

AMERICAN BUILDER

THE WORLD'S GREATEST BUILDING PAPER

★ SEPTEMBER 1955

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**Construction
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Parade of Homes



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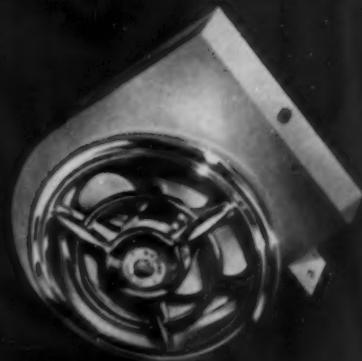
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NEW LOW PRICES . . . Mass production makes it possible to offer these deluxe range hoods at a cost even the lowest priced homes can afford.

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#600 SDL



#600

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Light Construction Files or write*

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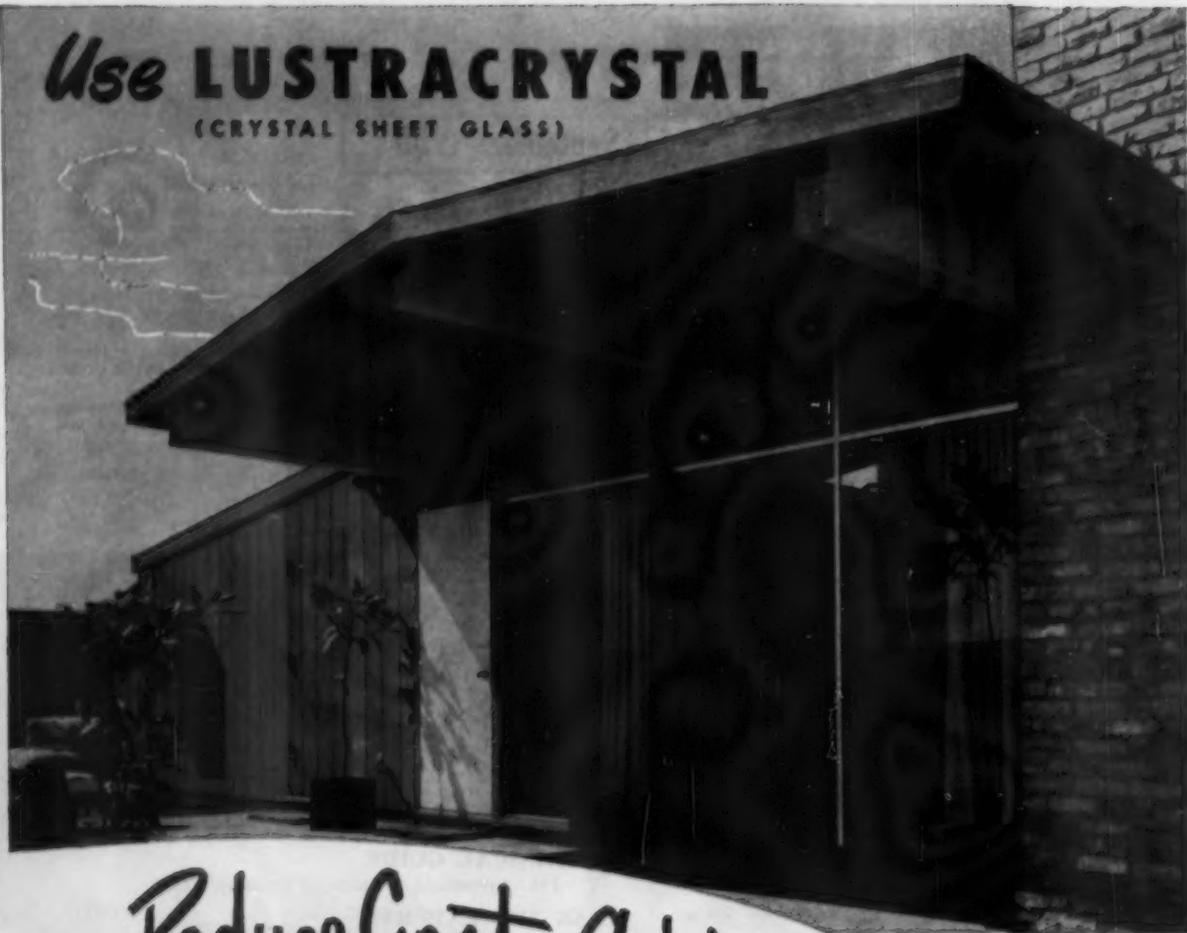
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AMERICAN BUILDER

Operation Home Improvement: new sales opportunity

When Operation Home Improvement is launched in January, 1956, the nation's first all-out drive to raise the level of home maintenance will be under way. Many will remember the home modernization program of the early thirties and others that came into being in order to stimulate material sales and employment in the building trades.

Operation Home Improvement, however, is being launched at a time when no such critical needs exist. It is being started because there is an awareness that in this era of unprecedented prosperity, the public is buying better food and better clothing and maintaining its automobiles and other perishable possessions at highest peaks of efficiency and appearance. But that same public pays startlingly little attention to the mechanical and structural maintenance of its homes, and in millions of cases just as little attention to the exterior appearance of those homes.

We're not competitive.

The reason is easy to find: the building industry stands alone among its contemporaries in not driving into the consciousness of people the personal satisfaction and the long range economy of good home maintenance. We have been too prone to give the impression that once a home is built of good, sound structural and other materials

it will stay that way forever. Of course it will not, no more than a suit of clothes or an automobile or a yacht or a lawn will.

All require maintenance, and the better the maintenance the longer the life and the more satisfactory the day-to-day performance and appearance. And in the case of a house, the higher the trade-in value.

Help from all sides

Operation Home Improvement is designed to drive this idea home. With the active encouragement of the government and the active cooperation of all segments of the housing industry—producers, distributors, builders, contractors, realtors and finance agencies—there is at last a determined move to make Americans as conscious of the appearance and operation of their homes as they show towards their other possessions.

For the builder, concentrating more and more on obsolescence selling and increasingly more interested in stimulating trade-in, improved maintenance cannot fail to make his job of selling new homes easier. A quick look at the automobile industry is proof enough.

Ed Gavin

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DALE J. BELLAMAH, Prominent Albuquerque Builder



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The Saturday Evening
POST
—gets to the heart of America

AMERICAN BUILDER

Snapshot of the new home buyer

Last year VA-insured loans exceeded FHA loans for the first time. Out of a total of 1,200,000 new homes built last year, the Federal Housing Administration insured loans on 276,000 of them, and the Veterans' Administration insured loans on 307,000. Together, the two government agencies insured loans on 49 per cent of all new homes.

The Veterans' Administration in particular is finding that business is brisk this year. The number of VA-insured mortgages rose 93 per cent in the first four months of this year.

Both the VA and the FHA have recently issued reports showing some interesting facts about new home buyers.

Facts on VA buyers

Out of every five VA-guaranteed loans for new homes, two required no down payments.

Of the new home loans made with down payments, the average amount paid down was 11 per cent.

Prices paid for new homes ranged from \$3,000 to \$53,000 and averaged \$11,900.

More than a third of the mortgages on new houses had 26 to 30 year maturities.

The average age of all vets who bought homes last year was 32 years. Ages ranged from 18 to 64.

The average before-tax family income of all veterans in the study was \$5,780 a year.

The estimated monthly housing expense—principal and interest payments on mortgages, taxes, insurance, maintenance, heat and utilities of all veterans in the study averaged \$95.15 or 19.8 per cent of the average monthly income.

Facts about FHA buyers

The FHA buyer had an income of \$5,139 a year, about \$600 less than the VA buyer.

The FHA buyer's house cost him \$10,678, about \$1,200 less than the VA buyer.

The FHA buyer made a 15 per cent down payment as compared with the G.I.'s 11 per cent, in cases where veterans made down payments.

The typical FHA buyer bought a 5½-room single family house with three bedrooms. It had a floor area of 961 square feet. In two-thirds of all new homes garage facilities were included.

The over-all picture

These facts describe the average VA and FHA new home buyer well enough, but there is no cross-section information on about half of the new home buyers who do not buy homes with VA or FHA-insured mortgages. They either obtain conventional loans or pay cash. A selling price breakdown, however, is available.

The Bureau of Labor Statistics re-

cently published a survey showing that the typical new home owner paid \$12,300 for his new home last year as compared with the VA average of \$11,900, and the FHA average of \$10,700.

The BLS report breaks down the selling price to show that eleven out of one hundred buyers of new houses paid less than \$7,000 and fifteen paid \$7,000-\$9,999.

In the great middle class were 24 out of one hundred buyers who paid \$12,000-\$14,999.

At the upper end of the scale were 16 out of one hundred buyers who paid \$15,000-\$19,999 and ten per cent who paid \$20,000 and over.

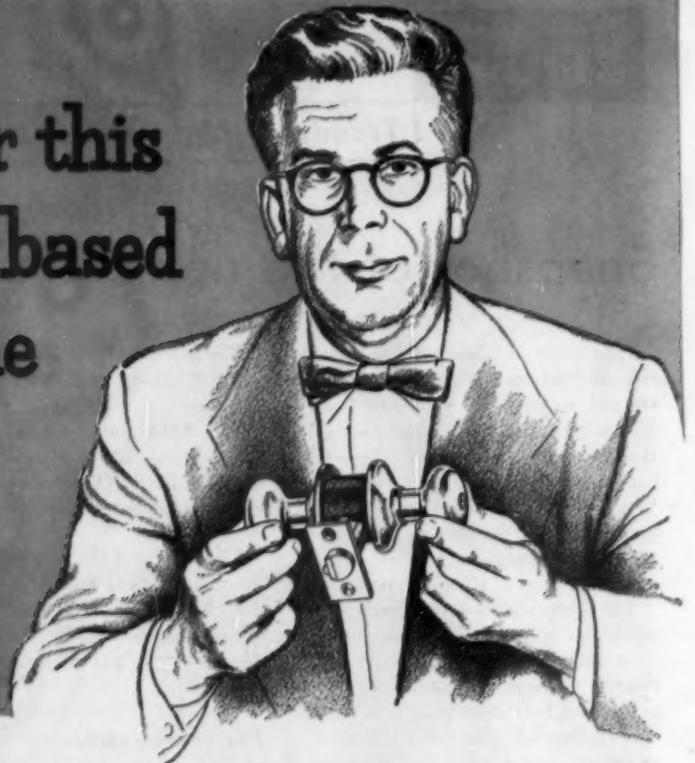
The luxury market seems small, percentage-wise, but it represented about 120,000 new homes last year. Some of them cost \$100,000 or more.

Builders seem to be serving the low income market adequately too, since more than 300,000 new houses were sold at less than \$10,000.



Preference for this lockset isn't based on price alone

MR. M. A. WELCH
 Director of Research and
 Development Engineering
 The American Hardware Corp.



By checking the Russwin "Homegard" line, you'll find several design features that put it in a class by itself. You're sure to spot the absence of exposed rose screws . . . an important feature to many builders. No screws to mar the appearance of the locks or work loose. Perhaps you'll notice how the outside rose is designed . . . as an integral unit cupped over the lock case, a tamperproof feature. You'll see

other unique features too . . . usually found in higher-priced lines.

In designing the "Homegard" Economy Line, we aimed to give you extra value for your money . . . extra value not only in features and appearance but in the caliber of service-life that builders have learned to expect from Russwin Builders' Hardware. Your Russwin dealer will be glad to have you examine the line.

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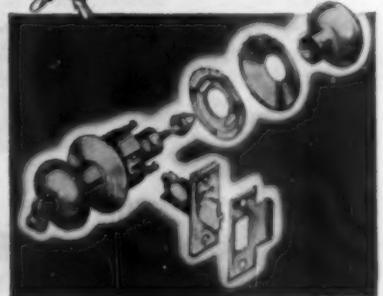
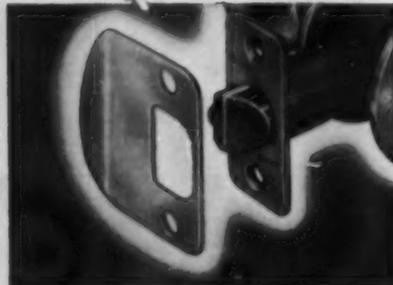
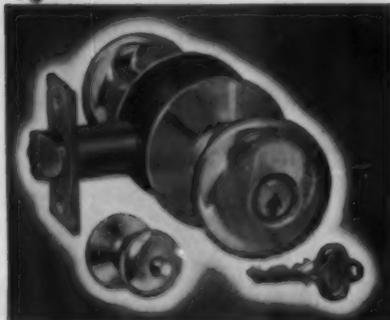
Every "Homegard" Lockset is equipped with the famous Russwin full ball bearing type cylinder.



Now available to simplify installation . . . rounded corners on strikes and latch fronts. Specify when ordering.



No die cast parts — "Homegard" cases and all internal working parts are heavy pressed steel, dichromated. Exterior trim, solid brass, bronze or aluminum.



No wonder builders say
their top magazine is
Better Homes & Gardens!

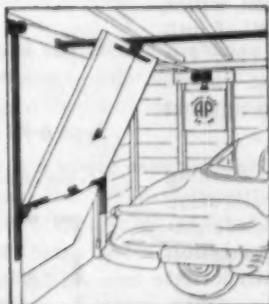
TELEGRAM FROM: Ken Stowell,
Wichita, Kansas

"BETTER HOMES AND GARDENS,
MEREDITH PUBLISHING COMPANY
PARTICIPATION IN BETTER HOMES
AND GARDENS PROMOTIONS HAS
EACH YEAR RESULTED IN PRESTIGE
AND SALES THAT WOULD HAVE
TAKEN YEARS TO ACQUIRE THROUGH
ANY OTHER MEDIUM. I LOOK
FORWARD WITH ENTHUSIASM TO
CONTACTS TO BE MADE IN THE
1955 IDEA HOME PROGRAM."

Be sure to see BH&G spread on Page 50, 51

50-50 PUSHOVER ALLITH GARAGE DOOR HARDWARE

- USE YOUR OWN OR
ANY STANDARD DOOR
- NO MAINTENANCE COSTS
- SIMPLIFIED INSTALLATION
- ADAPTABLE FOR ANY
TYPE GARAGE



ALLITH hardware works with equal efficiency on either custom or mill-made doors. All working parts simple and sturdy—no springs to stretch or loosen. All hardware parts inside and protected from weather.

Unit shipped complete to the last screw. Quickly and easily installed. Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high. Write for details.

SEPTEMBER 1955

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Little Drops of Water (Condensation)

Ruined a Fine Home Cost over a Million Dollars to an Apartment Development

The owners of a path-breaking apartment development had to pay a repair bill of over a MILLION DOLLARS for ripping out condensation-soaked insulation and replacing damaged plaster walls.

It was necessary to move a fine country home to a new site—the state highway was coming through. It could not be done. The sills of the house had rotted on account of condensation in the walls.

Today's tightly built, high-humidity houses create vapor problems. Vapor, which is a gas, has 1/205,000 the density of water at 32°F; about one millionth the density at 0°F. Sometimes there is excessive flow of vapor THROUGH walls and ceilings into cold building spaces. This enhances the formation of destructive condensation, especially where an adequate vapor barrier is lacking, or where there is one with too many breaks, or which while waterproof is not sufficiently vapor-proof.

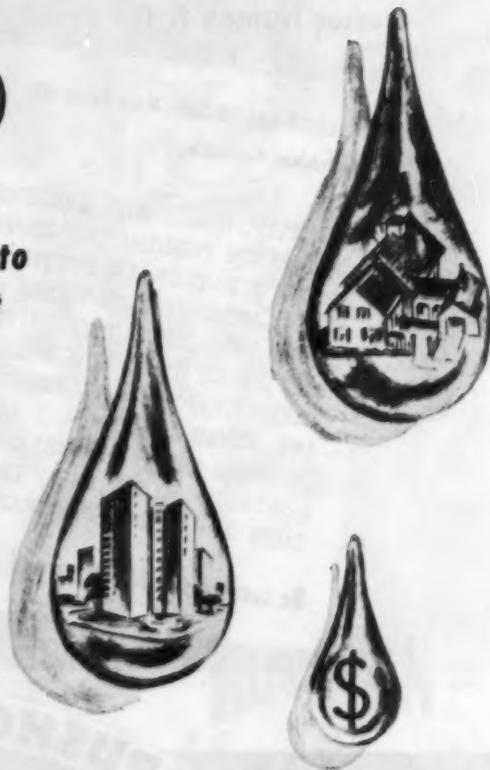
METALS ARE THE BEST VAPOR BARRIERS

There is now a new*, multiple aluminum, which forms a *continuous*, edge-to-edge "blanket" of uniform depth between studs or joists, giving the entire area maximum protection against vapor-flow and condensation formation as well as against heat loss or intrusion.

The aluminum sheets, 375 ft. to 750 ft. long are almost impervious to water vapor. Infiltration under the flat stapled flanges is slight. Condensation formation, on or within this type of insulation is minimized because of the scientific construction of multiple layers of aluminum, fiber, and air spaces.

The surfaces of this aluminum have high heat ray reflectivity (97%); low absorptivity (3%); and low emissivity (3%). Conduction is slight because of preponderant air spaces of low density. Aluminum and fiber layers retard convection, outer and inner. It is available, prefabricated, as Infra Type 6 or Type 4.

*Patent applied for.



The U. S. NATIONAL BUREAU OF STANDARDS has published an informative booklet describing the destruction that condensation can cause and means of prevention. It is entitled "Moisture Condensation in Building Walls." Send us coupon for a FREE copy.

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installed in new construction between
wood joists, material and labor**

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*Patent applied for.

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Building material prices have jumped 5 to 20 per cent, and more, this year, due mainly to higher labor contracts, partly to continuing shortages.

Long Island builders are reported paying \$50-\$56 per M for gypsum board which cost \$42 last January. Among other changes: cement, from \$1.25 to \$1.40 per bag; framing lumber, \$100 to \$115 per M; oak flooring, \$220 to \$250 per M; asphalt roofing, \$5.20 to \$6.75; common nails, \$8.35 to \$11 per keg; galvanized shingle nails, \$11 to \$18 per keg.

Local lumber dealers are credited with minimizing delays in scarce materials by anticipating builders' needs and ordering well in advance, according to the Home Builders Assn. of Hartford County, Conn. Spot shortages have been noted there in red cedar shingles, composition board, insulation and hardware products. New item joining gypsum board and cement on the list of materials generally in short supply is glass, in certain sizes, and especially the double-insulated variety. Hartford suppliers have reported delays of more than three months.

Kansas City area builders may jump home production 50 per cent in six months. Midyear survey by HBA of Greater Kansas City brought returns from 52 members, or one-quarter of the membership. They reported 1,737 starts in first half; planned 2,643 more in last half. Thus, early season builders' prediction that new housing volume in the metropolitan area would increase from 10,000 to 12,000 units may be realized.

Over 40 per cent of projected starts are in \$12,500-\$15,000 range; about 25 per cent below \$12,500 and 23 per cent between \$15,000 and \$20,000.

Slight majority of builders believed demand would be steady, but prices would go up.

Home builder association magazine can be an index to a monthly parade of homes. St. Paul HBA worked out the idea successfully in its new monthly publication, "The Home Builder." Under "See the New Models" it lists according to address the new homes currently open for inspection by members. Prospective buyers see the magazine when they visit one of the models or a lending institution. Price and features of each exhibit house are listed as are names and addresses of each builder and associate member.

How thick must plaster be? Since June 15, VA has ordered inspectors to insist that builders use one-half-inch plaster as required in FHA regulations. Milwaukee builders protested the edict, said that they have been permitted to use three-eighths-inch plaster for 20 years and added that FHA doesn't insist on the half-inch thickness.

FHA is reported considering a change in its ruling. Meanwhile, VA has been standing fast on the new order and several builders who have been plastering their walls have indicated they will turn to the dry wall method.

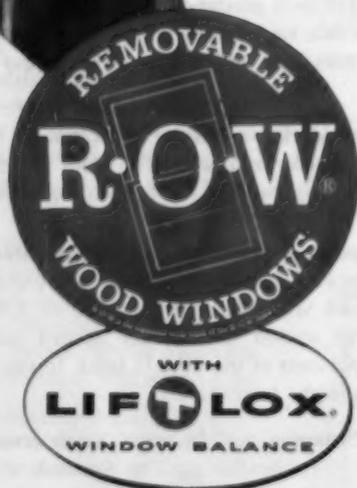
Detroit region is a prime example of rapid urbanization of "fringe areas." Two and three years ago, the city itself accounted for more than 20 per cent of housing starts in the region. Last year, the total dropped to 8.8 per cent. Starts for the first half of 1955 were second only to the record year of 1950, but Detroit accounted for but 2.2 per cent of the 20,602 total. It was outdistanced by 13 other communities, including eight townships.

Land for homes is "running out" in some North Jersey suburbs of New York City. The remaining 600 residential plots in Teaneck should be improved within the next two years, according to B. J. Bergton, local realtor. With a population nearing 40,000, the community has been averaging 300 new homes a year. Virtually all land suitable for homesites in Roselle Park has been sold, said Mayor Robert L. Sheldon, in announcing a sale of tax-delinquent parcels.

THE "LIFT-OUT" WINDOW



Builders prefer and buy R-O-W Windows because they are of top quality and competitively priced, and because their famous lift-out feature is easily demonstrated to home buyers as a "plus" value. Many builders report that removing sash for installation and painting cuts labor cost by 50%.



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R-O-W WINDOW COMPANY
Joliet, Illinois
- INDIANA**
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Owensboro, Kentucky
R-O-W WINDOW COMPANY
Joliet, Illinois
STENGEL SASH & DOOR COMPANY
Cincinnati, Ohio
- IOWA**
R-O-W WHOLESALE COMPANY
Omaha, Nebraska
WISCONSIN WINDOW UNIT COMPANY
Merrill, Wisconsin
- KANSAS**
MARTIN MATERIAL COMPANY
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PORTER-HADLEY COMPANY
Grand Rapids, Michigan
ROYAL OAK WHOLESALE COMPANY
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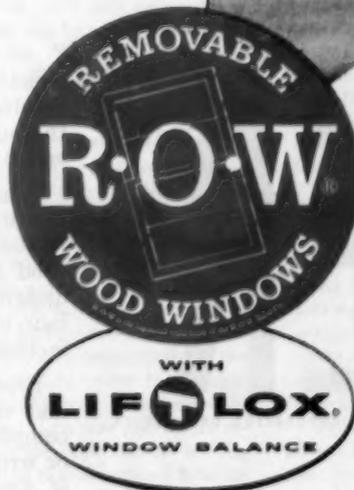
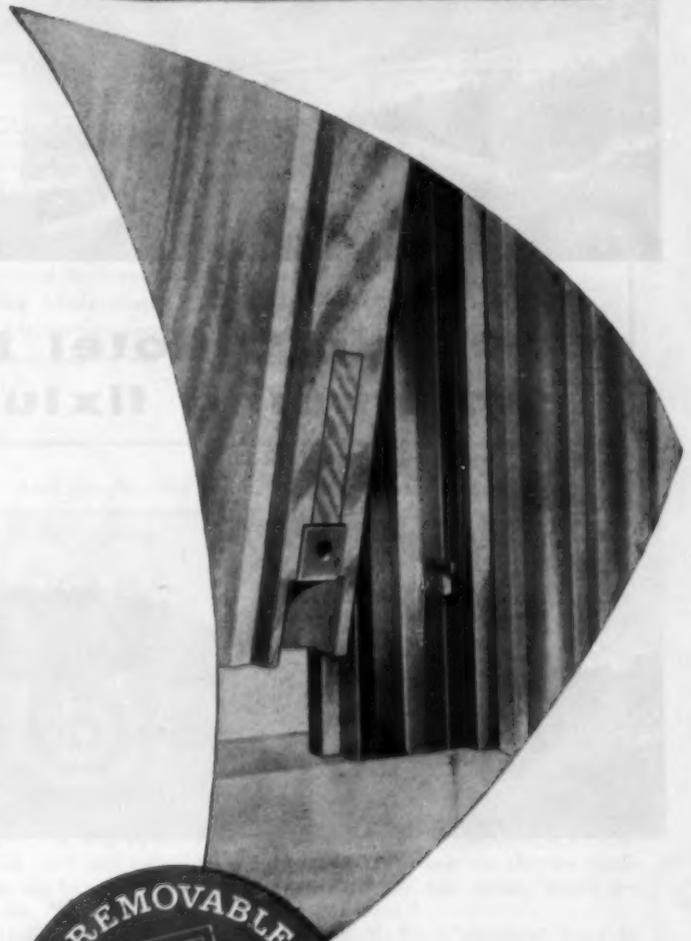
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Federal Loan Curbs Called Unwarranted

The government order tightening insured home loan credit brought quick charges from an aroused building industry that the action was "completely unwarranted," while mortgage interests welcomed it as a wise move.

This "untimely, unwise action," said Earl W. Smith, president, National Assn. of Home Builders, "blasts the aspirations of thousands of moderate income families seeking and needing new homes. It would seem to show an almost complete unawareness of the facts of the home building industry as they exist across the country. The action was totally uncalled for. The orders, issued without consultation with the home building industry, nullify by administrative decree in large part the intent of the Congress when it passed the Housing Act of 1954."

May Lose 100,000 Units

Said John M. Dickerman, NAHB executive director: "The action will upset the operations of thousands of small businessmen now planning 1956's output of new homes. . . . It may cut 1956's home building volume by as much as 100,000 units."

Ration Ownership Backwards

Henry G. Waltemade, president, National Assn. of Real Estate Boards, said: "Like all forms of home buying credit control, they ration home ownership backwards, hampering the low-income families, but having no effect on the affluent. This move was unwarranted. Today's home market is healthy. There is a brisk demand. Foreclosures are near zero. Habitable vacancies are low."

Force Against Inflation

Wallace Moir, president, Mortgage Bankers Assn. of America: "Government has acted wisely and in the public interest . . . has again indicated its determination to steer a middle course between the forces of inflation and recession."

Norman Strunk, executive vice president, United States Savings & Loan League: ". . . wise and courageous step, highly desirable in view of inflationary tendencies which have become evident in home building costs in recent months. New terms will help stabilize prices in housing field. Many

COLE SEES ACTION MILD AND TEMPORARY

Effective July 30, the government decreed that all minimum down payment requirements for FHA-insured or VA-guaranteed home loans will be raised 2 per cent above former minimums; also that loan terms must not exceed 25 years. The old terms still apply on applications received by either agency through July 29.

Housing Administrator Albert M. Cole described the action as "a mild and temporary precautionary measure which seeks to assure that the housing market will not contribute inflationary measures to the economy."

thousands of American families will be enabled to plan home purchases without fear of rising prices."

Why Make It Rougher?

Rudolph A. Matern, architect, Jamaica, N. Y.: "Believe lowered loan term is ridiculous. Even after 30 years, houses are refinanced. Why make it rougher on (1) fixed salaried people; (2) people starting out on home ownership, where every dollar of monthly outlay counts; (3) cost of refinancing."

Edward H. Fickett, architect, Los Angeles, Calif.: "A step in the right direction. You can't buy automobiles . . . nor can you buy furniture on no down payment. Why should houses remain with little if anything invested by the purchaser?"

May Have to Buy Smaller Houses

James R. Price, president, National Homes Corp.: "Our builder-dealers . . . will operate for at least nine months without feeling the effect of the new VA and FHA regulations. . . . When we do start selling under the new regulations, however, there is no question but what they will affect our selling. Of primary importance is the fact that to qualify under these regulations, a family man must earn \$30 a month more than was previously required to buy the same size house. The effect could be that American families will have to buy smaller houses than they want and need."

Thomas P. Coogan, president, Housing Securities, Inc., New York City: "Credit curb action taken too late.

Other factors exercising severe restraint on future housing production. Current actions aggravating the stop-and-start problem of housing industry."

Boom First, Then Letdown

Dale J. Bellamah, builder, Albuquerque, N. M.: "Will curtail home building appreciably, especially in low-cost brackets, but only after a new boom while purchasers buy up houses with existing commitments under old terms."

C. Robert Peter, president, Home Builders Assn. of Louisville, Ky.: "Action will affect only the low-cost dwellings, \$12,000 and under, which are most needed."

Emil M. Keen, president, Long Island Home Builders Institute, N. Y.: "This new thinking will handicap rather than promote home ownership for lower income groups."

Dual Adverse Effect

Charles M. Jaeger, president, New York State Home Builders Assn.: "Any measures which will reduce the amount of homes built and home ownership will undoubtedly have a dual adverse effect . . . not only on the home building industry but on the entire economy of the nation."

Perry E. Willits, president, Florida State Home Builders Assn.: "If the 2 per cent down payment requirement would eliminate VA mortgage discount, then this move would be a good one. If it does not, I do not think it will have the desired anti-inflationary results."

Home Improvement Drive

Plans for "Operation Home Improvement," designed to make 1956 the all-time record year for remodeling and modernizing homes, are now under way throughout the building industry, reports the Chamber of Commerce of the United States.

F. Stuart Fitzpatrick, manager of the chamber's construction and civic development department, is chairman of the Operation Home Improvement committee which originated the idea to popularize 1956 as "the year to improve your home—everybody's doing it." Serving with him are directors of the National Assn. of Home Builders, National Retail Lumber Dealers Assn., Producers' Council, National Electrical Contractors Assn., United States Savings & Loan League, National Assn. of Real Estate Boards, Portland Cement Assn. and the National Lumber Manufacturers Assn.

These and other national groups are joining with 40 building material and equipment manufacturers for the year-long campaign scheduled to start in January with an official launching by the administration.

Fitzgerald said he hoped contributions from manufacturers and associations would reach the \$75,000 necessary to finance the program.

\$25,000 Contest

Tying in with the campaign, Better Homes & Gardens will launch a nationwide \$25,000 home improvement contest, starting with its January issue and to run all next year. E. T. Meredith, vice president and general manager who announced the contest, said he believed it "will stimulate thousands of families to do something about modernizing their homes next year. . . . Literally hundreds of thousands of families have outgrown their post-war homes."

Improvement of virtually all important areas in and around a house will be eligible, he said. Entrants will be asked to submit specified information about their projects, plus "before" and "after" pictures.

\$6 Billion Market

Today's home remodeling and repairing market is "\$6 billion big," ac-

ording to Cyrus B. Sweet, director of FHA Title I.

"We've overlooked it in the past," he recently told members of the National Assn. of Plumbing Contractors and allied trade associations, "but it's there if we go after it."

Sweet said the only problem in reaching this market was one of "readjustment to the smaller job." He added that the average FHA home improvement loan was \$600.

"It may sound like small potatoes," he said, "but there are a lot of potatoes there." He said that going "all out" after home remodeling business had two advantages. First, the contractor removes himself from the costly "competitive situation" in new home construction. Second, the contractor's net profit will probably be greater at the end of a year despite his volume being "not so large."

Sweet, who spoke in Washington, D. C., before an NAPC-sponsored pilot conference on home modernization, said that the FHA expanded setup of 20 divisions would be available to counsel dealers and lenders.

DEALER'S VIEWPOINT

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

Intensive Home Modernization to be spotlighted in 1956

Home modernization is going to receive more attention in the next year, if all pending plans mature, than at any time in the past. The impetus will come primarily from a new movement known as Operation Home Improvement.

A group of construction industry trade associations, including the National Retail Lumber Dealers Association, and an imposing list of building product manufacturers are sponsoring that program. However, this is not just another short-term sales promotion program intended to produce a temporary spurt of publicity and consumer interest.

Instead, it is planned to last at least through the year 1956. It will receive helpful support from high officials in Washington. It is well financed. And it will be directed by an exceedingly able full-time manager with a capable staff.



Northup

Cleveland to Lead Off

The official beginning of Operation Home Improvement will have been preceded by the ambitious neighborhood improvement program being conducted in October by the City of Cleveland, Ohio, in connection with NRLDA's Building Products Exposition. The Cleveland story is assured of extensive nationwide publicity. Operation Home Improvement will be preceded also by a high-level housing conference at which the need for a home improvement program will be highlighted. In addition, it will receive further impetus from the emphasis which ACTION will place on urban renewal as a national need this fall, with the help of the Advertising Council.

Consumer magazines are genuinely excited about the idea of greeting home improvement as a great "new" industry which, in the opinion of some may rival new home building in volume and economic significance. The public is going to hear about home modernization again and again throughout 1956.

Handling home improvement business is nothing new to retail lumber dealers, but those who elect to tie in closely with Operation Home Improvement may open the way to a considerable volume of new business at better than average prices.

Dealers Will Aid Public

One sure result of this well-conceived program will be an improvement in the modernization services available to the public in many communities. More dealers will take on the responsibility for helping the customer arrange for all of the steps involved in remodeling a kitchen, replacing a porch, or giving a whole home a new look.

As those services improve and it becomes easier to get the desired work done, an increasing number of home owners will remodel their homes, not just to keep them in good living condition, but because they want all the comforts and conveniences and satisfactions of the modern home.



Chicago's Coliseum: a third convention-exposition hall for NAHB.

NAHB Expanding Show

Twelfth annual convention-exposition of the National Association of Home Builders will be held next January 22-26 in Chicago at three sites. Addition of Chicago's Coliseum to the Conrad Hilton and Sherman Hotels as convention and exhibition halls will provide nearly 300 more exhibit spaces, an increase of more than 50 per cent over last year's record-breaking show, at which registration exceeded 27,500.

The Coliseum's 2,500-seat North Hall has been added to the list of convention meeting rooms and is being considered for the use of large "action" programs such as the "How-to-do-it Circus."

With this expansion, NAHB for the first time will have a place where manufacturers can display light construction equipment, according to Paul S. Van Auken, convention and exposition director. He added that power



Zummo

tool manufacturers will be located in an area where actual demonstrations are possible.

Move into 'Center'

Without fanfare, NAHB Washington offices were moved into the National Housing Center Aug. 2, at 1625 L St., one month before the grand opening of the eight-story headquarters during the fall directors' meeting.

Earl W. Smith, president, appointed Anthony S. Zummo, first vice president of the Long Island (N. Y.) Home Builders Institute, as chairman of NAHB's 25-man labor committee. Zummo won recognition in this field during a three-year reign as chairman of the LHBBI labor committee.

Gordon G. Hazell, former VA architectural engineer, was named assistant director of NAHB's construction department and research institute. This followed the resignation of C. O. "Chris" Christenson who resigned as director of technical services to become director of engineering and technical services for John E. Bauer, Indianapolis builder.

NAHB, AB Start Scholarship Fund

A joint scholarship fund for high school graduates seeking college training in light construction has been set up by the NAHB and American Builder magazine. The fund is derived from income of the Convention Daily newspaper published by American Builder at the association's annual convention and exposition in Chicago.

Profit from 1956 and subsequent dailies will be added to the fund. A joint scholarship committee will draft preliminary plans to start the program. It is hoped that first beneficiaries will enter college in 1956.



John M. Dickerman, (right) executive director of NAHB, receiving check to add to joint scholarship fund from Edward G. Gavin, editor, American Builder.

Names in the News:

Raymond W. Sweeney, western division sales manager of The Ruberoid Co., was elected president of the Building Materials Exhibitors Assn., succeeding Harold H. Whittemore, Flintkote Company. Arthur Bergman, Johns-Manville Sales Corporation, was elected vice president; Richard G. Breeden re-elected secretary-treasurer.

Clyde L. Powell, convicted of contempt of court for refusal to answer grand jury questions involving his former position as FHA assistant commissioner in charge of rental housing and alleged corruption in the post-war rental housing program, won a unanimous reversal of the decision in Federal Court of Appeals.

Carl G. Lans, one-time FHA technical officer and later NAHB technical director, was appointed technical director of the building industry's Homes for Korea Committee, according to Gen. James A. Van Fleet (U.S.N., Ret.), honorary chairman. For the past three years, he has been technical adviser to the Earl W. Smith Organization in El Cerrito, Calif., and has run an architectural practice.

Edmund Claxton, director of research for the Armstrong Cork Company, was elected president of the Building Research Institute. William Muirhead, president of William Muirhead Construction Company, Durham, N. C., was chosen vice president and William H. Scheick renamed as executive director.

Starts Slip in July

Housing starts totaled 115,000 in July, 1,000 less than the amount reported in July, 1954, according to the Bureau of Labor Statistics. The report marked the first time this year that a monthly total did not exceed the corresponding total for 1954, although all the loss was attributed to a drop in public housing. Private contractors started 114,200 units during the month compared to 112,900 in July a year ago.

Total units begun during the first seven months were 799,300, or 113,800 more than announced for the same period in 1954. Seasonally adjusted annual rate for July was announced as 1,202,000. Meanwhile, the April, 1955, total was revised upward from 127,000 to 132,000, including 1,500 public housing units.

Dollar volume of July's private residential building continued to climb, the \$1,533 million total being 21 per cent above that for July, 1954. During the first seven months, residential expenditures amounted to \$9,032 million, 29 per cent over 1954.

"11th Hour" Housing Bill

Federal Housing Administration and other agencies are now operating under 1955 amendments to the National Housing Act. Congress enacted the housing bill during the closing hours of its recent session and President Eisenhower signed it Aug. 11 after noting "serious objections."

Controversy over public housing, an annual recurrence, was resolved by a compromise calling for 45,000 new units in one year. The President had recommended a two-year program of 70,000 units so that local and federal governments could carry it out in more orderly and efficient manner. Requirement that a community must first submit a workable slum clearance program was dropped.

HLBB Freedom a "Backward Step"

Home Loan Bank Board, including the Federal Savings & Loan Insurance Corp., was removed from HHFA and established with independent agency status in the executive branch of the government with a new name: Federal

Home Loan Bank Board. President Eisenhower said this was a "backward step" in that it "threw unnecessary supervisory burden" on the President.

Title I home repair and improvement program, operating under "stop-gap" legislation, was continued to Sept. 30, 1956, with FHA insurance authority raised \$4 billion.

Title XI (defense housing) was allowed to expire but new amendments broadened both military and college housing programs. Title VIII (Wherry act) received a special insurance authorization of \$1,363,500,000, had its expiration date set back to Sept. 30, 1956, and was extended to the Coast Guard. Provision was made for issuance of FHA insurance on units getting a "need" certification from the Secretary of Defense. Military program mortgages were limited to 25 years with a 4 per cent ceiling on interest rate.

Other educational facilities, as well as housing, were made eligible for col-

lege loans, with maximum terms extended to 50 years, rates lowered and limit of obligations raised to \$500 million.

• • •

New Trade Group Formed

The National Institute of Wood Kitchen Cabinets has joined the growing list of trade associations within the building industry.

Richard Chapman, Mutschler Brothers Co., Nappanee, Ind., was elected president at a formal organization meeting held July 30 in Chicago and attended by representatives of 18 companies. Other officers are Hugh Gregg, Gregg & Son, Inc., Framingham, Mass., first vice president; Ivan H. Ramsey, Curtis Companies, Inc., Clinton, Iowa, second vice president; E. C. Hawkinson, Brammer Mfg. Co., Davenport, Iowa, secretary, and E. H. Courtenay, Mengel Co., Louisville, Ky., treasurer. The institute will locate in Chicago and hold its annual meeting the second Friday of April.

DICKERMAN'S COLUMN

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

Builders Played Major Part in public housing setback

The 1955 Housing Act passed in the final hours of the recent Congressional session contained a number of provisions on which substantial differences of political and business opinion will remain for a long time to come. Some of those provisions were received so critically by the Eisenhower Administration that there was talk of a Presidential veto and a special session of Congress in the fall to act on a new housing bill.



Dickerman

The administration, for example, was turned down on its plea that the Home Loan Bank Board be retained as a constituent agency of the Housing and Home Finance Agency, which it had been for the past 16 years. The savings and loan groups thereby won their fight for complete independence for the board, which supervises their mortgage lending activities.

On another issue of equal long-range importance, the new act eliminates a section of the previous housing law which required that commu-

nities applying for additional public housing assistance must demonstrate that they have in existence a workable program of urban redevelopment and slum clearance. Public housing advocates wanted the "workable program" requirement killed because they viewed it as a stumbling block to their future program planning. To a considerable degree, their success was made possible by HHFA Administrator Albert M. Cole's unfortunate request for elimination of some restrictions previously imposed on federal assistance programs.

House was unyielding

But Congress, and particularly the House of Representatives, dug its heels in firmly against all efforts to ram through a huge expansion of subsidized public housing during this era of unprecedented private home building. The administration had requested a two-year, 70,000-unit public housing program. The Senate, going even beyond that, had approved a four-year program calling for construction of almost 600,000 units of public housing at a rate of 145,000 a year, including special housing for the aged.

Both proposals were soundly defeated, largely because of the uncompromising opposition of the House. As finally passed, the bill provided for only a one-year program of 45,000 units, and the special old-age public housing provisions were eliminated completely.

There can be no doubt that the vigorous objections voiced by members of the home building industry and by responsible community leaders throughout the nation played a major part in this setback for the public housing bloc. Their letters, wires and telephone calls to Congress during the critical debate on this issue bulwarked members of the House and Senate in their conviction that private industry, which has provided more than 10,000,000 new homes for America since the close of World War II, can and should be assigned the job of providing good housing for all Americans.

The public housing controversy is far from dead, however. Proposals for further expansion of this subsidy program unquestionably will be presented to the next session of Congress. Their success or failure will depend in large measure upon continued vigilance by the home building industry and by the determination of home builders everywhere to make themselves heard by their elected representatives in Congress.

Personals in brief

For the first time, members of the National House Builders Assn. in Canada will play a major part in National Home Week. Featured programs are planned by five Ontario chapters: Windsor, Hamilton, Kitchener-Waterloo, London and Toronto. An all-out campaign is under way in the latter city, under **Harold G. Shipp**, chairman. . . Westchester County, N. Y., builders, are working on a new "parade" idea for their National Home Week promotion. The houses will be located on the builders' one sites, but a parade of scale models will preview their showing Sept. 12-17 at the new John Wana-maker Westchester store in Yonkers. Consumer voting will determine the most livable house, according to **Charles F. Haring, Jr.**, local association president, and the winner will be awarded \$2,500 toward the down payment on a Westchester home. . .

Wichita (Kans.) Assn. of Home Builders has established a grievance committee to set up an orderly method of receiving complaints from home buyers and to mediate differences between builder and buyer. The feeling is that this can be an important public relations program for the building industry because it can see to it that a legitimate "beef" is rectified promptly and, at the same time, it can squelch "crank" complaints before damage is done to a builder's reputation. Association has received a special American Red Cross citation for its rebuilding efforts immediately following the tornado at Udall, Kans. **Jesse Graham**, Udall disaster chairman, accepted the certificate. . .



Takes Milwaukee Honors
Low score winner at Milwaukee Builders Assn. outing, **Harry J. Ansay** (center), receives **Mueller Clintrol** golf trophy from **Elmore T. Scheck**. At left is **Roy Healy**, executive vice president

HBA of Des Moines, Iowa, has moved to new offices in Polk County Federal Building, 527 Seventh St., where **G. R. "Bob" Rex** succeeded **Dave Crenshaw** as executive secretary. . . **Robert J. Golden**, for two years executive secretary of the Connecticut Building Congress at Hartford, has joined the Long Island Home Builders Institute, Hempstead, N. Y., as field secretary, replacing **Hayward Cleveland**. The Institute also named **Frederic D. Fuld** to a new position: assistant secretary of its eastern division. . . Home Builders Assn. of Rhode Island has appointed **Ross Dagata** executive director, succeeding **Charles R. Bragg** who recently moved on to the Boston association. . .



Dagata



Losordo

'Bull-ins' the Answer?

With building costs inching up during the summer, builders in the Boston area are providing more "bull-ins" to meet demands of today's buyers, according to **Anthony Losordo**, new president of the Home Builders Assn. of Greater Boston. Losordo heads a second generation building firm in which he is associated with five brothers and a sister. . . Second annual New England Convention of Home Builders will be held Oct. 27-29 at Sheraton-Biltmore Hotel, Providence.

Sandra Construction Co., headed by **Wilson R. Kaplen**, Englewood, N. J., plans to convert 691 acres of the former Camp Shanks site at Orangeburg, N. Y., into a major housing development. Public Housing Administration accepted a bid of \$2,501,000 for the tract, now partly improved with temporary housing. . .

\$1 Million Sales, 2 Days

Within 48 hours after **Rose-Hill Builders** had opened their latest development at Livonia, Mich., 10,000 persons had passed through a mezzanine-type split-level home and registered sales exceeding \$1,000,000.



Form Illinois Group
First officials of new HBA of Kankakee, Ill. (from left): **Donald Johnson**, secretary; **Ralph Seborg**, vice president; **Bud Campbell**, treasurer, **Chester Hertz**, president

Three ranch-type models accounted for a portion of the total but the "split" represented the major share. . . Eleven other Detroit area builders are jointly developing a 400-unit project in Redford Township with the aid of eight sales agencies. It marks the first time a subdivision of such scope has been started by so many individual builders. Each is building his own concept of an attractive house within the \$14,500 to \$18,000 range to give buyers an unusually wide variety of models and styles. Participants include: **Antoine Building Co.**, **Midwest Construction Co.**, **Oscar Band Building Co.**, **Cameo Homes, Inc.**, **Bilt-Rite Construction Co.**, **Fader Bros. Homes**, **Green & Klein**, **Marquette Building Co.**, **Steelton Construction Co.**, **Royal Building Co.** and **Suburban Living Inc.** . .



Merit Award Winner
James D'Agostino, whose **Stonehurst** project in Tenafly, N. J., was cited by NAHB for neighborhood development, showing one of his new models to **Ted Borek**, HBA of Northern New Jersey executive

News from the North

G E N U I N E

MARKWA

marble tile

F O R W A L L S A N D F L O O R S

At last, for the first time, magnificent marble, with all its lustrous beauty and vibrant color, is now available in lightweight, half-inch thinness for walls or floors.

Here are the facts:

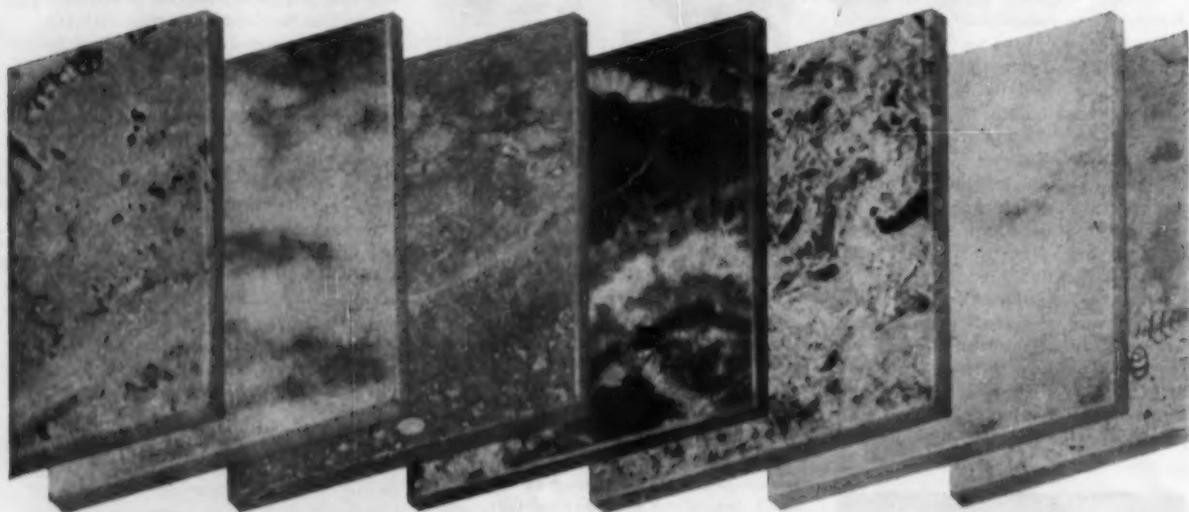
MARKWA marble wall tile is a true quarried marble, produced exclusively by America's foremost marble producer and fabricator, the Vermont Marble Company.

MARKWA marble wall tile is half the thickness and half the weight of conventional marble slabs — $\frac{1}{2}$ inch thick, $7\frac{1}{4}$ lbs. per square foot. It is cut to three sizes: $8" \times 8"$, $8" \times 12"$, and $12" \times 12"$ (less $\frac{3}{32}$ inch joint allowance to provide for *Modular Measure*). **MARKWA** is absolutely flat, uniform in size and thickness to a close tolerance of $\frac{1}{16}$ inch.

It is set by tile layers in exactly the same manner as clay tile, either with mortar or by adhesion.

MARKWA marble wall tile costs as little as \$2.85 per square foot set in the wall depending on variety of marble and type of installation. It is stocked in a wide variety and color range.

MARKWA marble wall tile is ideal for wall or floor, in bathroom, kitchen, living room or foyer, for countertops or fireplace facings, in residential or commercial buildings, for interior or exterior. It comes polished with cushion edges; matte finish available for floors and exterior walls.



HOW MUCH DOES IT COST? So little more than clay tile that a typical bathroom installation could be made in **MARKWA** for less than a hundred dollars more. How little that is in terms of the *added*

value that marble provides.

WHERE DO YOU GET IT? Most tile contractors either have it or can get it. Or contact any of the 12 Vermont Marble Company branches listed below.

SEE MARKWA NOW! Specify it for your next job. Write for complete specification data.

M A R B L E **MARKWA** **W A L L T I L E**

The quarried marble that is lightweight because it is thin.

$\frac{1}{2}$ inch

Produced exclusively by the VERMONT MARBLE COMPANY, PROCTOR, VERMONT.
BRANCH OFFICES: BOSTON CHICAGO CLEVELAND DALLAS HOUSTON PHILADELPHIA
LOS ANGELES NEW YORK SAN FRANCISCO IN CANADA: ONTARIO MARBLE COMPANY, LIMITED,
TORONTO AND PETERBOROUGH. ONTARIO CONTINENTAL MARBLE COMPANY, LIMITED, VANCOUVER, B.C.



Slab Foundations need EXTRA STRENGTH!

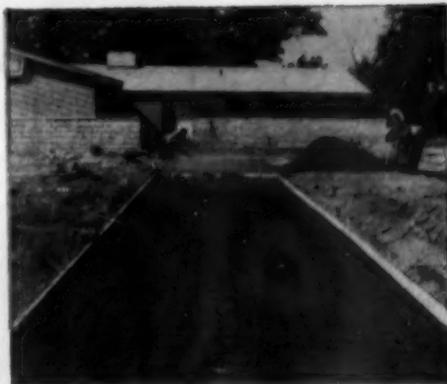


Are you building on a slab? . . . putting a concrete floor in the basement? . . . putting in concrete foundation walls? In any case, you'll build a good house above it. Make sure that basic concrete is just as good, just as durable as everything you put on top of it. The best assurance you have is to reinforce *all* your concrete with American Welded Wire Fabric. It costs less to build a reinforced concrete slab. Here's why.

American Welded Wire Fabric Reinforcement in concrete slabs on the ground provide a slab approximately 30% stronger than an unreinforced slab of equal thickness. It binds the concrete tightly together . . . gives concrete the added strength of steel . . . stops tiny, hairline cracks from opening up. American Fabric is manufactured in every style and size you need. Ask for it by name.

AMERICAN STEEL & WIRE DIVISION

UNITED STATES STEEL, GENERAL OFFICES: CLEVELAND, OHIO
COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA., SOUTHERN DISTRIBUTORS
UNITED STATES STEEL EXPORT COMPANY, NEW YORK



QUALITY HOMES—the kind more and more Americans are demanding—can be enhanced at low cost with reinforced concrete all around the house, for driveways, patios, sidewalks, porches.

*BUYERS WILL ASK
"is it Reinforced"*

EVERY TYPE OF REINFORCED CONCRETE CONSTRUCTION NEEDS
USS AMERICAN WELDED WIRE FABRIC

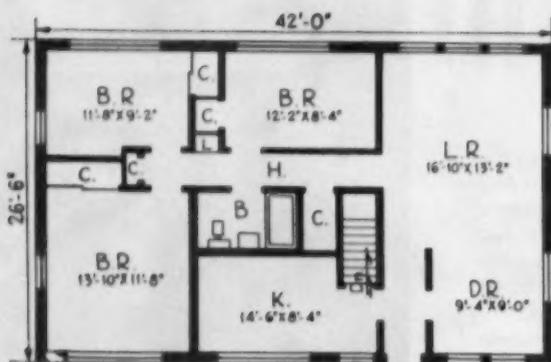


UNITED STATES STEEL

American Builder selected HOUSE OF THE MONTH



Up hill . . .



Pittsburgh, Pa.

While good designs for uneven terrain can pass unnoticed in the hilly Pittsburgh area, this one definitely made news—not only for its site adaptability but for crowd-drawing success.

The most popular of six models shown at the recently-launched suburban Garden City development, it drew 10,000 visitors the day it was opened. An additional 50,000, it was estimated, turned back because of the long waiting line. Sampson-Miller, Inc., Pittsburgh, is builder and developer.

Design feature of the house: grouping of large windows and entrance door into one complete unit. This provides a balance, with the strip windows used for the remain-



It took popular appeal to attract the record-breaking opening day turnout. Special Sunday newspaper section was a major aid

from the NORTH



Down hill . . .

This house fits the site

der of the front elevation.

The plan's adaptability to any site is typified by the basement garage. It can be placed front or rear depending on the lot profile.

Construction is brick veneer, with concrete block foundation. Roofing is a mingled-gray asphalt shingle. There's a two-foot roof overhang.

Interior walls are plastered; both ends of the living room are paneled in mahogany-finish plywood. All windows are steel casements.

During the first three weeks it was displayed, the 1,140-square foot house averaged 10 sales a week. Its price with lot: \$15,775. Kitchen base and wall cabinets were included, but not appliances.



Floor-to-ceiling redwood shelves, which divide entry from living-dining area, match rich paneling at opposite ends of the room

American Builder Selected IDEAS IN ACTION



Right wing (a garage in basic plan below) was converted to bedroom as one of 90 options offered customer

Optional feature contract gives the buyer variety

The accent is on flexibility in this Phoenix, Arizona development; prospective buyers are invited to "design" their own houses by electing changes in the basic plan.

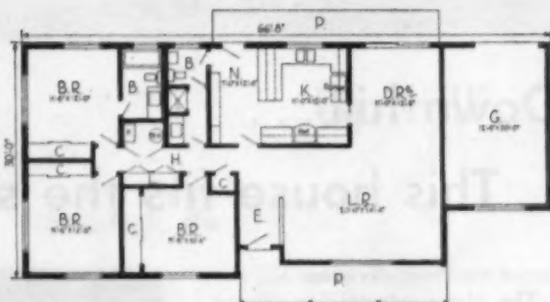
In this refinement of the option idea, the customer is offered a formal optional feature contract with a choice of 90 luxury items—from a clothes hamper to a five-ton air conditioning system. Under FHA financing, most of such extra cost goes into the mortgage commitment. The downpayment increase is relatively small.

The project is Del E. Webb Construction Company's 97-unit Encanto Estates near downtown Phoenix. Homes were designed by Ralph Haver, A.I.A., of Phoenix.

One of the most popular options—conversion of the basic plan's garage to a fourth bedroom—was used in the home shown here. The new room, its floor asphalt tiled, added \$570 to the cost. Available to the owner for another \$927: a double garage.

Among his other options, the home buyer can pick more expensive materials for roofing, flooring, paneling, ceilings; add or substitute preferred major equipment in kitchen or bathroom; provide for 3-way television viewing; add a fireplace and/or any of several built-ins.

In its basic form, the model shown here has around 1,540 square feet of floor area, sells for \$15,850. Roofing is asphalt shingle; floors are concrete except for asphalt tile in baths and kitchen, and an evaporative cooler is included. Refrigerated cooling tacks on another \$1,300 to \$2,000.



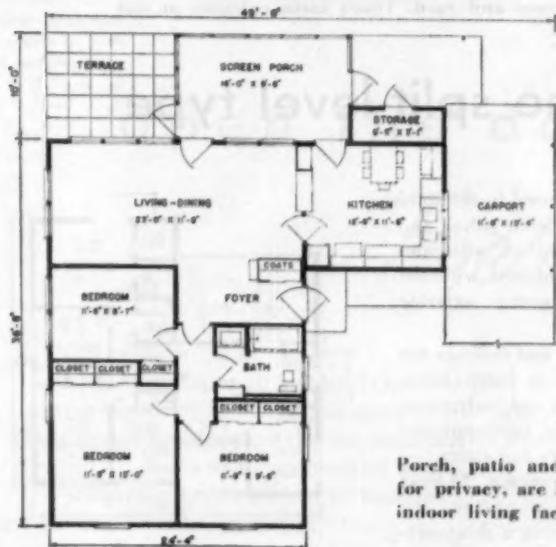
Points of note: range and counters form kitchen divider; compartmented second bath has two entries



Aluminum windows, plastered walls and ceilings are standard features of most models



Route from carport to entry is protected by roof overhang and partially screened from street by planting box



Porch, patio and yard, fully fenced for privacy, are handy extensions of indoor living facilities

Outdoor facilities rival 'upper bracket' living

This medium-priced New Orleans development suggests upper bracket living in several ways, particularly in the generous facilities provided for enjoyment of the outdoors.

The L-shaped plan places the living room at the rear. The room's window wall opens onto both a screened porch and terrace; and there's a roomy back yard with bricked planting areas. The terrace includes a big fireplace and translucent plastic canopy.

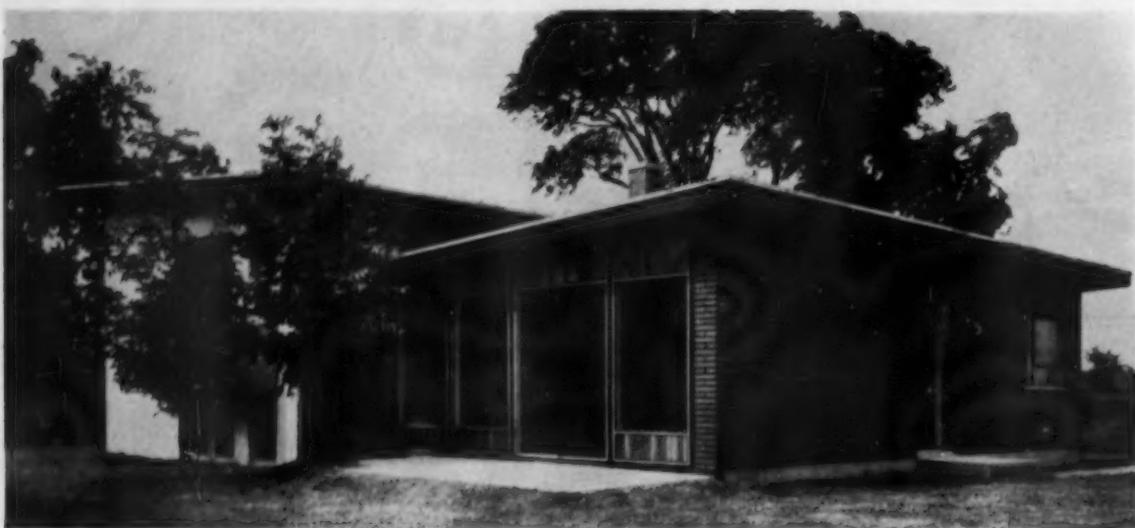
Earnest Homes, Inc., is building around 50 of these homes manufactured by the Crawford Corp. Exteriors are brick veneer, cedar shingle and frame. Roof overhangs are extra wide—36 to 42 inches.

Some of the other features are ceiling storage walls, ceramic tile bath, oak block floors and a functionally arranged kitchen and service area. The carport, adjacent to the kitchen, is an attractive design component.

The model shown here sells for \$13,300 without lot. Floor area of the house proper is around 1,100 square feet, with porch and carport adding 400 square feet of covered space.



American Builder Selected IDEAS IN ACTION



At rear, glass-walled living room opens onto terrace and yard. That's main entrance at side

How Canada handles the split-level type

Here's an interesting treatment of the multi-level design—clean lines, well-chosen materials and good integration of the separate sections.

Called a split-level bungalow, it's one of five styles built by Scott and Percy Ltd. In their Bedford Park project at Montreal West, Quebec, Canada. This model, with four bedrooms, two baths and a 10x21 all-purpose room sells for \$19,250—upper end of the price bracket which starts at \$15,250. Harry Kivilo was the designer.

Combined floor space of the above-ground levels in this house is around 1,600 square feet. Lots run 4,800 to 5,000 square feet, with some larger.

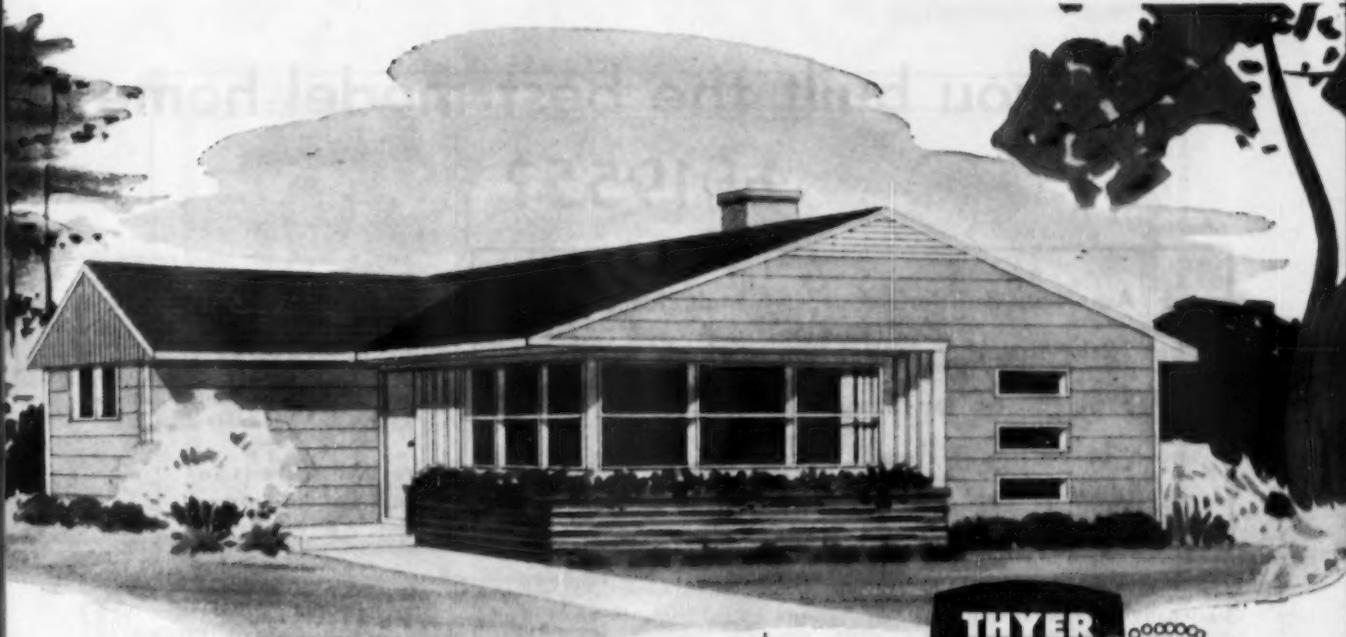
Steel beams were used in the solid brick construction. Cedar siding and wide fixed-sash windows with aluminum sills are combined with the brick for an attractive exterior effect.

All interior walls and ceilings are plastered. Flooring is birch hardwood in living room and bedrooms; rubber tile in kitchen, multi-purpose room, halls, corridors and stairs.

Sold under a 5 percent, 25-year government-insured mortgage, the \$19,250 house requires a downpayment of \$6,194. Monthly payments total about \$116—\$75.93 for capital and interest, plus an estimated \$40 for taxes.



Front elevation combines solid brick with glass and vertical siding



MODEL 30-L—
3 bedrooms—Single Bath
Available for both
northern and southern areas

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Better living!



Attention to all builders! Open the door to better living in your community—and spark up your sales as well. Thyer homes are designed for the maximum in convenient living and custom-styled to appeal to the most discerning buyer. Backed by localized sales promotion and national advertising, they practically sell themselves.

The convenient floor plan of the L-shape model pictured above eliminates family traffic problems. Bedrooms and bath can be reached by hall without going through the living room, and there's also a handy short cut to the bathroom from the rear door via the kitchen. Added to this careful planning are such extra Thyer touches as wardrobe-type closets, birch kitchen cabinets and a separate dining area.

For further information on how Thyer Homes can help you triple the number of houses you build and sell, contact your local Thyer factory representative or write us today.

"Thyer fabricated structural units commended by Parents' magazine."



THYER'S "SILVER PLATTER" PROFIT SYSTEM



Financing Service. Your local Thyer Factory Representative will be glad to help you arrange construction and permanent financing for FHA, VA or conventional loans.

Local Field Service. Thyer factory representatives located in 28 states are ready to assist you in land development, arranging financing, erecting, and planning local advertising and model home showings.

Turn-Key Contracting Service. For developers who wish to build 100 or more houses at a time, Thyer can provide a turn-key building service that delivers houses at a bonded contract price. (At present this service is available in all Southern and in most Northern states.)

National Advertising Support. A hard hitting program in national consumer magazines pre-sells your prospects—helps create buyer interest in Thyer Homes.

THE THYER MANUFACTURING CORPORATION

2854 Wayne Street, Toledo 9, Ohio

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Have you built the best model home of 1955?

► **American Builder's contest (which closes October 12th) puts the spotlight on the builders whose 1955 demonstration homes best reflect the purpose of National Home Week. Ten awards will be made.**

The contest is open to everyone professionally engaged in the construction of homes.

Its purpose is to find the builders whose 1955 National Home Week houses best express the objective of the week. Ten awards will be made.

Judges will be a board of nationally known figures in the home building industry.

Entries need not be elaborate. In fact, the simpler the better. The judges will be influenced more by the basic facts reflected in the entry than by the style of presentation.

Here Are What the Judges Will Look For:

1. Good design, whether it be conventional, period, contemporary or modern.
2. Unusual, but sound and economical interior and exterior design features.
3. Public appeal as measured by attendance and actual, traceable sales.

4. Quality and scope of promotion and advertising—newspaper, radio, television (where available), direct mail and other media.
5. New or unusual construction techniques.
6. Measures taken to secure active prospects, and to follow through for future sales.
7. Appropriateness of furnishings.
8. Use of branded products and their use as sales aids.

The Awards Are:

1. Grand First Award in the form of a special plaque.
2. Plaques for second, third and fourth awards.
3. Framed plaques for six honorable mentions, making a total of ten awards.
4. To the individual (the builder himself, a member of his family or his organization, an association secre-

tary, a newspaper man, anyone the builder may designate) who makes up and sends in the top winning entry, American Builder will award one hundred dollars in cash. Fifty dollars will be paid to individuals who submit remaining winning awards and honorable mentions.

Here's All There Is To Sending In An Entry:

Assemble the following, wrap securely and send to

CONTEST EDITOR
AMERICAN BUILDER
79 West Monroe Street
Chicago 3, Ill.

1. Blueprint of complete working drawings of model home.
2. Rough detail drawings of special features, if any.
3. A selection of interior and exterior photographs.
4. Brief descriptions of unillustrated features. (Optional)
5. Brief description of time and money saving construction techniques or short cuts.
6. Builder's statement of attendance during National Home Week, and traceable sales from the model house.
7. Samples of advertising and promotional material, as well as editorial material appearing in newspapers.
8. List of major materials, equipment and appliances in the house.

The above list is intended only as a guide. It is not a check list for the judges. Include any or all items.

Entry entails no obligation or fee.

Entries must be in Chicago by October 12. Award winning homes will be published in American Builder.

Use the entry blank on this page, or otherwise signify your intention to present an entry.

Do it **TODAY—NOW**, and become a contestant for the year's most distinguished awards to the builders of America's homes.

ENTRY BLANK

AMERICAN BUILDER 1955 NATIONAL HOME WEEK CONTEST

TO CONTEST EDITOR, AMERICAN BUILDER
79 W. Monroe St., Chicago 3, Ill.

Please accept this as my entry in American Builder's 1955 National Home Week Contest, and send me rules and full details at once.

NAME:

NAME OF COMPANY:

ADDRESS: (number) (street)

(city) (state)



When one man drops out of your picture...

If you are a member of a partnership or closely held corporation, some serious decisions are asking for your attention right now! If one of the owners of your business should suddenly die, and you or your associates want to buy his share, do you know now where the money would come from?

Or, look at it another way . . . if anything should happen to you, you certainly would like to be sure that the interest in your business you leave to your family will have a good market value. And that your associates will have money on hand to purchase it at that fair value. Are you sure this money will be available?

Chance makes a very poor business partner . . . the time to draw up a sound "buy and sell" agreement among you and your associates is *now*. You can fund that agreement, as thousands of other far-sighted businesses have done, by business life insurance with Connecticut Mutual. In this way, you provide for the continuity of the business and you provide a fund that can be used in emergencies. Later on it

can be used to provide pensions for those who live to retirement age.

Connecticut Mutual will work with you to set up a business life insurance program that's the best one for your particular company. In business for more than a hundred years, Connecticut Mutual has established a special department for business life insurance, and trained hundreds of its representatives in this special field.

FOR PROPRIETORS, TOO

Special plans are also available for proprietorships. These can provide:

1. Income for a proprietor's family
2. Retirement income for the proprietor
3. Sound methods for transferring the business to valued employees

Check coupon for special booklet — no cost or obligation.



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VALUABLE FREE BOOKLETS

One set of problems is faced by partnerships, another by closely held corporations. You may have, without the slightest cost or obligation, a booklet that fits *your* situation. These booklets deal not only with using life insurance to fund buy-and-sell agreements but also with various business, legal, accounting and tax problems involved in situations like yours, and give examples of how these have been solved. Ask your secretary to write for one of them *today* — or simply complete the coupon.



CONNECTICUT MUTUAL LIFE INSURANCE COMPANY Department AB-5, Hartford, Connecticut

Please send me, without cost or obligation, your booklet for the purpose checked below.

- Partnerships Close Corporations Proprietorships

Name _____ (please print)

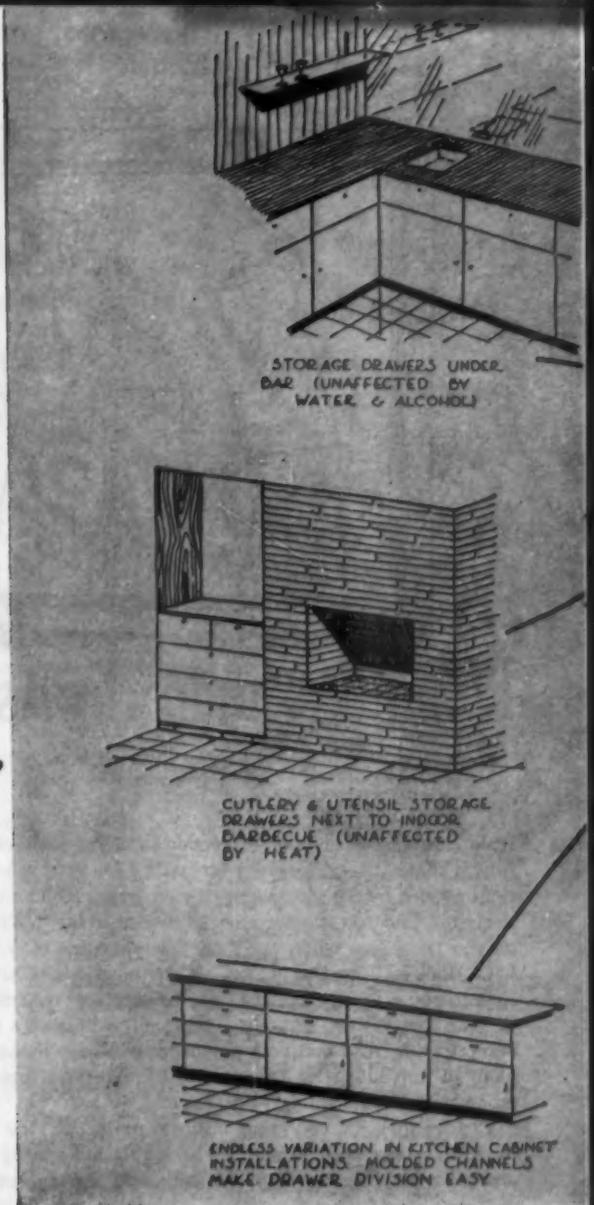
Firm _____

Street _____

City _____ State _____

Here's a **NEW**
 building feature
 that will give
 your prospects
 more for their money

*—and cut
 your costs...*

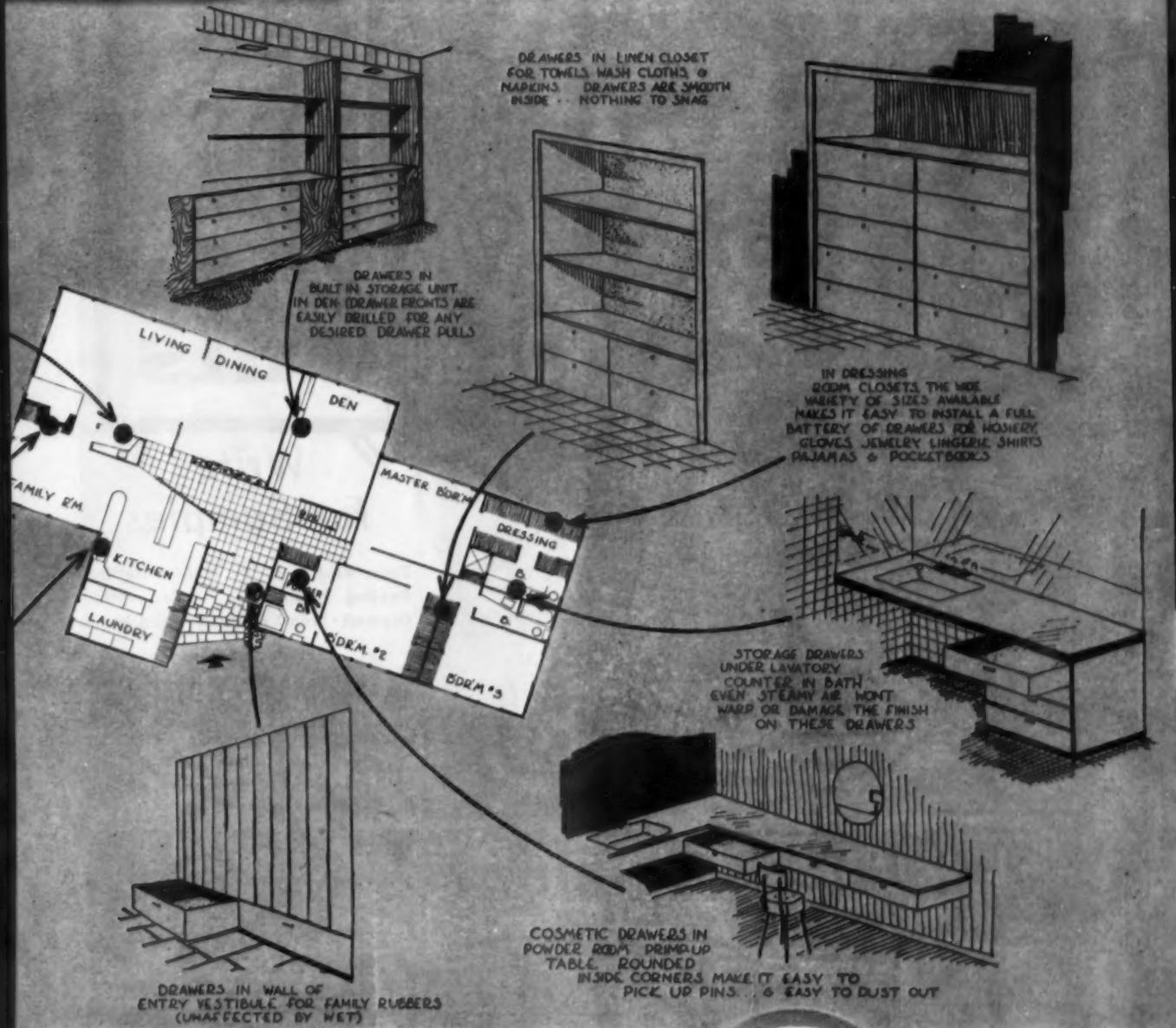


...rigid, ready-to-use, one-piece



Now . . . for less cost than quality drawers of conventional construction, drawers molded of **BAKELITE** Phenolic Plastic provide sales features that are bound to win your prospects' favor. They never warp . . . runners and center guides are integral . . . there are no joints to loosen . . . no screws, nails or glue . . . inside corners are smooth and rounded . . . they're unaffected by heat, humidity, moisture, and even acids, alkalies, food chemicals, and cleansers.

The standard drawers are available in a wide



DRAWERS IN LINEN CLOSET FOR TOWELS, WASH CLOTHS, & NAPKINS. DRAWERS ARE SMOOTH INSIDE... NOTHING TO SNAG

DRAWERS IN BUILT IN STORAGE UNIT IN DEN. DRAWER FRONTS ARE EASILY DRILLED FOR ANY DESIRED DRAWER PULLS

IN DRESSING ROOM CLOSETS THE WIDE VARIETY OF SIZES AVAILABLE MAKES IT EASY TO INSTALL A FULL BATTERY OF DRAWERS FOR HOSIERY, GLOVES, JEWELRY, LINGERIE, SHIRTS, PAJAMAS & POCKETBOOKS

STORAGE DRAWERS UNDER LAVATORY COUNTER IN BATH. EVEN STEAMY AIR WON'T WARD OR DAMAGE THE FINISH ON THESE DRAWERS

COSMETIC DRAWERS IN POWDER ROOM PRIMP-UP TABLE. ROUNDED INSIDE CORNERS MAKE IT EASY TO PICK UP PINS... & EASY TO DUST OUT

DRAWERS IN WALL OF ENTRY VESTIBULE FOR FAMILY RUBBERS (UNAFFECTED BY WET)

drawers made of....

variety of sizes with permanently attractive black finish. Other decorative effects on drawer fronts can be obtained on special order.

Your own imagination is the only limit to the number of sales-appealing ways you can put these drawers to work for you. The illustration suggests a few advantageous locations from cosmetic drawers in powder rooms to drawers for built-in storage walls. Send the coupon today for further information and names of manufacturers.



BAKELITE
BRAND
PHENOLIC PLASTICS

Suggestions by
Sternbach & Rheume, A.I.A.
New York, N. Y.;
Stamford and
New Canaan, Conn.

BAKELITE COMPANY, Dept. KB-5
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.

Please send me information on variety of sizes of drawers molded of BAKELITE Brand Phenolic Plastics and names of manufacturers who can supply them.

Name _____ Title _____
Company _____
Address _____
City _____ Zone _____ State _____

No wonder builders say
their top magazine is
Better Homes & Gardens!



**TELEGRAM FROM: Truett A. Bishop,
Builder, Realtor, Dallas, Texas**

"PARTICIPATION IN THE BH&G MODEL HOME PROGRAM THE PAST TWO YEARS HAS PUT ME AHEAD ABOUT FIVE YEARS FROM WHERE I WOULD HAVE BEEN UNDER NORMAL CONDITIONS. MY STANDING IN COMMUNITY HAS GROWN TO POINT THAT PEOPLE ARE COMING TO ME UNSOLICITED TO TALK ABOUT BUILDING THEIR HOMES. I AM LOOKING FORWARD EAGERLY TO THE 1955 PROMOTION AND FROM LOCAL INTEREST ALREADY SHOWN IT PROMISES TO BE THE MOST SUCCESSFUL YET FROM EVERY STANDPOINT "

Be sure to see BH&G spread on Page 50, 51



Stain Resistant • Non-Loosening
Roofing • Siding • Underlayment
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ESTABLISHED 1848

W. H. MAZE COMPANY
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offer Complete Flexibility



Vitroliner Flexibility offers 5 DIAMETERS—

- for all types of installations,—from small ranch houses to 2 story homes, commercial and industrial buildings.
- and for ALL FUELS, oil, gas, coal and wood.

Vitroliner Flexibility offers a selection of DESIGNS for external appearance—

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- The DELUXE Top and Housing for larger type homes and buildings.

The Standard Housing is available in—

- A Flat Surface Finish,—factory painted a solid



neutral grey or a red or buff "Brick Effect" Finish, that looks like real brick.

- The 'DeLuxe' has the flat grey finish and can be painted to match the roof color, on the job.

Of course, Vitroliner provides complete chimney functions, venting combustion gases from Heating Plant, Water Heater, Incinerator and Fire Place.

For fast quotation, send us "X", "Y" dimension and roof pitch.



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This Year
achieve greater sales appeal
and more liveable space by making
every interior door a
SLIDING DOOR



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SLIDING DOOR FRAMES

Meet and beat today's competition with this bonus sales feature. The low cost of Nordahl Sliding Door Frames is more than offset by savings in material and labor *plus* added appeal of increased living areas.

Check these **NORDAHL** features:

- ★ BALL-BEARING ROLLERS
Kilian Nylon—Cadmium plated—greased with Boom's coating
- ★ SIMPLE FOOL-PROOF INSTALLATION
- ★ OVERHEAD SUSPENSION
on extruded aluminum track
- ★ LIFETIME GUARANTEE
- ★ REINFORCED JAMBS
Aluminum—permanently rigid
- ★ POCKET FINISHED
no steps required

For Wardrobes, Kitchen Cabinets, and Storage Closets, use

NORDAHL

Feathers & Glide **Wardrobe Hardware**

Packed in convenient tubes, Nordahl Wardrobe Hardware is easily installed on the job. Track comes in lengths up to 16 feet.

For information write

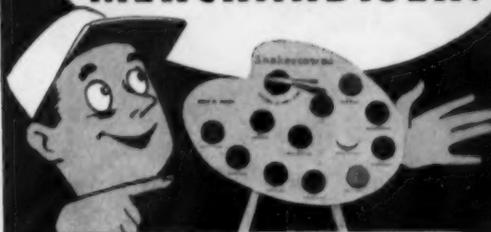
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180 W. Alameda Ave., Burbank, California

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You bet!
Use the New
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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.

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Shakertown

Here's what Andersen C

1

Beauty

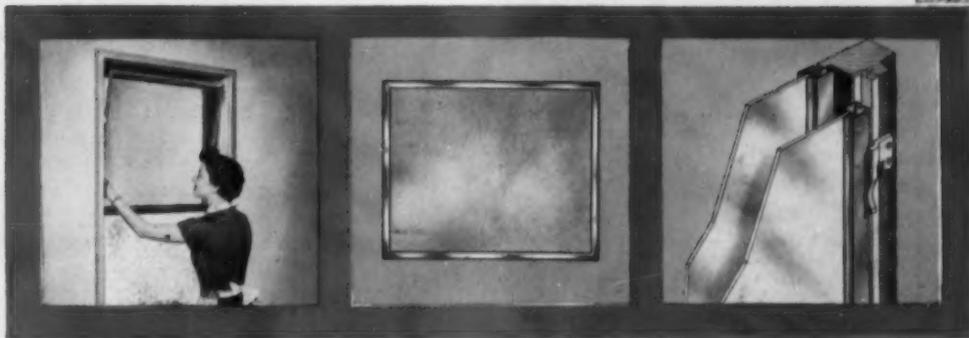
The attractive narrow lines of this sturdy wood unit make the new Andersen Self-Storing Combination Window the most smartly designed, the best looking combination you've ever seen. No longer need storms or screens detract from the appearance of homes. The Andersen Combination brings its own special window beauty and can be painted, if desired, to match house trim for perfect blending with any decoration or design.



Combination has to build complete self-storing

2

No struggle. No strain. No fighting with storms or screens at spring and fall change-over time. Lower storm panel on the new Andersen Self-Storing Combination Window slides easily and effortlessly to top of the unit for storage during summer months. Can quickly be done from inside in a matter of seconds.



Screen panel easily removable. For winter storage screen panel can be left in place or can be stored in upper half of unit.

Full length screens are easily obtained with the Andersen Self-Storing Combination. Simply order an extra screen panel for the unit.

Triple glazing is possible when desired. All you do is order two extra upper storm panels and slip them into place on the unit.

This Year
achieve greater sales appeal
and more liveable space by making
every interior door a
SLIDING DOOR



with

NORDAHL

"in the wall"
SLIDING DOOR FRAMES

Meet and beat today's competition with this bonus sales feature. The low cost of Nordahl Sliding Door Frames is more than offset by savings in material and labor *plus* added appeal of increased living areas.

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- ★ BALL-BEARING ROLLERS
Ellon Nylon—Cadmium plated—gassed with Baum's castorine
- ★ SIMPLE FOOL-PROOF INSTALLATION ★ LIFETIME GUARANTEE
- ★ OVERHEAD SUSPENSION ★ REINFORCED JAMBS
on extruded aluminum track Aluminum—permanently rigid
- ★ POCKET FINISHED
no steps required

For Wardrobes, Kitchen Cabinets, and Storage Closets, use

NORDAHL

Trunkies & Glides **Wardrobe Hardware**

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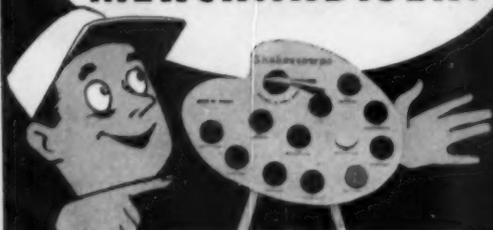
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Turn floor space
into
PAY Space?



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MERCHANDISER!



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

h
in

NEW

Andersen

**self-storing
combination
window**

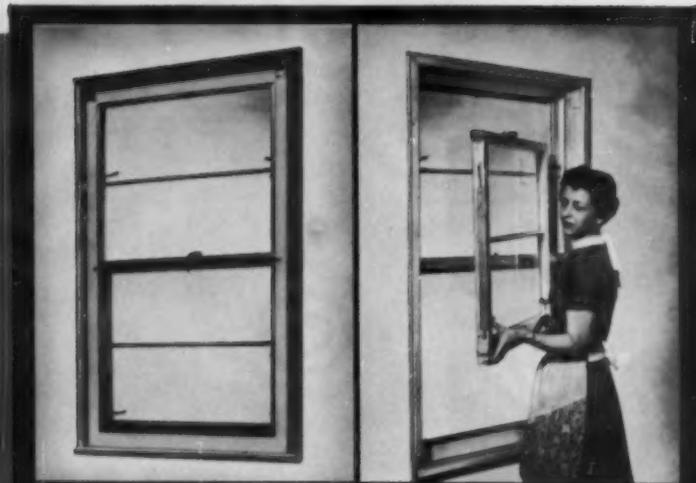
PACKED WITH
HOME BUYER APPEAL

Sturdy
with
bar.
screen
pane
guide
pane
and
to fra

home-buyer appeal

**Big
improvement
In Pressure
Seals**

3



Fits Pressure Seals exactly! The new combination window is made to go with Andersen Pressure Seals. They team up to offer the best looking, most weathertight, most convenient double hung unit on the market.

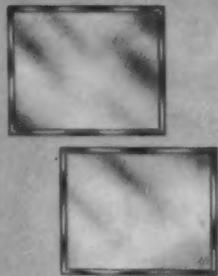
Easy sash removability of all Andersen Pressure Seal Units makes the new Self-Storing Unit a doubly easy-to-use combination window. All panels can be removed, all cleaning can be done from inside the home.



Sturdy 1 1/2" treated frame with aluminum center bar. Nylon strikes for screen and top storm panel installed. Plastic guide for bottom storm panel installed. Hangers and locks for applying to frame.



One screen panel. Panel has all-weather aluminum frame. Fasteners already applied at factory. Panels are wired with rugged Alclad aluminum screen cloth. Will withstand year 'round exposure.



Two storm panels. Each panel made of quality window glass set in narrow aluminum frame. Designed to be good looking, strong, yet light in weight to assure ease of handling whenever necessary.

WIDTH		1-8"	2-0"	2-4"	2-8"	3-0"	3-4"
HEIGHT	3-2"		X	X	X	X	X
	3-6"		O	O	O	O	O
	3-10"		X	X	X	X	X
	4-2"	X	X	X	X	X	X
	4-6"	X	X	X	X	X	X
	4-10"		O	O	O	O	O
	5-2"	X	X	X	X	X	X

There's a wide selection of sizes offered by the Andersen Self-Storing Combination Window. Just look over the size table. You'll find 28 sizes (*marked x*) designed to fit perfectly with Andersen Pressure Seal Units. What's more, you'll find 10 extra sizes (*marked o*) have been added to the line to make it adaptable to most modular stock size windows.

Andersen



No complicated installation problems. The Andersen Combination Window hangs just like any standard storm window or screen.



Cleaning and painting is a cinch. The entire window unit swings out for easy sill cleaning. Or you can lift unit off entirely for painting.

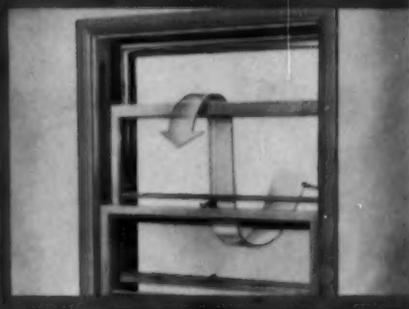


Plastic guides for bottom storm panel assure smooth and easy operation. No galling metal-to-metal contact. Panel slides at a touch.

4



Get winter ventilation whenever desired. Lower storm panel on the Andersen Combination can be locked in your choice of five open positions.



Rainy weather ventilation is possible in summer time . . . and with no fear of water damage to furniture, floors or draperies.

**easy
installation
easy
operation**



All panels removable. Thanks to the easy sash removability of Pressure Seals, all screens and storm panels can be taken out, cleaned and stored any place homeowner wishes.

**ANDERSEN CORPORATION
BAYPORT • MINNESOTA**

Windowalls[®]

TRADEMARK OF ANDERSEN CORPORATION



THOMAS J. WATSON, JR.

Portrait by Fabian Bachrach

“IBM was one of the first companies to . . .”

“I have always been proud of the fact that IBM was one of the first companies to put into effect the Payroll Savings Plan for the purchase of United States Savings Bonds, and I am delighted to see this patriotic endeavor continuing year by year and increasing throughout our organization. Today thousands of IBM employees, through their participation in the Plan, are helping their country and providing for the future of their families and themselves.” **THOMAS J. WATSON, JR., President International Business Machines Corporation**

If employee participation in *your* Payroll Savings Plan is less than 50% . . . or, if *your* employees do not now have the opportunity to build for their future through the systematic purchase of U.S. Savings Bonds . . . a letter to: Savings Bonds Division, U.S. Treasury Department, Washington, D. C., will bring prompt assistance from your State Director. He will be glad to help you put on a person-to-person canvass that will put an application blank in the hands of every employee. This is all you have to do. Your men and women will do the rest, because they will welcome the opportunity to build for personal and national security.

The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

AMERICAN BUILDER



AMERICAN BUILDER

NEW

high in style . . .
low in cost

BRUCE
Fireside
PLANK FLOOR

Featuring the exciting new
Midnight Finish

Here's America's newest, smartest hardwood floor . . . praised by architects and builders and selected for several nationally-publicized homes. This low-cost Bruce Fireside Plank has all the well-known advantages of solid oak plus these distinctive features:

Stylish dark finish, alternate widths

The dark, mellow finish is smart, different. It's factory-applied for long life and easy care. Alternating 2 $\frac{1}{4}$ " and 3 $\frac{1}{2}$ " strips with wide, shallow side bevels give Bruce Fireside Plank the charm of an expensive random-width floor and an interesting pattern effect.

Low installed cost

Because it's completely finished at the factory, Bruce Fireside Plank costs no more installed than a comparable grade of plain strip flooring. There are no on-the-job sanding and finishing costs, and builders save from three to five days' working time per house.

Bruce Fireside Plank Floor gives homes extra floor appeal at no extra cost. Mail coupon for free literature.

BRUCE

E. L. BRUCE CO., Memphis 1, Tenn.
world's largest maker of hardwood floors

MAIL FOR FREE BOOKLET

E. L. Bruce Co.
1690 Thomas St., Memphis 1, Tenn.

Send to _____

Address _____



Stanley No. 241

Standard of the World

Occasionally a product becomes the standard of its type because of unvarying excellence in manufacture and use.

Such a product is the Stanley No. 241 Hinge. Almost since it was introduced, in 1879, this has been the *Standard of the World* for plain bearing hinges. This hinge is the leader because of point by point excellence like this:



1. Non-Rising Lubricated Pin
Self-Seating
Flat Button Tips
2. Hinge Leaves Interchangeable
3. Finely Finished
4. Hinges And Screws Fully
Wrapped
5. Hole In Lower Tip For Easy Pin
Removal
6. Smooth, Quiet Joints
7. Clean, Accurate Counter-
Sinking
8. . . . In Back Here, Streamlined
Swaging

STANLEY

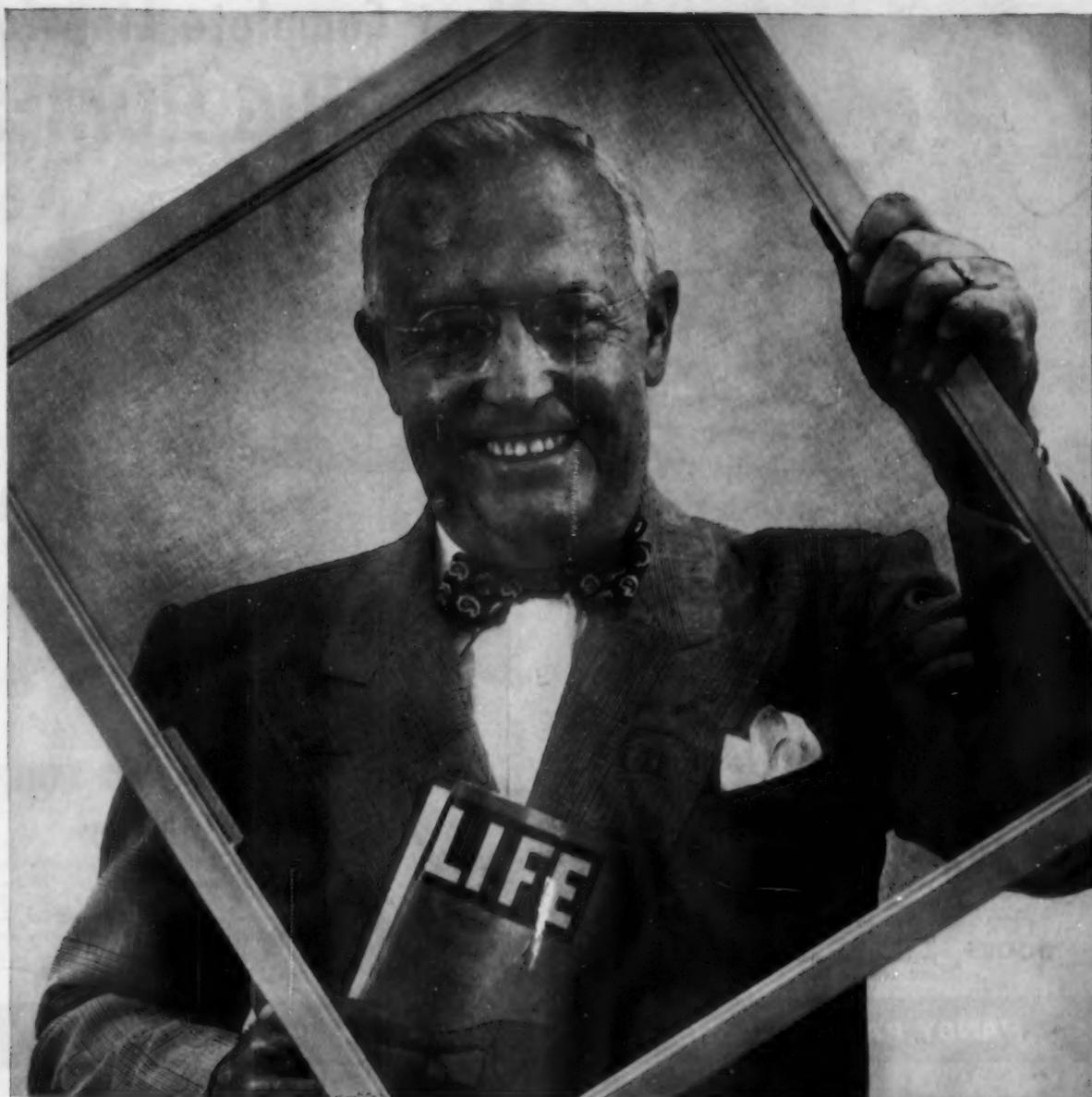
The Stanley Works,
New Britain, Connecticut

HARDWARE • TOOLS
ELECTRIC TOOLS • STEEL • STEEL STRAPPING

Also available with round corners (RD241) for use with a Stanley or similar electric router and template.

Write for your free 1955 Hinge Guide . . . a postcard to Stanley Hardware, 109 Lake St., New Britain, Conn.

REMEMBER  THREE HINGES TO A DOOR



FRANK C. RUSSELL, president of the F. C. Russell Co., manufacturers of Rusco windows and doors, Cleveland, Ohio

Frank C. Russell proves a point — "It's a combination you can't beat: An exciting *promotable* new product with a walloping promotion behind it."

CHICOPEE FIBERGLAS^{*} SCREENING

Chicopee Mills, Inc., Lumite Division, 47 Worth Street, New York 13, N.Y.

SEPTEMBER 1955

P. H. O. C. F. Corp.

41



America's Most Complete Line for WEATHER-SNUG HOMES



*Quality
Building
Specialties*



**FOR
DOORS**

Numetal WEATHER STRIP

This complete package unit means easier handling for you . . . easier installation for your customers. M-D Numetal door sets are available with regular door bottoms or with threshold and exposed hook.

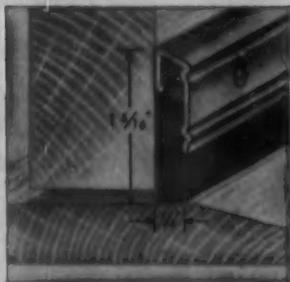


Numetal WEATHER STRIP

Sets for windows

Handy to buy, handy to use. Here in one attractive package is a complete M-D Numetal Weather Strip set for a single window. Available for all standard 28", 30", 32" and 36" double hung windows. M-D packaged sets save selling time . . . cut handling costs . . . make inventory easy.

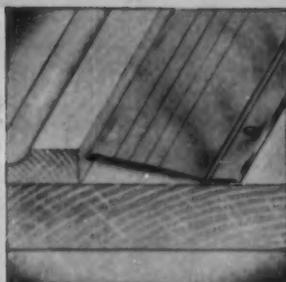
HANDY PACKAGED SETS! Ready to hand customers! Ready to use!



Numetal

DOOR BOTTOMS

Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths—28", 30", 32", 36", 42" and 48"—packaged 1/2 doz. same length to carton. Special lengths available.



On-GARD

**COIL
WEATHER STRIP**
This stainless steel or bronze coil weather strip is packed two ways—six 18 ft. rolls in free display carton, or in 100 ft. individual cartons.

BUILDERS

For highest quality and dependability always specify M-D products. Sold by hardware, lumber and building supply dealers throughout the country!

DEALERS

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





Nu-WAY

WEATHER STRIP

Easiest in the world to put on

This easy-to-put-on weather strip makes friends as it makes you profits. Works perfectly on windows, storm sash or doors. Made of wool felt and white metal. Each individual carton contains one 18 ft. roll with nails and instructions. Packed 12 cartons in display case.



This free, colorful display case takes very little counter space . . . but does a big job of selling.



Nu GARD

Automatic DOOR BOTTOM

Here's the perfect automatic door bottom and draft eliminator for ALL doors. Completely solves old problem of clearing rug or floor every time door opens. Easily installed on right or left hand door. Smartly designed with silvery-satin finish—will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48". Packed in individual cartons.



UP automatically to clear carpet easily when door opens.



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



Nu-CALK
CALKING COMPOUND

World's best calking compound available in loads, with or without nozzle . . . hand squeeze tubes . . . or ½ pt., pt., qt. and gal. cans. Also 5-gal. and 55-gal. drums—gun or knife grade.



Nu-Glaze
GLAZING COMPOUND

You can recommend this glazing compound with complete confidence that it always "stays put." Packed in ½ pt., pt. and qt. cans, 25 lb., 50 lb., 100 lb., and 880 lb. drums.



Nu-Phalt
PLASTIC ASPHALT CEMENT

Ideal for sticking down asphalt shingles and general repair work on roofs and flashings. Comes in handy loads, with or without nozzle; 2½ lb. and 10 lb. cans; 50 lb. pails and 550 lb. drums.

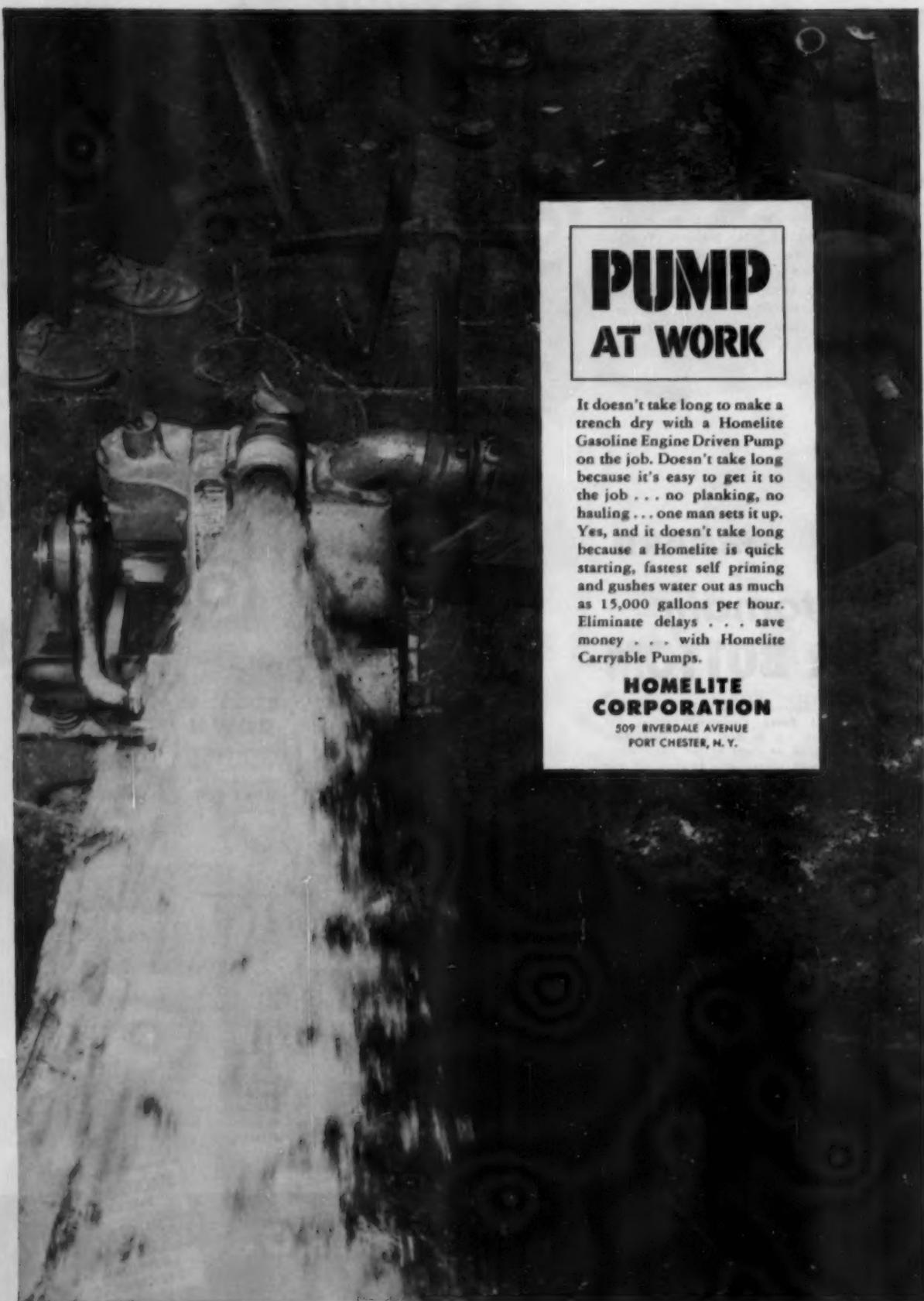


MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

Leaders in the Building Specialty Field for 35 years!





PUMP AT WORK

It doesn't take long to make a trench dry with a Homelite Gasoline Engine Driven Pump on the job. Doesn't take long because it's easy to get it to the job . . . no planking, no hauling . . . one man sets it up. Yes, and it doesn't take long because a Homelite is quick starting, fastest self priming and gushes water out as much as 15,000 gallons per hour. Eliminate delays . . . save money . . . with Homelite Carryable Pumps.

HOMELITE CORPORATION

509 RIVERDALE AVENUE
PORT CHESTER, N. Y.

Only natural cork could look so luxurious...
only asphalt tile could cost so little



MATICO's newest flooring achievement

MATICORK

ASPHALT TILE FLOORING

MATICORK asphalt tile flooring captures all the rich handsomeness of true cork flooring, yet is priced the same as asphalt tile. And durable, easy-to-maintain MATICORK can be used on, above or below grade... presents no special installation problems.

No wonder so many architects and builders are selecting MATICORK for homes, offices, schools, hospitals and commercial areas. In three desirable cork shades - light, medium and dark.

Be sure to consider MATICORK for your next project.



MASTIC TILE CORPORATION OF AMERICA
HOUSTON, TEX. • JOLIET, ILL. • LONG BEACH, CALIF. • NEWBURGH, N.Y.

Mfrs. of: Confetti • Aristoflex • Parquetry • Maticork • Asphalt Tile
Rubber Tile • Vinyl Tile • Cork Tile • Plastic Wall Tile

Mastic Tile Corp. of America
Dept. 5-9, P.O. Box 986, Newburgh, N. Y.

Please send me Free color chart and complete data on MATICORK Asphalt Tile Flooring.

Name.....
Address.....
City..... Zone..... State.....

"We Depend on SKIL to Carry the Load in the Field"

says **John J. Pittavino**, General Framing Foreman

Oddstad Homes
Redwood City, California

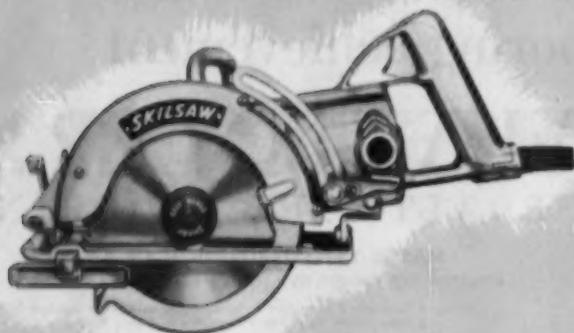
"Every time you build a house," says Mr. Pittavino, "you have to cut thousands of feet of lumber right on the job. That's why we depend on SKIL Model 77 Saws. We've compared them with others and we know we can count on them. There's far less downtime, and there's much less maintenance expense, too.

"In actual operation we've found SKIL faster, too. You can see the blade—so, fast accurate

cutting is easier. Just pick up your SKIL Saw and cut. It will balance for any position or cut. You can't beat SKIL if you're in the volume contracting business."

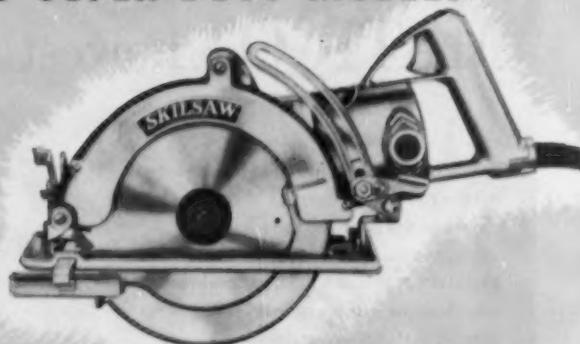
Thousands of builders everywhere agree with Mr. Pittavino. They know that for speed, economy and dependability SKIL is the leader. Try it yourself. You'll discover a host of reasons for making SKIL your choice, too.

CHOOSE FROM THESE TWO SUPER-DUTY MODELS



NEW SKIL SAW 77 (7 $\frac{1}{4}$ " Blade—Super Duty)—Speed increased 40% to 4500 r.p.m. and weight cut to 15 $\frac{1}{2}$ lbs. Power output boosted 100%. Depth of cut 2 $\frac{1}{4}$ "—Bevel cuts 2" dressed lumber at 45°. Most popular SKIL Saw for all-round carpentry—the standard for general construction. Power to cut wet lumber or tough materials such as metal, stone, compositions.

Price, New Model 77 less case.....\$112.50



NEW SKIL SAW 825 (8 $\frac{1}{4}$ " Blade—Super Duty)—Speed boosted 34% to 4000 r.p.m. and weight reduced to 16 $\frac{1}{2}$ lbs. Power output increased 107%. Depth of cut 2 $\frac{3}{8}$ inches. Bevel cuts 2" rough lumber at 45°. A powerful, super duty saw, ideal for use on either residential or commercial construction. Powered to easily cut 2" rough lumber—wet or dry—as well as many other tough and resistant materials.

Price, New Model 825 less case.....\$134.00



LOOK AT ALL THESE SKIL FEATURES

- LONG LIFE! All Ball Bearing
- CONVENIENT! Full Size Top Handle
- VERSATILE! Foot Design Permits Right or Left Cuts
- SAFER! Telescoping Guard
- CONTROL! In-Line Rear Handle
- ACCURATE! Blade Visible at Cut
- CLEAR SIGHTING! Effective Sawdust Blower
- HIGH TORQUE—SKIL Worm-Drive Gearing

SKIL

PORTABLE TOOLS

Made only by SKIL Corporation formerly SKILSAW, Inc.
5033 Elston Avenue, Chicago 30, Ill.
Factory Branches in ALL Leading Cities

**CALL YOUR NEAREST SKIL DISTRIBUTOR
OR WRITE FOR INFORMATION**

FREE! MAIL COUPON

SKIL Corporation, Dept. AB-95
5033 Elston Ave., Chicago 30, Ill.

- Please advise name of nearest SKIL Distributor.
 Have a salesman call to make a demonstration.

Name _____ Title _____

Company _____

Street _____

City _____ Zone _____ State _____



*Garage Door Beauty
that helps sell the home*

RO-WAY
Individualized
Garage Door
Designs

Over 40 decorative designs
afford unlimited combinations

*Flush Doors • Raised Carved Panels
Applied Rosettes • Accent Molding*

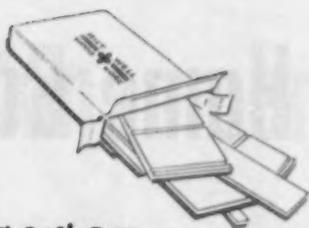
*there's a RO-WAY
for every
doorway!*

Ro-Way
OVERHEAD TYPE
DOORS

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

SEE OUR
CATALOGUE IN
SWEET'S

ROWE MANUFACTURING COMPANY 759 HOLTON STREET • GALESBURG, ILLINOIS



From carton

to assembled cabinet unit

in **22** minutes with

BILT-WELL

semi-assembled CABINETS

If you're looking for places to reduce labor costs in the homes you build, look first in the kitchen and other rooms where cabinets must be installed. If you are presently custom-building kitchen cabinets and storage walls, you can save valuable time and labor costs by changing over to BILT-WELL Multiple-purpose, semi-assembled wood cabinets. In the time it takes you to lay out one custom kitchen cabinet job, you can install two complete BILT-WELL kitchens! And what's more, you'll be giving your clients a cabinet installation with all the features of the most expensive custom job.

Modern, attractive BILT-WELL cabinets are K.D., fully manufactured, pre-fitted and ready for quick, easy assembly and installation. Made from all-clear Ponderosa Pine, they are ideally adapted to all finishes, natural or decorator painted. BILT-WELL cabinets come in graduated sizes to fit every kitchen or storage plan and are the perfect answer to bedroom, utility area and recreation room storage walls.

Build Well with



Get full information on BILT-WELL Multiple-purpose cabinets from your lumber dealer, or write

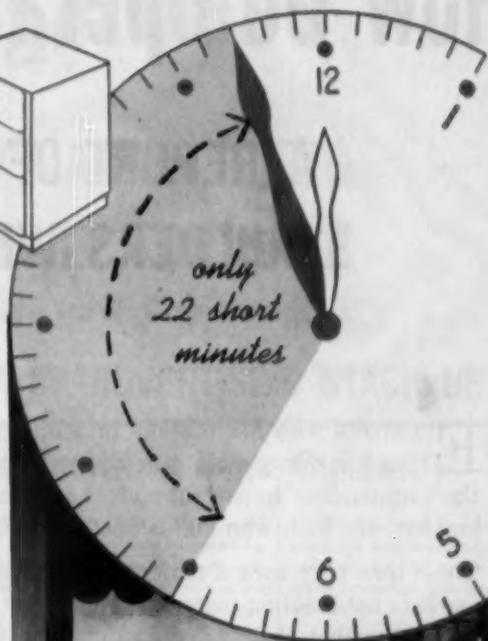
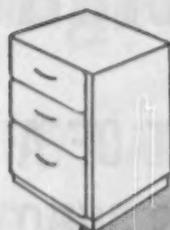
Mr. Walter Bosch, Sales Manager, Carr, Adams & Collier Company, Dubuque, Iowa. Do it today!

Since 1866

BILT-WELL WOODWORK

Dubuque, Iowa

Other BILT-WELL products favored by homebuilders include: Complete Unit Windows, Casements, Awning Windows, Multiple-use Cabinets, Overhead Garage Doors, Combination Doors, Storm & Screen Units, Basement Windows, Shutters, Exterior & Interior Doors, Entrances, Gable Sash, Louvers, Corner China Cabinets, Mantels, Telephone Cabinets and Stair Parts.



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 write Carr, Adams & Collier for complete Contest Kit.

How Do Operative Home Builders

A REPORT OF A NEW STUDY BY NATIONAL BUILDERS WHO CONSTRUCT 92% OF ALL

EVERYONE who has a stake in selling merchandise that goes into new homes realizes the outstanding importance of the operative builder—the man who builds houses *to sell*.

These men play such a major part in creating markets for building materials, equipment and appliances that their views and opinions have a tremendous significance to American manufacturers.

To learn what these builders think, National Field Service was commissioned to study a group representing 27% of all builders who construct 92% of all new homes built for sale. The results are given here for five of the several questions provided by Better Homes & Gardens.

The tabulations of their answers to these five specific questions are most eloquent. They show that with these big operative builders, as well as with the home-buying families who purchase their homes, Better Homes & Gardens is so far in the lead among America's top magazines as to be practically in a class by itself. This is hardly a modest statement, but it is offered as completely factual on the record.

Better Homes & Gardens is more than ever the one magazine you cannot do without to reach

and influence home builders and home buyers.

This survey becomes another piece of significant new evidence pointing up how effectively BH&G penetrates all the important sources of sales in the residential building market. An F. W. Dodge survey earlier this year showed BH&G far and away the leader among all magazines in reaching and influencing families who build homes for their own occupancy.

Remember, too, that whatever you have to sell to consumers, your advertising appropriation *works harder*—dollar for dollar—among BH&G's 4,000,000 families than any other advertising medium of any kind.

These same builders were asked three additional questions: (1) What do prospective home buyers seem to want in improvements or new features in the homes they buy? (2) What do you think is the greatest needed improvement in home building? (3) What important home-building developments would you predict for the next five years?

For information on the answers to the above questions, call your Better Homes & Gardens representative.

Better Homes

AMERICAN BUILDER

Rate Consumer Magazines?

FIELD SERVICE* AMONG THE NATION'S BIG THE NEW HOMES THAT ARE BUILT FOR SALE

*A Field Service affiliated with Alfred Politz Research, Inc.

HOW DO THE MAGAZINES THAT CARRY YOUR ADVERTISING STACK UP?

Here are the Five Questions Asked of Operative Home Builders

QUESTION: Please check each of the following magazines that are read regularly (almost every issue) in your home or place of business.

	PERCENT OF TOTAL OPERATIVE BUILDERS
Better Homes & Gardens	62
Life	57
American Home	38
Saturday Evening Post	32
House Beautiful	30
Time	30
Look	28
Good Housekeeping	27
House & Garden	25
Ladies' Home Journal	22
Collier's	17
McCall's	16
Woman's Home Companion	15
Living for Young Homemakers	12
Parents'	11
Household	5
Sunset	3

QUESTION: If you could have only one magazine in your home, which one of the following magazines would you prefer?

	PERCENT OF TOTAL OPERATIVE BUILDERS
Better Homes & Gardens	24
Life	22
Time	12
Saturday Evening Post	11
American Home	8
House Beautiful	5
Collier's	4
House & Garden	2
Good Housekeeping	2
Living for Young Homemakers	2
Look	2
Parents'	2
Ladies' Home Journal	1
McCall's	1
Sunset	1
Woman's Home Companion	1
Household	-

QUESTION: In what magazine would you prefer to see your homes or housing developments featured editorially or advertised?

	PERCENT OF TOTAL OPERATIVE BUILDERS
Better Homes & Gardens	36
Life	17
American Home	15
House Beautiful	11
Saturday Evening Post	5
House & Garden	3
Living for Young Homemakers	3
Good Housekeeping	2
Sunset	2
Collier's	1
Ladies' Home Journal	1
Look	1
Time	1
Woman's Home Companion	1
McCall's	*
Parents'	*
Household	-

QUESTION: If you could have only one magazine for use in connection with your business as a builder, which one of the following magazines would you prefer?

	PERCENT OF TOTAL OPERATIVE BUILDERS
Better Homes & Gardens	41
American Home	14
House Beautiful	13
House & Garden	5
Life	5
Living for Young Homemakers	4
Time	3
Saturday Evening Post	2
Collier's	1
Good Housekeeping	1
Ladies' Home Journal	1
Look	1
McCall's	1
Woman's Home Companion	1
Household	*
Sunset	*
Parents'	-

QUESTION: What magazines are mentioned most frequently by your customers in connection with buying homes?

	PERCENT OF TOTAL OPERATIVE BUILDERS
Better Homes & Gardens	43
House Beautiful	9
American Home	4
House & Garden	3
Good Housekeeping	2
Life	2
Household	1
Living for Young Homemakers	1
Saturday Evening Post	*
Time	*
Sunset	*
Collier's	-
Ladies' Home Journal	-
Look	-
McCall's	-
Parents'	-
Woman's Home Companion	-

*Less than 0.5%

*Less than 0.5%

*Less than 0.5%

Questions: Furnished by Better Homes & Gardens
Names: F. W. Dodge Corporation

Sample Selection
Mailing
Follow-up
Personal Interviews
Tabulation

National Field Service . . . A Field Service affiliated with Alfred Politz Research, Inc.

The sample consists of 671 completed usable interviews, representing an effective completion rate of 88% of all operative builders on the F. W. Dodge Corporation lists,

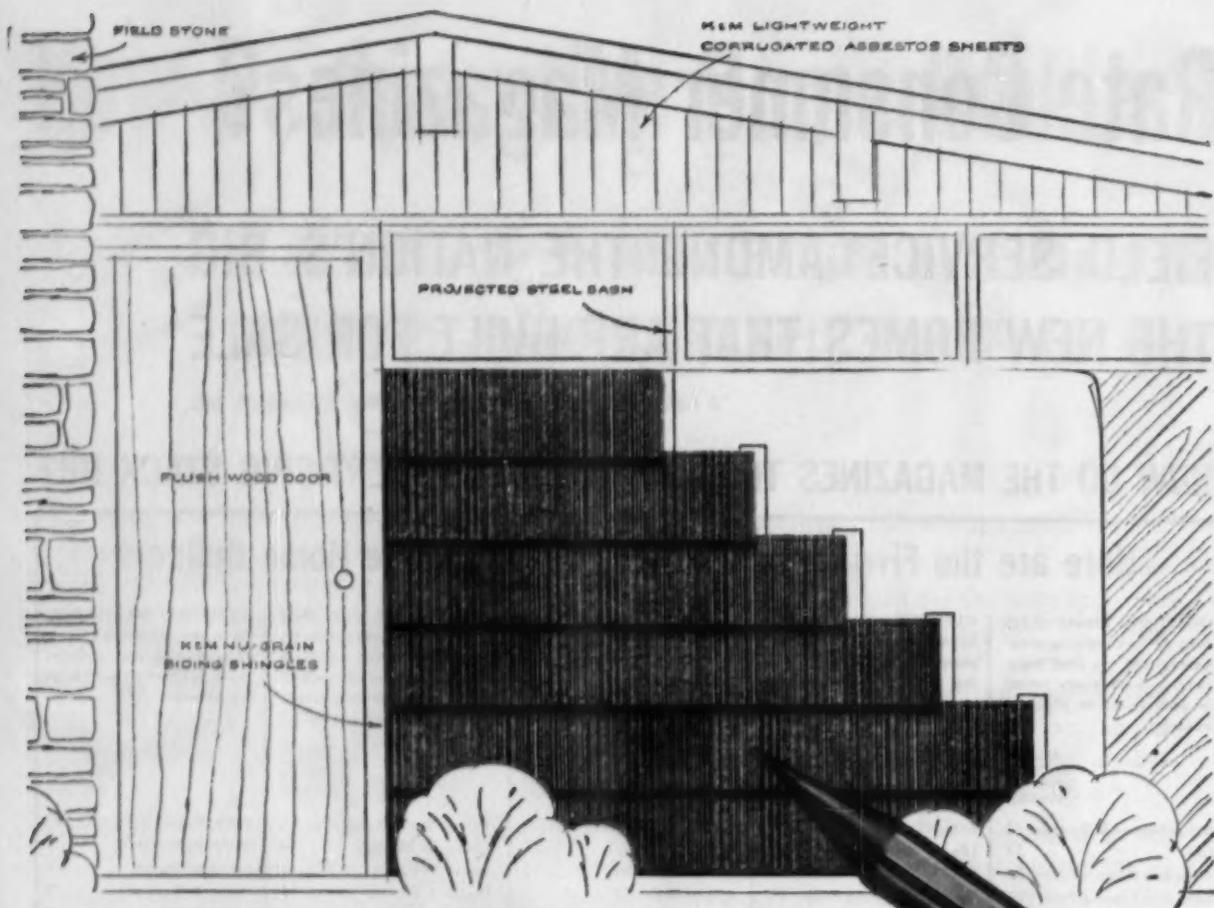


Better Homes & Gardens
advertisers are *invited guests*
In more than 4,000,000 homes!

and Gardens

SEPTEMBER 1955

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa



The shingles illustrated here are Nu-Grain Gray. The other five available colors are: Green, Red, Whitetone, Brown, and Canyon Coral.

6 exciting colors add "buy appeal" —In K&M Nu-Grain Siding Shingles

Color's the key to easier, faster sales. And a home with colorful Nu-Grain Siding Shingles puts prospects in a buying frame of mind in a hurry. For extra appeal, some builders are using the Nu-Grain colors in combination; for example, one for the patio wall, another for the carport, still another for the front.

Attractive appearance. The wood shake pattern in the Nu-Grain Shingles makes them especially desirable to a prospective homeowner. And the clear, pronounced shadow lines of the shingles, when laid, help make satisfied homeowners.

Low upkeep. Maintenance costs are cut to a minimum, as K&M Nu-Grain Shingles never require protective painting. Made of asbestos fiber and portland cement, they won't burn, rot, or corrode. In fact, they become harder with age.

You will find details on K&M Nu-Grain Shingles in Sweet's Light Construction Files and Sweet's Architectural Files. For more information, contact your K&M distributor. Or write directly to us for a FREE FOLDER on these colorful shingles. Literature also available on K&M roofing shingles.



SILICONE TREATED so water runs off!

Water-borne dirt, which ordinarily causes streaks under window sills and other trim doesn't readily gain a foothold on K&M Nu-Grain Siding Shingles. Water "balls up" instantly, and runs right off the shingles.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA



For cleaner, faster remodeling jobs

NEW PRE-PASTED



Bolta-Wall

VINYL TILE

Bolta-Wall vinyl tile are now PRE-PASTED! All you have to do is wet the special, super-strong adhesive on the back and press the tile in place. No messy pastes . . . no mastics! Goes up quicker and you are off the job sooner . . . *with no mess to clean up!*

PRE-PASTED Bolta-Wall tile is the fastest, easiest working tile ever offered . . . cut it to fit any shape with ordinary scissors.

Low in cost . . . beautiful . . . washable . . . stain and scuff resistant . . . Bolta-Wall is ideal for walls and ceilings in the home, office or institution.

"Just wet the back"

BOLTA-WALL ALSO AVAILABLE BY-THE-YARD

Four distinctive Bolta-Wall effects—*Bamboo*, *Mahogany*, *Leathergrain*, and *Georama* solid pastels—are available in rolls for immediate shipment. Send for complete data.

BAMBOO
(8" x 8" tiles
or in rolls)

MAHOGANY
(8" x 8" tiles
or in rolls)

HANDLE MORE WORK!

MAKE MORE PROFIT!

MAIL THIS NOW!

**GENERAL
PRODUCTS**
The General Tire
& Rubber Company



BOLTA PRODUCTS

Lawrence, Mass.
Division of The General Tire & Rubber Co.

Please send me color samples and price lists on low-cost

PRE-PASTED Bolta-Wall Bolta-Wall in rolls.

Name _____

Address _____

City _____ Zone _____ State _____

For cleaner, faster remodeling jobs

"My crews now lay out radiant heating

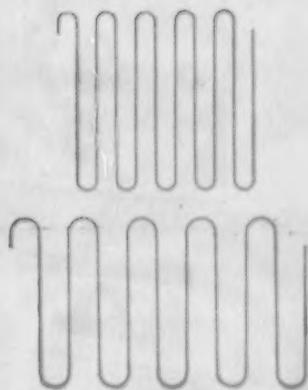
IN THREE HOURS, this crew has the floor radiant panel heating system 75 per cent completed, thanks to Anaconda Pre-Formed Panel Grids.



50% faster"



Mr. Herbert Borkenstein, of W. Borkenstein & Sons, heating contractors, Fort Wayne, Ind., with one of the Anaconda Pre-Formed Panel Grids he used on the Indian Village development.



Anaconda Panel Grids (PG's) contain 50 feet of Type L Copper Tube and are available in two tube sizes— $\frac{3}{8}$ " and $\frac{1}{2}$ ". Center-to-center spacing is adjustable to meet design requirements.

"Using ANACONDA PRE-FORMED PANEL GRIDS* we install the floor systems in 3 houses in the same time formerly required for 2."

"In a big housing development time is important," says Herb Borkenstein, heating contractor, Fort Wayne, Ind. "These pre-formed panel grids have made it possible for a crew of two men to lay out three houses in the same time it used to take for two houses. When you're talking about more than 200 houses, that's a big chunk of time and installation cost saved. The developer likes it too. He can finish and move the houses faster.

"But it's not only the time saving that's important. The grids lie flat and are uniformly spaced. The expanded ends eliminate many fittings. It's easier to make sure

you have a sound job that's going to last. I've always been proud of the work my men do, but with PG's they do an even better job—faster and easier."

PG'S FOR FLOOR OR CEILING

See for yourself how ANACONDA Pre-Formed Panel Grids cut installation time, save money, and give you a better job—in two houses or two hundred. Write for Publication C-6 which gives the full story including engineering and layout data. *The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ontario.* 1001

*Pat. Applied For



An air view of the Indian Village development, Fort Wayne, Ind., showing some of the more than 200 homes equipped with radiant panel heating by W. Borkenstein & Sons, using Anaconda Pre-Formed Panel Grids.

ANACONDA[®]

COPPER TUBE PRE-FORMED PANEL GRIDS FOR RADIANT PANEL HEATING

Available through distributors of Anaconda Pipe and Tube



MR. BUILDER:
Do you include
this Super
Salesman in
your homes?

All over the country, builders who install *Electric Ranges* have found this appliance to be a "super salesman." It confirms the fact that the home is modern throughout. It appeals to women because they know it will save them time and effort, and help them to cook better meals. They know that *Electric Ranges* also offer clean cooking, as well as ease of operation—and a cool kitchen, too!

Another important point to help sell your homes: A modern 100-ampere, 3-wire service will provide ample capacity for the Electric Range and will take care of other appliances for modern living—now or in the future. You can feature this advantage.

It will pay you to put this "salesman" on *your* staff!

ELECTRIC RANGES help sell houses!



BE MODERN...

Cook Electrically!

ELECTRIC RANGE SECTION

National Electrical Manufacturers Association • 155 East 44th Street, New York 17, N. Y.

ADMIRAL • BENDIX • CROSLY • FRIGIDAIRE • GENERAL ELECTRIC

GLOBE • HOTPOINT • KELVINATOR • MAGIC CHEF • MONARCH • NORGE • PHILCO • RCA ESTATE • STIGLITZ INFRA-AIRE • TAPPAN • WESTINGHOUSE

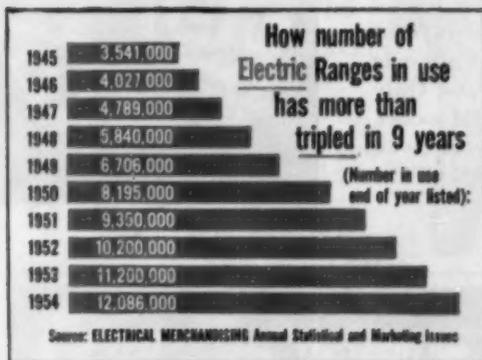


Builder Nathan Manilow of Des Plaines, Ill., says: "We recently completed one of the most outstanding sales achievements ever accomplished by the Manilow Construction Company, by selling 500 moderately priced homes in Des Plaines Villas in nine months. The sale price included four electric appliances, one of the most important being the *Electric Range*."

These
builders tell
why **ELECTRIC**
Ranges help
clinch sales!



Builder P. William Nathan of Norwalk, Conn., says: "Home buyers say they like our houses because they're exactly the kind they would build for themselves. One item of equipment they like is the modern, automatic *Electric Range*. Best proof of customer satisfaction is this—we sold 20 of our 56 houses in the first 7 days." (Illustration courtesy of LIVING for Young Homemakers)



Are You Traveling with the Trend?

The chart shows that the number of *Electric Ranges* in American homes has more than *tripled* during the past 9 years. Follow the trend! For quicker sales, install *Electric Ranges* in the homes you build!

SEPTEMBER 1955



Builder L. E. Breuninger, Jr., of Landon Village, Md., says: "We're an old-time building firm, but we've discovered a lot of new 'wrinkles' in home building. One of them is to include an *Electric Range* in every kitchen, regardless of the type of house or its size. Not all home buyers look for the same construction features—but they all want the advantages of cooking with an *Electric Range*."



Give your homes

cooling luxury
at lowest cost

with a Hunter
Attic Fan

One easy-to-install unit cools entire home

You can now provide all the luxury of a cooling system that fills an entire home with refreshingly cool air—at a very low investment per house.

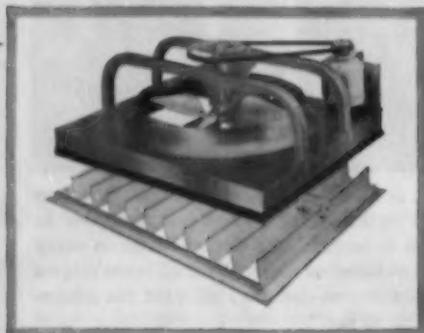
The Hunter Package Attic Fan is as efficient as it is economical. Quietly pulling in fresh, outdoor breezes as it forces out hot, sticky, inside air, the Hunter will cause room temperature to quickly drop from 10 to 20°.

Easiest of all attic fans to install, the Hunter requires no replastering, re-painting, suction box or other "extras" for installation or maintenance.

The compact fan unit rests on the

attic floor. Ideal for even low-pitched roofs, the Hunter needs only 18" to 26" attic clearance. The "flush-mounted" automatic ceiling shutter (shown above) screw-fastens over ceiling opening, fits narrow hallways. Its eggshell finish blends with all interior colors.

Guaranteed Performance: the Hunter fan unit is guaranteed for five years; motor and shutter for 1 year. Costs only a few cents a day to operate. Only \$137.60 list for the 5,000 CFM model, the Hunter is available in four sizes, with certified air deliveries to 16,000 CFM.



See our catalog in Sweet's File . . . $\frac{8c}{Hu}$

Hunter Attic Fan



HUNTER FAN and VENTILATING COMPANY
381 S. Front St. • Memphis, Tenn.

Write or wire today for new 1955 Hunter Catalog

NOW - See For Yourself WHY 4 out of 5 BUY...

For Best Performance Demand the Saw
with All These Features:

- ① SELECT-A-NOTCH - Easy one-man height adjustment for cutting any size masonry material. Patented.
- ② PRESSURE EQUALIZER Spring - Cushions blade pressure and makes your blades last longer. Patented.
- ③ WET OR DRY PUMP and Patented Water Application gets the water to the cutting edge.
- ④ ADJUST-A-CUT - Frees the Cutting Head for finger-tip control at any desired height.
- ⑤ HEAD-LOCK - Turn the handle to hold Cutting Head - for fixed Diamond Blade Cutting.

Clipper
MASONRY SAWS

Clipper
BLADES

TO CUT ANY
MASONRY MATERIAL

NEW Break-Resistant "POLK-A-DOT"

A Clipper FIRST! New Triple-Reinforced "Polk-A-Dot" - safest blade ever made - in specifications to cut EVERY material, Hard to Soft. Exclusive "Polk-A-Dot" design reduces side-friction - cuts faster, safer - lasts longer.

DIAMOND

Outstanding Performance with smooth efficiency is a part of every Clipper Diamond Blade - available in specifications for cutting every masonry material. If You Don't Know Diamonds, Know Your Manufacturer!

By The Makers Of Famous
Clipper Concrete Saws



Model HD
Wet (Dustless) or Dry Cutting
A Model to fit every Budget
priced from \$265

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Send Coupon for the Whole Story

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 Have a Clipper repre-
sentative call on me.

Name _____

Address _____

City _____ State _____

Light + Ventilation with RUSCO'S New "Picturamic" Vented Window



Pictured here is a typical example of the attractive new Rusco Multi-Lite Window, Rusco's Screen and Storm Door Combination and the all-metal Door Canopy.

*Other popular RUSCO
PRIME WINDOWS!*

- The Horizontal Slide
- The Vertical Slide
- 3 and 4-light Fulvue
- The Awning Window

*And RUSCO has more
plus features—!*

- No on-the-job glazing, painting, fitting or later adjusting
- Available with insulating sash (optional) that provides MAGICPANEL year 'round, rain-proof, draft-free, filtered-screen ventilation
- Built-in felt weatherstripping
- Fiberglass Screen that won't rot, corrode or stain—never needs painting
- Sliding glass panels removable from the inside for easy cleaning
- Glass replacement is quick and easy with Rusco's vinyl plastic spine that serves as "putty" and can be re-used.



FREE LITERATURE available on Rusco Awnings, Door Canopies, and Screen and Storm Door Combination.

RUSCO
Picturamic Vented
multi-lite
PRIME WINDOW
made of hot-dipped,
tubular, galvanized steel

A major step forward in the Prime Window field—this new Vented Picture Window further expands Rusco's complete line of building products!

Designed to complement the long, low lines of the popular Ranch-type home—these windows offer Architects and Builders many new and practical *low-cost* installation features—plus greater design versatility! Made in a range of sizes and a choice of glass panel arrangements with fixed or operating vents.

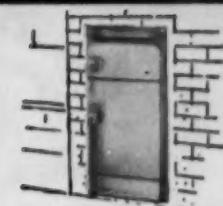
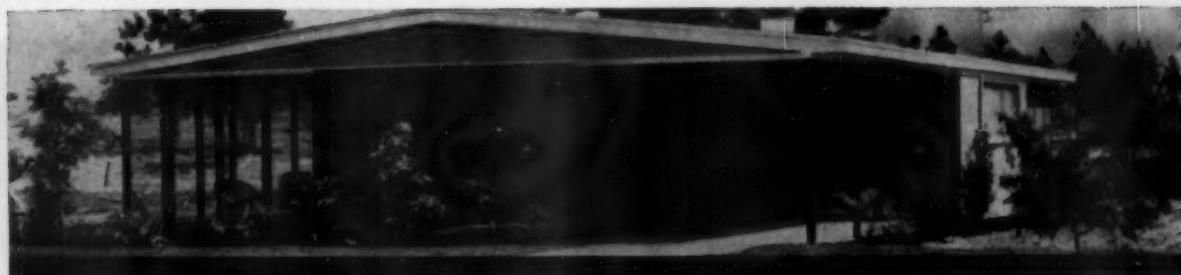
Available with insulating sash (optional) which provides MAGICPANEL® year 'round, rainproof, draft-free ventilation.

Like all Rusco Prime Windows—the Multi-Lite composite unit is complete, ready-to-install, glazed and fully weatherstripped and can be mounted in an integral steel casing.

DEALER OPPORTUNITY—interested dealers are invited to write to the address below for details.

THE F. C. RUSSELL COMPANY
Dept. 7-AB 95, Cleveland 1, Ohio • In Canada: Toronto 13, Ontario

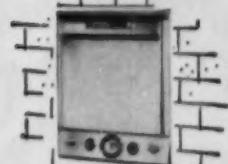




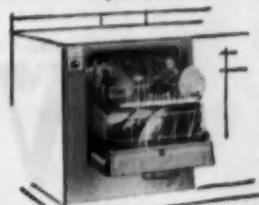
Hotpoint Customline Refrigerator-Freezer



Hotpoint Customline Cooking Top Ensemble



Hotpoint Customline Super Oven



Hotpoint Customline Dishwasher



Hotpoint Disposal®



Hotpoint Super De Luxe Lavastove

Hotpoint Customline Kitchens

Spark Low-Cost Home Sales in Johns' Temple Terrace Heights Development, Tampa, Florida!

8,500 Visitors Opening Day — 41 Homes Sold The First Week!



ABE JOHNS, president of Johns Builders & Development Co., was quick to see the "extra" impact he could gain by featuring top quality Hotpoint Customline built-in appliances in low-cost homes!

When he announced his new 3 bedroom Temple Terrace Heights homes, priced from \$10,850 to \$13,150 . . . he featured Hotpoint

Customline Kitchens. And he capitalized on the fact that he was the first to offer Hotpoint Customline Appliances in the Tampa area! The resulting fast turnover of these homes proved the value of Johns' merchandising strategy.

The new Hotpoint Customline can help you make easier, faster sales, too! With the complete matched Hotpoint Customline, you can tailor a glamorous Hotpoint built-in kitchen to fit any budget! You can offer from two up to seven Hotpoint Customline Appliances . . . plus features such as Hotpoint's Remote Control Pushbutton Cooking! And remember, Hotpoint Customline Kitchens can be covered by FHA and VA mortgages and included in regular monthly payments!

Have your Hotpoint Distributor show you how leading architects, builders, and remodeling contractors are using Hotpoint Customline Built-In Appliances to increase their sales. Consult him before starting your next project!



Hotpoint . . .

Our Golden Anniversary—Your Golden Opportunity

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS® • WATER HEATERS
FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • AIR CONDITIONERS

HOTPOINT CO. (A Division of General Electric Company) 8600 West Taylor Street, Chicago 44, Illinois



New Exterior plywood siding can be used to flatter horizontal or accent vertical lines. Left, PlyAloy Overlaid Siding; right, Texture One-Eleven.

WHAT'S NEW



PLYALOY OVERLAID PLYWOOD provides finest, most durable paint base on the market. Fused resin-fiber surface eliminates grain raise and checking. Factory packaged complete with wedges and furring strips.



MOIRE "BRUSHED" PLYWOOD has distinctively accented grain pattern that adds warmth and charm to any setting. Textured grain permits wide variety of decorative effects. Packaged for protection.



TEXTURE ONE-ELEVEN goes up fast, combines strength of plywood with bold pattern of closely spaced deep parallel grooves. Can be used as siding over unsheathed walls. Factory packaged.



KNOTTY PINE & CEDAR PLYWOOD offer these traditionally good-looking woods in large, easy-to-use panels. For paneling, cabinet work, built-ins. Pine is light tan, cedar golden-brown. Both factory packaged.



New panels add luxury at low cost. Left to right: Moire; Texture One-Eleven; Knotty Cedar. All are Exterior-type plywood, can be used outdoors.

in plywood ?

Special fused-fiber overlays, striking textures and rich grain patterns add high style and durability...help builders add custom touch at little extra cost. Well made and carefully graded, they're worth checking into if you're looking for ways to add value and saleability to your homes.



TREE LIFE®
FOREST PRODUCTS

Hemlock Lumber • Douglas Fir Lumber • Fir Plywood
• Plyaloy® Overlaid Plywood Siding • PlyGlaze® High-Density Overlaid Plywood • Moire® "Brushed" Plywood
• Texture One-Eleven • Knotty Pine and Cedar Plywood

ST. PAUL & TACOMA LUMBER CO.

Department AB, Tacoma 2, Washington

Please send literature and other data on:

Plyaloy T-1-11 Moire Knotty Pine & Cedar

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

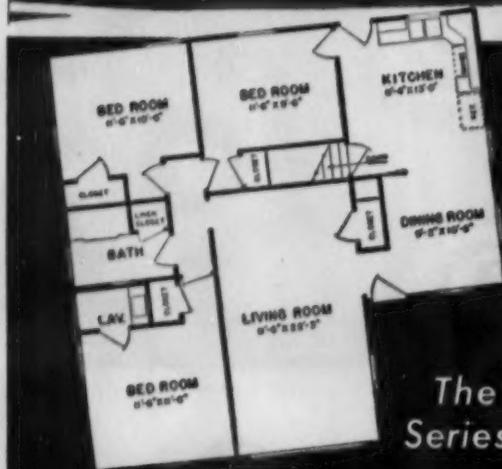
1144 sq. feet
of Living Area
choice of
6 exteriors

ANNOUNCING Inland Homes!

L-Shaped—Living Room—Bath and
a half—basement home.



C-825



The NEW
Series C-820
... spacious
yet low in cost



Here is an unusually designed L-shaped home with 1144 sq. ft. of living area, a spacious living room, a separate dining room, an L-shaped kitchen, a bathroom and a half, 3 generous sized bedrooms, and a roomy 36' x 24' basement.

To give your customers a wide choice, there is one model with built-in fireplace, another model with porch, a wide variety of unique window arrangements and distinguished roof designs, including two models with the unusual scotch hip roof.

Most models have flower boxes, shutters, double course cedar shakes, bevel siding, wide roof projections, along with choice of modern interior and exterior decorator colors.

A 36' x 36' L-shaped home that will fit on most lots with 50' frontage and, best of all, through Inland engineering and construction know-how, it can be erected and sold at a lower price than other homes with comparable features. Write us for complete information using your letterhead. Wire or phone for appointment. Phone 3880.

Check these Quality Features...

- Distinctive Designs
- Finest Engineering
- Conventional Type Construction
- Highest Quality Materials
- Precision Manufacturing
- Beautiful Exteriors
- Well Planned Interiors
- Spacious Rooms
- Large 36' x 24' Basement
- Oversized Closets
- Aluminum Double Hung Windows
- Large Picture or Panorama Window
- Aluminum Double Foil Insulation
- Insulated Sheathing
- Hardwood Floors
- Birch Flush Doors
- Mechanical Folding Door
- Extra Wall Space for Furniture Arrangement
- L-shaped Kitchen
- Large Dining Space in Kitchen
- Window over Kitchen Sink
- Enameled Steel Kitchen Cabinets with Formica Counter Tops
- Quality Hardware—Complete
- Gypsum Drywall Interior
- Bathroom and a half
- Recessed Bath Space
- Linen Closet in Bathroom
- One Model with Fireplace
- One Model with Porch
- Double Course Cedar Shakes
- Bevel Siding
- Distinguished Roof Designs
- Wide Roof Projections
- Decorator Colors Inside and Out
- Flower Boxes
- Shutters
- Wrought Iron Columns
- Full Sized Dining Room



Inland Homes
CORPORATION

501 College St. P. O. Box 915
Piqua, Ohio, Phone 3880

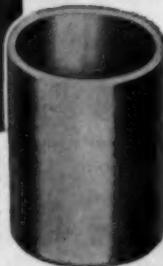


**Protect the Home
AND the Community**

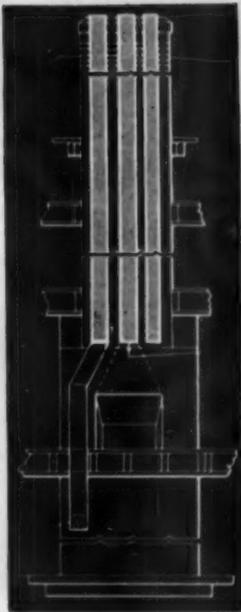


Available in round, square and modular sizes — regular fired or glazed.

with
**Vitrified Clay
FLUE
LINING**



Fire prevention is everybody's business. That's why builders and city officials alike put their stamp of approval on progressive building codes that call for Vitrified Clay Flue Lining. Never-wear-out Clay Flue Lining permanently fireproofs the chimney, protecting the home and the community against one of the most common causes of destructive fires.



WRITE FOR "Recommendations for Chimney and Flue Lining Construction." This Bulletin is a manual for safer chimney construction and a practical guide for those concerned with designing, construction and local building codes.



You Can Trust This Mark of Quality

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American Vitrified Products Co. • Dee Clay Products Co., Inc.
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Clay Co. • Larson Clay Pipe Co. • Malvern Flue Lining, Inc.
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SEPTEMBER 1955

NICHOLS NEVER-STAIN RUST-PROOF
Aluminum
BUILDING PRODUCTS

No rust streaks or stains

Aluminum **NAILS**

Made of HI-TEMPER ALUMINUM ALLOY — easy to drive. Etched for greater holding power. FHA approved. Available in a wide range of types and sizes in handy "pull-string" unit packages and in 50 lb. cartons. Write for samples and counter display.

Aluminum **BUILDING CORNERS**

The new modern-look "Straightline" design building corner. Available in all popular sizes. Packed to sell in sturdy counter-display boxes of 100 each — five boxes to a carton. No coating to chip off — no counting necessary.

Aluminum **ROLL VALLEY AND FLASHING**

The most economical rust-proof valley and flashing. Strong — easy to handle — specially tempered — extremely pliable. Never requires painting. Packed in sturdy cartons. Aluminum Valley available in 14", 20" and 28" widths — 50 ft. coils. Aluminum Flashing available in 3", 4", 5", 6", 7" and 8" widths — 50 ft. coils.

Aluminum **TRIM**

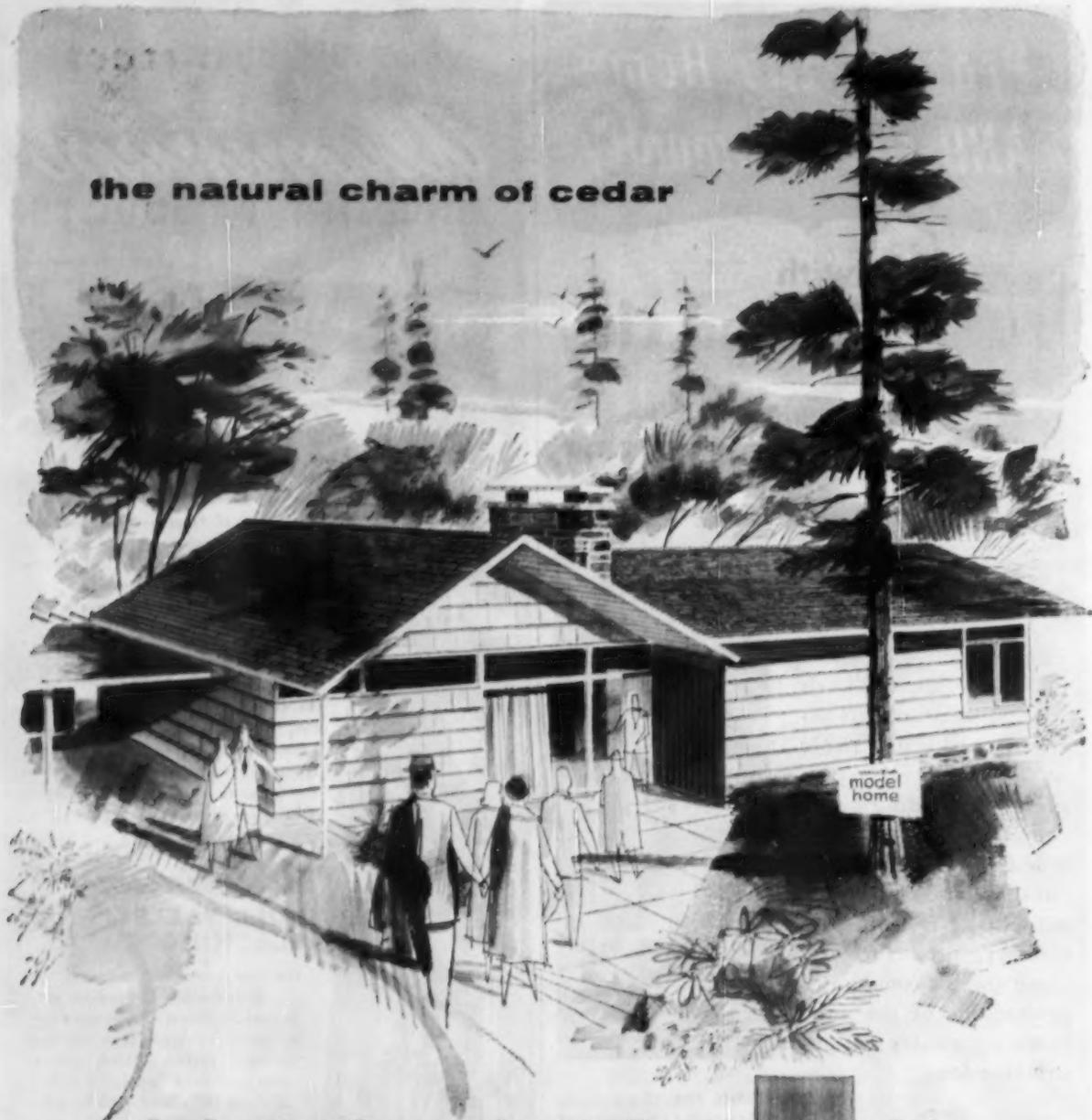
A complete line of high-quality aluminum trim. Modern design — never requires painting. Write for descriptive circular.

NICHOLS

WIRE & ALUMINUM CO.
DAYTONPORT, IOWA

World's Largest Manufacturer of Aluminum Nails

the natural charm of cedar



... brings them in to buy

People choose houses as they choose friends. They like the genuine article . . . and look for qualities which are honest and steadfast, warm and friendly. That's why first impressions are so important. And why red cedar shingle roofs and walls are so popular! Whether your customers buy with their hearts or their heads, your best "outside salesman" is cedar.



Cedar
Shingles
for Roofs
and Walls

RED CEDAR SHINGLE BUREAU



5510 WHITE BUILDING, SEATTLE 1, WASHINGTON
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Here's one subject
California and
Florida agree on

HALL-MACK

bathroom accessories

CALIFORNIA'S BEVERLY HILTON

Newest and finest in the Conrad Hilton group, this ultra-modern structure has three wings emanating from a central service 'core.' A rare blend of good taste and striking beauty. Architect: Welton Becket, FAIA, and Associates.

FLORIDA'S FABULOUS FONTAINEBLEAU

From its formal gardens and private yacht anchorage to its superbly decorated guest rooms, this amazing Miami Beach resort hotel is a story 'spectacular' come to life. Architect: Morris Lapidus.



THE BEVERLY HILTON



THE FONTAINEBLEAU

Superlatives fall flat in describing the fabulous new Fontainebleau and Beverly Hilton hotels.

A continent apart, yet these famous hostelries share one thing in common good taste...

each is equipped with Hall-Mack Bathroom Accessories - throughout!

When modernizing, re-decorating, or building, specify Hall-Mack to give bathrooms extra sparkle and zest. Clean and simple, these gleaming chrome accessories belong in every bathroom... for solid utility and sheer beauty.

Designed to blend with any decor... priced to meet any budget... Hall-Mack's sparkling bathroom accessories give this much used room a real lift.

NO. 319 - TISSUE HOLDER



NO. 328
CONCEALED LAVATORY UNIT



NO. 478
TOILET PAPER
HOLDER



IF CALIFORNIA AND FLORIDA AGREE - THEY MUST BE GOOD

Sold by leading plumbing, tile & hardware dealers everywhere

HALL-MACK COMPANY

NO. P-1929 - MEDICINE CABINET



NO. 420
SOAP HOLDER



NO. 495 - TOWEL BAR



LOS ANGELES 7, CALIFORNIA • 1380 West Washington Blvd.
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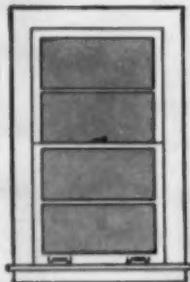
Now—a 4½-inch measure of wood window quality

So small that you could tuck it into your pocket, this seal is one of the greatest measures ever devised for identifying wood window quality.

Attached to a double-hung wood window unit, it is the fabricator's certification of compliance with all of the specifications of U. S. Commercial Standard 190-53—one of the biggest forward steps ever taken to identify wood window quality at a glance.

Windows bearing the A.W.W.I. Seal of Approval are certified to operate easily because top and bottom sash are properly balanced. They resist warping and decay because they are properly dried and preservative treated.

Quality windows are an important part of any quality house. That's why the A.W.W.I. Seal of Approval can help to speed your home sales. Ponderosa Pine Woodwork, 105 West Monroe Street, Chicago 3, Illinois.



The use of this seal is not limited to members of Ponderosa Pine Woodwork. Any manufacturer or fabricator whose unit meets specifications can offer the quality seal under a licensing agreement.



Ponderosa Pine **WOODWORK**

OUTSTANDING STYLE AND VALUE—

WINTER SEAL ALUMINUM PRIME WINDOWS!



Jalousies

Winter Seal Jalousies are outstanding for life-long ruggedness and smooth operation, smart design and intrinsic value. Look at these typical features!

- The one Jalousie designed for northern and western use.
- Power-riveted bridge-type actuator bar for full opening, complete closure!
- Companion screens and storms available.
- Headers and sills designed for simple, straight cutout—easiest installation!

Sliding Windows

Winter Seal Slide-Tite horizontal prime windows are beautifully styled in satin-smooth aluminum! See why you can't go wrong with Slide-Tite:

- A complete unit—just set it, square it, nail it!
- Completely weatherstripped with stainless steel—for smooth glide and full protection!
- Top quality at surprisingly low cost!



Winter Seal products are unmatched in value and ease of installation; in tailored fit and smooth convenience of operation; make houses look better, sell faster! (Imagine, for instance, the modern appeal of jalousie porches.) If your jobber doesn't yet handle both of these products, write us *today*.

NOTE: Winter Seal products can be shipped KD for easy local assembly. Write to learn how this saves time for jobbers, dealers, builders. Distributor franchises available.



EXTRUDERS—MANUFACTURERS—
Aluminum combination storms and screens for all window types—Conventional and Round Top Combination Doors—Separate Screen and Storm Panels—Prime Slide-Tite Gliding Windows—Jalousies—Windows and Doors.



Winter Seal Corporation • 14575 Meyers Road • Detroit 27, Michigan • Winter Seal of Canada, Toronto 15

SEPTEMBER 1955

69

America's foremost builders know the sales value of G-E Light Conditioning



**"General Electric
Light Conditioning
helped jump my
sales from one a
week to one a day"**

... says W. A. Simms, builder of
978-home "Eastview" project

AFTER a highly successful sales test with a light conditioned model home, builder W. A. Simms is light-conditioning all 978 three and four-bedroom homes in his Dayton, Ohio development.

The lighting was planned with the help of The Dayton Power and Light Company. It includes lighted valances in living and dining rooms, special ceiling fixtures in all bedrooms and halls, vapor-proof shower tub fixtures, fluorescent vanitory light, fixtures over sink and range and under kitchen cabinets, three exterior entrance lights and twin reflector flood lights for the patio.

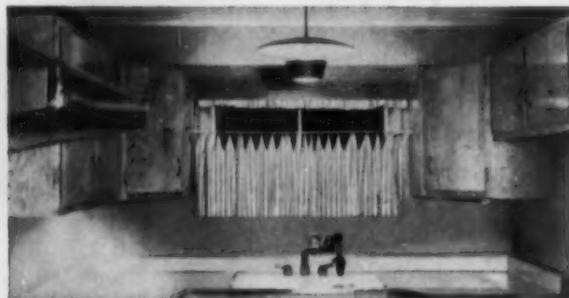
Mr. Simms says, "These Light Conditioning features are outstanding helps in winning prospects' approval for my \$13,000 to \$15,000 homes".



The adjustable-height ceiling fixture shown above can be lowered for dining, or raised out of the way when the room is used for other purposes.



Biggest hit with the ladies, according to Mr. Simms, is this 19-foot lighted valance running the full length of the living room. Well worth its \$24 cost, he says, as a visible sales feature that sells the quality of his homes.



Kitchen lighting includes not only an unusually attractive ceiling fixture, but also hidden G-E fluorescent lamps above the sink and below cabinets.

SELL YOUR HOMES FASTER, TOO with G-E Light Conditioning. For information, call your local electric power company or write: General Electric, Dept. 482-AB-9, Nela Park, Cleveland 12, Ohio.

GENERAL  **ELECTRIC**

SOLID luxury at moderate cost!



436 Design
Shown with Auxiliary 5½"
King-Size Rose Plate

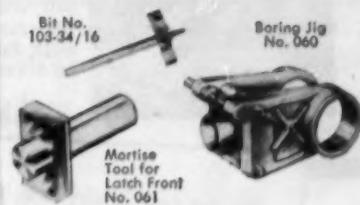


Defender STANDARD DUTY CYLINDRICAL LOCKS

You can easily afford the luxurious look and "feel" in door hardware for your fine residential and light commercial construction. The Corbin DEFENDER combines outstanding appearance and top performance . . . at a medium price. And features like its exclusive "VELVET-GLIDE" knob action assure long life . . . end complaints and costly call-backs.

The 436 Design DEFENDER with auxiliary plate illustrated above is one of four basic designs, available in 13 functions. King-size roses in a variety of designs provide many interesting styling possibilities. And all DEFENDERS are a "snap" to install! Your Corbin Dealer is displaying this strikingly handsome, truly functional lock. See it today.

For Time-Saving Installations



Other Outstanding Defender Features

Velvet Glide Ball-bearing Latch Retractor.
Dual Brass-to-Steel Bearings on each knob prevent wobble . . . assure longest life.
100% Reversible Hand without use of key provides quick installation.

Corbin 5-pin Tumbler Security can be master-keyed with other Corbin cylinders.
Self-Aligning thrust bearing on knob spindle prevents binding.



**P & F CORBIN
Division**

The American Hardware Corporation
New Britain, Connecticut



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, 109 Myrtle Street, New Britain, Conn. Ask for Catalog 12.



STANLEY

A Division of The Stanley Works • New Britain, Conn.

TOOLS • HARDWARE • ELECTRIC TOOLS • STEEL • STEEL STRAPPING

AMERICAN BUILDER



As seen in BETTER HOMES AND GARDENS

Background for beauty...

Behind every Atlas Plywood door is a background in which every detail adds up to satisfaction — for your customer and for you.

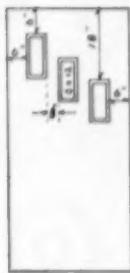
It all begins back in Atlas Plywood's own forests, where expert care produces some of America's finest hardwoods. And it extends right through our own mills and testing laboratories to the finished product,

safeguarded by quality control in every single step of manufacture.

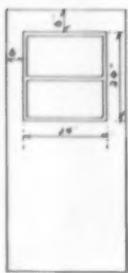
The result is a truly outstanding combination of beauty and dependability — beauty that makes your selling easier and dependability that builds good will. That's why, in the homes *you* build, it is doubly smart strategy to install doors **by Atlas Plywood.**

Light Specifications

for both solid and hollow core flush doors. (Special louvers and metal kick-plates to specification.)



AP1



AP2



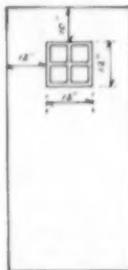
AP4



AP6



AP7



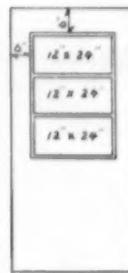
AP8



AP9



AP11



AP12



AP13



AP14



Doorways to easier sales

Deal in beauty and you're handling one of the most highly salable commodities in the entire building field. And when, as with Atlas Plywood flush doors, this beauty is backed by guaranteed construction, your way to complete customer-satisfaction is clear.

In homes, offices and public buildings everywhere, handsome, sturdy Atlas Plywood doors are rewarding the good judgment of all who use, recommend or supply them. Made of genuine northern birch and other fine domestic hardwoods, they are quality-controlled every step of the way — from American forest to finished product — to make them *your* doorways to easier sales and satisfied customers.

Right for every purpose

Atlas Plywood flush doors are available with solid or hollow cores, in all popular woods and grades.

Sizes and Measurements

Thickness: $1\frac{1}{8}''$, $1\frac{3}{8}''$, $1\frac{1}{4}''$.

Height: 6' 0", 6' 6", 6' 8", 6' 10", 7' 0".

Width: Hollow Core Doors: 1' 6", 1' 8", 2' 0", 2' 2", 2' 4", 2' 6", 2' 8", 3' 0".

Solid Core Doors: 2' 0", 2' 2", 2' 4", 2' 6", 2' 8", 3' 0".

Stiles: $1\frac{3}{8}''$. Rails: $2\frac{3}{4}''$.

Double lock blocks: 20" x $4\frac{1}{8}''$.

Faces: $\frac{3}{20}$ or $\frac{1}{8}''$ three ply.

Frames permit trimming 1" top and bottom.

Special sizes, lights, louvers, kickplates and veneers to order.

Oversize Solid Core Doors — stiles 2" wide, rails $4\frac{1}{8}''$ wide, double lock blocks 24" x $6\frac{1}{2}''$.

(Available in birch, gum, oak and other popular woods)

Free color folder brings you complete details on Atlas Plywood Flush Doors. For your copy address Dept. AB-1, 1432 Statler Bldg., Boston 16, Mass.

Atlas Plywood

CORPORATION

FROM AMERICAN FOREST TO FINISHED PRODUCT

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IN THE NEXT 20 PAGES

YOU WILL BE LOOKING AT THE

smartest uses of gas yet

GAS IS THRIVING, AND THE GROWTH CURVE CONTINUES UPWARD. Every year more gas is being found, more extracted, more transported, more used, more stored for future use. Gas has more customers and more varied uses in home appliances—presented in these 20 pages—with improved design.

BUILDERS ARE ALERT TO THE SALES INTEREST OF THE "ALL-GAS" HOME. Vigorous merchandising by local utility companies has helped them. Guided by the American Gas Association and the Gas Appliance Manufacturers Association, the utilities and the manufacturers have made good use of the last decade of growth, but now talk of it as merely a running start into a full-speed-ahead future.

NATURAL GAS IS THE SPARK. At the end of 1942 there were about 8 million natural gas customers. In 1951, thanks to Big and Little Inch bringing gas through to the northeast, there were 17½ million. This year there are 22 million natural gas customers out of 28 million users of utility gas, plus 7 million using LP Gas. Since 1943 over 60,000 miles of large-diameter pipeline have been laid.

THE UTILITY COMPANIES ARE REACHING OUT FOR BUSINESS. They now extend mains to new developments, install gas appliances in model houses, often supply gas free and provide demonstrators and lecturers; and they cooperate in advertising to obtain an audience for builders as well as themselves.

APPLIANCE MANUFACTURERS ARE OUTDOING THEMSELVES, as this section shows, in a restless quest for greater efficiency and handsomer design, thereby winning their way into the new housing market. AGA estimates that 56% of the 2½ million gas central heating installations expected in the next two years will be in new homes. That sounds the bugle for a strategic concentration on builders, since the furnace is the foot-in-the-door for all the other appliances.

THE FOUR BASIC USES OF GAS—cooking, water heating, refrigeration and space heating—have seen startling improvements. *The three new uses*—air conditioning, laundry drying and incineration—help sell both gas and the new houses that display them and, incidentally, build summer consumption load. Ingenious underground storage in caves, depleted oil or gas fields and natural rock dome formations found in the region of intended use also helps solve the summer-winter discrepancy.

LAST YEAR THE INDUSTRY PRODUCED 10½ TRILLION CUBIC FEET OF NATURAL GAS. In 1951 production was 8 trillion cf. Yet known reserves continue to rise. In 1919 reserves were placed at 15 trillion cf. Now 200 trillion is the firm known figure, with a probable total resource of 500 trillion. So builders need not fear that the appliances they install will shortly lack fuel.

SMARTEST USES OF GAS YET

AMERICAN BUILDER

They've made the furnace easy



"WELCOME ANYWHERE" is theme of Crane Sunnyday boiler. Extended jacket is in two tones of gray; smaller flush jacket has exposed controls. All units are 22½" wide, 45" high, with water-insulated base, quieting fiberglass sides.



TELEVISION influence is apparent in design of Magic Chef's Model 1127 gas space heater, with pressurized three-way heat flow for complete heat diffusion upward, outward and downward, where central heating is unnecessary.

COMPACTNESS is featured in the "225" self-starting gas boiler by Bryant, with its automatic time and temperature controls. It is 21½" wide, 35" high, and models of various capacities range in depth from 30¾" to 43¾".

to live with . . .

Two marked improvements in central heating—compactness and appearance—are fully shared in by gas equipment. Basement play rooms need make no apology for the handsomely shaped and hued new units; the demands of slab construction are met with flexible closet or attic installations. And individual room units have come far from the asbestos log.

Heating by gas is the first step toward an all-gas house, since reduced rates for quantity consumption tempt the purchase of other appliances. Gas utility companies are preparing to add 2½ million house heating customers in 1956-7, the results of both intensive promotion and the extension of natural gas pipelines to new areas, such as the Pacific Northwest.

This confidence seems warranted by the figures on shipments of gas units, especially furnaces. The Gas Appliance Manufacturers Association (GAMA) reports 353,200 furnaces shipped in the first six months of 1955, 40.3% over the 251,800 of the same period in 1954. All of 1954 had shown a 21% rise over 1953. Gas boilers tallied 30,400 for the first half of this year, 7.4% over that period of 1954.

One reason for the growth of forced air heating is its easy adaptability to add-on air conditioning, which can utilize the blower, ducts and registers of the furnace. And the hot water heating people are acting vigorously to share air-conditioning sales.



OFF-THE-FLOOR can mean playroom, crawl-space, attic, or utility room installation for the Coleman Blend-Air horizontal furnace. Burner and controls are shown in left section, but are convertible to right hand placement.



CLOSET is comfortable berth for Lennox upright gas-fired furnace, or for counterflow with under-floor ducts. And either type has ample room for add-on air conditioning, as shown at top of closet, using furnace's blower.



EFFICIENCY and unobtrusiveness are the ideals of wall heaters. The neutral tan Temco unit shown fits between standard studding, has completely automatic controls, operates with all types of gas, and can heat room behind.

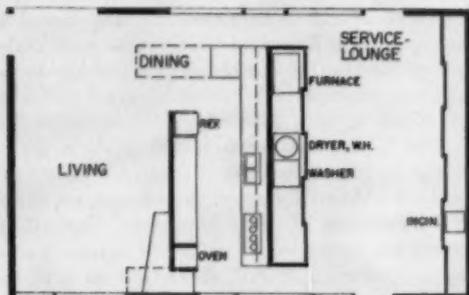
THEY'VE MET NEW NEEDS ►

SMARTEST USES OF GAS YET

The incinerator comes out



SHARING THE FLUE of the year-round Servel conditioner, the Calcinator incinerator fits right in with other gas appliances in Woman's Home Companion workroom: Bendix Duomatic washer-dryer and A. O. Smith Permaglas water heater.



A few steps away, yet discreetly hidden, the appliances in the home that Chicago architect G. A. Siegart built for his parents in Lake Forest are housed uniquely. A pleasant lounge has full length glass, an exit, and access to the kitchen at both ends. From the kitchen there is a view past the built-in oven to the living room fireplace, and past a dining area through an almost all-glass wall. Furnace is Mueller, dryer Whirlpool.

There's a new load on the



TABLE-TOPPED heater by Hotstream adds work surface, shortens plumbing line when laundry is in kitchen too. It adjusts temperature to household needs: up for washing dishes and white clothes, down for other clothes and bathing.



Washing clothes, dishes and the growing American family demands more gallons of hot water per hour, at varying temperatures. Appliances need about 160°, the optimum for 85% of the family wash; the skin takes about 110°. Builders should plan for potential need, with a 40-gallon tank and glass, rock or uncorroding metal linings as requirements. GAMA reports 1,393,500 heaters sold the first half of 1955, 23.3% over the first half of 1954, a trend aided by new shapes and compactness.

of the alley ...

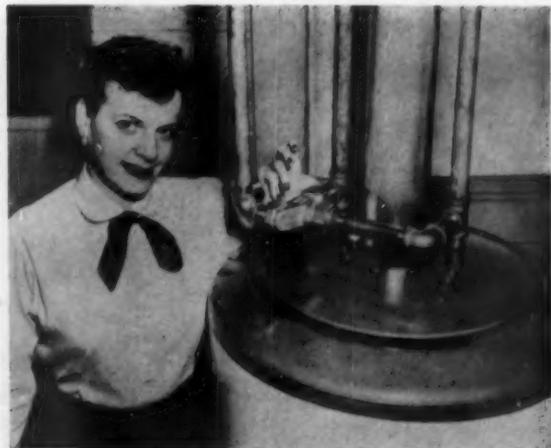


SERVICE LOUNGE of Siegart house, seen from piano corner. Informal entertainment and household business go on here. Slat doors slide open for washer, freezer, gas furnace, and water heater suspended over gas dryer.



INCINERATOR, Brule Model M-1, is at exterior wall side of service lounge and has its own vent through an annular flue collar. Air-cooled sides are safe to touch. Utility meters and more storage shelves share rest of wall space.

water heater ...



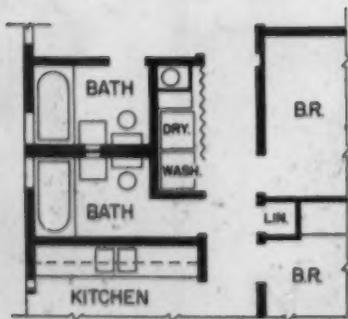
TWO TEMPERATURES of hot water at once are possible with Vari-Temp accessory to Rheem Coppermatic units. Valve setting admits cold water to join hot. Tempered water for bath is in left pipe, untempered hot in middle.



DIALED TEMPERATURE, long life and fast supply are points stressed by Ruud-Alcoa Alloy heater. Solid aluminum alloy tank resists corrosion and is free from rust formation. Heater automatically provides water at the dialed setting.

SMARTEST USES OF GAS YET

The Dryer is changing the



ECONOMICAL in space, piping and mother's time is this hall placement of washer, dryer and water heater adjacent to plumbing core, bedrooms and linen closet in the 150 Sunshine Meadows houses designed by Anshen & Allen of San Francisco, built by Mackay. Dryer is vented directly outside. A.I.A. honor award winner in 1954, the house has post and beam, four bedrooms, lot and landscaping, at \$11,500.



{ size shape location } of the laundry ...

Modern design is finding room for the home laundry almost everywhere, especially since washer and dryer make so handsome a couple. Utility lines are replacing clothes lines as the decisive factor in location, and smart builders are featuring houses pre-tailored to receive complete laundries, even if they are not quite ready to include the equipment. An important detail is outside venting of the dryer, especially in air conditioned houses, which must consider humidity control.

The dryer is rapidly achieving the "household necessity" status of its older companion, the washer, and with it makes an attractive selling feature for builders. Reliable shipping data are not yet available from the new industry, but since every washer sold creates a potential demand for a dryer, especially when moving into a new house, washer sales are significant. For 1955 alone, 2¾ million washer sales are expected, to make a total of 12 million in use, most still waiting for a dryer twin to be added.



WORKROOM is a natural habitat for the mother-daughter team as well as the Bendix washer-dryer-ironer team. Less conspicuous are the water heater and incinerator in the background, easily accessible behind the louvered door.

KITCHEN duties leave intervals for other activity, such as the laundry, or visiting, or both. This Easy washer-dryer set is close at hand, and folding to put away goes well with conversation—no clothespins in the mouth any more.



BATHROOM hamper to washer to dryer to linen closet is a sensible step-saving sequence illustrated by this handsome display of Whirlpool appliances. Closeness to basement or backyard clothes lines is a need of the past.



ALL-PURPOSE ROOM includes Caloric washer and gas dryer, as well as gas top burner and incinerator and Ruud water heater—not to speak of the just as functional living equipment on this side of the room divider (Woman's Home Companion).

SMARTEST USES OF GAS YET



ROPER oven-broiler and two top-burner units find an attractive setting in the Emerson home in Rockford, Ill., site of factory. Oven units generally are designed to fit 24" cabinet.



CHAMBERS "In-A-Top" broiler-griddle rises to counter-top level at turn of handle. Exposed antique copper oven is cleanable, offers shelf space on "step-back" installation preferred by maker.



CALORIC built-in oven features color and automatic controls. Door panels are available in two chromes and five porcelains, detachable handles are in twelve colors to help kitchen planning.



TAPPAN marks 75th anniversary with the Greenbrier range, sumptuous with automatic controls, four in-line burners at back, chrome-lined oven with light, and removable bottom and door.



FLORENCE Roto-Broiler-Cue attachment is rotisserie which converts some models to rotary broiling. Full width line has fifth burner which can be replaced by a cast aluminum griddle.



RCA ESTATE Model G-114 illustrates the leading element in the popular 30" range—the full-width oven. Wider range models have built-in Grid-all that converts to a fifth top burner.

New cooking units come to life . . .



COLONIAL THEME in Brooklyn's 2,000-home Seaview Village by Waxman Brothers is carried out by copper-tone Martha Washington built-ins and natural birch cabinets with antique copper hardware. "Dover Cape Cod" model costs \$16,490.



FRESH APPROACH to the built-in turns up in the kitchen of builder Johnny Johnson's \$26,500 ranch house near Houston. Ceramic tile is base of Western Holly range unit. Exhaust hood is jauntily papered. Past oven column is family room.



ALL OUT FOR GLAMOR is objective of this model Suburban range and oven, with exposed beams, brick and exhaust hood.

in colorful new combinations . . .

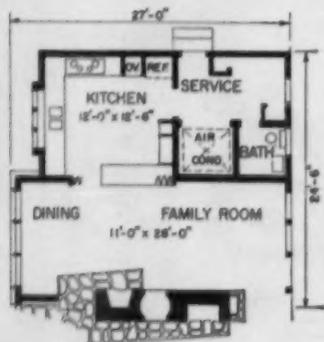
There's less premium on wall space in a kitchen with an oven built into a cabinet, a range built into an island or folding out of sight, and the exhaust fan boldly reaching down from the ceiling. Flexibility, warm colors, often with exposed or simulated brick, and open planning with snack counters joining the kitchen to the new-style family-dining room are the newest trends.

The photographs on these four pages give an idea of the kitchen's growing role in family life. Beneath the colorful exteriors is some keen engineering: the new "hypodermic" pilot which gives off 50-60 BTU of heat against the old 200; thermostatic top-of-range cooking which keeps the cooking vessel at constant temperature; robot controls which bring it to a boil, then change to simmer; clock controls with alarms, so even dad can cook.



NO MERE SNACK BAR for this Riverside, Calif., kitchen.

SMARTEST USES OF GAS YET



SHUTTERS open up or close off kitchen and dining-family room which shares stone hearth with living room. W. S. Hysom, builder of this Riverside house, included Western Holly units, as did Carter-Maurer for neighbor (p. 83).



THE BEAUTY OF BUILT-INS

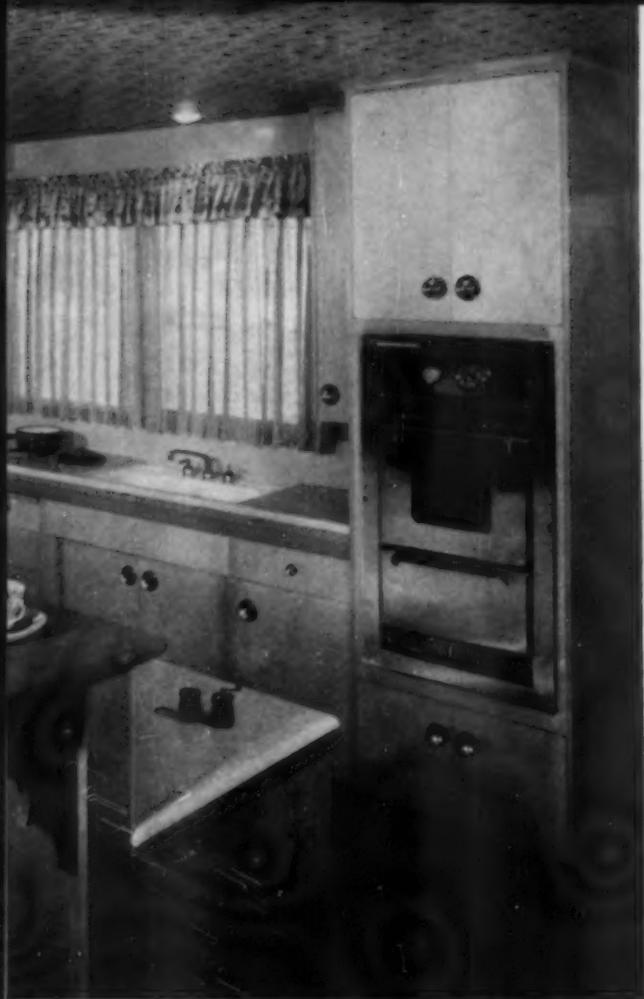
You put them



PENINSULA containing built-in Preway range makes efficient U shape in kitchen of \$45,000-class ranch house by Einig Brothers in Ladue, Missouri, near St. Louis. Cabinets are Republic's Sherwood finish. Oven has handy work surface.



WORK SURFACES, with generous formica splash-backs, will handle ambitious cooking ventures in Chambers units. Hal Jensen home in Covina Highlands, Calif., by builder-designer G. W. Paulin has brick and pine for rustic touch.



Photograph by Mel Jones, Southern California Gas Company



▲ **AN IDEAL LAKESIDE KITCHEN**, designed by Mutschler Co. of Indiana as a proper starring vehicle for the modern kitchen cabinet, sums up the new requirements of space, color, efficiency and easy availability to the rest of the house.

◀ **WARM TONES** of kitchen in Irvine Estates house by Marco in Newport Beach, Calif., are set off by Wedgewood oven, and are in pleasing contrast with memories of cold "hospital white" kitchens shunned in colorful modern design.

where you want them . . .



BLUEPRINT HOUSE (see p. 183) by Rodney Hansen hangs wooden cabinets over snack table and frames view of kitchen from dining area. Telephone extension on side pedestal makes the table a handy office for household business.



DOUBLE SET of Western Holly range units makes a formidable array of cooking apparatus in this high style kitchen of a colonial house in California. Oven in brick is a popular treatment to achieve warm informal background for eating.



Photos by Ulric Meisel

SMARTEST USES OF GAS YET / MODEL HOUSES

They wrap up the units in a good



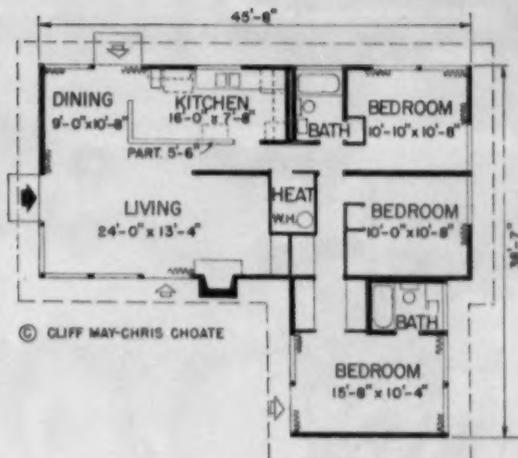
COMPANION MODEL reverses the plan of our cover house, has main entrance and living room at right. White

roof is stylistic and climatic feature, reflecting sun's rays. Shade helps, too, and will increase with passing years.



CLIFF MAY'S CALIFORNIA OUTDOOR style moves easily to Texas, where our cover house built by H. Leslie Hill is a sell-out. Redwood board fences, 5' high, enclose patio and screen the large glass area for privacy.

◀ **TERRACE**, 28' square, of tinted concrete is reached from main entrance (far left), living room (left center) and bedroom (right). Cliff May's Minneapolis and other customers also like these outdoor features.



PLAN shows four entrances, which contribute to flexible placement on lot. Heating unit at center connects by ducts in slab to perimeter diffusers. Gas is natural in Texas, the largest supplier. Sleeping quarters form separate wing.

looking package

Kitchen appointments illustrate the technique of making a \$14,950 house look like a million—or at least \$25,000. Take expensive luxury features and build them in, the way H. Leslie Hill did with the separate gas oven and range units, exhaust hood, monel sink and Philippine mahogany cabinets.

Elsewhere in Hill's Dallas development of 100 Cliff May-Chris Choate houses are remote control wiring, a radio intercom system, electronic heat controls for the gas furnace and fire detector, with optional add-on air cooling for \$900.

One of the most attractive selling and economy features is the flexibility of the basic plans. The franchise includes seven different models from 896 sq. ft. to 1675 sq. ft., plus a side-by-side duplex of 1427 sq. ft. The two versions of the 1346 sq. ft. model shown here and on our cover illustrate the turning or reversal of plan possible; the one above has the patio toward the street; at left the patio is at the rear. They are next-door neighbors and blend nicely.

Hill is one of nine franchised U. S. distributors, who operate in 500 communities, including the north.

KITCHEN presents \$25,000-class features: built-in Caloric oven and range, copper-toned exhaust hood to match, built-in dishwasher and desk (lower left), Partition, 5' 6" high, gives privacy without losing open effect.





OPENING DAY attendance at the Pittsburgh "Parade" was about 5,000; traffic was tied up on roads leading to the site of the 25 model homes, 14 of them all-gas.

LINE-UP OF EQUIPMENT in a "Parade" basement shows four of the six uses of gas listed on banner in each all-gas house. Servel unit (right) combines heating, cooling. ▶

SMARTEST USES OF GAS YET / MODEL HOUSES

What a home show crowd saw

Eager-beaver service to local builders is a live policy of leading utility companies today. At Pittsburgh's last National Home Week "Parade of Homes" that policy resulted in 14 all-gas models out of a total of 25.

What's more, a nine-man architects' and builders' division of the local gas company was on hand to demonstrate appliances, join in cooperative advertising, help make heating surveys, quote comparative prices, and plan layouts.

Close liaison with NAHB groups was reported by most utilities recently surveyed by the American Gas Association. Liberal extension of gas mains to accommodate new developments is part of a specific program to encourage use of the new pipelined natural gas. Equipment is often consigned to model homes and no charge made

for heating them in winter.

In some sections, appliances are sold direct by the manufacturer in developments of 25 houses or more, by the distributor for 24 or less, and by the dealer in single homes. Built-ins encourage inclusion of kitchen appliances in the original price, being eligible for FHA mortgage. Year-round conditioning is looked to by the gas

industry as a way of evening out seasonal load by increasing summer demand.

The Pittsburgh Parade of Homes offered a varied showcase of architectural styles and building materials, from traditional brick to modern plywood and artificial stone veneers—all attracting interest and showing the vitality of the builders participating.

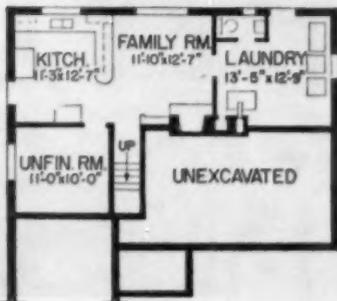
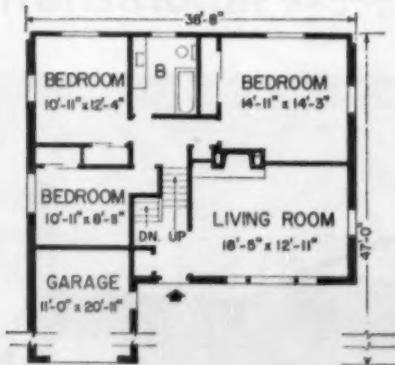


FRESH COLONIAL style of Mac & Mac split level entry was popular with conservative Pittsburghers. ▶



in all gas houses . . .

Pittsburgh house 1: traditional



Bringing colonial up-to-date is managed gracefully in the Mac & Mac Construction Company's model by a combination of exterior details, such as ornamental iron posts and a picture window in "front room," and the

most advanced of appliances.

The price was \$25,000 completely equipped, including air conditioning; without extras, \$21,000. Family room integrated with kitchen leaves upper floors for sleeping and formal entertainment.



ULTRA-MODERN and traditional merge in antique copper finish of built-in Chambers range and stack-on oven and matching door of Servel Ice-maker. Plan (left) shows kitchen-family room and laundry layout on lower floor.

SMARTEST USES OF GAS YET / MODEL HOUSES

Pittsburgh house 2:

An inviting challenge to those in a convince-me mood, this sumptuous modern split level, sited practically in lead-off position (see picture, p. 88), registered high in visitor interest.

One of the few in the Parade to place the kitchen at the front, the design by J. Kenneth Myers for the Fox Construction Co. makes good use of the high awning window for privacy and light. Three are placed at each corner of the kitchen-dining room and a battery of nine shows off the rear-facing, off-rectangular living room.

A heating plan plotting BTU requirement for each room and placement and CFM output of the high wall registers permitted exact rating of the Serval year-round unit. Laundry, garage, recreation, utility, and maid's rooms occupy the lower floor. Price was \$30,000.

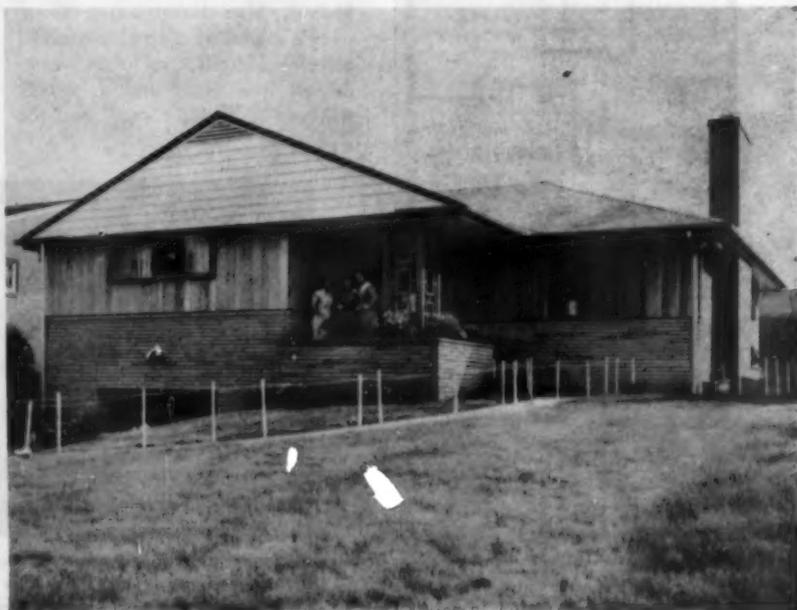


Pittsburgh house 3:

A more orthodox interior layout is found in the popular model by Admiral Homes Inc. of West Newton, Pa. With all living space on one floor, the horizontal effect is emphasized by the long front gable and the narrow Indiana limestone veneer blocks.

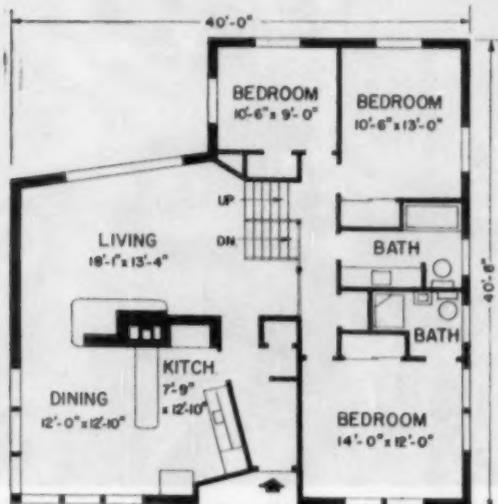
Built by Admiral or sold to contractors or dealers in various versions, the house has a price range of \$13,500 for shell and trim, with beveled siding all around, without lot or equipment, to about \$21,500 as shown, fully equipped, with integral garage and playroom in the full cellar, without lot.

Sixty-five of the houses were sold by July. Dealers buy plans, cut lumber and prefabricated panels, and arrange equipment with purchasers. Gas got a big boost from Parade demonstrations by gas companies' hostesses.



contemporary . . .

◀ **OFFSET ANGLES** of roof make interesting facade with brick, vertically textured plywood, and horizontal awning windows, which mark the three levels.



BREAKFAST BAR, connecting with carpeted dining area, is within easy reach of gas refrigerator, Caloric oven with adjacent work space, and range, at left of foyer entry (left).

◀ **PLAN** of main floor carries out facade's use of interesting angles. Sink-oven peninsula thrusts from angled entry wall; broadening foyer leads to kitchen (left) and living room.

transitional . . .

◀ **VARIED SIDING** drew favorable attention. Limestone veneer, vertical redwood and wood bevel, with brick elsewhere, formed one of several siding options.



KITCHEN, integrated with dining room, has plenty of working space. Formica surfaces and marlite wall panel over gas range insure easy cleaning. Note ample clearance over refrigerator.

◀ **PLAN** shows flexible traffic pattern and set-off living room. Half-walls, 36", are surmounted by vertical redwood louvre at entry, by green-tinted corrugated fiberglass at dining room.



FAMILY ROOM, commanding feature of Oak Mouser's New Frontier, is relaxed with cedar walls and cork floor, and

usurps, by common consent, the major role of the smaller living room. High fireplace encourages inside barbecues.

SMARTEST USES OF GAS YET / MODEL HOUSES

California ranch makes a glamorous



CALIFORNIA RANCH—with a difference—is the style. This version has house, breezeway and garage in line. Exterior is redwood and used brick, with shake roof and diamond panes for old rustic effect with the modern sweep.



THIRD FIREPLACE serves covered patio for outdoor cooking. Patio is reached by door from living room and sliding glass panels from family room. Here breezeway goes off at right angle from rear of the model house.



NEW FREEDOM GAS KITCHEN, seen from family room, repeats its knotty cedar in numerous cabinets. O'Keefe

& Merritt built-in oven and range are finished in antique copper, as is the gas refrigerator. Window overlooks entry.

showcase . . .

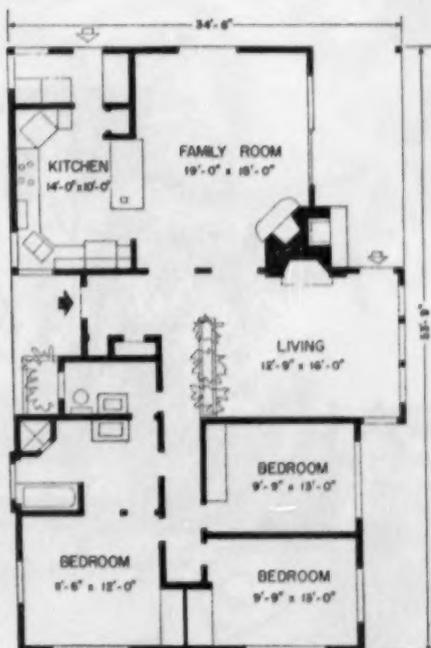
Transplanting the most modern of materials and equipment in the rich soil of the California past is handsomely achieved by Oak Mouser, Glendale builder.

Local stone, old brick, cedar and exposed beams carry out the antique theme, especially in the distinctive family room, while interior planters, sliding glass doors to a shaded patio, and a full array of gas appliances satisfy the most urgent demands for modernity.

The 1604 sq. ft. house sells for \$15,950 on owner's level lot, garage and breezeway included. Floors are finished in plywood over the joists, ready for carpeting.

The kitchen is a joy to behold and work in, with a sufficiency of cabinets and work surface to warm the heart of the most demanding homemaker. A separate pantry is handy to the counter for easy service. And the laundry room with Hamilton washer and gas dryer adjoins the kitchen and gives access to the breezeway. Gas fires a Toridaire furnace and General water heater.

Even the formal living room, finished in French provincial, has relieving touches of heavy Santa Maria stone facing on the fireplace and a rustic wood mantel.



© applied for

PLAN is dominated by large family room and massive stack for three fireplaces. Sleeping quarters are set apart. Optionally placed garage and breezeway are not shown.

Selling the "All Gas" package



... inside

THE BLUE FLAME HOME, New Jersey's model of merchandising for gas appliances, carefully labeled every unit, upstairs and down, from the Roper

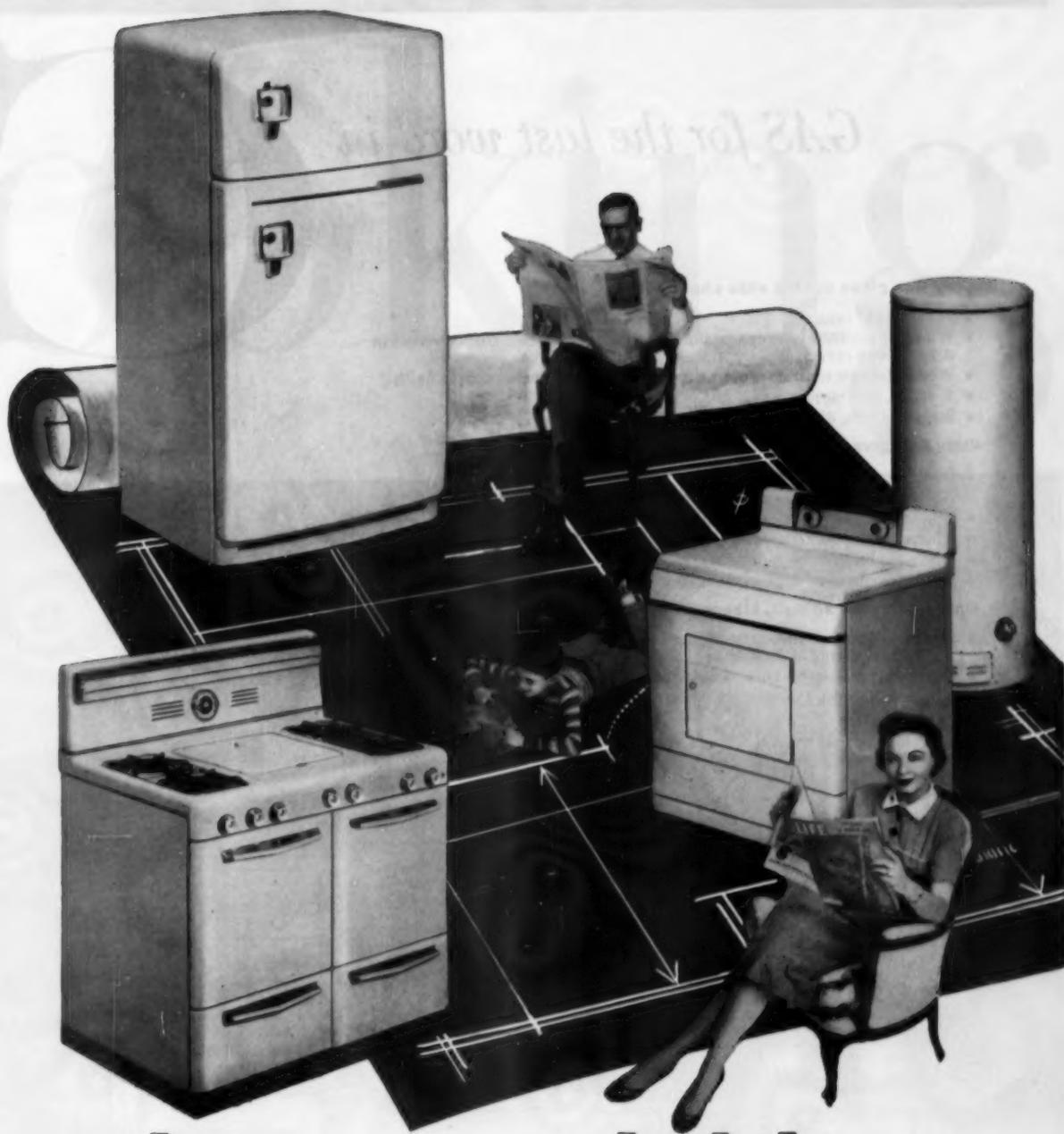
oven and range built-ins to the Servel refrigerator and conditioner, Caloric incinerator, Hamilton dryer and Rheem water heater.



... and out

LABEL FOR THE HOUSE ITSELF is famous gas Blue Flame on lawn sign. Chatham Township, N. J., model by architect William Chirgotis, built by Alexander

Caplan, is a seven-room split level, \$36,900 on half acre plot. Public Service of N. J. joined in 16-page newspaper supplement ad.



what's available in



Gas

*more comfort,
more leisure
for millions
of Americans...*

GAS for the last word in



Only Gas gives such a wide choice of ranges

- 18½" to 58" ranges
- White ranges, colored ranges, stainless steel ranges, chrome-topped ranges or copper-finish ranges
- Wonderful new separate range units in white, colors, steel or copper finish
- 3, 4, 5, 6, or 8 burners
- Staggered tops, divided tops, right or left-hand clusters

Only Gas gives such a wide choice of features

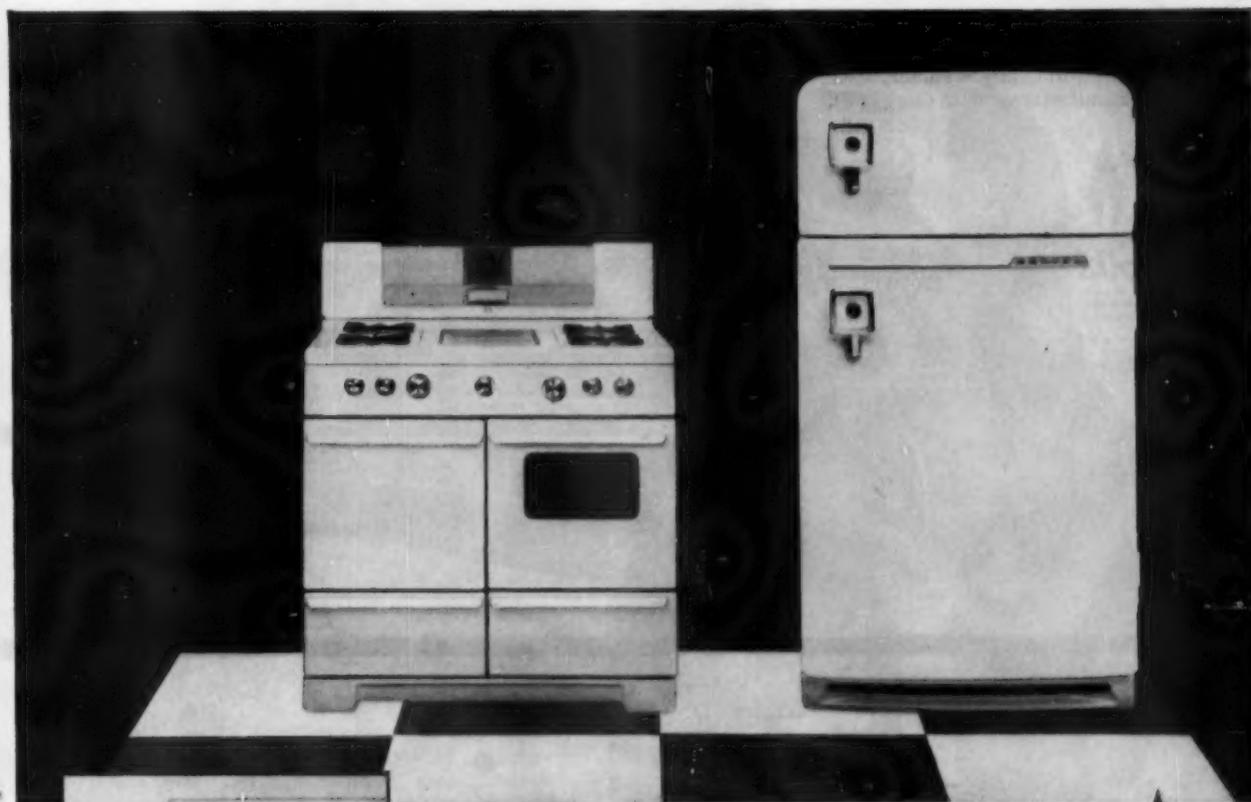
- Built-in griddles, deep well cookers, even built-in dishwashers
- Automatic clocks for ovens, automatic timers, automatic lighting throughout
- New automatic time and temperature controls for top burners
- Simmer center burners, safety push-in burner controls, back splash burner controls
- Swing-out broilers, built-in rotisseries, barbecue-oven broilers, separate high-broilers
- Double ovens, oven door windows, one-piece oven liners

Only Gas cooks so well, cleans so well, costs so little

- Smokeless broiling. Instant on-off heat. Fastest and most flexible heat. The evenest baking in the world.
- Completely removable burners (with lifetime guarantee) for easy cleaning.
- Lowest initial cost. Lowest installation cost. Lowest operating cost.



ooking



GAS for the most startling new feature in
refrigeration



This remarkable ice-maker, a feature on the Servel automatic Gas refrigerator, starts itself, stops itself, puts non-stick ice-cubes into a basket without ever being touched. Just as it sets Gas refrigerators apart, so does it put the homes that feature it in a class by themselves. What's more, the Gas refrigerator unit is completely silent, has no moving parts to wear, offers the longest warranty in the business: a full 10 years. Be sure to look at the strikingly beautiful new model with separate freezer compartment.

Gas automatic dryers have virtually no warm-up period. (Other dryers take as long as 18 minutes to warm up.)

Gas dryers are from 2 to 6 times as economical per load.

Gas dryers are preferred by professional laundrettes 30 to 1.

Gas dryers offer safe drying heat as low as 140 degrees.

Makers of Gas dryers offer such features as these: built-in "sun" lamps; heat regulator controls; switches that turn off either the tumbling or the heat; bells that signal the end of the cycle; automatic turn-off when door is opened; drop-down or side opening doors.

Both separate and combination washer-dryer models are available with Gas.

Most of the world's largest laundry appliance manufacturers make Gas dryers.



*GAS for
the fastest,
thriftiest*

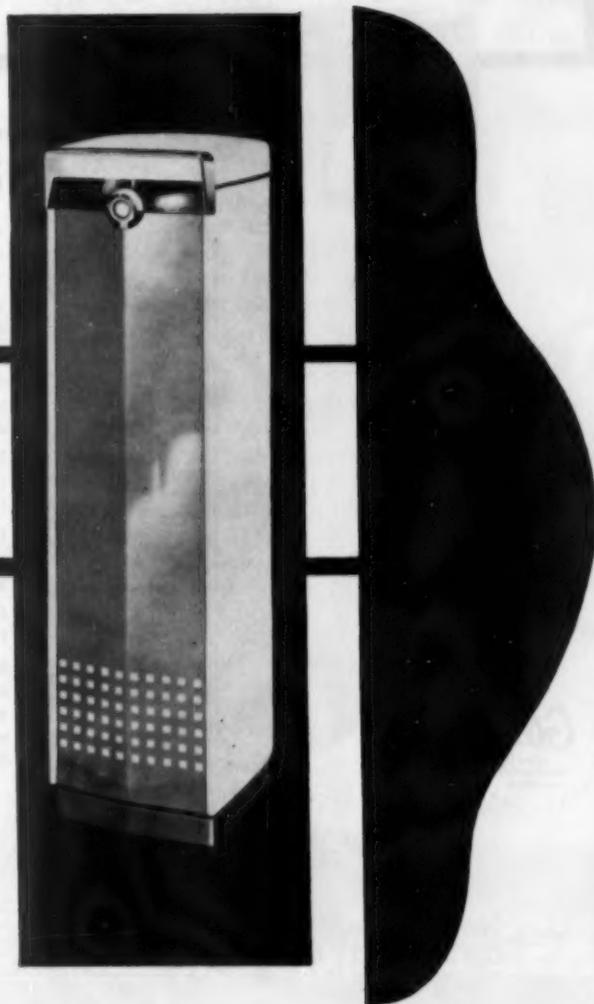
drying

*GAS for the speediest recovery...
the biggest savings in*

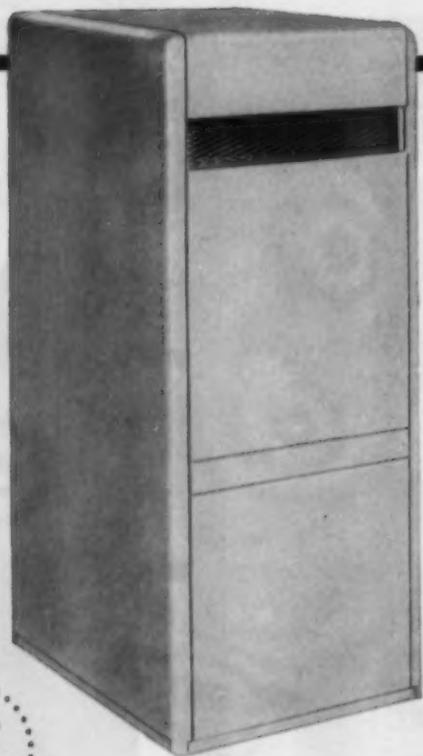
water-heating

- National sales records show an overwhelming preference for automatic Gas water-heaters over any other heater run by an all-automatic fuel. Gas does a better job – actually replaces hot water 3 times faster.
- An automatic clothes washer definitely needs the speedy recovery of the Gas heater.

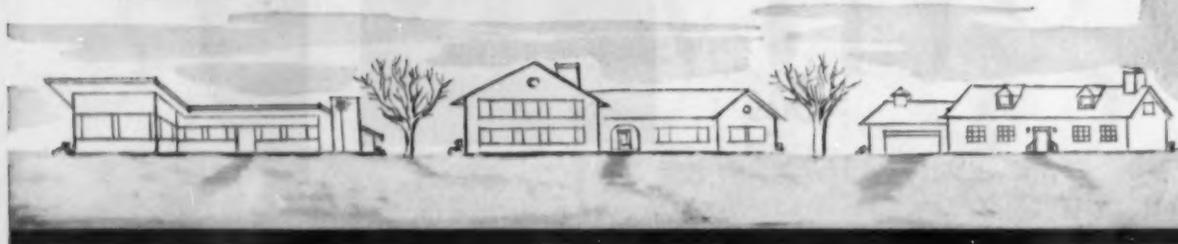
- More than 75 manufacturers make Gas water-heaters. You can find every type of construction, every sort of tank lining, every product advantage you can think of – in Gas.
- Yet automatic Gas water-heaters cost less to buy, use and install.

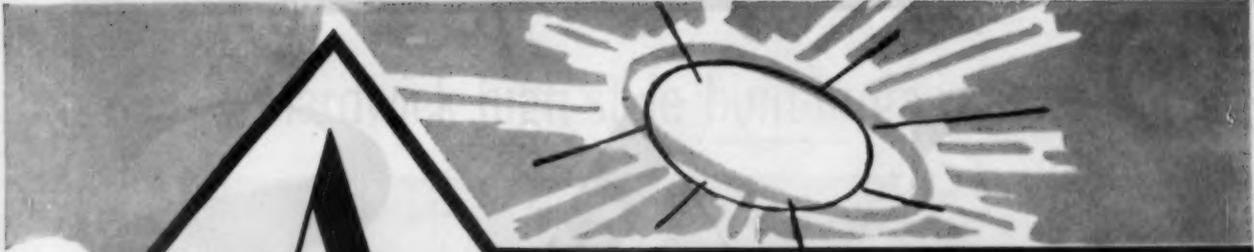


Heat *your homes with clean, convenient, dependable GAS*



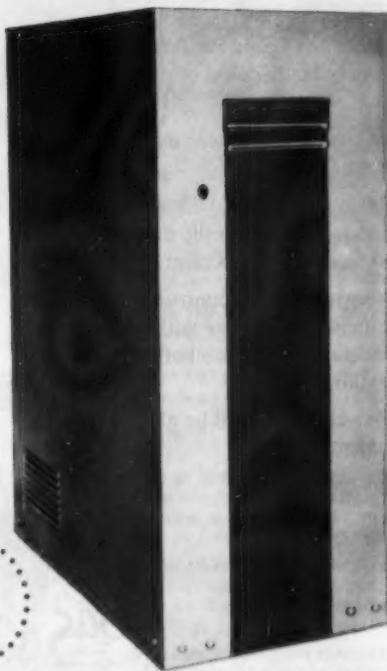
- Gas heat makes for a clean house and a clean community. Fuel is piped directly to burner where it is consumed without smoke, odor or residue. There are no ash cans, no fuel bins or storage tanks, no soot—no future worries about delivery or service cut-offs in storms.
- There's less to get out of order with a Gas furnace—less chance of high service and replacement charges. Gas heat itself, moreover, is the most efficient heat.
- Gas saves in cubage and construction costs . . . makes more space available for other uses, adds "another room" to the house.
- Because Gas burns without noise, odor or residue, it is far more adaptable than other fuels for installation in closets, utility rooms, kitchens.
- Gas can be used for warm air heating, steam heating, hot water heating and all-year air-conditioning.
- Gas offers a wide choice of floor furnaces, wall furnaces, and space heaters and conversion burners.
- More than a million *new* Gas heating installations are made yearly. When Gas has so many advantages, and offers so many "extras" . . . it's no wonder more and more people are joining the swing to Gas!





Air-condition

*your homes all year 'round with
one quiet, trouble-free GAS unit*



- Heats by Gas in the winter. Cools by Gas in the summer. Simple flick of a switch changes the operation.
- Cooling operation automatically cleans, refrigerates, dehumidifies and circulates the air quietly.
- The heating-cooling unit has no moving parts to vibrate or wear. In fact it carries a 5-year warranty.
- Gas was chosen for the nation's largest air-conditioned housing project.
- 16 out of 25 homes in the Pittsburgh Parade of Homes during National Home Week air-conditioned by Gas.
- All-year Gas air-conditioning is the great new plus in home sales!

SERVEL Gas air-conditioning and heating unit. Two-ton size shown is 27½" wide, 46" long, 72¾" high. Fits into a room small as 35" x 52".



GAS

burns up the garbage and the trash



- Disposes of everything from vacuum cleaner sweepings to ham bones to work bench litter.
- Costs no more than a sink disposer, yet does twice the work.
- Leaves a fine ash (good for fertilizer) that need only be disposed of once or twice a month.
- Operating cost in most areas averages only a few cents a day.
- Brand choice is excellent with more than a dozen manufacturers in the field. Basically, incinerators are of two efficient types:

(1) Those with a clock control that sets off a high, hot flame. (2) Those with a steady pilot flame. Models available for both inside and outside installations.

Your local Gas company will be glad to help you with any problem.



Only **Gas**  does so much, so well

GAS — the modern fuel for automatic cooking...refrigeration...water-heating...house-heating...air-conditioning...clothes-drying...incineration

NEW!

Hardwick high-style built-in gas range units



AT POPULAR PRICES!

EASIEST INSTALLATION

BEST STYLING

FINEST COOKING PERFORMANCE

... OF ANY BUILT-IN RANGES!

NOW, at prices any prospect can afford, you can add the enormous sales appeal of built-in gas ranges to your homes — offer glamorous - looking, feature - studied Hardwick ovens and counter-top units.

Designed for easy, quick installation, engineered to

stay cool, built to maintain the Hardwick reputation as the world's finest-performing range, these built-in units will help you sell and help you keep 'em sold.

See Hardwick Built-in Ranges, finished in Stainless, Coppertone or White Porcelain, today!

WHY HARDWICK IS YOUR BEST BUY

★ **INSTALLS IN A JIFFY**—All gas and electric connections in front. Wall installation screws in front. Self-aligning-installation screws clamp the range tight against wall; no fumes can escape to discolor wall.

★ **NO HEAT BLAST IN FACE**—"Cold Air Pump" cools vented air scientifically by blending with room air. Louvers direct air discharge up, away from face.

★ **HEAVY INSULATION BLANKET**—Insulation plus cold-air bath keeps oven walls and surrounding construction cool.

★ **AUTOMATIC LIGHTING**

★ **CLOCK-CONTROL (Optional)**—Oven goes on, cooks, goes off, all automatically controlled when you pre-set clock.

★ **STRIKING APPEARANCE** Styled by America's top range designer.

★ **OVEN WINDOW AND LIGHT (Optional)**

★ **ROLL-OUT BROILER**—Hinged door for easy accessibility. Smokeless broiler tray.

★ **HIGH-STYLE BURNER UNITS FIT FLUSH WITH COUNTER TOP**—Automatic-lighting top burner units can be arranged to provide 2, 4, or 6 burners. Easy-installing drop-in units fit flush with counter top and are wedged in with special flat T-moulding.



APPROVED BY A. G. A. FOR NATURAL, MANUFACTURED OR LP GASES

HARDWICK STOVE COMPANY
CLEVELAND, TENNESSEE

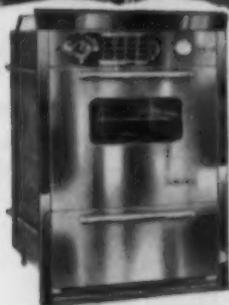


Producers of These World-Famous Ranges . . . HARDWICK 36" RANGE . . . 30" RANGE . . . 20" RANGE



Wallchef and Counterchef

Gas Range Units...
the Built-Ins that do
the most for YOU



Model 55784 Wallchef

You'll find a wide, and growing, agreement among builders these days on gas built-ins. They're concentrating on PREWAY Wallchef and Counterchef — the Built-In units that take the big spotlight in the SHOW-HOUSE four-color spread in the SATURDAY EVENING POST — "The House Built Around the Kitchen."

It takes a lot of doing to earn this brand of recognition . . . but you can get the gist of it from one simple statement — PREWAY has the world's most beautiful — and economical — gas built-ins. They do the

most for you with home buyers — excite them with style, impress them with automatic performance, and win them with price. Give home builders or remodelers the modern kitchen they want at a far lower cost than what they'd expect to pay for a comparable free-standing range. Even more, Wallchef and Counterchef units are available in an array of colors and finishes that meet the mood of any kitchen.

The happy facts are yours for the asking. Call or write for them, and for the name of the PREWAY distributor in your area who can readily demonstrate why Wallchef and Counterchef Built-Ins do the most for YOU.



Model 55789 Counterchef



Acceptable to:
F.H.A. — V.A.



Inc. 8955 Second St., N., Wisconsin Rapids, Wis.

Manufacturers of quality cooking and heating appliances since 1917

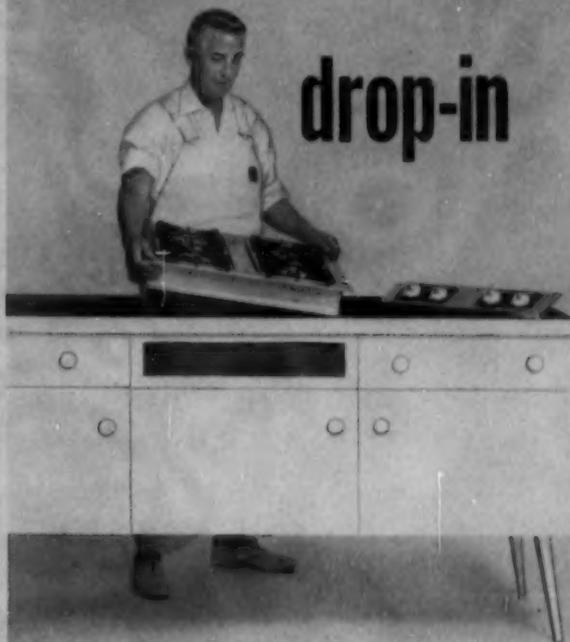
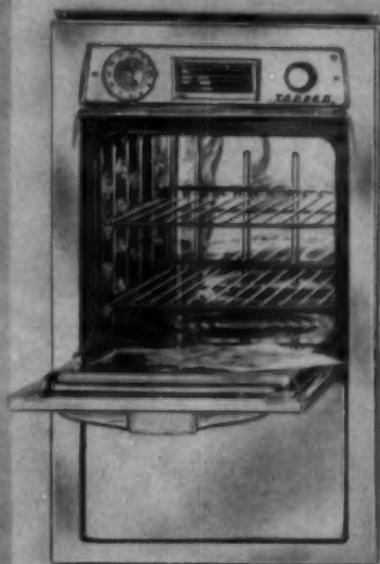
Patents Pending



Model 55786 Counterchef



As Seen In



TAPPAN built-ins fit standard 24" cabinets... cut costs!

Now—as easily and as fast as you can complete a standard kitchen—you can put modern, beautiful, sales-building Tappan Built-in Ranges in your homes. New Tappan gas Built-In ovens and surface units drop into standard 24" cabinets. Surface units take only two cut-outs instead of the usual four. Both units can be installed in minutes. You reduce labor costs, you simplify specifications. A Tappan in the kitchen helps you sell the house. It's the quality cooking name that women trust.

No other built-in offers so many wanted features

- Superb cooking performance exclusive with Tappan
- Convenient Visualite oven window
- Best-baking chrome-lined oven
- Lift-Off oven door for easy cleaning
- Automatic clock controls
- One-hour timer and signal
- Separate roll-out broiler drawer

Choose Tappan gas built-ins in range of models to fit any price, any type home

Special deal for builders!
Call, wire or
mail this coupon today!



Department ABB-06
 The Tappan Stove Company, Mansfield, Ohio
 Please send me full facts and price information on the new TAPPAN Built-in Gas Ranges.

NAME _____ TITLE _____
 FIRM _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

I build homes

I remodel kitchens



Handy griddle for extra cooking convenience.



Lift out the griddle—presto, an extra burner!



Griddle cover provides extra work surface.

This NEW built-in moves homes faster than ever!

Here's the "sizzle" that's helping builders everywhere sell *their* homes faster than ever before. It's the newest model Suburban built-in range with the famous Handi-Cook top and the new Duo-Cook griddle. Lift out the griddle—and presto, an extra burner at no extra cost! Beautiful, *streamlined* Suburban units come in stainless steel, exclusive lifetime porcelain "Copper-Tan" and six decorator colors. Get the full facts on this new competitively priced "wife-saver" range today.

BEST DEAL FOR BUILDERS!

- FIRST** with "Duo-Cook" griddle!
- FIRST** with eye appeal and "wife-saver" features!
- FIRST** with flush mounted water tight frames!
- FIRST** with consumer acceptance—powerful ads directing prospects to Suburban-equipped homes!

Fully A.G.A. approved
under C.P. requirements



suburban America's Finest Built-In Range

SAMUEL STAMPING & ENAMELING CO., DEPT. AB9, Chattanooga, Tenn.
At no obligation to me, please send complete information checked below:



SUBURBAN GAS TOPS



SUBURBAN GAS OVENS



SAMCO GAS RANGES



SAMCO GAS HEATERS



SAMCO GAS FLOOR FURNACES

Name _____

Address _____

City _____ State _____



for gas built-ins, dryers, disposers,
Caloric **is the brand**
that customers know, envy, and buy!

Caloric Built-ins—All over the country Caloric built-ins are selling like popcorn at a county fair. Housewives (menfolk, too) love the modern Caloric styling, the choice of colors and finishes, the famous easy-to-clean features, the Observador oven windows, removable handles, fully automatic clock control.

Folks who know cooking go for the eye-level controls that eliminate stooping and bending, the closed-door broiling that means no smudge or dirt, the extra speed and extra convenience that only gas can give.

Dollar for dollar, here's the greatest buy in built-ins . . . the styling that catches customers . . . plus the quality and basic value that are built into all Caloric appliances.

Display Caloric built-ins, advertise them, sell them. They move fast. They bring you easier sales, greater dollar volume, bigger profits. East, West, North and South, wherever better kitchens are planned, the call's for Caloric.

Caloric Ranges—Brilliantly styled by Peter Müller-Munk Associates, they boast angled control panels, recessed control knobs and choice of backguard colors. Available with in-a-line timer with bell together with automatic oven timer, oven indicator light, easy-reading large-face clock.

Caloric Dryers—The original LO-HEET . . . HI-BREEZE automatic gas dryer. Provides safer, faster and far more economical drying. Waist-high lint trap with exclusive Sifto-Bag®. One-knob control. Sturdy life-long construction. Porcelain enamel work surface.

Caloric Disposers—Fully automatic gas disposer that ends the need of garbage cans and outdoor trash units. It gets rid of garbage, trash, everything except metal or glass. With the convenient Calor-A-Tred foot pedal it's easy to load, even with both hands full. Calor-A-Set dehydration control with three settings for normal, wet, or dry refuse.

ADVERTISED IN

GOOD HOUSEKEEPING

BETTER HOMES & GARDENS

SMALL HOMES GUIDE

HOME MODERNIZING

HOME



Install them, advertise them, sell them.

Caloric Appliance Corporation
 Dept. AB
 Topton, Pennsylvania

Please send me more information on Caloric built-ins, dryers, and disposers.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



*Close the sale
... in the kitchen!*

New Universal Built-in Gas Range

Easier to install! Easier to service! Easier to sell!

You put dramatic new sales appeal where *she* can't resist when you make the kitchen truly modern with this new Universal Built-In Gas Range.

Custom built to Universal's famous standards of precision and performance, these brilliantly-styled oven and surface units give her *every* modern cooking feature right where she wants it. And she can choose from sparkling white, brilliant yellow, brush chrome or shimmering copper.

From *your* standpoint, too, Universal Built-Ins offer many practical advantages. Surface units are easier to install because leveling problems are quickly solved by concealed adjustment screws. Complete oven-broiler units fit flush without extrusions. And servicing is simplified by removable surface plates and burners.

Ask your Universal representative for full details of this new home-selling feature, or write direct today.

another **fully automatic**

Universal



Gas Range by

Cribben & Sexton Co., 700 North Sacramento Boulevard • Chicago 12, Ill.



Standard 24-inch cabinet or counter top is ideal for surface units. Each is equipped with two full-size burners, convenient front controls. Entire unit fits flush without gaskets. Levels by handy adjustment screws.



Oven-broiler unit is complete, compact, fully automatic. Big 17-inch precision oven and radiant broiler are Fiberglass insulated, fully ventilated. Installation conceals all screws behind seamless stainless steel strip.

WORLD FAMOUS

Chambers[®]
BUILT-INS



Now in both
GAS
and
ELECTRIC
Models

In plated Antique Copper or Stainless Steel, Chambers built-ins are handsomely finished on all exposed surfaces—for lasting beauty and inexpensive installation.



HUGE FAMILY-SIZE OVEN

Cooks complete 3-hour meal on 30 minutes of gas, finishing on retained heat. Features new controlled-temperature oven grilling. The only oven finished on all exposed surfaces—in Antique Copper or Stainless Steel.



4-BURNER IN-A-TOP BROILER AND GRIDDLE

Exclusive! The only live-flame broiler and griddle that sits in a counter. Broils steaks without turning. No hot racks to touch. Panels: Antique Copper or Stainless Steel.



4-BURNER ON-A-TOP—27"

Big capacity in a small space. Four giant, easy-to-clean burners in only 27" of counter space. Full width removable crumb tray. Panels: Antique Copper or Stainless Steel.



4-BURNER LIFTTOP—24"

Easiest range in the world to clean! Four big burners in only 24" counter space, exclusive LIFTTOP lifts up in a second for easy cleaning. Mounts on same size base cabinet as Chambers oven. Panels: Stainless Steel or Copperlux.



DROP-IN COOKING TOP

Easily installs in a counter. Perfect for island, wall, peninsula, rampus room, or breakfast bar. Drops into countertop of 36" or 42" base cabinet. Exclusive daisy-type Chambers burners. Guaranteed 25 years. Top: Satin Chrome Finish.

It costs no more to install the finest!

● Smart builders all over America are learning that Chambers built-ins in the kitchen automatically enhance the prestige of the house—for Chambers has been noted for gourmet cooking performance since 1910.

High Styling and breath-taking beauty combine with Chambers rugged construction to assure long, dependable service. You have a wide choice of four different range tops to team with Chambers famous oven that does a full meal with just a few minutes of fuel-on cooking . . . Chambers retained-heat cooking means cooler kitchens!

There's a stocking Chambers distributor near you, ready to serve you promptly. He will gladly show you how you can use Chambers quality built-ins at an installed cost as low as ordinary built-in ranges!

Mail Coupon TODAY

CHAMBERS
2464 North Meridian Street
Indianapolis, Indiana

Send specifications on all Chambers built-ins

Have distributor call with prices for

Model Home Tract Housing

NAME _____

ADDRESS _____

CITY _____ STATE _____

Builder Contractor Dealer Realtor

New gas-using products



Heating, cooling units packaged for easy installation

This packaged C-E home heating and home cooling unit is designed to be as fool-proof as possible, to be simple to install and to provide comfort throughout the year, its manufacturers say. The over-all dimensions of the complete packaged unit are 24 inches wide, 25 inches deep and 67 inches high—permitting installation in a small area. The heating unit is furnished

completely assembled with burners, circulating pump, controls, relays and all operating parts in place. The C-E gas-fired boiler is designed to be used with a chilling unit for year-round heating and cooling. The chiller unit, shipped in a separate package from the boiler, exactly matches the dimensions of and is designed to be mounted on top of the heating unit. It may also be placed beside the heating unit. Combustion Engineering, Inc., Dept. AB, Home Equipment Div., Chattanooga, Tenn.

Circle No. 901 on Readers' Reply Card, p. 266



Designed for attic, closet, or under-floor installation

The J-Z forced air attic-type gas heater is available in two models: AF-80 Heater, 80,000 Btu input and the AFS-110 Heater, 110,000 Btu input. De-

signed for attic, closet or under-floor or suspension installation, it has safety controls that are AGA tested and approved. The unit's heat exchanger is of one-piece welded gas-tight construction. John Zink Burner Co., Dept. AB, Tulsa, Oklahoma.

Circle No. 902 on Readers' Reply Card, p. 266

Gas vent pipe has double walls

RV Metalbestos is a new, double-wall insulated gas vent pipe that will withstand severe abuse without damage, is lightweight, has a Rota-Lock Coupler permitting quicker assembly requiring no tools, screws, no cement or mastic. The built-in insulating air space keeps inner pipe hot, outer one cool. William Wallace Co., Dept. AB, Belmont, Calif.

Circle No. 903 on Readers' Reply Card, p. 266

Gas incinerator dehydrates refuse

The Waste King Incinerator disposes of all burnable refuse and rubbish by a dehydration process that eliminates smoke and noxious odors and prevents open fire burning, turns refuse, bones, paper into a powdery ash. It occupies less than three square feet yet can dispose of two bushels of refuse in one loading. Given Mfg. Co., Attn. A. L. Haggard, Dept. AB, 3301 Fruitland Ave., Los Angeles 58, Calif.

Circle No. 904 on Readers' Reply Card, p. 266

Western-Holly
THE LEADER

(and looks it!)

BUILT-IN BEAUTY TO LAST A HOUSETIME

Pictured above, Western-Holly "Built-In" GAS cooking equipment and the NEW Western-Holly "Built-In" GAS Servel refrigerator.

COLOR-COORDINATED... choice of pastel pink, yellow, green, blue, desert sand, Nu-tone bronze and stainless steel.

WESTERN-HOLLY, Culver City, Calif.

SEND FOR COMPLETE SPECIFICATIONS
WESTERN-HOLLY APPLIANCE COMPANY
8536 Hays St., Culver City, Calif.—Dept. A-B

NAME _____

STREET _____

CITY _____ STATE _____

Gas-using products



Incinerator is automatic

The new automatic gas-fired Superflame home incinerator is a low-cost compact unit requiring a simple gas line and flue connection for proper installation. It completely dissipates a 35-pound load with 70 per cent moisture in 20 hours and it features the Pres-Toe pedal action that leaves both hands free for loading, stands 36 inches high, 18 wide with a casing depth of 24 inches. Queen Stove Works, Inc., Dept. AB, Superflame Div., Albert Lea, Minn.

Circle No. 905 on Readers' Reply Card, p. 266

Hot, cold water with this control

The Unitrol 400, a gold and silver thermostatic control for gas water heaters is a heater control, combining snap-action thermostat, a thermomagnetic automatic pilot and a large capacity gas cock. The Unitrol 400 fits snugly against the water heater shell, can be easily removed for servicing. Robertshaw-Fulton Controls Co., Dept. AB, Grayson Controls Div., Long Beach, Calif.

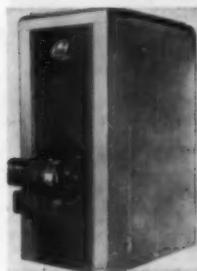
Circle No. 906 on Readers' Reply Card, p. 266



Low-cost gas furnace is designed for mass housing market

The smallest of the Sun Fuel-Master furnace line is this new Model OH-7065 described by its manufacturer as ideal for winter air conditioning small homes with basements. Only 22 inches wide, 36 inches long and 52 inches high, it is compact and is said to be exceptionally economical in operating costs making it the manufacturer's solution to the low-cost mass housing market. J. V. Patton Co., Dept. AB, Sycamore, Ill.

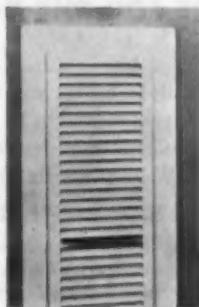
Circle No. 907 on Readers' Reply Card, p. 266



Wall furnace, space heater or central heating unit

The new furnace, Model R70, fits into a wall opening or closet, warms floors by sending warm air out the bottom of the unit. The 55,000 Btu heat output is powerful enough to heat four or five rooms. If after the R70 is installed, a central heating system is desired, low-cost ducts can be installed leading to every room. International Oil Burner Co., Dept. AB, 3800 Park Ave., St. Louis 10.

Circle No. 908 on Readers' Reply Card, p. 266



Horizontal furnace has ceramic-coated heat exchanger

A new space-saving, gas-fired horizontal winter air conditioner ranging in sizes from 60,000 to 140,000 Btu input has a ceramic-coated heat exchanger to resist rust and corrosion, employing the Permaglas ceramics-on-steel principle. A. O. Smith Permaglas Corp., Dept. AB, Heating & Air Conditioning, Kankakee, Ill.

Circle No. 909 on Readers' Reply Card, p. 266

FOR MORE GAS-USING PRODUCTS, SEE P. 138

SEPTEMBER 1955

increase customer appeal ...boost profit potential

FEATURE

ROPER



ROPER "arRANGEable" BUILT-IN GAS COOKING UNITS

Your homes will move faster and at your price with ROPER "arRANGEable" Built-In Gas Cooking Units. Oven-Broiler unit positions in the wall at desired height . . . provides big "Bake-Master" oven and comfort-level closed-door "smokeless" broiling. Top Burner Units (as many as desired) build into counter tops. Here's famous ROPER quality plus maximum customer convenience.

ROPER Space-Master GAS RANGES



For extra cooking capacity in limited space, nothing can match the ROPER 30" Space-Master. It offers a huge oven . . . comfort-level broiler . . . Super Alltrol "Center-Simmer" top burners . . . and many other fine features.

Roper Makes a Complete Line of Gas Ranges in 22 to 60" Sizes

MAIL THIS COUPON

Send complete information about ROPER Gas Ranges and "Dry-Aire" Automatic Gas Clothes Dryers.

Company Name.....

Individual's Name.....

Street Address.....

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

AB 955

GEO. D. ROPER CORPORATION, Rockford, Ill.





Welbilt-In

Gives builders **MORE FOR THE DOLLAR** *by far*

Much more in glamor, design, features too! Welbilt-In brings you the 'new look' that helps close sales quickly. It's the stand-out luxury built-in range designed to fit quickly and economically into all standard kitchen cabinets. *Nobody knows builders' requirements better than Welbilt.* From Maine to California, with big and small builders, Welbilt outsells all other ranges.

WELBIT-IN—YOUR CHOICE OF GAS OR ELECTRIC WITH IDENTICAL DIMENSIONS

*Approved by
American Gas
Association
for use with
Natural,
Manufactured,
LP Gas*

Wall oven-broiler—Easily placed at the height most convenient for no-stoop, easy reach broiling and baking. • Luxurious exterior finish in satin chrome or new "coppertone" porcelain enamel to match every custom kitchen decor. • Klear-View Oven Window and Light, electric clock, 4-hour minute minder.

Dimensions: Gas and Electric Oven-Broiler
Height 37½" • Width 20½" • Depth 23¼"

Counter cooking unit—Choice of 2 burner units or space saving cluster of 4. • Luxurious satin chrome finish to complement every counter top and cabinet. • Easy to clean. Removable drip pans . . . designed to catch spill-overs.

Dimensions: Gas and Electric Top Cooking Unit
2 burner unit cutout 18½" x 12¼"

AMERICA'S LARGEST RANGE SUPPLIER TO THE BUILDING INDUSTRY

Write For Full Details: Welbilt-In Division MB, Welbilt Corporation, Maspeth 78, N.Y. Builder's Models start at \$132.50 complete.

Welbilt CORPORATION

Manufacturers of Welbilt Gas Ranges, Electric Ranges, Air Conditioners; Detroit-Jewel Gas Ranges, Electric Ranges, Gas Incinerators; A-B Gas Ranges, Electric Ranges, Gas Incinerators Garland Commercial Cooking Equipment.

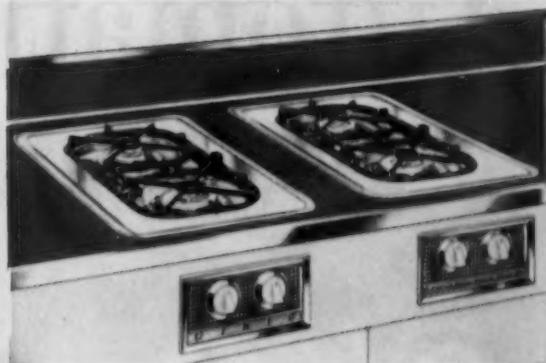
EXECUTIVE OFFICES AND EASTERN MFG. DIV., MASPETH, L.I., N.Y.; MIDWEST MFG. DIV., DETROIT, MICHIGAN

Looking for MODULAR COOKING UNITS?

**Dixie OFFERS
QUALITY, BEAUTY,
LOW COST!**



For The Finest In Custom-Planned Kitchens



Top-Surface Units, Level with Counter

In choosing a source for modular gas cooking units, you'll be overlooking a valuable one, unless you contact DIXIE, an old name in a new field — one of the nation's largest range manufacturers. Here's why:

1. Dixie gives you a "quality-price-value" combination not equalled in the industry! A strong claim! Yes, but this has brought Dixie up from 35th place to among the "Big 5" in gas range sales in 5 years. It took something powerful to do that! It's Dixie's "quality-price-value" combination!
2. New designs include all that's new and wanted in modular unit construction.
3. Dixie is built first to last!
4. Priced to keep kitchen costs down!

*Here's America's
Newest
Gas Range Sensation*



Hit of the Summer Furniture Shows! Dixie now offers dealers an entirely new type of gas range, giving the biggest cooking capacity ever seen in small space. Featuring:

1. 30" range with large griddle.
2. Full-width oven.
3. Full-width broiler.
4. A price all can afford.

INTERESTED? ASK FOR DETAILS

Dixie
Fully Automatic
GAS RANGES



**QUICK FACT SHEET
FREE ON REQUEST**

Gives data on finishes, sizes, features, prices. Write telling us your requirements. Our engineers will give you a helpful answer.

DIXIE PRODUCTS, BUILT-IN DIVISION
Dept. 924, Cleveland, Tennessee

- Please send Quick Fact Sheet on Dixie Modular Units.
 Also send facts on the "Hit of the Market" 30" Range.

NAME _____

ADDRESS _____

CITY _____

STATE _____

Only Servel has the Automatic Icemaker



What a salesman it is! Makes ice "cubes" without trays, and puts 'em in a basket automatically. No trays to fill, spill, empty or forget to refill. Take one "IceCircle" or a handful. As they're used, Servel's Automatic Icemaker replaces them for you automatically.

FEATURES: 10.6 cu. ft. Gas refrigerator with 70 lb. capacity freezer. Automatic defrosting. Adjustable roll-out shelves. Door shelves. Butter chest. Trip Saver

door handles open with an elbow nudge. Ice blue porcelain interior. 12-position cold control. No moving parts to wear in the entire freezing system; a tiny Gas flame does all the work. Permanently silent—no on-off fluctuation. Longer life. Backed by a 10-year warranty—twice as long as for any other refrigerator . . . one year on entire refrigerator . . . nine additional years on freezing system.

Only **Gas**  gives such silent, low-cost refrigeration

GAS—the modern fuel for automatic cooking . . . refrigeration . . . water-heating . . . house-heating . . . air-conditioning . . . clothes-drying . . . incineration.

women
love it!



New RUUD ALCOA® ALLOY Automatic Gas Water Heater

- Priced comparably to lined-steel-tank types.
- Has solid Alcoa aluminum alloy tank.
- Can't cause discolored rusty-red water.

Here's the water heater your clients have always wanted—at a price they never expected to find. Its solid aluminum alloy tank will never produce red-rust. Yet this quality unit sells in the same moderate price range as ordinary water heaters with lined-steel tanks!

The new Ruud Alcoa Alloy Gas Water Heater outlasts and outperforms any other water heater at or near its price. Safely stores water at 180°. Six Laundry-Rated models—to keep up with any automatic washer made. Quality is backed by two leaders in their fields, RUUD and ALCOA.

Two temperatures simultaneously! Optional Ruud duo-temp feature delivers two hot water temperatures from the same tank at the same time: *Extra-hot* water for automatic washers; 125° *tempered-hot* water for other household uses.

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ADVERTISED IN
The Saturday Evening
POST

MAIL THIS COUPON TODAY!

RUUD MANUFACTURING COMPANY

Kalamazoo, Michigan • Toronto, Ontario

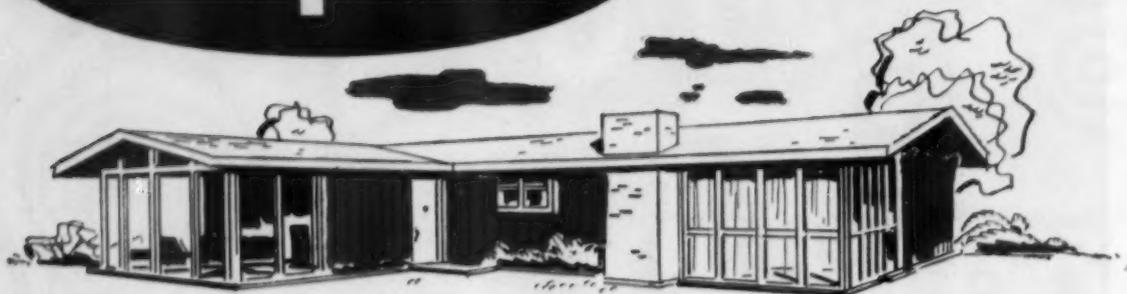
SEPTEMBER 1955

RUUD MANUFACTURING COMPANY
Dept. O-51, 2025 Factory St., Kalamazoo 24F, Mich.

- Have a Ruud man call on me.
 Mail further information on new
RUUD ALCOA ALLOY Gas Water Heaters.

NAME _____ TITLE _____
BUSINESS NAME _____
STREET _____
CITY _____ ZONE _____ STATE _____

bryant the line



HEATING... COOLING ... GAS OR OIL

Whatever your comfort requirements, there is a BRYANT product designed and built to meet your specific development needs

You start a chain reaction when you feature Bryant equipment. It's in the power of the Bryant name . . . power that draws prospects to investigate and BUY homes equipped with the one feature that spells "comfort" . . . Bryant.

The reason? Bryant builds quality. Bryant assures dependability. And, for over 45 years, Bryant has been the recognized name for comfort in the home.

But . . . most important to you . . . Bryant *Builds for Builders*. You will find in the Bryant line, units designed and built for complete flexibility . . . complete versatility. Bryant Furnaces are built for use with either GAS or OIL and are designed to meet the specific requirements of local fuel conditions. Bryant Home Air Conditioners are Water Cooled or Air Cooled . . .

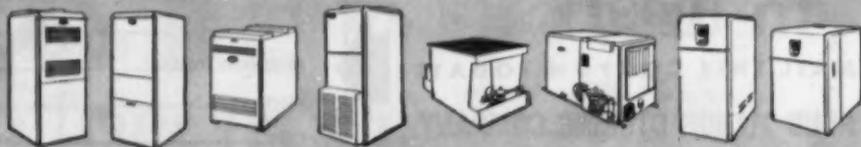
built to give perfect summer comfort regardless of geographical location.

Whatever the comfort requirements of your next development, you'll find a Bryant unit that is completely suitable . . . in price . . . in quality . . . in service.

And Bryant gives you the merchandising support to help sell your homes. A complete merchandising package — custom-made for your individual needs — is yours when you specify Bryant. So, plan now to include Bryant in your next development. It's your profit-feature opportunity . . . the comfort line that's built for you.

For complete information, contact your Bryant Distributor or write direct to Bryant, Division of Carrier Corporation, Dept. AB-1055, 48 Monument Circle, Indianapolis 4, Indiana.

bryant



built for builders



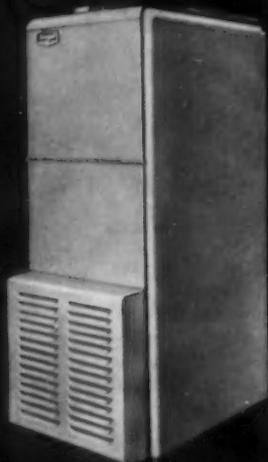
Model 319-C "Command-Aire" Gas Furnace—Here's de luxe gas heating at "within-reason" price. Complete size range—can be installed with or without year 'round air conditioning without complex duct work.



Model 560 Waterless Summer Air Conditioner—Provide year 'round air conditioning in your next project this simple, easy way, with the Bryant full capacity WATERLESS air conditioner. Installs right in the plenum . . . has remote condenser.



Model 26 Gas Boiler—Here's a reliable, economical unit for your "wet-heat" installations. Compact size with attractive "new-look" design permits installation anywhere.



Model 315-C "Command-Aire" Oil Furnace—A companion de luxe furnace for oil heating areas that also provides year 'round air conditioning as your BIG merchandising extra at a moderate cost.

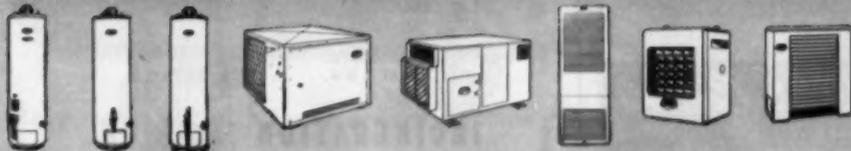


SEE "MR. B" . . . YOUR BRYANT HOME COMFORT CONTRACTOR

Look for your local Bryant Heating Specialist . . . "Mr. B" . . . in the yellow pages of your phone directory. He'll be glad to estimate Bryant equipment for your next development. Or . . . write direct: Bryant, Division of Carrier Corporation, Dept. AB-1055, 48 Monument Circle, Indianapolis 4, Indiana.



Model 590 "Command-Aire" Summer Air Conditioner—The *matched* companion to Bryant's "Command-Aire" Furnaces. Installs quickly, easily beside furnace; water cooled; needs no expensive, complex duct work.





"It's working FINE! Of course, you CAN'T HEAR it. It's one of those new, quiet White-Rodgers 'Cushioned Power' Valves."

In Gas Heated Homes...

Quietness means quality!

There's none of the annoying solenoid "clank" or "snap" with a White-Rodgers "Cushioned Power" gas valve... and it costs no more to add this extra selling point to your home... whether the system be Warm Air, Hot Water or Steam.

Be sure you give your customers the most modern gas heating controls... specify White-Rodgers on your next building job.



WR WHITE-RODGERS *Controls*
 FOR HEATING • REFRIGERATION • AIR CONDITIONING
 ST. LOUIS 6, MO. TORONTO 8, ONTARIO



NO BATHROOM?

A MODERN, AUTOMATICALLY HEATED HOME WITH NO TRASH AND GARBAGE DISPOSAL FACILITY IS JUST AS LOGICAL

NO HOME IS REALLY MODERN WITHOUT

Incineror
 gas-fired incinerator



MODEL 81-2-BU. Capacity

To sell a house—you must please the housewife. She's quick to see the advantage of Incineror. It ends the problem of trash and garbage disposal—gives her undreamed of convenience. Incineror is fully automatic, too—"just set it and forget it."

You can claim this powerful selling advantage by featuring Incineror in the homes you build. It's a must in homes with automatic heat.

Put this low-cost sales tool to work now. Choose from a complete line of dependable, trouble-free Incineror models. Incineror is A.G.A. approved for use with natural, manufactured, mixed or LP gases.



APPROVED BY A.G.A.

WRITE TODAY FOR DETAILS

INCINERATION DIVISION
 BOWSER, INC., CAIRO, ILLINOIS

RHEEM

A NATIONAL NAME IN
GAS APPLIANCES
THAT HOME BUILDERS AND
BUYERS BOTH KNOW!

Rheem makes a complete line of Rheemglas, Coppermatic, and Galvanized Water Heaters — Built-In Ranges — Automatic Clothes Dryers with the famous Clothes Saver compartment — Furnaces — Water and Air-Cooled Air Conditioning—and the famous Year 'Rounder (Gas Furnace and Air Conditioner Combination).

1. Rheemglas Heater and
Rheem Wedgewood Dryer



2. Rheem Built-in Range.



3. Year 'Round Air Conditioner.



Rely on **Rheem** for the very best in

Gas

RHEEM MANUFACTURING COMPANY
7600 S. Kedzie Avenue, Chicago, Illinois

Introducing...

a **NEW** low cost
line of **Coleman**

Blend-Air[®]
gas furnaces...

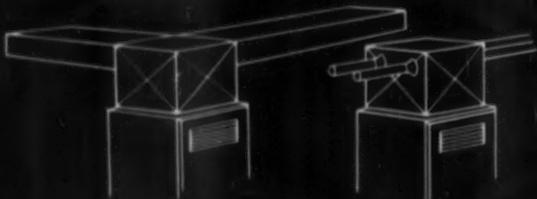


BIG SALES "PLUS"
Exclusive \$1,000 Comfort Bond!

You can offer this exclusive \$1000 Bond when you install Trim Boy furnaces with the exclusive Coleman Blend-Air system. It's the industry's strongest guaranty bond. Ask for complete information on how it can sell for you!

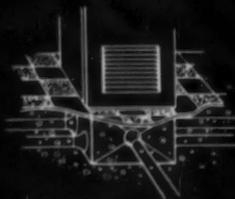


MOST FLEXIBLE INSTALLATION

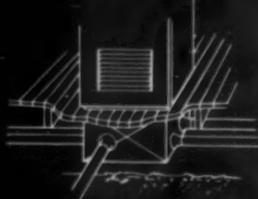


With stub duct systems

With Blend-Air system



In homes with slab floors



Crawlspace plenum

UPFLOW

DOWNFLOW

Since 1900 . . . makers of the famous Coleman lamps, lanterns, camp stoves,

Trim Boy

Value Leader
OF THE INDUSTRY

**DESIGNED FOR TODAY'S
POPULAR SIZE HOMES**

Here are the furnaces that answer the builder's needs exactly. Trim Boy furnaces require as little as 2¾ sq. ft. of space and are AGA approved for zero clearance installations. You can fit them into the smallest closets—save "living" space. And Trim Boy furnaces keep costs to a minimum—while your buyers get the best in winter heating comfort. Get all the facts—mail coupon or call your dealer today!



upflow

80,000 BTU 100,000 BTU



downflow

80,000 BTU 100,000 BTU

ONLY Coleman Trim Boy furnaces have ALL 8 of these features at economy prices!

1. Silent operation with noiseless diaphragm valve.
2. Heat exchanger—full 3 inches higher so that more air comes in contact with the heat exchanger to wipe off extra heat—save on fuel. Also allows the heat exchanger to operate at lower temperatures for longer life.
3. Adaptable for air conditioning. Cooling may be installed with furnace, or added later—a big sales "plus"!
4. Easy to service. All parts needing inspection can be easily reached from the front of the furnace.
5. Direct drive blower adjusts to deliver the higher air pressure needed by the Blend-Air system, or can deliver the larger volume of air needed for conventional systems. No belts or pulleys—whisper quiet!
6. Easy-to-change filters.
7. Cool cabinet approved for "zero clearance" installations by AGA. And Trim Boy requires as little as 2¾ sq. ft. of floor space!
8. Automatic controls operate from heating thermostat to insure even temperatures throughout the home. Also equipped with fan and limit control, thermo-safety pilot and pressure regulator.

Coleman

MAIL COUPON today—for complete specifications on the new Trim Boy furnaces, and details on the \$1000 Coleman Comfort Bond!

The Coleman Company, Inc.
Wichita 1, Kansas

GAS • LP-GAS

**The Coleman Company, Inc., Dept. AB-155
WICHITA 1, KANSAS**

Please send me complete information on the new Coleman line of Trim Boy Furnaces and Coleman's exclusive \$1000 Comfort Bond.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

home heating and air conditioning.

SEPTEMBER 1955

121

Every Kaustline Gas or Oil-fired Furnace NOW backed by **10 YEAR WARRANTY!**



OIL-fired HIGH BOY

A complete line of models for every type of installation delivering from 75,000 to 250,000 B. T. U.'s.



GAS-fired HIGH BOY

A complete line of models for every type of installation delivering from 64,000 to 90,000 B. T. U.'s.

NOW we offer the home building industry a Kaustline EXTRA... a Ten Year WARRANTY on every Kaustline Gas and Oil-Fired Furnace.

Kaustline Furnaces have long enjoyed "Quality Recognition" and builders who have installed them know they can not buy better warm air heating at any price.

Kaustline enables you to give exacting buyers a heating plant second to none in economy, efficiency, and long life... now backed by a Ten Year WARRANTY.

GET ALL THE FACTS...WRITE DEPT. AB-9



Kaustline

TOPS IN QUALITY

There is a Kaustline Furnace or Winter Air Conditioner for every type of home

The SelecTemp heating system is one of the most popular features in this home built by McCaugherty & Co., Inc., 816 S. Spring St., La Grange, Ill. Two weeks' showing attracted 8,000 visitors.



Give your customers and clients what they want:

A THERMOSTAT IN EVERY ROOM

IRON FIREMAN *SelectTemp* HEATING

One of the greatest problems in every home is maintaining the most comfortable temperature for each member of the family and each family activity. That's why SelecTemp heating with a thermostat in every room, including bathrooms, is delighting home-buyers and builders throughout the country. With SelecTemp heating, grandmother can enjoy a 78° room, for instance, while mother is able to work comfortably in a 67° kitchen and young children nap in bedrooms with a healthful temperature of 65°.

Rooms stay at the selected temperatures. Each SelecTemp room heater quickly compensates for heat gains

and losses, such as oven or fireplace heat, warm sunlight entering a room, or cold winds striking the house.

Many builders who have shown new homes equipped with SelecTemp heating say that it has outstanding sales appeal. Read the "SelecTemp Highlights" at right, and send for booklet containing complete description of this revolutionary new heating, with specifications for builders and architects.



FOR HOMES AND EVERY TYPE AND SIZE OF BUILDING

Iron Fireman®
SelectTemp
MODULATING ZONE HEATING



SELECTEMP HIGHLIGHTS

THERMOSTAT IN EVERY ROOM. Temperatures can be varied in every room to fit the "activity plan" and personal preference of the occupants.

MODULATED HEAT. Air circulation is continuous. Both temperature and volume of air are automatically modulated, as required to offset heat loss from room.

FILTERED, CIRCULATED AIR. Individual room air circulation prevents transmission of odors or bacteria from other rooms. Air is cleaned by a spun glass filter in each room unit. Filtered outside air can be introduced if desired.

BOILER LOCATION. Boiler can be placed in any desired location, with proper distribution of heat to every room. Year-around domestic hot water coils available. Fuels: Gas, oil or coal.

LOW POWER COST. No electricity required to operate circulating fans. Nonelectric thermostats.

LOW INITIAL COST. Easily installed in either new or old construction. Small soft copper tubing (3/8 inch I.D.) carries steam to individual room heater units. Return lines are 1/2 inch. Substantial savings in installation costs.

LOW FUEL COST. Temperature easily reduced in unused rooms. Overheating is eliminated.

AUTOMATICALLY BALANCED. No special adjustments of dampers, valves or orifices required to balance heating system. Each unit continuously regulates heat needed for each room. Automatically compensates for external heat sources such as fireplace or solar heat, without affecting temperatures of other rooms.

Send for free booklet

IRON FIREMAN MANUFACTURING CO.
3103 West 106th Street, Cleveland 11, Ohio.

In Canada, write to 80 Ward St., Toronto, Ontario.

Send literature on Iron Fireman SelecTemp heating.

Name _____

Address _____

City _____ State _____

NOW! LOW COST

... MADE POSSIBLE ONLY BY EXCLUSIVE

GENERAL MOTORS

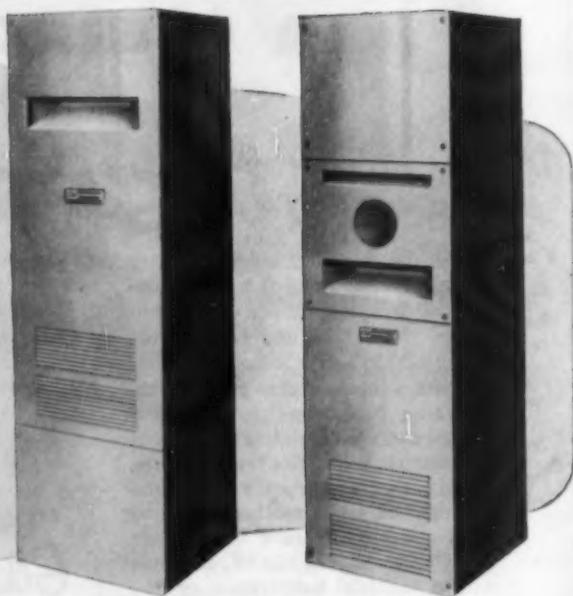
ASSEMBLY LINE PRODUCTION

New! Compact!

GAS-FIRED CONDITIONAIRS

70,000 BTU INPUT... Designed for Quick, Easy Installation in Small Space Areas

The new Delco-Heat GBC70-H Gas-fired Conditionair requires a space only 21" wide by 23" deep for installation. Its companion model GBC70-HR, reverse flow unit for perimeter heating systems, requires installation space only 21" wide by 32" deep. Here are truly economical furnaces with low installation costs and low operating costs. The natural gas solenoid unit is completely factory-assembled for economical installation. These new GBC Gas-fired Conditionairs are designed for small space requirements in today's modern homes. With these new furnaces you have three big profit advantages... the finest in modern, advanced-styled automatic heating... a name with immediate buyer acceptance... and low cost. These new Conditionairs are the latest additions to the expanding line of Delco-Heat gas-fired and oil-fired heating equipment.



GBC70-H

GBC70-HR

Quality-designed, Quality-produced to give you all these advanced heating features:

- 1 MULTI-FIN HEAT EXCHANGER**—Exclusive GM Delco design multi-fin heat exchanger quadruples the heating surface area... resulting in high rate of heat pickup and transfer for maximum economy and efficiency of operation in minimum of space.
- 2 EXCLUSIVE AIR CONTROL**—Exclusive GM Delco design AIR CONTROL permits delivery of warm air to meet individual home requirements. Assures comfortable, even warmth throughout the home.
- 3 EASILY ACCESSIBLE BLOWER ASSEMBLY**—Mounted on a sliding panel, blower is easily accessible for cleaning and adjustment. Direct drive type, powered by a quiet operating, sturdy, lifetime-lubricated 1/2 H.P. Delco Motor.
- 4 STAINLESS STEEL HEAT BAFFLES**—Exclusive stainless steel heat baffles retard flow of hot gases, assuring maximum amount of heat to air stream for greater fuel economy. Less waste heat up chimney.
- 5 FULLY INSULATED**—All panels insulated with aluminum foil-faced, fiberglass insulation. Retains heat within unit and keeps outer surfaces cool.
- 6 ENCLOSED CONTROLS**—All controls, as well as draft hood, are completely enclosed within the handsome two-tone 20 gauge steel jacket.
- 7 COMPLETELY ASSEMBLED**—The natural gas solenoid unit shipped completely factory-assembled for economical installation.
- 8 A.G.A. APPROVED**—For use with natural, manufactured, mixed, or propane gases.

HOME HEATING!

DELCO-HEAT



A FURNACE EVERY 2 MINUTES!

... completed on the continuous "automotive-type" production lines at the world's most advanced heating manufacturing plant.

CUT COSTS!...
increase profits
from
easier-to-sell
Delco quality-
heated homes!

The perfect heating buy for home builders is here! A product of the greatest advancement in furnace manufacturing in 20 years... the miracle General Motors Delco-Heat assembly lines... which complete a furnace every two minutes!

Now you have all three big profit advantages... the finest in modern automatic heating... a name with real sales power... and low cost. Delco advanced heating features give your home buyers the last word in comfort, cleanliness and

convenience. And, "built and backed by General Motors" means immediate buyer acceptance with pride and assurance. Delco's high production efficiency... exclusive assembly line methods... saves you up to 25% on your furnace costs!

In today's competitive home market... when making a profit calls for selling more house for the money... you're way ahead with the low cost and high quality of Delco-Heat.

CASH IN! Exclusive GM Delco-Heat "Assembly-Line Profit Program" for builders



INDUSTRY'S
HIGHEST IMPACT
PROMOTION
HELPS YOU SELL
MORE HOMES



Another Delco first in '55... the heating industry's most dynamic, complete advertising and promotion program. Plan now to tie-in with the all-new Delco plan to help you sell more homes... sell them easier... at more profit. This new Delco-Heat "SMASH-IMPACT" Package Promotion sells your home prospects at the national level in

Life and Better Homes and Gardens... in your own local market... and in your own homes. Introduces exciting new promotion ideas for model home merchandising... new tie-in advertising.

Delco's "Assembly-Line Profit Program for Builders" explains how you can cash-in by tying-in... details the program, outlines what you can do, when, how, and shows you the sales tools you have to use!

SEE AND HEAR THE FULL STORY... WRITE OR WIRE TODAY!

Your Delco-Heat representative will show you how you can profit more with Delco-Heat. Delco Appliance Division, General Motors Corporation, Dept. AB, Rochester 1, N. Y. In Canada, Delco-Heat, Toronto 13, Ontario.

See us at the NAHB Show, booth No. 453, Sherman Hotel, Chicago.

DELCO-HEAT

Vulcan TRIMLINE Baseboard Radiation

Costs Less in the Long Run



TRIMLINE installed in 200-home development at West Brightwaters, Long Island, by FERN HOMES.

Plumbing and Heating Contractor —
NOR-FELD CO.
Elmont, L. I.

Supplier —
Hicksville Plumbing & Supply Co.
Hicksville, L. I.

Architect —
Herman York
90-04 161st St.
Jamaica, L. I.

Left, Nat Siegel, Builder and president of FERN HOMES, with Harry Sherman of YOKUM & GOODE, VULCAN Representatives, New York area.

Successful Builder Chooses **TRIMLINE**

3 BIG Reasons!

1. COSTS LESS TO INSTALL

New TRIMLINE features save time, materials, money. Fewer joints necessary, less fittings. All parts mount on one-piece back and top. Front cover snaps on. Great savings with reduced installation time.

2. TRIMLINE HAS EYE-APPEAL

The beauty and design helps sell homes faster. Blends and harmonizes with any interior decor, modern or traditional. Preferred, too, by home owners.

3. I-B-R RATED

Performance is important and TRIMLINE IS rated and listed for efficiency and output by I-B-R. Here is another vital selling feature, an important seal of approval!

LEARN HOW YOU CAN CUT YOUR COSTS WITH TRIMLINE

Write today for Vulcan's FREE Catalog 54 that tells you how you can cut your installation costs and increase heating efficiency.

Originators of Fin-Tube and Baseboard Radiation in America

The VULCAN Radiator Company
775 CAPITOL AVENUE
HARTFORD 6, CONN.

THE VULCAN RADIATOR CO.
775 CAPITOL AVE.
HARTFORD 6, CONN.

FREE DESIGN CATALOG — please send me at no obligation your TRIMLINE Catalog 54, giving Dimensional Data, I-B-R Ratings, Heating System Design and Piping Design Chart.

NAME

COMPANY

STREET

CITY ZONE STATE

COMPLETELY NEW... AN INDUSTRY FIRST

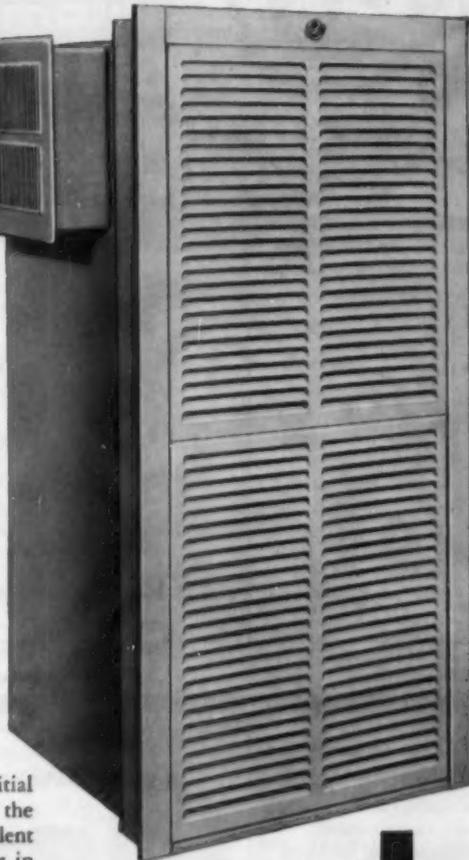
MOR-SUN

AUTOMATIC GAS-FIRED VENTED RECESSED HEATER



The new MOR-SUN Model C-70-GA automatic gas-fired Recessed Heater is engineered and quality constructed for long life and fuel thrifty operation. Extremely compact — low in initial cost — high in performance — the MOR-SUN C-70-GA is an excellent heating unit for all types of homes in the South and for smaller homes in northern climates.

Designed with the builder in mind, the Mor-Sun Recessed Heater saves valuable living space by fitting snugly into the wall so that only its smartly styled louvered grille is visible. It fits equally well into the most modest building budget without sacrificing any of the traditional Mor-Sun quality.



Here are some of the **FEATURES** that make the Model C-70-GA **IMPORTANT NEWS TO EVERY BUILDER**

- Approved for minimum clearances to combustible surfaces when recessed in the wall.
- Conforms to all details of F.H.A. Minimum Property Requirement Pamphlets Nos. 51 and 52.
- Permits installation of Type B chimney vent.
- Capacity — 70,000 BTU/Hr. input, 52,500 BTU/Hr. output.
- Completely factory-assembled — draft hood installed — pre-wired — painted Autumn Haze Green.
- Compact — only 25" square by 52 3/4" high.
- Adaptable — grilles available for side wall or corner installation.
- Fully automatic — wall thermostat is standard equipment.



OIL-FIRED RECESSED HEATER C-75-O

Completely approved by UL for minimum clearances to combustible surfaces. Output—57,000 BTU/Hr., input — 33 c.c.

HEAT EXCHANGER GUARANTEED FOR 5 YEARS



You get so much more with MOR-SUN

Also manufacturers of ROLY-DOOR STEEL GARAGE DOORS and MORRISON SERVICE BODIES.

For complete details... fill in the coupon... **MAIL TODAY**

Mor-Sun Furnace Division
Morrison Steel Products, Inc.
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Look *first* to HEIL
for *Quality* Heating and Cooling.
Your Customers Do!

To sell in today's competitive building market, you need more than a good product and good promotion. You need national names, synonymous with quality. Today, tomorrow, always... look first to HEIL as a name which means quality heating and cooling. Your customers do!



Parkway *Line*



Model BFG-0 Gas-Fired Lowboy Winter Air Conditioner

Traditional Heil performance at a price practical for *anyone*. Pre-assembled, pre-wired. Features smooth, quiet operation, peak combustion efficiency and extreme accessibility. Maximum heat transfer with octagonal heat exchanger drum. Approved for use at 5000 ft. at full input rating.

Ratings and Data — Heil Series BFG Lowboy Winter Air Conditioners

Model	A.G.A. Input BTU/Hr.	Height	Jacket Dimensions, Inches Width	Depth
BFG-0	90,000	48½	23½	43

Complete information available in descriptive literature.



Model DFG-0 Counterflow Winter Air Conditioners

Efficient, economical heating for basementless homes. Engineered to save on valuable floor space and priced right for the cost-conscious builder. Every unit is available for natural, mixed, manufactured or liquefied petroleum gas. Shipped as "package unit".

Ratings and Data—Model DFG-0 Counterflow Winter Air Conditioners

Model	A.G.A. Input BTU/Hr.	Height	Jacket Dimensions, Inches Width	Depth
DFG-0	100,000	62	23½	27

Complete information available in descriptive literature.



Model JFG-0 Gas-Fired Highboy Winter Air Conditioner

Versatile highboy unit styled to compliment any basement surroundings — ideal for closet or alcove installations. Features trim lines and two-color baked enamel finish. Furnace and burner are "made for each other", assuring peak operating efficiency. Factory-assembled, factory-wired.

Model	A.G.A. Input BTU/Hr.	Height	Jacket Dimensions, Inches Width	Depth
JFG-0	100,000	62	23½	27

Complete information available in descriptive literature.

HEIL SUMMER AIR CONDITIONERS

Handsome console model may be installed as companion unit to utilize blower system of lowboy furnace... or may operate independently with built-in blower. Combination Heil heating-cooling thermostat assures uniform indoor comfort. Horizontal models feature same premium performance and dependable controls as AC Series. Optional cabinet blower available for independent air supply.



Series AC
Lowboy Summer
Air Conditioners



Series CH
Horizontal Summer
Air Conditioners

**Ratings and Data — Heil Series AC Lowboy Summer Air Conditioners
Heil Series CH Horizontal Summer Air Conditioners**

Model	Capacity ASRE Conditions	Electrical Characteristics
AC-201 & ACB-201	24,000 BTU/Hr.	1 Phase — 60 cycle — 230 V
AC-203 & ACB-203	24,000 BTU/Hr.	3 Phase — 60 cycle — 220 V
AC-301 & ACB-301	36,000 BTU/Hr.	1 Phase — 60 cycle — 230 V
AC-303 & ACB-303	36,000 BTU/Hr.	3 Phase — 60 cycle — 220 V
CH-201	24,000 BTU/Hr.	1 Phase — 60 cycle — 230 V
CH-203	24,000 BTU/Hr.	3 Phase — 60 cycle — 220 V
CH-301	36,000 BTU/Hr.	1 Phase — 60 cycle — 230 V
CH-303	36,000 BTU/Hr.	3 Phase — 60 cycle — 220 V

Complete information available in descriptive literature.

Deluxe Line



Series AFG Lowboy Gas Winter Air Conditioners

Tops for uniform indoor comfort and unmatched for genuine sales appeal. Undivided responsibility of Heil-built furnace and burner assure lasting customer satisfaction. Heavy glass fiber insulation and oversize fan eliminate operating sounds. Factory-assembled and wired.

Ratings and Data — Series AFG Lowboy Winter Air Conditioners

Model	A.G.A. Input BTU/Hr.	Height	Jacket Dimensions, Inches		
			Width	Depth	
AFG-00	80,000	53	21	48	
AFG-0	100,000	53	21	52	
AFG-2	125,000	53	21	57½	
AFG-3	150,000	53	21	57½	
AFG-4	200,000	53	23½	63½	

Complete information available in descriptive literature.



Series JB Boiler-Burner Units

Every latest development for steam or hot water heat is packed into this closet-size boiler. Hardly more than one foot wide. Burner and boiler designed together for perfect match. Ample fiberglass insulation. Fully enclosed unit. A.G.A. approved for use with natural, manufactured and liquefied petroleum gas.

Ratings and Data — Series JB Gas-Fired Boiler-Burner Units

Model	A.G.A. Input BTU/Hr.	Height	Jacket Dimensions, Inches		
			Width	Depth	
JB-4	75,000	40¾	15	21½	
JB-5	95,000	40¾	15	24½	
JB-6	120,000	40¾	15	27½	
JB-7	140,000	40¾	15	30½	
JB-8	160,000	40¾	15	33½	
JB-10	200,000	40¾	15	39½	

Complete information available in descriptive literature.



Series HG Horizontal Winter Air Conditioners

Saves fuel, space, wherever it's placed. Especially suited for "zoning". Factory assembled. Units are available for efficient operation with natural, mixed or LP gases. Control mounting and flue outlet is completely reversible to either side of unit, with access door on both sides.

Ratings and Data — Series HG Horizontal Winter Air Conditioners

Model	A.G.A. Input BTU/Hr.	Height	Jacket Dimensions, Inches		
			Width	Depth	
HG-1	60,000	17½	13¾	53	
HG-2	80,000	17½	15¾	53	
HG-3	100,000	21¼	15¾	53	
HG-4	120,000	22¾	15¾	62	
HG-5	140,000	22¾	15¾	62	

Complete information available in descriptive literature.



Model UFG-2 Highboy Winter Air Conditioner

Distinctive Heil styling, even for utility-room installations. Multiple flue passages "scrub" hot gases prior to discharge, provide maximum heat transfer. Oversize inspection port facilitates servicing. Pre-assembled, pre-wired.

Ratings and Data — Model UFG-2 Highboy Winter Air Conditioner

Model	A.G.A. Input BTU/Hr.	Height	Jacket Dimensions, Inches		
			Width	Depth	
UFG-2	125,000	68	25	28½	

When you choose HEIL

... your customers get: solid, honest construction; advanced engineering; the right model for their homes, exactly; uniform comfort; low fuel costs; low upkeep costs; smoother, more quiet operation; more overall value; the backing of a dependable manufacturer!

... you get: pre-wired and pre-assembled units that require little guaranteed-service; fast shipments; units chosen from the wide, complete Heil line; a reputation for honest, dependable dealing; a good profit margin!

For any sized home, for any type heating or cooling unit

LOOK *First* TO HEIL!

... and for more information and data on the complete Heil gas and oil automatic heating and cooling line, write direct to our offices, or contact your nearest Heil wholesaler.

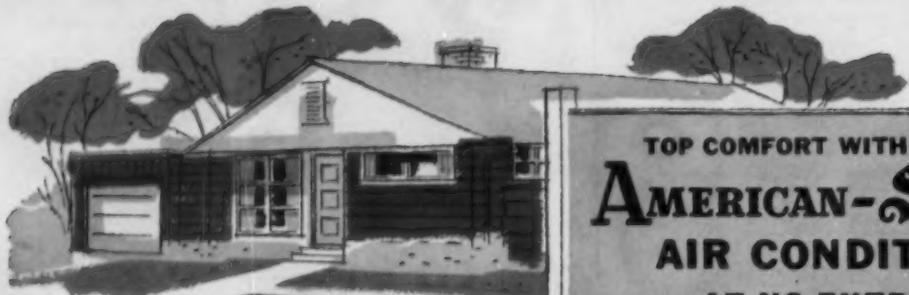
The Heil Co. is a member of OHI, GAMA and an associate member of NHWA.

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Milwaukee, Wisconsin Hillside, New Jersey

SALES OFFICES: New York, N.Y.; Union, N.J.; Atlanta, Ga.; Cleveland, Ohio; Milwaukee, Wis.; Chicago, Ill.; Kansas City, Mo.; Denver, Colo.; Dallas, Texas; Los Angeles, Calif.; Seattle, Wash.

BUY FROM THE LINE THAT HELPS YOU SELL



TOP COMFORT WITH DEPENDABLE
American-Standard
 AIR CONDITIONING
 AT NO EXTRA COST



INSTALLATION TESTING of this American-Standard winter air conditioner at the factory includes air pressure test of heating element and gas manifold plus actual gas firing and operation of blower and controls . . . just as the unit will function later in the home. Builder avoids grief and gains the home buyer's lasting good will.

Everything **FOR**
AIR CONDITIONED
COMFORT

NO question about it—home buyers want the extra comfort year 'round air conditioning will provide. But they also want assurance that the air conditioning equipment you furnish will perform dependably year after year.

So why not make your selling easier? Choose your heating, cooling or year 'round units from the line made by American-Standard . . . a name that stands for the finest in the minds of millions of people.

American-Standard Air Conditioners cost no more (and often less) than other makes. Yet you—and your home buyer—benefit from American-

Standard's advanced research . . . superior quality made possible by large-scale purchasing and mass production . . . and the high standards of a plant operation where one out of every sixteen production employees is an inspector!



For details on these products, contact the American-Standard dealer listed under "Air Conditioning Equipment" or "Furnaces" in your classified telephone directory.

- Gas- and oil-fired winter air conditioners—basement, utility, counterflow, horizontal—full selection of sizes
- Combination winter-summer air conditioners with gas- or oil-fired heating units
- Blower-equipped summer air condi-

tioners—2, 3, and 5 hp

- Add-on cooling units (less blower) —2, 3 and 5 hp—for use in conjunction with winter air conditioners
- Air-cooled cooling units that require no water
- Electrostatic air filtering units



AMERICAN-Standard

AIR CONDITIONING DIVISION

ELYRIA, OHIO

American Radiator & Standard Sanitary Corporation



Servel turns 8.7 square feet into your "hottest" selling feature

SERVEL ALL-YEAR® AIR CONDITIONING

Offer your prospects the ultimate in controlled comfort at low, low owning cost. A single unit heats or cools . . . dehumidifies or adds moisture . . . cleans the air . . . ventilates and circulates.

What's more, Servel's exclusive absorption principle operates with no moving parts. A simple



flame does all the work. Your customers will enjoy clean, vibration-free cooling and heating . . . with low upkeep. Cash in on this proven salesman. Servel All-Year air conditioning units are available in 2-, 3-, and 5-ton capacities. And they're backed with a 5-year warranty.

7 big sales features in one package

- Cools in the summer
- Heats in the winter
- Dehumidifies in the summer
- Adds moisture in the winter*
- Filters the air year round
- Ventilates
- Circulates

*Standard equipment on 3- and 5-ton models. Contractor can install on 2-ton systems.

Send coupon below for details . . . today!

Servel

the name to watch
for great advances in
**AIR CONDITIONING-
REFRIGERATION**

**SERVEL, INC., Dept. AB-95
Evansville 20, Indiana**

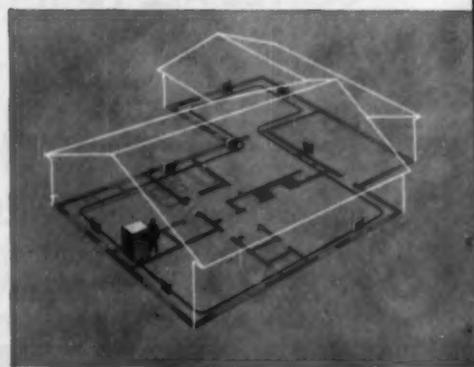
Please send me complete information on Servel All-Year air conditioning.

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Now! For your building dollar— give them more in heating and cooling

The new Heatmaster Home Heating and Cooling System combines the luxury and economy of hot water heat with individual room control for cooling and heating. This first-in-the-field "wet" system is pre-engineered, assembled for you at the factory... ready to install on the job! Takes just 4-square feet of floor space... making installation easy in any kind of house. Uses only standard piping and wiring practices. No special equipment or materials needed to install. Compact room conditioners are recessed between standard studding. Why be satisfied with assembled-on-the-job heating and cooling when the same dollar buys *features, value, space and sales appeal* no other system offers. Upgrade your homes with packaged Heatmaster Home Heating and Cooling.



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the simplest way
to heat and cool a home



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912 West Main Street, Chattanooga, Tennessee





**BUILDING FROM THE
GROUND UP...**



Builders who specialize in slab foundation homes have found that here's the perfect answer for their heating requirements—the TEMCO Gas Wall Heater that fits right into the wall between standard 16" studding. For that matter, the TEMCO Wall Heater is the ideal low-cost automatic heating unit for all types of homes:

**Economically installed upstairs or down . . .
no costly excavation . . . saves floor space.**

Approved by A.G.A., guaranteed by Good Housekeeping.

Written warranty on Temco's Porcelain Enamel Heat Chamber.

Smart Builders everywhere know that, regardless of type construction, they're building *sales* from the ground up when they install TEMCO Gas Wall Heaters.

TEMCO, inc.

NASHVILLE, TENNESSEE

"Gas Heating Specialists for the Nation"

Temco Inc., Department B-778
Nashville, Tennessee

Please send me catalog and complete story on TEMCO Gas Wall Heaters.

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High on Efficiency...Low on Cost

RICHMOND BUDGETEERS

WINTER AIR CONDITIONERS

GAS-AND OIL-FIRED MODELS

The "Four Budgeteers" offer the utmost in heating efficiency to meet today's demand for economical installations. Green enamel finishes are "Duridized" for maximum protection against rust and corrosion. All are insulated with heavy corrugated asbestos backed with aluminum foil. All feature effective spun glass filters, convenient service access.

**WRITE FOR FREE
TECHNICAL BULLETINS!**

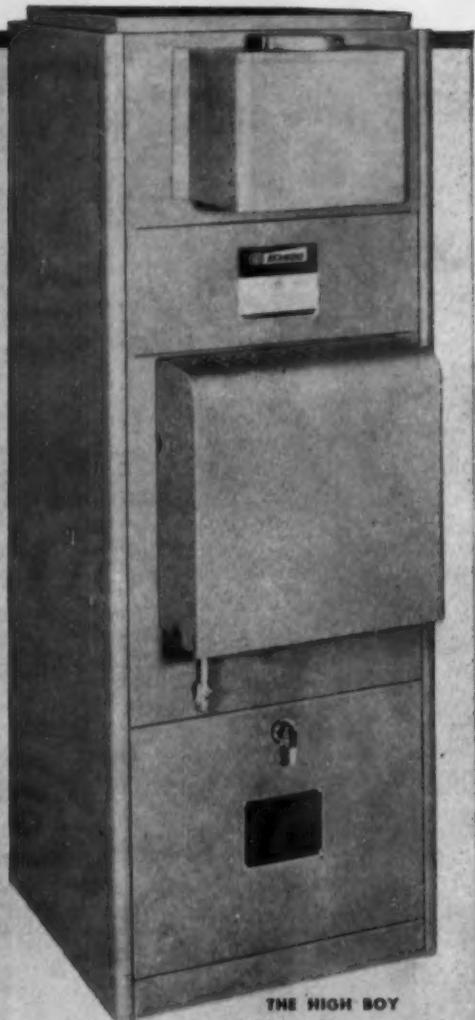
THE COUNTERFLOW

Type CG-46. For slab type homes or any perimeter system. Available with 70,000, 90,000 or 110,000 BTU/Hr. inputs. A.G.A. approved. Type CO-81; 84,000 to 112,000 BTU/Hr. output at bonnet.



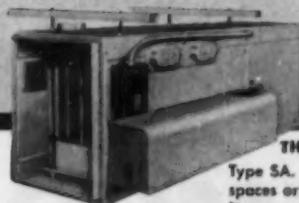
THE HIGH BOY

Type VG-36. A.G.A. approved for small spaces such as closets or utility rooms. Available with 70,000, 90,000 or 110,000 BTU/Hr. inputs. Type VO-71; 84,000 or 112,000 BTU/Hr. output at bonnet.



THE LOW BOY

Type LG-16. For full or half basements or split levels, closets or utility rooms. 70,000, 90,000 or 110,000 BTU/Hr. inputs. A.G.A. approved. Type LO-61; 84,000 or 112,000 BTU/Hr. output at bonnet.



THE HORIZONTAL

Type SA. For attics or crawl spaces or suspension in utility rooms and basements. Available with 60,000, 80,000, 100,000, 120,000 or 140,000 BTU/Hr. inputs. A.G.A. approved.



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RADIATOR COMPANY

16 Pearl Street, Metuchen, N. J.

AFFILIATE OF REYNOLDS METALS COMPANY

Look to **RICHMOND** for a complete line—automatic heating—central summer cooling units.

Horizontal Winter Air Conditioner — Part of Mueller Climatrol's new, competitively priced, Suburbanaire line that also includes highboys, lowboys, and counter-flow units. Easily installed in attics, crawl spaces, cramped quarters. 100,000-Btu input.



Lowboy Winter Air Conditioners — For basement installation. Wide range of sizes from 90,000 to 675,000 Btu input to meet every need. Cooling easily added.



Combination Year-round Air Conditioner — Compact—fits in closet, basement, or utility room. Heating unit, 100,000-Btu input. Cooling unit available in 2-hp and 3-hp sizes. You can install it as is, or you can install it as a furnace alone, but with cooling casing in place, ready to take refrigeration assembly later.



Deluxe Companion Units — For all-season air conditioning. Heating unit sizes are 60,000-, 100,000-, 125,000-, and 150,000-Btu input. Cooling unit is available in 2-hp, 3-hp, or 5-hp sizes. Heating and cooling units may be interchanged to suit any climate condition.

Use the convenience and economy of Gas to help sell your homes

People want Gas Heat — want it because it's cleaner, more convenient. They know that Gas requires no storage in the home, that they don't pay for it until they use it. Let the advantages of this modern fuel — and Mueller Climatrol heating — give your homes greater appeal.

Add the
extra sales appeal
of
Mueller Climatrol
Gas Heating



Gas-fired Residential Boilers — For hot-water or steam heating and hot-water supply. Sectional cast-iron construction. Built for long life, fuel economy. A size to meet your exact needs.

Mueller Climatrol Incinerator — Another way to make the most of gas. Burns anything that will burn — and does it indoors, automatically, without smoke or odor. 1.6-bushel capacity. No moving parts, no pipes to clog, nothing to wear out and make noise.



NEARLY 100 YEARS OF MANUFACTURING QUALITY COMFORT EQUIPMENT

Let us send you information on how

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helps turn prospects into buyers of your homes!

Write today to Mueller Climatrol,
Dept. 195, 2021 W. Oklahoma Ave.,
Milwaukee 15, Wisconsin.





BARNEY R. MORRIS
Grandview Building
Company
Beverly Hills, California

In two developments alone, this leading Los Angeles builder is installing some 2500 Lennox heating units—evidence of his high opinion of this equipment.



LEONARD J. BESINGER
Meadowdale Manor
(Near Chicago, Illinois)

Mr. Besinger's project is one of the largest and most successful in the Chicago area—and one of the selling features of his homes is Lennox Gas-Fired Heating Equipment.



ROY ZARNIN
Sweet Brier Home, Inc.
Bethlehem, Pa.

Mr. Zarnin's success as a builder on Long Island, N. Y., is being repeated in Bethlehem, Pa., where he recently completed 168 houses, is building 166 more—all Lennox-equipped.



WM. J. FORTENBERRY, Pres.
Fortenberry Builders
Atlanta, Ga.

Mr. Fortenberry wants to get the most for his money and be free of service problems—good reasons why he uses Lennox in the several hundred houses he builds each year.

Happy customers are assured, with **LENNOX**



GHRS DOWN-FLO SERIES
Whisper-quiet, compact—
ideal for installation in
closet or utility room.



GM15 UP-FLO SERIES
Perfect for closet or utility
room installation, or
almost any basement.



CB11 COOLING UNIT
May be installed at same
time as heating unit, or
later. Other Lennox cooling
units for use with any
warm air heating unit.

STOWAWAY
Compact, efficient, in-
stalls practically any-
where: attic, crawl
space, suspended from
basement ceiling.





CLAYTON ALLREDGE
Salt Lake City, Utah
This prominent Inter-Mountain builder states:

"I experience little or no difficulty in disposing of my homes. Lennox Heating Equipment has contributed greatly."



ROSCOE L. JAMES, Vice-Pres.
Roy James Construction Company, Ltd.
London, Ont., Canada

"Our policy is . . . the best in home building . . . and in heating and cooling we feel Lennox satisfies this to the fullest," says Mr. James.



CHARLES H. HUBER, Secretary
DONALD L. HUBER, Vice-President
Huber Construction Company
Dayton, Ohio

Putting up houses at the rate of 40 a week, these progressive Ohio builders have good reason to appreciate the tremendous customer-appeal of the Lennox heating equipment they use in their homes.



BUFORD INGRAM
Better Built Homes
Oklahoma City

This well-known Southwest builder features Lennox Gas-Fired Heating Equipment in his Better-Built Homes, says he's happy with it because it keeps his customers happy.

GAS-FIRED HEATING EQUIPMENT

— say successful builders everywhere

Successful builders know what their customers want in heating, and they give it to them with Lennox Gas-Fired Heating Equipment. Home-owners want *comfort*—get it with the superior engineering of Lennox. They like the cleanliness provided by the exclusive Lennox "Hammock" Air Filter, welcome the silence of the exclusive Lennox "Sulky Blower." The super-efficiency of Lennox equipment keeps their fuel bills down—and what home-owner doesn't appreciate that?

Happy customers make happy builders, but there are other reasons, too, why you—like so many other builders—will be pleased with Lennox Gas-Fired Heating Equipment:

YOU HAVE MORE MODELS TO CHOOSE FROM. Up-flo, down-flo, horizontal models . . . capacities from 70,000 to 225,000 BTU's . . . types for installation in the basement, in the attic, in closet or crawl space; set on the floor or suspended from the ceiling—

It's good business to **SELL** with . . .

Marshalltown and Des Moines, Ia.
Syracuse, N. Y. • Columbus, O.
Decatur, Ga. • Ft. Worth, Texas
Salt Lake City, Utah • Los Angeles, Calif. • In Canada:
Toronto, Montreal, and Calgary.

whatever type of equipment your plans and your locality call for, you'll find it in the Lennox line.

LENNOX QUALITY keeps your customers happy.

YOU'RE SURE OF SERVICE, on both installation and maintenance, because you're dealing with a factory-trained Lennox dealer-expert who deals *directly* with Lennox. He's a member of the best-equipped, best-trained dealer organization in the industry.

LENNOX SUMMER AIR CONDITIONING can be installed in connection with a Lennox heating unit at very little extra cost—either at the same time or later.

Follow the lead of the outstanding builders shown here—and of thousands of others like them. Make your customers happy, make your business better—with Lennox Gas-Fired Heating Equipment!

LENNOX

HEATING AND AIR CONDITIONING • FOUNDED 1895 • ©



Gas-using products



**Built-in gas units
fit standard
24-inch cabinets**

The new "500 Series" Roper "arRANGEable" built-in gas ranges offer easy installation wide choice of colors. Both oven-broiler and top-burner units fit standard 24-inch cabinets. Top-burner units have two Alltrol "Center-Simmer" burners with "Insta-Lite" automatic ignition. George D. Roper Corp., Dept. AB, Rockford, Ill.

Circle No. 910 on Readers' Reply Card, p. 266

Autogas Company, Dept. AB, Bellwood, Ill.

Circle No. 911 on Readers' Reply Card, p. 266

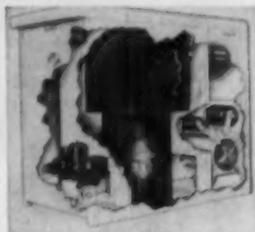


**Built-in gas range
has hinged top
that lifts up**

A new "Liftop" gas burner unit with hinged top cooking surface designed for easy cleaning is now available. The 21-inch Chambers range top fits the same size standard base cabinet as that used for the Chambers In-a-Wall oven. All parts of the range can be removed for cleaning in just 20 seconds. The "Liftop" unit retails for \$160. Chambers Products, Inc., Dept. AB, 2464 N. Meridian St., Indianapolis 8, Ind.

Circle No. 912 on Readers' Reply Card, p. 266

**Gas furnace features
continuous heat and
air circulation**



These new Republic gas-fired furnaces have burners which operate at low fire, high fire or any point between according to demands of the weather. The special system is called "Gyroscopic-Balance" and results in continuous comfort.

**Horizontal heating units
are available
in 5 different sizes**



Temco's new line of horizontal warm air furnaces are available in five different sizes, ranging in capacity from 60,000 Btu input to 140,000 Btu input, are adaptable for installation in the field as either right or left-hand units. Temco Inc., Dept. AB, Attn. Lee W. Rash, 4104 Park Ave., Nashville, Tenn.

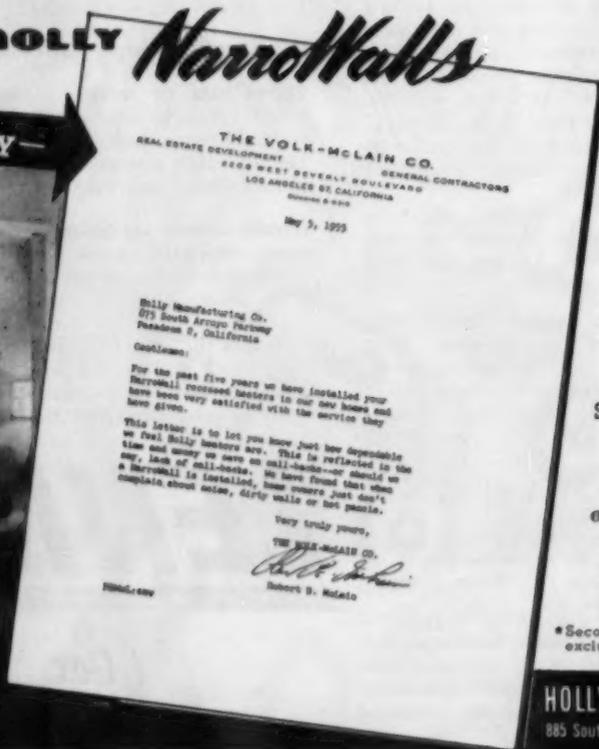
Circle No. 913 on Readers' Reply Card, p. 266

Every "Award Home" by VOLK-McLAIN

has 2 holly *NarrowWalls*



Here's Why—



Only NarrowWall
has the famous
S-H-E* which gives
happy homeowners
extra warmth at
no extra cost!

*Secondary Heat Exchanger, an exclusive Holly feature.

HOLLY MANUFACTURING CO.
885 South Arroyo Parkway, Pasadena, California

New gas-using products



Built-in oven, range has "wife-saver" features

The "Suburban" gas oven and cooking top has what its manufacturers call "wife-saver" features. The Suburban built-in oven has an eye-level control panel containing automatic clock, oven temperature dial, oven lamp switch, and convenience outlet. The oven itself is full size with a look-in window and non-tilt racks. The Suburban smokeless broiler has a radiant burner for overall broiling, has lift-out parts for easy cleaning. The Suburban "Handi-Cook" tops contain patented Alltrol center simmer burners—really two burners in one, and features the "Duo-Cook" griddle, the plate of which can be removed, and an extra grate installed so that an extra burner is acquired. Sold at competitive builder prices. Samuel Stamping and Enameling Co., Dept. AB, Attn. Calvin Hale, Manufacturing Road, Chattanooga 1, Tenn.

Circle No. 914 on Readers' Reply Card, p. 266

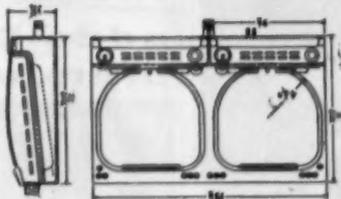


What a deluxe gas range offers today

The Greenbrier gas range has top burners that provide a complete range of heats, from high, for fast frying, to small "keep warm" temperatures. Gas burners are arranged side by side, in four-in-line arrangement to the rear

of the cooking top, relieving space at front of range for work space and removing utensils from reach of children. The range has a raised Tap-O-Matic back panel which shields the kitchen wall from splatters and stains, has a full-width fluorescent tube that extends across the stove's length. The Greenbrier also has tip-proof burner grates, chromium spill-over trays for easier cleaning, lights which indicate burners in use and two electric appliance outlets. Doors on both oven and broiler are removable for cleaning. Suggested retail price: \$479.95. Available through Tappan dealers. Tappan Stove Company, Dept. AB, Mansfield, Ohio.

Circle No. 915 on Readers' Reply Card, p. 266



Gas range has units that fold away, light automatically when pulled down for use

Dixie Fold-away gas range units pull down easily onto the counter working space, fold back into position when not in use so counter space is available for other cooking activities. Said to be easy to install, no cutting up of counters or difficult fitting of burner boxes is required. With simple fuel connections, they are quickly and easily attached to wall. As units are lowered to cooking position, top surface light turns on automatically. Gas is ignited instantly by an electric match at the touch of the control and turns off automatically as unit is closed. Scheduled for production first 6 months of 1956. Dixie Products, Inc., Dept. AB, Attn. Robert E. Rymer, P. O. Box 475, Cleveland, Tenn.

Circle No. 916 on Readers' Reply Card, p. 266



Gas-fired incinerator has glass fiber insulation

The automatic "Inciner" Model B1 has top cover and lid of porcelain enamel, outer shell of Hi-Temp. Micotex enamel, is insulated with L.O.F. glass fiber faced with aluminum. The Inciner is 35 by 22 inches. Its capacity is 2 bushels. It will operate on natural, manufactured, mixed, or liquefied petroleum gases, with a burner capacity of 15,000 Btu's per hour. Ignition is with automatic pilot with thermomagnetic valve. List Price: \$124.50. Bowser, Inc., Attn. E. O. Olsen, Dept. AB, 1335 W. Randolph St., Chicago 7, Ill.

Circle No. 917 on Readers' Reply Card, p. 266



New 36-inch gas range

The Model M-636 Perfection gas range has two giant and two standard Harper "Onica" surface burners, and automatic lighting with built-in filters. Burners are of non-clog type easy to remove and clean. The oven is fully insulated, has automatic heat control. The smokeless slide-away broiler pulls out when the drop door is opened. It has Universal burners and orifices adjustable to any gas—natural, manufactured or L-P. Retail price of Model M 636: \$149.95. Perfection Stove Co., Dept. AB, Attn. J. P. Dahlman, 7609 Platt Ave., Cleveland 4, Ohio.

Circle No. 918 on Readers' Reply Card, p. 266

Biggest
By Far!

the
Imperial

by
Martha Washington



Bigger families want this bigger oven... it measures a whopping 24 x 19 x 14!... 30-1/4" overall!

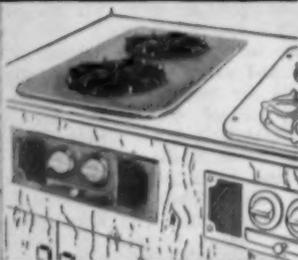
Has extra separate broiler • Gas or Electric • Automatic, if you wish • Glass Door • Completely equipped at prices that break all precedent.

In Copper, Stainless or 4 Colors!

Write for Brochure & Name of Your Distributor

MARTHA
WASHINGTON

151 Avenue A
Bayonne, N. J.



Gas-using products



This unit cools with gas

A simple gas flame produces the cooling effect in Servel's new 2-ton capacity air conditioner. Small enough to go through a 30-inch door, it needs only 8.7 sq. ft. of floor space. This direct-fired gas cooling unit can be connected to existing forced-air furnaces. Servel Incorporated, Dept. AB, 119 No. Morton St., Evansville 20, Ind.

Circle No. 919 on Readers' Reply Card, p. 266

Two-temperature hot water from this new unit

The MST 60-50 water heater, a product of Ruud Mfg. Co. has a two-temperature feature in that the Ruud-Monel water heater supplies 180-degree sanitizing water and an extra-large volume of 140-degree tempered hot water through a "mixed" outlet. Called the Ruud-Monel "Sanimaster," it has a solid Monel tank. Ruud Manufacturing Co., Dept. AB, Kalamazoo, Mich.



Circle No. 920 on Readers' Reply Card, p. 266

ONE UNIT FOR
TWO DISPOSAL JOBS...
adds **EXTRA**
premium value

to every home you build!



Trash and garbage disappear like magic in the handsome, gas-fired Majestic Incinerator—the modern appliance for today's homes. You'll find it an asset that catches the eye and interest of every prospective home buyer. Low in cost and easy to install in utility room or basement, it adds *premium value* that puts your homes ahead of competition.

For 35 years a leader in incineration, Majestic offers you today's most advanced unit—the Model 10-G Incinerator. Get full details today! The Majestic Co., Inc., 300-A Erie St., Huntington, Indiana.

See your distributor or write

THE GAS-FIRED
HOME DISPOSAL
SYSTEM

Majestic
INCINERATOR

AMERICAN BUILDER

Gas-using products

Furnace is designed for low overhead clearance

The Rheem Imperial Gas-Fired Lowboy is designed for low overhead clearance. Combustion chambers are contoured for high heat transfer efficiency. Blowers are high capacity and designed for quiet operation. Filters have large area for cleaning of air as it enters. Available in 4 output ratings. Rheem Mfg. Co., Dept. AB, 7600 S. Kedzie Ave., Chicago 29, Ill.



Circle No. 921 on Readers' Reply Card, p. 266



Unit uses dual fuels for heating

The Janitrol dual fuel winter conditioner operates on natural gas in mild weather and when temperatures go down and heating load is increased, unit changes over to the use of L-P fuel from standby storage. A single room thermostat controls indoor temperatures for either fuel. Surface Combustion Corp., Janitrol Heating & Air Cond. Div., Dept. AB, Toledo, Ohio.

Circle No. 922 on Readers' Reply Card, p. 266

Sensational New **Majestic** Automatic Control

4
WAYS
BETTER

- Prevents rehumidification*
- Lowers noise level, especially at night
- Delivers correct balance of air movement for both heating and cooling
- Provides 365-day comfort operation without any human contact.



FOR ALL-YEAR AIR CONDITIONING

Majestic Research has developed a new, fully automatic, interlocking control for year-around air conditioning systems. It's such an important advancement — and so easy to install — you'll want full details before putting in any other type of equipment. Write today!

*REHUMIDIFICATION: Air circulation over wet evaporator coils (during compressor off-cycle) causes sharp rise in relative humidity.

See your dealer
or write

The Majestic Co., Inc.

433 Erie Street • Huntington, Ind.

Perfect
Choice!

the
Deluxe

By
Martha Washington



Makes a kitchen a showplace... 16" x 19" x 14" ... with glass door and interior light... extra separate broiler... Gas or Electric... automatic, if you wish... completely equipped... priced to make you buy... to sell your homes.

In Copper, Stainless or 4 Colors!

Write for Brochure & Name of Your Distributor

**MARTHA
WASHINGTON**

151 Avenue A
Bayonne, N. J.

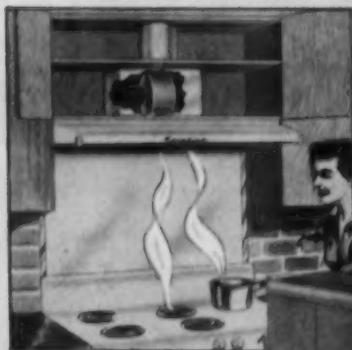


Made Right . . . Priced Right
Rangaire

KITCHEN STOVE HOOD

available in

- ★ WHITE BAKED ENAMEL
- ★ COPPERTONE BAKED ENAMEL
- ★ SILVERTONE BAKED ENAMEL
- ★ SOLID COPPER (Hand Riveted)
- ★ STAINLESS STEEL



RANGAIRE
PRICES ARE
COMPLETE—
NO HIDDEN
EXTRAS

List Prices begin at
\$64.95
for 42" Hoods

AVAILABLE
IN ANY
SIZE

The Rangaire installs easily in cabinet above the stove. Efficient squirrel-cage type blower removes fumes and greases at rate of approximately 300 CFM. Frosted light panel lights entire cooking area. To clean aluminum filter . . . remove knurled screws, lift off stainless steel grill, dip in hot water.



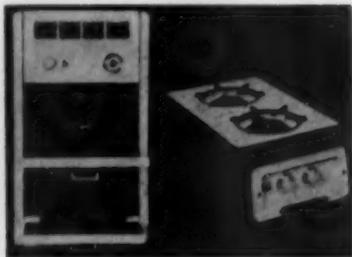
List Prices
begin at
\$36.95

Ranger EXHAUST UNIT

Installs readily in cabinet or furred section above stove. The same powerful blower unit as is in the Rangaire offers low-cost, efficient ventilation. White, Coppertone, or Silvertone Baked Enamel.

ROBERTS MFG. CO. • P. O. BOX 177 • CLEBURNE, TEXAS

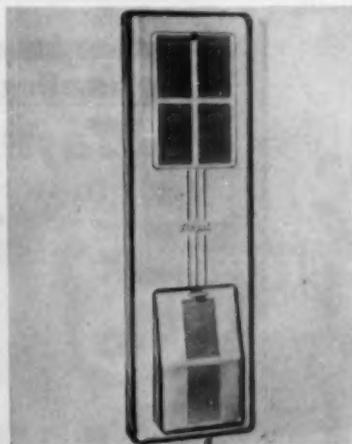
Gas-using products



Built-in gas cooking units feature easy installation

Harwick Stove Company has a new line of built-in gas cooking units. The oven-broiler units have all-gas and electrical connections in front for quick, easy installation. Mounting screws are also in front and clamp the oven tightly against the wall so no fumes can escape to discolor wall. A "cold-air pump" helps insulate the oven walls and cools vented air. Top burner units are mounted in pairs and fit flush with counter-top, are wedged in by a special flat-topped T-molding. Burners light automatically from a Pin-Point Pilot $\frac{1}{8}$ the size of ordinary pilots. Available for November delivery. Harwick Stove Company, Dept. AB, Attn. Hayes Davis, Sales Mgr., Cleveland, Tenn.

Circle No. 923 on Readers' Reply Card, p. 266



Wall heater has furnace- type blower

Although the Royal Wall Heater can be purchased with or without a furnace-type blower, the manufacturer says that with its use, heating efficiency is increased by moving room air across combustion chamber. All Royal heaters are fully vented, have a lifetime burner of one-piece cast iron, are available with automatic or manual controls. List price of Model 5335 UN without blower: \$121.05. List price of "B" blower: \$34.95. Chattanooga Royal Company, Dept. AB, Attn. Harley Weatherly, Chattanooga, Tenn.

Circle No. 924 on Readers' Reply Card, p. 266
FOR MORE GAS-USING PRODUCTS, SEE P 148

AMERICAN BUILDER



**New Homes... and
Remodeled Homes... Have
Added Selling Values**

When Equipped With

NIAGARA

Activated Heat

FURNACES*

There's a Niagara for Any Heating Requirement... deluxe Niagara Series 50 gas for large homes as well as "high-boy" units for basementless homes, both gas-fired and oil fired, or oil-gas convertible.



Deluxe
50 Gas

Niagara Series 50 Deluxe Furnaces provide the utmost in heating equipment... a completely automatic winter air conditioner... 3-speed blower... cast-iron heat exchanger... durable iron alloy combustion chamber... capacities up to 180,000 Btu.

Convertible Oil-Gas Furnaces.

Offer your owners the great advantage of choice of fuel. Exceptionally complete units, either down-flow for perimeter heating or conventional up-flow.

Oil-Gas
Convertible



***Summer Cooling, Too.** Niagara cooling units for dehumidified, refrigerated air in the summer can be attached to Niagara or other existing forced-air furnaces—the modern idea in greater home comfort and value.

Ask your heating contractor for full details of the complete Niagara line, or write us.

Member of the American Gas Association

NIAGARA FURNACE DIVISION

The Forest City Foundries Co.
2500 West 27th Street • Cleveland 13, Ohio



HEATING UNITS

are A.G.A. approved for all types of fuel gases.

CENTRAL HEATERS

Conventional, Up-Flow, Down-Flow and Attic types.
"Forced Air Heaters"

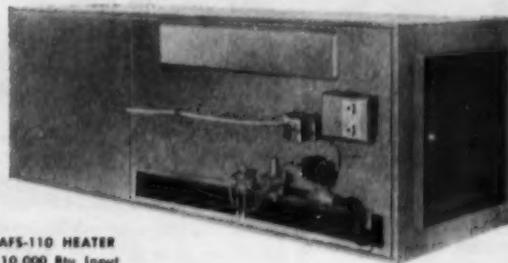
FLOOR FURNACES

UNIT HEATERS

CONVERSION BURNERS



HBD-70 & HBD-85
CONVENTIONAL FLOW



AFS-110 HEATER
110,000 Btu Input

JOHN ZINK Heaters are shipped complete ready for installation—no costly on-the-job assembly. Every JZ Heater must pass rigid testing and inspection requirements before shipment.

Designed, manufactured and backed by one of the largest burner and heater manufacturers in the world.

Write for illustrated literature and prices.

JOHN ZINK COMPANY

4401 So. Peoria

Tulsa, Okla.

Industrial Burners—Attic Fans



YOUR PROFIT PER YEAR GOES UP!

Public preference for National Homes—with their many exciting features—assures high dollar-volume profit for you as a builder-dealer!



In all, 38 wonderful models . . . many sizes, styles and prices



A Youngstown steel Kitchen in every model.

National Homes sell in great volume because they give the public what the public wants, at prices so low that almost anyone can afford to buy.

Home buyers are sold by their abundant floor-to-ceiling closets and storage space—quality Youngstown Kitchens efficiently planned—aluminum windows—pre-tested quality control from start to finish.

So, home buyers are buying National Homes faster than they're buying any other brand-name homes!

**ONE OUT OF EVERY 48 HOMES BEING BUILT
IN AMERICA TODAY IS PRODUCED BY**

NATIONAL HOMES CORPORATION, LAFAYETTE, INDIANA

Why National Homes Outsell All Others

- Hundreds of features, including steel Youngstown Kitchens that save the home-maker time and work every day.

- Every National Home is architect-designed by Charles M. Goodman, AIA, and color-styled by Beatrice West, both foremost authorities in their fields.

- There are 38 basic floor plans—with two to five bedrooms—and more than 200 exterior variations to suit every need and desire.

- Prices range from \$6,000 to \$40,000. Variations in prices are due to size, extra features desired by the buyer, and location of the home.

- National Homes are produced better, faster, and more economically—which means a lower selling price—by the assembly-line methods of modern U.S. manufacturing.

- They are built of quality materials. Youngstown steel Kitchens, for example, are in every model—will not warp, rot, swell or stick.

- Mass purchasing of brand-name materials results in important savings that can be passed on to the home buyer in the price and in important advantages which he gets in the quality of the home.

- The quality of National Homes is standardized—every home is engineered and manufactured in accordance with exacting factory standards.



Heating Unit

Cooling Unit



ASSEMBLED WARM AIR FURNACES

- Units occupying less than 2 feet square
- Hi-Boy, Lo-Boy, Counter-Flow and Horizontal Units
- Pre-wired and pre-assembled . . . 10-minute installation
- 20 gas models, 12 oil models . . . 60,000 to 145,000 BTU

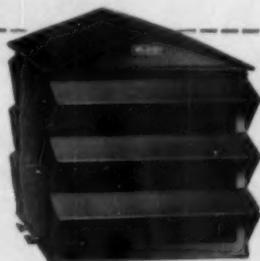
WILLIAMSON Yeararound AIR CONDITIONING fits even the smallest basementless house. Simply install **ASSEMBLED** Counter-Flow Furnace plus exclusive Counter-Flow AIRrefrigeration into the perimeter heating system. Use only 2 FEET SQUARE of floor space. No need to install all the cooling portion at once . . . just coil enclosure and conduit line . . . then complete system anytime. For basement homes, install **WILLIAMSON** Lo-Boy or Hi-Boy with duct-type cooling. Famous **WILLIAMSON** symbol on all units gives extra merchandising value. Get the edge on competition with compact **WILLIAMSON** heating and cooling units.

all you need for new profits!

WILLIAMSON
YEAROUND
AIR CONDITIONING
LESS COST . . . LESS SPACE

WATERLESS COOLING
featuring Exclusive Counter-Flow AIRrefrigeration

Outside Compressor Unit



- No additional floor space required
- Eliminates the use of water, water tower and pump
- Costly water and sewer connections avoided
- Easily installed . . . (90% factory pre-wired)
- Condensing unit outdoors . . . saves space, eliminates indoor compressor sound
- Installation of coil enclosure makes possible completion of system any time in future
- Operating costs equal to other systems

plus

a complete line of 2, 3 and 5 ton **WATERLESS** and **WATER-COOLED** Units . . . and **DUCT, PIPE & FITTINGS** for ANY System.

THE WILLIAMSON HEATER CO., 3575 MADISON ROAD, CINCINNATI 9, OHIO

gentlemen: Rush me details on the complete WILLIAMSON line of heating and cooling units.

name.....

firm.....

address.....

city.....state.....



Stainless Steel Cabinet Sink—economical stock unit with a "custom" look.

HOW TO "Get the Nod" FROM FHA AND DELIGHTED OWNERS

Design features of Republic Steel Kitchens can help you get top money for your homes from both financing organizations and buyers. In this kitchen, for example, trend-satisfying built-in oven and surface range units are housed in Republic *stock* cabinets—storage space below gets maximum FHA credit.

Republic's big, broad line gives you real planning flexibility. And, as a leading producer-fabricator of steel, Republic assures you true quality and economy, dependable delivery.

THE "HOW TO" LINE

Republic Steel Kitchens



NO WASTE STORAGE SPACE HERE—FHA allows you full count across the corner for this Lazy Susan cabinet; same credit applies to Republic's corner wall cabinet. Favored, too, are the space-saving features of these interchangeable shallow drawers.



EVERY REPUBLIC SHELF COUNTS
Wall cabinet shelves are adjustable so it's no trick to set the top one within FHA 6-ft. height requirement. And, "comfort reach" is another big Republic feature to mention to quality-conscious prospects.



NYLON GLIDE OPERATED INNER SLIDING DRAWERS
FHA gives them equal credit with conventional drawers. And, homemakers love the added convenience. Wonderful for heavy items, excellent space organizers for the usually wasted upper areas of cupboards.

FOR COMPLETE INFORMATION—contact your nearby distributor or write Republic Steel Corporation, Berger Division, 1022 Belden Ave., Canton 5, Ohio.



ECONOMICAL OVER-REFRIGERATOR CABINET—Where FHA allows only one shelf credit, Republic gives you a 15" high specially designed stock cabinet. With such outstanding features you get—and give—most for the money with Republic Steel Kitchens.



"SEQUIN"—ITS 16 COLOR-PLECKED PATTERNS KEEP FOOTMARKS A SECRET. (Floor: MOCHA T723 Steps: GREY T721)

Your homes sell best when they're dressed in "SEQUIN"

Gold Seal Sequin Inlaid Linoleum is fast becoming America's favorite design thanks to its distinctive beauty and to mass promotions in Life, Better Homes & Gardens, and Sunset.

The trend to basic, smooth-surface, virtually seamless flooring throughout the house is unmistakable. Here are just a few reasons why you are so safe in specifying Gold Seal "Sequin" Inlaid Linoleum.

Ease of maintenance . . . resists dirt, grime and dulling film. Cuts cleaning time and costs to a minimum.

Resilient . . . deadens floor noise. Resists permanent indentation from furniture.

Quiet and comfortable . . . eliminates noisy clatter common with hard floors.

Beautiful . . . suggest hundreds of smart, special

designs . . . wide range of colors to harmonize with any decorative scheme.

Stays beautiful . . . colors are inlaid for long-lasting beauty.

Economical . . . initial costs can be amortized over a long period of time. Lasts longer than lower-cost floors.

Guaranteed . . . Gold Seal Inlaid Linoleum gives you the famous Gold Seal guarantee . . . satisfaction or your money back.

So for all the benefits of Gold Seal Inlaid Linoleum, plus the versatile beauty of "Sequin," simply specify Gold Seal "Sequin" Inlaid Linoleum in houses you want to sell faster. You have 16 patterns to choose from, 6 ft. wide, by-the-yard.



FOR HOME OR BUSINESS YOU GET THE FINEST CHOICE OF ALL IN . . .

*Trade-Mark Congoleum-Nairn Inc., Kearny, N. J.

Inlaid Linoleum • Ranchtile • Linoleum • Resilient Tiles • Congoleum ® & Congowall® Enamel • Surface Coverings • Vinylflor • Vinyltop



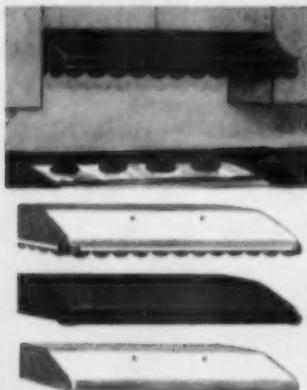
America's Cooking Ventilation Experts Say:-



**If You Would Keep YOUR HOME
FRESH, COMFORTABLE
and FREE of COOKING GREASE**

It is the only thorough way to trap, hold and remove cooking vapors that rise from the cooking area. Every home... even conditioned air homes... can now be freed of uncomfortable cooking heat, grease and steam with a Vent-A-Hood. By covering the entire cooking surface, Vent-A-Hood thoroughly traps hot cooking vapors; and its built-in "Magic-Lung" exhauster instantly removes them before they can spread and damage walls, ceilings, woodwork and furnishings. Your home will be more comfortable with a Vent-A-Hood.

For HOMES with BUILT-IN COOKING SURFACES



You will love Vent-A-Hood's beautifully designed under cabinet group. These "New Idea" hoods serve the widest range of decor. They do it in style... in sizes... in color... in trim... in accessories. They offer the widest style choice from plain, simple design to ornate luxury. Order any size. Choose any color or metallic finish. Select any type trim (chrome, gold, black, scallops, etc.) and any light and switch arrangement. Use with any brand or style of ventilating fan or blower built to fit kitchen cabinets and walls.



Vent-A-Hood Company

1903 Plantation Rd. • Dallas, Texas

Your local Vent-A-Hood cooking ventilation expert will help you with the right style selection and the most thorough cooking ventilation for your home.

Write for Literature and Name of Nearest Distributor

Please send more information about Vent-A-Hood Cooking Ventilation Equipment:

Name _____
Address _____
City _____ State _____

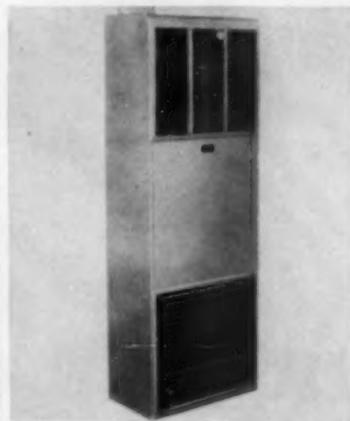
Gas-using products



Gas-fired heater approved by AGA

Model C-70-GA, a gas-fired, vented, recessed heater is a new addition to the Mor-Sun line of warm-air furnaces. Approved as a complete unit by the American Gas Association, the C-70-GA is designed for all types of homes in the South and for many types of construction in northern climates. The capacity of the model is 70,000 Btu/hr input and 52,500 Btu/hr output. Morrison Steel Products Inc., Dept. AB, 601 Amherst St., Buffalo 7, New York.

Circle No. 925 on Readers' Reply Card, p. 266



Features floor level heat

Floor-level heat and modulated heat flow are features of the new Kilbury Floor-Flo, a 50,000 Btu fan-type recessed heater for homes, apartments and add-on rooms. The Floor-Flo has a 2-speed fan and snap-action modulating type of thermostat with the minimum bypass rate at 40 per cent. Kilbury Manufacturing Co., Inc., Dept. AB, 14529 Hawthorne Blvd., Lawndale, Calif.

Circle No. 926 on Readers' Reply Card, p. 266

FOR MORE NEW PRODUCTS, SEE P. 237

AMERICAN BUILDER



with this new **Permaglas**[®]

all other water heaters are old fashioned

One glance tells you. Here at last is the water heater that perfectly matches today's—and tomorrow's—designs for living. Put this exciting new Permaglas wherever it's most convenient, and be proud to have it showing! You'll love using the exclusive new Eye-Hi temperature control . . . it's as easy to adjust as your oven. And of course this brilliant new Permaglas has the famous glass-lined tank proved rust-proof by over 2,500,000 families. Patented, high-efficiency HEETWALL, too! It's the *only* new water heater!

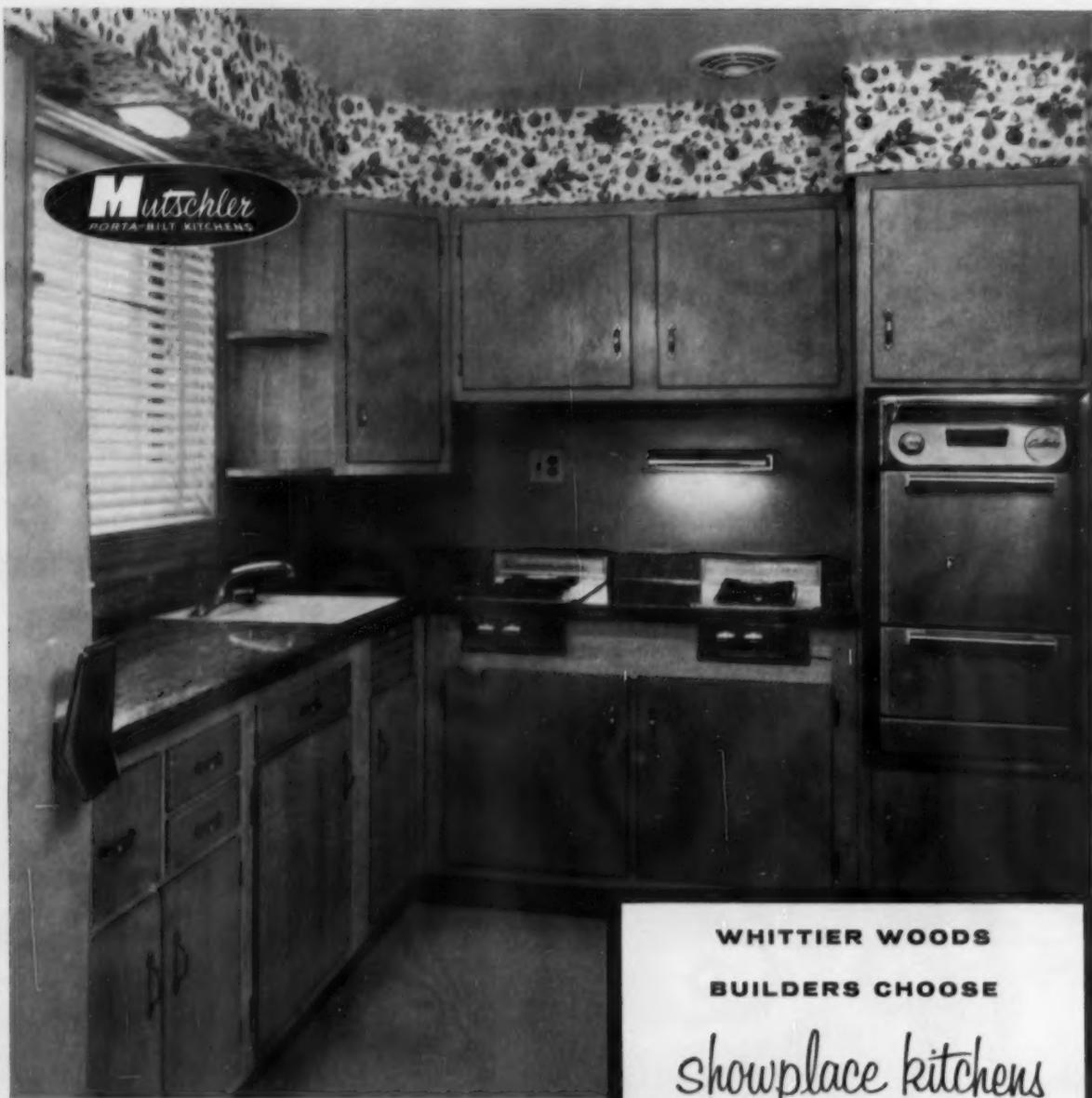


Permaglas[®]

Through research  . . . a better way

A.O. Smith
CORPORATION

Permaglas Division, Kankakee, Ill. • Licensee in Canada: John Inglis Co., Ltd.



WHITTIER WOODS

BUILDERS CHOOSE

Showplace Kitchens
by **MUTSCHLER**

Smoot-Levick Construction Company, Inc., builders who are developing the Bethesda, Maryland, community of "Whittier Woods," list *Showplace Kitchens* by Mutschler as one of their fine construction features.

Mr. Levick says, "... your maple line is a non-depreciative item, and this is a selling feature. The maple cabinetwork is far superior to any I have ever seen or used. We also appreciate the interest, help and time you folks have given us. Your know-how and design ability are the finest."

If you are building quality homes, we feel certain you'll be interested in the Mutschler story, too. Write for complete information and specifications.



MUTSCHLER BROTHERS COMPANY Dept. 9055, Nappanee, Indiana

Don't sell your heating plant short

Give it electronic sales power with new Moduflow

Never sell your heating plant short. It represents a substantial part of the cost of your homes and it is important that it carry its share of your selling efforts.

The new Electronic Moduflow helps you realize the full sales potential your heating (and cooling) system represents. It gives you electronics to capture the imagination of the public. There is beauty and styling in the revolutionary Golden Circle Thermostat and handsome Clock Control Center.

You gain a new comfort sales story because you are offering the ultimate in home comfort control with the outdoor Weathercaster that keeps your heating plant a jump ahead of the weather.

Make Moduflow a new attraction for your prospects—and at no more cost than many of the familiar overworked features that dot the majority of today's new homes.

See your Honeywell salesman or heating dealer, or write Honeywell, Dept. AB-9-116, Minneapolis 8, Minnesota.

(Clock shown is for utility room installation. Deluxe burnished chrome, flush mounted models available for kitchen or amusement room use.)



For heating or cooling

MINNEAPOLIS

Electronic Moduflow

112 OFFICES ACROSS THE NATION



New Outside "Weathercaster" Thermostat

With electronic swiftness, the Honeywell Weathercaster continually senses outside temperature changes and tells the indoor thermostat what adjustment is necessary to maintain perfect comfort.



New Inside "Golden Circle" Thermostat

Your customer simply dials the daytime and nighttime temperatures he wants with this beautiful thermostat. He just sets it once. Thereafter, the outside thermostat raises or lowers settings automatically as outdoor temperatures change.



New Electronic Control Center

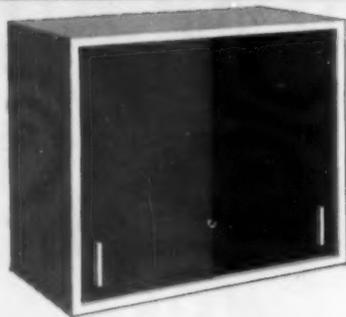
This handsome new appliance—white clock—is styled for the utility room or kitchen. It receives electronic signals from the indoor thermostat and adjusts the heating or cooling plant accordingly. In winter, it automatically lowers the temperature at night to save fuel, and raises it in the morning.



use 4-WAY S. A.*
to sell your homes faster
specify Tracy kitchens



SATINY STAINLESS STEEL SINKS—how the women love them! These Tracy sinks put the "de luxe" stamp on your kitchens . . . help you capitalize on the big decorator swing to stainless steel. Last-a-lifetime quality at no price premium. Sizes to fit every kitchen installation.



GLAMOR-COLOR SCHEMES! Tracy's exciting Pic-A-Dor cabinets let every woman become her own kitchen decorator . . . give you sales-winning kitchen variety. They're the only steel cabinets with sliding doors that can be ANY material or color; make standard kitchens glamor kitchens.



CABINETS FOR BUILT-INS. Tracy has the most advanced and flexible line of cabinets yet designed for built-in ovens and drop-in surface units. Here's your smart, money-making way to cash in on the tremendous trend to built-ins in the homes you build and sell.



COMPLETE LINE. Tracy provides you with full-line variety for every kitchen plan. Stainless steel and porcelain sinks . . . wall, base and special-purpose cabinets . . . drop-in bowls . . . high oven cabinets. Tracy equipment gives you built-in sales appeal for every kitchen plan.

*Sex Appeal or Sales Appeal—call it what you like.
Tracy has it at your price!

mail this coupon today!

Tracy
KITCHENS



come on along with the **BIG** things coming from Tracy!
foremost producers of stainless steel sinks and quality steel kitchens

Dept. AB-9, Tracy Kitchens Division,
Edgewater Steel Corp.
P. O. Box 1137, Pittsburgh 30, Pa.

Send me full facts on how I can sell more houses with
the Tracy Kitchens line.

NAME _____

ADDRESS _____

CITY _____ STATE _____

 Your
All-gas
kitchens
are



when



are
installed



VENTILATING RANGE HOODS

COLE MANUFACTURING CO.,
705 Raymond Street • 5-5451 *of Austin, Texas, Inc.*

NAME _____

BUILDER

ARCHITECT

ADDRESS _____

Headline news for homemakers



When they turn to the magazines they know and trust, homemakers all over the country—in cities, towns and rural communities—get the news about Curtis kitchens and other Curtis Woodwork. Consistent advertising for thirty

years in publications like those shown below has made "Curtis Woodwork" a household word—a symbol of beauty and quality wherever enduring value and unusual convenience are desired in a home.



...and headline news for builders: Curtis woman-designed kitchens

There's a revolution in homemaking today—and sales-minded builders are reaping the benefit! For homemakers are speaking up loudly and clearly, for the features they really want in their homes. And Curtis kitchens fill the bill—as thousands of inquiries prove.

Curtis interviewed women all over the country—consulted women home economists and stylists—to find out what women want *most* in kitchens. The result is a complete line of wood kitchen cabinet units in natural birch—containing the 53 features that help you reach a woman's heart and her husband's pocketbook.

For the whole exciting story, send today for illustrated literature. See Curtis kitchen catalog in Sweet's—and note Curtis advertising in the national magazines. Curtis kitchen units are sold by leading dealers everywhere. *Your* lumber dealer will give you full information on kitchens and the full Curtis Woodwork line. Or write today to Curtis Companies Service Bureau, Clinton, Iowa.



Designed by women



Styled by women



Approved by women

CURTIS WOODWORK
Heart of the Home



Framing was the key to economy



The structural system, fabricated on the job, determined the size and shape of the building



The exterior is a departure from the traditional style, yet functional in every detail

The Christ Lutheran church of Wichita, Kansas, built at a cost of \$22,000, represents a new approach to church design. In order to accomplish the purpose intended and stay within the budget, this new approach was essential.

The structural system was one of prime importance because it determined the size and shape of the building. It had to be sufficiently simple so that the average carpenter could build it, and it had to utilize standard materials, for economy. The frame bent that was used accomplished all of this and resulted in very pleasing proportions both inside and out.

In order to use standard sizes in the top members of the frame bents the vertical members were angled in to reduce the over-all span. This gave not only structural economy

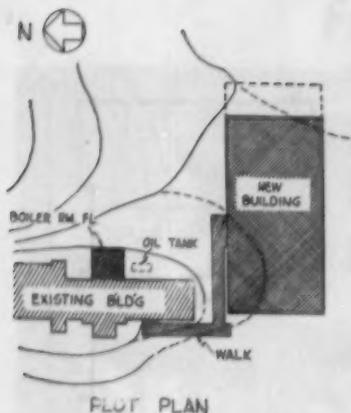
BUILDERS:

Wright and Lee, Wichita, Kas.

ARCHITECTS:

Ramsy and Himes, A.I.A., Wichita, Kas.

AMERICAN BUILDER

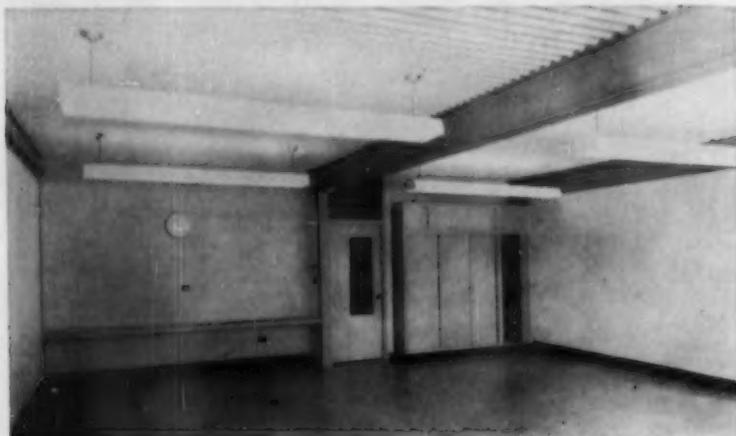


Joined to old school, but not attached . . . annex cost \$11.75 per square foot to build

Annex makes economy addition



Covered walk which links buildings is extended to form a canopy for entrance to the annex



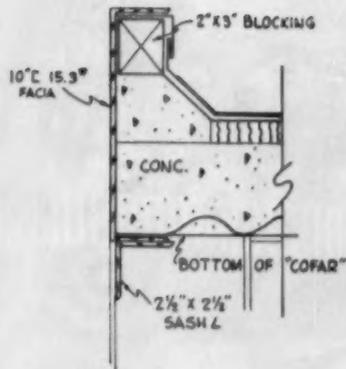
Classrooms have individual temperature control, prefab storage cabinets

The new primary unit of the Wood Dale School in DuPage county, Illinois, houses about 60 children of the first four grades. It was built as an annex rather than as a wing to the old building, for two reasons: (1) an annex was cheaper to build, at the same time allowing more architectural freedom; (2) an annex could be finished within the time limit of 6 months which governed the project.

Chicago architects Bryant and Walchli achieved a cost-saving structural system in steel and concrete, producing the building for \$11.75 a square foot. This figure included a new boiler room and heating plant which was attached to the old school building.

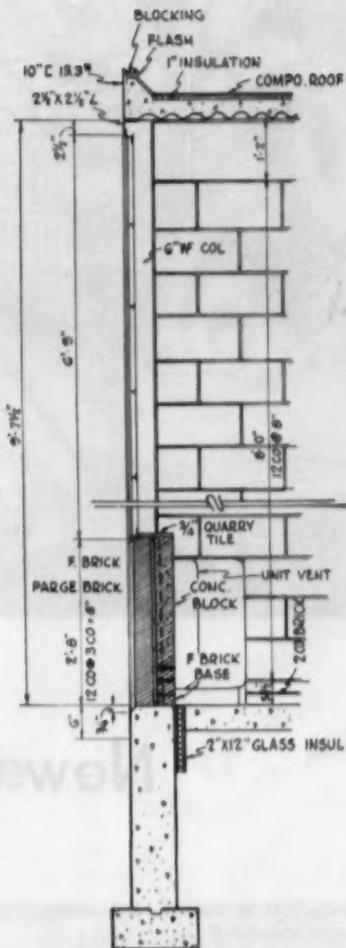
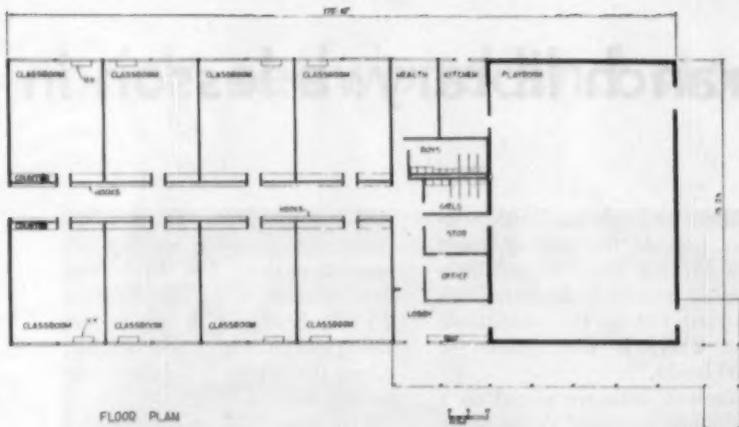
The roof system is economical. Corrugated steel sheets span the structural steel frame, over which is poured the concrete roof slab. This also provides sound insulation and serves as an attractive ceiling for the classrooms.

Features of the finished building include: ceiling in principal's office of translucent plastic panels with fluorescent lights above; work counter tops in classrooms of laminated maple; all classrooms equipped with the latest in artificial lighting.



Enlarged section of coping at edge of roof

to a school



TYPICAL SECTION

ECONOMICAL STRUCTURAL SYSTEM uses windows of warehouse sizes, corrugated steel sheets which span the steel frame, over which is poured the concrete roof slab



Large playroom has only one long, narrow window. This permits easy darkening of the room for showing educational films, and simplifies maintenance



New branch library: a lesson in

Architects: N. W. Overstreet & Associates
General Contractor:

Howie Construction Co.
Total floor area: 3,070 sq. ft.
Total cost: \$45,000
Square foot cost: \$14.45

Located in pine-groved Livingston Park in Jackson, Miss., this small library fronts on a busy west side street and looks out on a lake to the rear. One story in plan, the building is divided into an office-building-utilities wing and a large reading room for both

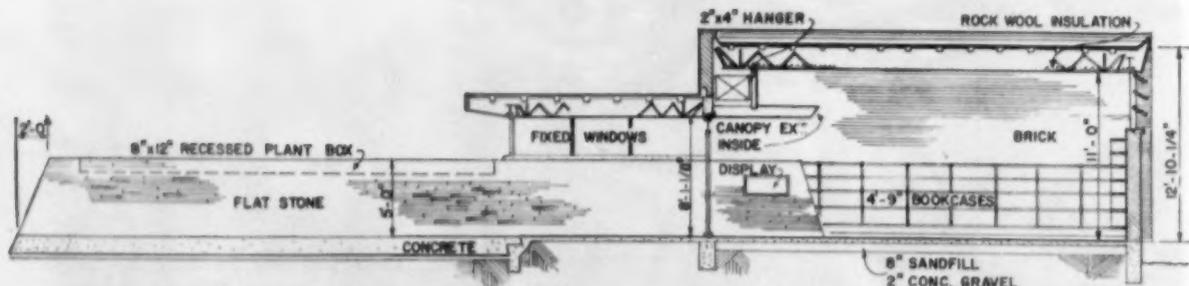
children and adults. North windows provide the reading room with daylight illumination; flush-mounted fixtures in the acoustical-plastered ceiling give additional light. There is shelf space for 8,500 books.

Masonry walls are placed on a continuous concrete grade beam supported by piles 6 to 24 feet in depth. Open-web steel joists, pre-cast concrete deck and built-up roof are also included.

Giving the effect of being car-

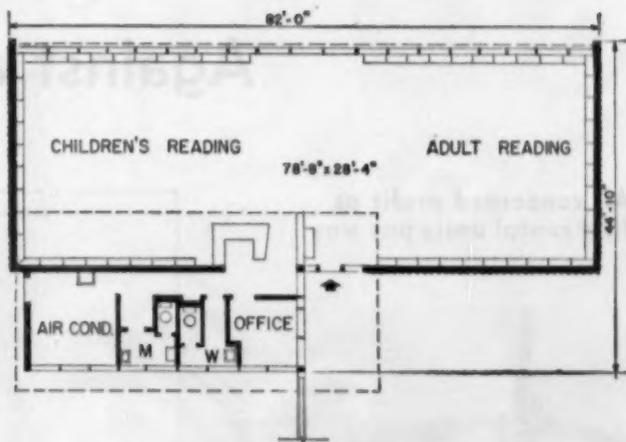
ried straight into the reading room, the canopy is actually two separate sections. The interior section consists of a framework of 2 x 10's sheathed with redwood car siding and hung from ceiling joists. Above the canopy is the air conditioning duct.

Flat stone laid up to shoulder height forms the entrance wall. It pushes past the free-standing door and thrusts into the reading room, where it displays the latest library reading material.



LONG AND LOW entrance wall of crab orchard stone leads past door into reading room, has built-in plant box. Ceiling

has 4-inch rock wool insulation. Duct above canopy contains air conditioning vents. Canopy hangers are 2 x 4's.



JUVENILES AND ADULTS alike share common reading room, while office, air conditioning equipment and rest rooms occupy separate, canopy-covered wing. Saw-tooth brick pattern on exterior face of walls is shown here.

◀ **STRONG VERTICALS** produced by stacking Roman brick on the bias are balanced by equally strong lines of stone wall and redwood canopy. Park setting further enhances feeling of repose which building should have.

brick, redwood and stone



SOUND CONDITIONED CEILING of acoustical plaster has fluorescent fixtures to supplement north daylight. Floor-to-

ceiling window is framed with Kawneer aluminum. Redwood of canopy is repeated in librarian's desk below.

Against a background of

All concerned profit as first rental units pay way



REVEALING DATA on Columbus segregated housing explain makeshift slums (left) and urgent need for local action.

SUCCESSFUL FIRST VENTURE of Associated Builders, 127 two-bedroom apartments at \$60, kept spotless by tenants.

... these Columbus builders have

Like other cities, Columbus had long chosen to ignore its ghetto slums, until in January 1953 some Home Builders Association members faced up to the situation. With the help of FHA, the Urban League and C. of C. they gathered statistics and set 1000 units as a short term goal.

They set up a construction com-

pany, Associated Builders of Columbus, having first tested response with an offer of stock (oversubscribed). Pres. Ernest G. Fritsche and v.p. for finance Raymond S. Barry kept plugging until an insurance company lent \$250,000, seven savings-and-loans \$500,000 on a 39¼ year basis at 4½%, with FHA Title 207 backing.

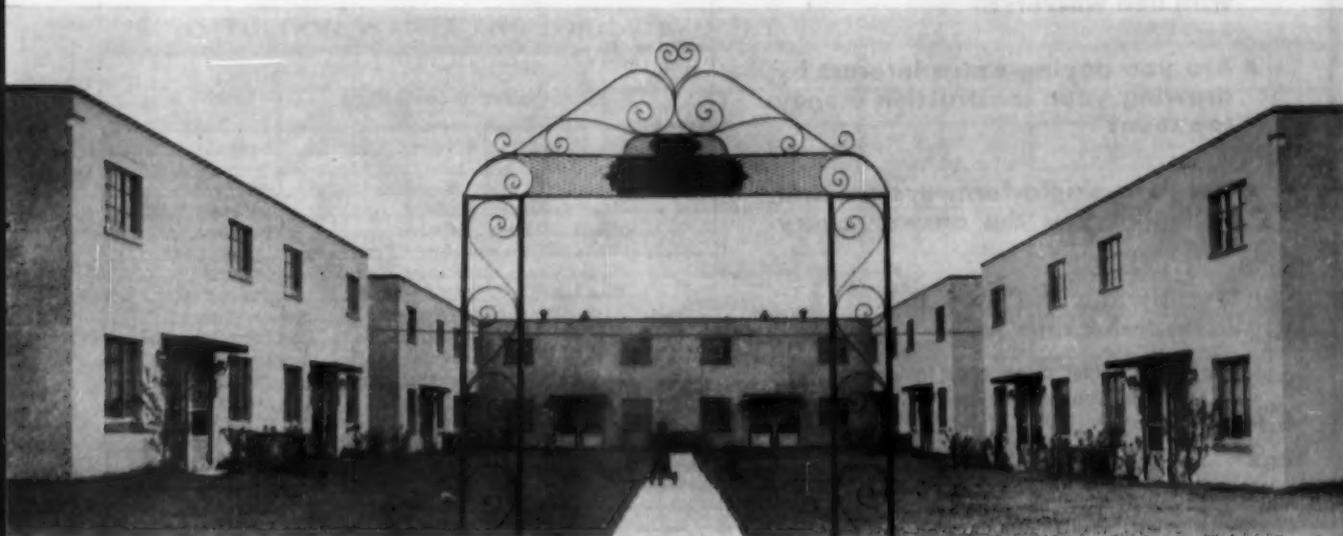
Next, land. The usual troubles of availability, utilities, location and residents' attitudes had to be faced. An area recently zoned for business (and higher than FHA evaluation) was taken at \$42,000. Sixty parcels had to be bought piecemeal; one deed required 15 signatures.

Much planning resulted in 127

OLMSTEAD-FASSETT APARTMENTS, BUDGET ANALYSIS FOR 127 LIVING UNITS

"Within Structure"		Unit Budget			"Outside Structure"	
Cont. for bldg. incl. excav.	421.50		Weatherstripping	5.00	Filling & grading	70.00
Masonry	737.00		Bathroom tile	12.50	Sewars incl. M. H. & inlets	75.00
Carpentry	735.00		Bathroom accessories	11.00	Ext. conc.—walks, courts, etc.	205.00
Stran-Steel (incl. sheets)	401.00		Medicine cabinets	9.00	Utilities—gas & water	91.00
Insulation	30.00		Shades & curtain rods	24.00	Maintenance building	20.00
Roofing & sheet metal	140.00		Dry wall work	235.00	Landscaping	65.00
Steel stairs	94.50		Plastering	112.50		
Metal canopy brackets	4.00		Painting, w/fg. & caulking	305.00		
Hoeses & hoods—dryer	4.50		Finish hardware	40.00		
Steel clothes poles	3.00		Plumbing (to 5' outside)	561.00		
Dryer shelves			Heating (incl. cold air)	337.00		
Alum. casements & screens	100.00		Electrical work (incl. ext. lights)	220.00		
Glass & glazing	18.50					
			SUB-TOTAL "WITHIN STRUCTURE"	4,563.00		
					SUB-TOTAL "OUTSIDE STRUCTURE"	526.00
					Total—direct costs	5,089.00
					Indirect costs—overhead	335.00
					TOTAL	5,424.00

national failure . . .



made an encouraging start

units in two-story, four-apartment cement block structures, to rent at \$60 and make a profit. The Olmstead group of 42 apartments was fully rented before completion on

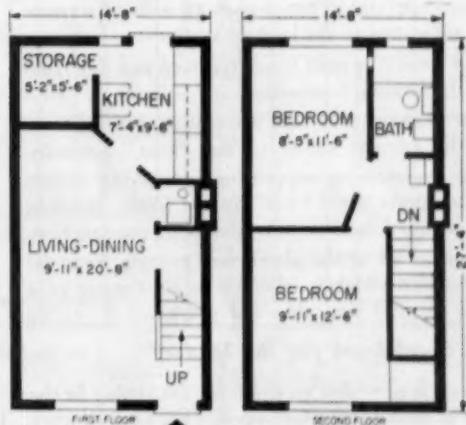
Nov. 7, 1954; the 85 Fassett units are newly completed.

Land for the rest of the 1,000 units planned is being sought, with financing eased by first profits.

Ed Kreider, executive secretary of HBA, reports, "We feel we have laid the groundwork . . . that will make the going easier for other communities."



"AN ACTUAL EFFORT, instead of just committee meetings" resulted from this HBA dinner meeting which set up ABC project.



DUPLEX APARTMENTS on slab eliminate "upstairs neighbor" problem, says architect Mel Armbrust.

How to keep records on

- Are you 100 percent protected with lien waivers?
- Are you paying extra interest by drawing your construction money too soon?
- Here's a single-form system that will give you the answer every day

By Alex G. Flax, C.P.A.

Mr. Flax heads a firm of accountants in Chicago

The home builder under constant pressure for working capital can find a ready source of funds in his own files—if he is following proper procedures in the handling of interim construction financing. Lack of funds may very well be traceable to improper timing and follow-up of details, especially after each building is under roof and the construction loan is ready to open.

Your office procedure covering construction loan records should do two things: (1) protect the lender against mechanics liens and material liens, and (2) permit you to make orderly withdrawals of funds during the construction progress. The clerical procedures involved in all this can be extremely burdensome but they need not be so if systematized into the single form reproduced here.

This form was designed to control both "waiver" and "loan" procedures in all of the following clerical and accounting requirements:

For submitting cost breakdown to lenders (attaching sworn statement and affidavit to original).

For maintenance of daily waiver records of subcontractors.

For maintaining continuous records of waivers submitted to the lending institution.

For recording cash funds received and due from the lending institution.

For management and accounting control over the current status of the "loan" accounts.

For maintaining supporting identifying details of funds "held back" by the lender pending completion of certain phases of construction.

Because all of the above uses contain financial information which is common to all, the use of a single form is desirable and practical.

Cost breakdown for the lender

Space is provided on the form for typing in the name of each contractor opposite the kind of work to be performed. The amount of each contract is typed in at the same time, in the space labeled (Continued on page 166)

	NAME OF CONTRACTOR	KIND OF WORK
1	J. H. MARTIN	Survey
2	CITY	Permit
3	ARTHUR H. JACKSON	Architectural Fee
4	DAVIS & CO.	Excavation
5	BARRY CEMENT CO.	Foundation
6	BRICKER CONSTRUCTION	Masonry
7		Cement Work
8	DODDS CONSTRUCTION CO.	Concrete Work
9	L. F. BOONE, INC.	Iron—Structural
10	R. FORBES	Setting Steel
11	L. F. BOONE, INC.	Iron—Ornamental
12	GENERAL CONTRACTOR	Carpentry
13	LINCOLN LUMBER CO.	Lumber
14	MOLINE LBR & MILLWORK	Millwork
15	HARDY CONSTRUCTION CO.	Flooring
16	APEX WINDOWS, INC.	Screens & Storms
17	JONES HARDWARE	Rough Hardware
18		Stairs
19	ERICKSON PRODUCTS CO.	Kitchen Cabinets
20	STAR GLASS CO.	Glazing
21	EUREKA ROOFING CO.	Insulation
22	" " "	Roofing
23		Windows/Screens
24	APEX WINDOWS, INC.	Metal Windows/Screens
25	BARRY & CO.	Weatherstripping
26		Folding Doors
27	JACKSON PLUMBING CO.	Plumbing
28		
29	MID-TOWN HEATING CO.	Heating
30		Incinerator
31	EVANS ELECTRICAL CO.	Electrical Work
32	MID-TOWN SHEET METAL	Sheet Metal Work
33	WHITE PLASTERING CO.	Plastering
34	CENTRAL TILE CO.	Ceramic Tile
35	" " "	Wall Tile/Linoleum
36		
37	U.S. PAINTING CO.	Painting and Papering
38	AMERICAN FLOOR SANDING	Floor Sanding
39		Appliances
40		
41		
42		
43	JONES HARDWARE	Finished Hardware
44	DAVIS & CO.	Grading
45		Medicine Cabinet, etc.
46		Shower Enclosures
47		
48		Garage Doors
49	JAMES CONLON	Landscaping
50		
51		
52		
53		
54		
55	GENERAL CONTRACTOR	General Contractor
56	" "	Land
57		
	TOTALS	
LENDING INSTITUTION <i>FIRST BUILDING & LOAN</i>		
DATE FILED <i>1955 - 4/15</i> AMOUNT OF LOAN <i>12,000</i>		

construction loans

CONSTRUCTION WAIVER AND LOAN STATEMENT

No. of Draws	SUB-CONTRACTOR'S WAIVER RECORD												WAIVERS SUBMITTED TO LENDING INSTITUTION					
	Called For				Received				Amount of Contract	1	2	3	F	1st Draw	Balance	2nd Draw	Balance	Final
	1	2	3	F	1	2	3	F										
1								20.00	70	-				70	-			
1								15.00	15	-				15	-			
1								35.00	35	-				35	-			
2					6/4/59			175.00	125	-				125	-			
2	6/29				7/4	8/1/59		1200.00	800	-	400	-		800	-	400	-	
2					7/21	8/10		2000.00	1000	-	1000	-		1000	-	1000	-	
3	7/8				7/22	8/19		200.00	100	-	50	-		100	-	100	-	
2					7/11	8/11		60.00	45	-	15	-		45	-	15	-	
1	7/15				7/19			15.00	15	-				15	-			
1					8/14			40.00	40	-				40	-			
3					7/15	8/15		1700.00	600	-	300	-	300	-	600	-	600	-
2					7/15	8/15		1200.00	600	-	600	-		600	-	600	-	
2					8/15			300.00	150	-				150	-	150	-	
1								250.00						250	-			
1								45.00						45	-			
1								28.00						28	-			
2								300.00						300	-			
2					8/10			150.00	100	-				100	-	50	-	
1								70.00						70	-			
1					8/15			210.00	210	-				210	-			
2								185.00						185	-			
1								24.00						24	-			
3					7/15			1000.00	400	-				400	-	600	-	
2								560.00						560	-			
2								480.00						480	-			
1								90.00						90	-			
2								800.00						800	-			
1								100.00						100	-			
1								200.00						200	-			
1								600.00						600	-			
1								35.00						35	-			
1								80.00						80	-			
1								35.00						35	-			
1								80.00						80	-			
1								100.00						100	-			
1								1700.00	700	-				1700	-			
								1393.00	645	-				645	-	847	-	

BUILDING ADDRESS

2140 MADISON ST.

LOT # 48

DRAWN

Date

Sub.

Rec'd

Amount

To Date

1st Draw

2nd Draw

Final

Holdback

TOTAL

(Continued from page 164)

"Amount of Contract." For builders submitting a quantity of similar plans, this work may be duplicated, rather than typed individually, with resulting saving in time.

A copy of the form, as filled in for the lender, already contains cost information by subcontractor, the building address, type of plan, the name of the lending institution, date filed, the amount of the approved loan and the number of draws which are normally made against each contract as work is performed (usually not more than three draws, as indicated in the exhibit, page 164-165).

Clerical procedures for office staff

Space is provided on the form for maintaining daily records of waivers of lien, as follows:

(1) When field work has been completed, subcontractors usually forward invoices for payment, accompanied by waivers of lien. These invoice amounts are recorded in the columns provided to the "right" of the contract "amount" and the date received is recorded in the columns provided to the "left" of the contract "amount," under the head "received." The waiver of lien is then filed to await accumulation before submitting it to the lender for payment.

(2) Some subcontractors may either be slow or negligent in forwarding proper invoices and waivers. These require phone or letter follow-up. Space is provided to record the date of such follow-up call or letter, under the head "called for."

The above procedures will completely satisfy the functional requirements of waiver tracing and accumulation. The file of waivers is on hand, and available for submitting to the lender for payment upon management's request. To draw unneeded funds will cost unnecessary interest; to draw too late can be embarrassing and may cause unsatisfactory relationships with valued subcontractors.

Drawing funds

When funds are required to be drawn, space is provided for three construction loan draws. The amount of each waiver of lien on file is extended to the appropriate column, and the form is in condition to be used for the drafting of a letter of transmittal to the lender, with waivers attached. The amount of each "draw" column is totaled before the draw is made, and the "balance" column is then extended, to furnish the following report to management: (1) funds in process of receipt from lenders, and (2) balance of funds available.

Accounting control is obtained in the lower right corner of the form where columnar space is provided to record the transactions, as follows:

When the waivers are submitted, the "date" only is recorded, for use as a follow-up for collection from the lender. When funds are received, the date and amount are recorded to furnish subsidiary ledger details. Cumulative receipts and final holdbacks are recorded to furnish construction loan closing information, and to expedite conversion for the purpose of stopping interest costs.

20 MINUTES LOST A DAY!

Ready Hung DOORS
PAT. NO. 2489028

PAUL H. WOLF
President
Paul H. Wolf Const. Co., Inc.
Houston & Texas

".....With Ready Hung Doors I get done in half a day what used to take 4 days on the average house. This means I save the cost of 3 1/2 days water-drinking time, personal time, time spent talking to other workmen and long time in starting Hung Doors assure me this much extra profit on each house which is a lot of money at the end of the year."

Sincerely
Paul H. Wolf
Paul H. Wolf, President

**ASK YOUR LUMBER DEALER
READY HUNG DOORS MADE BY:**

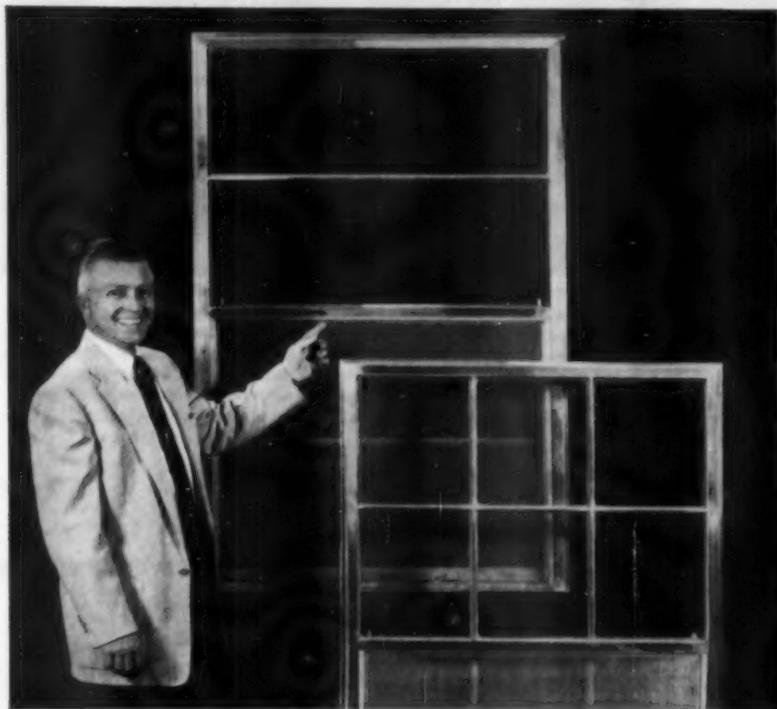
BALTIMORE, MD. Connell Building Supply, Inc. 210 E. Monument St.	NEW YORK, N. Y. Bailey-Whelan Company 17 Park Ave. W. Orange, N. J.
BIRMINGHAM, ALA. National Woodworks, Inc. 2201 25th Ave. North	PITTSBURGH, PENN. Iron City Sash & Door Co. 3rd Street and 5th St. E.
BOSTON, MASSACHUSETTS A. W. Hoarings & Co., Inc. 273 Highland Avenue Somerville 44, Massachusetts	SAN ANTONIO, TEXAS Ready Hung Door Mfg. Co. 200 Legum Street
BUFFALO, N. Y. The Whitmer-Jackson Co., Inc. 565 Hamburg St.	SAN FRANCISCO, CALIF. Ready Hung Door Mfg. Co. 190 MacArthur Blvd. Oakland, California
SUBURBAN, CALIF. Ready Hung Door Mfg. Co. 200 South Victory Blvd.	SEATTLE, WASH. Alme Millwork, Inc. P. O. Box 648 Kirkland, Wash.
CLEVELAND, OHIO The Whitmer-Jackson Co. 1916 W. 3rd St.	SHOAR FALLS, & GAR. Jordan Millwork Co.
DAYTON, OHIO Dayton Sash & Door Co. 2 N. Main St.	ST. PAUL, MINNESOTA Minnesota Wood Specialties, Inc. P. O. Box 21 Saint Paul Park, Minnesota
DENVER, COLORADO Profablocators Incorporated P. O. Box 4886	TORONTO, CANADA C. Lloyd & Son Limited 1214 Lawrence St. N. York P. O., Ont.
GRAND RAPIDS, MICH. Hastala Mfg. Corp. 701 Ann St. NW	WACO, TEXAS Fink Stevens Sash & Door Co. P. O. Box 1490
HOUSTON, TEXAS Ready Hung Door Mfg. Co. P. O. Box 124	
INDIANAPOLIS, INDIANA General Millwork Corp. 319 E. 3rd St.	

A door and frame packaged unit complete with the door hung and locked and the frame trimmed both sides, ready to install in any rough opening in 20 MINUTES.

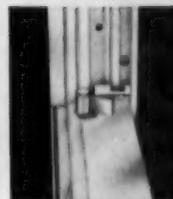
READY HUNG DOOR CORP., FORT WORTH, TEXAS

FITS ANY WALL FROM 4" to 3"

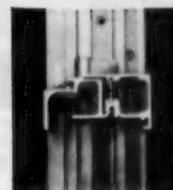
How **apco** America's Finest Aluminum Window... reduces building costs...speeds new home sales!



PULLMAN SPRING TAPE BALANCES of stainless steel are concealed within jambs. Offer silent, trouble-free service... assure easy, finger tip operation.



TWIN LOCKS assure maximum protection. Made of sturdy aluminum alloy, they are placed at extreme sides of meeting rail. Do not obstruct vision.



BUILT-IN WEATHER-STRIPPING of aluminum-backed woven wool pile makes APCO Windows weathertight... dust-free... draft-free. Eliminates binding and sticking.

SUCCESSFUL BUILDERS HAVE USED OVER 1,000,000 **apco** WINDOWS TO SELL HOMES FASTER!

Beautiful APCO design and smooth operating performance impress prospective home buyers... make homes easier to sell. APCO adds style and grace that makes windows a strong selling feature rather than a construction detail.

*Completely Assembled Unit... Ready to Nail
Into Opening... Reduces Building Costs!*

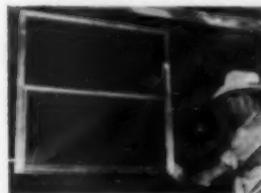


APCO Window arrives completely glazed, screened, weatherstripped, with installation hardware attached.

APCO Window can be handled easily by one carpenter. Needs no adjusting, no fitting.



Easily installed in a matter of minutes, APCO Window gives lifetime, trouble-free operation.



The single-hung APCO Aluminum Window is engineered to reduce costs of new home construction, remodeling and light commercial building. Because APCO's fixed meeting rail is tenoned through the jamb, APCO Windows are stronger, more rigid, easier to operate.

You insure structural beauty and lifetime customer satisfaction when you use APCO. Single-hung and picture window units available in all popular sizes. See Sweet's Light Construction File 5a/ALM for complete details and specifications.

Special offer to dealers and distributors!

All over America dealers and distributors are selling APCO Windows with the help of APCO's strong national advertising program. Over 1,000,000 selling messages in HOUSE & HOME, PRACTICAL BUILDER and AMERICAN BUILDER, plus direct mail, pre-sell your window customers, make greater profits for you. Inquire about the APCO franchise in your area. Mail coupon today.

Get the **apco** story!

ALUMINUM PRODUCTS CO.

1901 Franklin Ave., Houston 2, Texas

Rush me the complete APCO story.

I am a: Builder Distributor Dealer Architect

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

BY _____



(AB-3)

4

building ideas to help you sell the higher quality market



QUALITY ROOF DRAINAGE PRODUCTS made of genuine Republic ENDURO Stainless Steel by Republic's Berger Division provide lifelong service. Gutters, downspouts, flashing—all resist rust and corrosion, never stain painted siding. Strong enough to withstand ice and snow damage and to resist buckling. Can be painted or not. Light weight makes them easy to handle, easy to hang. No special tools or equipment required. Here's a really high-quality feature your sheet metal subcontractor can install. Available in regular jobber stocks. Return coupon for more information.

You know of the growing trend toward quality recognition. You know how it is growing stronger . . . how rising family incomes and living standards are emphasizing quality rather than merely price. And now government housing agencies and mortgage lenders are encouraging the new higher-quality housing.

Republic Steel Building Products fit right in with this quality trend. Yet, you pay no price penalty for taking advantage of them. Republic Steel Kitchens and Truscon Metal Windows and Doors are completely competitive in installed cost. The wiring protection provided by Republic ELECTRUNITE EMT and the lifelong

service of Republic Stainless Steel Roof Drainage Products are real quality features that you can sell . . . and sell hard.

The new building climate offers good evidence that tomorrow's mass market will be the quality house. Be sure that you're planning for tomorrow. Specify, ask for, insist on and use Republic Steel Kitchens, Truscon Metal Windows and Interior Steel Doors, Republic ELECTRUNITE EMT and Republic Stainless Steel Roof Drainage Products. Your local distributors and jobbers have them all in stock. Return the coupon for complete details and specifications and the location of your nearest source.

REPUBLIC STEEL

World's Widest Range of Standard Steels and Steel Products



QUALITY WIRING PROTECTION is provided by Republic ELECTRUNITE EMT, the original lightweight electrical raceway. Exclusive "Inch-Marked"® feature makes it economical for electrical contractors to install. Exclusive inside-knurling makes wire-pulling easier. No threads to cut—compression-type connectors and couplings keep moisture away from wires. It's galvanized to resist rust. Tell your electrical subcontractor you want a modern pull-in grounded steel raceway system. Tell him to insist on Republic "Inch-Marked" EMT. It's another quality feature that sells homes.



QUALITY WINDOWS are made by Republic's Truscon Steel Division, world's largest manufacturer of metal building products. New Truscon Aluminum Awning Windows can be specified and used with complete confidence in their highest quality. In modular and regular sizes. Ventilators operate simultaneously from single crank. Exclusive operating mechanism unmatched for positive action and trouble-free design. Each ventilator weatherstripped with vinyl plastic for airtight seal. Available through dealers backed by Truscon's nationwide warehouse service.



QUALITY KITCHENS made by Republic Steel—the only producer which can guard quality all the way from "ore to store." The Republic line is big, complete. You can design and install custom kitchens from economical standard items. Special feature is Republic's new 36-inch double-bowl stainless-steel cabinet sink. More standard cabinets for built-in ovens and counter top ranges so popular now. See your Republic Steel Kitchens distributor. Return coupon for his name and address.

Republic Steel Corporation
3128 East 45th Street
Cleveland 27, Ohio



Please send me details on specifications describing:
 Republic Steel Kitchens ELECTRUNITE® EMT
 Republic ENDURO® Stainless Steel Roof Drainage Products Truscon Metal Windows and Doors

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

K-6029

"CAREY PRODUCTS HELP

to sell at prices that attract



... says Mr. James Brady, Sales Manager,
Liberty Realty Company, exclusive sales agent for Glencoe Homes,
builder of 450 unit development at Cincinnati, Ohio

● "Any builder that wants to protect his reputation for quality, yet keep his homes in a price range young families can afford, should take advantage of the Carey line," says Mr. Brady. "Even families looking for low-cost homes have a well-trained eye for quality in design, construction and materials. And Carey products are helping us make folks like what they see in our homes."

In the Carey line, you'll find products with features you can't get elsewhere. Features to save time and labor for your crews—to give your homes more eye appeal, more livability—to reduce the cost of upkeep, and provide greater safety for owners. And Carey service is something "special," too. Our big family of Carey dealers and wholesalers takes pride in its record for providing the materials and application/installation information you need—*on time!*

Build better for less, with Carey products. Mail the coupon for more information on products shown here, or see the Carey dealer now serving your area.

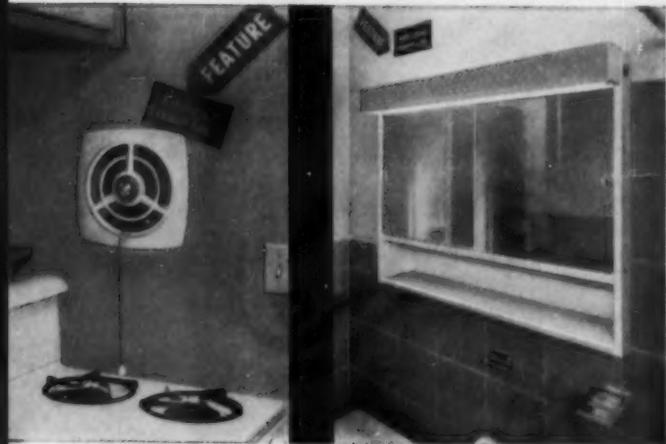
One of Glencoe Homes' many models. The roof is made the fast word in beauty, "tops" for protection from fire and the elements, with Carey 210# Thickbutt shingles. A choice of new, modern heat-reflective pastel colors is offered, as well as conventional colors long popular for new home construction.

The Underside of soffits and the carport ceilings are finished with Careysote asbestos cement board. This material doesn't need paint, but takes it nicely for decorative purposes, is easily sawed and nailed, resists chipping and breakage. Careysote panels are furnished in 4'x8'x1/4" size. Installation is fast and easy.



BUILD QUALITY HOMES

buyers" ...



• A whisper-quiet Miami-Carey kitchen ventilating fan of smart, modern design adds to the livability and convenience of every Glencoe Home. "Even higher priced fans couldn't match Miami-Carey beauty and dependability" says Mr. Brady. "And the exclusive snap-in assembly of propeller and motor saved time for the electrician."

New duette lighted sliding door cabinet by Miami-Carey rings up a lot of sales for Glencoe Homes —right in the bathroom! Women can't resist its arresting beauty and spacious storage area. Matching accessories by Miami-Carey complete the picture. Other duette cabinet models to meet every design and budget need.

Carey

THE PHILIP CAREY MANUFACTURING COMPANY
 LOCKLAND, CINCINNATI 15, OHIO

"Better Products for Better Building since 1873"

Fire-Chex Asbestos Plastic Shingles • Ceramo Siding • Fire-Guard Rock Wool Insulation • Careysote Board • Thickbutt Shingles • Waterproofing Materials • Elastite Joint • Miami-Carey Bathroom Cabinets, Accessories, Mirrors • Access Doors • Ventilating Fans

The Philip Carey Mfg. Company
 Cincinnati 15, Ohio • Dep't AB-9

Gentlemen: Please send me more information on Carey products for better building, and the name and address of my nearest Carey distributor.

NAME _____

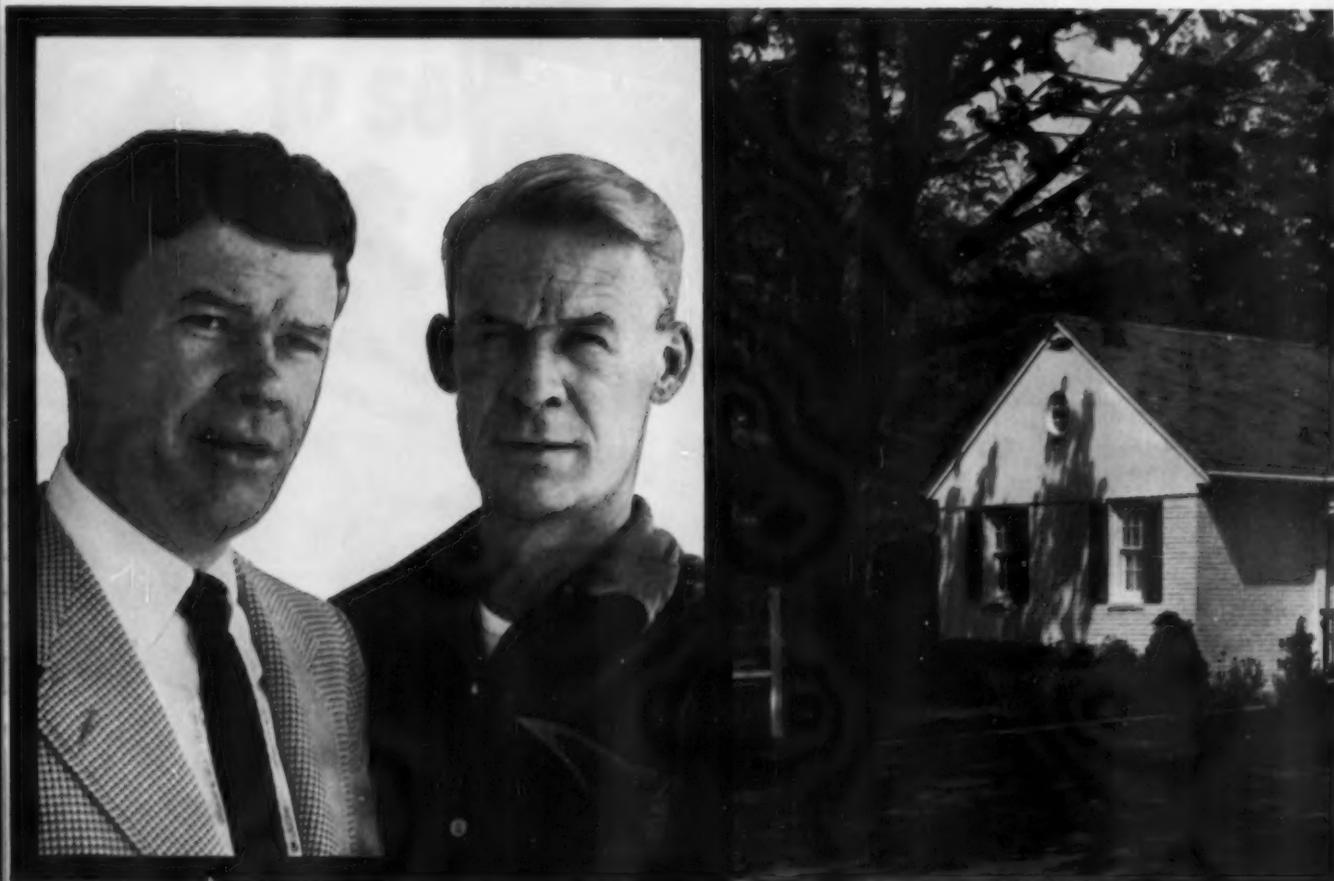
FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

STAPLE TO 2c POSTCARD AND
 MAIL TODAY →

The Barnes brothers of Long Island ... **Add
like this with Bildrite**



"Sheathing time? We cut it almost in half with Bildrite," report Bob and William Barnes, Barnes Building Co., Garden City, Long Island. "Bildrite practically eliminates matching loss and waste, too. On homes like this, we get better insulation value, greater sidewall strength—and save \$98

besides." Pictures and captions at right show how Bildrite can help you build better and save.

For more facts on how you can build better and save with Bildrite, write for free cost-comparison forms and literature to Insulite, Minneapolis 2, Minn.

Build better and save with

INSULITE



INSULITE AND BILDRITE ARE REGISTERED TRADE MARKS

Made of hardy Northern wood



INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

quality to homes ...at a \$98 saving



Bildrite goes up faster, easier. One carpenter can sheath 1,000 square feet in 8 hours or less with Bildrite. Cuts application time as much as 43% compared with wood. Adds strength. 4' Bildrite has more than twice the bracing strength of horizontal wood sheathing, thus eliminates corner-bracing. Waterproofed throughout with asphalt. No need for building paper. Can be used or stored anywhere in any weather.

Reduces waste, easy to cut. Bildrite cuts cleanly, quickly, easily with power saw or hand saw. Practically eliminates matching loss and waste. Compare Bildrite's full coverage with the minimum of 12% waste figured on horizontal wood sheathing jobs. And while Bildrite is waterproofed with asphalt it is still highly permeable to allow vapor to escape from inner wall areas. It's clean... easy to handle. Carpenters like to work with Bildrite.

PRESSURE TIGHT!

*A radiant heating system of
Chase® Copper Water Tube
protects your reputation!*

Once you install a radiant heating system of Chase Copper Water Tube, you can be sure it's installed *for good!*

Because Chase Copper Water Tube comes in long lengths of 60 to 100 feet, fewer fittings are required – a feature that means easier installation plus a *truly* pressure-tight system!

What's more, the few fittings required are the most leak-proof known – they're solder joints – made with Chase Solder-Joint Fittings. One *more* reason why you can depend on a radiant heating system of *Chase* products!

For more information, write today for the free Chase Radiant Heating Booklet.



Chase

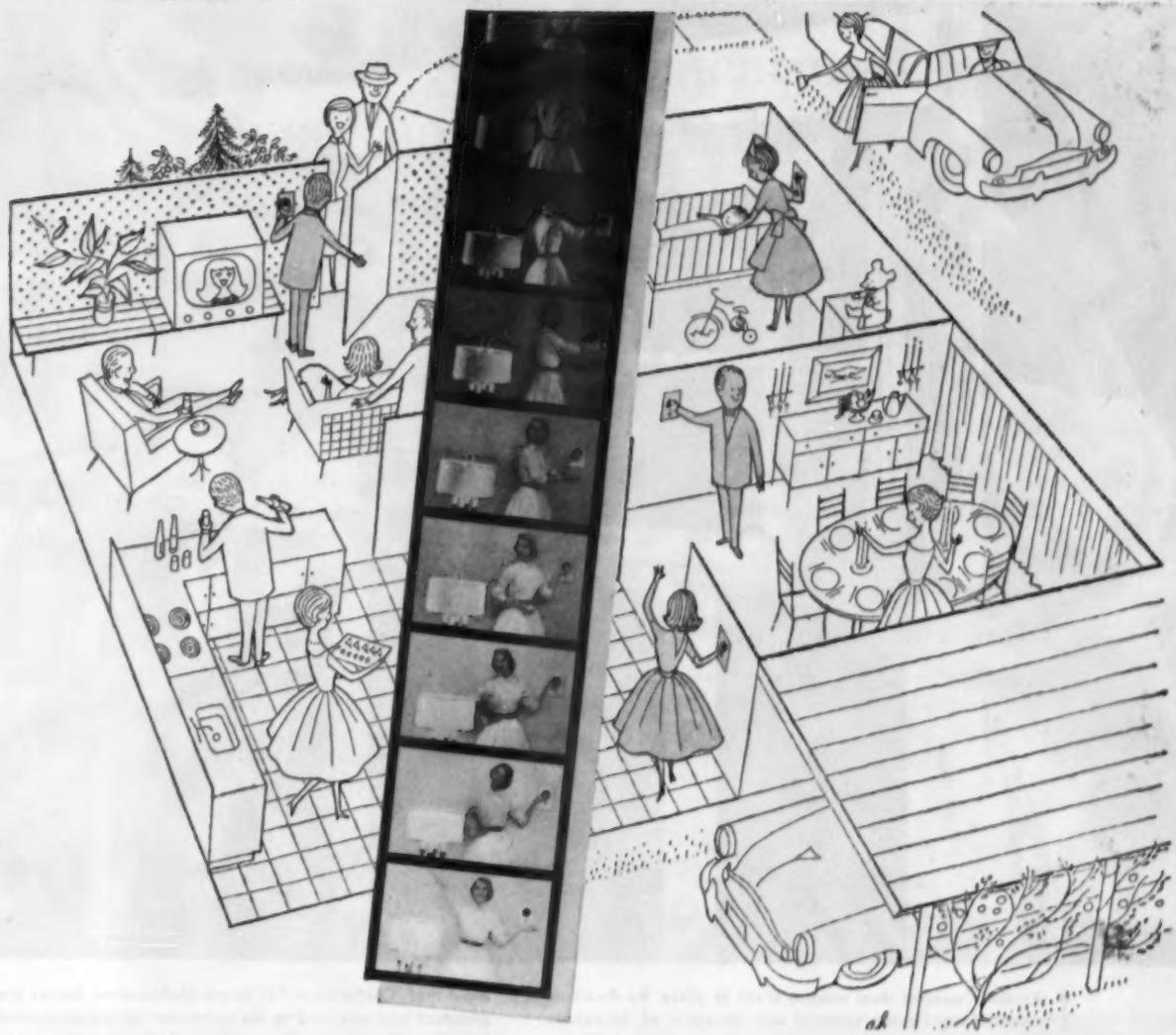


BRASS & COPPER CO.

The Nation's Headquarters for Brass & Copper (Sales office only)

Albany†	Chicago	Detroit	Los Angeles	New Orleans	Richmond†
Atlanta	Cincinnati	Grand Rapids†	Louisville†	New York	St. Louis
Baltimore	Cleveland	Houston	Minneapolis	Philadelphia	San Francisco
Boston	Dallas	Indianapolis	Monroeville	Pittsburgh	Seattle
Charlotte†	Denver	Kansas City, Mo.	Roswell	Providence	Waterbury

WATERBURY 20, CONNECTICUT • SUBSIDIARY OF KENNECOTT COPPER CORPORATION



NOW... make the lighting in your homes a SELLING feature!

This is it! The new light control that turns ordinary, take-it-for-granted lighting into an imaginative low-cost *selling* feature.

LUXTROL brings to homes light that is truly *controlled*. Light that glides from dark to bright, bright to dark, at the turn of a dial.

Gone are old-fashioned "on-off" switches. In living room or TV room, bedroom or nursery, dining room, bar or den. LUXTROL offers your prospects *the perfect level of light for every occasion, every activity, every mood.*

LUXTROL is not a rheostat. It is a soundly engineered auto-transformer-type unit with brush and winding in constant contact. It has both fuse and thermal overload protection. It controls not only incandescent lighting but fluorescent and cold-cathode too. It is approved by Underwriters' Laboratories.

Best of all, LUXTROL is priced surprisingly low and *requires no complex wiring.*

SEE NEW LUXTROL FOR YOURSELF. Mail the coupon. We'll send you full descriptive literature and give you the name of the nearest distributor.

NEW **LUXTROL**
LIGHT
CONTROL



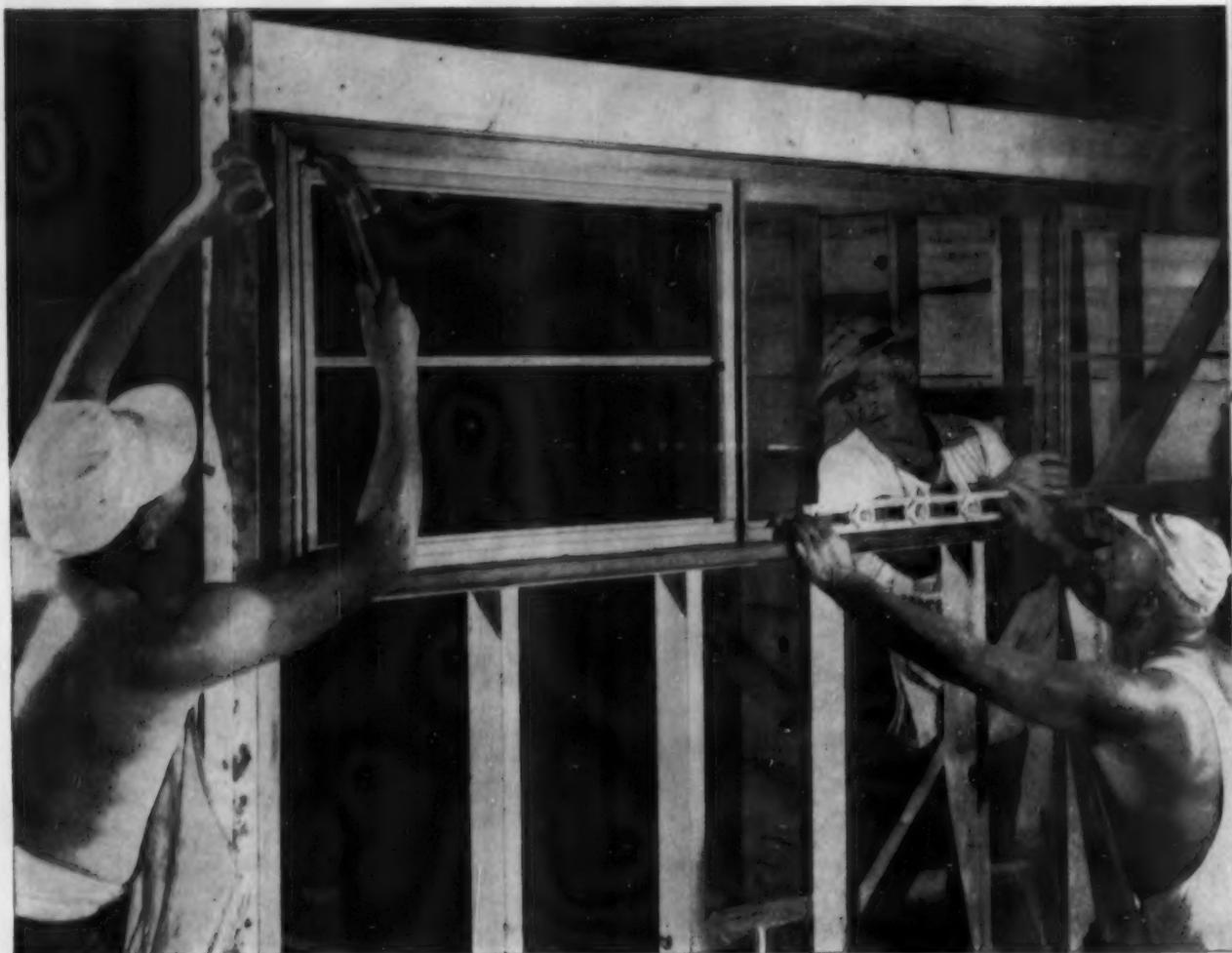
THE SUPERIOR ELECTRIC COMPANY
3095 Demers Ave., Bristol, Conn.

Please send me full technical data on new LUXTROL Light Control.

NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____



↑ Another Fenestra steel window is set in place by foreman, Adam Huber (facing camera) and workmen of Kruttschnitt Construction, Inc., builders of the much-publicized "House that Home Built." The California architects, Jones and Emmons, designed this three-bedroom, two-bath home to

show that "California-style," large-window-area homes are practical and can add to the enjoyment of indoor-outdoor living in all parts of the country, all climates. Over 260 square feet of window area are featured in this functional, one-story home on Cleveland, Ohio's West Side.



← Here Arlene Francis, star of NBC's morning "Home" television show, demonstrates the advantages of Fenestra Windows to millions of housewives. It's powerful pre-selling that cuts down your selling time—helps create the kind of satisfied customers that build your reputation and business. Display banners and cards, newspaper ad mats, photos are all available to you, free of charge, to help you capitalize on the consumer acceptance this television advertising creates. All available through your local Fenestra Representative.

Fenestra Steel Windows featured in NBC "House that Home Built"

House on Cleveland, Ohio's West Side will also feature Fenestra Sliding Closet Doors and Fenestra's Strand Garage Door

When builder Peter Krutchnitt chose the products for Cleveland's "House that Home Built," he naturally wanted "name" products to make the most of the big promotion this house will enjoy. And he wanted quality.

His window choice of Fenestra* proves the point. Well advertised, well known—visitors will recognize such wonderful laborsaving features as finger-tip operation . . . air-deflector ventilators for better ventilation . . . safe, easy cleaning of both sides of the window, from inside the room . . . easily attached screens and storms . . . the window beauty added inside and outside the house . . . the extra daylight let in by slender steel frames that have strength without bulk, hold larger glass lights.

These are features you can use as powerful sales arguments. And you'll like the fact that

Fenestra Windows are available ready trimmed for quick, money-saving installation . . . that with Fenestra you may have a complete package of window, hardware, storm and screen. And you'll have a choice of two different finishes—the standard prime-painted and Bonderized finish that's ideal if you plan to use color, and the deluxe Hot-Dip Galvanized and Bonderized finish that will *never need painting for protection* (but which you may paint for *decoration*, if you wish).

For full details on the Fenestra story, contact your local Fenestra Representative, who is listed in the yellow pages of your phone directory. Or write, wire or call America's oldest and largest steel window manufacturer, Detroit Steel Products Co., Dept. AB-9, 2260 E. Grand Boulevard, Detroit 11, Michigan.

Fenestra



RESIDENTIAL WINDOWS

Windows • Hardware • Casings • Screens • Storm Sash

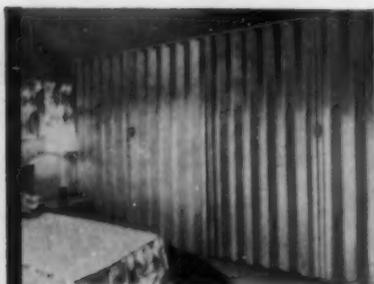
GALVANIZED-BONDERIZED-STEEL — THE STRONGEST MATERIAL, CORROSION-PROOFED FOR LIFE!



Enthusiastic, promotion-minded Art Karnis, co-owner with Peter Krutchnitt, and superintendent on this job, planned a gala opening of Cleveland's "House that Home Built" during National Home Week. Only 30, he's a seasoned builder-businessman—owns the successful "Babyland" store on Cleveland's growing West Side. The house itself contains 3000

square feet of living space, all on one floor—is located on a big corner lot 148' x 150', at West 130th and Bagley Road. This first deluxe model will sell for approximately \$33,500, and Karnis hopes to sell a number of similar homes at \$28,500, plus lot. All these homes will also feature Fenestra Windows and Doors, as well as Strand Garage Doors.

**Best builders
in the Business
are**



Levitt & Sons, Inc., Pennsylvania. World's Largest City Builders. Illustrated: Accordofold used in master bedroom. Two 4' pairs covering 16' area. Note ceiling to floor installation.

Sold on ACCORDOFOLD

FOLDING DOORS & ROOM DIVIDERS

Here's why Accordofold is your best buy

21 stock sizes supply 95% of all needs. 6 decorator colors harmonize with 95% of all color schemes. 4" stack front to back assures flush fit. Exclusive nylon linkage assures uniformity of folds. When used in new construction, Accordofold eliminates the need for any furring, trim or additional hardware. The average closet closure, room divider or door is hung in 7 to 10 minutes. Accordofold gives *more* space because wasted *door* space becomes usable *floor* space. Makes any home more modern, more livable, more salable at a better price.

Top quality, wide use, low price! Durable washable Vinyl cover. Can be repainted with rubberized base paint. Solid core body. Precision-made hardware guarantees years of trouble-free service. *No wonder best builders in the business are Sold on Accordofold!*

They're sold on Bamboofold too!

Ventilated closures or room dividers. Special imported polished bamboo gives furniture-like finish. Constructed with American hardware. True accordion action. Easy to install. Laboratory tested. Variety of colors and sizes. *New: Bamboofold birch doors in 10 low cost, widely adaptable stock sizes.*

Write us today for complete Accordofold and Bamboofold Specifications. Please Address Dept. 55.

**DESIRABLE TERRITORIES AVAILABLE
TO FRANCHISED DEALERS & DISTRIBUTORS**

AMERICAN BAMBOO CORPORATION
171-04 Jamaica Avenue, Jamaica 32, N. Y.



Jones-Frederick Norwood Project, Florida. Illustrated: Free hanging Accordofold, with left and right handles, affords accessibility to closet from either side.



Cinderella Homes, New Jersey. Illustrated: Accordofold's space-saving advantages in crowded corner of living room.



Castle Construction Co., Ltd., Ontario, Can. Illustrated: Accordofold used as room divider separating kitchen unit from dining or living area.

NEW MODERN CAPE COD
 \$16,490, contains 7 large rooms; 4 full size bedrooms;
 center hall; 2 complete tile baths; spacious living room;
 dining room with garden doors
 and full basement.

room • Equipped Hotpoint
 kitchen • 2 large closets
 "storage wall" closets • 2 lev-
 el tile baths, 2 mirrored ven-
 tilated

THE TRUE CALIFORNIA RANCH at
 features a 15 x 21 ft. living room, wood-burn-
 ing place, 19 ft. window wall; 3 bedrooms; dining
 breakfast room; 2 tile baths, garage

They Represent the
 most popular, comfortable living
 • Expandable area with 12
 for additional 2 bedrooms
 • Built-in oven
 • Tile Back Range

• 2 full ceramic tiled bathrooms with color-
 keyed fixtures, glass-enclosed stall shower,
 custom ceramic topped vanity, and laundry
 chute direct to separate spacious laundry
 room (3rd bathroom optional).

On the Fabulous
 • 3 large cross-ventilated bedrooms
 • Hung living room with bay window
 • Dining room with bay window
 • 1 1/2 colored tile baths
 ALSO AN EXPANSIVE 18 FT. BRICK

• Tile Back Range
 • Walking Distance to
 Shopping and Transport
 • More Than 1/2 Acre
 (RANCH)
 • Attached garage
 • Science kitchen
 • Fully rock wool
 • Landscaping includes shrubs

THE
 rooms
 colored tile, finished recreation room with
 BALOUSIE WINDOW WALL
 inside entry, separate dining room, large liv-
 ing room with cathedral ceiling.

2-2 1/2 and 3 ceramic tile baths
 • 2-2 1/2 and 3 ceramic tile baths
 • brick and wood exteriors
 weatherstripping • brick fireplace and bookcase
 and built-in range • exhaust fan cabinets with

• Real ceramic tile bath with twin bath
 with sliding doors
 • Attached garage
 • Science kitchen
 • Fully rock wool
 • Landscaping includes shrubs

B. THE HAMILTONIAN. The side-split level.
 rooms, 1 1/2 colored tile baths, unusually large
 Living Room, separate Dining Room, science
 Kitchen, 3 big bedrooms—master unit meas-
 ured 16' x 12' 6". Garage

2-2 1/2 and 3 ceramic tile baths
 • 2-2 1/2 and 3 ceramic tile baths
 • brick and wood exteriors
 weatherstripping • brick fireplace and bookcase
 and built-in range • exhaust fan cabinets with

• Real ceramic tile bath with twin bath
 with sliding doors
 • Attached garage
 • Science kitchen
 • Fully rock wool
 • Landscaping includes shrubs

Alert Builders Find CERAMIC TILE Closes Sales Faster!

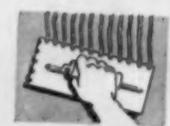


Builder ads like the actual samples shown above indicate the faith builders' have in ceramic tile's powerful sales appeal. Real estate executives all over the country consistently point to ceramic tile bathrooms as leading prospect-pullers. Tile has terrific ready-made consumer acceptance.

Adhesive Installations Let You Give More Tile For Less Money

Modern, time-saving adhesive methods let you specify ceramic tile for almost any dry wall surface in bathrooms, kitchens, utility rooms, recreation rooms, powder rooms or dining areas. You can give more tile at lower cost. Consequently, you can feature more ceramic tile areas in your promotion—and use tile as a sales tool for selling homes faster! Be sure to check with your tile contractor on adhesive installations before building your next home.

How Adhesive Installations Cut Your Tiling Costs



◆ Mastic bed on dry-wall cuts down preparation time and costs.

◆ Grouting of tile joints is quick and easy.



◆ Tiles are set quickly and easily on mastic bed.

◆ Job clean-up time is held to minimum.



Be sure adhesive manufacturer's setting instructions are followed.



Use only adhesives bearing this seal—signifying that they meet minimum performance standards set by U. S. Department of Commerce

The Modern Style is



TILE COUNCIL OF AMERICA,

Room 3401, 10 East 40th St., New York 16, N. Y. or Room 933, 727 W. 7th St., Los Angeles, Calif.

PARTICIPATING COMPANIES: American Encaustic Tiling Co. • Architectural Tiling Co., Inc. • Atlantic Tile Manufacturing Company
 Cambridge Tile Mfg. Co. • Carlyle Tile Co. • General Tile Company • Gladding, McBean & Co. • Jordan Tile Mfg. Co.
 Mason Tile Company • Murray Tile Co., Inc. • National Tile & Mfg. Co. • Olean Tile Company • Pomona Tile Mfg. Co.
 Ridgeway Tile Company • Robertson Mfg. Co. • Royal Tile Manufacturing Co. • Sparta Ceramic Co. • Summitville Tiles, Inc.
 United States Ceramic Tile Co. • Winburn Tile Mfg. Co.

**"Homes sell faster
when you include carpet
in the price"**

**SAYS LEADING
CALIFORNIA BUILDER**

"Carpeted floors make all the difference," according to A. L. Lynds, President of Hobart Homes, Inc., builders in the San Diego area.

Hobart Homes have been including carpet in the price of their homes because, "the luxury of a carpeted house is something every woman dreams of."

Consumer surveys bear this out. Women prefer carpet 13 to 1 over any other floor. To them, home means more with carpet on the floor — more warmth, more quiet, more comfort, more beauty, more safety and easier care.

Hobart Homes work through their local carpet retailer to offer buyers their choice of six different colors for living and dining rooms and hall. Carpet is laid by the retailer after the choice is made.

Use this proven way to sell *your* homes faster . . . the way proven by Hobart Homes, Inc. and hundreds of other builders all over the country. Contact your local carpet supplier or write to the Carpet Institute for full information on selling homes complete with carpet.

HOME MEANS MORE WITH CARPET ON THE FLOOR

More Quiet • More Comfort • More Beauty
More Safety • Easier Care



Wall to wall carpeting for living and dining rooms and hall is offered to prospective buyers in their choice of six different colors.



One of 174 three bedroom, two-bath houses priced at \$13,275 and \$13,575 by Hobart Homes, Inc. This firm has built over 3500 homes in the San Diego area and current plans call for continued use of carpet as a strong selling feature.

Buy carpets designed and made for the American way of life by these American manufacturers

Artloom • Beattie • Bigelow • Downs • Firth • Gulistan • Hardwick & Magee • Hightstown • Holmes • Karastan
Leedom • Lees • Magee • Masland • Mohawk • Nye-Wait • Philadelphia Carpet • Roxbury • Sanford • Alexander Smith

Carpet Institute, Inc., 350 Fifth Avenue, New York 1, N. Y.



Plan for telephones in the three principal areas of a home—where people rest, work and play.

Wall telephones save working space in kitchen or shop.

BUILT-IN CONDUIT

BUILT-IN CONDUIT

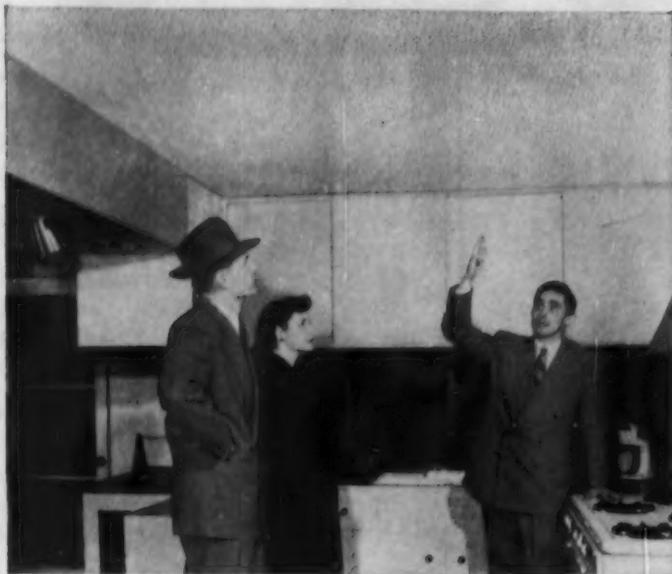
Will the homes you build offer prospects the convenience and satisfaction of telephone outlets in all the right places with wires concealed? There's one way to be sure—have telephone conduit built in.

Your Bell telephone company will be glad to help you work out economical conduit installations. Just call your nearest business office and ask for *Architects and Builders Service*. For details on home telephone wiring, see Sweet's Light Construction File, 81/Be. For commercial installations, Sweet's Architectural File, 31a/Be. **BELL TELEPHONE SYSTEM**



Make a small house feel bigger by making it quieter

*Install low-cost sound-conditioning
ceilings of Armstrong Cushiontone*



Sounds don't spread to other rooms. Impress prospects by telling them how Cushiontone muffles kitchen clatter before it spreads . . . prevents TV blare from traveling to other rooms. Smart-looking Cushiontone ceilings add little to the cost of a home but add tremendously to its sales appeal and comfort.



Free promotional material. Sound conditioning is news. Promote it with signs in sound-conditioned rooms and in front of your houses. For free posters, see your Armstrong dealer or write Armstrong Cork Company, 3900 Rider Ave., Lancaster, Pa.



Quiet homes are easier to sell. Compactly designed homes have extra need for sound conditioning. The hushed atmosphere provided by Cushiontone noise-quieting ceilings gives a small home a feeling of "more room," a feeling of more comfort, and helps turn your prospects into buyers.



Quick, easy installation. Cushiontone is a complete ceiling in itself . . . goes up fast without special tools or training. It's quicker and less fussy than plastering or drywall. Cushiontone can be stapled, nailed, or cemented. No finishing is required.



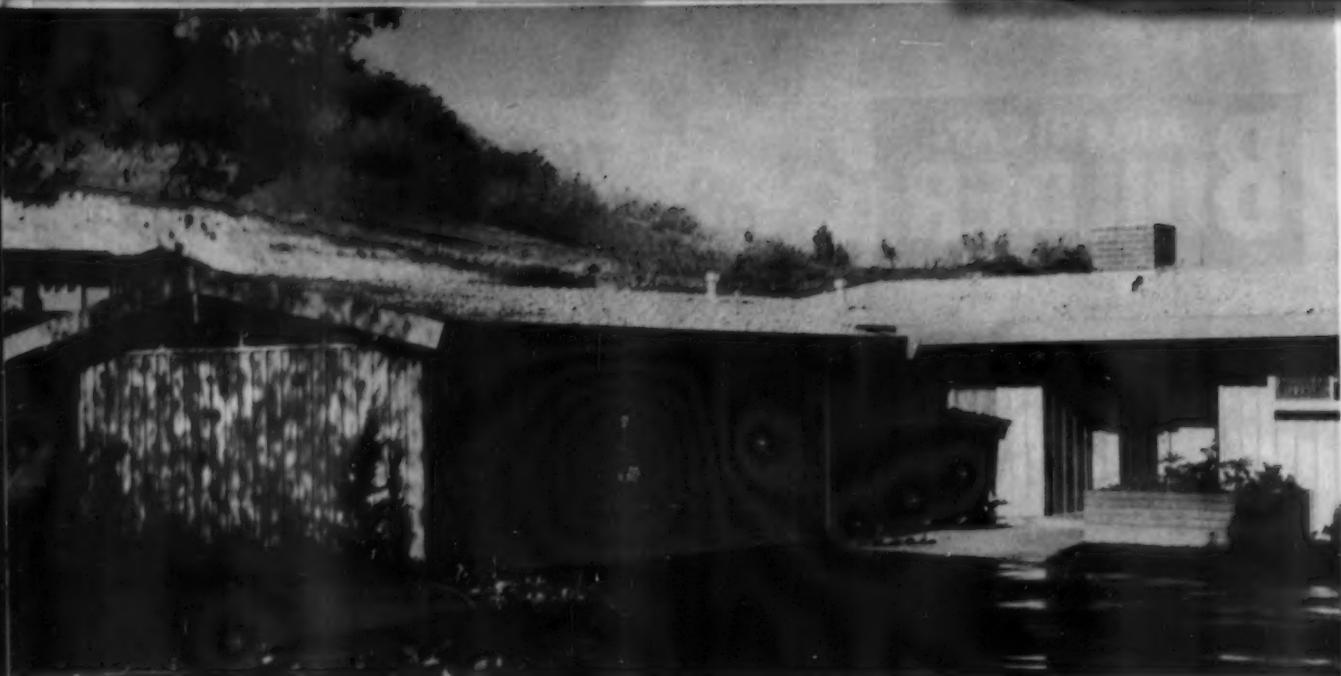
Advertised in national magazines. Your best prospects are already interested in sound conditioning for their homes. Each month they read full-page Cushiontone ads in America's two largest national "shelter" magazines.

Armstrong CEILINGS

Including Cushiontone® and Temlok® Tile
... to quiet and beautify homes



TERRACE WITH A TRELIS ON TOP, plant box with a bench all around—just two
of the outstanding features of AMERICAN BUILDER'S blueprint
house of the month. For a better look at this all-gas, space-conscious
house by Burbank, Calif., builder Rod Hansen—turn the page. ►



Smartest use of space yet

You have seen many a house that stretched space. But how many of those houses put the stretched space to really smart use, like this one does? That's what makes this house different from all the rest.

You can see smart use of space in the double-duty room that opens up into a den or closes off as a third

bedroom. You see it in the planning of the kitchen—separated from the dining area by a breakfast bar, yet accessible from both front and rear entries. You see it in the service porch, with its half-bath, laundry and freezer area. You see it in the twin bathrooms with a two-way shower. You also see it in the gen-

Open-planning . . . big bedroom closets



FOLDING DOOR closes off den or TV room, which also may become third bedroom. Large 16-foot window looks out on terrace shown on previous page. Hansen gives buyer choice of dry wall or plaster, asphalt tile or wood flooring.



CAVERNOUS CLOSETS are 2 x 9-foot wardrobes with thin-wall partition between and sliding doors of natural-finished Novoply. Bedroom windows are kept high to make room for furniture. Coat, linen and broom closets are included.



Photos by Mel Jones, Southern Calif. Gas Co.

BUILDER:
Rodney J. Hensen,
Burbank, Calif.

ARCHITECT:
Marvin C. Johnson,
North Hollywood, Calif.

SQUARE FOOT AREAS:

House, full area	1,635
Garage	390
Total square foot area	2,025

◀ **GLASS-PANED GARAGE** has broad entry away from street, just one of the many features buyers like about this house. Exterior is redwood board and battens, gravel roof.

— and it's a cinch to sell

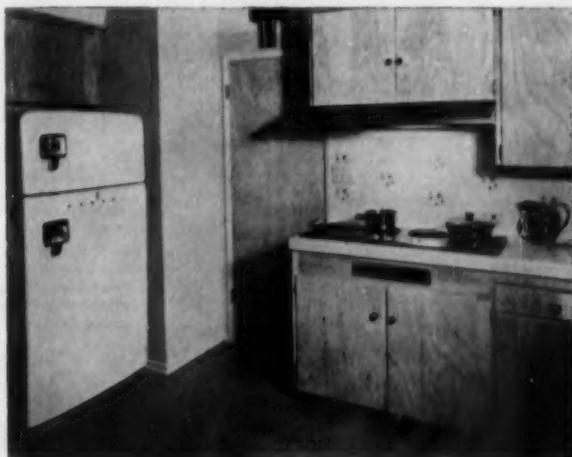
erous entryway. And, above all, you see space used smartly for storage. And then there is the unusually smart use of gas in this house—for heating, cooking, washing, drying, refrigeration. It all adds up to smart, value-packed package for \$15,500—exclusive of terrace, plant box and bench (\$500 extra) and lot.

You can adapt this house to fit your own requirements easily. You might, for example, have three different kinds of flooring instead of one: cork in bedrooms, hall and living room; asphalt tile in dining room, kitchen, service porch and baths; and split brick flooring in the entry.



WASHER, DRYER and ceramic-tiled laundry tray are located in laundry porch, off kitchen. Area also has half bath, space for deep-freeze unit and separate entrance. House is heated with forced warm air gas system and is well insulated.

all gas . . . no gimmicks

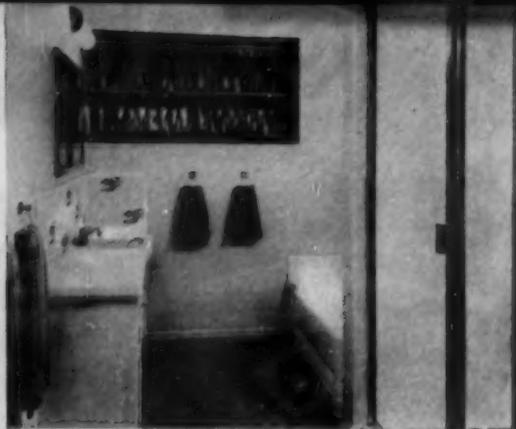


BUILT-INS ALONE don't begin to tell the story of this house. Other quality touches are everywhere; ceramic tile countertops, with decorative ceramic splashboards carried to cabinet height; cleanable range hood with recessed light.

big bar . . . twin baths



BIG BREAKFAST BAR angles off to rear of fireplace, has Formica top measuring 2½ by 7 feet. Twin baths, above right, have common shower with two-way door. Like kitchen, baths are large, have ceramic tile surfaces.



BRAND NAME PRODUCTS USED

General water heater	Fryne range hood
Utility furnace	Ratax curtains
Schlage locks	Hermosa tile
Acme hardware	Kaiser gypsum board
Western Holly range	American Standard fixtures
Pan-Pacific plumbing	Hollywood shower doors

For complete ¼-inch working plans of this house, write American Builder Home Plan Service, 30 Church St., New York 7, N. Y.

Quantity List of Materials

For American Builder Blueprint House No. 224

Marvin C. Johnson, Architect

GENERAL INFORMATION

House — Type frame
Area 1,635 sq. ft.
Cube 16,350 cu. ft.
Garage — Area 390 sq. ft.
Cube 3,900 cu. ft.
Porch — Area 168 sq. ft.

EXCAVATING

Trench for foundation 220 lin. ft.
Chimney and column footings 3 col. footings and 1 chimney pad 1'0" x 3'6" x 8'0"

CEMENT WORK

Foundations 347 cu. ft.
Concrete work — House 1,680 sq. ft.
Thickness 5 sq. ft.
Garage 390 sq. ft.
Thickness 3½ sq. ft.
Concrete planter foundation 14 cu. ft.
Anchor bolts 60 ½" x 10"
Waterproofing membrane 600 sq. ft.

MASONRY

Type brick
Planter wall 40 sq. ft.
Chimney 112 cu. ft.
Flue lining terra cotta 8" x 12"
Cap poured cement
Fireplace 2'6" thick x 11'0" face x 10'0" high
Throat and damper 1
Lintels 1
Brick paving 87 sq. ft.
Hearth 14'0"

IRON WORK

Structural steel brg. pils. — 2 — 6" x 12" x ½"
Steel mesh reinforcing 2,140 sq. ft. 6" x 6" — #10

MILLWORK

Windows — type sliding steel sash
Windows glaze including trim
Fixed, stopped-in Gable Glass:	
2 lts. 53" x 24" x 16"	
2 lts. 53" x 14" x 6"	
1 lt. 84" x 30" x 16"	
1 lt. 84" x 14" x 2"	
Exterior doors wood
2 — 3'0" x 7'0" x 1 ½"	
1 — 3'0" x 6'8" x 1 ½"	
1 — 2'8" x 6'8" x 1 ½"	
1 — 2'6" x 6'8" x 1 ½"	
Garage door 15'6" x 6'10"
Exterior millwork	
Lattice 26 pcs. 2" x 2" x 18'
Louvers sheet metal
Flower boxes 1 special redwood with seat
Interior doors, including jambs and trim	
8 — 2'6" x 6'8" x 1 ½"	
2 — 2'4" x 6'8" x 1 ½"	
1 — 1'8" x 6'8" x 1 ½"	
2 — 2'0" x 6'8" x 1 ½"	

Special interior millwork

Fireplace mantel 1 — beam type
Breakfast bar 1
Lavatory cases 2
Wardrobe shoe racks 2 sets
Upper kitchen cases 18 lin. ft.
Lower kitchen cases 24 lin. ft.

CARPENTRY

Beams and girders	1 — 4" x 4" — 16'0"
1 — 4" x 6" — 14'0"	
2 — 4" x 6" — 10'0"	
1 — 4" x 6" — 8'0"	
1 — 4" x 14" — 24'0"	
2 — 4" x 12" — 28'0"	
1 — 4" x 12" — 18'0"	
1 — 4" x 10" — 12'0"	
3 — 4" x 6" — 6'0"	
1 — 4" x 4" — 12'0"	
36 lin. ft. 4" x 6"	

Foundation plates 1,250 lin. ft. 2" x 4"
Ceiling bridging 177 lin. ft. 1" x 4"
Studding and plates	420 — 2" x 4" — 8"
20 — 2" x 4" — 10"	
5 — 2" x 4" — 12"	
Ceiling joist	39 — 2" x 6" — 16'0"
20 — 2" x 6" — 26'0"	
Roof rafters	90 — 2" x 8" — 30'0"
25 — 2" x 6" — 14'0"	
7 — 2" x 8" — 16'0"	
Blocking 200 lin. ft. 2" x 8"
Posts	1 — 3" x 16" — 14'0"
2 — 4" x 12" — 14'0"	
16 — 4" x 4" — 10'0"	
and 8 lin. ft. 4" x 4"	
Roof sheathing	3,750 bd. ft. 1" x 6" D.&M. 300 lin. ft. 2" x 2" cant strips
Side wall materials	500 sq. ft. 1" x 12" rough boards and batts 24 sq. ft. ¾" exterior plywood 1,075 sq. ft. stucco
Furring 60 lin. ft. 2" x 6"
Flooring — Cork covering 810 sq. ft.
Asphalt tile 470 sq. ft.
Exterior material	
Eaves 300 lin. ft. rough 1" x 10"
Insulation 3,000 sq. ft. rigid, roof type, 1" thick

SHEET METAL

Downspouts 8 — appr. 70 lin. ft. total
Flashing 300 lin. ft. 1" x 1" G.I. angle and at chimney G.I. flashing above all sash 2 sets G.I. flashing at planters
Metal Louvers 2 — 14" x 12"
G.I. Attic vents 2

ROOFING

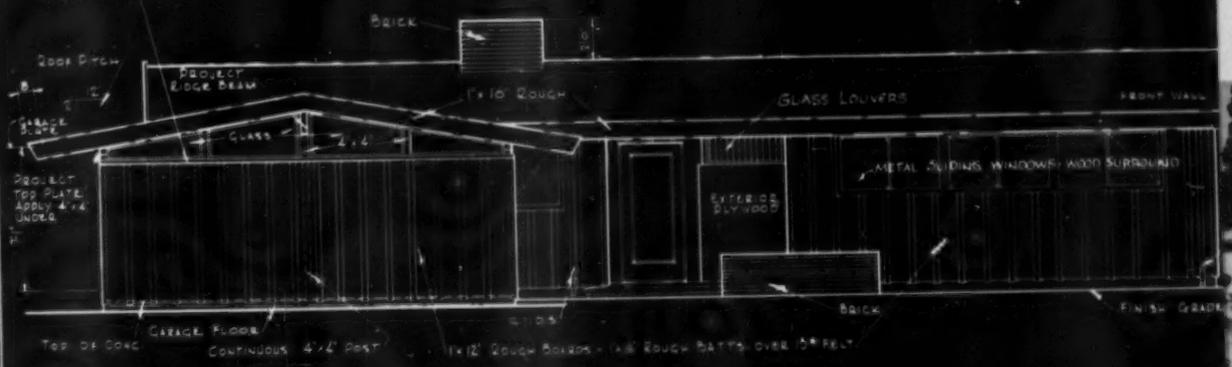
Type 30 squares, built-up
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INTERIOR WALLS AND CEILINGS

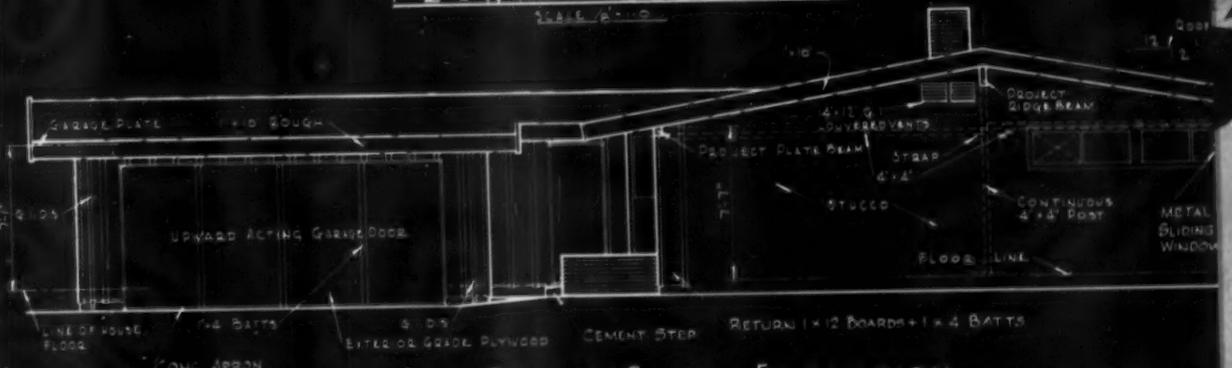
Area to be covered 5,000 sq. ft.
96 sq. ft. 12" interior "A-C" plywood	

AMERICAN BUILDER

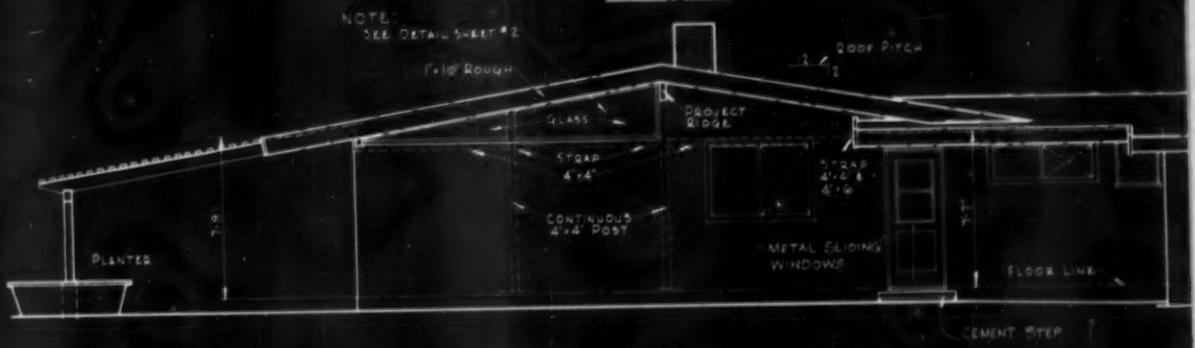
NOTE:
SEE DETAIL SHEET #2



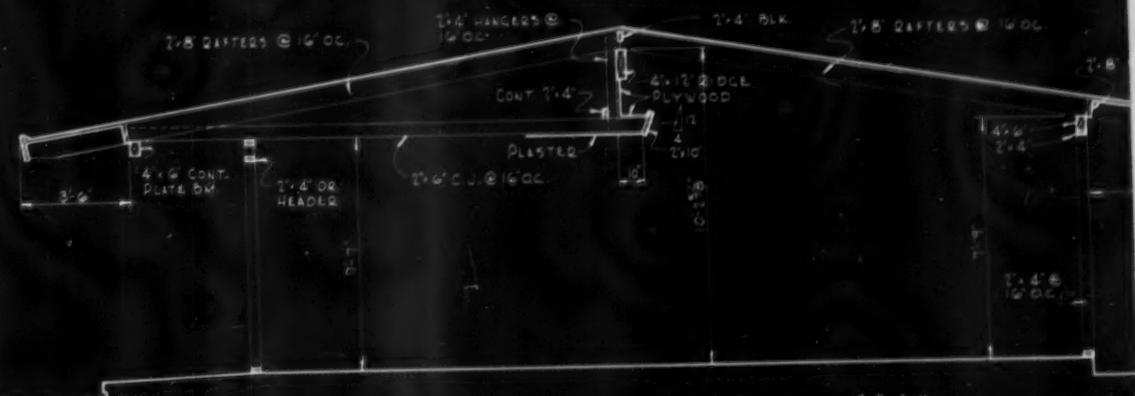
FRONT ELEVATION
SCALE 1/8" = 1'-0"



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



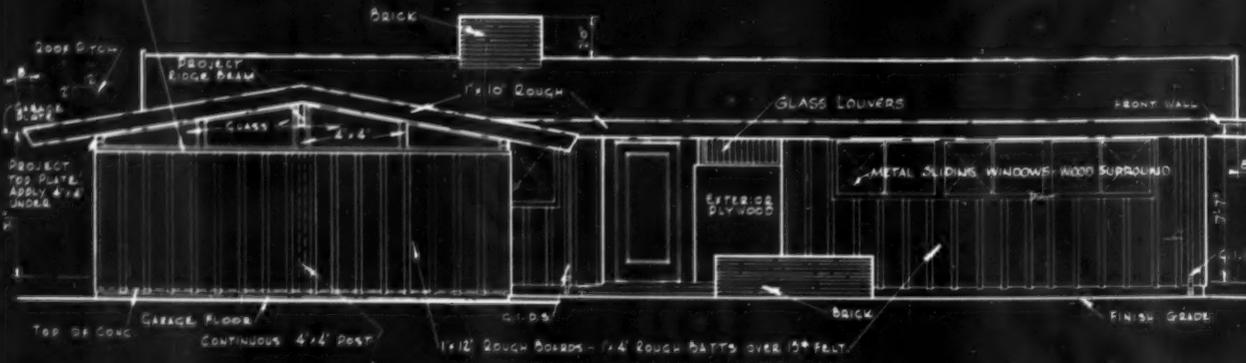
LEFT SIDE ELEVATION
SCALE 1/8" = 1'-0"



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

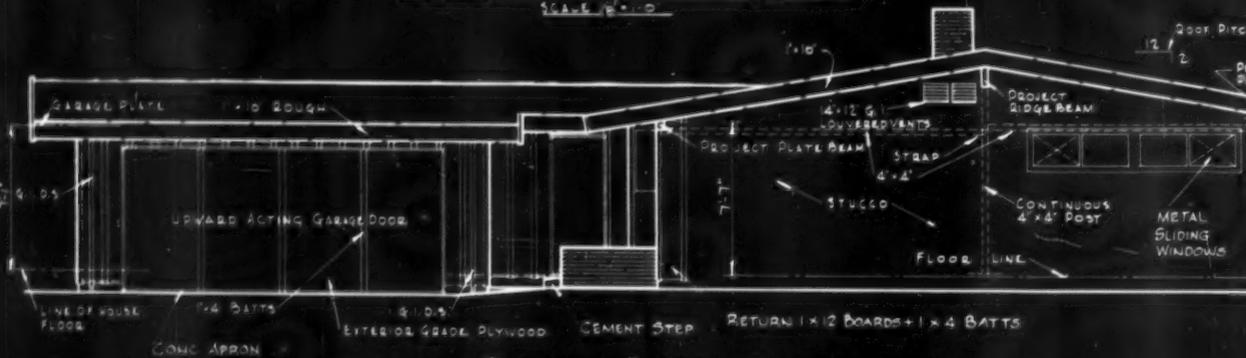
PULL OUT FOR FLOOR PLAN

NOTE:
SEE DETAIL SHEET #2



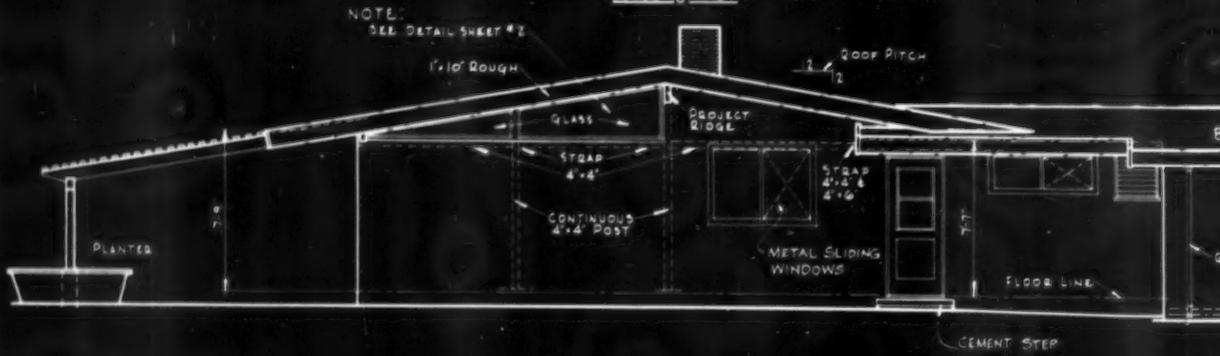
FRONT ELEVATION

SCALE 1/8" = 1'-0"



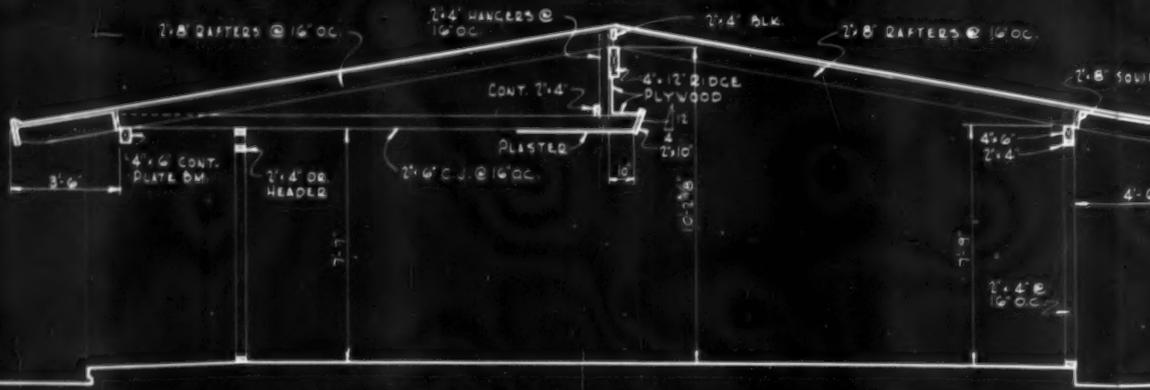
RIGHT SIDE ELEVATION

SCALE 1/8" = 1'-0"



LEFT SIDE ELEVATION

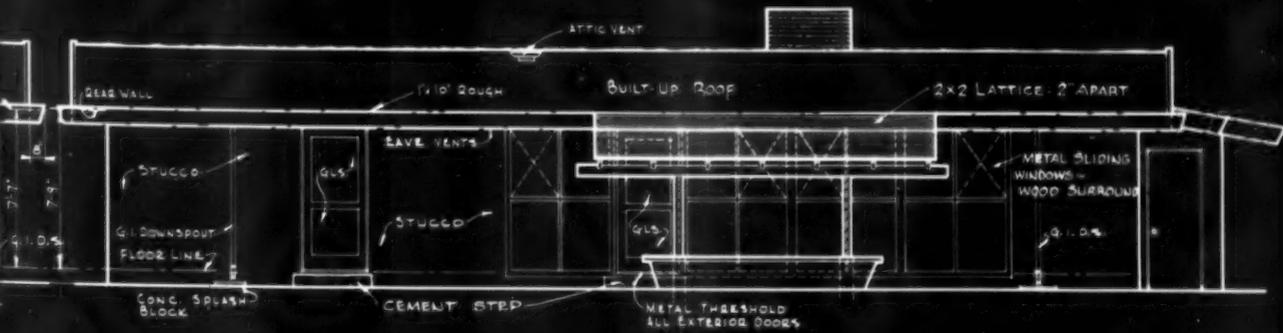
SCALE 1/8" = 1'-0"



ROOF FRAMING - SECTION A-A

SCALE 1/8" = 1'-0"

PULL OUT FOR FLOOR PLAN



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

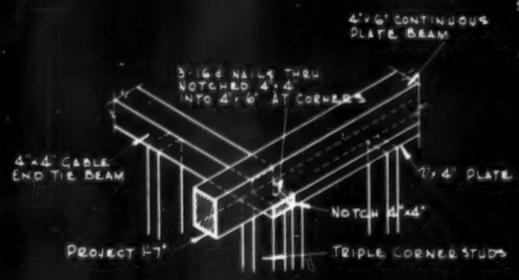
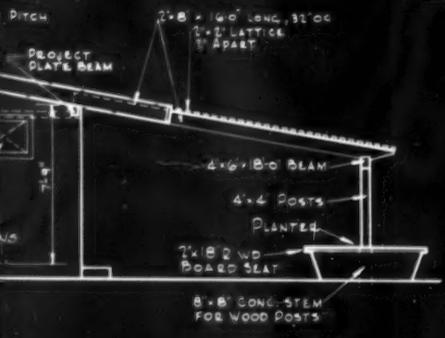
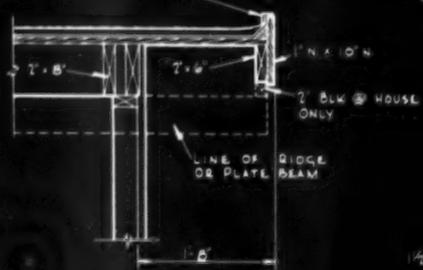
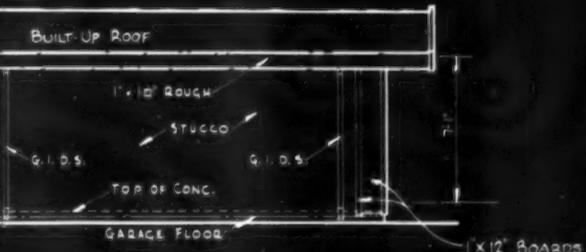
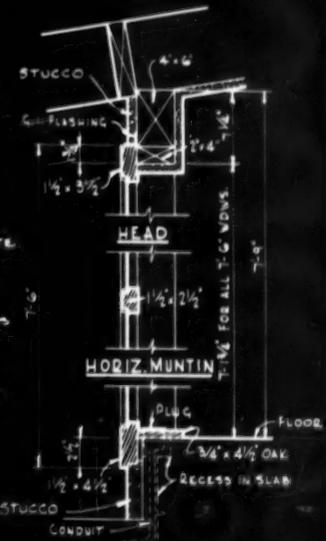
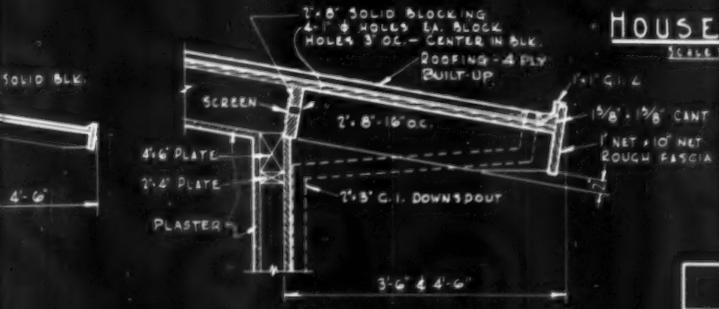


PLATE CONN. @ GABLE END
SCALE 1/2" = 1'-0"



HOUSE RAKE
SCALE 1/4" = 1'-0"



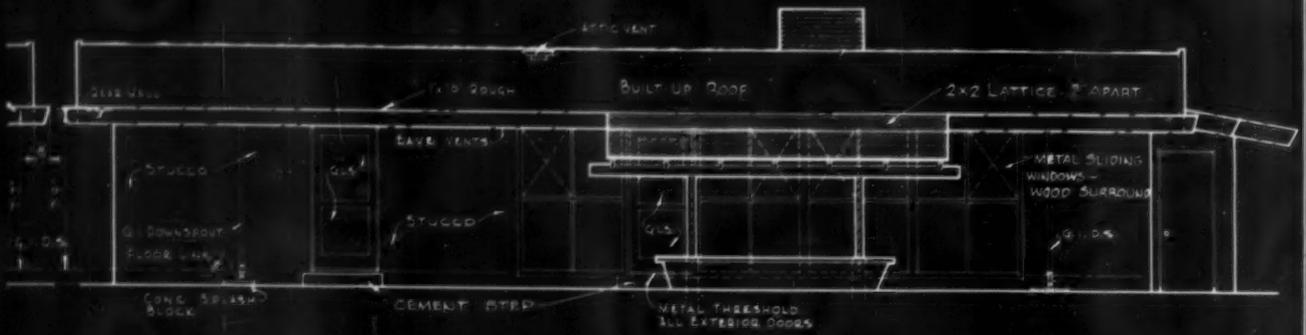
TYPICAL MULLION
TYP. 7'-6" HIGH WDW.

HOUSE EAVE
SCALE 1/4" = 1'-0"

DESIGN NO. A.B. 224

AMERICAN BUILDER BLUE PRINT SERIES
DESIGNED BY
MARVIN C. JOHNSON
LOS ANGELES, CAL

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



REAR ELEVATION

SCALE 1/8"=1'-0"

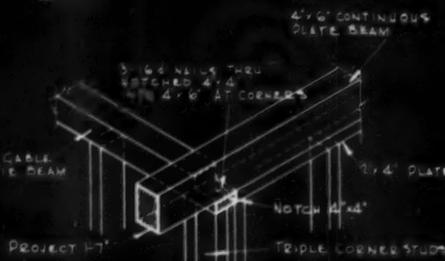
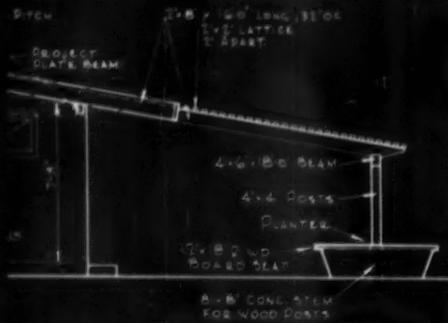
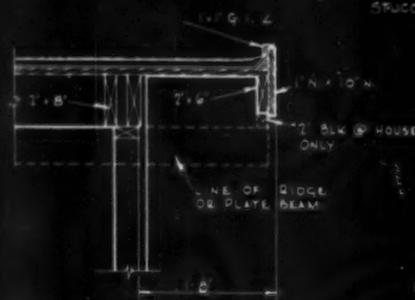


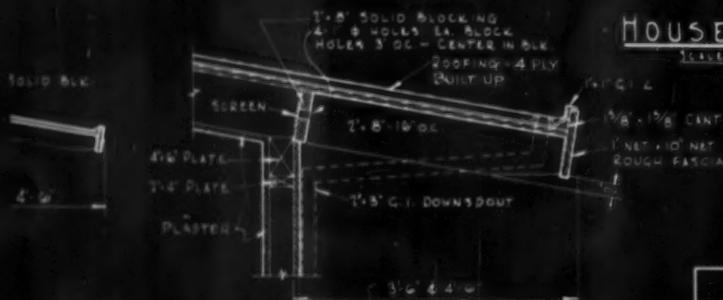
PLATE CONN. @ CABLE END

SCALE 1/2"=1'-0"



HOUSE RAKE

SCALE 1/2"=1'-0"



HOUSE EAVE

SCALE 1/2"=1'-0"



TYPICAL MULLION

Typ. 7'-6" HIGH WDW.

DESIGN NO. A.B. 224

AMERICAN BUILDER BLUE PRINT SERIES

DESIGNED BY
MARVIN G. JOHNSON
LOS ANGELES, CAL

2

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

It may turn out to be

1955's hottest home show



Vice President Richard F. Nixon cuts ribbon at Houston Parade opening, with (left) Robert W. Clemens, Parade chairman, and S. N. Adams, president of the Houston Home Builders

Houston's Parade of Homes sets a new pace

The art of stimulating new-home buying by the one street Parade of Homes device has been advanced to a new level of effectiveness by the Parade presented in Texas by the Houston Home Builders Association.

The Houston builders set out to create a 30-house Parade that would wow its visitors into a gnawing dis-

satisfaction with their present houses. The builders have thought of their Parade as a quality showcase (no bargain basement bazaar) of the latest and best in housing ideas, and have promoted it full-scale with an expert blend of dignity and showmanship.

During the two weeks of the Parade's official run, some 80,000

Texans crowded through, were still driving by the houses weeks after the Parade's official closing. They had purchased 21 of the Parade houses within two weeks of the Parade's close, at prices between \$20,000 and \$35,000, but even more important, had started a ground swell of home buying that was felt all over town.



For Houston's recipe for a Parade-of-Homes special, turn the page ▶

Houston mixed these ingredients in a new and spicy

- Parade's price level deliberately pitched higher than the FHA-GI mass market—in order to gain scope for showmanship.
- Siting of the Parade in a quality subdivision, with each house fully landscaped, with patios, terraces, and lawns sodded.
- All houses big and luxurious enough to excite visitors and build up a wallop of dissatisfaction with present housing.
- Every house with 3 bedrooms, den, 2-car garage or carport, complete air conditioning, drapes, carpets and furnishings.
- A rich and satisfying mixture of architectural styles, ranging from contemporary to Old English cottage.
- A touch of the experimental—two houses offering steel framing and one split-level planning (both ideas being new to Houston).



KITCHEN BUILT-INS, luminous ceiling, from Houston Home Builders Association's own house



CATHEDRAL CEILING, in house built by Frank Ogren

Features the public



PASS-THROUGH from kitchen, in house by B-K Builders



COLORING PHONES in bathrooms—a small detail with big appeal

blend of Parade performance

- Four houses sponsored by national magazines, *American Builder* being the only builders' magazine included.
- Confining architects to not more than two houses each (23 participated).
- Each house floodlit at night and impeccably maintained, as was the whole street.
- 25-cent admission charge, to help screen out the merely curious.

fell for . . .

Watching public reaction with an eagle eye, the Houston Home Builders Association came out of the Parade with the knowledge that these points—among others big and small—must be given a high rating for attracting the pleased attention of visitors to model houses:

Beamed "cathedral" ceilings, some with acoustical plaster.

Kitchen built-ins, including range, refrigerator, oven.

Colored phones, especially when located in bathrooms.

Intercom system.

Remote control, low voltage lighting systems.

Indirect cove lighting.

Built-in TV cabinets.

Pass-through arrangements between kitchen and den or family room.

Floor-to-ceiling sliding glass doors as part of indoor-outdoor planning.

Complete laundries.



OUTDOOR LIVING—enclosed space is important

SEPTEMBER 1955



W. K. King's steel-framed flattop



Earl M. Gilbert's "Early American"



B-K Builders' "Old English"

HOUSES FROM THE PARADE

For No. 1, turn the page ▶

This is the house the builders built

Promptly sold for \$33,000, the Houston Home Builders Association's own presentation in the Parade of Homes was this original contemporary designed by Edmund Langwith and Robert King, with Wilson, Morris & Crain, A.I.A., as consultants. Frank Ogren supervised construction. The house offered many housing ideas new to Texas, not the least of which was an underground bomb shelter reached by a stairway off the kitchen (see sketch). This shelter was a special construction job by the Clear Span Engineering Co.

HHBA's "showcase of housing ideas" features an enclosed patio at the front, as well as off the dining room at rear; laundry located in bedroom wing; kitchen

with full range of built-ins and a luminous ceiling (fluorescent tubes above translucent plastic); polished flagstone used for floors in front entry, family room, kitchen and breakfast room; beamed cathedral ceiling with acoustical plaster for most of the house; telephones in the bathrooms; touchplate lighting; intercommunication system.

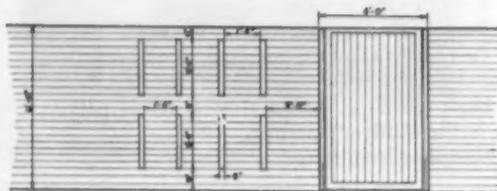
Among brand name products chosen to go into the house were: Arcadia glass sliding doors, Frigidaire range, oven and dishwasher, Home Music Co. intercom system, Kitchen Maid cabinets, Modernfold door, Revco built-in refrigerator and freezer, Schlage locks, Servel air conditioning, Waste King disposer.



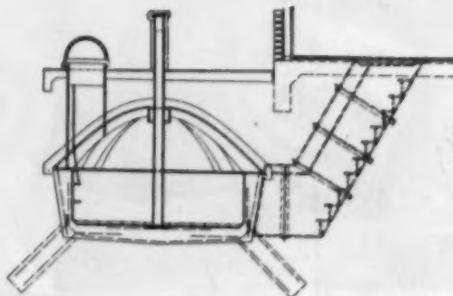
Patio on street side, enclosed by a brick wall painted black, was a new wrinkle. Gate has corrugated aluminum panel, echoing aluminum windows



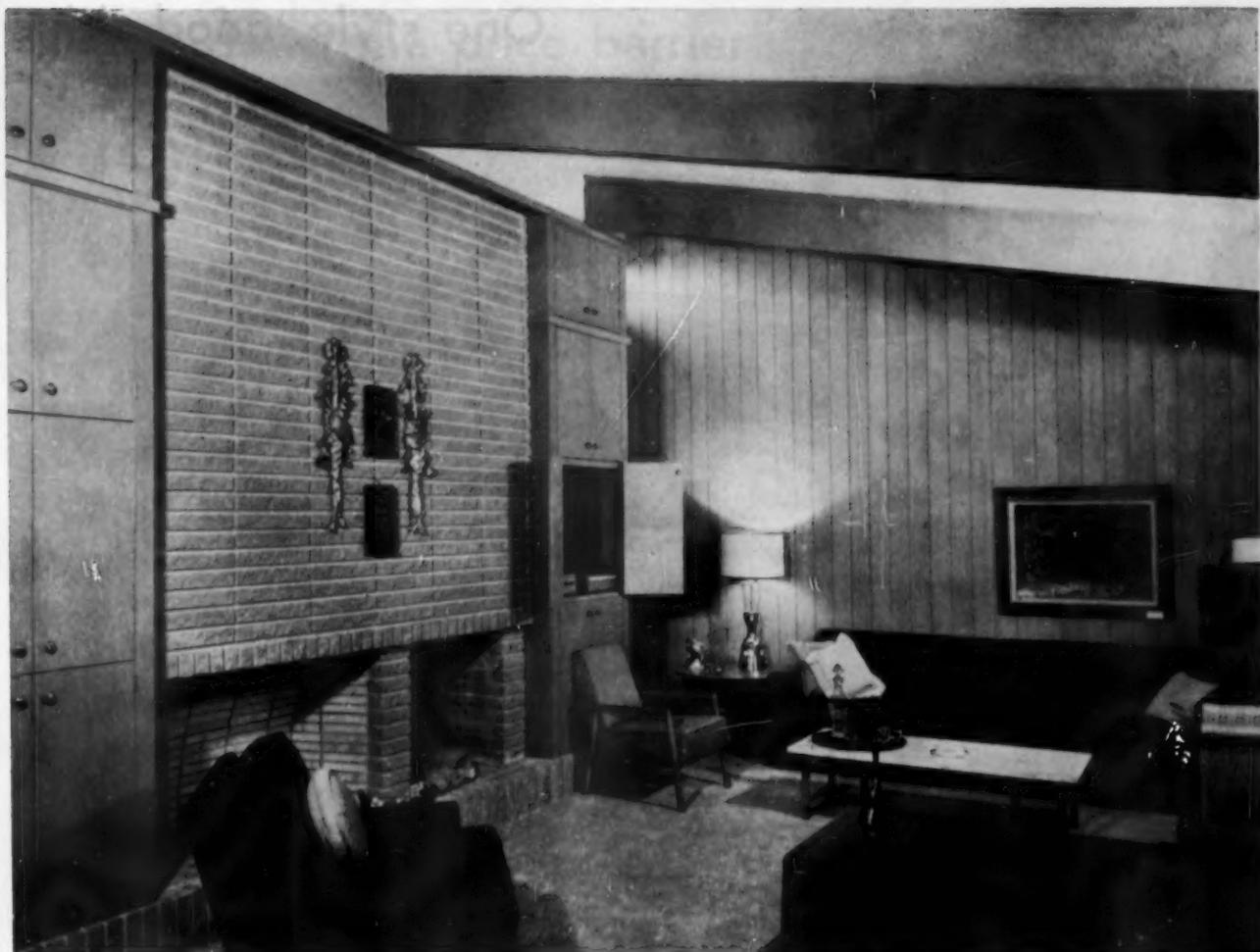
FLOOR PLAN



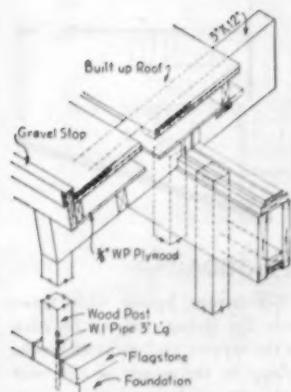
Detail of brick wall for front patio



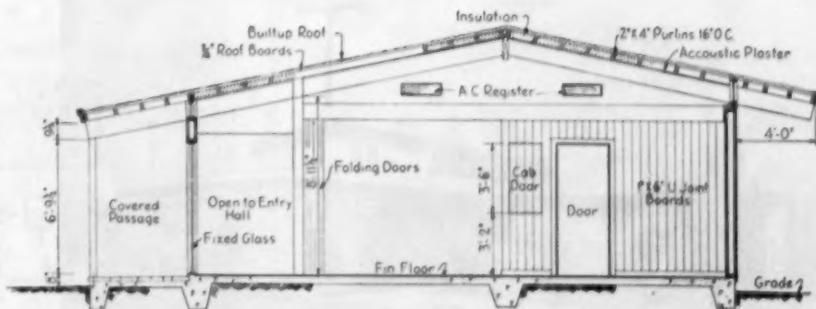
10-person bomb shelter connects to house at kitchen



Cabinets flanking fireplace make TV-radio-music center, also have plenty of storage. Wall opposite fireplace is glass; other is paneled in fir, with driftwood stain. This paneling is carried on into family room and breakfast room, is especially effective as frame for pass-through from kitchen to family room



ISOMETRIC OF FRAMING AT PORCH WALL



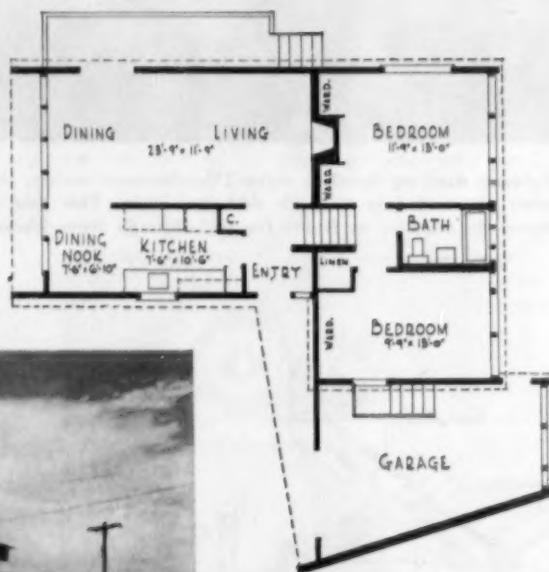
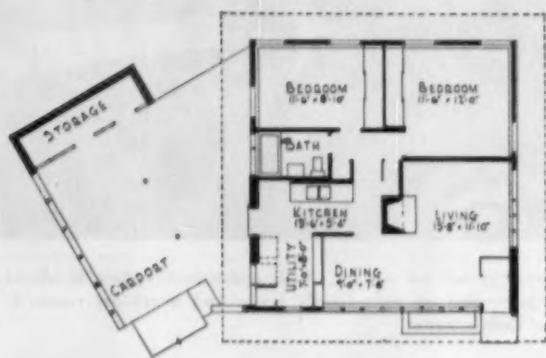
SECTION THRU LIVING AND DINING ROOM

Inside-outside harmony is strengthened by use of vertical 1x6 V-joint boards, finished with driftwood stain, both for siding and paneling

One style, good siting



\$14,000 Brick cavity walls with a combination of face brick and plywood for the interior finish



\$22,000

A 3-bedroom house with three levels for living. Shown in plan are the upper and ground levels. A drop in the grade at the rear of the site makes possible a natural lower level providing a third bedroom or general purpose room, half-bath and utility space.

break down the price barrier

Houses at \$14,000 to \$35,000 can be grouped together

Houses in Arapahoe Acres, Denver, range in price from \$14,000 to \$35,000—an unusually wide spread for a 30-acre development with 123 building sites. Builder Edward B. Hawkins has kept the situation well under control through a careful use of design and generous sized lots.

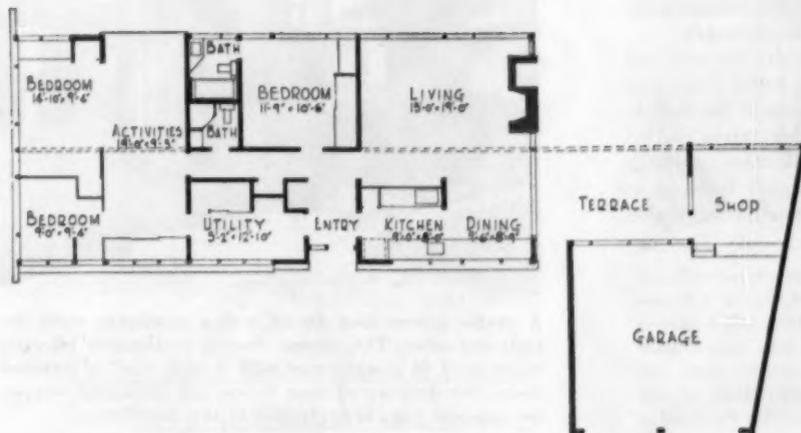
Hawkins has sensibly let the topography determine whether the plan for a given house shall be ranch-style, split-level or two-story.

But without exception the design of every house is in the so-called contemporary manner. Arapahoe Acres has been building for five years, but it would be difficult in observing the area for the first time, to pick out the original group of houses.

Arapahoe Acres' contemporary style has met with whole-hearted acceptance by buyers, who have also found that the wide price-range factor works for rather than against

them. In a dozen or more instances, families that have outgrown a smaller house in the development have bought larger ones also in the development.

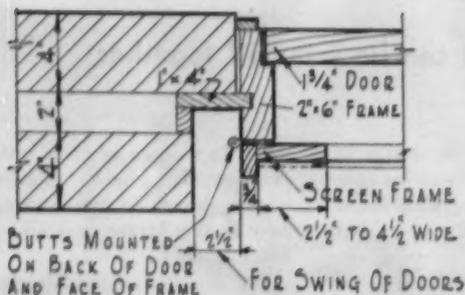
One hundred of the 123 sites are now filled in. At first, most of the houses were designed, built and sold on speculation by the builder. After this, a backlog of orders piled up, so that today a house has an owner before the foundation is laid.



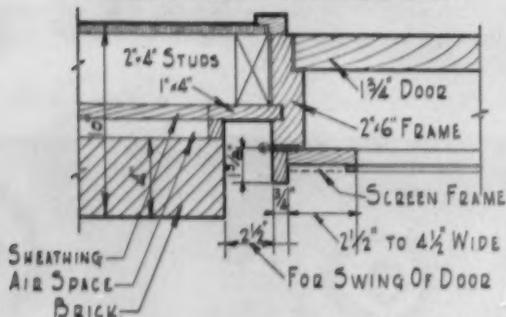
\$29,000

Large house on one of highest points in the tract. Trellis pattern relieves an otherwise plain wall surface

Start with the frames when designing



DOOR FRAME IN CAVITY BRICK WALL



DOOR FRAME IN BRICK VENEER WALL



A change of pace is indicated in the width of the rails and stiles of this door. The center cross members protect the screen wire while adding design value to the door. The frame as detailed in the adjoining drawings can be used for a brick veneer or cavity brick wall

here's how one builder did it

This is a new approach to the design of the screen door. It involves the construction of the rails and stiles of the door, and the door frame on which it is hung. This method was used by Edward B. Hawkins, builder of Arapahoe Acres, a subdivision of contemporary-styled homes in Denver, Colo.

The basic change from the norm is the position of the door in relation to the frame. The screen door in all cases is applied to, and extends in width to cover the face of the door frame. Rabbiting of the frame for the screen door is now unnecessary.

This method of application permits the rails and the stiles of the doors to vary in width from 2 1/2 inches to 4 1/2 inches, depending upon the design. The 1 3/4-inch-thick edge member gives added strength to the frame when a minimum width is used for the rails and stiles. Complete freedom in the design of the doors is now possible with this method of construction.

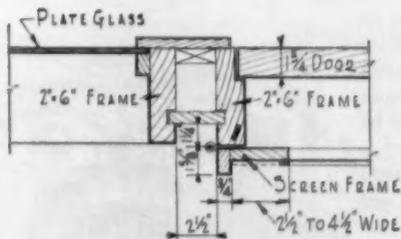
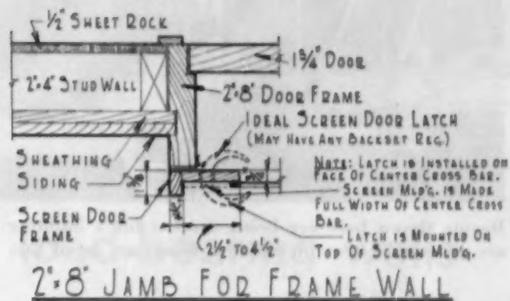
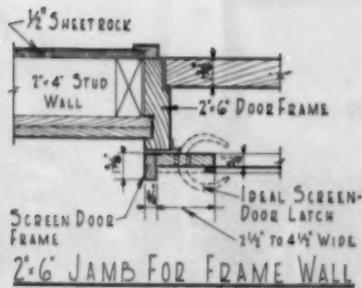


A simple screen door design with a minimum width for rails and stiles. This screen door is particularly effective when used in conjunction with a slab type of exterior door. The drawing of door frame and adjoining window on opposite page is applicable to this installation

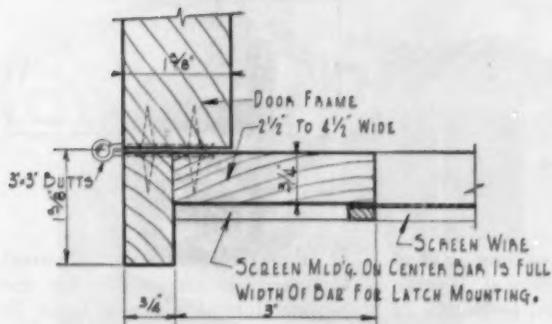
screen doors . . .



This grid-patterned screen door is hung from the end face of the door frame. The frame can be built of 2x6 or 2x8 inch members, depending upon the adjoining materials



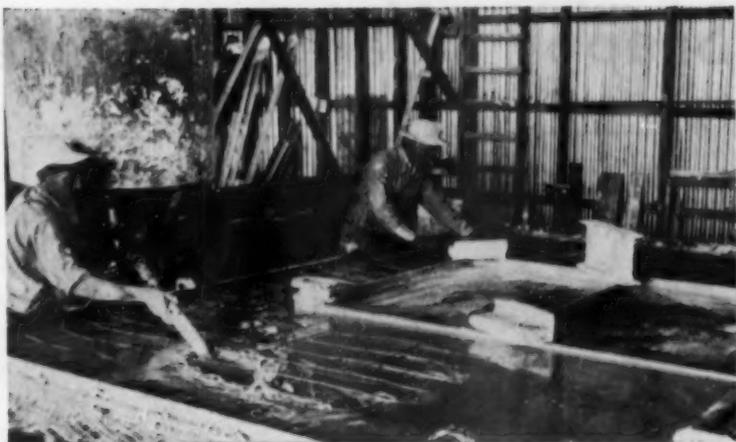
DOOR FRAME & ADJOINING WINDOW



FULL SIZE DETAIL OF SCREEN FRAME SHOWING HINGE MOUNTING



An effective design of screen door, sidelights and transom for a split-level house, with a minimum width required for mullion and transom. The drawing of door frame and adjoining window, left, shows how the door extends across the face of the frame. This can be easily changed to conform to the photo where a 1 1/2-inch rabbet is provided in the frame



Pouring a plaster wall. Lifted within an hour, it dries 16 hours in wind tunnel before delivery to site



Wall is lifted by crane for placement on hardwood floor joists



The job goes faster because different trades work at same time



House takes positive shape. Veneer is tied to wall at intervals



Ready for occupancy. Home can be completed in 15 working days

Plaster load-bearing walls catch on in Australia

Their roofs unsupported by any framework of brick or timber, houses are being built in Australia with load-bearing plaster walls only $2\frac{1}{4}$ inches thick.

The precast plaster wall system, as pioneered by George Castley in a Melbourne suburb, has been tested and approved by the Commonwealth government and is backed by all leading finance authorities.

Structural strength, the official tests indicated, is great enough at the system's weakest point—above window lintels—to support many times the load of a normal tiled roof.

Castley's plaster walls are rein-

forced with a 6-inch galvanized iron mesh. There have been two recent improvements. Through overlaying a sisal fiber with the mesh, crack resistance has been increased during transportation and on-site erection; and corners, originally tied with galvanized wire, are now secured with plaster-soaked sisal fibers.

The internal plaster structure remains rigid even if there is movement in the foundation, and continues to support full weight of the ceiling and roof. Even if the movement were great enough to crack the wall, the plaster can be quickly, cheaply and invisibly repaired, because plaster expands as it sets and makes the perfect joint. Castley compares the solidity of these plaster walls with solid brick.

Castley is now working on two new developments: full-raft plaster floors for single and multi-story buildings; and a way for cement-rendering the plaster wall itself.

Proponents of the system claim it offers many advantages over conventional construction. Cost of a plaster wall villa (typical Australian suburban home) is quoted as only two-thirds that of a comparable-size cavity brick model, its nearest structural equivalent. Erection time is reportedly cut one-third.

Snappy ad appeals make

If brevity be the soul of wit, then brevity can also be the soul of a successful ad. Never is this point more clearly demonstrated than in the many well-written, small classified ads appearing in newspapers throughout the nation. And these ads sell!

How can a builder use a small ad to make a fast sale? What elements are necessary to make a prospective buyer follow up any one particular ad? The men who should know—newspaper ad managers and space salesmen—agree that the added plus needed to insure success in this type of advertising comes from certain special appeals. In the following group of ads that "sold," one point stands out: with a little imagination and a judicious use of adjectives, any builder can make small space do a big selling job.

OPEN 2-6
Lonesome George ! !

THERE YOU ARE! HERE I AM! A 7-room single, sitting vacant, at 3979 W. 17 off Denison with nobody looking after me! And me with a gas lower furnace, full basement and SOOOO many extra features! Ain't you got no heart? My owner's only asking \$11,500!

CALL ON THIS HERE ONE! Denison-W. 39, 6-room single, gas furnace, full basement with recreation room, party pool girl, and open for "B's" (no WANT ACTION) DON'T DELAY!
CALL FR 1-4285 TODAY!

KOPCHOCK
Realtor Multiple Service

(Courtesy Cleveland Plain Dealer)

HUMOR

By using the humorous, familiar approach of George Gobel, television comedian, you're bound to catch many an eye of the curious home seeker. Such variations in the mountain of printed words so often found on real estate ad pages are appreciated by the reader.

The result of this ad: people flocked to see the homes; after only one day, Lonesome George wasn't lonesome any more. An added bonus was that several other Kopechok properties were snapped up by purchasers who had come to see "George's" home.

Many a discouraged builder or salesman, sitting in an empty open house, could certainly incorporate this appeal with an idea of his own and be a lot more successful for it.

ELDORA PARK

Open Daily

5% down to vets on these exceptional 3 bedroom, 2 bath homes. Kitchen equipped with built-in stove, dishwasher garbage disposal, G.E. washer and dryer included.

Prices From

\$14,550-\$15,100

Model Home Open Daily
10 A.M.-6 P.M.

DIRECTIONS: South on El Camino to Calderon. Left on Calderon to Eldora Ave. Turn right to Eldora Park.

RUSSELL REALTY CO.

'buy or sell--it's rus-sell'

4984 El Camino Real, Los Altos
Two Blocks South of Sloans

Office: YO 7-1223

Model Home: YO 7-1310

(Courtesy San Francisco Chronicle)

FACTS

There is nothing more irritating to a would-be home owner than a "wild goose chase." That's why he appreciates being told as many facts in advance as possible. The above ad, in clear, concise terms, does just that. The result was that there were very few "casual lookers," and sales were kept on a level with construction.

HYDE PARK

ROOM TO GROW

A stone's throw to St. Mary's or the Square; on transportation; 4-bedroom white frame on a large fenced-in lot; brick patio off solarium and kitchen door; large shade trees; 2-car garage. Priced to sell, \$16,500. Owner transferred. Call Mrs. Green, TR. 9156.

TALBERT REALTY CO.

(Courtesy Cincinnati Enquirer)

FUTURITY

The builder with a large home to sell does well to point up the potentials of his house in addition to its immediate values. Many, many calls—and a quick sale—resulted when Talbert coupled this appeal with an attractive description of their home.

Good point to remember when talking "future" to a prospective home-buyer: don't merely talk "house." Include as much information as possible about the lot and its location in community.

SWIM

FISH

SAIL A BOAT

Brick Ranch
With Private Lake

In Walton Hills on a lot 367' front, on Alexander Rd. and 189' deep; this fine 3-bedroom home has a large living room, with woodburning fireplace, dining room, smart modern kitchen, and tile bath all on 1 floor; basement has 45' recreation room with bar, booths, fireplace, terrazzo tiled floor, powder room, and leads to outdoor patio which overlooks the lake; there is much more to tell about this exciting home; looking out through the thermopane and Anderson windows, you have a view that is beyond description; 2-car attached garage; inspection at your convenience.

DYKES REALTY

Multiple Listing Realtor
4663 TURNER RD. VU 3-3630

(Courtesy Cleveland Plain Dealer)

HOBBIES

Exceptional hobby features in a home enable a builder to aim his ad specifically to people he knows will have more than a routine interest in the house. Mention of particular locations, such as water or mountains, or of special rooms, such as dark room or workshop, specifically interest the sport or hobby enthusiast.

To whet the appetite of the water sports fan, this Dykes ad emphasized nearby swimming, fishing, and sailing facilities. The buyers, who were looking for just that, were immediately attracted by the ad and quickly bought the house.

Life With Mother WELLINGTON-FAIRFAX AREA

Do you need that extra suite for your mother or dad? Be sure to see this 4-bedroom, 2-bath brick colonial; library, modern kitchen, with a separate extra suite of 3 rooms; this unit could be rented for \$100 monthly; 50x200' wooded lot. A most interesting offering at \$36,900.

John Kenny Realtors
FA 1-1111

(Courtesy Cleveland Plain Dealer)

PERSONAL

To a home seeker with a special problem, an ad aimed at his problem is like an oasis in the desert.

Like many home buyers, the man who purchased the Kenny house needed additional space for his mother-in-law. The writer of this ad saw a new selling angle for the extra rooms—and he got an immediate buyer. Today's earlier retirement age makes this appeal particularly sharp.

an inch work like a foot

MERCER ISLAND

CLOSING ESTATE 90' waterfront with unfinished 3 bdrm. home, full concrete basement. Private well, fruit trees, shrubs and berries. A little "do it yourself" will double the value. Only \$12,750.

ALSO brand new 3 bdrm. contemporary. Near grade and high schools. Connected to water and sewer. Located on large level lot. \$14,750. Ask for Harold Petrick, days AD. 0900; even. AD. 1590.

PETRICK RLTY., REALTORS

(Courtesy Seattle Times)

LOCATION

Any builder whose home is favored by an exceptional location would do well to dramatize it in his ads—as did the Petrick organization. This ad resulted in the company's phone lines being tied up with inquiries—and quick sales.

MOTORAMA AND TURNERAMA

Dear Public and Kinsfolk—Have you ever seen a dream walking? Well, I did! At General Motors Motorama! After returning home to anticipated blissful slumber, what happened? A whole dream world came true! Visions of loveliness danced over my head: not only luxurious Cadillacs, but all their other masterpieces of craftsmanship and styling. That was Scene 1. Then came the dawn and Scene 2, titled: "TURNERAMA." What was it on revolving platform? Assorted jewels from "Turner's treasures"! Sparkling in glorious splendor was the \$85,000 elegant home in Pacific Heights, with its formal garden and turntable garage; another luxury duplex at \$55,000; a charming Normandy high style home and income at \$35,000! Yes, from the Russian Hill lot at \$15,000 with sculptured cement rear and side wall treatment to the graceful roof garden penthouse with aquamarine view in Telegraph Hill at \$45,000. You, too, will agree that your dreams can come true when you Share Turner's Treasures. Here admission is free. Just call for appointment to view these precious gem properties, listed with us for sale or exchange by our treasured clients! Sincerely and exclusively,

LOU TURNER ★ REALTOR
1308 Pacific Ave., S. F.
PRospect 6-2565

(Courtesy San Francisco Chronicle)

TIMELINESS

Making an effort to tie in ads with current local events will help a builder in pushing his property to the fullest extent. Almost every reader swings his attention first to what is most familiar; and a successful builder can easily exploit this quirk of human nature in planning his ads.

Case in point: because the Motorama, sponsored by General Motors,

had just made its appearance in the San Francisco area, the play on words in the above ad was a "natural." The luxuriousness of the Motorama enabled prospective buyers to imagine the elegance implied in the coined word "Turnerama." Result: fifty responses, an almost unprecedented number of calls for this type of property.

THEY BORROWED YOUR DREAMS

In planning this delightful home and its surroundings, the dining room balcony overlooks a charming, beamed ceilinged living room with a huge stone fireplace. The twin-sized bedrooms, lovely tile baths, compact kitchen with dining area—all add to the comfort and liveability of this lovely home. There is a separate guest room with its own bath & kitchen, rumpus room, storage space; also a dining room. The beautiful garden, with many varieties of flowers and fruit trees, is a perfect setting for the secluded patio and fish pond. When you see it you won't believe the price is only \$19,750.

CORDONE REALTY

Opposite Depot San Anselmo
Glenwood 3-5262 or GL 4-4526
CLOSED SUNDAY

(Courtesy San Francisco Chronicle)

IMAGINATIVE

By using an almost melodic headline, the writer of the above ad drew twice the number of calls for this Cordone home than had come from two previous "regular" ads for the same house. With the use of such euphonious adjectives as delightful, charming, lovely, etc., what might have been an ordinary description of just any home became *the* house often dreamed of by the home seeker.

Any builder can potentially cash in on a sale and on future confidence by incorporating some "magic" into his ads. Property with old trees, a patio, or space for outdoor living lends itself to this approach.

Note that the price of the house is not mentioned until the very last adjective has been used. That's a good rule-of-thumb to follow in writing an ad which puts a reader's imagination to work. Holding the price until last makes the value seem all the greater.

Another good technique employed here: having the headline flow into the body of the copy. Note that the headline is actually the beginning of a sentence that carried the reader headlong into the "sell" part of the ad, down below.

BAINBRIDGE ISLAND

Buy That Summer Home Now

Here is 150' low bank water front on exclusive Pleasant Beach, with 3-room, COMPLETELY FURNISHED home—2 bedrooms & sleeping porch, living room, dining room, kitchen, bath, 1 block from Shopping Center, school bus at door. \$15,000. \$1,500 down. For further information DIAL

Vikings 2030 or Vikings 2695

HELEN M. PERLATTI, REALTOR

(Courtesy Seattle Times)

SEASONAL

To the builder of seasonal or resort housing, a successful ad is almost a "must" if he is to sell his property while demand exists for it.

It is only necessary to read the above ad to find out why the Perlatti organization was swamped with calls and immediately sold this home. Giving all salient facts, the ad tells not only where and what kind of a home it is, the size, the price and financing details, but also urges readers to buy "now" to enjoy the property to the fullest.

WALK TO NORTHGATE 3 BEDROOMS FRPL., FINISHED BSMT.

\$10,950

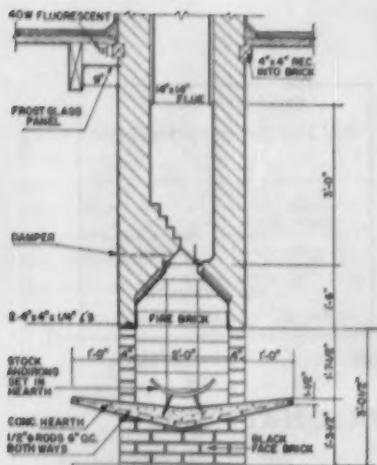
Big living room with log-sized fireplace, matched grain hardwood floors. Ceramic tile kitchen with exhaust fan. Separate dining room, asphalt tile basement floor. Yes — a quality G.E. Furnace with only \$80 per year heat costs. Fenced, landscaped grounds. Selling for \$950 under F.H.A. app'l. F.H.A. or G.I. terms. EM 7444, Northgate Brks., Inc., 827 E. 110th.

(Courtesy Seattle Times)

PRICE

Cost is, in most cases, the final determining factor in the sale of a home. A builder who offers a good house at an attractive price will reap many benefits by placing price figures in a prominent position. This policy paid off for Northgate brokers when they ran the above ad and made an immediate sale.

In writing an ad with price appeal, try to follow the rule employed here: basic information about the house (number of bedrooms, finished basement, etc.) is coupled with price in head.



TWO-WAY FIREPLACE of brick has raised, sculptured hearth of concrete with fluorescent lighting strip behind beam.



RECESSED PLANT BOX next to fireplace is over 5' long.

LINK WITH OUTDOORS is provided by large window wall—in winter as well as summer. Wall has fixed strips of plate glass above, ventilating sash to right of door.



With large window walls you need

Look into laminates—they have solved many problems in small commercial building, and are currently being used more and more for fine home framing.

Designed for artist Dean Wessel, this Kenilworth, Ill., house demonstrates how a 42-foot window wall can be framed easily with five columns. It also reveals architect-builder Louis Huebner's pref-

erence for glued laminate framing—a preference he displays even in fascia boards.

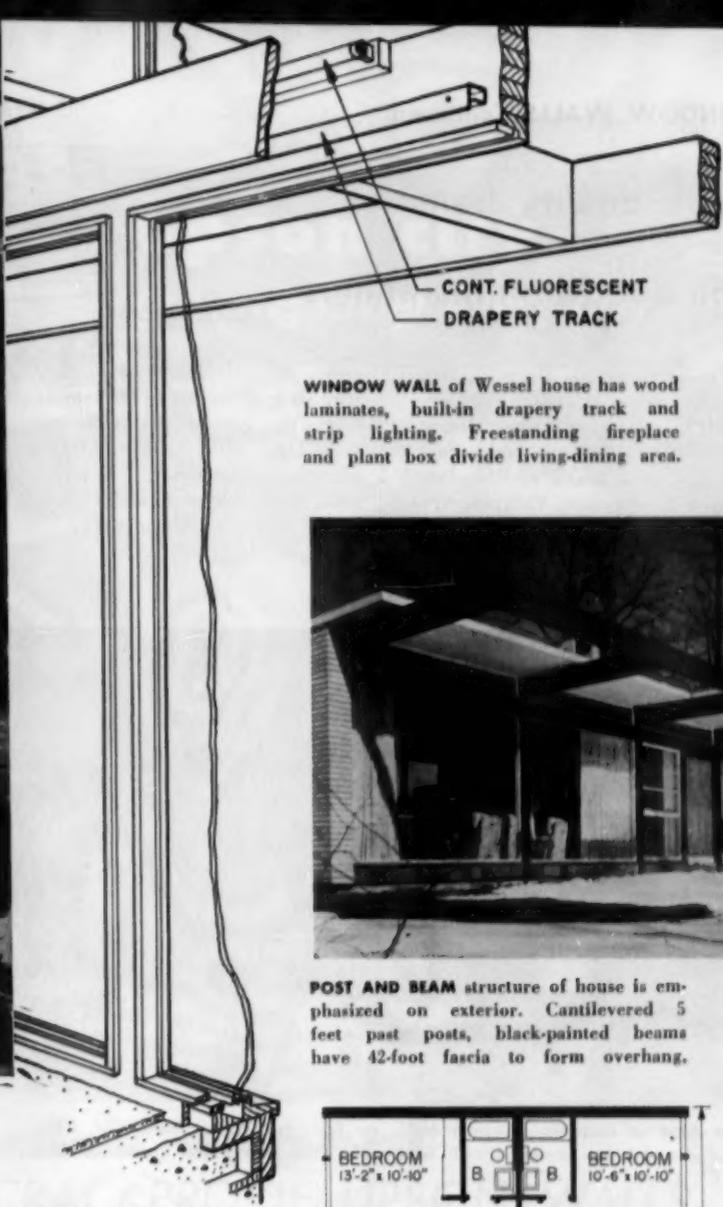
In this, as in previous houses, Huebner has broken with conventional timber framing. His laminates were built in the McKeown Bros. shop in Chicago, trucked to the site and erected in three days by a small carpenter crew—with special equipment.

The house is uncompromisingly modern in all aspects, especially in its use of wood, glass, plastics and brick. Eight-foot sheets of insulating glass are set between 3 x 12-inch laminated columns. To assure

absolute rigidity these columns are notched at top and bottom and pegged and bolted to beams and slab. Overhead, planking completes the framing picture.

Insulating glass is used also on the studio or north side of the house, but both east and west walls are without openings. These are 10-inch insulated brick cavity walls unpunctured by anything except fans and louvers. Plastic domes in roof provide daylight illumination for two bathrooms.

Faced with the problem of laying a continuous 2½-inch slab over a basement, Huebner bor-



CONT. FLUORESCENT
DRAPERY TRACK

WINDOW WALL of Wessel house has wood laminates, built-in drapery track and strip lighting. Freestanding fireplace and plant box divide living-dining area.



POST AND BEAM structure of house is emphasized on exterior. Cantilevered 5 feet past posts, black-painted beams have 42-foot fascia to form overhang.

quality framing

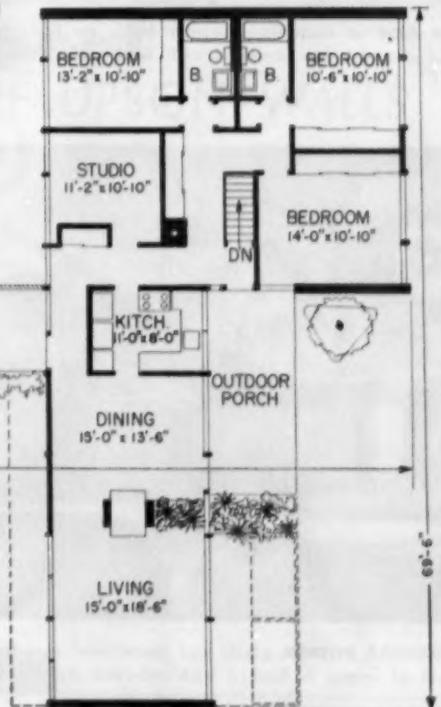
rowed from commercial practice. He put down 3 x 8-inch pre-cast concrete joists over I-beams and lally columns with proper footings. An unusual feature of the slab is the fact that it is cantilevered 21½ feet past a section of the existing foundation wall.

Preferring to accent his framing system rather than hide it, Huebner painted his beams and columns black. The latter offer strong vertical contrasts to the redwood, brick and glass exterior. His interiors are white for the most part, except for various shades of blue, light grey and orange.

SEPTEMBER 1955



WITH WORK SPACE for the artist-owner and his wife, house also has three bedrooms, two baths and U-shaped kitchen-laundry. Utilities are in partial basement under studio-bedroom wing. House has roughly 2,500 square feet of highly usable space.

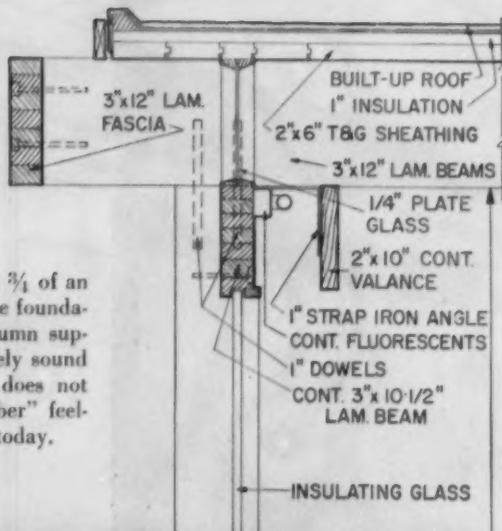


CONTINUED ON NEXT PAGE ▶

With quality framing you need firm fastenings

To what detail Huebner has gone to get solid connections between his warp-proof laminates is seen at right. His fascia and beams are lag-bolted, beams and headers pinned with dowels. Columns are notched at both ends and tied with

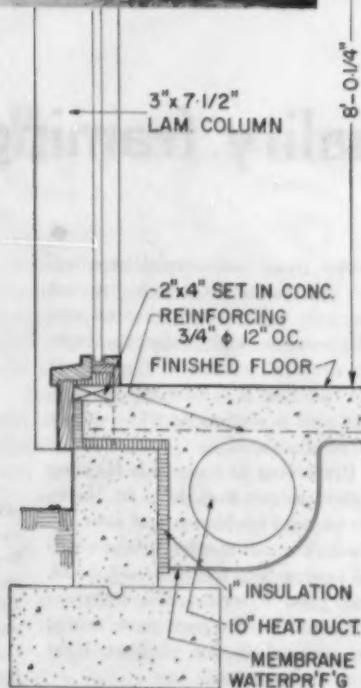
bolts. The slab is stopped $\frac{3}{4}$ of an inch short of the top of the foundation wall—for direct column support. Thus, while extremely sound of structure, the house does not have that "too-much-timber" feeling so commonly found today.

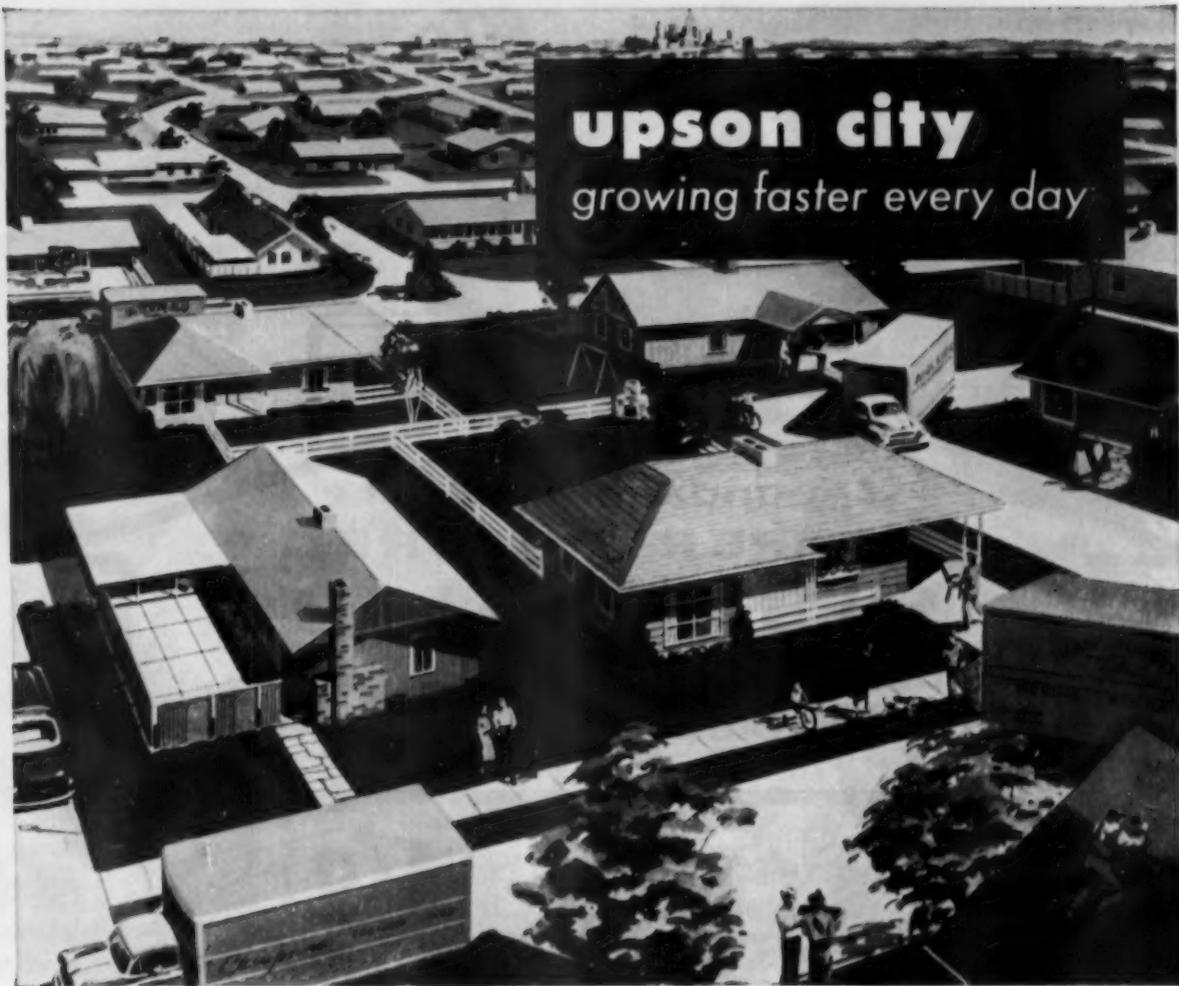


FIRM GRIP of midwestern winter holds no fears for Wessel household. Roof, walls and slab are insulated with fibre-glass. Window wall has insulating glass.



APPARENTLY PITCHED plank and beam roof is actually flat. Entrance of house at left of center is flanked with redwood slats in keeping with redwood front.





Upson city
growing faster every day

proved sales appeal
a home with **CRACKPROOF UPSON WALLS**

Everywhere, every day more and more fortunate families, your customers, are buying and moving into exciting new homes built with fabulous crackproof walls by Upson.

So many, in fact, we can't keep exact count. Just a few short months ago all Upson-walled homes would equal a city the size of Cincinnati. Today this Upson City is larger by thousands.

Builders choose full-wall size Upson Panels because they never crack, are easy to apply. They cut construction time, too. No delays for drying. Upson Walls mean lasting beauty, a strong sales point.

Home buyers like Upson Walls because they eliminate costly repairs. Their insulation value means more comfort. And they are permanent, crackproof, beautiful!

Put all this proved sales appeal on your side. Use Upson Strong-Bilt Panels for your next job. More details yours free, *mail coupon today.*

45th
Year 



those fabulous
crackproof walls

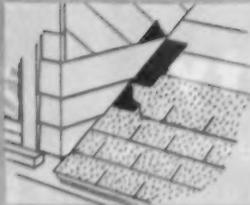
by **UPSON**

PROVEN QUALITY YOU CAN TRUST

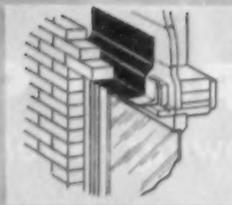
THE UPSON COMPANY
719 Upson Point, Lockport, N. Y.

Please rush me details on Upson Strong-Bilt Walls.

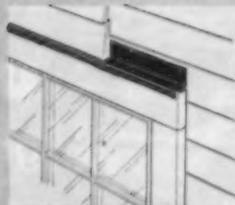
NAME _____
NAME OF FIRM _____
STREET _____
CITY _____ STATE _____



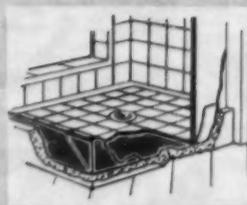
Step flashing



Flashing window and door needs

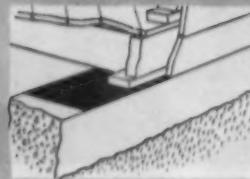


Drip cap flashing

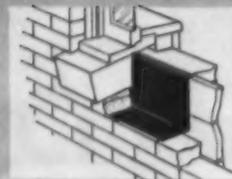


Waterproofing shower stalls

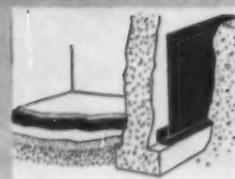
**From
Foundation to Roof
COPPER ARMORED
SISALKRAFT
Means Low Cost . . . Pure
Copper Protection . . . Permanently!**



Foundation damp-coursing, termite shield



Sill flashing



Dampproofing basements



Flashing door and window openings

Copper Armored Sisalkraft does heavy gauge copper's traditional quality job of protecting against moisture at tremendous savings.

This product is recommended for all concealed flashing and waterproofing. It's impervious to moisture and air, won't kink, break or tear. Easily applied. Meets FHA flashing requirements.

Copper Armored Sisalkraft is pure Anaconda copper bonded to heavy crepe kraft with special asphalt, reinforced with tough fibers. Available in the following weights of pure copper per sq. ft.: 1 oz. — 2 oz. —

3 oz. Widths: 4", 6", 10", 12", 15", 20", 30", 60". All in rolls of 120 lineal feet. Ideal for decorative purposes, too!

- **SISALATION** — "Storm-Sashes" the walls of 5-room house for about \$30. (Aluminum Coated 2 sides)
- **SISALKRAFT** — A rugged waterproof paper for protection and for curing concrete.



AMERICAN SISALKRAFT CORPORATION
Dept. AB-9, Attleboro, Mass.

Please send samples and more facts on Copper Armored Sisalkraft.

Name

Company

Address

City Zone State



**First in value
because they last**

You can learn a great deal about a Porter-Cable tool in a very few minutes.

It doesn't take long to recognize the rugged, businesslike design that means real *performance*. Simply handle it, and you sense its perfect balance and "feel"—the kind that makes for easy, accurate workmanship hour after hour on the job. Put it to work, and you discover man-sized *capacity*—with speed and power to spare.

But only the years will tell you what Porter-Cable quality means to you in actual dollars and cents—in faster, more profitable production, in dependable, economical service, in true power-tool value. See your Porter-Cable dealer soon.

Illustrated: Model 503 Dustless Belt Sander, 3" x 24" Belt, \$142 retail. Write for free catalog of the complete Porter-Cable line, and name of your nearest dealer.

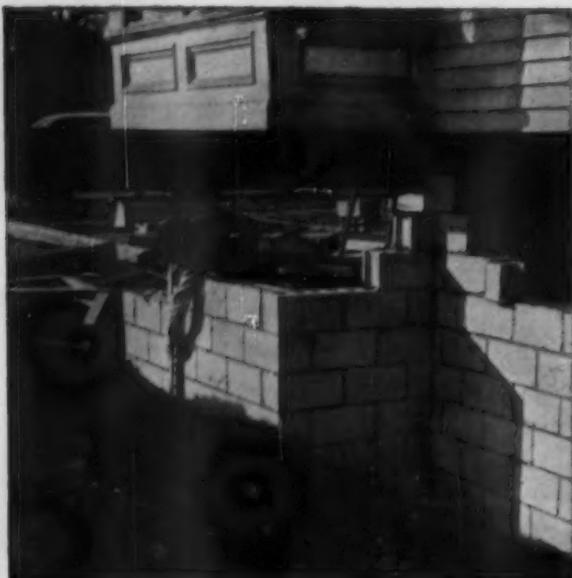
Porter-Cable

Quality Electric Tools

PORTER-CABLE MACHINE COMPANY

5019 N. Salina Street, Syracuse 8, New York

saws • belt sanders • finishing sanders • drills • routers • planes



Are you getting your share of the \$8 billion remodeling market?

Contractors are discovering that remodeling jobs form an ever-increasing part of their business—and that concrete masonry is a practical and economical remodeling material.

Jobs for which concrete masonry offers many advantages are such projects as:



NEW BASEMENTS...

Concrete masonry is ideal for basement and partition walls and enclosures for laundry equipment and heating plants.

FIRESAFE ADDITIONS...

Using concrete masonry to build an extra room gives growing families firesafe and comfortable additional space.



NEW GARAGES...

Hundreds of thousands of post-war houses were built without garages. Here's a ready-made market for you.

Get your share of the \$8 billion remodeling market. Concrete masonry construction is fast, easy. Write for free book, "Laying Concrete Block," distributed only in U.S. and Canada.

PORTLAND CEMENT ASSOCIATION

Dept. A9-3 33 West Grand Avenue, Chicago 10, Illinois
A national organization to improve and extend the uses of portland cement and concrete... through scientific research and engineering field work.

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
5 x sizes, 2 to 10 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 \$995 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
Sizes 24", 29", 34" and 44" dia., 8&S Engines. Stationary guide ring. Clutch and speed controls on handle.

Send for information and name of local dealer.

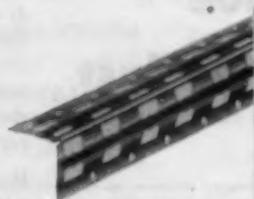


MULLER MACHINERY COMPANY, Inc.
METUCHEN 4, N. J. CABLE ADDRESS—MULMIX

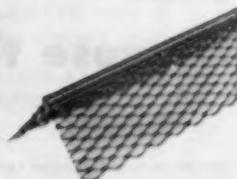
Corner Beads with the New Continuous Galvanize Coating

The quality of this zinc-alloy galvanize coating is so high that Bostwick paid a premium for it. It's tight coated, bright, and scale-free! Now it's available on all Bostwick beads and casings at no extra cost.

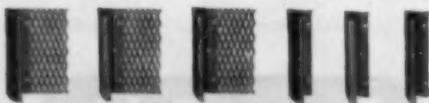
Want a sample and catalog? Write today. Sold through dealers.



TRUSS WING
CORNER BEAD



EXPANDED WING
CORNER BEAD



CASING BEADS

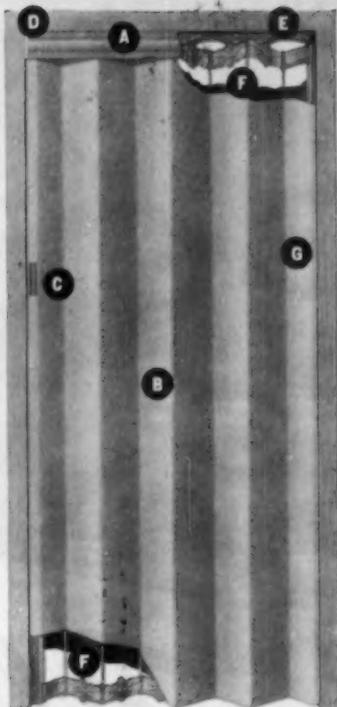
Bostwick

THE BOSTWICK STEEL LATH CO.
103 HEATON AVE. • NILES, OHIO

PROFITUNITY!



— new folding door for
high-volume sales,
year-around profits



FOLDOOR "Beautyline" is the new and different fabric-covered folding door—in 11 stock sizes for all standard openings in homes, offices, etc.

● Any dealer who sells folding doors knows the high unit profit, steady pattern of daily sales and year-round demand offered by this popular product.

Here, now, is a *new* folding door—FOLDOOR "Beautyline"—with a host of exciting new features to outshine competition and make even faster sales and profits. Consider:

- A. Attractive cornice at no extra cost. B. Deep-textured fabric for "drapery" look. Tough, pliable mist gray vinyl is entirely washable.
- C. Sturdy, unbreakable all-metal hardware for a lifetime of use.
- D. Nylon trolley wheels—and "Multi-V" construction with 61% less hinge friction for feathertouch action.
- E. Pantograph keeps folds evenly spaced at all times. F. "Truss-Embossed" hinges are stronger, insure greater rigidity. G. "Beautyline" stacks in less space—only 1½" per foot of opening.

With all this—and more—FOLDOOR "Beautyline" is built to list complete as low as **\$2245***

*Slightly higher in western states.

Ask your FOLDOOR Distributor—or send coupon.

In Canada: Foldoor of Canada, Montreal 26

HOLCOMB & HOKE MFG. CO., INC.
1545 Van Buren Street
Indianapolis, Indiana

Please rush me "Profitunity" Package on new FOLDOOR "Beautyline."

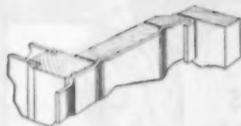
Company.....
Address.....
City..... State.....
Individual.....



Pella[®]

WOOD CASEMENT WINDOWS

**the warm, friendly
wood casement...with
a backbone of steel**



PELLA WOOD CASEMENT WINDOWS combine the beauty and insulating qualities of wood with the strength of steel. For a 16-gauge steel frame reinforces the sturdy wood lining to provide maximum rigidity. This steel frame is continuous around all four sides of the windows. The hinge butt plate is anchored to the solid steel frame. That's why PELLA CASEMENTS always hang true and can be furnished with glass sizes up to 24" x 60"—the largest wood casement sash on the market.

And 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 pre-fitted at the factory. So there's no costly hardware fitting on the job.

You can achieve countless arrangements by combining stock-size PELLA CASEMENT WINDOWS. Glass sizes are 16", 20" and 24" in width and range up to 60" in height. Furnished with both horizontal and vertical muntins, horizontal muntins only, or without muntins. A quality window competitively priced. Mail coupon today for free literature. Distributors are located in major cities of U. S. and Canada.



ROLSCREENS—All Pella Casements are equipped with inconspicuous Pella RolSCREENS—that roll up and down like a window shade. 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%. Glass sets in a neat aluminum frame, vinyl-lined to keep out dust.

Pella

WOOD CASEMENT WINDOWS

CLIP AND MAIL TODAY

**ROLSCREEN COMPANY, Dept. C-22
PELLA, IOWA**

Gentlemen: Please send free literature on PELLA CASEMENT WINDOWS, with name of nearest PELLA distributor.

FIRM NAME _____

ADDRESS _____

CITY _____

ZONE STATE _____

ATTENTION MR. _____

HOW ORANGEBURG® PIPE SAVES TIME, CUTS COST FOR BUILDERS

1. ORANGEBURG IS EASY TO INSTALL



Orangeburg's Taperweld Joints seal *root-proof* with a few hammer taps. No cement, no compounds, no calking required. Readily cut with coarse-toothed saw. Complete line of exclusive matching fittings simplifies installation.

2. ORANGEBURG IS EASY TO HANDLE



Orangeburg's ease of handling cuts installation time. Long 8-foot lengths mean less handling from truck to trench. Only $\frac{1}{8}$ to $\frac{1}{2}$ the weight of other types of pipes. One man can carry several lengths.

Visit our Booth 252, National Building Products Exposition, Public Auditorium, Cleveland, Ohio, October 11-14.

ORANGEBURG DELIVERS A QUALITY JOB

Install it and forget it. Orangeburg is tough and resilient . . . lasts for years. Pipelines installed 49 years ago are still operating like new.

Use Orangeburg Root-Proof Pipe for house-to-sewer and septic tank connec-

tions, conductor lines from downspouts, storm drains . . . other non-pressure outside lines. Made in 2", 3", 4", 5" and 6" sizes.

Orangeburg Pipe also comes Perforated for septic tank disposal fields, foundation drains, and draining wet spots.

BE SURE TO GET GENUINE ORANGEBURG

LOOK FOR THE NAME



Write Dept. AB-95 for Circular SA-11 covering recommended installation practices.

ORANGEBURG MANUFACTURING CO., INC. • Orangeburg, N. Y. • West Coast Plant: Newark, Calif.

Use these Exclusive Fittings with Orangeburg Pipe



¼ BEND

WYE

¼ BEND

TEE



**"Gold Bond Lath and Plaster puts
QUALITY and FIRE RESISTANCE
into every interior wall we build"**

says JOHN LINDSTROM, Vice President of John Lindstrom, Inc., builder of this handsome home in Arlington Heights, Illinois. The Plastering Contractor was Wilbur Anderson.



"Every builder knows the importance of a 'quality-throughout' appearance in selling homes," says Mr. Lindstrom. "Prospects are particularly impressed with smooth, good-looking interior walls and ceilings. The fact that they're fire-resistant, too, adds to the value of our homes. We've found that we get fine results every time with Gold Bond Lath and Plaster. Quality is consistently fine, and, of course, Lath and Plaster gives us more design flexibility."

Other home builders like Mr. Lindstrom realize that Gold Bond Lath and Plaster does a big job in selling homes of all price ranges. These traditional materials are designed to work together, and when applied by certified plastering craftsmen, give homes the lasting strength, beauty and fire protection people want. Specify this *natural combination* of consistently high-quality products in all your homes...specify Gold Bond Lath and Plaster.

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

**Build better with
Gold Bond**



METAL AND
GYPSUM LATH



GYPSOLITE
PLASTER



GAUGING
PLASTER



FINISH
LIME



EXTRA-FIBRED
PLASTER



ACOUSTICAL
PLASTER



KEENEY'S
CEMENT

LATH AND PLASTER

Doors with **VISADOR** Lights and Louvers make IMMEDIATE, FAVORABLE impressions on home buyers . . .



that's why we say:

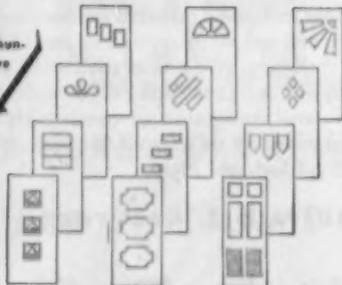
for flush panel doors
VISADOR



**THE WAY
TO GREATER
HOME SALES**

- **SALES PERSUADERS:** home-buyers PREFER and BUY homes with Visador-equipped doors (they're practical and attractive).
- **VARIETY:** more than 500 styles in lights and louvers to key the door to every taste and design.
- **ECONOMY:** costs little to add this appealing sales-push to homes you build.
- **SPEED:** Visador lights and louvers are prefabricated for easy installation so dealers can furnish many of door styles desired the day order is received.

Only a few of hundreds of attractive door designs available . . . write for our complete catalog.



Ask your Building Supply dealer to furnish you with doors glazed with Visador Lights for superior beauty and finest quality.

The **VISADOR Co.**

P. O. Box 10312 • Dallas, Texas

Sensational new Dry Wall Adhesive

for
bonding
gypsum
board
to
studs



BUILDER ANDY PLACE, South Bend, Indiana, uses Miracle Dry Wall Adhesive and Miracle method to speed dry wall installation, substantially reduces his costs!

**Eliminates
nail popping!**

Uses 50% less nails!

Lessens racking!

You speed dry wall installations, save substantially in time and costs. Taping and concealing are minimized, with so many less nail holes to fill! Racking, strain, and vibration are greatly reduced. Miracle Dry Wall Adhesive, formulated and developed specifically for installation of gypsum board to studs, does a better-than-ever dry wall job in every way!

Here's how: Before erecting gypsum board, Miracle Dry Wall Adhesive is applied to each stud full length, using a 2½ quart caulking gun with ¾" nozzle. Gypsum board is put up and nailed 18" o.c. with one or two nails on center of intermediate studs.

FREE: Colorful, illustrated brochure describes dry wall method, details time and cost saving. Write for your free copy without obligation today.



MIRACLE ADHESIVES CORP.

214 E. 53rd Street, New York 22, N. Y.

FOR BUILDING HOMES... and REPUTATIONS



1891
TYPE

..... LIFETIME *Quiette* SWITCH

Junior *Quiette* SWITCH

INTERCHANGEABLE *Quiette* SWITCH



QST-1
TYPE



QS-1
TYPE

ALL TYPES NOW AVAILABLE WITH SCREW OR SCREWLESS WIRE-LOCK TERMINALS

THE COMPLETE LINE of



Quiette

LIGHT SWITCHES

Quiet, Safe, Mechanical Operation For Both Incandescent And Fluorescent Lights

In light switches, quiet and quality are in demand. The *quiet* operation of Arrow-Hart QUIETTE Light Switches appeals to prospective home buyers and helps turn them into satisfied home owners. The *quality* construction of Arrow-Hart QUIETTE Light Switches helps keep them satisfied . . . and recommending the builder to other prospective home owners.

LIFETIME ratings: 15 amp - 120-277 volt ac only;
20 amp - 120-277 volt ac only.

INTERCHANGEABLE ratings: 15 amp - 120-277 volt ac only;
20 amp (with screws only) - 120-277 volt ac only. S.P. and
3-way screwless switches are available with line shunts.

Junior ratings: 15 amp - 120 volt ac only. Screwless
switches are available with either line or ground shunts.

All types are listed as standard by Underwriters' Laboratories, have alloy silver contacts that will carry substantial loads, and are available in single or double pole, 3-way or 4-way, with Brown or Ivorylite handles.

ARROW-HART

WIRING DEVICE DIVISION

103 HAWTHORN STREET, HARTFORD 6, CONN.

OFFICES, SALES ENGINEERS AND WAREHOUSES IN:

ATLANTA	DALLAS	NEW YORK	HAVANA, CUBA
BOSTON	DETROIT	PHILADELPHIA	
CHICAGO	LOS ANGELES	ST. LOUIS	TORONTO, CANADA
CINCINNATI	MILWAUKEE	SAN FRANCISCO	
CLEVELAND	MINNEAPOLIS	SEATTLE	LONDON, ENGLAND

Quality

WIRING DEVICES • MOTOR CONTROLS
ENCLOSED SWITCHES • APPLIANCE SWITCHES



WIRING DEVICE DIVISION

AS

THE ARROW-HART & HEGEMAN ELECTRIC CO.
103 HAWTHORN STREET, HARTFORD 6, CONN.

Please send my copy of "New Quiette Switches" folder (Form WD-ST-75)

NAME _____
POSITION _____
COMPANY _____
CO. ADDRESS _____
CITY _____ ZONE _____ STATE _____

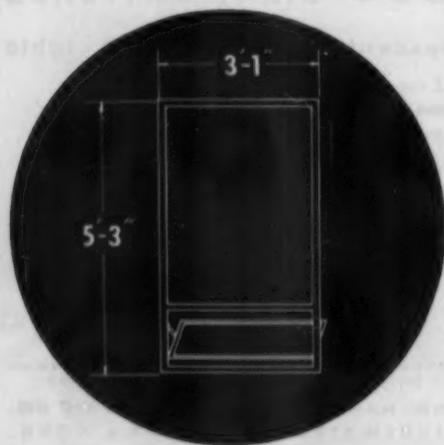


**"No 'call backs' on
Ceco Steel Windows
in 2 years..."**

KIMBALL HILL—Builder
Rolling Meadows Development



Architect: A. J. Del Bianco, Chicago, Ill.
Carpenter Contractor: Joseph T. Carp, Inc., Chicago, Ill.



One of three basic sizes of Ceco Fixed Windows with Hopper Ventilator used in Rolling Meadows homes. Two or three windows are joined with slender mullions to achieve a picture window effect with adequate ventilation.

■ Quite often the difference between profit and loss in a home building project can be "call backs." So builders everywhere give a critical eye to the materials going into the homes they build. Take the case of Rolling Meadows in suburban Arlington Heights, Ill. When Kimball Hill & Associates planned the project, an exhaustive study was made of all materials. After many comparisons, Ceco Windows were chosen. The window treatment was accomplished by using Ceco Fixed Windows with Hopper Ventilator. This achieved a picture window effect with adequate ventilation. Here's why there were no "call backs" on Ceco Windows: Simplicity of design and hardware combined with Ceco engineering to assure a fool-proof window. But let Kimball Hill, project builder, tell the story:

"In two years, with over 1,500 homes erected, there have been no complaints or call backs."

So when you build . . . protect yourself against costly "call backs." Use Ceco Steel Windows—field tested to assure dependable performance.

CECO STEEL PRODUCTS CORPORATION

Offices, warehouses and fabricating plants in principal cities
General Offices: 5601 West 26th Street, Chicago 50, Illinois



In construction products **CECO ENGINEERING** makes the big difference

AMERICAN BUILDER



tell the home buyer about what he can't see Here's How It Can Help You...

Plumbing and drainage systems can be hidden assets—when you use what you know is best... **Cast Iron Soil Pipe**. For cast iron is the *only* material proved *permanent*... high-strength... really root-proof... and non-absorbent. It's the *only* pipe that meets *all* State, City and Local codes, for use from street to roof.

So, when you use **Cast Iron Soil Pipe** throughout your

house—tell *your buyers* so. You'll find it's...

A talking point for your agents

A cast iron installation can be a powerful selling tool for you. When your agents explain its advantages, they prove that, in *your* houses, there's nothing but the best—even where it can't be seen. And your houses will be that much easier to sell.



Free Sales Ammunition.

Offer your owner prospects a 16-page booklet "What You Should Know About Plumbing Drainage." It will help your agents put across their talking points. And to identify cast iron installations there are colorful tags to attach to cellar pipe. Mail the coupon for free samples.



CAST IRON SOIL PIPE INSTITUTE
Dept. AB-9, 1627 K Street, N. W., Washington 6, D. C.

Want proof for yourself? Ask for "Best in the Long Run" which contains photographic evidence of cast iron's superiority. We'll also send samples of our sales aids. No obligation, of course.

Name _____
Address _____
City _____ Zone _____ State _____



**THE MARK OF
QUALITY AND
PERMANENCE**

The Door that Gives You More -of Everything!



Beauty —the Frantz No. 566 Sectional Overhead shown above, with its smart modern lines, is the finest in garage door design. It's the door that is made for ranch-style homes—the last word in streamlined beauty!

Quality —Compare the 14 construction features, many of them exclusively Frantz and available nowhere else...the patented *adjustable brakes, the 2-way Spring Adjustment, Automatic Latch-Lock, Cross Angles, and other advancements. Doors are 1 3/8" thick, of kiln dried lumber, with 1/4" fir plywood panels. All hardware, except springs and angles, is zinc plated to prevent rust—the outside handle is chrome-plated.

Easy Operation, Installation

*Just turn the
Latch...it opens
itself!*

The exclusive Glide-O-Matic action opens the door with a turn of the handle. There is no rebound, thanks to the patented *adjustable brakes! Parts are prefitted for easy assembly and fast installation. Standard headroom 13 1/2"—or with low headroom device—6" for single opening sizes and 8" for double width doors.

Low Cost —In spite of the luxury and prestige of the Frantz No. 500 series, modern production techniques have brought the cost to within easy reach of the modest homeowner. Other models cost even less.

Variety —the Frantz 500 series is available in various sizes for single and double width openings. Other Frantz models in sectional, rigid (one-piece) types, and Frantz hardware sets, provide one of the widest and most complete lines available anywhere! Write for Catalogues No. 302 and 107 today.



FRANTZ ROSETTES
Smart door ornaments in many designs add decorative distinction when painted in contrasting colors. Dismountable, easy to apply, low in cost. Write for Rosette Catalog.

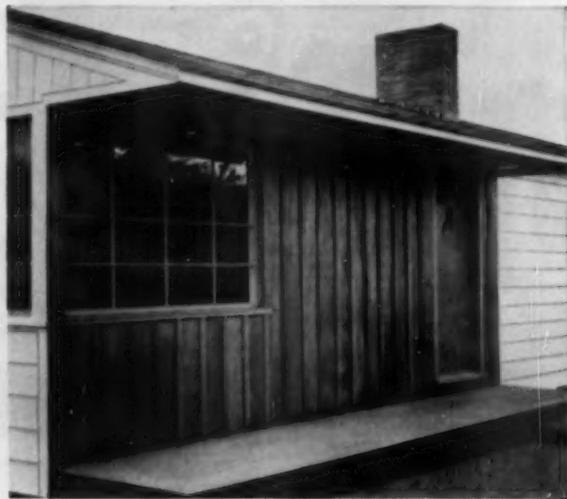
FRANTZ

GARAGE DOORS AND HARDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

*U. S. Patent No. 2,700,082

take a good look at **WESTERN RED CEDAR**



one of 10 woods from the

WESTERN PINE region

Great resistance to decay, dimensional stability, high insulating qualities, workability, nailability, light weight make Western Red Cedar an excellent and economical wood for all residential construction—and preferred for weather-exposed usage such as poles, greenhouses, boats and floats.

Western Red Cedar comes in 3 select and 5 common grades. You can order it in mixed cars—together with other woods from the Western Pine region—from most Western Pine Association member mills!

the Western Pines

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RED CEDAR
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get the facts
to help you sell

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CAREY

*Holiday
Homes*

FEATURE

ALLIANCEWARE

FIXTURES

FOR BATH AND

KITCHEN



In connection with his building activities Mr. Carey has received many awards. These include "Best Homes for Families with Children" by Parent's Magazine; also Minneapolis Honeywell's "National Home Week Promotion" and Practical Builder's "Merchandising Contest."

Designed by one of Denver's leading architectural firms and built by the Carey Construction Company in southwest Denver, Holiday Homes combine the comfort of traditional design with handsome, contemporary styling.

Within minutes of Colorado's famous mountain parks, the Carey development comprises over 125 homes, 100 of which have been completed, with others now in the planning stage. Smaller homes range from \$12,000 to \$15,000, with larger homes up to \$20,000.

No matter what the price range, Holiday Homes are of the finest construction. All bathroom fixtures are AllianceWare and every kitchen is equipped with an AllianceWare double-bowl sink. The builders know that AllianceWare meets their demands for quality throughout.

AllianceWare-porcelain-on-steel has unusual features appreciated by builder and home owner alike. Every AllianceWare tub has a patented "grab-rail" construction for safety in entering and leaving the bath. The exclusive AllianceWare wall hung method of installation keeps tubs from shifting or settling. The AllianceWare wall-guard flange prevents seepage where the tub joins the wall.

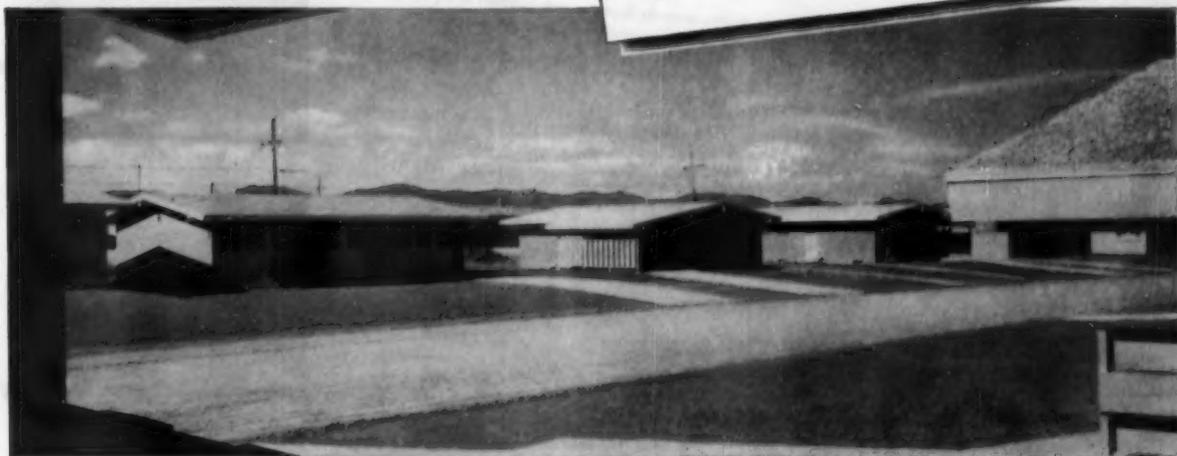
Lighter weight makes handling and installation easier. And there's a choice of five beautiful colors as well as white.

ALLIANCEWARE, INC. • Alliance, Ohio

Plants in Alliance, Ohio and Colton, California

Bathtubs • Lavatories • Closets • Sinks

AllianceWare
PORCELAIN ON STEEL



Carey Holiday Homes—Denver, Colo.; Architects: Baume & Polivnick; Builders: Carey Construction Co.; Plumbing Contractor: Louis Cook Plumbing Co.; Plumbing Wholesaler: Ben Cook Supply Co. (Small illustration shows typical AllianceWare Sink Installation in Holiday Homes.)

WARE LABORATORIES, INC. DEPT. AB-9
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Coupon
Today!



For Ware Window
Profit Facts

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City State

**"Pound for pound, builders and
dealers pick Ware Windows
every time."**



Howard L. Ashworth

**Associated Distributors of Atlanta
made WARE Aluminum Windows a
basic product line in 6 short months!**

"We took on Ware as a fill-in for the three window lines we already handled for the state of Georgia. We sell Ware windows either of two ways: The bare window, or as a complete window unit with a fir surround of our own manufacture, fully glazed and screened. We've found both dealers and builders equally enthusiastic about the Ware Aluminum Window and the packaged unit, WARE not only 'filled in'. In 6 months Ware has already become one of our basic products."
—Howard L. Ashworth, Sales Manager

"Their quality and performance is good for homes in all price ranges. At the same time they offer a decided price advantage."—Waldo Hitt, Salesman.

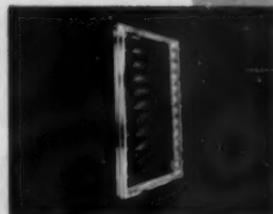
"Ware's distribution policy of sticking with established channels makes builders and dealers just as happy as it does us. Ware places just as much importance on 'integrity' as on 'quality'."
—Ralph Norman, Salesman

"All-weather ventilation without rot or rust are mighty popular features with builders in my territory. Also the wide choice of sizes and the variety of vent arrangements."—Art Weaver, Salesman.

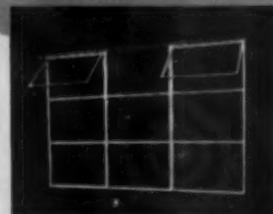
"Heavier weight, sturdy construction, trouble-free performance — all increase the salability of Ware Aluminum Windows."—Dale Hampton, Salesman.

Ware offers you a full, versatile line . . . value that's been proven in thousands of installations . . . and a regional warehousing system which assures prompt delivery thru your local dealer from warehouses in HOUSTON, ATLANTA, CHICAGO, and NEWARK.

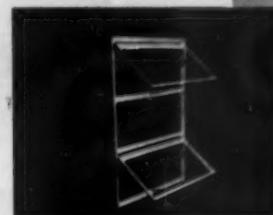
Mail coupon for all the facts, today.



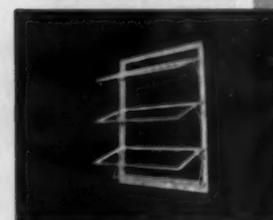
WARETITE JALOUSIE



WARE ECON-O-WALL



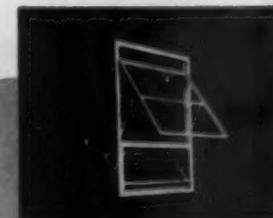
ECON-O-WARE AWNING WINDOW



WARE AWNING WINDOW



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WARE PROJECTED

Aluminum **WARE** Windows

WARE LABORATORIES, INC.



3700 N.W. 25th ST. MIAMI, FLORIDA

Every Ware window is chemically cleaned, anodized and inspected per FHA requirements.



Inexpensive Luxuries!

that is durable, economical and colorful

Wherever indoor highway floor coverings are needed that must give downright durability, use HAKO Asphalt Tile. In institutions and industry that demand economy and long wear, in commercial establishments and homes that want color and design beauty—Standard, New Pastel, or Grease Proof HAKO Asphalt Tile is accepted everywhere. The color will not wear off and the dirt will not wear in. HAKO Tile is reinforced with asbestos fibers and styrene plastic. The smooth sealed surface is permanent for the life of the floor. You can install HAKO Asphalt Tile above, on, or below grade, and over radiant heated floors. Write for suggestions on how HAKO Floor Tiles can help you.



HAKO
Asphalt Tile
FLOORING

SINCE 1903
HACHMEISTER-INC.
PITTSBURGH 30, PA.



They KNOW this label!

They *should* know it. The famous L·O·F shield is being printed more than 234 million times in L·O·F advertising in 1955 alone—keeping alive an overwhelming preference for L·O·F Window Glass.

Among today's brand-conscious home buyers, that kind of preference means faster, easier sales for you. Just make sure *your* window glass bears the famous L·O·F label! Sold through leading independent distributors, listed under "Glass" in the yellow pages of phone books. Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.



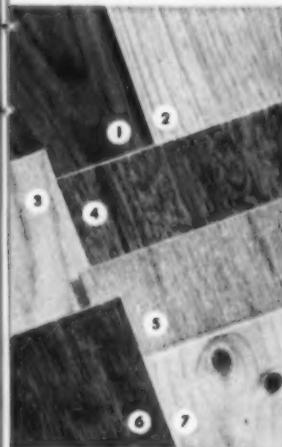
LIBBEY·OWENS·FORD

a Great Name in Glass





Plankweld's so easy to put up! 16 1/4" wide by 8' high panels fasten to wall, studs, or furring strips with special concealed metal clips. No worry about joints—no nail holes to fill.



You choose from world's finest woods. (1) walnut at \$74, (2) Korina® at \$74, (3) birch at \$60, (4) Philippine mahogany at \$60, (5) oak at \$69, (6) Honduras mahogany at \$69, and (7) knotty pine at \$60. Prices are approximate (retail) for a wall surface 12' x 8'.



SEE WHAT \$60* IN PLANKWELD CAN DO!

Family recreation room in basement or attic is given extra appeal with beautiful, easy-to-care-for Plankweld walls. Famous designer George Nelson

stands by spacious Weldwood storage wall he designed. Beautiful natural birch Plankweld shown here covers a 12' x 8' wall for **only**

\$60 (RETAIL PRICE)

Open a model home with Plankweld— and watch the sales close!

Cash in now on the trend to real wood paneling with Weldwood.

On the West Coast, more than 60% of the buyers in a large development said wood paneling had helped them decide to buy!

Why builders like Plankweld: 16 1/4" wide by 8' high panels fit perfectly on 16-inch studs, are held in place by special concealed metal clips that eliminate face nailing. Plankweld comes completely pre-finished by factory craftsmen—

it's even waxed. You can panel a straight 12' x 8' wall with Plankweld in 30 minutes . . . with unskilled labor!

National advertising by Weldwood gives you a "brand name" to sell: among consumers Weldwood is the best known name in plywood.

Send coupon now to find out how you can cash in with Plankweld. Ask your lumber dealer to show you the line or visit any of our 87 show-rooms in principal cities.

12eg. and Patented
*For a 12' x 8' wall

UNITED STATES PLYWOOD CORPORATION
55 West 44th Street, New York 36, New York

I'd like to know more about beautiful Plankweld and other Weldwood hardwoods. Please send Weldwood contractor's catalog



Also please have Weldwood representative call me AB-9-5

NAME
ADDRESS
CITY STATE

Weldwood® Plankweld† THE BEST KNOWN NAME IN PLYWOOD



Your key to more sales...



DISPLAY THIS CARD
IN YOUR MODEL HOUSE

Today, quality of construction is of real interest to more home buyers than ever before. These prospective buyers are not only interested in a good practical layout, an attractive kitchen, larger rooms and more closets... but they are also looking for such positive evidence of quality construction and better value as lath and plaster walls.

Quality-minded builders know and appreciate the sales value of *genuine* lath and plaster construction. That's why many of them feature the Lath and Plaster Quality Seal in their model houses as well as in their local newspaper advertising.

National advertising in leading "home" magazines (See Sept. issue, *Better Homes & Gardens* or Fall-Winter edition, *Small Homes Guide*) is explaining to millions of prospective home buyers the many time-proven advantages of lath and plaster construction.

Cash in on the swing to quality construction. Tie in with the advertising and promotion program of the National Bureau by featuring the display card and Quality Seal in your model houses. They are available through your local plastering contractor. Be sure to ask for them. For additional information write to Dept. AB-559.

NATIONAL BUREAU FOR LATHING AND PLASTERING
1401 K Street, N.W., Washington 5, D. C.



more than a million now in use!

and in only 5 years. Furthermore, each of the five years has shown a substantial increase in volume . . . which proves growing public acceptance.

a sales making feature in any home

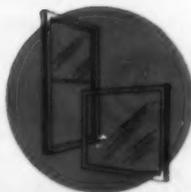
Any builder, any lumber dealer, who exposes his prospective customer to the desirable features of A.R.B. Wood Windows will find his sale made easier. The trend is to "lift out" windows. Wood is still first in popularity, and extending its lead. With A.R.B. construction, you'll get your share, easier.

Lumber dealers, or

A.R.B. WINDOW SALES COMPANY

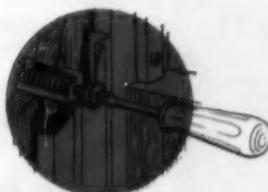
19433 John R Street

Detroit 3, Michigan



QUICK-LIFT-OUT

Wash or paint both sides from inside the room — either double-hung or glider styles.



"MICROMETER" ADJUSTMENT

An A.R.B. exclusive. The coil springs behind each adjusting screw have patented variable tension.



"FINGER LIFT" BALANCE

Push the plunger to disconnect; close the window to reconnect. Another A.R.B. exclusive.



Vanity and Formica framed medicine cabinets by Topcraft, Inc., Baltimore, Md.

Bathroom

DOLLARS AND SENSE

Today the great popular appeal of the Formica Vanity[®] unit has nearly removed it from the "if" list and made it simply a question of "how."

Formica fabricators in your area can make your bathrooms sit up and do sales tricks on a custom design basis.

There are many standard lines of Vanity units sold both regionally and nationally.

The Formica Company pioneered the Vanity idea and the name itself is a registered Trade-Mark of our company.

There is so little justifiable cost difference between a genuine Formica Vanity unit and the cheapest imitation that there is every reason to enjoy the benefits of giving your customer what she wants — not an explanation.

A local FORMICA representative can help you locate a source that best suits your needs. See your classified phone book under "Plastics" or write:

FORMICA

4514 Spring Grove Ave,
Cincinnati 32, Ohio

In Canada:
Arnold Banfield & Co., Ltd., Oakville, Ontario

228

DEMAND THIS CERTIFICATION

This mark certifies genuine
REMOVE WITH SOAP AND WATER

Seeing is believing. If this wash-off identification is not on the surface, it's not FORMICA.



AMERICAN BUILDER



Cut Commercial Building Costs

with

Clay Pipe

HEATING DUCTS

The commercial construction boom promises to continue far into the future, authorities predict—with the best contracts going to the builders who know how to cut costs. *That's where Clay Pipe Heating Ducts can help you submit bids and estimates that are low — yet profitable.*

Clay Pipe Heating Ducts are "naturals" for basementless commercial construction. Simply lay out the duct system over a moisture membrane of roll roofing and pour the concrete floor slab over it. Installation is fast and easy. No specially skilled labor is required. Clay Pipe needs no anchoring . . . it can't float when the



This automobile dealer's showroom and service department is one of many new commercial buildings using Clay Pipe Ducts in its heating system. Outlets shown here prevent frost and steam from forming on windows.

concrete is poured over it, and only one pouring of concrete is needed. Clay Pipe never corrodes or wears out, so it's sure to give clean, trouble-free service throughout the life of the building.

Write for complete information on designing and installing Clay Pipe Heating Duct Systems. Take full advantage of this most important practical idea for cutting construction costs in recent years!

**CLAY PIPE HEATING DUCTS
ARE RECOMMENDED FOR**

Stores • Garages • Churches • Office Buildings • Show
Rooms • Service Stations • Storage Buildings
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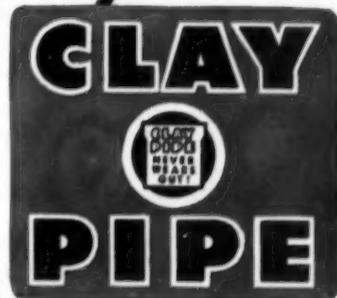
206 Connally Bldg., Atlanta 3, Ga.

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C-955-1



NEW, DRAMATIC G-E "Kitchen

Exclusive 4-in-1 unit comes internally plumbed and wired . . . in 5

IMAGINE THIS VERSATILE "built-in" in your homes. What a powerful selling asset for you over other houses in your price range.

An internally plumbed and wired G-E "Kitchen Center" combining an automatic dishwasher, range, Disposall®-equipped sink, and a washer-dryer. All mounted under one stainless steel counter. **ALL WITH A SINGLE INSTALLATION IN ANY TYPE KITCHEN!**

Not only is the G-E "Kitchen Center" beautiful, compact and appealing . . . but its simplicity and versatility permit just about any kitchen design you want. **AND WITH ONE INSTALLATION IN ANY TYPE KITCHEN.**

Why not see your nearest G-E distributor about this great new "Kitchen Center," or write direct to: General Electric Company, Kitchen Unit Section, Appliance Park, Louisville 1, Kentucky.



All "Kitchen Centers" are available in 5 G-E Mix-or-Match colors: Canary Yellow, Turquoise Green, Petal Pink, Cadet Blue, Woodtone Brown. Only G-E has the "Kitchen Center."



Center™ for your homes!

Mix-or-Match colors for every kitchen . . . even homes as low as \$12,000.

ONLY G-E CAN OFFER YOU a complete selling program like this:

Here is a complete plan to help you sell your G-E-equipped houses faster and easier.

General Electric will help you design and plan your kitchens . . . help you determine just where your General Electric "Kitchen Center" and appliances should be installed and displayed for greatest appeal.

Furthermore, G.E. will provide you with a complete and *tested* merchandising program to help you promote and display this exclusive appliance in your model homes.

All this, plus a certificate that indicates to your customers that the kitchen design has been certified by the General Electric Company.

When you consider that 55 out of every 100 women think G.E. makes the best home appliances, you know what a powerful sales weapon this certificate can be.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



All eyes are on

WESLOCK'S

New #598 ENTRY HANDLE LOCKSET

Smartly modern in its simplicity of design, the New Weslock #598 Entry Handle Lockset adds distinctive beauty to any entry door.

- ★ Solid brass, bronze or aluminum trim
- ★ Completely reversible
- ★ Self-adjusting for doors from 1 3/4" to 2 1/8"
- ★ Simply installed — like all Weslocks
- ★ For the first time — an Entry Handle Lockset priced to meet the modest budget
- ★ Standard Weslock 5-pin tumbler. Available in keying combinations with any Weslock



INSIDE VIEW

★ SPECIAL INTRODUCTORY OFFER:

Contact your jobber or write for details.

Keep your eye on Weslock



WESTERN LOCK MFG. CO.

Manufacturers of Weslock Residential Locksets and Building Hardware

GENERAL OFFICES: 211 NORTH MADISON AVENUE, LOS ANGELES 4, CALIFORNIA • FACTORY: HUNTINGTON PARK, CALIFORNIA

See us at booths 26-27-28 at the NATIONAL BUILDER'S HARDWARE EXPOSITION, St. Louis



New Oliver Jet Trencher for OC-3 Loader hooks up or detaches in 90 seconds

Exclusive 2-point hitch does the trick!

This new Jet Trencher is the perfect addition to the famous Oliver OC-3 Loader. It digs to 12 feet and lifts to 11½ feet—adds extra versatility without limiting tractor maneuverability or loader operation.

The exclusive hydraulic 2-point hitch makes hookup and removal a simple, one-man operation from the tractor seat. When the trencher is removed, the hitch holds the loader counterweight or quickly takes a number of handy attachments—scrapers, scarifiers, etc.

All new in design and construction, the Jet Trencher places all stress and strain on the trencher frame, not on the tractor. Its new mounting, offset to the side of the tractor, gives unmatched visibility and permits close parallel digging to walls, foundations. Full 180° boom swing gives straight side dumping.

Working from the loader hydraulic system, the Jet Trencher has powerful down pressure for digging

through tough soil. Hydraulic control gives smooth, cushioned operations and insures long-life, low-upkeep operation. See this new trencher and OC-3 Loader. Ask your Oliver Industrial Distributor for a demonstration.



Hydraulic 2-point hitch is adjusted to fit slots on sides of trencher as tractor is backed into position. Snap-on fittings connect hydraulic lines—seat is swung around and trencher is ready to operate. When not attached, trencher rests, as shown here, on stabilizer blade and bucket.

THE OLIVER CORPORATION

400 West Madison Street, Chicago 6, Illinois



a complete line of industrial wheel and crawler tractors

Start at the fascia and



FIRST STEP in eave plastering, after installing 2x6 ribbons, blocking and vents (Fig. 2, upper right), is to apply rocklath. Knuckle-bustin' job of notching lath around rafters in open-end eaves is eliminated.



MESH IS NAILED at same time that lath is applied. Openings are cut for vents, and mesh is carried short distance down sidewall to provide good ground for stucco. Mesh is then applied over sheathing paper.

. . . freewheeling with plaster

- give your house a more finished appearance,
- allow better eave ventilation,
- save on paint and lumber,
- eliminate that "knuckle-busting" job of notching metal lath around rafters

Bollenbacher and Kelton, San Diego builders, prefer the boxed-in eave for stucco-built houses. Here's why:

- Common sheathing can be used instead of tongue-and-groove boards for overhang . . .
- Rafter ends and the underside of an overhang don't need painting . . .
- Less care is required in selecting rafters, which means the saw man can cut half a house more per day.

According to plastering contractor E. F. Brady, the boxed-in-and-plastered eave also has other advantages. For one thing, it eliminates those skinned knuckles that come from notching out metal lath and fitting it around rafters in open-end work.

Key to eave-plastering, according to project manager R. D. Swaner, is the use of machine application. It's faster than by hand, he says. And it gives him a better overall job. It doesn't leave lime burn or blotches and it allows him to use a wide range of colors—especially such dark shades as brown, grey and green—plus yellow and terra cotta.

Brady sprays plaster inside and out. The only difference is that he uses vermiculite on the inside and a very lean sand mix (40:1) on the outside. In both applications he gets good texture and crack-free surfaces. The job calls for two coats, the second being sprayed as early as five hours after the first. Or it can wait

till the next day. The plaster is mixed in a hopper at the machine and carried by bucket to the nozzle of the spray gun.

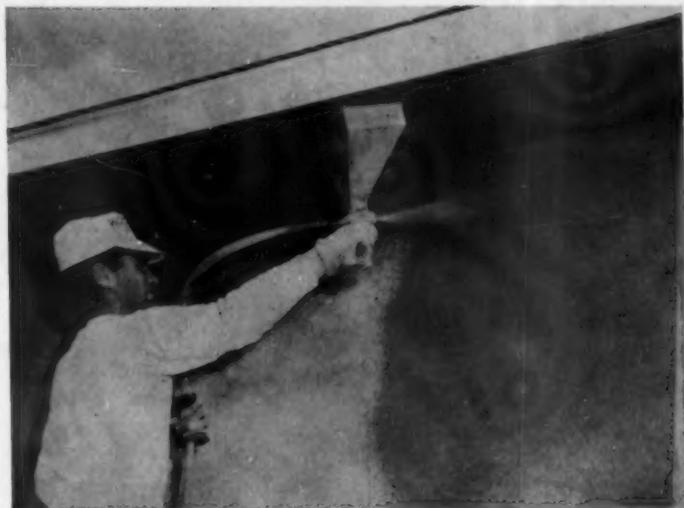
The obvious reason for eave-plastering is this: it cuts down considerably on the amount of masking required for each house. Doors and windows are masked with hardboard panels and sealed with paper and tape carried on portable spools. Ordinarily this operation takes about an hour. To mask off the eaves would be out of the question. For this reason the boxed-in and plastered eave makes good sense.

Comparative cost

on hand versus gun plastering

- On a 1,050 sq. ft. house, gun application costs \$50 more,
 - While sand is used for exterior stucco, vermiculite is used for interiors—10¢ more per yard.
- but these costs are offset by**
- The speed of gun application,
 - Eaves don't require painting—color is "built-into" stucco.

work down:

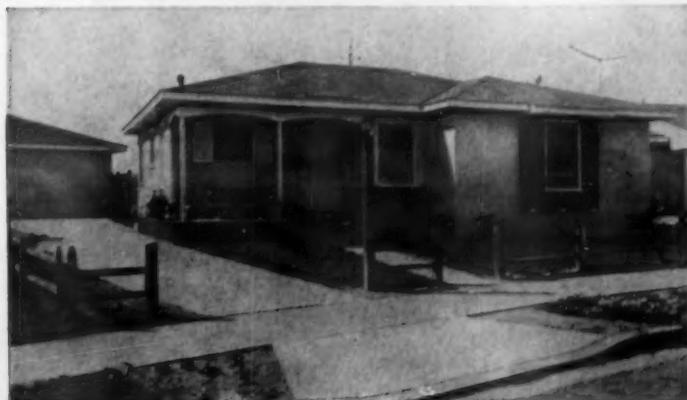


FINAL STEP in eave plastering is to shoot eave and sidewall with stucco in continuous operation. Operator works off platform, gives first coat light wettings before browning. Stucco is dumped in funnel at top.

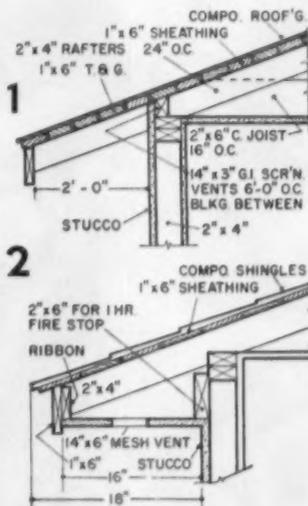
OPEN END RAFTER construction requires tongue and groove sheathing for overhang. This means an extra 400 feet per house. If walls are stucco, vents must be provided above top plate.

PLASTERED EAVE does not require tongue and groove overhang—ordinary sheathing will do. 2x4 ribbon around inside of fascia gives good nailing edge for rocklath, as does 2x6. Latter also provides one hour firestop required at soffit. Three-inch wider vents give proper amount of ventilation.

STUCCO HOUSES of Bollenbacher and Kelton tract, San Diego, Calif., have boxed-in, plastered eaves. Even fascia boards of houses are sprayed.



SEPTEMBER 1955



You can't top a
ONE-DER
frame

when it comes to
quality and cost-saving!



ONE-DER

Metal Window Frames

Quicker, Easier to Install Because ...

- No finishing carpentry required, frame snugly fitting conventional opening.
- No extra material necessary, each frame carrying its own flashing and fin for weather-tightness and anchorage.
- Complete inside trim provides ground for plaster, or wallboard fits behind. Complete outside trim assures accurate fitting of brick, siding or other conventional wall material.
- Priming coat of rust-inhibitive paint factory-applied.
- Frame rigidity assures accurate fitting of sash, reducing maintenance calls.

Save \$ \$ \$ on the job

Assemble frame by inserting tabs into corner slots and bending outward. Apply mastic and caulking to frame before installing sash. Attach standard casements with sheet metal screws (No. 12 x 3/4" flat head recommended). Nail frame with window attached into rough opening.



For Further Details ...
See Sweet's File 16/b On.

for Doors
and Windows

ONE-DER FRAME Corporation

1232 37th PLACE, N.

P. O. Box 3068 • Birmingham, 6, Ala.

235

Regal

RADIANT DESIGN

BY **DEXTER**



The Regal Line by Dexter includes this Radiant Design Tie Bolt Key-in-Knob Set, 5" backset, with cast escutcheon 7½" wide, 10" high.

Available with pin or disc tumbler cylinder, deadlocking or spring latch. This new Dexter Lifetime Lock has solid brass exterior, cold-rolled steel interior parts. In standard or two-tone finishes.

Knobs armored brass, steel reinforced. Lock reversible for any hand of door without disassembly. Requires only 1¾" dia. hole through door.

DEXTER LOCK DIVISION

Dexter Industries, Inc.

Grand Rapids, Mich.



Attractive mounted displays available in Decorator Colors: red, blue, green or ivory.

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario
In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V., Mexico City

Your Guide to NEW PRODUCTS Information



Koroseal vapor barrier being applied over Fenestra acoustical panels with Lexsuco fire-proof adhesive



Fibreboard insulation is placed over Koroseal after a mopping of Lexsuco adhesive

Koroseal and Fenestra panels combine to make unique roof deck

A new fire-retardant vapor seal is now available which is composed of non-flammable Koroseal, a B. B. Goodrich product. The new vapor barrier can be used to advantage with steel decking, as shown in photographs. Here the Koroseal barrier is applied to Fenestra acoustical panels with moppings of a new non-flammable rubber base cement. The light-gauge steel panels are 29 feet long and consist of a 24-inch wide flat

plate welded to a 7½x9-inch section providing a cellular box beam. The flat perforated bottom plate is backed by a Fibreboard acoustic batt. The section makes a package encompassing ceiling, joists and roof deck in one structural unit. Installed, the panels provide a working platform for the roofer.

Koroseal vapor barrier list price: 2½ to 3 cents per square foot. Distributed by built-up roofing jobbers. Lexsuco,

Inc., Dept. AB, Attn. Frank W. Curtis, 4815 Lexington Ave., Cleveland 3, Ohio.

Circle No. 927 on Readers' Reply Card, p. 266

Fenestra acoustical steel panels: Detroit Steel Products Company, Dept. AB, Attn. John Owens, Zarker Advertising Agency, 2763 Penobscot Bldg., Detroit, Mich.

Circle No. 928 on Readers' Reply Card, p. 266



Vinyl-clad flush door available in 7 colors

Highly decorative, this vinyl-clad door is light and rigid. The core is a rigid honeycomb of resin-impregnated paper with a cell width of ¼-in. Skins are composed of .025 aluminum laminated to the vinyl finish and backed with ½-inch hardboard which distributes local impact loads and prevents denting.



Push-pull hardware is appropriate to style of door. Lock is placed behind a cutout in the plate

Since the vinyl is laminated to an aluminum backing sheet, it is resistant to abrasion and marring, impervious to liquids, and is easily cleaned with soap and water. A colonial finish is available in sage green or tile red; a linen texture is available in Jonquil yellow, flame red, salt-and-pepper gray or olive

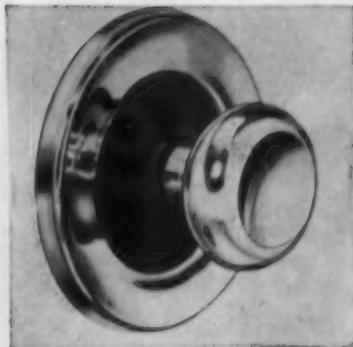
green. Saddle tan is available for those who want a leather effect. Glazed or louvered panels may be installed on order. Price: \$150 to \$170 installed depending upon local conditions. Distributed by flush-door specialty dealers, Kawneer dealers. The Kawneer Company, Dept. AB, Attn. R. M. Baker, Niles, Michigan.

Circle No. 929 on Readers' Reply Card, p. 266

New Ceramo siding is light green with wood texture

Sage Green Ceramo siding has been added to the Carey line of building products. Like the Sherwood Green, Granite Gray, Congo Brown and White Ceramo shingles, Sage Green is made of quality asbestos cement base, with a glazed ceramic surface that seals out dust, grime, stains, moisture and stays clean and new looking. Ceramo colors are baked on in a ceramic compound under high heat. The siding can be washed with ordinary household detergent and water. The Philip Carey Mfg. Co., Dept. AB, Attn. L. Charles Underwood, Cincinnati 15, Ohio.

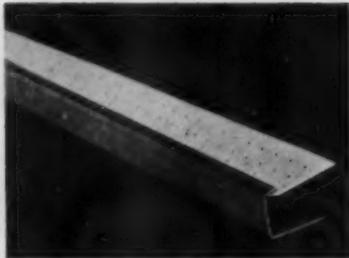
Circle No. 930 on Readers' Reply Card, p. 266



**Weslock introduces
Black Rose design**

This design, combining the regular finishes of brass, bronze or aluminum Weslocks with black rosettes, gives a custom-styling effect. All Weslocks in all finishes are now available with black rosettes at no extra cost. Matching cabinet hardware with black back-plates is also available. Western Lock Mfg. Co., Dept. AB, Attn. Harry Korse, 211 No. Madison Ave., Los Angeles 4, Calif.

Circle No. 931 on Readers' Reply Card, p. 266



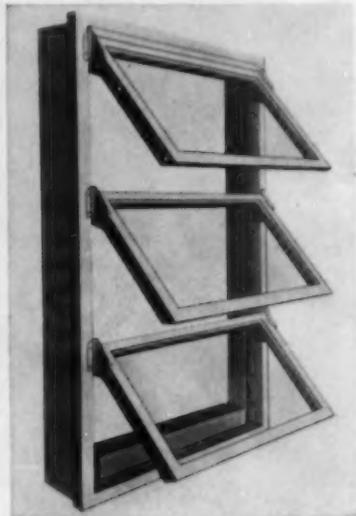
**Steel channel creates clean
joints for wallboard**

Perf-A-Trim is an electro-galvanized steel channel for concealed metal edge reinforcement around doors and windows and for close-fitting joints at wall and ceiling angles. Its crimped-on Perf-A-Tape reinforcement wing is embedded in and covered with Perf-A-Tape cement to level surface. It is available in sizes to fit 3/8-inch and 1/2-inch single layer gypsum wallboard and in 3/8-inch to fit laminated, double wallboard construction. Comes in 7 and 10-foot lengths, 50 pieces per carton. Price: about 9 cents a foot. United States Gypsum Company, Dept. AB, 300 West Adams, St., Chicago 6, Ill.

Circle No. 932 on Readers' Reply Card, p. 266

panels between floors. Price: About 42 cents a square foot. Available through building material wholesalers and lumber dealers. Homasote Company, Dept. AB, Attn. F. Vaux Wilson, Jr., Trenton 3, New Jersey.

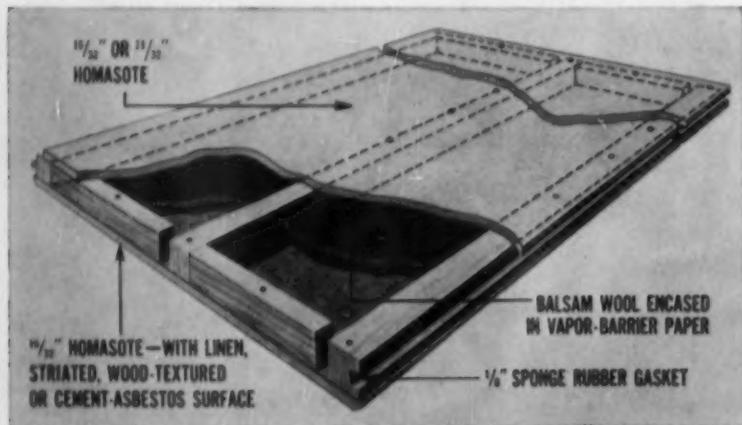
Circle No. 933 on Readers' Reply Card, p. 266



Wood awning window has all hardware enclosed in jamb and sill

The "Type H" wood awning window was the result of suggestions made by architects, builders and home owners. All hardware is enclosed in the jamb and sill, eliminating all exposed operating mechanisms. The glass is bedded in putty with wood stop exterior glazing, which eliminates putty problems. Removable double glazing is available by use of aluminum-framed individual storm sash that are easily applied to each vent. Standard sash rabbeting will take Thermopane glass, if desired. Average list price of 3-foot 3-vent Type H window: under \$50.00. Available through lumber and building materials dealers. Gate City Sash and Door Company, Dept. AB, Attn. John F. Schaffer, Box 901, Fort Lauderdale, Fla.

Circle No. 934 on Readers' Reply Card, p. 266



Panels insulate, deaden sound, are self-ventilating

Wilson Air-cor roof decking is engineered for use on flat or pitched roofs and on any type of structure. Over the roof decking can be applied built-up roofing, shingles, slate or metal. Strength of the unit is such that it may be applied on 47-inch centers. Pre-drilled nail holes permit installation on either 48- or 32-inch centers. Each panel is made up of three 2x2-inch wood members, 12 inches o.c. horizontally. On one edge is a wood tongue, on the other, a groove. Within the groove, a sponge rubber gasket insures

a tight seal. At top and bottom are sheets of 15/32-inch Homasote. Two air channels, running the length of each panel, insure continuous air circulation across the entire roof. The panels are made to fit together tightly. Wilson Air-cor panels are also available in 2-, 3-, and 4-foot widths and in heights up to 11 feet 2 inches for interior, sound-deadening partitions. The panels can be purchased either with striated or wood textured Homasote on either or both surfaces. These panels can also be used as sound-deadening

Trowels made of stainless steel

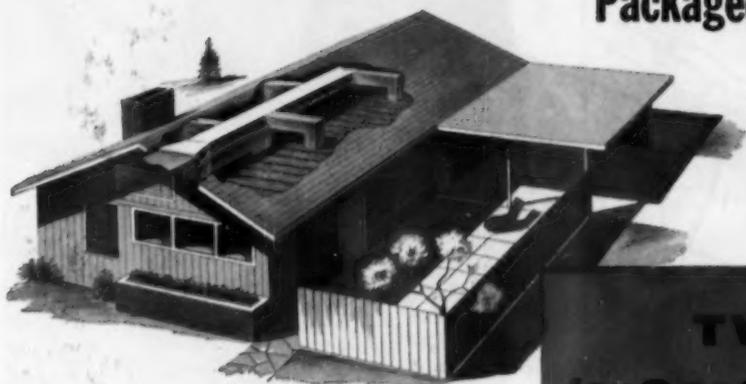
Goldblatt Tool Co. announces a new line of trowels made of flexible stainless steel alloy. The firm says that the stainless steel cement trowel is of finishing weight and will stand up under continued exposure to magnesite, Hubelite and other corrosive agents used in slab work. The stainless steel plastering trowel is the same weight as other steel plastering trowels. It is recommended for white-coat work as well as scratch-coat work. Prices: 14x4-inch cement trowel: \$5.95; 10 1/2 x 4 1/2-inch plastering trowel: \$5.75. Goldblatt Tool Company, Dept. AB, 1960 Walnut St., Kansas City 8, Mo.

Circle No. 935 on Readers' Reply Card, p. 266

You owe it to yourself. . .
Investigate this Sensational New

Vornado®

Packaged Home Air Conditioner



*...designed for the
 mass home market*

TWO SIZES
 for 2 or 3 bedroom homes

**NOW, FOR THE FIRST TIME . . . any buyer
 of your homes can afford Air Conditioning**

LOWER COST Self-contained, air-cooled unit, and exclusive new prefabricated duct drastically lowers unit and installation costs.

FAST INSTALLATION Can be easily added to heating duct work, or a complete ready-to-assemble duct kit of Fiberglas is provided where needed.

HIGH PERFORMANCE Twin systems with commercial compressors produce maximum cooling and constant humidity control.

FULLY GUARANTEED Factory warranty (backed by the experience of building over 7 million Vornado cooling appliances) assures satisfactory service.

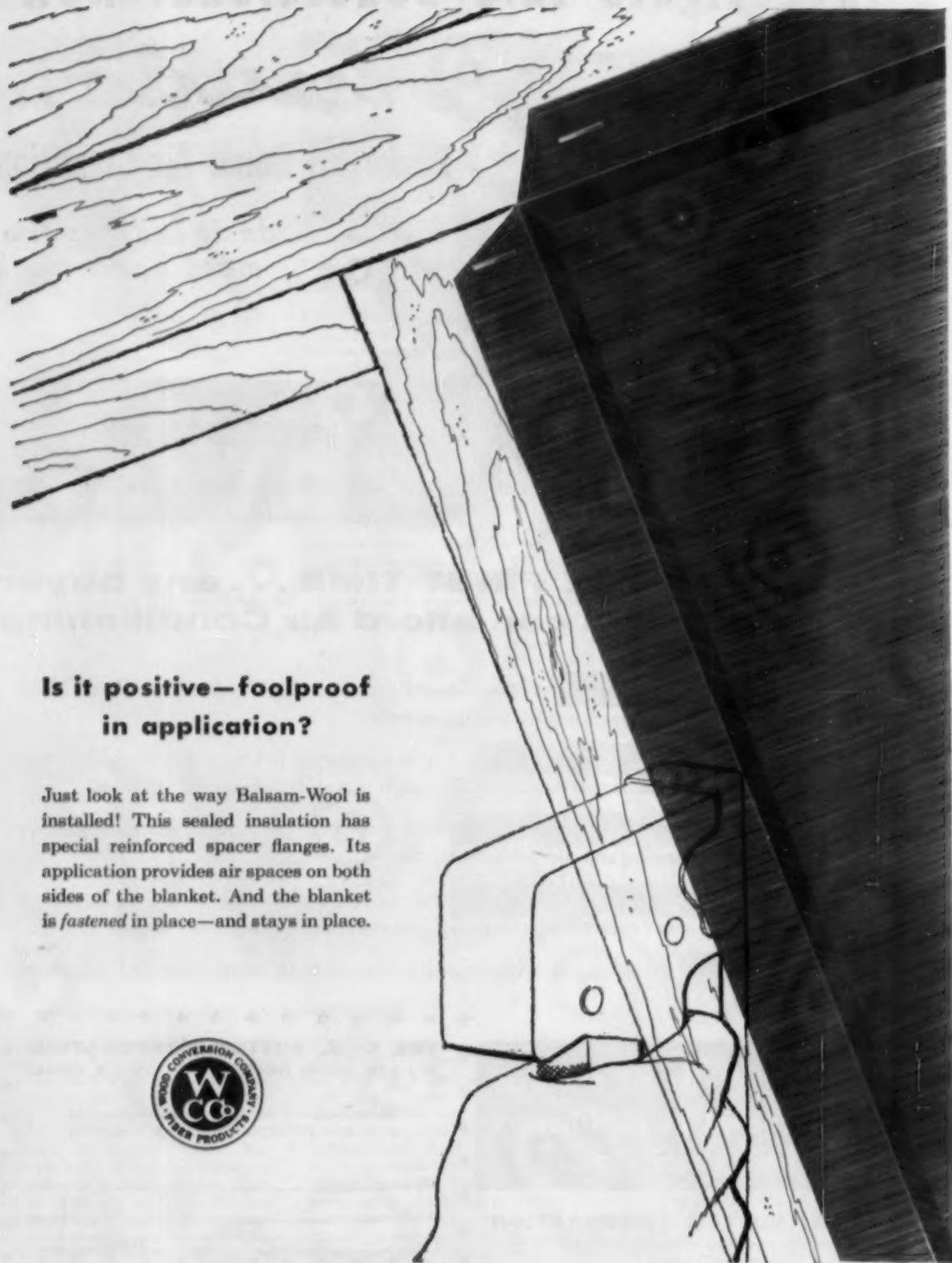
DESIGNED Designed and manufactured for use in FHA mortgage-insured properties.

**Act Now...get the full details on
 these new central air conditioners
 before you finalize your plans.**

Products of
THE O. A. SUTTON CORPORATION
Specialists in the manufacture of comfort cooling appliances
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THE O. A. SUTTON CORPORATION
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 Please send full details and specifications on
 your new packaged home air conditioners.
 Name _____
 Address _____
 City _____ State _____
 • • • • •

Questions you never need to ask about Balsam-Wool insulation

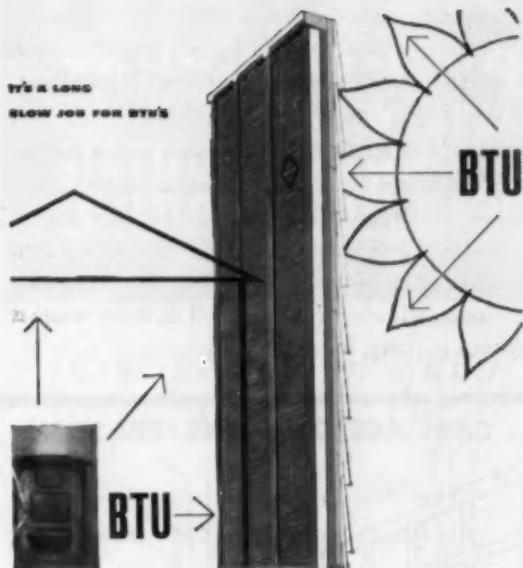


Is it positive—foolproof in application?

Just look at the way Balsam-Wool is installed! This sealed insulation has special reinforced spacer flanges. Its application provides air spaces on both sides of the blanket. And the blanket is *fastened* in place—and stays in place.



IT'S A LONG
SLOW JOB FOR BTU'S



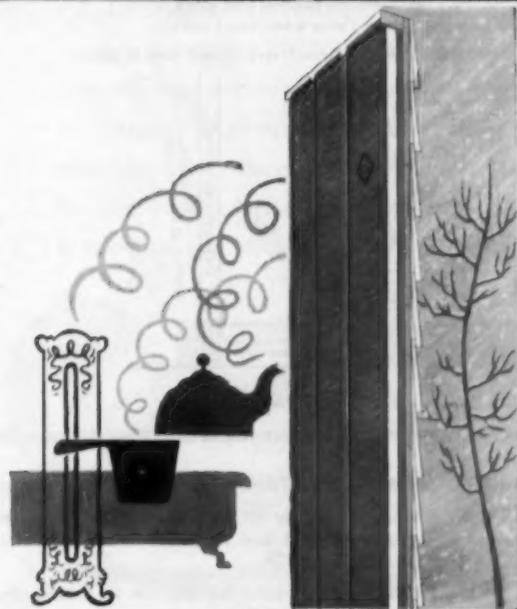
Is its "K" factor low?

It takes more than one hour for one-quarter of one Btu to pass through one inch of Balsam-Wool one foot square. The low "K" factor of Balsam-Wool means less heat loss in winter and small heat gain in summer.



Is Balsam-Wool windproof?

Wind penetration through Balsam-Wool in a frame wall is less than .000203 cubic foot per square foot per hour. Balsam-Wool's sturdy liners provide positive protection from chilling drafts.



Is there an efficient vapor barrier?

A tough, asphalt-saturated, warm-side liner is an integral part of this sealed insulation, and a cold-side liner reduces convection through the insulating mat. Balsam-Wool exceeds government requirements for a vapor barrier.



Is it vibration-proof?

Every house vibrates...and some insulations respond by packing down. Balsam-Wool stays in place as originally applied—its felted fibers are bonded together—then the insulation mat is cemented to its coverings.



Plus Balanced Insulation! With Balsam-Wool* Insulation, Nu-Wood* Sheathing, weather-stripping, storm sash, attic fan or air conditioning and proper ventilation, you can provide *balanced insulation* for complete winter-summer comfort and economy.

WOOD CONVERSION CO., Dept. 118-95, First National Bank Bldg., St. Paul 1, Minn.



Barcol® OVERdoors

**close tighter,
yet open easier!**

Barcol CAM ACTION OVERdoors close tighter because door rolls easily down with $\frac{3}{8}$ " clearance and then is pushed forward by cam levers and held firmly and evenly against door stops. No wedging . . . no dragging . . . no scraping.

Barcol CAM ACTION OVERdoors open easier, at a turn of the latch handle, because *extra* Cam Springs at bottom pull entire door $\frac{3}{8}$ " back from stops—overhead springs then lift friction-free door upward. Friction zone (see below) is reduced to a minimum, allowing wood to swell in damp weather without sticking, binding, or wedging.

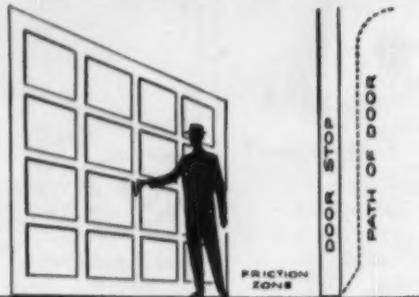
THE IMPROVED OVERHEAD DOOR . . . CAM ACTION'S THE REASON!

BARCOL Model 50 OVERdoor



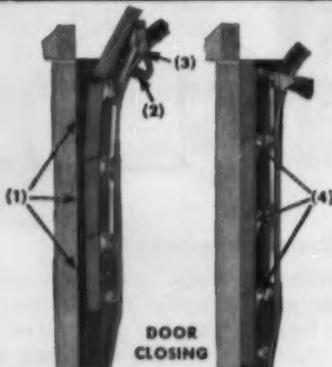
CLOSING: Door first closes free of stops; then cam levers press door against stops.

No dragging or wedging to close weather-tight and rattle-proof. No stooping, no pulling through long friction zone to open.



OPENING: Cam levers immediately free entire door from stops; friction zone is less than 1 inch!

ORDINARY DOOR



SEE HOW CAM ACTION WORKS!

(1) Uniform $\frac{3}{8}$ " clearance assures all-weather friction-free opening and closing. Stop (2) engages cam lever (3) linked to other cam levers (4) pushing all door sections simultaneously against stop strips.

Only Barber-Colman OVERdoors give you all three—CAM ACTION releases immediately for easy opening even when door swells—yet closes weather-tight and rattle-proof even when door shrinks.

WEATHER-KING PANELS—guaranteed for life not to weathercheck, split, crack, or delaminate.

INDIVIDUALIZED DESIGN—new Doornaments make standard doors into custom designs at only fractional extra cost. For free design service, call your Barber-Colman distributor (under "Doors" in phone book), or write:

Barber-Colman Company

Dept. Q59, Rockford, Illinois

WARDROBEDOORS • Automatic Controls • Industrial Instruments
Air Distribution Products • Aircraft Controls • Small Motors • Molded Products • Metal Cutting Tools • Machine Tools • Textile Machinery

exquisitely styled for moderns

NATIONAL LOCK *set*
Pat. Applied for

*time proven for quality,
dependable security*

Functionally designed, skillfully engineered, NATIONAL LOCKset lends new beauty and security to exterior and interior doors of the home. Key Locks, Turnbutton Locks, Pushbutton Locks and Knob Latches . . . all are included for those who want outstanding quality coupled with modest cost. Quickly and easily installed, NATIONAL LOCKset assures long-term dependable service. Investigate the complete selection of new knob, escutcheon and accessory designs. They're the last word in modern ornamental and decorative hardware.



*America's
Outstanding
Lockset
Value*



**CONCAVE
KNOBS**



DRAWER PULLS

CABINET HARDWARE *that's distinctively different*

Smartly styled concave knobs, smooth slender pulls, rustic forged iron pulls, hinges and latches . . . National Lock Cabinet Hardware suits the fancy of all who want the finest. Available as individual numbers or beautiful, gleaming matched sets.

*National Lock will answer
your requirements for quality
Builders' Hardware, too!*

Order from your supplier



QUALITY HARDWARE . . . "all from 1 source"
NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division

No wonder builders say
their top magazine is
Better Homes & Gardens!



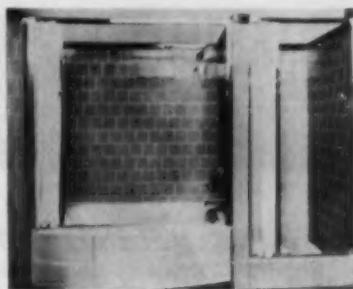
TELEGRAM FROM: Edward M. Ryan, Pres.,
Edward M. Ryan, Inc., Pittsburgh, Penn.

"BETTER HOMES AND GARDENS
A SALE IS NEVER MADE UNTIL A
PROSPECT SEES YOUR HOME. THE BH&G
PROMOTION ATTRACTS THESE PROSPECTS
BETTER THAN ANY PROMOTION WE HAVE
EVER USED. PEOPLE WERE SO INTERESTED
IN THE LAST TWO BH&G HOMES THEY
HAVE ALREADY ASKED ABOUT THE 1955
HOME. THIS INTEREST BROUGHT 20,000
PEOPLE AND OVER A MILLION DOLLARS
SALES IN TWO WEEKS LAST YEAR.
THIS YEAR WILL BE BETTER."

Be sure to see BH&G spread on Page 50, 51

AMERICAN
BUILDER

NEW PRODUCTS



**Quick installation for
bathtub enclosure**

Tubdor's bathtub enclosures consist of a metal frame and tracks upon which vinyl or Craftsman Tiara cloth are attached so that the doors open the full width of tub or shower. The entire enclosure is said to take less than 30 minutes to install by inexperienced labor, and can be installed without drilling into the bathroom tile. Frame and all component parts are guaranteed for five years. Builder prices: 5-foot and 5-foot 6-inch tub enclosures: \$30.25; shower stall enclosure, \$26.25; matching window curtains, \$5.25. Tubdor, Inc., Dept. AB, Attn. Ray D. Henderson, 5671 Freeport Blvd., Sacramento, Calif.

Circle No. 936 on Readers' Reply Card, p. 266

ANY Caulk Color...



has it!

When you call for COLOR . . . call on CALBAR! Calbar Caulking Compound is now available in any color your job may require, including Brilliant Aluminum . . . to match every building material on the market. COSTS LESS . . . because it's permanently elasticized, goes on easier, stays on longer! Calbar colors are non-fading. In bulk and cartridges.



FREE! CALBAR CAULK
COLOR CHART
Ask your jobber today

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products
2612-26 N. Mertha St., Phila. 25, Pa.
Our 33th Year as the Nation's leading Caulk Line



**TOPS IN QUALITY!
TOPS IN PERFORMANCE!**

Tops in Home Selling Ability

Musi-Kom

MUSIC-RADIO-INTERCOM Systems



**ONE MASTER UNIT
FIVE SUBSTATIONS**

Your Handyman
Can Install in 2
Hours!

Only \$155.97

- ✓ Talk From Any Room to All Rooms
- ✓ Enjoy Radio or Records in Every Room
- ✓ Baby-sitter Feature in Every Room
- ✓ Volume Control on Every Unit

See Our Exhibit at the Housing Center.
Write for FREE Literature.

Manufactured by
HOME MUSIC SYSTEMS, INC.

842 Madison Ave. • Phone 8-3285 • Memphis, Tenn.



**Shawnee attachments approved
for new I-H 300 tractor**

The entire line of Shawnee earth-moving equipment is now approved for mounting on the I-H model 300 tractor. The Shawnee line includes: the Special Loader with 2,000 pound capacity and dumping height of 9 feet; the Scout backhoe, which digs to 12 feet and loads to almost 9 feet; the ditcher, a lighter weight backhoe which digs to 7½ feet and loads to 6½ feet; the hydraulically-operated angle dozer, which allows the driver-operator to angle the blade from the driver's seat; the 66-inch wide hydraulically-operated bulldozer, with double-acting hydraulic cylinders which provide up and down pressure. Shawnee Manufacturing Company, Dept. AB, 1947 North Topeka Ave., Topeka, Kans.

Circle No. 937 on Readers' Reply Card, p. 266

World Famous Family Resort



Ellinor Village, Daytona Beach, Fla.,
site of "Mrs. America" Contest
Finals, installs . . .

American Kitchens

Aerial view of Ellinor Village, famous family
resort on Florida coast . . . 700 ranch type villas
all being equipped with American Kitchens.



"We chose American
Kitchens for beauty
and durability"

says Merrill Ellinor, owner
of Ellinor Village.

"As the site for the Mrs. America contest
finals, our villas and kitchens are used by
the outstanding homemakers from every
state in America" said Mr. Ellinor, "and of
course our equipment must be the best."

"We are installing American Kitchens
in all our Ellinor Village homes . . . to give
our guests the most modern kitchen equip-
ment and to make their vacation visits as
pleasant as possible," Ellinor declared.

Ease and swiftness of installation—the
savings on labor costs . . . the work-saving
conveniences of American Kitchens as well
as their beauty are other reasons why more
and more builders are choosing American
Kitchens to satisfy their customers.

Let us prove to you . . . how famous
builders use better quality American
Kitchens at lower prices to sell homes
faster.



Mrs. America of 1956, Mrs. Ramona Deitemeyer of Lincoln, Nebraska, is shown in
the American Kitchen of the Mrs. America house in Ellinor Village.

American Kitchens Sell Your
Homes Faster!

AMERICAN KITCHENS DIVISION  CONNERSVILLE, INDIANA



Dishwashers



Disposers



Ranges



Ovens

American Kitchens
AVCO Manufacturing Corp., Dept. AB955
Connerville, Ind.

I'd like to have "no obligation" quotation on my
next kitchen.

Please send your new Architects' and Builders' File.

Name _____

Address _____

City _____ Zone _____ State _____

CUT
APPLICATION
COSTS
with

FOR
SUBFLOORS,
WALL OR ROOF
SHEATHING

GENUINE
DOUGLAS FIR PLYWOOD
PLYSCORD
INTERIOR TYPE GRADE C-D
SHEATHING

DFPA
TESTED
QUALITY

● SAVE up to 50% on application costs using time-tested PLYSCORD sheathing. Walls sheathed with PLYSCORD are up to twice as strong. On roof decking, PLYSCORD won't shrink or swell; the finish roofing won't be damaged by buckling. PLYSCORD subfloors provide a smooth, level working platform—firm, cup-free, squeak-free. Remember: PLYSCORD!



INSIST on DFPA graded marked fir plywood! EXT-DFPA and PLYSHIELD for outdoor use. PLYPANEL for paneling, built-ins. PLYSCORD for sheathing. PLYBASE for underlayment. PLYFORM for concrete form work. Other grades for other uses.

AMERICAN
BUILDER

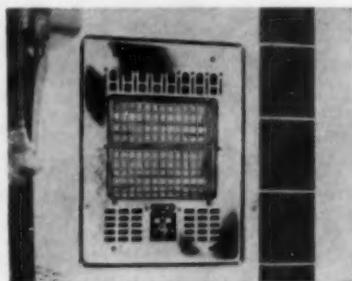
NEW PRODUCTS



New machine copies any original 15" wide, any length, any color

The new Apeco Dial-A-Matic Auto-Stat requires only the setting of the dial, to match the type of original to be copied automatically, and will produce a sharp, dry copy of anything written, printed, drawn or photographed in thirty seconds. The Apeco Dial-A-Matic Auto-Stat is all electric, is light in weight for easy portability and compact to fit on the corner of any desk. It copies any original up to 15 inches wide, any length or color on opaque or transparent paper—printed on one or both sides. The self-adjusting developer rollers take any weight paper, from tissue to heavy card stock without manual adjustment. Can be used to copy orders, bids, blueprints, contracts, invoices, financial statements, and letters. American Photocopy Equipment Co., Dept. AB, 1920 West Peterson Ave., Chicago 26, Ill.

Circle No. 938 on Readers' Reply Card, p. 266



Electric heater has built-in thermostat

Glowing bars that produce infra-red rays comprise the heating element of the "Hectaire" 240 series and the self-contained thermostat is adjustable for constant temperature control. Designed to fit into ordinary stud space, the face plate of nuchrome or ivory enamel measures 12 $\frac{1}{2}$ inch by 17 $\frac{1}{2}$ inch. Available at \$17.95. Markel Electric Products, Inc., La Salle Products Inc., Dept. AB, Attn. Sales Dept., 145 Seneca St., Buffalo, N. Y.

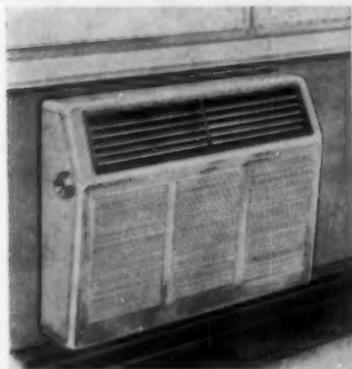
Circle No. 939 on Readers' Reply Card, p. 266



Cooking ventilator is engineered to fit house

Vent-A-Hood cooking ventilators are now available in a wide range of styles designed to fit each kitchen. The manufacturer has organized and trained crews of cooking ventilation specialists to help builders and architects in the choosing of the right ventilator for the design of the kitchen and the most efficient type to do the job. Vent-A-Hoods are now available in various surface designs such as in pyramid shapes, concave and convex ovals and pattern effects such as wood grain or hammered designs. White and stainless steel finishes are also available with such newcomers as coppertone and antique coppertone, bronzetone, goldtone, silvertone, and muted pastel colors. Vent-A-Hood Company, Dept. AB, 1907 Plantation Rd., Dallas 9, Texas.

Circle No. 940 on Readers' Reply Card, p. 266



Individual air conditioning units built into wall

This apartment air conditioner is engineered for silent operation, does not require water nor piping. Available in one-half, three-fourths, and one horsepower sizes, the units are built into the exterior wall with no projection from the outside of the building. On the interior, the new unit is almost flush with the wall. This method of cooling operates independently of the heating system. Available through franchised dealers, Chrysler Corporation, Chrysler Airtemp Division, Dept. AB, Attn. A. J. L. Moritz Jr., Airtemp Merchandising Dept., 1610 Webster St., Dayton, Ohio.

Circle No. 941 on Readers' Reply Card, p. 266

SEPTEMBER 1955

IT'S NOT
THE SAME
WITHOUT THE
NAME

INSIST
ON THIS
GRADE
TRADEMARK

DFPA
TESTED
QUALITY

GENUINE
DOUGLAS FIR PLYWOOD
PLYSCORD
INTERIOR TYPE GRADE C-D
SHEATHING

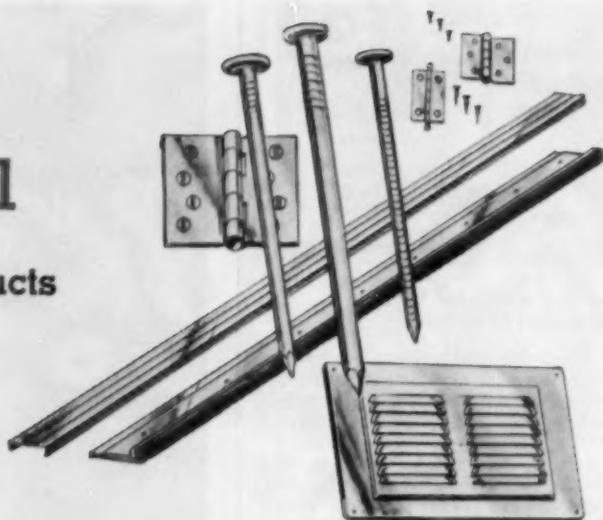
● THIS distinctive PLYSCORD stamp on the panel identifies genuine DFPA fir plywood sheathing — quality-tested by DFPA to protect the buyer and assure performance. Write for new PLYSCORD calculator—handy slide rule giving recommended nailing procedures, thicknesses, etc. FREE from — Douglas Fir Plywood Association, Tacoma 2, Wash.



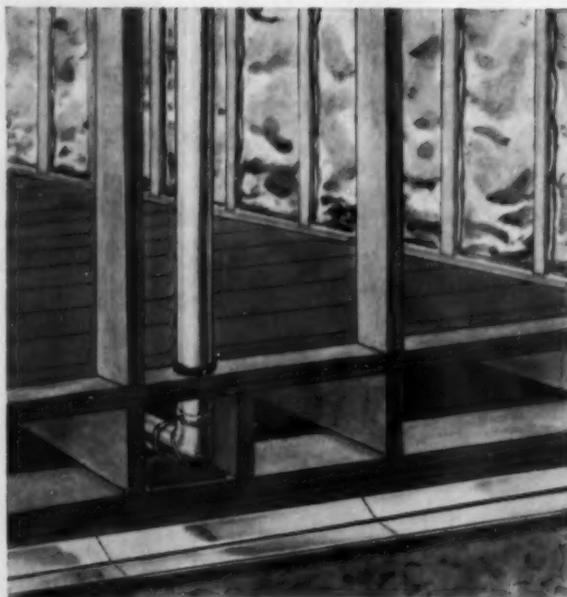
INSIST on DFPA grademarked fir plywood! EXT-DFPA and PLYSHIELD for outdoor use. PLYBASE for underlayment. PLYSCORD for sheathing. PLYFORM for concrete form work. Other grades for other uses.

Why men are easier to sell with aluminum building products

MEN UNDERSTAND the extra quality they get when you build with *aluminum* products like nails that won't stain siding . . . weatherstripping that holds up under all conditions . . . hardware that takes roughest usage . . . foundation vents that last the life of the house.



MEN VALUE the worksaving features of *aluminum* products like screening that will not cause stains under windows and can be left up the year around . . . gutters and downspouts that never rust or need painting . . . shingle roofing that practically eliminates maintenance.



MEN GO FOR the house that gives them all the advantages of *aluminum* in such products as insulation that cuts fuel bills . . . termite shields that also resist moisture damage . . . ductwork that gives greater heat delivery and gas vents that resist corrosion . . . attic louvers that stand up in any weather.

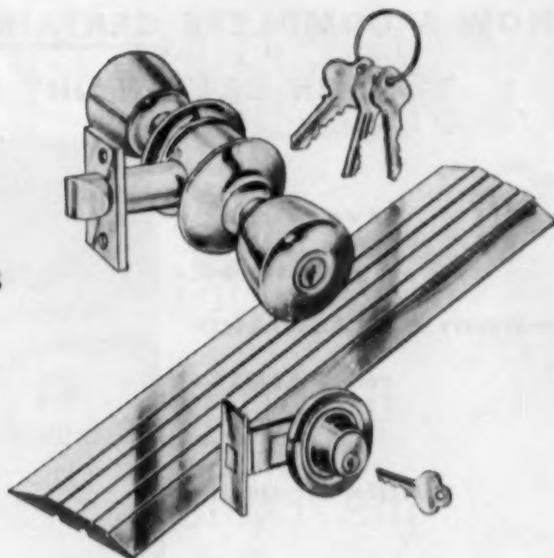
YOUR speculative houses will be easier to sell to the whole family when you use plenty of aluminum products, because there are aluminum products that appeal to every taste.

As a basic producer of aluminum, we do not make any of the products shown here. Instead, our efforts are put behind the job of serving manufacturers—to help improve their products and reduce costs.

Engineering assistance is available from our qualified aluminum engineers. Or for names of building products manufacturers who will be glad to work with you, contact the Kaiser Aluminum sales office listed in your telephone directory. Kaiser Aluminum & Chemical Sales, Inc. *General Sales Office*, Palmolive Bldg., Chicago 11, Illinois; *Executive Office*, Kaiser Bldg., Oakland 12, California.

Why women are easier to sell with aluminum building products

WOMEN UNDERSTAND the quality look of a house built with *aluminum* products like door knobs that give a bright, handsome welcome to her friends . . . locks and keys that stay strong and beautiful . . . clean-looking thresholds that resist wear . . . light fixtures that add a smart, modern touch.



WOMEN VALUE the worksaving features of *aluminum* products like wall tile in stunning colors that can be left wet and still won't rust . . . attractive shower doors and bathroom accessories that shine right up with an easy wipe.



WOMEN GO FOR the house that gives them all the advantages of *aluminum* in such products as lightweight aluminum combination storm and screen doors that are easy for her to open, close and change . . . beautiful awnings that keep her house cool . . . moldings that take the kids' hard knocks . . . windows that say "it's a quality home!"

Kaiser Aluminum

setting the pace—in growth, quality and service

Kaiser Aluminum helps build demand for aluminum products like these through consistent, colorful advertising in national magazines like Saturday Evening Post and Time.

NOW A COMPLETE CERTAIN-TEED BESTWALL® "PACKAGE" FOR BETTER DRY WALL CONSTRUCTION

everything
you need
—from WALLBOARD
to PAINT—
from a
single source



From Bestwall® Gypsum Wallboard to the new Bestwall Paints, you can now get everything you need for better dry wall construction from a single source—Certain-teed.

Start with the wallboard. You will find Bestwall is light, strong, easy to apply. The first gypsum wallboard to be reinforced with Fiberglas* for easier handling, better nailing, greater flexibility.



Completely New Packaging

Our boxes and bags have been completely redesigned—providing just the right quantities for every use.

For wallboard joints Certain-teed Bestwall Joint System offers you a choice of two different treatments to suit your preference for workability.

The 1-material treatment uses Bestwall Joint System Cement for both embedding the Bestwall Tape and topping over it in finishing joints. The cement is also used for "spotting" nail heads.

The 2-material treatment provides Bestwall Bedding Compound for embedding tape and covering nail heads, and Bestwall Topping Compound to cover bedded tape and to finish joints and nail heads.

In redecorating, use Bestwall Spackling Compound and Patching Plaster for repair work. And finish off with the new Certain-teed Bestwall Paints for the prettiest colors this side of a rainbow.

It's a complete Certain-teed "package" that can save you time and money—make better work quicker and easier to do. See your Certain-teed dealer for complete information, or write direct now.

*TM OCF Corp.

NEW BESTWALL PAINT PRODUCTS



Bestwall Softone Alkyd Flat Enamel and Toners combine the restful, "glare-free" qualities of a flat paint with the durability of high-gloss enamels.

Bestwall Semi-Gloss Enamel and Bestwall Interior Gloss Enamel are the perfect finishes for all interior walls and woodwork where a rich, satinlike luster or high gloss is desired.

Bestwall Bestone Washable Latex Paint produces a tight, smooth surface that won't give dirt a foothold.

PLUS: Bestwall Primer Sealer • Bestwall Casein Interior Wall Paint • Bestwall Powdered Primer • Bestwall Masonry Paint • Bestwall Powdered Colored Texture Paint • Bestwall Powdered Texture

Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain . . . Satisfaction Guaranteed



CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.

ASPHALT ROOFING • SHINGLES • SHEATHING • ROOF DECKS • FIBERGLAS BUILDING INSULATION
ROOF INSULATION • SHING EUSHION • PAINT PRODUCTS

GOLD COAST CHERRY



Exciting...

Exceptional...

Exclusively

MENGEL!



BUT *not* expensive — no, sir! Which is precisely why builders are actually excited about Mengel Doors in rotary-cut Gold Coast Cherry.

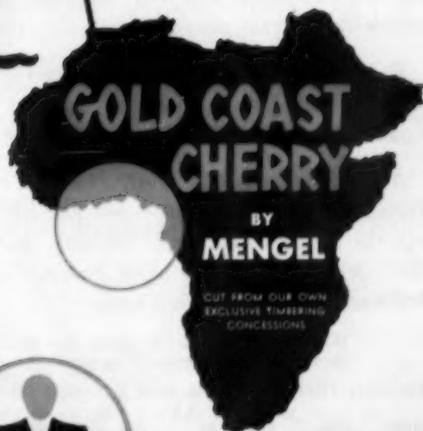
This newest addition to our extensive line has swept to exceptional popularity in but a few short months. Because with all its beauty, all its glamour — *it is actually priced lower than many domestic hardwoods!*

What's more, Mengel Doors of Gold Coast Cherry save you extra money in finishing. One finish coat on their satiny, close-textured surfaces is better than two coats on many other woods.

That's Mengel for you — better looks, better *value!* See for yourself: order an inspection lot from your distributor.

Door Department, THE MENGEL CO., Louisville 1, Ky.

World's Largest Manufacturer of Hardwood Products
(Mengel Permanized Furniture, Doors, Kitchen Cabinets, Wall Closets).



MENGEL

Flush
DOORS

*Exciting Roof Design
for Today's Modern Home*



FOLLANSBEE TERNE

There isn't a roofing material available today that offers the unlimited design and color possibilities as does Follansbee Terne. For today's extremely low-pitched roofs, flat-locked seams of Terne are the only fully satisfactory answer:

Roof design is not limited to one pattern when you specify Follansbee Terne. You can select a design detail to conform to the architectural style of the building. And Terne can be painted any color, *any time*, and the color can be changed to match or contrast properly with the trim color.

Follansbee Terne has earned its reputation as a material with unlimited design possibilities and permanence by giving trouble-free service for 75 years and more on many installations.

Ask your sheet metal contractor and roofer about Follansbee Terne for complete roofs—and ask him about the job Terne will do in weathersealing, flashing, gutters and downspouts. He'll tell you that no other roofing material can match its performance and installed cost.

Write for information about our new pan former and seamer which make standing seam Terne roofs economical.

Follansbee Terne is Carried in Stock by Leading Sheet Metal Distributors Everywhere

FOLLANSBEE STEEL CORPORATION

Follansbee, West Virginia

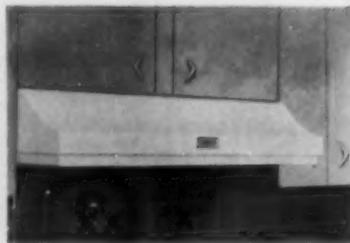
Sales Offices in Principal Cities



Cold Rolled Strip • Seamless Terne Roll Roofing • Polished Blue Sheets and Coils

AMERICAN
BUILDER

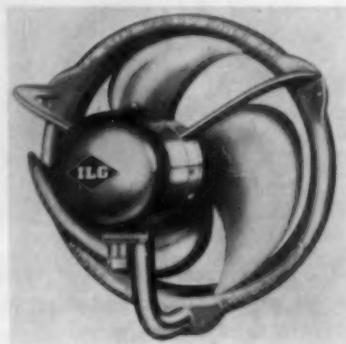
NEW PRODUCTS



Kitchen ventilating hood features built-in fan and lights

Designed primarily for the builder of smaller homes and multiple housing units the S-350 ventilating hood is finished in smooth baked enamel and equipped with an 8 inch fan, two 40-watt lamps installed with separate switches. The unit is assembled and pre-wired to pull box for easy installation. Two styles are offered: Aristocrat in white or copper for modern decor, and scalloped edge Provincial in copper enamel for Early American or Ranch style. Sizes are 30-36-42 and 48 inches. Stanthony Corp., Dept. AB, Attn. Charles Cabana, Jr., 5341 San Fernando Road West, Los Angeles 39, Calif.

Circle No. 942 on Readers' Reply Card, p. 266



Attic fan for heavy duty

The Model-Q ILG fan is a modification of the manufacturer's industrial ventilating and air circulating fan and is made for home attic use. It is designed and built for heavy duty applications under severe conditions. The fan is direct-connected for higher efficiency, smaller friction losses, quieter operation and freedom from maintenance problems. Two models most commonly used for attic installation and home cooling are the 243S retailing at \$294.75 and the model 303S retailing at \$385.50 f.o.b. Chicago. ILG Electric Ventilating Co., Dept. AB, Attn. C. W. Dexter, 2850 N. Pulaski Rd., Chicago 41, Ill.

Circle No. 943 on Readers' Reply Card, p. 266

Master merchandiser Joe Eichler features Visqueen® film Moisture Barrier in his California homes



VISQUEEN film is the best moisture barrier under concrete slabs or floors



VISQUEEN film protects lumber, finished mill work, fixtures—any material subject to water.



No water damage to equipment when you protect with VISQUEEN film.

Acknowledged leader in merchant building, now constructing more than 3,000 homes in 5 California cities, Joseph L. Eichler finds in VISQUEEN film another plus value that helps him sell better living to California home-seekers.

"Our customers never see the VISQUEEN film moisture barrier in our walls," he says, "but when we tell them how it will prevent decay within the studwall, cracking and peeling of paint and other moisture-generated ills, they know we are finding one more way to give more for their money."

important! VISQUEEN film is all polyethylene, but not all polyethylene is VISQUEEN. Only VISQUEEN, produced by process of U. S. Patents No. 2461975 and 2632206, has the benefit of research and resources of The VISKING Corporation.

look for this name on the selvage!

VisQueen®

For complete details, clip this coupon and attach to your letterhead.

SEPTEMBER 1955

VisQueen® film... a product of
THE VISKING CORPORATION, Box AB9-1410
 Plastics Division, Terre Haute, Indiana
 World's largest producers of polyethylene sheathing and tubing
 In Canada: **VISKING Limited • Lindsay, Ontario**
 In England: **British VISQUEEN Limited • Stevenage**

Name _____

Title _____

Products _____

SIMPLEX folding STAIRWAY

QUALITY
plus
LOW COST



Approved
by leading
**ARCHITECTS,
BUILDERS, and
LENDING AGENCIES**

*1 Year
Guarantee*

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.**

**WRITE FOR ILLUSTRATED FOLDER TODAY!
DEALER INQUIRIES INVITED**

PRECISION PARTS CORP.

400-AB NORTH FIRST STREET

• NASHVILLE 7, TENNESSEE

**AMERICAN
BUILDER**

NEW PRODUCTS



**Counter top is stainless,
inexpensive**

"Sandran" is the name of this inexpensive stainless vinyl counter top and wall covering. It is flexible, non-porous, waterproof, greaseproof and immune to staining. Available in Mother O'Pearl, Shantung and Tanglewood designs and in four widths: 27, 36, 45, and 54 inches. Approximate price of 27-inch width: 49 to 59 cents per running foot depending upon area. Sandura Company, Inc., Dept. AB, Attn. M. J. Barrett, Architect Bldg., 17th and Sansom Sts., Philadelphia 3, Pa.

Circle No. 944 on Readers' Reply Card, p. 266

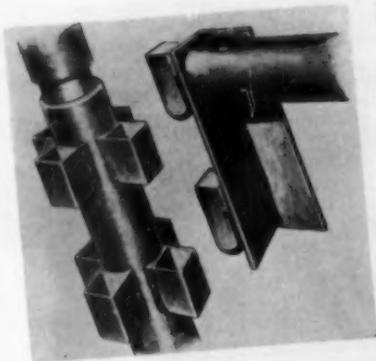


Plastering machine has instantaneous control at gun head

The Model-B Plaster-Master has an instantaneous control that enables the operator to control volume of material at the nozzle, making it possible to select low volume for finish and high volume for browning. The Model-B is a self-contained unit, is equipped with a 5-h.p. gasoline engine and comes complete with power plant, controls, hose and gun. List price is \$2,295. Distributed through construction equipment distributors. Santa Anita Mfg. Corp., Dept. AB, Attn. W. K. Vogel, 2828 Newell St., Los Angeles, 39, Calif.

Circle No. 945 on Readers' Reply Card, p. 266

AMERICAN BUILDER



Scaffolding goes up quickly, eliminates cross bracing

"Swiss-Lok" is a new development in rigid steel scaffolding which eliminates cross-bracing and small assembly fasteners and parts. Swiss-Lok is a four-square assembly lock joint, as shown in the illustration. No tools are required for erection. All eight standard parts can be passed through a 10-inch opening and can be compactly stored. All parts for a scaffold with single-pole construction, 28 feet high and 350 feet long, can be loaded onto a 2-ton truck. Swiss Fabricating, Inc., Dept. AB, Attn. R. W. Lienhard, 811 Camp Horne Rd., Pittsburgh 2, Pa.

Circle No. 946 on Readers' Reply Card, p. 266



Air conditioners feature "waterless" cooling

Recently developed by a manufacturer of commercial and industrial refrigeration equipment, a new line of packaged air conditioners offers two-, three-, and five-ton units. Requiring no water connections the units are designed for almost every possible installation condition, being available in upright, split, and horizontal models. The refrigeration unit is hermetically sealed and is designed for high capacity. Simple installation utilizes present duct work for air distribution, plus one hot air exhaust duct. Lingle Refrigerator Co., Dept. AB, Attn. C. M. Lingle, 11 W. Linwood, Kansas City, Mo.

Circle No. 947 on Readers' Reply Card, p. 266

PRECISION folding STAIRWAY

QUALITY
plus
Sales Features



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.

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

Save Man-Hours

- On the Job
- In the Shop

BOICE-CRANE POWER TOOLS

Do Better Work, Quicker
—and at Less Cost!



**BOICE-CRANE
MASTER
MONOTROL
SAW***

(Pat. Applied For)

The one 10-inch tilt-arbor saw offering 2 H.P. motors. No longer is it necessary to buy a 12-inch saw simply to get sufficient power on 2-inch cuts of hard material. Safer. Cuts boards, plumb square, rips to the center of 70-inch wide stock and 2 1/2 inch thick super straight, and cuts miters that really fit. Has the capacity and sturdiness for producing superior cabinet work, store fixtures, etc.

BOICE-CRANE JOINTERS



Give your inside finish that high-grade look. Save hundreds of high-priced labor hours in the shop or on the job, wherever you are building bookcases, desks, radio-television enclosures, recessed fixtures of all kinds, or for any cabinet work or busy fitting. 3 sizes, 18 models. Extra-long tables and double locked rigid faces. Even unskilled operators can feed the longest face, rail, door, or other piece without effort or danger of work spillage.

BOICE-CRANE PRECISION SHAPER

Runs coped joints, nosed stair treads, drawer and lipped cupboard fronts, matching old-style millwork, fine trim (including base, shoe, crown and cove mold, window stop), window blinds, storm windows, screens, interior paneling, even special windows, commercial-grade sash, double-hung casements—ALL AT LOW COST! Run wide mouldings and door raised panels in one cut. Boice-Crane TRU-FORM cutters for trim, cabinets, sash fit all shapers.

BOICE-CRANE COMPANY

946 Central Avenue Toledo 6, Ohio

Please send free Boice-Crane Power Tool catalog.

NAME

STREET

CITY & STATE

*Trademark Reg.

AMERICAN
BUILDER

NEW PRODUCTS



Room air conditioners follow "built-in" trend

The 1955 "Carrier" is designed for installation in a bookcase or other built-in furniture located along an exterior wall. This is made possible by the elimination of louvers or other openings along the sides, top or bottom of the casing. In addition, the cabinet is thoroughly insulated to eliminate sweating. Unit is available in six models ranging from 1/4 h.p. to 1 1/2 h.p. and prices start at \$199. Carrier Corp., Dept. AB, Advertising Dept., 300 S. Geddes St., Syracuse, N. Y.

Circle No. 948 on Readers' Reply Card, p. 266

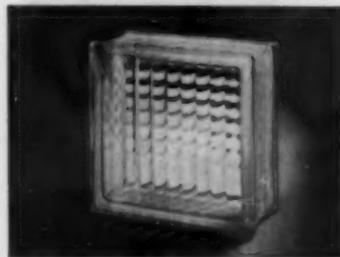


Multimatic air conditioner

This new compact Frigidaire "Multimatic" self-contained air conditioner can be installed in conjunction with almost any forced air heating system. Short ductwork to the present duct line, plus plumbing, electrical and drain connections are all that are necessary. It is offered in 2-ton, 3-ton and 5-ton capacity sizes and is suitable for household or commercial installation. The filter traps dust and dirt. Available through distributors and dealers. General Motors Corp., Dept. AB, Frigidaire Division, Attn. H. H. Ward, 300 Taylor St., Dayton 1, Ohio.

Circle No. 949 on Readers' Reply Card, p. 266

OWENS-ILLINOIS GLASS BLOCK



BEAUTIFY

What woman wouldn't love a kitchen like the one shown below—a kitchen that's flooded with daylight yet easy to keep spic-and-span? You can build these desired selling features into the kitchens of your homes by including panels of Owens-Illinois Glass Block No. 316.



INSULATE

A panel of glass block has the insulating efficiency of an 8-inch thick brick wall. The panel won't frost or sweat in winter . . . provides better insulation than a window with storm sash.



PROFIT

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.

Let Owens-Illinois Glass Block help you sell your homes faster by adding visible evidence of extra value. For information or help with a specific problem write Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-9, Toledo 1, Ohio.

OWENS-ILLINOIS

GENERAL OFFICES  TOLEDO 1, OHIO

AMERICAN BUILDER



Here's Scientific Proof!

← The "Blood Bath Test"

- 1 A production line siding sample with "Wrap-Around" Silicone Dura-Shield Coating has been immersed in red ink at Flintkote's research laboratory. Note how the ink is draining off.
- 2 And now see how the remaining ink is being completely rinsed off with a gentle spray of plain water.



Sell houses more confidently... with siding that throws off stain and water!

...the exciting new Flintkote "Wrap-Around" Silicone Dura-Shield® Coating does it!

Now you can be sure *in advance* that the siding on the houses you build will stay clean and new looking for a long, long time.

Flintkote research scientists have seen to *that!* For they have found a way to wrap the famous Dura-Shield Coating around each individual panel of Flintkote asbestos-cement siding!

And they have topped *that protection* off with a facing shield of SILICONE!

This "wrap-around" assures you that every single inch of Flintkote asbestos-cement siding—front... back... edges... corners... yes, even the nail holes... is protected against moisture and staining.

You are assured, in fact, that every one of the Flintkote sidings you use has *dimensional stability built right into them.*

What a sales advantage this 2-in-1 protection gives your homes!

Put the Flintkote "Wrap-Around" Silicone Dura-Shield Coating to work for *you!* Get in touch with your Flintkote Building Supply Dealer today.

• • •

You can easily demonstrate

this new stain-resistant coating to prospective home owners. Do it in a model home. Just place a blot of red ink on a siding with a dropper. Then rinse the siding with water. Red ink will be completely gone...and your customers will be there to stay.

THE FLINTKOTE COMPANY
Building Materials Division
30 Rockefeller Plaza
New York 20, N. Y.



FLINTKOTE



Further Proof!

The "Water Bead Test"

This picture shows how the silicone in the new Dura-Shield Coating gives Flintkote Siding high surface resistance to water. Note how the water drops are repelled by the Flintkote Coating. They roll off the siding as mercury would.

...the extra years of service cost no more!



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 Tiller
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

Foundation & Cornice Ventilators

Die Cast From Properly Alloyed Aluminum



Model 106
Size 8 x 16

- Easy to install
- Uniform in size
- Hinged Aluminum cover permits opening in 14" area
- 8 mesh aluminum screen
- Shipping weight 17 1/2 per dozen

Model 404
Size 4 x 16

Designed for installations where 3" maximum width is permissible—30 sq. in. free area after screening. Shipping weight per dozen—4 pounds.



Model 408
Size 8 x 16

90 Sq. inches of free area opening after screening. This enables builders to meet F.H.A. minimum requirements with fewer ventilators. Shipping weight per doz. 7 pounds.

Accepted by Architects, Public Housing and F.H.A.
Maximum free area ventilation

All ventilators equipped with 8 mesh aluminum screen (Natl. F.H.A. Requirements).

HAMLIN PRODUCTS, INC.

Manufacturers of Builders Supplies

P.O. BOX 2016 • 7523 ASHER AVENUE, LITTLE ROCK, ARK.

AMERICAN
BUILDER

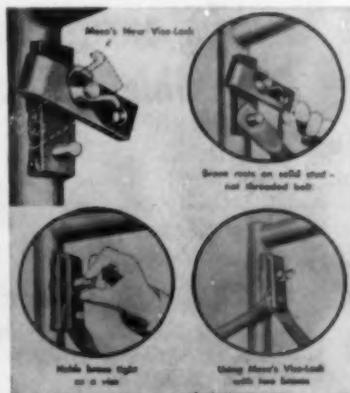
NEW PRODUCTS



Anchor nail makes it easy to apply wallboard or wood to masonry

The Gemco anchor nail kit consists of 100 Gemco anchor nails (standard 4-penny nails mounted on 2x2-inch metal plates) and one quart of Tuff-Bond general purpose adhesive specially formulated for the construction industry. The Gemco nails are attached 16 inches apart to masonry wall with Tuff-Bond. These will hold furring strips securely in place. Wall covering is then nailed to strips. Gemco anchor nail kits are available from dealers at \$7.50 per kit (higher west of Rockies) Goodloe E. Moore, Inc., Dept. AB, Danville, Ill.

Circle No. 950 on Readers' Reply Card, p. 266



Lock makes scaffolding easy to assemble

With the Vise-Lock free-swinging clamp, one or two braces for sectional steel scaffolding can be instantly locked in a vise-like grip and quickly released for dismantling. No tools of any kind are required. This sectional scaffolding is made of tubular steel and is interchangeable with nearly every other make on the market. All Marvel panels have built-in ladders and several other improvements. Marvel Equipment Co., Dept. AB, Attn. Charles Juculano, Oshkosh, Wis.

Circle No. 951 on Readers' Reply Card, p. 266



**Evans King-Size
10-ft. Steel Tape
STANDS UP STRAIGHT
for UPRIGHT
MEASUREMENTS**

Those long upright measurements are easy and accurate with this new EVANS King-Size 10-ft. White-Tape. The 33% wider blade (full 3/4") stays straight up without bending or buckling. You get a free belt clip and Tenite utility case with every tape. Sliding end hook for inside or outside measuring and . . .

*It's marked so you don't have to figure!
no other tape is marked this Evans way.*

This Edge—marked in feet and inches with foot markings at every inch.



This Edge—marked in inches from 1" to 120"

Whichever way you work, in inches or feet and inches, you read instantly without having to stop and figure.

The EVANS King-Size White-Tape is the Top 10-ft.

Tape Value at only \$2.39 at hardware stores everywhere in U.S.A.

**another
EVANS
value—
THE
ONLY
12-FOOT
POCKET
WHITE-TAPE**



**This L-O-N-G-E-R
Pocket White-Tape only \$1.89
at your hardware store**

Now, a pocket steel tape that measures a full 12 feet — eliminates the inconvenience and inaccuracy of adding two measurements as you do with shorter tapes. Exclusive EVANS double markings (same as King-Size above). Chrome plated case is no bigger than cases for shorter tapes. Self-adjusting sliding hook for 100% accurate inside or outside measurements. Each tape packed in FREE transparent Tenite utility case.

Evans RULE CO.

400 Trumbull Street, Elizabeth, N. J., U.S.A.

Makers of Evans "Long Tapes"—25-50-75-100 ft. and Evans 6-ft. Folding Rules

SEPTEMBER 1955

The Solution

to your search for color
and architectural "variety"



Weatherbest OPTIONAL KOLOR PLAN

**NOW OFFERS YOU 66 COLOR AND
RED CEDAR SHAKE COMBINATIONS
WITHOUT INVENTORY PROBLEMS**

The newly-expanded Weatherbest Optional Kolor Plan now includes 3 types of Pryme-Shakes plus a selection of 22 finish colors . . . giving you a total of 66 different color and shake combinations.

The three types of genuine red cedar Pryme-Shakes include: 16" and 18" Scored; 18" Hand Splits; and 18" Sanded-Face Pryme-Shakes. Both Scored and Sanded-Face Pryme-Shakes carry the CERTIGROOVE label and conform to U. S. Department of Commerce Quality Standards CS 199-55.

Fynal-Kote is available in 22 gorgeous colors, ranging from modern pastels to deep-tone shades. Fynal-Kote is sold with Pryme-Shakes as a unit at no extra cost.

Best of all, you can take advantage of the customer-pleasing, sales-stimulating "variety" of the Optional Kolor Plan with no inventory problems. All Pryme-Shakes are factory dipped in a gray primer and finish colors can be ordered only when needed.

GET COMPLETE INFORMATION NOW!

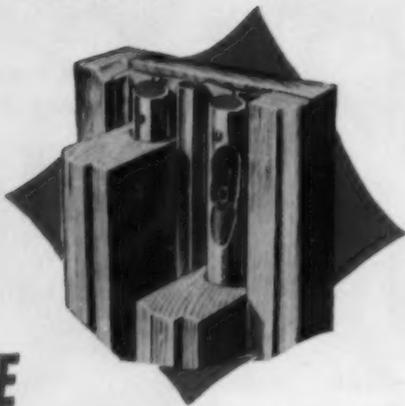


For a new color chart which shows all Fynal-Kote colors and Data Sheets which describe the Optional Kolor Plan in detail and give application instructions, write directly to the factory or contact your local Weatherbest distributor now.

WEATHERBEST CORPORATION
NORTH TONAWANDA, N. Y.

QUIET SASH BALANCE SAVES TIME AND MONEY

It's Easier
To Install!



SILENT GLIDE

**The Only Sash Balance On The Market
That Properly Balances Windows and
Stops Window Operation Noise**

This is the sash balance that builders prefer because it's easier to install and quiet in operation. You have a feature to sell when the windows of your houses are equipped with Triple Seal Metal Weatherstripping and Silent Glide Sash Balances. The sash is easily movable and there is a perfect seal against wind, dust and dirt.

Savings In Installation

Just two steps are required to install Silent Glide Sash Balances with Triple Seal Metal Weatherstripping. (See illustration at right.) You save time and money on the job!

Perfect Seal

Triple Seal Metal Weatherstripping seals both sash at four points. It's designed to keep the firm contact that seals out cold, wind and dirt.

No Material Loss

Everything for one window comes in one package. It's easier to handle in the mill or on the job. More time savings. Also available in bulk for mill assembly of window units.



FREE — Hand Model

If you are really interested in using and want to know more about the finest combination window unit on the market, write for a free hand model of Silent Glide.

There's a Greater Demand For Air Conditioning

Be sure your windows are equipped with Triple Seal metal weatherstripping to get the most efficient air conditioning possible.

For information, see your dealer, sash and door jobber or write direct.



HETTINGER'S
Triple Seal
PATENT NO. 2,172,580

The Weatherproof Products Corporation, Box 8498, Kansas City 14, Mo.

CATALOGS

CONCRETE WATER-REPELLENT SPECIFICATIONS

—A new 8-page brochure on Medusa Water-Repellents contains many valuable tips for builders, contractors, architects, dealers and others interested in obtaining dry construction for their customers. The brochure has detailed specifications for making the following construction water repellent: (1) concrete foundation walls and basement floors, (2) bonded concrete floor finish (3) Portland cement stucco and (4) existing concrete work. Medusa Portland Cement Co., Dept. AB, 1000 Midland Bldg., Cleveland 15, Ohio.

Circle No. 952 on Readers' Reply Card, p. 266

TRANSITE GAS VENT PIPE—"Transite Gas Vent Pipe" is an illustrated, 28-page booklet that is a service manual on asbestos-cement pipe for venting domestic gas appliances. The information covers both the round and oval shapes of Type B pipe for general use and Type B-W, a jacketed pipe for venting recessed wall heaters. Johns-Manville, Dept. AB, 22 East 40th St., New York 16, N. Y.

Circle No. 953 on Readers' Reply Card, p. 266

LUMINOUS CEILINGS—"Luminous Ceilings Made With Bakelite Rigid Vinyl Sheets," is a brochure containing numerous photographs of installations in school, office, home, factory, restaurant and library, to show new ways to increase lighting efficiency, economy and design flexibility. Bakelite Company, Dept. AB, Publicity Dept., J-852, 300 Madison Avenue, New York 17, N. Y.

Circle No. 954 on Readers' Reply Card, p. 266

PACKAGED AIR CONDITIONING UNIT

—"Come on in—the weather's fine!" is the title of a new bulletin offered by the Worthington Corporation that tells about their packaged residential air conditioning unit—how system works, what advantages it offers homeowner—living-wise, economy-wise and health-wise. Ask for bulletin #C-1100-B59. Worthington Corp., Dept. AB, Advertising & Sales Promotion, Harrison, N. J.

Circle No. 955 on Readers' Reply Card, p. 266

TOTAL ILLUMINATION FOR CLASSROOMS

—"Wakefield Lighting—As Flexible as Your Classrooms," is the title of a 40-page booklet which discusses communication, learning and lighting. The last pages present facts about Wakefield's most recent "Photo-Metric" broad-area lighting development and its application to problems of vision, posture, and learning. The Wakefield Company, Dept. AB, Vermilion, Ohio.

Circle No. 956 on Readers' Reply Card, p. 266



Why listen to the Grapevine?

Rumors are often wrong, or reach you too late or not at all. To make money in today's market you need the facts

You need *facts* to compete successfully in the highly specialized field of construction—*daily* information on who is going to build—what, when, and where.

Most leading firms and salesmen in construction today depend on Dodge Reports to keep informed. They know they cannot keep up with all that's going on in any other way.

Where is your stake in the business? Houses . . . general building (except houses) . . . engineering construction . . . or all three? There is a specialized Dodge Reports service that covers the kind of work you do—in the specific area where you operate.

Find out now how these concise, day-by-day reports can give you the information you must have to do business. How you can *know* who to see, what his requirements are, where and when to see him.

Send the coupon today—check the kind of building activity you want to know about. No obligation. We want you to see how much Dodge Reports can help you.

Dodge Reports

Timely, accurate, daily construction news service in the 37 eastern states.



F. W. DODGE CORPORATION
Construction News Division

F. W. Dodge Corporation, Construction News Division
Dept. AB955, 119 West 40th St., New York 18, N. Y.

Please let me see some typical Dodge Reports on current selling opportunities in my marketing area. Our stake in the business is in—

- House construction
 General Building (not houses)
 Engineering construction

Name _____

Company _____

Address _____

**Philadelphia
Story of Homes
"Engineered for
Year-Round
Air Conditioning"**



with
**Rustproof Ducts of
REYNOLDS
ALUMINUM**

Both the building developments shown are in suburban Philadelphia—Merion Homes in Merion, Pa., Haverford Park Apartments in Ardmore. They offer a wide variety of design. But they have this in common...although they are not now air-conditioned, they are *engineered for year-round air conditioning.*

They have rustproof duct systems of Reynolds Aluminum. When summer cooling units are installed, the resulting condensation on duct walls can cause no trouble. The owners avoid rust damage that otherwise could mean costly replacement, even to tearing down walls.

Builders are making a feature of "future" air conditioning—ready to be plugged in. Reynolds is promoting this important trend in national magazines and on network TV. Tie in with this promotion and identify your ducts as rustproof aluminum—Reynolds Aluminum.

Merion Homes, above, as well as the Haverford Park Apartments, below, were built by Madway Engineers & Constructors of Wayne, Pa. Heating contractor: Farewell & Holt, Chestnut Hill. Reynolds Aluminum duct sheet from National Builder's Supply Company, Inc., Radnor, Pa.



Ducts of Reynolds Aluminum in Haverford Park Apartments.



Signs for your Building Sites Available... Consumer Literature for Distribution...also "Designed in Aluminum" Seals for Identification. Write to Reynolds Metals Company, General Sales Office, Louisville 1, Kentucky.



REYNOLDS  ALUMINUM

Symbols of Better Living



PLEASE NOTE: Interest in quality bathrooms—and especially *two* of them—will be stronger than ever during this year's National Home Week.

REASON: Colorful new bathrooms are a major factor in making people dissatisfied with their old homes—and in stimulating their interest in new ones.

Briggs Beautyware provides the design, the color and the features that are most appealing to your customers.

And you can capitalize on this famous brand-name product by displaying the Briggs Beautyware bronze plaque during National Home Week. This attractive plaque is available with your name imprinted at no cost from your local Briggs representative or from—

Briggs Manufacturing Co., 300 Buhl Bldg., Detroit, Mich.

Two Bathrooms of
Briggs Beautyware
—New Pattern
for Today's Living

No wonder builders say
their top magazine is
Better Homes & Gardens!



TELEGRAM FROM: Jim Nuckolls,
Tulsa, Oklahoma

"WE HAVE ALREADY SOLD THE 1955
BETTER HOMES AND GARDENS 'IDEA HOME'
HERE IN TULSA AND HAVEN'T EVEN
STAKED IT OUT. AM VERY ENTHUSIASTIC
ABOUT ITS VALUE TO US IN REGARD TO
DIRECT SALES. WE ARE GOING TO BUILD
IN TULSA'S PARADE OF HOMES, AND ARE
CONFIDENT THOUSANDS OF PEOPLE WILL
SEE IT AND FIND IT JUST AS EXCITING
AS WE DO. BH&G PROMOTION PACKS THEM
IN AND WE DO THE REST. MAY I SAY
THANKS FOR THE OPPORTUNITY OF AGAIN
WORKING WITH YOU FOR THE THIRD
STRAIGHT YEAR."

Be sure to see BH&G spread on Page 50, 51

Avoid Tool Damage And Loss
With KARYALL COMPARTMENTS



KEEP YOUR TOOLS AND MATERIALS
ORGANIZED — SAVE TIME AND IN-
CREASE YOUR PROFITS

- KARYALL COMPARTMENTS convert any 1/2, 3/4 or 1 ton pick-up truck into a handy mobile workshop.
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8221 Clinton Road Cleveland 9, Ohio
Department A

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finishing time $\frac{1}{2}$

**AUTOMATIC ELECTRIC
PONY TROWEL**

**PAYS FOR ITSELF
IN ONE-DAYS OPERATION**

SAVE with this speedy ce-
ment tool. Job-tested two
years and acclaimed na-
tionwide. Floats and fin-
ishes complete to wall—
gives smooth surface
without topping.
Use own 1/2" or
3/8" drill. Includes
handle, blades
and ring com-
plete. F. O. B.
Muncie, Ind.



Extra Blades only \$3.50
Write, Phone or Wire
your order today.

ELMO MANUFACTURING, INC.
Dept. E-1 324 W. Howard St., Parker, Ind.

CATALOGS

CABINET CONSTRUCTION DATA

—Brochure number 6 "Cabinet Construction Data" consists of 20 pages of details of custom-designed cabinet and casework. Also there is an outline of the exclusive features obtained by architects and builders when they specify custom-designed cabinet work. Architectural Woodwork Institute, Dept. AB, 332 So. Michigan Ave., Chicago 4, Ill.

Circle No. 957 on Readers' Reply Card, p. 266

RESIDENTIAL GARAGE DOORS—

Rowe Manufacturing Co. has issued an 8-page residential folder (D388) describing its RoWay Overhead Doors for residential use. The booklet is fully illustrated with drawing and photographs describing the company hardware and doors. Rowe Manufacturing Co., Dept. AB, 614 W. Third St., Galesburg, Ill.

Circle No. 958 on Readers' Reply Card, p. 266

"STEEL CURBING AND LAND- SCAPE BORDER"

is a bulletin illustrating and describing heavy-duty all-steel curbing for edging driveways, parking lots, and other heavily traveled areas; and garden-weight curbing for edging foot paths, patios, flower beds, etc. For a copy of the booklet, write to Joseph T. Ryerson & Son, Inc., Dept. AB, Box 8000-A, Chicago 80, Ill.

Circle No. 959 on Readers' Reply Card, p. 266

GUIDE FOR ERECTION OF WOOD FIBER ROOF DECKS—

Prepared in a convenient pocket size (5x7 inches). "Erecting Tectum Roof Decks" is a 20-page illustrated booklet presenting instructions for each step in the erection process including storage and transfer, arrangement of framing, anchorage methods and finishing. Tectum Division, Dept. AB, 105 South 6th St., Newark, Ohio.

Circle No. 960 on Readers' Reply Card, p. 266

"ONLY THE RICH CAN AFFORD POOR WINDOWS"

is the title of a new booklet combining factual information about fenestration and the fact that poorly-designed windows are highly expensive in terms of heating dollars. The well-illustrated booklet is being supplied to Andersen dealers or will be sent when you request it from Andersen Corporation, Dept. AB, Bayport, Minn.

Circle No. 961 on Readers' Reply Card, p. 266

GAS UNIT HEATERS BULLETIN—

Complete specifications, dimensions and construction details on Reznor suspended gas unit heaters are included in the new 4-page bulletin, B-55-US, issued by the Reznor Manufacturing Company, Dept. AB, Mercer, Pa.

Circle No. 962 on Readers' Reply Card, p. 266

**HERE'S
REAL HELP
for
YOU**

The post card below is designed to help readers of *American Builder* get complete data about new product items and catalogs shown in this issue. All you need to do to get further information is to circle the desired items listed on the reverse side of this card and mail it to us.

No postage is necessary. We will forward your requests to the manufacturer who will send you complete data.

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by
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No
Postage Stamp
Necessary
If Mailed in the
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*new products
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service*

**ITEMS BELOW
and MAIL this
POSTCARD
TODAY**

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

- 901. Gas heating, cooling units
- 902. Attic-type gas heater
- 903. Gas vent pipe
- 904. Gas incinerator
- 905. Automatic gas incinerator
- 906. Thermostatic control for gas water heater
- 907. Gas furnace
- 908. Gas wall furnace, space heater
- 909. Horizontal gas furnace
- 910. Built-in gas units
- 911. Gas furnace
- 912. Built-in gas range
- 913. Horizontal gas heating units
- 914. Built-in gas oven, range
- 915. Gas range
- 916. Fold-away range
- 917. Gas-fired incinerator
- 918. 36-inch range
- 919. Gas-fired air conditioner
- 920. Hot water heater
- 921. Gas furnace
- 922. Two-fuel conditioner
- 923. Built-in gas cooking units

- 924. Wall heater
- 925. Gas-fired heater
- 926. Unit heater
- 927. Vapor barrier
- 928. Acoustical steel panels
- 929. Flush door in color
- 930. Siding material
- 931. Door hardware
- 932. Steel channel for wallboard joints
- 933. Roof decking
- 934. Wood awning windows
- 935. Stainless steel trowels
- 936. Bathtub enclosures
- 937. Attachments for I-H 300 tractor

- 938. Office photo-copy machine
- 939. Electric heater
- 940. Cooking ventilator
- 941. Air conditioning units
- 942. Kitchen ventilating hood
- 943. Attic fan
- 944. Vinyl counter top
- 945. Plastering machine
- 946. Rigid steel scaffolding
- 947. Air conditioner
- 948. Room air conditioner
- 949. Multimatic air conditioner
- 950. Anchor nail
- 951. Tubular steel scaffolding

- CATALOGS**
- 952. Concrete water-repellent specifications
 - 953. Transite gas vent pipe
 - 954. Luminous ceilings
 - 955. Packaged air conditioning unit
 - 956. Classroom lighting
 - 957. Cabinet construction data
 - 958. Residential garage doors
 - 959. Steel curbing and landscape border
 - 960. Wood fiber roof decks
 - 961. Windows
 - 962. Gas unit heaters

MAIL THIS CARD TODAY — WE PAY THE POSTAGE

FIRM TITLE

NAME KIND OF BUSINESS

STREET

CITY ZONE STATE

PLEASE PRINT NAME AND ADDRESS SEPTEMBER, 1955

SERVICE ON THIS CARD EXPIRES IN 90 DAYS — ACT NOW!

140-MILE WIND COULDN'T BLOW THEM OFF!



Ask your J-M representative to show you the motion picture of this dramatic test.

BY ACTUAL TEST

J-M SEAL-O-MATIC ASPHALT SHINGLES

withstood the TERRIFIC BLASTS of an aircraft engine!

New patented Seal-O-Matic® Asphalt Shingles are an exclusive Johns-Manville development. They have the beauty of traditional square-butt shingles, yet they are self-sealing to defy gale winds and rain.

In the severe tests illustrated above, wind and water at 100 miles per hour were driven against a panel of these self-sealing shingles for a solid hour, with frequent gusts up to 140 m.p.h.! This is the equivalent of the full fury of a tropical hurricane. Not a tab was lifted. Not a drop of water seeped through.

Get the whole story about Seal-O-Matic Shingles. Write Johns-Manville, Box 111, New York 16, New York.

HERE'S THE SECRET
that makes J-M Seal-O-Matics superior to hand-cemented, locked or stapled shingles:



- The sun's heat seals the tabs automatically because of this factory-applied strip of petroleum resin cement on the underside of each shingle.
- The entire butt edge is sealed—not just spot-cemented or spot "locked" or stapled.
- Every tab is securely fastened with no cement smears on exposed surface—human error is eliminated.
- No tricky application—no tabs to fit into place—applied in regular way with only 4 nails.

Johns-Manville

JOHNS-MANVILLE
JM
PRODUCTS

8 out of 10* home

*Based on nation-wide survey and confirmed by publication surveys



buyers want this floor

**IN ALL PRICE RANGES, OAK FLOORS ARE
A SURE SIGN OF QUALITY CONSTRUCTION**



\$15,000

Low original cost and high salability make Oak Floors preferred for medium and low-cost homes . . . even those built to sell for less than \$10,000.

*Builder, Crawford Corporation,
Baton Rouge, La.*



\$20,000

Oak Floors bring higher loan values, a most important feature in development projects such as Albert Balch's prize-winning Wedgwood homes.

*Builder, Albert Balch, Seattle
Architects, Grainger, Thomas & Barr*



\$30,000

New FHA quality concept recognizes higher value of houses with durable Oak Floors . . . yet first cost is much less than for most flooring materials.

*Builder, Ray Klapprick
Design by Selzer of Elm Grove, Wisc.*



\$50,000

The luxurious appearance of Oak Floors . . . their style leadership, elegance and beauty . . . make them preferred for costliest homes, too.

*Builder, Carl T. Peterson, Chicago
Architects, Perkins & Will*

You know you're RIGHT when you specify

oak floors



NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION

Sterick Building, Memphis 3, Tenn.

Photo, Hedrich-Blessing, Architect, Charles E. King, A.I.A.



Wedgewood Development, Baltimore, Md. Architects: Hal A. Miller and Benjamin Brotman. Contractors: Edmondale Building Company, Baltimore, Md.

Up-to-date Colonial—with Lupton Windows

It's easy to combine the perennial sales-pulling charm of Colonial with the economies of mass production — just install Lupton Metal Windows. Here are windows with chameleon characteristics. They "go" with every style, modern, colonial, traditional, or just plain house.

Versatility is only one reason for using Lupton Windows. Quality construction, based on knowledge gained through fifty years' experience in designing and manufacturing metal windows, is another. So is long service, based on precision engineering and careful workmanship. And, when you tell your prospective buyers, "These are Lupton Windows, they will not warp, shrink, swell, stick or rattle," it makes your houses all the more desirable. For an

additional sales plus, use Lupton Aluminum Windows. The additional cost is soon offset through installation and maintenance economies. They never need painting when installed, or in the future.

Home buyers today want the most in value. You'll help them get more when you use Lupton Metal Windows. Get full details today, write for information and the Lupton Catalog.

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700 East Godfrey Avenue, Philadelphia 24, Pa.
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REG. U. S. PAT. OFF.
METAL WINDOWS



Lupton Casement
Steel or Aluminum



Lupton Aluminum
Double Hung Window

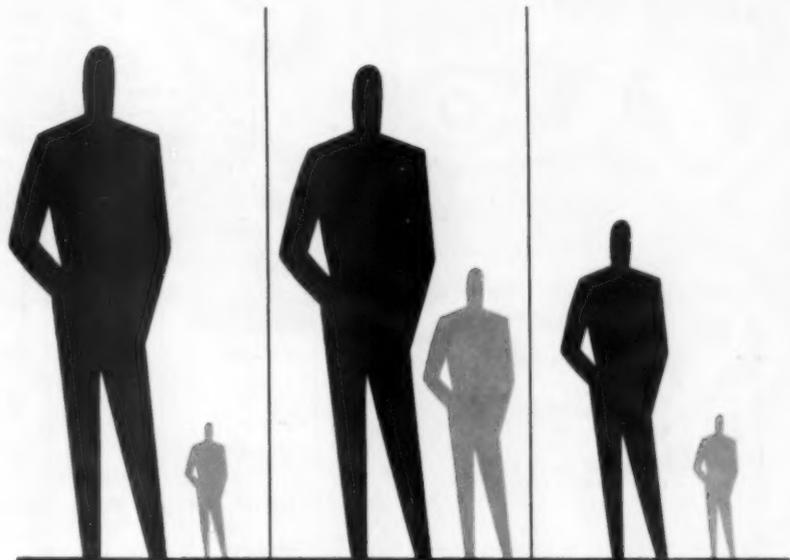
Your customers want brick homes 2 to 1 over their second choice*

There's no doubt about it — the best sales strategy in today's more competitive market is to offer home buyers the extra values that only brick construction can supply — enduring beauty, variety of color and texture, minimum maintenance, fire-safety, all-weather protection, sure re-sale value.

*According to the three different consumer surveys charted here. For more details just write us.

Structural Clay Products Institute

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



AMERICAN BUILDER
FEBRUARY 1955

50% prefer brick
13% prefer No. 2 material

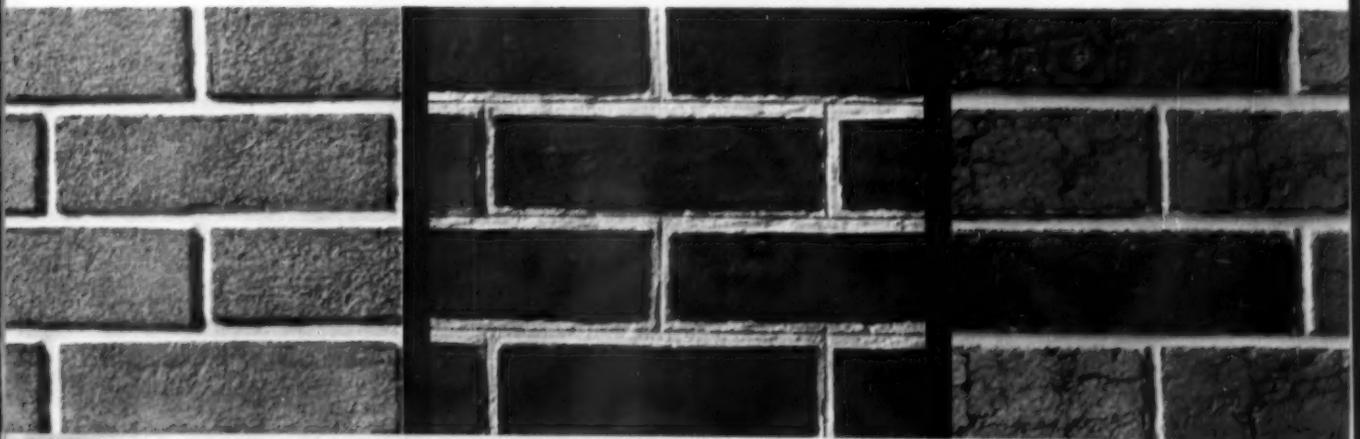
POPULAR MECHANICS
OCTOBER 1954

48% prefer brick
28% prefer No. 2 material

HHFA RESEARCH
OCTOBER 1952

32% prefer brick
14% prefer No. 2 material

the beauty and variety of brick and tile make home sales easier.





FOR THE LOWEST-PRICED HOMES! The Westinghouse "Thirty" range has the wide oven and many other features of the "Custom 30" yet offers even greater economy.

Takes less space, costs less money, yet offers your customers more!

Betty Furness says:

"To a woman, the range is the heart of the home. Home builders tell me that many a home sale has been made . . . or lost . . . because of the range in the kitchen. With a Westinghouse 30-inch range, you can't miss!"



Want a sales clincher in your kitchen . . . without going fancy on cost? This Westinghouse "Custom 30" electric range is your answer. It takes only 30 inches of precious kitchen space and costs you less than bigger-sized models. Yet, it has the features that home buyers want most. A big, family-size Miracle Sealed Oven—24 inches wide! Electric clock and Automatic oven timer! Single dial oven control! Four speedy Corox surface units! Overall deluxe styling!

With a range like this, *any* kitchen takes on extra sales appeal!

And remember, the name Westinghouse in the homes you sell means *quality* to prospective home buyers. For full information on the many fine electrical appliances Westinghouse offers to give your homes more sales appeal, contact your Westinghouse distributor or write . . .

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Electric Appliance Division • Mansfield, Ohio

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

For Home Office or Institute
In Wall Fabric or Leather Effect
Full Range of Decorative Colors
Clean With Just Soap and Water

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GENERAL PLASTICS
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FOR BUSINESS

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TOLEX[®]

COVERING DECORATIVE PARTITIONS
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ARE RICHER LOOKING . . . LONGER WEARING

Another victory for aesthetic factors as basis for zoning restrictions

By John F. McCarthy
Attorney at Law



In a recent article in the *American Builder* (May, 1955, p. 198) we noted that generally aesthetic considerations did not afford a proper basis for zoning laws and regulations. That article discussed a decision of the Illinois Supreme Court, in the case of *Bullock v. City of Evanston* (1954) 123 NE 2d 840. There, in sustaining a variance from a zoning ordinance, the Court repeated the general rule. However, it also gave some weight to aesthetic values. Now comes a decision of the Wisconsin Supreme Court upholding a provision of a zoning ordinance based principally on aesthetic appearances. See *State v. Wieland* (1955) 69 NW 2d 217.

The case before the Wisconsin Supreme Court involved an ordinance of the Village of Fox Point, a suburb of Milwaukee. A provision of that ordinance stated:

"No building permit for any structure . . . shall be issued unless it has been found as a fact by the building board . . . that the exterior architectural appeal and functional plan . . . will, when erected, not be so at variance with . . . the exterior architectural appeal and functional plan of the structures already constructed or in the course of construction in the immediate neighborhood or the character of the applicable district established (by the general zoning ordinance) . . . as to cause a substantial depreciation in the property values of said neighborhood within said applicable district."

A builder sought a permit to erect a two-story brick colonial home in the village. The village refused the permit and assigned as its reason for this action that the appearance of this house would not

blend well with those of others in the neighborhood, and thus would reduce property values. The Circuit Court of Milwaukee County declared that the provision of the ordinance in question was unconstitutional, and ordered the issuance of the permit which was sought. The Circuit Court observed that the provision under consideration was concerned essentially with aesthetics and appearances which were not proper bases for zoning laws and regulations. The Supreme Court overruled the Circuit Court and upheld this provision.

The Supreme Court observed that, in its opinion, the general rule that aesthetic considerations did not afford a proper basis for zoning laws and regulations had been undergoing a change. The Court pointed out that appearances were important factors in maintaining property values and of promoting the general welfare of the people. The Court cited with approval a recent decision of the United States Supreme Court upholding the District of Columbia Redevelopment Act of 1945. In that decision, the nation's highest Court said:

"It is within the power of the legislature to determine that the community should be beautiful as well as healthy, spacious as well as clean, well-balanced as well as carefully patrolled."

Whether this decision is a "landmark" as claimed by some, or an erroneous application of the principles underlying zoning laws and regulations as insisted by others, only time and further litigation will determine. However, the Wisconsin Supreme Court has gone farther in upholding zoning ordinances than any other Court.



Most Modern Design!
Most Modern Power!

Get both in new Chevrolet Task-Force trucks. Modern styling that actually works for you! Modern power in the shortest stroke V8's* in any leading truck!

Styling that's designed to make money for you—It's a fact. The ultra-modern, Powermatic design of a new Chevrolet Task-Force truck calls attention to your business, favorably impresses customers and prospective customers! That's why one looks alone a Task-Force truck can make money for you. And it's *functional* styling. Panoramic windshield, new High-Level ventilation, concealed Safety Steps—these are styling features that double in brass to make the driver's job less of a chore. With safety and comfort increased, efficiency goes up. Tight schedules

are easier to maintain and you keep the profits coming in on time.

V8 power—unmatched for efficiency!—Chevrolet brings you the industry's most advanced short-stroke V8 engines! The compact, super-efficient design of these great V8's reduces friction and wear . . . delivers a higher output per pound of engine weight. You save on upkeep and operating costs! And with a modern 12-volt electrical system, you get double the voltage for quicker starting plus a greater reserve of electrical power. *With two power-packed V8's and five gas-saving 6's—it's the greatest engine choice in Chevrolet truck history!* See your Chevrolet dealer for details. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*V8 standard in the new L.C.F. models, an extra-cost option in all others except Forward-Control models.

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Spokane, Washington

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GARDENS IDEA HOME FOR 55
AS GREATEST YET. EXPECT 50
TO 60 THOUSAND ATTENDANCE.
LOCAL SUPPLIERS CONSIDER
BH&G PROMOTION HOME TOPS
IN SELLING THEIR PRODUCT
TO PUBLIC."

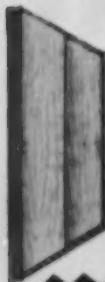
Be sure to see BH&G spread on Page 50, 51

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sliding-prefabricated
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- Track extruded for absolute uniformity
- Panels locked in — cannot jump the track
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Construction Details for Masonry Veneer

The technical detail plates shown on the following pages are the standards of masonry veneer construction as established by the Structural Clay Products Institute.

The first plate shows recommended practice for types of masonry veneers that are able to sustain their own weight, such as 4-inch thick brick or tile.

The typical wall sections on the left side of the plate show two types of foundation details. Since the over-all veneer wall thickness is approximately 10 inches, at least a 10-inch thick foundation wall is required as shown in the top-left detail. Many codes will permit an 8-inch foundation wall under single-family dwellings provided the top of the wall is corbelled as shown.

The plate on page 278 shows the application of masonry veneer over existing frame construction.

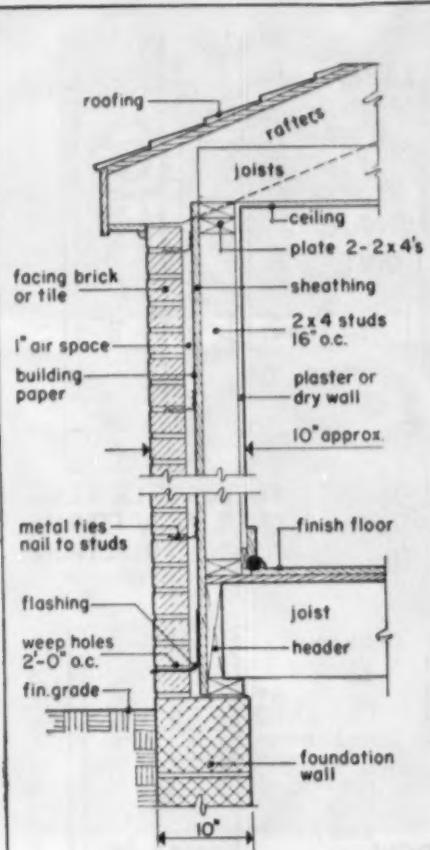
The most important part of this type of veneering is the supporting of the masonry at the foundation line. When the original footing is sufficiently wide it is advisable to carry the new facing down to rest on that footing.

An alternate method is to trench against the old foundation to a point below the frost line and build a new foundation of brick, tile or concrete to grade line.

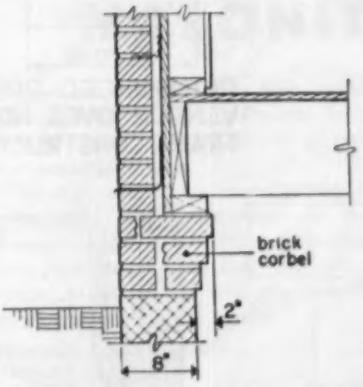
Still another method is to bolt angle irons to the foundation wall at, or slightly below grade line, or to form a concrete "haunch" at the top of the foundation and anchor properly to it. If angle irons are used, they should be securely bolted to the existing foundation and not to any of the wood framing members. The size and spacing of the bolts anchoring the angle to the wall must be carefully computed, taking into consideration not only the loads to be carried but also the bearing value of the foundation wall itself. This method should be confined to 1-story structures with wall height to plate of 14 feet.

Technical Guide

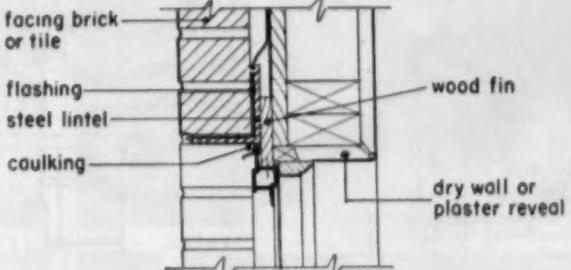
Masonry Veneer on Frame Construction



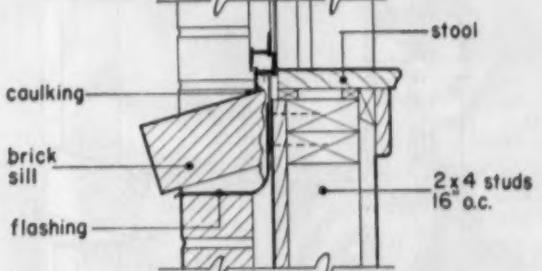
**TYPICAL WALL SECTION
BRICK OR TILE VENEER ON FRAME**



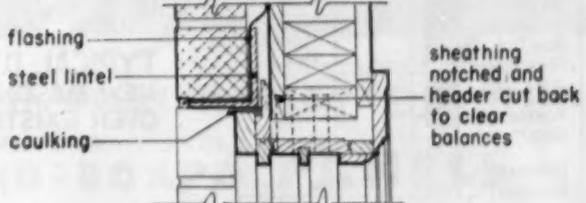
ALTERNATE FOUNDATION DETAIL



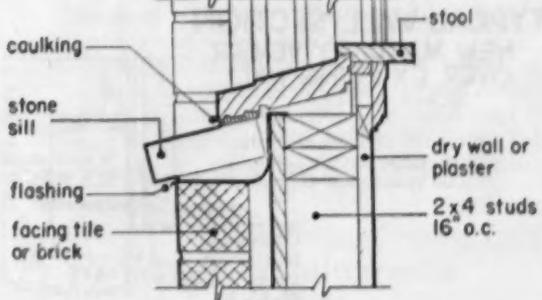
**HEAD
(Jamb similar)**



**SILL
STEEL CASEMENT WINDOW**

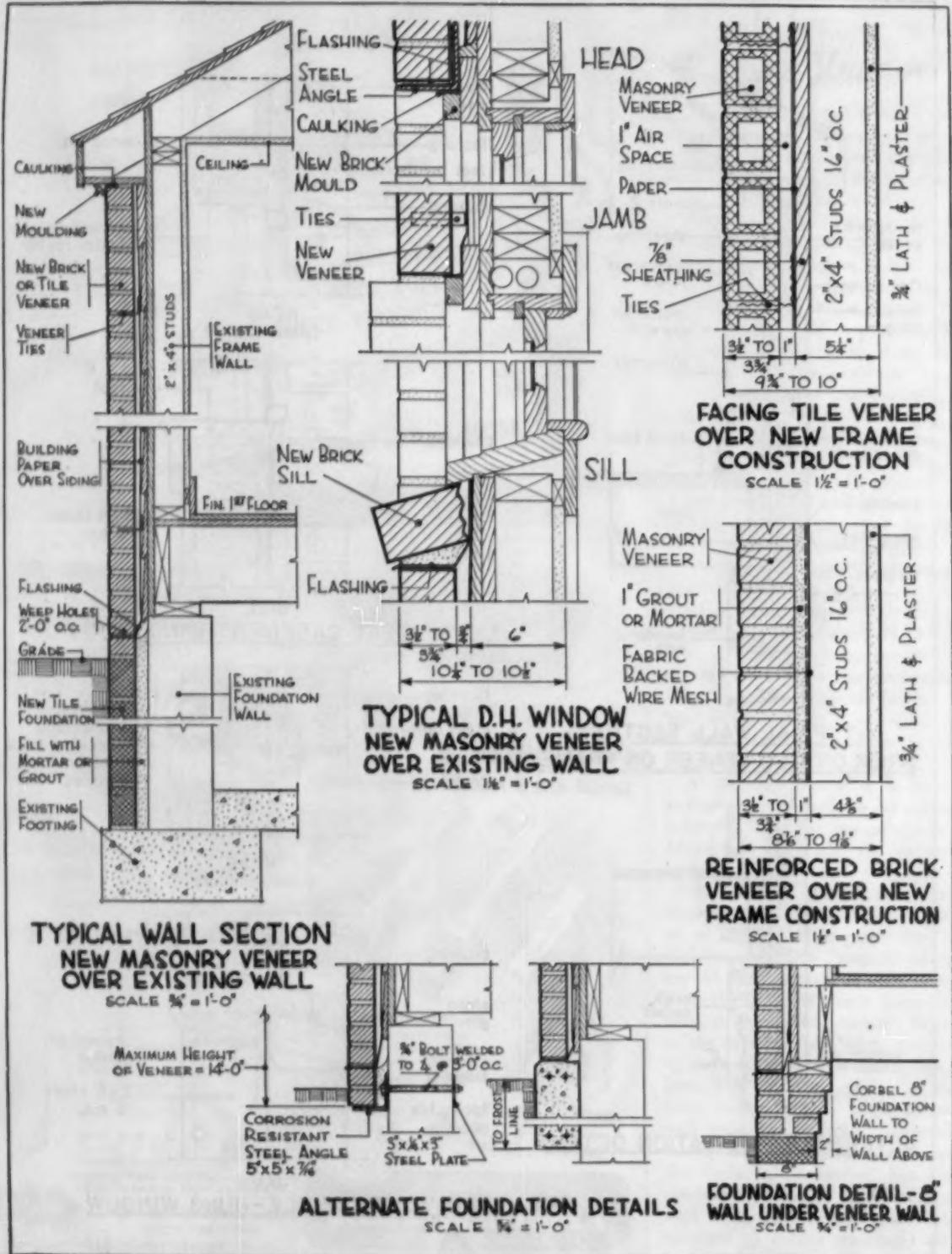


**HEAD
(Jamb similar)**



**JAMB
WOOD DOUBLE-HUNG WINDOW**

Masonry Veneer on Existing Frame Construction





Extra sales appeal—extra storage with **MASONITE PEG-BOARD PANELS**

It's so easy! You add a few strategically placed Masonite® Peg-Board® Panels. In return you get terrific buyer interest all out of proportion to the low cost involved.

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But Peg-Board panels really "strut their stuff" in work areas and storage places. Helped by a wide variety of interchangeable hangers, they turn ordinary walls into "working walls", keep things orderly and within easy reach.

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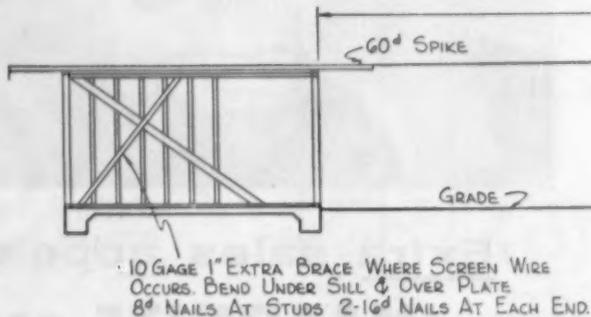
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MERCHANDISING TWIST:

A swimming pool



The houses are heated with radiant heat coils embedded in the concrete slab floor. This same system is extended out into the concrete area surrounding the pool and into the pool to heat the concrete and water



Cross section of house proper, swimming pool and rear yard fence. For more details of this pool produced by the

Anthony Homes, Inc., builders in Southgate, Calif., originally built only swimming pools (about two a day) but now are building and selling houses with swimming pools as a complete package.

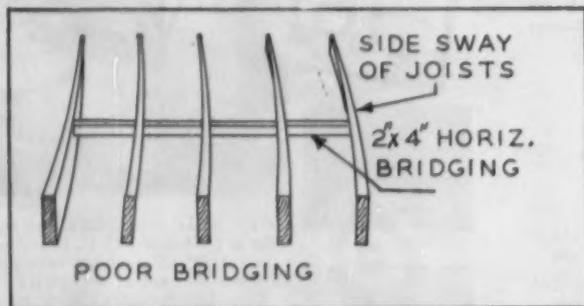
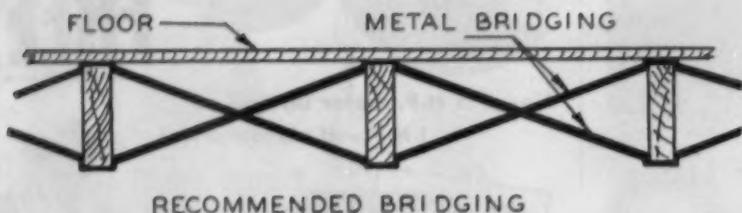
The \$23,500 selling price includes a lot valued at \$5,000, a 15x30-foot Gunite swimming pool with radiant heat and filtering system, rear yard that is entirely fenced with redwood six feet high and completely covered with plastic screen and landscaped, and radio with sound piped to kitchen, master bedroom and rear yard.

The builder estimates that the outdoor pool installation and rear yard enclosure could not be bought by

ask the EXPERTS about



- Planning
- Concrete Work
- Framing
- Roofing
- Heating and Plumbing
- Air Conditioning
- Wiring
- Insulation
- Interior Finish
- Power Equipment



About the effectiveness of bridging

What type of bridging affords more floor load support: 1x3-inch cross-metered wood bridging, 2x4-inch horizontal wood bridging, or 3/4-inch 16-gauge galvanized steel cross bridging?

D. R., Brooklyn, N. Y.

Both 1x3-inch cross-metered wood bridging and 3/4-inch 16-gauge steel cross bridging would be preferable to 2x4-inch horizontal bridging for floor joist bracing. Cross bridging gives truss action to the entire system with any individual member of the cross bridging acting in tension, which is desirable. This action should be 100 per cent effective.

Cross bridging prevents the entire floor system from swaying out of line horizontally, which could happen with 2x4-inch horizontal

bridging. As far as preference between steel and wood cross bridging is concerned, wood is less expensive to purchase, but more expensive as to labor. Steel may have a more pleasing effect in an exposed basement.

George Kennedy,
Structural Engineer

How to finish birch plywood

I would like to have your suggestions on how to finish birch plywood.

D. R., Fort Erie, Ontario

Use floor and trim seal if you want a natural, hand-rubbed appearance. If you want a gloss finish, it will require the application of two or three coats of varnish. It does not, however, require a filler—simply apply the coats of varnish

until you get the desired effect. Thin coats of varnish are better than heavy ones.

If you desire to change the color of the birch, you can, of course, stain it as you wish prior to application of either the varnish or floor and trim seal.

Devco & Reynolds Company, Inc.

What is a fair profit for installing a radiant heating system?

What would be the fair profit and overhead in estimating a price for installing a radiant heating system? We are engineers and contractors and do all the work from start to finish. No subcontractors are used.

P. F., Lansdale, Pa.

It is difficult to answer this question. Each firm handling a radiant heating installation would have individual wage costs, overhead, etc., to consider. Therefore, it might be misleading to try to establish a set percentage. One firm might do a large volume of work of this type and have a low overhead, while another might have a small volume of work but high overhead costs.

Due to all of the varying conditions that must be considered before establishing a fair profit and overhead, we would be reluctant to try to set any figure that would be acceptable. Possibly a 10 to 15 per cent net return would be satisfactory, but even this figure should be taken with a sharp eye to your particular conditions.

Perhaps the best answer might be to consider the radiant heating job as you would any other plumbing or heating contract and base your profit estimates accordingly.

A. M. Byers Co.

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"Prefab" FIREPLACE AND CHIMNEY



- 1 Frame is fastened directly to studs with lag screws.
- 2 Hearth & firebox are formed of interlocking ceramic sections.
- 3 Stainless steel trim and flexible fire screen are easily installed.
- 4 Fireplace hood sets on hood support channel—fits tight to wall.
- 5 Interior chimney sections are extended through ceiling and roof.
- 6 Attractive exterior chimney housing completes the installation.

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- ✓ No Masonry Required

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NEW DESIGN

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New Model 40-F is the ultimate in convertible Wye levels. Export new design makes it easier to use, faster to set up, offers special new accuracy checks. This new convertible 40-F is so sturdily constructed that it is almost indestructible. New cast brass telescope, cast brass one-piece level bar and circle cover, steel center, covered leveling screws and heavy tripod plate,

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So sure are we of your reception to this magnificent new instrument that we offer it FREE for 10 days trial. No strings. No cost attached.

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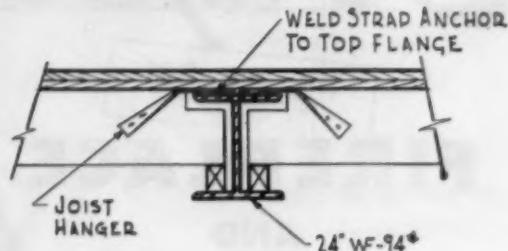
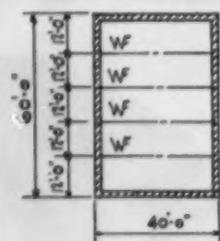
Easy-to-read markings last 4 times longer, too. Big, black numbers and sharply defined graduations embedded in selected maple sticks . . . tough plastic finish, applied afterwards by special process, ensures long, accurate rule life.

Model 106 6 ft. rule — only \$1.59 at your favorite hardware dealer. He has a complete selection of Stanley Zig-Zag, and Pull-Push Tape Rules to show you.

Write Stanley Tools, 1009 Elm St., New Britain, Conn., for free booklet on measuring tools and how to use them.

STANLEY

ask the EXPERTS



Wants steel beams to span 40 feet

We are building a church 40 feet wide by 60 feet long. We would like to know what size steel beams to use on the 40-foot span to carry the floor. We prefer not to use any steel stanchions or posts. We would like to build an open-beam roof. What size rafter should we use, also what size joist? The roof is to be three inches of rise to 12 inches of run. How should it be trussed?

P. D. K., Hazel Park, Mich.

On a span of 40 feet without the use of any intermediate columns, you will have to use some large steel beams. However, this problem, as any problem, can be solved. In your floor construction, assuming there is a basement underneath the floor and this is the reason you need any floor beams, use 24 WF 94# spanning the 40 feet. Two by twelve inch joists at 16 inches with center will do between the steel beams. Be careful how you support the wood joists on the steel. See the sketch for a suggested detail.

The reason for the joist hangers is to assure lateral support of the top flange of the steel beam.

If you do not like this detail, then you will need two light steel beams between the 24 WF's in order to split the laterally unsupported span into three parts.

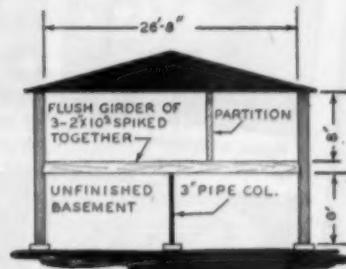
On the roof a 16 WF 50# will do with the same detail as before, or you can use 14x24-inch wood beams at every 12 feet. On top of these beams you should place 2x10's at 24 inches on center or 2x8's at 16 inches on center.

George Kennedy,
Structural Engineer

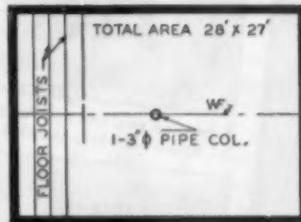
3-inch pipe column will support 30,000 pounds

My question concerns the 3-inch pipe column shown in the illustration "A." Is one pipe column enough?

W. S. P., Johnson City, Tenn.



(A)



(B)

In your problem, a 3-inch nominal diameter pipe column (actual dimensions are 3.5 inches outside and 3.063 inches inside) can carry 30,000 pounds on an unbraced height of 8 feet, and 26,000 pounds on an unbraced height of 10 feet. The allowable load decreases as the laterally unsupported height increases, because of the additional danger of buckling.

The actual load on your column is less than half of the above amounts, so you can see that you are extremely safe in using only one 3-inch pipe column as shown in illustration "B."

George Kennedy,
Structural Engineer



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KENNATRACK CORPORATION, ELKHART, IND.

SEPTEMBER 1955

ask the EXPERTS

Use breathing-type louvers

A house that we constructed for a client has been occupied for a year. The paint on the exterior walls is beginning to peel. The wall is a 3/8-inch dry wall with a 1-inch insulation backed with aluminum foil placed between the studs. The sheathing is 2 5/8-inch fiber board and the siding is 1/2x8-inch cedar siding. Doors are weatherstripped and the house is equipped with storm windows and doors. Can you suggest a remedy for this condition?
A. G., Otego, N. Y.

Use breathing-type louvers. Install them to vent moisture vapor as it develops in the inter-wall space. There are a number of louvers which have proven practical. Breathing-type louvers are a very practical device and are relatively easy to install. Two such louvers would be required in each free stud space, one at the bottom, and one at the top. These louvers are approximately 7/8-inches in diameter and some have a screen covering over the exposed face, and are so constructed as to extend fully into the stud space and thus permit the release of any vapor pressure build-up in that area.

For 25 cents, you can obtain a pamphlet "How to Control Moisture in Homes" by writing to the National Mineral Wool Association, 2906 RKO Bldg., Rockefeller Center, New York 20, N. Y. The booklet is very informative.

You might also want to delve deeper into the problem so you might drop a line to Mr. L. V. Teasdale, Senior Engineer, Forest Products Laboratory, Milwaukee, Wis., requesting him to send you his latest bulletin on "Condensation Effects in the Inter-Wall Space of Frame House Construction."

Can wood products research help the builder?

I recently have been asked to take part in a discussion put on by a wood products research clinic.

(Continued on page 286)



"CHAMP" Forms with cross members on 24" centers, being erected for house foundation in Skokie, Illinois. Contractor, Harding Bros., Northbrook, Illinois.

**New Design
Lowers Form Cost
It's SYMONS New "Champ" Form**

The new Symons "Champ" Form brings to the builder an efficient and accurate form at a cost approximately 20% less than Symons Standard Panel Form. Although designed for light, commercial and residential construction, contractors report the "Champ" is equally satisfactory for use on high pours.

CONSTRUCTION FEATURES

The panel has a 2 x 4 frame with 2 x 4 cross members that lay flat against 1/4" plywood face. Cross members are placed on 12" or 24" centers depending on whether forms are to be used for residential or commercial construction. Pressure against form is transmitted directly to tie through rail plates which are located at each end of cross members and attached to frame.

INTERCHANGEABLE FEATURE

"Champ" Forms are made in the same sizes as Symons Standard Panel Forms—2 ft. wide, and 4', 6' or 8' long. Special sizes will be made to order. The hardware and ties used on Symons Standard Panel Form are also used on the "Champ" Form. This makes it possible to use Symons Standard and "Champ" Forms interchangeably.

FREE ENGINEERING SERVICE

Our engineering staff is experienced with all types of forming and will furnish complete form layouts and job cost sheets on your form work—at no charge or obligation. Our salesmen give advice on form erection, pouring and stripping methods. Builders throughout the country use this service to their benefit and profit.

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Please send complete information on Symons "Champ" Forms.

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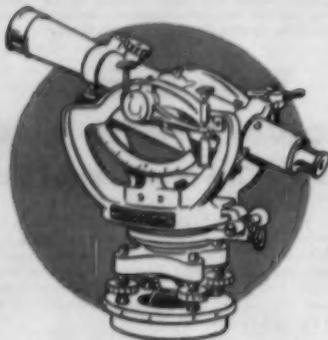
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301 W. Court St., Milwaukee 12, Wisconsin

Yes, I'd like full details and prices on DAVID WHITE instruments and name of nearest dealer.

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CITY _____ ZONE _____ STATE _____

(Continued from page 285)

The subject is, "How can the lumber industry better serve the building industry in the way of introducing new or better wood products?" What do you think wood products research could do to help the builder?

A. E., Spokane, Wash.

Research has revealed many ways in which a lumber industry can better serve the building industry by the introduction of new and better wood products. Space does not permit a discussion of all of them. One in particular, however, appears to be a very obvious means for improving the use of lumber.

As you no doubt know, more and more houses are being built with roof trusses instead of the conventional ceiling joist and rafter. This method of framing has many advantages which have been proven in our research work in the past. Drawings showing how to build such trusses have been published.

Most of the designs for these trusses were based on the use of 2x4's with the strength of 1,200 to 1,400 psi. Two by sixes and larger dimension lumber cut on the West Coast is graded to meet this specification. West Coast 2x4's, however, can only be obtained in much more superior stress grade qualities, i.e., 1,900 psi. The addition of a new stress grade rule permitting the sale of 2x4's stress graded the same as 2x6's would greatly aid in the continued use of lumber for roof framing.

Even now some of the builders are seriously considering the use of lightweight metal truss construction. Unless something is done to expedite the delivery of 1,200 to 1,400 psi 2x4's in the near future, other means of roof framing with other materials may gain in popularity and seriously reduce the use of wood for this purpose.

William H. Kapple,
Small Homes Council Laboratory,
University of Illinois

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.

MONEY MAKERS
you should ask about!

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Only Richkraft brings you a complete line of building papers which assure the use of the right paper for every job. There is *Shuprof* for Heavy Duty, fully reinforced, plasticized and waterproof; *Medium Duplex 30*, a low-cost duplex and last but not least; *Black Sheathing Paper*. With this line you have an answer to every problem.

Richflex

With Richflex you do a 4-way job: keep winter heat in, summer heat out, establish a moisture barrier and a cold air barrier. Richflex turns back more than 75% of the heat rays striking it.

Richbead

Richbead metal corners eliminate banded up corners at doorways, arches, reveals and soffits. It serves in both new and existing homes and it can be had for either interior or outside corners. Richbead can be installed by anyone and makes great savings by eliminating casing and factory corners.

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PRODUCT

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How to do it better

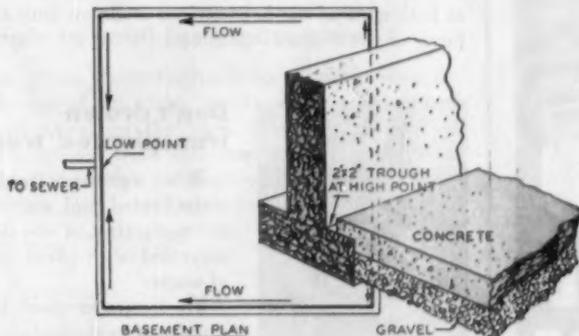
Ideas for the man on the job



Lays brick floor in cement mortar

Builder Alois Blonigen uses Texas-made brick for a finish floor in residential work in Elkhart Lake, Wis. The brick is laid in a bed of mortar of one part cement and one part sand, allowing the mortar to set for several days before subjecting it to foot traffic. A similar mortar mix is used for grouting all of the joints. Burlap is used for re-

moving excess mortar and producing smooth joints. When this brick floor is completely laid, grouted, cured and dried, it will be waxed to produce a wearing surface. The brick is trimmed with a Clipper masonry saw and allowance is made for grouting between the brick and walls.

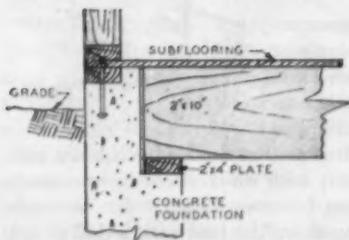


Inside trough allows seepage water to run off

From previous experience it was a proved fact that no amount of waterproofing (which was also done) could entirely overcome the water pressure that built up against this foundation. The builder solved the problem by providing a 2x2-inch

water runoff trough along the foundation on the inside of the basement. A drop of no more than 1-inch in 10-feet kept the water moving to the lowest point in the trough and thence to the sewer.

Inside finish floor line lowered



By providing a lip in the poured concrete foundation walls to accommodate 2x10 floor joists, it is possible to lower the floor approximately 8 inches. When the inside wall plates as well as the outside wall plates are placed, they are shimmed and gauged simultaneously for the width of a 2x10 floor joist.

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What's more, it's a line of carefully engineered, completely automatic heating units that you'll be proud to recommend. J-C units are noted for their quality, economical first costs, and economical operation.

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Commercial,
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Minors under 18 yrs. of age will not be admitted under any circumstances

How to do it better—



Tie headers and studs with metal plates

To help reduce cracks in finished interior partition walls near the upper corners of the openings, galvanized sheet metal plates can be nailed to the vertical stud and header members. These plates should be nailed securely at both ends of the headers and studs on both sides and faces of the framed openings.



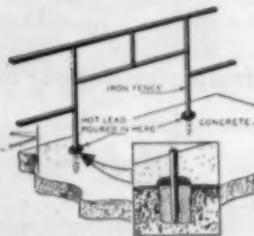
Don't drown transplanted trees

When a growing tree has been transplanted and watered after the replanting, it should not be saturated with great quantities of water.

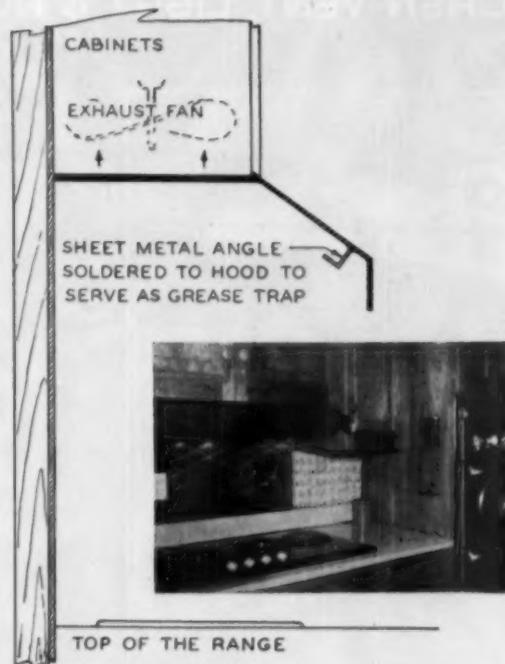
To insure a slow but sure supply of water, place a steel drum adjacent to the tree trunk and fill it with water. Puncture a small hole in the side of the drum near the bottom, to allow a steady trickle of water to escape. The side of the drum with the hole should be near the tree. A 55-gallon drum will require filling about every 24 hours.

How to anchor ornamental iron in masonry

When anchoring ornamental iron either in concrete or masonry, hot lead poured into the cavity around the member will hold it rigidly. The cavity must be dust free so that the lead will bond with the concrete or masonry with which it comes in contact. If the ornamental iron becomes loose, it can be made rigid again by beating down the lead with a dull chisel.



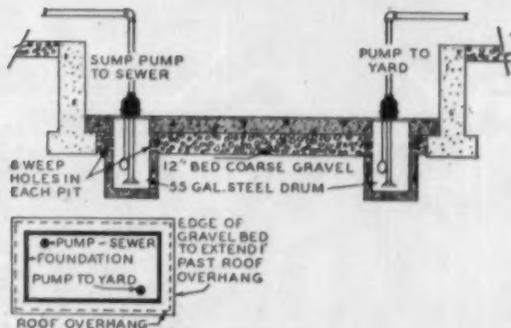
Ideas for the man on the job



Add angle to hood for grease trap

To keep grease accumulation from running down the scalloped edge of the range hood, solder a galvanized sheet metal angle on the back side, to the hood as shown. The grease from this trap can be removed at regular intervals so that it doesn't overflow.

—Ralph Ross, West Bend, Wis.



Two sump pumps keep basement dry under any weather conditions

Mattiesen Construction Company of Riverside, Illinois, always installs two sump pumps in the basement of each house they build. One sump pump pushes any accumulated water into the sewer lines. If the pressure in the sewer line is being reversed, this pump is shut off automatically and the second pump cuts in to pump water into the back yard. This relieves the water pressure under the basement floor and eliminates the possibility of the concrete slab being ruptured.

SEPTEMBER 1955

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(FOR DOORS
AND WINDOWS)



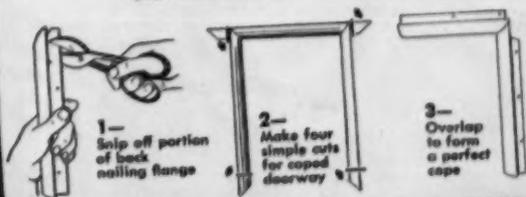
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FACTORY MITERED
Right hand miter one end; left-hand other

For **COPED JOINTS** here's how:
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One way to place accessories properly in

AMERICAN BUILDER'S
BETTER DETAIL PLATE

NO. D-131 KITCHEN VENT, LIGHT & HOOD



a U-shaped kitchen

A U-shaped work area in an open type of kitchen, such as the one shown in the detail plate on the opposite page, often becomes a problem when trying to maintain the proper relation of accessories to the major appliances.

In this kitchen, the U-shaped work area is formed by the built-ins on two walls, and a peninsula extension of cupboards and counter top.

With the built-in range unit located on the counter extension, the exhaust fan and lights are dropped down from the ceiling directly over the unit, to a point 7 feet above the floor, and boxed in. In this way these accessories are properly placed to perform their functions of exhausting cooking odors and illuminating this area.

The boxed-in hood is built up entirely of wood framing members and then faced with 1/4-inch thick fir plywood panels. The underside of the hood is faced with copper, except where the exhaust grille and the opening for the lights occur. This copper facing extends around the edge of the hood to form a splayed moulded surface, with top side secured to the plywood facing.

In this kitchen the end of the U-shaped work area includes a large pass-thru to the dining room. This opening extends almost the full width of the end counter. With all major appliances and fixtures centered in this area, and with the sink directly in front of the pass-thru, service into the dining room from the kitchen is made easy. This opening is provided with accordion-type doors that fold back against the jamb from each side of the center. The doors are constructed of a narrow wood frame with fabric panels and are hung from a metal track above.

Designed by
Walter S. White Jr.
Palm Desert, Calif.

Drawn by
K. Roderick O'Neal, A.I.A.
Chicago, Ill.

No wonder builders say
their top magazine is
Better Homes & Gardens!



TELEGRAM FROM: Albert Balch,
Community Builder, Seattle, Washington

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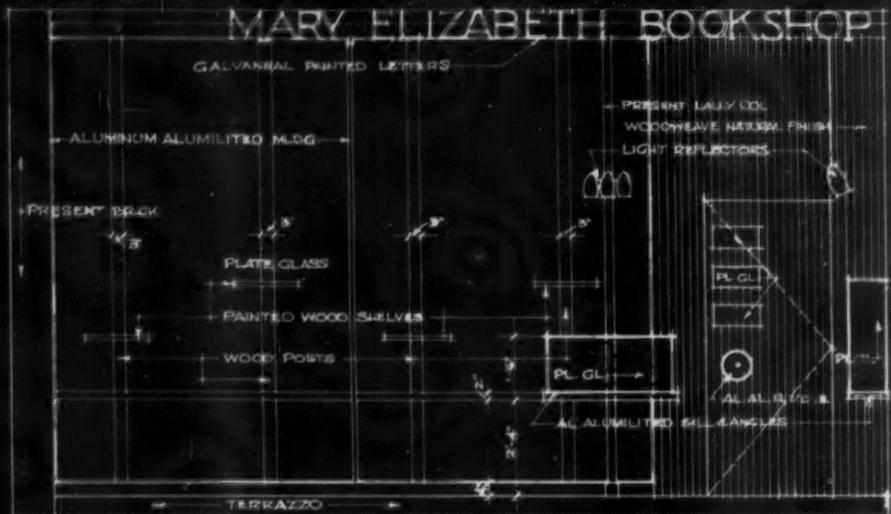
You can equip your "CW" Electric Plant for any type of portable service. Accessories include skid, battery rack, 9-gallon fuel tank, weather-proof housing, two-wheel trailer, or 4-wheel rubber-tired dolly. Put one of these portable, high-capacity units on your job now!

Here's an economical face lifting . . . piers

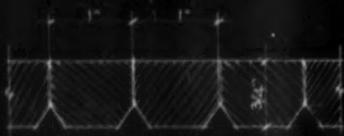
AMERICAN BUILDER'S
BETTER DETAIL PLATE

NO. D-132 STORE FRONT REMODELING

MARY ELIZABETH BOOKSHOP



FRONT ELEVATION . . .



DETAIL OF 'WOODWEAVE'



PLAN . . .



SECTION . . .



are untouched

The remodeling of this old store unit at Pelham, New York, into a new front and store was accomplished at a cost of \$13,900. The remodeled portion is confined to the area between the piers at each side, and from the sidewalk up to the overhanging shingled canopy above. The piers and canopy are a part of the old work that was left untouched. They form an effective surround to enclose the new work.

The new front is an open type or arrangement with the front wall recessed about four feet back from the sidewalk line. This wall is placed at an angle to the front and consists almost entirely of glass from floor to ceiling, except for the door.

An existing lally column supporting the wall beams above was left in its old position. This eliminated any change in the framing. The column, however, was used advantageously. Angle irons placed at right angles were welded to the surface and formed a support for a glass display case placed around the column.

Vertical pattern mahogany woodweave is used as a facing material on one side of the recessed front and on both sides of the door and surrounding areas. The entrance door is hung with invisible hinges. The thickness of the door is increased so that both faces are flushed with the adjoining woodweave walls.

The inside display area at the window is built up of four 2½-inch diameter poles painted in four different shades. These extend from floor to ceiling. A continuous 18-inch wide shelf 30 inches above the floor is placed around the poles for display purposes. An individual display shelf is placed around each pole at varying heights. Exposed Hi-Hat reflectors on walls and ceiling, and recessed fluorescent tubes placed in the display cases provide most of the lighting.

Designed by
Jose A. Fernandez, A.I.A.,
New York, N. Y.

Detailed by
K. Roderick O'Neal, A.I.A.,
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Testing Laboratories report extruded aluminum Fleetlite most airtight of all operating windows.

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Mohair weatherstripping and snug interlocking double sash seal out dust.

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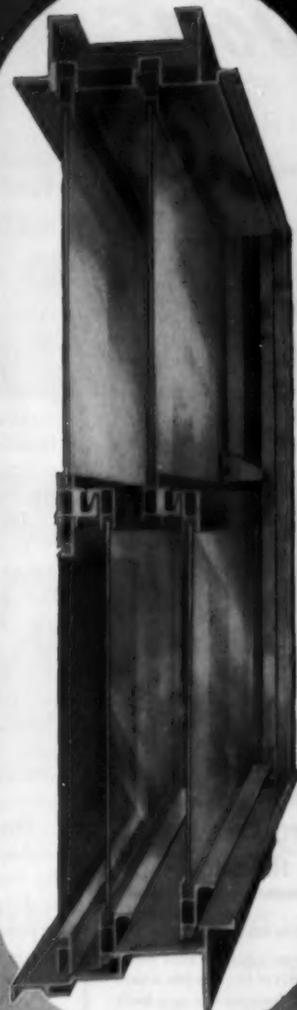
Double windows protect hospitals, dormitories, offices, hotels and other buildings from outside noise.

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Instantly - Easily

All Sashes are cleaned from the inside. No Maintenance. Nothing to Store.

HELPS SELL HOUSES AVAILABLE IN MANY SIZES OF DOUBLES, DOUBLE HUNG - DOUBLE HORIZONTAL SLIDING - MATCHING PICTURE WINDOWS



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 - Typical Installation Details
 - Location of Fleetlite Installations in my area
 - Quotation on Windows for Attached Plans
- Gentlemen: Please rush the material checked above

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City



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**Builds houses 100 miles
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Yoder drives to his plane at the local airport in a matter of minutes

In coping with the problem of shortage in suitable land for home building, Monroe E. Yoder of Plain City, Ohio, has developed a mobile construction program which takes him to scattered sites far from home base.

These distant construction operations are made possible and profitable with the use of the following mobile equipment: a single-motor Mooney airplane, a Buick auto equipped with a mobile highway service telephone, two GMC station wagons, two Plymouth station wagons, a Nash automobile and a $\frac{3}{4}$ -ton Ford pick-up truck.

The preliminary work pertaining to the locating of suitable land in a given area is handled for Yoder by Bob Kent, realtor of Columbus, Ohio. When a certain plot of ground has been tentatively selected, the builder takes to the air in his plane to get a more accurate and over-all picture of the land.

After the site has been acquired and the given number of houses are nearing completion, Yoder again uses his plane to get an aerial view to determine just how the terracing and finish grading should be handled for proper drainage.

The mobile telephone unit installed in Yoder's Buick comes under the category of highway service because of its long range receiving and transmitting. Cost of this mobile telephone service averages \$40 a month, but this expense is more than offset by the 35-40 hours saved or gained each week by reduced driving time and expense.

Yoder makes it his business to visit each job at least once a week, regardless of how well it seems to be going. Each one of Yoder's six job superintendents uses a company vehicle to drive to and from the job, and carries as passengers other workmen on Yoder's payroll.



Yoder carries at all times a leather briefcase with 12 compartments that contain all records and data pertinent to current jobs

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Black & Decker 88 Sander sands joint seams in dry-wall construction satin-smooth in a fraction of the time of old-fashioned hand sanding.



Black & Decker 88 Sander gives cabinets and other built-ins a perfectly smooth surface for final painting or staining.



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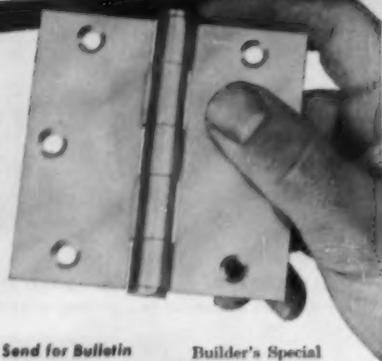
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House - into - classroom

a short term antidote



Window wall gives light classes need in "school houses"

Courtesy Andersen Corp.



The plan now with future partition indicated

In Flint, Mich.

When Flint, Mich., faced an urgent need for classroom space in new housing developments, the city's school system decided it could make best use of taxpayers' money by going in the building business itself.

In about a year the group had built 39 one-room, ranch-house-design buildings which now serve as classrooms. When permanent schools take up the slack later, the temporary facilities will be converted and sold as homes. At that time, the city expects to recoup most, possibly all, of its investment.

The classrooms shown here are for one of the big developments. Their story is typical of the way the Flint operation works.

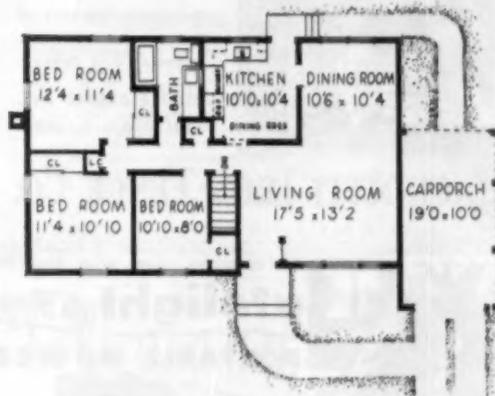
The school system bought land adjacent to the project, earmarked it for a future permanent school. At the same time the civic body acquired four average-size house lots next to the future school site. There they put up four residential-type school buildings at an average cost of about \$12,000 per unit.

The time element was all-important, and these classrooms were ready for pupils in 90 days. In contrast, it normally takes 18 to 24 months to finish a permanent school building. Local school leaders consider the temporary facilities highly satisfactory for educational use.

idea grows: for the school shortage



Ten of these Long Island "school houses" serve 350 pupils



This is plan when it later becomes a home

In Centereach, L. I.

The school shortage became increasingly acute as builder Bernard Krinsky's 1,500-home Eastwood Village development neared completion at Centereach, L. I., N. Y. At one stage it was necessary to hold elementary grade classes in the village firehouse.

When Centereach voters rejected a new school bond issue it was clear that the problem was not only an immediate one but might continue for several years. As an interim solution, Krinsky suggested using houses as classrooms. The board of education officially approved the idea and construction was begun right away on 10 model homes.

Selected for school use was a \$10,990 model home with three bedrooms, basement and carport. Without partitions it provided a classroom approximately 24 feet wide, 40 feet long on one side, 21 feet on the other. Colors of the "school houses" were varied, all were placed on 75x125 landscaped lots near the center of the development.

The board of education has leased the houses from Krinsky for three years at \$1,250 a year each, hopes by that time to make arrangements for a permanent school. They'll then be turned back to the builder for conversion and sale as individual homes.

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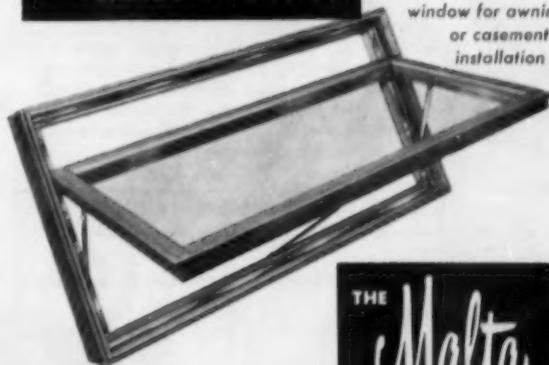
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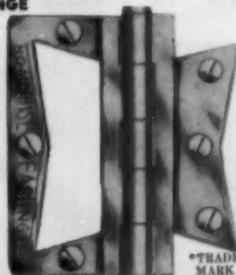
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Metal Tape
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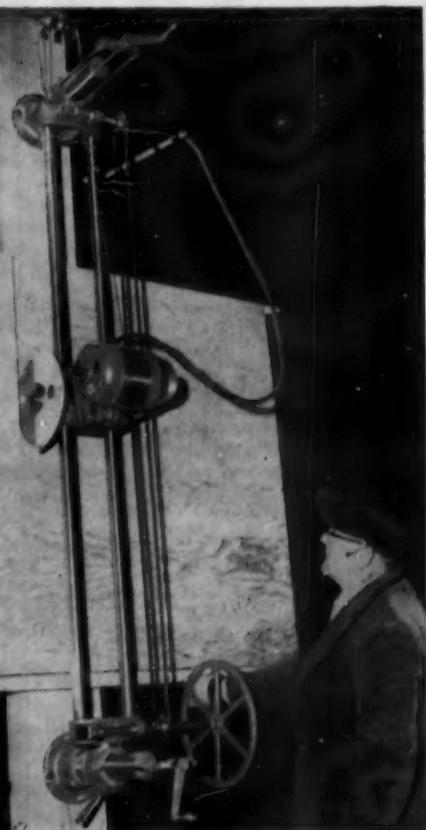
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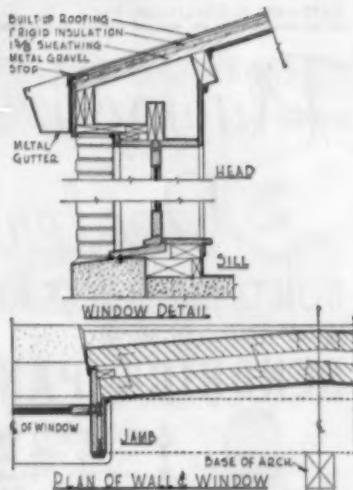
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Splayed wall panels were laid on a straight-walled foundation. Front and rear elevations of chapel are built with bent walls, too. Plan of wall construction and window detail are shown in drawing

Splayed brick walls create unusual effect

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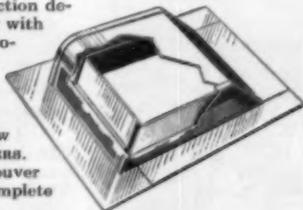
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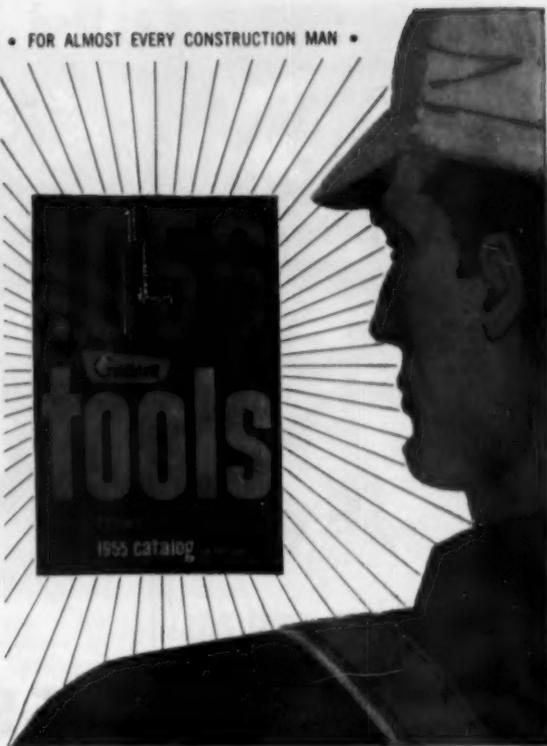
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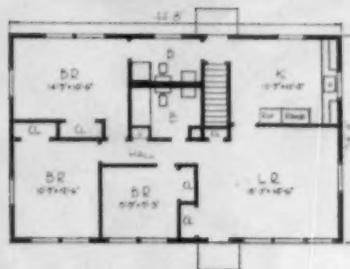
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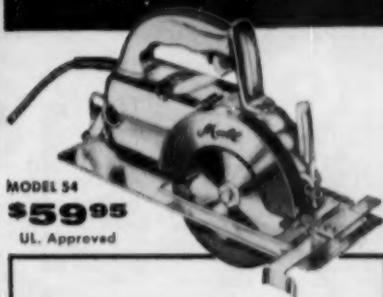
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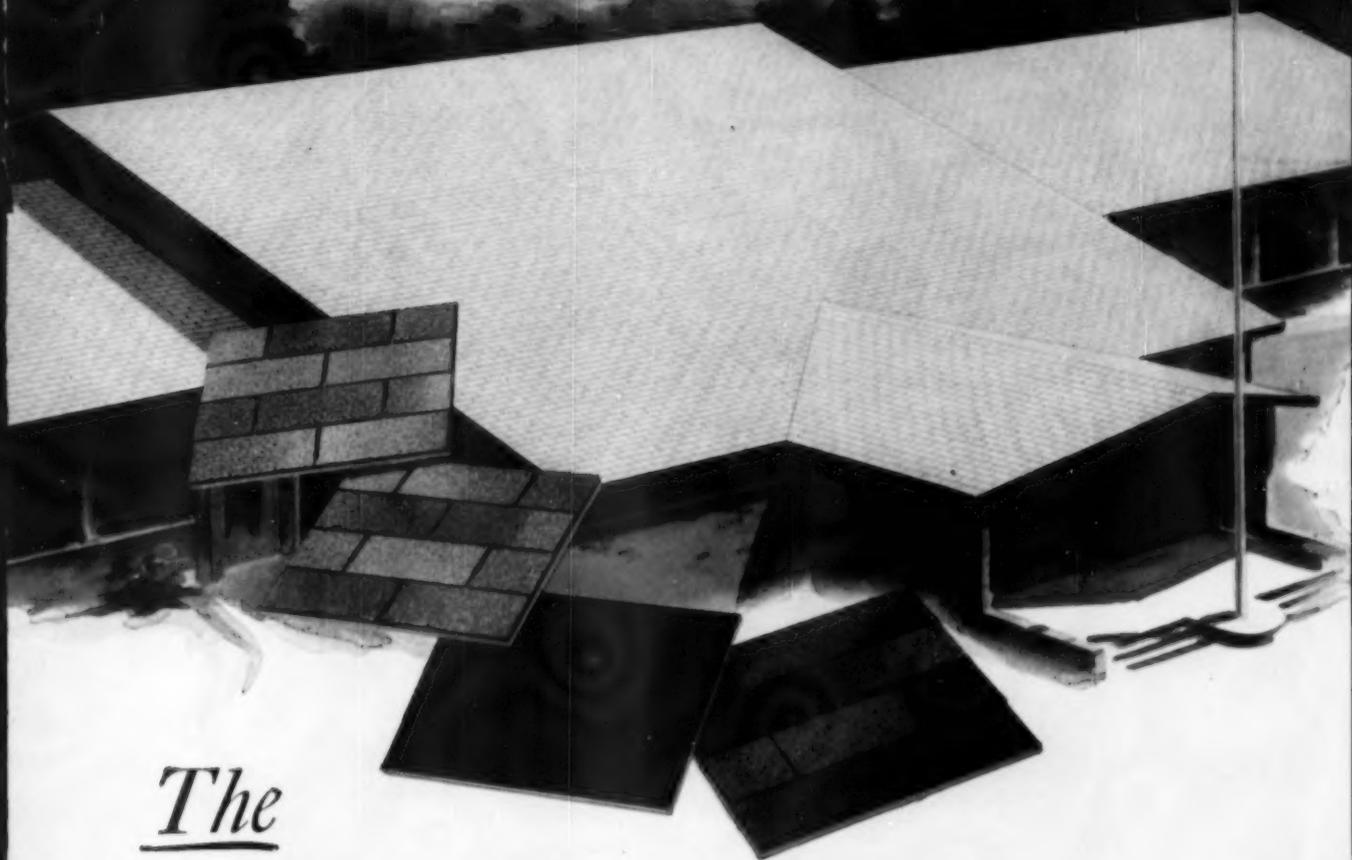
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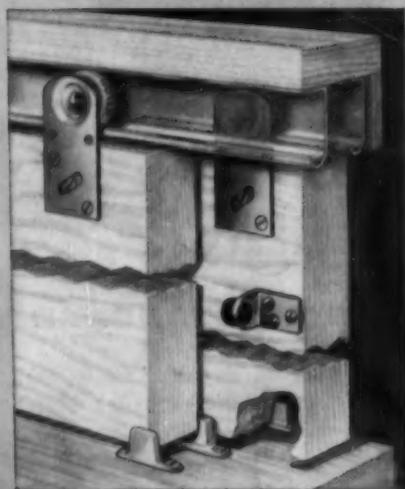
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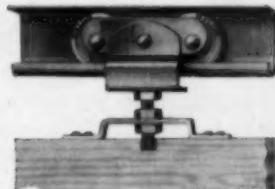
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