Planning your 1956 bathrooms
SEPARATE SPLASH PLATE AVAILABLE AT EXTRA COST

NUTONE

Hood - Fan

NEW SOLID TOP RANGE HOOD
... WITH NUTONE FAN IN WALL

DUCTS IN WALL — HORIZONTAL OR VERTICAL DISCHARGE — USES NO CABINET SPACE

NEW COLORS ... NuTone's 4 sparkling finishes harmonize with all the newest kitchen cabinets ... in color, natural wood or white.

EASY TO INSTALL ... for wood and steel cabinets 11¼" to 13½" deep ... or can be attached to wall shelf if desired.

NEW MODERN DESIGN ... Recessed "Curved Front" fits any cabinet or shelf. 24 inch - 30 inch - 36 inch - 42 inch sizes.

BUILT-IN SWITCHES ... Control fan and concealed "Non-Glare" light.

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

Write for Free installation data and catalogs.

NUTONE, Inc., Dept. AB 11, Cincinnati 27, Ohio
Even the best
can be improved

Today, there are more than 27 million KWIKSET
"400" line locksets in unconditionally guaranteed
service—and still they are being improved. Technical
advancement and scientific discovery enable KWIKSET design
engineers and production specialists to constantly improve even the best products.

Latest improvement in KWIKSET "400" line locksets is the addition of a precision engineered
retaining ring which insures greater knob rigidity and enhances the beauty
of the lockset design. This is but one example of KWIKSET's unending
effort to offer highest quality in every lockset—regardless of price.

KWIKSET SALES AND SERVICE COMPANY, Anaheim, California

The quality lock for budget building
NEW and IMPROVED!
WARP-PROOF, ALL STEEL NO. 1200
POCKET DOOR
T-FRAME

Here is the only universal, warp-proof Pocket Door T-Frame for all standard interior door requirements. It is designed for single or bi-parting doors 1-3/8" thick, 6'-6" 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'-6", 2'-8" and 3'-0" doors.

PACKAGES INCLUDES:
Steel Header • Steel Jams
Aluminum Track
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.
Opportunity after disaster

Because most of the established $2 billion flood damage recently suffered in six northeastern states was not covered by insurance (flood insurance is virtually unobtainable), FHA is now leading a move to get the government to provide that kind of coverage. Builders in those states report strong interest on the part of both citizens and civic officials in long-range financing for sound, permanent homes to replace those that were lost. All that’s needed, if disaster strikes again, is ready insurance money.

Reputation clincher

What's good will worth? Plenty, according to C. W. Zimmerman, Inc., of Dayton, O. Repeating a successful reputation-builder of a year ago, the firm has just given another party for the 84 families that bought its houses within the past year. Swimming, golf and plenty of good food helped make the customers they sold really "sold."

Opportunity in 1956

Next year will be a “merely terrific” year for light construction. To see just how terrific, turn to page 77 and read American Builder’s forecast. There’s a dark side to next year but don’t let it worry you. Your dollar volume should be the same in 1956 as it was in 1955, if you take advantage of our predicted new opportunities in light construction.

Bigger by a third

You’ll get even more out of attending the NAHB’s Annual Convention and Exposition in 1956 (Chicago: January 22-26) than you did this year. It will not only accommodate 450 exhibitors (compared to 344 this year) but will offer a greater diversification of building products than ever before. For the first time, for example, the show will include light construction equipment.

Old folks at home

There’s a bright, new market in home-building that a few are capitalizing on: the retired home-buyer, a prospect whose ranks are growing. (For each of the past five years, the number of people over 65 has increased more than twice as fast as our total population.) American Builder will show you what to build for them soon.

Opportunity by decree

When HHFA Administrator officially proclaims—with reams of attendant publicity—that “’56 is Home Improvement Year,” here’s the potential market that may prick up its ears: nearly half of the nation’s 45 million homes need some annual upkeep, but 42 percent of our home-owning families spent nothing at all on their homes last year. Some 20 million houses urgently require repairs, major improvements or even complete remodeling.

Little luxuries mean a lot

Tomorrow’s customer will insist on a better-equipped house. You can see the sort of things they’ll want in an article on National Home Week trends in this issue (pages 80 to 85). It all goes to prove that buyers’ tastes are changing. Building opportunities are there for those who know in which directions those changes are going.
Here are twelve prominent builders who have two things in common. 1. All use many nationally advertised—Post-advertised products in the homes they build. And 2. They all say these famous names make a big difference in their sales.

Manufacturers of building materials, equipment and fixtures place more advertising dollars in the Post than in any other consumer magazine.
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**Reader's Guide**

**November 1955**

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**READER'S GUIDE TO ADVERTISING ON PAGE 7**

**NOVEMBER 1955**
LUDMAN leads in window engineering
WITH 3 QUALITY WINDOWS FOR ALL PROJECT HOMES!

FULL WEATHERSTRIPPING . . . . ROTO-TYPE OPERATOR . . . . Smart, Modern Appearance . . . .
At A Price Within The Reach of EVERY Project Builder

LUDMAN Housing Window

Here's a type of window that's sweeping the country in major building developments. Now, LUDMAN's Engineering Research has established new quality standards . . . . completely Vinyl Weatherstripped to make it the tightest-closing Housing Window . . . . with beautiful Under-Screen Roto-Type Operator to make it the easiest to operate . . . . with handsome, substantial sections for smart, modern appearance . . . . designed to make it easiest to install.

Unlimited combinations are available, with any desired venting arrangement. Although designed for lowest-priced housing, this quality window has features that make it desirable even in the best homes. The coupon will bring you all the facts about this window.

SEND FOR FREE FOLDER TODAY

LUDMAN Corporation

LUDMAN products are carried by leading dealers everywhere

For the builder who wants to add proved sales-appeal by providing an awning window with 100% ventilation and an exclusive night vent, the famous AUTO-LOK . . . . recognized everywhere as the finest . . . . known as the tightest-closing window ever made . . . . adds the "Quality-Look" and consumer acceptance. Successful Project Builders from Coast to Coast have learned that AUTO-LOK is worth the difference!

Another LUDMAN Contract-Closer . . . . the new Aluminum All-Weather Sliding Glass Doors . . . . engineered by LUDMAN with the builder in mind. Easiest to install . . . . no adjustments required . . . . smartest appearance . . . . exclusive separate sub-sill prevents damage during construction . . . . and many other exclusive features. Investigate the cost of using LUDMAN'S finest quality Sliding Glass Doors. You'll be amazed at how much sales-appeal you'll add to your house . . . . sales-appeal that adds value out of all proportion to the slight extra cost.

Ludman Corporation, North Miami, Fla.—Dept. AB-11

Please send me full information on:

☐ Auto-Lok Windows. ☐ All-Weather Sliding Glass Doors. ☐ The new Housing Window.

Name

Firm

Street

City Zone . . . . State
Builders and home buyers are insisting upon the brand name products that make homes more livable—more saleable. R-O-W windows lift out for quick, safe washing or painting inside the home. They are the best known and most popular windows available.

They are weather-tight in all seasons because spring-pressure compensates for seasonal changes—insures a snug fit without binding.

Equipped with LIF-T-LOX, they are beautifully balanced for easy operation. LIF-T-LOX does not attach to the sash—does not interfere at all with the wonderful lift-out feature.
GLIDING!

ALL PURPOSE ... REMOVABLE

For high wall privacy—or big operating picture windows—HIGH-LITE gliding windows insure distinctive styling. Like the famous R·O·W double-hung windows they are held pressure-snug by concealed springs, AND—THEY LIFT OUT ENTIRELY for easy cleaning or painting, inside the home.

First developed for kitchen, bedroom and bath installations, this great new window has now gained wide acceptance in larger sizes for living areas. A full range of sizes and styles is available almost everywhere.

R·O·W SALES COMPANY, 1327 ACADEMY AVE. • FERNDALE 20, MICHIGAN
Were it not for Radiation and Convection, empty air spaces inside walls, roofs, etc. would be the best insulation. But why pay costly labor and storage bills for handling “free” air entrapped before it is used in bulky insulation? Bulky materials also require more freight cars, trailers and trucks. The “free” air is paid for over and over again.

Multiple accordion aluminum envelops large volumes of air and creates layers of air spaces only as it is opened when finally stapled in place. This air is really free.

With respect to radiant heat flow, the aluminum sheets have 97% reflectivity and 3% absorptivity and emissivity. Low conduction results from the preponderant air spaces of low density. The layers of multiple aluminum and fiber retard inner and outer convection. The tough aluminum sheets are almost impervious to vapor flow. Infiltration under flat stapled flanges is slight. Condensation formation on or within is minimized by the scientific construction of multiple layers of joist-to-joist, full-depth* accordion aluminum, fiber, and air spaces. *Patent applied for.

MILLION SQ. FT. IN ROOM 12' x 13' x 13'

Because of the low volume of unopened, practically airless multiple aluminum, an ordinary passenger auto will easily hold 20,000 sq. ft. A railroad freight car, a huge interstate trailer, or a number of trucks would be needed to transport an equivalent amount of ordinary insulation.

The American Society of Heating & Air-Conditioning Engineers has published a booklet which describes convection, conduction, and radiation heat flow through ordinary air spaces, and what happens when an ordinary building space is lined or subdivided by reflective metals, thus creating reflective air spaces. Ask us for a copy—it’s free.
The Building Outlook

NORTHERN EDITION

OUR NEIGHBORS TO THE NORTH are having their own housing boom: Canadian construction will be up about 8 percent in 1955, according to "Canadian Home Builder," with dollar volume in new construction and repair work soaring to new record highs. Estimated volume for this year is $5,058 million. The previous record, set in 1954, was $4,690 million.

TRADITIONAL CAPE COD and Colonial, without any gingerbread, is very much part of a national trend to simpler houses with cleaner lines. That's the opinion of NAHB president Earl W. Smith. Architectural effect for the sake of effect is going out, he says. "Even the Cape Cod and Colonial styles are reverting to the original models, which were uncluttered with frills because the more limited techniques of the day enforced simplicity." Mr. Smith also predicts further national acceptance of truly contemporary homes.

AIR CONDITIONING AS STANDARD EQUIPMENT is just around the corner. American Builder editors noticed the trend in their tour of 25 cities during National Home Week. In Charlotte, N. C., for example, all 25 houses in the Parade of Homes included air conditioning in the prices of the houses ($16,500 to $25,000). In Long Island, N. Y., builders George B. Rabinor and Milton Saper are including built-in air conditioning in the master bedroom of their new Oakdale Green houses for $12,790. The trend, of course, is part of a larger one to better-equipped houses in 1956.

TRADE-IN HOUSING, an idea that many builders have taken to, is due for a setback next year: newly tightened credit regulations will make it tougher to sell older houses because of the newly required larger down payments and shorter mortgage terms. Expect lower prices on older houses, a longer time required to sell them.

SMALL TALK

ON THE DRAWING BOARD

It probably won’t be long before you mention anti-radioactivity as a sales plus: The U.S. Forest Laboratory has developed a “diffusion board,” suitable someday for roof and siding, that filters out poisonous gas and radioactive fallout. And Louisiana State University has just hit upon a radioactive brick.

STUDY IN CONTRAST

The Small Business Administration reports that nearly 40 percent of new houses in the $7 to $15 thousand price range are designed without garages. Automobile manufacturers, on the other hand, expect 1955 to be a record year; and nearly 5 million Americans are two-car families!

WHERE DO YOU FIT?

An FHA survey based on July 1 building costs for a “standard” house (a one-story frame building of 897 sq. ft., not including lot, heating, basement, garage, porch or landscaping) reveals that Phoenix, Ariz., builds it for least ($6,224) and Cleveland, O., for the most ($9,157). Seventy cities were covered in the survey. We’ll publish all the figures next month.
Winter needn't be a stopper if you're erecting Inland Homes

These Quality Features... make it highly profitable to erect Inland Homes

- Distinctive Designs
- Finest Engineering
- Conventional Type Construction
- Highest Quality Materials
- Precision Manufacturing
- Beautiful Exteriors
- Well Planned Interiors
- Large Rooms
- Oversized Wardrobes
- Aluminum Double Hung Windows
- Large Picture Window or Panorama Window
- Aluminum Double Foil Insulation
- Hardwood Floors
- Birch Flush Doors
- Sliding Wardrobe Doors
- Extra Wall Space for Furniture Arrangement
- Large Bookcase in Living Room
- Recessed Bath Space
- Linen Closet in Bathroom
- Large Dining Space in Kitchen
- Window over Kitchen Sink
- Enamel Steel Kitchen Cabinets with Formica Counter Tops
- Quality Hardware

...the INLAND HOME package lends itself to WINTER BUILDING!

The Inland package is under roof in less than one day. With a little advance planning you can erect an Inland Home almost any day. The winter bug-a-boo is minimized. Advantages both sales and profit wise come your way.

You are building when there are no shortages such as labor, lumber, gypsum board, cement—when subcontractors are anxious for your business—when mortgage processing is handled faster—when you have less competition from other builders.

We have a complete story that tells you how easy it is to build any one of more than 60 Inland Home models this winter. Write, wire or 'phone us NOW if you want to take advantage of winter building. No obligation.

Inland Homes
601 COLLEGE STREET • BOX 915
PIQUA, OHIO • PHONE 3880
"How I SOLD 68 HOMES in one weekend BY USING the LEWYT BUILT IN AIR CONDITIONER as STANDARD EQUIPMENT!

...we included the Lewyt Built-in Air Conditioner in all master bedrooms! It proved so successful that we are currently installing it in 1,000 apartments. Plans for all future home projects specify Lewyt!"

... says Mr. George B. Rabinor, prominent East Coast builder

LEWYT BRINGS YOU A TOTALLY NEW IDEA OF BUILT-IN AIR CONDITIONING!

Only 15 inches deep—the Lewyt can be installed in any outside wall, with no unsightly “overhang” inside or out! There are no ducts to install...no “window problems”...and there’s nothing to mar the beauty of your buildings! Best of all, the Lewyt is sold direct from factory to builder for less than the cost of a window unit!

The revolutionary Lewyt can be installed in one room or every room! It’s a complete unit in itself with individual controls and thermostat built right in! Plus—2-speed motor! “Whisper-quiet” operation! Choice of cooling capacities—and more! For details, mail coupon today!

F.H.A. APPROVED

LEWYT AIR CONDITIONER CORPORATION
DEPT. AB-11
57th Street and 1st Avenue, Brooklyn 19, N.Y.

Please send me complete information on your revolutionary new LEWYT BUILT-IN WALL AIR CONDITIONER.

NAME
COMPANY
ADDRESS
CITY

NOVEMBER 1955
On attractive homesites like this, Andersen WINDOWALLS become a building feature that greatly enhances the homeowner's pleasure. Here, Architect Norman Johnson has specified a wall of Andersen Gliding Units to make the beauty of this lake a part of daily living. WINDOWALLS capture the view, let in sunshine, open wide for ventilation. Yet they close tight to form a weatherproof barrier on windy, wet or wintry days.

For more information on the advantages of Andersen WINDOWALLS for homes you build, see your lumber and millwork dealer, Sweet's Light Construction File or write Andersen. WINDOWALLS are sold throughout the country including the Pacific Coast.
“Chamber of Horrors” temperature test fails to affect Curtis New Londoner Door

From 110° F. to 0°—over and over, through 166 long cycles of sweltering heat and below-freezing cold! That was the rigid test which a Curtis New Londoner hollow-core flush door endured in a “chamber of horrors” specially designed by Curtis engineers.

What happened to the door? Just nothing. The special bonding of the 3-ply face panels held firm. There was no peeling. The locked-in, all-wood hollow core retained its dimensional stability. New Londoner doors, you see, are unaffected by temperature changes.

Curtis New Londoner doors and all Curtis Woodwork are sold by leading lumber and building-material dealers. For complete information, write Curtis Companies Service Bureau, Clinton, Iowa.
NEW PRE-PASTED

Just wet the back

Bolta-Wall
VINYL TILE

...SO EASY TO INSTALL!
No special tools... no messy pastes... finish your jobs quicker and easier...

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

PRE-PASTED Bolta-Wall tile (8" x 8") is the fastest, easiest working tile ever offered... cut to fit any shape with ordinary scissors.

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

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

GENERAL PLASTICS
The General Tire & Rubber Company

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

Send me complete information on low cost
□ BOLTA-WALL PRE-PASTED VINYL TILE and
□ BOLTA-WALL in rolls.

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

NOVEMBER 1955
The “Original” CALKING LOAD
Dressed up in a
BRIGHT NEW LABEL!

Here’s the fastest way to calk cracks around windows and doors. M-D SPEED LOADS are available in Off-White or Pure White Color. Also available with or without Plastic Nozzle. Off-White Load shipped without nozzle unless specified. Meets Federal Specifications TT-C-598 (Grade 1).

Packed 10 SPEED LOADS to a carton or in cases of 40 loads.

CG-4 SPEED LOADER works with all types of cartridge loads.

CG-3 STANDARD for bulk or loads. Furnished with ¾” nozzle.
GLAZING COMPOUNDS
with BUILDERS and DEALERS

HAND SQUEEZE TUBES for small jobs
No gun needed. Simply remove cap from built-in nozzle, fasten key over crimped end, turn key and start calking. Here's a fast-moving item for over-the-counter sales. Packed 12 tubes in a handsome "Silent Salesman" display carton that can be quickly set up on your counter.

NE-CALK CALKING COMPOUND in Bulk—Knife or Gun Grade
Off-White Color available in knife grade or gun grade. Pure White Color available in gun grade only. Off-White shipped unless White specified. Gun grade meets Federal Specifications No. TT-C-598 (Grade 1). Available in ½ pt., pt., qt., gallon, 5 gal. and 55 gals.

NE-Glaze GLAZING COMPOUND
Always stays "PUT"
Here's the perfect material for glazing wood or metal sash, replacing putty, setting plumbing, filling cracks, boatwork of all kinds. Clean to handle, easy to use. Will not dry out, harden, crack or peel. Available in ½ pt., pt. and qt. cans; 25, 50, 100, 880 lb. drums.

NU-PHALT PLASTIC ASPHALT CEMENT for all jobs!
Ideal for sticking down asphalt shingles and floor tiles... for use on roofs, chimneys, flashings. Packed 10 loads to a carton... with or without plastic nozzle. Shipped without nozzle unless specified. Also available in 2½ and 10 lb. cans; 50 lb. pails; 550 lb. drums.

DEALERS
ORDER TODAY—your order will receive prompt shipment!

BUILDERS!
Sold by all Hardware, Lumber and Building Supply Dealers
**Today's Fastest-selling Garage Door Operator**

**ALLIANCE "GENIE" LIFT-A-DOR**

*TV Advertising that Packs a Powerful Punch!*

Millions see Alliance Lift-A-Dor TV demonstrations right in their homes!

**National Magazine and Newspaper Advertising!**

**Intensive Sales Promotion!** Trained Alliance experts work closely with dealers — customers. Help you sell!

**Thousands of Skilled Service Technicians and Installers from Coast to Coast!** An army of radio-electronic experts already know how to service or install Alliance Lift-A-Dor!

**Alliance Lift-A-Dor is Pre-sold for You!**

**ALLIANCE "GENIE" AUTOMATIC GARAGE DOOR OPERATOR** is the first low-cost, quality, automatic operator! Opens, closes, locks, unlocks garage door; turns lights on or off. List prices from $69.95 to $219.95 plus installation.

**THE ALLIANCE MANUFACTURING CO., INC., Alliance, Ohio**
Housing busts out all over

Center opens with fanfare:
Nixon’s three goals

Just before he opened the building to the public with a golden key, Vice President Richard M. Nixon said the new National Housing Center in Washington, D.C., should help bring about three important objectives:

- Research and an exchange of ideas which will aid the entire population.
- “Dedicate ourselves not just to houses but to homes.”
- Improvement in “the already dynamic program to end slums and blight.”

Nixon’s brief speech before 1,500 persons and network television news cameras (see picture above) climaxed dedication ceremonies held during the fall directors’ meeting of the National Association of Home Builders.

What will NAHB’s new $2,500,000 headquarters mean to members? W. Hamilton Crawford, the Center’s board chairman, said it would instill a pride of ownership, provide an important, top-flight address in Washington and, for the first time, establish one permanent place for anything new to be shown.

National Home Week:
better than ever

“It was the greatest Week ever.”
“Activity far exceeded our fondest expectations.”

These and similar superlatives were voiced in many of the 200 cities and metropolitan areas observing National Home Week. Heavy sales activity will keep the participating builders busy most of the winter.

More important, the great interest generated by builders’ concentrated efforts to give more potential buyers what they want in modern homes has given a big jump to an intensified fall selling campaign, resulting in thousands more home orders for winter and spring delivery.

Ever since it was first conceived eight years ago by Edward G. Gavin, editor of American Builder, National Home Week has grown steadily in size and importance. Today, it stands out as the top merchandising promotion in industry. Walton Onslow, director of the program, reveals how it got that way on the next page. For new trends in housing it has uncovered, see pages 80-85. For outstanding local activities, see pages 26-27.
National Home Week leaves tremendous impact on public

By Walton Onslow, Director, National Home Week

Record-breaking sales—more public recognition—high interest among prospective home owners—national promotion on many levels: all these marked the 1955 National Home Week.

From all reports received at this writing, National Home Week this year was the most successful ever staged. Behind this fact lies an intensification of the National Association of Home Builder’s promotion program and extensive activities by local NAHB associations and their members.

Promotion of the Week actually began in April and May. A strong effort was made to contact national advertising agencies and manufacturers of building materials to increase their interest in the big event. A steady stream of promotion material went to local associations from NAHB headquarters. This included suggestions for local promotion, press releases, pictures, radio and television material, sketches for window displays and other information to stimulate public interest.

Radio-TV step up action

This year, increased emphasis was placed on radio and TV activities. Instead of one promotion kit, two were issued—one for real estate editors and one for TV and radio stations. For the first time, an animated TV “short” was professionally produced and distributed. These were accompanied by two TV slides.

Numerous radio and television stations were advised that the kits were available directly to them, upon request. These announcements were made through separate channels which resulted from personal contact with the Radio Advertising Bureau, Television Bureau of Advertising and the National Association of Radio and Television Broadcasters. Each of these groups was most cooperative in informing its respective memberships about the kits. Requests were received from 48 stations, in addition to stations contacted by local associations. The majority of these requests came from communities having no local associations.

This year, National Home Week received good coverage on network television programs. Special recognition was given the Week on Westinghouse’s “Studio One” over CBS-TV (Sept. 12) and on the “Voice of Firestone,” sponsored by the Firestone Tire and Rubber Co. over ABC-TV (Sept. 12). Frigidaire, which sponsors the Arthur Godfrey morning program on CBS gave us full cooperation as well as did the NBC “Home” show.

Dozens of splendid newspaper sections devoted to National Home Week were published this year. The tremendous spread accorded the Week carried the message to millions of families.

Manufacturers chipped in

Many national manufacturers featured National Home Week in their advertising. These ads appeared in magazines and other consumer publications. Their advertising made services reached thousands of newspapers.

The extensive preparation this year resulted in such a tremendous impact on the public that other industries have intensified their efforts to stage a “national week” observance. However, home builders are still out in front with their promotion.
Rep. Rains urges builders tell Congress way to help steady mortgage market

Just prior to the series of public hearings the House Banking & Currency Committee's subcommittee on housing is holding numerous key cities, Georgia Congressman Albert Rains, chairman, said the committee intended to find out if the administration had gone too far in its program of restricting housing credit.

 Appearing at the National Assn. of Home Builders fall directors meeting last month in Washington, Rains expressed hope that no more drastic action will be taken to dampen the outlook for home building and added: "I'm not too sure but that the action already taken isn't too drastic."

He urged that NAHB make some type of recommendation to Congress next year which will assist it in "a steadying of the mortgage market." He said he has often declared in Congress that "if you strangle down the home building industry in America, you knock prosperity into a cocked hat."

Rains declared that "no one has made a convincing argument to me that the recent rate of home construction has reached unhealthy proportions."

Plan research house

David C. Slipher, chairman of the NAHB division of research, reported the association has a research house of its own in the planning stage and will be ready to announce the details at the Chicago convention next January. He said that NAHB is engaged in a survey of materials in short supply: "As we increase production to the 1960s, the quantity of dry wall, portland cement, etc., available is going to be very important."

About 800 delegates and their wives were registered at the meetings, which were conducted by Earl W. Smith, president, in the Mayflower Hotel. Among resolutions adopted, one realigned two NAHB regional territories. Region 2 now embraces all of New York state, including Long Island, while Region 20 includes all of New Jersey.

'Spike Club' winners

Michael O'Neil, Kansas City builder, was announced as the grand prize winner of the annual Spike Club contest, having obtained 76 new members between January 1 and September 10. His prize: two round trip airline tickets to Washington plus $200 for expenses. Other top winners were Wayne Wilkins, builder of Waterloo, Iowa, 71 new members, and Ansel Arnold, secretary of the HBA of Hartford County, Conn., 45 new members.

The 1956 slate of officers for the NAHB Executive Officers' Council was reported as Earle W. DeLaittre, Cincinnati, president; Leo D. Mullin, Kansas City, first vice president; Robert Barker, Charlotte, N. C., second vice president; S. A. Dansyear, Miami, secretary, and Eugene Miller, Denver, treasurer. They will be installed at the annual convention in Chicago.

DICKERMAN'S COLUMN

Memo to pessimists: watch next year's sales

We have some disquieting news for those pessimists who can only be happy when things look bad. The housing market in the years ahead looks good!

- Household formation is high.
- Older and poorer housing is being removed from the supply at a rapid rate.
- The vacancy rate is low.
- A lot of people intend to buy houses.

These are not things we dream up. These are shown by government studies.

The Census Bureau says that we have been forming new non-farm households at a million-a-year average in the period 1950-55. (The word "non-farm" is important because we are talking about non-farm housing.) In the past year, the figure at 850,000 was somewhat lower than the five-year average; over the period the volume is not very far below the number of new non-farm housing units built. Last year you may recall seeing statements that we were building at a far faster rate than we were forming new households.

'Over-building' refuted

Some scare stories even reported new housing being built at double the rate of household formation. These statements showed a basic misunderstanding of the figures because they were based on comparisons of non-farm housing units with all U. S. households. Inasmuch as people had been moving from the farms in this period, and farm households were declining at the rate of 150,000 a year, the U. S. total, which included the farms, was lower than non-farm alone. These census figures certainly refute the over-building argument on that score.

Other studies all point in the same direction. For example, for some time housing experts have been assuming that we were losing older housing from the supply because of demolition, etc., at the rate of only 50,000 to 100,000 a year. Recently the Bureau of Labor Statistics, on the basis of studies in a number of cities, said: "It is possible that in the neighborhood of 250,000 to 300,000 non-farm dwelling units have been withdrawn from the housing supply annually in recent years."

Why vacancies continue low

Thus, with the high rate of new household formation, the high levels of losses of older housing, it is easy to understand why Commerce Department reports a low level of vacancies.

In 1950, in the middle of a housing shortage, only 1.6 per cent of the housing was vacant and available for use; in the second quarter of this year, the comparable figure had risen to only 2.3 per cent, barely enough to give our fast moving population some elbow room. As the First National City Bank pointed out in its recent news letter: "The conclusion can hardly be avoided that the amount of home building for replacement has been considerably under-estimated."

All of these figures go far toward explaining the market factors underlying a recent Federal Reserve Board study showing that more people than ever before intend to buy a house in 1955 or 1956.

A word to the pessimists. Watch next year's sales!
1,046,700 houses started in first
9 months of 1955

Housing starts in 1955 zoomed well past the million mark in September to reach a 1,046,700 total for the first nine months of the year.

The sharp dip in starts which many anticipated in September due to mortgage credit restrictions failed to materialize. New non-farm housing units begun during the month totaled 115,700, only 115,700 less than the total recorded in September, 1954. Only 1,300 were attributed to public housing.

With three months to go, starts are only 173,000 below the 1,220,000 high mark for all of 1954. If they hold close to the final-quarter pace set last year, the 1955 total will approximate 1,350,000.

Bureau of Labor Statistics announced the seasonally adjusted annual rate for September was 1,230,000 units. Revised totals for June were reported: upward 5,800 from 129,000 to 134,800.

VA hits 5-year high

Appraisal requests for 55,974 proposed homes were received by the Veterans Administration in August—9 per cent above the 51,412 received in July and slightly above the August, 1954 total of 55,350.

GI home loan guaranty applications received by VA in August totaled 66,305, third highest month in its eleven-year history. Only the 1950 months of August and October, when 69,327 and 67,000 applications respectively were received, topped this. These applications cover existing units as well as proposed homes.

Vacancies few

Available vacant units in the United States amounted to 2.3 per cent of the nation's housing during this year's second quarter.

That's the overall showing in final results of the sample survey conducted by the Census Bureau. It represents a slight increase since April, 1950, when the vacancy rate was 1.6 per cent.

The "for sale" portion of the vacancies (about 0.5 per cent) was the same as in 1950 "despite the record volume of new construction in recent years," the bureau reported. Median sale price for non-farm units was up from $8,500 to $10,200.

Soviet builders tour

Ten high Soviet housing officials were spending the month of October on a nation-wide tour sponsored by NAHB, which included stops in 13 metropolitan areas chosen to present a wide variety of the newest in home and apartment building.

Rough weather delayed arrival of the Russians a day so that they missed the dedication ceremonies of the National Housing Center in Washington. However, they toured the center later and expressed considerable curiosity over many new products on display.

Heading the delegation was I. K. Kozuilia, USSR minister of city and urban construction. Others included V. Y. Isave, chief, board of construction, Leningrad; A. F. Dubrovin, USSR deputy minister, city and urban construction; P. A. Spysnov, chief, division of sanitary technical construction; F. A. Sheveler, senior scientific researcher, Vodgeo Construction Institute; A. V. Vlasov, president, Academy of Architecture; L. P. Miasnikov, deputy minister of timber, cellulose and paper production; N. P. Lyenko, chief, board of construction, Kiev; V. N. Galitzy, chief, board of housing and public construction, Moscow, and V. S. Timofeyev, chief of office, board of construction, Moscow.

'Home', 1956 version

Eldridge Snyder, New York architect, has been commissioned to design the 1956 version of the "House That Home Built," sponsored by the National Association of Home Builders. Litten, a 12th grade student at Dye High School, together with his sponsor, James Randall, superintendent of Dye Schools; also won an all-expense-paid trip to Chicago, where they will appear at the NAHB convention in January. The model was entered by the Flint Association of Home Builders.

Awards 4 houses

Winners of four completely furnished houses to be built on lots of their choice have been announced by the Hotpoint Co. as Mrs. Robert B. Todd, Oakland, Calif.; Mrs. Jay Shoots, Cuba, N. Y.; Mrs. Norman A. Herendeen, El Paso, Texas and Mrs. Edmund J. Freundt, Indianapolis. The houses, each representing a $30,000 value, are the four top prizes in a contest sponsored by Hotpoint last May and June. They were designed by the following architects: Stanley Reese, New York; Norman C. Nagle, Minneapolis; Bruce Mccarty, Knoxville, Tenn., and Donn Emmons, San Francisco.

BLS forecasts materials will still reflect price rise

The outlook is for "continuing pressure on building material prices."

That's the forecast made by Isabel P. Hughes of the Bureau of Labor Statistics' division of prices and cost of living. Despite government actions tightening mortgage credit, she found that "the demand for building, especially housing," continues at a high rate with a substantial replacement market.

Of recent trends, the Hughes analysis said: "The rise in building materials prices has continued into 1955, with the overall increase amounting to nearly 2 per cent from January to June. . . Of the major building materials only three—Douglas fir lumber, millwork and warm air furnaces—showed less strength in prices in the first half of this year than in the first half of 1954. . . Those materials which have shown the greatest increases so far in 1955 include lumber, electric wire, asbestos cement shingles and plumbing equipment, particularly vitrified chinaware and brass fittings."

Wins model contest

James Litten, 17, of Flint, Mich., is the grand prize winner of $500 in the second annual model home contest sponsored by the National Association of Home Builders. Litten, a 12th grade student at Dye High School, together with his sponsor, James Randall, superintendent of Dye Schools; also won an all-expense-paid trip to Chicago, where they will appear at the NAHB convention in January. The model was entered by the Flint Association of Home Builders.
Names in the news

Cyrus B. Sweet has a new title—FHA assistant commissioner for Title I. He was formerly known as director of the Title I home improvement program.

The change, FHA Commissioner Norman H. Mason said, “will bring more direct leadership to the Title I program at a time of growing interest in home repair and modernization.” A former president of the National Retail Lumber Dealers Association, Sweet has been with the FHA since July, 1954.

Bruce C. Kixmiller, Jr., Vincennes, Ind., businessman and Reserve Corps major, has been appointed to the newly created FHA post of Special Assistant for Armed Services Housing. He will put into effect the new amendments to Title VIII of the National Housing Act.

Philip W. Kniskern of Philadelphia, Pa., has been engaged by the Urban Renewal Administration to make a comprehensive review and revaluation of land disposition procedures and policies in connection with URA’s slum clearance and urban renewal program, Commissioner J. W. Follin reports. Kniskern is past president of the American Institute of Real Estate Appraisers, National Association of Real Estate Boards and the Urban Land Institute.

Water heater tests

Building Research Advisory Board in Washington, D. C., is studying performance standards for domestic water heaters for the Federal Housing Administration, according to William H. Scheick, executive director. A committee of 14 representatives in industry, government, educational and scientific fields has been named to study data, list problems and recommendations and make a report to FHA so that it can be used to help revise the minimum property requirement.

Criteria under study includes that which will insures reasonable life of the equipment (8-10 years); study and recommendation on safety valves and determination of the proper clearances between hot water heating equipment and adjacent construction.

Dean F. M. Dawson of the College of Engineering at Iowa State University, is chairman of the committee.

Dealer conventions listed for 1956

DATE ASSOCIATION
JANUARY
9-11 Kentucky BLDA, Louisville
23-25 Northeastern BLA, New York
24-26 Western BLA, Portland
25-27 Southwestern LA, Kansas City
31-Feb. 2 Michigan BLDA, Grand Rapids
FEBRUARY
1-3 Middle Atlantic LA, Atlantic City
2-4 Intermountain BLDA, Salt Lake City
7-9 Illinois LMDA, Chicago
7-9 *tennessee BLMA, Chattanooga
8-9 LDA of Western Penn., Pittsburgh
15-17 Mountain States LDA, Albuquerque
15-17 *Virginia BLMA, Roanoke
21-23 Wisconsin BLA, Milwaukee
22-24 Nebraska LMA, Omaha
24-25 *West Virginia BLBSA, Charleston
28-Mar. 1 Indiana BLBSA, Indianapolis
MARCH
12-15 Carolinia BLBSA, Charlotte
14-15 Louisiana BLMDA, New Orleans
20-22 Independent BLDA, St. Paul
21-23 *New Jersey LA, Atlantic City
22-23 Mississippi BLDA, Biloxi
APRIL
9-14 Montana BLDA, Billings (tentative)
10-13 Southern California BLA, Los Angeles
13-15 LA of Texas, San Antonio
14-16 *BBMA of Georgia, Savannah
17-19 Arizona BLBSA, Flagstaff
19-21 *Florida LAMA, Palm Beach Shores
* No exhibits

DEALER’S VIEWPOINT

Lumber dealers provide more services for customers

A survey conducted recently by a national consumer magazine has produced some exceedingly interesting information about lumber dealers and their present day merchandising practices. For example, the survey revealed that more than two-thirds of the dealers offer their customers plans and planning service, time-payment financing arrangements, and contractor services.

It is assumed that, in some cases at least, the dealers help their customers arrange for these services instead of performing the service themselves.

More parking sites

These findings played a large part in stimulating our announcement some weeks ago to the effect that lumber dealers from now on will help their customers arrange for all details involved in carrying out home improvement work.

The survey showed also that 84 per cent of the dealers provide off-the-street parking facilities for customers and that nearly half—46 per cent—stay open on Saturday afternoon and 13 per cent remain open at least one evening per week.

More dealers advertise in newspapers than in any other medium, according to the survey with 62 per cent of the dealers saying that they advertise regularly in newspapers and another 28 per cent advertising occasionally in the press.

With 60 per cent using radio advertising regularly or occasionally and 81 per cent using direct mail, it is obvious that not too many dealers are sitting back and waiting for customers to seek them out. Television advertising is being used regularly or occasionally by only 11 per cent of the dealers nationally but by 19 per cent of those located in the western part of the country.

Products list growing

Another section of the survey dealt with the products which dealers offer for sale. As might be expected, almost all—more than nine out of ten—carry lumber, millwork, plywood, insulation, roofing, siding, sheathing and flooring.

In addition, 90 per cent carry nails, screws, nuts, and bolts, while 83 per cent sell builders’ hardware, 82 per cent handle paint, and 81 per cent handle hard materials, especially cement and brick.

These facts all seem to add up to the conclusion that retail lumber dealers have been expanding the scope of their operations to a greater extent that they are alert to modern merchandising methods and opportunities.
'OPEN HOUSE TO BETTER LIVING'

Connecticut Congressman Thomas Dodd (left) at National Home Week banquet in Hartford with "Miss Connecticut," Audrey Figlar; Mrs. William Gallow, New Britain, and Harold Fenton, president, HBA of Hartford County. Mrs. Gallow was awarded a $500 bond for slogan captioned above, the winning entry among 3,000 in contest seeking best NHW definition for the county.

Nat'l Home Week reassures builders of strong market

Record crowds and reports of brisk sales in many of the approximately 90 northern state municipalities celebrating National Home Week emphasized two points:
- Attractive displays by builders of their late '55 and '56 model homes draw widespread interest from present and near-future buyers.
- Thus, charges of overbuilding are generally unfounded.

American Builder editors, traveling through the North, found:

1,600 binders on Long Island

Consensus of the 150 builders who displayed some 500 model houses on Long Island, N. Y., was that National Home Week "was the biggest yet." A survey taken among 11 real estate sales agencies who represent about half of the projects showed nearly 1,600 purchase binders accepted during "the Week."

Jerry Spiegel opened a 220-home project in the $13,390 range at Bethpage, took 62 binders during the week and converted 49 of them to contract stage by October 7. Promotion included distribution of 15,000 copies of a "Catalog of Homes," two large panel display centers in banks, announcements and interviews on 65 radio and television programs.

While conservatism in exterior design still prevailed in Buffalo and Rochester, new homes displayed a strong trend to increase use of built-ins. About 100,000 visited 71 houses in Buffalo, a week later had signed up for 400 units.

1,000 sales in Pittsburgh

In Pittsburgh, 14 builders staged a one-site parade in suburban Monroeville; 140 others opened houses on scattered sites. At the end of NHW, the 200 association members reported 200 sales, then the observance was extended a week. The builders held a drawing for a "millionaire's vacation" for two at Fort Lauderdale, Fla., courtesy of Art Corace, association past president.

Hartford County, Conn., long-time stronghold of the two-story colonial, exhibited 38 houses, including eight split-levels. Several builders indicated that while the "splits" were selling "well enough," they would build a greater percentage of ranch and two-story Colonials in the near future. However, the largest project in the area comprises three split-level models.

Boston experienced the greatest interest to date in National Home Week and plans to keep its committee functioning to formulate plans for a Parade of Homes next fall, according to Louis Merlino, chairman. The builders contributed to a fund for three pairs of tickets to Bermuda, which were awarded to three visitors on their prospect lists. Some 4,000 cards were received the first six days.

Twenty-five Philadelphia builders participated in a "treasure chest key hunt" in which the winners received certificates worth $100 to $250 toward the down payment on a house.

OHIO GOVERNOR STAMPS HIS APPROVAL

Governor Frank J. Lausche proclaims "the Week" in presence of "Mrs. Ohio" (Mrs. William Aubry, Toledo) and Ohio HBA officials (clockwise): D. A. Spitznaugle, secretary; Clifford M. St. Clair, executive vice president; A. B. Stanbery, NAHB regional vice president; John L. Morley, treasurer; Paul Kessler, second vice president and Melvin E. Kimmey, president.

'PARADE REST' AT HAMILTON, OHIO

Members of HBA of Butler County at brief siesta during Parade of Homes at Hamilton, Ohio: from left, Joseph J. Murphy, executive secretary; Ray McMullen, Harold Molter, John Hicks and William Wood, president.

News from the North
News from the North

N.Y. builders sell 300 units on first days in Chicago

National Home Week brought an unusual success story to Chicago. Norman K. Winston and David Muss, New York builders, opened three "Long Island-type" split-level models in suburban Melrose Park with plans for an initial section of 300 homes ranging from $21,900 to $28,500. All were reported sold the first Sunday, after a police-patrolled crowd of 30,000 persons mobbed the place for two days.

Six persons took up South Side Builder Harry Quinn’s offer of free moving by buying a home during the week. If a seventh "hot prospect" is added to the list, Quinn will have a long-distance move from Michigan on his hands.

Over 100 Chicago builders exhibited new models and agreed it was their most successful NHW, aided materially by active participation of all city newspapers for the first time.

Twin Cities records up

Minneapolis and St. Paul both estimated their NHW turnout at 250,000. "We found far greater action than ever in the past,” said Larry Nelson, Minneapolis HBA executive vice president. The participating 27 builders featured 28 homes, reported 98 sales and over four times as many good prospects. Area's largest project netted 28 of the sales; the only builder with two models, 10.

St. Paul reported 55,000 visitors at 38 models the opening day of its biggest NHW in history. Promoting interest were a half-hour television show, a symbolic ten-millionth post-war house, a key contest and a three block-long parade through downtown streets.

"Over $5,000,000 in sales,” was the success story in St. Louis from C. T. Wilson, chairman. Over 175,000 people inspected the 104 houses shown by 71 builders. "Sales rate stepped up noticeably,” said E. R. Elgin, chairman at Kansas City, where 83 builders displayed 115 houses, including 43 furnished units and seven X-ray models. KC also had one of the most elaborate plan books of the year, gave it wide distribution.

$3,300,000 at Indianapolis

Indianapolis builders put on a big show of 185 houses, 50 per cent more than last year. By the end of the Week, 11,743 visitors were actually counted in the 77 homes flying NHW banners, and association members had racked up 170 sales for $3,300,000. Public reaction, as analyzed by Marion County Residential Builders, was impressed by 15 to 20 per cent increased use of air conditioning, and a strong swing back to basements.

Ohio, with at least 15 metropolitan areas participating, probably led all states in number of NHW celebrations. Over 200 houses were shown at Cleveland, where a coupon contest was held to determine the winner of two free trips to Washington. Toledo merged its 30-house display with its biggest home show, at which Peggy King, television singer, was crowned "Miss Home Queen of 1955.” Dayton exhibited 24 houses, and held a prize drawing for visitors who filled out questionnaires to tell what they liked in price range, size and type of home, etc.

Hamilton, Ohio, prepared floats, engaged the high school band to get its 12-house parade rolling, also sold plan books with ballots to be used in a "beauty queen" contest. Youngstown had another one-site parade with 14 houses. "Homer Material,” life-size figure made up of building materials, “appeared” on the scene and his picture went with all advertising matter.

Columbus delayed its parade (16 houses on one site, 13 others in various locations) two weeks, sold six of the units before opening day.

Omaha HBA built a display house, auctioned it off to the highest bidder.
DETAILS MAKE A BIG DIFFERENCE

EXTERIOR WALL FINISH — Red cedar shakes and asphalted asbestos shingle backer applied over asphalated felt on 1-inch nominal sheathing provides a warm, tight home. Vertical siding is used on some models to create special design effects.

FLOOR SYSTEM — Floor framing is 2 x 8 on 16-inch centers. A double row of bridging providing additional strength; subfloor is nominal 1-inch sheathing; finish floor 1½-inch face select hardwood in all principal rooms with ½-inch plywood elsewhere.

INTERIOR WALL FINISH — ½-inch gypsum board with invisible joints "welded" with taping and gypsum cement assures a wall that is virtually crack-proof and can be decorated with one of the modern wall treatments.

MAN TO MAN...
Thyer details sell themselves

Sure it's the woman who buys... but it's the man in the family who puts his stamp of approval on construction details. He's the one who critically views the technical aspects of a new home and gives a silent nod pro or con.

Once you sell "Jones" on construction and what it means to his family, Mrs. Jones will take it from there. And, of course, when you're talking details you'll want Thyer construction in the homes you sell.

For further information on Thyer's unique construction details, mail the attached coupon today.

THE THYER MANUFACTURING CORPORATION
2854 Wayne Street  315 East Yazoo Street, Dept. 5
Toledo 9, Ohio  Jackson, Miss.

Gentlemen,
Please have a Thyer factory representative call.

Name ____________________________
Address __________________________
City ___________________ Zone ___ State ___
If you're from "Missouri" too...

For a quick picture of the Stilemanor's no-wobble knob construction, look at the above diagram. The heavy brass bushing or sleeve, as we call it, forms a large bearing surface for the knob spindle. This results in a brass to steel bearing which is extremely wear-resistant. The long outer end of the flange provides a bearing surface for the knob shank. Now the combination of these two large bearing surfaces reduces any tendency to knob wobble even after wear takes place.

You can appreciate such technical details much better than future buyers of your houses . . . but they'll like the no-wobble feature . . . and there's one thing certain, wobbly knobs won't develop to haunt you. Be sure to check this point when you ask your dealer about all the constructional advantages of the "Stilemanor" Line.

Mr. N. A. Welch
Director of Research and Development Engineering
The American Hardware Corporation

Another feature to speed installation . . . slots on inner rose plate engage prongs on lock case for lining up screw holes quickly.

Russwin® "Stilemanor"
STANDARD DUTY LOCKS AND LATCHES
Products of the "All Star" Builders' Hardware Line by
RUSSELL & ERWIN DIVISION
THE AMERICAN HARDWARE CORPORATION

Four attractive designs . . .
two available in cast brass or bronze (Brunswick-illustrated);
two, in wrought brass, bronze or aluminum.

All popular functions:
turn button and push button locksets with dead locking latches; push button latchsets with and without dead locking latches; plain latchsets.
FOR $15,490: 4 BEDROOMS, 3 BATHS

New tricks with a split-

LARGE LIVING ROOM occupies ground level, is 20 ft. long. Entry is by way of foyer (see plan on next page), with a closet and planter. One corner of living room has dining el, with pass-through and side, entry directly off kitchen.

RECREATION ROOM, boiler room and bath occupy below-grade level. Room is 10 1/2 feet long and 13 feet wide. Crawl space (under living room) adjoins recreation and boiler rooms, has two-inch concrete floor, with 2 x 8 joists.
DECEPTIVE APPEARANCE of house from front is caused by angle of view. House is actually longer in front than in back, as above section shows. Planter at entry extends into living room. Note corner grouping of windows.

level house...

This Long Island house is a split level with a Cape Coddish look from the front. Actually it has four levels: the two top levels are bedrooms, the two lower ones living room and recreation-utility areas. The net result of this space division is a total of 1,400 square feet of living area, plus 370 additional square feet of recreation room—all for $15,490. Only unused part of this house is the 428-square foot crawl space under the living area, which is blessed with a two-inch concrete floor.

As the section view above shows, the house is not split in the conventional manner (side to side) but front to back. An off-center, standard 2x4 bearing partition splits the two halves of the house. Among the advantages of this type of split level is that the bedrooms are not above the garage (and open to continuously cold or drafty floors).

Designed by architect Herman H. York for Long Island builder Sheldon H. Solow, this four-level split is located in the new community of Wiltshire Woods, East Huntington. Besides four bedrooms and three baths it features a separate entrance vestibule, corner picture windows in living and dining areas, pass-through kitchen counter, finished recreation room and attached over-size garage.

The sales report on this house is an indication of how well it was initially received. Opening on a weekend, Trylon Realty sold 21 out of a possible 25 houses, with crowds listed at 5,000. Builder Solow is contemplating an additional tract of 75 houses in the near future, using this same house.

How do Long Island builders do it? How can they offer so much house for the money? For one thing, they operate in a super-specialized, volume-building area. Every job is sub-contracted; a carpenter, for example, may do nothing but hang doors all day.
LOOK at the 5 big DIRECTORIES in the APRIL 1956 AMERICAN BUILDER

The NEW Marketing Directory and Technical Guide is just another American Builder EXCLUSIVE in the Light Construction Field

BUILDING PRODUCTS & EQUIPMENT MANUFACTURERS

A classified Directory that builders will use throughout the year to locate the names and addresses of the manufacturers of the products and equipment they buy.

MANUFACTURERS' LITERATURE & CATALOGS

Reviews of the latest catalogs and literature available from manufacturers. Builders will find this a valuable source of technical information.

ASSOCIATIONS & SOCIETIES OF THE BUILDING INDUSTRY

An alphabetical listing of Building Material Manufacturers and other service organizations in the light construction industry. A source of information for answers to technical problems.

PREFABRICATED HOMES & COMPONENT PARTS MANUFACTURERS

In addition to a directory of all major house-prefabricators who sell the builder this directory will list those manufacturers who make component parts which are complete assemblies.

BRAND NAMES

An alphabetical list of products and equipment with the manufacturer's name and address. A directory designed to aid in locating a company name when only the brand name is known.

In addition to these 5 big DIRECTORIES the 1956 April issue will provide builders with a year 'round manual of light construction. Technical data that can be used every day in their ESTIMATING, DESIGNING and BUYING.
...at long last, and pre-assembled, too! With all the grace and spaciousness that yesterday was only a dream, Scholz California Contemporary designs are far and beyond even the most daring predictions for this type of construction.

The accompanying illustrations typify one of the many Scholz models especially adapted to hillside environment. The living room, dining area, rear terrace elevation, and the front elevation all index the distinctiveness of Scholz designs.

Bonafide Builders: Wire or call collect for complete information.
"Carpet sells homes faster"
says leading Dallas builder

Billy G. Underwood, successful Texas builder, knows that he sells homes faster when he includes carpet as part of the package.

Mr. Underwood showed his first model home with wall-to-wall carpet in 1953. Results were so immediate and so gratifying that, today, he’s completely sold on the use of carpet to move his homes fast.

Why? Because surveys show women prefer carpet 13 to 1. But when they’re buying a new house, their cash and credit are tied up. They feel they can’t afford carpet for their new home.

And that’s where Billy Underwood cashes in. He includes carpet in the purchase price. The buyer chooses from a variety of colors and patterns offered by a local retailer. She gets her new house complete with the wall-to-wall carpet she’s always wanted. And Mr. Underwood has made another sale.

Many builders all over the country are using carpet to sell their homes faster. How about you? Get together with your local carpet retailer to see what carpet can do for you. Or write the Carpet Institute for information on selling homes complete with carpet.

HOME MEANS MORE WITH CARPET ON THE FLOOR
More Quiet • Comfort • Beauty • Safety • Easier Care
Buy carpets designed and made for the American way of life by these American manufacturers
Artloom • Beattie • Bigelow • Cabin Crafts-NeedleTuft • Downs • Firth • Gulistan • Hardwick & Magee • Hightstown • Holmes
Karastan • Leedom • Lees • Magee • Masland • Mohawk • Nye-Walt • Philadelphia Carpet • Roxbury • Sanford • Alexander Smith

Carpet Institute, Inc. 350 Fifth Avenue, New York 1, New York
How **APCO** America’s Finest Aluminum Window... reduces building costs... speeds new home sales!

**SUCCESSFUL BUILDERS HAVE USED OVER 1,000,000 **APCO** WINDOWS TO SELL HOMES FASTER!**

Beautiful APCO design and smooth operating performance impress prospective home buyers... make homes easier to sell. APCO adds style and grace that makes windows a strong selling feature rather than a construction detail.

**Completely Assembled Unit... Ready to Nail Into Opening... Reduces Building Costs!**

APCO Window arrives completely glazed, screened, weather-stripped, with installation hardware attached.

APCO Window can be handled easily by one carpenter. Needs no adjusting, no fitting.

Easily installed in a matter of minutes. APCO Window gives lifetime, trouble-free operation.

The single-hung APCO Aluminum Window is engineered to reduce costs of new home construction, remodeling and light commercial building. Because APCO’s fixed meeting rail is tenoned through the jamb, APCO Windows are stronger, more rigid, easier to operate.

You insure structural beauty and lifetime customer satisfaction when you use APCO. Single-hung and picture window units available in all popular sizes. See Sweet’s Light Construction File 5a/ALm for complete details and specifications.

**Special offer to dealers and distributors!**

All over America dealers and distributors are selling APCO Windows with the help of APCO’s strong national advertising program. Over 1,000,000 selling messages in House & Home, Practical Builder and American Builder, plus direct mail, pre-sell your window customers, make greater profits for you. Inquire about the APCO franchise in your area. Mail coupon today.

**Get the **APCO** story!**

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Rush me the complete APCO story.

I am: Builder Distributor Dealer Architect

Company: 
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**NOVEMBER 1955**
NEW, DRAMATIC G-E "Kitchen"

Exclusive 4-in-1 unit comes internally plumbed and wired ... in 5

IMAGINE THIS VERSATILE "built-in" in your homes. What a powerful selling asset for you over other houses in your price range.

An internally plumbed and wired G-E "Kitchen Center" combining an automatic dishwasher, range, Disposall®-equipped sink, and a washer-dryer. All mounted under one stainless steel counter. ALL WITH A SINGLE INSTALLATION IN ANY TYPE KITCHEN!

Not only is the G-E "Kitchen Center" beautiful, compact and appealing ... but its simplicity and versatility permit just about any kitchen design you want. AND WITH ONE INSTALLATION IN ANY TYPE KITCHEN.

Why not see your nearest G-E distributor about this great new "Kitchen Center," or write direct to: General Electric Company, Kitchen Unit Section, Appliance Park, Louisville 1, Kentucky.

All "Kitchen Centers" are available in 5 G-E Mix-or-Match colors: Canary Yellow, Turquoise Green, Petal Pink, Cadet Blue, Woodtone Brown. Only G-E has the "Kitchen Center."
Center" for your homes!

Mix-or-Match colors for every kitchen . . . even homes as low as $12,000.

ONLY G-E CAN OFFER YOU a complete selling program like this:

Here is a complete plan to help you sell your G-E-equipped houses faster and easier.

General Electric will help you design and plan your kitchens . . . help you determine just where your General Electric “Kitchen Center” and appliances should be installed and displayed for greatest appeal.

Furthermore, G.E. will provide you with a complete and tested merchandising program to help you promote and display this exclusive appliance in your model homes.

All this, plus a certificate that indicates to your customers that the kitchen design has been certified by the General Electric Company.

When you consider that 55 out of every 100 women think G.E. makes the best home appliances, you know what a powerful sales weapon this certificate can be.
"We save money in the long run with Certain-teed Lite-Mix," says Mr. Peterson. "We give a Guaranteed Service Policy to every homeowner. And one of our biggest headaches before we used Lite-Mix exclusively was cracks and splits in the plaster. Lite-Mix minimizes this problem all the way. We just don't have any troubles with this plaster."

Mr. Peterson continues, "We've been using Certain-teed building materials since 1930, practically the entire line. We've obtained results with Certain-teed Lite-Mix that we simply have not been able to find in any other plaster, and we've tried them all. Certain-teed Lite-Mix has top workability... is 50% lighter... minimizes cracking... is easier for the men to work with. And it gives us an even, uniform surface for a finishing coat. We would not use any other material. Our men are in universal agreement. They prefer Certain-teed Lite-Mix to any other plaster on the market.

"Since Certain-teed is a brand recognized by the public as a quality product, we capitalize on it in our own presentation. There is no question but that it helps us make our sales."

What Mr. Peterson says about Lite-Mix is typical. Certain-teed Lite-Mix gives you durable, lightweight walls and ceilings, and saves you time, labor and materials. We'll be glad to tell you more about it. Write for complete information now.
Every sheet of Anaconda Roofing Copper is now marked in this way. The printing can withstand weathering for up to six months, but you can remove it easily when you are ready.

The American Brass Co., Waterbury 20, Conn.

This "hallmark" is your assurance of quality sheet copper—in the gage and temper you want for better sheet metal work use.
The heating duct material built to withstand thermal SHOCK...

Clay Flue Lining is the “commonsense” material for underfloor heating ducts in modern basementless homes.

It's a true refractory, built to serve indefinitely at live-flame temperatures ... so it easily withstands the thermal shock of on-and-off furnace operation without cracking, chipping, or flaking. Besides, it does not rust, corrode or disintegrate. It's easy to install, using any one of a variety of jointing methods. It's dustless, odorless, and needs no anchoring — can't "float" when the concrete floor-slab is poured.

Clay Flue Lining is the cost-cutting material that insures dependable heating duct operation ... It never wears out!

For authentic SHAKERTOWN beauty and economy

You can SEE the difference in this new specially-developed stain for cedar shingles and shakes. It's the exciting result of more than 35 years' development of shingle products. Adds more uniform longer lasting color. Won't crack, peel or blister on cedar shakes. In twelve colors to suit your needs. The Perma Products Co., 20310 Kinsman Rd, Cleveland 22, Ohio.

Contact an Institute Member When You Want the Best

Everlasting shopper appeal with built-in COLOR

Drab store fronts today do not pay! Customers are attracted by colorful Kawneer Zourite (porcelain-enamed or alumilited aluminum). It is a facing material that resists chipping, cracking and fading, providing years and years of shopper appeal. Use it as a sign backing, and as a covering for columns, pilasters, bulkheads, soffits and pylons. Plan now to remodel store fronts with practically no interference to normal operations using Kawneer Zourite, doors, store-front metal and sun-control products. See your Kawneer dealer or write for additional information.

Kawneer Aluminum Zourite Facing in ten attractive colors

- Velvet Black
- Harvest Brown
- Alumilite
- Spring Green
- Alumilite Grey
- Sunset Red
- Academy Blue
- Winter White
- Marine Blue
- Flame Orange
Here's a star flush door salesman with a great sales story. Four million Better Homes and Gardens families see for themselves that versatile Atlas Plywood flush doors add enduring beauty to any decor, any room. You couldn't buy a better salesman for your next building project. Modern homemakers know that Atlas Plywood flush birch doors offer lifetime beauty.

Atlas Plywood flush doors give you an additional sales feature. And they'll stay sold, because they're quality controlled from American forest to finished product. That means guaranteed customer satisfaction — your surest way to build greater profits.

Cash in on this pre-selling. Install the door that gives you and your customer more. Specify Atlas Plywood flush birch doors. For complete details, send for free color folder. Write Dept. AB-3, 1432 Statler Bldg., Boston 16, Mass.

Atlas Plywood
CORPORATION
FROM AMERICAN FOREST TO FINISHED PRODUCT
Boston 16, Mass. Distributors in all principal cities
WHY "4 Out of 5" Buy Clipper Blades...
Manufactured under the most advanced Quality Controls known to the industry for consistent quality and for peak performance, rim to stub and blade to blade.

ONLY Patented Features such as these make Masonry Sawing Economical! "Select-A-Notch"—Pressure Equalizer Spring—Wet or Dry Pump and Water Application...features found ONLY on Clipper Saws!

Select The CLIPPER BLADE DESIGNED FOR YOUR JOB

- New "POLK-A-DOT" Triple Reinforced Blades

"Safest Blades Ever Made"—in specifications for EVERY material—HARD to SOFT! Triple-Reinforced for Triple-Protection, Clipper's exclusive "Polk-A-Dot" design reduces side friction...blade runs smoother and cooler...delivers maximum power to the cutting edge...cuts faster...lasts longer.

- WET or DRY ABRASIVE BLADES

There's a Clipper Abrasive Blade to quickly, efficiently cut ANY masonry material, Hard or Soft, with PROVEN performance—and at lowest cost to you!

- DIAMOND BLADES


CLIPPER MANUFACTURING CO.
2813 N. WARWICK • KANSAS CITY 8, MO.

Please send complete information on Clipper Masonry Saws.
- Clipper Diamond Blades
- Clipper Standard Abrasive Blades
- Clipper Concrete Saws

NAME

ADDRESS

CITY STATE
Slam the New International 300 Utility tractor with loader into piled earth, crushed stone, or other materials... there's ample weight for traction to fill a half-yard loader bucket full in one pass. In test after test, the International 300's superior traction and easier gear shifting produces faster loading.

**HOW YOU SPEED UP WORK WITH AN INTERNATIONAL 300**

Unlimited hydraulic control with one, two*, or three* Hydra-Touch control valves. Front and rear pto drives available for equipment with built-in pumps. Front and rear-mounted equipment may be operated individually or both at the same time. Hydra-Touch controls both single and double-acting cylinders. "Live" hydraulic pump is pressure-loaded to maintain full pressure after long use.

10 speeds forward, 2 reverse, with IH Torque Amplifier* drive. Costs less than conventional underdrive, and lets operator increase or decrease speed in any gear on the go! Start heavy loads in TA, then step up speed 33 per cent without stopping to shift gears. Or, when engine starts to lug down under a heavy load, pull the TA lever and step up pull-power as much as 45 per cent, again on the go.

Just back... HITCH!... and Go with backfill or leveling blade, dirt scoop, ... attach other rear-mounted equipment minutes faster with IH Fast-Hitch.* Simply back the tractor to automatically engage equipment coupling beams. If you already own equipment for three-point attaching, a low-cost adapter lets you convert it for easy seconds-quick IH Fast-Hitch.

*Optional equipment
300 UTILITY TRACTOR

10 speeds forward with exclusive Torque Amplifier Drive...change speed, boost pull-power up to 45% ON THE GO!

Here's a new utility tractor built to outperform and outlast anything you've seen up to now. It has up to 1,000 pounds more built-in weight to deliver traction where lighter weight utility tractors slip or stall. Every pound is working weight—more powerful engine, stronger chassis, more rugged power train and axles, with power-weight balance to step up pull and push power. It's all tractor, built with characteristic IH stamina to stay on the job over the long pull!

The husky engine delivers 39.5 maximum draw-bar horsepower—produces 4,379 pounds pull.

Change speed, boost pull-power ON THE GO! Optional Torque Amplifier drive gives you 10 speeds forward—from 1.5 to 16.7 mph—and 2 reverse. In any gear, you can change speed and boost pull-power up to 45 per cent on the go, without touching the clutch, the throttle, or shifting gears. Power is delivered to the rear wheels without interruption while changing tractor speed. With TA and independent power take-off, you can change travel speed while keeping power-operated equipment at constant rpm!

Unmatched traction and stability! Drawing shows power-weight balance of bare tractor—up to 1,000 pounds more built-in weight, with center of gravity only 25½ inches from the ground!

Backhoe and loader combination owned by Tuppen Construction Co., Shreveport, La. Mr. B. I. Tuppen shopped the field and chose the International 300 for its weight, power, and 10 forward speeds.

Sales and service near your job...ANYWHERE...from the world's largest network of tractor dealers. Look in the classified directory...phone for an on-the-job demonstration. There's a complete line of equipment to give the new International 300 Utility tractor its great job range. For specification folder, write International Harvester Co., Dept. AB-11, Chicago 80, Ill.

Fast-Hitch McCormick® mower on International 300 Utility tractor, owned by Wichita Township, Sedgwick County, Kansas. Side-mounted hydraulic-drive mower also mounts on the International 300.

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors...Motor Trucks...Crawler Tractors and Power Units—General Office, Chicago 1, Ill.
Three easy steps to quality building

Here are three products—nationally known and advertised—that can add a big measure of value to the homes you plan or build!

There's Balsam-Wool® Sealed Insulation—one insulation that is guaranteed—positive in application and designed to keep its high efficiency throughout the life of the house.

There's Nu-Wood® Insulating Sheathing—the sheathing that saves building time, while it adds strength and gives maximum weather protection.

And there's Nu-Wood Tile—acoustical tile to fit in with the new trend towards quiet in the home—plus a whole family of decorative ceiling tile, in fade-proof colors with the famous Shadowline joints.

More comfort—more quiet—more beauty—all these are values that home buyers quickly appreciate. And they get all three with these famous Wood Conversion products! Wood Conversion Company, Dept. 118-115, First National Bank Building, St. Paul 1, Minnesota.

BE SURE TO SEE THE EXHIBIT OF BALSAM-WOOL AND NU-WOOD PRODUCTS AT THE N.A.H.B. NATIONAL HOUSING CENTER OPENING IN WASHINGTON, D.C., THIS FALL.
GOLD COAST CHERRY

a
Beautiful
buy....

any way
you look at it!

SURE, it's beautiful to look at... in grain and figure, in warm, light, modern color. Glamorous rotary-cut Gold Coast Cherry is the new beauty star in flush doors.

More good news! Gold Coast Cherry cuts finishing costs: its beautiful color makes stain unnecessary — its smooth, close texture requires no filler.

Price? Actually lower than many domestic hardwoods!

That's Mengel rotary-cut Gold Coast Cherry — eye-appeal, buy-appeal — any way you look at it.

See for yourself: order an inspection lot from your distributor. Why not phone or write him... this very profitable minute?

Door Department, THE MENGEI CO., Louisville 1, Ky.
World's Largest Manufacturer of Hardwood Products
(Mengel Permanized Furniture, Doors, Kitchen Cabinets, Wall Closets)
OWENS-ILLINOIS
GLASS BLOCK*

— and
Modular
Brick

... building materials that "belong" together

Owens-Illinois Glass Block are handled in the same way as modular brick. Same mortar materials and similar laying technique... go in at the same time. Three modular brick equal one 8" glass block.

Glass block arrive on the job site packed in sturdy cartons of convenient size. Cartons can be opened as block are needed. Panels fit perfectly into modular size openings... no cutting of brick... no "squeezing" of mortar joints... no frame is necessary.

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.

*Formerly known as INSULUX

Because glass block and modular brick "fit," two 8" block are easily substituted for six standard modular brick; two 8" block can be used in place of a standard concrete block.
Let prospects admire the kitchens you put in your homes. Then let them see the simple, straightforward warranty of Republic, and you're on the way toward closing a sale. Republic Steel Kitchens guarantees you that its products shall be free from defects in workmanship and materials. This warranty is in effect for one complete year from the date of your purchase.

The warranty stands; it's honored, but rarely used. That's because Republic controls quality all the way. It is the only manufacturer producing and using its own steel to fabricate steel kitchens. That means the right steel is used for the right purpose. Better construction prevails throughout because of Republic's up-to-the-minute design and production facilities. More features for the money result from economical methods, and rigorous inspection assures you of perfect units delivered on your job site.

To you, of course, Republic offers the finest in kitchen equipment to enhance the sale of your homes. You can forget the sale once it's been made... no expensive callbacks to fix warped doors, binding drawers, or splintered surfaces.

With Republic's warranty, you'll make sales through the kitchen—with confidence!

See your Republic Steel Kitchens distributor or write to:

Republic Steel
Berger Division
1022 Belden Avenue
Canton 5, Ohio
Doors with Visador Lights and Louvers make IMMEDIATE, FAVORABLE impressions on home buyers...

The Best STEEL PLASTER GROUNDS
(FOR DOORS AND WINDOWS)

The COMPLETE QUALITY LINE
- Hot galvanized steel
- True, precision-rolled shapes
- Excellent point adherence
- 1/8", 1/4" and 5/8" grounds
- Standard 7", 7 3/4" and 10" lengths
- Shipped in wooden crates

FACTORY MITERED
Right hand miter one end; left-hand other
For COPED JOINTS here's how:
(No hemmed edge to interfere)

1—Splay off portion of back nailing flange
2—Make four simple cuts for coped doorway
3—Overlap to form a perfect cope

The Visador Co.
P. O. Box 10312 • Dallas, Texas
when the Code calls for a 1 or 2-hour fire rating...

it's a clear case for SHEETROCK *

FIRECODE 60

UNITED STATES GYPSUM
Powertiqvetti—new Ford Trucks for '56

... with more horsepower per dollar than any other truck line

Comparisons of all makes of trucks, based on net horsepower and suggested list prices, show that Ford gives you more power for your money than any other truck line.

America's Easiest-driving Pickup

... with Fordomatic

"It makes my job easier"

"It saves me money"

SAY FORDOMATIC OWNERS

"We've spent practically nothing for maintenance in over 2½ years," says Max Rapezyk, (Florist). "With conventional trucks you can't avoid shocks to the drive line. Fordomatic ends all that."

"Fordomatic sure makes my job easier," says Peter Gallette, (Air Cond. and Refrig. Repair). "Shifting and clutching are a big part of the work of driving. With Fordomatic I've said goodbye to all that work."

NEW POWER with either the 167-h.p. Y-8 or the 133-h.p. Six engine. Gas-saving, proven Short Stroke power in both engines—and at no extra cost!

NEW CAPACITY—F-100 rated up to 5,000 lbs. GVW—new 8-ft. box at low extra cost or a 6½-ft. box (standard).

A FORD SAFETY FIRST—Lifeguard steering wheel and door latches... safer tubeless tires standard on all models.

Now—save time, work and money—with the new Fordomatic Pickup for '56! Fordomatic eliminates sixteen hand and foot operations for every traffic stop; gives you a big advantage in sand or mud. Fordomatic cuts maintenance costs—no clutch means no clutch repairs, the end of shocks to the drive line, less maintenance expense. Fordomatic cost is low. Fordomatic improves trade-in value—used truck buyers will pay extra for the pleasure of no-shift driving. The trend is to Fordomatic in trucks as well as cars, and buyers will want an up-to-date truck. Treat yourself to a Fordomatic test drive at your Ford Dealer's.
Sell the water heater that's YEARS AHEAD

Permaglas®

IT'S EASIER TO SELL THE MOST ACCEPTED—
MOST ADVANCED—GLASS-LINED WATER HEATER IN THE INDUSTRY

Through research ...a better way

A.O. Smith CORPORATION
PERMAGLASS DIVISION - KANKAKEE, ILLINOIS

... in glass lining

Sixteen years of success—over 2,500,000 installations—give Permaglas the only proved glass-lined tank. Starting before 1921, A. O. Smith coats more steel with glass than any other manufacturer.

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Permaglas gives you the water heater the world has been waiting for. Exclusive aqua-and-copper styling dresses up your showroom, catches their eye . . . AND SELLS! Permaglas is more profitable.

... in features

Only Permaglas gives you patented HEETWALL construction that eliminates temperature build-up, saves heat, gives you a REAL difference to sell. And only Permaglas has EYE-HI temperature control.
FOR BUILDING HOMES...  
and REPUTATIONS

LIFETIME Quiette SWITCH

Junior Quiette SWITCH

INTERCHANGEABLE Quiette SWITCH

1891 TYPE

QST-1 TYPE

QS-1 TYPE

ALL TYPES NOW AVAILABLE WITH SCREW OR SCREWLESS WIRE-LOCK TERMINALS

THE COMPLETE LINE of

Quiette LIGHT SWITCHES

Quiet, Safe, Mechanical Operation For Both Incandescent And Fluorescent Lights

In light switches, quiet and quality are in demand. The quiet operation of Arrow-Hart QUIETTE Light Switches appeals to prospective home buyers and helps turn them into satisfied home owners. The quality construction of Arrow-Hart QUIETTE Light Switches helps keep them satisfied... and recommending the builder to other prospective home owners.

LIFETIME ratings: 15 amp — 120-277 volt ac only; 20 amp — 120-277 volt ac only.

INTERCHANGEABLE ratings: 15 amp — 120-277 volt ac only; 20 amp (with screws only) — 120-277 volt ac only. 5, 6, 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.
HOME BUYERS...

FINANCIAL AGENCIES...

APPRAISERS...

everyone agrees:

quality products reflect a real value—and American-Standard means quality!

The continuing job of selling your houses is made easier when you use quality American-Standard products. For the American-Standard name is well known... and trusted. When prospects see that you’ve used these quality products, they have confidence in the quality of the entire construction... quickly get in the buying mood.

Because American-Standard has a reputation for always providing the newest and finest in product design and construction, American-Standard products have earned wide public acceptance. And because they’re the best advertised and promoted products in the field, they offer the plus factor of immediate customer recognition. You can be sure your customers will remain satisfied customers, too, when your houses are American-Standard equipped. American-Standard products are so well made, so thoroughly researched and tested before reaching the market, that call-backs and complaints are negligible.

For an added measure of beauty, convenience and sales appeal, use quality American-Standard products in the houses you build.

There’s a COMPLETE LINE to choose from

Plumbing... Kitchens...
Heating... Cooling...

PLEASE TURN PAGE FOR EXAMPLES...
See for yourself why

Quality American-Standard products enhance the value of your houses

These examples will give you a good idea of why houses equipped with American-Standard products have built-in sales appeal. Notice the up-to-the-minute styling of these products ... the extra-convenience features that prospective customers look for. And all American-Standard products have sound construction details that mean years of dependable, economical service for the home owner, good will for you.

In short, quality American-Standard products have the extras that are so important to today's quality conscious home buyers. Check the handsome American-Standard products pictured here and you'll see several ways to make your houses even more appealing, more saleable ... more profitable. For further information on these products—or about the complete line of plumbing, heating, cooling and kitchen products—write to the Plumbing and Heating Division, American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30, Pennsylvania.

For an extra bath in limited space, use a Restal Receptor Bath. Measuring only 35" x 39", the 12"-high Restal provides complete bathing convenience in shower stall space! Its cost, too, is comparable to that of a properly installed shower stall. The Restal is sturdily made of enameled cast iron and comes in six colors and white.

The popular trend is to hot water heat ... and with good reason! Modern, space-saving baseboard panels distribute the warmth quickly and uniformly throughout each room ... provide clean, even, draft-free comfort. And they're easy and economical to install.

The heart of an efficient heating system is a dependable cast-iron boiler by American-Standard. Both the oil-fired unit above, and its gas-fired counterpart, feature factory-assembled sections for fast, low-cost installation in basement, utility room or garage.
New fittings add new bathroom beauty.

You can add extra sparkle and glamour to your homes with these two new lines of American-Standard fittings. The Monogram line can be distinctly personalized with your customer's initials. And these satin-chrome finished fittings come with handles that are crystal clear or in five attractive colors. The new Quality line of fittings has a trim, modern shape and is finished in gleaming Chromard. Both lines feature the Nu-Re-Nu valve assembly, designed for long service and minimum maintenance...and both lines have self-aligning escutcheons to assure a neater, easier installation.

Heatrim Baseboard Panels deliver gentle warmth throughout each room...even the space near the cold exterior wall becomes completely usable. They replace old, bulky radiators...give complete freedom in decorating...can be painted any desired color. The heart of the baseboard is a small, finned copper tube that both carries the heated water and transmits the heat to the rooms, thus holding installation costs to a minimum.
Designed with the builder in mind...

**NEW G-E DISHWASHER OFFERS UNMATCHED FOR QUICK,**

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 Disposall that flushing 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
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 Thermold 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.

NEW! American SUPER SPEED Abrasive Papers
...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.

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WORLD-WIDE SALES AND SERVICE
AMERICAN BUILDER
Here's one subject
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Florida agree on...

CALIFORNIA'S BEVERLY HILTON
Newest and finest in the Conrad Hilton group,
this ultra-modern structure has three wings
emanating from a central service 'core.' A rare
blend of good taste and striking beauty.

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

Superlatives fall flat in describing
the fabulous new Fontainebleau and
Beverly Hilton hotels.
A continent apart, yet these famous
hostelries share one thing in common
good taste...
each is equipped with Hall-Mack
Bathroom Accessories—throughout!
When modernizing, re-decorating, or
building, specify Hall-Mack to give
bathrooms extra sparkle and zest. Clean
and simple, these gleaming chrome
accessories belong in every bathroom...
for solid utility and sheer beauty.
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sparkling bathroom accessories give
this much used room a real lift.

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November 1955
For modern exteriors, choose modern materials—Masonite Corporation offers four!

Now it's easier to get the eye-pleasing, modern effects you want. Choose one or more of these sturdy, grainless Presdwood® panel products.

They have all the rugged strength, weather-resistance and durability you demand, plus welcome economies in both application and painting.

*Masonite Shadowvent (A)* is the improved lap siding with the revolutionary vented aluminum shadow strip that permits invisible nailing. Panels are primed; one additional coat covers.

*Tempered Presdwood (B)* panels with batten strips cover big areas fast, fit many architectural styles.

*Masonite Ridgewood (C)* presents a distinctive combed surface texture. Sizes for lap siding, panel siding or shingles.

*Masonite Panelgroove (D)* is a brand new Tempered Presdwood product, 5/16" thick, with grooves every 4". Continuous vertical design is completed with shiplapped edges. For gables, end walls, sill courses, and accent areas.

All these and other famous Presdwood products are sold by your building materials dealer. For more information, write Masonite® Corporation, Dept. AB-11, Box 777, Chicago 90, Illinois.
Here are 6 good reasons why it's best for the Homeowner and for You!

- The Unique Balance achieves constant, accurate balance through its accelerated spiral rod which controls the increase and decrease of spring tension.
- No gadgets or devices are needed. The Unique Balance is silent, simple, foolproof, service-free for the life of the window.
- Unique Balances are contained in a seamless tube of Tenite II, which is rustproof, resistant to weather, temperature changes, moisture or oil. It will not deteriorate under normal conditions.
- The Unique Balance is quiet, smooth-working, and, for all practical purposes, proof against wear. Actual tests prove trouble-free operation for over 100 years. The new nylon bushing cuts friction, allowing finger tip adjustment of the window.
- The Unique Balance is used throughout the world in all types of construction. It is simple and quick to install (5 minutes per window average), adjustable to weight variations, beautifully packaged in sturdy, shelf-happy cylinders.
- Over 160,000,000 Unique Balances are now in use all over the world.
W. M. Mayo, Jr., of W. M. Mayo Builders, Charlottesville, Va., had this to say about last year's NAHB Show: "I've attended for the past 7 years, but I think this show was one of the best... I was impressed by the great number of new products shown, and the exhibitors' sincere interest in explaining how to use their products."

You said it, Mr. Mayo... better than we can! We hope you'll be back for this year's show... there'll be more exhibits, more space for product demonstrations, more program features, more builders, dealers, jobbers, architects and manufacturers represented.

We've secured the facilities of the Chicago Coliseum this year, in addition to the Hilton and Sherman Hotels! This means that scores of manufacturers will be able to exhibit at this great builders' show for the first time.

MORE THAN 600 EXHIBITS...
Everything in building materials and home equipment... scores of brand new products, improved "standards" by the hundred, will be displayed by all leading manufacturers.

TALKS... DISCUSSIONS... DEMONSTRATIONS...
by experts in every field—merchandising, building methods, finance, taxes, building management and dozens of other vital topics.

GET READY... REGISTER NOW!
Whether you're a builder, dealer, contractor, jobber, architect, mortgage man or manufacturer—whether you're a member of NAHB or not—you belong at this greatest of shows for the building industry.

If you are an NAHB member, register through your local chapter. If you're not a member, register in advance and make hotel reservations through Convention Headquarters. Advance registration fees ($15 for men, $10 for women) must be sent with hotel reservation request. Make checks payable to National Association of Home Builders. Please show name, address, business classification and date of arrival for each person included in your request. Do it today!

NATIONAL ASSOCIATION OF HOME BUILDERS
Convention & Exposition Headquarters
111 W. Jackson Blvd., Chicago 4, Ill.
You're building quality homes that are going to last a long time. You're putting in extra value everywhere you can. The cheapest extra value you can buy is American Welded Wire Fabric concrete reinforcement. A Welded Wire Fabric reinforced concrete ground slab is approximately 30% stronger than an unreinforced concrete slab of equal thickness. Therefore, it costs less to build with reinforced concrete. Since a reinforced slab is 30% stronger than an equal thickness of unreinforced concrete, Welded Wire Fabric adds many years of extra service to floors, foundation slabs, driveways, patios, sidewalks, and porches.


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NOVEMBER 1955
Buy a Dodge Truck and pocket the difference

Save first, and always, with a Dodge truck! New low prices bring famous Dodge dependability within the reach of every truck owner. What’s more, Dodge work-proved long life and low operating costs mean extra savings over the years.

As for performance, Dodge offers you the greatest power line-up of any trucks on the road! Smooth-running Dodge Sixes are famous the world over for economy. New Dodge Power-Dome V-8’s, with 169 to 202 hp., are the most advanced, most powerful engines in any leading trucks.

But see for yourself. Your dealer has a Dodge truck which will save you money and speed your work. See him today.

“Mile-after-mile economy”

Says JOHN G. JOHNSON
Walter S. Johnson Building Co., Inc.
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“It’s not just the low initial cost that keeps us sold on Dodge trucks—it’s their mile-after-mile economy of operation that counts even more.”

DODGE
Job-Rated TRUCKS
WITH THE FORWARD LOOK
You add extra-value to the whole home with hot and cold water lines of Chase copper tube. More years of trouble-free service, more efficient water flow with little or no increase in cost!

That's because Chase copper tube resists corrosion—can't clog with rust! Diameter for diameter, this copper tube passes higher water volume than lines of rustable metal! Its smoother inside surface cuts friction to a minimum, assuring fast and efficient discharge of fixtures.

Chase copper tube is easier to handle. Can be quickly cut to the required length with ordinary tools. Rugged, leakproof solder joints are made without time-consuming threading. Long lengths are available; require fewer joints.

Specify Chase copper water tube for hot and cold water lines. Add extra quality at little or no extra cost!
MILCOR CASING BEAD ADDS TO APPEARANCE, PERMANENCE, SALABILITY

Prospective owners like the effect of spaciousness achieved by using Milcor Casing Bead around doors and windows. They appreciate the simple beauty that harmonizes with modern interior decoration.

They also like the fact that Milcor Casing Bead doesn’t warp or shrink. It’s easy to keep clean—there are no cracks to become dirt-clogged. That’s because the expanded metal wing which is part of the Milcor Casing Bead provides a secure plaster bond.

There’s a Milcor Casing Bead that fits the homes you’re planning—in both solid and expansion-wing types. Milcor Catalog No. 254 shows the complete line. Available upon request.
Leading San Francisco Builder Chooses "Pioneer" by American Kitchens —

Kitchens of natural birch and antique copper featured in 1100 medium-priced homes

"They add comparatively little to our costs, and the homes practically sell themselves", say partners of Standard Building Company

"It's hard for a builder to decide whether to use wood or steel kitchens in his homes, but we've found the perfect answer!" says Fred Gellert of the Standard Building Company of San Francisco.

"We're using the only kitchen that combines the best of both," adds his brother Carl. "It's American Kitchens' new 'Pioneer' — gives you the beauty of natural birch and antique copper, and it's built on a chassis of rugged steel. Buyers recognize it immediately as top quality,

and you know how often the kitchen clinches the sale.

In the business for over 30 years, the Gellert brothers have built over 9,000 new homes since 1946. They, like famous builders everywhere, recommend labor-saving, customer-pleasing American Kitchens products. And if you haven't already discovered the money-saving advantages of American Kitchens, mail the coupon below — let us prove that American Kitchens sell homes faster!

"American Kitchens SELL YOUR HOMES FASTER!"

AMERICAN KITCHENS DIVISION CONNERSVILLE, INDIANA

AMERICAN KITCHENS DIVISION CONNERSVILLE, INDIANA

Dishwashers Disposers Ventilators Brunch Buns
Protect Masonry’s Original Beauty and Quality

SPECIFY WATER REPELLENTS MADE WITH “LINDE” C-25 SILICONE

CONTROL EFFLORESCENCE: Preserve original building beauty with lasting control of unsightly efflorescence, streaking, staining.

KEEP BUILDINGS CLEAN: Since water cannot penetrate, rain washes dirt and dust right down to the ground. Yet walls can still “breathe.”

RETARD WEATHERING, SPALLING: Eliminate chipping, cracking, spalling due to freezing by keeping water out of masonry.

PREVENT WATER SEEPAGE: Damage from water penetration to interior wood, plaster, paint is a thing of the past. Maintenance costs drop.

LONG LASTING: Accelerated weathering tests indicate effectiveness lasts up to ten years.

APPLIES WITH EASE: By low-pressure spray or flood brushing. Dries quickly for clear, colorless finish.

Will Make A Brick Float

This lighter-than-water fire brick was coated with masonry water repellent made with Linde C-25 Silicone, and dried thoroughly. Placed in tank, it repels the water and floats like a cork. Untreated, brick would soak up water and sink instantly.

Sample Specifications

1 All above-grade masonry exposed to weather shall be treated with clear silicone masonry water repellent.

2 At the time of application to new construction, any mortar shall be at least 30 days old. If weather has bordered on freezing, the age before treatment should be approximately 60 days. Product used shall be a concentration of at least 3% Linde C-25 Silicone in mineral spirits.

3 After all mortar has properly set, one flooding coat of clear silicone water repellent as specified shall be applied to all masonry surfaces from top down to grade. The water repellent shall be delivered to the site in sealed containers, and be applied in strict accordance with the manufacturer’s instructions. At the time of treatment the building shall be dry. Following rain, two to three days of clear weather shall have elapsed to allow the masonry to dry. Application can be made at any temperature between 0 deg. F. and 100 deg. F. It will take longer for solvent evaporation at the lower temperature. Coverage shall be sufficient to provide a run-down of 6 to 12 inches. Approximate coverage per gal. should be as follows:

   Hard-Fired Brick . . . . . 150 sq. ft. per gal.
   Concrete Block . . . . . 150 sq. ft. per gal.
   Soft Brick . . . . . 100 sq. ft. per gal.
   Light Weight Aggregate Brick . 75 sq. ft. per gal.

4 Normal safety precautions common to handling hydrocarbon solvents should be taken to prevent fires, to avoid excessive inhalation of solvent fumes, and to avoid excessive contact with the skin.

For further Information write Dept. E-11.
Beautiful pegged oak floors aren't expensive now!

Only in appearance is this delightful floor expensive! Alternate 23/4" and 33/4" widths, beveled edges and walnut pegs give Bruce Ranch Plank Floor the beautiful decorative effect of costly random width plank. Yet the cost is only a few dollars per house more than plain strip floors. That's possible because it's pegged and finished at the factory and laid just like strip flooring. The informal beauty of Bruce Ranch Plank with its decorator-approved "Scratch Test" Finish is always in style... for modern or traditional homes. See our catalog in Sweet's. Write for color booklet.

E. L. BRUCE CO., MEMPHIS 1, TENN.

Bruce Ranch Plank Floor
Naturally Beautiful!
“Ceiling and roof go up together on this Better Homes and Gardens IDEA HOME OF THE YEAR”

Reg Little and C. O. Oliver, of Little & Oliver, Building Contractors, Erie, Pennsylvania.

Gold Bond “Economy 250” saves Erie builders time and materials

A new roof construction system — together with the finest building materials — helped to make the Erie, Pa., IDEA HOME OF THE YEAR a money-saver for the builders as well as for the home buyers.

Gold Bond “Economy 250” Corrugated Asbestone, used with Gold Bond Gypsum Wallboard, permits permanent, fire-resistant roof and ceiling to be put up at the same time. The roof forms an exposed beam ceiling inside. Two men work above the roof and one works below. Horizontal ceiling joists and tape joint treatments on ceilings are eliminated. Pre-cut sheets of corrugated and gypsum board cut down handling time. The entire job produces a handsome roof and ceiling in keeping with the modern designs of this IDEA HOME, and saves substantially on materials and labor.

Little & Oliver also used Gold Bond Rock Wool Twinside, Gold Bond Lath and Plaster with resilient attachment clips, Gold Bond Gypsum Sheathing, Gold Bond Permaboard with backer strips, and Exterior and Interior Gold Bond Velvet Paint.

Little & Oliver are just two of the many progressive builders who are taking advantage of the undivided responsibility offered by buying all building materials from one established manufacturer — the National Gypsum Company.

See how Gold Bond “Economy 250” Corrugated Asbestone can be used in building one of these money-saving roofs for you. WRITE Dept. AB-115 for more details.
This couple knows they're getting lifetime protection against sewer failure. The tag tells them so.

"Your plumbing drainage system is designed to last a lifetime—
its Cast Iron Soil Pipe and Fittings."

Let hidden plumbing help sell today's "second home" buyer

Today's experienced home buyers know why Cast Iron Soil Pipe is their best buy. More than 20 million people have seen the cast iron story "Permanent Investment" on TV and in movie showings. Millions more have read it in their favorite magazines. They'll be quick to appreciate your cast iron story.

Today your average owner is buying his second home. He's experienced. He's more cautious about plumbing, wiring, and other functional features he can't see. So where you've given him a soil and waste system designed to last a lifetime by using Cast Iron Soil Pipe—tell him so! It's evidence to him that you've used quality materials throughout—even where they can't be seen.

Don't Stop Quality at the Foundation
You wouldn't risk having to tear out walls or break up the cellar floor to get at a damaged pipe, so you use cast iron. Landscaping can be expensive, too. Don't take a chance under the lawn—any more than you would under a foundation or driveway.

Only cast iron is accepted by all municipalities for use from street to roof . . . it needs no elaborate trenching, . . . and it's really root-proof. Cast iron joints, oakum-caulked, lead-sealed offer lifetime protection against leakage and root invasion. Cast iron is so permanent that Government depreciation tables give it the highest possible rating—equal to the life of the structure.

And cast iron costs little or no more than other types. For, when nonmetallic pipe is laid in accordance with manufacturers' precautions its total cost is on a par with cast iron's.

TO HELP YOU SELL . . . we'll give you tags and booklets that explain and dramatize the advantages of cast iron. Display the tag on cellar pipe to show your owners you've given them permanent protection. They'll also take home the colorful 16-page booklet which explains "What You Should Know About Plumbing Drainage." Samples of these valuable sales aids are yours for the asking . . . write for them today.

CAST IRON SOIL PIPE INSTITUTE
Dept. A8-11, 1627 K St., N.W., Washington 6, D.C.

Want proof for yourself? Ask for "Best in the Long Run," which contains photographic evidence of what can happen to nonmetallic pipes. Also send samples of your sales aids. No obligation, of course.

Name __________________________
Address ________________________
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NOVEMBER 1955
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.
Remember... Rō-WAY garage doors help you sell homes

When you're down to details, step behind a Ro-Way door. It's a good place to help close the sale.

Show your home-buying prospect Ro-Way's Taper-Tite track, Seal-A-Matic hinges, ball bearing rollers and Power-Metered springs. They prove that Ro-Way quality is built in...right down to the last fine feature. And they imply similar superior quality throughout the house.

Be sure to emphasize Ro-Way's striking beauty too. A Ro-Way garage door greatly enhances the overall eye appeal of any property. Then...to really point up Ro-Way quality...demonstrate the smooth, quiet, easy operation of these functionally perfect enclosures.

Do that, and you're one step nearer the "dotted line." Facts sell! Your Ro-Way distributor has some convincers. See him now, or write direct for our informative literature on the full Ro-Way line.
1956 BUILDING:

How much will you sell next year?

THE BRIGHT SIDE:

1956 will be a "merely terrific" year for light construction, including home building. Look for good gains in commercial construction. Demand for better-equipped homes will continue.

THE DARK SIDE

Private new residential construction will decline somewhat in 1956, particularly for lower-income families. Housing starts in early Spring will be down enough to worry builders.

When you come to April 15, 1956, confine your worries to the taxes you'll pay on what you made this year. Don't worry about making a lot less in 1956. Don't worry despite what you'll then be reading about housing starts.

They'll be down, of course, in the Spring of next year. That's to be expected. Housing starts always reflect what has happened three to six months earlier. They'll be reflecting then what you're worried about now: today's tighter credit controls, today's tough money market, today's economic jitters over the effect of Eisenhower's illness on business.

The housing starts you'll be reading about next Spring will have little crystal ball value for the balance of next year. They'll be down (in some areas, the decrease will be less than in others), but the year itself will come very close to matching the good business you will have had in 1955. Truth of the matter: 1956 will be merely terrific.

Just how terrific? American Builder's annual forecast is spread over the next two pages. We give you the bright side, the dark side and a very positive prediction. You can start figuring ahead right now.
Building in 1956 will be

**FORECAST: total construction will increase nearly 4% over 1955**

Look for dollar gains in every major construction category except private new residential construction. Look for similar dollar volume there.

Total construction next year will be worth slightly more than $56.5 billion compared to $54.5 billion this year. The total market breaks down this way, dollar-wise:

- Private new residential construction will maintain its 1955 dollar volume of $15 billion.
- Maintenance, repairs and remodeling (including both residential and non-residential structures) will gain nearly 3 1/2 percent. It will go from $14.5 billion in 1955 to $15 billion in 1956.
- Public construction will gain 5 1/2 percent, from $12.1 billion to nearly $12.8 billion.
- Private new non-residential construction, including public utilities and farms, will gain 7 percent, from $12.9 billion to better than $13.8 billion.

**FORECAST: 1956 housing starts will drop 5 percent from 1955 levels**

This year should close with 1.3 million starts; next year should close with about 1.25 million.

The 5 percent drop will occur mostly in the early Spring and will mostly affect housing for lower-income families. Tighter VA and FHA credit regulations, now in effect, are the main cause; but over-extension of credit among lower income families, primarily on new automobiles, is another cause. Look for some curtailment of speculative building in the low-cost field.

**FORECAST: housing starts will not outrun household formations**

The old bromide, peddled in some corners as a means to an end to curb home builders, is that housing starts are exceeding household formations. This is erroneous for 1955 and it will be erroneous in 1956.

According to NAHB economist Nathaniel Rogg, “figures on household formation have been among the most misunderstood in the whole field of housing statistics. Most housing statistics, such as starts, deal with non-farm housing only. When household formations are compared with starts, the proper comparison for both is on a non-farm basis.”

You can see this for yourself if you look at Census Bureau estimates of non-farm household formations during the last five years: they in-
Millions of units merely terrific increased by an average of a million a year to total 9.3 million for the period 1948-1955. Housing starts, for the period, totaled 8.9 million.

The confusion arises when figure-jugglers compare non-farm housing starts with household formation figures that include both non-farm and farm.

As for 1956, there is no reason to believe that the 1948-1955 trend—outlined above—will reverse itself. If anything, evidence points to the fact that housing starts may fall even further behind the non-farm household formations.

The low level of vacancies reported by the Commerce Department in mid-summer is one such piece of evidence. It averaged a little better than 2 percent and was “low enough,” according to Commerce Secretary Weeks, “to dispel recent apprehensions about over-building . . .”

FORECAST: new opportunities ahead in commercial construction

Because it follows the movement of people, commercial construction in 1956 is a gilt-edged security for builders. With suburbia bigger in 1955 and bound to get even bigger next year, it is pure logic to see at least an 8 percent increase in commercial construction in 1956.

Schools, hospitals, and churches are not included in that percentage. American Builder’s estimate for them: an additional 5 per cent.

The need for more commercial construction will be accentuated by next year’s greater disposable income, tax cuts, eased credit.

FORECAST: better equipped houses, despite price, will sell better

The VA and FHA restrictions on mortgage credit have nibbled away at a marginal market: the lower-income family. That means your big market for 1956 is fairly well-heeled.

The biggest spenders, those families that make $5 thousand or more a year, will increase about 1.5 million over 1955. Between 1946 and 1955, their number increased 13 million, better than 300 percent. As you read this, they total some 17 million.

They’re not only the biggest spenders, they’re becoming the biggest “experts” on housing. They know what they want, and they want plenty.

In this issue, we give you the biggest “big trends” observed by our editors during National Home Week for 1955. These trends point the way to the most saleable houses of 1956:

A family room, preferably adjacent to the kitchen, is a must.

So is indoor-outdoor living, preferably in two areas: outside the family room, outside the living room.

So is a really whiz-bang kitchen, one with built-ins, one that’s centrally located in the house, one that has such gimmicks as an island-range.

Other trends: light colored, low pitched roofs; splits that look like ranches from the front; two car garages, perhaps with hobby areas in them; post and beam ceilings; compartmentalized bathrooms; multiple bathrooms, usually 2½; even air conditioning, included in the price.

FORECAST: be glad you’re alive in an election year

The housing boom, since 1946, has been the handmaiden of America’s booming prosperity.

That’s why, when the boom became so big it became staggering, the Eisenhower administration decided to include credit restrictions in housing among other moneytighteners it has recently imposed. The Eisenhower administration was simply scared to death that the boom would get so big it would blow its top and explode.

That was before Ike became ill.

Now, the Republicans will want to be very, very sure they haven’t doused the boom with too much cold water. They don’t think Ike will run; and if the boom begins to fizzle, they’ll never get Nixon or anyone else in the White House next year. That’s why they’ll ease up: They’ll cut taxes, loosen credit, worry less about budget balances. Result: a merely terrific year.
While the nation’s officials were cutting tapes and otherwise opening parade after parade of homes, American Builder editors were covering 25 key cities to get a first-hand look at what the public is buying. We found that

BASEMENT family room is big, all-purpose area that keeps noise and clutter away from rest of house. Like outdoor terrace, it has become a must for splits and bi-levels. Builder: L. T. Planz, Rochester, N. Y.

ENTRANCES are tidier. Fewer cases of painting screen door one color, staining front door another. Use of decorative iron has almost doubled.

Buyers’ tastes are

BASEMENT FAMILY room in a Rochester house opens on terrace. Living room extends out over terrace. Between laundry and family room are sliding doors and counter for serving snacks. Two-unit electric range is in laundry.

EXTENSION of kitchen is what this Ft. Worth family room is. Separation of two areas is done by counter, with drawers on family room side as well as kitchen. Living room parallels kitchen, is also used for dining.

... here’s how Home Week

TREND #1: THE FAMILY ROOM. Focal point of the entire house, it has virtually replaced the dining room. Even the pre-fabs have it. Without it the builder will find himself behind his competition.

Keynote of today’s family room is informality, which is characteristic of our whole way of life. You see it reflected in the use of such unpretentious materials as pine panels, exposed beams, bamboo furnishings. Sometimes the room becomes a catch-all for the entire range of family activities; other times
LESS GINGERBREAD homes, like this one; better uses of stone, brick, wood. Fronts are better for it.

CLEANER DESIGN. This is true of traditional as well as modern. Jalousies are moving north.

GARAGE DOORS integrated with rest of house. Carports coming in more and more, especially in south.

DECORATIVE DOORS are effective color-accents if care is taken not to let them dominate entire front.

changing . . .

forecasts the big trends

it becomes a reading room, den, TV viewing room or children's play area.

Whether off the kitchen or on the ground level, as shown in the two typical examples above, the family room is fast becoming the favorite place for entertaining. Hence the need for locating it directly off or close to the kitchen. And where this isn't possible, as in the ground-level family room above left, then a second food preparation and serving area must be provided—in this case, the laundry.


MORE TRENDS FOR BUILDERS
TREND # 2: more bountiful kitchen built-ins

The big impetus to built-ins for the kitchen is still the separation of the oven from the range. "No-stoop" is still the selling cry. For the builder and kitchen designer, "no-stoop" means flexibility in planning. Warm toned wood cabinets are even more popular as the natural surrounding for the informally placed cooking units.

Metal has not gone out of use—far from it, from what American Builder editors saw during National Home Week. But so varied are the colors with which metal work surfaces and cabinets are now infused or enameled that even natural stainless steel, as in the "ROAST PIG SIZE" oven and refrigeration units here chosen by Ken Corrigan, Columbus HBA president, for the Parade house he built for his own occupancy. View is from window-walled play-music room. Plan (below) shows central location of kitchen, "B.R. No. 3" will be office.

An inevitable step this year was to build in the refrigerator too. Some builders favored frames for upright standard models; others break into a completely fresh approach with the refrigerator and freezer wall units either piggy back (as at right), side by side, or separated when necessary. The wall-hung side-by-side unit is also coming in.

Many Parade houses showed the near-9' work unit, with laundry, dishwasher, range, disposer, sink.

OPEN YET PRIVATE is feeling of kitchen by L. T. Pfleins in Rochester, N. Y. suburb. Hanging cabinets avert goldfish bowl look.

IN-LINE ARRANGEMENT of equipment in island counter is advantage of this 8½' work center. Built-in ironing board is hidden under wall refrigerator. Builder: William D. Coffman, Minneapolis, Minn.
looking for . . .

TREND # 3: better indoor-outdoor living

SLIDING GLASS WALLS from kitchen-family room to outside patio permit mother to watch children at play. Indoor barbecue adds to outdoor quality of room. Area is set off from rest of house by a 7' high mahogany divider.

Builder: Leonard Homes, Lake Mills, Seattle.

Patio, porch, terrace, lanai and other elements of outdoor living are becoming hard to distinguish from home interiors.

The two elements of pleasant confusion in Parade houses seem to be the window-wall and the indoor planter. When placed together—for example, a planter recessed in the floor next to a sliding glass wall opening on a garden—the ultimate is reached, short of knocking the walls out.

Builders all over the country built planters into the largest available indoor stone surface—the fireplace. A simple trick of unifying inside and out was to run the facade stone through the wall to form the fireplace area.

The lanai—a planter actually or seemingly open to the sky—often uses corrugated plastic as the light medium. Low-pitched roofs extending over carports and front terraces are cut away to spot sunlight on a flower patch (Burch & Gottlieb, Pittsburgh; Molter, Hamilton, Ohio).

The old-fashioned screened porch, sometimes with jalousie doors, is coming back, and full-length glass is irresistible where the playroom is at the lower level.

BALCONY outside living room is dominant feature of rear elevation of Pittsburgh Parade house by Amore Co. (see house front on next page), with full-length glass window walls for downstairs playroom too.
FORECAST OF TRENDS continued

Builders will include

TREND #4: light and low-pitched roofs

GLEAMING WHITE GRAVEL is the reflective roof surface of this 1-story ranch by Stern & Price, Cupertino, Calif. 2/12 pitch roof has 3-ply hot-mopped base for gravel.

TREND #5: low front, two-level back

LOW-FLYING single level front with low pitch for the white marble chip roof, this well-attended house by Amore in Pittsburgh has two levels overlooking the rear slope.

TREND #6: compartmentalized baths

DIVISION OF BATHROOM into compartments avoids bottlenecks. Note more counter and shelf space, pre-cast terrazzo tile floors, built-in magazine racks and ultra-violet lamps, hair dryers. This photo, from Richmond Radiator Co., best illustrates the big NHW trends. Others to watch: the sunken bathtub, even an A-bomb-resistant bath.
custom-touches

TREND #7: post and beam ceilings

OPEN LOOK with exposed beams and taller cathedral living room ceilings are gaining favor, as in the middle level of the “Mikado” by Dan Ostrow at Greenwood Knolls, Md.

TREND #8: 2-car garages or carports

DOUBLING UP car storage and multiple use of this space is becoming standard practice. Not so common is added workshop. Builder: A. E. Harris, Corpus Christi, Tex.

TREND #9: handy extra bath

VALUE OF EXTRA bath is seen in Byrd entry in Columbus, sold before completion. The second bedroom was made a playroom, its dressing alcove a bar, for snug parties.

TREND #10: more indoor planting

LAWN CENTER inside house is feature of U-shaped Corpus Christi plan by I. R. Magee, Jr. Soft diffused light from plastic roof panels makes for pleasant relaxing.
Notice the use of the plural—bathrooms, not bathroom. The two-bathroom house has become the standard of good living today. Some 22 per cent of homes now being built have a minimum of a bath and a half (full bathroom plus powder room), while 12 per cent have two complete bathrooms. The figures are based on statistics supplied by leading speculative builders, who last year accounted for approximately 78 per cent of all new home building.

The trend is in sharp contrast to the period 1948-1953. Early post-war homes were houses with minimum floor space, small rooms, and a single bathroom. In 1950, only 8 per cent of new homes boasted a second bathroom or powder room.

Now the trend is increasingly towards more living space and greater luxury. While the average 1950 house had about 900 square feet of floor space, the average new house today has closer to 1,100.

With more floor space in the home, bathrooms are getting larger again. And the larger the bathroom, the greater the opportunity to equip it with the features prospective buyers find so desirable.

Good bathrooms, because they exert such a powerful influence on sales, deserve the most careful planning at every stage. The plumbing contractor selected to make the installations should sit in with the architect when preliminary bathroom sketches are being made.

Remember, whether you build for the wage earner or the carriage trade, you can easily put in the kind of bathrooms that will help sell your houses and enhance your reputation as a builder. The wide range in prices and materials now available for bathroom installations makes this possible, as well as desirable.

The half-bath is valuable

While it may not be possible to plan for two full bathrooms in an average house, space can always be found for that all-important half-bath or powder room, which adds so much to the livability of the house, and hence to its sales appeal. By squeezing in a shower stall where space permits, or a receptor tub, the powder room can be made to function as a second bathroom. And don't forget the possibility of utilizing inside space for a half-bath, now that FHA accepts the inside bathroom plan.

On the following pages, American Builder, working with the Plumbing and Heating Industries Bureau points up those over-all trends in bathroom planning and design which builders should take into consideration today.
MULTIPLE BATHROOMS

TRIANGULAR-SHAPED corner lavatory is combined here with a built-in dressing table to give the powder room a different look. In ranch-type house, powder room should be located near kitchen and service zone.

THE CHANGING BATHROOM: larger, more colorful, has more fixtures, storage, and at the luxury level is compartmentalized to create handsome bathroom-dressing combinations. Sliding door here screens tub and water closet.

FOUR WAYS to arrange a powder room in different sized spaces. Upper right uses space-saving small home flush valve water closet. For the split-level or two-story house, a powder room on the main floor is now standard planning.

MORE ABOUT BATHROOMS
ONE OF THE BEST WAYS to gain multiple use for bathroom equipment is this 2-in-1 installation which combines two half-baths with a room containing the tub-shower combination. One of the half-baths (left) is entered from the master bedroom, each room can be closed off for complete privacy.

Compartmentalizing is here to stay

CREATING A DRESSING ROOM for a master bedroom can be done by compartmentalizing, as shown here. Another way would be to install the tub, glass enclosed on both sides, between two half-baths, one more elaborate than the other.

WAYS TO COMPARTMENTALIZE. Upper left is for a basement job. Lower left is useful in remodeling. In-line arrangement (center) gives the same efficiency as three baths.
The twin lavatory idea is going great guns, since it is such a simple way to ease the bathroom traffic problem. Fixtures are even available in junior size to accommodate children, and using these to create a children's bathroom (or even a combined adult-child bathroom) stands out as something different. As the children grow older, the juvenile-sized fixtures can be replaced by conventional fixtures.

Extra fixtures installed in powder rooms can give second bathroom service in limited space. Very useful for this is the receptor tub, which requires only a little larger floor area than the receptor floor of a shower cabinet. The bidet, little used in this country but standard in European bathrooms, is another extra that is beginning to appear in new homes.

The increased use of color in bathrooms is very marked. Thirty per cent of moderately-priced homes are being equipped with matched colored fixture ensembles. Soft pastels are the popular choice. Fixtures at prices only slightly more than for white are available in pink, blue, green, yellow, suntan, ivory and gray, as well as in deeper tones of certain basic colors. The color is permanently fused into the glaze.

NOVEMBER 1955

SOMETHING NEW, the dental lavatory, is beginning to find its way into more and more home bathrooms. Here it is paired with a lavatory under covering mirror.
DRESSING TABLE-LAVATORY combination, with custom-built countertop and storage space, is a compact way to give elegance and increased utility to a moderate-sized bathroom. Here are two good examples of what can be done.

THE PREFABRICATED SOLUTION to bathroom storage space is the vanity lavatory with cabinets underneath. The counter-top can be extended with prefab cabinet units.

IN ROOM at right note the use of fluted glass panel and lighting to help give unity to the arrangement. This kind of an interpretation of the vanity lavatory gets a rousing response from Mrs. Buyer today.

Built-ins are for bathrooms

PEGBOARD panel enclosures for storage are featured in combination with this custom-built vanity lavatory. Upper built-in, under mirror, is for medicines and cosmetics.
in a space-planned house . . .

Not enough storage space, has
long been the cry of bathroom critics.
Today builders are answering
with more and better built-ins.

Built-in storage arrangements for bathrooms as well as kitchen are rapidly coming to be an earmark of the well-planned and built home. Most forward looking builders today consider built-in storage units as basic bathroom equipment.

Of course, many bathrooms will lack sufficient available wall space to permit custom built-ins. One very excellent way to get around this obstacle is to use a prefabricated vanity lavatory, in which storage cabinets and drawers are part of the fixture installation. All of the major manufacturers of plumbing fixtures offer prefabricated vanity lavatories, some models of which are designed especially for minimum-sized bathrooms.

In the vanity lavatory, the fixture is sunk in a stain and burn-resistant plastic or ceramic tile countertop, in most cases. Beneath the countertop on each side is ample space for cleaning materials, soap, towels and wash cloths, toilet and facial tissues, and other supplies. Some units incorporate a locked compartment for medicines, and a pull-out hamper.

The built-in refinements that are now helping to transform bathrooms seem somehow a part of the whole story of the rich variety that exists today in style and type of bathroom fixtures.

Modern lavatories, bathtubs and water closets are designed in a wide range of shapes and sizes. There is a type suitable for the demands of every installation. Lavatory bowls are square, rectangular, oval or D-shaped. Some lavatories have a flat slab surface, others a raised shelfback for laying out toiletries and medicines. Lavatories can be wall hung, pedestal mounted or set on chromium-plated brass legs. Fittings—combination faucets and pop-up drains—are of the same metal.

Water closets generally are of either the close-coupled or one-piece type, the latter low and streamlined, with bowl and tank in a single, continuous casting. Flushing action is swift and quiet. Some closets are designed to prevent the flush tank from sweating and dripping during humid weather.

(For more information on bathroom planning, see page 160—a full page of New Bathroom Products.)
NEW TOOLS WITH MOBILITY AND POWER

NEW PRIME MOVER powered wheelbarrow hauls 1/4-ton, can be changed from dump bucket to flat bed. Dump bucket hauls 10 cu. ft. (liquid level, 16 cu. ft. heaped). Lists at $690. The Prime Mover Co., Dept. AB, Ttnn. A. E. Dahl, Box 340, Muscatine, la. Circle No. 1101, on Reply Card, p. 188.

POWER-PACKED “Onan 205AJ” electric generating plant delivers 2,500 Watts (AC), enough to operate several electrical tools or floodlights simultaneously. Weighs 154 lbs., lists at $399. D. W. Onan & Sons Inc., Dept. AB, Minneapolis 14, Minn. Circle No. 1102 on Reader’s Reply Card, p. 188.

Trying to do a competitive building job with non-competitive tools? Glance at these pages to see where you stand.

NEW FASTENING, DRILLING, NAILING TOOLS


SYNTRON Gasoline Hammer Rock Drill drills to 13 ft. depth at 2 ft. per min. with Syntron drill steels. Price: $595. FOB Homer City. Write Syntron Co. Attn. L. R. Morgan, 618 Lexington, Homer City, Pa. or circle No. 1105, on Reader’s Reply Card, p. 188.

NAIL-A-MATIC automatically fed nail driver nails from 2-d to 16-d nails in hard, soft woods at any angle—50 nails per minute. Model 2-5A: $870. Matrix Engineering Corp., Attn. G. Congdon, 3016 E. Lake, Minneapolis, Minn. or circle No. 1106, p. 188.

They’re using
WORKING through openings as small as 6x20 in. and any angle to 70 deg., the Robinson portable conveyor handles 18 bundles of lath per minute, is 16 ft. long, 125 lbs., power supplied by K90R Kohler engine. E. C. Robinson, Dept. AB, 756 S. Broadway, Los Angeles, Calif. Circle No. 1103 on Reader's Reply Card, p. 188.

new tools for peak production

NEW SANDING AND POLISHING TOOLS

THE SKIL PORTABLE electric power plane, Model 100, can be converted into a stationary jointer-planer in a few minutes with its specially designed stand, drilled to permit solid mounting. Plane gives full 3-in. cut. Cutters provide 27,000 cuts per minute. Skil Corp., Dept. AB, 5033 Elston Ave., Chicago, Ill. or circle No. 1107 on Reply Card, p. 188.

THE STOW RW wet-angle head for wet rubbing of concrete has an attachment for water hose so that water runs through center of grinding wheel. Button allows operator to apply water, grind at same time. The RW angle head can be connected to Stow's gasoline vibrators. List price: $70.62. Stow Manufacturing Co., Dept. AB, Attn. C. Hotchkiss, 443 State St., Binghamton, N. Y. Circle No. 1108 on Card, p. 188.
NEW TOOLS FOR PEAK PRODUCTION continued...

MASONRY DRILL cuts round holes 2 in. deep, adjusts from 2 1/4-5 1/2 in. diameter. Price $32.50. Randles and Reynolds Machine Co., Dept. AB, Box 264, Alpena, Mich. or circle No. 1109.

"TWO-WAY Panel Saw" eliminates wasted time, manpower, produces cleaner, more accurate cuts. It is 12 ft. long, 6 ft. 7 in. high, 24 in. wide. Weighs 140 lbs. One man can cut a 4 x 10 ft. panel quicker than two men using a table saw. Saw is by Black & Decker. For more about rig, write Richard C. Bennett Mfg. Co., Dept. AB, Laceyville, Pa. or circle No. 1110.

New tools for better, faster cutting


For more information about the products seen on these pages, circle the appropriate number on the Reader's Reply Card, page 188. For news about more new tools and new products, turn to page 157.
New MPR's aim at better value, better construction

Upgrading of insulation and slab requirements and easing the way for inclusion of carpeting are the main features of Revisions 53, 54 and 55 in Minimum Property Requirements announced in August by FHA Commissioner Norman P. Mason.

The requirements for slab-on-ground construction resulted from studies by the Building Research Advisory Board of the National Academy of Sciences. Other recommendations are being considered. The revisions followed consultation with industry representatives and the FHA Architectural Standards Advisory Committee.

1. PAINTING METAL: not required for unexposed galvanized sheet in roofing or flashing; exposed, one coat over zinc dust-zinc oxide primer; two coats over other primer.

2. RAFTER PLATES to be anchored as specified to masonry walls and, in earthquake areas, to wood frame. Elsewhere, anchorage unnecessary in wood joint floor system.

3. CARPETING promised by builder or owner allows use of plywood or other hard surface instead of finished floor. Carpet is still not accepted as part of realty.

4. GUTTERS AND DOWNSPOUTS required only where soil conditions, drainage, eave flashing etc. produce damage by surface or ground water.

5. NAILING with hot-dipped galvanized or aluminum nails suspends requirement to set face nails and seal with putty after prime coat.

6. GARAGES, when included, require an added length of 20' from 19', and widths of 10' for one car and 18' 4" for two cars, from 17' 6".

7. CORNER BRACING permitted on inside faces of studs, without being let into corner posts. Use 1x4's at 45° from sill bottom to plate top.

8. CONCRETE SLAB ON GROUND: maximum tolerance from stated thickness 1/2". Wire mesh reinforcing 20 lb. per 100 sq. ft. when required. Integral finish or 1" topping, troweled smooth. Minimum thickness 4"; when used as finish floor or base for other finish floor, slab must be impervious to water. With ground water within 1' of slab, 4" thick bed of clean gravel or crushed stone, and 55 lb. roll roofing or equivalent, edges lapped and sealed and turned to top at slab edge, are required. When below grade, barrier is extended up to 6" above grade. For basement floors, minimum thickness 3"; garage, terrace and porch, driveway and walks, 4".

9. THERMAL INSULATION: the calculated hourly heat loss is reduced from 60 Btu to 55 Btu per sq. ft. of floor area, to 40 Btu where electrical units are main heat source. Perimeter insulation shall be non-capillary and unharmed by wetting, fungi, or termites, with specified compression resistance, thermal value, and width. Restrictions on loose fill insulation depend on roof slope and use of attic fans and eave vents. Insulation of various types must be labeled. Vapor barrier membrane is required under specified conditions. Panel coils or grids require insulated joint between dissimilar metals; screwed joints forbidden in concrete.

FINAL ACCEPTANCE. Buildings shall be complete and ready for occupancy, equipment installed, utilities ready or promised on occupancy.
COMMUNITY FACILITIES TODAY:

The problem they say has no

How it got started

Babies, not builders, started the growing problem of inadequate community facilities.

First, World War II stopped home building, except for emergency industrial housing. Then G.I.'s rushed to wed and bed before their trip overseas, setting the still prevailing pattern for young parenthood. Then the returning heroes demanded housing, reasonably enough. Then enough vets' marriages survived the trials of doubling up with in-laws to produce the post-war baby boom. And now continued high employment and income keep the babies coming.

Despite the record of 10 million homes in the ten years since the war's end, home building has never really caught up with the backlog of demand. Already the pressure for land to meet this backlog is pushing many builders up tough slopes and far from schools, city water and sewage systems and other facilities that make up the good life that everyone associates with home ownership.

As NAHB President Earl Smith keeps pointing out, builders are working close to the market; the pent-up demand has taken much of the speculation out of the speculative building. And this year's 1,300,000 starts will go up to 2 million in 1960. Then what's so bitter about an assured market?

The future—promise and shadow

The home builder is being squeezed by a prong from the future as well as one from the past. The gadget in the Census Bureau clicks a new birth every eight seconds—4.1 million times last year. Now we're 164 million; in 1956 we'll be 192 million.

Facilities for tomorrow's generations must be thought about today, if our nation is not to split its skin and fall apart. Acquiring land, the ancient symbol of man's drive for a better life, will bring both builder and home owner up against the newer social needs, community facilities.

The very term implies a higher order of living, with the whole community responsible, not merely the builder, who, because he has been unjustly blamed for their shortage in the past, must now start thinking beyond just getting land "further out" and putting a house on it.

How it grows . . .

Problems that spring from achievement are not the less serious; but, if it's any solace, let us remember that few difficulties ever arrived under more happy auspices—larger families, more home ownership, longer life expectancy—than the problem of community facilities.

Today, over 23 million families—over 56% of non-farm families—own their homes (that's more than twice the 11 million of 1940). By the late 1960's, when the post-war babies will be forming their own families, 75% of our people may be living in their own homes. However gratifying that estimate may seem, it is also, in view of our troubles in handling community facilities today, a terrifying prospect.

Four more facts accelerate the problem in all directions: 1. Old houses need replacement: more than ⅔ of housing reported in the 1950 census was 25 years or older. 2. We are living longer: by 1975 there will be 31 million over 60. 3. We are trading houses in and up, like cars: if we need a better one now, why wait till the one we have wears out? 4. We are on the move: about 9 million people changed addresses in each of the last five years, many moving to "shortage" areas.

Before observing the impact of these facts on community facilities, let us face the brutal economic situation of every builder. Rising costs of land, materials and labor make it tougher—as Nat Rogg, NAHB economist, puts it—"to keep a major promise we have made . . . to provide good housing opportunities for Americans of all income classes."

Very conservative FHA figures say land cost has doubled since 1947. The Aldon Construction Co. of Los Angeles paid $3,850 an acre in suburban Buena Park last year; now adjacent land brings $6,500. Take a more modest $2,000 an acre cost; at four lots to an acre, you must add $1678 in development costs per 60 ft. lot, according to a detailed analysis by Henry Wheeler, president of the San Diego Building Contractors Association.

Materials are up 10% over last year, but builders must absorb much of the rise. The boom is blamed: new construction through August totaled $27 billion, 13% over last year. A further rise in costs next year is very possible.
But builders are helping the community find solution — and spend the billions needed for schools, sewers, parks for a growing population in all directions

The ever increasing burden

Heaviest and most pressing is the school load. The school age population was 28,096,000 in July, a rise of about 6 million since mid-1950. The sharpest increase was in the 5-13 bracket—26.8%; these will be using schools for a good while.

Last year we spent $2,616 million on school buildings, almost 25% over 1953. But a conservative estimate of the demand for the next decade is an average of $4,290 million each year. So 1954’s big 2 1/2 billion is only 2% of what it should have been. This year so far we’re only 20% over last—nowhere near enough.

Some large subdividers and some groups of smaller builders (who cooperate on projects like Orvilton Heights, Syracuse) have helped shoulder some of this burden and set land aside for schools. This is often an unspoken price for permission to build. But when officials attack builders for giving kids a place to live where no schools exist, they are only confessing their own short-sightedness in failing to have school land ready.

Water and sewerage is looming up fast as a major problem in community facilities. Over 1,000 communities experienced problems of water shortages or stream pollution in the last three years, said Walter L. Picton, Deputy Director of the division concerned in the U. S. Department of Commerce, in Construction Review, March. Since the war over a period of nine years the population served by public water supplies increased by 22 million. The next ten years will see at least another 21 million, with a per capita increase from 136 gallons per day in 1945 to an estimated 189 by 1965.

The present accumulated backlog amounts to $10 billion of work. Add $15 billion over the next decade, for obsolescence and depreciation, plus new requirements, and you have a “staggering total.”

Had enough? Consider these added figures:

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<th>Annual average to 1965</th>
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<th>1954 %</th>
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<td>Water and sewage</td>
<td>$2,500 million</td>
<td>$1,029</td>
<td>40.7</td>
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<tr>
<td>Hospitals</td>
<td>2,200 million</td>
<td>653</td>
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<td>Other municipal</td>
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<td>road &amp; state</td>
<td>9,200 million</td>
<td>3,458</td>
<td>37.6</td>
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Notice we don’t say, “How to solve the problem.” We set down here ideas which many builders are already thinking, and some are carrying out.

Just as armament sparked our economy in the late ‘30’s, so building, the defense industry of the future, can carry us in prosperity into the ‘70’s.

Home Builders Associations have started well in handling their own community problems. The Parade of Homes idea is wonderful training for cooperative action in public relations, dealing with officialdom, buying land together, developing it, building harmoniously, putting in roads and sewage plants. Such training will stand them in good stead in handling “tough” areas like Detroit, for example, whose metropolitan area has 105 permit-issuing jurisdictions, each with its own sewer, water and other regulations, and 150 independent school districts. Or the country around Dayton, where there are 86 different governing bodies.

A promising approach to such confusion, says Nat Rogg, is the Metropolitan Area Plan, already in effect in Toronto, Canada, and in the London County Council. Each locality maintains its own individuality, but would contract with the Area Council for school, park and protective services.

Builders are ready to take the lead. They can organize civic action to bring parents, churches, business groups together on everybody’s problem.

Builders should explore new ways to finance school costs. Georgia, for example, used a state bond issue to be retired by a gasoline tax.

Builders should get behind the movement to bring outlying areas into central planning groups, by getting officials of suburbs together.

Small builders can band together to build a community, share expense of facilities, provide better plans, parking, play areas, etc. They can advocate new parking areas financed by towns, paid for by meters. They may solve sewer problems with new types of disposal systems. They should explore scattered sites where facilities now exist. They can call for broadening the tax base by zoning for rounded communities with commercial as well as bedroom facilities. Already the industry is helping with schools. Prefab schools go up faster and cost less than old-line ones. Home plans are modified for school use until bonds are set up,
FLOOR PLAN of the Moonlight Motel in Kansas City showing one of the two wings extending out from the center office building. Parking facilities are in the rear, convenient to the individual entrances. A covered walk runs the length of both wings. Angle permits supervision of all units from office.

MOTEL'S FACADE faces the highway and is parallel to it. With entrances in the rear, the front can be treated simply and attractively. Cut stone facing, window shutters, gable and trellises give the building a homelike atmosphere. Big lawn and careful planting of shrubs invite the motorist to drive in.

For a rainy day investment...

THESE THREE BUILDERS TURNED MOTEL OWNERS.
NOW THEY'RE RUNNING THRIVING BUSINESSES.

1 Chester C. Andes, Kansas City, Mo., owner and builder. 20 units.

There is nothing very unusual about the design or construction of this attractive motel. What is out of the ordinary is that the contractor who built it still owns it, and is very glad he does.

The experiences of Chester Andes, and of the other two builders who own the motels in this article, seem to indicate that they made a sound investment. Andes, in his first year of operation, netted 15 to 18 percent on an appraised evaluation of $200,000—a healthy return in any business—and did it with an average of 90 per cent year-round occupancy. Since then, repeat business has raised this rate.

There are several reasons why a motel is a good investment for a builder. It gives him a way to absorb idle men from other jobs; and since the owner is the builder as well, it follows that he can build the motel at cost. Finally, as pointed out previously, the motel business can be very lucrative.

But there are difficulties too. Lending agencies are liable to be skeptical of the ability of a builder to step successfully into this new field. In this case, the builder was offered only 35 per cent of the appraised value. And the actual managing of a motel requires experience. Andes has solved the problem by hiring a resident manager.
... builder-owned motels

CANTILEVERED ROOF over office projects about forty feet, is constructed entirely of steel. It acts as attention getter,

2 Sam Reed & Son, Denver, Colo. 
Owners and builders. 45 units.

Financing was also a problem for Sam Reed & Son, builder—owners of this forty five-unit motel in Denver, Colo. The insurance company they went to was reluctant to lend more than 40 per cent of the motel’s valuation to an owner with no managerial experience. Reed promptly found a couple that had that experience, and went ahead. A return of 10 per cent on an assessment of $500,000 seems to show that things are being well run.

Many extras have been included in the Riviera Motel to make sure that last year’s 80 per cent occupancy rate will be even higher in the future. It is a striking looking two story, modern structure of brick and stone. Corresponding to the covered walk on the first floor is a protected balcony that connects the units on the second floor. And right next to the road, where a passing motorist can’t possibly miss seeing it, is a 20’x40’ swimming pool.

Several items that would be considered luxuries in the normal course of homebuilding are musts in a motel. If the climate is hot, air conditioning should be installed—usually as a central system with controls in each room. And no motel would be complete without TV sets in every room. They are usually coin operated, and pay for themselves in a short time.

PLAN IS U-SHAPED ...
FLOOR PLAN of Reed motel, showing 20' x 40' pool next to the road. It is a big drawing card. Office is at the right on lower floor of the two story structure.

All of the motels here have covered walks. This is comfortable for the customers, but also serves a practical purpose. Employees have to carry linens to rooms every day, and heavy rain or snow could render this work slow and difficult.

Probably the most important consideration in planning a motel is location. It must, of course, be on a busy highway, but in this age of superhighway building there is always a chance that traffic will be siphoned away. All sources of community and traffic planning must be carefully checked.

If the road carries heavy truck traffic, a site near a grade would be undesirable. The noise of changing gears is difficult to sleep through, and a customer so bothered is not likely to return for a second stay. The same applies between units of the motel—common partitions should be soundproofed.

INTERIORS are bright, tastefully furnished. Two walls are brick. Where units are separated by frame wall, studs are staggered, insulation woven in for soundproofing. Thermostat controls heat separately from other apartments.

COVERED PORCH provides sheltered promenade in front of all units. Unfinished ceiling, rough brick, give a ranch house flavor.

CLOCK TOWER is the dominating feature of the center section of the Shamrock Motel. The wall here is set forward four feet, making these rooms bigger than in other sections.
LOW ROOF LINE, deep porches, give this motel a lazy, sprawling ranch house look; actually, horseshoe-shaped plan is most efficient way of laying out motel. Office, at far left, commands supervisory view of all apartment units.

3 Ron Freeman, Omaha, Nebraska

Owner and builder. 32 units.

Where land does not command premium prices, a more spread-out plan permits easier parking. Also, as is the case with the Shamrock Motel, built and owned by Ron Freeman of Omaha, Nebraska, the area in the middle of the layout, at present nothing more than a lawn, later can be converted into a recreation area with a swimming pool and other attractions.

Despite the problem of financing, Freeman has done well in his first year of operation, clearing a net of 20 per cent on an appraised valuation of $250,000. The basic reasons for his success are the same as those of the other two builders mentioned here—attractive buildings in good locations, and, of course, a good job of managing, whether by the owner or by a hired manager.

Good food is a basic necessity for the success of a motel. None of the three here has its own restaurant, although it would be perfectly feasible for them to put one up; it is an absolute certainty, however, that there is a good eating place no more than a couple of minutes' drive away, or perhaps a small community with several good restaurants, and perhaps a movie theatre or two.

The first appearance of a motel is the string that pulls the motorist off the road. These three motels are of three design types—colonial, modern, and ranch—yet they have one important thing in common; they are attractive examples of their architectural type. And they are successfully run, which makes them good investments for the men who built and own them.

BIG LAWN in center of motel is decoration now, could be the site of a swimming pool in the future. Office, at the end of the left row, is a separate structure. "Bridal Suite" on opposite end is made up of two regular rooms.
Here's how to hedge the bet

The surroundings are traditional, but buyers want homes that "live modern." Which design should you pick? Here's one answer.

This Kansas City, Mo., development proves a builder can eat his architectural cake and have it too.

When Kroh Bros. acquired a 1000-acre tract in Leawood, they found themselves with a problem common to many developers. They were building in an area where the architectural motif was strictly traditional, and contemporary design would have stuck out like a sore thumb. But the buying public was showing an increasing preference for the comfort and convenience of modern houses, with their easy upkeep, labor saving features, and bright openness. The question—which style to build?

The answer: Instead of betting everything on one type of design or the other, Kroh Bros. hedged. They built exteriors that were as tastefully traditional as even the most conservative owner could want; but inside they put layouts that were 100 per cent up to date. Buyers approved of the results to the extent that they snapped up the more than 1100 houses that have been built so far.

Leawood's homes sell for between $25,000 and $38,000, a price range that permits the wide use of brick, molded cornices, shutters, columned porches, and other detail that points up the attractiveness of good traditional design.

Besides building their own houses, Kroh Bros. also sell lots for other builders to develop. To maintain architectural control over these units, Joseph W. McCoskrie, an architect who also builds on the tract, is retained by the company to pass on all plans.
PROJECTING BAY WINDOW is traditional architecture's answer to the glass wall. House's construction is of brick, laid up in skintled mortar. John G. Zimmerman is the builder.

PASS-THROUGH from kitchen permits family room to double as a children's dining room. Sloping site lets basement open to ground level in rear.

on contemporary ...

ANOTHER VERSION of the above model, this house achieves variation by the use of board and batten siding on the ell, and a different window and shutter treatment. Luxury price range of houses permits such extras as garage cupola.
HEDGING THE BET ON CONTEMPORARY continued

The feeling is traditional

While the exterior styling of Leawood's houses is uncompromisingly traditional, the interiors are uncompromisingly modern. Sleeping, living and service areas are sharply defined, with each section reached directly from the center hall. A minimum of space is wasted in corridors. Large family rooms that open off the kitchen are featured in every plan. Closets are big and plentiful and generally equipped with sliding doors.

In the majority of cases, houses are laid out with living areas in the back, and family or living rooms opening onto screened porches. Bi-level planning is used where the lot slope permits, with the basement floor at ground level. All houses have full basements and attached two-car garages.

Whether her home is modern or traditional in style, today's housewife demands a thoroughly modern kitchen with the latest gadgets. Under McCoskrie's direction, Leawood kitchens are compact and easy to work in. Wall ovens, counter ranges, dishwashers and garbage disposers are included in each house in addition to standard equipment. Year-round air conditioning either comes with the house, or ductwork is designed to accommodate it at a future date.

As might be expected in a development of this size and price class, a large area of land has been set aside for recreation purposes. The idea was first proposed by a group of Leawood residents; Kroh Bros. decided it made sense and it came into being as a joint project of community and company. Now, on a ten-acre site near the center of the development there is a country club, with swimming pool, wading pool, tennis and shuffleboard courts, picnic grounds, and a club house with shower and locker facilities and a short order kitchen. Members pay a fixed initiation fee and low monthly dues.
STEEP PITCH ROOF, trademark of traditional style, has saleable advantage over lower roofs, provides plenty of attic storage, plus the possibility of more rooms later on.

ALMOST UNBROKEN facade faces street in this plan, which is otherwise practically identical to plan on opposite page. It was also built by McCookie.

... the living is modern

RECREATION AREA includes this 100 x 65 foot swimming pool, adjoining wading pool for children. A wide terrace surrounds the pool. Tennis courts are in the background.

FOCAL POINT of the country club section is this clubhouse, recently enlarged. It houses a dining room and a short order grill, with showers for the sports minded.
When Edward A. Sweeney and Philip Winston decided to build "Meadow Wood" at Sands Point, New York, they ran into a design problem. Sands Point doesn't welcome merchant building; zoning regulations called for a minimum living area of 2000 square feet, and builders were forbidden to put identical houses within 900 feet of each other. And just to make sure, separate plans and renderings had to be submitted for every unit.

In spite of this, Sands Point looked like the ideal spot for the project, so Sweeney and Winston took their problem to the architectural firm of Ryder, Struppman and Neumann, Jamaica, N. Y.

Their solution: to hold building
they can't look alike . . .

ONE exterior treatment of the basic plan. The dramatic combination of siding materials is held together by the low sweeping line of the roof.

BASIC PLAN has 28x15 foot living room, two baths, and plenty of storage space. Heating is forced warm air, with ducts set in the concrete slab.

one basic plan . . . here are 4

costs down to a competitive level, stick as closely as possible to one basic plan. And to meet zoning requirements, build 14 exterior variations of that plan.

Four variations are shown here. They look like what they are—big homes in the $38,000 to $50,000 bracket—but they don’t look like each other. And with each of the 33 houses occupying a full acre, the effect is that of a group of handsome, custom built homes.

Differences in the exteriors are more than skin deep. Roof lines are changed, as are windows and their placement. Siding materials are used in varying combinations, and include clapboard, shingles, board and batten, vertical V-joint and brick.

Seven of the design variations are based on the floor plan reproduced here, and the other seven are modified by the addition of a maid’s room and bath.

BRICK along this protected front porch provides texture and color contrast.

ROOF line is broken by gable. Verticals are accented by boards and battens.
Tri-level or eye-level

Genuine red cedar shingles and shakes make the quality difference that sells homes

Pick an architectural style you would like to build. Whatever you choose—traditional, contemporary or something in between—cedar shingles and shakes will provide you a host of exclusive construction economies...then help you sell the house faster.

That's because red cedar is the real article.

TAKE THE ROOF. It is the most important single unit in any house. It's got to be good. If you build with cedar shingles over economical spaced sheathing it will be good! It will have natural charm and beauty as well as superior function. That's why a cedar shingle roof is the accepted roof. And why many builders have discovered that cedar on the roof is like having another salesman on the ground!

WALLS, TOO, benefit from the inherent quality of cedar. Beautifully striated, dimensionally square cedar shakes are being used on the most elaborate homes in our land...yet they remain the lowest priced genuine sidewall material on the market! Double-coursed over economy-grade shingles, cedar shakes create the thick layers and heavy bands of shadow that buyers favor. And, like a shingle roof, sidewalls of cedar are naturally insulated.

YES. Whether you're building split-levels or ramblers, colonials or contemporaries, cedar shingles and shakes will help create the architectural beauty—the genuineness—that sells houses. Plan to feature shingles and shakes on your next job. You'll agree

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How to lay the FIRST COURSE in Concrete Masonry Walls

The old saying, "Work well begun is half done," is especially true in laying up masonry walls. When the first course of a concrete masonry wall is laid with care it is much easier to build the rest of the wall straight and true. Yes, walls well begun are half done and here's the way to begin them:

1. After locating the corners it is a good practice to string out the block for the first course (without mortar) in order to check the spacing. A chalk line snapped on the footing or foundation helps you align the block accurately.

2. Place a full mortar bed on the footing or foundation and furrow it with a trowel to provide plenty of mortar along the bottom edges of the face shells of the block.

3. Begin the wall by laying the corner block. Position it carefully into its exact and final position.

4. Butter the ends of the face shells liberally. By placing several block on end you can apply mortar to the vertical face shells of three or four block in one operation.

5. Bring each block into its final position by pushing it downward into the mortar bed and sideways against the previously laid block. This insures well-filled vertical mortar joints. Always lay block with the thicker end of the face shell up because this will give you a larger mortar-bedding area for the succeeding courses.

6. After laying three or four block use a mason's level as a straightedge to make sure the block are correctly aligned.

7. Check the block with a level to make sure they are at the proper grade.

8. Make a third check with the level to establish that the block are plumb. If block are out of alignment, not at grade or out of plumb make the necessary adjustments by tapping the block with your trowel handle.

For more information write for a free, illustrated booklet, "Recommended Practices for Laying Concrete Block." Mailed only in U.S. and Canada. Address Dept. A11-3.

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broaden selection...
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Rockford, Illinois - Merchant Sales Division
With nearly 100 representatives of the press on hand, National Homes opened its new 90-house-a-day plant in Tyler, Texas, early last month. Also on display were National’s newest models, built by Percey Andrews, franchised builder-dealer in Tyler.

Biggest news at the high priced end of the line was the Ridgefield (above), priced at $27,000. Architect Charles H. Goodman has designed a handsome, highly livable house that should be the talk of the industry for months to come.

Representing 40 per cent of the nation’s prefab market, National’s houses can be considered an accurate preview of the latest trends in the field.

Preview: next year’s prefabs

All the news at Tyler was not made in the luxury class. Working in association with Goodman, architects Sidney Milam and John Roper of Dallas have produced the Le Marque, shown here, a three bedroom house with attached garage that is being offered at an amazing $10,600, including land.

The family room, adjoining the kitchen in the Ridgefield and part of it in the Le Marque, seems destined to be the big news in prefabs, as in conventional homes (see page 80). But perhaps the most important prediction was made by National President James R. Price. In 15 years, he said, half the homes in the country will be prefabs.
VINYLFLOR—gives almost seamless sweep of flooring. 21 handsome inlaid patterns. By the yard, 6' wide. Install over suspended sub-floors, wood or concrete.

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GOLD SEAL FLOORS AND WALLS
CONCOLEUM-NAIRN INC., Kearny, N. J.
CEDAR SHINGLES, vertical redwood siding and rough board fence give house a "country look." The garage wing brings the driveway conveniently close to the front entrance in the event of bad weather. Brick planter is luxury touch.
This house was terrific

This handsome house was one of the big hits of Portland's National Home Week. Some 50,000 people visited it, and most of them came away thinking it was terrific. It isn't hard to see why.

First, Architect James Gardiner has designed a house that looks and feels like the rugged country surrounding it. The cedar shingles on the roof, the redwood walls, and the ground-hugging silhouette all help create a house that is part of its land.

Second, the house incorporates most of the features that today's homebuyer has come to associate with modern living: lots of built-in storage space; two full baths; a big family room, and a two-car garage that can double as additional play space for the kids in rainy weather.

There are a lot of other features, too, that help make this a lot of house for the money. All cork floors, for instance, except for the linoleum in the kitchen and family room, and the ceramic tile on the bathroom floors. A dishwasher and a clothes washer and dryer are included as standard equipment. Kitchen cabinets are birch, counters are formica, and there are plenty of both.

Terrace is reached by doors from both living room and family room. The roof overhang and recessed living room wall provide protection from high summer sun. The clerestory windows allow added light into the living room.

This is a house that lets in lots of light. There are many windows and they are big, particularly in the living room, where floor-to-ceiling glass opens out onto the terrace. And just for good measure, clerestory windows are set into the gables—even in the garage.

Inside, textured and contrasting materials provide a feeling of richness. Overhead the plant-and-beam roof is left exposed and finished naturally to become an attractive ceiling. In the living room, vertical redwood tongue-and-groove boards cover one wall, while around the fireplace another wall of stacked-joint brick is built up to door height.

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Lightcraft light fixtures
Minneapolis-Honeywell controls
Mosaic tile
Overhead garage door
Preservative paint
Pryme fans
Pneumatic electric panel
U.S. Gypsum sheetrock
Van Ness jalousies
Washington line kitchen hardware
Washington “sliding door”

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.
TEXTURES ARE VARIED, RICH

BRINGING THE OUTSIDE WALLS INSIDE
VERTICAL redwood boards on the wall between the living room and all-purpose room echo the outside of the house. Wall goes up only to door height, ends in soffit which holds recessed light fixtures. Roof overhang, seen through window, adds to room's apparent length.

ROOM FOR THE FAMILY TO RELAX
KITCHEN and all purpose room form one big informal living area. Mother can cook, wash, and still keep a close eye on the kids. In background is the kitchen, showing large cabinet storage provided. Washing machine, in foreground, and clothes dryer, are part of house package.

PARTITIONS ARE KEPT AT DOOR HEIGHT
LIVING room-kitchen partition does not reach to ceiling. Glass between top of partition and ceiling keeps out kitchen odors, maintains the feeling of space. Fireplace wall at far end of living room also is door height. It is brick, with stacked joints.

SEE BLUEPRINTS ON OPPOSITE PAGE FOR DRAWINGS.
ALL PURPOSE ROOM

DINING

GARAGE

Found, Wall

CONC. TERRACE SLAB

CONC. SLAB FLOOR - BELOW THAN HOUSE FLOOR

RETURN AIR IN HALL CLI.

HEATING PLAN

DESIGN NO. A.B. 225

AMERICAN BUILDER BLUE PRINT SERIES

DESIGNED BY

JAMES C. GARDINER AIA

PORTLAND, OREGON

Simmons-Boardman Publ. Corp. 30 Church St., New York 7, N.Y.
THE BEDROOM, OR DEN, as the owner wishes. Instead of using wallboard on masonry wall behind fireplace, brick is repeated to create interest in otherwise ordinary room.

TWO COMPLETE BATHS are included, set back to back to minimize plumbing costs. Sinks are recessed into vanity counters, which extend across entire length of bathrooms.

**Quantity List of Materials**

*For American Builder Blueprint House No. 225*

**James C. Gardiner, Architect**

### GENERAL INFORMATION

- **House—Type**: frame
- **Area**: 1,554 sq. ft.
- **Cube**: 17,094 cu. ft.
- **Garage—Area**: 462 sq. ft.
- **Cubage**: 4,620 cu. ft.
- **Porch and planter—Area**: 112 sq. ft.

### EXCAVATING

- **Trench for foundation**: 215 lin. ft.
- **Chimney**: 1
- **Column footings**: 30
- **Crawl space excavation**: 75 yds.

### CEMENT WORK

- **Foundations—Wall**: 215 cw. ft.
- **Pier pads**: 38
- **Planter**: 35 cw. ft.
- **Concrete work**: 721 sq. ft.
- **Thickness**: 4".
- **Anchor bolts**: 62—1'/2"
- **Foundation vents**: 7—24"x 8".

### MASONRY

- **Type brick**:
- **Walls**: 220 sq. ft.
- **Planter**: 27 sq. ft.
- **Chimney**: 6 cu. ft. plus part of wall
- **Flue lining**: 16—lin. ft. 8"x12" vitreous
- **Throat and damper**: 1
- **Lintels**: 3
- **Chimney & fireplace foundation**: 46 sq. ft.—8" concrete block

### IRON WORK

- **Steel strapping**: 7—1/2" x 2 1/2" x .12"
- **Threaded rod**: 7—1/2" dia. x 42"

### MILLWORK

- **Windows—Type**: Fixed and jalousie
- **Material**: wood stops
- **Windows glazed including trim**: 2—1.4'x 6"x1.5"
- **Flower box shelf**: 24 lin. ft. 2"x12"
- **Exterior doors**: wood slab
- **Garage door**: 1 upward acting with glass in 4th sctn. 16'-0"x 7'-0"
- **Porch box shelf**: 24 lin. ft. 2"x12"
- **Interior doors**: 3—2'-6"x 8"x1 3/4"
- **Framing lintels**: 104 lin. ft. 4"x6"
- **Exterior doors**: 18.4 sq. ft.
- **Lavatory cabinets**: 2 sets
- **Kitchen cases**: 2 sets

### CARPENTRY

- **Beams, girders and rafters**: 1—8.5"x 14"x 22.5"x 27.0"
- **Ceiling joists**: 72 lin. ft. 4"x10"
- **Framing lintels**: 104 lin. ft. 4"x6"
- **Railings**: 275 lin. ft. 2"x4"x 6.0"
- **Wall materials**: 1,119 lin. ft. 2"x4" plus 220 pcs. 2"x4"x 6.0"
- **Floor joists**: 7,600 bd. ft. 2"x6"x 4.0"
- **Walls**: 3,800 bd. ft. 2"x6"x 4.0"
- **Roof joists**: 7,600 bd. ft. 2"x6"x 4.0"
- **Cement board**: 3,800 sq. ft. Y, 3/8" rigid

### SHEET METAL

- **175 lin. ft. Y, 9" 9". 9.0" at chimney
- **Gutters**: 173 lin. ft.
- **Downspouts**: 3—2"x3"—8.00"
- **Shingles**: at chimney

### ROOFING

- **Type**: tar / asphalt
- **Area**: 38 squares

### INTERIOR WALLS AND CEILINGS

- **Beams**: 1,527 sq. ft.
- **Cork**: 1,027 sq. ft.
- **Lino**: 335 sq. ft.
- **Ceramic tile**: 65 sq. ft.
- **3,600 sq. ft. rigid"
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.

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*V8 standard in L.C.F. models, an extra-cost option in all others except Forward-Control models.
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NOVEMBER 1955
Here's the case and what's in it for you!

The Stanley No. 183 Builder's Kit contains a carefully selected, tested and proved collection of time-saving, cost-cutting door hanging equipment for the modern carpenter. Built around the versatile Stanley Electric Router, starring here as a hinge mortiser, this kit has what it takes for up-to-date door hanging.

The same ¾ hp motor that powers the router at 22,000 rpm powers the new J48 16" jointer plane — a real work eater when it comes to fitting doors.

Other vital accessories included in this builder's kit are:
- Router base
- Template guide
- Straight and circular gauge Arbor
- Mortising bits (2)
- Grinding wheel
- Grinding arbor
- Cutter grinding attachment
- Door and jamb butt template
- Carrying case
- Plane cutter

Your dealer has Stanley No. 183 Builder's Kit, or write Stanley Electric Tools, 400 Myrtle St., New Britain, Conn.

Here's Stanley's famous 241 hinge...

With round corners for use with electric mortisers. Check off the features that make this hinge the Standard of the World.

1. Flat button tips
2. Hole in the bottom for quick pin removal
3. Clean, accurate countersinking
4. Easily seated, non-rising, lubricated pin
5. Complete interchangeability of leaves
6. Smooth steel, toughened by cold rolling

Stanley Round Cornered Hinges are available in any size or finish desired, in plain joint or ball-bearing, either regular weight or extra heavy.

Your dealer has them, or write for details to Stanley Hardware, 10N Lake St., New Britain, Conn.

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Your dealer has them, or write for details to Stanley Hardware, 10N Lake St., New Britain, Conn.
Brand New Edition of Famous Westinghouse Twins—America's best-known, most-wanted laundry pair!

WITH NEW FEATURES TO ATTRACT YOUR PROSPECTS

NEW Pushbutton Laundroguides . . . NEW Color-Glance Controls . . . NEW Soap 'N Water Saver and Weigh-to-Save Door on the Laundromat® . . . exclusive Direct Air-Flow System in the Dryer . . . and the same fine performance and dependability which has earned the Westinghouse Laundromat and Dryer their outstanding public acceptance.

These Westinghouse Laundry Twins in your houses will be an assurance to your prospects of the quality you provide throughout. And intensive Westinghouse national advertising in magazines . . . in newspapers . . . on Studio One®, plus strong co-operative advertising locally will give you the kind of merchandising support you want.

For details, see your local Westinghouse distributor or write direct to Contract Sales Department, Westinghouse Electric Corporation, Mansfield, Ohio.

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

YOU CAN BE SURE...IF IT'S Westinghouse
"We saved $85...yet home...with Insulite's

Bildrite Sheathing goes up faster, easier. Cuts application time as much as 45%. 4-ft. sheets have twice the bracing strength of horizontal wood sheathing, thus save corner-bracing. Asphalt treated throughout for moisture protection — eliminates need for building paper. Can be used or stored anywhere in any weather. Eliminates costly waste.

This system will save you money: (1) Bildrite Sheathing (2) Shingle-Backer (3) Outer-course Shingles (4) Grooved nail. Developed by Insulite, this combination makes a strong, tight exterior wall. Has more than twice the insulation value of wood sheathing, felt and double-course wood shingles combined. Withstands 250 M.P.H. winds.

Insulite Shingle-Backer speeds completion. Adds extra insulation value to sidewall. Developed by Insulite, the handy panels apply far faster and easier than wood undercourse shingles — cut application time in half. Produce deep, modern shadow lines. No matching waste. Protected throughout with asphalt. In easy-to-handle packages.
added quality to this Shingle-Backer System"

B. Lue Bettilyon, co-president, Bettilyon's, Inc., Salt Lake City, Utah says, "We save $85 and build a much better home with Insulite's Shingle-Backer System. Bildrite and Shingle-Backer cut our sheathing and undercoursing time almost in half. On top of that there's no more expensive waste. And our home buyers get a much stronger sidewall—better looking, better insulated. The savings and the top-notch materials sold me on Insulite's Shingle-Backer System." Pictures at left show how Insulite's Shingle-Backer System can help you build better for less.

Send for free cost-comparison forms and literature—write Insulite, Minneapolis 2, Minnesota.

Build better and save with INSULITE

Made of hardy Northern wood

INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota
A Chicago builder sells a house for $24,950. Completely glazing it with *Thermopane* costs about $275 more than with DSA window glass. On a 25-year mortgage, that adds only $1.17 per month.

And it's one of the builder's best salesmen. It's a quality feature that impresses his customers. They love the "no storm sash to bother with" angle. They're enthusiastic about the annual savings in fuel costs. And after they've bought one of these homes, they tell their friends how much they like living in it. They are understandably proud that their house has *Thermopane*.

*Thermopane* sells and keeps selling for you. Design your houses for standard sash which take standard sizes of *Thermopane*. Call your L-O-F Glass Distributor or Dealer listed in yellow pages of phone books under "Glass". Or write for complete data. Libbey-Owens-Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.

Great demand has created a temporary shortage of *Thermopane*. Place your order with your L-O-F Glass Distributor or Dealer as soon as your building plans are set. It may avoid construction delay.
At last—a real wood-burning fireplace complete with chimney that semi-skilled workmen can install in 4 to 6 man-hours! No special tools needed! No masonry required! It's the new Uni-bilt Fireplace—low in cost, high in the sales value it adds to your houses.

The Uni-bilt Fireplace is approved by Underwriters' Laboratories for installation directly against any wall, floor, ceiling or roof material. Can be installed in new or existing homes with complete safety. It blends in with any style of architecture and can be painted to harmonize with any room decoration.

Be among the first to offer the Uni-bilt Fireplace in your homes. Mail coupon below for full details.

Vega Industries Inc.,
Uni-bilt Division
411 Glen Ave., Syracuse 5, N.Y.

Send complete information on the new Uni-Bilt Fireplace.

Name
Company
Street
City
Zone State
I am a: builder, architect, dealer

NOVEMBER 1955
Holds Fast even in Hurricane Winds!

Seal-O-Matic® Shingles have been proved in use on thousands of homes. They have weathered full-force hurricanes intact, while nearby roofs were severely damaged. Seal-O-Matics grip tight—stay flat. Wind and rain can't get under the edges, even on roofs of low slope (2" minimum).

Cash in on this remarkable advance in roofing today! For full particulars about Seal-O-Matics call your nearest J-M Office or write Johns-Manville, Dept. AB, Box 111, New York, N. Y.
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 cooking 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 cooking tops are also available in 2-element drop-in units and 4-element, 30-inch and 36-inch set-on units. There's even a matching griddle.

Oven and surface units for every plan and price...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.

Special deal for builders!

Call, wire or mail this coupon today

---

No other built-in has so many wanted features

- Best-baking chrome-lined oven
- Convenient Visualite oven window
- Lift-off oven door for easy cleaning
- Eye-level automatic controls
- Versatile, smokeless broiling
- Super fast, 7-heat surface units

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.

Please send me complete information and prices on the new Tappan gas and electric built-in ranges.

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I build homes [ ] I remodel homes [ ]
This brand name on lumber brings you

A line of quality and services to

The 4-Square Home Building Service portfolio illustrates 148 beautiful modern homes, each one professionally planned for extra value. The Farm Building Service portfolio illustrates over 200 ideal farm buildings and equipment items, plus 22 charming farm homes. Singly, or together, these Services are highly effective in stimulating building prospects and in helping to close actual sales.

Colorful full-page advertisements in the Saturday Evening Post, plus programs in Better Homes and Gardens, American Home, Small Homes Guide, Farm Journal, and Successful Farming, feature the 4-Square Services promoting public acceptance of Weyerhaeuser 4-Square products and services.

Colorful planning materials, including descriptive folders, catalogs, and farm and home building books, are available to builders through their local Weyerhaeuser 4-Square Lumber Dealers.

Weyerhaeuser Sales
Many builders are strengthening their position by featuring Weyerhaeuser 4-Square Lumber products because these products have a reputation for uniformly high quality and because many years of advertising have built up a remarkable consumer acceptance for the Weyerhaeuser 4-Square brand name.

Builders are also profitably using the 4-Square Home and Farm Building Services in their selling. These Services include scores of professionally designed homes and farm structures, complete with blueprints and material lists.

Both the Building Services and Weyerhaeuser 4-Square Lumber products are advertised nationally to the public every month. This produces building prospects who are favorably disposed toward builders who offer them the Services and who use Weyerhaeuser 4-Square Lumber products — available through retail lumber dealers.

products... help you Sell

KILN-DRIED FRAMING in a Variety of Species

WOOD SIDING in Many Widths and Types

DECORATIVE PANELING in Wide Selection

PRECISION MOULDING for Interior and Exterior Trim

BEAUTIFUL FLOORING of Selected Woods

FINISH WOODS in Plys and Wideboard

WOOD SHEATHING with All its Advantages

Company ST. PAUL 1, MINNESOTA

NOVEMBER 1955
Pella

WOOD FOLDING DOORS
Bea UCU works For vou
WITH WOOD
FOLDING DOORS

The rich-grained beauty of PELLA WOOD FOLDING DOORS will give your homes the appealing, "luxury-look" that reflects extra value. Home buyers like the warm, friendly veneers of birch, oak, pine or Philippine mahogany that blend with or match woodwork and furniture.

Use PELLA DOORS as room dividers to make small rooms serve as large ones . . . use them for closets, storage walls, regular doorways, kitchen pass-throughs. Achieve the open planning with maximum privacy that today's home buyers appreciate.

Doors fold to 2" or less per foot of opening width. This "tight stack" is due to PELLA'S exclusive concealed spring hinging, which also enables doors to open and close quietly.

PELLA DOORS are sturdily constructed with solid wood laminated cores . . . aren't subject to deterioration or warpage, even in below-grade rooms where humid conditions may exist.

Available in stock or custom sizes, finished or unfinished, factory assembled, complete with all hardware and concealing track mould. There is no costly fitting on the job. Send for sample of laminated PELLA Door Panel today. Mail coupon below. Or see our catalog in Sweet's Light Construction File. Representatives in principal cities of U. S. and Canada.

PELLA
WOOD FOLDING DOORS

ROLLSCREEN COMPANY, Dept. G-96,
Pella, IOWA

Gentlemen: Please send FREE sample of laminated PELLA Door Panel and literature on PELLA Wood Folding Doors.

NAME
ADDRESS
CITY ZONE STATE

NOVEMBER 1955
Quiet kitchens add new sales appeal to your houses

Homes are easier to sell when their noisiest area is sound conditioned with attractive Cushiontone ceilings

Promote sound-conditioned kitchens... take advantage of the competitive edge Armstrong Cushiontone gives your homes. Cushiontone not only absorbs noise but also creates beautiful ceilings with its smart Full Random design. Your local Armstrong Building Products Dealer can supply you with promotional materials.

Quiet helps sell kitchens... and kitchens help sell houses. Tell prospects that Cushiontone soaks up the sounds of children, appliances, and TV before they can build up into racket. Then prove Cushiontone's efficiency by striking a ruler on a counter top. Prospects will be impressed by the way Cushiontone soaks up noise and provides a beautiful ceiling finish that won't crack.

In one application, Cushiontone provides a finished ceiling. A carpenter simply nails furring to joists, then fastens Cushiontone to the furring with staples or nails, and the job is done.

Cushiontone costs little extra yet it adds the new comfort of sound conditioning as a strong selling feature. Cushiontone is a complete acoustical ceiling in itself, it replaces plaster and comes factory finished, ready to install. For full details on attractive Cushiontone ceilings, see your Armstrong Building Products Dealer or write Armstrong Cork Company, 4211 Rieker Avenue, Lancaster, Pennsylvania.

Armstrong CEILINGS

Cushiontone® * Tamlok® Tile
* * * to quiet and beautify homes

National ads every month in leading "shelter" magazines help presell your prospects on the new comfort of quiet with Armstrong Cushiontone... and give you another well-known brand name to help you sell homes.
You can turn a dial and make your competition look old-fashioned! **NEW LUXTROL** light control

Here's a new, easy, practical way to set your homes apart from competition...to make them beautifully, profitably different.

It's an entirely new concept in home light control. New LUXTROL Light Control!

LUXTROL brings to homes, for the very first time, light that is truly controlled. Light that glides from dark to bright, bright to dark, at the turn of a dial. Gone are old-fashioned "on-off" switches. Gone is "all-or-nothing" lighting.

In living room or TV room, bedroom or nursery, dining room, bar or den, LUXTROL offers your prospects the perfect level of light for every occasion, every activity, every mood.

LUXTROL is not a rheostat. Instead it is a soundly engineered autotransformer type unit. It has both fuse and thermal overload protection. It controls fluorescent and incandescent and cold-cathode lighting. It operates smoothly, silently, safely, is approved by Underwriters' Laboratories.

Best of all, LUXTROL is priced surprisingly low and requires no complex wiring. It replaces ordinary wall switches, is just as easy to incorporate in your plans, just as easy to install — not only in homes but in non-residential applications too.

SEE NEW LUXTROL FOR YOURSELF. ARRANGE A PERSONAL DEMONSTRATION. We'll send you the name of the nearest distributor and full technical data, just send us the coupon.

---

New LUXTROL Light Control requires no complex wiring, is as easy to install as an ordinary wallswitch!

THE SUPERIOR ELECTRIC COMPANY
3115 Domers Ave.,
Bristol, Conn.

Please send me the name of the nearest distributor and full design data on new LUXTROL Light Control.

Name
Street
City Zone State

Watch for our mobile display, "a mansion on wheels," with the latest in lighting in actual room settings.
No other inexpensive "Extra" gives such push to your new home sales!

Low-Cost Ventilation - Low-Cost Installation

MODELS FOR EVERY NEED - NO SERVICE CALL BACKS

FASCO offers a complete line of ventilating fans for every building need... in kitchen, bath and utility rooms... at prices to fit your building budget. All models guaranteed 5 years! Specify FASCO for your new homes,

MODELS 728-1021
For inside walls and ceilings. Turbo-Radial Impeller develops greater pressures. 728, 7" impeller, 325 CFM; 1021, 10" impeller, 530 CFM.

MODEL 880
For single story houses—in ceiling. Simple to install—low in cost—high efficiency. 8" blade, 475 CFM. Also model 1080, 10" blade.

MODELS 882-1082
Automatic wall ventilating fan Switch operated. 882, 8" blade, 375 CFM; 1082, 10" blade, 550 CFM.

MODELS 847-1047
OUTSIDE WALL VENTILATING FAN
A sturdy, efficient, low-cost fan for any home. Automatic pull-chain operation. For outside walls, 4½" to 15" thick, 847, 8" blade, 475 CFM; 1047, 10" blade, 650 CFM.

Write Today for literature on the FASCO fan line.

FASCO INDUSTRIES, INC.
2115 AUGUSTA STREET
ROCHESTER 2, N. Y.

Our products are exhibited in the

NATIONAL HOUSING CENTER
WASHINGTON, D.C.

AMERICAN BUILDER
More and more builders and architects are turning to Orangeburg Root-Proof Pipe because it is ideally suited for modern construction methods (over one million installations are now giving trouble-free service to homes from coast-to-coast).

Today's construction demands speed and quality and Orangeburg's speed of installation and proved quality are unsurpassed by any other pipe.

Orangeburg's famous Taperweld joints seal root-proof with a few hammer taps... no cement, no caulkling, no compounds. The long 8 ft. lengths are so light one man can easily carry several lengths... so rugged and durable that drain lines installed 49 years ago are good as new today.

Get all the facts, for where time is money, it pays to use genuine Orangeburg Root-Proof Pipe.

Use Orangeburg Root-Proof Pipe for house sewers, storm drains and other non-pressure lines. Use Orangeburg Perforated Pipe for septic tank disposal fields, foundation drains, wet spots everywhere.
GRACIOUS DINING AREA of "Garden City" homes is highlighted by rich charm of Philippine mahogany Plankweld. So many of the fine features you build into a house are hidden from prospective buyers' eyes—but a beautiful wall of real wood like this shows openly the care a builder puts into every detail.

RUSSELL P. MILLER, President of Sampson Bros., Inc., says:

"Plankweld is the easiest wood paneling we've ever installed..."

Successful developers of new Pittsburgh suburb "Garden City" find real wood Plankweld a low-cost competitive selling feature for homes

Why Plankweld's ease of installation cuts costs.

(1) Plankweld comes to a job-site completely pre-finished by skilled factory craftsmen. You don't do any staining, don't have to wait for drying. There's no sealing or waxing involved, no matching of colors or wood figure.

(2) Plankweld panels are exactly 16½" wide by 8' high, and overlap to fit perfectly on 16" studs. Installation is so easy and quick that builders like Mr. Miller find Plankweld the most economical way they can give homes the warmth and beauty of real wood.

(3) Special concealed metal clips fasten Plankweld to studs, wall or furring strips and eliminate face nailing. You have no problems with joints, no nail holes to fill.

(4) Plankweld's 8' height makes trimming to fit a standard-height ceiling unnecessary. And its lines are so neat and clean that you can eliminate moldings completely, creating an attractive effect while you save time and money.

It takes only 30 minutes to panel a straight 12' x 8' wall with Plankweld, even with unskilled labor. Just put the panels up—and the job's done!

Get further details on how easy and inexpensive it is to build prospect-impressing beauty into every home you build. See your lumber dealer or consult the Architects and Builders Service Desk at any of the 87 United States Plywood showrooms in principal cities... or mail the coupon on the right.
HOW TO MAKE BASEMENT SPACE INTO SELLING SPACE. The builders of "Garden City" used Philippine mahogany Plankweld to finish off the basement of one of their model homes as a recreation room. As a handsome "idea-room," it stimulates buyers into imagining what they could do for the room. Choose from these Plankweld woods: birch, Korina®, knotty pine, oak, Philippine mahogany, Honduras mahogany and walnut.

it costs less and looks better"

This plaque will help you sell homes. Use Plankweld in interiors and this plaque—displayed in your model home—puts all the weight of United States Plywood's constant advertising and promotion behind you. Many builders find it helpful to point out the plaque and draw attention to our famous unconditional lifetime guarantee inscribed on it.
"Gold Bond LATH and PLASTER gives us Luxurious Interiors we can SELL!"

"Lath and Plaster gives us more flexibility with the interior design of expensive homes," says Mr. Robert Hoag, prominent Milwaukee custom-home builder. "Our luxury homes are built with the finest materials...the kind that show up even when the house is completed. We know from experience that not only are the working qualities of Gold Bond Lath and Plaster excellent, but that the final result will be in keeping with our type of homes every time. When we specify Gold Bond construction, our salesmen have an easier time getting the prospect sold."

"To keep selling homes, I have to maintain a business reputation that took us a century to build," says Mr. Val Zimmermann. "We back our development homes with a quality workmanship guarantee. We demonstrate this workmanship by showing prospects cut-away wall construction details. Gold Bond Lath and Plaster gives us permanently sturdy, fire-proof walls and ceilings that have been a paramount factor in our selling success.

Whether you're building luxury homes like Mr. Hoag or development homes like Mr. Zimmermann, you'll see the difference that quality insurance makes. Gold Bond Lath and Plaster consistently assures top performance, fireproof construction and beautiful results.

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

Build better with Gold Bond LATH AND PLASTER
A "PROJECT" PRICED "CUSTOM" QUALITY BATHTUB

CHECK THESE FEATURES

- Full 5 feet long recessed tub...with sound deadener.
- Acid-resisting, stainproof porcelain enamel finish; medicines, soaps or bleaches will not effect this finish.
- Accurate, die-formed steel eliminates expensive roughing in changes or carpentry alterations.
- High-tight in flange assures positive, permanent, water-proof seal between tub and wall.
- Straight bottom and ends eliminate special, costly cutting of floor and wall tile.
- Light-weight of porcelain on steel means faster, easier, low-cost installations.

It's here at last...a bathtub designed specifically for low budget homes with all the fine quality advantages and appearance of high priced bathtubs. How has Ingersoll done it? With modern mass production methods using the latest techniques and materials. And, the Ingersoll way means economy without sacrificing quality. Here, at last, are bathroom selling features you can afford. Write or wire for details and prices.

INGERSOLL PRODUCTS DIVISION
Borg-Warner Corporation
CHICAGO 43, ILLINOIS
Here's the latest of the new Regal line of Dexter Key-in-Knob locksets — The Regal Portrait Design — 5" backset with escutcheon 5½" x 5½", mounts either diamond or square. Portrait is available with pin or disc tumbler cylinder, deadlocking or spring latch.

Like other Dexter Regal locksets, exterior is solid brass, interior parts cold rolled steel. Available in standard or two-tone finishes.

Knobs armored brass, steel reinforced. Lock reversible for any hand of door without disassembly. Requires only 1½" dia. hole through door.

Regal by Dexter

Portrait mounted square.
Attractive mounted displays are available in Decorator Colors: red, blue, green or ivory.

Dexter Lock Division

No lock installs faster than a Dexter
In Canada:
Dexter Lock Canada Ltd., Guelph, Ontario
In Mexico:
Dexter Locks, Plata Elegante, S.A. de C.V., Mexico City
**AMERICAN BUILDER**

Your guide to new products information

**ENTIRE UNIT** of Master Pre-fitted Door Equipment (except power tools) is shown here. Door has been placed in specially constructed bench. Rail acts as clamp for door and also as the control of the width of the door.

**OPERATOR** is shown here planing door on the hinge side. The plane has attachments on it to control the bevel exactly and also to size the door perfectly. After planing is finished, next step is to use combination door and jamb stop.

**WITH TODAY’S NEW EQUIPMENT...**

You can hang 50 doors a day...

The Master Z & K Pre-fitted Door Equipment consists of a series of jigs and a specially designed bench with which doors can be fitted quickly and with precision. The manufacturers, the Z & K Tool Company of Lebanon, Pennsylvania, say you can hang 50 doors a day with their equipment.

The Master Z & K pre-fitted door equipment comes pre-set to the manufacturer’s standards but can be changed to meet the standards of any part of the country. A space of only 3x7 feet is required and the unit is said to be complete without any additional equipment required to manufacture pre-fitted door units. An experienced operator will produce the first unit within a few hours after the time of the equipment’s arrival, the manufacturer says. The manufacturer also has a system of tools for the hanging of a perfect wooden door to a steel buck.


Circle No. 1116 on Readers’ Reply Card, p. 168

**PLACE JIG** on door. Slide combination door and jamb stop on left hand side of rail against top of door.

**ROUTE** for hinges on door and jamb. Third hinge unit can be left off the rail when doing two-hinge doors.

**DRILL** spindle hole. Special adapter engages drill spindles instantly. The lock is drilled in less than 1/2-minute.
Earth-moving equipment . . .

New trencher digs 4 ft. deep, trenches 14, 16, 18 in. wide
The Universal Trancher holds line and grade without effort, is hydraulically controlled and trenches easily in small places. Other features are cross trenching, square trenches, and strip pipe lines. The Universal is approved for mounting on the John Deere 40 Crawler Tractor. Heller Mfg. Corp. Dept. AB, 1849 E. Slauson Ave., Los Angeles 58, Calif.
Circle No. 1121 on Readers' Reply Card, p. 188

Small tractor: 4-wheel hydraulic brakes
Four-wheel hydraulic brakes, previously available only on larger machines in the line are now standard equipment on the Michigan Model 75A tractor shovel. It has a 1 cu. yd. bucket capacity and weighs 12,750 lbs. With 4-wheel drive and rear wheel steering, it is offered with either 77 hp gasoline engine or an 80 hp diesel engine. The Model 75A has 4 speeds forward and reverse, with a maximum of 26 miles per hour in either direction. Construction Machinery Div., Clark Equipment Co., Dept. AB, Attn. C. G. Kennedy, Benton Harbor, Mich.
Circle No. 1122 on Readers' Reply Card, p. 188

Moves 300 yards of dirt a day!
Norman Fritz (shown above) used the John Deere 40-C tractor with the Heavy Duty Ateco Loade attached to

Homelotter Model 600"
Terraloader to load high-sided trucks and tall hoppers with ease. Use of larger direct-action lift and tilt cylinders, with precision-tooled steel castings in loader assembly provide greatly increased lifting speed, greater shake-out action for releasing sticky materials. Price of Terratrac Model "600" with all accessories and 1 cu. yd. Terraloader: $7,843. list FOB. American Tractor Corp. Dept. AB, Attn. L. D. Rojtman, Terra Dr. Churubusco, Ind.
Circle No. 1120 on Readers' Reply Card, p. 188

New all-hydraulic trencher detaches in 90 seconds
A new all-hydraulic attachment called the Jet Trencher is being offered for use on the Oliver OC-3 loader. It features a 2-point hitch permitting the operator to hook up or remove the trencher in 90 seconds, and without leaving the tractor. With the trencher detached, the 2-point hitch holds the counterweight for front-end loader, or takes attachments such as a scarifier bar, grader blade, etc. The Jet Trencher digs to a depth of 12 ft., lifts to 11 1/2 ft. and clears 7 1/2 ft., for easy loading of high trucks. Various bucket sizes are available. Oliver Corp., Dept. AB, Attn. R. G. Hurlburt, 400 W. Madison St., Chicago, Ill.
Circle No. 1119 on Readers' Reply Card, p. 188

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Norman Fritz (shown above) used the John Deere 40-C tractor with the Heavy Duty Ateco Loade attached to

Homelotter Model 600"
Terraloader to load high-sided trucks and tall hoppers with ease. Use of larger direct-action lift and tilt cylinders, with precision-tooled steel castings in loader assembly provide greatly increased lifting speed, greater shake-out action for releasing sticky materials. Price of Terratrac Model "600" with all accessories and 1 cu. yd. Terraloader: $7,843. list FOB. American Tractor Corp. Dept. AB, Attn. L. D. Rojtman, Terra Dr. Churubusco, Ind.
Circle No. 1120 on Readers' Reply Card, p. 188
grade for home construction at a rate as high as 5 lots in a working day. He averaged 300 yards of dirt moved per day. Average fuel consumption: about a gallon an hour. Price of John Deere tractor: about $2,500 to $3,500. For more about the tractor and the Ateco Loade attachment write to John Deere, Dept. AB, 3400 River Dr., Moline, Ill. Circle No. 1123 on Readers’ Reply Card, p. 188

Digger has 360 degree swing
The new ½-yard Model 360 Hopto Digger has a full 360-degree swing from its travel position when boom is extended over the cab of the truck. Three-eighth and one-half yard non-spill backhoe and shovel buckets are available. Completely hydraulic the 360 has an extension arrangement which permits straight-sided vertical digging. Has a digging depth of 17 ft., surface reach of 24 ft., backhoe loading height of 12 ft. on a 16 ft. 6 in. radius and a shovel bucket loading height of 14 ft. Price of 360 less carrier: about $9,000. Badger Machine Co., Dept. AB, Attn. U. S. Shugart, 1124 West 5th St., Winona, Minn. Circle No. 1124 on Readers’ Reply Card, p. 188

Ditcher has 16 forward digging speeds
The Buckeye 308 has 16 digging speeds forward, ranging from .80 to 19.10 ft. per minute. The 308 is a heavy-duty wheel-type ditcher especially designed for digging cross-country ditch and for city gas, water, oil, sewer, conduit and cable lines. It digs to a maximum depth of 5 ft. 6 in. with optional width of cut varying from 16 in. to 32 in. increments. It is exceptionally fast and flexible in all types of soils and under almost any job condition. Gar Wood Industries, Inc. Dept. AB, Attn. A. F. Dries, Wayne, Mich. Circle No. 1125 on Readers’ Reply Card, p. 188

H-5 Hydrocrane is hydraulic
The new all-hydraulic H-5 Hydrocrane has an 18,000-lb. maximum lift. It can be equipped with a standard 2-piece boom (telescoping from 24 ft. to 36 ft. long) or with an optional high-lift, 3-piece boom (extendible from 38 ft. to 50 ft. long). Mounted on easy-to-handle truck with its boom resting over the truck cab, moves smoothly through city traffic. It is exceptionally safe at close-quarter work. Attachments: low-headroom type, dual-ram, ½-cu. yd. clamshell bucket and 39-in. dia. lifting magnet. Bucyrus-Erie Co., Dept. AB, So. Milwaukee, Wisc. Circle No. 1126 on Readers’ Reply Card, p. 188

Ford reversible scoop handles materials, earth
This new Ford rear-mounted, reversible scoop is designed to handle a wide variety of industrial operations, ranging from material handling to earth moving. It will handle up to 7 cu. ft. of material and attaches to the 3-point implement linkage of any Ford tractor. Driver controls all operations of the scoop from the tractor seat. Digging depth: 6 in. List price: $67.50. Tractor & Implement Div., Ford Motor Co., Dept. AB, Attn. F. W. Conover, 2500 East Maple Rd., Birmingham, Mich. Circle No. 1127 on Readers’ Reply Card, p. 188

Shovel-crane self-propelled

Has 4-wheel drive, 2 cu. yd. capacity
The third and largest of the new 4-wheel drive tractor-shovels has been added to the “Payloader” line. The new unit is designated as the Model HO and has a capacity of 2 cu. yds. Features of HO Payloader: “pry-out” bucket action, 40 degrees of “breakout” at ground level, new complete “power-shift” transmission, greater horsepower, more weight. List price FOB Libertyville: $15,000 for gas; $16,650 for diesel. The Frank G. Hough Co., Dept. AB, Attn. M. L. Crawford, 811 Seventh St., Libertyville, Ill. Circle No. 1129 on Readers’ Reply Card, p. 188

More earth-moving equipment, p. 162
Bathroom products – see article, pages 86-91

The trend is to marble
Marble panel bathrooms are on the way back to prominence in American homes. Shown here is a bathroom finished with Marlite black and gold marble panels said to be easy to clean. Paneling is easy to install around wash bowls and on walls and ceilings and may be cut with a regular hand saw. Marlite is available in verdi antique, Skyrose, black and gold, Jaune benou and rose de brignoles. Marsh Wall Products, Inc., Dept. AB, 268 Main Street, Dover, Ohio. Circle No. 1130 on Readers’ Reply Card, p. 188

Azrock Terrazzo Tones give high style to bathroom floors
Azrock Terrazzo Tones are asphalt tile with unique color-chip motting in six color combinations plus reproductions of natural cork colors. Tiles are easy to clean because of smooth surface and resistance to greases and oils. Price varies depending upon floor area and design from approximately 25¢-to-40¢ per square foot installed. Uvalde Rock Asphalt Co., Dept. AB, Attn. William K. Clark, P.O. Box 531, San Antonio, Texas. Circle No. 1131 on Readers’ Reply Card, p. 188

Porcelain-on-aluminum tile
A new wall tile of porcelain fused on aluminum at temperatures of 900-1000°F. has just been announced by Vikon Tile. The tile has a beautiful surface-finish, glass-hard, cleans fast and easily. It is highly resistant to chemicals, unaffected by cleaning agents, and damage-free in heavy duty, it is also free of fire hazard. It is easily installed and can be cut and bent to fit. Will not chip or craze. Vikon Tile Corp., Dept AB, Attn. E. Robert Grauer, Washington, New Jersey. Circle No. 1132 on Readers’ Reply Card, p. 188

Vanitory and medicine cabinet
On permanent display at the National Housing Center in Washington, D.C., is the Topcraft Vanitory and Medicine Cabinet. Crafted of America’s leading nationally advertised laminates, the units have been used by prominent builders. Topcraft, Dept. AB, 4207 Menlo Drive, Baltimore 15, Maryland. Circle No. 1136 on Readers’ Reply Card, p. 188

Moderately-priced “ShowerGlass” enclosures
Shower Door Co. offers a less-expensive shower door under the Permalume label, and called “Shower Glass.” The new line offers three shower doors for shower stall enclosures, a rollaway (two door) enclosure for large shower stalls and daylight bathrooms, and the popular rollaway model for recessed tubs. A full 7-year unconditional guarantee is offered. Available through distributors. Shower Door Co. of America, Dept. AB, 1301 Chattahoochee Ave., N.W., Atlanta 13, Georgia. Circle No. 1135 on Readers’ Reply Card, p. 188

Bathroom built-ins save space
Jensen Industries offers two built-in fixtures that save space and add convenience. The magazine rack-paper holder has shelves for room deodorant, cigarettes and ash tray. The polished aluminum bar, double rack holds both large and small magazines. Price: $12.30. The wall hamper has automatic double catch gravity lock and the full piano-hinged side opening for easy clothes removal. Top and bottom vents prevent mildew. Price: $17.75. Both are constructed of die formed steel. Jensen Industries, Dept. AB, 159 South Anderson Street, Los Angeles 33, Calif. Circle No. 1132 on Readers’ Reply Card, p. 188

“Rose Pink” plumbing fixtures
“Rose Pink” is the new color now available in plumbing fixtures being produced by Universal-Rundle. It is a delicate pastel tone, yet has depth of color. The color is produced by the action of the heat on the pigment in the ceramic glaze. The successful formulation of a pastel pink marks another contribution to better bathrooms by the original makers of matched colorware in plumbing fixtures. Universal Rundle Corp., Dept. AB, New Castle, Pa. Circle No. 1134 on Readers’ Reply Card, p. 188
Here are 19 REASONS why these new 1956 AMF De Walt Power Saws speed your cutting...lower your costs.

1. Does everything on the job, from framing to finishing.
2. Saves as much as 60% in power tool costs.
3. Instantly adjusts for any cut you want.
4. Gives machine-tool accuracy on all cuts—makes fitting easier, faster, finer.
5. Cuts lumber waste...salvages odd sizes.
7. Saves as much as 90% in layout and marking time.
8. Reduces worker fatigue—operators like De Walt’s easy handling.
9. Has big capacity in either size...with powerful, compact, direct-drive motor.
10. Complete in every way...sets up instantly on the job.
11. Conveniently lightweight...easily carries to any spot on the job site.
13. Has quick-set stops for all popular angle cuts.
15. Does special millwork...without mill costs.
17. Has Underwriters’ Laboratories, Inc. and Canadian Standards Association Approval for your extra protection.
18. Makes work go faster, more efficiently...one saw operator keeps a dozen or more carpenters busy nailing.

Use your De Walt for framing, concrete forms, interior trim work, special built-ins...for every cutting need.

Join the thousands of builders who have found an AMF De Walt the one modern, cost-saving way to cut and finish lumber, in the shop or on the job.

MODEL GW-1 WITH 10” SAW. 114 hp direct-drive motor, 120/240 voltage change switch. 10” saw blade cuts 2” deep, rips 26” wide, cross-cuts 16” wide on 1” stock. Steel base with welded carrying handles, carries through 30” door. Safety key switch, guard, anti-kickback device. Weighs only 183 lbs. $362.50 complete delivered.

Larger sizes available

MODEL MB-F WITH 9” SAW. Portable, with new ¾ hp direct-drive motor, 120 V. 9” all-purpose saw blade cuts 2½” deep, rips 24” wide, cross-cuts 15” wide on 1” stock. Safety key switch, safety guard, and anti-kickback device. Weighs only 140 lbs. $239 complete delivered.

Send for valuable Free Booklet on Job-Tested Methods for Cutting Building Costs.

MAIL THE COUPON TODAY.

AMF De Walt Inc., Dept. 48-55-11, Lancaster, Pa.
In Canada: De Walt Canada Ltd., Guelph, Ontario.

Please send me valuable Free 16-page Booklet on Job-Tested Methods for Cutting Building Costs.

☐ Please send handy Common Rafter Meter. I enclose 25¢ in coin.

Name ____________________________
Company ____________________________
Address ____________________________
City Zone State ____________________________

NOVEMBER 1955
Offer your buyers a LIFETIME FOLLANSBEE TERNE ROOF

The most important structural feature of your homes... is the roof—because it’s the roof that provides shelter which is the primary function of a house.

You can make the roof the most important SALES FEATURE of your homes too if you point this fact out to your buyers and provide a lifetime FOLLANSBEE TERNE roof.

And in addition to its permanence, a terne roof offers them modern design features, greater reflectivity, color and safety from fire and, properly grounded, from lightning.

Remember too, a terne roof weighs only about 70 pounds per square, giving you the opportunity to save on the sub-structure.

Ask your sheet metal contractor about terne roofs. He’ll tell you that a terne roof is a roof you can really sell. Terne is tops for gutter, conductor, valleys and flashing too.

FOLLANSBEE STEEL CORPORATION
FOLLANSBEE, WEST VIRGINIA
Cold Rolled Strip • Terne Roll Roofing • Polished Blue Sheets & Coils
Sales Offices in Principal Cities

Small, rubber-tired ditcher is rugged, versatile
The Model 702 Ditcher is a versatile tool, ideal as a supplementary machine that can dig the size trench needed for house services, for gas and electric lines, etc. It can be equipped with either of 2 digging booms. One digging 30 inches deep can be equipped with either a 2½-in. or 4½-in. bucket line. The other digging 40 inches deep can be equipped with 2½-in. or 5-in. lines. Switching from digging width to another involves a change in bucket line which can be done by one man with hand tools in from 15 to 20 minutes. Price: about $2,500. Barber-Greene Co., Dept. AB, Attn. Robert McClure, Aurora, Ill.

Anti-friction bearings for small tilting concrete mixer
Muller Machinery Co. announces an important improvement in the design of their 3½-S Tilting Type Concrete Mixer. The main spindle bearing is now Timken equipped, and the countershaft bearings are provided with roller bearings. The adoption of mechanical bearings has resulted in longer machine life, lower maintenance and replacement costs, and reduced power requirements. The mixer has a capacity of 5 to 6 cubic feet of loose material and is rated at 3½ cubic feet of mixed concrete. Available now at $402. Muller Machinery Company, Inc., Dept. AB, Attn. Walter Muller, Pres., Metuchen, N. J.
Loader uses tractor's hydraulic system

The Davis Model 102 Loader is designed and accepted as special duty equipment for the new International 300 Utility Tractor. The loader uses the tractor's hydraulic system. It features twin dump cylinders with down pressure, heavy-duty box-frame construction throughout, and a 11 cubic foot material bucket with high carbon steel cutting edge. List price of loader using tractor hydraulic system: $525. FOB Wichita. Mid-Western Industries, Inc., Dept. AB, Attn. R. E. Jordan, 1009 So. West St., Wichita, Kans.


Aluminum scaffold legs

Steel Corner Tape's easy to assemble scaffold legs are designed for time saving and easy carrying. They slip on any size plank. The tightening of two wing nuts produces the lightest scaffolding ever made. Weight is 31/2 lbs. per leg. List price: $10.75 per set. Steel Corner Tape Corp., Dept. AB, 121-07 133rd Street, South Ozone Park, New York.

New Sliding Door Hardware

Easy to Install
Stanley Quality at a Competitive Price

HERE'S WHY:
- Low headroom needed — only 13/4".
- Jump-proof track — doors lift on or off without removing hangers — cannot be derailed in vertical position.
- Steel track press formed for perfect straightness, bonderized 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.
- ¾" vertical adjustment with positive lock-in-place feature.
- Adjustable nylon floor guide. Only 3 screws required.

*VERTICAL ADJUSTMENT
Specially designed hangers permit ¾" 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 ¾" and 1¾" doors by reversing both the bracket and roller on the REAR ¾" door.

STANLEY

2804 and 2808

2804 for ¾" Doors
2808 for 1¾" Doors

See these new 2800 Series Sets at your hardware or building supplies dealer. Check the ease of installation... low headroom... 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, 10 N Lake Street, New Britain, Conn. Ask for 2800 Catalog No. G88.

STANLEY

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.
Here is a bathroom cabinet with plenty of room

General Cabinet Corporation presents a line of bathroom cabinets of quality materials. These cabinets are said to be low in price. Sliding door panels are made of quality plate glass, encased in stainless steel frame. Top light constructed of 20-gauge steel equipped with switch and convenient outlet. General Cabinet Corp., Dept. AB, 1809-11 W. Thomas St., Chicago 22, Ill.

Circle No. 1142 on Readers' Reply Cord, p. 188

Shatter-proof Fiberglas bath enclosures

Beauty-glas enclosures are made of panels formed of polyester resins reinforced with Fiberglas mat. Highly resistant to fire and mild acids, these panels are immune to extremes of heat or cold. They will not rot or mildew, will not crack, craze, shatter, or break. Models fit any recessed tub from five to five and one-half feet that has straight front rim surface 1 1/2 inches wide for seating the bottom track. Prices: from $89.95. Available in five decorator pastel colors. Beco Corp., Dept. AB, 2915-17 Canton Street, Dallas 26, Texas.

Circle No. 1143 on Readers' Reply Cord, p. 188
Firm offers 160 bathroom vanity styles and designs

Glissade's vast line of 160 different bathroom vanity styles and designs features a wide color range and the easy maintenance of post-formed Formica with a no-drip front edge and coved back. There are no cracks or crevices for dirt to accumulate or metal to rust. The plywood used in these vanities is creosote-treated, and piano hinges are used for strength and durability. Liebman Bathroom Specialties, Inc., Dept. AB, 1437 Bushwick Ave., Brooklyn, N.Y.

Circle No. 1144 on Readers' Reply Card, p. 188

Backhoe cuts costs, saves time

The Henry Hydraulic Backhoe is said to cut costs and save time because it has 20 per cent greater digging power which means faster, easier and better digging. Digs to depth of 10 feet 6 inches. Has multi-cylinder operation, a self-anchoring frame and 160 degree swing radius. Also has replaceable bronze bushings with large diameter pins at all pivot joints.

The Henry Mfg. Co., Inc., Dept. AB, 1700 N. Clay St., Topeka, Kans.

Circle No. 1145 on Readers' Reply Card, p. 188

Fluorescent unit has dropped Plexiglass diffuser

Model 22 is a flushed recessed unit for home, office and plant lighting. Units are equipped with a specially designed removable pan, independent of the housing and containing all wiring connections. This permits all types of repair work with a minimum disassembly. The Plexiglass diffuser is satin-smooth for even, optimum illumination from the two 20- or 40-watt lamps. Units may be supplied with plaster frames at additional cost. Instant start is available for all units. Atlas Electric Products Co., Dept. AB, 315 Ten Eyck St., Brooklyn 6, N.Y.

Circle No. 1146 on Readers' Reply Card, p. 188
You can save more on every door!

...with

CORBIN Guardian

RESIDENTIAL CYLINDRICAL LOCKS

* SAVE ON UNIT COST
* SAVE INSTALLATION TIME
* SAVE COSTLY CALL-BACKS

You can give every door in the house that CORBIN look of quality with Guardian Locks...and save 3 ways in the bargain!

First; the unit cost of the Guardian is low. The more you install, the more you save. Second; installation is a snap. Only two bored holes required. Screw slots on inside rose plates speed assembly. Self-aligning lock is 100% reversible...fits any door 13/8" to 13/4" thick. Third; performance is smooth, long-lasting, troublefree. Advanced features like the "Spring-Ring" rose plate prevent lock complaints—eliminate service call-backs. Available with round-cornered latch front and strike when so specified.

Put CORBIN quality into all your construction and save...with the Guardian, leader in the low-price field. And remember, CORBIN backs all parts and workmanship with a full guarantee—right down the line.

BEAUTY * QUALITY * PERFORMANCE
- All external parts in gleaming brass, bronze, or aluminum
- Rust-resisting, precision-fitted internal parts
- Available in 5 most-wanted functions

P & F Corbin Division
The American Hardware Corporation
New Britain, Connecticut, U.S.A.
Weathertight sliding sash can be removed easily for cleaning

A new sliding window unit that is removed by simply pressing the sash upward has been added to the line of Crestline Millwork. The roll-out action of the sash is achieved by using the manufacturer's Alumaflex Weatherstrip in the head. The weatherstrip has flexible aluminum alloy wings that permit instant removal while maintaining a snug, weathertight fit in any climate. No springs or adjustments are ever needed. Unit with glass size 14x24, lists at $17.87. Available now through millwork distributors. The Silcrest Co., Dept. AB, Attn. Warren Holzem, 100 Thomas St., Wausau, Wisc.

Circle No. 1147 on Readers' Reply Card, p. 188

New Recessed Kleenex Cabinet

Here's the newest thing in kitchen and bathroom fixtures — a beautiful, low-cost Kleenex* tissue dispenser you can install right in the wall!

Holds full box of Kleenex 200's. Dispenses one tissue at a time. Mirror-chrome finish. Holes in back make it easy to fasten cabinet to studs. Price to builders only $1.25.

MAIL THIS COUPON NOW!

KIMBERLY-CLARK CORPORATION
Cellucotton Division, Dept. SS-3
919 N. Michigan Ave., Chicago 11, Illinois

Please send me complete information about the new recessed cabinet

NAME

ADDRESS

CITY ZONE STATE

167
DOUBLE DIPPED IN MOLTEN ZINC
TO CHECK FORMATION OF STAINS, STREAKS AND RUST

- Reduce Maintenance - Keep Property Neat, Clean
- Save on Painting - Uphold Property Value

The savings just begin when you use Maze STORMGUARD NAILS to apply roofing, siding and trim. Especially designed to check formation of ugly stains, streaks and rust at less cost per nail than non-ferrous nails, they reduce building maintenance and painting costs—offer substantial first cost savings.

Developed through 8 years of research and testing, STORMGUARD NAILS have a solid steel core for strength—a heavy zinc coating for corrosion resistance, applied by an exclusive Maze DOUBLE DIPPING process. STORMGUARD is the new choice in a stain-checking nail for exterior use.

THE IDEAL NAILS FOR

ROOFING SIDING TRIM

For roofing, siding and trim... to check formation of stains, streaks and rust... there are STORMGUARD NAILS in standard lengths and gauges; all required sizes.

A COMPLETE LINE OF NAILS

W. H. Maze Company produces 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.

Write for Samples and Prices!
W. H. MAZE COMPANY ESTABLISHED 1848
Peru 3, Illinois

Heating unit is now equipped with a timesaving jacket

A new Timesaver Jacket has been developed by the National Radiator Co., for its Model K Packet all-in-one home heating unit. No screws are needed to assemble the top and four side panels of this white-enamed enclosing cabinet around the Packet. It can be put together in five minutes or less, the manufacturer says. The new jacket is shipped with the six panels lying flat in a square carton. This carton accompanies the factory-assembled National Packet, which also is shipped in a single crate ready for immediate installation. Approximate consumer cost: $471 for oil-firing and $410 for gas-fired unit. The National Radiator Company, Dept. AB, Attn. C. J. Philage, Johnstown, Pa.

Circle No. 1149 on Readers' Reply Card, p. 108

Low-cost scaffold for light duty work

This steel scaffold provides platform heights up to 12 feet, permitting work as high as 18-20 feet and is recommended for light duty work—outdoor or indoors. The scaffold is sold for $150 for a package which includes: 3 rectangular 6-foot frames, 3 tapered 6-foot frames, 3 platform brackets, 6 rubber safety shoes, 4 pivoted cross braces. The scaffolding can be assembled in 5 different ways for various kinds of jobs. Safway Steel Products, Inc., Dept. AB, Attn. J. C. Jay, 6234 W. State St., Milwaukee 13, Wis.

Circle No. 1150 on Readers' Reply Card, p. 108
Here's how to cut 2/3 from your planing expense!

Put a SKIL Electric Plane on the Job
...A Combination Tool for Both Edging and Surfacing

Make the most of your skilled workmen's time. The new SKIL Electric Plane lets a man do three times as much work as hand methods. And, do each job more accurately.

Almost as light in weight as a hand plane, the SKIL Plane gives a smooth, ripple-free finish with perfect fit. Though compact and easy to use, the SKIL Plane is also sturdily built to take the toughest jobs with a minimum of maintenance.

Your modest investment in a SKIL Combination Electric Plane quickly pays for itself. See it and try it at your distributor's today.

FREE TRIAL!
FREE on the Job Demonstration

Model 100...$129.00

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

NOVEMBER 1955
This Window **STOPS WIND**

Testing Laboratories report extruded aluminum Fleetlite most straight of all operating windows.

**DUST**

Mohair weatherstripping and snug interlocking double sash seal out dust.

**NOISE**

Double windows protect hospitals, dormitories, offices, hotels and other buildings from outside noise.

**HEAT**

Air space between outside and inside sash insulates against heat, makes air conditioning practical.

**COLD**

Complete weatherstripping and double sash blocks cold, saves fuel costs.

Yet Opens

Instantly - Easily All Sash are cleaned from the inside. No Maintenance. Nothing to Store.

HELP SELL HOUSES AVAILABLE IN MANY SIZES OF DOUBLE, DOUBLE HUNG - DOUBLE HORIZONTAL SLIDING - MATCHING PICTURE WINDOWS

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Striated and plank textures in blond hardboard

Oregobord hardboards are manufactured by an embossed process that provides a raised bead-like texture on the surface of the board. Using this process the manufacturer is able to offer blond hardboard in two new designs: the improved Rib-tex, a striated, vertical texture covering the entire surface in tempered and standard grade and in 4x8-foot panels and Plankette, a 7- and 9-inch random plank pattern in tempered and standard grades and in 4x8-foot panels. List price: varies from $150 per thousand to $250 depending whether ¾ or ¼-inch or standard or tempered. Chapman Manufacturing Co, Dept. AB, Corvallis, Ore.

Circle No. 1151 on Readers' Reply Card, p. 188

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Wood screw anchor for use in brittle materials

This new wood screw anchor has been designed especially for brittle material, for holding fixtures, sinks, cabinets, towel racks, and similar items. When the anchor is used and the screw inserted within is tightened, the anchor tends to expand and twist sideways. The pressure exerted causes the fins to imbed into the wall material. Made in various sizes to take care of practically any type wood screw finishing job, list price varies per unit from 10 cents up depending upon size. Distributed through wholesale hardware supplies and mill supplies to retail hardware dealers. U. S. Expansion Bolt Co., Dept. AB, Attn. R. Robinson, York, Pa.

Circle No. 1152 on Readers' Reply Card, p. 188
A lifetime of protection in 6 captivating colors

The K&M roofing shingles illustrated are Rustic Brown. Other "Dualay" colors are Antique Red, Peacock Blue, Green Pastel, Red Pastel, and Lindenwold.

Ke&M "DUALAY" ASBESTOS ROOFING SHINGLES
ADD VALUE TO ANY HOME!

You'll find it profitable to build the important sales features of "Dualay" asbestos-cement shingles into any home. There's a choice of six smart colors to add rich beauty and extra value.

One shingle—two effects. You can apply "Dualay" shingles either straight butt or thatched butt. Because of their large unit size and self-aligning design, they can be laid up quickly and easily.

Get all the facts. You'll find details on K&M "Dualay" shingles in Sweet's Light Construction File and Sweet's Architectural File. Further information will gladly be supplied by your K&M distributor. Or write directly to us for descriptive color folder. Literature on K&M siding shingles is also available.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA
Electronic device cleans air of dust, pollen, germs

"Dustronic" is an electronic air cleaner with alternate positive and negative electronic plates that trap and destroy all airborne particles of dirt, dust, pollen and germs. It fits into any forced-air heating or cooling system, needs no sewer and water connections. The manufacturer says that the unit uses less electricity than a small household light bulb.

Radex Corp., Dept. AB, 2076 Elston Ave., Chicago 14, Ohio.
Circle No. 1152 on Readers' Reply Card, p. 188

New plastic wall tile features mottled effect of color tones

Textone tiles have a mottled finish in which flecks of darker tones appear at different levels of the tile creating a feeling of depth. The result is a tile finish similar to the "granite" tiles produced by the ceramic tile industry. Available in five colors, the tiles can be ordered in the Cleveland Bevel-Edge and in the Budget Bevel tile lines only. Cermak Tile Co., Inc., Dept. AB 4901 Brookpark Rd., Cleveland 29, Ohio.
Circle No. 1154 on Readers' Reply Card, p. 188

Electric baseboard features baffle for more warm air flow

A new electric baseboard, described as the only one available with a surface temperature that stays below 125 degrees, has heat reflecting power of aluminized steel. Its zig-zag air passages channel air over the heating elements and the reflective baffle increases the flow of warmed air, yet lowers the surface temperature of the baseboard. It has individual room temperature control. Comes in 32 and 48-inch lengths. Height: 6 inches. Thickness: 2 1/4 inches. List price, $17.07 for 420 watts; $23.71 for CB48A with 640 watts. Sold by leading electrical distributors. Cavaliel Corp., Dept. AB, Attn. Melvin Wessel, 343 West First St., Chattanooga, Tenn.
Circle No. 1155 on Readers' Reply Card, p. 188

Extruded moldings for counters available in copper-gold tones

A new copper-gold color has been added to many shapes in the line of Chromedge extruded aluminum moldings. Called "Cop-r-Gold," the finish is produced by color-anodizing processes. The manufacturer has added their Cop-r-Gold finish to their Sink-Lok frames for kitchen sinks and lavatory bowls, and to the Sure-Fit backsplash designed for all types of built-in counters. The B & T Metals Co., Dept. AB, 425 West Town St., Columbus, Ohio.
Circle No. 1156 on Readers' Reply Card, p. 188

Aluminum siding with built-in insulation makes old homes new

The new 3-D Inselum aluminum siding has a 1/2-inch thick, built-in insulation. Easy to apply, in one simple step, insulation board and the aluminum panel are applied. The insulation board is nailed directly to the sidewall on a prescored nailing line. The aluminum siding is then applied by inserting the lip of the lower edge under the insulation and resting the top in a factory-cut groove in the insulating board. The next piece of insulation board is rested on top of the aluminum siding, and then the process is repeated. No nails go into the aluminum, only through the insulation, so all nails are concealed. List price for 1 square including insulation board: Approximately $30 to $35 depending upon location. Jones & Brown, Inc., Dept. AB, 439 Sixth Ave., Pittsburgh 19, Pa.
Circle No. 1157 on Readers' Reply Card, p. 188

Single shank used on four bit sizes

"Speed-Bits" in 1/2-, 1/4-, 3/8- and one-inch sizes are so designed that only one shank is needed for all sizes. Shape is such that tool cuts freely and double curve helps expel chips, reducing and usually eliminating clogging. Edw. L. Sibley Mfg. Co., Inc, Dept. AB, Attn. W. W. Stearns, Bennington, Vt.
Circle No. 1158 on Readers' Reply Card, p. 188

Complete kitchen is packaged in TV console size area

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.
Circle No. 1159 on Readers' Reply Card, p. 188
From site preparation to clean-up
FORD TRACTOR POWER CUTS BUILDING COSTS!

Profit-minded builders are turning more and more to power equipment as a means of lowering building costs. And, on a wide variety of applications, the equipment they are turning to is Ford!

You’ll find low-cost Ford Tractors and Equipment used to clear land before construction starts . . . for excavating and trenching . . . for materials handling . . . for clean-up work after construction is completed . . . for rough grading and finish landscaping.

Even builders who subcontract all work of this sort own Ford Tractors as a sort of insurance. The cost of a Ford Tractor is so low that they find it practical to have one for stand-by use—for emergencies that arise when subcontractors are not available, and for last minute street maintenance and area clean-up on “open house” days.

Chances are that there is at least one place, and possibly many, on your current project where Ford Tractor power can lower your costs by saving time and labor. To find out, call your nearby Ford Tractor and Equipment Dealer. He’s at your service!
The magnificence of real quarried Indiana Limestone Veneer is one of the best sales incentives you can build into any house. It not only adds that spark of glamour for which every prospect is looking, but it increases your profits as well. No other building material brings the builder greater return per dollar spent. No other building material gives the buyer greater value per dollar invested, and no other building material is able to add so much to your reputation now — and for the future.

Follow the lead of thousands of builders all over the country who have learned that Limestone adds Distinction to any design.

These free colorful brochures are available now:

MAIL COUPON TODAY
Indiana Limestone Institute, Dept. AB-115, Bedford, Indiana

☐ "INDIANA LIMESTONE — When You Build A Home"

☐ "INDIANA LIMESTONE — When You Build A Church"

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BUSINESS OR PROFESSION
CITY
STATE

AMERICAN BUILDER

Your Guide to NEW PRODUCTS Information

Kitchen dining nook can be quickly assembled

The "Suburban WH" (wall-hung) kitchen nook can be assembled in only a few minutes. The upholstered backs and seats are shipped complete with cleared strips in a corrugated carton. The four cleats are nailed or screwed to the wall and the backs and seat are merely hung in place. Tables are shipped knocked down but the tops are drilled to receive the bases, cutting assembly time to a minimum. These nooks are available in five colors of Duran plastic coverings with a fabric-like texture. Table tops are made of Formica. Nooks are available in two standard sizes, 4x5 feet (either right or left) taking a 42x30-inch table. (Photo above is of a 4x5 right hand.) The 4½x4½-foot unit takes a 36x36-inch table. Special sizes are made for quantity orders. Both sizes list for $129.50 complete with table. Less table, list price is $93.50 (FOB Buffalo, N.Y.). The Dormalux Company, Dept. AB, 158 Mechanic St., Buffalo, N. Y.

Circle No. 1160 on Readers' Reply Card, p. 188

New line of built-in ranges

Featuring stainless steel finishes in both gas and electric models, "Modern Maid" built-in ranges and ovens offer a complete line. The electric top units require a maximum depth of three inches which allows for more cabinet space beneath. Retail price for oven is $199.95 while top burners list at $159.95. Available through builders supply houses. Tennessee Stove Works, Dept. AB, Chattanooga 1, Tenn.

Circle No. 1162 on Readers' Reply Card, p. 188

Powder-powered tool weighs less than 6 pounds

The "Creary Drive-It 330" is a new high-powered but lightweight powder-powered tool for use in all types of construction. It weighs less than 6 pounds and is only 13 inches long, packs a .25 caliber wallop and is adaptable to a 38 caliber drive as well as nearly all jobs in its lighter caliber. The "330" uses 56 different sizes and kinds of drive pins which makes it applicable to general construction work of nearly every sort. Price $115, each kit complete. Sold through authorized distributors only — 30 days delivery. Powder Power Tool Corp., Dept. AB, Attn. Ron Craton, 7526 S. W. Macadam Ave., Portland, Ore.

Circle No. 1161 on Readers' Reply Card, p. 188

Cast iron radiator blends radiant and convected heat

Only 20 inches high and 5 inches wide, the "Radiant" is suited for installation under low windows and in kitchens and bathrooms where space limitations are a factor. A cast iron radiator, the Radiant is said to provide a perfect blending of radiant and convected heat on steam or hot-water systems. Simplified piping hook-ups make it easy and inexpensive to install. Utica Radiator Corp., Dept. AB, Utica, N. Y.

Circle No. 1163 on Readers' Reply Card, p. 188
You owe it to yourself... 
Investigate this Sensational New

Vornado®
Packaged Home Air Conditioner

...designed for the 
mass home market

NOW, FOR THE FIRST TIME... any buyer
of your homes can afford Air Conditioning

LOWER COST  Self-contained, air-cooled unit, and exclusive new prefabricated
duct drastically lowers unit and installation costs.

FAST INSTALLATION  Can be easily added to heating duct work, or a com-
plete ready-to-assemble duct kit of Fiberglas is provided where needed.

HIGH PERFORMANCE  Twin systems with commercial compressors produce
maximum cooling and constant humidity control.

FULLY GUARANTEED  Factory warranty (backed by the experience of
building over 7 million Vornado cooling appliances) assures satisfactory service.

FHA  Designed and manufactured for use in FHA mortgage-insured properties.

Act Now... get the full details on
these new central air conditioners
before you finalize your plans.

THE O. A. SUTTON CORPORATION
Specialists in the manufacture of comfort, cooling appliances
WICHITA, KANSAS

THE O. A. SUTTON CORPORATION
1811 WEST SECOND STREET  WICHITA, KANSAS

Please send full details and specifications on
your new packaged home air conditioners.

Name ____________________________
Address __________________________
City ____________________________ State ____________

NOVEMBER 1955
ORRIN THOMPSON, veteran builder who enjoys the reputation of always giving the homeowner more for his money, builds more homes in a year than any other contractor in the large, Minneapolis-St. Paul area. He has built a total of more than 3000 homes in the past 10 years. This year he's putting DeVAC BILT-IN windows into 600 Twin City homes.

The millwork manufacturer builds the above BILT-IN kit into any prime sash. The contractor does not have to worry about storms, screens, hardware, installation of hardware, painting, etc. The result is a double-hung unit that is installed fast and easy.

The DeVAC BILT-IN is self-storing. Housewives like the easy way the inserts just lift out for fast cleaning. Homeowners can forget the bothersome chore of changing and storing storms and screens.

The BILT-IN features wood where you want it and aluminum where it counts. No messy condensation. Aluminum is anodized to prevent corrosion which results many times from plaster left on the metal.

DeVAC BILT-IN DISTRIBUTORS

Bardwell-Robinson, Fargo, North Dakota
Bardwell-Robinson, Bismarck, North Dakota
Curtis Companies, Inc., Minneapolis, Wausau, Sioux City, Lincoln, Topeka
Jordan Millwork, Sioux Falls, S.D.

Distributorships available in key areas.

Write direct to DeVAC for literature, details and price list if there is no distributor near you.

DeVAC, INC.
5900 WAYZATA BLVD., MINNEAPOLIS, MINNESOTA

Jalousie unit for replacement of standard sash

Recommended as a replacement unit for double-hung or casement windows as well as for prime window purposes the "Melbee" jalousie is furnished in complete kit form. Made of die cast aluminum, with moving parts of stainless steel, patented features are designed to prevent air and water leakage. Size ranges fit standard sash openings and typical retail price is $55.40 for 36 by 63 unit. Available through regular distributor channels. ML&B Jalousie Co., Inc., Dept. AB, Attn. C. F. Johnson, 3130 East 93rd St., Cleveland 4, Ohio.

Tension screen fits windows without sagging or losing shape

A new type of tension window screen, is guaranteed to fit windows without sagging or losing shape. The screens are held tight to the windows by two coil springs in the top rail in which all the tension is centered rather than in the screen itself. The springs carry a 20-year guarantee. Because each screen is cut for the window, and is attached with just 2 or 3 springs, it is practically invisible from the inside.


Circle No. 1165 on Readers' Reply Card, p. 188
Now in easy to clean vinyl-asbestos tile and low cost asphalt tile

MATICO's great flooring achievement

MATICO TILES INC.

MATICORK tile flooring captures all the rich handsomeness of true cork flooring, yet is far more economical and practical. Now available in vinyl-asbestos tile as well as asphalt tile, durable, easy-to-maintain MATICO can be used on, above or below grade...presents no special installation problems. No wonder so many architects and builders are selecting MATICO for projects of every type. MATICO is available in light, medium and dark cork shades, in vinyl-asbestos and asphalt tile. Size: 9" x 9" Thicknesses: Asphalt — 1/8" and 3/16"; Vinyl-asbestos — standard gauge and 1/8".

MATICORK TILE FLOORING

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Mastic Tile Corp. of America
Dept. 5-11, P. O. Box 986, Newburgh, N. Y.
Please send me Free color chart and complete data on MATICORK Tile Flooring.

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

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

AMERICAN BUILDER
FRANTZ famous No. 10 RIGID OVERHEAD has "New Look"
FOR ADDED PRESTIGE APPEAL

The Frantz No. 10 size 8' x 7", with its automatic opening feature, has long been the outstanding rigid, or one piece, door in its field. Now it has been given a NEW design to provide the distinguished appearance found in high priced sectionals, but at the low cost of a rigid! Those sleek horizontal lines are also available in No. 7, size 8' x 6'6", No. 19, size 9' x 7' and No. 21, size 16' x 7'. Cash in now on these smartest buys of the year!

Look behind the No. 10, too! You'll find a host of features, like exclusive "Powermatic" self-opening, full length angle braces, heat-treated, oil-tempered power springs, pre-fitted parts for speedy installation, and the low 2" headroom. These and other features—real features—account for the remarkable popularity of the No. 10.

Write today for Catalog No. 302

FRANTZ GARAGE DOORS AND HARDWARE
FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

November 1955

Information Please...

Architect:
"How can I plan for the most efficient venting system?"

Builder:
"What type of vent is best for both economy and buyer satisfaction?"

Client:
"How can I be sure of a safe and durable gas venting system?"

Get the latest facts about gas venting

This new, specially prepared 16-page book is full of all the latest facts and helpful information about correct gas venting—its design, planning and installation. You'll find it an important, up-to-date addition to your information file, one that can save you considerable time and money.

write for your free copy today

METALBESTOS DIVISION
WILLIAM WALLACE COMPANY - BELMONT, CALIF.

Offices in Belmont and Glendale, Calif., Seattle, Denver, Dallas, Des Moines, Blue Springs, Mo., Minneapolis, Chicago, Atlanta, Akron, Louisville, New York, Buffalo, Westbrook, Conn., Richmond, Va.
Stocked by principal jobbers in major cities. Factory warehouses in Atlanta, Dallas, Philadelphia, Des Moines, Chicago, New Orleans.
ONE-DER Metal Door Frames

Rigid, accurate fabrication assures trouble-free door installations...no sagging or binding.
Quickly and easily installed at low cost...hinges and brass strike attached.
Available in all standard sizes.
Fabricated of heavy, rust-proofed rolled steel...finished with gray primer of rust-inhibiting paint.
All corners mitered and reinforced, exposed surfaces at welds dressed to smooth finish.

ONE-DER FRAME Corporation
1232 37th Place, N.
P. O. Box 3068 - Birmingham, 6, Ala.

One Finest in the Field

ONE-DER Mera! Door Frames

Rigid, accurate fabrication assures trouble-free door installations...no sagging or binding.
Quickly and easily installed at low cost...hinges and brass strike attached.
Available in all standard sizes.
Fabricated of heavy, rust-proofed rolled steel...finished with gray primer of rust-inhibiting paint.
All corners mitered and reinforced, exposed surfaces at welds dressed to smooth finish.

Combination door has storage compartments for panels

The "Kangaroo" aluminum combination door is a new product featuring a compartment inside the kick plate for storage of screen or storm panels. Retail price of the Kangaroo door is $49.95. The Weather-Proof Co., Dept. AB, Attn. L. Gomberg, 1407 E. 40th St., Cleveland 3, Ohio.

Circle No. 1166 on Readers' Reply Card, p. 188

Package unit fan line adds 30-inch diameter model

The AVP-30 Package Unit Attic Fan has a 30-inch diameter which was added to the manufacturer's line of 36- and 42-inch fans. The smaller fan is designed to fill the need for a smaller fan wherever ceilings are too narrow for the larger sizes. Manual or air operated shutter 1/4 h.p., 500 r.p.m. Ceiling hole size: 31x31 inches. Certified rating: 5,000 cfm. UL approved. List price: $110. Bar Brook Mfg. Co., Inc., Dept. AB, Attn. Taylor Barnes, 6135 Linwood Ave., Shreveport, La.

Nu-Rail SLIP-ON FITTINGS

Nu-Rail Slip-On Fittings are specially designed to facilitate a quick, easy and economical method of pipe fitting...a complete departure from conventional threaded fittings. Versatility of application is unlimited. Nu-Rail Fittings are available in a wide and complete range of I.P.S. from ½ x ½" to 2 x 1½".

Get acquainted with Nu-Rail NOW! Write for literature.

THE HOLLANDER MANUFACTURING CO.
3637 Spring Grove Ave.
Cincinnati 23, Ohio

STANLEY

Easy-to-read markings last 4 times longer, too. Big, black numbers and sharply defined graduations embedded in selected maple sticks on white enamel finish...tough plastic, applied afterwards by special process, ensures long, accurate rule life.

Model 106 6 ft. rule — only $1.59 at your favorite hardware dealer. He has a complete selection of Stanley Zig-Zag, and Pull-Push Tape Rules to show you.

Write Stanley Tools, 1009 Elm St., New Britain, Conn., for free booklet on measuring tools and how to use them.

STANLEY

Make Racks, Railings, Gates, Platforms, Car Ports...So Many Items... BETTER, FASTER and FOR LESS...with Nu-Rail SLIP-ON FITTINGS

Nu-Rail SLIP-ON FITTINGS are specially designed to facilitate a quick, easy and economical method of pipe fitting...a complete departure from conventional threaded fittings. Versatility of application is unlimited. Nu-Rail Fittings are available in a wide and complete range of I.P.S. from ½ x ½" to 2 x 1½".

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AMERICAN BUILDER
Looking for MODULAR COOKING UNITS?

Dixie OFFERS QUALITY, BEAUTY, LOW COST!

For The Finest in Custom-Planned Kitchens

Here's America's Newest Gas Range Sensation

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

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

INTERESTED? ASK FOR DETAILS

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

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

QUICK FACT SHEET FREE ON REQUEST
Gives data on finishes, sizes, features, prices. Write telling us your requirements. Our engineers will give you a helpful answer.

DIXIE PRODUCTS, BUILT-IN DIVISION
Dept. 1124, Cleveland, Tennessee

NAME
ADDRESS
CITY STATE

Please send Quick Fact Sheet on Dixie Modular Units.
Also send facts on the "Hit of the Market" 30" Range.
What's in a name?

As an experienced builder, you know that the right name is often a powerful selling "tool." Take Emerson Electric fans, for instance:

You don't have to "sell" this famous name in fans—it sells for you! For over 60 years the Emerson Electric reputation for quality, performance and unfailing service has stood unchallenged. Everybody knows and immediately accepts this first name in fans. Use this acknowledged fact as an asset that costs no more—add the reputation of Emerson-Electric to your own. You'll find it pays! There's a built-to-last Emerson-Electric unit for every home use. Send for Emerson Electric Fan Bulletin No. 1013.

announcing the NEW...

the positive weather-tight horizontal slider builders have been looking for!

After months of tireless research and engineering by Kewanee engineers—specialists in building product design for 35 years—the new Kewanee Aluminum Horizontal Sliding Window is here! Its rapid, simple installation is geared to the pace of modern home building. Its weather-tightness, effortless operation and attractive appearance will delight the home owner. The result is the finest Aluminum Sliding Window available. Like all Kewanee quality products it's economically priced, too!

Available in a wide range of sizes. Non-standard sizes available at slight extra cost.

Tubular sill assures maximum strength. Kewanee design keeps out rain and moisture.

Vents include meeting rails are fully weather-stripped.

Vents have independent self-locking hardware.

Vents glide on frictionless Nylanit glides.

Vents lift out easily for cleaning.

YOUR CATALOG IS HERE!

WRITE FOR IT TODAY!

kewanee Manufacturing Company

1155 GEORGE STREET • KEWANEE, ILLINOIS

UTILITY WINDOWS • STANDARD AND MASTER BASEMENT WINDOWS • STEEL WINDOW BUCKS • FORMED STEEL LINTELS

NOVEMBER 1955
New line of built-in ovens, twin surface cooking units

A new line of built-in range ovens and twin surface units are now available from Philco Corp. Known as the "Philco Customline," the oven, with brushed stainless steel door, is Model 156-W and the twin surface unit is Model 155-W. The built-in oven is designed to fit the standard 24-inch cabinet. The built-in twin surface units include 8-inch and 6-inch surface elements and may be mounted to fit the user’s specifications. The surface-unit controls are designed for remote installation. Suggested list prices: Oven Model 156-W, $179.95; twin-surface units (pair), $69.95. Philco Corp., Dept. AB, Tioga and C Streets, Philadelphia 34, Pa.
You can add greatly to the sales-appeal of the homes you build by installing G-E Silent Mercury Switches at small extra cost. Home-buyers are intrigued with the switch that turns lights ON and OFF without making any sound at all!

Now as an added feature, the new G-E Silent Mercury Switch is available with a lighted handle. When light is OFF, a tiny neon light inside the handle goes on, making the switch easy to locate at night. (Colorful display cards for use in your "show houses" fit behind switch plates, call prospects' attention to lighted handle and silent operation of switch, associate your homes with the G-E trade mark of quality.)

A G-E Silent Mercury Switch with Lighted Handle will operate a whole year on less than 1¢ worth of electricity, and last indefinitely. It saves the homeowner money when installed as a cellar pilot light. And in a nursery or entrance hall, a lighted handle switch is worth its weight in gold.

"SILENT SALESMEN"

As simple to wire as an ordinary "click" switch, G-E Silent Mercury Switches add a touch of luxury to your homes that the homebuyer finds hard to resist. Their smoother operation and longer life speak, moreover, for the quality of the wiring throughout the house . . . build buyer confidence in the homes you build.

Ask your electrical contractor to show you the new Silent Mercury Switch, both with and without the lighted handle. New G-E product developments like this, backed by national advertising, can boost home sales for you. And G-E quality switches — installed throughout the house help keep your houses sold.

Wiring Device Dept., General Electric Company, Providence 7, R. I.

G-E Remote Control Wiring System

— enables home-owner to control important lights in and around house from one switching point — at bedside, for example. Or to turn one light OFF or ON from many locations. To add this dramatic sales feature to your homes costs only slightly more than conventional wiring.

G-E Electric Radiant Heating

— the completely hidden heating system today's home-buyers want. Eliminates need for chimney, furnace, radiators, fuel tanks, connecting pipes or ducts, and utility room. Radiates a warmth from the ceiling as natural as that of sunlight.

Send for literature

Progress Is Our Most Important Product

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

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

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

NEW...Brick and Block Heater for FAST, UNINTERRUPTED BRICKING in COLD, RAIN, SNOW, or ICE

Cost of complete unit, without heater torch. Shipped f.o.b. Rockford, Ill.

Easily portable Eclipse Brick and Block Heaters provide a continuous supply of warm, dry materials for uninterrupted bricking in any kind of weather.

New ventilating fan is easy to install and clean

The new line of Miami-Carey ventilating fans features snap-in propeller and motor assembly for easy installation and cleaning, one-piece grille, neoprene grommet mounted to insure vibration-free operation, a weather-sealed louver, fan warranty and five-year guarantee on all motors. They are available in 8- and 10-inch models in chrome or white enamel grilles. List price of model 261: $29.92. The Miami Cabinet Div. The Philip Carey Mfg. Co., Dept AB, Attn. M. L. Charles Underwood, Cincinnati 15, Ohio

Radio system is interphone, pipes music throughout house

This interphone and music communication system consists of a master unit with 6-tube superheterodyne receiver, 3 remote speaker panels and a front door speaker panel. All units contain Alnico permanent magnet speakers, as well as microphones for a complete two-way intercom operation. The new system, called "Radi-O-Com," has been designed so that it will fit between the studs. List price: $116.75. Trans-Tel Corp., Dept. AB, Attn. B. A. Williams, 736 No. Highland Ave., Hollywood 38, Calif.
Your Guide to NEW PRODUCTS Information

HERE'S REAL HELP for YOU

The post card below is designed to help readers of American Builder get complete data about new product items and catalogs shown in this issue. All you need to do to get further information is to circle the desired items listed on the reverse side of this card and mail it to us.

No postage is necessary. We will forward your requests to the manufacturer who will send you complete data.

BUSINESS REPLY CARD
First Class Permit No. 153, Sec. 34.9, P. L. & R., New York, N. Y.

4 cents Postage will be paid by

Business Manager
AMERICAN BUILDER
30 Church St.
New York 7, N. Y.
USE this handy new products information service

ITEMS BELOW and MAIL this POSTCARD TODAY

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NOVEMBER, 1955

SERVICE ON THIS CARD EXPIRES IN 90 DAYS — ACT NOW!
CATALOGS

CONCRETE EQUIPMENT CATALOG—A 16-page illustrated catalog (No. 552) shows this manufacturer's complete line of concrete equipment. Complete data is given on Stow's universal electric and gasoline concrete vibrators, portable concrete grinders, gasoline and electric rotary trowels, and concrete vibrating screeds. For catalog No. 552 write Stow Manufacturing Co., Dept. AB, 142 Shear St., Binghamton, N. Y.

Circle No. 1175 on Readers' Reply Card, p. 188

SMALL CAPACITY DUCT FURNACES—Specifications and performance data on a new series of small capacity duct furnaces are included in a new 8-page, 2-color folder. The folder illustrates 1%-inch Fenestra door, frame and hardware units, which are packaged by the manufacturer for quick and easy installation. Detroit Steel Products Co., Dept. AB, 3101 Griffin St., Detroit 11, Mich.

Circle No. 1177 on Readers' Reply Card, p. 188

FLUSH METAL SWING DOORS—Flush metal swing doors to fit every need in the home, and also for use in apartments, resorts, motels, clinics and small shops, are described in a new 8-page, 2-color folder. The folder illustrates 1%-inch Fenestra door, frame and hardware units, which are packaged by the manufacturer for quick and easy installation. Detroit Steel Products Co., Dept. AB, 3101 Griffin St., Detroit 11, Mich.

Circle No. 1177 on Readers' Reply Card, p. 188

FANS, MOTORS, TOOLS—A 132-page Motor Book, is published every two months by W. W. Grainger, Inc., furnishing dealer prices and brief descriptions on a wide selection of electrical equipment—including fans, parts, motors, blowers, compressors, pumps, tools, etc. For a copy write W. W. Grainger, Inc., Dept. AB, 118 So. Oakley Blvd., Chicago 12, Ill.

Circle No. 1178 on Readers' Reply Card, p. 188

DESTRUCTIVE MOISTURE—"Protect New Home Construction from Destructive Moisture" is the title of a new booklet explaining the cause and effect of destructive moisture and one way of eliminating it. W. R. Meadows, Inc., Dept. AB, 5 Kimball St., Elgin, Ill.

Circle No. 1179 on Readers' Reply Card, p. 188

FORCED AIR GAS FURNACE—Sequoia Manufacturing Co. illustrates in a new catalog sheet its latest development in the forced air gas furnace field, the "Pacer" series. Sequoia Manufacturing Co., Dept. AB, 1000 Brittan Ave., San Carlos, Calif.

Circle No. 1180 on Readers' Reply Card, p. 188

STAINLESS FASTENERS—A comprehensive 8-page brochure describing stainless fastener styles and sizes in stock is now available. Included are data and illustrations on screws, bolts, nuts, washers, rivets, "AN" fasteners, nails, pins, etc. Allmetal Screw Products Co., Inc., Dept. AB, 821 Stewart Ave., Garden City, N. Y.

Circle No. 1181 on Readers' Reply Card, p. 188

THERMOPANE INSULATING GLASS—A new technical manual on Thermopane insulating glass revised to include data on glazing air-conditioned buildings has been prepared. The 28-page book compares the effectiveness of single, double and triple glazing in retarding winter heat loss and summer heat gain, their light and solar radiation transmittances and surface condensation points. Copies of booklet, Form TP-25, may be obtained by writing to Owens-Ford Glass Co., Dept. AB, 608 Madison Ave., Toledo 3, Ohio.

Circle No. 1182 on Readers' Reply Card, p. 188

HOW TO INSTALL PRE-FORMED COUNTERTOP PLASTIC SURFACING—A simple 10-page instruction booklet shows step-by-step how any builder can install Surfomatop, the new pre-formed countertop plastic surfacing, easily and at low cost. The manual is complete with illustrations. Consoewold Corp., Dept. AB, Wisconsin Rapids, Wis.

Circle No. 1183 on Readers' Reply Card, p. 188

THE USES OF CONCRETE MASONRY—A new 16-page booklet called "Concrete Masonry Comes of Age" describes in text and illustration what you should know about concrete masonry, the product, the industry and the many advantages of concrete masonry in homes, churches, commercial buildings, etc. Besser Company, Dept. AB, Alpena, Mich.

Circle No. 1184 on Readers' Reply Card, p. 188

GYPSUM WALLBOARD CATALOG—All of its Bestwall gypsum wallboard products are presented in a new 16-page catalog issued by Certain-teed Products Corp. Illustrated application instruction for gypsum wallboard are included as well as a description of the Certain-teed Hummer Systems of multiple-applications. Certain-teed Products Corp., Dept. AB, 120 East Lancaster Ave., Ardmore, Pa.

Circle No. 1185 on Readers' Reply Card, p. 188

MEDICINE CABINETS—Now available is this manufacturer's catalog 221, describing in detail the more than 170 different model cabinets and bath accessories. Included are practical installation information and specifications. National Metal-Art Mfg. Co., Inc., Dept. AB, 1901 Eighth Ave., Brooklyn, N. Y.

Circle No. 1186 on Readers' Reply Card, p. 188

Universal Level-Transit—everything you could ask for in a transit

Whatever you’re looking for in a transit . . . look no further . . . WHITE’S got it . . . and in good measure! More than 40 years ofknow-how assure you of ACCURACY . . . to within 5 minutes on the vernier. SIMPLICITY . . . designed without unneeded frills or gadgets for fast adjustability and easy reading. DURABILITY . . . built for rough going, winter or summer and for years on end. PRICE . . . model 3000 complete with tripod for only $199.95* is a value you can’t equal. Fill in coupon below for complete details and name of nearest dealer.

*Prices subject to change without notice.
CATALOGS

CATALOG ON TRACTOR SHOVELS
—The all-wheel drive Michigan Model 175-A, with a 2 1/4 cubic yard capacity and the smaller 1 1/4 cubic yard Model 125-A, their design, construction and operation are completely described and fully illustrated in a new 12-page catalog (No. 1250-P) offered by Clark Equipment Company, Dept. AB, Construction Machinery Div., Benton Harbor, Mich.

Circle No. 1197 on Readers' Reply Card, p. 188

JOB-TESTED CUTTING METHODS
—"New Ways to Make Money On Your Cutting Jobs with 'Job Tested' AMF DeWalt Methods" is a 16-page booklet which justifies capital goods expenditure by pointing out the various ways in which the firm's machinery can reduce costs and increase profit margins for the user. DeWalt Inc., Dept. AB, Attn. Dick Richardson, Lancaster, Penna.

Circle No. 1180 on Readers' Reply Card, p. 188

PLASTIC-FINISHED WALL AND CEILING PANELS—A full-color 8-page catalog featuring the complete line of Marlite plastic-finished wall and ceiling panels and all other Marsh products is available. A complete description of Marlite planks and blocks, a new type of tongue-and-groove paneling, is included. A page of the catalog is devoted to hallow-core Korelock, another type of tongue-and-groove paneling. Marsh Wall Products, Inc., Dept. AB, Dover, Ohio.

Circle No. 1189 on Readers' Reply Card, p. 188

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. 1190 on Readers' Reply Card, p. 188

RESIDENTIAL AIR CONDITIONER
—A 20-page booklet describes the Vornado Residential Air Conditioner, Model B200A. The booklet illustrates with a pictorial record the simple steps involved in installing the unit. The photographs are made up from a sound slide film. O. A. Sutton Corporation, Dept. AB, Wichita, Kansas.

Circle No. 1191 on Readers' Reply Card, p. 188

VACATION COTTAGE—Four-page booklet illustrates and shows plans of an architect-designed vacation cottage and some of its variations. Techbuilt, Incorporated, Dept. AB, 55 Brattle St., Cambridge 38, Mass.

Circle No. 1192 on Readers' Reply Card, p. 188

ROOM THERMOSTATS—A six-page brochure to tell architects and builders about thermostats and their design is now available from the General Controls Co., Dept. AB, Glendale, Calif.

Circle No. 1193 on Readers' Reply Card, p. 188

COLUMBUS DEVELOPMENT
Ernest G. Fritzche, president, Associated Builders of Columbus (Ohio), points out that the cost breakdown on the Olmstead-Fasset Apartments, in Columbus, did not include land costs (see page 162, September, "Against a background of national failure . . ."). American Builder is glad to inform its readers that the over-all unit cost would therefore be higher.

Circle No. 1194 on Readers' Reply Card, p. 188

HARDWARE—A new catalog No. 155 is an 88-page booklet describing this company’s complete line of hardware and building supplies for the construction industry. Morgan-Wightman Supply Co., Dept. AB, 1541 Salzman Ave., St. Louis 20, Mo.

Circle No. 1195 on Readers' Reply Card, p. 188

CEILING FIXTURE—Designed for single or continuous installation, is useful for commercial interiors. Called "Sightron," unit is 48 inches long, designed to fit standard 12-inch ceiling opening. Eight-page catalog supplement available from Lightolier, Inc., Dept. AB, 346 Claremont Ave., Jersey City 5, N.J.

Circle No. 1196 on Readers' Reply Card, p. 188


Circle No. 1197 on Readers' Reply Card, p. 188

ROOM THERMOSTATS—A six-page brochure to tell architects and builders about thermostats and their design is now available from the General Controls Co., Dept. AB, Glendale, Calif.

Circle No. 1198 on Readers' Reply Card, p. 188

CARPET SELECTION FOR HOUSES
—"Home Means More With Carpet on the Floor." is a 12-page guide giving practical advice on how to use carpets to best advantage. Sections in the booklet explain many of the terms buyers of carpets will want to know. Principal weaving processes are explained. Two pages are devoted to answers to the ten questions most often asked. Carpet Institute, Inc., Dept. AB, 350 Fifth Ave., New York 1, N. Y.

Circle No. 1199 on Readers' Reply Card, p. 188

NEWTON MANUFACTURING CO., INC.
45 LOWELL STREET, NASHUA, N. H.
ALUMINUM AWNING WINDOWS FOR EVERY NEED
now 100% weatherstripped

WHETHER IT'S A MONUMENTAL STRUCTURE, a fine
residence, or a low-cost project, chances are there's
a Ware awning window to suit your needs to a "T".

WARE MONUMENTAL AWNING WINDOW
* Designed to meet the most rigid requirements
* Perfected weathering — Koroseal weatherstripping im-
  bedded in channel, perfect seating of ventilators
* Heavy Extruded Sections — 1 3/4" ventilator depth.
  Minimum thickness of all structural members 3/16".
* All moving parts bushed in self-lubricating nylon
* Strip proof heavy compound operator concealed in center
  of sill, synchronized distribution of load, unparalleled load
  safety factor for aluminum awning windows

WARE AWNING WINDOW — Intermediate
* Smooth sturdy CENTER SILL operator—a compound
  operator sealed and installed in sill at factory
* Weatherstripped by premium vinyl locked in extruded
  channel unexposed to weather
* Wide overlap of weathering members. Min. outside at
  jambs 5/16". Heavy reinforced sill
* Ventilators have equal height and drop, clean easily
* Engineered for simple, speedy installation, designed for
  great diversity of application

ECON-O-WARE & ECON-O-WALL AWNING WINDOWS
* Best value on the market: low-cost with quality features
* Simple, attractive trouble-free design
* Variable sizes and mullion combinations
* Corners flash-welded — stainless steel bushings
* NOW 100% weatherstripped

Whatever your window needs, be sure to get all the facts on
the full Ware line . . . proven in thousands of installations
from coast to coast.

Dependable delivery assured thru regional warehouses in
HOUSTON, ATLANTA, CHICAGO, and NEWARK. All
windows manufactured in our giant 3 1/2 acre plant in Miami.
Write Dept. AB-11.

ALUMINUM WARE Windows

Ware Laboratories, Inc., 3700 N.W. 25th St., Miami, Florida

NOVEMBER 1955
EXCLUSIVE SWIMMING POOL FRANCHISE

New General Tire & Rubber Co.'s BOLTAFLEX CONSTRUCTION

... guarantees low cost installation, lowest prices and lowest up-keep ... Six years research ... No money down and 3 year payment plan offer tremendous market.

An ideal dealership to supplement income to $15,000 yr. up as tie-in with normal contracting operation ... Backed by full manufacturers cooperation and solid advertising campaign ... No franchise charge ...

Your inquiry is solicited.

AWARD POOLS
1631 Tenth Street Santa Monica, Calif.

SYMONS FORMS Support 20-Ton Truck

A freak accident demonstrated the ruggedness and strength of Symons Forms. A 20-ton ready-mix truck, backing up to pour concrete at a house under construction, got too close to the edge of the excavation, softened by rains and teipped over on the Symons Forms. The forms supported the loaded truck's full weight. After the removal of the truck, the contractor, Regan Brothers, was able to straighten the poured walls by replacing the water and adding two braces. The completed wall showed no sign of damage.

Symons Catalog No. F-10, which describes and illustrates the Symons Forming System, will be sent upon request. Symons Clamp & Mfg. Co., 4261 Diversey Avenue, Dept. K5, Chicago 39, Illinois.

Builder wins damages from union as a result of illegal demands

By John F. McCarthy Attorney-at-law

Recently the Supreme Court of Colorado upheld a judgment of the District Court of Arapahoe County in favor of a contractor and against a union for $26,000 (Denver Building and Construction Trades Council v. Shore, No. 17417, August 2, 1955). This amount was awarded as damages suffered by the contractor when union engineers quit work in violation of their contract, and under circumstances made unlawful by the Taft-Hartley Act and the Colorado Labor Peace Act (Col. Rev. Stat. Ch. 80 Art. 5).

Henry Shore, the plaintiff, was engaged by the State of Colorado to construct a highway in the vicinity of Cherry Creek. He employed both union and non-union men. The former were engineers and members of the Engineers Union, one of the 24 unions which comprised the Denver Building and Construction Engineers Union. Among the non-union labor were men laying and tying steel in forms for the construction of a bridge, a part of the highway project.

On August 15, 1948, a representative of the Denver Building and Construction Trades Council demanded that Shore, the plaintiff, employ union labor exclusively on the highway project. He insisted that the work of laying and tying steel in forms for the construction of the bridge be assigned to the Iron Workers Union, another member of the Council. When plaintiff refused, a picket line was established. The members of the Engineers Union refused to cross the picket line and man their various machines. This resulted in substantial delay of the highway project and damages to the

suing contractor, Shore.

The Colorado Supreme Court, in upholding the District Court's award and judgment, observed that peace prevailed on the highway project until the interference interposed by the unions' representatives. It pointed out that the difficulty which arose was due to the unions' demands and actions. The Court concluded that under such circumstances the union must be held liable to the extent of all damages caused, unless the unions' actions were protected either by the Taft-Hartley Act or the Colorado Labor Peace Act.

The Court emphasized that the refusal of the engineers to work was a violation of the existing contract between Shore and the Engineers Union. It also pointed out that picketing to force an employer to assign work to certain union members was a violation of both the Taft-Hartley Act and the Colorado Labor Peace Act. The Court concluded, therefore, that the unions' actions were not protected by any legislative enactment.

Employers often are in a quendary when faced with union demands. They often inquire as to their right to recover damages which result from a union's illegal demands. This case is an answer at least to the latter question. However, it also points up another difficulty, namely, the great delay in obtaining adequate relief.

Here the illegal activity was in August, 1948. The Supreme Court's decision upholding the award and judgment for damages was exactly seven years later. Justice delayed often is justice denied, although ultimately realized in this case.
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.

CHECK THE WOODCO E-ZEE Loc PATENTED FEATURES:
- EASY TO LOCK
- SEQUENCE AIR CONTROL
- TOXIC-TREATED TO PREVENT DECAY
- EXTRA HEAVY SASH and FRAME
- DOUBLE VINYL WEATHERSTRIPPING (Pat. Pend.)
- WATER-REPELLENT TREATED
- COMPLETELY ASSEMBLED

STANLEY L. REBER, residence Ayon-by-the-Sea, New Jersey
ROMOLO BOTTELLI, Jr., architect

WOODCO CORPORATION
Formerly General Woodcraft Co., Inc.
North Bergen, N.J.

Kohler Electric Plants

provide low-cost power
where the work is done

Save expense and bother of temporary power line hook-ups. Portable Kohler Electric Plant provides power anywhere, any time, for saws, drills, planers, grinders, plumbers' pipe threaders and cutters. Develops 1500 watts AC. Designed by Kohler throughout. Two-wheel, rubber-tired hand truck available. Sizes, 500 watts to 35 KW. Write for folder C-12.

Kohler Co., Kohler, Wisconsin
Established 1873

MODEL 1.5K25, 1500 watts, 115 volt AC. Manual starting. Weight 130 pounds. Also 115 volt DC weighing 101 pounds.

TUBULAR STEEL SCAFFOLDING

for every "off-the-floor" job!

Contractors in more and more trades are making Bil-Jax their headquarters for all scaffolding equipment needs! Simplicity, sturdiness, safety and low cost are standout features. For scaffolding that's "just right" for your kind of job, insist on Bil-Jax.

Proper planning of storage space

Good, well designed, closet space is a feature that today’s home buyers want and look for in today's market. Builders too, appreciate the added sales feature they have when they can show adequate and well equipped storage space. While closets need not necessarily be large, they can, if properly designed and fitted out, do the job they are supposed to—provide efficient compact storage, in the minimum amount of space.

The Technical Guide plate on the facing page gives the space requirements for garments which are normally hung in a closet. The recommended heights (of the pole above the floor) data may be used to plan closets that are “double-decked” in part, with short garments hung above one another.

To aid the builder in planning drawer space and other wardrobe requirements, this plate also gives space dimensions of those common articles of clothing normally stored either flat or folded.

The second detail page provides a ready reference to the many inexpensive closet fixtures which are available to the builder. Factory manufactured and attractively finished, these fixtures require a minimum amount of labor to install and add a glamorous touch, as well as increased efficiency, to any closet.

To help in planning the closet to accommodate these fixtures, the essential overall dimensions are given. While many of these fixtures have fixed dimensions many others are adjustable to fit almost every requirement.

For further information about any of the products shown on this plate just write the Technical Guide Editor of American Builder.

(Courtesy of Knape & Vogt Manufacturing Co., Grand Rapids, Mich.)
Technical Guide

Space requirements for clothing storage

APPAREL

Men
- shirts: 8½" x 13"
- mufflers
- shoes: 12" x 5"
- ties
- underwear
- hatbox: 3.5" x 8.5" x 10"
- hanger: 3/4" x 14"

Women
- blouses: 8½" x 13"
- slips
- shoes: 4½" x 9½"
- gloves
- hatbox
- hanger

CLOTHES
Sizes when hung

Bottom of shelf above pole

Required Depth of Closets — 30" (12" from back of closet to center pole).

Men's
- coats: 44" x 35.5" x 22.5"
- trousers: 40.5" x 8.5" x 30"
- cane: 3.5" x 3.0" x 3.0"
- umbrella: 34.5" x 5.0" x 5.0"

Child's
- suits: 39" x 39" x 39"
- dress: 39" x 39" x 39"

Woman's
- evening dress: 39" x 39" x 39"

NOVEMBER 1955
## Closet Fixtures

<table>
<thead>
<tr>
<th>Item</th>
<th>Dimensions</th>
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</thead>
<tbody>
<tr>
<td>Clothing Carriers</td>
<td>10'-12' - 16'-20'</td>
</tr>
<tr>
<td>Shoe Racks</td>
<td>20 1/4' - 14'</td>
</tr>
<tr>
<td>Center Support</td>
<td>3' - 6' - 10'</td>
</tr>
<tr>
<td>Purse Rack</td>
<td>11'</td>
</tr>
<tr>
<td>Trouser and Skirt Hangers</td>
<td>24'</td>
</tr>
<tr>
<td>Hat Racks</td>
<td>22'</td>
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<tr>
<td>Garment Brackets</td>
<td>8'</td>
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<tr>
<td>Disappearing Rack</td>
<td>11'-18'</td>
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<tr>
<td>Disappearing Towel Rack</td>
<td>20'</td>
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<tr>
<td>2 Bar</td>
<td>20'</td>
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<tr>
<td>3 Bar</td>
<td>20'</td>
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<tr>
<td>4 Bar</td>
<td>20'</td>
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<tr>
<td>Tie Racks</td>
<td>21 1/4'</td>
</tr>
<tr>
<td>Belt Rack</td>
<td>20'</td>
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</tbody>
</table>

**American Builder**
The hot weather is over! Air conditioning and refrigeration equipment is getting a "breather" after record-breaking summer heat. But now—YES, right now—is the very best time to see your Frigidaire Dealer about buying or replacing this equipment.

NOW, he has the best values ever. Genuine Frigidaire values during Buyer's Market time.

NOW is the time to replace old, inefficient, troublesome equipment. Its trade-in value will never be greater. And you start saving immediately.

NOW, delivery and installation can be made at your convenience. And you'll be all set for the first days of hot weather and for peak refrigeration needs during the coming year.

NOW is the time to call your Frigidaire Conditioning or Commercial Refrigeration Dealer. He is eager to serve you—right now! You'll find him listed in the "Yellow Pages"—or mail this coupon for more information.

NOW's the time for a thorough maintenance check-up of your refrigeration and air conditioning equipment. Call your Frigidaire Dealer today for prompt, reliable service at reasonable rates.

Act Now—Call your Dealer or Mail this Coupon

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- COMPRESSORS
- ICE CUBE MAKERS
- WATER COOLERS
- FROZEN FOOD CABINETS
- REACH-IN REFRIGERATORS
- I AM INTERESTED IN A FALL SERVICE CHECK-UP OF MY PRESENT EQUIPMENT.

Name
Address
City    State
PACKAGED SCHOOL from National Homes utilized 8-ft. module bay system, using 5% in. x 6% in. laminated columns and 5% in. x 11% in. laminated beams.

Why Bostwick Truss-Wing is America's Most Famous Corner Bead

Corner Bead adds the modern touch to your homes... gone is much of the wood trim. You build better for less. For straight or arched work there's nothing in the world like Truss-Wing. It snips and bends easily. Arrow-straight from end to end, it can be installed fast. Ask your nearby Bostwick Dealer about it. There's no equal.

PACKAGED SCHOOL from National Homes utilized 8-ft. module bay system, using 5% in. x 6% in. laminated columns and 5% in. x 11% in. laminated beams.

In 21 working days

Mushrooming communities facing the twin dilemmas of overcrowded classrooms or no classrooms at all have set up a cry for more and cheaper school facilities, to be erected as rapidly as possible. Now, application of prebuilding technique to school construction may prove to be the solution.

National Homes Corporation has designed a 2-classroom unit, totaling 2,700 square feet, that proves the workability of the system. An 8-classroom pilot unit, constructed at Lafayette, Ind., was completed in 21 working days after completion of the concrete foundation, at a total cost of $36,887 per 2-room unit. Similar space built conventionally would have cost $27,000 per classroom.

Core of the building, National's package, costs $9,372. Concrete foundation and subcontracts brought the cost to $30,485.65, excluding walks, drives, rough and finish grading. Profit and overhead were estimated at 10 per cent.

BASIC UNIT:

COMPLETE package for National's test project, built in Lafayette, Ind., cost $36,887 for the two-classroom unit.
FINISHED schoolhouse is ready for use 21 working days after completion of foundation—combining beauty, economy and utility to a rapidly mushrooming community.

an 8 room school

CLASSROOM all comes out of the package, at a total cost amounting to approximately two-thirds the cost for conventionally constructed, similar classroom space.

PLAN of the basic two-classroom unit. As many rooms as desired can be obtained. Detail shows wall construction.

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, stored and kept clean during construction, glass breakage reduced.
2. Roughing-in is as simple as A B C—no special blocking.
3. Balances and full weather strip installed at the mill.
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
1204 La Salle St., Detroit 32, Mich.
Chamberlin products for the millwork and hardware field include: Automatic Door Bottoms—Thresholds—Door-Seals—all types—Weather Stripping.
Curtain wall between footings helps make the barn habitable...

I have converted an old barn to a year-round rental. It rests on stone piers with the wood sill six to twelve inches off the ground. The space under the barn is open. What would be the best method of closing in between the piers?

A. R. S., Clinton, Conn.

From the description of the foundation, I can assume that a typical elevation of the building would appear as above:

The most economical method of permanent closure for the open space would be the construction of a concrete curtain wall in the area between the present stone footings. See the drawing above, for the recommended section: Since this wall takes no load, the present stone footings will continue to support the barn.

A drain tile system to carry away runoff water would be advantageous in keeping the area under and around the barn dry.

Not enough ventilation

Moisture has warped the roof boards and raised the thick butt shingles on a house that I recently built. The roof eaves are provided with four 6x10 inch metal louver for ventilating, but the moisture, which can be assumed to come from the plaster, still prevails. What should I do differently?

E. E. C., Reedsburg, Wisc.

Adequate ventilation of the attic space is the only solution for the moisture problem you have encountered. Apparently the moisture from the plaster aggravated this condition. In addition to the small louver in the eaves, it is advisable to provide screened louver vents at or near the high point of the roof as indicated in the drawing.

A swimming pool must be permanently built

I have contracted to build a poured concrete swimming pool, size 24'0" x 44'0". The sides and bottom will be reinforced and a 2x4 inch wood key placed at the intersection of floor and walls. Is this method all right? Would it be possible to make the walls of timber?

D. O. F., Peruksie, Pa.

The drawing indicates the construction details necessary to build the swimming pool of concrete. If the walls were built of timbers it would be difficult to keep the pool water tight. Using 2x4 inch members for the keys is all right. If desired 6"x6" #6x#6 welded wire fabric may be substituted for the #4 rods at 12" o.c.

(Continued on page 2072)
It's new—it's horizontal—the window with the **Wide** look

The new Ceco-Sterling Aluminum Horizontal Sliding Window

... the **CECO-Sterling** aluminum sliding window

Flowing Sweep—the Wide Look... those words describe the beauty and grace of Ceco's newest window product, the Ceco-Sterling Aluminum Horizontal Sliding Window. Designed for long, low, sprawling homes, this new window gives an architectural accent to horizontal lines. Builders everywhere know features make homes saleable. Consider these customer benefits gained with the Ceco-Sterling Aluminum Sliding Window: Sash slide in special anti-friction sill track made of zinc-alloy, assuring continued easy operation; Sill track is easily removable for cleaning—an exclusive feature; Screens can be securely attached from inside without clips; High window placement affords privacy, gives more usable wall space for furniture; Sash easily removed for 100% ventilation or cleaning. And here's a window that's easy to install. You just set the window in the rough opening, square it, and nail through the integral fin-trim. Then you bring the exterior siding material up to the trim stop... no exterior trim to buy. Apply caulking and the job is done. So see Ceco for the finest windows—easiest to install.

CECO STEEL PRODUCTS CORPORATION
Offices, warehouses and fabricating plants in principal cities
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Steel and Aluminum Casements + Double Hung, Sliding and Awnings Windows
Doors + Roofing and Lathing Products

IN CONSTRUCTION PRODUCTS CECO ENGINEERING MAKES THE BIG DIFFERENCE
NOVEMBER 1955
**The Perfect Sliding Closet Door**

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- Panels locked in—cannot jump the track
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KARYALL BODY, INC.
8221 Clinton Road
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ask the EXPERTS

A truss will be necessary

Can you give the length and bevel of a brace rafter for a 30'0" wide building? The top of the brace rafter to be half way between the ends of the common rafters. The rise is 9 inches per foot.

O. W., Bryan, Ohio

Horizontal and vertical bracing members will be necessary in addition to the diagonal ones. This truss can be used up to a span of 35 feet at a maximum spacing of 15 feet with a total dead and live load of 45 lbs. per square foot.

Horizontal and vertical bracing members will be necessary in addition to the diagonal ones. This truss can be used up to a span of 35 feet at a maximum spacing of 15 feet with a total dead and live load of 45 lbs. per square foot.

**Open framing can be a problem**

What can be done to hold the house together from the downward and outward pressure of the rafters in the absence of ceiling joists, and still have a well constructed and neat looking job? This applies to the framing of a gable roof house where the beams are exposed.

R. P., Seymour, Wis.

On a medium or small span the outward and downward pressure of the roof is taken up by the wall and the plate on the top of the wall. Houses that have a wide span are unsafe unless there is a tie between the rafters as shown in the figure above. Another solution is to use a scissors truss.

The size of roof rafters up to a span of 10'0" should be 2x6-16 inches o.c. Up to 13'0" span use 2x8-16 inches on centers, and still larger thereafter.

(Continued on page 204)
Faster home sales bring in extra profits! You, as a builder, know that ceramic tile installations have quick selling, "built-in" buy appeal. Homeowners know ceramic tile for its convenience and economy—want it for its "look of luxury".

Now cost-cutting adhesive installation methods let you offer your prospects more tile—in more areas than ever before! You can spotlight sparkling ceramic tile in baths, kitchens, powder rooms, laundry and utility rooms, recreation rooms, halls or dining areas. In fact, adhesive installations can be put wherever you use dry wall surfaces.

Why not use the tested power of ceramic tile to merchandise and sell your homes faster? Your tile contractor can give you information on the savings possible in your area through adhesive installations.

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Room 3401, 10 East 40th St., New York 16, N. Y. or Room 933, 727 W. 7th St., Los Angeles, Calif.

ask the EXPERTS

How to ventilate attics and crawl spaces

I have a moisture problem on the underside of the roof boards of my attached garage. The condition is worse near the lower edge of the roof in the area of the overhang. The house is framed with hip roof and overhanging eaves. The garage has plastered walls and plastered ceiling with no insulation over the ceiling. A modern natural gas-fired (warm air) furnace is installed in the garage. A natural draft ventilator is installed in the roof over the garage near the peak and another is installed on the underside of the overhanging eave. What causes this moisture condition and what can be done about it? Where can I get information as to the proper ventilation for crawl spaces?

G. C. M., Jackson, Mich.

The occurrence of condensation on the underside of roof boards is not uncommon. Barring some unusual humidity condition, the solution to your problem should be one of adequate attic ventilation. It is assumed, of course, that your gas-fired heater in the garage is properly vented to the outdoors.

To provide sufficient attic ventilation for normal conditions, you should have one square foot of vent area for every 150 square feet of ceiling area. These vents should be distributed around the entire perimeter of the house.

A good set of rules to follow for venting crawl spaces is contained in the booklet “How to Control Moisture in Homes” published by the National Mineral Wool Association, New York. On the subject of crawl spaces it has this to say:

“Proper drainage of the crawl space should be provided so that water will not collect in this area. Surfacing the crawl space with waterproof concrete or a layer of heavy 55-pound coated roll roofing lapped three inches will prevent the moisture from getting into the space between the ground and the house.

“In the absence of other means of effective condensation control, ventilation of the crawl space should be provided. The HHFA recommends the total net area of ventilation to be not less than two square feet per 100 linear feet of building perimeter plus \( \frac{1}{2} \) of one per cent of the crawl space ground area. Good practice includes the following:

1. Use at least four vent openings, with one near each corner of the building.
2. Vents should be placed as high as possible in the walls, but no higher than bottom of floor joists. Vents at ground level should be protected against entrance of surface water.
3. Vents should remain open all year.
4. With vents, lower temperatures may be expected under the first floor, and insulation should be installed between the floor joists and around exposed pipes and ducts for comfort and to prevent deterioration.
5. When good ground cover is applied, at least 10 per cent of the HHFA ventilation formula is still recommended.”

Celotex Corporation

What size should footings be?

Can you tell me the size and kind of footing required for a one and one half story cottage foundation. The exterior walls are cinder block stuccoed. The house is located near the water’s edge and the soil is fine sand.

P. G., Woodlyn, Pa.

Assuming that a spread concrete footing can be poured in this area, a typical section might appear as indicated in illustration above. The submerged sand foundation is considered to take not more than 1000 lbs. per square foot bearing pressure. The 30° spread will be sufficient to satisfy this criterion.
How to do it better
Ideas for the man on the job

CROSS SECTION of 50-year old church that needed repairs and roof reslating.

DETAILS of scaffold brackets and placement of scaffolding, for this job.

Church roof kept in balance while being repaired . . .

We developed a "floating scaffold" when we had to repair and reslate two areas 30 x 64 ft. on the half-pitch roof of a 50-year old church, the ridge being 46 feet above grade.

We had twelve ¾-in. tempered hooks made and bolted them to 2x4's spliced together for ribs used with brackets, as shown here. These brackets were secured with leg bolts, always boring holes for them smaller than the bolts and rounding off the bolt heads to thread through the button hole of the bracket, for quick removal.

Ribs were blocked up with 2x4's every four feet, and secured with lag bolts to keep them from dropping out when the scaffold was subjected to weight. As we removed the slate, we covered the roof with asphalt impregnated felt paper cut in 10 and 12 foot lengths.

When we proceeded to remove the slate from one-half of one side of the roof, it was discovered that the roof began to swing out with every step on the scaffold, and did not swing back afterwards.

To keep the roof in balance, the scaffold was switched to the other side by unloading part, pulling rib up to a balance at comb of roof and turning to position and reloading a section at a time. This required two hours for four men, but when the slate was removed from that half of the roof, the roof returned to a balanced position.

When laying the new slate, only ¾ of each side could be placed at one time to keep the roof in balance. When the supporting blocks were in the way, we shifted and reset them. One ton of slate was distributed on this scaffold at one time, with four men applying. And all of this slate was laid without one piece being cracked.

C. Fred Kelso, Sabina, Ohio

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PAYS FOR ITSELF IN ONE-DAYS OPERATION

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How to do it better—

Eliminates shimming behind door jambs

When framing interior partitions, we use single studs for door openings with a 2x6 pine masonry jamb sanded smooth on one side, spiked to the studs. The stops almost always cover the spike heads, and the jamb-with-stud will result in a plumb opening.

To keep door openings exact, we have templates of 1x6's for a 2-foot door and 2-foot 6-inch door. Time is saved because the jambs can be slipped in place in ten minutes and the flush door fitted with a couple of passes on the jointer.

If the door opening is in a bearing partition, two 3/4-inch blocks are nailed in place over the head jamb. This jamb is beveled for plastered walls and serves as a ground for the plaster.

J. Mack, Elmira, New York

Uses slip line to level basement floor

I set up the batter boards with a transit to obtain a guide from the bottom of the cellar to the finished foundation. If concrete blocks are used, I cut a line in the batter boards eight inches inside of the outside lines and use these lines up to grade level, or all the way up, if preferred.

A slip line is strung across from the outside lines so that it can be moved from one end of the building site to the other. This is used for leveling the basement floor for rough digging.

H. J. Hack, Johnsburg, N.Y.

Do you know how to do it better? We'll pay ten dollars for each idea sent in that is used in the magazine. Address contributions to How To Do it Better, AMERICAN BUILDER, 30 Church Street, New York 7, N. Y.
Ideas for the man on the job

Forming details for 12 foot silo

I am submitting a plan for forming the foundation for a round silo 12 feet in outside diameter that I have found to be very satisfactory. Forming material is of 2x4 stub studding, and the form walls are of ½-inch by 6-inch lap siding.

H. R. Spencer, Valley Falls, Kansas

Template aids in clean door cuts

If you are having trouble in trimming doors with a hand power saw because the wood tears, how about trying my idea?

Make a template to fit your electric power hand saw out of a piece of 1x6 or similar board, and rabbet it out to fit your saw. Use four or six penny finishing nails to secure the template to the door and line the edge of the template with the trim marks on the door.

F. Friedli, Logan, Utah

Use plate seal over foundation and under the bottom plate

Blanket type insulation one-half inch thick placed on the top of concrete block, or poured concrete slab and foundation walls, will provide a plate seal that closes up irregularities. This seal will also keep air currents from passing under the sill plates. When the weight of the super-structure increases, the insulation blanket will condense in thickness.
This pylon calls attention to off-street shopping.
A good location for a business development is always preferable, but good design can make a location of secondary value appear just as attractive, as these pictures show.

The entrance pylon was erected at the intersection of the offstreet with the main artery, thus calling attention to a five store shopping center in the rear, starting approximately 160 feet back. This center contains a number of large chain stores and has an area that provides parking for 423 cars.

This pylon contains a large milk-white glass enclosed sign above the roof line, calling attention to the shopping center in the rear. This is sheltered by the roof above. The pylon thus becomes a convenience not only to shoppers, but also as a bus-stop shelter.

This is an extremely sturdy design, as can be seen from the plate at left. A 16"x16" concrete pier and 24"x24" concrete footing are utilized beneath the concrete walk. A steel frame is used for the horizontal roof framing and the vertical pylon, which in turn is supported by 4" pipe columns. These members are covered with redwood facing.

The underside of the roof is plastered, and recessed lighting is set into the framing along the perimeter of the roof. The seat and back are constructed of Crab Orchard stone.

Center...

Same wages...12 to 15 yards more concrete

With this Jaeger 3½ S Auto-Loader you load while you mix and measure as you load. The power shaker action of its hopper charges the drum in a flash the instant you open the gate. Dual mix drum, with extra big bucket and flight blades, insures thorough mixing and discharges faster. Machined steel drum tracks and rugged construction thruout for long service.

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HUNDREDS OF PICTURES HELP YOU BUILD

Every job is explained in careful detail. Nearly 400 large, clear drawings show exact working procedure for each step. Professional methods given for setting up shop, choosing tools and equipment, selecting proper varieties of wood, cutting and joining operations, sanding, raising the grain, finishing, polishing, painting, upholstery, designing furniture—all things you'll want to know.

This interesting, heavily-illustrated book has nearly two hundred big 8½ x 11 inch pages. It costs only $3.95. You'll save five to ten times this amount on the first piece of furniture you make.

You can make these pieces

- Corner Desk, Hanging Bookshelf, Standing Bookshelf, Cutlery Tray, Spice Box
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- Bookshelf/Bookcase, Corner Cabinet, Corner Cupboard, Door-Flashing Bookcase, Three-Unit Cabinet, Cupboard, Cabinet, And Displaying Table Together, Corner Seat, Corner Bed, Book Desk, Drawers with Drawers, Twin Beds with Bookshelf, Desk, etc.
- Wall Angle Cabinet, Corner Counter with Drop Table, Bathroom Kitchen or Bar Counter, Double Books, Detached or Attached, Cabinet Table for Corner Beds.

NOVEMBER 1955
Spotlight on "Parade" techniques . . .

What makes a successful parade?
Besides better built bungalows,
a bit of Barnum and Bailey ballyhoo!
Here are some samples:

**SACRAMENTO, CALIFORNIA:** more than 300,000 potential homebuyers visited this city's parade during its 16-day run, 50,000 of them on the opening Sunday. Twenty-five builders entered houses in the display.

**PITTSBURGH, PENNSYLVANIA:** a parade without a queen is unthinkable. Here it's Miss Jane Daugherty, demonstrating a built-in oven.

**HAMILTON, OHIO:** One queen wasn't nearly enough for this parade. Each builder provided his own; and, as shown here, suppliers did too.
DALLAS, TEXAS: just to make sure that no one could miss the parade after dark, Dallas used these two giant Navy type searchlights. Trust Texas to do it big and bright.

SEATTLE, WASHINGTON: these three men are co-builders of Lake Hills' 4500 homes. They are (L to R) Kinney Leonard, Ted Valdez, and George Bell. Swimming, anyone? They say the water's fine in Seattle.

NOVEMBER 1955

DALLAS: the idea of a free movie theatre was to keep the kids out from underfoot so mom and pop would be sure to see all the houses. The kids don't seem to mind at all.

DALLAS: parade chairman Bob Gump (Left) and HBA treasurer Wm. Gaynier present builder Guy Warren with participation plaque. (Right) W. H. Roberts, HBA Secy.

take a good look at LARCH

Strong, durable and straight-grained, Larch is an ideal wood for all structural and heavy construction purposes. Tough-fibered and rigid, it holds its shape, works well and resists nail withdrawal. Larch's handsome grain, satin-smooth surface and reddish color put it in demand for interior architectural woodwork, too.

Larch comes in 3 select, 5 common, 3 structural, 4 dimension grades. You can order it in straight or mixed car lots, together with other woods of the Western Pine region.

*LIFE Magazine told her all about Gerber Bathrooms*

Just mention the name Gerber to M'Lady and she knows immediately that it's the Plumbing Fixture that she read about in Life and Good Housekeeping. She knows that 17¢ a day will get her a Gerber Bathroom—and that a few cents more will buy Gerber COLORED fixtures. Gerber national advertising is a promotional extra that adds sales appeal to your homes while keeping prices competitive. Investigate Gerber fixtures today!

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Send for a reprint of this ad and the complete Gerber Profit Story

Get the facts to help you sell LARCH

Write for the FREE illustrated booklet to

Western Pine Association
Yeon Bldg., Portland 4, Oregon
The housewife who cooks approximately 1,000 meals per year will appreciate the builder who provides this easily constructed over-the-range cabinet. Another of the built-ins featured in the new Simmons-Boardman book, "How to Build Cabinets for the Modern Kitchen," this cabinet is a step-saver. Seasonings and other supplies fit on the open shelf; door storage brings pan lids within reach; compartments hold large platters or frying pans.

The boxed inset shows a type of joint that the cabinet maker should master. The gain, or stopped, dado provides the rigidity and strength of the straight dado but does not make its presence known by a visible notch in the vertical member. It is possible to dado other shelves into the uprights, but well-fitted butt joints will serve. In either case, mortise two cross braces into the back edges of the ends at points indicated and screw into place. Lay out one side of lid rack on 3/8" plywood; tack it to another piece of the same stock; saw both sides simultaneously. The rack can be screwed or nailed in place, but gluing it would make firmer construction, as well as offering a finer appearance.

MATERIALS
1" x 12" (nom.) stock (24 linear feet) to make—
2 pc. 35½" long—facing strips.
1 pc. 40" long—top.
1 pc. 39" long—shelf.
1 pc. 23½" long—shelf.
1 pc. 22½" long—partition.
1 pc. 18¼" long—partition.
1 pc. 8" x 16½"—shelf.
2 pc. 7" x 16½"—shelves.
1" x 2" (nom.) stock (14 linear feet) to make—
2 pc. 25¼" long—facing strips.
2 pc. 39" long—braces.
1 pc. 11" long—spoon holder.
½ plywood to make—
2 pc. 18¼" x 25½"—doors.
½ plywood to make—
2 pc. 7" x 20"—racks.
¾ asbestos. 2" finishing nails.

FOR SALE—N. W. Florida: 16 miles north of Panama City on U.S. 281. 190 75'x160'; 60 acres for expansion. $59,000.00, or nearest offer. Approved, recorded, mapped. Title guarantee.

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1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Simmons-Boardman Publishing Corp., 30 Church St., New York 7, N.Y.; Editor, E. W. Gavin, 79 West Monroe St., Chicago 3, Ill.; Managing Editor, J. B. Mason, 30 Church St., New York 7, N.Y.; Business Manager, F. A. Clark, 30 Church St., New York 7, N.Y.


3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

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FRED A. CLARK, Business Manager
Sworn to and subscribed before me this 21st day of September, 1955.

EDMUND J. PUYDAK, Notary Public (My commission expires March 30, 1957)

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12 tips to better window weatherstripping...

1. To avoid breakage, lay the sash flat on the floor. Make sure the floor is free of nails, etc., that would mar the wood.

2. Nails should be driven into the hook and flat strips not more than 1.25 inches apart. Wider spacing won’t hold the strips securely.

3. When a wood parting bead is replaced with a metal one, a piece of the old wood bead about 3 in. long should be broken off and replaced in the bottom of the parting bead slot. This will insure proper alignment, make the metal bead more rigid, and prevent drafts in the lower corners.

4. Instead of using a hook to attach the balance spring to the sash, drive an 8d nail into the sash at the tenon joint. The nail will penetrate almost twice as deep as the hook, and will hold longer.

5. Consider the time of year when you weatherstrip. Do a tight job in winter, but in summer leave enough play to allow for later expansion.

6. Rub paraffin on sliding metal strip immediately after installation. It won’t draw dirt, will last longer than oil, is better for the wood.

7. Caulking between wood and masonry should be applied at least 3/4 in. thick, and bellied so there is enough to crust.

8. When grooving the sash, work on the putty side. The groover will ride more evenly.

9. Use a minimum of seven nails in applying the head strip. If less are used and the sash warps, the strip will loosen and be damaged in subsequent closings. The sill strip, which is more subject to wind and water, should be secured with at least twenty nails.

10. Felt sash plugs should be installed at the meeting rail area.

11. Windows should be put in so they do not touch the parting stop or the trim stop.

12. If the sash is too loose, packing strips from ⅛ in. to ⅜ in. wide should be put under the rib strips at the sides.

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N O V E M B E R 1 9 5 5
Associations: their role in the construction field

Manufacturers' associations are growing in number and importance. They benefit you as well as industry. Here's why . . .

The next time a load of materials is delivered to one of your jobs, take a close look at some of the markings on it—for instance, the carton that contains those aluminum windows. It probably carries a stamp which says, "Quality Approved—Aluminum Window Manufacturers Association." And before one of your carpenters planes off the bottom of that door, see if there isn't an "FDI-A" stenciled there—the mark of the Fir Door Institute. An "SCR" (Structural Clay Research) brick is marked with the imprint of the Structural Clay Products Institute. And you are undoubtedly familiar with the seal of the Underwriters Laboratories, attesting the fireproof qualities of the product that carries it.

Chances are that you, like most builders, are at least aware of the existence of these and other trade associations; but do you know the role they play in the construction field, or, more specifically, how they benefit you and your customers?

Go back for a moment to those aluminum windows, and the Aluminum Window Manufacturers Association seal that they carry. The AWMA is made up of a majority of the aluminum window manufacturers in the country. They have decided that while competition is important in their business, it is equally important for them to get together and establish a standard of quality for their industry. In other words, if Manufacturer X sells a type of window that jams after a week of operation, not only will his product suffer, but the entire aluminum window industry will get a black eye. Conversely, if the AWMA seal is recognized as a guarantee of a high level of excellence, and most window brands carry that seal, every manufacturer will benefit.

It is for this reason that most associations have adopted standards and specifications that a product must meet before it is permitted to carry the association seal of approval. This means that you, as a builder, can be confident of the quality of the material you are using. And it means that an architect can call for the use of any association approved product, and know just what minimum specifications it will meet.

In addition to setting up standards, many associations undertake research projects. Such programs might well be beyond the financial reach of small manufacturers, but they are perfectly feasible for the combined resources of the entire membership. The results of such research are, of course, made available to all participating companies, and the subsequent improvements in the product benefit every dealer, builder, and houseowner that uses it.

As you can verify by thumbing through the pages of this magazine, trade associations advertise. This helps to create confidence in the industry, and to increase demand; and with the increased volume of business there usually comes a decrease in cost. Here again, everyone benefits. And there is another way in which associations are helping to cut prices—by the standardization of sizes in many of their products, and the tendency toward reducing the number of different sizes manufactured. All signs point towards more of this activity in the immediate future.

The value of the association to manufacturers in the building products industry is becoming more and more apparent, as shown by the fact that there are now, according to the U. S. Department of Commerce, almost two hundred and fifty such associations in the construction field. These groups represent everything from the Acoustical Materials Association to the Woven Wire Products Association, and include some 100 metal product associations, 65 lumber associations, 60 stone, clay and glass groups, and 20 in the utility, paint, petroleum and transportation fields.
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The Month Ahead

DOUBLE PLAY

Leave it to Texas! An article on W. W. VanDerHeck's homes in Highland Hills, San Antonio, that appeared in the September issue of American Builder, was played up in nearly 20 columns of advertising in the September 18 real estate section of the San Antonio Sunday Light. Big as life on the front page: the Texas homebuilder and his sales manager beaming at a well-thumbed issue of the magazine.

IN BUSINESS

Our new Research Department, bigger and better than ever, is now operating at 30 Church St., New York 7. The man to write, if you need information that has been, can be or should be dug out: research director J. W. Milliken.

QUESTION OF PRIDE

We expected a lot of The National Housing Center, newly opened by the NAHB in Washington, D.C. But we never expected anything quite so beautiful and functional. We tried to show it to you, in words and photos, in October; but we'll be first to say: you've got to see it for yourself, that's all. We're pleased at comments on our story, of course, and more than pleased that you liked our cover photograph of the building. But we say again: it was just an appetizer for the main course.

Roundup time

The biggest National Home Week in homebuilding history is being given the biggest NHW coverage in publishing history in this and the next issue of American Builder. As most of you know, American Builder editors covered just about every fourth city that staged a NHW parade. Then we rushed back and beat the deadline for this issue to bring you our news report and the six-page trends article that you have probably just finished reading. Heretofore, you got your NHW coverage in December, when it was interesting—if somewhat cold—news. In December, of course, we bring you "Best Model Homes of 1955." It's a complete article that covers winners in American Builder's annual NHW contest. Its value, of course, is not merely a matter of what builder got which award; its real value lies in what information it brings you to help you plan your own best-sellers for 1956.

Question marks

Have you ever wondered what improvements and new features are "most wanted" by new home buyers? Or what builders themselves consider the most needed improvements in new home building? Or what changes in home building techniques will occur in the next five years? Stop wondering the minute your December issue arrives. It answers all these questions in detail.

Grist for the mill

When editor Ed Gavin addressed a luncheon of the Prefabricated Home Manufacturers' Institute at Lookout Mountain, Tenn., on November 1 and said that "mechanization was the answer to better housing values," one of the busiest note-takers was an American Builder reporter. His purpose: material for a look-ahead article on prefab in February.
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