen to reduce glare

This glass block, named Suntrol, contains a pale green fibrous glass diffusing screen that reduces surface brightness or glare by 35 per cent, and heat gain by 25 per cent. The block comes in three different 12-inch functional patterns including a special toplighting block for use in skylights. The patterns are: A light-directing pattern that throws light upward toward the ceiling; a light-diffusing pattern that diffuses light in all directions, and "Skytrol" toplighting glass blocks that distribute light over wide floor areas. Pittsburgh Corning Corp., Dept. AB, Attn. M. Goda, One Gateway Center, Pittsburgh 22, Pa.

Circle No. 12 on coupon, page 192



New non-perforated joining tape produces firm, strong joints

Firm, strong joints can be achieved with this lightweight, nonperforated joining tape, fabricated from virgin hemp and named Ta-Per-Tape. Extensive field tests have shown it to be completely free from blisters, wrinkles, rippled edges or edge cracking. Edges are feathered for flatter bedding to cement, less cement is required, and application is fast. Expansion, either crosswise or lengthwise, has been eliminated. Tape is sufficiently porous to permit instant escape of any air trapped upon application. Marvan Corp., Dept. AB, West Hartford, Conn.

Circle No. 13 on coupon, page 192

AMERICAN BUILDER



AND SELL YOUR HOUSES FASTER

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.

Check all these Bilco Benefits!

- ECONOMICAL!
- LIFE-TIME DURABILITY!
- WEATHER-TIGHT!
- FIRE-PROOF!
- BURGLAR-PROOF!



Bilco

THE BILCO CO., 113 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

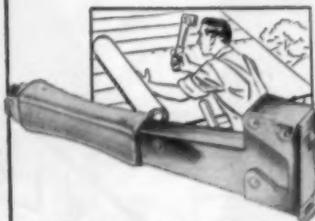
NAME _____

ADDRESS _____

CITY _____ STATE _____

ARROW AUTOMATIC NAILING MACHINES

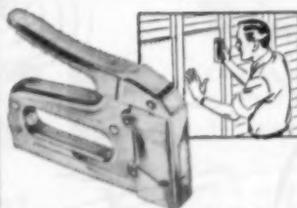
SAVE TIME, LABOR, MONEY



For Applying Insulation, Roofing, Siding, Underdecking, Lathing, Cornerite, Building paper and many other nailing operations in Building Industry.

HAMMER TACKER

No. HT-50 uses staples up to 1/2" leg, .050 wire.



GUN TACKERS

No. T-32

uses staples up to 5/16" leg, .032 wire.

No. T-50 (illus.)

uses staples up to 9/16" leg, .050 wire.

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ONE JUNIUS STREET, BROOKLYN 12, N. Y.

Fine flooring for every installation

MOULTILE

MOULTILE asphalt tile.
Reinforced with plastic.

MOULFLEX vinyl plastic tile. In low cost standard gauge.

JUBILEE asphalt tile. Striking dots of color styling.

PARQUETRY asphalt tile. The rich effect of wood block at low cost.

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Dept. 5-2

Moultile
FLOORING
SINCE 1929

Moultile Inc.

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R20



SALEABILITY

BY THE SQUARE!

Saleability is a built-in feature of every square of Ruberoid roofing and siding products. It will be love at first sight for home buyers when this model home is dressed up—top to bottom—in its Ruberoid Color-Styled exterior.*

This year the Ruberoid line is making a bigger impact than ever before on the home buying public. The biggest, most powerful advertising campaign in Ruberoid's history is now under way on a year round, 12 month basis. Led by LIFE, it is telling 25 million families about the hottest line in the industry.

In 1955, builders with an eye to profits are keeping their eye on Ruberoid. Again this year, the newest and brightest ideas in building materials are coming from Ruberoid... ideas to make new homes more attractive, more serviceable... products with built-in saleability to make home building more profitable.

**A new windproof Lok-Tab roof and Color-Grained Asbestos Siding*

The **RUBEROID** Co.

ASPHALT AND ASBESTOS BUILDING MATERIALS



NOW... we manufacture

VENTO

WINDOWS

in both

STEEL

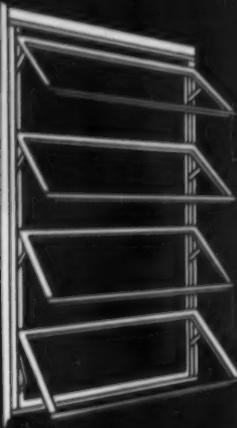
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ALUMINUM

One of the oldest names in the metal window business, VENTO has continuously manufactured the "Champion" line of casement, basement, commercial and utility steel windows for 33 years.

We now announce our entry into the aluminum window business. Our first

product in this field is the VENTO automatic locking aluminum awning window. Residential casement, double hung and complete commodity lines of aluminum windows are now being developed.



Exclusive Features in
VENTO
Aluminum Awning Windows

AUTOMATIC LOCKING . . . No gadgets to turn, no gimmicks to operate, nothing to get out of order.

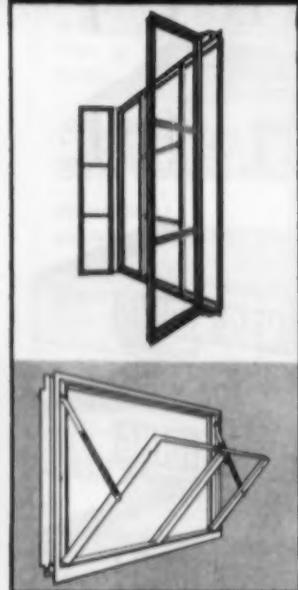
WEATHER TIGHT . . . VENTO alone keeps metal to metal contact plus metal to weatherstrip.

UNLIMITED ADJUSTMENT . . . Unique in ability to be quickly returned to proper adjustment.

POWER PLUS OPERATOR . . . Screw — not worm geared — operator working in self-lubricating nylon journals.

EFFORTLESS OPERATION . . . Nylon roller blocks at all friction points permit finger tip operation.

ENGINEERED SIZES . . . We are able and eager to make any special window of this type. You will never hear "we can't do it" here at VENTO!



VENTO STEEL CASEMENT WINDOWS

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.

VENTO BONDERIZED "CHAMPION" STEEL BASEMENT WINDOWS

Effortless operation gives any of three ventilation openings, or sash removal. Sturdy 14 gauge jamb fins for easy installation in block or poured concrete walls. A redesigned cam latch and slotted opening allow greater tolerance, insuring positive operation and latching under all conditions.

Also ask about:

VENTO "Thrifty" Steel Basement Windows
VENTO Industrial and Commercial Steel Windows (projected and pivoted types).

VENTO Utility and Barn Windows

VENTO Formed Steel Lintels (for Block and Brick Construction).

Write us for full information. Some desirable territories are open for representatives and distributors. Write for full particulars.

VENTO STEEL PRODUCTS CO., INC.

247 COLORADO STREET

BUFFALO 15, N. Y.

AMERICAN
BUILDER

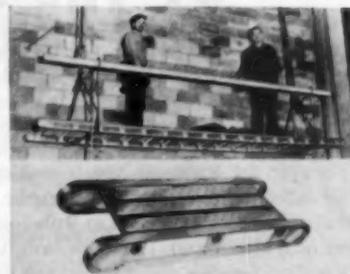
NEW PRODUCTS



Plastic building material in corrugated or flat sheets

A translucent plastic building material named Ceilite is available in both corrugated or flat sheets. This material will not warp, sag, buckle, crack or craze. It can be specified opaque as well as translucent and is available in a wide range of colors. Standard corrugated sheets come in sizes up to 40 inches by 144 inches; flat sheets up to 36 inches by 96 inches, or in standard window glazing sizes. Material may be sawed, nailed or drilled with ordinary tools. Suggested uses include skylights, window glazing, patios, awnings, partitions, store fronts and signs. Ceilite Corp., Dept. AB, Box 278, Allison Park, Pa.

Circle No. 14 on coupon, page 192



All-aluminum stages for painting and construction work

Stages made of tempered aircraft-type aluminum alloy with a deep-truss construction are available. The deep side rail truss construction eliminates cable trussing, making the stages easy to handle and stack. The 30-foot model will support a 500-pound weight in the center, according to the manufacturers. Decking is of extruded aluminum strips with raised dimples that are skidproof even when greasy or wet. Available in a complete range of sizes from 8 feet to 30 feet in standard widths; 12, 20, 24 and 28-inch to fit standard stirrups. R. D. Werner Co., Inc., Dept. AB, 295 Fifth Ave., New York 16, N. Y.

Circle No. 15 on coupon, page 192



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THIS G-E MONOGRAM PACKS THE SALES WALLOP

*that no other home heating and
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American Deluxe, for all floors—polishing, waxing, steel wooling, disc sanding, grinding, 19", 16" and 14" sizes.



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8 1/2" blade cuts 2 1/2" plank at 45°, or 3" straight cut. Motor develops 2 1/2 H.P. Cuts fast, any position, one-hand operation.



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Portable . . . many uses, roughing to final finish . . . Sanderplane is ten times faster than hand plane.



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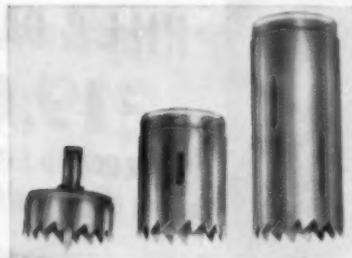
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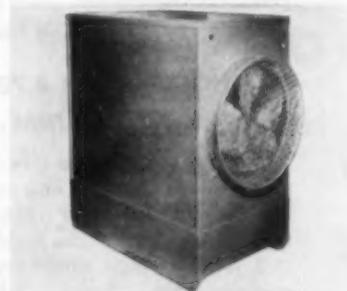
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One driver—3 different length saws for circular holes

A solution to the problem of cutting circular 2-1/2-inch diameter holes quickly, cleanly, and accurately is to be found in the Miller Extensible Hole Saw. This saw is comprised of a set of three different length saws interchangeable on one Driver by means of an exclusive locking mechanism (Pat. Pending) which permits saws to be changed in less than five seconds without the use of tools, screws, or bolts. The three saws consist of: a Sheathing Hole Cutter with a maximum depth of cut of 1 inch; a Medium Depth Hole Saw which will cut to 2-1/2 inches deep; and an Extra Long Hole Saw which will cut up to 5 inches deep. Large teeth for proper chip clearance, which cut clean, accurate holes, are a special feature. Price, \$24.95 per set. Available direct from manufacturer only: Miller Manufacturing Corp., Dept. AB, Attn. F. J. Miller, Vice Pres., Barnum Ave. Cut-Off, Stratford, Conn.

Circle No. 16 on coupon, page 192



Propeller fan cooling tower for home air conditioning

Here is an economical high efficiency cooling tower for residential and commercial air conditioning applications. The towers are available in capacities from 2 to 15 tons. The units are constructed of all heart redwood fill. Motors are 220 volt single phase, 60 cycle, while other voltages are available on order. Bush Manufacturing Co., Dept. AB, West Hartford 10, Conn.

Circle No. 17 on coupon, page 192

AMERICAN BUILDER

1. Styling leadership—Whatever the orientation on a lot, Modern Homes have the look of smartness and quality that only full-time architectural development can achieve. The low, long look, the low-pitched roof with its wide overhang are now Modern trade-marks.



How the best materials help bring you quality — and volume profits!



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4. Advertising appeals—In *Lining for Young Homemakers*, *Better Homes and Gardens*, and *Small Homes Guide*, Modern Homes advertising is designed to add the powerful sales-extra of prestige—the reputation for excellence that influences discriminating buyers.



5. Open House promotion—With newspaper mats, radio and TV scripts, signs, photographs, displays, and quality literature, Modern Homes helps the franchised builder-dealer make Modern's styling, features, and quality pay off in profitable volume sales.

Many factors contribute to Modern Homes quality. To you, as a builder interested in high quality standards, all of them are important. Take just one—building materials:

You realize, of course, that there are savings in volume purchase. You know that many savings are passed on to you. *But these savings also permit us to use materials of only the highest quality.* The opportunity to do this isn't exclusive with us; the degree to which we do it *is*.

This, and other factors briefly described on the left, add up to the quality builder's greatest opportunity to please his most discriminating buyers—while as much as tripling his profits through volume! *Modern Homes Corporation, 14507 West Warren Avenue, Dearborn, Michigan.*

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The New!

SYNTRON

ELECTRIC HAMMER DRILL

- Exclusive, Automatic Rotation of Drill Bit
- No Laborious Hand Turning of Drill Chuck
- Continuous Operation—Practically No Maintenance
- Ten Times Faster Than Hand Methods for Drilling

The Only Electric Hammer Drill available with automatic, self-rotating drill bit. Operates at high speed for fast, clean production drilling. Electromagnetic drive—only one moving internal part. Requires little or no service even after constant usage on toughest drilling jobs. Electric Hammer models for chipping, cutting, pointing, scaling, etc. also available.

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Gasoline Hammer PAVING BREAKERS and ROCK DRILLS

2000 blows per minute for digging, tamping, busting or drilling in paving, clay, shale, rock, etc. Bit rotates automatically for drilling.



Belt Driven ELECTRIC SAWS

Deliver full cutting power to blade—no bucking or jerking. For production cutting of wood, concrete block, plaster board, etc. 8" and 10" blades—2-13/16" and 3 1/4" cuts.



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NEW PRODUCTS



Heavy-duty utility blade for ditching, grading, land leveling

Particularly useful for terracing, landscaping, ditching, grading, backfilling, land leveling, road building and maintenance, and snow removal is this Blackhawk heavy-duty utility blade. It is a rear-mounted blade for 2-3-4-plow tractors equipped with a 3-point hitch system. Its outstanding features include a choice of nine angular positions for forward travel, three angular positions for reverse travel, five tilt adjustments (maximum 35°), eight blade pitch adjustments, and quick off-set facilities. No wrenches are needed to make adjustments. Arps Corp., Dept. AB, Attn. R. J. Phillips, New Holstein, Wis.

Circle No. 18 on coupon, page 192



Varied exteriors possible with this prefab

This prefabricated home utilizes post-and-beam construction with prefabricated redwood panels, instead of precut pieces. There are over fifty panels for the builder to select from: solid panels, window walls, high strip window panels and door panels. They are illustrated in a builder's kit available from the manufacturer, along with a few suggested elevations. Carport and fireplace also may be shifted. The result is a prefab house that can be oriented to its setting. Modular Homes, Inc., Dept. AB, Kirkwood, Mo.

Circle No. 19 on coupon, page 192

Asbestos siding, called Careystone, has plastic and silicone coatings which act as permanent seal against weather, water and dirt. Made in four pastel shades. Building Products Div., The Philip Carey Mfg. Co., Dept. AB, Attn. L. Charles Underwood, Cincinnati 15, Ohio.

Circle No. 20 on coupon, page 192

Presenting...

**THE HIT
OF THE NAHB SHOW**

Uni-bilt FIREPLACE



The Complete Prefabricated Fireplace and Chimney

At last! A real wood-burning fireplace that can be installed by semi-skilled labor in 4 to 6 manhours. Completely prefabricated from hearth to chimney top, it eliminates all masonry—brings the open fireplace within the reach of even the lowest priced homes.

Approved by Underwriters' Laboratories

The Uni-bilt Fireplace has been tested and approved by Underwriters' Laboratories for zero clearance installation in or against *any* wall surface. It can be bolted direct to the studding or recessed into the wall. No foundation or floor reinforcing is required—no special tools are needed. Shipped in cartons ready to install.

Styled for Every Home

The Uni-bilt Fireplace is a full sized fireplace that requires a minimum of space within the room. Its design blends with every architectural style and the unit can be painted to harmonize with any room decoration. Satin-finish stainless steel trim and an attractive flexible screen are standard equipment with each unit.

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You'll want to start giving your homes the economy and sales-plus of Columbia-matic Tension Screens. Send coupon for complete details today!

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Patented Automatic Tension—Spring-loaded bottom rail holds full-length mesh tight against blind stops at all times.

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The Columbia Mills, Inc., Dept. A-2, Syracuse 2, N. Y.

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Unlike the temporary and expendable shanties used on construction jobs, this mobile unit can be used in a field operation to house the job office for engineers, as a drafting room, parts room, or tool shed, and then moved, within a very short time to the next job. Converted from a used trailer, the unit measures from 22 to 30 feet in length,

with seven feet of headroom and eight feet width. Strick Co., (Used Trailer Div.), Dept. AB, Attn. Manager, Contractor's Dept., Trevese, Pa.

Circle No. 21 on coupon, page 192



**Stainproof, non-absorbent
sill for window installations**

Interior Terra Cotta window sill is a stainproof, non-absorbent sill for window installations in homes, apartments and offices. Comes in units 1 foot, 6 inches and up. Provides a minimum of joints in each window opening. Applicable with either wood or metal windows, in frame or masonry structures. Works with either plastered or dry wall interior finish. Available in standard sizes. In mottled cream color as low as \$1.50 per unit at plant; other colors at slight additional charge. Denver Terra Cotta Co., Dept. AB, 135 Tejon St., Denver, Colo.

Circle No. 22 on coupon, page 192

**New! OVERLAID* Fir Plywood
SIDING**

GIVES YOU ALL THREE!

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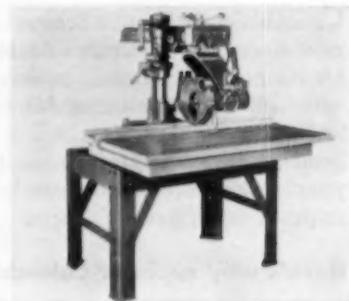
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LOOK FOR THE EXT-DFPA

New Overlaid Siding is genuine Exterior-type fir plywood, made with 100% waterproof glue. Tested under rigid DFPA quality standards.

New panels overlaid with a medium-density fused-resin fiber face—smooth, tough, durable, uniform, providing excellent "tooth" for longer-lasting paint finishes.



**Light-heavyweight radial saw
powered by a 1½ hp,
3450 rpm single-phase motor**

This light-heavyweight radial saw is powered by a 1½ hp, 3,450 rpm single-phase motor. Operates on 115-230 volt, 60-cycle current. With table dimensions of 24-¾"x50", and a ram travel of 26-¾", machine will rip to center of a 60-inch panel. Its cross-cutting capacity in one-inch stock is 24 inches from second fence. A 2 hp 3-phase motor for 220-240 volt current is also available. Standard equipment includes a 10-inch diameter, 8-tooth carbide-tipped saw blade. Walker-Turner Div., Kearney & Trecker Corp., Plainfield, N.J.

Circle No. 23 on coupon, page 192

Douglas Fir Plywood Assoc.
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Please send me free information on new Overlaid Fir Plywood Siding

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Invisible coils in ceiling or floor.

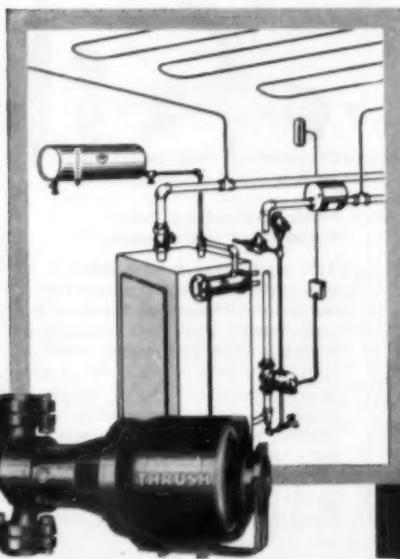
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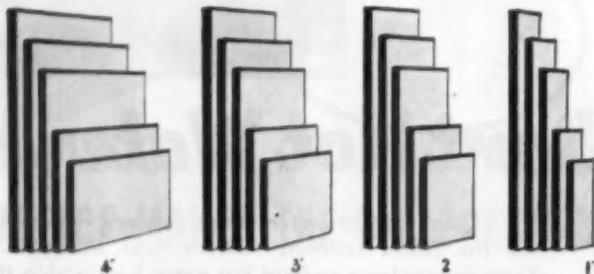
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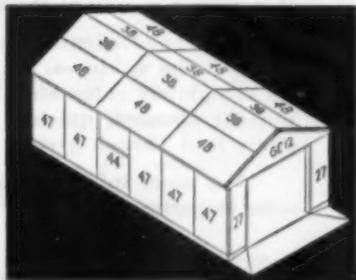
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Now, for the first time, one Universal Section—in 20 standard sizes—serves as walls, floors, ceilings and roofs—for every type of one-story construction. You build all 20 sizes on one simple \$35 jig. You use only two types of beams and rafters. You build trusses and gable ends (in 10 widths) on any flat surface.

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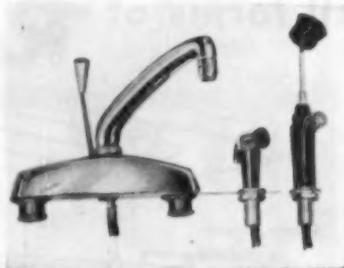
NEW PRODUCTS



**Self-lifting garage door
requires only 6-inch headroom**

Fabricated in leather-grain embossed aluminum, this self-lifting garage door opens with a straight upward motion, lifted by a special spiral cable drum and torsion spring—only unlatching and a gentle push are required to open. Because it jack-knives when it opens and opens entirely on the inside of the garage, the door requires only six inches of overhead space, and six inches of clearance from door to car's rear bumper. Available in standard 8-foot wide by 7-foot high size, the door is shipped complete in one package including eight lag screws required for installation. Can be painted without need for a priming coat. Reynolds Metals Co., Dept. AB, 2500 S. 3rd St., Louisville, Ky.

Circle No. 24 on coupon, page 192



**Single lever mixing faucet
for standard sink mounting**

This single-lever mixing faucet is interchangeable with conventional two handle faucets. Mounts on standard 8-inch centers and fits any sink—stainless steel, porcelain steel, cast iron or wood deck, up to 1-1/4-inch in thickness. Finish is heavy chrome over brass. Single lever preselects water temperature desired, controls water flow from trickle to full force. A separate valve is provided for hot and cold water, eliminating any possibility of bypassing of hot water or improper mix. The Schaible Co., Dept. AB, 5801 Mariemont Ave., Cincinnati 27, Ohio.

Circle No. 25 on coupon, page 192

NEW

exclusive!

pressure seal damper seals fireplace throat air-tight!

Here's a fireplace unit that is as modern as the homes you build. It's the 3-Star Heatilator unit with the new Pressure-Seal Damper that seals air-tight when the fireplace is not in use. Stops loss of house heat up the flue, prevents downdrafts from chilling the room.

How It Works

When the damper is closed the damper blade rests snugly against a specially designed asbestos gasket. Then slight additional pressure on the damper handle firmly sets the blade against the gasket and locks it in place, providing a positive air-tight seal.



A must for air-conditioned homes . . .

When you air condition a home watch out for air leakage through the fireplace. The Pressure-Seal Damper is an absolute necessity to prevent the loss of summer cooling as well as winter warmth.

All these features . . . Feature for feature, the Heatilator Fireplace gives you more convincing sales appeals than any other fireplace. Its scientifically designed steel form assures you that the fireplace will not smoke. A fireplace that also circulates warm air to all parts of the room and even to adjoining rooms. Plus the remarkable new Pressure-Seal Damper. Ask your dealer or write for complete information.

Heatilator Inc., 322 E. Brighton Ave., Syracuse 5, N. Y.



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103 HEATON AVE., NILES, OHIO



NOW! Fleet of America Announces

America's Finest

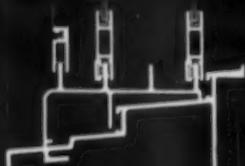
SLIDING WINDOW



It's the most beautiful window I have ever seen like gleaming silver



It's complete a double window with built-in storm window and screen. There's never been such a window before. Never such a wide selection of sizes and shapes.



DOUBLE SILL



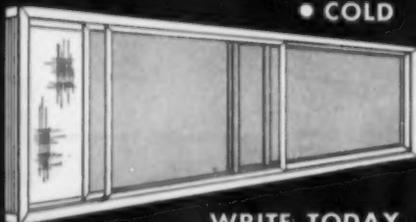
TIGHT LOCKING
- WEATHER STRIPPED

It is engineered of extruded aluminum and like Fleetlite double, double hung windows

IT STOPS...

- WIND
- DUST
- NOISE
- HEAT
- COLD

Sash glide on nylon bearings easy as a breeze.



WRITE TODAY

New Catalog shows many standard sizes and shapes of double windows — matching double hung, sliding and picture windows

Fleetlite
AMERICA'S Finest WINDOW

FLEET OF AMERICA, INC.
112 PEARL STREET, BUFFALO, N. Y.

AMERICAN
BUILDER

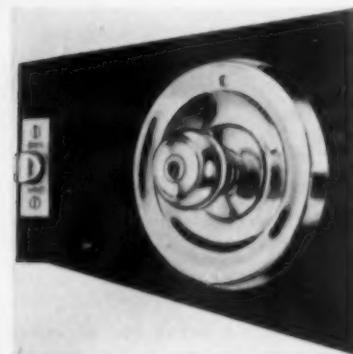
NEW PRODUCTS



Powered wheelbarrow for heavy construction materials

Designed to handle heavy construction materials, this powered wheelbarrow, will haul $\frac{3}{4}$ ton of wet or dry material direct from stockpile to worker anywhere on the job. It places up to 17 cubic yards of concrete per hour, and, with quickly interchangeable flatbed platform, hauls up to 300 brick per trip. Only 31½ inches wide, this wheelbarrow, named the Prime-Mover, is safe to operate and requires no special operator training. Maintenance is low because one central oil supply lubricates the drive wheels, differential and transmission. All moving parts are protected from dirt and damage. The Prime-Mover Co., Dept. AB, Muscatine, Iowa.

Circle No. 26 on coupon, page 192



This new escutcheon is of one piece

A new 5½ inch escutcheon with a 5-inch backset has been developed by Western Lock Mfg. Co. to match their Weslock 500 concave series residential locksets. The new escutcheon is of one piece, stamped heavy-gauge brass. Backset latch bolts are of one-piece construction and are available with spring latch or deadlocking spring latch. List price in US 3, 4, 10, 28, is \$2.22; in US 26 and 26D, \$2.55. Spring latch costs \$2.11; deadlocking spring latch costs \$3. Western Lock Mfg. Co., Dept. AB, Attn. Miss Hannah Hoffman, 211 N. Madison Ave., Los Angeles, 4, Calif.

Circle No. 27 on coupon, page 192

immediate delivery



BNCO-POLLMAN
Concrete WALL FORMS

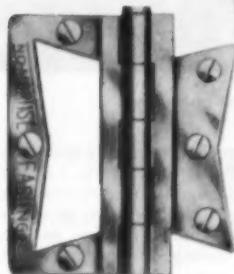
for basements and living area walls.
 Available on rental.

BIERSACH & NIEDERMEYER CO.
 1931 N. HUBBARD ST. • MILWAUKEE 12, WISCONSIN

HANG A DOOR IN 6 MINUTES WITH
 OVER ONE MILLION
 DOORS NOW SWING
 ON FASTINGE HINGES

NO-MORTISE
FASTINGE

- NEW, IMPROVED 5 KNUCKLE HINGE**
- **NO MORTISING** . . . no recessing either in door or jamb . . . ever!
 - **SELF-ALIGNING** . . . new patented offset gives self-alignment automatically.
 - **SELF-GAPPING** . . . metal exact right thickness.



SAVE TIME AND MONEY WITH "FASTINGE" TERRITORIES OPEN! Jobbers, retailers, representatives write for details.
BUILDERS! Write for FREE sample and literature.
 *trade mark

NO-MORTISE HINGE CORP.
 SOUND BROOK, NEW JERSEY

Goldblatt

cement masons trowel



Introductory Offer!
\$4.50
 postage paid

Makes work easier. Tempered spring steel blade, fastened with steel rivets to strong, lightweight aluminum mounting. Comfortable splinter-proof handle. Balanced, broken-in, ready to use. No. 45, 14" x 4", \$4.50. Also Plasterer's Trowel—10 1/2" x 4 1/2"—same features. Order No. 25 for Straight Handle or No. 3C for Camel-back, \$4.20 each, postage paid. Check, money order, or C.O.D.

GOLDBLATT TOOL CO., Dept. B-2
 1912 Walnut, Kansas City 8, Mo.

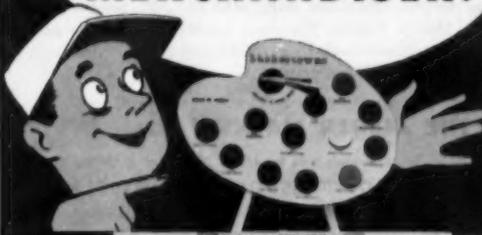
FREE TOOL CATALOG—1,056 tools for the trowel trades. 100-page illustrated book. 1955 edition. Send name on postcard.



Turn floor space into PAY Space?



You bet!
Use the New SHAKERTOWN SALES MERCHANDISER!



First Name in Cedar Shakes



PERMA PRODUCTS CO.
 CLEVELAND, OHIO WINDOCK, WASH.

A REAL SELF-SELLER! This is just about the slickest floor display yet devised for faster, easier selling. *It's all inclusive*—shows actual sample cedar shakes, complete with color folders. *It's compact*—with everything you need in one space-saving unit. *It's an eye-catcher* with striking colors and real self-selling built in!

CALL YOUR DISTRIBUTOR for full details, or write The Perma Products Co., 20310 Kinsman Road, Cleveland 22, Ohio.

first name
 in
 cedar shakes

Shakertown



Same wages . . . 12 to 15 yards more concrete

With this Jaeger 3 1/2 S Auto-Loader you load while you mix and measure as you load. The power shaker action of its hopper charges the drum in a flash the instant you open the gate. Dual-mix drum, with extra big bucket and flight blades, insures thorough mixing and discharges faster. Machined steel drum tracks and rugged construction thruout for long service.



3 1/2 S Titrer
Also 6S, 11S and
16S Power Loaders

THE JAEGER MACHINE COMPANY 521 Dublin Avenue

Columbus 16, Ohio

Sales, Rentals and Service in 154 Cities of United States and Canada

PUMPS • COMPRESSORS • HOIST TOWERS • LOADERS

NOW, VULCAN AIR-TRIM

the beauty of baseboard sells warm air heated homes FASTER

Air Trim eliminates ugly, old-fashioned registers

Air Trim baseboard diffuser for warm air heating distributes heat evenly, cleanly. Eliminates sudden gusts of hot air. Provides a "blanket" of warm air over entire wall areas . . . smooth, healthy heat throughout the "comfort" zone.

Air Trim completely hides unsightly, old-fashioned wall registers. Prevents wall register "streaking" and "burned" spots . . . "scorching" of walls, drapes and curtains. Install low, low cost Air Trim . . . ease of installation saves man-hours, money, on every job. Air Trim sells more homes . . . FASTER!



Write for Vulcan Air
Trim Bulletin

Air Trim
Installation . . .
Offers Baseboard
Beauty.



The VULCAN RADIATOR COMPANY

Over Twenty-Eight Years
A Leader in
Fin-Tube Radiation



26 FRANCIS AVENUE
HARTFORD 6, CONNECTICUT

AMERICAN
BUILDER

NEW PRODUCTS



Accurate and shock resistant aluminum torpedo level

A new die-cast aluminum torpedo level known as Columbian 339, has one plumb, one level and one 45 degree vial. Its top plate is made of red, shock-proof plastic; bottom of aluminum body is precision-grooved to permit use as line level. Unit is 9 inches long, 1 1/4 inches high and 3/4 inch wide at widest point. It is handy, lightweight and fits craftsman's pocket. Price, \$2.50. The Columbian Vise and Manufacturing Co., Dept. AB, Attn. Dan C. Swander, Executive Vice President, 9018 Bessemer Ave., Cleveland 4, Ohio.

Circle No. 28 on coupon, page 192



Hardwood wall panels— ready to use

A low-cost, prefinished hardwood panel named Tru-Wood is available. Light in weight and standard in measure—4 foot by 8 foot by 1/4 inch—it can be cut to fit any space. Comes in nine genuine hardwoods: mahogany, walnut, birch, cherry, red oak, and limba (a light wood from Africa). Other hardwoods available on request. Panel is grooved to resemble real planking. Simple to install, Tru-Wood can be nailed with brads to plaster or furring strips. Prefinishing includes an application of furniture polish, waxing and hand rubbing. Manufactured by Dulaney Plywood Corp., Dept. AB, 300 W. Main St., Louisville 2, Ky.

Circle No. 29 on coupon, page 192

Gas water heater is built with a "pre-heater" chamber in tank top, protecting against thermostat fluctuation. Design of "U" tube forces heat through cold water twice before being vented. **Handley Brown Heater Co.**, Dept. AB, Jackson, Mich.

Circle No. 30 on coupon, page 192



Potts Grove Manor, Pottstown, Pa. One of many projects built by F. A. Collins, Inc., of Bala-Cynwyd, Pa. using Lupton Metal Windows, with Steel Casings.

Luxury windows for low-cost homes

Savings in installation time helped "pay" for the Lupton Steel Casements in this new multi-house development. One man can easily handle and install the average Lupton Metal Window. Ready-to-install Lupton Windows save time, lower costs, fit into tight building budgets to give buyers the added advantages of metal windows. Along with fast installation, consider these other features . . .

Lupton Metal Windows offer assurance against customer complaints, cut down on call-backs. Every window is pre-tested and rigidly inspected before it leaves the plant.

Lupton Metal Windows are backed by over 40 years experience in design-

ing and manufacturing . . . tried and true serviceability proved over the years.

In Lupton, you have a one-source supply for practically any window you'll ever need . . . in Steel or Aluminum.

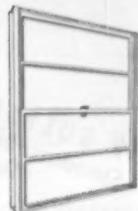
That's part of the profitable Lupton story. You can get full particulars from your nearest Lupton Dealer, or write direct to . . .

MICHAEL FLYNN MANUFACTURING COMPANY
700 East Godfrey Avenue, Philadelphia 24, Pa.
Member of the Steel Window Institute and Aluminum Window Manufacturers Association

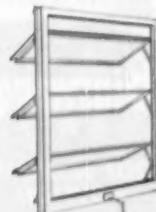
LUPTON METAL WINDOWS



Lupton Casement
Steel or Aluminum

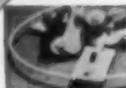


Lupton Aluminum
Double Hung Window



Lupton Aluminum
Awning Window

Only one man to move a
White TROWELER



Retractable wheel, up to trowel, down to move.



Remove blades and ring in seconds... for cleaning, changing blades, or moving through doorways.



Adjust blade pitch during rotation from handle. Safety throttle control stops rotation if operator lets go handle.

PORTABILITY, patented, exclusive! **PERFORMANCE**, unbeatable!
PRICE, comparable to trowelers *without* these features! Model T-1.
36" diameter, Patent No. 2,621,568.

White MANUFACTURING COMPANY

ELKHART 4, INDIANA

BUILDERS: here's



...FOR LOW COST HOMES

NEW GULFSPRAY
Standard ECONOMY
Tub Enclosure

with many quality features found in Gulfspray's deluxe, custom units.



SEE OUR DEALERS OR ASK US FOR COMPLETE INFORMATION

- Simplification and standardization mean **LOW COST**
- Interchangeable right or left. Easy, quick installation by regular crew.
- Precision engineered, fabricated in our shop

SERVING THE SOUTH & SOUTHWEST SINCE 1872

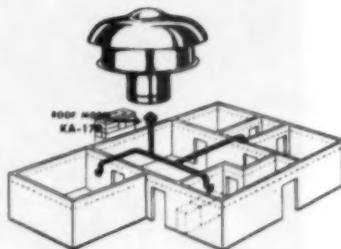
- Heavy, extruded aluminum, etched finish; smooth-gliding over-head track

Binswanger + co.
of Texas

207 N. MAIN STREET
HOUSTON, TEXAS

AMERICAN
BUILDER

NEW PRODUCTS



Multiple-vent roof fan pulls from 1, 2, and 3 intakes

This all-aluminum, weatherproof fan unit mounts on roof outside home and pulls from up to three interior grilles. Standard 7-inch round ductwork is used. Only 7- $\frac{3}{4}$ inch grille opening required in wall or ceiling. 800 CFM capacity. 3-speed operation. Sealed motor and fan unit. Self-cleaning blades. One fan does work of three. Made by Stewart Industries, Inc., Dept. AB, 318-X East St., Indianapolis 2, Ind.



Efficiency kitchen unit fits 2x2 $\frac{1}{2}$ foot space

This complete efficiency kitchen unit combines a large sink, range, and a full five cubic foot refrigerator. Will fit into a space of less than 2x2 $\frac{1}{2}$ feet. Has stainless steel top. Complete mechanism is located up front for easy access. Refrigerator has a freezer which holds twelve standard frozen food packages or nine ice cube trays. Two large bottle and shelf storage racks provide additional storage space. Range is available with either two electric or two gas burners. Electric burners require either 110 or 220 volts; gas burners operate with bottled, manufactured or natural gas. Acme National Refrigeration Co. Inc., Dept. AB, 29-24 40th Ave., Long Island City, N. Y.

WANT MORE WINDOW SALES... AT INCREASED PROFITS?

HERE'S WHY  WILL INCREASE YOUR BUSINESS:

- ALUMINUM WINDOWS PRICED LOWER THAN WOOD



Picture Sliding Window



Horizontal Sliding Window

- SAME TOP QUALITY FOUND IN HIGH PRICED WINDOWS
- FULL LINE TO FIT ALL SPECIFICATIONS



Vertical Sliding Window



Basement Window

- NATIONALLY ADVERTISED AND MANUFACTURER MERCHANDISED
- MASS PRODUCED FOR HIGHER PROFIT-MARGIN WITHOUT QUALITY SACRIFICE

A FEW CHOICE TERRITORIES STILL OPEN TO DISTRIBUTORS

WRITE TODAY FOR DETAILS



MANUFACTURING COMPANY

Cherry and James Streets
East Hartford, Connecticut

FOR BUILDING- AND RE-MODELING

INSTALL *Pin-Point*
ADJUSTABLE
SHELVING



with

E-Z SHELVING
(BRACKETS & STANDARDS)

Provides These Advantages:

- (1) Helps Solve Uneven Floor Problem. Upper Shelves Adjust Level without shimming.
- (2) Helps Solve Odd Package Sizes. Permits vertical spacing to fraction of inch.
- (3) Rugged "back-bone" for many shelving requirements.
- (4) Individualized Displays. Wide variety of sizes permits tailored precision fabrication.

FIXTURE FABRICATORS — GET THE "E-Z" STORY

NO keyholes or slots. Brackets slide up and down in Standard groove and lock at any point on Standard. Fits most shelving and fixture needs.

HANDLES ALL NORMAL DISPLAY LOADS

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Standard Steel Works

Dept. AB-2 NORTH KANSAS CITY, MISSOURI

MAKE YOUR HOMES EASY TO SELL!

THERMADOR BILT-IN Electric Ranges

- waist-level ovens
- extra storage space
- cooler, cleaner, safer
- 12 cooking tops from 12½" to 45" length
- cooking tops with Duo-Cook or middle griddle
- warming drawer or secondary oven
- handsome lifetime stainless steel



FOR CONVENIENCE —

NEW! Ask about the
Thermador ventilating fan!
9" and 11" models.



FOR COMFORT —

THERMADOR WALL-TYPE Room Heaters

- easy installation
- room-by-room control
- top switches, indicator lights
- automatic thermostats
- no flues or ducts
- fit between standard studs
- a heater for every size room
- stainless steel bathroom models



Send coupon today for complete information

THERMADOR ELECTRICAL MANUFACTURING CO.

Division of Norris-Thermador Corporation
5119 District Boulevard, Los Angeles 22, California



Thermador Electrical Manufacturing Company
Division of Norris-Thermador Corporation
AB-255 5119 District Boulevard, Los Angeles 22, California
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City _____

Zone _____ State _____

Bilt-in Ranges

Bilt-in Heaters

Ventilating Fan

3-972A



**SAVE 75% ON
DOOR INSTALLATION WITH
Z & K MASTER DOOR JIG***

SAVE TIME IN ATTACHING HINGES. Hinge recesses in door and jamb are pre-cut and hinges can be applied in a convenient working position.

SAVE TIME IN HANGING DOORS. Fitting doors to previously installed frames is eliminated.

SAVE TIME IN INSTALLING LOCKS. Doors drilled for locks in 15 seconds with master drill jig.

Send today for literature describing Master Door Jig.

Z & K TOOL COMPANY

407 Sand Hill Road
Lebanon, Pennsylvania

*Covered by Pat. and Pat. Pending.

**World's Best Small Trencher
for Many Kinds of
Construction Digging**

- ★ FOUNDATIONS
- ★ GAS LINES
- ★ WATER LINES
- ★ ELECTRIC CABLE



Manufactured Under
Patents Pending

DITCH-WITCH is the answer to fast construction trenches 3" to 6" wide and 36" deep in any soil. Outdigs 8 men—works around the clock. Self-contained, operates under its own power. Light weight, mobile, low operating and maintenance costs. Proven in all soils, DITCH-WITCH will pay for itself in a few days.

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The CHARLES MACHINE WORKS

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BARBEQUE UNIT

**For Indoor and Outdoor
FIREPLACES**



CONTROLS THE HEAT FOR ANY MEAT
Crank Adjusts Fire Basket

For installation in amusement rooms, kitchens, porches, breezeways, summer cottages, screen houses and in the yard.

Write For **FREE Fireplace Plans and Specifications**

GRILLCRAFT CO.

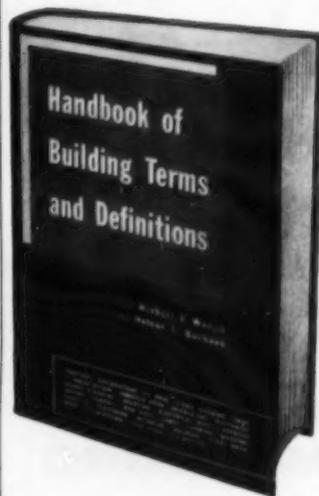
Dept. B—477 E. 7th St.
St. Paul 1, Minn.

**Buy
Defense
Bonds**

**If some building terms
PUZZLE YOU...**

**BANK-RUN is not a panic.
BUS CONDUCTOR is not a fare grabber.
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

OVER 12,000
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.

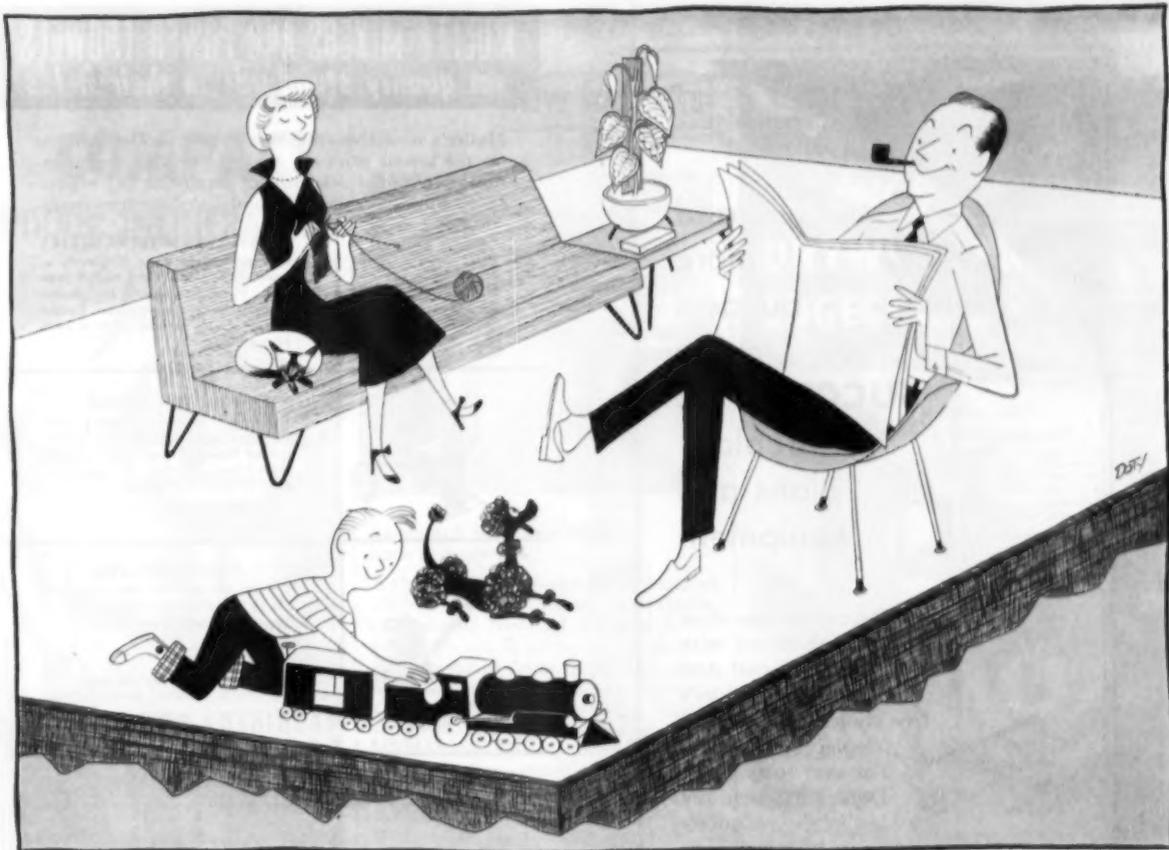
AMERICAN BUILDER BOOKS
30 Church St., New York 7, N.Y.

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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Address _____

City, zone, state _____



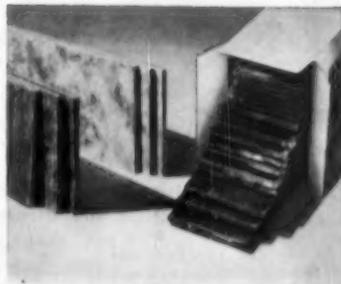
How to keep it warm on the cold, cold ground

Fiberglas Perimeter Insulation is a "must" in the design of concrete slab floors cast on grade level. Experience has shown that the greatest heat loss in this type of construction is through the slab edges. Losses are even *greater* if the slab is heated as a panel. And the heat loss problem for homes built over crawl spaces is no less severe.

Fiberglas® Perimeter Insulation effectively solves the problem of heat loss—helps keep floors warmer and more comfortable through the winter.

Made of inorganic fibers of glass, it is unharmed by moisture and soil acids . . . will not rot or mildew . . . will not break under the stress of slab expansion. When properly installed, it meets many government specifications and FHA requirements.

Whatever design of basementless home you're building, be sure it includes efficient Fiberglas Perimeter Insulation. Comes in a *complete* range of sizes and types. Owens-Corning Fiberglas Corporation, Dept. 62-B, Toledo 1, Ohio.



IN THREE EASY-TO-USE TYPES—PF-615 offers low-cost protection, AE-6 is enclosed in protective asphalt sheath, PF-619 is made from a high density board for use in residential load bearing applications.

OWENS-CORNING					
FIBERGLAS					
<small>*Fiberglas is the trademark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation.</small>					
FIBERGLAS BUILDING INSULATIONS ARE DISTRIBUTED NATIONALLY BY:					
 ARMSTRONG CORK CO. Lancaster, Pa.	 CERTAIN-TEED PRODUCTS CORP. Ardmore, Pa.	 THE FLINTKOTE COMPANY New York, N. Y.	 INSULITE MINNESOTA AND ONTARIO PAPER CO. Minneapolis 2, Minn.	 TIGER BUILDING PRODUCTS KELLEY ISLAND COMPANY Cleveland, Ohio	 RUBEROID THE RUBEROID CO. New York, N. Y.

Homes with
fireplaces
sell
faster

... and
more
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use Donley
SUCCESSFUL
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Recent surveys show
that homes with
fireplaces sell faster! And
Donley is the builder's
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fireplaces . . . fireplaces
that when installed
according to Donley
plans assure trouble-
free operation.

Send 75c today for the
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"Book of
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Containing over

300 illustrations, this
new 80-page book has
complete step-by-step
plans for building all
types of fireplaces.

THE **Donley** BROTHERS CO.

13910 Miles Ave. Cleveland 5, Ohio

6131-DB

Dampers

Cleanout Doors

Ash Dumps

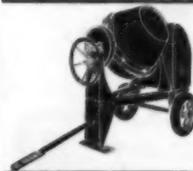
MULLER MIXERS AND POWER TROWELS set quality standards in their fields

Muller's objective—the best contractors equipment for the lowest price—is achieved by: (1) specialization, (2) careful selection of materials, (3) experienced workmanship, (4) sound distribution methods.



PLASTER and MORTAR MIXERS

Five sizes, 2 to 9 cu. ft. Electric or gasoline. Muller Lifetime Paddle Shaft Seal. Power throwouts on smaller models, disc clutch on larger. Rubber scraper blades optional. \$180 to \$996 FOB Factory.



CONCRETE MIXERS

3 models, 3 to 6 cu. ft., tilting type. Ample drums, fast mixing action. Timken Bearings, electrically welded construction. Electric or gasoline. \$230 to \$660 FOB Factory.



POWER TROWELS

2 sizes 29" and 34" dia., 1 1/2 and 2 1/4 HP B&S Engines. Stationary guide ring. Clutch and speed controls on handle.

Send for information and
name of local dealer.



MULLER MACHINERY COMPANY, Inc.

WETUCHEN 4, N. J.

CABLE ADDRESS-MULMIX

Your Single Source for
Home Heating Requirements

Majestic



There's a Majestic fully-automatic year-round air conditioner for every installation requirement. Oil or gas-fired from 76,000 to 400,000 BTU; cooling units to match.

Thulman chimney . . . ultimate in flue design. This factory-fabricated patented flue for all fuels may be installed in one or two story homes by one man. Clearances to combustibles required by the National Building Code are built in.

The new Thulman packaged fireplace; clearance is built in. May be quickly installed and used with any construction . . . new or old. Write for complete details on this new and scientifically designed fireplace unit, and the entire Majestic home heating line.



Watch for
showing of
National Homes'
1955 Line using
Thulman Products.

The **Majestic** Co., Inc.

433 Erie St., Huntington, Indiana

AMERICAN BUILDER

HERE'S A **NEW**
COMPACT
INDOOR INCINERATOR

Incineror
TRADE MARK
REG. U. S. PAT. OFF.

FIRST CHOICE
OF
MRS. AMERICA



Now, more than ever, Incineror leads the way in automatic, gas-fired incineration.

For more than thirty years Incinerors have given dependable, trouble-free service in thousands of homes.

Install Incineror to eliminate messy trash and garbage areas—raise appraisals.



Approved
by A.G.A.

OUTDOOR INCINOR
MODELS ALSO
AVAILABLE . . .

WRITE **TODAY** FOR
DETAILS

INCINERATION DIVISION
BOWSER, INC. • CAIRO, ILLINOIS

FEBRUARY 1955

AMERICAN
BUILDER

NEW PRODUCTS



Laminated fabricated kitchen units and cabinets

A new line of laminated fabricated kitchen units and cabinets are available, trade-named Nevamar Carefree Kitchens. Units will fit into a U-type, straight wall, L-type of kitchen, or even a kitchen laundry or dinette arrangement. Cabinet shelves are adjustable, drawers are suspended on nylon bearings, doors are flush, bottoms are recessed, and the hinges are semi-concealed. All surfaces, interior and exterior, are in Nevamar, a high-pressure laminate surfacing material. Units are available in a wide selection of sizes, and rich wood grain patterns of bone white, honey maple and gray stone; also pastel patterns of coral, green and gray. The Nevamar Fabricating Co., Dept. AB, Div. of National Store Fixture Co., Attn. Betty Coke, Odenton, Md.

Circle No. 31 on coupon, page 192



Asbestos shingle cutter with 32-inch cutting capacity

The Model "L" "Improved Handy" shingle cutter, shown above, is one of four models. It has a 32-inch cutting capacity. Model "F" has 27-inch cutting capacity, models "A-32" and "T-36" have 32 and 36-inch cutting capacity. All have front-end punch. Specialty Tool Manufacturers, Dept. AB, 732 S. Illinois St., Belleville, Ill.

Circle No. 32 on coupon, page 192

QUICK WORK

but good

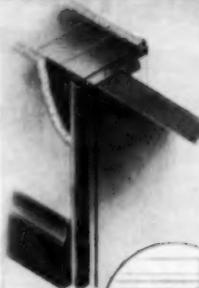
DRYWALL TRIM
EDGE GUARD



No. 101
Edge Guard

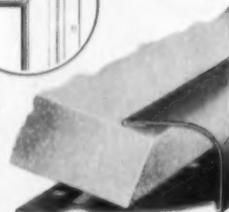
-- for door and window casings. Easily installed before or after wallboard is in. No spackle required around this trim.

Galvanized steel for $\frac{3}{8}$ "- $\frac{1}{2}$ "- $\frac{3}{4}$ " board. 7'-12' lengths. U. S. Pat. No. 2,663,390. Canadian Pat. No. 506,022.



$\frac{3}{8}$ "- $\frac{1}{2}$ "
Factory Mitered at no extra cost. $\frac{3}{8}$ " square cut.

Patented design—grips board with firm spring action. No spackle required.



No. 106 —
No. 108 Edge Guard

Insure neat, protective finished edge, is butted at corner, nailed through board into stud. Knurled for good spackle adhesion. Paint adheres. Means beautifully



No. 106

finished job. For $\frac{3}{8}$ "- $\frac{1}{2}$ "- $\frac{3}{4}$ " board. 7'-12' lengths. Packaged --

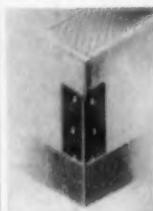
96 — 7' pieces 602'
50 — 12' pieces 600'



No. 108

No. 220
For External
Wallboard Corners

Note rounded corner design to give extra protection against hard bumps. Means correctly finished corners — permanently. Knurled for good spackle adhesion. Easily cut and fitted. Nails easily, quickly



through board to stud. A better job — no extra cost.

Size 1"x1" — 6' — 6'8" lengths packed 1000' to crate.



for complete information write.

SPECIAL LENGTHS on all PRODUCTS

DRYWALL TRIM, INC.

2408 N. Fairwell Ave. • Milwaukee 11, Wisconsin

PRECISION folding STAIRWAY

QUALITY
plus
Sales Features



LISTED IN SWEET'S

Approved by leading
**ARCHITECTS,
BUILDERS, and
LENDING AGENCIES**

5 YEAR
written
GUARANTEE
furnished with
each unit

STOCKED BY 130 LEADING JOBBERS
IN THE U. S. A. AND CANADA

PRECISION PARTS CORP.

400-AB NORTH FIRST STREET

• NASHVILLE 7, TENNESSEE

NO OTHER STAIRWAY
OFFERS SO MUCH!

★ DESIGNED FOR TODAY'S HOMES—engineered for safety and ease of operation. Thousands of home builders across the nation have installed this quality salesman in their homes for quicker sales and more

profits. Seven exclusive features plus Precision's big five-year guarantee have made Precision America's No. 1 Stairway.

SEVEN SALES FEATURES

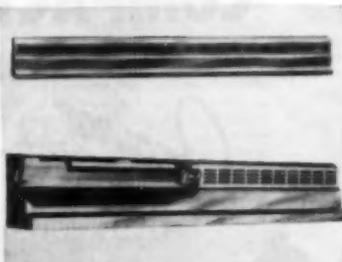
- 1—HYDRAULIC SAFETY CHECKS—prevent slamming of stairway on opening and closing; shut stairway door tightly and ease stairway into open or shut position quietly and safely.
- 2—ACTUATED BY COUNTERWEIGHTS—cleverly engineered, they close the stairway tightly every time. No springs to weaken; no adjustments necessary.
- 3—LIFE-TIME ROLLER BEARINGS—make operation noiseless and practically effortless.
- 4—RUGGED AND STRONG—all parts are secured by bolts and screws. Superior design assures long life and dependable service under constant use.
- 5—INSULATED DOOR PANEL—saves fuel in winter by preventing loss of heat to the attic and keeps out summer heat from the room below.
- 6—FULL WIDTH SAFETY TREADS—protect each step, add to appearance, and assure a safe footing.
- 7—FITS ANY CEILING HEIGHT—graduations on runners facilitate cutting off for different ceiling heights and insure a saving on both installation time and cost.

TWO STANDARD SIZES: 8'9" and 9'9". For ceiling heights 7'0" to 8'9", use 8'9". For ceiling heights 8'9" to 9'9", use 9'9". Figure from finished floor to finished ceiling—not floor to floor.

Frame fits 26" x 54" opening in ceiling; also 30" x 54" (special) at extra cost.

AMERICAN
BUILDER

NEW PRODUCTS



A baseboard perimeter diffuser for both heating and cooling

An extended baseboard perimeter diffuser for both heating and cooling is now available in standard four foot and two foot sizes. Important features are efficient air volume; quick, easy installation in old or new houses; a vertical angle design which eliminates wall smudging; and a built-in mechanical damper. The spring-loaded, hinged damper runs the full length of louver openings to assure uniform air diffusion at all settings. In new houses, the unit can be installed against studs before lath and plaster are applied. This leaves little or no protrusion beyond the baseboard. A joining connector is available for installing the two sizes in any multiples required for continuous installation. Lima Register Co., Dept. AB, Lima, Ohio.

Circle No. 33 on coupon, page 192



Sectional upward-acting garage door

Latest addition to the Calder line of "Triline" doors is an upward-acting sectional garage door. It is three panels wide, the center panel being twice as large as the two end panels. Two outside handles are provided; one acts as latch and lock and is positioned at waist level. The door is available glazed or unglazed, and standard or "low headroom" hardware is optional. A radio controlled electric operator is also available. Stock sizes are 1 3/4 inches thick and range from 8 foot by 6 foot 6 inches, to 9 by 7 feet. Larger sizes are made to order. Approximate price \$75. Calder Manufacturing Co., Dept. AB, Lancaster, Pa.

Circle No. 34 on coupon, page 192

AMERICAN BUILDER

**AMERICAN
BUILDER**

NEW PRODUCTS



Attic fan for small, ranch-type homes

The McLean VT-20 Vertical Discharge Attic Fan is designed especially for the ranch style home having floor area of 1,000 square feet or less, and ceiling joists on 24-inch centers. This fan and the 20x27-inch ceiling shutters can be installed in these homes without cutting a ceiling joist. Each fan features rubber mounted main bearing and motor; flexible steel frame, and soft rubber, built-in vibration absorbers. McLean Engineering Laboratories, Dept. AB, Attn. Roger Lyman, P. O. Box 531, Princeton, N. J.

Circle No. 33 on coupon, page 192



No-putty type of window for basements and utility rooms

A tight joint between glass and sash member by means of a felt gasketing made this no-putty window possible. A new type clip, centered at bottom of each pane, gives a positive seal at point where leakage is likely to occur. In installation, five clips with projecting lugs engage the inclined slots in the sash member—two on each side of pane and one clip centered at bottom edge of each pane. The Donley Brothers Co., Dept. AB, Attn. F. W. Donley, 13970 Miles Ave., Cleveland 2, Ohio.

Circle No. 36 on coupon, page 192

FEBRUARY 1955

SIMPLEX folding STAIRWAY

QUALITY
plus
LOW COST



Approved
by leading
**ARCHITECTS,
BUILDERS, and
LENDING AGENCIES**

Your No. 1
PROFIT-MAKER

SELL MORE HOMES!
Assure your prospects of adequate storage space at a cost low enough to satisfy today's budget-conscious home buyers. The Simplex "Balanced Action"

Folding Stairway can help your homes move fast for more profits! Its economy . . . ease of operation . . . and durability make Simplex a **NO. 1 PROFIT-MAKER** for home builders.

NEW

BALANCED SPRING ACTION
for **EFFORTLESS OPERATION**

- **SIMPLE AND EASY TO OPERATE.** No adjustments necessary.
- **RUGGED AND STRONG.** Manufactured of highest quality materials—No. 1 kiln dried lumber throughout. All hardware fabricated of heavy galvanized steel. All parts secured by bolts and screws—no nails.
- **TWO STANDARD SIZES—** 8'3" and 9'9". For ceiling heights 7'0" to 8'3", use 8'3". For ceiling heights 8'3" to 9'9", use 9'9". Frame made to fit 26" x 54" opening in ceiling.
- **SHIPPED IN ONE PACKAGE.** Shipping weight 8'3", 52 pounds; 9'9", 56 pounds.
- **MANUFACTURED IN PRECISION'S MODERN PLANT.**

*1 Year
Guarantee*

WRITE FOR ILLUSTRATED FOLDER TODAY!
DEALER INQUIRIES INVITED

PRECISION PARTS CORP.

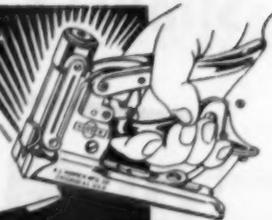
400-AB NORTH FIRST STREET

● NASHVILLE 7, TENNESSEE

HANSEN ONE HAND TACKER
CUT COSTS ON THIS JOB

You, too!

Can Cut Your Costs—Do A Faster,
Better Job—with HANSEN



**...TACKING
BUILDING PAPER**



Hansen Tacker tacking insulating building paper—one of many uses in doing a faster, better job, and cutting costs.

HANSEN—the Modern Way to do all kinds of tacking and fastening jobs—is easy to grip and operate. Designed to do a better tacking job—faster!

ZIP! ZIP! FAST AS YOU GRIP—HANSEN drives Tackpoints for installing insulation, hydron, metal lath, cornerite, building paper—and does many other tacking and fastening jobs.

CUTS COSTS! Light weight, readily portable, one-hand operation; rapid, positive driving action; balanced design; steady, on-the-job performance—are features that insure economical operation and low-cost installation.

A BETTER JOB—FASTER! Accurate driving, with precision-made Hansen Staples, insures faster work without waste of time, steps or materials. Hansen holds 84 to 140 Tackpoints per strip. Staple sizes up to 1/2" length. Tackers in 36 models. Specify—buy—use HANSEN!

REQUEST
FOLDER

A. L. HANSEN MFG. CO.

3029 RAVENSWOOD AVE., CHICAGO 40, ILL.

Lux-Right
The Nation's Best

AREAWALLS

IMPERIAL LUX-RIGHT: Standard for American homes. Galvanized (hand-dipped) after fabrication. Hug-Tite Flanges. Streamlined-Straight, Round, Square.

ECONOMY LUX-RIGHT: For medium-priced homes, and housing developments. Tight-coat galvanized.

ACCESSWAY: Provides easy access to crawl space. Right angle corners let doors swing open. (F.H.A. type.)

CASEMENT: For casement windows on lower floor rooms. Right angle corners.

FOUNDATION VENTS: For under-floor ventilation. Corrugated.

We prepay freight on 12 or more units. Dealers everywhere. FREE folder. See Dealer, or Distributor, or write us.

**MOST COMPLETE
Line of Areawalls
in U.S.A.
ALL SIZES · ALL GRADES**



ACCESSWAY



CASEMENT

AB-2

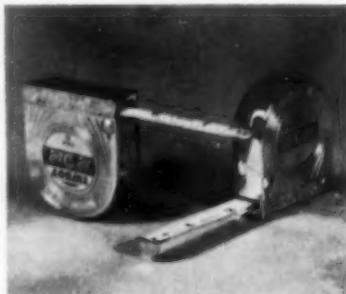
SAINT PAUL CORRUGATING CO.

Expert Fabricators of Sheet Metal Products for 70 Years

SOUTH END WABASHA BRIDGE • SAINT PAUL 1, MINN.

**AMERICAN
BUILDER**

NEW PRODUCTS



**Steel tape with a
wedge lock feature**

Latest model of the Tufboy line of steel tape rules offers such features as a wedge lock that permits user to lock tape in any extended position without marring or scratching the blade; an increased internal case capacity so rule length up to 10 feet can be offered without binding or sticking when entire blade is retracted; an Auto-Tip which accommodates to either butt or hook measurements with equal accuracy. The new Tufboy is available in six, eight and ten-foot lengths, with either the white Briteblade or the all metallic satin finish. Retail price is from \$1.70 to \$2.35. Master Rule Manufacturing Co., Dept. AB, 40 Mulberry, Middletown, N.Y.

Circle No. 37 on coupon, page 192



**Waterproof masonry paint
prevents formation of blisters**

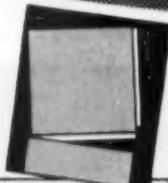
Damaging blisters which cause paint to peel can be prevented through use of this new rubberized masonry paint that waterproofs exterior surfaces yet breathes to release vapors. Exceptionally durable, the new product is a water emulsion paint that does not require petroleum or coal tar solvents. It may be applied by brush, roller coater or spray. Trade-named Cementhide Rubberized Masonry Paint, it is available in eight colors and white, and sells for less than \$6 a gallon. Pittsburgh Plate Glass Co., Dept. AB, Attn. Robert C. Daley, 632 Ft. Duquesne Blvd., Pittsburgh, Pa.

Circle No. 38 on coupon, page 192

sell the
VISIBLE
feature



WALLS AND CEILINGS OF
Barclay-Square
ALL PATENTS APPLIED FOR
PLASTICOATED 16" x 16" PANELS



THE SECRET

Special designed divider-lock-strip provides automatic spacing, uniform smoothness of surface, extra rigidity and strength, sealing base for waterproofing.

Precision grooved on all four edges to accept lock-strips without binding. Fast, easy interlocking of squares.

1/4" thickness and exclusive Melamine-silicone* mar-proof finish guarantee sturdy durability and long-life application.

LUXURY LOOK

• **LOW COST**

• **PRACTICAL**

• **BEAUTIFUL**

• **PROFITABLE**

New and Beautiful
PUTS YOUR HOMES
IN THE
"LUXURY CLASS"

Give your home buyers luxury, efficiency, and the beautiful dignity of authentic, selected woodgrains, or permanent, fade-proof color. BARCLAY-SQUARE is the strong-selling "extra" that puts you 'way ahead of competition—turns every room into a showplace—gives every room permanent, crack-free walls and ceilings that always look like new.

Do and sell more jobs by specifying BARCLAY-SQUARE. There's never before been anything like it. Exclusive mar-proof finish won't crack, check, or fade... 6 superb selected woodgrains, 12 beauty blended colors.

PACKAGED FOR YOUR CONVENIENCE: 18 squares to carton (32 sq. ft.) with all divider lock-strips. One color, one pattern, to each carton.

*patents pending

More information from your distributor
or write to

BARCLAY MANUFACTURING CO., INC.

255 A BARCLAY BUILDING, NEW YORK 51, N. Y.
In Canada: PRIMCO LTD., 15 Fournier Blvd., Hull, Quebec

25 YEARS EXPERIENCE IN MANUFACTURING HIGH QUALITY BUILDING MATERIALS

FEBRUARY 1955



3 Ways TO MORE PROFITABLE FLOOR JOBS

HOLT NMPL12 FLOOR SANDER
with patented demountable cushion that's replaceable in minutes right on job—no long, costly delays when nails rip cushion. Designed and built to eliminate vibration and chatter, so you get smooth floors easily. Double, self-adjusting belts, sure-grip clamps, high-speed cutting keeps jobs rolling, enable you to sand more floor daily.

HOLT Rotary Edgers for quick, easy sanding of edges, corners, stairs, closets, etc. Two-hand front and back controls permit fast starts and stops, improve control on close work.



HOLT Floor Machines put a sheen on floors that wins friends and extra business. Use for waxing, polishing, scrubbing, rug shampooing, steel wooling.

Take the HOLT way to more profitable floor jobs—mail coupon TODAY.

HOLT MANUFACTURING COMPANY

Better floor machines for more than 25 years ¹²

669 - 20th St. • Oakland 12, Calif. or 272 Badger Ave., Newark, N.J.

HOLT MFG. CO.

Room B-2, 669 - 20th St., Oakland 12, Calif. or 272 Badger Ave., Newark, N. J.

Please send me folders describing HOLT's exclusive, new features.

NAME POSITION

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ADDRESS



I use 'em—I know there's none better!
Scharf MAGNELITE LEVELS



THE ORIGINAL
**MAGNESIUM
 LEVEL**

Scharf Levels have hundreds of uses for anyone who builds or repairs. Scharf's Magnelite Protractor Level is especially valuable to plumbers, structural or fixture welders and sheet metal workers because it measures...sets angles...and gives drop per foot.

See your dealer today about a Scharf Level to make your job easier and better. If he can't supply you write Dept. A-2.

1/3 LIGHTER THAN ALUMINUM — Easier to use . . . less weight to carry.

UNBREAKABLE — Frame made of extruded magnesium.

ALL SIZES TO CHOOSE FROM — Standard levels made in 13 sizes from 12 to 96 inches.

REPLACEABLE VIAL UNITS — Fit either plumb or level position and add years of use to your level.

J. H. SCHARF MFG. CO.

6120 Binney Street, Omaha, Nebraska

SALES REPRESENTATIVES

John H. Graham & Co., Inc., New York, N. Y.

Gardner & Meredith, Chattanooga, Tenn.

Here's Beauty and Economy for Your Modern Homes

The combination of glulam beams and Tim-Deck gives matchless customer appeal at low cost. Glulam beams, with all the natural beauty of satin-smooth wood and freedom from seasoning action, provide permanent rigidity and strength. And Tim-Deck combines in one fast, simple application the functions of sheathing, insulation and ceiling finish. Adaptable for moderately wide span support (up to 16 ft. spans for loadings of 40 pounds psf), Tim-Deck eliminates closely spaced joists. It is available in both western red cedar and Engelmann spruce, and adds the natural charm of a fine paneled finish in these beautiful woods.

Beams and Tim-Deck are available on short notice from strategically located warehouses. For further information see your nearest Timber Structures office, or write us for free literature.



Architect: Max P. Williams, A.I.A.



TIMBER STRUCTURES, INC.

P. O. BOX 3782-X, PORTLAND 8, OREGON

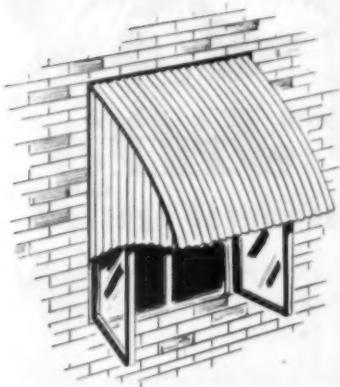
Offices in Ramsey, N. J.; Garden City, N. Y.; Chicago; Ferndale, Mich.; Kansas City; St. Louis; Minneapolis; Boston; Columbus; Des Moines; Decatur; Wichita; Dallas; Houston; Birmingham; Charlotte; Memphis; West Hartford; Seattle; Spokane; Denver.

TIMBER STRUCTURES, INC. OF CALIFORNIA • Richmond, California
 Local Representatives throughout the United States and Canada

AMERICAN BUILDER

AMERICAN
BUILDER

NEW PRODUCTS



**Fiber glass awning
provides shade without shadows**

Made from translucent fiber glass and heavy extruded aluminum, this Beautiful Color-Glo awning provides shade without dark shadows. It is available in concave, convex and straight styles, with, or without, valances. Only six screws are required to assemble K.D. units and installation is quick and simple. Awning comes in a 3/2, 2/2 or 2/3 pitch and standard widths are in 2-inch increments from 24 to 240 inches. Awning cannot rust, rot, chip or peel. Beautiful Co., Dept. AB, Attn. S. O. Hopson, P.O. Box 2, Bellaire, Texas.

Circle No. 39 on coupon, page 192



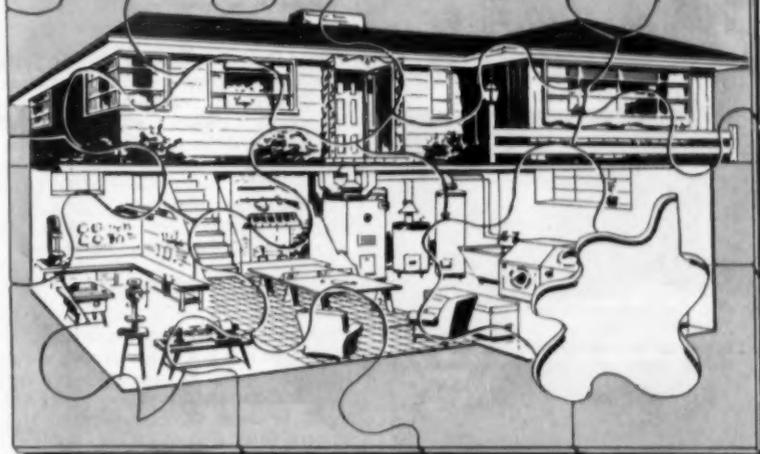
"Good Luck" door knocker

Here is a "Good Luck Horseshoe" door knocker designed for use on entrance doors. Fabricated of heavy forged brass, the knocker is available in highly polished forged brass with lugs and anvil in same finish; in a black satin finish with highly polished brass lugs and anvil, and in a black satin finish with highly polished chrome lugs and anvil. It measures 4x5 inches and is a full 10-ounces in weight. Baldwin Manufacturing Corp., Dept. AB, 1290 Central Ave., Hillside, N. J.

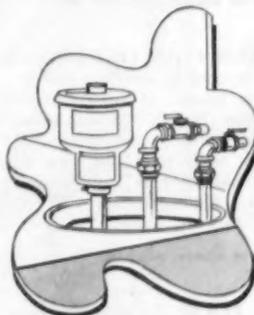
Circle No. 40 on coupon, page 192

FEBRUARY 1955

WHAT'S MISSING?



YOUR PROFIT FROM PENBERTHY ^{DOUBLE} AUTOMATIC protection



Sell homes with a DRY BASEMENT doubly protected automatically with this low cost feature which only Penberthy offers.

Now expensive appliances, heaters, game rooms and furnishings can be protected from water damage . . . when power fails.

With all of the features of more expensive models, the new PEN-PRIDE automatic electric sump pump has the

capacity and dependability to operate whenever needed, even after long idle periods. Installed as a dual combination, the water-operated cellar drainer starts pumping automatically immediately when electricity is cut off. A feature credited with saving thousands of dollars in recent hurricane and storm conditions.

Yet, Penberthy double automatic Protection costs no more than an expensive electric pump alone.

Easy to install, dependable, and trouble-free . . . Penberthy pumps are the best assurance of a dry basement. Nationally advertised and locally promoted, they are a "must" for homes, commercial buildings and farms. Stocked by leading plumbing jobbers nation-wide.

Write for details on the complete line . . . also available in submersible and explosion proof models in a wide range of sizes and capacities.

PENBERTHY INJECTOR COMPANY
Division of THE BUFFALO-ECLIPSE CORPORATION
1242 Holden Avenue Detroit 2, Michigan

PENBERTHY

**sump
pumps**



TIME AND MONEY SAVERS



for Home Builders

DUO-FAST STAPLE TACKERS

ONE HAND DOES THE JOB



Duo-Fast Hammer Tacker speeds insulation work.



Duo-Fast Gun Tacker simplifies ceiling tile job.



Building Papers go on fast with the Hammer Tacker.



Cornerite Duo-Fast-ed up with the CT-859.

These are some of the jobs on which Duo-Fast saves money by saving time.

Mail coupon for complete story on fully-guaranteed Duo-Fast Tackers.

MAR. COUPON FASTENER CORPORATION
860 Fletcher St., Chicago 14

Please send information on Duo-Fast Tackers for home building work.

Name _____

Business _____

Address _____

City _____ State _____

226

CATALOGS

HOW TO BUILD with plastic structural panels is outlined in a new booklet. Information is included that does much to answer most-often asked questions of use, application and installation. Ripolite Plastic Products, Inc., 3910 Chasset St., Burbank, Calif.

Circle No. 41 on coupon, page 192

DRILLING MASONRY—What and how manual gives specific information on drilling soft, medium hard or extremely hard masonry, all sizes of holes and correct drills to be used. Also included is information as to size of holes necessary for various sizes of anchors, expansion bolts, pipes and conduit. New England Carbide Tool Co., Inc., 60 Brookline St., Cambridge 39, Mass.

Circle No. 42 on coupon, page 192

MASONRY SAW precision constructed is pictured in a brand new catalog showing illustrations of models in action. Specifications and blade accessories are listed in detail. Construction Machinery Sales Co., Waterloo, Iowa.

Circle No. 43 on coupon, page 192

MIXERS FOR PLASTER, MORTAR, stucco and structolite are described in a catalog just issued. It illustrates the Knickerbocker No. 9 "Master-Mixer" for two-bag batches and the No. 4 "Mix-Miser" with new full one bag capacity. Included also are complete specifications. Knickerbocker Co., 601 Liberty St., Jackson, Mich.

Circle No. 44 on coupon, page 192

BEARING PLATE for wood or pipe columns that solves problem of anchoring 4 x 4's to masonry is described in a new folder. A three in one item, 1½ and 2 inch pipe columns with special anchor fitting to prevent wind uplift. A special adaptor is included for 2 inch pipe. R. C. Coffman, Inc., Orlando, Fla.

Circle No. 45 on coupon, page 192

88 TRENCHMOBILE is pictured in a new catalog showing its operating parts, performance on the job. Model 88 will dig up to five feet in widths of 8, 12, or 16 inches. Maximum rate of advance is 14½ feet per minute. Koehring Co., Milwaukee 16, Wis.

Circle No. 46 on coupon, page 192

PLYWOOD MANUFACTURE is presented in pictures and captions, step-by-step, from woods to mill to shipping dock in a new 20-page booklet. Included are close-up views of special machinery, grademarking and inspection, along with a diagrammatic drawing of a plywood plant. Associated Plywood Mills, Inc., Eugene, Ore.

Circle No. 47 on coupon, page 192



WITH Jiffy

SAWHORSE BRACKETS

- NO NAILS
- NO BOLTS
- NO SCREWS



At Work



At Home



At Church

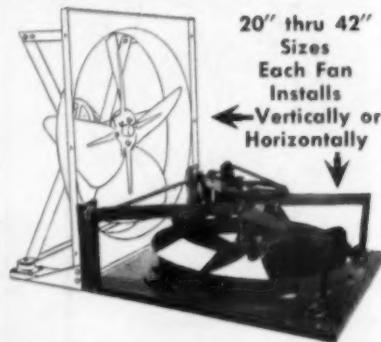
All welded construction. Use any 2x4s for legs and crossbar.

Set up or knocked down instantly. Easy to move from job to job, and easy to store.

For sale in most hardware and lumber stores. If your dealer cannot supply you, write us direct.

GRAND HAVEN STAMPED PRODUCTS CO.
GRAND HAVEN, MICH.

New Popular Price McLEAN ATTIC FANS Help Sell Homes!



20" thru 42"
Sizes
Each Fan
Installs
Vertically or
Horizontally

Homes sell easier with features. Many buyers cannot afford true air conditioning. A master ventilating fan is a feature they'll bless you for. A McLean fan is easy to install; sturdy fan assembly fastens quickly to structure; no springs, rubber or canvas connections needed. Installation time and materials are reduced. Built-in vibration absorbers are scientifically designed. Triple isolation of all moving parts insures quiet operation.

SIMPLE INVENTORY—MASS MARKET

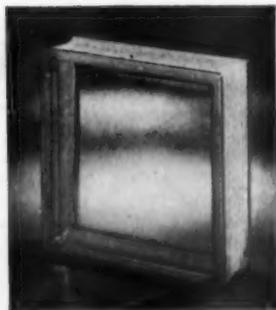
You stock just one type of fan for both horizontal and vertical discharge installations; fit 8 ft ranch house ceiling or multi-story attic endwall. Send for literature on our full line of attic fans. A few Choice Distributorships still available.

McLEAN ENGINEERING

P.O. Box 531, Princeton, N. J.

AMERICAN BUILDER

Use this
glass block
for light with sight



HERE'S A WAY to give your homes a positive selling feature and a visible evidence of extra value. Include a panel of Owens-Illinois super-clear Glass Block No. 370 like this one.

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.

Glass block are easy to handle. They arrive on the job site packed in sturdy cartons of convenient size. Cartons can be opened as block are needed. No loose block for you to handle.

For facts about the many ways you can use Owens-Illinois Glass Block® to advantage in your homes, write for the information you need. Address Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-2, Toledo 1, Ohio.

**Formerly known as INSULUX*

OWENS-ILLINOIS

GENERAL OFFICES  TOLEDO 1, OHIO

FEBRUARY 1955

YOU CAN INSTALL

ANY BERN'S

Air King

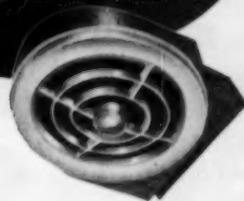
FAN IN JUST MINUTES

AND EVERY ONE IS

GUARANTEED

FOR 5 YEARS

"CF" SERIES Shallow, 3¼" over-all depth, easy mounting in sidewall or ceiling. Aluminum, blower-type pressure blade. Available with 3 speed control and necessary installation fittings, Chrome or White Grill. In models delivering 400 and 525 CFM at end of duct. List prices from **\$26.25**

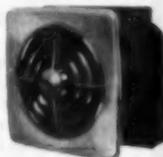


Actual, on-the-job records prove it takes only minutes, once the opening is made, to install any Bern's Air King Built-in Ventilating Fan. Combine this man-hour savings with low initial cost and precision engineering that guarantees efficient, trouble-free performance . . . for a savings that's really worthwhile!

Your choice of 21 models with all these features:

- ▶ Center grill knob for easy grill removal
- ▶ Motor and blade mounted on 1 bracket—removable by loosening wing nuts
- ▶ Extra length "Break Off" Bolts to accommodate any wall or ceiling depth
- ▶ Exclusive packaging that does not require disassembly of inside or outside housing for installation.
- ▶ U.L. and C.S.A. Approval.

"TC" SERIES Low cost plus economical installation for single story homes. Installs through ceiling. Pressure type blade. 525 CFM or 750 CFM at fan discharge. Chrome or White Grill. Available with 3 Speed Control. List as low as . . . **\$21.60**



"WF" SERIES Outside hood incorporates shutter. Pressure-type blade. Wall switch controlled operation at a practical price. Available with 3 speed control. Chrome or White Grill. 475 CFM or 600 CFM at Fan Discharge. List price from . . . **\$27.55**

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RESIDENTIAL WIRING HANDBOOK, completely revised, supersedes the 1946 edition and raises standard for wiring adequacy to a minimum of 100 amperes for service entrance capacity in all residential housing of 3,000 square feet of one floor or less. Revision is advocated nationally by the National Adequate Wiring Bureau and is paralleled by the NAHB decision to adopt the 100 ampere service entrance on a voluntary basis. Edison Electric Institute, 420 Lexington Ave., New York 17, N. Y.

Circle No. 48 on coupon, page 192

UP-TO-DATE INFORMATION ON ALUMINUM is contained in a new catalog. Under one cover is data on aluminum alloys, forms, properties, applications and availability. Condensed tables and charts throughout provide convenient reference material. Kaiser Aluminum & Chemical Sales, Inc., 1924 Broadway, Oakland 12, Calif.

Circle No. 49 on coupon, page 192

ACOUSTICAL DESIGN DATA REFERENCE brings complete data on Owens-Corning "Fiber-glas Sound Control Products" together in a single volume. Selection guide covers all products with condensed descriptions, usage, installation, standard sizes, cost and noise reduction, fire resistance, light reflection qualities. In addition, material is presented on specifications and sound control concepts. Owens-Corning Fiberglas Corp., Toledo 1, Ohio.

Circle No. 50 on coupon, page 192

TAPING TOOLS for drywall construction are featured in a new catalog showing large, clear illustrations of the line with each picture accompanied by a descriptive caption. Ames Taping Tools, Inc., 1325 Elmer St., Belmont, Calif.

Circle No. 51 on coupon, page 192

WOOD FRAMES AND WINDOWS is title of an eight page technical brochure showing outstanding installations of various types of wood windows and how they can be adapted to a variety of operating mechanisms. Information valuable to specifiers of wood windows regarding correct grades to be used for softwoods and hardwoods also included. Architectural Woodwork Institute, 332 S. Michigan Ave., Chicago 4, Ill.

Circle No. 52 on coupon, page 192

MILCOR METAL LATH AND ACCESSORIES is subject of a recently released catalog containing 16 pages of illustrations and information on this complete line of metal lath and accessories. Special diagrams show installation methods to be used for casing beads and access doors. Sizes, weights and packing information shown for all products. Inland Steel Products Co., 4025 W. Burnham St., Milwaukee 1, Wis.

Circle No. 53 on coupon, page 192

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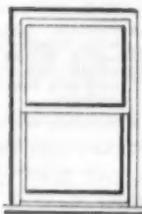
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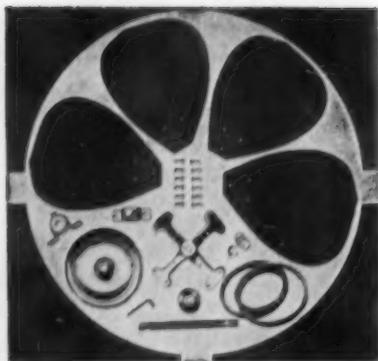


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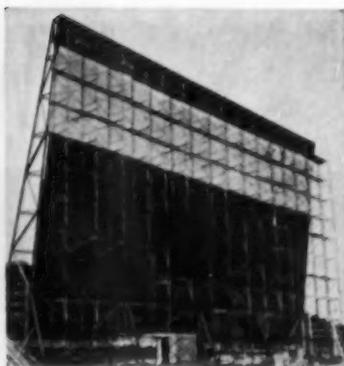
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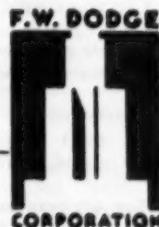
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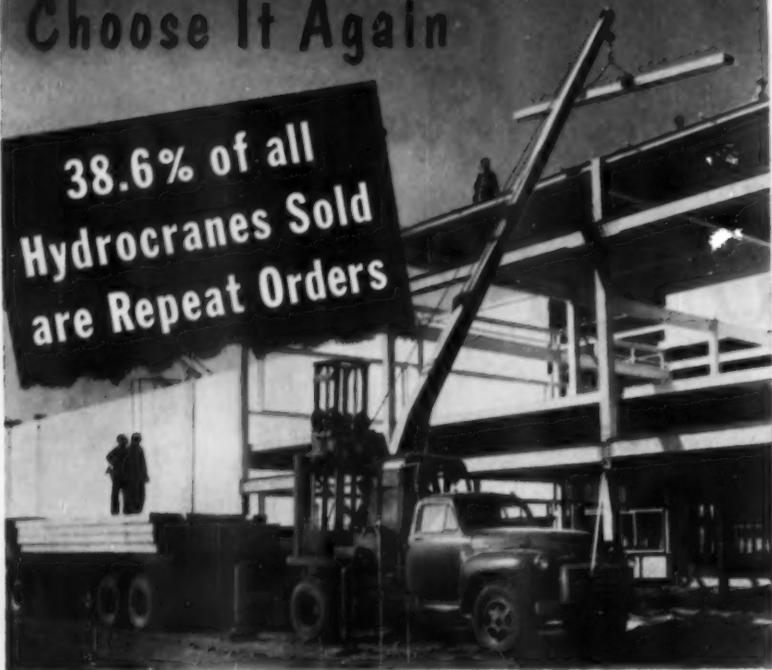
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24H54

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South Milwaukee, Wisconsin

When to use that certain stapler

Multiple accordion aluminum insulation can be applied and secured in place properly with any one of three types of staplers illustrated here, because each one is designed for a specific installation condition between framing members. This practice is recommended by Infra Insulation, Incorporated, and Bostitch.



A spring-driven stapling tacker is used to fasten accordion aluminum insulation to wood studs where there is not much more than several inches of space in between the studs to be covered



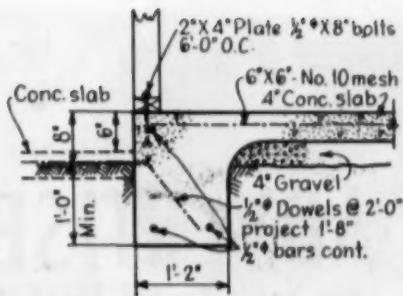
Here is a stapling hammer being used to secure multiple accordion insulation to wood studs. Space between studs allows enough room for hammering movement with this stapler



In extra-wide stud spaces where the panels of accordion insulation must be joined together to close up a space, a stapling plier is used for fastening the flange surfaces together

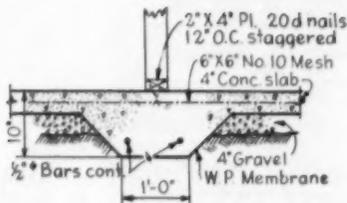


4 bedrooms, 2 bathrooms—\$11,250

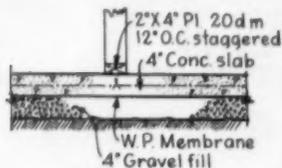


Footing for house

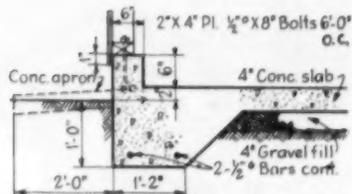
These five typical slab details helped cut costs



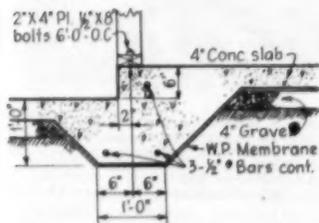
Interior bearing wall footing



Interior non-bearing wall



Garage footing



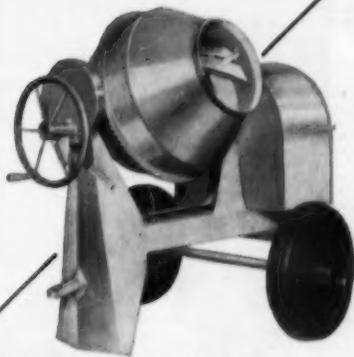
Footing between house and garage

In the San Francisco area Mackay & Associates have been selling 4 bedroom, 2-bathroom houses at prices as low as \$11,250. One reason for the low cost is the slab floors detailed here. Typical exterior wall footings, bearing wall and non-bearing

wall footings are shown. As the details indicate, Mackay uses a waterproof membrane to keep the slabs dry and reinforces them with wire mesh. Anshen & Allen of San Francisco are the architects.

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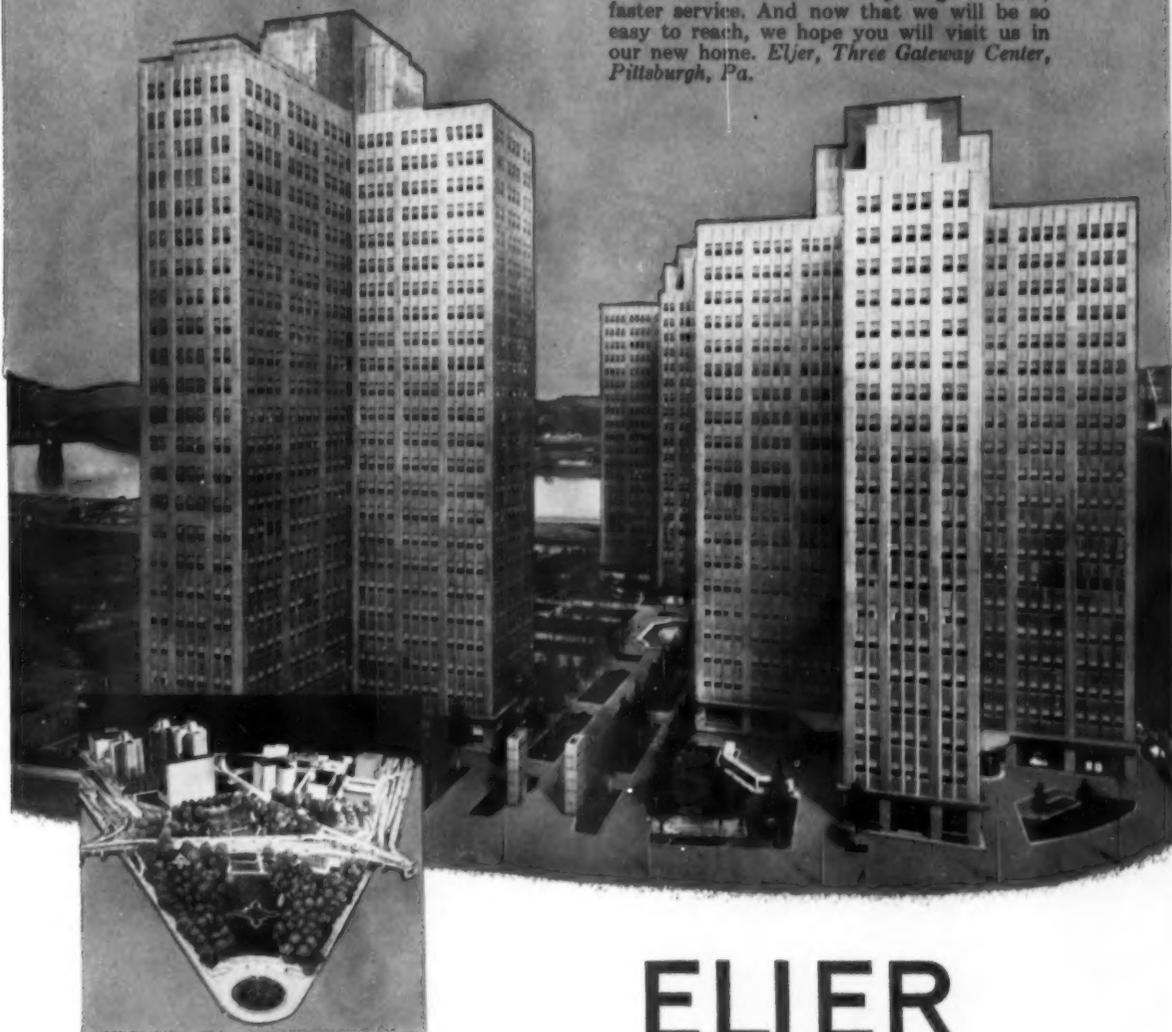
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"They slide with a whisper"

Large Nylon wheels 1½ inches in diameter carry the door-load with ease and fewer revolutions. Hangers require no lubrication and are stoutly constructed for lasting service.



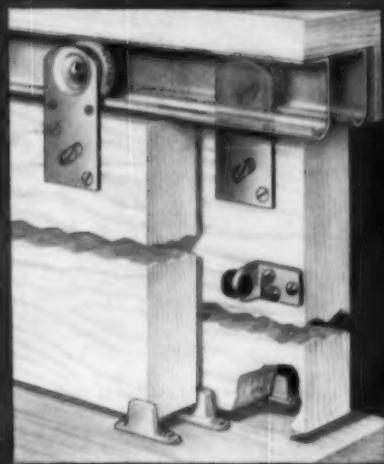
No. 185 Sliding Door Hanger

This is the two wheel adjustable type. Weight of doors equally distributed over the whole axle.



No. 182 Sliding Door Hanger

This is the popular single wheel style. Slotted mounting screw allows for simple adjustment.



View showing complete door assembly