STOP the "SHOPPERS" with MATCHED Customized Design... they can see it from the street

STOP THE "SHOPPERS"—you've GOT to stop them before you can sell them. And, one good way to stop them is to dress up your homes with a big, colorful, dramatic, up-front feature that they CAN SEE FROM THE STREET. That's the kind of feature you have in MATCHED CUSTOMIZED DESIGN—standard front doors and standard Crawford Garage Doors MATCHED in glamorous design and color, by your own men, using the new Crawford Customized Design Kits.

These Kits are easy to use and they contain everything needed (except paint) to enable your men to produce an endless variety of colorful, dramatic and different MATCHED designs on standard front doors and standard Crawford Garage Doors.

MATCHED Customized Design is one feature that every prospect CAN SEE FROM THE STREET. It's beautiful, it's different and it gives your homes that colorful, glamorous eye-appeal that really stops the "shopppers".

For Kit information and free sheets showing dozens of designs and color schemes, call your Crawford Door Sales Co., listed in your classified phone book under "DOORS". Or, write us direct. Crawford Door Company, 173-20263 Hoover Road, Detroit 5, Michigan. Plants in 10 cities; Warehouses in 95 cities; Sales and Service everywhere. In Canada, F. Fentiman & Sons Ltd., Ottawa, Ont.

Crawford
MARVEL-LIFT Garage Doors in Customized Design
EASY to install

Lockwood is the soft-textured Ozark-mountain oak that has the nail groove feature and double hollow-back design. Cloud’s exclusive “Splinter Clipper” has eliminated the annoying chip or “spur” that so often slows installation. Precision-milling also contributes to the savings of up to 35% in laying-through-finishing costs!

EASY to sell to home-buyers

Prospective home buyers see the extra quality and beauty at a glance!

EASY to walk on and live on

Housewives love the resiliency of Cloud’s Lockwood Oak Flooring! It saves them backaches...leaves them less tired at the end of the day!

EASY to maintain

There’s durability to the charm of Cloud’s Lockwood Oak Flooring. It lays and stays straight with a snug fit. And a swish of the mop quickly renews its rich natural beauty.

SEE YOUR LOCAL DEALER

CLOUD OAK FLOORING CO.
SPRINGFIELD, MISSOURI
Houses that sell like hot cakes... usually have something special inside!

Textolite plastic counter and wall surfacing

Here's a sure-fire recipe to sell your houses faster! Just add G-E Textolite surfacing in kitchens and bathrooms... for beauty... for practicality... and for real sales appeal!

Now available in a tremendous selection of over 70 exciting patterns and colors, G-E Textolite wears for years—beautifully. Rugged Textolite resists heat, stains, and scratches... stays sparkling new through hard household usage with just a wipe of a damp cloth.

Textolite patterns include authentic wood grains, luscious marble effects, and distinctive G-E designs like Medley and Ming... all planned to charm Mrs. Prospect right into her first mortgage. And she'll love it!

To tie in with G.E.'s color-choice appliances, Textolite has a complete new selection of beautiful patterns that match exactly, or contrast smartly with each of the colors in the G-E kitchen line. See them soon!

Shown above on shower walls, tub, and vanity is the beautiful G-E Textolite pattern FANTASIA... designed to look like real marble!

- Over 70 exciting colors and patterns!
- The G-E name helps insure customer acceptance!
- Complete G-E color-choice kitchens... appliances and counters match for color harmony.

Progress Is Our Most Important Product

GENERAL ELECTRIC
Check and double check

Want an opportunity to keep your housing costs competitive? Get your local association to follow an idea that worked in Vancouver, B.C. At a general meeting of the North West Building Contractor's Assn., a basic plan was selected as "average" for determining average cost. Each member got a blueprint and was asked to estimate. All the estimates were then averaged so that members got one figure against which to compare houses in the works.

Better late than never

A law just passed by the Ohio Legislature (and there should be more like it) gives builders, if they're operating on one side of a street and have to put in sewer and water lines, an opportunity to reclaim part of the expense when owners on the other side eventually tap in.

Lucky for you

Only two families out of three, according to the Federal Reserve Board, think their present housing is "satisfactory." In effect, then, every third family car that passes your new houses carries potential buyers.

Money in the bank

We think it's smart business the way some builders are using slack periods to invest loose dollars in motel construction. We don't mean construction for somebody else to buy and manage. We mean do-it-yourself all the way: buy the land, build the motel, get someone to run it for you, and hold on to it. A good motel makes a tidy source of income for a rainy or retirement day.

Land of opportunity

America offers countless opportunities for bigger, better building. The purpose of this page—and this magazine—is to help you find them.

Man: heater: house

Winter holds few fears for Billings, Mont., builder Vince Johnston. Like year-round builder Al Bartlett of Syracuse, N.Y., (see Winter Building story, pages 101-105) Johnston says, "I wouldn't pass up a winter of building for anything. In many cases, I make more profit in winter than in summer."

9 million opportunities

It's been estimated (by David O'D. Kennedy, president of Kentile, Inc.) that 9 million families, who make between $3 thousand and $5 thousand a year, are ready to spend $34 billion for houses in the $7 to $10 thousand range. Trouble is, they can't find them.
introducing the new pryne model “200”

now... a low cost, 10-inch Blo-Fan

The answer to 10" fan requirements where price can be a factor! Ideal for large and small volume contractors and builders who want to combine economy with quality craftsmanship and superb performance!

New #200 Blo-Fan is midway between the famous Pryne #210 and the #208 in power and volume. It can be installed with or without standard 3-speed controls. Also features Pryne's popular simplified installation and "no call back" service!

only Blo-Fan has this blade!

A Pryne exclusive design! Scoops up smoke and odors and immediately redirects their discharge thru horizontal duct in continuous stream... eliminates back-wash "bottleneck" for greater efficiency.

PLUS these star performance features!

* Exclusive combination blower-and-propeller fan blade!
* Lifetime Neoprene mountings for "whisper quiet" operation.
* Fits between floor joists or studding; needs only 3 7/16" behind plaster.
* Ducts thru roof or joist area via wall, cabinet or "ceiling".
* Built-in shutters to prevent back drafts.
* Polished chrome grills.
* No tools needed to remove fan and motor assembly for cleaning.
* Backed by 5 year guarantee.

A Blo-Fan for every need

<table>
<thead>
<tr>
<th>Model</th>
<th>CFM</th>
<th>3-speed*</th>
<th>9-speed</th>
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<tbody>
<tr>
<td>#200</td>
<td>950</td>
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<tr>
<td>#206</td>
<td>550</td>
<td>38 watts</td>
<td>38 watts</td>
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<tr>
<td>#208</td>
<td>750</td>
<td>58 watts</td>
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<tr>
<td>#209</td>
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<tr>
<td>#210</td>
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<td>136 watts</td>
<td>136 watts</td>
</tr>
</tbody>
</table>

* 3-speed switch optional as extra equipment. 9-speed control standard on #210 only.

there's MORE PROFIT with... pryne

...for Proof, WRITE TODAY!
# Reader's Guide

**October 1955**

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Cover photo: Robert C. Lautman

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**The Month Ahead**

290
“STEEL WINDOWS are perfect for this job,”
says Lorin Warlow, President
Warren Construction Co.
Jamestown, N. Y.

The job Mr. Warlow is describing here is the new Bemus Point District No. 1 Elementary School, Fluvanna, N. Y. “The building is long and spread out,” he continues, “with the long sides practically all window from floor to ceiling. This means large windows which need good, rigid support. Steel frames give us that.

“In all, we are installing 74 windows. They are the special types called for in the plans of our architects, Beck and Tinkham, a firm right here in Jamestown. The windows are made by Hope’s Windows Co., also of Jamestown.

“We use steel windows in practically all our projects. We never have any trouble with damage or marring, and not once have we ever had to replace one. Because the men don’t have to baby the frames, they can work faster. On a large job, every minute saved means reduced expenses.

“When we think of windows for our buildings we think immediately of steel frames. I am sure we’ll continue to use steel frames in our future projects. They give us good results. I’d recommend them to any one.”

Mr. Warlow, President, and job superintendent, Jerry Durham, discuss steel windows. Mr. Durham is illustrating the ease with which they adjust. “This is especially important in schools like Fluvanna,” reminds Mr. Warlow.

For more than forty years United States Steel has been supplying window manufacturers with special rolled sections of high-grade open-hearth steel.

Look for this label—it is your assurance that the windows are made from quality steel.

USS STEEL FOR WINDOWS

UNITED STATES STEEL CORPORATION, PITTSBURGH
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA.
COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO
UNITED STATES STEEL EXPORT COMPANY, NEW YORK
In time of war it instantaneously devastates and obliterates with its searing heat, every human being within a tremendous radius, when released by a nuclear bomb. Though it has no temperature, its enormous energy changes into heat when it strikes and is absorbed by a surface.

Upon escaping from a building in winter, it leaves a chill behind. When it invades in summer, it takes its toll in excessive heat and human distress.


It is responsible for 93% of the heat flow downward in summer through roof spaces; in wall spaces, for 65% to 80% of heat losses in winter, and heat flow inward in summer; for about 55% to 75% of heat loss upward in winter through ceiling and roof spaces.

Buildings are generally constructed with wall and ceiling air spaces, because the greatest flow of heat possible between two solids is by direct conduction—actual physical contact; and since air has low density, it allows little heat flow through it by conduction.

The enemy then becomes radiation in downward heat flow; and radiation and convection in upward and side heat flow.

A STALWART SHIELD

A shield against these enemies is multiple accordion aluminum. Its surfaces have an absorptivity to heat rays of a mere 3%; reflect them at the rate of 97%, and emit them at a rate of only 3%. Thus they retard the flow of heat rays outward or inward. Accordion aluminum is likewise a stalwart shield against the flow of heat by convection, its multiple layers of metal and fiber offering extremely effective resistance. Heat flow by conduction is minimized by its multiple layers of large air spaces, because they have slight density.

Scientifically separated sheets of aluminum, giving UNIFORM, full-depth protection to every inch of space between joists, will imprison the invisible enemy indoors in winter, prevent its invasion in summer, and transform it into a friendly and useful servant.

Its continuous metal sheets, up to 750 feet long, have almost zero permeability to water vapor. Infiltration under its flat, stapled flanges is slight. Its scientific construction minimizes condensation on or within this type of insulation.

More than 250 million square feet are in use today. For 10 years it has been repeatedly specified and used by many of the leading architects, engineers and builders of America.

Yours for the asking is a discussion of how and why aluminum insulates even under extreme conditions. It will be found in the booklet, "Thermal Test Coefficients of Aluminum Insulation for Buildings," published by the AMERICAN SOCIETY OF HEATING & AIR CONDITIONING ENGINEERS. Use the coupon for the literature and free samples of this scientific insulation.

NOTE
FULL-DEPTH, JOIST-TO-JOIST INSULATION

NOTE FULL ONE-INCH EXTRA AIR SPACE above accordion pleats for even more resistance to heat flow. Each sheet extends from joist-to-joist.

COST OF EDGE-TO-EDGE INFRA
Multiple Aluminum Insulation installed in new construction between wood joists, material and labor
Type 6-PS about 10¢ sq. ft.
Type 4-PS about 8¢ sq. ft.

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Please send ASHAE Booklet: "Thermal Test, etc."

Name__________________________
Firm___________________________
Address_______________________

= AMERICAN BUILDER
SMALL TALK

SWITCHEROO?

Says NAHB regional v.p. John R. Worthman of Fort Wayne, Ind., about the tighter VA and FHA credit regulations: "Formerly, the government has been 'too little and too late'. In a few months we shall see if it has been 'too soon'."

SUCH LANGUAGE!

The FHA was given a going-over in a big article in Barron's, the influential business and financial weekly. They called it a "financial and architectural monstrosity" with "frightening power."

QUITE A FIGURE

Encouragement for builders who want to get into remodeling: government housing experts have made a survey of plans to buy used houses and say that in 1955 these will go up 50 per cent over last year.

SMASH

Early report on National Home Week, from real estate editors: a huge national success.

NORTHERN EDITION

THE MAN WHO ACCURATELY PREDICTED the trend to ranch houses in the north and east, long before that trend was apparent to anyone else, has a new advice: Long Island architect Rudolph A. Matern says a garden court, partly or entirely surrounded by the house, will soon become quite common in areas where they never existed before. Another prediction: indoor gardens that "flow into" the outdoor planting, perhaps from kitchen or bathrooms, may also be standard.

MILWAUKEE IS WAY UP FRONT, among northern cities, when it comes to prefab houses. Last year, according to The Milwaukee Journal, prefabs accounted for the sales of about 1400 homes in that city, a little better than 10% of all residential construction. Local prefab distributors expect 1956 sales to be even better: one says 30 per cent better. Another says that in five years Milwaukee will be prefabbing 80 to 90 per cent of its homes. (National prefab figures: 1955 output is expected to reach about 125,000, or about 10 per cent of all new home construction.)

YOU'LL BE HIT WHERE IT HURTS, if NAHB economist Nathaniel Rogg is right: he says those recent government measures stiffening mortgage terms will force thousands of lower income families out of the market. If you've read The Opportunity Page (p. 3), you know just how big that market is.

IT'S NOT A MINUTE TOO SOON to start thinking about July 25, 1957. That's the day the Serviceman's Readjustment Act runs out. Between now and then, you'll be smart to do everything possible to get GI's to buy while they can still get VA insured mortgages, while you can still sell them so easily.
HERE’S HOW TO BUILD BEAUTY

Andersen
Pleasant living in this contemporary room is doubly assured through the beauty of Andersen WINDOWALLS. While blending attractively with interior decor, WINDOWALLS frame the outdoor view. At the same time they let in sunshine and fresh air, yet will always close tight to form a weatherproof barrier on windy, wet or wintry days.

It's easy to get complete information on Andersen WINDOWALLS for homes you build. Just see your lumber and millwork dealer, Sweet's Light Construction File or write Andersen. WINDOWALLS are sold by established lumber and millwork dealers throughout the country, including the Pacific Coast,
Mortgage people and home buyers agree:

THERE IS NOTHING FINER ON THE MARKET!

The quality and charm of Goodyear All-Vinyl are apparent to a prospective buyer the moment he or she walks into a new home.

It can be seen in the brilliant sheen of lovely floors that never require troublesome waxing.

It can be seen in the sparkling counter tops that stay beautiful under the normal abuse of grease, detergents, water and spilled foodstuffs. Even dents have a way of fading away if the counter top is famed Goodyear All-Vinyl!

It can be seen in the smooth way Goodyear All-Vinyl coves away sharp corners, swings up a wall from a horizontal surface with a clean, effortless sweep—with no tendency to crack or split.

All this, mortgage people know well—for they too, are well acquainted with the fact that “there is nothing finer on the market”!

IMPORTANT! Goodyear All-Vinyl is now available in .080 DeLuxe gauge—of solid, homogeneous construction where colors and quality run top-to-bottom deep!

Goodyear Vinyl has been used successfully in more than a million homes.

Choose from 3 great Vinyl floorings by Goodyear

1 - Goodyear Standard (.080 gauge)
2 - Goodyear DeLuxe (.080 gauge)
3 - Goodyear Super DeLuxe (⅛" and ¼" gauge)

Rolls and Tile

When planning your next project, be sure you get fully acquainted with Goodyear All-Vinyl—the top-quality material that pays for itself in good looks, good service and good will. Write:

Goodyear, Flooring Department J-8321,
Akron 16, Ohio
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."
"BUY-WORD" of the Wise
Masonry Expert . . .

Butt Weld
DUR-O-WAL
WITH TRUSSED Design

6 Reasons why Dur-O-wal is STRONGER, FASTER AT LESS COST

- Mechanical Bend every 8 inches of wall
- High Tensile Steel (100,000 p.s.i.), shipped in convenient 10 foot lengths
- Double Mortar Lock at each weld
- Electric Butt Welds place all rods on a single plane
- Deformed Side Rods lay straight and flat due to high tensile steel
- Trussed Design causes side rods to work together.

Patented Dur-O-wal Sets the Pace for Reinforcing Quality and Performance

Masonry industry leaders throughout the nation hail butt-weld Dur-O-wal for performance, quality and economy. Masons prefer Dur-O-wal because it lays flat . . . works fast . . . handles easily.

The masonry industry prefers Dur-O-wal because it safeguards the beauty of masonry by providing both vertical and horizontal reinforcing in all types of masonry walls.

GET ALL THE FACTS TODAY from the Dur-O-wal plant nearest you. Literature now available with new research data from independent tests. Request information today.

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CEDAR RAPIDS, Ia. Dur-O-wal, Div., Dept. 658, Cedar Rapids Block Co.

NEWLY DEVELOPED EVANS

CHALK line

PLUMB line

- precision engineered
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- a popular price

RETAIL ONLY $1.49
50 ft.

More features than any other Chalk Line made!

- Slide action brake separate from rewind handle. Automatically unlocks on rewind.
- Absolutely accurate plumb bob for true plumb lining.
- Sturdy die-cast aluminum case practically indestructible.
- Easy to fill. ¼ turn screw opening—won’t come loose accidentally.
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Spill-proof refills
Perfect for use in any Chalk Line. Retail 10¢ each—one full ounce and Evans Replacement Lines—wound on reusable plastic reel. 50 ft. 25¢ retail.

RETAIL $1.49
6 ft.

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Stand Up Straight for One-Man Measurements

FAMOUS EVANS DOUBLE MARKINGS
Work in feet and inches?

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Work in inches?

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   very popular ranch-type designs
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                                 Dealer
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City ............................................. State

OCTOBER 1955
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Just press left and lift out to wash or paint

Removable R-O-W windows cost no more (usually much less) than other good-quality wood windows. Because we manufacture far more double-hung windows than any competitor, you can buy the highest quality plus the removable feature—plus the exclusive LIF-T-LOX balance at no extra cost. If you pay more than the price of an R-O-W window, you're bound to get less.
YOU CAN'T BUY BETTER

Replace sash above balance tab to re-engage LIF-T-LOX

Everyone talks about things that make homes sell faster. We have done something about it. Lift-out windows can be demonstrated as a bonus feature. Now, the exclusive LIF-T-LOX balance has been added for easier operation. It does not interfere with sash removal—there's nothing to unfasten. Just lift out the sash—the lock tab grips channel automatically, stays until sash is replaced.

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OCTOBER 1955
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Sparks Quicker Sales...
be Your decorative scheme
PERIOD TRADITIONAL

There's magnetic appeal to your prospect's eye, especially hers, in the spiritual warmth of pine paneling.

And with Crossett paneling in particular, produced as it is from Satin-like Arkansas Soft Pine, you'll install Nature's finest in mellow color, beautiful figure and lustrous texture attractively brought out by the wood's perfect affinity for transparent finishes of whatever tone. Your prospect will love it!

Easy to get, too, right from your local supplier in various patterns, together with complementary Arkansas Soft Pine trim, finish and mouldings. Certified to Crossett standards by registered trade and grade marks for ready identification.

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CROSSETT LUMBER COMPANY
A Division of The Crossett Company
CROSSETT ARKANSAS

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Fireplace and Chimney

No Masonry, No Mortar!
All Clearances BUILT IN!
Installs FLUSH to Walls, Floors, Joists, Beams!

One Man can install it!

Majestic's new, approved Thulman Fireplace and Chimney cuts both material and labor costs to rock bottom. Saves space, all clearances and safety features are BUILT IN! For 1, 1½ and 2-story units.

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Model 22
FLUSHED RECESSED FLUORESCENT
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All wiring is connected to removable pan, which is independent of housing.

another ATLITE designed for better lighting

ATLAS ELECTRIC PRODUCTS CO.
'319 Ten Eyck St., Brooklyn 6, N.Y.
a brand new concept of rolling door hardware!

Aluminum Track

WITH "PLASTER GROUND" OR "BUILT-IN VALANCE" by "Washington"

PLASTER GROUND TRACK*
for By-Passing Doors

Cut labor costs with a new track that can be installed and made an integral part of the door frame by simply plastering right up to the bead on the track. Sheetrock may be used in place of the plaster, if desired. This track comes in two sizes and will handle doors from ½" to 1½" thick.

The new “Washington” double-wheeled hangers have pivoted cross arms to distribute the weight load evenly, and have a “whispering wheel” with sealed-in ball bearings.

BUILT-IN VALANCE TRACK

Like the plaster ground track, this “valance” track also becomes a part of the door frame and saves a great percentage of time and labor costs. The valance eliminates need for wood trim, and can be painted or left plain—as the track is etched for beauty and durability.

All “Washington” side-mount hangers are interchangeable on aluminum track.

Track and hangers available in bulk or complete packaged sets.

WASHINGTON LINE
WASHINGTON STEEL PRODUCTS, INC., TACOMA 2, WASH.

For more information, see your dealer, or fill out coupon and mail to manufacturer for a free catalog.
For sales appeal: a kitchen line built by quality plumbing craftsmen

Eljer formed-steel cabinet sinks and wall and base cabinets offer the quality builder extra profit advantages—including the prestige appeal of a plumbing manufacturer of known quality. And here are other benefits for you:

A complete, but uncluttered line for easiest planning... sinks with integral base, and top premounted, to save installation time and costs... and one-source benefits for all kitchen and plumbing units. See your plumbing contractor or write Eljer, P.O. Box 386, Pittsburgh 30, Pennsylvania.
National Home Week stresses added livability

The seventh annual National Home Week, in progress as this issue went to press, promised to be another successful milestone among building industry drives to sell home ownership to the American people, according to early reports from several key centers.

Over 200 metropolitan areas were participating in intensely planned programs stressing higher standards of livability by combining improved design with increased space. Elaborate newspaper, television and radio promotion fanned the latent desires of average families for "a better home of their own."

Their response, now and later this fall, was expected to end any doubts which might still exist that the new-home industry was over-producing.

Their response, now and later this fall, was expected to end any doubts which might still exist that the new-home industry was over-producing.

Early attendance up 25%

Officials of the Long Island Home Builders Institute described the observance as "the biggest ever" and Emil M. Keen, president, estimated that 50,000 persons toured 300 models during the opening weekend. Attendance was adjudged 25 per cent over that of last year. "The event is merely the beginning of what we believe will be an extremely active fall season," said Otto J. Hartwig, executive vice president of the Institute.

Opening day brought over 2,000 home shoppers to visit a "Home-a-Rama" display of 15 scale models of current work by Westchester County, N. Y., builders. Mannie Shapiro introduced four Rye, N. Y., models in the $30,900 to $41,900 range; reported 30 deposits the first weekend.

Houston Home Builders Assn. patterned its show after the auto industry's annual introduction of new models with a "Homes of '56" display of over 60 houses which S. N. Adams, president, said "put house shopping on a supermarket basis." One van company there offered free moving to the first five buyers. Chicago builder Harry J. Quinn offered the same service to all buyers of his Pacesetter Homes during the "Week," regardless of distance.

Smith leads St. Paul parade

Earl W. Smith, president, National Assn. of Home Builders, addressed a National Home Week banquet at St. Paul, Minn., after leading a downtown parade with Governor Orville Freeman and Mayor Joseph Dillon.

"This year’s homes are definitely an improvement over last year's models," said Charles Marlow, president of the Birmingham (Ala.) Assn. of Home Builders. "Fine homes built today offer more encouragement than ever before for proud home ownership."

Irving C. Jordan, NAHB regional vice president of California summed up: "National Home Week not only marks the end of 10 years of great achievement but signalizes the readiness of the local home building industry to meet all future housing demands.”

I DO HEREBY PROCLAIM ... NATIONAL HOME WEEK

Florida Governor LeRoy Collins signing now-famous proclamation issued annually by many state and city executives. State home builder officials looking on are (from left) Bruce McCullough, vice president, Tallahassee; Ray N. Erskine, executive director, Orlando, and Perry E. Willits, president, Miami. A record Week is expected.

Walton Onslow, who has the year-long responsibility for "proclaiming" National Home Week as director of the program for the National Association of Home Builders, in his new quarters at the National Housing Center. Much of the program for NAHB’s 12th annual convention and exposition will be arranged here.
10 Russian builders arriving for Housing Center debut; 4-week tour

On the heels of National Home Week and a day before formal opening of the National Association of Home Builders' headquarters in Washington, D. C., arrival of a ten-man team of Russian housing officials coincided with a time when the home building industry was to have its best foot forward. The delegation will spend four weeks touring the United States, after attending the National Housing Center's opening ceremonies on October 3.

The invitation was extended by NAHB president Earl W. Smith, through Soviet Ambassador Georgi N. Zaroubin after it had been approved by the U. S. State Department. At the time, Smith said: "It is the earnest hope of the home builders of the United States that the Russians will accept this invitation in the spirit in which it is extended. We have received many similar delegations from Western countries in the past and have profited from a mutual exchange of information with them. I am confident that a visit by Russian building officials could be equally profitable to both the American and Soviet peoples."

The visitors are slated to inspect operations in New York and Long Island suburbs, Boston, New Orleans, Austin and Tyler, Texas; Los Angeles, San Francisco, Tucson, Seattle, Chicago, Fort Wayne and Washington, D. C.

Local NAHB chapters were quick to echo the invitation. David H. Augustus, Indianapolis (Marion County) president, wired Ambassador Zaroubin: "Home builders of Indianapolis extend a cordial invitation for your delegation to include the Crossroads of America in your proposed tour . . .”

Pat Harness, Houston executive officer, said builders there should welcome an opportunity to discuss housing “know-how” with the Russians. Sheron R. Shepard, Austin president, said he will invite Houston, Corpus Christi, Texas City and San Antonio builders to meet the Russians during their proposed visit to his city.

Dickerman’s Column

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

 Builders have chance to promote international good will

American home builders have long been proud of the remarkable accomplishments achieved by their industry since World War II. They built 10 million new homes in those booming post-war years, and built them better and more economically, in terms of real dollar values than anyone had ever built homes anywhere on earth. For years they have been telling the story of their growth and progress to the American people through industry and individual public relations. Now they’re telling the world about the housing revolution that has taken place and is still going on here in America.

That “let’s tell the world” spirit has been emphasized in recent months by an influx of foreign architects, builders and city planners who have been coming to the United States to find out what’s going on in American home building.

Host to Belgians, Germans

The National Housing Center in Washington, D. C. played host to teams of Belgian and West German builders even before the doors of NAHB’s new housing showcase were opened to the public. Both groups were keenly interested in our industry’s latest design and construction techniques as well as in the financing patterns that have made possible the astounding spread of home ownership in this country during the past decade.

Group of German builders gather in conference room of National Housing Center, Washington, D. C., after pre-opening tour of the building, to hear Joseph B. McGrath, NAHB legislative director, explain growth of the home building industry in the United States. The visitors have been studying housing methods in various sections of the country under the auspices of the International Cooperation Administration.

Of equal importance was their eagerness to pass along their own know-how and to persuade American builders to pay a return visit to Europe for a look at continental building methods.

Perhaps the most dramatic illustration of the new international look in housing, however, is the U. S. housing tour offered by NAHB to a group of Russian building officials. The significance of that offer goes far beyond an exchange of housing information, important as that is. It is a demonstration by the home building industry of its willingness to accept national responsibility and to help the U. S. Government in its efforts to promote world peace and stability. The free exchange of knowledge between peoples is an essential to mutual understanding and friendship, and surely there can be no more effective way to telling the American story than by showing how Americans live and the homes they live in.

Can explain know-how

We in the home building industry have a responsibility to broaden and extend this type of international exchange, through the facilities of the National Housing Center and through the efforts of individual American builders. In doing so, we shall also be taking advantage of an opportunity to show the world the real basis of America’s strength—the “know-how” and ingenuity that have made this the best housed nation on earth.
8-month starts 130,000 ahead of 1954 pace

After a dip in July, the upward trend of housing starts was resumed in August, with the Bureau of Labor Statistics reporting 123,000 new units under way, compared to 114,300 in August a year ago. In each month, public housing accounted for but 1,300 homes.

During the first eight months, 927,800 starts were reported, or 128,100 more than the total for the first two-thirds of 1954. Though many early-season predictions have been revised downward to about 1,300,000 starts for the year, the figures for the remaining four months need only match those of last year to bring about a total of approximately 1,350,000.

BLS revised its estimate for May starts from 132,000 to 137,600. Dollar volume of new private residential construction amounted to $1,492 million in August, a 14 per cent gain over the same month in 1954. Eight-month total was 27 per cent higher this year.

For the 12th straight month, the Veterans Administration received GI home loan guaranty applications topping the 50,000 mark, with a total of 54,310 reported in July. During the same month, VA received 85,339 appraisal requests of which 51,412 were for new houses and the balance, existing houses.

VA eases loan curbs

Meanwhile, potential starts were raised when VA ruled it would exempt from credit requirements any home that FHA considers exempt from its July 30 regulations, provided that an appraisal request for such home was submitted by September 30. Thus, a large number of homes, reportedly ranging anywhere from 100,000 to 300,000, are eligible for the 30-year, no-down payment loans, provided the financing can be obtained.

Proposed extension of the GI housing program, due to expire July 25, 1957 for veterans of World War II, has aroused the opposition of Congressman Olin E. Teague of Texas, chairman of the House Veterans Affairs Committee. A much-decorated combat leader in that war himself, Teague has said that any veteran who did not use his housing rights within the ten years, ought to be able to join in the non-emergency housing program open to other citizens.

Teague has also charged that what was originally a veterans' emergency program has been converted to a program for mortgage bankers. "If it's a veterans program," he queried, "why did the administration recently raise the interest rates on GI housing loans from 4 per cent to 4 1/2 per cent?"

VA's recent announcement about the average veteran who bought a home last year affords some interesting comparisons with a similar FHA study revealed three months previous.

The average VA buyer had an income of $5,780, or $641 more than the average FHA buyer. His home (60 per cent of the sampling referred to new houses, the balance to used dwellings) cost $11,640 compared with the FHA average of $10,679 for a new house or $11,549 for an old one.

His down payment averaged $1,100, while the FHA new home buyer's was $1,816; used, $2,519.

Two of every five VA new home loans were made without down payment and more than a third had maturities from 26 to 30 years.

Two baths, please

Survey of plumbing supply houses in five states indicates that 22 per cent of new homes have more than one bathroom, while 12 per cent have two full-size bathrooms. Commercial Discount Corp., Chicago, made the study among plumbing suppliers in Illinois, Ohio, New York, Maryland and Massachusetts.

Follow example of auto makers, Cortright urges

Builders who want to insure a continuing high rate of sales should take a leaf from the book of the automobile manufacturers and upgrade their product, declared Frank W. Cortright, former executive vice president of the National Association of Home Builders, at the first fall meeting of the Long Island Home Builders Institute in Garden City, N. Y.

"People are buying cars now," said the California builder and consultant to Youngstown Kitchens, "not because they need them, but because they get new colors, gadgets and power.

"If we're going to hit 1.3, 1.4 or 1.5 million new houses next year, we're going to have to upgrade, because people have adequate shelter now. We're going to get sales by giving them something better: put charm, appeal, etc., into our houses; pick a location people want and get the best possible design for this particular market."

Cortright pointed out that 30 million persons are moving every year, nearly one-fifth of the nation's population. To induce many of them to acquire new houses, he said, "we must stand off and look at what we're doing, how we're doing it and decide how we can do it better."

Following the talk, Emil M. Keen, president, presented Cortright with a framed certificate designating him as a life member of the Long Island Institute.

David C. Slipher, field service director of ACTION (American Council to Improve Our Neighborhoods), pointed out that "we're very close to losing one million homes a year to slums, so that we're not progressing as rapidly as new housing figures would lead us to believe."

Slipher, a builder associated with the Fritz B. Burns organization of Los Angeles, reported that the Advertising Council is now sending out kits to consumer and trade media to spread the story of ACTION and its drive for slum improvement.

To offset in part the high number of dwellings lost to slums each year, a new report from the Bureau of Labor Statistics reveals that as many as 300,000 older homes have been completely removed from the nation's housing supply in each of several recent years. This total is several times higher than those reported in previous BLS studies of housing demolitions.
Offer special disaster loans to help rebuild flooded areas

Replacement housing in flood-stricken areas of New England and other Eastern states is being built with benefit of relief from the higher-down-payment and shorter-mortgage-term requirements recently imposed by the Federal Housing Administration.

FHA-insured mortgages on replacement housing may run 30 years and they may be of the maximum amounts authorized by law, which means 95 per cent of the first $9,000 of value. Special disaster terms on low-cost, long-term financing available FHA, permit loans up to 100 per cent of value (no down payment) for housing valued up to $7,000 per unit. Under Title I, FHA is insuring loans up to $2,500 over a three-year term for repair and restoration of damaged homes.

Other constituents of the Housing and Home Finance Agency took corollary actions.

○ Federal National Mortgage Assn. is making advance commitments to purchase from private lenders FHA and VA mortgages made to disaster victims.

○ Voluntary Home Mortgage Credit Program is helping to find mortgage money for qualified applicants unable to get financing locally.

○ Community Facilities Administration is able to make loans to public agencies for restoration of essential public works.

○ FHA authorized all lenders to work out arrangements to suspend payments temporarily on home mortgages and Title I loans with FHA borrowers whose homes were destroyed or damaged.

Flood insurance studied

Meanwhile, Administrator Albert M. Cole of HHFA has set up a flood disaster advisory committee, composed of representatives of the insurance industry, to study feasibility of flood insurance for home owners. A team of FHA technical experts is also working on the problem.

"What we want," said Cole, "is a system of flood insurance that the insurance companies will be able to offer persons living in potential flood areas at rates that are within the means of the people living in those areas. This should be a private industry program with the backing of the government."

Cole also directed the Public Housing Administration and Local Housing Authority to recondition immediately 200 housing units built during World War II under the Lhanam Act. They are to be made available to homeless flood victims in Waterbury, Conn., who will be certified by the Red Cross.

In other flood relief activity, Defense Mobilizer Arthur Flemming said home owners and businessmen in the affected areas can apply for Federal aid to temporary Small Business Administration offices which would handle applications from the $900 million fund available under the Defense Production Act. SBA can make 20-year home loans and 10-year business loans under its disaster lending authority.

Private groups act

In the wake of the report that some 15,000 homes had been destroyed or damaged by floods," John M. Dickerman, executive director of the National Association of Home Builders, reported that a two-man emergency team of housing experts had been sent to the New England area to help coordinate the relief and rehabilitation efforts of home builders.

Dickerman said NAHB's assistant director of construction, Gordon G. Hazell and Joseph F. Degnan of the field service department were sent to Providence to assist the Rhode Island Home Builders Assn. in immediate relief work and in planning for rebuilding and repair of housing.

He also noted that one of the home building industry's major concerns is to protect flood victims from the operations of "suede shoe boys" and other contracting racketeers who may attempt to sell "phony" rebuilding contracts. He was joined in this warning by Hugh R. Jackson, president of the New York City Better Business Bureau.

Test for teachers

The National Association of Home Builders currently is conducting a contest in which an elementary school teacher can win $500, $250 or $100 for reporting on "How I Teach Housing in My Grade."

Launched September 1, the contest will run until May 1. Under the direction of Ernest B. Norman Jr., chairman of NAHB's educational committee, its purpose is "to encourage teachers who already have the subject of man's shelter as part of their required curriculum to discover the many excellent ways there are to enrich their instruction in this particular subject area."

FHA reserves up

Reserve funds backing up the Federal Housing Administration's loan insurance programs were increased about $64 million during the fiscal year ended June 30. According to Commissioner Norman P. Mason, the total has now reached $417.9 million. Of $71 million net earnings during the year, he said $7.2 million was distributed as participating payments from FHA's mutual insurance fund to eligible mortgagees.

FHA has turned over seven technical problems for study to the Building Research Advisory Board. By next June 30, it expects to have reports on protection against decay and termites in wood frame construction; performance standards for domestic hot water heaters; anchorage of exterior walls to various types of foundations; effect of automatic washers on individual disposal systems; data for establishment of standards for installation of wood block flooring, use of vapor materials under concrete slab floors as ground cover in crawl spaces, standards for manufacture and installation of concrete face brick.

Frank J. Meistrell, FHA general counsel for the past 13 months, has stepped up to the post of deputy administrator of the Housing and Home Finance Agency. Administrator Albert M. Cole said the appointment was in recognition of Meistrell's "excellent record in the FHA post," particularly on Section 608 "windfall" cases and in reorganizing FHA's legal division.

Cole also named Sidney W. Jagger as a special assistant to succeed Ralph A. Homan, who resigned. Jagger was formerly located in Fort Worth, Texas, as a field representative for the Urban Renewal Administration.

Owners want space

Fifteen per cent of home-owning families and twice as large a proportion of renters are dissatisfied with their current housing arrangements, according to the Federal Reserve System's study of real estate market.

Many reasons were given, but "insufficient space was apparently the most common source of dissatisfaction," the survey stated. Also noted was the fact that "availability of mortgage financing on favorable terms during most of the post-war period has encouraged owner-occupancy."
Network telecast to open
Cleveland NRLDA show

Second annual building products exposition of the National Retail Lumber Dealers Association, will open in the Cleveland Public Auditorium at 1 P. M. Tuesday, October 11, following a nationwide telecast on the NBC "Home" program describing the show and the city's neighborhood improvement program.

Highlighting the program are several actual demonstrations of materials handling procedures and of store and office equipment, to be held during clinic discussions on each of the four days. Clinic leaders are: Thomas Dougherty, Cleveland, cost-cutting methods of handling materials; Russell W. Nowels, Rochester, Mich., modern store layout and display; Elias W. Nattle, Denton, Md., mortgage money and consumer credit; Paul V. DeVille, Canton, Ohio, construction component techniques; Warren E. Carter, Akron, Ohio, correlating advertising to sales; and W. B. Kennedy Jr., Oklahoma City, developing the farm market.

Start housing probe

Another Congressional housing investigation by the House Banking and Currency Committee's housing subcommittee, headed by Representative Albert Rains of Alabama, will begin hearings in New York October 5 and in Philadelphia October 12.

Rains said the subcommittee wanted to learn why slum clearance and urban renewal programs "haven't got off the ground." It is also interested in FHA's multi-family housing program, availability of mortgage credit, effects of the more restrictive down-payment and loan-term requirements, and operations of the Federal National Mortgage Assn. and Voluntary Home Mortgage Credit Program.

DEALER'S VIEWPOINT

Panel display boards gain nationwide acceptance

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

Even the best of new ideas often take hold rather slowly. That is true even in a highly competitive business like the construction industry where manufacturers, wholesalers, builders and retail lumber dealers eagerly watch for new ways to gain an advantage.

A case in point is the NRLDA panel display which made a big hit in October, 1954, when first introduced to dealers and producers at a merchandising clinic held during our first building products exposition.

Only now is the idea being put into effect on a national scale by manufacturers and dealers, although the principles have been open to anyone wishing to adopt them ever since they first were introduced.

The panel displays catch on because of these distinct advantages:

- They are simple and inexpensive to put up.
- They are designed to make sales as well as attract attention and create interest.
- They can be used to sell large ticket end-use packages as well as individual products.
- They can be used by any dealer no matter how large or how cramped his display space may be.

Small display area used

That latter point is especially important. Many dealers who have relatively little display space in their sales room find it difficult to get any large number of products out on display. The display panels, which usually measure 30 by 80 inches, take up a minimum of space and can be placed along a wall or in any convenient spot in the room.

By using a swinging or sliding rack, a dealer can provide space for a dozen or more panels, and any one of them can be readily shown to a customer or moved out to good display space whenever desired.

Dealers with ample space also use the panel displays freely because they can be employed to give special emphasis to end-use packages when their seasonal appeal is at its peak.

Easy assembly possible

The elements making up a panel display are simple: an attention-getting headline describing the central idea; a list of selling points; an end-use photo which can be cut out of a current magazine; samples of the principal products involved; literature describing the products; a list of related items needed; and price information in terms of the cost per month of carrying out the end-use theme.

All these parts are mounted on a piece of perforated hardboard giving the dealer a selling display that can be used over and over whenever it has a seasonal appeal and whenever a customer wants information about the package or products it describes.
International home building exposition planned for May by New York builders

Plans for a 1956 International Home Building Exposition, said to be the largest show of its type ever undertaken, have been announced by a group of New York builders, including several officers of the New York State Home Builders Association. Open to the public, it is scheduled for May 12-20 as the first exhibit to utilize all 301,000 square feet of floor area in the New York City Coliseum, now under construction.

The sponsor is Home Building Industry Presentations, Inc., headed by Charles M. Jaeger of Rockville Centre, Long Island, who is president of the state association. More than 500 exhibitors are anticipated, displaying their newest products and services in an atmosphere described as a "showcase for better living." Special features are to include at least three houses, a "Hometown, U.S.A." section of 100 scale models representing current housing in the metropolitan area, a department for home furnishings and decoration, and a theater for presentation of industry films.

Robert A. Durk, former executive vice president of the state builders' group, has been named exposition director, while Hayward A. Cleveland resigned as field secretary of the Long Island Home Builders Institute to become public relations director. John Owen, formerly with National Home Shows, Dallas, Texas, is director exhibit sales.

Chairman of the exposition's board is Walter G. Stackler of Roslyn, former president of the Long Island Home Builders Institute. Other officials, all builders, include Oscar R. Giesecke, Tonawanda; Henry J. Pileggi, Nyack; Attilio Giarrusso, Syracuse; Martin I. Moss, Great Neck; Bernard Kronsby, Jamaica, Norbert H. Schickel, Ithaca, and Victor Heaps, Buffalo.

Starts high, but builders move

If the rate of building permits issued during the first eight months continues unchanged (about 3 per cent above 1954), Long Island's total permits for the year will be about 50,820, predicts Emil M. Keen, president of the L. I. Home Building Institute. In the face of all this activity, the scarcity and high cost of available land for developments has influenced several Island builders to other areas . . .

Among them are Thomas Romano, who last summer 18 opened a 2,000-home community near Washington, D.C.; Angelo Aragona, at work on a 175-unit tract in Albany; Alexander J. Fuller, building 92 units in Baldwinsville, N. Y. and Krown Builders, starting 86 houses in the New Rochelle, N. Y., area . . .

Louis W. Licht, whose Licht Realty organization is sales agent for numerous Long Island building firms, reports he has organized a bicycle of these builders and several architects to buy 36 parcels of land near Lakehurst, N. J., and eight more tracts near Toms River, N. J., totaling 15,206 acres. The builders were not identified, but Licht said that long-range plans were under way to develop the property with homes for 200,000 persons, after setting aside large sections for industry, shopping centers, schools and parks . . .

Suites top Montreal housing

Greater Montreal area in Canada reported 11,739 new housing units completed in the first seven months, 24 per cent ahead of 1954 and heading for an almost certain record. Surprisingly, the bulk of the new units represents apartments. There were 5,516 suites, 4,427 private dwellings and 1,784 duplex units . . . One of Canada's largest new projects, the 500-home Bendale Park in Scarsborough Township, Ontario, opened recently with four split-level, open plan designs as models. They were named for California—Pasadena, Santa Anita, Santa Barbara and Catalina—where that type of architecture has not yet become too popular. Price-Bilt Homes Ltd. (Harold Price) plans to erect 200 of the houses, while remaining units will be distributed among several other builders . . . H. S. Muroff has succeeded Charles Tabachnick as president of the Windsor, Ontario, HBA.

Members of HBA of Northern New Jersey, concentrated in Bergen County, have built more than 90,000 new homes valued at over $1,260,000,000 since group was founded 11 years ago, reports Fred R. Brunetti, president, in a National Home Week statement . . . Max Odlen, vice president of the Home Builders League of South Jersey, at Camden, notes that the local planning commission estimates Camden County will increase its 1950 population by 26 per cent to 380,200 in the next decade . . .

NAHB president Earl W. Smith will address the forthcoming New England Council of HBA convention, to be held October 27-29 in the Sheraton-Biltmore at Providence . . . Smith will also do the honors at Ohio HBA's 12th annual convention and exposition November 13-15 at Dayton - Biltmore, Dayton. Past NAHB president Thomas P. Coogan and Rodney H. Lockwood are listed for talks . . . residential building contracts in Iowa were up 66 per cent the first half of 1955, according to a report from State U.

TOKEN OF APPRECIATION

A. J. Alexander (left), for more than 10 years serving without remuneration as secretary-treasurer of the HBA of Greater Akron, Ohio, received this new car as gift from members. Victor Gross made the presentation. E. E. Kauffman, president, is at right.
Several St. Louis projects delayed by sewer problem

Several home projects in unincorporated areas of St. Louis are faced with extensive delays, following an order issued September 8 by County Supervisor Luman F. Matthews which required the withholding of construction and occupancy permits from builders operating in any section where the sewer problem is considered dangerous to public welfare. Shortly after the report, M. Eugene Baughman, county planning director, withheld approval of plans for a 97-home project and was considering halting seven other subdivisions. Metropolitan Sewer District was urged by Matthews to review plans previously submitted for a new trunk line before expending more funds for surveys . . .

Three years to the day after they started the 629-acre Ruskin Heights community at Hickman Mills, near Kansas City, Praver & Sons delivered the 1,850th and last home in the project and immediately announced acquisition of an adjoining 220 acres. New site, called Ruskin Hills, will be improved with 840 three and four-bedroom houses in $10,700 to $15,500. Pravers have built about 10,500 houses in past ten years, mostly in Kansas City and New York regions . . .

Operation 'Green Thumb'

Chicago Metropolitan HBA is planning to finance "Green Thumb" clubs in the schools to encourage planting of trees, shrubs and flowers on school sites. According to Roy Davis, a director, builders and educators are joining forces in the hope that "Operation Green Thumb" will curb vandalism and spur beautification of blighted areas . . . HBA of Illinois will hold its second annual convention October 7-8 in the Leland and Abraham Lincoln Hotels, Springfield . . .

Although the Builders' Assn. of Metropolitan Detroit will not hold its annual home show until next April, the featured 1956 Ideal Home is already well under way by Edward Rose & Sons. It will have glass-covered porches between house and garage, two patios including a play court adjoining sliding glass doors of the family room. The Rose

ST. PAUL STAFF GROWS

John E. Bohman, executive director of St. Paul HBA, welcomes Angelo Bartoletti "into the fold" as assistant director specializing in FHA-VA matters. Bartoletti had served eight years with VA office at St. Paul, organization's new sound-color film, "Homes for America," has been selected for showing on seven Armed Forces television stations . . . Sam Hechtman, Nathan I. Golden and Jack Sylvan (Practical Home Builders, Inc.), who built over 600 houses in the first eight months of the year, opened a 175-unit project at Ecorse during National Home Week, plan to start over 200 more houses next month in Inkster, raising their year's output above the 1,000 mark . . .

Cleveland seeks 'Ohio Home'

Second annual "Ohio Home" contest sponsored by HBA of Greater Cleveland and the Cleveland Home & Flower Show will close November 12, with large cash prizes to be awarded for winning designs of a basementless one-story house suited for a 70x120 lot and practical for a man and wife with son and daughter. Size is limited to 1,150 sq. ft., exclusive of breezeway and garage or carport. Melvin Freeland and Leonard Merrick of the HBA will serve as judges, along with Morgan Yost, Chicago architect, and several local architects. The winning design will be built by the HBA under sponsorship of the Chamber of Commerce as one of the featured homes in the 1956 home and flower show . . .

Other upcoming home shows include Saskatoon, Saskatchewan, Canada, November 8-12; Canton, Ohio, February 28-March 4 and Decatur, Illinois, March 7-11 . . . Indiana Limestone Institute will hold a stone industry convention October 9-11 at French Lick, Indiana . . . An NAHB-sponsored advanced course for home builders will be held November 7-16 at the Small Homes Council, University of Illinois, Champaign-Urbana, Illinois . . . Milwaukee's 10th annual Parade of Homes, scheduled for National Home Week, has been postponed to October 15-23, according to Joseph J. Mollica, general chairman, because of delays attributed to the magnitude of the project—75 homes side by side . . .

Personals in brief


News from the North

Lawrence
Vescovo

Armstrong
Golden

Builder's Institute, will edit the first edition of the organization's monthly magazine . . . Wisconsin's Senator Alexander Wiley will be the principal speaker October 31 at a building trades' apprenticeship competition and testimonial banquet at Madison, Wis., sponsored by the Madison Builders Assn. and several other trade groups and unions . . .
ONLY NUTONE GIVES YOU A

10 Year Guarantee
on Ventilating Fan Grilles

NUTONE ALUMINUM GRILLES CAN'T RUST
they're Anodized

TROUBLE-FREE PERFORMANCE GUARANTEED BY $500,000.00 Bond

Why take chances with Ventilating Fans still using old-fashioned chrome grilles that rust?

Now you can have NuTone's ANODIZED ALUMINUM Grille... GUARANTEED ABSOLUTELY RUST-PROOF.

NuTone's mirror-bright grille is easier to clean... will not stain or streak... and it is guaranteed for 10 years!

You can sell the idea of QUALITY in your homes — by displaying this 10-year Guarantee tag.

NuTone backs up its Ventilating Fans and other products with a $500,000.00 SERVICE POLICY — to protect you against service call-backs, due to any defective part.

This is not just an ordinary parts warranty — but a genuine bond that pays for LABOR TIME — in the event of a service call-back.

Write for FREE Catalogs and Installation Data on NuTone Ventilating Fans, Range Hoods, Door Chimes, Electric Ceiling Heaters.

NuTone, Inc. Dept. AB-10 Cincinnati 27, Ohio

NUTONE Prevents Service Troubles!

10 BASIC CEILING AND WALL MODELS, $24.25 to $39.70 List
We Sawed This **TUFFIE BLADE** in Half!

See For Yourself Why EVEREADY'S NEW

By the Makers of EVEREADY BRIKSAW and EVEREADY CONCRETE SAWS

BREAKAGE-RESISTANT

**TUFFIE** IS

**TUFFER!**

**FASTER** — and

**SAFER** than ever!

1. **FRICION-FREE SIDES** ADD MORE THAN 2,000 C U T T I N G E D G E S T O E A C H B L A D E
2. **REINFORCED WITH TUFF FIBER GLASS** (Breakage-Resistant)
3. **AND EXTRA REINFORCING AROUND THE HUB** ON BOTH SIDES — YOU'RE PROTECTED 3 WAYS WHEN CUTTING WITH NEW TUFFIES

**CUT HARD OR SOFT MATERIALS**

There's a new TUFFIE Abrasive Blade to cut ANY Masonry Material—HARD to SOFT—with 3-Ply Protection built right in! Bend it! Drop it! Twist it! New Breakage-Resistant TUFFIES are SAFER THAN EVER!

New side-wall design, with more than 2,000 Xtra Cutting Edges, cuts FASTER and CLEANER—eliminates drag—puts all the power in the cut. ALL EVEREADY Blades—Xtra-Cut Abrasive, Ready-Cut Diamond and Reinforced TUFFIE—are made to fit every make or model Masonry Saw.

**NOW—CUT ALL MASONRY MATERIALS WITH NEW 3-PLY BREAKAGE-RESISTANT TUFFIE**

**WRITE FOR FREE BOOK**

Your Local EVEREADY Dealer Has The New 3-PLY TUFFIE Ask For Them Today!

**EVEREADY BRIKSAW CO.**

1509 South Michigan Blvd.

CHICAGO 5, ILLINOIS
They liked this salt box in Ohio

Long a popular design on the eastern seaboard, the colonial salt box pictured here seems to be moving further inland, where its prestige is on the increase. Right now, it is going up in large numbers just outside of Columbus, Ohio, in a mushrooming suburb known as Lincoln Village.

It has appeal for those who deplore the passing of the dining room. It also appeals to those who like a separate family room complete with fireplace and picture window, and with utility room and entry closet. The house has an uncrowded kitchen and plenty of room on the second floor for storage. And it has a clothes chute, a step-saving feature if there ever was one. All in all, it offers the buyer more for his money than many of today’s split levels.

Among its construction features are these: slab floor; gas-fired, forced air perimeter heating, with furnace located in the storage room just off the family room; all heating ducts vented under windows; standard 2x4 stud walls and 2x8 floor and ceiling joists; 2-inch ceiling and roof insulation; pre-fab chimney. Garage is optional, and can be attached later if the buyer so desires.

Other features making this a very saleable salt box are: automatic washer, dryer and garbage disposal units; combination storm and screen doors; colored bathroom fixtures and ceramic-tiled bath and shower.

WITH MORE STORAGE area on its ground floor than many one-story houses have, salt box offers even greater storage space above. Bearing walls have extra footing support, while slab itself rests on 8-inch foundation.
SALT BOX PLAN: TWO-FLOOR STORAGE

SALT BOX CENTER: LINCOLN VILLAGE

1. One of the largest planned communities in the midwest, Lincoln Village is the brainchild of Murray Lincoln, head of the Peoples Development Co., Columbus, Ohio.

2. Originally a 1,170-acre tract of farm land two miles from Columbus, the Village was officially opened in April, 1953, is scheduled for completion in the latter part of 1960.

3. It is located in an area where incomes average over $5,000. Two giant industrial plants built by Westinghouse and General Electric are close by—are in fact within walking distance.

4. It offers buyers a choice of several different house styles ranging in price from $12,250 to $34,000.

5. Its most popular house is the salt box, though contemporary designs, both brick veneer, clapboard and shingle are selling well.

6. It attributes popularity of the salt box largely to the moderate price, first floor family room and big storage room on second floor.

7. Its houses average about 1,000 square feet of floor space. Most are one-story with basements on 65' x 125' lots.

8. It includes practically all the necessities of community living—schools, parks, apartments, and a super deluxe mall-type shopping center.

9. Its curvilinear streets vary in width from 26 feet to 62-foot boulevard (U.S. highway 40) along shopping center.

10. Its king-size blocks reduce number of intersections to a minimum. Menace of most communities, the "blind" intersection, is eliminated.

COMMUNITY plan of Lincoln Village shows the transition from farm land to suburb. Note the curving streets.
Families living in air conditioned houses get more and better sleep, spend more of their waking hours together, do more entertaining at home and require less time to maintain their homes than other families who occupy non-air conditioned residences in the same area.

These facts (see chart below) were revealed by The National Association of Home Builders from data taken by a research team which secretly tested psychological and physiological reactions of the 22 families living in “Air Conditioned Village” at Austin, Texas and those of families in similar, but not air conditioned homes.

The village was built early last year under the sponsorship of the NAHB Research Institute, Air Conditioning and Refrigeration Institute, National Warm Air Heating and Air Conditioning Association, and interested manufacturers. The prime purpose of the experiment was to develop engineering data leading to better and more economical air conditioning equipment. Results of these tests will be released later this year, the Association said.

<table>
<thead>
<tr>
<th>What Air Conditioning Means</th>
<th>HOURS SLEEP AVERAGE SUMMER NIGHT</th>
<th>CHILDREN</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMFORT</td>
<td>8.5</td>
<td>6.5</td>
</tr>
<tr>
<td>WED DRY</td>
<td>6.9</td>
<td>5.9</td>
</tr>
<tr>
<td>DAY TIME MAP DAILY SUMMER AVERAGE</td>
<td>0.75</td>
<td>1.50</td>
</tr>
<tr>
<td>NEAR EMBRACE</td>
<td>1.25</td>
<td>0.50</td>
</tr>
<tr>
<td>WORK</td>
<td>CLEANING HOURS PER WEEK</td>
<td></td>
</tr>
<tr>
<td>NEAR EMBRACE</td>
<td>0.25</td>
<td></td>
</tr>
<tr>
<td>SOCIAL LIFE</td>
<td>HOURS TOGETHER AS FAMILY GROUP PER WEEK</td>
<td></td>
</tr>
<tr>
<td>CHILDREN</td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td>FAMILIES WITH SMALL CHILDREN</td>
<td>2.0</td>
<td></td>
</tr>
<tr>
<td>FAMILIES WITH TEENAGERS</td>
<td>2.9</td>
<td></td>
</tr>
<tr>
<td>FAMILIES WITH OLDER</td>
<td>3.3</td>
<td></td>
</tr>
<tr>
<td>GUEST-HOURS ENTERTAINED INDOORS PER WEEK</td>
<td>2.0</td>
<td></td>
</tr>
<tr>
<td>ADULTS</td>
<td>3.0</td>
<td></td>
</tr>
<tr>
<td>CHILDREN</td>
<td>6.0</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>2.8</td>
<td></td>
</tr>
</tbody>
</table>

For a complete round-up of what’s new in year-round air conditioning, refer back to “Cooling...what’s new...what’s ahead,” in our August issue (pages 94-98).
In all its relaxed dignity, the true answer to modern living. Gracious in every appearance, this is the type home that affords recognition to its individuality. Its pre-assembled construction is advantageous in many ways, and a far cry from the industry's original efforts. This masterpiece of coordinated design will surely complement the lives of its owners.

Illustrated is one of the many Scholz Hillside models especially tailored to rugged terrain.

Views of the Rear Terrace and the Front Elevation point up the many claims to outstanding design.

Bonafide Builders: Wire or call collect for complete information.
Which of these wood windows has its quality IDENTIFIED?

Here are two double-hung wood window units. Both may be of the same quality. The one bearing the A.W.W.I. Seal of Approval has such quality identified at a glance.

This seal is the fabricator's certification that the window unit meets the quality specifications of U. S. Commercial Standard 190-53. It is the fabricator's assurance that the unit is made of carefully selected wood—properly dried—preservative treated for long life. It is assurance, too, of effective weatherstripping and of easy, correctly balanced sash operation.

Today—when quality is the watchword in construction, the A.W.W.I. Seal of Approval is positive certification—to you and the home owner—of quality in windows. Get full information from your supplier or write 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.
HERE'S THE DOOR THAT GIVES YOU MORE!
Strand Design Saves You Installation Time and Money

This all-steel "beauty" is the quickest garage door of them all to install! Your installed cost is reduced by Strand's quicker, easier installation. The one-piece door leaf saves assembly time at the job. Factory-assembled hardware (including new adjustable track hangers) cuts installation time. No prime coat of paint is needed — another saving.

Strand's horizontal lines blend with today's design. And — its beauty lasts, because Strand Door is all-steel, galvannealed with a heavier, hot-dip zinc coat for rust protection (steel can't ever rot, shrink, sag, warp!). You give your owners modern beauty and lifetime durability — you do away with the "grief" and cost of complaints and call-backs.

Huge volume, concentrated in only 3 sizes, makes Strand America's biggest garage door value. Strand all-steel Garage Doors come in 9' x 7', 8' x 7', and 16' x 7' sizes. Easy to get in a hurry — through 150 distributors and thousands of dealers all over the country.

5 NEW Features...
- New captive track provides added protection — keeps roller enclosed
- New stainless steel, automotive-type "T" handle has larger grip, more strength, better looks
- New Nylon rollers, for all single receding doors, ensure silent operation
- New round-corner vision lites have continuous auto-type rubber moulding (they're optional at added cost)
- New adjustable track hanger cuts installation time

Strand Garage Doors are the product of a 50-year-old company, which also makes: Fenestra Steel Residence Casements, Projected Windows, Window Walls, Basement and Utility Windows, Metal Trim, Lintels, Metal Residential Swing and Sliding Closet Doors, Stock Steel Industrial and Intermediate Windows.

A 32-page book that will give you a lot of quick and easy garage "know-how." Contains 12 smart designs and sensible floor plans, how-to-build instructions, material lists, driveway sketches, etc.
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 appli-
 ances should be installed and displayed for greatest
  appeal.

  Furthermore, G.E. will provide you with a com-
  plete 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 certifi-
  cate can be.

  Progress Is Our Most Important Product

  GENERAL ELECTRIC
American Houses, Inc.
presents a proved and profitable
"Builder-Dealer Program"

American Houses, Inc., one of the oldest prefabricating firms in the business, offers to selected residential builders a tested and proved "Builder-Dealer Program", carefully developed to give valuable advantages to those who qualify.

Authorized American Houses Builder-Dealers, under the terms of this new plan, get an assigned territory. All inquiries received by American Houses pertaining to that territory will be forwarded to the Builder-Dealer.

Bonus Plan

Each year, American Houses will pay to its Builder-Dealers a Bonus, based on the Builder's net sales during the fiscal year, according to an established schedule.

This new program is only one indication of the close interest and constant help which American Houses offers its Builder-Dealers. Such interest and help can build your sales and give you increased returns from every working dollar. And there are American Houses designs which suit your markets—from $7500 to over $35,000, in traditional and modern styles.

AMERICAN HOUSES IS FRANCHISING BUILDER-DEALERS IN THE FOLLOWING STATES:

<table>
<thead>
<tr>
<th>Massachusetts</th>
<th>New York</th>
<th>Delaware</th>
<th>Virginia</th>
<th>Tennessee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connecticut</td>
<td>Pennsylvania</td>
<td>District of Columbia</td>
<td>North Carolina</td>
<td>Georgia</td>
</tr>
<tr>
<td>New Jersey</td>
<td>Maryland</td>
<td></td>
<td>South Carolina</td>
<td></td>
</tr>
</tbody>
</table>

For further information, write or call:

American Houses Inc.
DEPT. AB-9, 165 WEST 46TH STREET
NEW YORK 36, N.Y. Plaza 7-6100
The first new... all-new "Custom" door at standard prices

An outstanding example of the "Kawneer Touch"... the new all-welded aluminum door can be "customized" to your needs. Now you can specify a door that is 10% stronger than similar doors, provides a clean, seamless, eye-appealing appearance, and features interchangeable hardware... yet the cost compares with other standard doors. Here is the only stock door that can be styled to any type of store. Learn all about it now. See your Kawneer dealer or write Kawneer, Niles, Michigan.

Now! - identification hardware "individually designed"

Kawneer offers a choice of four different styles of hardware. The two styles shown have interchangeable face plates. If you wish a face plate to identify any type of business or name, all you do is have artwork prepared. Kawneer will laminate it in plastic, etch it on aluminum, or produce it on any material you desire and in any color. The cross-hatch plate is then merely replaced right on the job with the new design.

 Completely welded construction for greater strength—lower cost

- 10% stronger than most doors
- New "deep-weld" penetrates metal 100%
- Hairline joints and unblemished finish for attractive appearance
- No exposed, unsightly screws
- Seamless tubular frame construction
- Long lasting beautiful alumilite finish

OCTOBER 1955
America's Most Complete Line for WEATHER-SNUG HOMES

M-D
MACKLANBURG-DUNCAN CO.

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.

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

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

ONE 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.
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.

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 — 26”, 32”, 36”, 42” and 48”. Packed in individual cartons.

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.

GLAZING COMPOUND

You can recommend this glazing compound with complete confidence that it always "stays put." Packed in ½ pt., pt., and qt. cans, 35 lb., 50 lb., 100 lb., and 880 lb. drums.

Asphalt PLASTIC

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!
why invite FIRE?

KEYMESH - lath for overall reinforcement. Made of galvanized woven wire. Especially recommended for ceiling construction.

KEYCORNER - strip lath, preformed to fit snugly in corners. Lies flat when applied to joints. Galvanized to prevent rust streaks.

KEYBEAD - corner lath with precision formed bead for outside corners. Open mesh assures strong, solid plaster corners.
you multiply fire resistance for pennies per square foot with

KEYMESH

Some types of walls and ceilings invite fire.

When you use lath and plaster, plus KEYMESH, you cut fire hazard immeasurably. Just compare the difference.

With frame construction, a ceiling with exposed joists is gone in 15 minutes. Finished with gypsum lath, lightweight aggregate plaster and Keymesh, it stands up an hour and 36½ minutes.

With open web steel joists, the ceiling fails in 7 minutes when joists are exposed. Add gypsum lath and 1" of lightweight aggregate plaster over KEYMESH and the ultimate fire resistance is 4 hrs. and 26 min.

With most types of light construction you'll find that lath and plaster with KEYMESH reinforcement can make the difference between "heavy loss" and "light damage" to buildings. You can do this at negligible cost ... for pennies per square foot of finished surfaces.

Firesafety is not the only advantage of using KEYMESH reinforcing lath. Beauty, durability, and economy must be part of everything you design. With Keymesh you get all these plus other important advantages for your clients such as lower insurance rates and complete adaptability for any type of decoration.

Before you specify or build again, weigh these facts.

Fire Test Results on various types of construction by authoritative Testing Laboratories

<table>
<thead>
<tr>
<th>CEILING CONSTRUCTION ON WOOD FRAMING</th>
<th>ULTIMATE FIRE RESISTANCE</th>
<th>PROTECTION OF JOISTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposed joists.</td>
<td>16 min.</td>
<td>None</td>
</tr>
<tr>
<td>Gypsum wallboard ½&quot; thick finished with casein paint</td>
<td>28 min.</td>
<td>15 min.</td>
</tr>
<tr>
<td>Metal lath, ½&quot;-in. sanded gypsum plaster 1:2 for scratch and 1:3 for brown coat.</td>
<td>45 min.</td>
<td>12 min.</td>
</tr>
<tr>
<td>Gypsum lath, ½&quot;-in. of gypsum lightweight aggregate plaster reinforced with KEYMESH-type reinforcing lath.</td>
<td>1 hr.</td>
<td>36 min.</td>
</tr>
<tr>
<td>Metal lath, ¾&quot;-in. sanded gypsum plaster 1:2 for scratch and 1:3 for brown coat.</td>
<td>15 min.</td>
<td>12 min.</td>
</tr>
<tr>
<td>Gypsum lath, ¾&quot;-in. of gypsum lightweight aggregate plaster reinforced with KEYMESH-type reinforcing lath.</td>
<td>20 min.</td>
<td>12 min.</td>
</tr>
<tr>
<td>Metal lath, ¾&quot;-in. sanded gypsum plaster 1:2 for scratch and 1:3 for brown coat.</td>
<td>30 min.</td>
<td>18 min.</td>
</tr>
<tr>
<td>Gypsum lath, ¾&quot;-in. of gypsum lightweight aggregate plaster reinforced with KEYMESH-type reinforcing lath.</td>
<td>30 min.</td>
<td>18 min.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WALL CONSTRUCTION ON WOOD FRAMING</th>
<th>ULTIMATE FIRE RESISTANCE</th>
<th>PROTECTION OF JOISTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gypsum lath, faced with casein paint.</td>
<td>8 min.</td>
<td>None</td>
</tr>
<tr>
<td>Metal lath with ¾&quot;-in. sanded gypsum plaster.</td>
<td>15 min.</td>
<td>15 min.</td>
</tr>
<tr>
<td>Tongue-and-grooved wood.</td>
<td>20 min.</td>
<td>15 min.</td>
</tr>
<tr>
<td>¾&quot;-in. perforated gypsum lath with ¾&quot;-in. sanded gypsum plaster.</td>
<td>30 min.</td>
<td>15 min.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CEILING CONSTRUCTION STEEL JOIST FLOORS</th>
<th>ULTIMATE FIRE RESISTANCE</th>
<th>PROTECTION OF JOISTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ceiling unprotected.</td>
<td>7 min.</td>
<td>None</td>
</tr>
<tr>
<td>Ceiling of gypsum lath and ½&quot; lightweight aggregate gypsum plaster.</td>
<td>16 min.</td>
<td>15 min.</td>
</tr>
<tr>
<td>¾&quot;-in. gypsum lath covered with ½&quot; of gypsum plaster with lightweight aggregate.</td>
<td>1 hr.</td>
<td>15 min.</td>
</tr>
<tr>
<td>Gypsum lath and ½&quot;-in. gypsum plaster with lightweight aggregate reinforced with KEYMESH-type galvanized reinforcing lath.</td>
<td>28 min.</td>
<td>15 min.</td>
</tr>
<tr>
<td>¾&quot;-in. gypsum lath, reinforced with 20-gauge, 1&quot; KEYMESH-type lath; then covered with only 1&quot; of lightweight aggregate gypsum plaster.</td>
<td>4 hr.</td>
<td>15 min.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STEEL COLUMNS</th>
<th>ULTIMATE FIRE RESISTANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Structural Steel, unprotected 10 sq. in. min. area of steel.</td>
<td>16 min.</td>
</tr>
<tr>
<td>Gypsum lath, one layer, ¾&quot; perforated, ½&quot;-in. gypsum plaster mixed with lightweight aggregate.</td>
<td>1 hr.</td>
</tr>
<tr>
<td>One layer ¾&quot;-in. perforated gypsum lath, 1-in. thickness of gypsum plaster, 100 scratch, 100 brown, mixed with lightweight aggregate.</td>
<td>2 hrs.</td>
</tr>
<tr>
<td>Two layers ½&quot;-in. long-length gypsum lath, ¾&quot;-in. gypsum plaster mixed with lightweight aggregate. Lath wrapped with one layer 30 gauge galvanized 1-in. KEYMESH-type reinforcing lath.</td>
<td>4 hrs.</td>
</tr>
</tbody>
</table>

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois
Bonded for lasting strength and beauty

Durable, weather-tight joints for all types of masonry begin with quality mortar. This handsome stone masonry, bonded with Atlas Mortar Cement, will stay attractive for generations.

Atlas Mortar's uniform color helps make any masonry job more attractive. Its smooth workability helps speed construction . . . makes it popular with the men who use it.

Careful control during the manufacture of Atlas Mortar Cement maintains consistent high quality and uniform performance in use. Specify Atlas Mortar Cement for your next project.

Complies with all ASTM and Federal Specifications for masonry cement, including recent requirements for soundness (low expansion) in autoclave.

Universal Atlas Cement Company
United States Steel Corporation Subsidiary
100 Park Avenue, New York 17, N. Y.

Offices: Albany - Birmingham - Boston - Chicago - Dayton - Kansas City
Minneapolis - New York - Philadelphia - Pittsburgh - St. Louis - Waco

Atlas Mortar Cement
For Better Mortar - For Better Masonry

United States Steel Hour—Televised alternate weeks—See your newspaper for time and stations.
Cuts digging day to 3 hours
with powerful ½-yard Hydro-Trencher

This Oliver 88WT Hydro-Trencher is working on a city sewer project—locating a manhole 8-feet deep through a 2½ by 5-foot street opening.

By hand this is a full day's work for three men. The Hydro-Trencher cut the time to three hours! Working in cramped quarters is duck soup for the 88WT. Powerful hydraulic down pressure, 170° bucket rotation and maneuverable, dual-circuit control let you dig in the most inaccessible places...work delicately around pipes, foundations without fear of damage.

With the 88WT you can slice through rocky soil, roots, hard Clay—dig all the way to 12 feet. The two complete hydraulic systems on the Hydro-Trencher give you unbelievable control—let you perform any two operations at once without loss of pressure.

Owners of Hydro-Trenchers enthusiastically report savings in time and money on many jobs formerly requiring hand labor or larger equipment. Get the low-down on the most profitable, maneuverable trencher in the field—the Oliver 88WT. See your Oliver Industrial Distributor for a demonstration.

Here the Hydro-Trencher digs a ditch for a new sewer line. Hydraulic stabilizer blade also acts as a backfiller blade. By simply turning the bucket around you can convert the trencher to a swing loader. Hydraulic trip loading bucket is also available.

THE OLIVER CORPORATION
400 West Madison Street, Chicago 6, Illinois

OCTOBER 1955
Here's how our good name can serve yours

If you use Zegers Dura-seal . . . the Combination Metal Weatherstrip & Sash Balance . . . you get complete advertising and sales promotion support. You get advertising in trade publications and consumer publications . . . display cards and window stickers. You benefit by using an identified product that home buyers are looking for!

DISPLAY CARD
Wherever window units . . . equipped with Zegers Dura-seal are displayed and sold . . . attention getting display cards call attention to the name of the window unit manufacturer and to Dura-seal . . . the nationally advertised equipment!

PERMANENT IDENTIFICATION
"Zegers Dura-seal" is embossed on the parting strip! This assures everyone, including the ultimate home buyer that they are getting the genuine, quality product!

NATIONALLY ADVERTISED IN BETTER HOMES AND GARDENS
Millions of prospective home buyers are reading Zegers Duro-seal ads telling them to look for this quality product as it reflects the quality of the entire house!

Write today for complete information on:

ZEGERS Dura-seal
Combination Metal Weatherstrip Sash Balance

ZEGERS, INCORPORATED
8096 South Chicago Avenue, Chicago 17, Illinois

WINDOW STICKER
Window stickers are available for use by the window unit manufacturer — imprinted with his name and identified as equipped with "Zegers Dura-seal" . . . the nationally advertised equipment.
CLIPPER Diamond Blades - All CLIPPER BLADES are guaranteed to...

"Consistently Provide the Fastest Cut—at the Lowest Cost—with the Greatest Ease"

The Mark of QUALITY! Your Assurance of Cutting Perfection!

MASONRY BLADES

- DIAMOND - Outstanding Performance with smooth efficiency in a part of every Clipper Diamond Blade—available in specifications for cutting every Masonry Material.
- WET or DRY ABRASIVE
There's an Abrasive Blade to quickly, efficiently cut ANY Masonry Material—with proven performance-lowest cost.

CONCRETE BLADES

- DIAMOND A Blade for any job—any aggregate—every saw! Choose your Clipper Diamond Blades from a wide variety of specifications to cut green or old concrete with outstanding speed and economy.
- "GREEN-CON" Savings as high as 80% with Clipper's new Reinforced Abrasive Blades for cutting "green concrete" with the widest possible range of Hard to Soft Lime- stone aggregates—Coral—Slag.
For homes in every price class—

Air Conditioning is Practical the Frigidaire Way!

Here's the ideal air conditioner to supplement heating systems in your homes

There's extra sales appeal in Frigidaire air conditioning—and now you can offer this wonderful new way of living as an easily installed optional feature.

The new Multi-matic Frigidaire Conditioner teams up with almost any forced air heating system and uses the same ductwork. Or, as shown above, the Multi-matic divides into two sections for convenient crawl space, attic or remote installations. Available in compact 2, 3 and 5-ton models. Operates as a complete, separate air conditioner—and uses air-cooled, evaporative or water-cooled condenser.

Here's summer cooling and automatic heating in one compact package

If your plans call for heating and cooling, included from the start, use the Year-Round Frigidaire Conditioner. No larger than many furnaces alone, it fits easily into closets, basements or utility rooms. Available with your choice of automatic gas or oil heat, and 2 or 3-ton cooling power. For details call your Frigidaire Air Conditioning Dealer, Distributor, or Factory Branch. Or write Frigidaire, Dayton 1, Ohio. In Canada, Toronto 13, Ontario.

Frigidaire Conditioners
*Built and backed by General Motors*
Attention, Mr. Builder of small homes beyond city water mains! An adequate supply of running water for every house is a vital sales feature. It's a cost factor, too. Here's how to solve the problem quickly . . . economically.
Install a Deming "MINIJET" Water System in each house!

The "MINIJET" (as illustrated) is a COMPLETE, packaged water system . . . all assembled . . . ready to install for shallow or deep well service.

Although low in price, the "MINIJET" is built with features found in much higher priced systems. Corrosion-and-wear-resistant materials are used where needed to insure smooth, efficient performance, dependable operation and long life. Write us for BULLETIN NO. 400-A.
When you read the FACTS, you'll agree that the Deming "MINIJET" is the best answer to your problem of adequate, low cost water supply for small homes.
THE three books at the left are a “must” for anyone who is interested in good masonry construction. One describes the type of workmanship recommended to secure dry brick walls. The second describes the specifications recommended to secure dry brick walls. The third describes the type of workmanship recommended for good concrete-block walls.

Each of these books has been endorsed by foremost authorities. Each has received a citation of merit from the Producers’ Council and the American Institute of Architects. Each is fully illustrated, clearly written. Each contains a wealth of really valuable information.

These books are not advertisements for our product, Brixment. They are published and made available to members of the building trades solely as an industry service. Mail the coupon, today, for your free copies.

LOUISVILLE CEMENT COMPANY, LOUISVILLE, KY.
Manufacturers of BRIXMENT FOR MORTAR

Louisville Cement Company—Dept. 1
Second and Walnut Streets, Louisville 2, Kentucky

Without cost or obligation, please send me a copy of each of your three books on masonry construction.

Name ____________________________
Firm ____________________________
Street __________________________
City ____________________________ State ____________________
NOW! Add the "Sell" of Paneled Walls even to low-cost housing!

New Weldwood® Adhesive Puts Up Plywood Panels without nails!

Slashes Costs! Speeds Sales!

BONDS INSTANTLY . . . PERMANENTLY ON CONTACT!

* Ends nail-setting, puttying and finishing nail holes!
* No change in plans . . . no special construction needed!
* Install plywood panels directly to studs or furring strips!
* Makes pre-finished plywood panels more practical than ever!

NEW WAY TO APPLY MICARTA, Etc.
Weldwood Contact Cement is also the new improved way to apply plastic surfacing materials like Micarta to kitchen counters, bathroom and powder room surfaces, etc. No clamps or presses needed! Bonds equally sure on any base.

New economies in installing . . . made possible by a revolutionary new concept in gluing . . . let you cash in on increasing trend to paneled walls! Amazing new Weldwood Contact Cement enables you to put up plywood paneling entirely without nails. Ready-to-use! In cans and drums at lumber yards, hardware and paint stores. If your dealer isn't yet stocked, write us for nearest source of supply.

MAIL COUPON TODAY

for information on this new nail-less way to apply plywood paneling!

UNITED STATES PLYWOOD CORPORATION
Dept. 66, 55 W. 44th St., N.Y. 36, N.Y.

☐ Send me information about Weldwood CONTACT Cement.
☐ Send information on FIRZITE and SATINLAC.

Company:__________________________________________
Your Name:________________________________________
Address:___________________________________________
City:______________________________________________
State:_____________________________________________
Here are the reasons why:

- The Heatilator unit is the only fireplace unit specifically designed for today’s homes.
- Exclusive Pressure-Seal Damper seals throat air tight—prevents loss of winter heating and summer air-conditioning.
- It is easier to install—takes any size or shape flue.
- The Heatilator unit is a complete unit—heavily constructed and fully welded for maximum durability.
- Scientific design assures a perfectly operating fireplace that circulates heat...will not smoke.

Specify Heatilator...the only fireplace especially designed for the modern home...preferred by builders and home owners 3 to 1 over all other fireplace units combined!

Sold by Leading Building Supply Dealers
HEATILATOR INC. 3210 E. Brighton Ave., Syracuse 5, N.Y.

AMERICA'S LEADING FIREPLACE UNIT
Tucker-Maxon Oral School designed by the office of Belluschi and Skidmore, Owings & Merrill. Another outstanding example of the use of wood in modern architectural designs produced by this firm.

There are always new uses for West Coast lumber

Contrasts of vertical and horizontal patterns make this modern application of wood especially dramatic. The attractive and practical suspended porch takes advantage of cantilevered beams and joists. Louvres shield the building's interior from direct sun, and add to the open feeling of a covered access area.

For freedom of expression, build with lumber... the economical, ever-modern building material. You can depend on the West Coast lumber species... Douglas Fir, West Coast Hemlock, Western Red Cedar and Sitka Spruce.

West Coast Lumber

Send for folder describing free literature available for your reference files. West Coast Lumbermen's Assn., 1410 S. Morrison St., Portland 5, Ore.
Illustration notes...


The United States Gypsum Company's research project at Barrington, Illinois, demonstrates how well-selected materials and new building methods can save cost and improve construction in low and medium priced homes. Mosaic ceramic wall and floor tile, whose first cost is its last, was used in kitchens and bathrooms of several of these homes to assure lasting beauty and homemaker satisfaction!

Whether you build single units or develop large tracts, your customers will be best satisfied with Mosaic ceramic tile and Mosaic All-Tile Accessories.

A selection of popular Mosaic tile types and colors is readily available from Mosaic's 26 warehouses through the Mosaic Service Plan. Ask for Bulletin No. 186.

See Mosaic, the only complete ceramic tile line, at your Tile Contractor's Showroom, or at the Mosaic Showroom near you. For helpful Mosaic tile literature, write Dept. 35-25, The Mosaic Tile Company, Zanesville, Ohio.
NOW BACKED BY A
10 YEAR WARRANTY

GAS-FIRED MODELS
Forced warm air units for every type of residential installation delivering from 64,000 to 90,000 B.T.U.'s at the bonnet. High Boy, Low Boy and Counterflo models all fully tested and approved by A.G.A.

OIL-FIRED MODELS
A complete line of warm air units for every type of installation delivering from 75,000 to 250,000 B.T.U.'s at the bonnet. All models equipped with high pressure burners to burn No. 2 fuel oil.

There is no substitute for QUALITY in home heating equipment...and that is why so many top builders install Kaustine Gas and Oil-fired Furnaces.

They know they can rely on Kaustine's most unique development, the "Tear-Drop" Designed Heat Exchanger System, to deliver quick, even heat with a minimum of fuel consumption.

They know they can depend on Kaustine warranty backed furnaces for efficient trouble-free operation and long years of service.

They know that Kaustine Engineering and Factory Assembly cuts their construction and installation costs to a minimum and that Kaustine Design saves valuable floor space.

So, whether you build modest homes or mansions...let Kaustine solve your heating problems.

GET THE FACTS...WRITE DEPT. AB-10

TOPS IN QUALITY
There is a Kaustine Furnace or Winter Air Conditioner for every type of home.
To beat high maintenance costs...

You virtually eliminate costly building maintenance with Kaiser Aluminum Industrial Roofing because it’s rust-proof—needs no painting or other expensive upkeep.

Even when exposed to most highly corrosive fumes and gases, Kaiser Aluminum Industrial Roofing requires no special protective measures.

Not only does Kaiser Aluminum Industrial Roofing provide greater protection and lower maintenance... it also assures immediate savings. Its light weight reduces transportation and handling costs. And it often requires lighter, less expensive supporting structures.


think of Kaiser Aluminum

Industrial Roofing and Siding

LOW COST—Provides a combination of advantages not available in other materials at any price.

LIGHT WEIGHT—Reduces transportation costs. So easy to handle that construction is faster, lower in cost. Often permits the use of lighter, less expensive framing.

STRONG—The increased depth (\(\frac{7}{10}\)”) of the corrugations of Kaiser Aluminum sheet provides greater load carrying capacities over the longer spans of modern industrial construction.

CORROSION RESISTANCE—High resistance to most industrial fumes. Can't streak with red rust. Maintains attractive appearance indefinitely.

LOW MAINTENANCE—Never needs painting. Resists heavy winds and hail.

COOLER, BRIGHTER INTERIORS—By reflecting hot sun rays, aluminum keeps interiors as much as 15° cooler. Aluminum’s reflectivity insures extra interior light.
REVOLUTIONARY NEW
LEWYT
BUILT-IN wall
air conditioner
(BUILDER'S MODEL)

NO UNSIGHTLY OVERHANG
INSIDE OR OUT!

NOW, CASH-IN ON THE SALES MAGIC
OF BUILT-IN AIR CONDITIONING FOR...
• LESS THAN THE COST OF A WINDOW UNIT!
• LESS THAN HALF THE COST OF A CENTRAL SYSTEM!

NOW, LEWYT brings you a totally new concept
of BUILT-IN air conditioning! Each unit is com-
plete in itself, fits into any outside wall. Best of all,
the cost is amazingly low!

No matter what you build you can increase prof-
its with the Lewyt BUILT-IN Wall Air Condi-
tioner! You can install it in any or all rooms of
every home, apartment, hotel, motel, factory or
office building you construct!

ONLY LEWYT INCLUDES ALL THESE BIG "EXTRAS!"
• Only 15" deep, 14 3/8" high, 32 7/16" wide!
• Individual 2-speed motor for extra power!
• Built-in controls and thermostat!
• Quiet! Easily serviced from inside!
• Choice of cooling capacities!
• 3-year warranty! UL Approval!
• Reverse-cycle pump for heating—optional!

WRITE TODAY!
for specifications
and full details!

LEWYT AIR CONDITIONER CORPORATION—57th St. and 1st Ave., Brooklyn 19, N. Y.

OCTOBER 1955 57
Here's the "hottest" number in residential building today. It's the new Alwintite PAN-O-RAMA sliding wall and it comes in 32 sizes, from 6 ft. wide up to 24 ft. wide and in 7 ft. and 8 ft. heights.

No other single feature will add so much glamour and excitement to your new houses as these modern aluminum-glass sliding walls. Home buyers really go for them — and so will you when you hear about their low, low cost and see their superior quality appearance.

Made from strong, sturdy aluminum extrusions, they are quality designed and quality constructed. Sliding glass panels and screen unit glide effortlessly with ball bearing rollers on separate tracks. Completely weatherstripped. Strong outside lock — inside latch.

See the Alwintite PAN-O-RAMA sliding wall as well as the complete line of other Alwintite windows and door products today at your local Alwintite distributor, or write for full details to Dept. AB-5510.
WITH the efficient 300 CFM Trade-Wind Model 1501 Ventilator and the stunning copper Stationary Hood you get top Trade-Wind performance and quality at a bargain price.

The hood is available in 30”, 36”, 39”, 42” or 48” lengths — at the same price.

The Trade-Wind Filter Kit and Under-Hood Light can be added at slight extra cost.

Demand this unbeatable Trade-Wind value or any of the 15 other outstanding Trade-Wind combinations.

Trade-Wind Motorfans, Inc.
7755 Paramount Blvd., Dept. AB, Rivera, Calif.
Exposed beam ceilings add beauty and sales appeal to your houses—and Armstrong Temlok® Roof Deck provides the fast, economical way to install them. Temlok is prefinished with two coats of light ivory paint. Applied to ceiling beams, Temlok Roof Deck creates a beautiful ceiling at no extra cost to you.

SELL FASTER

Tell the “hidden value” story when Temlok Sheathing is covered by the exterior finish. Display a piece of Temlok and tell your prospects how the hidden material increases the value of a home. Explain how Armstrong Temlok Sheathing builds stronger, tighter walls . . . and saves on fuel for the life of the house.

You never stop saving with

AMERICAN BUILDER
In one application, one material—Temlok Roof Deck—provides a roof deck, roof insulation, vapor barrier, and a finished ceiling. The tongue-and-groove joint assures a tight fit, built-in vapor barriers guard Armstrong Temlok Roof Deck against condensation.

Contemporary homes are more saleable when you explain how new materials like Temlok Roof Deck help build a better, more economical house. Temlok's extra insulation value impresses prospects. And Armstrong Temlok Roof Deck saves you up to $250 per house.

Temlok adds strength. Armstrong Temlok Sheathing exceeds all Federal Specification strength standards for insulating fiberboard. Laboratory measurements prove that a wall built with 2' x 8' x 3/4" Temlok Sheathing is about 40% stronger than the same wall built with horizontal wood sheathing.

Explain Temlok's insulating value when you talk about the heating or air-conditioning system. Temlok Sheathing's extra insulating value cuts down heat loss through the walls, helps save fuel. Temlok keeps heat outside in summer...and often permits the use of a smaller, less costly air-conditioning unit.

For full details on how Armstrong Temlok products can help you sell houses faster, see your Armstrong lumber dealer or write Armstrong Cork Company, 3710 Rider Avenue, Lancaster, Pennsylvania.
The real cost of using copper for sanitary drainage systems—including savings in construction, faster completions, and easier sales—can be much lower than you think.

The savings are there because of the unique advantages of Anaconda Copper Tubes:

Pre-assembly at the shop. Lightweight and ease-of-handling copper tubes and fittings permit more pre-assembly at the shop—more efficient, faster work. This also minimizes time plumbers must be in the house—helps you schedule other work more efficiently—can mean faster completions.

Simplifies construction. No need to juggle design or build space-consuming plumbing walls because a 3" copper tube stack with fittings can be installed within a standard 4" partition. You can put the plumbing where you want it for most efficient construction.

Long lengths and light weight lower construction costs. On long runs, the standard 20' lengths of Anaconda Copper Tubes mean fewer joints, faster installation. A 20' length of 3" Type DWV copper tube weighs only 34 lb.

The bonus to you is that, with all these cost-saving advantages, you still offer a superior job, with extra sales appeal. To the prospective homeowner, an Anaconda Copper Tube drainage system means quality, long life, high resale value.


Anaconda Copper Tubes are available in all standard wall thicknesses—Types K, L, M and the new lighter weight Type DWV, which offers additional savings in job costs. Types M and DWV are recommended for all lines of the sanitary drainage system above ground, and Types K and L for that part of the system buried underground.

Within the past few years, many state and local sanitary plumbing codes have been modernized to include approval of the use of copper tube and solder-type fittings. Others are in process of revision. The recently issued American Standard National Plumbing Code (ASA A40.8—1955), published by The American Society of Mechanical Engineers, lists copper tube as approved material for sanitary drainage systems.

Anaconda Copper Tubes are available through plumbing wholesalers.

American Builder
COUNTER-FLOW TYPE
for basementless homes with counter-flow systems
2-3 TON SIZES
Use only 2 feet square of floor space for heating and cooling. Cooling coil enclosure serves as base for furnace. Install empty enclosure and conduit now . . . complete the system anytime. 3" conduit in floor carries all lines required to outside condensing unit. No extra floor space needed for cooling units. Attractive extra selling point for even the smallest homes.

DUCT TYPE
for homes with basements
2-3-5 TON SIZES
Cooling evaporator boot connects to warm air plenum. Coil and compressor can be added now or in future. No floor space needed for cooling units.

PLENUM TYPE
for homes with basement or overhead duct work where system requires multi-sided plenum take off
2-3 TON SIZES
Cooling coil enclosure mounts conveniently over warm air plenum on Hi-Boy or Lo-Boy furnaces. Allows take off on any or all 4 sides on Hi-Boy furnaces. Adjustable damper permits air to bypass coil during winter furnace use. No floor space needed for cooling units.

NEW WHITE Assembled Gas Furnaces to match all other appliances in utility room!
The drawing board above shows only a few of the thousands of application possibilities for rugged, long-lasting Gold Bond Corrugated Asbestone materials. Apply "Economy 250" or "Economy 250" and Permaboard or Pliaboard Asbestos-Cement Wallboard. Use them in their natural board. Soffits, siding with battens, smooth gray finish or paint them any desired color. However you use these materials, there's no upkeep or maintenance problems. Call your Gold Bond dealer or builders' representative for additional ideas on how to use economical Gold Bond Portland Cement, Corrugated and Corrugated Asbestone "Economy 250," and Gold Bond Permaboard or Pliaboard. Weather, rot or termites can't cause damage. Both these new idea-filled booklets offer all kinds of advantages to busy builders. Made from asbestos fibers and Portland Cement, Corrugated and Corrugated Asbestone "Economy 250," and Gold Bond Permaboard or Pliaboard, these durable building materials are easy to handle and have sturdy strength that means on-the-job savings in time, labor and tools. Use them in their natural board. Soffits, siding with battens, smooth gray finish or paint them any desired color. However you use these materials, there's no upkeep or maintenance problems. Call your Gold Bond dealer or builders' representative for additional ideas on how to use economical Gold Bond Portland Cement, Corrugated and Corrugated Asbestone "Economy 250," and Gold Bond Permaboard or Pliaboard. Weather, rot or termites can't cause damage. Both these new idea-filled booklets offer all kinds of advantages to busy builders. 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Outdoors and Indoors...

Inspiration-Lighting by MOE Light

HELPS SELL HOMES!

BY DAY . . . the very beauty of Moe Light fixtures delights every home owner, adds charm to every room, catches the eye as definite-quality extras that upgrade sales.

BY NIGHT . . . especially during evening selling hours, attractive outdoor Moe lighting dramatizes entrances while Moe Light Inspiration-Lighting creates a friendly glow throughout the entire home—a warm invitation to prospects.

ANY TIME . . . Moe Light Inspiration-Lighting adds the glamorous touches that convince customers of careful planning, quality construction—helps close the sale!

For Your New Plans

Moe Light suggestions based on nationwide home lighting experience can save you time and money. We will be glad to send you, free of charge, the new 48-page, full color Moe Light Catalog and Planning Guide showing groupings of the many types and styles of Moe Lights appropriate to living rooms, dining areas, kitchens, bedrooms, entrances, and patios. Simply use the convenient coupon.

THOMAS INDUSTRIES INC.

Moe Light, Dept. AB-1055
Division of THOMAS INDUSTRIES INC.
410 S. Third Street, Louisville 2, Ky.

Please send your new planning aid, "Inspiration-Lighting."

NAME __________________________
COMPANY NAME __________________
STREET __________________________
CITY __________ ZONE __________ STATE

OCTOBER 1955
Mr. Mulias, owner of Trenton Building Specialties, is enthusiastic about the speed with which a carpenter, working alone, can install these Fenestra "package unit" doors. He says, "The reason is that the Fenestra door, frame and hardware are machined for each other at the factory. There's no on-the-job preparation. Everything fits perfectly. That means a big savings in labor and building costs. Once installed, the job is complete—steel does not warp or shrink. The original installation is faultless."

If you would like to know how much time and money you can save on your next job, call in your Fenestra Representative. He's listed in the Yellow Pages of principal city phone books. Or write or call Detroit Steel Products Co., Dept. AB-10, 2260 E. Grand Blvd., Detroit 11, Michigan.

"We can install a Fenestra* door in only a few minutes,"
says Isadore Mulias, Trenton, Michigan, builder

Fenestra

Architectural, Residential and Industrial Windows - Metal Building Panels
Electrifloor* - Roof Deck - Hollow Metal Swing and Slide Doors
costs so little! saves so much!

No water can reach materials or tools that are protected by VISQUEEN film

Visqueen film locks moisture out of studwall, prevents damage to insulation, paint peeling, rot.

Visqueen film is the best permanent moisture barrier under concrete slabs or floors.

No weather damage to equipment or power tools when you protect with VISQUEEN film.

You can turn pennies into dollars on the homes you build when you use VISQUEEN film in endless on-the-job applications. Here is the covering that protects your materials and tools from water damage, covers openings, guards half-finished structures from foul weather. Use it again and again to cover semi-finished work, keep water out of concrete, brick, millwork, prefinished flooring. No other material does so much for so little. A few dollars buys complete on-the-job protection. 20-foot widths for your convenience and economy.

Important! VISQUEEN film is all polyethylene, but not all polyethylene is VISQUEEN. Only VISQUEEN 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.

OCTOBER 1955
Another big development chooses THRUSH...

CHRISTIAN HILLS ADDITION

Heated with THRUSH HOT WATER

BETTER HEAT . . . Thrush Hot Water Heat . . . sells homes. All of the units in this big Christian Hills addition are heated with forced circulating Thrush Hot Water. Scores of these beautiful homes ranging from $22,950 to $39,950 are already built and occupied. Several hundred more are projected or in the course of construction.

BETTER HOME HEATING AT LOW COST

The heating contractor, Ennis Plumbing and Heating Co., Rochester, Michigan, recommended and is installing Thrush Systems in all of these homes. The developers, Harry, Ted and Tom Macksey, owners of Ranch Homes, Inc., chose Thrush equipment because they have found that it definitely helps make the sale when they say, "Thrush Hot Water Heat."

Today's home buyers insist on quality. They know Thrush System will keep their home comfortable regardless of outdoor weather and cost less for fuel.

See our catalog in Sweet's or write Dept. G-10 today for more information on Thrush Radiant Hot Water Heat.

H. A. THRUSH & COMPANY
PERU, INDIANA
Today's Houses Need

**GLIDE-ALL Sliding Doors**

for More Storage Space the Low-Cost Way

Easy-to-use storage space, and plenty of it, is in great demand today. That's why Glide-All Doors are so popular with thousands of architects, builders and home owners. Glide-All Doors allow the simplest construction of wall-to-wall, floor-to-ceiling expansive wardrobes; full height, extra-space hallway closets; handy entranceway guest closets—in many "waste space" areas.

With all their advantages they save construction time and costs, too. Glide-All Doors come ready to install, with built-in adjustment features, in 8' and 6'8" heights, flush or recessed panel types. Send for specifications and other details.

Glide-All Doors fit anywhere in the house... make closets wherever they're needed most.
If you sand floors for a living and would like
NO MORE DOWNTIME

Here's exactly the sander you are looking for, Mr. Floorman... the American Super 8 designed to outperform all others with more plus features, more quality from drum to lever, more long-life dependability, more speed... a sander that consistently gives higher production, bigger profits on job after job!

American Machines are made of top-flight raw materials... supplied by leading reputable firms... fabricated, tooled and machined by our own expert craftsmen so as to produce a product that is all sander... all-ways better!

You as a user can feel secure in owning a Super 8 with the knowledge that you won't experience costly downtime. Features that spell Super 8 superiority include specially designed 2 H.P. American motor... drum driven by vari-speed pulley... speed range from 1600 to 2800 r.p.m. for greatest efficiency under varying conditions... motor starts under practically "no-load"... double capacity dust pick-up system... a great machine in every detail by "The Greatest Name in Floor Machines" for more than 50 years.

ADD TO YOUR INCOME!
Make repairs quickly, easily with all-new professional CONCRETE GRINDER

This completely portable Concrete Grinding Attachment fits all-purpose 16" American Floor-King... really works, anyone can operate! Complete with exclusive Thermoid Disc—you can run machine without shock or vibration, as easy as disc sanding! 6 fast-cutting carborundum stones quickly eat through rough uneven concrete, old or new, or brick surfaces... results in a smooth even job.

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...Astounding Results every time!

Now it's here... the all-new American Super Speed... a paper that gives you everything you've ever wanted—and needed! Produced on the newest and most modern making machinery in the industry, one test will prove its superiority. Try some Super Speed today... made for floor sanding by floor sanding experts. It costs no more. Send for price list and free sample sheet... no charge, no obligation.

Get Ahead—Write us today for Machine Demonstration... no obligation
Now Get instant photocopies of anything written, printed, typed, drawn or photographed right in your own office.

Turn the dial... get the clearest, fastest most convenient copy of anything. It's the new all electric Apeco Dial-A-Matic Auto-Stat with revolutionary finger tip dial control. It's light weight for easy portability... compact to fit on the corner of any desk and is styled in polished and satin finish stainless steel. It copies any original up to 15" wide, any length or color on opaque or transparent paper—printed on one or both sides. The Apeco Dial-A-Matic Auto-Stat offers hundreds of money and time saving uses at a price well within the budget of even the smallest firm.

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MAIL CARD TODAY!
for free book
How many foundations can you start next month?

To get contracts, you've got to instill confidence in your owners. Here's one way to help build the confidence that sells houses: Use Cast Iron Soil Pipe throughout, and tell owners what you've done.

Why? Most home buyers today are after their second home. They want the extras now—extra bedrooms, extra room size, extra quality.

And they've had plenty of chances to become convinced that only Cast Iron Soil Pipe puts quality in their drainage systems. Through our consistent advertising and publicity work, millions of Americans have seen what happened to nonmetallic waste and sewer lines. Many of these folks have suffered personally through clogged-up sewer lines...even have paid through the nose to replace nonmetallic sewers, and repair other damage caused by their failure.

So tell your owners you've used cast iron
Sure, one horse doesn't make a horse race, and cast iron alone won't build confidence. But when your agents bring out the cast iron story, along with the rest of the quality features you've built in—the selling job is a lot easier.

We'll help your agents sell
Your agents should mention cast iron, but in case they forget, we'll say it for them. We'll give you free tags to tie on cellar pipes, for husbands to see while they're "checking the furnace." And there's also a free supply of booklets that explain fully and simply why Cast Iron Soil Pipe is the finest material known for the vital job of waste disposal. Samples of these sales aids are waiting for you right now. Just mail the coupon—or, for a complete supply, tell us how many.

CAST IRON'S BEST
FOR DEVELOPMENTS, TOO

Cast iron is ideal for mass installations. It needs no elaborate trenching...no special handling...no grading or sifting of backfill...it doesn't even need a separate trench. Lay it right in with your water supply line—in many cities, it's the only material you can do that with.

CAST IRON SOIL PIPE INSTITUTE
Dept. AB-10, 1627 K St., N. W., Washington 6, D. C.

Send me samples of tag and booklets to show I've used cast iron throughout the plumbing drainage system. Also send "Best in the Long Run," which has photographic proof that Cast Iron Soil Pipe is the best there is.

Name________________________
Address______________________
City_________________________ Zone______ State______

OCTOBER 1955
10 Advantages

of drawers molded of BAKELITE Brand Phenolic Plastic
for storage walls and built-in furniture

- Lightweight
- Sturdy
- Rounded inside corners
- Smooth lustrous finish
- Do not stain
- Divider channels molded in
- Resist moisture and heat
- No warping with weather changes
- No sharp edges
- Molded-in runners and center guide flange

The molded phenolic plastic drawer adds greater sales appeal to your homes, by offering your prospects more for their money. Greater convenience, too, at actual savings in cost over quality drawers of conventional construction.

A wide variety of sizes is available for module bookcases, chest and storage units, room dividers, and other home features that help close sales. Satin black is the standard finish, with other decorative effects available on special order.

Send the coupon today for names of manufacturers, or write Dept. KF-5.

BAKELITE Company, A Division of Union Carbide and Carbon Corporation, 50 East 42nd Street, New York 17, N.Y.

The term BAKELITE and the Trefoil Symbol are registered trade-marks of UCC.
"We keep our Berger Convertible busy on all kinds of construction...from the ground up."

... says A. Lowe Co., Building Contractors, Newark, N. J.

One day you’ll see it at work laying out a new factory site, marking batter boards, checking elevations for excavating and grading. Or it’s measuring elevation of concrete piers for the steel columns of an office building, setting lintels, aligning and plumbing structural steel. On another job, we’ll have it picking up elevations for finished floors, measuring hung ceiling heights, setting door bucks, and checking all other stages of construction.

That’s because the Berger is built for builders—designed to be consistently accurate, simple to set up for quick readings, easy to level up. The image you see through the 12", 24 power telescope with its coated optics is right side up. Rigid and sturdy —of brass and bronze construction—it takes the bumps in the field and stays on the job without time lost for repair.

Before buying a Convertible... Compare!

This table compares the Berger Convertible with the other two leading instruments—shows why so many more builders buy BERGER.

<table>
<thead>
<tr>
<th>BERGER CONVERTIBLE</th>
<th>CONVERTIBLE NO. 1*</th>
<th>CONVERTIBLE NO. 2**</th>
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<tbody>
<tr>
<td>TELESCOPE 24-26 power</td>
<td>Coated</td>
<td>Coated</td>
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<tr>
<td>30 mm. clear aperture</td>
<td>Brass</td>
<td>Zinc die cast</td>
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<tr>
<td>33 mm. clear aperture</td>
<td>Steel, sensitiv. 60 sec.</td>
<td>Steel, sensitiv. 60 sec.</td>
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<td>60 sec.</td>
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<td>OPTICS</td>
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<tr>
<td>HORIZONTAL CIRCLE</td>
<td>Forged Brass</td>
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<td>VICE FRAME</td>
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<td>TELESCOPE CLAMP</td>
<td>Brass</td>
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<tr>
<td>PLATE LEVEL</td>
<td>Yes</td>
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<tr>
<td>CASE</td>
<td>Mahogany transit case</td>
<td>Level type box</td>
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<tr>
<td>STRAP</td>
<td>Padded leather handle</td>
<td>Plain leather</td>
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<tr>
<td>Color styling — matches any decor</td>
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<tr>
<td>An exciting new development in light switches for your homes—that’s the new Honeywell Tap-Lite! It’s a smart looking switch that will attract prospect’s eyes in every room.</td>
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<tr>
<td>Pastel inserts — four colors come with each switch—or any wallpaper or fabric may be inserted behind the cover.</td>
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<tr>
<td>Installation is easy—simple snap-in wiring does the trick! It uses regular line voltage, and you don’t have to fuss with unsightly wall plate screws.</td>
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</tr>
<tr>
<td>For complete information and prices, call your local Honeywell office, or write Honeywell, Dept. AB-10-81, Minneapolis 8, Minn.</td>
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</tr>
</tbody>
</table>

BERGER ENGINEERING AND SURVEYING INSTRUMENTS... SINCE 1871

OCTOBER 1955
Little or no remodeling necessary. The new G-E Wall Refrigerator-Freezer can be installed with little or no remodeling in most homes. The cabinet is mounted securely to a sturdy, 5-foot "picture-hook" mounting bracket which is screwed to the wall. It can be moved and rehung in another location, if and when desired.

Magnificent, new G-E Wall Refrigerator-Freezer

HANGS ON THE WALL LIKE A PICTURE

Now, you can offer something unique in refrigerator design. This magnificent refrigerator-freezer that hangs from the wall provides a completely new and advanced concept of modern living. Truly, it is the most convenient and magnificent refrigerator-freezer ever produced!

The advantages of this utterly new G-E Wall Refrigerator-Freezer are obvious: there's no need to bend or stoop for foods because everything can be seen at a glance. The new G-E Wall-Refrigerator is luxuriously convenient in other ways, too. It can be installed directly above a work counter to provide extra counter surface. And, there's room in the kitchen for extra base cabinets because this compact new appliance occupies no floor space.

All three doors are equipped with famous alnico magnets that grip the doors shut...no projecting handles.

The new G-E Wall Refrigerator-Freezer is available in a choice of six Mix-or-Match colors including white.

Only a limited number of G-E Wall Refrigerator-Freezers are now being produced. Call your G-E distributor, or send the coupon below. General Electric Co., Appliance Park, Louisville 1, Ky.

This de luxe refrigerator-freezer has 10.7 cubic feet of storage room—8.7 cubic feet for fresh foods and 2 cubic feet for frozen foods. It is 5 feet 4 inches long, 3 feet 3½ inches high and 17¾ inches deep. 1. Long-lasting baked enamel with a wide band of textured aluminum. 2. All 3 doors are kept shut by famous alnico magnets. No handles, no catches. 3. Separate vegetable and fruit compartments have transparent sliding doors. 4. Top shelf provides space for tall bottles. Shelves are adjustable to various levels. 5. Separate compartments inside door for butter, egg rack; and door shelves for small jars and cans. 6. Zero-degree food freezer has room for up to 83 packages of frozen foods. 7. Four new-style Mini-Cube® ice trays. 8. Frozen fruit juice storage rack. 9. Dependable whisper-quiet sealed-in G-E refrigeration unit is built into the refrigerator. No need to install it separately.
A Mix-or-Match color choice

This magnificent appliance is available in any one of six exciting decorator colors. You have a choice of: Canary Yellow, Turquoise Green, Petal Pink, Cadet Blue, Woodstone Brown and White. G-E Textolite® counter tops are available in Mix-or-Match colors.

Progress Is Our Most Important Product

GENERAL ELECTRIC

FREE, COLORFUL
8-PAGE BOOKLET

Send to: P. O. Box 458,
New York 46, N. Y.

Please send me your booklet containing detailed information and complete specifications about the magnificent new G-E Wall Refrigerator-Freezer.

Send for it now!

Name
Company Name
Street
City
State
"No 'call backs' on Ceco Steel Windows in 2 years..."

KIMBALL HILL—Builder
Rolling Meadows Development

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 foolproof 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
General Office: 5601 West 26th Street, Chicago 50, Illinois
In construction products CECO ENGINEERING makes the big difference
The shingles illustrated here are Nu-Grain Green. The other five available colors are: Brown, Red, Whitetone, Gray, 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-born 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.
Plankweld's so easy to put up!
16½" 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'.

FOR HOMES IN ANY PRICE RANGE

Plankweld is the easiest way to beautiful real wood paneling

New way to wood-panel a fireplace wall—horizontal panels of Plankweld! Famous designer Russel Wright designed this treatment for Weldwood. Use this idea in a model home and see how it helps you close sales.

More than 60% of the buyers in a large West Coast development said wood paneling had helped them decide to buy. It's easy to offer!

Easy-to-put-up Plankweld panels are 16½" wide by 8' high. They fit perfectly on 16-inch centered studs, are held in place by special metal clips that eliminate face nailing.

Easy on the account book! Plankweld comes to the site completely prefinished by skilled factory craftsmen—it's even waxed. Just put the panels up! You can panel a straight 12' x 8' wall with Plankweld in 30 minutes... with unskilled labor.

Your customers know Weldwood—it's the best known name in plywood!

For free contractor's catalog send coupon. See our complete line at your lumber dealer's or our showroom—87 offices in principal cities.

Weldwood® Plankweld™ ®

New designer-styled rooms featured in Weldwood's advertising show how a handsome wall of wood sparks a model home with new beauty

GET HOMES IN ANY PRICE RANGE

Plankweld in 30 minutes...

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.

NAME _____________________________
ADDRESS __________________________
CITY _____________________________ STATE
THIS DIVIDER by architect Chris Choate is good because it does not sacrifice space and keeps the open feeling of the plan. Panels let into frames are ¼-in. plywood.

OFFSET FROM the front door, this storage unit makes a front hall. Storage faces three ways. For section drawing, turn page.
A PLYWOOD WORKBOOK continued

Wall volume storage (below), conceived by Chris Choate, thickens partition space enclosure slightly, gaining volume within the wall for storage of various kinds. The idea is interpreted here as a space divider and incorporates small storage units with doors (or let-down leaves) and shelves. Texture One-Eleven grooved plywood is used to support shelves that can slide in and out to give spaces of varying heights. Choate applies this same idea to an outside wall, alternating areas of glass, flat wall surfaces faced with Texture One-Eleven, and small storage units between columns 4-ft. o.c.

ARCHITECTS John Campbell and Worley Wong of San Francisco designed this unit.

PLYWOOD DOORS
PLYWOOD SHELVES
PLYWOOD 2x3's

STRUCTURAL WALL AND ROOF SYSTEM HAS 2-LEVEL LINEAR PATTERN

This system departs from standard practice but suggests new possibilities in economy and design. It was devised by Chris Choate with vacation houses in mind. Wall structure consists of posts on 3-ft. centers with random rectangles of plywood rabbed into the posts. These are alternated with glass rectangles in random size. Simple aluminum extrusions take the place of horizontal members. The 2-level roof system is shown opposite.
The panels for the novel roof (above) consist of thin sheets of plywood nailed and glued to end and middle framing members curved inward at top and bottom to form a hollow stressed skin construction. When extended beyond the wall, the panels have a gently scalloped effect. The curve in the surface is said to offer greater rigidity. These panels can span at least 16 feet without interior supports.

Supporting fins shown here are 2 inches thick, have two ¼-in. sheets of plywood, 18 inches wide, nailed and/or glued to light framing members. This new development is the work of Anshen and Allen, San Francisco architects.

**SLIDING PLYWOOD CURTAINS**

**CONTROL GLASS WALL AREAS**

This design by architects Campbell and Wong integrates drapes, wall paneling and wall storage by repeating basic elements. The plywood panels for fixed wall areas, "curtains" and storage unit doors are all ceiling high, on a 16-in. module. Door and curtain panels are ¼-in. plywood nailed and glued to one-inch framing members.

**ROOF PANELS**

are sheets of ½-in. plywood, two feet wide, spaced one up and one down in a parallel pattern spaced by stringers of 1x2's or 2x4's. With the former, the panels can span 2 feet; with 2x4's, 16 feet. Blocking closes off openings where panels overhang the walls.
These bright ideas will help solve

HERE ARE THE IDEAS...

ONE WAY TO LOWER A CEILING:
CHECKERBOARD CONSTRUCTION

This 3-dimensional checkerboard hangs from the ceiling on rods that screw into metal brackets on the ceiling surface, into straps across a simple glued wooden frame on upper side of the plywood surface. Plywood panels 2x8 are alternated on two planes. Openings alternate with the plywood to create a soft pattern for artificial illumination. Fluorescent tubes are then mounted above the panels.

INTERIOR SOFFIT: ANOTHER WAY TO LOWER AN OLD CEILING

Chris Choate offers this simple way to give an old ceiling new character. It's a 4x8 or larger surface of plywood simply hung from the original ceiling as an interior soffit. Supports are bare 1-in. square linear framing members joined at the edges of the plywood so that the ends overlap. This creates a simple ornamental effect and avoids fussy carpentry. Lights above surface give indirect illumination.
common problems in remodeling

FACE LIFTING FOR AN OLD FIREPLACE

After the old mantel is removed, a fireplace can be given a modern look by the simple device of enclosing it in a ceiling-high plywood screen bowed slightly outward. The old brick of the fireplace face would be plastered over. The design shown here, by architects Campbell and Wong, projects the plywood screen beyond the sides of the fireplace. This extension can be boxed in, simply faced with plywood or used as storage space with bookshelves or cupboards. Simplicity of the curved screen is its key to success.

GLAMORIZING THE BASEMENT STAIRS

Basement (and attic) stairs are always a problem. Architects Jones and Emmons of Los Angeles propose this answer: a completely open structure with treads of varying lengths supported on the outside ends by vertical fins or louvers that would carry out the feeling of a paneling scheme done in similar widths. The varying tread lengths, combined with the open supports make stairs an architectural feature.
EASY-TO-BUILD LIGHT FIXTURES

The fixture shown on the left is built of plywood and throws light through its irregular triangular-shaped sides and from a pattern of holes drilled in top and bottom. Contemporary in feeling, this fixture would be especially striking when used with a patterned wall surface with grooved plywood (Texture One-Eleven). The idea is by Campbell and Wong.

The light fixture at right, above, is created simply by boxing in the light with plywood against a corner of the room. The exposed sides of the plywood are marked by long parallel slits or saw kerfs backed by obscure glass or parchment. Simplicity of the fixture makes it practical in many different situations. This also is a Campbell and Wong idea.

LOUVERED WIND SCREEN

THIS WINDBREAK for a modern patio uses curved surfaces of 1/4-in. plywood in a screen series that can be adjusted to provide for larger or smaller openings, depending on the wind's strength and direction. The plywood panels are pivoted on upright pipe supports and connected, so that by moving one panel the whole series can be opened or closed. The structure was designed by the firm of Jones and Emmons, Los Angeles.
Houses adds sales zest to your houses

1 AFTER SKETCHING Moke design on paper, trace all construction lines on fir plywood. Try to allow at least 10 inches for all cuts which will be woven. If shorter, cuts cause panel to distort, frame edges.

2 START ACTUAL construction with holes drilled to provide starting point for saw cut. Holes can be made 3/4-in. to 3/8-in. or larger, depending on the effect desired. Saw cut can be started in one hole and ended in another.

3 IN CUTTING with saber saw, place panel good side up when using saw installed in table; good side down when using hand-held saw. To prevent chattering, insert saw in drilled hole at start. Keyhole saws may be used.

4 AFTER CUTS are made, weaving is done by lifting part of design and inserting dowel or other spacer. Weaving must be done carefully, one section at a time. Fabric or plastic background may be used. Finish according to taste.

5 HERE ARE some of the patterns that can be created with Moke. "Noel," for example, center of lower row, shows a tree effect created by sawing a series of down sweeping curves, with slim dowel "trunk" used as spacer.

OCTOBER 1955

THE USES ARE UNLIMITED

The term Moké is based on mok, a seldom-used word meaning "to weave." Invented by architect Whitney R. Smith of Pasadena, California, Moké is the process of cutting patterns in the surface of fir plywood panels in such a way that dowels, pegs, circles, squares or other inserts form a third dimensional relief effect. Colorful finishes for panels, and lighting behind them, produce decorative features of great beauty. A whole ceiling, for example, could be finished with Moké panels repeating a motif, with lighting installed above the panels. In first experimenting with the new technique, stick to designs which do not call for intricate cutting. Practice on light cardboard.
ISLAND KITCHEN-DINING CENTER
SAVES SPACE IN SMALL HOMES

This free-standing structure combines food storage and preparation in one center. An idea of architect Chris Choate, the unit consists of a sink counter with an overhead cabinet hung above and with glass between. The counter is pierced at one end and at right angles by a floating slab which holds a built-in range on the counter side and which serves as a dining table on the other.

The counter top slab-table is formed by edge grain strips of fir plywood, 2-in. wide, making a slab of that thickness. It is given additional rigidity by two 6-in. deep runners projecting below the surface of the table. These are formed by 6-in. wide strips of plywood laminated into the 2-in. strips.
Should builders take the rap for . . .
The LAND CRISIS?

› for kids with spacious new houses and crowded old schools. Or maybe no schools at all?
› for towns of tomorrow that you reach with yesterday’s roads?
› for “garden communities” whose lawns and gardens never have enough water?
› for shiny bathrooms and kitchens whose plumbing empties into old sewers, polluted streams and rivers, overflowing septic tanks?
› for two-car families that can’t find space downtown to park a bicycle?
› for bigger small towns with not even small-town parks and recreation facilities?
› for American communities that won’t share their diminishing land resources with all Americans, regardless of creed, color, or economic status?

Here’s the sorry picture . . .

The headaches that builders have been having in their own backyards have become a national brain-buster.

Headaches cover land costs, bad sites, tough-to-get permits, donations to school boards, touchy sessions with civic groups—name your headache!—have all turned out to be symptoms of one problem: land shortage.

And the worst of it is this: You have to stay where you are and cure the big problem in your community all at once. You can’t run away from it; the symptoms are everywhere. And you can’t cure the symptoms one by one.

But before you think about a cure, think about the definition of the big problem. We call it a “land shortage.” Actually, there’s no shortage of land in America. What’s short is land fit to live on, land with adequate facilities.

Earl W. Smith, president of the National Association of Home Builders, told our editors: “The big problem is to find some way to develop revenue to keep community facilities on an even keel with new housing. Most small residential communities, the kind everybody wants to move to, do not have the right balance between industry and private dwellings to develop that revenue. Still, the money has to come from somewhere!”

Right now, community officials seem to think that local builders are the guys to get it from.

HERE’S THE LOCAL PICTURE
THE LAND CRISIS continued

Here's the local problem:

When you drive out of Chicago and through Evanston, you see bright new housing developments. Just before you reach Glenview, where some of the biggest are, you see a bold sign. It says: "Ask the builders where your kids will go to school!"

And when you drive out of Los Angeles and are 30 miles away on the freeway, a builder wonders: "I don't know what we're going to do for oranges, chicken and milk if this keeps up." He's pointing at more bright new communities. The communities themselves are wondering: "What are we going to do about the roads off the freeways, about the water pressure, about the problem of swift sewage disposal?"

You can drive, in fact, from Los Angeles to Glenview and straight east or south and run into some facet of the same problem almost everywhere. Communities that welcomed builders after the war are now beginning to tell builders to get lost . . . or pay up for community facilities.

It's no wonder that a lot of builders, even some of the big ones, are worried about their future. Soaring population, the thing that once made building profitable, is now beginning to make building treacherous.

For even without the financial burden of being asked to share in the cost of new community facilities, which must keep up with soaring population and new houses, the land crisis is costing builders money; the cost of land has doubled since 1946 and has increased by nearly one-fifth in the last year. NAHB president Earl W. Smith gives himself as an example: his 1949 house cost $8,100 while his 1955 house cost $10,500. They're both of similar design and construction. But the 1949 lot was valued at $900 and the 1955 lot is $2,400.

Here's what may happen, unless . . .

It's not hard to make builders the national scapegoat for America's lagging community facilities. All it takes is a little loud-mouthing on a national scale: "You built the houses. Now do something about the towns you built along with them."

That kind of talk breathes life into cold, national statistics. It's estimated that it will cost $205 billion during the next ten years to keep community facilities abreast of population growth and housing. And if we spend each year at the 1954 rate, we'll spend only $36 billion. In short, we are spending today less than half of what is necessary to keep our newly housed population in schools, roads, sewers, water, hospitals, parks. It's not hard to see that a national outrage may be just a stone's throw away.

Even now, local problems are zooming into the national spotlight. Take the case of Joseph E. Merrion of Chicago, a prominent builder. The Cook county board has compelled him to promise to donate sites for public schools. Editorialized the powerful, widely read Chicago Tribune: "New towns face the problem of providing right now what the older suburbs have spent 50 years accumulating . . . It can't be done. The obvious solution is to add the cost of at least the minimum facilities—schools, streets, utilities—to the purchase price of the new homes. The law doesn't permit it now, but the law will have to be changed."

Predicts Earl W. Smith, president of NAHB: unless controversy is replaced with cooperation, the problem of community facilities will loom so large as to attract "political opportunists (who) will step in with grandiose schemes, the net effect of which will be that the community will have no voice in the type of housing built there, or the sites on which it is built." And you can be sure of this: builders won't have much voice either.
Here's what some builders are doing:

Builders are beginning to fight back against the land crisis.

To offset the shortage of suitable sites and avoid high land costs, they're building good houses on land they once thought unusable. In San Francisco, Standard Building Co. is building on Twin Peaks, a mountain side. In Lafayette, Calif., builder Garry Grover is using trusses to cantilever his $16-$18,000 houses out from a steep hill; in effect, he builds them on lots that aren't there. Those are merely two examples; there are many more and American Builder will publish them in detail, in future articles.

Many smaller builders, whose battle with land costs is particularly rough, are banding together to buy subdivision sites much the way large builders do. The San Fernando Valley chapter of the BCA recently sponsored a subdivision for its members: 10½ acres that were broken into 50 lots and divided among nine builders. Result: the builders get their lots at costs comparable to those that big builders enjoy; they get financing which would have been difficult or impossible on individual lots; they can pool small ad budgets to make a big, collective splash; construction will probably cost less.

To offset the growing problems of community facilities, some builders have hit upon this idea: they invite community officials to a meeting and openly acknowledge their desire to learn, to appreciate, to help solve the problem. One notable session like that was sponsored by the Long Island (N.Y.) Association of Home Builders. Says NAHB president Earl W. Smith: "The problem is too big for builders alone, or even builders plus public officials. Other people in the community must be made to face it. . ."

Ultimate goal of such meetings: share-and-share-alike financial responsibility for community facilities.

What AMERICAN BUILDER says:

Builders should not take the rap, but the critical nature of the land crisis calls for positive action by them on many fronts.

The place to begin is on the grass-roots, hometown level. Enlist the support of school, church and civic groups; help them set up committees to tackle each problem. Then the leaders can be brought together with builders and town and county officials to devise new ways to get or pay for the community needs.

This is not just a builder's problem. Babies, not builders, are to blame—it is a dynamic, expanding population that is creating the demand for better and more homes, schools, hospitals and all the rich equipment of life within the reach of all.

Everyone must help: the National Association of Home builders should step up its assistance to local builders, giving them more data, speeches, newspaper stories, programs for home town meetings. We believe that NAHB should make this the Number One topic for next January's convention.

FHA should realize that this is their problem, too. We believe Norman Mason and his staff can do much to create a better understanding of the crisis.

Hard work should be done with civic bodies to find better uses of facilities already existing. Scattered lots can be utilized. Run-down areas can be improved to make existing sites more livable. And new highways, faster trains, fool-proof planes and helicopters are opening good sites where facilities do exist.

Certainly the American public will not long permit buildings to be choked by "Keep Out" signs against low-income families. American Builder invites readers to tell us of bad situations; publicity may help find a cure. Builders have faced tough problems before; let's not say this crisis cannot be handled, too.
Home Building takes a big step ahead

Here's your new National Housing Center at work. Eight-story, air conditioned building houses NAHB offices, exhibits library, press and conference rooms.

A few years ago a builder got as much attention in Washington as an old nail in a pile of sawdust. Now it's different. He gets heard. He gets action. And he has his own new National Housing Center, just opened, which advertises that he's doing a big and vitally important job.

Builders from Azusa to Astoria now have a place to gather. It's a handsome headquarters that represents in granite, glass and aluminum what the industry is, where it stands, and where it's going.

AMERICAN BUILDER editors took their cameramen and toured the new Center just after it opened. On the following pages you see what they found.

Handily Located—it's midway between the Statler and the Mayflower; four blocks from the White House.

Products displayed—six floors feature a new and brilliant type of building exhibit. “Island” type displays are already being erected.

Where builders meet—there are conference rooms, an auditorium seating 200, reception rooms, and offices of the National Association of Home Builders. It's a logical place for Builders to meet, plus a site for conferences with FHA officials, manufacturers, architects, housing experts and the press.
IDEAS for your next home give spark to these new island type displays. Six floors cover products from disappearing stairs to "atomic" door openers. Center hopes to attract home buyers as well as architects and builders.

LUMINOUS ceiling extends over entire exhibit area, in bright, colorful display. Information desk on each floor handles product data, plus manufacturers' catalogs and literature. There's a complete reference library.

100,000 PIECES of helpful literature are prepared each month in NAHB's new mimeographing and mailing department. Manager Florence Bittner, left, is currently preparing kits for NAHB's 21 Mortgage Finance Clinics.

BUILDERS' PROBLEMS are reviewed each week in staff conference of department heads. Recent conference, above, set up control center for all activities so that objectives of each project would be fully known to all.

OCTOBER 1955

HERE'S WHAT HAPPENS INSIDE
How NAHB solves your

**PRESIDENT** of NAHB is a busy builder, like Earl W. Smith (right), who works without pay, travels some 150,000 miles a year, sacrifices personal interests for NAHB.

**CURRENT PROBLEM**, being discussed here by Smith and Neal J. Hardy, NAHB Policy Consultant: the land crisis and how best to maintain America's community facilities.

**CONSTRUCTION DEPARTMENT-RESEARCH INSTITUTE**, headed by Ralph J. Johnson (not shown), helps keep government agencies abreast of everyday problems of NAHB builders.


**ECONOMIC AND STATISTICAL DEPARTMENT** is headed by Nathaniel H. Rogg. It publishes "Economic News Notes," a monthly analysis of housing and the national economy.

**CURRENT PROBLEM** is preparation of material on community facilities for use by NAHB builders in local meetings; also, an analysis of latest family formation figures.

**EXECUTIVE DIRECTOR** John M. Dickerman, administrative chief of staff, coordinates all NAHB matters for executive committee with help of Mrs. Margaret F. Raynor.

**CURRENT PROBLEM** of executive director's office: completion of all facilities in new $2 1/2 million housing center in time for formal opening on October 3.

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**LEGISLATIVE DEPARTMENT**, headed by Joseph B. McGrath, keeps tabs on national legislative developments that affect builders, advises federal agencies and committees.

**CURRENT PROBLEM**: the effect of new government regulations that tightened insured home loan credit. Shown with McGrath: his secretary, Martha Georgesson.

**PUBLIC RELATIONS DEPARTMENT**, headed by Robert F. Loftus (center), advises industry on PR matters, promotes home ownership, helps public understand builders better.

**CURRENT PROBLEM**, being discussed here with assistants Don A. Eaton (left) and Oliver DeWolf: public relations activities at the new center in months following opening.
NAHB's $2 1/2 million dollar housing center is as modern as tomorrow. It is fully air conditioned, acoustically treated, lighted with brightly luminous ceilings. The heating and air conditioning equipment is on the roof, freeing the basement for pay space. The glass front is brilliantly lighted to reveal the product displays inside and the striking spiral staircase.

Services will include a large reference library, building catalogs and literature files, research and economic data on building. Special educational exhibits will show progress in home building, model homes, what to expect in the house of tomorrow. There is a fully equipped press room, complete with ticker tape, information files and a public relations staff.

The building was erected by Alvin L. Aubinoe, Inc. from plans by Aubinoe, Edwards and Beery. Interior decoration was by Knoll associates.

HOME BUILDING HEADQUARTERS: Eight-story granite, glass and aluminum building houses NAHB's offices, exhibits, press rooms, library and conference rooms. It's fully air conditioned, acoustically treated.

SPACE TALKS in this tightly engineered, expertly laid out building. The 63'-7" x 132' area is air conditioned and well lit, so all interior space is put to work. The seventh floor reception room serves NAHB offices, including corner rooms for President Earl Smith and Executive Director John M. Dickerman.
With five years of work planned for one site, "we can't afford to have last year's customers complain to next year's prospects." Thus Harold Sarshik explains his policy of "frame for deflection, not just for shear," at Woodcrest, near Haddonfield in southern New Jersey. His 1500-unit development still has four years to go.

FHA span tables are adequate, but the slightest belly on a weight-bearing member may mean 1) cracked plaster; 2) a disgruntled home owner; and 3) a slow-down in future sales. So Sarshik takes his architects' sound lumber specifications and submits them to the acid-test mathematics of structural engineer R. E. McLaughlin of Philadelphia, whose job it is to watch out for unusual stresses.

The "caution-plus" advice is illustrated here in some details of the Yale, at $15,000 the most popular of the three split levels on sale. The Princeton is $13,500; the Harvard is $16,750.
KITCHEN WINDOW LINTEL is focal point of stress from transverse girder (top); engineer OK'd two 2x14's on 4x4 posts. Girder itself, which supports ceiling ties, took 3x14's after "NG" on 2x14's. For upright above lintel, a 4x4 was OK, but three 2x4's fit.

RAFTER DETAIL shows use of bolts for splicing two lengths of rafter itself, and (beyond) fixing of rafter to ceiling tie. Starting with axial thrust on rafter and the values of 4" bolts and 16d. nails, engineer called for bolt and 7 nails at rafter-tie joint.

the call of duty

FRONT VIEW of Yale, best seller at Woodcrest, shows popular features: real stone front, large windows of kitchen (see top of page), dining, living room. Latter has cathedral ceiling sloping to 12' at split line. Plan shows convenient traffic pattern.

OCTOBER 1955
Estate planning for the TYPICAL COMPANY

How to build the kind of business that will put your wife, children and yourself in the best position—through the use of business insurance tailored to fit your needs.

You have your choice of three types:

1. Proprietorship
2. Partnership
3. Corporation

Fire sweeps through a row of new houses, and the builder watches helplessly, but he is not beaten. His property is gone, but it can be replaced because he has fire insurance. A tornado strikes and property is destroyed. Houses rise again when tornado and windstorm insurance play their part.

There is one misfortune, though, whose striking power could be many times greater than fire, tornado or any other casualty recoverable through insurance: the death of the builder himself.

An ideal method has been devised to meet this crisis. It is business insurance, and whether you are a sole proprietor, in partnership with others, or a member of a corporation, the value of business insurance cannot be overestimated.

In the case of sole proprietorship, business insurance will protect your family in the event of your death; in the cases of partnership or corporate ownership, business insurance will protect your family in the event of your death, and yourself in the event of the death of one of your associates. The following facts are presented with the cooperation of the Connecticut Mutual Life Insurance Co. and the New York Life Insurance Co. to help you decide which plan best suits your needs to give the greatest protection to your family and your business.

Whichever plan you choose

KEY-MAN VULNERABILITY: Most companies have a man whose death would create substantial problems. Financial difficulties can be avoided with key-man insurance protection providing a shock absorber until a successor is found.

CREDIT WEAKNESSES: Policies covering the life of the owners or key members during periods of loans help maintain a firm's credit status, can be used as collateral for a loan, or as a source of cash in an emergency. The business is always protected.

VERBAL AGREEMENTS: Without a written buy-and-sell agreement, the deceased's heirs would still have the right to retain their share in the business, or sell to an outside interest, and surviving members might renege on their agreements.

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**TYPICAL PROBLEM**

John Blank, who owned the Modern Building Co., died suddenly. His widow and children relied on the business for their income. Jones, who had been Blank's right-hand man, knew it would be a long time before his management would provide sufficient income for Mrs. Blank, her children and his own family. Mrs. Blank would have liquidated the business, but it was pointed out to her that liquidation often means heavy financial loss. Mrs. Blank was thus forced to hire a manager. This added expense and loss of income meant a long period of anxiety and forced economy for Mrs. Blank and her children.

**TYPICAL SOLUTION**

An agreement is drawn between Blank and Jones under which Jones is to purchase the business upon Blank's death with funds from life insurance. Jones makes premium payments. (Notes are given to Blank in part payment of some of these premiums for which the business advances payment). When Blank dies, Mrs. Blank receives from the insurance company a predetermined amount of money arranged to give her an income for life. Jones becomes owner of the company, giving Mrs. Blank notes covering amounts advanced for premium payments. The Blanks are financially cared for.

**Taft and Hansen** were partners in a home building business. When Hansen died, his widow needed money as she had two young children to support. She demanded liquidation as soon as possible, which was against Taft's best wishes. It meant selling himself out of a job at a price not representing fair value, and would mean a loss to Mrs. Hansen. So he formed a new partnership with Mrs. Hansen, attempting to do his own work and Hansen's, too. Price advantages previously enjoyed because of teamwork are gone. The threat of liquidation is always present.

A buy-and-sell agreement, pledging the survivor to buy the other's interest in case of death, is drawn up between Taft and Hansen. Each partner is insured for an amount equal to his share in the partnership, with the partners paying premiums on each other's insurance. Thus, at Hansen's death, money is available for Taft to buy the deceased's share of the business from Mrs. Hansen, giving Taft sole ownership and giving Mrs. Hansen the cash she needs. The threat of liquidation is gone, and so is the need to take an inexperienced person into the business.

The ABC Home Corp. was equally owned by Stone, Taylor and Walsh. Taylor died and business fell off. Mrs. Taylor, who had inherited her husband's stock, consulted her banker and lawyer when income fell. The lawyer wanted to go to court; but at her banker's advice, she asked Stone and Walsh to buy her stock. With no money available, they would have refused were it not for the danger of her selling to someone else. An agreement was made to spread the purchase over five years with substantial income also to be paid. To do this, they had to mortgage their own stock.

A stock purchase agreement provides for surviving members to buy deceased's stock, money going to the heirs. Insurance is taken out on each other's life. At Taylor's death money is available to carry out the agreement. Surviving members are guaranteed full control of the business. Operations continue without interruption. Heirs receive a fair price. If members are unable to buy full amount of insurance, whatever is purchased represents first payment to the deceased's estate, an agreement providing for payment of any balance over a predetermined length of time.

**... watch out for these pitfalls**

**OUTMODED COVERAGE:** As business grows and prospers, financial conditions change. What was once adequate coverage becomes outmoded. Regular check-ups by experts insure that coverage will continue to be as complete as possible.

**INHERITANCE TAXES:** Be sure to consult with your lawyer and accountant when purchasing business insurance. Tax factors must be taken into consideration so that the plan will not unnecessarily involve additional taxes for your beneficiaries.

**MISUNDERSTOOD VALUES:** It may become necessary to borrow on your business insurance during an emergency. You should be completely aware of the cash and loan values over the coming years so that you can use them fully.

**OCTOBER 1955**
DID FHA TURN YOU DOWN?

Here are 94 probable reasons why

CHARLOTTE HBA ISSUES LIST
OF “FREQUENT ERRORS”

Group A: Some common errors in application submissions, causing delay in beginning processing.

ARCHITECTURAL PRELIMINARY EXAMINATION
1. Brick veneer plans with frame construction specified, or vice versa.
2. Items shown on plan are not specified, or vice versa.
3. Inadequate storage—linen, coat closets.
4. Stock plan with major changes to conform with local building practices.
5. Stock plan without proper changes.
6. Heating plan does not show size of all registers, ducts, radiators or convectors, or BTU heat loss for each room.
7. Floor furnace specified is inadequate to heat size of dwelling (Rev. 52).
8. Floor furnace, shown and specified, not in compliance with Rev. 51: a. violates 2” passage requirement.
9. Plans not properly dimensioned.
10. Inadequate plot plans fail to show walk, drive and required elevations.
11. Entrances from carport to dwelling without required stoops.
12. Kitchen cabinet details, wall sections not provided, or do not conform to plans.

VALUATION PRELIMINARY EXAMINATIONS
14. Failure to show location of property for proper identification by appraiser.
15. Failure to send keys or help appraiser gain entry to vacant locked house.
16. Failure to indicate year built.
17. Discrepancies in lot dimensions shown in legal description, location sketch, and under Block C of the Property Description Form 2004a.
18. Failure to indicate type of water and sewer under utilities, Block E.

MORTGAGE CREDIT PRELIMINARY EXAMINATIONS
19. Failure to include amendatory language in sales contract.
20. Failure to insert in amendatory language the appraisal figure agreed upon between seller and purchaser.
21. Failure to show in the application whether the mortgagor proposes to rent, occupy or sell the property.

22. In connection with refinancing transaction, failure to state the use made of cash or cash proceeds from recently recorded second mortgages.
23. Failure to supply Form 2360.
24. Agreement to provide construction warranty for applications for proposed construction.
25. Failure to supply current balance sheet statement for operative builder.
26. Failure to furnish operating statement of the business of a self-employed applicant.
27. Omission of signature of the mortgagee.
28. Failure to return Form 2562 executed by the purchaser in substitution of borrower cases, or conversion of conditional commitments.
29. Failure to show all assets of applicant.

Group B: Items of non-compliance most frequently encountered by FHA inspectors in the field.

FIRST INSPECTIONS
30. Sloped footings (on unlevel lot, footings must be stepped).
31. Inadequate footings at piers in curtain wall; failure to provide full 4” projection at these points.

SECOND INSPECTIONS
32. Inadequate foundation vents and 16 mesh vent screening used.
33. Masonry not bonded every 7th course or every other block.
34. Piers not bonded to curtain wall.
35. Termite shields lighter than 26 gauge, do not extend 2” from face of wall and do not turn down 2” at approximately 45 degrees. Joints not soldered or lock joints not properly constructed.
36. Wrong stoop and porch flashing at sill.
37. Single sill on 4” curtain wall and pier construction.
38. Girders spliced between supports.
39. Subfloor not cut parallel with and over joist; wide subflooring not nailed sufficiently. No blocking under subfloor where cut for duct work, floor sills.
40. Ledger on sill and girders cut excessively into joist; ½ depth of joist maximum allowable cut.
41. Permanent shims not provided between sill and girders and bearing.
42. Corner bracing not properly installed.
43. Inadequate headers over large openings.
44. Moisture content of lumber exceeds 19%.
45. Warped studs not properly straightened and scabbed.
46. Improper tub supports; end blocking required.
47. 2” minimum clearance between framing and chimney not provided.
48. Omission of 30# base flashing and weep holes on brick veneer construction.
49. Omission of flashing at window sill and head on brick veneer construction; at window head on frame construction.

THIRD INSPECTION
50. Studs, ceiling joist and rafters inadequately nailed.
51. Wood siding not back and end primed.
52. ¾” plaster grounds not provided.
53. Window not wrapped around with 15# felt corner and cut pieces of gylap sheathing not covered with felt.
54. Work not progressed to second inspection stage because a. house not weathered in; b. utilities not roughed in; c. plaster grounds not in place.

This collection of most frequent errors found in FHA and VA submissions was prepared for its members by the Home Builders Association of Charlotte, N. C., from information provided by Roy C. Miller, Director, FHA, Greensboro, N. C., and Charles H. Bell, Loan Guaranty Officer, VA, Winston-Salem, N. C.

(Continued on page 288)
When the big freeze comes . . .

are you going to be ready for it?

If you're from below the Mason-Dixon line you'll probably be amused at this picture. But if you live up north in the big-freeze belt it isn't so funny. Rather your hat's off to these fellows—or should be. Why? Because they're ahead of the game. They're building at a 12-month's clip, with no time for seasonal layoffs. What's more, they've got the unusual distinction of having some January and February starts. You can do the same if you follow the rules of cold weather building that AMERICAN BUILDER gives you . . .
Winter building: what do you do outside?

**Preheat your materials and**

Stock piles can stand freezes  
better than men—but even they  
have to be given the steam  
treatment once in a while

With materials generally cheaper, shipping facilities less crowded, deliveries more prompt and dealers anxious to hold on to their men, winter building makes a lot of sense. The only real problem is to keep those materials in workable and efficient condition so you can keep operating.

Covering stock piles with tarpaulins, sisalkraft or felt paper is one of the first rules you should follow. This applies especially to masonry units, which never should be left on wet ground but should be kept high and dry on heavy planks.

If ice and snow do collect on them, they should be thawed with jets of live steam, portable gas torches or other defrosting devices.

**Good Winter Mortar** is a must for the mason. That means mortar which is really workable on the board. The mason can’t afford to spend time retempering it. To get this kind of mortar in outside temperatures as low as 32° means the application of heat to sand and water, especially the latter. Piling sand over a smoke stack section (metal) and building a fire under it is one solution. Care should be taken, however, not to scorch it.

Batches of mortar should be heated at the mixer to a temperature not above 160°F. At the time of troweling its temperature should be between 70° and 120°F., which means that the mason has got to move right along to keep his mortar from overcooling.

Draping tarps over a temporary framework is generally sufficient to keep masonry walls from freezing. Openings should be “canvassed in” with standard duck tarpaulins or with the newer aluminized (and flame-resistant) type. Also available from suppliers are lightweight reinforced plastic tarps that let in light and keep the cold out. They are especially effective in providing good working light. But even with this kind of protection you will probably need salamanders (see pages 104-105).
HEATING CONCRETE in tilting type mixer is easy with this portable burner and universal attachment. Heat is deflected into mouth of drum at desired angle. Burner operates from kerosene tank or fuel, comes in five sizes.

MIXING MORTAR, cement or plaster in steel box at proper temperatures is accomplished with same type of portable burner. Burner operating from 20-gallon tank at temperature of 1800°F-2200°F, consumes 3 gallons per hour.

forget about the weather

HEATING MASON as well as bricks is done with handy portable, lightweight unit. Heater operates off standard 110-115 volt AC current, has built-in fan. Another similar type uses infra-red rays to heat workers.

TAKING COUNTRY by storm, this portable infra-red heater burns L.P-Gas. 100 lb. tank will supply spot-heater for 55 hours. Though not yet in full production, company should be by winter. Some dealers will rent unit.

WHAT DO YOU DO INSIDE?
SNOWED UNDER, Syracuse, N. Y. builder
Al Bartlett, left, uncovers his footings.
Bartlett built splits all last winter.

Winter building: what do you do
on the inside? And what
do you do about pouring slabs?

With new warm-up techniques you can have

year-round concreting,

To operate a building business
on a 12-month basis you
should be able to pour concrete in
winter as well as summer. Afraid
of frost? Then take these precau-
tions:

SPRINKLE STRAW on a sub-
grade to keep it from freezing. A
to enough to insulate ground against
freezing. If already frozen, a sub-
grade may also be thawed with
straw and sand. Spread straw over
it to a depth of 4 feet, then cover
with 100-150 lbs. of sand per
square yard. Ignite the straw, and
the sand will retain the heat.

REMOVE ICE from forms and
reinforcing rods with live steam
or portable heater. Fig. 4 below.

USE HIGH EARLY-STRENGTH
cement. That means low-water-
cement ratio. Add calcium chloride—
but sparingly and only to in-
crease early strength.

HEAT MIXING WATER to
temperature of 175°F., no hotter.

HERMAN NELSON unit burns gas
or fuel oil, is well vented.
(Reader’s Reply Card No. 1018)

C. R. DANIELS smokeless sal-
amander is oil burning type.
(Reader’s Reply Card No. 1019)

JACKSON salamander has heat
deflector to warm floor area.
(Reader’s Reply Card No. 1020)
Lather's job if he doesn't have to work in unheated space. Heater is light enough to be lifted on scaffold, permits lather to work without using gloves.

PLASTERERS PREFER to work in comfort too, but they also want plaster to dry out. Conventional heater for plasterers is salamander. Main requirement is steady heat.

lathing and plastering

This should enable you to pour concrete at the proper temperature—between 50° and 80°F. Heat aggregates to about 45° if they are frozen.

MAKE SURE that the surface temperature of hardened concrete approximates that of your second course or finishing layer. This will require heat. Big problem in curing winter concrete is to keep it moist (especially near heaters) and protected from too rapid drying and cooling. Some form of enclosure, of course, is essential, particularly during the early stages of curing.

BEFORE REMOVING heat and protection from a slab, give it the strength test. If it can stand a compressive strength of 500 psi then frost can't touch it.

LATHING AND PLASTERING are two mighty irksome jobs in cold weather, and losses from winter conditions can be painful. Here again, heat plays an im-

(Continued on page 276)
Few builders get more mileage out of a plan than Nathan Manilow of Chicago. From sprawling successful communities like Park Forest and Des Plaines Villas, Manilow has turned to a higher price bracket. In his latest effort, Highland Park Highlands, he shows how important it is to start out with a good plan. He also shows how to manipulate seven variables common to all builders—and come up with something different each time. No small credit, of course, belongs to his architects, Fitch, Schiller and Smith.

They move from ranch to split level with equal ease, merely splitting the plan in half and raising the bedroom section 4 feet above grade. They take brick and stone and vary them with vertical or horizontal siding. They start with the standard 5:12 roof pitch and lower it to 2:12 for some contemporary models, 1:12 for others. They combine conventional 8-foot plasterboard ceilings with the plank and beam studio type. They exploit the gable window, using it in at least three different ways. They play carports against garages, breezeways against porches, wood fencing against brick, substituting one for the other with unusual skill. And, to gain further variety, they site their houses either of two ways on the lot.

BROCHURE OF ELEVEN plans, right, gives prospective buyer chance to compare one with the other. Highland Park Highlands incorporates latest thinking of Manilow Construction Co. From moderate priced houses, firm has now turned to luxury class.

AMERICAN BUILDER
THE 7 VARIABLES
HOW THEY WORK

OCTOBER 1955
Eleven different houses to

Ranch . . . or Split level . . .

Turning a ranch house into a split level required no drastic changes in floor plans. The bedroom area was simply framed 4 ft. higher than the other half of the house, and the fireplace moved from the living room to the family room (lower level) of the split. The family room, one of the big drawing cards of the split level design, corresponds to half a basement in the ranch house.


The use of several different materials to give variety is one of the stock tricks of the trade. Very often it's overdone, but not so here. Only one type of brick, common, is used, and only one type of stone. Different siding combinations are used, however: vertical, horizontal bevel, drop siding, tongue and groove and plywood with battens. Subtle color is found in the use of redwood.

Turned house on lot . . .

What you can do with three split levels with the same floor plan is illustrated here. In the first and third, the house straddles the lot, with garages or carports tacked on front or side respectively. In the center plan, the house parallels the lot; garage or carport is side-attached. Still other variations are possible, of course. With larger lots, use angular siting.
please everyone . . .

**POPULAR RANCH** house looks small in comparison with split level at right, yet both have same floor area. Ranch has area wells for basement, while split level has windows above grade. Ranch plan also has attached garage.

**FAST-SELLING** split level looks large on lot, is same size as ranch. Breezeway joins garage and house. Lower level is family room, with bedrooms above. Exterior of house is redwood and common brick; garage door, trim are white.

**STILL ANOTHER** version of Manilow house: ranch with carport storage, louvered roof—and stone front. Where masonry is used it definitely predominates; wood siding is used only for contrast. Roof is asphalt shingle. This conventional ranch has three bedrooms, two baths, basement and carport. Entrance to the kitchen is on the left just inside an above-extension of the stone wall. Overall dimensions of the house are 28'-3" x 46'-9".

**PARALLELING LOT,** this split level has gable side facing street, with entrance through carport. This differs from other two versions, which are turned broadside to street. Top-swinging casements provide living room ventilation.

**SAME SPLIT** level with attached garage. Unlike version plan is only possible when all jogs and angles are fitted on far left, it has in-line plan. Extreme flexibility of into one simple rectangle of two-to-one proportion.
Here are three more ways

Carports ... and garages ...

Alternating garages with carports, both as to style and placement, gains unusual variety. Garages are attached by means of 15-foot breezeways, each of which encloses a "tot yard." Carports are attached directly and, unlike garages, are given 60 square feet of storage space. As already suggested, both garages and carports appear up front or at one side, and do not repeat each other.

Roof pitch: high and low

Pitches of 5:12, 2:12 and 1:12 are used by the architects, depending on the style of the house. Besides offering changing roof lines, this device also permits various treatments of gable windows in contemporaries.

To get further variety in their roofs, both built-up and asphalt shingle types were specified. Thus white gravel roofs are seen with dark asphalt shades.

Ceilings: open and closed

With plank and beam construction predominating in most houses, at least contemporaries, ceilings are either natural-finished or painted. Beams are laminated for extra strength and to prevent shrinkage, and are left unpainted. V-groove planking is treated in the same manner.

The use of open or studio type ceilings makes for greater spaciousness, increased height.
to vary a basic floor plan

OPEN CARPORT has storage space at right for tools, gardening implements and athletic equipment. Area may also be used for terrace or play yard. In garage version no such storage area is provided, though it might well be in basement. Only in the past few years has the carport, of California origin, found midwest favor.

INTERESTING GABLE treatment is given this model and one on right. Here sharp pitch of roof permits more glass area and allows combination of gable and picture window. Vertical siding is used below gable with common brick.

CONTEMPORARY LOOK is in this low-pitched roof with solid brick end-wall and fixed gable windows above. Front-facing carport has double posts, cantilevered beams, no pitch. Wood fence is repeat of L-shaped brick wall.

THREE LAMINATED BEAMS are enough to reveal structure of house without giving that over-timbered look. In bedroom area beyond, ceilings are standard height. Stairs to basement are located to right of the fireplace.

LARGE GABLE window of fixed glass reveals unique solution to curtaining problem. Drapes are fixed, do not draw, are cut short to let some light in. Beyond dining table is kitchen—well screened below, open at top.

OCTOBER 1955 INTERIORS: THAT LUXURY LOOK
GLASS PANELED SCREEN divides entry from main living area. Slimmed-down fireplace takes little wall space, has log storage underneath and square hearth. Pull-down light fixtures are hung from ceiling tracks.

ELECTRIC KITCHEN has built-in range, stove and dishwasher and natural birch cabinets. Stretched brass chain is used to separate food bar from dining area.

INSIDE BATHROOMS of contemporary models have daylight illumination from dome light above—plus diffused fluorescent light. All models have tiled double baths, showers.
Gold Seal "Jackstraw" Linoleum

GIVES YOUR HOMES THAT "EXTRA VALUE" LOOK

Gold Seal "Jackstraw" Linoleum will help you sell your homes faster. Not only is it one of America's favorite designs (thanks to its gay patterns and mass promotions in Life, Better Homes & Gardens and other leading publications) but it also has a magic way of making small rooms look larger...all rooms look brighter.

The trend to basic, smooth-surface, virtually seamless flooring throughout the house is unmistakable. Here are just a few reasons why you are so correct in specifying Gold Seal "Jackstraw" 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...suggests 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 so-called 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 "Jackstraw," simply specify Gold Seal "Jackstraw" Linoleum in houses you want to sell faster. You have 13 patterns to choose from, 6' wide, by-the-yard, standard gauge.

FOR HOME OR BUSINESS YOU GET THE FINEST CHOICE OF ALL IN...
PRIVATE LIVES are no problem at all in this Atlanta home, with sleeping zone and living zone neatly separated. Use of a retaining wall, continuous sweep of the living level into the carport, clever grading create a snug appearance.

THIS TRI-LEVEL HAS A SPECIAL SALES APPEAL

One level for family living...
This space-conscious split-level concentrates four bedrooms and two baths in a single two-level wing that is convenient to the rest of the house. This arrangement makes possible a family grouping of two bedrooms on one level and a similar guest grouping on the other, with complete privacy for both.

The overall plan features two connecting wings. One contains the service and living areas at the entrance grade level. The other wing contains the bedrooms, connected by a half flight to the entry. The rooms follow in an orderly sequence around the entry, with the kitchen facing on the street front, and the living-dining room overlooking the terrace in back of the house. Full length sliding glass doors lead out to the privacy of the porch.

The variation in grade levels on the exterior is handled effectively through the use of a retaining wall, placed at right angles to the front and rear. This allows the major part of the house to be graded level one step below the entrance floor line. The finished grade for the balance of the front and rear and one side of the house, three steps below the lower floor, is levelled and tapered off to conform to existing contours. This procedure offsets the usual sales resistance to bedrooms that seem to be located below the established grade level.

The inside living room wall, into which a fireplace has been set, is made wholly of used brick that was chosen for its texture and wide color range. The fireplace and the adjoining masonry wall, which is an integral part of this feature, extend for approximately twelve feet, and rise from the floor to the underside of the ceiling. The raised hearth reaches out from the face of the fireplace.
Contemporary and traditional styles are blended in the exterior of this house. A low-pitched roof, with wide overhanging eaves and gable ends and wide horizontal wall siding, accentuate the snug, close-cropped look, especially on the street side. Wood blinds painted a contrasting color and selected used brick for the porch rail also help to add a lively note to the front view of this home.

The house is of frame construction, with brick veneer extending from grade line to the underside of the upper level bedroom in the two-story wing. The plank and beam roof framing members are left exposed in the living, dining and kitchen areas.

The varying depth of the concrete foundation provides a depressed entrance at the intersection of the rear house wall and the rear retaining wall. This offers access to the basement below the living room for location of the furnace and heater. Thus it is possible to place the furnace flue in the fireplace unit, and a cleanout for the fireplace is provided.

The strategic location of the carport serves to accentuate the long, gracious sweep of the living-area wing, and also affords sufficient weather protection to allow the use of a glass jalousie door, for direct entry to the kitchen area.

**BRAND NAME PRODUCTS USED**

- Armstrong linoleum
- American-Standard plumbing fixtures
- Bankhead kitchen cabinets
- Central Woodwork Co., windows
- Certainteed wall sheathing
- Certainteed asphalt shingles
- Flintkote building paper
- Florey rubber tile
- Formica cabinet tops
- Gibraltar, Gen. Plywood Corp., doors
- Hotpoint kitchen equipment
- Horizon sliding doors
- Insulwool insulation
- Lewson bathroom cabinets
- Minneapolis-Honeywell controls
- Mission hot water heater
- Moncrief furnace
- Pratt & Lambert paints
- Shower Door Corp., shower door
- Swivelier lighting fixtures
- Schiege hardware
- U.S. Mosaic clay tile
- U.S. Gypsum wallboard
- Victron exhaust fan

For information about complete one-quarter inch working plans of this house write American Builder Home Plans Service, 30 Church St., New York 7, N.Y.
RIGHT SIDE ELEVATION

LEFT SIDE ELEVATION

DESIGN NO. A.B. 223

AMERICAN BUILDER BLUEPRINT SERIES

JOHN W. CHERRY, ARCHITECT
1429 PEACHTREE ST., N.E., ATLANTA, GEORGIA

Simmons Boardman Publ., Corp. 79W Monroe St., Chicago 3, Ill.
OUTDOOR touch in the den is provided for by the use of brick flooring and Dutch door that may be opened as in the picture, leads to a terrace and play area behind the house. The room can also be used as an extra bedroom.

SNACKS can be served at this 5 1/2-foot breakfast bar, which doubles as a pass-through between the kitchen and the dining area. It can be closed off by shutters, or co-ordinated with the louvered doors in the interior.

Quantity List of Materials
For American Builder Blueprint House No. 223

John W. Cherry, Architect

<table>
<thead>
<tr>
<th>GENERAL INFORMATION</th>
<th>MILLWORK</th>
<th>SHEET METAL</th>
<th>CARPENTRY</th>
<th>ROOFING</th>
</tr>
</thead>
<tbody>
<tr>
<td>House—Type...........</td>
<td>Windows—Type</td>
<td>Gutters</td>
<td>Beams and girders</td>
<td>Type</td>
</tr>
<tr>
<td>Area..................</td>
<td>double hung</td>
<td>G.I. drip—156 lin. ft.</td>
<td>1—6' x 12'—10'-0&quot;</td>
<td>asphalt shingles</td>
</tr>
<tr>
<td>1,209 sq. ft.</td>
<td>sliding metal sash in wood frames</td>
<td></td>
<td>3—4' x 12'—10'-0&quot;</td>
<td>INTERIOR WALLS AND CEILINGS</td>
</tr>
<tr>
<td>Cube..................</td>
<td>Windows glazed including trim</td>
<td>Flashing at chimney and at roof</td>
<td>4—5' x 13'-23'-0&quot;</td>
<td>Area</td>
</tr>
<tr>
<td>19,344 sq. ft.</td>
<td>Double hung</td>
<td>intersections with walls</td>
<td>27—2' x 12'-20'-0&quot;</td>
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<tr>
<td></td>
<td>Gl. fixed in wood frame</td>
<td></td>
<td>6—6' x 12'-14'-0&quot;</td>
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<tr>
<td></td>
<td>Sliding metal sash</td>
<td></td>
<td>2—2' x 8'-18'-0&quot;</td>
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<td></td>
<td>2—3'-2&quot; x 2'-1 1/4&quot;</td>
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<td></td>
<td>4—5-3/8' x 2'-1 1/4&quot;</td>
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<td></td>
<td>Exterior doors</td>
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<td>wood and metal</td>
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<td>(wood)</td>
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<td>1—3'-0&quot; x 6'-8&quot; x 1 1/2&quot; ft. s.c.</td>
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<td>1—2'-8&quot; x 6'-8&quot; x 1 1/2&quot; Dutch</td>
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<td></td>
<td>1—2'-0&quot; x 6'-8&quot; x 1 1/2&quot; 1 Panel (steel)</td>
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<td></td>
<td>1—2'-8&quot; x 6'-8&quot; x 1 1/2&quot; 2 Panel</td>
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<td>(Glass jalouise 10'-0&quot; x 6'-10&quot;)</td>
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<tr>
<td></td>
<td>Exterior millwork</td>
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<tr>
<td></td>
<td>Shutters</td>
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<td></td>
<td>4 pair</td>
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<td>Louvers</td>
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<td>2 peak head</td>
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<td>Interior doors, including jambs and trim</td>
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<td></td>
<td>4—2'-6&quot; x 6'-8&quot; x 1 1/2&quot; ft. b.c.</td>
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<td>3—2'-4&quot; x 6'-8&quot; x 1 1/2&quot; ft. b.c.</td>
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<td>5—2'-0&quot; x 6'-8&quot; x 1 1/2&quot; louver</td>
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<td></td>
<td>8—2'-4&quot; x 6'-8&quot; x 1 1/2&quot; louver</td>
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<td>1—1'-0&quot; x 6'-8&quot; x 1 1/2&quot; ft. s.c.</td>
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<td></td>
<td>Special interior millwork</td>
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<tr>
<td></td>
<td>Stairs</td>
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<td></td>
<td>2 sets, 7 risers each</td>
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<tr>
<td></td>
<td>Kitchen cabinets</td>
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<tr>
<td></td>
<td>1 set</td>
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<td></td>
<td>Breakfast bar</td>
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<td>MASONRY</td>
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<td></td>
<td>brick</td>
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<td></td>
<td>Wells</td>
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<td></td>
<td>750 sq. ft.</td>
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<td>Window sills</td>
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<td>Chimney</td>
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<td>240 sq. ft.</td>
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<td>Flue lining</td>
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<td>Fireplace</td>
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<td>Hearth and damper</td>
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<td></td>
<td>Wall around fireplace</td>
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<td></td>
<td>155 sq. ft.</td>
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<td></td>
<td>SHEET METAL</td>
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<tr>
<td></td>
<td>Roof sheathing</td>
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<td></td>
<td>3,020 bd. ft. 2&quot; D. &amp; M.</td>
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<td></td>
<td>V-joint decking</td>
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<td></td>
<td>975 bd. ft. 1&quot;</td>
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<td></td>
<td>Side wall sheathing</td>
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<td>2,100 bd. ft. 1&quot;</td>
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<td>Side wall materials</td>
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<td>1,600 bd. ft. 4&quot; x 4&quot;</td>
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<td></td>
<td>Beam cover strips</td>
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<td>4—1&quot; x 3&quot;—12'-0&quot;</td>
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<td>Flooring—Hardwood</td>
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<td>130 sq. ft. parquet</td>
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<td>Softwood</td>
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<td>220 sq. ft.</td>
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<td></td>
<td>Fascia</td>
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<td>156 lin. ft. 4&quot; x 6&quot;</td>
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<td></td>
<td>Insulation</td>
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<tr>
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<td>1,370 sq. ft. 1&quot; rigid</td>
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</table>
They cut exposed beam ceiling costs 19¢ per sq. ft. Arthur Pomponio, president (right) and Victor Marianni, supt., of M. Pomponio and Sons, Arlington, Va., were quick to recognize the growing appeal of exposed beam ceilings. Here’s how Insulite’s new 3-in-1 product—roof deck, roof insulation and finished ceiling—helped them capitalize on this trend by offering exposed beam ceilings at less cost.

1. It’s roof deck... Two by eight foot units cut application time as much as 45%. On Pomponio’s first job, six workmen started laying 2500 sq. ft. of Roof Deck at 7 a.m. At 3:30 p.m. they had a watertight roof—a complete built-up roof with the exception of final mopping and spreading of granules—and the ceiling was done, too! Roof Deck also reduces waste—only 1½% remained after this first job.

Send for complete information now! Actual on-the-job pictures and construction details show how to use new Insulite Roof Deck to build better for less. Write Insulite, Minneapolis 2, Minnesota.
costs $475 sq. ft. job

2. It's insulation with vapor barrier...
No need for other insulation. Roof Deck meets heat loss requirements for roof and ceiling construction. Exclusive vapor barrier protects against condensation within the unit. Absorbs sound better than wood or plaster. And it's tough. Pomponio's Victor Marianni reports no noticeable deflection or surface impressions even after heavy wheelbarrow traffic.

3. And finished ceiling...
The underside of Insulite Roof Deck is finished with a white flame-resistant surface at the factory. Lay Roof Deck over pre-finished beams and ceiling is done. No need to plaster, paint, stain or wax. First Pomponio job required no clean-up or touch-up after deck was down. New Insulite Roof Deck is available in 2'x8' units, 1½", 2" and 3" thick, with or without exclusive vapor barrier.

The Trendsetter Home, Lake Barcroft Estates, Fairfax County, Va.

save with **INSULITE**
Made of hardy Northern wood
3 reasons why it's good business to...

INSTALL
Columbia-matic
TENSION SCREENS
ON YOUR HOMES

1. Cost less—and cost less to install.

Columbia-matic all aluminum Tension Screens cost less than old-fashioned, carpenter-fitted, wooden screens. Easily installed by unskilled labor in minutes from inside. No fitting—Columbia-matics are delivered precut to your specifications. They arrive on the job site packed in cartons of convenient size... easy to store until needed. No callbacks—Columbia-matics can't swell, stick, warp... can't be removed from outside.

2. Give your homes an extra selling feature... visible evidence of quality you can point to.

Look at these features: Patented automatic tension—spring-loaded bottom rail holds full-length mesh tight against blind stops at all times. Save time—easy to put up and take down from inside. Anyone can do it in seconds. Save work—no more struggling with clumsy rigid frames, ladders. Columbia-matics roll up for compact storage. Save money—no painting, maintenance. No dripstains on house.

Start giving your homes the economy and salesplus of Columbia-matic Tension Screens. Send coupon for complete details today!

The Columbia Mills, Inc., Dept. A-10, Syracuse 1, N.Y.
Please send me complete information on Columbia-matic Tension Screens.

Name__________________________

Company Name__________________________

Street__________________________

City__________________ Zone__ State_____

3. Nationally advertised to make them easily recognized.

Columbia builds consumer demand with homeowners and prospective homeowners by consistent advertising in national magazines.

AMERICAN BUILDER
**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 rooms.

**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. Non-electric thermostats.

**LOW INITIAL COST.** Easily installed in either new or old construction. Small soft copper tubing (3/4 inch I.D.) carries steam to individual room heater units. Return lines are 1/4 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.

Thousands upon thousands of prospective home buyers are now learning about Iron Fireman SelectTemp heating when they see it installed in new, modern homes throughout the country. SelectTemp heating both surprises and delights them. Every room (even the bathroom) has its own individual thermostat. Every member of the family can enjoy just the degree of warmth he prefers. Room temperatures are automatically adjusted to compensate for fireplace heat, or warmth from the sun, without affecting other rooms. Heating is by gently circulated, filtered warm air. Heat is distributed throughout the house with steam, which comes to each room through a copper tube no larger than your little finger. This same steam runs a turbine-driven circulating fan. No electricity or wiring is needed for fans or thermostats. It’s all so simple and practical; many say it’s the greatest advance in heating since the introduction of the thermostat. It’s no wonder that SelectTemp heated houses attract attention—and buyers.

**Economical for old or new construction**

With all its advantages, SelectTemp heating is available at a cost that makes it practical for all types of construction, from the smallest residence to the largest commercial building, old or new. Read “SelectTemp Highlights” at left. Then send coupon below for specifications and full information.

---

**Iron Fireman SelectTemp**

**MODULATING ZONE HEATING**

IRON FIREMAN MANUFACTURING CO., 3104 West 106th Street, Cleveland 11, Ohio.

In Canada, write to Toronto, Ontario.

Send literature on Iron Fireman SelectTemp heating.

Name ________________________________

Address ________________________________

City ___________________________ State _____

OCTOBER 1955
Curtis Convertible windows are really something special! You can use them as awning windows—casements—ribbon windows—and more than a thousand combinations. Used as awning sash, as shown here, they provide draftless ventilation—let fresh air in, but keep rain out. Like all Curtis Silentite windows, Curtis Convertibles are guaranteed for materials and workmanship.
Silentite double-hung windows are truly weathertight. Special patented features, including the most effective weatherstripping known, bar out dust—protect furnishings—keep heating and air conditioning costs low. Curtis Silentite wood windows always open and close easily—and retain this ease of operation throughout a lifetime of service. See your Curtis dealer!

Easy cleaning—from the inside—is only one feature of Curtis Silentite wood casements. A special adjuster holds these casements rigid in any open position—stops swinging or rattling. And Silentite casements are so weathertight they can save up to 16% of fuel or air conditioning costs. They come in several sash styles and in all popular sizes. See your Curtis dealer!

"Livability"...

a built-in feature

of Curtis Silentite windows

If windows had only to provide an outlook and admit light, almost anybody could design and make them. But to design windows that make living happier, more comfortable, takes thorough research, unusual ingenuity, skilled craftsmanship and production. That explains the popularity of Curtis Silentite windows—and the substantial sales appeal they add to houses in which they are used.

Each type of Curtis Silentite wood window—and there are many—has extra features—exceptional advantages—which increase its "livability." Curtis Silentite windows are sold by leading lumber dealers everywhere. See your Curtis woodwork dealer soon for full information on the Silentite window line and other Curtis products. For helpful literature, write to Curtis Companies Service Bureau, Clinton, Iowa.

Be sure to visit the permanent Curtis exhibit at the N.A.H.B. National Housing Center which opens in Washington, D.C., this fall. On display will be latest designs of Curtis panel and flush doors—the famous Curtis Silentite windows—Curtis birch kitchen cabinets—and other Curtis woodwork.

Curtis Woodwork
Heart of the Home

OCTOBER 1955
Announcing a complete
Herman Nelson

Never before such . . .
VERSATILITY!

Safe Heat for Big Jobs
Highway and Bridge Construction,
Industrial Building, etc.

The “Utility” gives you virtually two heaters for the price of one! Interchangeable power plants double the usefulness of this new Herman Nelson heater. Use motor drive where you have electric current, or gasoline engine for remote job sites. And use either gasoline or fuel oils without need of adjustments.

The “Utility” operates overnight without re-fueling. Use it with or without ducts, and with or without venting, depending on your job and location. Herman Nelson—engineered for top safety and simplicity. Has simple manual heat control and self-cleaning burner. 75,000 to 425,000 BTU capacity. Send coupon for complete facts!

Fully automatic in operation, with automatic ignition and temperature control. Use it for pre-heating, drying, thawing, spot heating or space heating. Gives you clean, safe heat, with combustion fumes vented outside. Oil fired, electric motor powered. 280,000 to 450,000 BTU capacity. Send coupon for complete facts!

ask your dealer about our FLEET USERS’ REPLACEMENT PLAN
new line of...

Portable Heaters

Never before such... ECONOMY!

Safe Heat for Small Jobs

Home Building, Plastering, Industrial Plants

THE

"THRIFTY"

New low price
...new simplified design

The "Thrifty" gives you traditional Herman Nelson quality at the lowest price ever! Its compact design, light weight and economy make it the highly practical heater for smaller construction jobs, and for emergency heating needs of small industrial plants.

The "Thrifty" operates continuously for 18 hours maximum without refueling. Oil fired, it requires only 0.7 to 1.25 gallons of fuel per hour. It may be used indoors or out, and canvas ducts may be used to spot heat where wanted. Heater has provision for venting when desired.

Electric motor powered, the "Thrifty" has safety controls that protect against overheating—flame failure—motor failure. Fewer moving parts assure longer, trouble-free service. Capacity 50,000 to 170,000 BTU per hour.

FREE!
MONTHLY WEATHER FORECASTING SERVICE
Better than 82% accurate over the past four years

HERMAN NELSON PORTABLE PRODUCTS
American Air Filter Company, Inc.
Dept. 55, Moline, Ill.

Please rush complete literature on portable heaters. Also send me your monthly weather forecast chart, at no cost or obligation to myself.

NAME

COMPANY

ADDRESS

CITY: ZONE: STATE

OCTOBER 1955
Here's why G-E Remote Control Wiring Sells Houses

As determined from interviews with 555 owners of new homes equipped with G-E Remote Control

Like other reliable electrical control systems—for example, your dial telephone—G-E Remote Control Wiring uses low-voltage operated relays to do the control switching of line voltage circuits.

Luxury — at Low Cost
With this modern wiring system, the home-owner can turn one light OFF, or ON, from many locations. He can also turn a number of lights ON and OFF (as many as 25 with the Deluxe Master Control from one point. G-E Remote Control Wiring is economically practical for homes of any size—or price. You can add this dramatic sales feature to your homes at a cost only slightly more than regular wiring.

A Real Selling Feature
So install G-E Remote Control of lights in the homes you build. Let this convenient system of wiring prove to you that it speeds home sales. The “G-E Remote Control Wiring Manual” shows how to layout, estimate, and install this modern wiring system, with easy-to-follow, step-by-step instructions. Write Wiring Device Department, General Electric Company, Providence 7, Rhode Island.
THE ROOF has never been more obviously at eye-level than in today's long, low, rambling home designs. Anything so prominent — and so vital to the beauty and soundness of the home it shelters — has an important influence on prospective buyers ... determines whether they will drive on ... or step in. Invite them in ... with the natural charm and friendly warmth of a genuine red cedar shingle roof.

your best "outside salesman" is cedar...

WALLS, TOO, deserve the natural treatment that will stop traffic and speed sales. You'll not find a more attractive—or less costly—sidewall than double-coursed cedar shingles or shakes. Better join this trend to the real article in building materials ... red cedar shingles and shakes ... for roofs and walls ... for new construction and remodeling.

RED CEDAR SHINGLE BUREAU
5510 White Building, Seattle 1, Washington
550 Burrard Street, Vancouver 1, B.C.

OCTOBER 1955
Your symbols of success
in selling more quality homes

The first is the famous Balsam-Wool insulation guarantee—a guarantee so complete that only Balsam-Wool can offer it. Here is extra assurance of quality for your prospects—assurance of lifelong comfort, low fuel bills, low air conditioning costs.

The second profit-builder for you is balanced insulation. That means the right combination of Balsam-Wool® Sealed Insulation—Nu-Wood® Insulating Sheathing—storm sash—weather-stripping—to assure maximum comfort in any home, any climate.

Today, the balanced insulation idea is sweeping the country—and you can cash in on it! Waiting for you at your lumber dealer's is a complete Balanced Insulation sales set. It contains everything you need to sell Balanced Insulation to the home owner as a big feature of your quality homes.

Only your lumber dealer sells Balsam-Wool—and only he has the Balanced Insulation Builders' sales kit. For fast home sales see him soon! Wood Conversion Co., Dept. 115-105, 1st National Bank Bldg., St. Paul 1, Minn.
Depth adjustments in front and back plus rigid shoe give accurate cuts at any depth. Ideal for dado cuts.

Angle cuts are made quickly and accurately with a B&D saw protractor, used above in cutting a rafter.

Large lift lever for lower guard keeps fingers away from blade; makes pocket cuts easy.

Bevel cuts are simple and accurate with quick wing nut adjustment, easily set and locked at exact angle.

Use with B&D abrasive discs for cutting and slotting slate, marble, tile and thin gage non-ferrous metals.

Designed on the job... tested on the job...
Black & Decker Saws are
Proved on the Job!

The men on the job said they wanted extra power and durability in a saw. They wanted features that would make sawing faster, safer, easier. So Black & Decker built the B&D Heavy-Duty Saws to those specifications! The result? B&D Saws have made thousands of new friends—men who proved to themselves on the job that B&D Heavy-Duty Saws have what they want. Try them yourself and see what we mean. Your nearby Black & Decker outlet is waiting to give you a demonstration. See him soon and treat yourself to the most powerful, easiest sawing you've ever done!

LEADING OUTLETS EVERYWHERE SELL

PORTABLE ELECTRIC TOOLS

Mail Coupon for Free Catalog!

THE BLACK & DECKER MFG. CO.
Dept, H110, Towson 4, Maryland.

Gentlemen: Please send me your free catalog (No. 10) showing B&D Heavy-Duty Saws and accessories.

Name

Address

City Zone State
TAPPAN built-ins
fit standard cabinets...cut your costs

Now—as easily and fast as you can complete an ordinary kitchen—you can put modern, beautiful, sales-building Tappan Built-In Ranges in your homes. New Tappan electric Built-In ovens drop into standard 24-inch oven cabinets.

The Tappan stainless steel working top shown above drops into standard 36-inch cabinets and requires only one rough opening. No front cut-out for switches. You install it in minutes. Electric working tops are also available in 2-element, 24-inch drop-in units and 4-elements, 30-inch set-on units. There’s even a matching griddle.

Oven and surface units for every plan and price, all loaded with sell-on-sight features

You can choose the units to fit your plan and price. Ovens in smart Lusterloy or Copperloy finishes with solid or Visualite-Window doors. Surface units to fit any kitchen plan. And all of them have the quality cooking features that have made Tappan the finest name in cooking.

No other built-in has so many wanted features

Choose either electric or gas . . . please every buyer

Reduce labor costs, simplify specifications. Let the top name, Tappan, help you cash in big on the built-in trend. Get complete information and price lists right away.

Special deal for builders!

Call, wire or mail this coupon today

Dept. ABB-105, The Tappan Stove Co., Mansfield, Ohio
Please send me complete information and prices on the new Tappan gas and electric built-in ranges.

NAME_________________________TITLE_____________________

FIRM____________________________________________________

ADDRESS________________________________________________

CITY_________________________STATE_____________________

☐ I build homes ☐ I remodel homes
Interchangeable barrels for 
\( \frac{1}{4}'' \) and \( \frac{3}{8}'' \) studs

Operator can change from one barrel to the other in seconds, right on the job! No time lost in going from medium- to heavy-duty work—no need for second tool!

A squeeze of the trigger and the job is done!

Anchoring wood furring to steel... steel angle to concrete

Compact tool can be used overhead, in tight places—anywhere a man can go. No outside power source required!
tool cuts costs on all stud fastening jobs!

with the

Double-Duty

REMINGTON STUD DRIVER

You can anchor both ¼" and ⅜" studs in steel or concrete...instantly!

Here's the first cartridge-powered tool that can cut your costs on practically all construction fastening—light, medium and heavy duty. It's the new Model 455 Remington Stud Driver!

The secret of this amazing versatility lies in the tool's construction. Two sizes of studs can be used—⅛" and ⅜". Changeover in barrels takes only 90 seconds right on the job. With either size, an operator can set up to 6 studs per minute...anchor conduit clips, wood sections, steel frames and many more fixtures with a squeeze of the trigger!

What powers the Stud Driver? Remington 22 and 32 caliber cartridges for the ⅛" and ⅜" studs respectively. For special medium-duty applications, the smaller cartridge may be used with the larger stud, giving an extra-strong fastening at a saving. Every stud is driven arrow-straight, whatever the combination.

GET ALL THE FACTS about this new, useful fastening tool that goes anywhere, works anywhere—without wires or cables, hammering or predrilling. The Model 455 Remington Stud Driver makes the toughest fastening job a one-man, one-tool job and saves you time and money with every application! Just clip the coupon below for full details.

MAIL THIS COUPON TODAY!

Industrial Sales Division
Remington Arms Co., Inc., Bridgeport 2, Conn.

Please send me your free booklet which shows where and how to use the cost-saving Remington Stud Driver fastening method.

Name: __________________________ Position: __________________________
Firm: __________________________
Address: ________________________
City: __________________________ State: __________

"If It's Remington—It's Right!"

Remington OUPONT

October 1955
We don't claim that kitchens like this will actually sell your houses for you—but it is a well-known fact that when kitchens are equipped with G-E Dishwashers and Disposalls, those houses are easier to sell! Why don't you contact your G-E distributor right away and ask about the new low, low prices available to accredited builders?

G-E Dishwashers are also available in this free-standing model with work surface of Textolite® or baked enamel. Front panels of free-standing and built-in models available in five Mix-or-Match colors or a choice of four natural woods.
ACCESSIBILITY
LOW-COST INSTALLATION!

Here's why G-E Dishwashers are easier to install:

1. No reaching—no stretching around unit to install! The entire tub can be easily removed from the cabinet, thus providing ample working room to make plumbing and electrical connections. Pre-stamped knockouts on each side of the cabinet permit easy installation of right or left drain.

2. Simplified internal plumbing makes possible quick installations in a number of different ways. A G-E Dishwasher may be connected to the drain directly, or through a waste air gap. It may also be connected to a disposer (as illustrated) or to the sink drain.

3. New, low-cost waste air gap method of installation provides maximum sanitation, eliminates the need for prior roughing-in. One drain is used for both sink bowl and dishwasher, eliminating the cost of a second drain. An excellent installation for existing homes, too.

For a completely modern kitchen, install a G-E Disposal that flushes away food waste before it can become garbage! Illustrated are Models FA4 and FA45—exactly the same except that the FA45 is 2 inches shorter to accommodate installations with space problems.

Progress Is Our Most Important Product

GENERAL ELECTRIC
EMPIRE

MAKES THE BEST Gas HEATING APPLIANCES IN THE WORLD

There's NO DOUBT about it!

- USER SATISFACTION
- DEALERS ACCEPTANCE

- MOST EFFICIENT
  Gas
  BURNER MADE
- MINIMUM FIELD SERVICE REQUIRED
- SILENT IN OPERATION

A complete quality line of standard Upflow and Counterflow gas central furnaces to protect your reputation. Empire heating appliances are recommended by outstanding architects, heating contractors and builders. You can't afford to use anything but the best. Empire furnishes the best, there is no doubt about it.

A Great Name in Gas Appliances

WRITE FOR COMPLETE INFORMATION Today!

STOVE COMPANY
BELLEVILLE, ILLINOIS
De Walt's new lightweight GW-I offers you

50% MORE POWER FREE!

1½ H.P. motor instead of 1 H.P....at the same old, low price!

Here's AMF De Walt's new model GW-I with a FULL 1½ H.P. direct-drive motor—just 1 of 12 new operating and safety features you get at no extra cost.

This lightweight GW-I is perfect for small builders to use on the job—for frame and finish cutting. Enjoy BIG SAW CAPACITY at small saw cost. 10" saw cuts 3" deep, rips 26" wide. Uses 12" blade to cross-cut 4" deep when needed. Weighs only 184 lbs. net. Welded-on carrying handles mean easy, quick job-to-job moving.

Buy yours NOW...start your next job using AMF DeWalt® methods and increase your profits!

FREE! New AMF De Walt Idea Book on Cutting Methods.

AMF DE WALT

Dept. AB-55-10, Lancaster, Pa.

[Application to request the Idea Book]
more business for you... through Celotex national advertising

This year, Celotex is covering the residential construction market with an unusually powerful advertising campaign. Big, colorful, eye-catching ads, month-after-month, continue to work in your behalf pre-selling your prospects. Let these prospects know that your homes are built with genuine Celotex Products. You'll find sales easier to make... because over a third of a century of national advertising has created nationwide preference for the Celotex brand name!
Insulating Tile Board

smart, new design speeds installation! new colors...new textures! *

covers twice the ceiling area with each tile!

A time-saving, labor-saving ceiling finish for new construction of supermarkets, restaurants, stores, schools, recreation centers, libraries, auditoriums, churches . . . or for any remodeling therein! A best-selling feature in all your new-home building . . . or remodeling jobs . . . to finish off those "special" TV rooms, recreation rooms, all-family all-purpose rooms!

That's Celotex Twintex Insulating Tile Board... designed to cut costs as it gives twice the coverage of conventional square tile units.

Cross-scored to look like two square tile, each Celotex Twintex Tile goes up in much less time than two units. You reduce your costs through low material cost, rapid application (one-trade, one-step), and the fact that these are beautiful pre-decorated finishes.

Ideal for interiors of all kind . . . in a wide range of beautiful colors and textures to meet every job requirement. Combines superior insulation value with truly outstanding decorative appeal. Available in plain or perforated types.

Get the Facts Now!

Contact your Celotex representative today, or write direct, for complete information on how Celotex Twintex Insulating Tile Board can help you sell more commercial jobs in both remodeling and new construction . . . make your homes more saleable . . . while holding costs down!

Build Better...Build with Genuine

CELOTEX

BUILDING PRODUCTS

THE CELOTEX CORPORATION, 120 SOUTH LA SALLE STREET, CHICAGO 3, ILLINOIS

OCTOBER 1955
Looking for ideas to hold costs down?

SAVE DOLLARS ON FRAMING, HANGING, FINISHING CLOSET

You save hours, save dollars and add closet convenience that sells homes—all with Truscon Steel Sliding Closet Doors.

Here's how. You simply build the wide opening to size and attach your Truscon Steel Door Frames. Shipped knocked down, they are easily assembled in minutes. Corner connections form neat hairline joints. These Truscon Frames are finish trim and molding, too. And, they're sized to fit practically every type of wall construction.

Now install the floor track, engage door leaves in header and track and you're done. No cutting, fitting, planing needed. You've erected a door that slides quietly on nylon rollers, that won't stick because steel can't ever warp, swell or shrink. One-coat painting to match room decorations completes the job.

And what superb closet convenience you have to sell! Women love closets they can see into, see up, reach in, reach up. No fumbling. Everything in plain sight. Closets with sliding door convenience sell homes. Truscon is pre-selling them in extensive national advertising.

Truscon Steel Interior Swing Doors and Frames offer the same easy, time-saving, money-saving erection. They're sound-deadened, too. Both types quickly available in popular sizes from Truscon warehouses. See them at your dealer's, or write Truscon for details and specifications.

SAFE, GROUNDED WIRING IS A SALES POINT

A modern pull-in, pull-out, grounded steel raceway system is safer... and saleable. Provide quality wiring protection with Republic ELECTRUNIT® E.M.T., the original lightweight rigid steel raceway. Exclusive "Inch-Marks" and new "Guide-Line" make ELECTRUNIT® easiest of all to install... with minimum waste. Exclusive inside-knurling cuts friction, makes wire-pulling easier. No threads to cut. Compression-type connectors and couplings keep moisture out. It's galvanized to resist rust. Approved by the National Electrical Code for concealed, open and concrete construction. Tell your electrical contractor you want ELECTRUNIT® E.M.T. for safety.
FITTING,
DOORS

TRUSCON METAL LATH HELPS KEEP CEILINGS CRACK-FREE
Expanded metal lath is your best plaster base. It resists cracking and crumbling. Only metal lath grips plaster so tightly that the surface is virtually earthquake resistant! Fire resistant, too. Metal lath and plaster are ideal for ceiling radiant heating systems. Truscon Metal Lath is easy to erect, easy to work over. More than 40 different Truscon Metal Lath items and accessories are approved by all building codes. Tell your plastering contractor you want the crack-resistance of metal lath.

Please send me details and specifications on:  
☐ Truscon® Metal Doors and Windows  
☐ Republic ELECTRUNITE® E.M.T.  
☐ Truscon Metal Lath

REPUBLIC STEEL CORPORATION  
3128 East 45th St.  
Cleveland 27, Ohio  

Name__________________________
Company_______________________
Address________________________
City_________________ Zone______ State_________
Now! Most horsepower per dollar!

NEW POWER! More horsepower for your money than any other truck line—proved by comparisons of horsepower and suggested list prices of all trucks!

NEW CARRYING CAPACITY! New bigger payloads. New higher-capacity tubeless tires on every model.

NEW COMFORT AND SAFETY! New Driverized Cabs! New, exclusive Lifeguard Design safety features.

NEW STYLING! New “leadership look” from Pickups to 65,000-lb. GCW tandem-axle Big Jobs!

Ford’s big advancements for ’56 can make more money for you than ever. Choice of eight new engines with Short Stroke design (reduces piston travel, cuts friction) and up to 26% more power. New Driverized Cabs with full-wrap windshields to cut driving strain.

New exclusive Lifeguard steering wheel and Lifeguard door latches give added protection in case of accident. New styling builds prestige for your business. Now on display at your Ford Dealer’s.
PROFITUNITY!

FOLDoor
Beautyline

—new folding door for high-volume sales, year-around profits

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:

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-Embosed" 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.

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
CHASE copper drainage tube fits within standard partitions!

For a neater, more compact drainage installation, insist on Chase Copper Tube for soil, waste and vent lines.

Chase 3" Copper Drainage Tube fits within standard partitions, eliminates the need for costly and unsightly furring-out construction that's required with ordinary drainage materials.

The smooth inside surfaces of Chase Copper Drainage Tube and Solder-Joint Fittings permit fast, even drainage...there are no internal projections to form waste-trapping pockets. And, of course, copper can never clog with rust!

What's more, because installation costs are lower, the total cost of a quality Chase Copper Drainage System is little or no more than the cost of an ordinary system.

Chase Copper Drainage Tube and Solder-Joint Fittings can mean a quality job at little or no extra cost. When planning, be sure to specify Chase!

Chase® Copper adds extra value to any home!

The Nation's Headquarters for Brass & Copper
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.

The VULCAN Radiator Company
775 CAPITOL AVENUE
HARTFORD 6, CONN.
"Doing business with LENNOX means NO HEADACHES FOR US"...
"With our projects going up in Phoenix, Albuquerque, Tucson, Salt Lake City, Denver and the Chicago area, we've plenty of problems," says Sam Hoffman, president, F & S Construction Company. "But none on heating—no headaches, no worries—when we do business with Lennox. Now we have an all-season air conditioning expert on our staff at no extra cost, giving us prompt, reliable and complete service from planning right down through promotion. We build homes in the $8,500 to $15,000 price range and find it pays to use nationally-advertised, top-quality equipment. That's why we chose Lennox—the top brand name in residential heating and cooling." (During 1955 Lennox heating equipment will be used in one out of every ten new homes throughout the United States.)

With as many as eight homes a day going up in the Denver F & S operation, Lennox equipment must be installed on tight production schedules. Here the Lennox dealer and the Lennox factory representative check installation of the compact, two-piece Lennox Stowaway that allows installation of blower section at either end of heat exchanger. No delays on equipment delivery to worry about either, with a Lennox warehouse right in Denver.

FOR COMPLETE INFORMATION and sample of builder personalized tract brochure get in touch with your Lennox dealer, or wire collect today to your nearby Lennox plant. The Lennox Furnace Company, Air Conditioning and Heating, founded 1895: Marshalltown and Des Moines, Iowa; Syracuse, N. Y.; Columbus, Ohio; Fort Worth, Tex.; Los Angeles, Calif.; Salt Lake City, Utah; Decatur, Georgia. In Canada, Toronto, Montreal, Calgary.
PRESDWOOD
works with you, all ways!

It's hard, tough and rigid, but you don't have to fight with it!

You'd say Masonite Presdwood® is made to order for the building trade. Not only does it come in a variety of types and thicknesses for every panel purpose, but it works readily with the tools you have.

You cut it with hand or power saw. You fasten it with nails, screws, rivets, bolts—or adhesives. You get cleanly beveled edges. You can drill it, rout it or punch it. You can even bend it to graceful, permanent curves.

Finishing? It won't rot or deteriorate even if you don't paint it. But the smooth, flat surface of Presdwood forms a perfect bond for paint, enamel, lacquer, varnish and stain. Finishes stay new looking longer—there's no grain to rise and mirror through.

Many types and thicknesses of Presdwood are available with Primecote—a smooth neutral gray finish equal to two coats of hand applied primer.

Do you have any idea of the hundreds of ways builders are using these versatile hardboards? Your building materials dealer can tell you. He has helpful literature and application hints. Yours at no charge. Or write Masonite if you have a special problem.

Masonite® Corporation, Dept. AB-10, Box 777, Chicago 90, Ill.
FOR BUILDING HOMES... and REPUTATIONS

THE COMPLETE LINE of Arrow-Hart 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.
"A definite SALES ASSET
in selling 260 houses within 1 month
at BIRCHWOOD PARK"

says MORRIS SOSNOW
successful Long Island
development builder

If you, too, want to make your houses more readily saleable
in today's market, give them the magic "touch of quality."
Include "Quality-Approved" aluminum windows complete
with screens and storm sash. They are nationally advertised
in leading home magazines and are readily accepted by home
buyers and mortgage bankers as a mark of quality con-
struction.

"Quality-Approved" aluminum windows are available
through many manufacturers (see list on next page) in all
sizes and styles (awning, casement, double-hung, projected
and sliding). All are tested against rigid performance stand-
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MODERN STYLE, with light colors and low-pitched roofs, is apparent in aerial view of Syracuse Parade of Homes in suburban Orvilton Heights. Cooperative planning insured variety of styles, sizes, materials, equipment.

Building a cooperative sales talk

"Air cooled or not, our homes have climate control"—Poushter

White marble chip roofs and pastel siding are more than a stylistic fad. Syracuse builders stress built-in coolness for a changing climate; in addition, a half-dozen Parade entries featured year-round air conditioning. This split level by Harry Poushter typifies the trend: sound insulation and attic louvers at the peak or under eaves for air circulation were standard; overhangs were generous, and large glass areas were usually well shaded. Three ton cooling capacity in this house was favored for other year-round units.

"We tie our space together with solid stone"—Putvin

Stone, with its implication of luxury, is growing in favor. Parade builders reported, not only for fireplaces but for facades and front entrances and approach walks as well. Total of 15 tons of natural stone was used in James Putvin's spacious ranch, for both the fireplace-chimney and major exterior facing. Flagstone was used effectively for the jalousie porch of the Radcliffe house; builders Bartlett, Beattie, Cicci and Oot made good use of Roman rough brick for stone-work effects in playroom, fireplace and patio.

90-FOOT CRANE was catbird seat for Bob English, intrepid executive secretary (and official photographer), Syracuse HBA, who also flew plane for shot at left. Unusual date of show, June 18-July 10, entailed work in snow and mud.

LIGHT COLORED ROOFS are a clear indication that Syracuse builders recognize effectiveness of marble chip and light shades of asphalt shingle in reflecting sun radiation and lowering heat load.

MASSIVE FIREPLACE of Lenroc stone from nearby Ithaca anchors the open-planed dining-living room section of Putvin's house. Hufcor doors at extreme left and at kitchen wall provide flexible command of space.
BUILDERS were their own job superintendents—and foundation diggers and carpenters. Harry Herrmann directs his sons Bob and Bill in bulldozer placing beam for their split level entry (extreme upper left in aerial view).

CLOSE TO THE JOB are three interested builders. Joe Cicci, last year’s HBA president, who gets his best ideas on his bulldozer throne, discusses progress with Don Beattie and Ray Hoyt, president of the Orvilton Heights Corp.

in Syracuse...

PLAN shows main levels. Under left side is a 26'x24' basement. Up six steps is a 12'x22' redwood paneled "den," which opens into the garage at right and fully equipped laundry room and half bath in rear.

SIDING of baby pink contrasts with Craigmar cut stone at lower levels. House, priced at $28,000 equipped, has oak flooring, glass bath, mahogany doors and kitchen cabinets, tilt-up electrical range burner units and built-in double door oven.

PLAN shows demarcation into two clear sections. The bedrooms and baths are approached by a single hall. Two-car garage contains freezer ("handy to the car") and stairway to basement full-length playroom.

THREE-STEPED ROOF is master touch to break 66' line. Acoustical ceilings go naturally with open space. Valance lighting, stainless steel tiled kitchen, sun lamps in bath room, and year-round air conditioning are included in $38,000 price.
"A playroom can be worth more than a living room"—Herrmann

Playroom, family room, all-purpose room or, as it's called in this prominent Parade entry, activity room—whatever the name, it's a far cry from the "rumpus room" in yesterday's "finished" basement. Along-side the living room in placement and value, Harry Hermann's activity room has appropriated the fireplace and the three-way view. Some of the Parade homes have both a "den," easily converted to an extra bedroom, and a below-stairs playroom, accessible to the outdoors, with an extra lavatory convenient for children at play.

"Your kitchen is old-fashioned without built-ins"—Heck

In a Parade you put your best foot forward, and built-in kitchen appliances are practically a must in a show house. When each unit has its convenient niche, the process seems to have reached its peak, as in this spacious, handy kitchen by Emil Heck.

Although 15 of the 16 Parade houses have gas heat, all of the kitchens are electrical. The same utility company provides both services. Dealers in town had several kitchen displays to thank for a rush business in tilt-up and fold-away burners, purchased for playrooms.

Built-ins also contributed to another trend—color. Bright steel, copper antique, chaircoal-toned gun-metal, or bright pastel enamels on oven and refrigerator doors to fit in with carefully planned color schemes. John Bellinger, HBA president, contrasted dark "autumn finish" woodwork and dark red tile with the popular birch cabinets for his Hotpoint-designed house.

Also popular were maple chopping blocks, contoured plastic laminate surfaces, exhaust fans, sink disposal units and telephone jacks. Some kitchens found room for the laundry equipment.

Some builders went along with the built-in trend but expressed reservations. "Why, some visitors thought a spanking new store-bought refrigerator was old-hat because you could see above and around it!" one remarked. Another pointed out, "Built-ins are good for show, but around here people expect to supply their own appliances." In the next show the builders expect to install appliances for display, but will price their houses as stripped down, to give a fairer idea of relative value.
DARK RED VERTICAL PLANKING, stone approach, and marble chip roof make a striking exterior of this $38,000 four-level. An insul-metal flue serves the year-round conditioner. Plans show full bath room facilities on each of two bedroom levels.

PLAN shows symmetrical U formed by garage and bedroom wings. Raised-hearth fireplace of French Lick stone uses garage space, saves living room. Corner angle tub and double vanity enliven glass bath.

REDWOOD GABLES set off white clapboards and light roof of Heck's $35,000 house. Moduflow control complements year-round conditioning. Note Thermopane picture windows in dining and living rooms, knotty pine in garage and playroom.

WALL-HUNG refrigerator-freezer combination in Cici's all-General Electric kitchen has convenient location over work space, and eliminates bending. Doors, finished in yellow, have magnetic latches. Note vent above unit.

TWO POPULAR NOVELTIES appear side by side in Poushter kitchen: foldback burners and Frigidaire oven with slide-out heat guard to protect controls when twin-doors are opened. Custom built-in cabinets are mahogany.

SYRACUSE: ELEGANCE AND ESSENTIALS
"No more family squabbles over the bathroom"—Cicci

Several developments make a second and even a third bathroom facility the new norm for a modern house: large families, downstairs family area, refusal to put up with the old-fashioned morning line-up and door-hanging ceremony. Right on top of the trend is Joseph A. Cicci, a moving spirit in the Parade. Besides his own entry, he accepted responsibility for supervising construction of Safety House, a $50,000 ranch, offered by the HBA and Station WSYR. Safety pledge signers were eligible; the wife of a totally disabled vet won it.

"90% of our prospects want fireplaces"—Lounsbury

Custom builders handle fireplaces as routine, and there is general agreement that most customers expect a fireplace in any house over $20,000, however little they’ll use it. With the growth of elegance in the basement, a natural step has been to add a flue in the main stack for a playroom fireplace. Jim Lounsbury made the broad stone stack dominant in his luxurious ranch model, even more so in the lower level than the living room. Roman rough brick, another popular material, was used effectively in Zube’s two-sided fireplace.

"Prefabs now belong—they give good value"—Cappuccilli

Nationally merchandised prefabricated houses were readily accepted as a growing trend in housing. The chairman of the Parade of Homes committee is regional director for National Homes, Peter L. Cappuccilli. Prefabs are of interest to builders of both custom and development houses, as tests of public acceptance and demand. Patios, wood paneling, kitchen built-ins, fireplaces, lots of glass give the prefabs a custom-made look. Also of "outside" origin was Bellinger's Hotpointer, developed for a nationwide promotion.
PLAN shows prominence of auxiliary living room. On lower level are full-size game room with fireplace, fourth bedroom (next to garage), and a second bath with shower, as well as a service room and laundry.

PLAN indicates isolated master bedroom, kitchen overlooking the entrance, French doors opening on the terrace, long breezeway, redwood paneled, alongside two-car garage, and numerous closets.

SOLID COMFORT is theme accented in Ceci's four-level brick entry, in $40,000 range. Wallpaper creates rich effect in several rooms, paneling in others. Terrazzo, plastic panels, and hi-fi system enliven game room. Note garage door.

DOMINANCE of stone stack is enhanced by planters in shoulders. Width of basement fireplace is apparent. Charcoal shingle exterior contrasts with limed oak widely used inside. Zone heating helps carry air conditioning load. Price: $45,000.

PREFAB BEFORE: this is the American Houses Northland model, entered by Emmitt and Tormey Burns, as it arrived on its trailer, neatly packaged, with cork flooring for family room, redwood and pine panels.

PREFAB AFTER: gray and white double coursed cedar shake looks pleasant on Northland, at $25,000 with year-round conditioning, 11-foot freezer and refrigerator, drop-down range units, dishwasher, divided bathroom with twin washstands, patio.

OCTOBER 1955
SYRACUSE SALES TALK continued

"We had one purpose:
to stage a parade of new
techniques in construction
and equipment."

The eleven builders who attended a luncheon arranged by American Builder in August to discuss the Parade agreed that 1) it was a great success for suppliers of equipment on display; 2) its date was unfortunate, saleswise; 3) pricing to include equipment was a mistake; 4) they were glad they put on the show.

They knew they had accomplished the long-run merchandising function of showing the public honest craftsmanship and exciting new technical achievements. A fifty-cent admission charge kept out idle rubberneckers, but not exhibitors' future customers. As Lloyd Zube said, "We gave them the idea of trading up out of their present quarters to a better style." Some contributions to that style are shown on this page.

MOVEMENT OUTDOORS is encouraged in some models.
Lloyd Zube's patio is reached from living room through Arcadia sliding windows, with shadow boxing above, Charles Kelly's patio has a solid cover on iron posts.

NECESSITY INTO VIRTUE. Emil Heck housed his columns and main beam in pine to match playroom, then set in fluorescent units behind snap-on pegboard deflectors. Bar at left lights up behind translucent corrugated fiberglass.

STEEL TRUSS JOISTS gave Putvin some ideas. Here we see plenum from Lennox year-round conditioner with ducts to registers spaced between diagonals. Here joists are exposed, but covered in playroom (right).

CLEAR SPAN PLAYROOM full length of house is result of steel trusses, (which required 14" higher foundation, cost $300 extra, and were worth it, Putvin says.) Block wall at right contains fireplace and service room.

AMERICAN BUILDER
Saving time and material by shortcut methods

K. Smith of Wichita, Kansas, is a builder with an architectural background, and is always devising new and simplified ways of reducing the time and material needed to do the many jobs that are part of house construction.

In his building of contemporary styled houses, he has reduced the construction of exterior walls, windows and door frames to their simplest forms. Here are a number of details that show how he does it.

A section through a frame wall is shown in this detail. Here, a 1 x 8-inch shiplap is used alternately between the 2'-0" x 8'-0" insulating sheathing. The lap of the wood sheathing corresponds with the lap of the insulating sheathing, and thus allows them to nest within each other. The vertical board facing can then be nailed securely, without inserting the usual 2 x 4-inch cripples between the studs.

Detail of the typical interior door frame shows the 2 x 6-inch window frame member extended on both sides of the partition to form the finished casing. The head frame is split on center line and the jamb and head frame is plowed out 1/2-inch on the back. This permits a temporary Celotex ground to be applied to the framing stud face. The 2 x 6-inch finished frame can be removed to prevent defacement during construction. The dry wall is then set to the Celotex line, after which the ground is removed and the finished frame set in place.

The detail of the typical exterior door and window frame, as shown above, generally follows the character of the interior frame. The finished frame is made up of a 2 x 8-inch member plowed out on the back side for the sheathing and drywall. This frame can be used for fixed glass set in stops, or for outswinging casements. The ends of the frame, which project beyond the finished wall lines, is the finished trim.

OCTOBER 1955
ATTACHING trellis to pipe column at top and bottom is small angle iron, welded to pipe and screwed to frame. One column is steel; the other, wood.

SUPPORTING breakfast bar is trellis at one end, pipe legs at other. Above sketch shows how angle is used to hold cleat under plywood top to divider.

DIFFUSING light above bar, trellis also serves as space divider and traffic diverter. Built-in closet at right was designed to house heater and furnace.

OPENING up living room with floor-to-gable window, using straight rafter construction instead of the truss—these are two ways of gaining spaciousness. Interior walls and ceiling of gypsum wallboard are same color, adding to effect.

CONCEALING kitchen from living area, free-standing wall stops 3 feet short of ridge beam. As seen from living room, vertical grooved plywood also emphasizes ceiling height. Rear entry does not interfere with furniture grouping.
The kitchen of this house is separated from the living area, first by a free-standing wall and secondly by a fixed screen or trellis. The wall hiding range and refrigerator also supports part of the trellis.

Trellis framework consists of a vertical and horizontal section of redwood 1x4's with a stain-wax finish. Inserts are either polyplastic or solid or of perforated sheets of hardboard.

Support for the unit is provided by two columns, one wood, the other pipe. Mounting details are shown at the far left.

The sturdily constructed breakfast bar is supported at one end by pipe legs which are welded to two 14-inch plates. One plate is screwed to the underside of the bar cleat; the other is recessed into the floor, and then covered with asphalt tile.

**HANGING** trellis serves as light-baffle above breakfast bar, as shown in this detail. Vertical section of the screen helps support the bar top.

**REPEATING** perforated panels of trellis, cabinet doors also have ball knobs, metal stiffeners along their edge.

**GIVING** effect of modern painting, trellis consists of lacquered panels of perforated hardboard and decorative sheets of polyplastic.

Perforated panels are repeated in the kitchen.
Fewer partitions mean

With its lofty living room it looks big, yet it’s small. And it’s tailor-made for tract developers.

Built by the McDonald brothers as a prototype for a number of tracts in the Los Angeles area, this house features three bedrooms, two baths and a pullman-type kitchen. Approved for both FHA and VA loans, it has 1,080 square feet of space and can be built for about $9,000.

In the design by architect Edward H. Fickett, one of the main aims is for simplicity of construction. Another is to give loftiness to the living area.

That Fickett used considerable finesse in the layout of his floor plan is quite evident. To squeeze in heater and furnace, he put them in a wardrobe in the living room. To vent his windowless inside bathroom he used a suction fan to provide a complete change of air every 12 minutes. And to expand the living-kitchen area of his house he utilized a free-standing wall as a separator, stopping it 3 feet short of the ceiling. The gable-high glass area also opens up this space.

Fickett could have put the house on a slab, but he chose to use ordinary floor joists over 2-foot-deep footings. As a facing for these footings he used light weight precast concrete blocks 4 feet long, beveled and mortared in. Elsewhere on the exterior, he uses redwood or fir plywood. In addition, each window section makes use of at least one movable sash—a jalousie. A glass door forms part of the high living-room window.
more light and space . . .

CONNECTING overhangs of house and garage create small gravel court and entry. Gable-high window ending in a glass door helps bring the outside into the living room. Openness of plan is shown at right.

COMBINING like materials, architect Fickett uses vertical-grooved plywood for exterior walls, redwood plywood for gable and panels below windows. House turns its bedrooms toward street, living-dining and kitchen areas to rear.

CUTTING through garage and kitchen side of house, section shows construction from ground up. Ventilation of living room is provided by screened jalousie. Though kitchen is virtually open to living room, cooking odors may be drawn off by fan.

small house
ADVERTISING AGENCY building by William Bond has simple design, flat roof, residential look. Exterior is Roman brick, stone, redwood.

1. Advertising agency builds an expansible in the suburbs. The Simon & Gwynn Advertising Agency built this one-story structure on a main thoroughfare in the Memphis suburbs. Steel support construction will accommodate a second rental story.

Business follows buyers as they suburbanize, and a residential appearance is part of the trend.

Southern solutions for

CLINIC has masonry bearing walls, interior bearing partitions. Roof is 4-in. decking above beams and walls. (Photo: Hutchings-Newman)

2. Low pitched, clinic hugs the ground in a rural setting. Placed on a busy street far from downtown Memphis, building looks decidedly unclinical. Architect was R. T. Martin; O. A. Emmons was contractor. Building cost $60,000 without equipment.
PROPOSED SECOND STORY for agency building would look like this, would add about 2,000 sq. ft. of office space for possible future rental.

CONFERENCE ROOM of the advertising agency, paneled in Philippine mahogany, is planned to fit agency's needs. Built-in work cabinets house radio, transcription playback equipment and tape recorder. Provision is also made for TV film viewing. (Photos: Jimmy Jamieson)

suburban business space . . .

PLANTING is carefully integrated with building. Use of draperies aids illusion of a residential character. (Photo: Jimmy Jamieson)

3. Store building, without that store-front stare.
A 3-unit store building designed by William Bond was designed as a beauty shop with additional rental units. Set back from the street, with ample parking, this is a small shopping center itself.

OCTOBER 1955

PLAN of store building shows three basic units to be rented separately or joined for larger operations. The building fits on 50-foot lot.

THERE'S MORE NEWS FROM MEMPHIS
Parking is part of their

4. Memphis bank builds its ninth branch office, to bring banking closer to its auto-driving customers

The new Berclair Branch of the First National Bank of Memphis is the ninth location established by the firm in its attempt to make banking easier for its customers. In planning the structure, placement of the building on its lot was of prime importance to architects Eason, Anthony, McKinnie & Cox. Because many of suburban clients were expected to arrive by car, parking became part of the architects' planning. They placed the building in the center of the plot and arranged parking conveniently around it. For banking from the car, a drive-in window was planned. Contractors: United Construction Co. Cost: $97,775.
BANKING ROOM was planned as a corridor through building's center to aid in-and-out traffic. Entrances are at both ends.

Plot plan of Berclair Branch Bank shows how it was placed in center of plot and parking arranged around it for easy entrance and exit to bank, out to street.

VAULT is located at end of open office area for personnel and customer convenience. Booths allow customers privacy.
The same cost problems face the small-tract builder as face the man engaged in a larger operation. That's the opinion of Ray K. Cherry, of Hadley-Cherry, Inc., builders and developers in mushrooming Los Angeles.

To pin down construction progress and individual operation costs on a daily basis, Hadley-Cherry uses these three forms.

Form No. 1 shows the anticipated production schedule for a total of 32 operations. This is formulated at the start of the job, showing the breakdown and the production expected. This information is tabulated each week to serve as a double-check on the various subcontractors' operations, and holds them as nearly as possible to their schedule.

Form No. 2 is a check sheet that is a record of the subcontractors' output, plus that of the builders' laborers. This form is checked daily. Late in the evening of each day and/or early the next morning, all of the foremen turn in the data to the office of the superintendent, where the records are posted.

Hadley-Cherry operates on a six-to-eight house a day schedule, and all trades are expected to keep up to the mark. With this daily check, any operation that is falling short can be detected, and efforts can be made immediately to get it back on schedule.

Form No. 3 was designed for the cost accounting system utilized for Hadley-Cherry's own carpenters and laborers. It had nine divisions in the rough framing classification and five indicating finish carpentry.

Each night the foreman takes the daily time cards for the carpenters and laborers into the superintendent's office. These cards are coded with both the operation number and number of the house worked on that day. An auditor works nights, and enters the information on the time cards in the cost accounting book.
FORM NO. 1: Sized 15½ x 20 inches, this record gives a running check on the entire construction program. Heavy figures show the number of operations, to be completed on the date shown; light figures give total completions.

FORM NO. 2: "Rough" and "finish" are indicated for each operation on this check-sheet, by the numbers "1" and "2", respectively.

FORM NO. 3: Designed for cost accounting on Hadley-Cherry's own carpenters and laborers, this 11 x 14-inch ledger sheet is used to check actual costs per operation per house each morning, is matched against time cards.

HADLEY-CHERRY, INC.
6764 Beverly Boulevard, Los Angeles 36, California
Buckeye 3-7147 - Crestview 1-0742

OCTOBER 1955

costs

On final checking, a clearance form is signed by the owner. If any defects are found the foreman makes out a slip in duplicate, giving one copy to the subcontractor involved, and keeping the other for his own records. The subcontractor is required to rectify the defect within 48 hours. This form filled out and signed by the owner prevents later claims and insures satisfaction.
There was a big one . . . a big construction job coming up right in his own back yard. Brown thought he had his territory covered like a tent . . . had sources of information he could depend on. Yet a competitor landed this nice piece of business . . . and Brown lost out because he didn't know about this choice opportunity . . . right under his nose.

How come? This competitor gets and uses Dodge Reports every day. He knew all about who was building what . . . and where. He knew who to see and when to take action. Dodge Reports told him about this job . . . and tells him every day about other choice jobs in his area too. He knew about this job when it was being planned and when the bids were due . . . he had ample time to do what was needed to get the job.

More than 1000 Dodge field men are constantly investigating new construction opportunities in every local market in the 37 eastern states. Their daily reports, issued locally or for any area you might suggest, are backed by the nation-wide facilities of the Dodge organization. This selling service insures a greater number of new, current business prospects for any firm with a stake in new construction.

Why not take a look at some typical Dodge Reports covering work right in your territory? We'll gladly let you see them and send along our informative book telling how others use Dodge Reports.

DODGE REPORTS
TAKE THE FIRST STEP IN EVERY SALE
Dept. AB-1055. 119 W. 40th St., New York 18, N.Y.
Timely, accurate construction news service East of the Rockies
What sales appeal is made of
... it's designed and built into every P&H Home

Top Materials—Only seasoned kiln dried lumber, and the best materials go into Harnischfeger's P & H Homes.

Craftsmanship—Main sections of Harnischfeger Homes are built in forms under rigidly controlled conditions.

Double Strength—Fully insulated, glued and nailed, P & H wall panels are twice as strong as standard.

Careful Erection—Trained crews, erecting the P & H Homes quickly and efficiently, carry craftsmanship through to the last shingle.

Planning, Design—Handsome contemporary design, efficient space-making floor plans mean lasting livability and appeal. A wide range of models and sizes enables you to meet any market.

BUILDERS—Build Harnischfeger Homes, and you’ll get expert counsel on land planning, financing, and promotion from Harnischfeger specialists—you’ll build more profitably. Builders can get a preview of the 1956 Harnischfeger Homes at the P & H Builders Open House, Milwaukee, Sept. 15 to Nov. 15. Write for details: 110 Spring St., Port Washington, Wis.

HARNISCHFEGER HOMES, Inc.
110 Spring St., Port Washington, Wis., Phone 611. District offices in: Chicago, Cincinnati, Cleveland, Detroit, Indianapolis, Kansas City, Minneapolis, Pittsburgh
THESE 4 IMPORTANT FACTORS

WHEN YOU SPECIFY GLUED LAMINATED WOOD MEMBERS?

PRODUCT QUALITY No matter how hard we try—we can’t say it better than this contractor who wrote, “Our contract will be more profitable to us because accurately fabricated Rilco members were assembled and erected with surprising speed.” Rilco quality also contributes to a “good job” and helps assure “owner satisfaction.”

SERVICE Detailed drawings are provided to speed field work—save erection costs. Experienced Rilco service engineers are available to give bidding and on-the-job advice.

DELIVERY delays cost money and create ill will. Rilco plants are strategically located for shorter hauls and complete assurance of delivery when promised.

PRICE initially is seldom the true factor in determining the final cost. Considering all of the above advantages, completed cost is lower with Rilco.

Your reason for ordering Rilco arches, beams, rafters or trusses for your next school, church gymnasium, store, commercial or industrial building could be any of the above. Together they add up to an important ingredient . . . integrity.

For more information contact:

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District offices: Wilkins-Barre, Pa.; Fort Wayne, Ind.; Manhattan, Kansas; Tacoma, Wash.
See why J. P. Megill backs up his choice of Reynolds Aluminum Windows by using 1,400 throughout his latest development—with more to come. Read his letter.

These are Reynolds Aluminum casement windows and casement-picture combinations. They are distinguished by their "satinized" finish and by many superior design features including watertight lip and flash-welded corners.

In addition Reynolds Aluminum Windows are produced in these types: Traverse (horizontal sliding), Double-Hung, Awning, Basement and Utility. Quality controlled by Reynolds from prime metal to final assembly. Write for complete catalog. Reynolds Metals Company, Window Division, 2003 South Ninth Street, Louisville 1, Kentucky.

Note that all Megill Homes also feature... REYNOLDS ALUMINUM REFLECTIVE INSULATION

Superior efficiency at much less cost than most bulk insulations. Embossed foil on both sides (Type B) or one side (Type C), of tough kraft paper. In rolls of 250 sq. ft., 25"., 33". and 36". wide. Reynolds Metals Company, Building Products Division, 2031 South 9th Street, Louisville 1, Kentucky.
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Founded 1849—Every Hager Hinge Swings on 100 Years of Experience
Vibrapac Block is Versatile!

...Provides an Endless Variety of Textured Patterns...Sizes Available in Direct Proportion to Wall Areas

You get beauty at its permanent best when homes and other buildings are built of Vibrapac Block. This modern, low-cost building material provides almost unlimited opportunities for creative architecture and structural versatility. Numerous styles and sizes, interesting textures and distinctive color tones challenge both architect and builder in their efforts to achieve beauty and permanence. Ask your nearby Vibrapac Block plant for literature, or write direct:

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Complete Equipment for Concrete Block Plants
All pictures shown here are unretouched
"big idea" windows at small cost

You can build the biggest window ideas into your homes without spending big money. With low-cost Pella Multi-Purpose Windows you can create unexpected window schemes that attract home buyers. The many modular sizes, fixed and ventilating, form hundreds of exciting arrangements. What's more, you can install inexpensive Pella Multi-Purpose units as awning windows, casements, hopper vents or picture windows.

While you're building a more appealing home, you'll also save on installation costs. Pella Multi-Purpose Windows come completely factory-assembled with all sash hardware attached. The frame is flat on all four sides for quick, easy installation. Sash and frame are made of select soft Western Pine, toxic treated. Joints are mortised and tenoned. Stainless steel weatherstripping all around. And made of wood, Pella Multi-Purpose Windows give your homes a warmth and beauty that prospects just can't experience with any other window.

See the Pella catalog in Sweet's Light Construction File. Or mail coupon. Distributors are located in major cities throughout the U. S. and Canada.

Mail coupon today

ROLSCREEN COMPANY, Dept. G-23, Pella, Iowa
Please send free literature on Pella Multi-Purpose Windows, with name of nearest Pella distributor.

MAIL COUPON TODAY
Best builders
in the Business
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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!

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Write us today for complete Accordofold and Bamboofold Specifications. Please Address Dept. 56.

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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.
There's high style in this Bruce Block Floor to complement the most modern interior. The parquetry design is beautiful everywhere... giving full play to the delicate coloring and interesting grain of durable oak. Installation is simple... blind-nailed over wood sub-floor or laid in mastic over concrete. Famous Bruce factory-applied "Scratch Test" Finish saves time and money. Bruce Blocks are also available for on-the-job finishing. Write for color booklet. See our catalog in Sweet's.

E. L. BRUCE CO., MEMPHIS 1, TENN.

BRUCE BLOCK Hardwood Floors
Naturally Beautiful!
Owens-Illinois Glass Block are handled in the same way as concrete blocks—same mortar materials and similar laying technique... go in at the same time.

Glass block arrive on the job site packed in sturdy cartons of convenient size. Cartons can be opened as block are needed. Panels can be made to fit any size opening... no frame is necessary.

All Owens-Illinois Glass Block are face-coated for easy removal of excess mortar. Even the hardest, dried-on mortar rubs off quickly and easily, reducing finishing cleaning time to a minimum.

Owens-Illinois Glass Block are available in a wide variety of designs from super-clear that you can see through to those that restrict sight completely. Literature for any glass block application is available free of charge. For information or help with a specific problem write: Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.
3 Cost-cutting Ideas for Modern Builders!

1. Lay shingles with Bostitch stapling hammer

Builders using the Bostitch H4 Stapling Hammer say they wouldn’t be without it, claim they can halve the time required to lay asphalt shingles on new roofs. One quick blow with the H4 hammer drives a 3/4” galvanized staple all the way home, spreads the staple legs for extra grip.

2. Use tacker to put up ceiling tile

Ceiling tile with stapling flanges goes up a lot faster when you use a Bostitch T5 Tacker. Neater, too, since the danger of hammer-marred edges is eliminated.

Gummed staples with 9/16” legs hold fast, don’t pull through like nails under stress. T5 tacker also drives staples with 1/4”, 3/8” and 1/2” leg lengths for numerous other tacking jobs.

3. Save insulating time with H2B hammer

More than twice as fast as hammer and tacks and a good deal faster than a stapling tacker, the Bostitch H2B Stapling Hammer speeds the application of batt and reflective insulation.

H2B drives staples with 1/4” and 3/8” legs. H2B1/2 takes staples with 1/2” leg lengths. H2BR drives wide wire staples—ideal for felt and flashing papers.
The Remington Rand Printing Calculator can multiply, divide, add and subtract. Anyone can operate this fully automatic calculator; ten-key touch makes it so simple and speedy... and exclusive Simpla-tape gives the operator a printed record of all figurework.

For free applications in the building trade, write for Case History 974. Room 2030, 315 Fourth Avenue, New York 10, N. Y.
Open-plan homes more saleable with sound conditioning

You can add quiet and beauty to your houses by installing Cushiontone ceilings

Distinctive ceiling appearance is another advantage of using Armstrong Cushiontone. The fresh styling and smooth white finish on Cushiontone Full Random will impress prospects.

Quickly installed, Armstrong Cushiontone provides a finished ceiling in one easy application. The new T & G joint speeds and simplifies installation. For full information on Cushiontone, see your Armstrong lumber dealer or write Armstrong Cork Company, 4210 Rider Avenue, Lancaster, Pennsylvania.

Noise spreads rapidly where walls between rooms have been eliminated. You can overcome this problem—and give your homes more saleable appeal—by installing ceilings of Armstrong Cushiontone. This acoustical tile adds comfort by absorbing the sounds of children and appliances before they become disturbing noise.

For effective sound conditioning, choose a genuine acoustical tile like Armstrong Cushiontone—it absorbs up to 75% of the sound that strikes its surface. Cushiontone perforations are in handsome Full Random design.

Ads pre-sell prospects on the new comfort of quiet with Cushiontone ceilings. Many home-minded families in your area are reading Cushiontone ads each month in home magazines. Cushiontone gives you another nationally known brand name to help you sell.

Armstrong CEILINGS

Cushiontone® • Temlok® Tile

... to quiet and beautify homes
G. E.'s new Custom Range—the easily installed “built-in” appliance that housewives want in their modern kitchen. Completely automatic with all Calrod units—no open coils—especially vented to prevent staining of wall cabinets.

G. E.'s Washer-Dryer Combination with under-counter installation! Exclusively G-E . . . a versatile, fully automatic combination that frees over 5 square feet of kitchen floor space.

Dramatize your homes with

**THESE DRAMATIC G-E APPLIANCES**
are available in G. E.'s 5 Mix-or-Match colors: Canary Yellow, Turquoise Green, Petal Pink, Cadet Blue, Woodtone Brown.
Only G. E. offers you this exciting color choice throughout the entire line!

G. E. sells the kitchens that sell your houses! Here are dramatic, “wanted” appliances that give your houses extra value . . . a solid selling edge over others in the same price range.

These G-E “built-ins” are versatile, and easily installed.
They permit you the kitchen design you want, and they answer the prospect’s demands for styling, convenience, beauty and efficiency.

*Progress Is Our Most Important Product*
G. E.'s new Wall Refrigerator-Freezer hangs on the wall like a picture—freeing floor space for base cabinet storage and additional work surface—adds unmatched glamour and sales appeal to kitchen. Capacity: 11 cubic feet.


these wonderful G-E “Built-Ins”!

Best of all, these “built-ins” are financed through the Package Mortgage, making them available to home buyers at low monthly payments.

At the same time, you include the cost of these appealing appliances right in the cost of the house!

Furthermore, these dependable General Electric appliances are available in exciting G-E Mix-or-Match colors.

These are the dramatic appliances that open the way to more home sales for you. And why not . . . when 55 out of every 100 women think G.E. makes the best home appliances.

Contact your G-E distributor right now, and let him help you to the best sales season you ever had.

General Electric Company, Appliance Park, Louisville 1, Kentucky.
stone

A RUGGED SYMBOL OF DISTINCTIVE AMERICAN LIVING

Today's satisfied home-owner is silently thanking his architect for suggesting practical and distinguished STONE when his home was planned. Nature has furnished us with an abundant supply and a great variety of STONE, high in quality, attractive in appearance, economical in maintenance.

For additional information about STONE, its variety, characteristics, availability or uses, write the Building STONE Institute, 2115 Martindale Avenue, Indianapolis, Indiana.
Stanley Cabinet Hardware

...for the quality your houses deserve

You expect the cabinet hardware in the houses you build and sell to do two things — to operate and to decorate. Every hinge, pull, knob and latch should work perfectly and add to the beauty of your house. This is the kind of hardware Stanley makes... the kind Stanley is known for. Here are a few typical examples:

This is the Stanley 4308 5” Pull, a Ranch Craft style in a soft, satiny, old brass finish. Companion pieces in Ranch Craft are strap, semi-concealed and surface hinges, pulls, knobs and latches.

This is the Stanley 4482 ALD Knob with 4408 ALD Backplate, a modern style in solid aluminum. Companion pieces in Solid Aluminum are pulls, knobs, and hinges with aluminum barrel covers.

This is the Stanley W859 3” Hinge, an authentic rustic style in antique black finish. Companion pieces in Rustic are strap and semi-concealed hinges, latches, and pulls. Antique copper finish also available.

Solid Brass and Chrome styles complete the compact line of Stanley Cabinet Hardware. Take a look at it. Check with your hardware supplier. Write Stanley Cabinet Hardware, 100 Lake St., New Britain, Conn., and ask for your copy of fully illustrated cabinet hardware catalog F-100.

STANLEY

The Stanley Works • New Britain, Conn.

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OCTOBER 1955
We have added another top-efficiency plant to the 26 that have always meant prompt, dependable service for you—wherever you are. These Long-Bell plants and extensive timber stands are strategically located in eight states. That's why leading retailers, distributors and industrial users for 80 years have looked to Long-Bell as "one reliable source of supply" for available lumber and wood products.

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**RED CEDAR SIDING AND SHINGLES**
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- Longview, Wash.

Give your local Long-Bell representative a call today. He will be glad to bring you reliable Long-Bell products and service to your door.

The Long-Bell Lumber Company

Established 1875—Kansas City 6, Mo.

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CAST IRON is the only pipe material that has passed the acid test of time—generation after generation. Claims made for “equal performance” by substitute materials are based on the experience of a comparatively few years, since none can boast the long record of economy and efficiency of Cast Iron Pipe and Fittings.

As many of America’s older homes are razed to make way for newer structures, the original Cast Iron Pipe has been found in such excellent condition that it can be re-used 100%.

**Better Today Than Ever Before**

Thanks to research, better pig iron, close controls of iron analysis, new and improved processes, rugged and durable modern Cast Iron Soil Pipe is definitely stronger, tougher, more uniform in quality and more economical than ever before. That is why it is the first choice of architects and builders who recognize that the only sound foundation of a good reputation is specifying quality materials that will never cause comebacks or complaints.

Our Company does not manufacture pipe, but has long supplied the nation’s leading Cast Iron Pipe Foundries with high grade quality iron from which permanent Cast Iron Pipe is made.

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WOODWARD, ALABAMA
When the first thing prospects see in a new house is this guarantee...

and then when they notice this sign on a window sill or mantelpiece...

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they are getting very sold on the house that has this lock— the handsome Sargent AlignaLock!

**ALIGNALOCK Sales Aids Sell Houses!**

Above, you see a couple making up their minds to buy a house.

AlignaLocks and AlignaLock Sales Aids have convinced them that quality products have been used throughout their "new home."

Experiences like this are taking place today all over the country. Many hundreds of builders have told us that AlignaLock and AlignaLock Sales Aids help sell the house.

Put these sales aids to work for you. As shown above, hang the guarantee certificate on door knobs. It unconditionally guarantees AlignaLocks for the life of the house...and makes a tremendous impression on prospects.

Take full advantage of the house signs...the home owner brochures...the colorful literature. Sargent gives them to you free. Use them to put sell in every room!

Get in touch with your supplier today and ask him all the facts about AlignaLock. Or write direct to Sargent & Co., New Haven 9, Conn. Dept. 9K.

**SARGENT LOCKS**

"A sign of a well built house"
You can locate bathrooms where they wouldn't fit before, with the

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STANDISH

SHOWER BATH

The compact Standish affords possibilities for locating complete, comfortable bathrooms in space of small or unusual dimensions. It is practical and economical for homes needing additional bathrooms; for apartments, motor courts, hotels, dormitories—wherever space must be conserved.

The Standish is roomy and deep for showering, suitable for tub bathing. The low front makes access easy, simplifies the bathing of children. Convenient 5-inch bench rim. The sparkling, easy-to-clean Kohler enamel is protected from strain because it is fused to a strong, rigid base of cast iron. Write for booklet.

KOHLER CO., KOHLER, WISCONSIN
ESTABLISHED 1873
The F. C. RUSSELL Company announces a complete new line of THERMOSEAL ALUMINUM PRIME WINDOWS for NEW construction

Here's big news for builders everywhere!
Now you can build with Prime Windows made from finest quality, sturdy extruded aluminum — and backed by The F. C. Russell Company — world’s largest manufacturer of metal windows and doors!

The complete Thermoseal line of Prime Windows include:
- Horizontal slide window
- Vertical slide window
- Fulvue ventilating window
- Multi-lite ventilating picture window
- Glass jalousie louvered window

Take a look at these Thermoseal profit advantages!
- No on-the-job glazing, painting, re-fitting or later adjusting.
- Big savings on installation time and cost.
- Built-in Fiberglass Screen that won’t rot, corrode or stain — never needs painting.
- Fully weatherstripped with built-in felt weatherstripping.
- No sash cords, weights or balances. All hardware attached.
- Available with insulating sash (optional) which provides year-round rainproof, draft-free ventilation.

New Thermoseal HORIZONTAL SLIDE window
AMERICA'S FINEST ALUMINUM PRIME

Here’s a brand new Prime Window made of finest quality satin-smooth extruded aluminum that really gives your homes “sales appeal” plus! This window has everything you and your customers ever looked for in a Prime Window! Available in both single slide and composite units.

For one story or split-level homes — it’s an ideal space-saving window for bedrooms or bathrooms where high-window treatments are called for!

THERMOSEAL HELPS YOU SELL!
A trouble-free performance record — plus years of National advertising — have preconditioned your customers to expect a better home when it’s equipped with Russell products! You can use this “consumer acceptance” as another big sales feature when you build with these precision-made Thermoseal Prime Windows!

Write for full information and free literature on Thermoseal Prime Windows and all the other nationally famous F. C. Russell products.
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Architectural Quality FLAT GRAIN Redwood
is run with the Pattern on the Bark Side

Beauty and functional advantages dictate the choice of flat grain in many applications. But only the side toward the bark offers the full advantage of the redwoods' permanent qualities. The heart side tends to splinter or "shell out" after long exposure.

That's why The Pacific Lumber Company has developed exclusive handling systems to control each piece through every step of manufacture, so that the pattern is always run on the bark side. Only Palco* Architectural Quality assures this extra premium in value... at no extra premium in cost. For a handy free guide to aid in selecting the best in redwood, fill out and mail the coupon below, or write for Bulletin No. L-502.

When you specify Palco* Architectural Quality Redwood for exterior or interior design... you can be sure that it is
- Certified Dry
- All Clear Heart or A Grade
- Highest uniformity of grade
- Vertical grain on all resawn patterns
- Where flat grain is specified, pattern is always cut from the bark side

THE PACIFIC LUMBER COMPANY
Since 1869 • Mills at Scotia, California
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San Francisco 4
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MEMBER OF CALIFORNIA REDWOOD ASSOCIATION
OCTOBER 1955
They will appreciate your suggestion of...

Trinity White

The mass of dazzling white or the truer colors and tints made with Trinity white cement gives distinction to any structure—large or small. Your recommendation to use Trinity white will be appreciated and remembered by all concerned with that building.

A Product of GENERAL PORTLAND CEMENT CO.
Chicago • Dallas • Chattanooga • Tampa • Los Angeles
New TEXOLITE* Paints!
JUST ONE COAT CONCEALS MOST
DRY-WALL JOINTS...BEAUTIFULLY!

Decorate faster with these new, washable latex paints—and there’s "smooth selling" ahead for you. One coat beautifully conceals wallboard joints finished with PERF-A-TAPE* system, dries fast, leaves a luxurious textured finish and no "painty" odor; permits earlier occupancy. Save time and money many ways with TEXOLITE Texture or TEXOLITE Ripple. Ready to use right from the container; have exceptional covering and hiding qualities. For complete information write Dept. AB-5, 300 W. Adams St., Chicago 6.


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the greatest name in building
One man can install all this MARLITE PANELING in just one, eight-hour day*

It's amazing what one man with a hammer and Marlite can do in an ordinary working day. Interior finishing is completed beautifully before you know it. That means you can handle more jobs and still keep promised completion dates. The exclusive tongue and groove joint of Marlite Plank and Block simplifies installation; conceals all fastening. And Marlite's soilproof baked finish resists smudges, grease, and stains; wipes clean with a damp cloth. Prefinished in 10 “Companion Colors” styled by Raymond Loewy Associates, plus 4 distinctive wood patterns, Marlite adds beauty... eliminates costly finishing. Plan on Marlite for your next dry wall construction job. See your building materials dealer, refer to Sweet's File, or write Marsh Wall Products, Inc., Dept. 1003, Dover, O. Subsidiary of Masonite Corporation.

*Although installation time varies with the requirements of each interior, on many jobs one man installed more than 400 square feet of Marlite Plank in 8 hours.

that's the beauty of Marlite

PLASTIC-FINISHED WALL AND CEILING PANELING

Marlite is made with genuine Masonite® Tempered Duolux®
Builder offers Thermopane® in every window for just $1.25 per month!

A New Jersey builder sells his 20-window Thermopane house for $18,250—just $250 more than with single glazing. The cheapest storm sash available in the area is $11 per window, or $220 per house. His house buyers get Thermopane's permanent window insulation for about the same cost... and they pay only $1.25 more per month on their mortgages than for single glazing.

And what a sales point Thermopane makes! No storm sash to fool with. Fuel savings for the life of the house. More year-round comfort. Less noise from outside.

Salesmen sure like to say, "This house has Thermopane in every window". And the home buyer is justifiably proud that his house has this outstanding symbol of quality.

Design your houses for standard sash that take standard sizes of Thermopane. It costs little and pays off big. For complete data, see your L-O-F Glass Distributor or Dealer. Or write to Libbey-Owens-Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.

LIBBEY-OWENS-FORD

a Great Name in Glass
It's a FACT!

Using the GATES HORIZONTAL ROD SYSTEM, F. A. Illias, Spokane Foundation Contractor, can handle almost ANY forming job with ONE TRUCKLOAD of equipment! Mr. Illias braces the inside wall, letting the outside float—thus saving time, labor and money!

Illias' one truckload of equipment includes: enough regular panels to form 225 lineal feet, 8 feet high, with 16 pairs of corners, 10 fillers, a concrete trough, 10 window bucks, plus regular tools.

It's a FACT!

GATES HORIZONTAL ROD PANEL FORMS are:
- Fast
- Efficient
- Economical!

- Erection and stripping time reduced
- Minimum amount of waterling required
- No hardware necessary
- Lightweight; easy to handle
- Re-usable time and time again

It's a FACT!

GATES FORM TIES mean BETTER—FASTER
CONSTRUCTION at lower costs!

GATES REGULAR TIES available in rod type or 2" x 4" type
GATES BREAK-BACK TIES available in rod type or 2" x 4" type
Break-back feature breaks clean within wall. Small holes are easily filled, giving architectural finish.

GATES for every kind of forming—foundations, retaining walls, bridge abutments, and high wall construction!

Write for additional information on the GATES Forming System.

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- Gates Form Ties
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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.

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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 OFFICE: 211 NORTH MADISON AVENUE, LOS ANGELES 4, CALIFORNIA • FACTORY: HUNTINGTON PARK, CALIFORNIA

OCTOBER 1955
ANSWERS

to these questions take the guesswork out of SLIDING DOOR INSTALLATIONS

Q What are the advantages of center mounting and 8 wheels per door?
A Hangers that are center mounted support door weight in a true vertical position, relieving stress or pressure against door guides or frame. Hangers providing eight nylon wheels per door distribute weight more evenly over track, providing extremely quiet, effortless operation. Only custom Kennatrack offers these two highly desirable features.

Q When should adjustable hangers be used?
A Whenever headroom is sufficient. Vertical adjustment permits easy alignment of door to jamb. Readjustments are easy to make if settling and other changes occur. Kennatrack also offers non-adjustable hangers of exclusive design for use where extra-strength and neatness are desired, or where headroom is limited to one inch. This type is highly desirable where plywood doors are used.

Q Why should a steel frame be used for all pocket door installations?
A To avoid costly as well as frequent troubles caused by warping of wood frames. An exclusive development of Kennatrack Corporation, “Kennafame” is the steel frame that completely eliminates this danger. Easy to install, and with center mounted 8-wheel hangers for smoothest performance, “Kennafame” is widely used for 2 x 4 wall installations. Any type of wall material or trim may be applied. Doors can’t possibly bind if this prefabricated steel frame is used.

Q Can millwork be eliminated?
A Using Kennatrack hardware, the need for millwork has been eliminated for practically all installations. Complete packaged sets include versatile molded nylon guides that eliminate need of saw kerfs for doors of all thicknesses.

Q How can I be sure the right track is used?
A Selection of the right track for a specific installation is highly important. Reference to the Kennatrack Buyer’s Guide takes all the guesswork out of selecting the right hardware. An easy-to-follow index leads to complete descriptive information, scaled detail drawings and architects specifications for each series. Write today for your free copy.

KENNATRACK CORPORATION, ELKHART, IND.
West Coast Hemlock is versatile, too!

Above you see a unique application of Weyerhaeuser 4-Square West Coast Hemlock, the "Ability Wood." This modern building is finished with tongued and grooved Hemlock clear board siding—with the rough side exposed. It is creosote-stained to a dark brown.

West Coast 4-Square Hemlock is called the "Ability Wood" because it serves so dependably in a wide range of uses. This durable, kiln-dried lumber is light in weight, easy to work, and possesses desirable strength properties needed for framing and sheathing. Also, West Coast Hemlock lumber is widely known for its excellent nail-holding properties.

The beautiful light color, straight grain, even texture, freedom from pitch pockets, and remarkable paint-holding qualities contribute much to the desirability of Hemlock for ceiling, flooring, siding, molding and other finish uses.

These features explain the popularity of Weyerhaeuser 4-Square West Coast Hemlock Lumber among builders.

Ask to see this fine "Ability Wood" at the yard of your Weyerhaeuser 4-Square Lumber Dealer, or write for literature.

Weyerhaeuser Sales Company
ST. PAUL 1, MINNESOTA
When prospects look your homes over, you don't have to spend any time convincing them that G-E Home Heating and Cooling is tops in value. That would be like saying to a baseball fan, “Let me tell you about ‘Stan The Man’...He's Good.” Yes, sir; they’re already sold on the value and performance of any product that displays the G-E monogram. So why fool around? Why not play the favorite?

Help move your houses faster by adding the greater comfort and convenience of draft-free G-E Air Wall* System of home heating and cooling.

Space-saving advantages, complete design freedom, a terrific G-E warranty...these are just some of the facts you'll get from your G-E dealer. He's listed in the Yellow Pages. Call him today! He talks your language—and you'll like what he has to say to you. Let him deliver you a carload of “The Big Plus.”

Home Heating & Cooling Dept., Bloomfield, N. J.
Progress Is Our Most Important Product

GENERAL ELECTRIC
REG. TRADEMARK OF GENERAL ELECTRIC CO.
Sell a New Approach! A dual purpose bathroom-darkroom design color-keyed by Richmond fixtures in lustrous Fern Green. Present, the BRESLIN bathtub, the VOGUE lavatory, the EMPRESS toilet.

Sell with Charm! The Bermuda Coral of the Richmond fixtures blends beautifully with warm wood tones. Featured: The COUNTNESS lavatory, the EMPRESS toilet, the BRESLIN bathtub.

Sell with Modern! Warm brown and piquant tangerine set off by fixtures in Richmond’s Famous White-White. The BLAKE corner tub, the BROMLEY lavatory, the CLAREMONT toilet are starred.

Sell with Drama! The BRESLIN recess bathtub is raised for elegance. The BROMLEY lavatory has a roomy ledge. The “Hush-Quiet” EMPRESS toilet is a marvel of advanced design.

Decorator designed to create homebuyer interest...full of new ideas...these “bathrooms by Richmond” run the gamut from Empire to Colonial to Contemporary.

Each is a perfect setting for the graceful lines and functional perfection of Richmond fixtures...and Richmond fixtures will enhance any other design you may adopt...with the Richmond name winning instant customer approval.

Write for new illustrated catalog of salesmaking Richmond plumbing fixtures.

RICHMOND RADIATOR COMPANY
16 Pearl Street, Metuchen, New Jersey • AFFILIATE OF REYNOLDS METALS COMPANY
More and more quality conscious customers look for...

plumbing fixtures by

RICHMOND

Richmond National Advertising puts in the hands of your prospects a tested sales tool... the fascinating booklet "Five Little Bathrooms and How They Grew." Every page makes every reader want new home beauty... with bathroom fixtures by Richmond!

See the new "Bathrooms by Richmond" being featured throughout the Fall of 1955 in full-page, full-color ads reaching an audience of millions.
OLD WALL, with furring strips nailed through to the stud- 
ding. Here, the adhesive (said to be equally good for rubber, 
plastic, leather, aluminum, carpet or stair treads) has been 
applied. Note glossy film. Cement takes 40 minutes to dry.

AFTER panels have been fitted to the wall area, apply ad-
hesive to the contact areas at the back of the panel. Leave a 
\( \frac{1}{4} \)-inch uncemented margin along the edge. It is important 
to give the adhesive plenty of time for complete drying.

No nailing—no nail holes to fill

The use of Roltite cement eliminates 
the need for nailing or clipping 
wall paneling to a wall surface, and 
there are no nail panels to fill when 
applying prefinished panels, such as 
plywood, Masonite, Novoply or other 
surfacing to studding or furring 
strips.

Roltite cement can also be used to 
bond plastic laminates, aluminum, 
rubber, leather, cove base, carpet, 
stair treads without sustained pressure 
and without use of clamps.

Roltite cuts installation time by 
half or more on many bonding jobs, 
according to the manufacturer. An ap-
plicator is included with every can.

It is important to use enough ad-
hesive and to let it dry completely. 
Under normal conditions, it is claimed, 
Roltite will dry in about 40 minutes. 
Material to be bonded should be po-
sitioned carefully. The bonding is im-
mediate upon contact and although 
sustained pressure is not required, 
pressure should be applied thorough-
ly over every inch of the surface. Price 
about $7.00 per gallon. Available 
from plywood dealers. Midcontinent 
Adhesive Co., Department AB, Attn.
J. W. Graul, Asst. Mgr., Roltite Di-
vision, 70 Sunshine Drive, Grove City,
Ohio.

SLIDE the first panel into place along 
the spikes driven into the center line 
of the first joint.

BOND panel permanently in place by 
the application of pressure to the con-
tact area with hammer and block.

SWING following panels into place, at 
the same time pressing butt joint firmly 
together, to allow perfect bonding.
New packaged kitchens take little space

The new "Dwyer 400" includes electric burners, storage space, cutlery drawer, refrigerator, sink, and indirect lighting over the working surface in one compact packaged kitchen that takes up little space. The cabinet that contains these facilities is one that looks more like a TV console than a kitchen when the top of the unit is closed. A single plumbing connection suffices. The unit is available in sand or black mahogany colors. List price $495. Dwyer Products Corp., Dept. AB, Attn. L. P. Dwyer, Jr., Michigan City, Ind.

New all-steel garage features easy assembly

A steel garage that comes complete with all fastenings and fittings is now available. The garages are delivered with complete instructions for speedy assembly in 1-, 1½- and 2-car sizes. Each unit includes an overhead-type door with lock, key and all necessary hardware. Walk-in doors and window kits, complete with the required framing and flashing, are available as extras. The structural members are of U-shaped 16-gauge steel, contoured, welded back-to-back, bonderized and painted. Siding and roofing are of galvanized steel formed to simulate weatherboard so that the garages blend with most types of homes. Prices: $399., $449., and $625. f.o.b. factory. Steelcraft Manufacturing Co., Dept. AB, 9017 Blue Ash Rd., Rossnouyne, Ohio.

Circle No. 1004 on Readers' Reply Cord, p. 246

New brush cutter makes quick work of clearing overgrown areas

A new attachment on the Homelite Model 17 Chain Saw converts it into an all-purpose brush cutter. It is said to do clean-up jobs on brush, weeds and saplings 4 times faster than old fashioned hand clearing methods. It has a friction-free, flexible shaft that delivers full 3.5 brake horsepower to the 10-inch circular blade. Light weight and perfect balance makes it easy to use. Its 5-foot arm makes it easy to get under or reach high for overhead cutting. Homelite Corp., Dept. AB, Port Chester, N. Y.

Circle No. 1005 on Readers' Reply Cord, p. 246

Rigid vinyl sheets give depth effect of exposed brick

Bakelite rigid vinyl sheets, molded to have the appearance and texture of real brick are now available in 3x5-foot panels. Retail price: $12.75 per 3x5-foot panel, or 85 cents per square foot. Studio Brick, Inc., Dept. AB, 6428 Melrose Place, Hollywood 46, Calif.

Circle No. 1006 on Readers' Reply Cord, p. 246

Saw horse brackets clamp on and off quickly without use of tools

Chesney brackets or "Speed Clamps" fit any 2x4 common or finished lumber in such a way that saw horses are easily set up. No miters are necessary. Assembly or disassembly takes only a matter of seconds. The brackets are self locking and require the use of no nails, bolts or screws. Two-by-four saw horse legs are inserted into sockets, legs are pulled apart and pressure applied to lock legs in position. Five pieces of 2x4 lumber and a pair of clamps are all that is necessary to make a completed saw horse. List price: $3.95 per pair. Chesney Inc., Dept. AB, Attn. Frank A. Drosch, 720 Towne Ave., Los Angeles 21, Calif.

Circle No. 1002 on Readers' Reply Cord, p. 246

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Circle No. 1006 on Readers' Reply Cord, p. 246
Zip 'em out! Then Zip They're in again!

Chamberlin’s New Weather Strip for Removable Sash

Sash removal is a cinch—they literally ZIP OUT . . . ZIP IN Flexible, floating full width metal runways hold sash weather tight—automatically adjusting to frame expansion or contraction. Sash slide easily but won’t creep or drop. No home adjustments. Add this more modern, more efficient weather strip feature to your present line of windows.

Has Unequalled Advantages

for the Mill
1 Designed to save material and labor costs at the mill.
2 Designed to insure satisfied customers and minimum service.
3 Chamberlin stands behind it.

for the Builder
1 Sash can be primed, sanded and kept clean during construction. Glass breakage reduced.
2 Rough-in is as simple as A B C—no special blocking.
3 Balances and all weather strip installed at the mill.

for the home owner
1 Zip-in . . . Zip-out Chamberlin equipped windows are fully weather stripped.
2 Sash give and take with the weather like a cushion. Slide easily. Won’t creep or drop.
3 Window washing becomes an ‘inside’ job. Press sash left and it runs out. Zips back in place.
4 No need to remove stops and mar woodwork . . . ever.
5 Zip-out the sash and it’s a cinch to interchange and wash combination storm windows and screens.
6 Sash can be taken out and conveniently painted.

Another product of Chamberlin’s 57 years of engineering and manufacturing experience

Write For Complete Information

CHAMBERLIN COMPANY OF AMERICA
1254 La Brosse St., Detroit 32, Mich.

Chamberlin products for the millwork and hardware field include: Automatic Door Bottoms—Thresholds—Door-Seals—all types) Weather Stripping.
yet Carlton Sinks cost not a penny more!

When you put a Carlton Stainless Steel Sink into a new or remodeled kitchen, you add permanent extra eye-appeal. For stainless steel, when transformed by Carlton's exclusive sparkle finish, becomes an object of sheer beauty that lasts forever. No chipping or cracking of enamel . . . Luster that blends perfectly with every color scheme . . . When you want something extra in design and finish at no extra cost — specify Carlton!

Don't overlook the special Carlton rubberized undercoating that cuts dishwashing clatter; changes garbage disposal noise from a growl to a purr! See for yourself how stainless steel's extra resilience reduces dish chipping and breakage. Carlton's narrower wall between twin bowls almost eliminates the splash from a swinging faucet, while the deeper (7¼") bowl allows up to a full gallon more water capacity.

Special Note to Builders, Wholesalers, Architects:
A Carlton Stainless Steel Double Sink Bowl (33"x21") weighs only 17 pounds, makes installation much easier. Stainless steel, lighter than cast iron or porcelain on steel, saves you money on shipping costs, too. Write for free Catalog 55, illustrating complete line, and send the name of your distributor. Sink Division, Carrollton Mfg. Co., Carrollton, Ohio.

The bright spot in your kitchen

CARLTON
STAINLESS STEEL
SINKS
Vanity medicine cabinet and ventilator
are combined into one unit

- The Cole “Ven-ett” is a 200 c.f.m.
ventilator and a capacious vanity or
medicine cabinet combined into one
simple unit. The two large plate glass
mirror doors are 18x21 in. each
and they slide at a finger touch. The
doors are suspended on nylon rollers
that operate in enclosed tracks at the
top so no dirt can collect to jam the
rollers. The blower in the “Ven-ett”
is a rotary type powered with a stand-
ard brand lifetime-lubricated motor,
60-cycle, 110-volt. The finish of the
“Ven-ett” is a high-gloss enamel
baked at 325 degrees and is available
in white and pastel shades. Trim is
chrome and stainless steel. Rough-in
of the unit is 25%ox35 inches. List
price: $84.95. Sold direct to builders,
contractors, distributors. Cole Manu-
factoring Co., Dept. AB, Box 4103,
Attn. James D. Cole, Austin, Texas.

New operator-hinge set is de-
signed for awning type windows

- The new H. S. Getty chain opera-
tor and hinge set features a chain
which becomes rigid when extended
to open an awning-type window. In
addition to its easy, non-chattering,
self-locking features (it eliminates the
need for a separate window lock) the
set permits easy cleaning of both
sides of the window from inside the
room. The operator-and-hinge set is
packaged and sold as a unit for vari-
ous height windows up to a maximum
width of 48 inches. Retail price: ap-
proximately $10.50 for Set #1 (win-
dows 14 to 17½ inches high). H. S.
Getty Co., Inc., Dept. AB, 3348 No.
10th, Philadelphia 40, Pa.

Building insulation combines the
qualities of Fiberglas, foil

A new Fiberglas foil-enclosed residen-
tial building insulation combines
the insulating efficiency of Fibere-
glas with the added summer reflective
characteristics of aluminum foil. It is
available in both roll and batt
blankets in widths of 15, 19 and 23
inches and thicknesses of 2 and 3
inches. Depending upon the width and
thickness, roll blankets are in lengths
up to 60 feet while all batt blankets
are 4 feet long. Retail price: 11 cents
per square foot (3 inches thick); 9
cents per square foot (2 inches thick).
Owens-Corning Fiberglas Corp., Dept.
AB, Attn. W. A. Stutts, National Bank
Bldg., Toledo 1, Ohio.

Plastering machine does job
quickly, pumps up to 3½ c. f. m.
The Model C Plaster-Master pumps
up to 3½ cubic feet per minute with
half sand as the aggregate. The Model
C is a self-contained unit, with built-
in compressor and offers instantaneous
control at gun head. Mounted on
a well-balanced trailer-type chassis
with pneumatic tire wheels, it is very
maneuverable. The hopper has a 10-
cubic foot capacity, the engine is a
2-cylinder, 15 H.P. with electric
starter, generator and battery. The
CG-124 gun is a full-flow-one-inch
plaster gun designed so extension
sections can be added. Santa Anita
Manufacturing Corp., Dept. AB, 2828
Newell St., Los Angeles, Calif.

Circle No. 1007 on Readers’ Reply Card, p. 246
Circle No. 1008 on Readers’ Reply Card, p. 246
Circle No. 1009 on Readers’ Reply Card, p. 246
Circle No. 1010 on Readers’ Reply Card, p. 246
Circle No. 1011 on Readers’ Reply Card, p. 246
All-steel garage door rust-proof, has finger-tip operation

- The “Seven WON-DOR” is a new seven-sectional residential garage door made of steel that is completely bonderized, fully rust-proof. It has 16 ball-bearing rollers for finger-tip operation. The manufacturer says that the door is placed on the market to sell for less than the average 1-piece door. The Windsor Seven WON-DOR is available in all sizes, including double and made-to-order sizes with or without glass inserts. Windsor Door Co., Inc., 2284 Jericho Turnpike, Garden City Park, L. I., N. Y.

Circle No. 1013 on Readers' Reply Card, p. 246

Wall resurfer is said to eliminate need for painting

- “Re-Nu-It” exterior wall resurfer is a product developed for the rejuvenation of weatherbeaten exteriors. Thicker than ten coats of paint, this product can be applied by brush or spray. It contains two protective and insulating materials—asbestos and mica. Available in eleven colors, it carries a 10-year material replacement guarantee against peeling, cracking and chipping. Re-Nu-It Corp., Dept. AB, Attn., A. H. Hardy, 424 West 42nd St., New York 36.

Circle No. 1016 on Readers' Reply Card, p. 246

New roof louver is sturdy, will fit any roof

- A new series of advanced design roof louvers is now available. Called the “Lo Man Co Series 700” these louvers will fit any type of roof. They are made of heavy-gauge aluminum, designed with three sides open for maximum ventilation. Built-in aluminum 8-mesh screens keep insects, bird and leaves out, tend to break up rain and snow. Louver Mfg. & Supply Co., Dept. AB, 5807 West 36th St., Minneapolis 26, Minn.

Circle No. 1017 on Readers' Reply Card, p. 246
Houses are getting bigger — The average new house in '55 has 1 to 2 rooms more than the '40 model.

Wallboard is getting thicker — In '40, % was standard; in '55 the trend is toward % — takes more gypsum and more time to produce.

And building is booming... 602,000 houses were built in '40; in '55 over 1.3 million units will be started!

Here's what's being done about it

NATIONAL GYPSUM SAW THE SHORTAGE COMING

STARTED TWO-WAY PLANNING TO EXPAND PLANTS AND DEVELOP NEW DEPOSITS

JUST COMPLETED: $6 MILLION GYPSUM PLANT IN MIDWEST NOW IN OPERATION

WE HAVE MORE THAN DOUBLED OUR TOTAL GYPSUM PRODUCTION SINCE W.W.II AND THERE'S MORE COMING

THE NATIONAL GYPSUM COMPANY, BUFFALO 2, NEW YORK

THE NEXT STEP IN A NEW 5-YEAR $75 MILLION EXPANSION PROGRAM ARE THESE PLANTS, SOON TO START PRODUCTION

Gold Bond BUILDING PRODUCTS
NEW PRODUCTS

Jalousie window has aluminum frame, said to last a lifetime

- "Lifetime Jalousies" have aluminum frames, are precision engineered with all corners welded to assure protection against rain and cold air. When the 4½-inch louvers are closed, each louver overlaps ½ inch to form a solid sheet of glass. Lifetime clips have built-in springs to hold glass firmly. Balanced louvers assure ease of operation. Shoulder rivets provide greater bearing surface. Standard stock window and door sizes available. Custom-built units are built to detailed specifications. List price: $42.10 for 37x50 ½-inch window. (Substantial discount to distributors and dealers.) Atco Aluminum Products, Dept. AB, Attn. G. R. Grenawalt, 1910 So. Kuhl, Orlando, Fla.

Circle No. 1024 on Readers' Reply Card, p. 246

Clay pipe is root-proof, infiltration-proof

- "Wedge-Lock" clay pipe is a new root-proof, infiltration-proof, labor-saving vitrified clay pipe, according to its manufacturers. It features an integral double-ball mechanical joint of corrosion-resistant plastisol, and can be installed easily in minutes. Both bell and spigot plastisol castings are simply coated with adhesive and pushed together by hand or with pinch bar. Available in both standard and extra-strength in 4-, 6-, and 8-inch diameters. The Robinson Clay Product Co., Dept. AB, Vitrified Div., Attn. A. E. Williams, Sales Mgr., 65 West State St., Akron, Ohio.

Circle No. 1025 on Readers' Reply Card, p. 246

Semi-flush recessed fixture has satin black finish

- Model 96 is a semi-flush recessed fixture with a satin black finish for incandescent installations. A molded dropped glass inset diffuses the light evenly. Fixtures are also equipped with reflectors. Model 96 is available for 60, 100, and 150 watt bulbs, is 6½ inches by 6½ inches by 4 inches with a 9x9-inch frame. List price for Model 96: $17.50. Atlas Electric Products, Dept. AB, Attn. S. B. Pearlman, 319 Ten Eyck St., Brooklyn, N. Y.

Circle No. 1036 on Readers' Reply Card, p. 246

AMERICAN BUILDER
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.
Laminated sandwich panels offer light weight, strength

- "Hasko-Struct" is an insulated sandwich panel construction using Haskelite's Fiberglas Cloth Polyester Laminate facing sheets bonded to various densities of styrofoam, plywood and other types of core material. The product is a unified panel

**Service-Master**
The Ideal Building, Plumbing, and Electrical Contracting Service Body

Here's the body that takes a completely equipped shop to the job, and saves up to 75 minutes per day. Using the latest average service base rate of 6 cents a minute and an average saving of 30 minutes a day... Service-Master saves $478.00 worth of time a year. Available in sizes for 1/2, 3/4, 1, and 1 1/2 ton chassis — regardless of age or make. The coupon below will bring complete details.

**Flush Wall Radio, 5 extensions is easy to install**

- The Flush Wall Radio Model 5P-5X Master Unit and Extension Speaker System consists of a 5-tube master radio and 5 extension speakers. These units can be installed as easily as the installation of electric outlets. Like the radio itself, each speaker is mounted in its own 6 1/2 x 8 x 2 1/2-inch deep steel box so that it can be mounted flush in the usual 4-inch partition. To insure quality, each remote speaker has its own matched line transformer. The volume control on each speaker can be installed as easily as the installation of electric outlets. Like the radio itself, each speaker is mounted in its own 6 1/2 x 8 x 2 1/2-inch deep steel box so that it can be mounted flush in the usual 4-inch partition. To insure quality, each remote speaker has its own matched line transformer. The volume control on each speaker can be installed as easily as the installation of electric outlets. Like the radio itself, each speaker is mounted in its own 6 1/2 x 8 x 2 1/2-inch deep steel box so that it can be mounted flush in the usual 4-inch partition. To insure quality, each remote speaker has its own matched line transformer. The volume control on each speaker can be installed as easily as the installation of electric outlets. Like the radio itself, each speaker is mounted in its own 6 1/2 x 8 x 2 1/2-inch deep steel box so that it can be mounted flush in the usual 4-inch partition. To insure quality, each remote speaker has its own matched line transformer. The volume control on each speaker can be installed as easily as the installation of electric outlets. Like the radio itself, each speaker is mounted in its own 6 1/2 x 8 x 2 1/2-inch deep steel box so that it can be mounted flush in the usual 4-inch partition. To insure quality, each remote speaker has its own matched line transformer. The volume control on each speaker can be installed as easily as the installation of electric outlets. Like the radio itself, each speaker is mounted in its own 6 1/2 x 8 x 2 1/2-inch deep steel box so that it can be mounted flush in the usual 4-inch partition. To insure quality, each remote speaker has its own matched line transformer. The volume control on each speaker can be installed as easily as the installation of electric outlets. Like the radio itself, each speaker is mounted in its own 6 1/2 x 8 x 2 1/2-inch deep steel box so that it can be mounted flush in the usual 4-inch partition. To insure quality, each remote speaker has its own matched line transformer. The volume control on each speaker can be installed as easily as the installation of electric outlets. Like the radio itself, each speaker is mounted in its own 6 1/2 x 8 x 2 1/2-inch deep steel box so that it can be mounted flush in the usual 4-inch partition. To insure quality, each remote speaker has its own matched line transformer. The volume control on each speaker can be installed as easily as the installation of electric outlets. Like the radio itself, each speaker is mounted in its own 6 1/2 x 8 x 2 1/2-inch deep steel box so that it can be mounted flush in the usual 4-inch partition. To insure quality, each remote speaker has its own matched line transformer. The volume control on each speaker can be installed as easily as the installation of electric outlets. Like the radio itself, each speaker is mounted in its own 6 1/2 x 8 x 2 1/2-inch deep steel box so that it can be mounted flush in the usual 4-inch partition. To insure quality, each remote speaker has its own matched line transformer. The volume control on each speaker can be installed as easily as the installation of electric outlets. Like the radio itself, each speaker is mounted in its own 6 1/2 x 8 x 2 1/2-inch deep steel box so that it can be mounted flush in the usual 4-inch partition. To insu...
quire the same 240-volt wiring used for electric ranges, eliminate central heating units, air ducts and radiators. Westinghouse baseboard heating sections list price at $21. Control section containing switch and thermostat: $19; corner section: $5. Ends are not sold separately, are $2 a pair. Control section will handle up to 12 heating sections but manufacturer recommends not more than 4 be used with one control. Westinghouse Electric Corp., Dept. AB, Attn. R. V. McGahey, P. O. Box 2278, Pittsburgh 30, Pa.

Circle No. 1029 on Readers' Reply Cord, p. 246

All-steel corner guard improves wallboard corner

- No. 240 Corner Guard has a wide squared nose to space the spackle further away from the corner, giving greater steel protection. The nose is also undercut to provide a better spackle grip, is tapered to the line of the feathered-out spackle. Spackle holes under the nose permit the spackle to rivet itself into the nose of the bead. Drywall Trim, Inc., Dept. AB, 2408 N. Farwell Ave., Milwaukee 11, Wis.

Circle No. 1030 on Readers' Reply Cord, p. 246

Forged iron hardware
by McKinney

a heritage from the past recreated in the finest craftsmanship of the present

A complete line of matching hardware for the home in eight different period patterns - faithful reproductions of authentic historic designs in three finishes — Dull Black, Swedish (relieved) Iron and Olde Copper.
Install **Plugmold**
the modern electrical outlet system
in your homes

OUTLETS UNLIMITED
add VALUE and
visible SALES APPEAL!

**PLUGMOLD** is EASY, FAST & ECONOMICAL
to install . . . neat, permanent, safe.

In today's growing competitive market, builders everywhere
are realizing more than ever before, that Plugmold not only up-
grades the value of homes, but is also a convenience that helps
SELL HOMES!

The house with plenty of outlets rates higher with buyers.
Plugmold provides a continuous run of outlets every 60", 30" or
closer, all around the house, or any part of it.

For more information, write to Dept. B 10

2-stage cooling unit
has oversize blower

- A two-stage cooling unit has been announced by the Lennox Furnace
  Co., in which two separate, fully her-
  metic water-cooled refrigeration as-
  semblies along with an oversized
  sulky-type blower are enclosed in
  one attractive cabinet. Two-stage
  cooling, says Lennox, assures the
maximum in comfort and economy as
well as quietness of operation. Units
are available in 4-, 5-, and 6-ton ca-
pacities. Included are a completely
wired automatic control panel con-
taining 24-volt transformer and all
necessary relays, also a combination
heating-cooling thermostat with two
cooling stages. The Lennox Furnace
Co., Dept. AB, Attn. C. C. Floren,
Marshalltown, Iowa.

Circle No. 1031 on Readers' Reply Card, p. 246

Aluminum door edging designed
to end wood door troubles

- An end to wood door troubles that
  often plague carpentry contractors is
  promised by a new product called
  "DoRoD." "DoRoD" is an extruded
  aluminum strip, ¼-inch thick, that
  completely covers the edge of the
door on all except the hinge side.
With the door closed, a ½x¾-inch
strip of aluminum is visible, overlap-
ping the door frame, on the side to-
wards which the door swings. This lip
of metal also overlaps a special thresh-
old plate at the bottom of the door.
With this arrangement, a small
amount of shrinking of the door may
take place without letting in wind
Aluminum jalousie combination uses piano hinge construction

- The full-length piano hinge construction of the Air Master all-aluminum combination jalousie door prevents sagging, sticking and other unsightly wear characteristics of most combination doors according to the manufacturer. The full 1\(\frac{1}{8}\) inch thickness of the aluminum construction adds to the door’s sturdiness. The adjustable louvers lock into position automatically and the inner aluminum screen never needs removal. List price: Between $70 and $90 depending upon area. Air Master Corp., Dept. AB, 20th and Allegheny Avenue, Philadelphia 32, Pa.

Circle No. 1033 on Readers’ Reply Card, p. 246

New Sliding Door Hardware

STANLEY

Easy to Install

Stanley Quality at a Competitive Price

HERE’S WHY:

- Low headroom needed — only 1\(\frac{3}{8}\)".
- Jump-proof track — doors lift on or off without removing hangers — cannot be derailed in vertical position.
- Steel track press formed for perfect straightness, benderized and aluminum finished for corrosion resistance.
- V-shape track for smooth operation and dirt clearance.
- Nylon rollers permanently lubricated for silent operation.
- Heavy gauge steel hangers, electro zinc plated.
- 3/8" vertical adjustment * with positive lock-in-place feature.
- Adjustable nylon floor guide. Only 3 screws required.

*VERTICAL ADJUSTMENT

Specially designed hangers permit 3/8" vertical adjustment without loosening the three installation screws. Serrations, machine screw and lockwasher insure positive locking and minute adjustment. Unique design permits the use of the SAME hanger for both the 3/4" and 1\(\frac{3}{8}\)" doors by reversing both the bracket and roller on the REAR 3/4" door.

STANLEY

2804 and 2808

2804 for 3/4" Doors
2808 for 1\(\frac{3}{8}\)" Doors

See these new 2800 Series Sets at your hardware or building supplies dealer. Check the ease of installation... low headroom — only 1\(\frac{3}{8}\)"... doors lift on and off track without removing hangers... hangers adjust without loosening screws in doors. This is Sliding Door Hardware that’s Stanley made to sell, to install and to operate easier.

For complete details write Stanley Hardware, 100 Lake Street, New Britain, Conn. Ask for 2800 Catalog No. G88.

Two More New Sets With Built-In Header Trim

Same hangers, same features as 2800 sets, with built-in header trim as integral part of extruded aluminum track. Saves labor and expense of extra trim. Anodized aluminum finish ready for paint, or suitable as is. Everything in one package... for 2 or 3 by-passing doors... 4', 5', 6' or 8' openings.

The Stanley Works • New Britain, Conn.
"SKIL Saws are Best for
Says G. C. Hoppensteadt,
General Contractor
Itasca, Illinois

“Our new 6½” SKIL Saw cuts all the material we use to build our homes. In less than three months it cut every board foot for three homes—each with an average floor space of 2000 feet! You can’t beat SKIL for speed, ease of handling and workman-like results!”

That’s how contractors, carpenters and builders everywhere talk about SKIL, as SKIL Saws set records for outstanding, dependable performance. Scientifically balanced handle gives lighter weight, easy one-hand operation. Motor gives ample power for every cutting job . . . and the high-speed blade reduces cutting time.

These and many more famous heavy-duty SKIL Saw features can be yours—at the lowest prices in SKIL history! Call your SKIL Distributor for complete information!
Try the Modern PreCast Method and Forget Leaks!

Make this easy test. It won't cost you a penny more and will save you $20 each time you build.

Install a TACT FLOOR in the next shower you build. You'll find it's the modern, money-saving solution to an age-old building problem. You'll get conclusive proof that this is the right way to keep the lifetime PreCast FLOOR, which is more durable and less costly than any other floor you can install. PreCast FLOORs are a permanent solution to all your shower floor problems.

New, you can install a PreCast FLOOR in as little as one hour. There is no reason to ruin your reputation on the outside, which can prove to be a costly mistake.

"I'm sold on PreCast shower floors," says builder

"Our experience with the PreCast floor has been satisfactory. The PreCast floor provides a better and more attractive shower floor. It's easier to install and is more economical than any other shower floor I've used. I recommend PreCast floor to anyone." -Frances P. Smit

"The PreCast floor has been a great success in our home. It is a solid and durable floor, and it has held up well in all weather conditions. It is easy to install and requires no finishing or maintenance. I would recommend it to anyone looking for a good floor." -John H. Miller

"I have used PreCast floors in many of my homes. They are durable, easy to install, and provide a great finish. I would recommend them to anyone looking for a good floor." -Robert A. Johnson

"The PreCast floor has been a great success in my home. It is a solid and durable floor, and it has held up well in all weather conditions. It is easy to install and is more economical than any other shower floor I've used. I recommend it to anyone." -Frances P. Smit
here’s the modern,
so called "shower construction"

the special construction of added support needed for drain connections, the need for floor pan sub-layers, etc. Savings of on-the-job labor makes installation cost substantially less than built-up floors.

Fortunately for him, Fiat could prescribe a much easier method than the old-fashioned shower floor construction. And, against complaints resulting from leaking water, the new method has been enthusiastically used and approved by leading builders from New York to California. The most amazing thing about this new way to build showers is that it actually costs you less, and takes less time, than the old way.

First in Showers... since 1922

PROOF: SHOWER BOTH

*Fiat setting a permanent solution to leaky, built-in showers. Floor will leak from the ceiling under each shower floor... at least it will leak from the ceiling.
INTRODUCING

STORMGUARD

TRADE MARK

DOUBLE DIPPED

NAILS

in Molten Zinc

FOR EXTERIOR WORK

DOUBBLE DIPPED
IN MOLTEN ZINC

TO CHECK STAINS, STREAKS, RUST

At less cost per nail than non-ferrous nails, new STORMGUARD NAILS combine the stain, streak and rust resistance of zinc with the strength advantages of steel.

The result of 8 year's research and development by the Maze zinc coating department, STORMGUARD NAILS have a strong steel core for driving without undue bending, breaking or heads popping off. A heavy zinc over-coating applied by an exclusive Maze DOUBLE DIPPING process completely insulates this steel core, protecting it from rust, while being free itself of any tendency to form dark stains or streaks on surrounding surfaces.

THE IDEAL NAILS FOR

A stain-checking nail especially designed for exterior work, STORMGUARD NAILS are available in standard lengths and gauges, in all sizes needed for roofing, siding and trim. STORMGUARD NAILS check ugly stains, reduce repairs and painting, maintain a cleaner, neater appearance on every job.

Write for Samples and Prices!

A COMPLETE LINE OF NAILS

For more than a century, W. H. Maze Company has produced better nails for the better application of roofing, siding and trim. A complete line of top quality nails conveniently packed for shipment, display and use: Drywall, Flooring, Underlayment, Roofing, Siding, Pallet, Lead Head, Screw, Ring Shank.

W. H. MAZE COMPANY ESTABLISHED 1945
PERU 3, ILLINOIS

Long life for diamond blade

Tungsten carbide is the bond which gives these Tungsten carbide diamond blades so long a life. Diamonds are held so firmly by this material so that a great percentage of the diamond goes into cutting life. These blades will cut materials such as concrete block, firebrick, sandstone, granite, etc., as well as the regular materials. List price: $189. Victor Engineering Corporation, Dept. AB, 17 Maple Ave., Paoli, Pa.

Circle No. 1034 on Readers' Reply Card, p. 246

Redwood plywood can be used inside or out

Malarkey Rusticwood has vertical grooves 3/16-inch wide and 1/4-inch deep on 4-inch centers. The face of the panel is softly brushed to give it additional texture. Panels are 4x8 feet in size with panel edges shiplapped to allow a channel and unbroken design where panels are joined together. Backs are left rough. Approximate retail price: 38 cents a square foot. Available through building supply dealers supplied by distributors of Malarkey products. M and M Wood Working Company, Dept. AB, Attn. Mel Carpenter, 2310 N. Columbia Blvd., Portland, Ore.

Circle No. 1035 on Readers' Reply Card, p. 246
Heats... Cools... Melts Snow
... Provides Hot Water

B & G Hydro-Flo System

The B&G Hydro-Flo System, using mechanically circulated water, offers an amazing variety of ways in which to create the ultimate in modern living comfort.

The sketch above illustrates the complete versatility of a water system. The heating in this home is with modern, inconspicuous baseboard panels. Cooling is achieved by circulating chilled water to a fan coil unit installed in a plenum formed by a dropped ceiling in the hall. Cool, de-humidified air is distributed through high grilles into the various rooms.

Snow melting coils under the sidewalk and driveway are circulated with an anti-freeze solution heated in an exchanger connected to the boiler. For domestic hot water, an indirect heater supplies the ample volumes demanded by modern labor-saving devices.

For the last word in year-round comfort, convenience and health protection, backed by long-lived, trouble-free equipment, get the facts on the B&G Hydro-Flo System.

“Water is the most efficient and economical medium for conveying a BTU”

BELL & GOSSETT COMPANY
Dept. EB-11, Morton Grove, Illinois

OCTOBER 1955 231
The Fast, Easy Way To Drill Concrete

The New!

SYNTRON

ELECTRIC HAMMER DRILL

- Exclusive, Automatic Rotation of Drill Bit
- No Laborious Hand Turning of Drill Chuck
- Continuous Operation—Practically No Maintenance
- Ten Times Faster Than Hand Methods for Drilling

The Only Electric Hammer Drill available with automatic, self-rotating drill bit. Operates at high speed for fast, clean production drilling. Electromagnetic drive—only one moving internal part. Requires little or no service even after constant usage on toughest drilling jobs. Electric Hammer models for chipping, cutting, pointing, scaling, etc., also available.

Other SYNTRON POWER TOOLS That Reduce Job Time and Costs

Gasoline Hammer PAVING BREAKERS and ROCK DRILLS

2000 blows per minute for digging, tamping, and busting in paving, clay and shale. Drills and cleans holes down to 13 ft. in rock. Automatic Bit Rotation.

Belt Driven ELECTRIC SAWS

Deliver full cutting power to blade—no bucking or jerking. For production cutting of wood, concrete block, plaster board, etc. 8" and 10" blades—21/8" and 31/8" cuts.

CONCRETE VIBRATORS

Gasoline or electromagnetic models for uniform compacting and settling on large mass or form concrete projects.

Write today for Complete Tool Catalogue—Free

SYNTRON COMPANY

10-Ampere switches are 50 per cent smaller

Two new sub-miniature TorBal toggle switches reduce by half the size and weight required before. Both are double-throw, and are in single-pole and double-pole types. They are contact rated for 10 amperes at 50 volts DC, and weigh .0095 pounds (.15 ounces) and .0135 pounds (.22 ounces), respectively. The Torsion Balance Co., Dept. AB, Attn. John Slane, I & R Electronic Division, Clifton, New Jersey.

Circle No. 1037 on Readers’ Reply Card, p. 246

Thermostat with the round look

The Golden Circle is a thermostat about the size of a fine pocket watch. It carries forward into Electronic Moduflow systems the round design first introduced by Minneapolis-Honeywell in 1953. It is mounted in the conventional thermostat location and works with an outdoor temperature sensing element and a brain control center to adjust indoor comfort scientifically according to outdoor weather changes. The control center operates on a 24-volt circuit and is supplied with a transformer and 15 feet of cable with a remote terminal block to make it possible to mount the brain unit wherever desired. Two models of the new thermostat and three different control centers are available. Two of the systems provide for automatic night temperature setback. Average installed price: $199.40, unchanged from previous standard system for average installation. Minneapolis-Honeywell Regulator Co., Dept. AB, Attn. Warren Gammell, Home Products Div., 2747 S. Fourth Ave., Minneapolis, Minn.

Circle No. 1036 on Readers’ Reply Card, p. 246

10-Ampere switches are 50 per cent smaller
I want complete information on your new low-cost central air conditioners. It is understood there is no obligation...

just mail the coupon

Vornado

GIVES ANY BUILDER CENTRAL AIR CONDITIONING FOR AS LITTLE AS...

This revolutionary central unit is the answer to today's demand for low-cost, efficient central air conditioning for new construction.

New, simplified unit design, plus exclusive Fiberglas ductwork—pre-engineered and pre-fabricated—makes this amazing low cost possible.

And Vornado's reputation as specialists in the manufacture of comfort-cooling appliances is your assurance of the finest in quality and performance.

HERE'S WHY Vornado's DRAMATIC NEW PACKAGED UNIT MEETS BUILDERS REQUIREMENTS

- LOWER UNIT COST
- LOWER OPERATING COST
- FASTER INSTALLATION
- HIGHER PERFORMANCE
- FULLY GUARANTEED
- and... DESIGNED AND MANUFACTURED FOR USE IN FHA MORTGAGED-INSURED PROPERTIES

Products of THE O. A. SUTTON CORPORATION WICHITA, KANSAS

Specialists in the manufacture of comfort-cooling appliances

OCTOBER 1955
MYERS PUMPS
profitable for builders...and here's why

Full line... Includes jets, submersibles and plunger-type pumps in a full range of sizes and prices for shallow- or deep-well application in big home or small.

Top quality... Myers design and engineering superiority is insured by the highest brand of workmanship with newest automatic, precision equipment and the finest of materials. Myers is able to back its products with a warranty unsurpassed in the industry...a valuable selling point with prospective home buyers.

Excellent service... Myers dealers are factory trained to provide qualified service throughout the United States and Canada using only genuine, high-quality Myers parts.

National reputation... Through consistent national advertising and promotion, Myers products are known for quality and dependability. Myers is a name you can merchandise profitably when it's time to sell your new homes beyond the city mains.

For free catalogs covering the complete Myers pump and water softener lines, write today to: The F.E. Myers & Bro. Co., Dept. AB-10, Ashland, Ohio.

Name

Company

City State

Ceiling light is a heater, too
Heat-A-Lite, NuTone's new combination heater and light for ceiling installation, has a housing diameter of 13 3/4-in. and a depth of 7 1/2 inches. Its range-mounted flush with the plaster, is 1/2-inch. The grille has a 15 1/2-inch diameter and is made of anodized aluminum. The unit is available in three models listing at $49.95, $59.95, and $64.95. NuTone, Incorporated, Dept. AB, Attn. Paul Venezia, Madison and Red Bank Roads, Cincinnati 27, Ohio.

Kitchen stove hood removes fumes, heat about 300 cubic feet per min.
The Rangaire Kitchen Stove Hood Model UC-2 is designed for installation in the cabinet above the stove and is said to remove greasy fumes and heat at approximately 300 cubic feet per minute. The UC-2 has a "squirrel-cage" type blower and a filter that is easily cleaned by removing two knurled screws, lifting off the stainless steel grille, and dipping the filter in hot water. Price: white baked enamel, $64.95; copper or stainless steel, $114.95. Roberts Manufacturing Company, Dept. AB, Cleburne, Texas.

AMERICAN BUILDER
Made of Colorful Hi-impact Plastic!

Add sales impact for budget homes. Here now is an innovation in folding doors that helps you answer today's demand for functional design and roomier convenience in any price home. It's another Curtition model with quality that surpasses anything else on the market for the money.

Plastic creates strong appeal. With Curtition Decorfold you offer a door that's acid resistant, scuff proof...virtually damage proof...and easy to keep sparkling clean.

For standard openings and wardrobes. Curtition Decorfold opens with the most compact stacking of any folding door. Saves space in close quarters...provides full access to wardrobes and closets. Saves you money over sliding doors...with faster, simpler installations.

Doors are completely assembled with Nylon clip-glides and pull handles for both sides. Packaged with track, screws and friction catch — ready for installation. Sizes to fit openings up to 10' in width.

Fits new decorating trend
Curtition Decorfold's rich plastic surface provides a pleasing blend or contrast to soft fabrics, carpets, ma- sonry and wood furnishings. Choice of soft colors; to fit any decorative scheme.

Simplified trouble-free design
No wobble or chatter because of newly engineered one piece nylon clip-glides. No moving parts to jam up or come loose, no warping. Decorfold is center-line sus- pended in a steel track. Finger touch to open or close.

A 24" door folds back to only 2"
Decorfold's compact stacking is unique in folding doors—1" for every 12" of door. The slim line stack provides maximum clear opening and a rich, subtle pillar effect.

Send for our A.I.A. Brochure showing complete details and applications
See your nearest distributor or mail this coupon to:
Dept. AB-105, Curtition Corporation
2227 Sawtelle Blvd., Los Angeles 64, Calif.

NAME
COMPANY
ADDRESS
CITY TONK STATE

OCTOBER 1955
Plasterers work on the coldest days, let the heater small and large operators like the savings of the dry plaster overnight. It leaves no oil film on it. 12¢ an hour keeps high-priced men on the job without a break through the coldest days.

One small Master warms this 5-room house. You can pour, finish and cure concrete all year long, scaffold to heat material as well as themselves.

OD ote Heat at New Low Price
The new Master B-100 Portable Heater puts 100,000 BTUs of heat per hour wherever you want it... costs only 12¢ per hour to run... burns kerosene or fuel oil so completely you don't need a vent.

It's powerful, but tiny. Weighs only 78 lbs. Fits in your car's trunk. Carry it, wheel it through doors, down stairs, up ramps, on scaffolds... almost anywhere you go. Just plug the cord in an electric outlet and flip the switch... warm air pours out immediately. Circulating air spot-heats outside, one heater warms a space the size of a five-room house inside.

The Master pays for itself by keeping your men on the job in the coldest weather. It takes the heat to them. Don't let the next cold snap cost you money. See your Master distributor or write today for all the facts on the B-100 and larger models. No obligation.

MASTER VIBRATOR COMPANY
341 Stanley Ave., Dayton 1, Ohio

Glass jalousie louvers that lock
This glass jalousie window has a glass retaining rectangular wedge of die-formed vinyl plastic that locks louvers securely. No bending of clips is required for installation. The manufacturer also offers a line of aluminum windows featuring the tubular section for all vented windows. Available in addition to the glass jalousie window: aluminum windows or awning type, casement, window wall, picture and special combinations. Dibbs Products, Inc., Dept. AB, 1410 W. Platt St., Tampa, Florida.

Crezon fused plywood has plastic overlay
A smooth bonded plastic surface is bonded to the sheets of plywood under intense heat and pressure to give a smooth, weather-resistant surface. The material resists checking, takes paint smoothly, saws and drills without splintering. Sharp smooth cuts are possible by jointing and edge planing. List price to builders: ¾-inch Crezon 1 side (4x8), about $254, M sq. ft.; ½-inch Crezon 2 sides (4x8), about $370, M sq. ft. Distributed by wholesale and retail lumber yards under manufacturer's names. Crown Zellerbach Corp., Dept. AB, Attn. Bill Works, 343 Sansome St., San Francisco, Calif.

Circle No. 1040 on Readers' Reply Card, p. 246

Circle No. 1041 on Readers' Reply Card, p. 246
NEW and IMPROVED!
WARP-PROOF, ALL STEEL NO. 1200
POCKET DOOR T-FRAME

For Single or Double Sliding Pocket Doors

Here is the only universal, warp-proof Pocket Door T-Frame for all standard interior door requirements. It is made for single or bi-parting doors 1-3/8" thick, 6'-0" or 6'-8" high. Any type of wall material may be used, ...lath and plaster, dry wall or plasterboard, wood paneling or tile. Available for 2'-0", 2'-4", 2'-8", 2'-8" and 3'-0" doors.

PACKAGE INCLUDES:
- Steel Header
- Steel Jambs
- Adjustable Hangers with Nylon Rollers
- Aluminum Door Guide
- Bumper • Screws • Instructions

EASY TO INSTALL...
FOR A PAIR OF DISAPPEARING DOORS

Double pocket doors give a center opening twice the width of by-passing doors and make a convenient opening for walk-in closets. They create extra living space if used between rooms. The doors disappear into wall pockets when opened and meet in the center of the doorway when closed. Easy to install. Ask for Series 1200B for Bi-Parting Pocket Doors which includes two T-Frames and coupling.

See our Catalog in Sweet's Architectural or Light Construction Files, or write

STERLING HARDWARE MANUFACTURING COMPANY
2345 WEST NELSON STREET • CHICAGO 18, ILLINOIS

Donley Foundation Products
- 16-gauge copper-bearing galvanized steel
- Ribbed for strength . . . minimum exposure to frost action
- Spans are 38" and project 16".
- Five standard heights available.

For over sixty years Donley has manufactured metal building products to make fine homes better.

Some other Donley Foundation Products: • area gratings • cleanout doors • coal chutes • basement columns • thresholds • foundation waterproofing • wall plate anchors • foundation ventilators • joist anchors.
HOME BUYERS like the extra convenience of Service-way. It provides direct access to the basement from outdoors for storage of garden tools, workshop and recreational equipment...shortens the trip from laundry to clothesline...saves tracking dirt through the house.

The wide single door swings up out of the way...provides an unobstructed opening for bulky objects. The Service-way is built of heavy gauge steel—electrically welded and reinforced for maximum strength.

Overlapping flanges on the frame and door assure a snug fit—keep out rain, snow and wind. Slide bolts lock door securely from the inside. The Service-way comes fully assembled, ready to install.

Write for folder and specifications to: Heatilator Inc., 2610 E. Brighton Avenue, Syracuse 5, N. Y.
AN UNBEATABLE COMBINATION FOR Profit!

The Only POWER SAW Needed To Build A Home

For a real thrill in performance and handling ease, check the 6½” MILWAUKEE Model 650 before you buy your next saw. It’s the ONE saw that makes every cut necessary to build a house ... even to the compound miter cuts. It’s the kind of light-weight ... big capacity saw you have long wanted ... a saw that makes more cuts, faster, more accurately and with less effort ... A saw that’s fully versatile ... that will handle all special purpose blades and abrasive cutting wheels and that can stand the gaff of all-day heavy duty use.

... with So Many Outstanding Features
... including EXCLUSIVE Free-Wheeling Clutch Drive
- Grease sealed ball and roller bearings throughout
- Helical cut heat-treated gears and drives for greater power efficiency, quieter running
- Built-in quick setting depth and miter and rip adjustment, fully lockable
- Telescopic and automatic retracted blade guard
- Instant release safety trigger switch
- Light weight, only 12½ pounds
- Perfectly balanced.

Still Only
$66.50
(with handy Steel Carrying Case — $74.50)

... and the Famous 414 SAWZALL
Compact Electric Powered HACKSAW

A rugged dependable heavy-duty saw that satisfies perfectly every special sawing need. Zips easily through any sawable material, such as wood, metal, plaster, transite, embedded nails, wire, etc.

NEEDS NO STARTING HOLE ...
... In Wood or Comparable Materials
- NOT AN ATTACHMENT ... but a complete HEAVY-DUTY sawing tool . Easily maneuverable with one hand.
- RUGGEDLY BUILT ... powered by famous MILWAUKEE-Built 115 volt ac-de motor ... can also be operated from portable electric generating equipment.
- POWERFUL ... 3½” cutting stroke ... 2250 strokes per minute.
- BALL and ROLLER BEARINGS ... lifetime lubricated.
- WEIGHTS only 6½ lbs. ... just 14½” long.
- SAWZALL Blades ... available in types and lengths to suit every sawing need.

NEEDS NO STARTING HOLE ...
... In Wood or Comparable Materials
- NOT AN ATTACHMENT ... but a complete HEAVY-DUTY sawing tool . Easily maneuverable with one hand.
- RUGGEDLY BUILT ... powered by famous MILWAUKEE-Built 115 volt ac-de motor ... can also be operated from portable electric generating equipment.
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- WEIGHTS only 6½ lbs. ... just 14½” long.
- SAWZALL Blades ... available in types and lengths to suit every sawing need.

For Demonstration ... SEE YOUR DEALER ... Or Write Today To...

MILWAUKEE ELECTRIC TOOL CORP.
5356 W. State St. Milwaukee 8, Wis.

OCTOBER 1955
Look for the New Blue Super "Hush-Cushions"

HERE'S WHY—

1. Waste King attracts more home sales and rentals than any other visible feature costing up to five times more. It's your lowest cost, highest quality feature!

2. Waste King is now a household word that means greater convenience. Saves time, steps, and work by eliminating garbage automatically. It's your best new saleable feature!

3. Waste King features exclusive Lifetime Grind Control for clogproof, longer service and exclusive Super "Hush-Cushions" for smoother, quieter, operation!

4. Waste King's service record is best in the industry... Less than 1% callbacks. Relieves the builder of post-sale complaints.

America's Finest Garbage Disposer

"The Eyes Buy the Visible Feature!"

A PRODUCT BY GIVEN MANUFACTURING CO., LOS ANGELES

3-way window fan has 3 speeds

This fan serves as (1) a window exhaust fan, (2) a window blow-in fan, (3) a portable air circulator. The 3-speed motor has a 4-position switch. The 20-inch unit is retained in the window panel with two simple spring lock hooks. The fan unit can be easily reversed in panel or removed for portable use. Fan unit is 20½ inches in diameter by 8 inches deep. List price $60.50 Dayton Electric Mfg. Co., Dept. AB, 118 So. Oakley Blvd., Chicago, Ill.

Circle No. 1042 on Readers' Reply Card, p. 246

Thimble louvers release trapped moisture

Midget Thimble louvers are designed to solve the problem of ventilation for air space behind house siding. They are simply pushed into a 1/4-inch hole drilled into butts of outside siding with an electric 1/4-inch drill. Drilling only as far as air space back of siding, insulation efficiency is not affected, yet trapped moisture is released. Midget Thimble louvers are perforated to prevent clogging by paint, and to keep out insects. Midget Louver Co., Dept. AB, 6-8 Wall St., Norwalk, Conn.

Circle No. 1043 on Readers' Reply Card, p. 246

Baseboard diffuser designed to eliminate wall streaking

Air-Trim is a new warm air baseboard diffuser for warm air heating that has
been engineered and designed to simulate Vulcan's regular "Trimline" baseboard now used extensively for hot-water heating. The diffuser will distribute warm air from a single duct outlet over extended wall areas in the same manner as conventional baseboard radiation. Available in 2, 4, 6, 8, and 10-foot lengths, in either Standard Air-Trim (without dampers) or Deluxe Air-Trim (with dampers). Trade prices for Standard Air-Trim: 2-foot length $3.05; 10-foot length, $9.00. Deluxe Air-Trim: 2-foot length, $4.05; 10-foot length, $12.10. Vulcan Radiator Company, Dept. AB, Attn. M. L. Lundgren, 775 Capitol Ave., Hartford, Conn.

An easily installed safety door lock

The Door-Gard safety door lock can be installed permanently or temporarily on any inward opening door. No screws, no cutting or drilling, no tools of any kind are needed. Complete installation is accomplished simply by placing the lock on the jamb and closing door. Grippers hold the lock securely. It can be used on any other door simply by removing it and placing it on other door. The lock uses leverage for its strength—the greater the force on the outside of the door the tighter it grips. It is precision made of tool steel with nickel plate finish. Price: $1.00 each PPD. Dalbert Gard & Assoc., Dept. AB, 2760 W. 8th St., Los Angeles 5, Calif.

Factory window panes get colorful fiberglass

Alsynite Flat Panes have built-in color and are recommended for use in the glazing of factory or industrial windows in a new approach to industrial daylighting. The shatterproof, glare-free panes come in three hues—rose, green and blue. Alsynite Flat Panes are available in 5 standard sizes: 12x18, 14x20, 16x20, 16x24 and 20x48 inches. Alsynite Company of America, Dept. AB, Attn. E. M. Dowling, 4634 DeSoto St., San Diego 9, Calif.

An easily installed safety door lock

The Door-Gard safety door lock can be installed permanently or temporarily on any inward opening door. No screws, no cutting or drilling, no tools of any kind are needed. Complete installation is accomplished simply by placing the lock on the jamb and closing door. Grippers hold the lock securely. It can be used on any other door simply by removing it and placing it on other door. The lock uses leverage for its strength—the greater the force on the outside of the door the tighter it grips. It is precision made of tool steel with nickel plate finish. Price: $1.00 each PPD. Dalbert Gard & Assoc., Dept. AB, 2760 W. 8th St., Los Angeles 5, Calif.

Factory window panes get colorful fiberglass

Alsynite Flat Panes have built-in color and are recommended for use in the glazing of factory or industrial windows in a new approach to industrial daylighting. The shatterproof, glare-free panes come in three hues—rose, green and blue. Alsynite Flat Panes are available in 5 standard sizes: 12x18, 14x20, 16x20, 16x24 and 20x48 inches. Alsynite Company of America, Dept. AB, Attn. E. M. Dowling, 4634 DeSoto St., San Diego 9, Calif.

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CATALOGS

QUARRY TILE FOR INDOOR-OUTDOOR USE—An 8-page full-color catalog. Form No. 159 is now available describing Carlyle Quarry tile a product of Mosaic Tile Company. The booklet describes the many types of Carlyle Quarry Tile, suggests areas of use for each type and gives complete size, shape and trim unit information. All colors of the tile are accurately shown. The Mosaic Tile Company, Dept. AB, Zanesville, Ohio.

Circle No. 1047 on Readers' Reply Card, p. 246

USES OF PRESSURE-TREATED LUMBER—Uses in light and heavy construction of lumber pressure-treated with Wolman salts are detailed in non-technical language in a new 16-page illustrated booklet put out by Koppers Company, Inc. Copies of this booklet may be obtained by writing to Wolman Preservative Department, Koppers Company, Inc., Dept. AB, 1301 Koppers Bidg., Pittsburgh 19, Pa.

Circle No. 1048 on Readers' Reply Card, p. 246

GLASS BLOCK TO REDUCE GLARE AND HEAT—A new 8-page booklet, "Suntrol Glass Block for Reduction of Glare and Heat" describes the Suntrol Glass Block (with a pale green diffusing screen) and shows in detail the physical performance of the new glass block in reducing intensity of glare and heat. Pittsburgh Corning Corp., Dept. AB, One Gateway Center, Pittsburgh 22, Pa.

Circle No. 1049 on Readers' Reply Card, p. 246

ONE-MAN VIBRATOR—A new "1-man" vibrator that operates from regular 115 volt AC or DC outlet or portable generator is the subject of a new illustrated folder. The folder explains how the tool has the motor in the vibrating head instead of using a heavy motor or engine and flexible shaft to drag along behind the workman—eliminating a second man. Ask for MV 1162 and write to the Master Vibrator Company, Dept. AB, 164 Stanley Avenue, Dayton 1, Ohio.

Circle No. 1050 on Readers' Reply Card, p. 246

LITERATURE FROM CHRYSLER AIRTEMP—Chrysler Airetemp has three new pieces of literature which are now available. The brought-up-to-date "Facts" booklet is a handy reference to company history and management. The new Gas-Fired and Oil-Fired Furnace literature pieces list complete model specifications and, in addition, describe the application of Airetemp's recently introduced "V" type furnace cooling coils. Airetemp Division, Chrysler Corp., Dept. AB, 1600 Webster St., Dayton, Ohio.

Circle No. 1051 on Readers' Reply Card, p. 246

AMERICAN BUILDER
PLYWOOD CATALOG—A new 1955, 4-page basic catalog covering fir plywood grades and application data in condensed tabular form has been released by Douglas Fir Plywood Assn. Information in the catalog covers essential data needed in the construction field: standard stock sizes, recommendations on plywood siding and paneling, engineering data for best results with plywood sheathing and with plywood for concrete forms. Minimum FHA requirements, fundamentals of finishing, and applications for specialty products. Douglas Fir Plywood Assn., Dept. AB, Tacoma 2, Wash.

Circle No. 1052 on Readers' Reply Card, p. 246

GLASS DOORWALL PANELS—A new system of dual diagramming and coding of basic models for accurate specification of direction in which glass doorwall panels are to slide when opened, is introduced in a full color brochure released by Steelbilt, Inc. the 4-page brochure highlights Steelbilt engineering and weatherstripping features which permit application of sliding glass doorwalls as a functional design element regardless of climate. Steelbilt, Inc., Dept. AB 18001 S. Figueroa, Gardena, Calif.

Circle No. 1053 on Readers' Reply Card, p. 246

VINYL ASBESTOS TILE COLOR CHART—A folder titled, "1955 Vinyl Asbestos Tile Color Classification Chart" shows color comparisons and indicates the commercial equivalents of the various manufacturers' color lines which give the same general color tone or effect. Some 22 color combinations are listed. Asphalt Tile Institute, Dept. AB, 101 Park Avenue, New York 17.

Circle No. 1054 on Readers' Reply Card, p. 246

ASPHALT TILE COLOR CHART—Chart similar to one described above is available for asphalt tile. It lists some 27 colors of tile currently available. Asphalt Tile Institute, Dept. AB, 101 Park Ave., New York 17, N.Y.

Circle No. 1055 on Readers' Reply Card, p. 246

STEEL FRAMING DESIGN DETAILS—The "Architects & Engineers Reference Manual of V-Lok Steel Framing Design Details" is a 40-page booklet with a full discussion of V-Lok steel framing. Detailed drawings and photographs are included. Ask for Catalog No. 55-V. Macomber Incorporated, Dept. AB, Canton 1, Ohio.

Circle No. 1056 on Readers' Reply Card, p. 246

NEW WAY TO FASTEN TO MASONRY—Diamond Expansion Bolt Company has just released a new 8-page booklet containing complete instructions and diagrams on one-piece DHD Anchors. The anchor is made of aluminum alloy and the patented nail is hot-dipped galvanized. Diamond Expansion Bolt Company, Dept. AB, Garwood, N. J.

Circle No. 1057 on Readers' Reply Card, p. 246
Your Owner Deserves the Strongest SHEATHING!
Give him Maximum
Strength, plus high insulation factors with...

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SOF T PINE
Certified
SHEATHING

Arkansas Soft Pine sheathing supplies superior material for three vitally important structural locations:
(1) subfloors, (2) wall sheathing, (3) roof decking.

In all three, Arkansas Soft Pine sheathing, dry and correctly seasoned, with its great nail-holding power, provides maximum tensile strength and stiffness to the structure. It is tongue-and-groove material nailed diagonally for extra bracing, and encloses the entire frame with a completely integrated "skin". It is vastly stronger than synthetic, blotter-like composition board sheathing. It insulates effectively, being immune to heat, cold and dampness. Seasoned to specified moisture content in automatically controlled dry kilns, Arkansas Soft Pine sheathing of standard thickness keeps out as much heat or cold as 5" of common brick, 9" of face brick, 12" of stone, and 13 1/4" of concrete.

As subflooring, it is free from shrinking or swelling, provides a stabilized base over which the finish floor stays uniformly smooth. By the same token, it stays put as roof decking under all types of outside covering.

Certified by official SPIB grade-mark, as required for FHA and VA financing, and identified by registered trade-mark, Arkansas Soft Pine sheathing supplies every home builder the ultimate in enduring value.

NEW IDEAS IN TILE—"New Ideas in Tile" is a new booklet designed to provide ideas and show the most up-to-date types of ceramic tile treatments that can be incorporated into homes of all sizes. American-Olean Tile Co., Dept. AB, 1000 Cannon Ave., Lansdale, Penna.

Circle No. 1058 on Readers' Reply Card, p. 246

FLOOR AND WALL TILE—A 16-page booklet describing Matico floor and wall tile has been issued. The booklet shows, in color, a representative selection of Matico tiles as well as individualized floor installations. Mastic Tile Corp. of America, Dept. AB, Newburg, N. Y.

Circle No. 1059 on Readers' Reply Card, p. 246

DESTRUCTIVE MOISTURE PROTECTION—A descriptive folder on "Sealtight Premolded Membrane" tells how to protect new home construction from destructive moisture with the help of photos and illustrations. W. R. Meadows, Inc., Dept. AB, 2 Kimball St., Elgin, Ill.

Circle No. 1060 on Readers' Reply Card, p. 246

A WINDOW TO THE SKY—The Wascolite Airdome is called by its manufacturers "a window to the sky" because it provides daylighting plus ventilation from above. A new illustrated folder on the Wascolite Airdome and Wascolite Hatchway is available by writing to Wasco Products, Inc., Dept. AB, 93P Fawcett St., Cambridge 38, Mass.

Circle No. 1061 on Readers' Reply Card, p. 246

REFLECTIVE INSULATION AND MOISTURE BARRIERS—A new pamphlet on reflective insulation and moisture barrier applications is now available, including photographs and diagrammatic sketches illustrating installation of Lumaskin in walls, in ceilings and under floors for cutting heat loss and minimizing between-wall moisture penetration. Angier Corp., Dept. AB, Framingham, Mass.

Circle No. 1062 on Readers' Reply Card, p. 246

ELECTRIC HEAT—A new 12-page catalog is now available describing Cavalier Electric Heat. The catalog describes the manufacturer's line of baseboard and wall heaters as well as other electric heating units. Cavalier Corp., Dept. AB, Electric Heating Division, Chattanooga 2, Tenn.

Circle No. 1063 on Readers' Reply Card, p. 246

LOW-COST EARTHMOVER—What makes an earthmoving unit give consistently high production at low operating cost? This and other questions about a low-cost unit are answered in a new booklet titled "DW21 Low Cost Earthmover" published by Caterpillar-Tractor Co., Dept. AB, Peoria, Ill.

Circle No. 1064 on Readers' Reply Card, p. 246
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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**FREE INFORMATION - ON PRODUCTS and EQUIPMENT**

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PLEASE PRINT NAME AND ADDRESS

OCTOBER, 1955

SERVICE ON THIS CARD EXPIRES IN 90 DAYS — ACT NOW!
More and more, the home-buyer today is looking at windows. He seeks performance, quality and style all through the house. WOODCO E-ZEE Loc Wood Awning Windows suit his point-of-view.

from any point of view...

Then there’s your point-of-view which is best represented by easier, faster sales. Economy of labor is provided for by ease-of-installation and prompt delivery to building site of completely assembled units. WOODCO E-ZEE Loc Awning Windows suit your point-of-view.

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- EASY TO LOCK
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Tenants under Section 608 financing denied rent reductions by N.Y. court

By John F. McCarthy
Attorney-at-law

Tenants of an apartment project, constructed with the proceeds of loans secured by mortgages insured by FHA under former Section 608 of the National Housing Act, have no right to have the courts require a review and reduction of the rents set for that project by FHA. This was decided in a recent opinion by the United States District Court in New York in a case entitled Choy v. Farragut Gardens (131 F. 2d 609), wherein the tenants contended that excessive financing had resulted in so-called “windfall profits” to the owners and high rentals to the tenants. In reaching its decision the Court made some significant observations about mortgages insured by FHA under Section 608.

This litigation was one of the by-products of last year’s Congressional investigation into apartment building projects financed by the proceeds of mortgage loans insured by FHA under Section 608. This particular case was brought against the Federal Housing Administration as well as against the owners of the apartment buildings involved. The tenants contended that the owners had submitted to FHA misleading data about the cost of the project in question. They also took the position that FHA knew that this information was wrong but made no adequate independent investigation to determine proper costs. This, they concluded, had two results: first, mortgage loans substantially in excess of the cost of the project; and second, rents, fixed by FHA pursuant to the powers in Section 608, substantially higher than those necessary to support buildings and mortgages on a proper cost basis. The tenants sought to have the Court require the FHA to fix a proper rent schedule, and to compel the owners to apply their so-called “windfall profits” on the mortgages and to refund any excess rents collected to the tenants.

The Court entered into a thorough consideration of Section 608 and its legislative history. It concluded that the tenants had no right to the relief which they sought. More important for the building industry as a whole, the Court made certain observations which Congressional investigators have chosen to overlook in accusing certain builders in committee hearings and in the press.

The Court observed that Section 608 was intended to provide rental housing promptly and in volume to meet an emergency, and that it had had that result. The Court pointed out that everybody knew that this was quite liberal financing designed to meet an overall housing need. The Court attached a footnote to its opinion, which stated:

"It is not without significance that Congress was fully aware that mortgage insurance commitments by the FHA on the basis of ‘necessary current cost(s)’ resulted in liberal financing which in turn yielded what subsequently was referred to as ‘windfall profits.’ Past experience has shown that 90 percent insured-financing on a cost basis, while successful in obtaining production of housing, was also more liberal financing than was justified except under the most extreme emergency conditions."
HARDWOOD PLYWOOD
DREAM CABINETS

In the kitchen, no material is more exquisite—none is more appreciated by women—than incomparable, natural hardwood plywood. Here, kitchen cabinets can match the door—repeat the warm color and lovely grain patterns of hardwood plywood paneling in the dining area—or provide a new note of contrast.

Here are “deluxe feature” ideas that Close the Sale!

HARDWOOD PLYWOOD
“ACCENT” WALL

In the living area, a luxurious accent wall and matching built-in sideboard of eye-catching hardwood plywood with its soft tones and lovely grain, matches your selling-feature hardwood door and adds a glamorous custom-built look to the room. Or, for an even more dramatic effect, plan the entire room with attractive, lifetime hardwood plywood.

HARDWOOD PLYWOOD
IN A MAN’S DEN

In that den or study for the man-of-the-house, panel the walls in natural hardwood plywood. Divider desk and built-in matching hardwood plywood bookshelves add a sales-stimulating extra touch, too. * 

Watch prospect’s eyes light up as they enter hardwood plywood paneled rooms. Watch them warm up to your selling story as you point out the maintenance-free advantages of hardwood plywood. What’s more, with the many species available, you can achieve “deluxe-feature” effects which can be varied from one house to the next for sales-building individuality. Whether you choose birch, mahogany, walnut, oak, maple or gum... wherever you use it in your plan...hardwood plywood is convincing proof of quality construction to every prospect—definitely helps close the sale.

The HPI seal, advertised nationally to your prospects in top-circulation consumer magazines, identifies American mills operating under a rigid quality control program. It is your assurance of consistent quality, uniform grading, sales-appealing beauty.

HARDWOOD PLYWOOD INSTITUTE
600 SOUTH MICHIGAN AVENUE, CHICAGO 5, ILLINOIS

OCTOBER 1955

Hardwood Plywood Institute. Dept. 14-J
600 S. Michigan Avenue, Chicago 5, Ill.

Gentlemen: Please send, free of charge, your builder's guide to selection and use of Hardwood Plywood, "A Treasury of Hardwood Plywood."

NAME

ADDRESS

CITY ZONE STATE
Your last quarter's sales can top them all!

In 1954, these popular, fast-selling Christmas figures helped hundreds of builders and dealers to boost their slow season into an all-time high for that period.

We know a word to the wise is sufficient—in your case. The popularity of these indoor and outdoor figures keeps on growing.

You sell finished figures—or unpainted figures (together with painting pattern and the paints). You can make these for yourself—or buy them from us. To the real do-it-yourselfer—you sell an Easi-Bild Pattern and the materials and paints.

From a full-size pattern, the outline is simply traced onto 1/8" Homasote Type RD and cut out with a saw. The pattern is simple and foolproof—specifies all the materials, including the painting scheme.

You have here a three-way opportunity to make the last quarter of the year the biggest it's ever been.

Extensive advertising will support your sales effort. Beginning in September issues, you will see advertisements on these Christmas Figures in Better Homes & Gardens, Sunset, Living For Young Homemakers, Popular Mechanics, Popular Science, Mechanix Illustrated, Science & Mechanics, The Home Craftsman, Family Handyman and Homecraft-Home Owner.

Every advertisement is couponed; every inquiry in your territory comes to you. Every inquirer from your territory gets your name.

Get ready to cash in on this dependable profit-making opportunity by writing us today. Kindly address your inquiry to Department K-10.

* T.M. Reg. Easi-Bild Pattern Company

Metal casing beads are easy to use, fit every style

Metal casing beads offer definite advantages to the builder on every type of residential and commercial building. From the aesthetic standpoint they fit well into almost any type of architecture and add a neat and uncluttered appearance to door and window openings.

On the practical side, metal casings offer an economical method for "trimming-out" the standard opening since their application normally requires less labor than the various other casing methods available. The painting labor, too, is reduced for the metal edge is usually finished the same as the wall, thereby doing away with the cutting-in process.

The facing page shows the use of metal casing beads for plaster construction. Since these are applied prior to the plaster finish, they also act as screeds, and eliminate that portion of the work.

The profiles at the top of this plate show the various casing beads available, according to the Metal Lath Manufacturers Association. Some slight design variation may occur among different manufacturers, but essentially all casing beads do the same job. They are applied the same way.

Being of 24-gage metal, they are easily cut with snips or hack-saw, and are anchored to the buck with common nails. Intersecting corners may be mitered for top appearance.

The second detail page shows the metal casing beads available for dry-wall construction. Like the trim described above, various profiles are available to fit job conditions. Application is like that of plaster casings; ordinary tools are used.

Renew your subscription TODAY!
Technical Guide

METAL CASING FOR DRYWALL CONSTRUCTION

Metal casings are made in sizes for \( \frac{3}{4} \), \( \frac{1}{2} \) and \( \frac{1}{4} \) boards.

Two types of square edge metal casings which are used to finish edge of wallboard at door jamb or window. Corners are butted and casing is nailed through board into stud. Knurled side affords good spackle adhesion.

Corner guard for protection to exterior corners applied directly over wallboard and nailed through flange. Nose is undercut to provide grip for spackle finish.

Round or square edge casings are nailed in place before board is applied. Corners are mitered. Inclined plane creates tension that draws board snugly into position.

OCTOBER 1955
**Casing Beads**

Casing beads of different manufacturers may vary slightly, but the illustrations and dimensions shown here are typical and represent Simplified Practice Recommendation 3-52 promulgated by the U.S. Department of Commerce. They are fabricated from not less than 24 gauge galvanized steel and are generally available in lengths of 7 and 10 feet.

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**MODIFIED SQUARE**

![Modified Square Illustration](image5.png)

Here, 3/8" casing bead is used over the face of gypsum lath. If gypsum lath laps the bead, a 1/2" depth (with short flange) is used. With metal lath the depth is 3/4".

If the door frame is erected after plastering, the casing bead is installed flush with the buck. A small molding closes the joint between buck and frame.

Glass blocks are wider than wood studs, requiring a 3/4" casing bead to be placed over the gypsum lath. Expanded flange on bead reinforces the plaster.

This 3/4" casing bead provides for 3/4" of plaster over 3/4" gypsum lath as required by FHA. Casings are mitered or coped to form neat corners at head of opening.

Casing beads around a window are modern in appearance, and not subject to warping or shrinkage. They assure full plaster thickness and sharp straight edges.
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Model 53

For SURE, SMOOTHER "COLD STARTS" BETTER ALL-AROUND EFFICIENCY

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It's not due to the size of these particular doors that we bring them to your attention—it is due to the fact that here you see a typical example of the beauty and outstanding performance that has established Raynor as a dependable source of genuine and lasting Wood Sectional Overhead Door quality.

No matter how large the opening, when you install a Raynor door you enjoy the advantage and satisfaction of knowing that the door is designed and built to fit the opening.

Check your telephone directory or write direct for the name of your nearest Raynor representative.

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Our customers tell us they save up to four dollars per window opening using Hope's Residence Casements in Hope's Combination Inside-Outside metal trim. Our Inside-Outside trim entirely eliminates costly window stools, aprons, corner beads, outside mouldings and the labor costs of fitting all these items. Hope's Inside-Outside trim is easy to assemble and attach to Hope's steel casements. In less than 15 minutes the entire assembly can be completely installed in a rough opening in any type of construction...wood frame, brick veneer, masonry block...all that's left to do is run wallboard or plaster up to the trim on the inside and clapboards, shingles or brick to the trim on the outside. See Sweet's Files for additional details or write for our folder No. 132 AB.
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Designed to decorator standards AMWELD steel doors and frames compliment contemporary and traditional decor. Whether the home you are building is large or small, expensive or modest, AMWELD doors and frames will enhance its appearance—and sales appeal. Installation is quick, easy and inexpensive—and AMWELD doors retain their handsome appearance year in, year out without maintenance.

Where low cost, attractive appearance and durability are important be sure to specify AMWELD Steel Doors and Frames, and Sliding Closet Units.

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"Equipped with steel doors and frames, is one of our strongest sales arguments", says a Southern contractor and developer. "Amweld is something we are proud to talk about".

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AMWELD BUILDING PRODUCTS DIVISION

OCTOBER 1955
Her Bathroom in Beautyware Sea Green ---- His in Beautyware Sandstone

Two Bathrooms of
BRIGGS BEAUTYWARE -
New Pattern for Today's Living

There is a new pattern for family living in America — more children, better health and hygiene, more personal grooming, greater luxury and convenience. All these add up to the need for two bathrooms.

Home designs can be made more desirable and livable with two bathrooms. Home sales can be made much more readily. And installation is so fast, easy and economical with modern, engineered fixtures.

Exceptionally pleasing pastel colors, surfaces hard as glass, exclusive safety and utility features, trouble-free fittings, time-saving installation, realistic prices — these are only a few of the many reasons why Briggs Beautyware is first choice for an ever increasing number of two-bathroom homes.
TWO BATHROOMS—COLONIAL STYLE

Today’s living has created the need for two bathrooms, and Beautyware fixtures have made this plan practical in every home. In a colonial residence, you may prefer a bathroom on both floors. You can have them in your choice of five rich, glistening Beautyware colors, or white—in a wide variety of modern contour-styled models—and for much less cost than you may think.

TWO BATHROOMS—RANCH STYLE

For your ranch home, you can have two widely separated bathrooms—each a blend of luxury and utility. For example, Beautyware surfaces are hard as glass, stain resistant, and so easy to keep clean. Beautyware tubs have an exclusive safety bottom. Closets are whisper-quiet. Laveratories are deep-contoured, handsome. In every detail, Beautyware fixtures are smart, durable and practical.

TWO BATHROOMS—CONTEMPORARY STYLE

In a contemporary dwelling, you may prefer a split level floor plan with two adjacent Briggs Beautyware bathrooms. Like all Beautyware two-bathroom plans, this is extremely practical, for Beautyware’s matchless quality actually costs less. Better homes everywhere are featuring the practical luxury and convenience of two Beautyware bathrooms for today’s modern living.

SPECIFY BEAUTYWARE—TWICE; a product of BRIGGS Manufacturing Company, Detroit 26, Michigan
More often than not, the difference between this sign **model home** and this **sold** is the sales appeal of the building materials used in the house. Builders with sales on their minds specify Ruberoid's revolutionary new Lok-Tab asphalt shingles for the roofs of better new homes everywhere.

Lok-Tabs' features add important extra sales value to new homes. First, they offer a whole new conception in roof beauty: New decorator colors, modern, random-spaced, straight-line texture and built-in shadowlines. Second, there's the locking tab at the center of each butt to make them wind-safe. Lok-Tabs' exciting new beauty plus their exclusive wind safety is a combination that can't be beat for sales value.

See your Ruberoid dealer today and prove to yourself why a Lok-Tab roof is an important sign of a **better** new home.
Making the barn roof safe

We have a haymow job which requires a gothic type arch for a 500" span. This will be built on top of an 8'0" high concrete wall. Would 2x6 studs 24 inches O.C. be satisfactory? We intend to use car siding applied vertically. Could you suggest an end framing detail?

The drawing shown above is self explanatory.

This design has been investigated for conditions of loading:
1. Wind blowing at an angle of 90 degrees to the side wall with a velocity of 70 mph.
2. Wind of same velocity blowing against the end of the barn.
3. Hay track load of 1000# at the peak of the roof.

Facts about the strength of mortars

Am I correct in assuming that a mortar made of 3 parts lime, 2 parts cement, and 15 parts sand? If a mortar is made of 3 parts sand, 1 part cement, and the lime content is varied from 10 percent to 60 percent, does the strength become less in the same proportion?

L. A. R., Woodburn, Ore.

You are correct in thinking that a mortar mixed in the proportions of 2 cement, 1 lime and 9 sand (by volume) will have a greater compressive strength than a mortar composed of 2 cement, 3 lime and 15 sand. Also, all other things being equal, increasing the lime content will result in decreasing compressive strengths, although not necessarily in the same proportions.

The compressive strength of a mortar, per se, is not too important except as it is a measure of durability and tensile bond strength. Even the lowest strength mortars used today provide more than ample masonry compressive strength to handle the compressive loads customarily placed on such construction.

However, for resistance to weathering and for the development of higher tensile bond strengths, the higher strength mortars are required. The 2:1:9 mortar you mention is the same as the Type A-2 mortar found in American Society for Testing Materials Specifications for Mortar for Unit Masonry (C270-54T). In these specifications, the proportions are 1 part portland cement, ½ part hydrated lime and 4½ parts sand. This is the mortar that is used widely in the earthquake areas of California because it does develop higher tensile bond strengths and, consequently, masonry walls with greater resistance to lateral forces.

In C270-54T, Type A-2 mortar is required to have a 28-day compressive strength (cubes) of 1,800 psi. Your second type of mortar (2:3:15) would fall in Type C of these specifications and the compressive strength requirement for that type of mortar is only 350 psi.

Structural Clay Products Research Foundation

Good source of building information

Are there books to be obtained that give basic rules on accepted building practices?

P. P., Riverhead, N. Y.

This kind of information can be found in Don Graf's Data Sheets, published by the Reinhold Publishing Corp., 330 West 42nd St., N. Y., or Time Saver Standards, by the F. W. Dodge Corp., New York.
IN-A-SLIDE
Superior frame structure

makes for easy basement window sales

New Monarch In-A-Slides Sell Themselves with These Quality Features:
1. Made of heavy gauge steel, press formed, with reinforced corners.
2. Bonderized after fabrication and dip painted in baking enamel.
3. Sash easily removed and interchangeable, for off-site glazing.
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ask the EXPERTS

A concrete haunch will do it

I am bidding on a house in which the owner has already dug the basement to a 60" depth and hit water. This is about 8 inches deep. It will mean filling with about 20" of gravel and then laying a footing on it. Would this be a sound method?

D. V. F., Butte, Nebr.

The above method shown in the illustration should give a satisfactory footing for your water level problem. A dry mix concrete should be used for pouring the footings below the water level. Build up a haunch at the connection of the slab and the footing for water tight construction, though the floor itself will be soil bearing.

Setting ceramic tile in mastic

I am planning on laying a ceramic tile floor over 1x6 inch rough flooring on 2x10 inch joists 16 inches o.c. Maximum span is 90".

My idea is to lay 5/8 inch water resistant plywood over the rough floor, and then set the tile in mastic. Is this considered sound practice?

F. L. M., Chillum, Maryland

Authorities recognize the use of adhesives as good practice for installing tile floors.

The surfaces must be checked for firmness, and should be level and true. The base surface for tile should be not less than 5/8 inch exterior grade plywood nailed every 6 inches to joists. Allow 1/8 inch for expansion. The surface must be dry before the adhesives are applied. Always be governed by the instructions of the tile manufacturer in the selection of the adhesives.

In setting the tile floor use the floating method. Spread the adhesive with a sawtooth trowel and do not cover a larger area than can be tiled in one half hour.

Align tile sheets with adjacent sheets and press firmly into the adhesive. Do not slide the sheets. Bring tile to a true level before removing paper. Remove paper two hours after setting.

Overnight is enough time to allow the solvent in the adhesive to escape. Grout consisting of one part Portland cement and one part screened sand, using a minimum of water should be spread on the floor and forced into the joints with a squeegee.

Making your own wood filler vs. use of prepared types

I recently finished some floors for a local contractor and I was told to save the dust from the last sanding and to mix varnish with it to use as a filler. Do you think that this would be as satisfactory as commercial filler?

F. R. S., Center, Mo.

The procedure of mixing the dust from your final sanding with varnish for use as a filler has been used for some time by some of the "old timers." The modern products available today in the form of paste, wood fillers and similar filler-sealers are far less troublesome to prepare and at the same time easier to use. In fact, with the development of newer and better varnishes involving the use of many types of synthetic resins, there is the possibility that you might not achieve the desired results. This of course would have to be tested.

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Basic Unit: 32" long, 8 1/4" high, 3" wide, 600 watts, 120 or 240 volts. Blank sections, endpieces and corners available so that a completely harmonious, unbroken baseboard effect may be carried out in any size room. Separate thermostat for each room.

WALL-TYPE HEATERS

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For BIG Rooms

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Distributes Heat by Down-Flo Principle

CEILING RADIANT CABLE HEAT

Combines principles of radiant and convection heating. No glass or ceramics to break. Silver grey hammertone finish.

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Overhead GARAGE DOOR
for LESS THAN THE AVERAGE 1pc. DOOR!

Seven WON-DOR, the most amazingly low price residential garage door on the market today.

Completely NEW in design, Seven WON-DOR requires less headroom, is completely weatherized, and its 16 rollers assures trouble-free, finger-tip operation. The unique 7 section features an interlocking arrangement, parallel seal adjustable track and sturdy weather-proof construction - giving a perfect AIR-TIGHT, DRAFT-FREE installation.

The all steel Seven WON-DOR is by far the greatest advance in the garage door field.

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are ‘Wired for TV’ with mosley television lead-in wall plate sockets

COLOR Television demands a good outside antenna installation!

Modern homes are ready for this modern home need when they are equipped with MOSLEY AC/TV Wall Plate Sockets that permit plug-in connection of TV set to antenna at any one of several different locations.

MOSLEY Wall Plate Sockets are low in cost, easy to install to meet requirements of electrical code. They are TV Engineered for efficient performance and styled to harmonize with existing electrical wall plates.

Your clients will want their homes Wired For Tomorrow . . . Wired For TV with MOSLEY TV Wall Plate Sockets!

Type AC-1PK. List Price $1.87
Single TV socket for one antenna lead-in plus matching wall plate for double convenience outlet. Complete with TV Plug, plated machine screws, metal barrier for separating AC and TV services and full instructions. Less 10% and AC socket. In brown or ivory.

Other types available for multiple leads lines and combination lead-in and rotor cable.

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"BRICK BEAUTY"

Why bother to build a chimney? Now you can enjoy all the time and money-saving advantages of an Air-Jet packaged unit . . . and, at the same time, increase the value of your home with a chimney that looks just like brick!

The new "Brick Beauty" is made of embossed aluminum, finished in brick red color with depressed off-white mortar lines. Weighs less than 100 lbs. Can be installed in one man-hour! And look at these quality features.

Shockproof, high temperature porcelain steel smoke pipe. Special draft top guards against downdrafts. Exclusive rain groove eliminates all leakage. UL approved for use with all fuels. You can take your choice of 2 models in 3 different smoke pipe sizes.

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A few distributorships available.

GENERAL PRODUCTS COMPANY, INCORPORATED DEPT. A-10 FREDERICKSBURG, VIRGINIA
ask the EXPERTS

Making the door shockproof

An office in which the floor is carpeted has a metal partition. An electric shock is received whenever the door is opened. What can be done?

C. H., Newark, N. J.

Would suggest that the metal door knobs be replaced with plastic or glass knobs. These are shockproof and would eliminate much of the difficulty if reasonable care is used.

He does not want canvas

What is the most satisfactory covering to put on an uncovered deck with a wood subfloor, other than canvas?

G. V. McC., Corning, N. Y.

A metal deck with lock-seamed joints is a good substitute for canvas. The use of good edge-grained D. & M. flooring is an acceptable alternate for either of the above materials. This should be treated with a good water repellent twice a year.

Roof surface must be durable

I am building a sun deck on top of a new porch and I would like to install a roof surface that can be walked on. What is your recommendation?

I. D. W., Shenandoah, Iowa

An all weather anti-slip deck floor manufactured by the Armstrong Cork Co., Lancaster, Pa., that can be used in connection with wood, concrete, aluminum or steel. This material is referred to as D.C. 115-B. A heavy deck canvas well painted is also a good surface to use.

Cleaning stone surfaces

How do you clean Indiana Limestone on a fireplace wall so it can recover its original light grey color? This discoloration is due to smoke.

M. L. E., Columbia, Mo.

The most effective way to clean small interior areas of Indiana Limestone is by using a good non-resinous soap powder and a stiff fibre brush. Rub vigorously and then rinse with clear water.

Very annoying squeak

Every time I go to my church I am greatly annoyed by the squeak of the

KOHLER Electric Plants
for on-the-job power that saves time and expense

A portable Kohler Electric Plant provides low-cost electricity anywhere, any time—eliminates cost, bother and delays of temporary power line hook-ups. Operates saws, drills, planers, grinders, plumbers' pipe threaders and cutters, other power tools. Engineered throughout by Kohler. Two-wheel, rubber-tired hand truck available. Kohler sole supply models range in size from 500 watts to 35 KW. Write for folder C-10.

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CLEAR SPAN WOOD ROOF TRUSSES, built with TECO Wedge-Fit connectors, provide the ready answer — whether the job calls for small span trussed rafters or free span 250-foot trusses.

Free booklet, describing the major types of wood roof trusses and their uses, will help you select the right truss for the job.

Whether you are building in "Hurricane Alley" or not, TECO Trip-L-Grip framing anchors will tie those roofs down more securely.

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The World's Oldest and Largest Manufacturer of Stainless Steel Sinks Since 1920

ask the EXPERTS

(Continued from page 263)

Benches. What is the remedy for squeaky benches?

E. J. S., Ottawa, Ont.

It is safe to assume that the span between the vertical supports of the benches are too great. I would suggest that intermediate supports be placed between the present pew supports.

Does a concrete slab and wood floors invite trouble?

Is it possible to prevent waves and bulges in hardwood floors, laid on a sub-floor and felt paper over a concrete slab?

A. M., Baton Rouge, La.

It would appear from your description that the slab does not contain a moisture barrier, and that moisture is reaching the underside of the flooring. Place a 55# roll roofing on the concrete for a time, as a test, and then remove it. If moisture is present it will be very obvious.

Which is the best way?

I have noticed on some houses that where wood gutters are used, some are placed flush against the fascia, while on others % inch thick spacers, 16 inches on centers are placed between the back face of gutter and the fascia. What is the advantage in having a spacer?

J. D., Rahway, N. J.

The use of a spacer complicates the condition. It becomes impossible to repaint the backside of the gutter or fascia. Sealing the top joint between these two members with mastic would be more effective.

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, 30 Church Street, New York 7, N. Y. We'll publish as many questions and answers as we can.
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DIGGER - TRENCHER - SHOVEL - CRANE

Does 101 jobs in half the time... at half the cost... with lower equipment investment!

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MOUNTS ON ANY 1 1/2 TON OR LARGER TRUCK

Here's profit-making utility in a versatile, low cost unit! HOPTO mounts on any 1 1/2 ton or larger truck... one already charged off to depreciation! HOPTO is a mobile unit for handling bulk materials, pulling spots, trusses and steel, excavating for footings - foundations! HOPTO does hundreds of jobs! Cuts labor costs in half or less!

COMPLETELY HYDRAULIC... EASY TO OPERATE
An average unskilled laborer can easily master the simple handling of a HOPTO in a few hours. Four valve control levers give HOPTO a 200° swing, 11-foot digging depth, 14-foot lift (24-ft. with crane boom), and control the dipper stick extension to permit vertical, straight-sided digging.

UNEXCELLED UTILITY
Unloading construction materials is but one of the hundreds of jobs that a crane-boom equipped HOPTO does more safely, in a fraction of the time! Crane boom, grapple hook, shovel buckets and back hoes in a variety of sizes and types equip the HOPTO for your kind of work. Units are easily interchangeable. Choice of power units, or HOPTO may be equipped to operate from the power take-off of the truck on which it is mounted.

V Check THESE PROFIT-MAKING FEATURES

• No cables or chains to get out of order or be a hazard to safety.
• Easily interchangeable units quickly adapt it for hundreds of uses.
• Digs 60° of 6' deep trench per hour in average soils.
• Highly transportable. Boom carried close-in as shown above.
• Long, high, deep reach and 200° swing give large working area.
• Equips you to handle more jobs PROFITABLY at lower equipment investment.

In addition to the truck-mounted unit illustrated, HOPTO is available as a trailer unit, self-powered or power-take-off operated, or unit for crawler tractor mounting, or as a complete self-powered, self-propelled track unit. Badger also manufacture a full line of Badger Trenchers.

WRITE TODAY for complete information on the unit that best fits your requirements.

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WINONA, MINNESOTA
DEPT. 23

OCTOBER 1955

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(PATENTS PENDING)

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ALL STEEL
Corner Guard

under nose
spackle holes
permit spackle to rivet itself into nose of bead with positive key — even when board fits tightly in nose.

nose is wider to space spackle further away from corner, thus giving steel protection where most needed. Undercut to provide a better grip and tapered to contour of feathered-out spackle.

(Boards Eye View)

Edge is tapered to provide a more uniform thickness of spackle from nose to feathered edge.

Knurled — and knurled again — for excellent spackle adhesion.

For Door & Window Casings • No Spackle Required

Triple-Grip Spring Action Assures a Tight, Clamping Fit

No. 102
Square Profile
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No. 101 — Bullnose Profile. 7/8" & 1/2". Factory Mitered at no extra cost. (1/2" square cut.)

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St. Paul, Minn. • Kansas City, Mo. • Helena, Mont. • Brooklyn, N.Y.
How to do it better

Ideas for the man on the job

When preparing the subgrade for basementless floor slab houses, all sod, roots, growing plants and building refuse must be removed. Any holes, trenches and irregularities in the subgrade should be filled in layers not exceeding six inches deep and thoroughly tamped.

The best fill for utility trenches is coarse slag, washed gravel or crushed stone, ranging from 1/2 to 1-inch in size. All material for fill, including soil, should be of a uniform character without large lumps, large stones, frozen chunks or material that will decay.

For best compaction results there is a certain amount of moisture content required for each type of soil. When squeezing the existing soil in your hand, if the proper moisture content is present, the soil will cling together but will not be plastic. If the soil is too dry, it should be sprinkled with water and mixed to the desired condition before compacting. If the soil is too wet (plastic or muddy), allow it to dry out some before compacting. Sandy soil will compact better with an excessive water content than ordinary soils.

Place a coarse granular fill of either coarse slag, washed gravel or crushed stone ranging from 1/2 to 1-inch in size. If gravel is used, the fines should be removed by screening. The maximum volume of air space in the voids in the fill adds to the insulating qualities of the fill because fines would attract moisture and reduce the insulation value.

After the granular fill has been compacted and brought to grade, a stiff grout coat of one part portland cement and three parts sand is placed over it to provide a smooth surface for receiving the membrane damp-proofing. The grout coat should be at least 1/8-inch thick and broomed or floated in place.

After the grouted surface has hardened and dried, it should be mopped with hot asphalt as well as the tops of any bearing partition footings. As the mopping proceeds and before the asphalt cools and hardens, place a layer of 15-lb. asphalt impregnated roofing felt on the mastic with edges well lapped. This membrane damp-proofing must be continuous over the entire floor area and carried up on the inside of the foundation walls to a point one inch or more above the finish floor level. Caution must be taken against puncturing the membrane when placing the concrete floor slab.

The mix for the poured concrete floor slab should consist of one part portland cement to approximately 2 1/4 parts fine aggregates well graded from 3/8-inch down, and three parts coarse aggregate well graded from 1/2-inch up to one inch.

For each sack of cement do not add more than six gallons of water, including the moisture contained in the aggregate. With average moist sand, do not add more than five gallons of water per sack of cement.
Only
SONOAIRDUCT.
FIBRE DUCT

for slab-floor, warm air perimeter systems
gives you these
exclusive money-saving features!

Economical SONOAIRDUCT Fibre Duct's sturdy construction easily withstands the weight and pressure of concrete pouring, yet is lightweight and easy-to-handle. No breaking—no chipping!

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SONOAIRDUCT is available in 23 sizes—2" to 36" I.D., in any length up to 50 feet. It can be cut to exact lengths on the job with ordinary hand or power saw!

Installs and Levels Quickly!

Because SONOAIRDUCT comes in long lengths, it can be easily installed and leveled in short time. Fits all standard metal T's, elbows, registers, etc. Entire perimeter systems, using SONOAIRDUCT, have been laid in as little as one hour!

SONOAIRDUCT Fibre Duct is made especially for gas and oil fired, slab-floor warm air perimeter systems where the duct is completely encased in dense aggregate concrete. It is designed to comply with FHA Minimum Property Requirements. SONOAIRDUCT is aluminum foil lined and wrapped with black asphalt duplex Kraft. Widely used and approved by architects, builders and contractors.

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SHAWNEE
SCOUT 70

This Shawnee Ditcher available for mounting on 20 different tractors. Digs to a depth of 12 feet, loads to a height of 8 feet, 6 inches.

SHAWNEE REAR BLADE

9 angle adjustments • Reversible • Tilts and Offsets • Heavy Moldboard, 6-ft. wide sliding moldboard, 15 inches high. Fits all 3-point linkage. Replaceable cutting edge.

SHAWNEE "SPECIAL" LOADER

Adaptable to almost all tractors. Depending on tractor installation, it has one or two bucket cylinders. 2,000 lb. lift to a 9 ft. dumping height. 2,500 lb. break away. All welded construction. Removes in 10 minutes.

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OCTOBER 1955
How to do it better—

Clear the Air
for Faster Sales

You clear the air for fast sales action when you install Thermador Ventilating Fans. They offer the newest and most efficient solution to the problem of dispelling smoke, steam, stale air and odors, and keeping air clean, fresh, healthful.

New

THERMADOR
Ventilating Fans

...in big 9" and 11" sizes...easily and economically installed in ceilings or walls...operating cost less than for the average light bulb...made and guaranteed by Thermador Electrical Manufacturing Company, Los Angeles, California. For descriptive literature and prices, write or phone today.

(Standard accessories available for 9" model: reducer; elbow; flush wall cap; automatic wall hood.)

Write for descriptive literature to: Dept. AB-1055

THERMADOR
ELECTRICAL MANUFACTURING CO.
Division of Norris-Thermador Corporation
5119 DISTRICT BOULEVARD
LOS ANGELES 22, CALIFORNIA

How the 54 foot concrete floor span was poured in 3 sections of 18 feet each.

Compacts concrete with pipe roller

To get a better-than-average finish on a 30x54-foot concrete floor slab on a school building job, we poured the concrete in three sections, setting 1-1/4-inch steel pipe for screeds to finish floor line.

On this we passed a 5-inch steel pipe roller 21-feet long back and forth to compact and smooth the concrete ready for trowelling. This was a great aid in producing level, smooth floors and experienced cement finishers produced superior results in preference to the drag-screed method.

As soon as a section of floor is leveled, pipe screeds are pulled up and concrete is placed in the small trench thereby created, and floated down to the level of the adjoining green concrete.

We find it very practical to make our own screed chairs out of masonry slabs. This masonry slab is secured to the membrane with hot pitch and then masonry mortar built under and up to the middle of the sides of the screed pipes. To get hot pitch we heated the masonry units and pressed them into some granulated asphalt which melts readily and cements the screed bases securely to membrane without puncturing it.

Howard M. Lemaster, Carlinville, Ill.

Makes gains without variations

I am illustrating the way it is possible to get any number of gained ends for cabinets, store fixtures or louvers without variations. A 1x2-inch strip with the desired number of gains is tacked down on the piece of wood to be gained and a bracket screwed on the cross cut arms indicated.

J. L. Carroll, Paris, Texas
Better fit in gable end

If the roof is already on and you want to get a perfect siding fit in one piece, try this sure method. Take a short but straight scrap piece of the same material and make the proper angle cut. Place this piece on top of the last siding nailed in place and make a pencil mark.

Then, reversing the short board and holding it in the same position on the opposite side, make a second pencil mark.

Add the distance between the pencil marks to the length (doubled) of the scrap piece to obtain the length of the piece to be fitted.

H. E. Fey, New Braunfels, Texas

Picture window headers

Picture window openings spanned with 2x10’s and 2x12’s for headers can be made more rigid by bolting the doubled members with carriage bolts. Bolts should be spaced on 24-inch centers or closer and staggered. This rigidity will help to reduce corner cracks when walls are finished because any moisture taken in by the headers will tend to rack or twist them upon drying out.
CALCIUM CHLORIDE

KEEPS CONCRETE STRENGTH from DROPPING with the TEMPERATURE

The Addition of SOLVAY CALCIUM CHLORIDE to Concrete During Cold Weather

- Speeds finishing
- Cuts delays between operations
- Permits faster removal of forms
- Provides greater safety
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NEW 25 LB. BAGS FOR READY-MIX CONCRETE

Easy-to-Handle
- Assures Accurate Measurement
- Saves Time

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□ "When the temperature drops BELOW 50°F., do you know what happens to CONCRETE?"
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- BALANCED and PORTABLE
- ONE MAN can operate with ease
- MOVES 30 to 40 tons of gravel per hour, plus roll roofing, insulation, cartons, packages and other building materials.
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Lee’s Summit, Missouri

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...it has created another page in home building and selling!

The MALT-A-GLIDE

horizontally sliding wood window with easy-to-remove sash

See your dealer or write for literature. Turn to page 206 now! Supreme Quality Since 1901

THE Malta MFG. CO.

AMERICAN BUILDER
take a good look at ENGELMANN SPRUCE

one of 10 woods from the WESTERN PINE region

Extremely light and strong for its weight, smooth and soft-textured, straight-grained — Engelmann Spruce has a wide range of uses from rough construction to fine interior finish. Its nearly-white color, small knots, ease of working suit it for paneling, moulding, window frames and built-in furniture.

Engelmann Spruce comes in 3 select, 5 common, 4 dimension grades. You can order it in straight or mixed cars — together with other woods from the Western Pine region — from most Western Pine Association member mills.

the Western Pines

the Associated Woods

Be FIRST with the FINEST!

Specify the new, large THERMADOR Bilt-in Electric Oven

Superbly styled in lifetime stainless steel, the brilliant new "Masterpiece" oven is proudly added to the celebrated selection of Thermador Bilt-in Electric Ranges... the Original and the Finest. Only with the "Masterpiece" can you offer: More usable space in oven 18" wide, 18" high, 19¾" deep (even a 37-lb. turkey leaves space to spare!) * Ventilated* oven door, never too hot to touch * Cool, plastic handle* and inclined controls finished in deep Midnight Blue. Amazing new baking element* distributes heat quickly, evenly, for the most perfect results! * Vertical* Infra-Red broiler, with specially designed pan and tray* for smokeless broiling. Electric Tele-Minute Timer, with chime reminder. * Clear-Brite oven interior in stippled, acid-resistant white porcelain * New, exclusive indicator lights* • Automatic thermostat controls • Automatic interior light • Heat-deflecting hood* • Plus many other sales-building features in a super-size "Masterpiece" oven that fits any standard 24" cabinet.

Thermador, the genuine Bilt-in Electric Range made only by Thermador Electrical Manufacturing Co., offers a choice of 12 stainless steel cooking tops... 2, 4, or 6 easy-to-clean surface elements... large, versatile oven... 170 square inch griddle with Vari-Speed switch... Duo-Cook that converts from deep-well cooker to extra surface element. Also, special models in choice of eight porcelain enamel decorator colors.

* A Thermador Exclusive!

Write or wire today for details.

THERMADOR ELECTRICAL MANUFACTURING CO.
Division of Norris-Thermador Corporation
5119 District Blvd., Los Angeles 22, Calif., Dept. AB-1055
Oakland Office: 520 Pacific Building
Built-in parking . . . California

Located on a busy street in Van Nuys, California, at a spot distant from parking lots, the Continental Escrow Building solves the parking problem by this novel interpretation of the 2-story structure. The general office floor is raised on steel columns to 2nd story position, allowing space for 14 cars to be parked beneath. A one-story wing at one end of this parking “floor” accommodates the offices of the escrow company, the second floor space being leased. This arrangement was found to be more economical than either roof or basement parking.

Yellow louvers screen the building from the sun on the west, and are activated by a sun dial. When the sun reaches a certain position, the louvers close automatically. These louvers are set in a frame of white stucco.

Designer of the building was John Hutchinson of Hutchinson, Kinsey & Larson. The builder was Kersey Kinsey Co. Both are from Studio City, California.
Build in a block and knife drawer

This chopping block and knife drawer can fit into any base cabinet. It is one of the built-ins described in the Simons-Boardman book, "How to Build Cabinets for the Modern Kitchen," recently published.

To build, round off one edge of the 11/2" x 3" x 15/8" hardwood strip with a plane or sander. Saw lots 2" deep into the 3" dimension to take the knives. With the drawer in place in the cabinet, screw a cleat under it to keep it from opening far enough to expose sharp knife blades. Glue hardwood blocks together and trim ends, smoothing surface as required. Cut a rabbet around all edges and set block into a hole cut in the counter, adjusting it to a snug and solid fit. Leave block without permanent fastenings so it can be removed for cleaning.

"...Fully-insulated with Alfol is one of our top selling features!"

Just closing out a new 43-home project in suburban Cincinnati, Mr. E. B. Fadden, President of Fadco Lumber Fabricators, is a man who proves that it pays to build 'em better.

Every Fadco home ever built has been fully insulated—ceiling and sidewalls—with Alfol Reflective Insulation!

"...finest insulating comfort"

"...finest insulating comfort" writes Mr. Fadden, "since we can show prospective home buyers that they will have the finest insulating comfort, with economy, both winter and summer."

Fully insulating as he does, it is only natural that Mr. Fadden welcomes the savings provided by Alfol—and its remarkable speed of application. But his choice is primarily based on the selling advantage of delivering a better job of insulation!

Foil layers self-spacing

The Alfol blanket, "First in Reflective Insulation," consists of multiple aluminum foil sheets that space themselves automatically, reflect 95% of all radiant heat. A tough duplex-and-kraft backing is built in to offer full application support, provide America's finest vapor barrier.

Clean, non-irritating Alfol takes the "itch" out of insulation. And its amazing compactness (500 sq. ft. to the roll) minimizes handling and storage expense. That's why Alfol usually costs less. Your dollar buys less labor, less "overhead"... more and better insulation.

Write for details.

Whether you build one home or a thousand, whether you install your own insulation or buy it contractor-applied... it will pay you to investigate Alfol. Write today. A detailed and illustrated pamphlet will be forwarded without cost or obligation.

REFLECTAL CORPORATION
A subsidiary of Borg-Warner Corp.
310 South Michigan Ave., Suite 2845
Chicago 4, Ill.
FROM THE STREET the large overhang and awning window are clearly visible. A completely sodded and landscaped 60x120 lot, blue stone driveway, Philadelphia flagstone walk, curb and gutter, are included in purchase price.

Sales plus: builder favors growing family

Moderate price and convertibility are the high spots of the expandable rambler homes being built by Wesmond Building and Investment Company in their Arrow Rock and Deer Park developments in the Rockville and Gaithersburg areas of Maryland. Carport can easily be made into two additional bedrooms when need arises. Selling price for the 2-bedroom unit built on a crawl space is $10,700, and with a basement below the 30-ft. portion of the house, $11,700. At a slightly higher cost the homes are available with carport already converted. Book case divider cabinets, double shelves in all coat closets and formica top powder-ettes in the baths are extra features. Panafold doors between living rooms and front bedrooms is a construction alternate in 4-bedroom models.

SPACEFUL CARPORT has ample storage space in rear. Center closet area can be converted into hall for easy access to carport when expansion to four bedrooms is desired.

STEP-SAVING KITCHEN has stand pipe and sill cocks supplied in washer space, deluxe refrigerator, sliding double drain-board. Purchaser has choice of formica counter top colors.

TWO LARGE WINDOWS, providing cross ventilation, give the living room an air of spaciousness, provide for maximum amount of sunlight. Dining area is in foreground.
Swing out cabinet saves wall space

To make this cabinet, one of the many built-ins featured in "How to Build Cabinets for the Modern Kitchen," published by Simmons-Boardman, cut the sides, top and two fixed shelves of rear unit and screw and glue four hardwood edge strips in place. Cut indentations for cutaway shelves 3 1/4" deep, centering cutouts 5" from each end and rounding inner and outer corners to a 1 1/2" radius. Middle swing unit is partitioned by a 24 1/2" x 45 3/8" panel of 1/4" plywood. Glue edges of this panel into grooves cut in top, bottom and sides. Shelves 3 1/2" wide are used on side not visible in drawing. In the rear unit, two shelves are cut back to a 2" width. Material 1/8" may be substituted for the 1/4" material indicated. Install metal shelf strips in all units to support shelves and make them adjustable. Vertical grooves may be cut in sides for flush mounting of strips, or they may be screwed directly to the sides of the space-thrifty unit.

FOR FAST MASONRY CONSTRUCTION, mason contractor L. Hubbard of Euclid, Ohio, uses new "Trouble Saver" Putlog Trestles on a project for Joe Miller Homes Co. The new Putlog Trestles are 6'-long and provide nine height adjustments, ranging from 4' to 6'. Masons set each Putlog on the top course, then brick is laid over them. Putlogs are pulled out of the wall and adjusted to new height as the job progresses. When a pin is removed, the new Putlog Trestles swings down flat for easy storage or shipping.

THE STEEL SCAFFOLDING COMPANY

OCTOBER 1955
Winter building

(continued from page 105)

important. Plaster has to be cured slowly; any attempt to force-cure it usually results in hair-line cracks. Hence the importance of slow even curing temperatures—about 65°—ideally provided by the furnace system. If this isn’t possible then you can use salamanders, forced air or infra-red units. A common failing of salamanders has been their tendency to overheat the ceiling and underheat the floor area. Units with floor deflectors, however, seem to have corrected this condition.

Safety factors

If handled carelessly or if left unattended for too long a time, almost any heater is a potential fire hazard. A few common-sense safety rules should be observed with heaters:

1. Keep heaters away from canvas and other combustibles. (Use of aluminized canvas minimizes this danger.)
2. Follow manufacturer’s operating instructions closely.
3. Keep fire extinguishers and sand on hand at all times.
4. Know fire department regulations regarding heaters and storage of fuel.
5. Make sure that combustion chambers are adequately screened; no open flame should be permitted.

Estimating heat needs

Although conditions differ with every job, you can estimate the heat requirements of a given enclosure if you know two things: the heat output of an individual heater and the heat loss of the enclosure to be heated.

According to Richard Lion, sales manager of the Stillwell Supply Corp., Elmsford, N. Y., heater requirements may be calculated from the following formula:

\[ H = \frac{G + W + Wc + Wg + V}{20 + 2 + 2 + 1.5 + 200} \times 3.57 \times (T_i - T_o) \]

where:
- \( H \) = heat needed in BTU’s per hr.
- \( G \) = glass area in sq. ft.
- \( W \) = wall area in sq. ft.
- \( Wc \) = canvas wall area in sq. ft.
- \( Wg \) = galvanized iron wall area
- \( V \) = volume of enclosure, cu. ft.
- 3.57 = constant for each degree of temperature rise F.
- \( T_i \) = inside temp. desired (F.)
- \( T_o \) = outside temp. (F.)

Note: Floor and ceilings should be included as wall areas—unless
exposed to heated area below. *Factors in formula which do not apply should be dropped.*

To determine the number of heaters required, divide heat loss by maximum output of heater.

**Fuel sources**

Heaters operate on a variety of fuels, namely fuel oil, kerosene, natural gas, and liquid petroleum gas. The simplest and least costly of all fuels, of course, is scrap wood, but its use is limited to the outdoors. It shouldn’t be used on the inside as a space heater because the flames are not easily controlled.

LP gas is becoming increasingly important as a fuel source. It is clean, odorless and free of moisture and other impurities. Supplied in 100 lb. cylinders, LP gas can be used to operate various heaters, including salamanders. They should, however, be of the low pressure type and equipped with both a thermostat and a 100% automatic shut-off valve. Tanks should be placed out of doors if possible, but if brought inside they must conform to local regulations and ordinances as to fittings and safety devices. The temptation to connect more than one cylinder to a salamander for prolonged drying periods is great, but in no cases should there be more than 250 lbs. of gas per cylinder. Likewise on big jobs, cylinders should be located no less than 50 feet apart. This rule applies to the new infra-red radiant heaters as well as salamanders.

**Acknowledgements**

Pyrofax Gas Corp., 40 E. 41st St., New York 17, N. Y.
Littleford Bros. Inc., 457 E. Pearl St., Cincinnati 2, Ohio
Perfection Industries Inc., 7609 Platt Ave., Cleveland, Ohio
Master Builders Co., Cleveland 3, Ohio
Portland Cement Association, 33 W. Grand Ave., Chicago 10, Ill.
National Ready Mixed Concrete Association, 1325 E. St., N. W., Washington 4, D. C.
Metal Lath Manufacturers Association, Engineers Bldg., Cleveland 14, Ohio
Structural Clay Products Institute, 1520 18th St., N. W., Washington 6, D. C.
Home Builders Associations of Washington, D. C. and Syracuse, N. Y.
Picking Up the Pieces After "Hurricane Hazel"

MYRTLE BEACH, SOUTH CAROLINA—Necessary repair work after a recent hurricane included: (1) Build a sand bank to save the shoreline. (2) Gather and load sand to re-build roads. (3) Bulldoze new roadbeds. (4) General cleanup. All of this heavy work was in soft, shifting sand.

A husky Sherman Front End Loader, mounted on the economical Fordson Major Diesel Tractor, finished these jobs in record time. "Tailor-made" for Fordson Major wheelbase and tread, this loader features proper distribution of weight and loading stresses and gives the best traction in "rough going." A full-length mounting sub-frame reinforces the entire tractor and minimizes the effect of strain and shock. Rear axle supports reduce side sway when loading or carrying, making the entire unit more rigid. This eliminates side slippage when dozing or filling the bucket, also lets the bucket be filled with less power and less strain on clutch, steering gear and operator.

Various attachments adapt the Sherman Front End Loader to many earth-moving, excavating and loading jobs. Two models available . . . up to 2500 pounds bucket and 4500 pounds breakaway capacities. Ask your Ford Tractor Dealer for a demonstration, or write us for Bulletin 724.

Variation in length, coating types of grooving along nail shank, and other

New grooved nail for

Four years of laboratory research and two years of on-the-job testing have resulted in the development of a new nail for attaching gypsum wallboard to wood framing.

According to Lloyd H. Yeager, general manager of the Gypsum Association, the new nail has up to 40 per cent less creep than the 1½-inch plain shank nail previously used for this purpose. The new nail is also said to have equal or better holding power, and its resistance to racking and "pull-through" are considered at least equal to that of the standard cement-coated nail.

Use of the new grooved nail, Mr. Yeager emphasized, does not change the need for accurate framing, use of kiln-dried framing members, and for nailing in accordance with "good practice" recommendations, as follows:

1. Nails for gypsum wallboard driven into ceiling joists should be spaced 5 to 7 in. o.c., and 6 to 8 in. o.c. on wall studs.
2. When the nails are being driven, wallboard must be in firm contact with framing members.
3. When nailing start in the center of the wallboard panel and work towards the ends and edges.
4. The hammer used for driving nails should have a crowned face.
5. Nails should be driven home with the heads drawn slightly below the surface of the wallboard (except where joint treatment is to be applied) in a dimple made by the crowned face of the tool.
6. Nails should be spaced not less than 3/8-in. from edges and ends of the wallboard.
7. Nails should not be staggered on adjoining edges or ends.
8. A nail set should not be used.
characteristics are shown in 24 different gypsum wallboard nails.

gypsum wallboard

(except for countersinking in 2-ply dry walls) and care should be taken not to break paper face.

To insure the best possible job, it is essential that joint treatment and final decorating be done in accordance with the Standard Specifications for Gypsum Wallboard Finishes of the American Standards Association and with the applicable recommendations of the Gypsum Association.

The new gypsum wallboard nail is currently being produced by the following manufacturers:


Use This Actual Job Story for an Excavating Equipment Check List!

This one water line job demonstrates a combination of features that only the Sherman Power Digger offers every operator of excavating and trenching equipment.

Check this performance: (1) The machine has under-dug the curb without damage to the curb or sidewalk. (2) It has trenched through rocks and roots. (3) It is digging a bellhole in the street. (4) The excavation is 9 feet deep. (5) The tractor-mounted digger has operated over the curb, sidewalk and street without damage to paving.

And the Sherman Power Digger offers even more advantages to the operator who wants the savings of mechanized excavating. It's practical even on the smallest jobs, since it releases heavier equipment for bigger jobs... yet it digs at a fraction of the time and cost of manual labor.

The machine digs as deep as 10 feet below ground... in mud, hardpan, shale, oiled roads, blacktop and stony ground. Initial cost is surprisingly low, maintenance simple and inexpensive. Ask your Ford Tractor Dealer for an on-the-job demonstration, or write us now for Bulletin No. 721.

ANNULAR RINGED BRIGHT FINISH NAIL FOR APPLICATION OF GYPSUM WALLBOARD

Recommended Specifications for the new nail type are indicated in diagram above. Finish is either bright or non-coated.

OCTOBER 1955
Jaeger mixers make you bigger profits

Pugmill type mortar mixers — Jaeger 4-blade Power Hoes give you fast pugmill criss-cross mixing action. Turn out smooth, uniform, even-tempered mortar that's easy and fast to spread. 3½ and 6½ ft. sizes to keep ahead of any size crew.

Mix better, pour faster — Jaeger 3½ ft. Tilter drum has patented "dual mix" V-bottom that gives double the mixing action of ordinary tilters and also speeds discharge. Produces big daily yardage of high strength, high quality concrete or mortar. Tows fast, spots fast.

See your Jaeger distributor or send for catalog.

THE JAEGER MACHINE COMPANY, 521 Dublin Ave., Columbus 16, Ohio

Concrete masonry proves a point in Wauwatosa

A graphic example of the architectural versatility of concrete masonry is on permanent display in Wauwatosa, Wis., in the form of Economy Block Company's new office building.

According to William R. Menard, president, the company had three main ideas in mind: To prove the value of concrete masonry as a finishing material; to demonstrate that it does not have to be confined to 90 degree angles; and to show that it can be as architecturally flexible as any other building material.

The masonry units were fashioned by simple job-site tools, such as a power hand saw with carborundum blade. Curves for the facade were developed by sawing off the back ears of standard 12-inch block. All exterior walls, including the curved sections, were laid in stacked bond with control joints employed at selected intervals. All interior partitioning was done with standard 6-inch lightweight units.

The electrical, plumbing and heating pipe runs were installed prior to erection of interior partitions, thus eliminating the need for chases.

The two-story-plus-full-basement building was designed by Robert W. Kemp, Wauwatosa, and engineered by O. Neil Olson, Wauwatosa.
HANSEN ON'T
HAND TACKER...

CUT COSTS ON THIS JOB

...you, too!
Can Cut Your Costs—Do a Faster, Better Job—with HANSEN

...TACKING
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HANSEN—the Modern Way to do all kinds of tacking and fastening jobs—is easy to grip and operate. Designed to do a better tacking job—faster!

ZIP ZIP! FAST AS YOU GRIP—HANSEN drives Tackpoints for installing insulation, hydron, metal lath, cornerite, building paper—and does many other tacking and fastening jobs.

CUTS COSTS! Light weight, readily portable, one-hand operation; rapid, positive driving action; balanced design; steady, on-the-job performance—are features that assure economical operation and low-cost installation.

A BETTER JOB—FASTER! Accurate driving, with precision-made Hansen Staples, assures faster work without waste of time, steps or materials. Hansen holds 84 to 140 Tackpoints per strip. Staple sizes up to ½" length. Tackers in 36 models. Specify—buy—use HANSEN!

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5029 RAVENSWOOD AVE., CHICAGO 40, ILL.

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#241 BLEACHING OIL

With this unique finish, you can actually bleach new exterior woodwork! When first applied, Bleaching Oil gives raw shingles and siding a delicate gray tone which in 6-12 months gradually changes to a lasting, natural weathered gray effect.

Cabot's #241 Bleaching Oil—with its high creosote content—provides subtle beauty and sure protection with a minimum of upkeep. Use it on any kind of new wood.

A quality product from Cabot Laboratories...manufacturing chemists since 1877.

Write for further information and name of nearest distributor in U.S. or Canada.

SAMUEL CABOT INC.
1024 Oliver Building, Boston 9, Mass.
Please send me information on Cabot's Bleaching Oil.
MOUNTING a Sherman fork lift on his Ford tractor meant easier handling of bricks for Jake Kutchai, as well as for masons who used bricks.

SPOTTED in convenient locations at the building site, the bricks cause fewer delays, have less breakage. It all means more business for Kutchai.

"Palletizing" keeps everyone happy—and busy

"Extra service" that promotes repeat business and brings in new customers is the policy of Jake Kutchai, owner of Eton Brick & Supply Co., Birmingham, Mich. He uses a Sherman fork lift mounted on a Ford tractor, to deliver "palletized" bricks to the site where the builder needs them. The result: faster delivery, less breakage, reduced handling costs, fewer delays all around.

His "palletizing" system works like this: He loads 630 to 720 bricks on pallets—directly from the freight car—places the pallets on a truck and heads for the building site. Here he unloads the truck, distributing the pallets close to where the masons will need the brick.

Next project: A way of using steel strapped packages of brick, thus eliminating the pallets.

SYMONS New Wide Panel Forms

Symons new wide panel forms are designed for low wall or grade beam construction and are available in 6 and 8 foot lengths and 30, 36, 42 and 48 inch widths.

Also new are the steel struts which allow the form ties to pass through the face of the panels thus enabling both inside and outside forms to be set up at the same time. Stripping the panels is easy because the ties can be broken back within the wall before removing the panels.

Symons Forms can be rented with purchase option—rental charges apply on the purchase price, during a 60 day period. Send for Catalog F-10 which describes and illustrates the Symons Forming System. Symons Clamp & Mfg. Co., 4261 Diversey Avenue, Dept. J-5, Chicago 39, Illinois

CONTRACTORS, BUILDERS...
Here's a preview of the Technical pages in the 1956 American Builder Directory

The NEW Marketing Directory and Technical Guide for 1956 (April issue) is another American Builder EXCLUSIVE in the Light Construction Field

The 1956 April Directory will provide builders and building material dealers with the one indispensable source of vital information on all types of building construction. It is by all odds the most useful reference work of its kind ever published. Here is a compact, quick-reference guide that contains explicit estimating facts and figures; concise planning and designing data; specific buying helps and sources that YOU can use every day—in the office and on the job.
BEFORE face-lifting, this was the appearance of this suburban Chicago garage. Built about 17 years ago, the building looked out of date.

AFTER face-lifting, a contemporary appearance graces the garage. Use of Masonite siding, clever use of outlining, cutouts made the difference.

Garage gets its face lifted

Walt Morrison built his garage in Berkeley, Ill., in 1938. At the time, it was as modern as any garage could expect to be. But the passing years brought a new look to garages, and Mr. Morrison decided it was time to give his garage a face-lifting.

Masonite siding, 12 inches wide, with lumber shadowstrip, was applied right over the old exterior, thus creating the illusion of a lower, sleeker building. The pecky cypress gable ends were left in place, but were painted maroon, as were the door and the cutouts mounted on the flowerbox. The cutouts and shutters were fashioned of scrap pieces of siding. The exterior was then primed and finished with two coats of white paint, and the garage panels outlined in white.

The result: A garage that looks as though it was finished yesterday.
Give STAIRS this extra margin of SAFETY and durability

IMMEDIATE SHIPMENT!

COMBINATION WEATHERSTRIP AND SASH BALANCE

The sash balance with everything you need for fast, easy installation. 4 different types... special sizes to order. Simplified framing. Perfectly balanced with correct spring weight for each size. Gives you a low-cost, PROFITABLE installation. Complete bulletin gives all details. Write today.

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SEND THIS COUPON for your free copies of complete weatherstrip and sash balance bulletins.

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NEW, IMPROVED
TUFF-TRED
SAFETY STAIR NOSING #3

Wherever there are stairs... you can eliminate slipping hazards, protect and preserve architectural beauty with TUFF-TRED Safety Stair Nosings. Constructed of polished extruded aluminum with an anti-slip replaceable filler ½” overall thickness, TUFF-TRED Safety Stair Nosing #3 can be used in conjunction with resilient floor covering of 3/32”, ⅜” and 3/16” thickness. Standard length 12 feet; colors—tile red, brown, silver and black (for extra safety, choose a contrasting color). Nosing dimensions—5 in. wide x 1-1/16” high. Investigate TUFF-TRED and you’ll understand why this stair nosing is used so extensively... for the extra margin of safety and durability so important today. Write, wire or 'phone for your free copy of descriptive literature. There’s no obligation.

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FOR FAST,
BAR-BROOK LOW COST
MTL TL $ INSTALLATION
THREE SIZES:

- AVP-30 500 31" x 31"
- AVP-36 700 36" x 36"
- AVP-42 10000 42" x 42"

Fan, motor and ceiling shutter fac-
tory assembled and wired as single en-
it. Saves hours of installation time. Also
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94 common errors

(Continued from page 100)

70. Horizontal furnaces not set on permanent foundations.
71. Oil storage tank not painted, vented and set permanently in concrete.
72. Damp crawl space and wet basements.
73. Pipe columns in basements not permanently attached with lag bolts to supporting girders.
74. Adjustable pipe columns used.
75. Door bumpers not installed.
76. Shoe mold not finished.
77. Shoe mold not provided around base kitchen cabinets in toe space.
78. Closets and kitchen cabinets not painted inside commensurate with rest of house.
79. Label not provided for attic insulation as required by MPR Rev. 49.
80. Inadequate attic ventilation.
81. No means provided for attic inspection where disappearing stair not installed.
82. Hand rails on stairs, porches and stairs not installed where required.
83. Porch slabs not cleaned.
84. Brick work not cleaned.
85. Inadequate lot drainage.
86. Chimney not counter-flashed.
87. 24 gauge G. I. gutters and downspouts provided in lieu of 26 gauge and gutter not painted on inside.
88. Openings not caulked on B.V. and asbestos siding construction.
89. Caulking not provided where B.V. and wood siding butt.
90. Walk not 3' wide; gravel drive not 4" thick and 8' wide is required.
91. Landscape work incomplete.
92. Flashing omitted where roof line juts wood siding.
93. Soil pipe (house drain) not supported at each joint.
94. Metal threshold strip omitted over joint where wood floor joins special floors—linoleum, etc.

PROPER SUBMISSION OF PLANS

On the positive side, much time would be saved in FHA processing if builders followed these rules in submitting plans:

1. Submit two sets of plans (and only two) with an application.
2. Arrange plans in the following order from top to bottom:
   - Plot plan; foundation plan; floor plans(s) with kitchen cabinet details on same sheet; front, rear and end elevations; wall section; roof truss and other details; heating layout.
3. Arrange plan sheets so that top and left hand edges are even.
4. Use plan sheets not larger than 18x30".
5. Staple only at top near left hand edge.
6. Fold to fit legal size binder (9½x 14½") by first folding from bottom up and then from right to left.
7. Submit specifications, FHA form No. 2065, in duplicate (not triplicate), but not attached to plans.

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The Month Ahead

Editorial invasion

Busy Ed Gavin, who edits this magazine, travels 75,000 miles a year and manages to be “the daddy of National Home Week” all at the same time, was first in line when 10 American Builder editors parceled out assignments to cover upwards of 25 key cities during National Home Week. Their purpose: to bring you first-hand reports next month on what the big trends are this year, to bring you in December a major article on the best model homes of 1955.

Time’s running out

We’re talking about our 1955 National Home Week contest to find the builders whose NHW houses and promotions most effectively express the week’s purpose. Our deadline is October 12 for the entry. It should include complete working drawings; rough detail drawings of special features, if any; a selection of interior and exterior photographs; brief description of time and money saving techniques; a statement of NHW attendance and traceable sales from the model house; samples of advertising and promotion material and publicity; a list of major materials, equipment and appliances. You’ll find more details in our August and September issues. You may be the lucky man to win the coveted First Award plaque.

What’s ahead, money-wise?

In August, economist William C. Bober wrote a three-page article for us (and for you) that kicked off our traditional economic forecast for 1956. He asked the question: “Are We Really Over-Building?” Then he answered it with a decisive “no.” Next month, we go one step further: our lead-off feature will be an up-to-the-minute analysis of what lies ahead, the bright side and the dark side, next year. Don’t miss it. American Builder’s forecasts have hit the nail right on the head every year for five consecutive years.
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