AMERICAN Builder
THE WORLD'S GREATEST BUILDING PAPER
DECEMBER 1955

25 CENTS

Electric heating steps ahead
WHAT SELLS best today?

Best model homes of 1955
THE KIRKWOOD SENIOR HIGH SCHOOL

is a typical example of the new campus type school. All its buildings, sprawled over 40 acres, long banks of brick, steel windows will permit maximum light and air, and the beauty of the campus to be brought inside. The architects, William B. Ittner, Inc., specified steel windows extensively. In all there will be 342 steel windows in the large academic unit, 52 in the science unit, 62 in the cafeteria and 160 steel windows in the gymnasium. Windows are by Mesker Bros., St. Louis, Mo. Here two Rallo workmen are installing one steel window section in a continuous bank.

"I'd rather work with steel windows,"
says Mr. Leo Toomey, Rallo Contracting Co., St. Louis, Mo.

Mr. Toomey, job superintendent for the new Kirkwood, Mo., Senior High School, has worked continuously in the building industry since 1908. He has had a great deal of experience in handling all types of windows. That's why he speaks with conviction when he says:

"Sure I'd rather work with steel windows. There's not another window that can be installed as quickly and easily. They never mean delay on a job. We get them 'true' and they stay that way during installation. Once they're in, there's no other window that can take the beating students can dish out like steel. Whether it's workmen, students or weather, these windows stand up.

"Besides, there is nothing as good looking in this type of construction as a steel window. And they stay attractive. Another thing, the economical price of steel windows, plus on-the-job labor savings, is very important when it comes to making a bid."

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

For more than forty years United States Steel has been supplying window manufacturers with special rolled sections of high-grade open-hearth steel.
When architectural design has attracted prospective home-buying families to the doors of the houses you build to sell, see that the most important sales clincher of all greets them there... beautiful, wanted Cloud's Lockwood Oak Floors! No other oak flooring is Lockwood's equal for gracious charm and inviting hospitality!

Saves You Up To 35% In Laying-Through-Finishing

Here is one instance where beauty and quality are evenly matched by economy. You get the luxury, the rich color and grain that are so outstanding in Ozark mountain-grown oak, and at the same time Cloud's Lockwood Oak Flooring is designed and manufactured for installation at labor savings up to 35%, according to actual figures released by leading contractors! Lockwood Oak Flooring goes down fast, fits snugly, lays and stays straight.

Kiln-drying and precision-milling are important factors in making Lockwood your logical oak flooring choice. So is tempering, whereby special steam treatment takes out all stresses and strains. Then, there are the double hollow-back design and the nail groove feature. And only Cloud plants have the "splinter clipper," which eliminates that annoying chip or spur to speed up laying and help the profit picture! In all ways Lockwood is always better oak flooring!

SEE YOUR LOCAL DEALER

CLOUD OAK FLOORING CO.
SPRINGFIELD, MISSOURI
new...

MULTIPLE MESH FILTERS

for pryne

Ventilating Fans!

another Easy-to-See
Easy-to-Sell Feature
of pryne BLO-FANS
and AEROFANS!

remember, too, only

Blo-Fan

has this blade!

A Pryne exclusive
design! The unique
combination blower-
and-propeller blade that

Multiple-mesh filters now make Pryne Blo-Fans and
Aerofans even easier to clean — more popular than ever
before! Simply snapping in behind the grill, the washable
filter keeps blade and motor cleaner.

Available as a separate unit, filters are available for all
models except Blo-Fan No. 206.

Pryne
rhymes with FINE

PRYNE AND CO., INC.
BOX 698, POMONA, CALIFORNIA

Please send full information about Pryne Blo-Fan and Aerofan.
Name:
Company:
Street:
City: Zone State:

AMERICAN BUILDER
Supermarket technique

Prospective home-buyers who can't make up their minds about which model to settle on are finding it easier in Bergen County, N. J. Veteran builder Ralph Carletta uses a supermarket technique: he offers four models on each corner of an intersection in his tract. By standing at the intersection, home-buyers can judge each by easy comparison with the other, the way you'd judge steak against steak at a meat counter. Carletta says he saves his time and their legwork.

$65 billion industry

Economists usually underestimate the size (magnitude's the word) of the whole construction industry. Latest estimates for 1956 place it even higher than our own November forecast, make your opportunities for good business in 1956 even brighter. That's because new data has come to light on modernizing, repair and upkeep for 1956. Famed economist William C. Bober says it all adds up to a total market of $65 billion! (No wonder the government will see to it that nothing happens to upset America's #1 industry!)

Opportunity next month

You know, of course, that next month the government will officially label 1956 as Home Improvement Year. But do you know that Lu-re-co has prepared a booklet to help you capitalize on it? It's called "Add-a-room" and it's tied in to all the publicity that will make customers in your area think about remodeling needs. Write for it fast.

One trillion!

Smart builders will think twice before they plan for "adequate wiring" in 1956 houses. According to the wiring people, electrical consumption in 1963 will reach one trillion kilowatt hours compared with the present 540 million k.w.h. New home buyers, well aware of their increasing dependency on electricity, are even now asking if houses have enough circuits to take care of all the new appliances (not to mention electric heating) at maximum efficiency.

Tie-in opportunity

Builder Dan Ostrow has a real angle: in collaboration with The Hecht Co. department store, which has a branch in Silver Springs, Md., Ostrow tied-in his new Silver Springs development. Result: a contest. All you have to do is visit the house, pick up an entry blank, write in 25 words "I like to shop in Silver Springs because..." Ostrow's ace-in-the-hole: you can't resist the house even if you don't win it.

Speaking of remodeling

A builder's office is his castle. That's what Sponseller & Sons, Los Angeles, tell us. They remodeled their office, after 60 years in the building business, and upped their "drop-in" trade from $50,000 a year to $100,000 a month! Have you thought about the opportunities that come with a face-lifting on your own front door? (Our article on Sponseller is in this issue.)

Brick: solid opportunity

Thirty-three out of every 100 single family homes being built today are made of brick, according to the Structural Clay Products Institute. That's a 14 percent increase over last year's figure. Best market for brick: the $7,000 to $10,000 income group. Brick may be the sales-plus you're looking for in planning 1956 houses.
Floor to Ceiling Closets SELL HOUSES

Glide-All Sliding Doors make large floor-to-ceiling wall-to-wall wardrobes, with cost-saving construction. Home by Hylan Builders, Chicago.

For More Spacious Living

Glide-All Doors provide better living facilities in today's construction. More and more architects and builders are discovering that Glide-All Doors are the low-cost way of giving home owners plenty of easy-to-use storage space. Their modern simple design eliminates construction time and costs. They make extra storage space where it's needed most . . . wall-to-wall floor-to-ceiling wardrobes, full height hallway closets, entranceway guest closets, and in many "waste space" areas. Smooth-rolling, trouble-free Glide-All Doors make ideal room dividers.

Glide-All Doors are engineered trouble-free and are quality built. They are ready to install in 8' and 6'8" heights in a variety of standard widths, flush or recessed panel types. Write today for specifications and full details.

Glide-All Doors are available from distributors throughout the United States and Canada.

For information write Plant nearest you.

GLIDE-ALL DOORS ARE A PRODUCT OF

Woodall Industries Inc.

Detroit 34, Michigan

CHICAGO, 3504 Oakton St, Skokie, Illinois
EL MONTE, California, 801 West Valley Blvd
FRANKLIN, Ohio
LAUREL, Mississippi, P.O. Box 673
NEW YORK, Glen Cove Road, Mineola, N.Y.
SAN FRANCISCO, 1970 Carroll Avenue
**AMERICAN BUILDER**

**Reader's Guide**

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**Cover Photo:** Dan Ostrow's "Mikado"

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**Reader's Guide to Advertising** on page 7
To the man who's thinking about buying a new truck:

maybe you're missing something...

» And what you’re missing is more than “maybe,” it’s for sure—if you haven’t yet visited your Dodge truck dealer.

» Do you want to miss a rock-bottom price? Perhaps you haven’t realized that Dodge trucks actually cost less than you’d pay for corresponding models of most other makes.

» Do you want to miss power so high it leads the field? Consider this: with engines of 169 to 175 horsepower, Dodge overpowers every other leading make of truck in the low- and medium-tonnage fields.

» Surely you don’t want to miss the many advantages of “Job-Rated.” Because all units from engine to rear axle are engineered and matched for a specific job, the Dodge truck you buy is exactly right for your business.

» You don’t want to miss Dodge safety—which includes the biggest wrap-around windshield of any truck on the road, the shortest turning radius. Or Dodge superior cab comfort... Forward Look Styling.

» In short, you get a whale of a lot more truck for a good deal less money than you think! Stop in and see your Dodge truck dealer right away—don’t miss anything!
# Reader's Guide to Advertising

"The better you buy—the better you build—the better you sell" ©

## A
- American Air Filter Company, Inc. Nelson Portable Products
- American Brass Company, The
- American Builder
- American Floor Surfacing Machine Co., The
- American Machine & Foundry Company, The
- DeWalt, Inc.
- Deka Co.
- National Steel & Wire Division, United States Steel Corporation
- American Telephone & Telegraph Co., The
- American Welding & Manufacturing Co.
- American Window Glass Company
- Andersen Corporation
- Appleton Soft Wire Bureau
- Armstrong Cork Company
- Atlas Electric Products Co.

## B
- Badger Machine Co.
- Bakelite Company, a Division of Union Carbide and Carbon Corporation
- Bell & Gossett Company
- Berger Division, Republic Steel Corporation
- Besser Company
- Bessemer Disappearing Stairway Co., The

## C
- Calder Manufacturing Co.
- Carbon & Sullivan, Inc.
- Cape Iron Soil Pipe Institute
- Ceco Steel Products Corporation
- Chase Brass & Copper Co., The
- Chevrolet Division of General Motors
- Classified Advertising
- Clipper Manufacturing Co.
- Columbia Building Products Co.
- Columbia Steel Division, United States Steel Corporation
- Columbia Mills, Inc.
- Commercial Engineering Co.
- Crossett Lumber Company

## D
- *Dant & Russell, Inc.* Fin-Ter.
- DeWalt, Inc., American Machine & Foundry Company, The
- Dodge Corporation, F. W.
- Dole Division of Chrysler Corp.
- Donley Brothers Company, The
- Douglas Fluid Power Association

## E
- Eclipse Fuel Engineering Co.
- Eiel Division of the Murray Corporation of America
- Elms Manufacturing Co.

## F
- *Fabricon Products*
- *Fin-Ter, Dant & Russell, Inc.*
- Flue Manufacturing Co., The
- Follansbee Steel Corporation
- *Forest Filter Products Company*
- *Fuller & Co., W. F.*

## G
- Gates & Sons, Inc.
- General Electric Company
- General Electric Company, Textile
- General Portland Cement Co., Trinity Division
- General Products Company, Incorporated
- Gold Seal Division, Comforter-Nuins, Inc.
- Goodyear, Flooring Dept.
- Grand Haven Stamped Products Co.

*Appears in Western edition only.*
The Salesman that sells in your kitchens

Are You Traveling with the Trend?

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

How number of Electric Ranges in use has more than tripled in 9 years

<table>
<thead>
<tr>
<th>Year</th>
<th>Number in Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>1945</td>
<td>3,541,000</td>
</tr>
<tr>
<td>1946</td>
<td>4,027,000</td>
</tr>
<tr>
<td>1947</td>
<td>4,789,000</td>
</tr>
<tr>
<td>1948</td>
<td>5,840,000</td>
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<tr>
<td>1949</td>
<td>6,706,000</td>
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<tr>
<td>1950</td>
<td>8,195,000</td>
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<td>1951</td>
<td>9,350,000</td>
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<td>1952</td>
<td>10,200,000</td>
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<td>1953</td>
<td>11,200,000</td>
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<tr>
<td>1954</td>
<td>12,086,000</td>
</tr>
</tbody>
</table>

Source: ELECTRICAL MERCHANDISING Annual Statistical and Marketing Issues
"When anyone asks me why Oak Hill Village homes sell so readily, the answer is simple," says Builder Arnold Hartmann of Newton Centre, Mass. "The reason is that these homes offer utmost value to the prospective purchaser. All-electric equipment—including modern Electric Ranges—combined with good design and construction—make them a good buy—and they sell."

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

"We put a placard on the Electric Range in each model house to show that it's included in all our new houses," says Builder Michael Campanelli of the Natick Building Company, Natick, Mass. "We consider the Electric Range a most important selling feature. It always attracts the ladies. We always have house sales 'cooking' with the help of this appliance."

There's nothing like learning from experience—that of other builders as well as your own. One fact stands out wherever you go. Builders are using Electric Ranges to help them sell their homes. This appliance works as a "salesman" for you because women want it. They know it will save them time and effort, and help them to cook better meals. They know it offers them clean cooking, as well as ease of operation—and a cool kitchen, too!

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

**ELECTRIC RANGES help sell houses!**

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

DECEMBER 1955
Living fungi, which break down the substance of wood are microscopic and abundant. But they need WARMTH and DAMPNESS to develop. Dampness will also peel off paint, crumble plaster, cause iron and steel to rust.

Some insulations can promote and retain destructive condensation inside walls and other structural spaces. Warmth and vapor can flow through asphalt, paper, plaster and most building materials, including ordinary insulations. Vapor condenses when, upon striking a colder surface, the air reaches a dew-point.

An empty space, the best insulator against heat flow by Conduction, does not prevent heat flow by Radiation and Convection. Of all heat transferred through structural spaces, about 50% to 80% is by Radiation; all but about 7% of the rest is Convection. The surfaces of multiple accordion aluminum sheets have a reflectivity for heat rays of 97%; absorptivity and emissivity of only 3%. The aluminum and fiber layers retard Convection. Conduction is slight through the preponderant low density air spaces.

The tough aluminum sheets in multiple accordion aluminum are almost completely impervious to water vapor, and are long and continuous. Infiltration under flat, stapled flanges is slight.

Where multiple accordion aluminum is used, fortuitous vapor and water (for instance rain) which intrude into wall and similar spaces will gradually flow out as vapor through exterior walls and roofs as pressure develops within, because vapor flows from areas of greater to less density. The vapor cannot back up through the continuous, almost completely impervious aluminum, so it flows out because exterior walls and roofs have substantial permeability in comparison to aluminum, far greater than the required 5 to 1 ratio.

To obtain maximum uniform depth protection against heat loss and condensation formation, it is necessary to use edge-to-edge multiple aluminum, each sheet of which automatically stretches from joist to joist.

SMALL TALK

CADILLAC INCLUDED?
To defeat New York State's proposed expenditure of $1.7 billion for public housing, Brig. Gen. George L. Bliss, president of the Federation of New York Taxpayers, Inc., suggested in print that the state could still save millions a year if it gave occupants of every state-supported public housing project a new home, a swimming pool and a new car.

LOW COST COMFORT
The idea: Can an average-size home anywhere in the U.S.A. be heated and cooled for $10 per month? The test: a two-year program involving 100 to 125 homes in 20 cities. The sponsor: Owens Corning Fibreglas Corp. Look for further details in American Builder.

THE LEGION LOOKS AHEAD
The G.I. Bill, as you know it, is due to expire in 1957. But not if the American Legion has its way: at its recent Miami convention, the Legion voted approval of a resolution to continue it for three years.

BEHIND THE TIMES
Unbelievable: most of the local ordinances in "progressive" Westchester County, New York, forbid prefab schools . . . despite the need.

NORTHERN EDITION

HAVE YOU NOTICED A TREND away from ranch houses and to the more traditional northern two-story? It was pointed out by two northern realtors at the recent NAREB convention in New York City. "Ranch houses have been overbuilt," advised Schenectady, N.Y., realtor Ruth M. McElhose. "Women are getting tired of walking miles around these spread out one-story homes." Rochester, N.Y., realtor Lewis W. Gibbs agreed: "In a one-level house, when you have a party, the kids are always in your lap. In a two-story home, you put them to bed upstairs."

THE CHAMBER OF COMMERCE of The United States agreed with the forecast that American Builder brought you in November. "Despite forecasts to the contrary, construction in 1956 should top this year's all-time record," the Chamber says. "Even residential construction, most affected by credit restrictions, will not miss this year's record of an estimated 1.3 million starts by as much as 100,000 units."

SPEAKING OF CREDIT RESTRICTIONS, Administrator Albert M. Cole, Housing and Home Finance Agency, is assuring builders that the FHA will not hesitate to ease the recently imposed tightened credit regulations "when and as conditions recommend." American Builder's prediction: they'll be eased if it looks like we'll have less than 1.25 starts next year; first sign will be an extension of the 25-year payment period back to 30 years.

HAPPY DAYS AHEAD: Minimum property requirements, now undergoing a thorough study with a view to revision, will soon be clarified and standardized in a single publication. They are currently published in 28 separate volumes. So says FHA commissioner Norman P. Mason to whom American Builder directs three cheers.
Stainless Steel Cabinet Sink—economical stock unit with a "custom" look.

HOW TO "Get the Nod"
FROM FHA AND DELIGHTED OWNERS

Design features of Republic Steel Kitchens can help you get top money for your homes from both financing organizations and buyers. In this kitchen, for example, trend-satisfying built-in oven and surface range units are housed in Republic stock cabinets—storage space below gets maximum FHA credit.

Republic's big, broad line gives you real planning flexibility. And, as a leading producer-fabricator of steel, Republic assures you true quality and economy, dependable delivery.

THE "HOW TO" LINE
Republic Steel Kitchens

EVERY REPUBLIC SHELF COUNTS
Wall cabinet shelves are adjustable so it's no trick to set the top one within FHA 6-ft. height requirement. And, "comfort reach" is another big Republic feature to mention to quality-conscious prospects.

NYLON SLIDE OPERATED INNER SLIDING DRAWERS
FHA gives them equal credit with conventional drawers. And, homemakers love the added convenience. Wonderful for heavy items, excellent space organizers for the usually wasted upper areas of cupboards.

ECONOMICAL OVER-REFRIGERATOR CABINET—Where FHA allows only one shelf credit, Republic gives you a 15" high specially designed stock cabinet. With such outstanding features you get—and give—most for the money with Republic Steel Kitchens.

NOS WASTE STORAGE SPACE
HERE—FHA allows you full count across the corner for this Lazy Susan cabinet; same credit applies to Republic's corner wall cabinet. Favorable, too, are the space-saving features of these interchangeable shallow drawers.

FOR COMPLETE INFORMATION—contact your nearby distributor or write Republic Steel Corporation, Berger Division, 1022 Belden Ave., Canton 5, Ohio.
AMERICAN BUILDER

Impact

To The Editors:
AMERICAN BUILDER
30 Church Street
New York 7, N.Y.

Contest Winners

...I AM HIGHLY HONORED TO RECEIVE YOUR GRAND FIRST AWARD AND WILL BE ON HAND TO PERSONALLY RECEIVE SAME AT NAHB CONVENTION IN CHICAGO... AWARDS HAS BEEN A GREAT STIMULANT FOR OUR ENTIRE ORGANIZATION.
—N. O. Simmons, N. O. Simmons Building Co., Inc.
San Antonio, Tex.

I received your telegram today regarding Kinney Leonard's second award in your contest... The radio stations have given it tremendous support on their news broadcasts; the TV stations have (and will again tomorrow) viewed pictures of the Westwood prize winner... and tomorrow Kinney Leonard will be interviewed. (Local papers) will run stories in the regular news...
—Bill Wurster, The Taskett Agency
Seattle, Wash.

There's not enough space to print all the response to AMERICAN BUILDER's National Home Week contest. But we do show most of the winners in this issue, starting on page 51.
—The Editors.

Timed Right

...I was most impressed with your article "Keep building commissions in their place" (July editorial). I would very much appreciate a dozen or more copies... so that I can make them available for Contra Costa Planning Commission and the Board of Supervisors as your article fits our current problem almost to a T...
—Kermit L. Lincoln, Lincoln Development Co.
Lafayette, Calif.

We don't believe that any building commissioner or his staff can, even if permitted to do so by legislation, determine the best allocation and development of land. This is a matter for an association of all interested persons...
—Ed Gavin.

Houston on Parade

Your five-page coverage of the Houston "Parade of Homes" in the September issue of AMERICAN BUILDER was a masterpiece and we have heard many fine comments about it...
—Conrad (Pat) Harness, Houston Home Builders Association.
Houston, Texas

Impact on Builders

...On the writeups that the AMERICAN BUILDER gave us on our single lever mixing faucets several months ago, we received more inquiries from your readers than any other publication... Your publication is an excellent media for informing progressive builders of progressive items.
—John J. Russell, Gyro Brass Manufacturing Corp.
Westbury, L.I., New York

Best Home Week Ever

...We just completed our (National Home Week) promotion for this year with greater reaction than any year in the past. Our members are so well sold on this great promotion that they cannot speak too highly for it... As the father of the idea we felt you will be interested in the growth of your baby.
—Lawrence W. Nelson, Minneapolis Home Builders Association
Minneapolis 3, Minn.

This page started it

American Builder, leading voice of the nation's building industry, pays a 20-page editorial salute to the gas industry in its September issue... The original idea came from a discussion between our group and Wm. Rodd, Western Editor of the magazine. The project then went east to American Builder's headquarters and the aid of AGA and GAMA were enlisted... Summed up, it is probably the finest tribute ever paid by a national magazine to the sales activities of the gas industry.
Los Angeles, Calif.

I would appreciate your firm sending me ten copies of the September issue... which includes the twenty pages of the all gas promotion. I think this is one of the nicest promotions I have seen in recent years in any magazine...
—John Eckl, Laclede Gas Co.
St. Louis, Mo.

We wish we had space enough to print all of the mail we received on our "gas issue"... The Editors.

AMERICAN BUILDER WELCOMES YOUR IDEAS. We'll print them on this page if you write them in a letter. Include photographs or drawings if you have them. We'll not use your name if you feel strongly about it.
Plan windows for beauty and weatherproof comfort

Residence in Minneapolis. Thorshov & Cerny, Inc., architects

There's delight in winter beauty, plus protection from winter blasts, in homes you plan or build with Andersen WINDOWALLS. As windows they let in sunshine, fresh air, the view. As walls they provide year 'round protection against cold, dust and moisture.

For complete information see your lumber and millwork dealer, Sweet's Light Construction File, or write to Andersen. WINDOWALLS are sold throughout the country including the Pacific Coast.

ANDERSEN CORPORATION - BAYPORT, MINNESOTA
Andersen Windowalls*
CALKING &

GOIN' GREAT GUNS

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.

MACKLANBURG-DUNCAN CO.
OKLAHOMA CITY 1, OKLAHOMA
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.

Nu-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.

Nu-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
you can depend on Crossett Pine Paneling for just the right touch to the

fun-room . . .

ow that the family “recreation center” is a must in today’s new home, Crossett pine paneling supplies this attractive wall treatment of wonderfully inviting informality, wholly in tune with the mood of what goes on there.

Produced from famous Satin-like Arkansas Soft Pine, to Crossett’s exacting standards; finished in popular “honey” color and dull wax that reveal the wood’s beautiful figure, Crossett paneling in your homes will add that convincing extra appeal to eye and imagination, highly conducive to sales.

Constant Betterment Through Research

Now! NEW AIR-JET "BRICK BEAUTY"

Why bother to build a chimney? Now you can enjoy all the time and money-saving advantages of an Air-Jet packaged unit . . . and, at the same time, increase the value of your homes with a chimney that looks just like brick!

The new “Brick Beauty” is made of embossed aluminum, finished in brick red color with depressed off-white mortar lines. Weighs less than 100 lbs. Can be installed in one man-hour! And look at these quality features.

Shockproof, high temperature porcelain steel smoke pipe. Special draft top guards against downdrafts. Exclusive rain groove eliminates all leakage. UL approved for use with all fuels. You can take your choice of 2 models in 3 different smoke pipe sizes.

WRITE TODAY for complete information! A PACKAGED CHIMNEY WITH AUTHENTIC BRICK LOOK

ow that the family ‘recreation center” is a must in today’s new home, Crossett pine paneling supplies this attractive wall treatment of wonderfully inviting informality, wholly in tune with the mood of what goes on there.

Produced from famous Satin-like Arkansas Soft Pine, to Crossett’s exacting standards; finished in popular “honey” color and dull wax that reveal the wood’s beautiful figure, Crossett paneling in your homes will add that convincing extra appeal to eye and imagination, highly conducive to sales.

Constant Betterment Through Research

Available from your local suppliers in a variety of patterns, together with complementary Arkansas Soft Pine trim, finish and moldings for complete installation. For data and information, address:

CROSSETT LUMBER COMPANY
A Division of The Crossett Company, Crossett, Arkansas

Now! NEW AIR-JET "BRICK BEAUTY"

Why bother to build a chimney? Now you can enjoy all the time and money-saving advantages of an Air-Jet packaged unit . . . and, at the same time, increase the value of your homes with a chimney that looks just like brick!

The new “Brick Beauty” is made of embossed aluminum, finished in brick red color with depressed off-white mortar lines. Weighs less than 100 lbs. Can be installed in one man-hour! And look at these quality features.

Shockproof, high temperature porcelain steel smoke pipe. Special draft top guards against downdrafts. Exclusive rain groove eliminates all leakage. UL approved for use with all fuels. You can take your choice of 2 models in 3 different smoke pipe sizes.

WRITE TODAY for complete information! A PACKAGED CHIMNEY WITH AUTHENTIC BRICK LOOK

ow that the family “recreation center” is a must in today’s new home, Crossett pine paneling supplies this attractive wall treatment of wonderfully inviting informality, wholly in tune with the mood of what goes on there.

Produced from famous Satin-like Arkansas Soft Pine, to Crossett’s exacting standards; finished in popular “honey” color and dull wax that reveal the wood’s beautiful figure, Crossett paneling in your homes will add that convincing extra appeal to eye and imagination, highly conducive to sales.

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CROSSETT LUMBER COMPANY
A Division of The Crossett Company, Crossett, Arkansas
How to give new homes a luxury look

—luxury performance
for greater sales appeal

WITH cushioned comfort of remarkable resilience—so desirable in floors for modern homes—and that splatterproof, easy-cleaning quality so desirable in dazzlingly durable counter tops and wall covering, Goodyear Residential Rubber Flooring sparks new home sales the moment prospects set foot in the door!

But more important: this luxurious material is priced to make you more profit. It makes a truly prestige installation yet its cost is surprisingly low!

Available in full-yard-wide rolls, as well as in tiles, famed Goodyear Rubber Flooring — the acknowledged leader in its field—is milled to serve every application, from the low cost residential gauge for homes to the heavier commercial gauge.

Ideal for on-grade installation—Goodyear Rubber Flooring goes down, stays down and almost never wears out.

Comes in 23 beautiful colors including many new styles designed specifically for the new home décor. You’ll find home style hues that say good things about the builder who uses it.

Most of all it says “high quality”—and yet its low cost will be a pleasant surprise. Before you finish off your next job, why not get all the facts on Goodyear Rubber Flooring? Write: Goodyear, Flooring Dept. L-8321, Akron 16, Ohio.
Money can’t buy finer...yet everyone can afford

The homes above contrast sharply in size and cost...yet each is equipped with a B&G Hydro-Flo System!

This most versatile provider of year 'round comfort and convenience is the choice of the luxury home builder...because he can’t buy better at any price! Its benefits are not denied the small home builder...he can start with better heating and add other Hydro-Flo features as his budget permits.

The basic Hydro-Flo Forced Hot Water System endows a home with radiant sunny warmth... warm floors... draftless rooms. Automatic modulation of the heat supply keeps indoor temperature constantly at the comfort level—prevents wasteful overheating. A limitless supply of domestic hot water is furnished, heated by the same boiler that heats the house.

Next, snow melting equipment can be added, to keep driveways and sidewalks free of snow and ice. And at any time, summer cooling—with water as the cooling medium—can be provided in a choice of several ways.

The B&G Hydro-Flo System is virtually a lifetime installation—no frequent repairs and replacements. That’s why Hydro-Flo equipped homes command better mortgage terms—better resale values.

ONLY WATER PROVIDES ALL THESE COMFORT AND CONVENIENCE FEATURES

Sunny warmth—draftless floors
Summer cooling
Year 'round hot water
Snow melting

AMERICAN BUILDER
This luxurious home at Pox Point, Wisconsin, is equipped with a three-zone radiant floor panel Hydro-Flo System. One of its features is a unique sunken bathtub with warming coils installed under it.

This modest home is also heated with a B&G Hydro-Flo System, using baseboard panels as the heat distributors. Note the sign—the builder is capitalizing on the strong sales appeal of hot water radiant heat.

the comforts of the B&G Hydro-Flo* System

**B&G BOOSTER**

...key unit of the B&G Hydro-Flo System

Engineered for compactness, silent operation and years of service, this electric pump circulates water for heating the house in winter, cooling it in summer and for snow melting panels. It is built with precision manufacturing methods which translate good design into superior product... permit mass production with custom-built quality.

The B&G Booster has a solid reputation for quiet, dependable and long-lived operation.

That's why over two million units have been sold to date!


BELL & GOSSETT

COMPANY

Dept. ED-11, Morton Grove, Illinois

Canadian Licensee: S.A. Armstrong, Ltd., 1400 O' Connor Drive, W, Toronto, Canada

DECEMBER 1955
WOMEN LOVE IT! New Anodized Copper and Aluminum Range Hoods add sparkling beauty to any kitchen. Harmonize with all the newest kitchen cabinets, walls, natural wood or white. One mass builder just selected NuTone’s Copper Range Hoods for 1500 homes now under construction. (*See Catalogs VH500 and VH550.)

WHY WASTE AIR CONDITIONING DOLLARS? According to a leading building magazine...kitchen heat adds an extra load of 66,600 BTU’s on the air cooling systems...increases operating costs as much as 12 full hours for a half ton unit. Humidity is even harder to handle. That’s why builders install NuTone Kitchen Fans to save money...and keep air fresh and clean in air conditioned homes. According to latest figures, 81% of all new homes built have a Kitchen Ventilating Fan. (*Write for NuTone’s booklet about Ventilation in Air Conditioned homes.)

PITY THE BUILDER who is burdened with service “call-backs” when an inferior ventilating fan goes bad. NuTone protects builders and contractors with its exclusive guarantee bond that PAYS FOR LABOR TIME...it’s not just an ordinary parts warranty. (*Let us send you our $500,000 policy that protects you against service “call-backs”.)

SAFETY IS A BIG SELLING FEATURE IN BATHROOMS. NuTone’s Ceiling Heaters prevent danger of burns or shocks...because they’re built into the ceiling...not into a dangerous wall location. NuTone’s exclusive patented Heat-A-Lite forces air down into every corner of the room. (*See Catalog HL-100.)

THE TREND IS TOWARD “BUILT-INS”. Popularity is still growing—especially with built-in door chimes that are in tune with the times. NuTone offers the industry the most complete line of “Built-In” Door Chimes. Low cost. Simplified installation. Larger homes are now installing two or more chimes. (*See Catalog L-472.)

A DOUBLE RECOMMENDATION FROM NATIONAL BUILDERS ROUND TABLE REPORT.
1. FOR BATHROOMS...“Ceiling...ventilation, lighting, and supplementary heating”. (*NuTone’s bathroom package includes all 3. See Sweet’s or NuTone Catalog BP-820.)
2. FOR KITCHENS...“Best location...a fan right over the range...with a hood above the burners”...(*NuTone’s complete line of range hoods and blower type—or wall type ventilating fans fill every need. *See Sweet’s or NuTone Catalog FC-210.)

19 WAYS TO ADD CHEER TO A NEW HOME. Builders agree that NuTone’s low cost Door Chimes dress up any doorway. They’re so pleasing to the ears, attractive to the eyes and easy on the nerves. Even the lowest cost homes are no longer installing noisy bells and buzzers. (*See Catalog 459.)

*ALL BOOKLETS AND CATALOGS ARE FREE. WRITE NUTONE, INC.
Madison and Red Bank Roads, Dept. AB 12, Cincinnati 27, Ohio
Discounts: builders' biggest '56 headache

Home builders, already feeling the pinch of tightened lending procedures, say the mortgage loan discount problem is probably their most critical headache in the year ahead.

Outspoken leaders, queried by American Builder in a national survey at prestime, mingled sharp criticism and helpful proposals:

"Discounts are becoming so great," advises Alford J. Norbraten, president of the Home Builders Assn. of Portland, Ore., "that it is becoming impossible for many builders to operate."

Congressional study

Norbraten, who builds primarily in the low and moderate-cost brackets, believes the time is ripe for Congress to take a serious, realistic stand on the situation. "Money is merely an essential item that goes into a house," he explains. "In our opinion, it is no different than lumber, plumbing, concrete, or sales commissions. The price of money goes up and down depending upon surpluses and scarcities. That is exactly what happens to the lumber in our area."

The discount dilemma can be solved, suggests Paul H. Spikes, Little Rock, president, Arkansas Home Builders Assn., by "asking Congress to outlaw discounting of FHA and VA loans in excess of 1 per cent."

Need to bolster fund supply

William J. Levitt of Levittown, Pa., whose Levitt & Sons has for years topped the nation in volume of starts, charges "it is utterly ridiculous in this day and age for a builder to have to take a discount on what amounts to a Government bond paying interest at 4 1/4 per cent. Even after expenses of administration and collection, it is still at least a 4 per cent net investment."

Levitt says the only reason for the discount is an insufficient supply of funds, believes it will continue "as long as we in the industry produce a million and one-quarter units or more each year." Rather than cut building, he proposes that additional funds be made available. Such money is easily obtainable, in his opinion, by using 10 or 15 per cent annually of the pension trust funds of America. He reasons:

"By so doing, volume will increase, prices in turn will decrease, the building industry will be happy, the public will be happy and the Government is out of the mortgage lending business altogether. The collateral advantage to labor is obvious: since mortgages pay a greater return than the investments now used by the pension trusts, more money will be available for benefits to labor."

Boost rate, terms; cut insurance

To end the mortgage money problem, John E. Bauer, head of ABC Construction Co., Indianapolis, would "increase rate half of 1 per cent on FHA and VA, reduce FHA insurance quarter of 1 per cent; increase maximum term to 30 years or more." He explains: "I do not feel homeownership is inflationary."

William J. Elliott, El Paso, Texas, suggests the money shortage could be solved "by liberalizing the secondary market functions of FNMA." Along the same line, Ralph E. Staggs, president, Home Builders Assn. of Phoenix, Ariz., calls for a "firming up" of the national money market and reduction of the participation fee on FNMA stock. But he also sees of major importance an "increasingly stiff competition among builders."

While financing remains the big problem, Charles R. Byrd of Birmingham, Ala., speculates that "mortgage money will be somewhat easier for builders in the first half of 1956. The probable relief will be allocation of more mortgage funds from life insurance companies."

Accent on merchandising

The biggest problem will be tight money, principally interim construction financing, reports James H. Stanton, head of the Kansas City construction firm bearing his name. He urges a changed government attitude on bank credit through the Federal Reserve System for relief. Next in importance, he places "obtaining advance permanent commitments at reasonable discount, while

(Continued on page 180)

What about credit cut-backs?

"The national housing policy is moving tragically in the wrong direction. . . . At least one-third of all Americans still lack a decent home." The country needs two million new homes a year for the next 15 years to meet present and future requirements. "For nearly two-thirds of our families with incomes under $5,000 adequate housing surely has not been over-built." — CIO, in its monthly publication, "Economic Outlook."

"Federal credit restrictions may be jeopardizing the orderly growth of the home building industry." — Senator Sparkman, Alabama, in announcement that his Senate housing subcommittee would hold hearings for private industry and government agency spokesmen. Meetings were to have begun November 28.

"We can take off these curbs — and we will — if housing construction drops considerably . . . If the recent dropoff continues, there'll be a change." — Federal Housing Administrator Norman P. Mason, in talk before National Conference of Business Paper Editors.
Look for housing prices to jump 5% next year

New home prices are headed for another increase next year, perhaps averaging out at 5 per cent. Many builders believe the brunt of the rise will be borne by the low-cost field. Several are predicting the price of this year's $10,000 house will be up as much as 10 per cent.

Alan E. Brockbank of Salt Lake City, anticipates little change in the $20,000 house: "some of the increases in cost this year will be absorbed and most of the newest equipment is already being used.

"In the $15,000 house we expect at least a 5 to 7 per cent increase unless new mass production comes in this field, which might produce a better house than is now available for the same or less money.

FHA-VA Rules A Factor

"In the $10,000 class, we expect a definite raise of at least 10 per cent. Part of the raise will be accounted for in meeting Federal Housing Administration's and Veterans Administration's more stringent requirements and warranties, part in increased cost of material and part in more things being built into the kitchen."

No higher prices "to any degree" are anticipated for the Westchester County area of New York, where most homes are aimed at a luxury market. Predicting prices will be fairly stable, Charles F. Haring of Tuckahoe, president, HBA of Westchester, sees "tough competition" in his area overcoming higher costs of labor and certain materials.

Homes in the $10,000 and $15,000 brackets will probably cost buyers 5 per cent more as a result of federal government action on several fronts, in the opinion of John Bonforte, Bonforte Construction Co., Pueblo, Colo. He blames in particular the "increased cost of money, increased restrictions on the buyer, persistent federal delays on approval of homes and increasing restrictions on builders."

Antidote for depression

One who believes prices will climb slightly, although continued volume production economies may nearly hold the line on the smaller homes is John R. Worthman, NAHB regional vice president, Fort Wayne, Ind. Higher prices next year, he explains, will be "due to the continued mild inflationary trend that has become a normal part of our economy. Apparently, it is an antidote for a depression with inflation being the lesser of the two evils, so let us face it." Dollar-wise, he forecasts a jump in his area of $150 for the $10,000 house, $250 for the $15,000 house and $500 for a $20,000 dwelling.

Ralph J. Finitzo of Chicago, HBA of Illinois first vice president, predicts costs passed along to the public will amount to 5 to 10 per cent. The rise will be held down somewhat, he indicated because "fortunately, builders are price conscious and are adopting many methods to avoid increased costs to the public.

Labor Dept. figures back up the builders

After these reports were received, the Labor Department issued its index of building material prices for September, and noted a jump of 8.4 per cent since July, 1954. The disturbing factor: materials seem to be taking the ride alone.

Average price of all commodities rose less than 2 per cent in the same period.

No great change is expected in the $20,000 range, but "the $15,000 house will probably cost $16,000; $10,000 house may be $11,000."

Cut out 'eyewash frills'

All three price ranges will likely move up about $500, although the $10,000 home may cost but $300 more, points out W. W. Vanderheck of Goliad Construction Co., San Antonio. He traced the extra amount to higher production cost of component materials, which he said was "raised from 3 to 7 per cent since July, 1955, but, in view of price protection on materials under contract, will not be felt until early 1956."

Vanderheck called for homes built for minimum maintenance by featuring "built-in furniture in bedrooms, eating space in kitchens, garbage disposals, plenty of electric outlets, large enough living room to enjoy television, work space for laundry, deep freeze and hobby shop in attached garages." He also urged elimination of "eyewash frills such as dishwashers, built-in music and other flashy, but costly to operate and maintain, items."

Land odds to charges

Not only labor contract obligations and slightly higher material prices, but a substantially higher ground cost which will set up an impact amounting to "from 8 to 12 per cent on the three price ranges" in the Miami area, reports James M. Albert, president, HBA of South Florida.

Nat Siegel of Fern Associates, West Islip, Long Island, N. Y., also cites the part land, labor and materials will play, but fixes the increase at 5 per cent in all brackets. "Lumber is now at a peak," he notes, while "increases are already in effect on copper, steel, gypsum and asphalt prices."

Albert L. La Pierre of Mountlake Terrace, Wash., goes along with 5 per cent in all ranges, retaining as reasons labor and materials, and adding "higher discount and interest rates, and higher cost of selling."

In Jackson, Miss., J. W. Underwood, local HBA president, says concrete and brick prices will go up next month, with steel and other metal items following, and "estimates 1 to 2 per cent increase by March." At the end of March, he foresees housing starts lagging 15 per cent behind comparable 1955 figures.

Mortgage restrictions

New homes will not only be scarcer but also more expensive because of a tightening of the mortgage market, according to Charles G. Anderson Jr., president, Oklahoma City HBA. The developing situation, he said, "will work to the disadvantage of home buyers, but home builders themselves are helpless to change the trend."

Wayne J. Wilkins, Waterloo, Iowa, pairs materials with discounts on mortgage money as factors driving up all housing prices next year from 4 to 12 per cent.

Some higher charges are expected, points out C. T. Wilson, St. Louis. "However, builders are trying to produce three-bedroom houses in the $13,000 to $25,000 range at lower prices."

Though building cost figures to go up and "a very rough guess would be 3 per cent," H. Dean Spratlin, S. & H. Development Co., Atlanta, Ga., predicts "competition will probably prevent sales prices from increasing in proportion."
Starts show strength

Preliminary estimate of the Bureau of Labor Statistics for October indicates 107,000 housing starts, of which only 400 represented public housing. The total was 3,700 starts below the amount recorded for October, 1954. It represented slight monthly decline for the second straight month since mortgage credit restrictions could affect new construction. However, the loss was more than made up by a revised total announced for July: 122,600, up 7,600 units. Ten-month total for the year was put at 1,161,300 starts, over 135,000 units ahead of the comparable figure in 1954.

If the small decline of recent months continues, the final 1955 figure is expected to be about 1,340,000 starts.

Meanwhile, new private residential construction expenditures for October were reported as $1,455 million, 10 per cent above October, 1954. During the first ten months, they totaled $10,945 million, up 25 per cent.

GI loan requests high

GI home loan guaranty applications received by the Veterans Administration during October totaled 62,685, the second highest monthly total since the current housing surge began. Highest total, in August, was 66,305.

Appraisal requests received in October by VA fell off below the September figures from 45,063 to 41,798 and below the October, 1954, figure of 45,572. VA blamed seasonal factors for the decline.

NAHB accepts invitation to visit Russia

The just concluded, month-long United States tour of Soviet housing specialists sponsored by the NAHB has contributed, we feel, to a better mutual understanding not only between builders, but between our two nationalities as well. An opportunity will be presented for a continuation of the "Geneva spirit" next year with a return visit by an American housing delegation to inspect housing in Russia.

During their fast-paced American visit, which commenced immediately following the opening of the new National Housing Center in Washington, the ten-man Russian housing team visited cities from coast to coast. Included were Boston, New York, Fort Wayne, Chicago, Seattle, San Francisco, Los Angeles, Tucson, Houston, Austin, New Orleans, Cleveland, and environs. Invitations to visit other cities were numerous and it was unfortunate that it was not possible to include more on the concentrated schedule.

Ignore language barrier

The Russians expressed a keen interest in all aspects of United States housing throughout the trip, and an effort was made to give them a well rounded and representative picture. Comprehensive tours arranged by members of NAHB affiliated local associations permitted the visitors to view demonstrations of techniques and products, and despite a language barrier, many friendly exchanges of ideas and views took place between the American and Russian technicians.

DICKERMAN'S COLUMN

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

Rosy red atmosphere strikes blue note

First Soviet order for an American prefabricated house to be shipped to Moscow was promptly refused. William B. F. Hall, president of General Industries, Inc., Fort Wayne, Ind., pointed out that U. S. law protects the company from infringement of its precise plans but could not prevent the Russians from ripping apart the house they had ordered and copying it.

Gifts: As the tour ended, the group presented NAHB with two elaborate porcelain vases of Russian design, which were displayed in the office of Earl W. Smith, president. A collection of well-illustrated Russian books was turned over to the National Housing Center library.

Most popular city? The 10-man mission appeared at a farewell luncheon in Washington's National Press Club, where I. K. Kozulia, leader, said the month-long visit to 14 cities had proven "valuable." Asked which city of those visited the delegation liked best, he said: "Seattle—without offense to any other city."

And then there were nine: Word came from Moscow the day before the Russians began their return journey aboard the British liner, "Queen Elizabeth," that one of the visitors, Alexander V. Vlasov, had been relieved of his job as president of the Soviet Academy of Architecture. The decree demanded an end to "wastefulness, inefficiency and ugliness" in the Soviet building program. He said he would answer questions of correspondents after learning everything about the charges in Moscow.
NRLDA elects Schaub; plans star role for OHI drive

Marking its most successful convention and exposition at Cleveland, the National Retail Lumber Dealers Assn. set the wheels in motion for a vast city remodeling campaign called "Operation Demonstrate"; laid plans for intensive dealer participation in the all-year industry fix-up campaign, "Operation Home Improvement," and elected a new president; R. A. Schaub, of Whiting, Ind.

More than 5,000 registrants attended the mid-October sessions, saw 183 exhibits of which 101 were by new exhibitors, and 12 feature exhibits, including a display of nearly 300 enlarged photos of recently remodeled lumber yards.

In addition to the business the expected 1,200,000 or more starts will bring next year, H. R. Northup, executive vice president, urged dealers to get ready to meet the big impetus in the modernization and improvement fields which will be spurred by OHI and ACTION. Noting that credit had tightened, he said that "increased buying power of the consumer should make up for the loss of the no-down payment gravy train."

Watson Malone III, retiring president, pointed out that an estimated 20,000,000 older homes need modernizing, said "the volume of home improvement work done each year easily can be doubled when the public learns that all the details connected with adding a porch, finishing a basement, or reroofing a home can be worked out conveniently through a lumber dealer. . . . Powerful forces are planning to give us a lot of help in getting our full share of that market. We will be missing a great bet if we fail to go out after it."

Other new officers named were Paul Ely of North Platte, Neb., first vice president, and James C. O'Malley of Phoenix, Ariz., second vice president. (Continued on page 167)

DEALER'S VIEWPOINT

25,000,000 old homes provide rich modernization market

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

The terrific potential volume of home modernization work is clearly indicated by the fact that half of the approximately 50,000,000 homes now standing in this country are 30 years old or older. This means 25,000,000 prospects for such improvements as new roofing and siding, insulation, modernized kitchens and baths, new heating plants and electrical systems, and extra rooms—not to mention air-conditioning, combination doors and windows, garages, breezeways, and so on.

Moreover, 10,000,000 of our existing homes or about 20 per cent of the total are 50 years old or older. Many of them, and many of the younger homes, too, probably have been modernized to some extent. Others should be and probably will be demolished, but the rest constitute a rich market for modernization work.

Drive sparked by OHI

The existence of this huge market is one reason why Operation Home Improvement is receiving such splendid support from almost everyone concerned with housing. Building products manufacturers, retail lumber dealers, contractors, lenders, and realtors all recognize the great possibilities.

Although the potentialities of this market have been recognized for years, it took Operation Home Improvement and the accompanying promotion and publicity to get the industry really worked up. Yet, amidst all the enthusiasm, one dissonant question has been heard over and over: "Where will the home owner go to get his home modernized, once he gets sold on the idea?"

Lumber dealers will help

The survey recently conducted among retail lumber dealers by a national consumer magazine provides a clear-cut answer to that question.

The survey shows, for example, that three out of four dealers now offer plans or planning service to their customers, that three out of four help their customers work out time payment financing, that two out of three help their customers obtain contractor services, and three out of four provide how-to-do-it information. Nineteen dealers out of 20 offer to make free estimates.

Thus, while there are some dealers who prefer to stick to their traditional job of providing materials only, a home owner doesn't have to look very far to find a dealer who will help him with every detail that a modernization job involves.

It was with that survey and other evidence in mind that NRLDA recently told the public: "Families desiring to modernize or repair their homes in the future will find their local retail lumber dealer ready to help them get the work completed conveniently and economically."
Want more builders on planning boards

Momentum gained at the New York State Home Builders Assn. convention is expected to push builders into a more dominant role from now on toward development of master plans covering expansion needs of the suburbs.

Chester Voorhis, land planning and zoning chairman of the Long Island Home Builders Institute, charged that with "financial interests primarily controlling community planning and zoning, most builders have had a negative approach to the problem." The association should demand, he said, "that local governments stop procrastinating and start appointing builders to planning boards in order to get more efficient planning."

Hugh Pomeroy, Westchester County director of planning, joined Voorhis in urging the builders to aim for adoption of a comprehensive master plan in every community where mass housing construction is contemplated.

The practice of warehousing home loans, recently curtailed by Federal Reserve action, was strongly defended by Frederick W. Jackson, assistant vice president of the Dime Savings Bank of Brooklyn. The mortgage lenders' product is money, "just as important as any other product produced," he said. Warehousing has long been used in the securities market and similar devices are available to all types of business, he pointed out, after expressing hope that existing prohibitions will be speedily lifted "so that we can go back to the orderly conduct of our business."

New officers elected were Oscar R. Giesecke, Buffalo, president; Leland T. Pflanz, Rochester, first vice president; Theodore de Lorenzo, Niagara Falls, second vice president; Emil Keen, Bellmore, L. I., secretary, Frank B. Mulligan, Albany, treasurer. Retiring president Charles M. Jaeger was nominated for NAHB regional vice president.

Illinois renames Madaus

Beginning its second year, Illinois HBA re-elected Cecil Madaus, Decatur, as president; also returned to office Ralph J. Finizio, Chicago, first vice president; Scott E. Weller, Champaign, second vice president; and John Summers, Macomb, treasurer. Frederick J. Schotthofer, Peoria, was elected secretary. HBA of Metropolitan Pittsburgh installed Franklin B. Wimer as president, succeeding T. A. Rauch, at annual banquet Nov. 14. Others on the officers' slate are Calvin D. Crawford, first vice president; Russell T. Miller, second vice president; John Valentine, treasurer, and Hayward V. McIntosh, secretary. Charles F. Haring Jr. has been returned as head of the HAB of Westchester, New York.

New homes for flood victims

Three new homes in Greenwich, Conn., destroyed by recent floods, will be replaced without charge to the owners under co-op plan proposed by the builders of the Pemberwick project in which they were located. Bonwit Construction Co. (S. P. Bonan and M. M. Witte) propose to do the job if the Town of Greenwich will donate three suitable, adjacent lots. Bonwit said that labor unions had offered to contribute without cost at least 50 percent of the labor and suppliers the same proportion of materials and appliances. Plans call for a "building bee" in which some 50 workers will endeavor to replace the dwellings in record time. Chicago architect Anthony J. Del Bianco reports that of the 4,000 homes built from his plans within the past year, 75 per cent were split-levels.

Top design awards went to seven builders among the 75 displaying houses in Milwaukee's Parade of Homes held late in October. Winners in various classifications were Joseph J. Mollica, Jordan-Jefferson, Federal Home Builders, Inc., Robert E. Heidl, R. A. Lainey, Don Ganser & Associates, and Gilbert A. Lofye. Milwaukee Builders Assn. is planning a spring parade next year, has chosen three sites, including one out of Milwaukee County.
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.
SELF-CONTAINED . . . AUTOMATIC

1. In operating position, LIF-T-LOX mechanism balances sash for easy operation.

2. Upon removal of sash, lock-tab grips channel automatically—stays "locked" in position until sash is replaced.

3. Replacement of sash above LIF-T-LOX tab automatically "reactivates" balancing mechanism.

4. LIF-T-LOX, indicated on the right side above, does not interfere with the patented R-O-W spring-pressure mechanism shown on the left.

R.O.W. SALES COMPANY, 1391 ACADEMY AVE. • FERNDALE 20, MICHIGAN

DECEMBER 1955
"Just about the best house we ever built," is the way Joe Higgins describes this Trenton, N. J. house. As president of the Park Ridge Construction Co. and a leading custom builder in the Trenton area, Joe should know. One of the main reasons for its success is its wiring system. "How many houses do you see these days, with two miles of wire in them?" he asks.

This split level is the Trenton Trade Secrets House of 1955. It was built through the cooperative efforts of members of the Delaware Valley HBA. It contains many quality features which builders in this and other areas should be interested in.

The house has four levels, the first two of which are 4-inch slabs over cinder fill. Walls rest on 12 or 8-inch cinder block and are framed with standard 2 x 4's. The roof has a pitch of 4:12 and 6:12. Its asphalt shingles are laid over %2-inch plywood sheathing. Credit for the plan and design of the house goes to architect Le Raymond Smythe.

But it's under the roof where this house really shines. The kitchen is planned for maximum visual comfort, with a luminous ceiling and well-lit work counters. Halls, bathrooms and laundry are all supplied with fluorescent lighting.

Among the better known products used in this house are these: Thatcher furnace and air conditioner, with baseboard registers; American Standard plumbing; Servel refrigerator; Apex washer; Yorktown cabinets; Hobart dishwasher; Caloric range; Hunter sliding aluminum windows; Homasote insulation.

**FOUR-LEVEL PLAN** is split front to back, puts recreation room and utilities on lowest level—laundry, bath, garage and workshop five steps up. 100-amp. fuse box in basement takes care of present and future wiring needs.
the MONTH for December

UPWARD DEFLECTED tubes of fluorescent light above living room window also provide valance lighting in Trenton Trade Secrets house. Lamps provide supplementary lighting in room. Stairs lead to top level bath and bedrooms.

FULLY LIT CEILING is responsible for luminous quality of light in this combination gas and electric kitchen. Work counters are also fluorescent-lit. The room is virtually shadowless. The attempt has been made to match daylight.

two miles of adequate wiring
Display this Sign of Quality Construction in your model houses

Today, home buyers are looking for signs of quality construction... better value. That's why it's so important that you display the Lath and Plaster "Quality Seal" in your model houses and feature it in your local newspaper advertising.

National advertising in leading "home" magazines (See Sept. issue of Better Homes & Gardens and the Fall-Winter edition of Small Homes Guide) is explaining the many time-proven advantages of lath and plaster construction to millions of prospective home buyers in all sections of the country.

You can cash in on the trend to better quality construction by featuring the Lath and Plaster display card in your model houses. It quickly identifies genuine Lath and Plaster construction for home buyers... gives your houses Extra Sales Appeal. These display cards are available through your local plastering contractor. Be sure to ask for them. For additional information, write to Dept. AB-5512.

NATIONAL BUREAU FOR LATHING AND PLASTERING
1401 K Street, N.W., Washington 5, D.C.
... 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.
Important addition to RUSCO'S complete line

All RUSCO PRIME WINDOWS are now available in Sparkling White, too!
- Multi-Lite vented
- The Horizontal Slide
- The Vertical Slide
- 3 and 4-light Fulvue

All RUSCO Windows are now available in Sparkling White, too!

Here's a major step forward in the Prime Window field! The new Rusco Multi-lite Picturamic Vented Window answers the demand from builders for a steel prime window that complements the long, low lines of the popular ranch-type home and gives light plus ventilation.

Like every Rusco Steel Window, it adds to your profit, too, because it's a complete, packaged window. You save on field labor, installation time, painting, glazing and adjustment. The total installed cost of Rusco is often less than the cheapest window!

Home buyers like the new and beautiful look Rusco Prime Windows give to a home, too. And because consumers are pre-conditioned by Rusco national advertising and the Rusco quality reputation to expect a better home when it's equipped with Russell products, your selling job is easier.

Call your Rusco man or write us for full information on Rusco Steel Prime Windows.

"Hello There! I'm Miss Rusco from the Consumer Service Department. I'll gladly send you a FREE Rusco Prime Window literature if you'll write to me at the address below—or call your nearest RUSCO MAN!"

THE F.C. RUSSELL COMPANY
Dept. 7AB 125, Cleveland 1, Ohio • In Canada: Toronto 13, Ontario

FREE LITERATURE available on Rusco Awnings, Door Canopies, and Screen and Storm Door Combination.
The woman you want to sell...is already sold on this monogram.

reach for the big plus that only G-E home heating and cooling gives you

General Electric has spent millions of advertising dollars to convince folks that the product displaying this monogram is tops in value and performance. In turn, these men and women have spent billions at the consumer level because they believed in G.E.'s superiority. What's that got to do with the building business? Plenty! You cash in on this tremendous backlog of pre-selling when you make sure that the G-E monogram is on the home heating and cooling equipment installed in your homes.

Prospects are convinced you're giving them more for their money when it's draft-free G-E Air Wall System of home heating and cooling. They expect—and get—greater comfort and convenience. You can expect—and get—more sales in less time than ever. But talk to a man who knows. He's your G-E dealer. Call him today. He's listed in the Yellow Pages of your phone book.

Home Heating & Cooling Dept., Bloomfield, N.J.

Progress Is Our Most Important Product

GENERAL & ELECTRIC
add 50% greater
FIRE SAFETY
to lath and plaster ceilings

The simple addition of Keymesh galvanized reinforcing lath over gypsum lath increases the fire rating reference of a ceiling from one hour to one and one half hours, when finished with 1/2 inch of lightweight aggregate plaster.
This increased fire safety is further evidence of the exceptional value Keymesh reinforced lath and plaster adds to every building, from the low cost home to large commercial and industrial buildings. It's another reminder that Keymesh costs so little, but adds so much.

PLUS positive protection from cracking
When Keymesh lath is used, your entire ceiling and wall surface is reinforced with a vast network of multi-directional reinforcing wires, adding far more protection from cracking. This protection that stops cracks before they start, costs so little, but adds so much.

PLUS greater over-all strength
Keymesh lath helps the plasterer get a full, uniform thickness of plaster. With its open mesh, each wire is fully embedded, while serving as a gauge to assure the full 1/2" thickness of plaster specified. Full, uniform thickness assures greater over-all strength. Yes. Keymesh costs so little. Keymesh adds so much.

Recommended and used by America's leading lathing and plastering contractors.

KEYSTONE STEEL & WIRE COMPANY
PEORIA 7, ILLINOIS

KEYMESH • KEYBEAD • KEYCORNER • KEYSTONE WELDED WIRE FABRIC • KEYSTONE NAILS • TIE WIRE • KEYSTONE NON-CLIMBABLE AND ORNAMENTAL FENCE
Here's all you do! After gypsum lath is applied, cover it with Keymesh. The exclusive reverse-twist weave makes it unroll flat; go up flat. It's so easy to apply. Then it's plastered, following customary practice. Proved through the years as a superior reinforcement for stucco, it now brings new value to lath and plaster construction.

It adds so much, it costs so little.

For highest quality at lowest cost, use the 3 KEYS TO STRONGER PLASTER

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

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

KEYBEAD corner lath, with precision formed bead for outside corners. Open mesh assures strong, solid plaster corners.
The famous "Falling Water" house, world's most publicized residence, designed by Frank Lloyd Wright, is equipped with

THRUSH Hot Water Heat

This beautiful home, one of his outstanding creations, was featured in the recent special Frank Lloyd Wright issue of HOUSE BEAUTIFUL. Naturally we are proud of the fact that this famous home is heated with Thrush Forced Circulating Hot Water Heat and that Mr. Wright has frequently specified Thrush system in other homes of his design.

Whether you are planning or building beautiful homes like this or smaller units for individuals or housing developments, you'll find Thrush Radiant Heating a real sales advantage, appreciated by discriminating home builders. It is completely automatic and provides constant radiant warmth without any noticeable temperature variation.

Pipe coils hidden in the ceiling or the floor or radiant baseboards use no floor space. The same heating boiler provides plenty of hot water for kitchen, laundry and bath the whole year through. Installation cost is low, maintenance is negligible, while fuel consumption and operating costs are amazingly inexpensive.

See our catalog in Sweet's or write Dept. G-12 for more information.

H. A. THRUSH & COMPANY
PERU • INDIANA
The colors...
the styling...
the engineering...
build your reputation
for quality and win new
customers. The complete
line—nationally
advertised in full color.
It's good business to install
Plumbing Fixtures and
Heating Equipment by

RICHMOND

RICHMOND RADIATOR COMPANY
16 Pearl Street, Metuchen, New Jersey
AFFILIATE OF REYNOLDS METALS COMPANY

WRITE FOR NEW ILLUSTRATED CATALOG
By the makers of famous FOLDOOR—the one complete line of FABRIC-COVERED FOLDING DOORS

Specified by architects for finest homes, schools, churches, institutions

First door in the middle-price range to offer all 4 “plus features”

Choice of smart builders and homemaker in the lower-price field

See you in Chicago! Our regular space - Booths 164-65 Conrad Hilton Hotel A.A.H.B. Show-January 22-26

HOLCOMB & HOKE MFG. CO., INC., 1545 VAN BUREN ST., INDIANAPOLIS, IND. • In Canada: Foldtore of Canada, Montreal 26
Split Block is Making Progress as an Acceptable Construction Material for Homes, Motels, Commercial Buildings and Other Types of Structures.

The use of split block is increasing rapidly. And with good reason. This beautiful and rugged building material offers innumerable opportunities to builders in all classifications. Not only has split block the appeal and durability of fine quarried stone, but it goes far beyond stone in its adaptability to various types of construction.

With split block, the designer has a wider range of color, texture, and proportion with which to meet new ideas or cost problems. Split block can be used as solid masonry, veneers, cavity and solid walls, fireplaces, planters—for interiors as well as exteriors, for commercial structures as well as homes. In fact, there is perhaps no other building material used today which is so ideally suitable to the demands of this new era in modern building.

BES-STONE—"the split block with character"—combines all the advantages of regular split block with important ones of its own. BES-STONE offers a choice of beautiful, permanent color tones, textures and patterns, in modular sizes. It offers economy and versatility in construction, freedom from costly upkeep, and a distinctive charm that lasts for years.

BES-STONE is a new and modern building stone, a product of Vibrapac Block Plants. For complete details and information, contact your nearest Vibrapac Plant, or write Besser Company, Box 183, Alpena, Michigan.
Installation time cut 35% by Temlok® Sheathing. Temlok boards are big, strong, light in weight . . . are easy to handle up the ladder and on the scaffold. Each 2' x 8' board covers 16 sq. ft. and can be quickly nailed in place. Since Temlok is weatherproofed inside and out, building paper is eliminated. Two men can sheathe an average house with Armstrong Temlok in eight hours.

GREATER SAVINGS

Unloading direct from truck to roof saves valuable handling time. Cumbersome old-style materials have to be dumped on the ground, then hoisted to the roof as needed. Securely wrapped Temlok Roof Deck—32 sq. ft. to the package—is easily stacked on a small portion of the roof until used.

Labor time is cut 50% with Temlok Roof Deck. This easy-to-handle building material does the work of several old-style materials. It saves construction time and cost by providing a strong roof deck, complete insulation, excellent vapor barrier, and an attractive finished ceiling—in one material. After your men nail Armstrong Temlok Roof Deck to ceiling beams, only the application of built-up roofing is required to complete the entire roof of the house.

You never stop saving with
Unloading time slashed, jobs get started faster. Temlok comes neatly wrapped in easy-to-handle packages, containing 96 sq. ft. of sheathing. Temlok Sheathing for an entire house can be quickly unloaded at the job site and stacked in neat piles within easy reach of your men.

Less waste because Temlok Sheathing fits accurately over framework of studding 16" on centers. Temlok Sheathing, for an entire house, can be quickly unloaded at the job site and stacked in neat piles within easy reach of your men. Temlok waste is only 5%, compared to an average of 20% with wood. There's no dimensional loss with Temlok—2" x 8" Temlok is full 24" wide, while 6" wood sheathing is only 5½" wide.

Big savings in roofing waste because Temlok Roof Deck with its standard 2' x 8' size can be installed on beams 24", 32", or 48" on centers. This means less cutting and scrap material—a saving in labor time and material cost for you on each house. Armstrong Temlok Roof Deck cuts cleanly and, as with Temlok Sheathing, there's no dimensional loss with this material.

Beautiful ceiling costs nothing, requires no labor. The underside of Temlok Roof Deck is factory finished with two coats of light ivory paint. As your men close in the roof from above, a beautiful exposed beam ceiling is completed automatically. All ceiling plastering and painting are eliminated. You also gain a striking new exposed beam ceiling that helps sell prospects.

For full details on how to take advantage of the greater savings with Armstrong Temlok, see your Armstrong building supply dealer or write Armstrong Cork Company, 3712 Rider Avenue, Lancaster Pennsylvania.

Armstrong TEMLOK ... house ... after house

SHEATHING · ROOF DECK · INTERIOR FINISH

DECEMBER 1955
When you’re going to paint it...

Use Primecote Presdwood!

It eliminates one-third to one-half the work of finishing the surface...cuts down the time and cost of painting. Also permits getting a better finished job than otherwise would ordinarily be possible.

Any Presdwood® product with a smooth surface, including both interior and exterior types, is available in Primecote.

Whether your finish coat be oil or emulsion paint, you’ll find it goes on easier, lasts longer on Primecote Presdwood. The smooth, uniform primer coat, sealed on at the factory, resists chipping or flaking when sawed...has a neutral gray color to take light tones or dark colors equally well.

Remember, Primecote is a plus advantage. You still get all the time-tried benefits of sturdy, grainless Presdwood panels that solve so many building problems...better!

Get Primecote Presdwood at your lumber dealer. Or write for more information to Masonite® Corporation, Dept. AB-12, Box 777, Chicago 90, Ill.
and then when they notice this sign on a window sill or mantelpiece...

and later pick up and look through this colorful literature...

they are getting very sold on the house that has this lock — the handsome Sargent AlignaLock!

**ALIGNALOCK Sales Aids Sell Houses!**

Above, you see a couple making up their minds to buy a house.

AlignaLocks and AlignaLock Sales Aids have convinced them that quality products have been used throughout their "new home."

Experiences like this are taking place today all over the country. Many hundreds of builders have told us that AlignaLock and AlignaLock Sales Aids help sell the house.

Put these sales aids to work for you. As shown above, hang the guarantee certificate on door knobs. It unconditionally guarantees AlignaLocks for the life of the house... and makes a tremendous impression on prospects.

Take full advantage of the house signs... the home owner brochures... the colorful literature. Sargent gives them to you free. *Use them to put sell in every room!*

Get in touch with your supplier today and ask him all the facts about AlignaLock. Or write direct to Sargent & Co., New Haven 9, Conn. Dept. 9M.

**SARGENT LOCKS**

"A sign of a well built house"
Remarkable how inexpensive it is to give drainage lines two-way extra quality, with Chase copper drainage tube (DWV). Far longer service life and greatly improved efficiency are assured.

Drainage lines of Chase copper tube resist corrosion—can't clog with rust—stay efficient over the years! Their interior is smoother; flow is unobstructed at joint connections—larger volumes of waste water can pass through them because friction is reduced!

Chase copper drainage tube is 4 times lighter than ordinary drainage pipe. Can be pre-assembled and installed with great savings in time! It can be cut to length right on the job. Requires fewer joints because it comes in 20 foot lengths. And rugged, leakproof solder joints fit within standard partitions, eliminating expensive furring out!

Insist on Chase copper drainage tube (DWV). Add extra-value to every home—with little or no extra cost!
Here's the only tool you need for all stud fastenings

New Double-Duty

REMINGTON STUD DRIVER
Sets both 1/4" and 3/8" studs in steel or concrete—in seconds!

Light-, medium- or heavy-duty fastening, the new Model 455 Remington Stud Driver speeds the job. It sets two different size studs...up to 6 studs per minute, either size...and offers new possibilities in anchoring conduit clips, steel frames, wood forms and many other fixtures.

Powerful 22 and 32 caliber cartridges drive 1/4" and 3/8" studs solidly into steel or concrete. For special medium-duty work, the smaller cartridge is used with the larger stud. Result: the greatest flexibility ever in a cartridge-powered tool! Just clip coupon for details.

"If It's Remington—It's Right!"

MAIL THIS COUPON TODAY

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

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

Name ____________________________ Position ____________________________
Firm ____________________________
Address ____________________________
City ____________________________ State ________
**Pete—**
on your board here—
5 mighty good reasons why we should specify
**PABCO FLOORS!**


"Surely you're using this in the Hendry factory? Absolutely tops for all industrial floors. Nobody has ever imitated it. No wonder the Govt. buys it by the mile!"
Here's how we can hold costs but put style and sell into those Tract Houses. Lots of variety—4 styles of decoration, each in a range of smart colors.

Praise be! Plastic at the right price! In beautiful grain and eleven gorgeous colors. Perfect for our Motels. J.B. wants it in his new office. In Helen's kitchen, too!

P.S.-
Please shoot this coupon in too. We want the full dope on file...

Pabco Products Inc. • 475 Brannan, San Francisco

Please rush me more information on your floor coverings and tell me where I can see samples. Am especially interested in...

NAME
TITLE
COMPANY
ADDRESS
CITY
Labor is one of the major costs in building... cutting labor time means cutting costs. So reasoned Maurice C. Melberg, president of Reliance Building Corporation, when he chose Ceco-Sterling Aluminum Double-Hung Windows for his 450-residence project in Westchester, Illinois. By using Ceco-Sterling Aluminum Windows instead of wood, the work of fitting and trimming by carpenters was eliminated... 30% was saved on payrolls. Time saved here helped meet the completion deadline on the project. And Mr. Melberg saves further time and money because he has no call-backs. Ceco-Sterling Windows are quality controlled—the finest residential aluminum double-hung windows in America... they open and close easily and add to the beauty of the homes. Here are their 3 major advantages: (1)—The corner construction of frame and sash are welded and the frame sill corners are sealed water-tight. (2)—Muntins are interlocked at the cross joints and at the abutting sash sections. (3)—All sash are completely weatherstripped with stainless steel, assuring the tightest weatherseal. Consult Ceco Engineers in your pre-planning stage. Chances are they can show you how to save... provide better engineered windows that will help you sell homes faster.
Best model homes of 1955

The judges picked these houses as the best of this year's American Builder Award entries.

Award winners were picked on the basis of the requirements shown below. The box score with each house shows how the judges rated it on a percentage basis. Of the four prize and eight honorable mention awards, eight are presented here. Four will appear later.

How does your model house meet these six requirements?

1. Design...
2. Floor plan...
3. Sales appeal...
4. Construction...
5. Equipment...
6. Promotion...
American Builder brings its contest on National Home Week up to date

National Home Week, like every relatively young and virile institution, is changing its pattern. In 1954, for the first time, it began to be a preview of the new models for 1955. This year that pattern was established nearly everywhere.

When the idea that resulted in National Home Week was proposed to NAHB originally, its author expressed the hope that eventually the current "preview idea" might be realized. But, at that time, the need for the Week was something quite different. The first purpose was to combat the clamor for public housing by taking the case of the home builders directly to the public.

In its next phase, the purpose of National Home Week for a couple of years was to clear out unsold housing inventories before winter set in. During these years American Builder, having a paternal interest in the Week, conducted contests among Associations of Home Builders to offer incentives for better promotions of the event and more widespread community participation. So great has become the success of the Week, our editors decided that no further incentive of this kind was needed.

Thus, our traditional "association contest" was changed this year from chapter participation to individual builder participation, with the awards going to the builders who, in the opinion of a panel of judges, offered the best house from six points of view: design, floor plan, sales appeal, construction, equipment, promotion.

On these pages are some of the winners of our "new" contest. They reflect the builders' approach to the new era of "new model" selling. This is important: they are not necessarily the best houses shown during National Home Week from an architectural point of view. In some cases they are astute compromises between what the builder wanted to do and his gauge of what his prospects would accept.

The future should see National Home Week, and American Builder's contest, play a large part in rapidly accelerating the year to year improvement of saleable new models.

—Ed Gavin

PRIZE WINNERS
BEST MODEL HOMES
OF 1955

1 N. O. Simmons Building Co.
326 Rexford Drive
San Antonio, Texas

2 Quality Homes by Leonard, Inc.
14217 Lake Hills Blvd.
Bellevue, Washington

3 John Ross Co.
P. O. Box 683
Charlotte, North Carolina

4 Roy E. Olson
6106 Excelsior Blvd.
Minneapolis, Minn.

HONORABLE MENTION

A. E. Harris
Corpus Christi, Texas

Paul K. Enghauser & Associates
Minneapolis, Minnesota

Q. A. Collins
Minneapolis, Minnesota

D. M. T. Development and Construction Co.
St. Louis, Missouri

Guaranty Loan & Real Estate Co.
West Memphis, Arkansas

Gordon Nichols
Dallas, Texas

F. D. Kindred
Lexington, Kentucky

Clendon Miller
Lubbock, Texas

OUTDOOR LIVING is a must in this part of Texas. This big patio can be reached through sliding doors from the living room, or through door at right from the master bedroom. Roof is crushed stone, comes in five colors.

Tailored to Texas taste

DRAMATIC night picture of prizewinning "Capri", showing the effective use of vertical siding and contrasting brick.

1ST PRIZE
N. O. Simmons
San Antonio, Texas

Here's how judges rated this house

| DESIGN   | 77.5 |
| FLOOR PLAN | 84   |
| SALES APPEAL | 82.5 |
| CONSTRUCTION | 72.5 |
| EQUIPMENT | 77.5  |
| PROMOTION | 97    |

FLOOR PLAN shows the good circulation and excellent bedroom privacy provided by architect Charles Armstrong, A.I.A. Note large number of big closets.
... IT REALLY PULLED THE CROWDS, continued

A style show to win the women

The judges were impressed with the attractiveness of the Capri, and with the value it represented at a price of $18,900, including full air conditioning. But what really bowled them over was a powerhouse promotional program that included the kitchen sink and a good deal more, besides.

"Ridgeview," the 508-house development of which the "Capri" is a part, was N. O. Simmons' first crack at the San Antonio housing market, and he wanted it to be a memorable one. He made arrangements with the Stowers Furniture Company of San Antonio for furnishing the models and for combined advertising, and set up a similar arrangement with Wolff and Marx Department Store for appliances. Mildred Morton, executive editor of Vogue Magazine, was invited down as guest of the company, and spoke at various functions during National Home Week. Three days before the opening of the project, Simmons combined with Wolff and Marx to stage a style show at the project site that brought out 1200 people... many of them prospective buyers.

Then, on the morning of the grand opening, Simmons put out a ten page newspaper section in each of the San Antonio newspapers.

The payoff was an opening day crowd of 12,000. Advertising totaled 300 inches of newspaper space, 20 television spots, and 115 radio announcements.

Products featured—American Standard bathroom fixtures; Youngstown kitchen cabinets; Westinghouse appliances; Lennox heating and air conditioning; Sun Valley Jr. plate glass doors; Barlite stone; Economy Sales Co. locks and hardware; Stanthony ventilating hoods; Nutone door chimes.
This was labeled "best buy"

**AMERICAN BUILDER AWARD**

2ND PRIZE

Kinney Leonard
Seattle, Washington

Here's how judges rated this house:

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design</td>
<td>82.5</td>
</tr>
<tr>
<td>Floor Plan</td>
<td>87.5</td>
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<tr>
<td>Sales Appeal</td>
<td>87.5</td>
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<tr>
<td>Construction</td>
<td>80</td>
</tr>
<tr>
<td>Equipment</td>
<td>72.5</td>
</tr>
<tr>
<td>Promotion</td>
<td>81</td>
</tr>
</tbody>
</table>

**BALLOON POODLES** were given away to all who visited the project; were credited with being a big drawing card by the builders. All the kids wanted them, and as shown above, made their parents stand in line to obtain them.

**DECEMBER 1955**

This house was a strong contender from the start; when the judges saw the price tag on it—$13,800—they quickly elevated it to second place.

The "Westwood" is part of Lake Hills, a community in Bellevue, Washington, developed jointly by Leonard, and another builder, Bell & Valdez, and expected eventually to include some 4000 homes. The Pacific Northwest has been showing a fondness for contemporary styling, so architect Ronald Campbell made the "Westwood" strikingly modern. This was a strong reason for 100,000 people visiting the project during National Home Week, and for eighty-three of them coming away full fledged home owners.

**HERE'S WHY IT WAS A BARGAIN**
MODERN VERSION was most popular, but for the more conservative, the model shown in inset was also available with the same floor plan and at the same price.

Outside, good looks . . . .

The judges agreed that the "Westwood" was an unusually attractive house, but they were even more enthusiastic about the floor plan, shown at the top of the next page. They liked these features:
- The dead-end living room, completely apart from the bedroom wing. Late entertaining would not keep the children awake, with this arrangement.
- The family room, placed where it can do the most good in a small house—beside the kitchen. During the day it acts as a playroom, supervised from the kitchen; at meals, it becomes a roomy dining room.
- The kitchen—compact, well designed, equipped with plenty of cabinets. A double sink eases the chore of dishwashing. Appliances are purchased as extras, but their cost can be included in the regular monthly mortgage payments.
- The half bath, which doubles as a laundry and utility room. Clothes washing can be done out of the kitchen, but at no great distance from it.
- The full bath, with a mahogany vanity, topped by a big plate glass mirror. It is backed up to the half bath to shorten plumbing lines, reduce cost.
- The double storage closet, accessible from both outside and inside, and situated between bath and bedroom where it provides extra sound insulation.
- The bedrooms—good sized, and provided with large sliding door closets.
- The corridor—long, but not too long, making possible the ideal traffic circulation. All major areas of the house can be reached independently.

Products featured—Westinghouse appliances; Armstrong floor coverings; American Standard plumbing fixtures; Sky Vue Aluminum sliding doors; United States Gypsum drywall; Rossoe Contour-Aire furnace; Basco tub enclosures; Feltrock wool insulation; Weiser hardware; Lamanart plastic drainboard; Trade Wind exhaust fan; Durwood Narrow Line windows; Formica counter tops.
DOUBLE STORAGE CLOSET provides both inside and outside storage, acts as sound barrier between bedroom and bath.

PLUMBING AREAS are arranged adjacent to each other, keeping pipe runs at a minimum and thus cutting costs.

TRAFFIC PATTERN reaches a maximum of efficiency here; no traffic crosses through a living or sleeping area.

FAMILY ROOM doubles as dining room. Closet and planter at left stop short of ceiling, create feeling of space.

..... inside, good living

LIVING ROOM, showing the fireplace and the attractive use of brick and wood paneling on the wall. The furnace is in a closet behind the wall at far left, where it can use a flue in the existing chimney.

THE KITCHEN, as seen from the family room. The sliding glass doors at the right open onto the terrace. Wall-oven and counter range are not included in purchase price, but their cost can be added to mortgage payments.

DECEMBER 1955

57
Traditional still gives

The "Kirkpatrick," designed by Emery Holroyd, was a star of Charlotte's National Home Week parade. At $20,000 it included a refrigerator, wall oven, counter range, dishwasher and washer-dryer, as well as full air conditioning. This, with its handsome brick siding, den-kitchen, and covered porch, was enough to establish it as third place winner.

Products featured—Westinghouse appliances; Carrier air conditioning; American Standard plumbing fixtures; Formica cabinet tops; Universal windows and screens; Alwintite "Pan-O-Rama" doors; Ratox doors; Robbins vinyl floor coverings; Benjamin Moore paint; Roddiscraft paneling.

### 3RD PRIZE

**John Ross**  
Charlotte, North Carolina  
Here's how judges rated this house

<table>
<thead>
<tr>
<th>DESIGN</th>
<th>83</th>
</tr>
</thead>
<tbody>
<tr>
<td>FLOOR PLAN</td>
<td>91</td>
</tr>
<tr>
<td>SALES APPEAL</td>
<td>84</td>
</tr>
<tr>
<td>CONSTRUCTION</td>
<td>71</td>
</tr>
<tr>
<td>EQUIPMENT</td>
<td>82.5</td>
</tr>
<tr>
<td>PROMOTION</td>
<td>59</td>
</tr>
</tbody>
</table>

### KITCHEN, seen from family room, with covered porch off to the left. Dining room is to the right and beyond kitchen.

### GENEROUS SIZE of all rooms is shown in the floor plan. Kitchen is between formal and informal dining area.
EIGHTY-TWO FOOT LENGTH of the house is broken up by the projecting two-car garage. Other houses in development will be similar; the aim of the project, eventually to total 180 homes, is to sell custom-built homes.

a lot of house for the money

This lavish model is one of three higher priced houses that were a part of Minneapolis' Parade of Homes. They are located in Forest Hills, a new development whose units are expected to range in price from $35,000 up.

The basement is one of the most interesting features of the house, and is particularly suited to a large and unruly family. There are two enormous recreation rooms with fireplace between them, and a bar in the corner of one, a half bath, a big laundry and room for a workshop or hobby area.

Products featured—Minneapolis-Honeywell Tap Lite switches and heat controls; Square-D circuit breakers; Nu Tone and Trade Wind fans; Sunbeam furnace; Curtis millwood; Overhead garage door and Ultronics radio opener; Westinghouse appliances, G.E. Textolite counters; L.O.F. Thermopane; U.S.G. sheetrock and insulation; Carney Rock Wool insulation; Bruce oak flooring; Vermont Slate Co. floor; Armstrong floor; Kentile floor; ceramic tile by American Olean Tile Co., Mosaic Tile Co., U.S. Ceramic Tile Co., Cambridge Tile Mfg. Co.; fixtures by Acme Lanterns, Inc., Halolite, Centre Lighting Co., Jay Lighting Co., Lincoln Lighting Products; American Standard plumbing fixtures. Insulite backer board; Weyerhauser shakes and lumber.

Here's how judges rated this house

| DESIGN | 82.5 |
| FLOOR PLAN | 90 |
| SALES APPEAL | 82.5 |
| CONSTRUCTION | 80 |
| EQUIPMENT | 87.5 |
| PROMOTION | 80 |

UNUSUAL LAYOUT is based on two entrances, service and front. Family room could also be extra bedroom, library.
DINING AREA AND ENTRYWAY are shown in this picture. Room divider in the center serves as coat closet on one side, china closet on the other. The pass-through from the kitchen is to the left, out of sight.

RAISED ROOF SECTION over the formal living area provides interesting and attractive contrast to the flat roof over the rest of the house.

HON. MENTION
A. E. Harris
Corpus Christi, Texas
Here's how judges rated this house

<p>| | | | | | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>DESIGN</td>
<td>72.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FLOOR PLAN</td>
<td>85</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SALE APPEAL</td>
<td>72.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CONSTRUCTION</td>
<td>79</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EQUIPMENT</td>
<td>72.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>PROMOTION</td>
<td>91</td>
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</tbody>
</table>

TWO PRINCIPAL ZONES are clearly shown in the plan. Formal zone is in the lower part of the layout, informal at the top. Utility area separates them.
FIREPLACE CORNER is on the opposite side of the house from the picture at left. Both its position and its material give it a feeling of warmth. Note how the clerestory windows under the raised roof admit extra light.

for lighter living . . .

Handled in the usual way, this would have been just another flat top—attractive, but undistinguished. But by raising a section of the roof, architect Gale Cook has created a fascinating design and made possible an unusually bright interior.

The raised roof is over the living room area. The plate line is carried through at the same height as in the rest of the house; the plank-and-beam roof is raised up more than a foot, and fixed glass is installed in the space between the plate and the roof. The pictures at the top of these pages show the happy result inside the house—an unusual effect of light and lightness, as if the roof were actually floating unsupported.

Separating the zones for formal and informal living, or for adult and children’s areas, is considerably more difficult in a one level house than, say, in a split level, where the basement provides an inherent separation. The judges were impressed by the way the problem was handled here. The master bedroom and bath were located next to the living room and across from the kitchen; then, at the other end of the house, the space that would normally have been a corridor between the other two bedrooms was widened to eleven feet, and became a playroom, with the two bedrooms opening onto it.

Products featured—General Electric kitchen appliances; Ador sliding doors; Ratox folding doors; Briggs plumbing fixtures; Gyro brass trim; Mission water heater; Payne “Imperial” forced air furnace; U. S. Airco air conditioning; Louver Leader jalousies; Crosley windows; Alwintite windows; Formica counter tops; Palco Wall insulation; Swivelier, General Lighting Co., and Slimline electrical fixtures; Armstrong floor coverings, Western Red Cedar siding, Mexican Adobe brick.
MAKE IT HANDSOME ON THE OUTSIDE. Here brick and wood form enough siding variation to be interesting, but not so much as to give a chopped-up effect. The big windows in the living room are attractive in their simplicity.

The success of this Minneapolis award winner proves that there are lots of people who are perfectly willing to spend up to forty thousand dollars for a house if—and it's a big if—they're sure they're getting their money's worth.

The judges were unshakably firm on one point: while certain sacrifices might be necessary in the plan of a low priced house, there was no excuse for one in this range having anything short of a perfect layout.

MAKE IT SPACIOUS INSIDE. The buyer of a house at this price expects lots of room, gets it here.

This one passed with flying colors for obvious reasons. Every area can be reached from the center hall without passing through any other, and there is surprisingly little wasted corridor space. Room is provided for every imaginable activity.

There are other luxury features: ten-foot closets in each of the four bedrooms; complete carpeting and draperies for the entire house. There are 2200 square feet of living space, exclusive of the two-car garage.

How to market
And there is all gas cooking, water heating, and zoned house heating from two furnaces.

And finally, whether the owner is a big game hunter or just afraid of nocturnal prowlers, there is a built in gun rack for his personal arsenal.

**Products featured**—B. F. Nelson, roofing; General Electric furnace; American Standard plumbing fixtures; Roper gas ranges; Kitchen Aid dishwashers; Waste King disposals; Roddiscraft paneling; Armstrong floor coverings; Weyerhauser-Kolorite exterior shakes; Roway garage doors; Alumilux water heaters; Anderson windows; Tru-Seal Corn Belt Aluminum Co. combination storm windows; Flarley-Loetscher-Farlo-seal windows; General Plywood doors; Libby-Owens-Ford thermopane; Yale locks; Hess bathroom cabinets; Stanley Ranch hardware; Washington hardware; Sparta, Cambridge, and Carlyle Quarry Tile Co.; H. B. Ives window hardware.

**GIVE IT LUXURY UPSTAIRS . . .**
A good looking fireplace wall is a must. Here it includes stone planter boxes, with wood panelling above.

**GIVE IT LOTS OF BUILT-IN EXTRAS . . .**
In this living room, and included in the sales price, are a television set and a hi-fi unit in custom cabinets.

**AND A LABOR-SAVING KITCHEN**
This culinary department includes a wall oven, a counter range, disposal unit, dishwasher, and miles of cabinets.

**AND DOWNSTAIRS TOO**
There is as much space for informal living as for formal. At left of fireplace is a barbecue with smoke hood.
KITCHEN is unusually well equipped, as shown here. Strip lights under cabinets make counters easy to work on. Wall is covered with ceramic tile, very popular feature.

LAUNDRY AREA is backed up to baths, making a compact plumbing unit, and putting it in the part of the house where dirty clothes collect, clean clothes are stored.

An "All Electric" house for

STRONG ROOF LINE, deep overhang help unify broken facade of house.

HON. MENTION
DMT Development Co.
St. Louis, Missouri
Here's how judges rated this house

<table>
<thead>
<tr>
<th>DESIGN</th>
<th>75</th>
</tr>
</thead>
<tbody>
<tr>
<td>FLOOR PLAN</td>
<td>60</td>
</tr>
<tr>
<td>SALES APPEAL</td>
<td>72.5</td>
</tr>
<tr>
<td>CONSTRUCTION</td>
<td>80</td>
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<tr>
<td>EQUIPMENT</td>
<td>85</td>
</tr>
<tr>
<td>PROMOTION</td>
<td>91</td>
</tr>
</tbody>
</table>

PLAN shows unusually large family room, and big all-purpose storage area at garage.
LIVING ROOM is dramatically lighted by the attractive ceiling fixtures over the fireplace, and recessed lights in the window valence. Louvered door to the right leads into family room, through-fireplace serves both rooms.

high voltage sales appeal

No matter how much appeal a house has, a first class promotion program will make it sell better. The D. M. T. Development and Construction Co. of St. Louis had this in mind when they built their “All Electric Profile Home” shown here. The house was built at Bayberry Hills, a D. M. T. subdivision, and in two months three exact duplicates were sold at from $33,000 to $38,000, including extras.

The builders credit the promotion program as a big factor in the sale of a half million dollars in other houses in the development, many of them with features introduced in the All Electric. The program was a cooperative effort involving The Famous-Barr Co., who handled the “Profile” line of furniture used in the model; the Union Electric Co., who did all the electrical work; and Westinghouse, who supplied the appliances.

Biggest drawing card in the house was the heat pump, which was so popular that D. M. T. plans next year to do a whole new subdivision using this type of heating and cooling. An electronic air cleaner, and an air cleaner and purifier were combined with the heat pump.

Lighting is always an important electrical sales feature, particularly since it is easy to demonstrate. In the “All Electric” house, a low voltage system is used, with master switches for the whole house in both the master bedroom and the garage.

The lighting itself is made as dramatic as possible. In one of the bathrooms, for instance, a space was blocked off between two ceiling joists and painted white; fluorescent lights were installed, and the space then covered with a plastic grating.

In the kitchen, indirect lighting is installed over the tops of the wall cabinets, and lighting strips are set under the cabinets to light work areas. A pull down fixture lights the kitchen table.

Kitchen equipment is unusually complete, and all appliances are built in to take full advantage of available space. Included are a wall oven, counter range, refrigerator and freezer, dishwasher, and garbage disposal unit.

Products featured—Anderson windows; Alton brick; Bird roofing; Gold Bond plaster and lath; Craig-Mar Tennessee Marble stonework; Kimsul insulation; Bryant Low Voltage System wiring; Mosaic ceramic tile; Crawford garage doors; Crane plumbing fixtures; Westinghouse heat pump and appliances.
How to make a carport sell

The carport of this Texas award-winner, designed by Thomas Scott Dean, has been stretched out to do triple duty. In its conventional role, it shelters two cars, and houses almost ninety square feet of outdoor space. Carried part way across the front of the house, it serves as a shelter for the main entrance. And run further back than the house, it forms a roof for the patio.

Construction of the house is concrete block, faced on the outside with stone; the interior of these same walls have the blocks left unfinished. Other interior walls are of stone around the fireplace, cherry veneered plywood, and sheetrock. Cost of the house is $19,500.

**Products featured**—American Standard Plumbing; Texcrete masonry units; Holiday Hill stone; Schlage hardware; Ware aluminum windows; Masland carpets; Roddis plywood; G. E. appliances; Janitrol air conditioning; Bruce oak flooring; Armstrong floor tile; Nairn cork tile; Glidden paint.

**HON. MENTION**
Gordon Nichols
Dallas, Texas
Here's how judges rated this house

| DESIGN | 77.5 |
| FLOOR PLAN | 84 |
| SALES APPEAL | 79 |
| CONSTRUCTION | 74 |
| EQUIPMENT | 70 |
| PROMOTION | 67.5 |

**KITCHEN AND FAMILY ROOM** join to form one large informal living area in the floor plan. Sliding glass doors at the end of the family room open out onto the terrace. Largest of the bathrooms is compartmented, has a large linen closet; inner compartment is lighted by a skylight.
LOWER LEVEL FAMILY ROOM is designed for recreation, entertainment, dining, all within easy reach of outdoors. Built-in wall is cypress. Floor is durable cork tile.

ADJACENT KITCHEN is big enough for its own dining table, can be screened off from family room if necessary. Door at rear leads to garden and children's play area.

SECTION OF LOWER LEVEL PLAN shows working relationship between family room and kitchen that American Builder considers hottest trend for 1956. (Lower level also includes hall, half-bath, utility and storage area.)

HOTTEST TREND FOR 1956, as seen in 1955's best model homes: a multi-purpose family room, preferably off the kitchen. That trend is shown to perfection in builder Dan Ostrow's "Mikado", the first in a new series of American Builder Award houses to be published next year. These trend-setters will be billed "Editors' Choice."
The front-to-back split-level has taken a giant step in Silver Spring, Md.

Architect Jack Cohen, looking over his shoulder at the Museum of Modern Art's famed Japanese house, pointed the way. Result: $19,000 worth of contemporary space-planning unlike anything else in the country today.

Look at the middle level, shown above: it's an 18'x27' stretch of living area, directly off the carport, that's just a few steps up or down from the bedroom or family level. A "new" folding door that breaks the living area into two separate rooms is, of course, an ancient Japanese idea. On all sides, the transition from outdoors to indoors is almost unnoticeable: vast window spaces from floor to vaulted ceiling flood the area with light; one glass wall slides open to the terrace, identical shrubbery has been planted both on the patio and in the living area itself; white walls and teak-colored beams give an out-of-doors feeling.

The sleeping area, in the Japanese manner, is contrastingly cozy. But the area is not stingy on space. The master bedroom has its own bath. Two additional bedrooms share a second bath. Complete privacy, if it's wanted, is a built-in feature.

The Mikado's lower level, with its kitchen off the family room, is shown in color on the preceding page. Once again, convenience and spaciousness and the easy accessibility of the outdoors are brought into play. The family room's floor-to-ceiling window can be made to lead to a second terrace. The kitchen door leads directly to the yard.

SIDE OF THE HOUSE: Spacious foyer, paneled in Texture 111, leads into middle level; note folded room divider.

use of space

ARCHITECT Jack Cohen has minimized traditional "broken back" look of the front-to-back tri-level by extending the low line of the middle-level roof to make a carport. Plan shows The Mikado's Japanese-inspired use of space.
Your homes sell best when they're dressed in "SEQUIN"

Gold Seal Sequin Inlaid Linoleum is fast becoming America's favorite design thanks to its distinctive beauty and to mass promotions in Life, Better Homes & Gardens, and Sunset. The trend to basic, smooth-surface, virtually seamless flooring throughout the house is unmistakable. Here are just a few reasons why you are so safe in specifying Gold Seal "Sequin" Inlaid Linoleum.

- **Ease of maintenance** . . . resists dirt, grime and dulling film. Cuts cleaning time and costs to a minimum.
- **Resilient** . . . deadens floor noise. Resists permanent indentation from furniture.
- **Quiet and comfortable** . . . eliminates noisy clatter common with hard floors.
- **Beautiful** . . . suggest hundreds of smart, special designs . . . wide range of colors to harmonize with any decorative scheme.

- **Stays beautiful** . . . colors are inlaid for long-lasting beauty.
- **Economical** . . . initial costs can be amortized over a long period of time. Lasts longer than lower-cost floors.
- **Guaranteed** . . . Gold Seal Inlaid Linoleum gives you the famous Gold Seal guarantee . . . satisfaction or your money back.

So for all the benefits of Gold Seal Inlaid Linoleum, plus the versatile beauty of "Sequin," simply specify Gold Seal "Sequin" Inlaid Linoleum in houses you want to sell faster. You have 16 patterns to choose from, 6 ft. wide, by-the-yard.

FOR HOME OR BUSINESS YOU GET THE FINEST CHOICE OF ALL IN . . .

*Trade-Mark Congoleum-Nairn Inc., Kearny, N. J.

Inlaid Linoleum • Ranchlite® Linoleum • Resilient Tiles • Congoleum® & Congowall® Enamel-Surface Coverings • Vinyflor® Vinyltop

GOLD SEAL FLOORS AND WALLS
CONGOLEUM-NAIRN INC., KEARNY, N. J.
Now that the squeeze is on...

The hard sell is here. The recent continuing rise in materials cost is forcing up building costs to the point where the buyer will either have to revise downward his dreamhouse ideas, or shell out more money for them. Either way he'll be tough to convince. The builder will have to sell and sell hard, and this means that he'll have to know his market.

Are you sure you're giving buyers what they want?

Better Homes and Gardens Magazine, through National Field Service, an affiliate of Alfred Politz Research, Inc., asked 671 operative builders in the light construction field this question: "Besides wanting more for their money, what do prospective home owners seem to want in improvements or new features in the home they buy?"

Here's what the builders said buyers wanted:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>WANTED MORE SPACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>58%</td>
<td><strong>33%</strong> Wanted Existing Space Larger</td>
</tr>
<tr>
<td></td>
<td><strong>32%</strong> Wanted Additional Rooms</td>
</tr>
<tr>
<td></td>
<td><strong>29%</strong> Wanted Space Used Better</td>
</tr>
<tr>
<td>22%</td>
<td>Wanted More Appliances</td>
</tr>
<tr>
<td>18%</td>
<td>Wanted Better Cooling</td>
</tr>
<tr>
<td>18%</td>
<td>Wanted Better Kitchens</td>
</tr>
<tr>
<td>17%</td>
<td>Wanted Better Outdoor Living</td>
</tr>
<tr>
<td>15%</td>
<td>Wanted Better Bathrooms</td>
</tr>
<tr>
<td>14%</td>
<td>Wanted Specific Design Changes</td>
</tr>
<tr>
<td>11%</td>
<td>Wanted General Design Changes</td>
</tr>
</tbody>
</table>
More than half the builders interviewed—58 per cent, to be exact—reported prospective buyers wanted more elbow room in one form or another. Specifically:

33% SAID BUYERS WANTED EXISTING SPACE TO BE LARGER

13% more storage space, exclusive of the kitchen.

Home owners store everything from old magazines to gardening tools. Once upon a time these things went into the attic and basement; these areas have been sacrificed to cost cutting, and buyers want some of the space back.

10% larger kitchens.

Today’s kitchen is becoming the locale of an ever-increasing number of activities: besides cooking, laundry is done there, meals are eaten there, and the kids play there so mother can keep an eye on them. The kitchen has to expand, and in many cases turns into the combination kitchen-family room.

8% larger garages or carports.

Automobiles aren’t getting appreciably bigger, so owners must want to use these areas for other than car storage. Carports double as covered play areas for children, garages house gardening tools, and often, workshops.

7% larger rooms in general, and

6% more space in general.

Taken together, these two items mean simply that too many new houses are just too small.

Buyers want

32% SAID BUYERS WANTED ADDITIONAL ROOMS

19% more bathrooms.

This means trouble for builders who put only one bath into anything other than a minimum house. Today’s bigger families have made the second bath, and sometimes even a third, a necessity rather than a luxury.

8% more bedrooms—3 or 4 rather than 2 or 3.

Again the influence of the larger family, plus another factor: the extra bedroom can also be used as a study, TV room, guest room, or any of a hundred other things. In other words, it represents highly flexible extra space.

5% finished, daylight basements.

Note that the old-fashioned dark, damp cellar is out. Home owners want their basements as bright and as well finished as the rest of the house. An increasingly popular compromise is to provide an unfinished basement which supplies storage space now, living space later.

3% a separate dining room.

This room has been another victim of the economy axe. Apparently some people are sick of eating in the kitchen, or in a corner of the living room.

2-4% additional family rooms, recreation rooms, dinettes and utility rooms.

Most of these rooms are located adjacent to the kitchen, suggesting that one extra room in that area could be used to serve any of these needs.

29% SAID BUYERS WANTED EXISTING SPACE USED MORE EFFICIENTLY
more space . . .

18% built-in stoves and ovens.

Wall ovens and counter ranges didn't rank as high on the appliance-wanted list as ordinary ranges, leading to the conclusion that it is their space-saving qualities that are most appreciated by prospective buyers.

1-4% more dishwashers, cabinets, and appliances in general.

Coupled with the previous item, this indicated that buyers are looking to the builder to provide them with an efficient, well-planned kitchen. If the appliances are built in, there will be no question of having to squeeze them in at some later date.

7% unspecified built-ins.

These must be classified as people who, while they aren't sure just how space should be handled, are darn sure that it isn't good enough the way it is!

22%

SAID BUYERS WANTED MORE APPLIANCES

5% dishwashers,
5% garbage disposals, and
3% washers and dryers.

The low relative position of washers and dryers shows that many families already own them, and that many builders now include them as standard equipment. The dishwashers and disposers, presently considered somewhat luxurious, seem to be sufficiently in demand so that they too will be considered standard very soon.

18%

SAID BUYERS WANTED BETTER COOLING AND VENTILATION

16% air conditioning, and
3% attic fans.

Air conditioning was an expensive extra in most houses two years ago; now the builder who treats it as an extra is going to lose sales. The attic fan can be used either as an adjunct to the conditioning unit, or alone as a satisfactory cooling medium in less tropical climes.

18%

SAID BUYERS WANTED BETTER KITCHENS

5% pantries

This will probably come as a surprise to most builders. A pantry can come in many shapes and sizes, but to most housewives it means a secondary storage and food preparation area, either separate from the main kitchen, or fenced off by an island counter.

4% tile kitchens,
2% formica counter tops, and
2% beautiful kitchens.

The kitchen was the most mentioned area in the survey, an indication of the importance of pleasing the female of the species. As shown above, while durability and ease of maintenance are important, the housewife wants the place where she spends most of her time to be attractive as well as functional.

15%

SAID BUYERS WANTED BETTER BATHROOMS

5% vanities,
4% ceramic tile, and
2% colored fixtures.

While the first two items can be considered utilitarian, the last is pure, unbridled luxury. As with the kitchen, good looks are an important asset in the buyer's eyes.

Continued on page 166
"LOOK, NO CHIMNEY," ... and no furnace, oil tank or gas meter. This Scholz home in Fort Wayne, Ind., had an October-July heating bill of $226.59 for 5438 degree days. It was occupied by three adults, two children. The ceiling resistance cable between layers of plasterboard is stapled in place; it avoids nailing lines on joists.

Why builders are warming up

How electric heating looks to the builder

<table>
<thead>
<tr>
<th>IT USED TO BE:</th>
<th>NOW:</th>
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</thead>
<tbody>
<tr>
<td>electric heating made sense only</td>
<td>It is feasible wherever current</td>
</tr>
<tr>
<td>in &quot;short-mild winter&quot; sections</td>
<td>rates are reasonable.</td>
</tr>
<tr>
<td>where installing central heating</td>
<td></td>
</tr>
<tr>
<td>systems could be avoided.</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>IT USED TO BE:</th>
<th>NOW:</th>
</tr>
</thead>
<tbody>
<tr>
<td>utility companies discouraged</td>
<td>utilities actively promote more</td>
</tr>
<tr>
<td>electric heat installations.</td>
<td>winter load to utilize the extra</td>
</tr>
<tr>
<td></td>
<td>capacity built up by summer air</td>
</tr>
<tr>
<td></td>
<td>conditioning.</td>
</tr>
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</table>

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<thead>
<tr>
<th>IT USED TO BE:</th>
<th>NOW:</th>
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</thead>
<tbody>
<tr>
<td>The public was unfamiliar with</td>
<td>Ceiling radiant panels and the</td>
</tr>
<tr>
<td>two basic types of heating used</td>
<td>heat pump have been widely</td>
</tr>
<tr>
<td>in electrical techniques.</td>
<td>publicized and are readily sold.</td>
</tr>
</tbody>
</table>

After a long stay out in the cold, electric heating can now look forward to a bright new day. It offers to home builders and owners a new flexibility made possible, ironically, by technical advances in other types of heating.

The builder is especially interested in the individual room systems of heating with resistance elements. Without a central system he can save costs of chimney, furnace, ducts, registers and all the valuable space they consume.

And the arguments of cleanliness, simplicity, and freedom from maintenance cost presented by electric heat people go well with home buyers.

Now that ceiling coil radiant heating and baseboard registers have earned public acceptance through the efforts of warm air and hot water heating people, the new electrical types—resistance cables in the ceiling and embedded in ceramic lengths in the familiar baseboard—come in for a free ride.

The greatest boost of all comes from air conditioning. First, utility companies which long looked fishy-eyed at the extra capacity demanded by electric heating right on top of the normal heavy winter load, have been stood topsy turvy by summer cooling demand. The peak month is changing from December to August. So utilities send out directives: “Build Winter load; push electric heat.” In Tulsa, a natural gas territory, the utility authorized a minimum heating rate of 14 kwh to balance summer load.

Second, the heat pump is catching on as a year-round conditioning device, deriving heat from outside air, water or earth. Compared with
RESISTANCE PANEL of conductive rubber in 1/16" aluminum and plastic sandwich is glued to ceiling, with built-in outlet. Uskon radiant heat is popular for motels. But this home in Bay Harbor Island, Miami Beach, gives decorative treatment to eight outlined Uskon panels; paintblended into ceiling, they can be made almost invisible.

resistance heating, the heat pump costs about one third as much to run, at optimum conditions. But the arguments against it are twofold: it loses efficiency below 40°F, needing auxiliary resistance heat in really cold weather; and its first cost for equipment and ductwork is high.

With no moving parts the resistance units last indefinitely and are easily installed. They operate at near maximum efficiency, which is 3,412 Btu's per kwh. The infra-red heating bulb is still popular for bathrooms, sometimes with an automatic timer to turn it off.

Compared with gas or oil heat, long-term costs are hard to fix. One manufacturer reports frankly, "Electricity at 13/4¢ per kwh is approximately three times as expensive as the cost of producing that same number of Btu's with oil, coal or gas." Therefore (and all manufacturers concur in their literature), "it is extremely necessary to utilize and contain all of the heat distributed into the home ... this can be done only by ... adequate thermal insulation in the structure." Most manufacturers offer full data on calculating heat loss and insulation required, room by room.

Cost arguments on electric heating include savings in cleaning and painting and the need for only one air change per hour because there is no oxygen-using combustion. Individual panel thermostats afford the ultimate in zone control.

Developments such as producing electricity from solar energy and the planned $45 million, 180,000 kw generator in Chicago, using nuclear power, give added assurance to builders that electric heat has a long future to look forward to.
THE HEAT PUMP ALSO COOLS

FIRST LARGE SCALE heat pump development, with GE Weathertron, has 431 all-electric homes at Linda Lyle Estates, Fullerton, Calif., includes appliances at $20-$25,000. Each house draws 17 kw load. Builder: Kusa, Inc.

HEAT PUMP, 3-ton model, had special glass panels in one Fullerton house to serve as demonstration of the year-round device which takes heat out of air in winter and gives house heat to outside air in summer cooling.

BUILDERS ARE WARMING UP continued

WALL PANELS GIVE HEAT WHERE IT'S NEEDED

"A HAPPY ANSWER to short heating seasons" is the Glassheat panel in the handsome Joel Nichols residence in the desert near Tucson, claims the Continental Radiant Glass Heating Corp., which acquired the French process of making tough tempered glass sandwich for resistance wire, backed by a metal reflector, for the Maginot Line system.

TYPICAL COMMERCIAL USER is Clark chain of seven service stations around St. Louis, which use electric heat, as will all future units, "for safety and space saving," firm says. Here are two of four 4 kw Electromode panel heaters in one station. A 1390 watt unit is in woman's rest room. (Courtesy Electrical World, Union Electric Co.)
FAN IN VERTICAL UNIT CIRCULATES AIR

BETWEEN-THE-STUDS installation in new houses is target of Electrend engineering, although corner units are available for existing rooms. The standard model shown comes 6' or 7' high, 8" wide, in 1600 or 1700 wattage. Other models are 13" wide, of higher wattage; some have dual outlets to warm two adjoining rooms.

FAN CIRCULATION adds to efficiency of Electrend unit by pulling in warm air near ceiling, blowing it past heating chamber and through the lower grille into the room. Thermostat is at middle height for easy view and individual unit control. In summer the fan can operate apart from heating unit to circulate cooler room air.

electric heat can do today...

"BASEBOARDS" GO ON EASILY

DRIVE-INS and other high-current-rate customers find electric heat a logical step, especially where year-round rate is predicated on a peak season, as in a factory or packing plant. This Electro-vector baseboard installation in the Lakewood Drive-in, Tacoma, Wash., illustrates unobtrusiveness, flexible length, space-saving.

MOTELS ARE A NATURAL MARKET for electric heat, which eliminates the need for a central heating system with its elaborate underground piping and insulation, and which costs nothing when not in use, because of individual room control. Electro-vector baseboards serve this room in the Sunset Motel in Portsmouth, Va.

FOR MORE ABOUT ELECTRIC HEATING, SEE PAGE 120
Today's school crisis:

He has an historic opportunity to use his skills as a craftsman as well as a citizen to help solve a national problem

Builders know all about building rooms for kids to live in. But are they doing what they can to build rooms for kids to go to school in?

The same tools apply—planning, organization, construction skill, knowledge of municipal affairs, codes and officials. Until recently, a builder could work for schools only as just another public-spirited parent and citizen facing the whopping figure of a $32 billion immediate need for classrooms. But now he may be able to take a more specific and more profitable role.

The day of the three or four story massive school-edifice costing millions at a throw is about over. Educational philosophers want a more friendly place of learning; and architectural and financial arguments chime in. The low, close-to-the-outdoors school-house is safer, cheaper, more flexible and more quickly erected.

Homes and backyards for the kids of America:
Builders are doing their share to make them

The time is here when the home builder can apply his light construction skills to the classroom problem; if not as an individual bidder, then in combination or in committee, as one of the various types of HBA groupings that have set up Parades of Homes and built minority housing.

Not that schoolrooms are new ventures to all home builders. A year ago Andres F. Oddstad, Jr., had 650 new homes in his Linda Mar, Calif., development and 400 elementary school kids on hand; with 1750 scheduled for completion by early 1956, he had 50 more kids a month coming in. Oddstad built a temporary "school" of 11 houses. Leaving out room partitions and connecting the buildings with a covered breezeway, he had ten classrooms and an administration building ready for Sept. 1954, FHA insured as "unfinished homes" and rented to the district for $750 a month until a permanent school is ready. Then the buildings will be finished as homes.

A similar idea is found in El Paso. More recently, Louis Bossert has built four houses in his Borden-town, N.J., project for use as temporary schoolrooms until the local board can put through a bond issue and get a school built. Meanwhile the kids report a fondness for the cozy "school-home." Probably the
largest venture of this kind is the Park Forest, Ill., not-for-profit corporation; it was set up to administer the modified cottage "temporaries" and develop an assessment procedure to continue the program.

**Prefabrication Steps In**

With the entry of the National Homes prefabricated school into the field, the whole situation can

(Continued on page 182)

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Schools, too can use the builder's know-how as civic leader, organizer and craftsman

The money for schools is there: national product and disposable income are increasing. Builders can help replace antiquated taxation and construction procedures.
BEFORE

TYPICAL OF MOST building concerns was the former location of Sponseller & Sons' office. There is little here to persuade the passer-by to drop in and discuss building problems. Sponseller also owns a lumber yard and a hardware business, handles retail sales besides their own needs.

CONFERENCE ROOM is used by salesmen in talking to prospective customers, and also for inter-company conferences and large meetings. Note mirroring on far wall.

RECEPTION ROOM helps inspire confidence in the company on the part of customers. When estimates have been made, the clients are invited here to receive them.

PART OF THE OFFICE showing secretarial desks. An important by-product of the new office building has been increased employee efficiency.

New quarters
A new office increased this builder’s “drop-in” trade 2400 per cent! Now he’s out to be the country’s biggest remodelling contractor.

Speaking for the company, Gail Sponseller attributes this remarkable rise to two things; first, the office is located on one of the main arteries of the city, and second, the building itself is unusually striking and attractive. A potential customer receives the immediate impression that this is no fly-by-night concern but a solid company that builds well and with good taste.

The results from the new office have had an important effect on the actual operating policy of the company. Until recently their largest source of income was tract building, but they felt that this was due to level off. Now they are changing their emphasis, and their aim is to become the country’s biggest remodeler in the building business. Everything points to their probable success.
Concrete and glass make this

THE happy meeting of professional character and pleasant atmosphere is presented in this office building for two doctors in Pasadena, California.

Concrete, glass and the California climate were the basic ingredients used by Pasadena builder Ray Gerhart. From these, he fashioned a commercial structure that combines natural light with essential privacy; a feeling of dignity without clinical coldness; and a waiting room that is half-patio.

Construction is of reinforced concrete, with 8-inch concrete walls and concrete roof. (According to Gerhart, the savings on fire insurance over a five-year period will make up for the extra cost of the concrete roof.) The smooth exterior and interior finish is provided by the form boards, and cement paint was used inside and out.

The waiting room is half reception room and half walled-in terrace. Plants, paving, plaster soffit, wall finish and lattice are identical inside and out, and the terrace can be covered by awnings. The examining and consultation rooms are private cubicles, yet a

PATTERNS formed by concrete and glass create an impression of dignity and confidence. Large window separates patio from reception room. Area in foreground of planter provides ample parking space for patients and doctors.
maximum of glass lets in natural light throughout the building, which is completely air conditioned. Total cost was $37,165. Smith and Williams were the architects for the clinic.

SIMPLICITY—and effectiveness—of design is seen in floor plan. Note how each room receives its full quota of natural light, yet consultation and examination rooms are afforded privacy by screens and planter walls.

SERENITY of reception room is reflected in this view, showing open-hearth fireplace. Interior surfaces are covered with cement paint. The building also features a music system piped through all the rooms.
SEA SWIRL® ALSO SUGGESTS weathered driftwood, but in a clear pattern without knots. You can get 16” and 24” squares and 4’ x 8’ panels, all 5/16” thick, that cover a 12’ x 8’ wall for about $33.

STRIKING SURFWOOD® pattern lends playroom area the interest and charm of knotty driftwood, comes in 4’ x 8’ panels and 15¾” squares, both 5/16” thick. Cost for a typical 12’ x 8’ wall is about $24.

SURFPLANK® OFFERS the textured look of Surfwood in solid lumber plank boards with shiplapped vertical edges. The planks come 31/⁄2” thick and in 6”, 8” and 10” widths in all popular lengths. Do a wall for about $26.
WELDTEX® FEATURES irregular grooves for unusual light-and-shadow effects. Panels 5/16” thick range from 4’ x 7’ to 4’ x 10’, also in squares. Choose Philippine Mahogany, Douglas Fir or Southern Gum—do a 12’ x 8’ wall for as little as $27.

PLANKTEX® alternates bands of striations that contrast with the smooth pattern of the wood grain. Made of pre-finished Philippine Mahogany, Planktex comes in 4’ x 8’ panels, 5/16” thick. Fine for a dining area wall, over the fireplace, or in an entrance hall. Panel a 12’ x 8’ wall for about $47—less if you choose unfinished Planktex.

these textured woods say luxury -yet they cost only $24–$47*

Here's eye-catching, touch-inviting texture for one wall or a room in a model home. And yet see how little this wonderful feature costs compared with the selling help it gives you!

Easy installation keeps your costs low no matter which of these beautiful Weldwood textured woods you choose. Large Weldwood panels cover wall areas quickly and the textured finish conceals nails and joints.

Weldwood's brand name works for you when you install this textured paneling. Consistent advertising in popular consumer magazines together with heavy promotion have made Weldwood the best known name in plywood.

Unconditional lifetime guarantee protects your reputation —gives you another important Weldwood sales feature.

A strong competitive feature, Weldwood textured woods help give your homes impressive interiors. Send the coupon below for details. See these woods with the complete Weldwood line, including superior Douglas Fir Plywood, at any of the 87 United States Plywood branches in principal cities. In Canada: Weldwood Plywood, Ltd.

*Approximate price to cover a 12' x 8' wall.
Here's how that “better”

Win her with windows and wide open space.

Give her a view through Truscon Steel Ranch Windows. They’re ideal for every “picture window” use—and provide ventilation, too! All steel—no chance of warping, swelling, shrinking, rotting. Paint to match room decorations and exterior siding. Awn-ing-type ventilators can be fitted with sliding wicket screens. When viewed from outside, this window tends to minimize the “wide open” effect characteristic of large undivided glass areas. Sizes for dining rooms, dens, sleeping rooms. All take standard double insulating glass. A Truscon value carried in warehouse stocks.

Show her a take-it-easy kitchen.

Give her a Republic Steel Kitchen. Design your “custom tailored” kitchens using economical, easy-to-install, standard cabinets in Republic’s big line. Load it with work-saving accessories and clever special cabinets to catch her eye, make her want your house. Splash it with colorful Formica counter tops or gleaming stainless steel. Provide special cabinets for built-in cooking units. Contact your Republic Steel Kitchens distributor; get his special builder prices and quick delivery-to-site service. Look him up, or write Republic for his name.
to sell her home she wants

Folks are actively in the market for bigger, better, more attractive homes.
Signs indicate that "desire" is beginning to replace "need" in buying homes.
You builders have done a tremendous job of providing shelter when the overwhelming need for shelter existed.
Now is the time to cash in on "desire."
And, several ways to help you cash in are demonstrated by these highest quality Republic Steel Building Products.
See Sweet's file; and send coupon below for your personal copies of facts, details, specifications.

Capture sun and sky for her.
Vary your design with Truscon Aluminum Awning Windows for maximum light and ventilation. Here are heavy substantial aluminum sections. Weathertight, too, thanks to vinyl plastic weatherstripping which completely seals the perimeter of all ventilators... actually triple sealed to assure complete protection. Popular modular and regular sizes quickly available from Truscon warehouse stocks.

Show her wide see-in, reach-in closets.
Convince her with closets that your house is for her. Use Truscon Steel Sliding Closet Doors in every closet opening. You'll save dollars on framing, fitting, hanging these doors, too. And quiet! They glide on nylon, Truscon Sliding Closet Doors and Flush-Type Swinging Doors are available from Truscon warehouses.

REPUBLIC STEEL
World's Widest Range of Standard Steels and Steel Products
The Barnes brothers of Long Island... Add like this with Bildrite

"Sheathing time? We cut it almost in half with Bildrite," report Bob and William Barnes, Barnes Building Co., Garden City, Long Island. "Bildrite practically eliminates matching loss and waste, too. On homes like this, we get better insulation value, greater sidewall strength—and save $98 besides." Pictures and captions at right show how Bildrite can help you build better and save.

For more facts on how you can build better and save with Bildrite, write for free cost-comparison forms and literature to Insulite, Minneapolis 2, Minn.

Build better and save with

INSULITE

Made of hardy Northern wood

INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota
quality to homes
...at a $98 saving

Bildrite goes up faster, easier. One carpenter can sheath 1,000 square feet in 8 hours or less with Bildrite. Cuts application time as much as 43% compared with wood. Adds strength. 4' Bildrite has more than twice the bracing strength of horizontal wood sheathing, thus eliminates corner-bracing. Asphalt treated throughout for moisture protection. No need for building paper. Can be used or stored anywhere in any weather.

Reduces waste, easy to cut. Bildrite cuts cleanly, quickly, easily with power saw or hand saw. Practically eliminates matching loss and waste. Compare Bildrite's full coverage with the minimum of 12% waste figured on horizontal wood sheathing jobs. And while Bildrite is impregnated with asphalt it is still highly permeable to allow vapor to escape from inner wall areas. It's clean — easy to handle. Carpenters like to work with Bildrite.
SINGLE UNIT USES ONLY AIR AND ELECTRICITY
to heat entire home in winter, cool it in summer

WEATHERTRON

Heats without Fuel—Cools without Water. Weathertron needs only electricity and free outside air to maintain a comfortable temperature in the home—automatically—day-in and day-out, the whole year-round. Weathertron is safe and clean—no flame to worry about, no soot to dirty the air. And you don't have to install fuel pipes, valves, controls or tanks...no water towers, wells, or pumps...no pipes to bury in the ground.

Five-Year Warranty...Replaceable hermetically-sealed unit is warranted for a full five years. General Electric can offer this unmatched warranty because Weathertron is as reliable as a modern household refrigerator. In fact, Weathertron operates in much the same way as a refrigerator. It pumps heat from one location to another—out of the home in summer, and into the home in winter.

Why Weathertron can help sell your homes. Thousands of families have already discovered that Weathertron means luxurious comfort, carefree convenience, new-found cleanliness, modern safety and a wise home investment. In short, Weathertron means all-electric living—a powerful appeal to home buying prospects...one that can help you sell more homes.

WEATHERTRON DEPARTMENT
FIVE LAWRENCE STREET, BLOOMFIELD, NEW JERSEY

GENERAL ELECTRIC

HOPE'S RANCH WINDOWS

Since 1818

STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH

NEW! Hope's Roto Type Ranch Windows offer these exclusive advantages:

✓ Underscreen roto operators open and close ventilators easily, quickly.
✓ Flat type screens, with bronze wire mesh, need never be touched.
✓ New, wider muntins are in pleasing proportion to panes—provide unequalled strength and rigidity.
✓ May be glazed with standard units of "Thermopane" and "Twindow", eliminating storm sash, or with single panes of sheet or plate glass.
✓ Ventilators project outward at bottom; awning effect permits ventilation even in rainy weather.

Hope's Roto Ranch Window shown above costs less than $50.00 with worthwhile quantity discounts.

Write for Bulletin 145-AB for Full Information.

HOPE'S WINDOWS, INC., Jamestown, N.Y.

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS
Bedroom telephones offer privacy and convenience—day and night.

Kitchen telephones, too, rate high with today's home buyers.

For the little it costs, telephone conduit helps a lot in preserving both the interior beauty and the salability of a home. Including telephone conduit in the new houses you build is just good sound business.

Your Bell telephone company will be glad to help you work out economical conduit installations. Just call your nearest business office. For details on home telephone wiring, see Sweet's Light Construction File, 8/Be. For commercial installations, Sweet's Architectural File, 31a/Be.
MARLITE WALLS ... beautiful way to build sales appeal into any priced home

Beautiful interiors of Marlite Plank and Block add so much in value and appeal, yet cost so little. This economical tongue-and-groove paneling holds down costs, speeds completion. It's easily installed. It eliminates on-the-job painting or finishing. And Marlite's melamine plastic finish wipes clean with a damp cloth; stays like new for years. That means less maintenance now—higher resale value later.

Make your next home project more attractive, more valuable with versatile Marlite plastic-finished paneling. Suitable for any room in the home, it is prefinished in 10 "Companion Colors" styled by Raymond Loewy Associates, plus distinctive wood and marble patterns. See your building materials dealer, refer to Sweet's File, or write Marsh Wall Products, Inc., Dept. 1203, Dover, Ohio.

that's the beauty of Marlite®

PLASTIC-FINISHED WALL AND CEILING PANELING
Another quality product of Masonite® research
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The LINNOLIN Residence
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The SCHABERG Residence
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DECEMBER 1965

REVERE COPPER WATER TUBE
SPECIFIED BY
Frank Lloyd Wright
FOR THE HOT AND COLD WATER LINES IN MANY OF HIS RECENT HOMES. AMONG THEM ARE THE HOMES LISTED AT LEFT.

You will find copper playing an important role in much of Mr. Wright's work, both residential and commercial. What architects and builders like about copper, from a minimum standpoint, are its non-rusting and timelessness. From a standpoint of economy, there is no standpoint but all the reasons are good.

Frank Lloyd Wright

THIS ADVERTISEMENT

Frank Lloyd Wright issue of House Beautiful to help build up a preference and acceptance by the buying public for Revere Sheet Copper and Revere Copper Water Tube in the homes you plan and build.

Remember: It's easier, more profitable and safer to sell the homes with the materials that people know, like and can trust!
AMWELD Announces A NEW PRODUCT IN THE LINE DESIGNED WITH THE BUILDER IN MIND

The newest in folding doors that gives the advantages of folding and the sturdiness of steel.

The Amweld folding door gives full access to closets and yet saves valuable floor and wall space by eliminating swing area.

Lifetime nylon pivots and adjustable guides and extruded aluminum track give the smoothest, quietest operation ever.

For use in bedroom, garage, basement or wherever storage space is needed, the Amweld door sells at a price you can afford to pay.

Available in prime coat or birch finish.

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THE AMERICAN WELDING & MANUFACTURING CO.  
310 DIETZ ROAD  
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SATINY STAINLESS STEEL SINKS—how the women love them! These Tracy sinks put the "de luxe" stamp on your kitchens... help you capitalize on the big decorator swing to stainless steel. Last-a-lifetime quality at no price premium. Sizes to fit every kitchen installation.

GLAMOR-COLOR SCHEMES! Tracy's exciting Pic-A-Dor cabinets let every woman become her own kitchen decorator... give you sales-winning kitchen variety. They're the only steel cabinets with sliding doors that can be ANY material or color; make standard kitchens glamor kitchens.

CABINETS FOR BUILT-INS. Tracy has the most advanced and flexible line of cabinets yet designed for built-in ovens and drop-in surface units. Here's your smart, money-making way to cash in on the tremendous trend to built-ins in the homes you build and sell.

COMPLETE LINE. Tracy provides you with full-line variety for every kitchen plan. Stainless steel and porcelain sinks... wall, base and special-purpose cabinets... drop-in bowls... high oven cabinets. Tracy equipment gives you built-in sales appeal for every kitchen plan.

*Sex Appeal or Sales Appeal—call it what you like.
And the full Tracy Line is available in white and Tracy Contemporary Colors: Turquoise, Pink and Yellow.

mail this coupon today!

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foremost producers of stainless steel sinks and quality steel kitchens

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Send me full facts on how I can sell more houses with the Tracy Kitchens line.

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Often it's the little things that sell houses

Mosaic All-Tile Accessories really complete your Mosaic tile installations in kitchens, bathrooms and utility rooms. They form a basic part of the tile installation. They are easy to clean, rustproof, strong. Color-matched to the wall tile. Their permanently colorful beauty makes an impression few home buyers can resist.

Mosaic All-Tile Accessories are made of the same material as Mosaic glazed wall tile, in all Harmonitone Satin-matt and Bright Glaze tile matching colors. The complete line of Mosaic All-Tile Accessories, for either conventional or thin-set installation, is described in Mosaic Bulletin No. 173. Send for your copy today. Better yet, visit your Tile Contractor's Showroom or the Mosaic Showroom near you and see these beautiful All-Tile Accessories on display. Inspect, also, the only complete line of ceramic floor and wall tile... Mosaic!

Whether you build single units or develop large tracts, your customers will be better satisfied with Mosaic ceramic tile and Mosaic All-Tile Accessories in your homes. For helpful Mosaic Tile literature, write The Mosaic Tile Company, Dept. 35-26, Zanesville, Ohio.
Never before has there been a chain saw with so much power per pound as the new Homelite Model 5-20. It has 5 big horsepower for faster cutting ... a light, light 20 pounds for easy operation. What's more, it is the only chain saw that gives you a choice of attachments to do many different cutting chores easier.

The new Homelite Model 5-20 is precision built for quick starting, dependable performance, and low, low maintenance. Cuts in any position ... it saves both time and money ... brings bigger profits to woodcutting or clearing operations. Write for complete details or see your Homelite dealer.

See your dealer for details on the Homelite TIME PAYMENT PLAN

DO MORE WITH THESE 5-20 ATTACHMENTS

Interchangeable blades add versatility to the new Homelite 5-20 Chain Saw. For felling, bucking, limbing or plunge cutting, there's a hard-tack blade for every requirement. Straight blades available from 14" to 20", bow saws 14" and 18".

Brush Cutter clears out brush, brambles, brush undergrowth and small saplings six times faster than conventional methods. The adjustable handles, hang-on and handle bars assure perfect balance ... make it extremely simple to operate ... safe for anyone.

Clearing Attachment makes quick work of clearing land of small trees. Pumps cabs or plunges banks ... no bending or stooping ... less fatigue. One man keeps three men busy carrying away limbs and piling brush!
3 reasons why it's good business to...

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Columbia-matic TENSION SCREENS
ON YOUR HOMES

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

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

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

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Company Name
Street
City Zone State

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

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

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3. Nationally advertised to make them easily recognized.
Columbia builds consumer demand with homeowners and prospective homeowners by consistent advertising in national magazines.

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tell the home buyer about what he can’t see

Here’s How It Can Help You...

Plumbing and drainage systems can be hidden assets—when you use what you know is best—Cast Iron Soil Pipe. For cast iron is the only material proved permanent... high-strength... really root-proof... and non-absorbent. It’s the only pipe that meets all State, City and Local codes, for use from street to roof. So, when you use Cast Iron Soil Pipe throughout your house—tell your buyers so. You’ll find it’s...

A talking point for your agents

A cast iron installation can be a powerful selling tool for you. When your agents explain its advantages, they prove that, in your houses, there’s nothing but the best—even where it can’t be seen. And your houses will be that much easier to sell.

Free Sales Ammunition.

Offer your owner prospects a 16-page booklet “What You Should Know About Plumbing Drainage.” It will help your agents put across their talking points. And to identify cast iron installations there are colorful tags to attach to cellar pipe. Mail the coupon for free samples.

CAST IRON SOIL PIPE INSTITUTE

Dept. AB-12, 1627 K Street, N.W., Washington 6, D.C.

Want proof for yourself? Ask for “Best in the Long Run” which contains photographic evidence of cast iron’s superiority. We’ll also send samples of our sales aids. No obligation, of course.

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DECEMBER 1955
BALCONY-LIKE projection across front of house is really a planter. It also acts as visual barrier between levels. Five-foot high tool storage shed and pool are at upper right.

LOWER LEVEL consists of garage, recreation room, bath, storage and future bedroom. Front entrance flanked with blue opaque glass leads directly to stairs and upper level.

**Today's bi-level:**

A new Ed Hawkins house is always an event of importance, and this one is no exception. It represents advanced builder-thinking along the lines of how to combine the obvious economies of the bi-level with the firmly established ranch way of living. The result is a house that could go almost anywhere—in Seattle, Washington, D. C. or the Mississippi valley.

Here's what this house has to offer:

- 2 bedrooms, 2 baths and recreation room, with garage-storage or workshop area.
TINTED CONCRETE terrace is extension of top level and is accessible from both kitchen and dining room. Trellis and overhead beams above terrace give house ranch appearance.

* combination brick cavity and frame construction, with brick left exposed on interior sidewalls.
* practically all wood top level interiors with the exception of the sidewalls.
* a generous, south-facing, redwood-edged terrace for more outdoor living, with a fenced-in back yard complete with tool shed, walk, concrete burner for trash and a drying yard; pool is extra.

The house is almost perfectly sited—not only in regard to sun but also slope. The property is terraced down the full depth of the house and leveled off to the street front. Of special interest is the tinted concrete terrace or patio in the rear, which has redwood dividers as well as edging strips. Half the terrace is partially shaded with an overhead trellis. A wide roof overhang protects the glazed living room wall which opens out on the terrace. And for comfort in winter, a forced warm air furnace is provided.

Except for service and recreation nearly all living in this house is concentrated on the top level—away from the noise and dust of the street. Space for a future bedroom is on the lower level.
Ceiling of Mahogany in dining area and elsewhere on top level is of beveled-edge planks. Walls are brick and plywood.

Fireplace wall in living room has fixed glass in gable, extensive bookshelves, raised hearth. Stairs lead to lower level.

**BRAND NAME PRODUCTS USED**

- Armstrong cork tile
- Formica counter tops
- Hotpoint washer and dryer
- Hotpoint dishwasher
- Mission hot water heater
- Nutone kitchen exhaust fan
- G. E. warm air furnace
- Prestolite recessed fixtures
- Waste King disposal
- Schlage hardware
- Washington door hardware
- Glidden paints

For complete one-quarter inch working plans of this house write American Builder Home Plans Service, 30 Church St., New York 7, N.Y.
DESIGN NO. A.B. 226

AMERICAN BUILDER BLUE PRINT SERIES

DESIGNED BY

EDW. B. HAWKINS

ENGLEWOOD, COLO.

DESIGNER

Simmons Boardman Publ. Corp 30 Church St, New York NY
OVERHEAD TRELLIS idea is repeated in mahogany towel rack on brick wall. Rack has shelves, colored glass inserts.

CABINETRY IN CORRIDOR type kitchen is all mahogany plywood. Appliances are grouped along free-standing wall.

### Quantity List of Materials

**For American Builder Blueprint House No. 226**

**Edward B. Hawkins, Designer**

#### GENERAL INFORMATION

House—Type combination  
Area 1,092 sq. ft  
Cube 19,656 cu. ft  
Garage—Area included in house

#### EXCAVATING

Trench for foundation 160 lin. ft  
Chimney footing included above  
Basement excavation 183 yds

#### CEMENT WORK

Foundations 660 cu. ft  
(based on sloping lot)  
Concrete work 1000 cu. ft  
Thickness 4"  
Anchor bolts 20—1/2" x 24"  
Waterproofing 576 sq. ft  
Sidewalks, terrace, driveway 1,315 sq. ft  
14 percent stair treads; 140 lin. ft  
1 x 6 redwood; hearth slab 30 sq. ft  
(pool not included in concrete work)

#### MASONRY

Type brick  
Walls 10" cavity type 936 sq. ft  
Chimney 200 cu. ft  
Flue lining 26—12" x 12"  
Fireplace 2  
Throat and damper 2  
Lintel 2  
Brick steps and floors 60 sq. ft  
(Prefab chimney not included in above)

#### IRON WORK

Structural 38' 1 beam  
Miscellaneous 4—3 1/2" x 3 1/2" x 3'-4" angles  
2—3 1/2" x 5" x 8'-8" angles

#### MILLWORK

Windows fixed and casement (wood)  
Windows glazed including trim Fixed  
6—30" x 48" leaves  
4—30" x 62" with louvers under  
7—30" x 26"  
1—24" x 36"  
1—26" x 40"  
3—38" x 22" x 16"  
2—38" x 14" x 8"  
4—38" x 7" x 2"  
4—28" x 24"  
1—30" x 40"  
2—36" x 28" x 30"  
Exterior doors wood  
1—36" x 6'-8"  
1 sash door 2'-6" x 6'-8"  
1—2'-8" x 6'-8"  
Garage doors overhead 8'-0" x 7'-0"  
Exterior millwork  
Entrance louvers, sidelight combination  
Flower boxes in carp. and mason  
Interior millwork, including jambs & trim  
3—2'-0" x 6'-8"  
1—2'-0" x 5'-6"  
1—2'-4" x 6'-8"  
6—2'-6" x 6'-8"  
Special interior doors wardrobe  
3—wardrobe closet units  
1—bathroom case  
1—utility room case  
 Philippine mahogany shelves 1—set kitchen cases

#### CARPENTRY

Beams and girders  
2—3" x 8" x 24'-0"  
3—4" x 4" x 8'-0"  
1—4" x 4" x 10'-0"  
1—4" x 16" x 24'-0"  
Foundation plates 40 lin. ft  
2-2" x 4"  
Joists 33—3" x 10" x 30'-0"  
Bridging 240 lin. ft 1" x 3"  
Studding and plates 100 lin. ft 2'-4" x 16'-0"  
30—2" x 4" x 16'-0"  
30—2" x 4" x 10'-0"  
140—2" x 4" x 8'-0"  
Roof rafters 77—2" x 8" x 18'-0"  
11—2" x 8" x 14'-0"  
Framing lintels 10—3" x 12" x 12'-0"  
3—2" x 12" x 16'-0"  
Sub-floor 2500 b. f.  
Roof sheathing 540 b. f. m.  
Wall sheathing 1200' cedar siding  
250 redwood siding  
96 sq. ft plywood  
Furring 900 lin. ft 1" x 2"  
Flooring 790 sq. ft hardwood area  
180 sq. ft softwood area  
50 sq. ft Philippine mahogany  
Flanges 152 lin. ft 2" x 10"  
Porch 1—2" x 12" x 24'-0"  
Insulation ceiling and floor 1460 sq. ft  
framed sidewall—275 sq. ft

#### SHEET METAL

Gutters 86 lin. ft  
Downdrafts 60 lin. ft  
Flashings 2" chimney only  
Miscellaneous 45 lin. ft. galv. cap for flower box; 160 lin. ft. gravel stop

#### ROOFING

Type tar and gravel  
Area 20 squares  
Dwabs 60 lin. ft  
Flashing chimney only  
Miscellaneous; 45 lin. ft. galv. cap for flower box; 160 lin. ft. gravel stop

#### INTERIOR WALLS AND CEILINGS

Area to be covered 1100 sq. ft  
1" x 8" beveled Phil. mahogany ceiling  
3100 sq. ft. interior walls and misc.
Here's a NEW building feature that will give your prospects more for their money

—and cut your costs...

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

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

The standard drawers are available in a wide

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drawers made of....

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

Your own imagination is the only limit to the number of sales-appealing ways you can put these drawers to work for you. The illustration suggests a few advantageous locations from cosmetic drawers in powder rooms to drawers for built-in storage walls. Send the coupon today for further information and names of manufacturers.
Texture One-Eleven is dependable DFPA industry quality grade-trade-marked Exterior fir plywood (EXT-DFPA®), made with waterproof glue. Specify it by name because only Texture One-Eleven gives you all these features:

- Shiplap edges neatly conceal vertical joints.
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- Grooves either 2” or 4” o.c. Panels available in several stock sizes.
- EXT-DFPA® on panel means waterproof glue.

For full color idea folder and other data, write Douglas Fir Plywood Association, Tacoma 2, Washington.
Introduced only last year, Texture One-Eleven has already stirred the imagination of countless architects and builders. Here are a few of the ways it's being used—for accent or feature... outdoors or in... for residential or commercial buildings.

ACCENT flat plywood, masonry and other materials with Texture One-Eleven. Fits new panelized exterior treatments.

ACCENT your homes with Texture One-Eleven patio fences and outdoor storage. Add sales appeal at little extra cost.

ACCENT carport walls, add extra bracing strength with Texture One-Eleven. Panels weather well, made with waterproof glue.

ACCENT residential or commercial interiors with Texture One-Eleven. Parallel grooves create shadowline pattern.

ACCENT lines created by bold grooves add high style to strength, durability and economy of exterior fir plywood.

ACCENT on savings. Builders report panels slash application time and labor costs. Can be applied without sheathing.

See your lumber dealer. He stocks Texture One-Eleven or can get it for you.
Maryland builder finds ideal for new

...Selects it for ultra-modern new 500-house project

"We were looking for a new concept of siding for our modern homes. Insulating siding filled that need. We like Flintkote especially because of the attractive coloring and its exclusive back coating."

Those are the words of Jerome S. Cardin, Vice President and Secretary of the Admiral Construction Corporation, builders of Country Club Estates, Glen Burnie, Maryland.

And they aptly reflect the enthusiasm of this entire organization. Including the President, J. L. Cardin, and Morton J. Macks, Vice President and Treasurer.

Flintkote Shake Design Insulating Siding appealed to these value-conscious builders for many reasons. They like its textured beauty, simulated to look like natural graining.

They like its pleasing variety of colors. Its insulating qualities.

They like its dimensional stability in all kinds of weather. Because of the exclusive Flintkote back coating process. Plus the fact that this siding never needs paint to maintain its life.

These builders also found what they were looking for in other Flintkote materials. Colorful Flintkote Mist Grey and White Shell Thikbut Shingles for the roofs and Flintkote Stalwart* Insulation Sheathing.

Whether you are interested in home improvement or new construction, you'll find what you want in the Flintkote line of building materials. Your Flintkote dealer is always ready to help you.

Country Club Estates homes are purchasable through V A financing.

The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

Flintkote Insulating Siding construction

Flintkote Shake Design Insulating Siding is specified for all homes in Country Club Estates—four beautiful shades: Heather Grey, Emerald Green, Canyon Red and Leaf Green. By using Flintkote Shake Insulating Siding in different colors, your home will have the decorative and sales advantages of a variety of color effects. Of course, there are other sales advantages: Flintkote Insulating Siding’s fire-resistant, rust-proof, weather-resistant. Gives a home year-round comfort. It insulates...keeps a house cooler in summer, warmer in winter. Reduces outside noises. Saves fuel bills. Never needs painting to preserve it. Builders are delighted with the dimensional stability assured by Flintkote’s exclusive new back coating.

All 500 houses in the Country Club Estates will give buyers the advantages and extra value of Flintkote’s Stalwart Insulation Sheathing Board. You, too, can build greater strength and economy into your new homes with this economical, efficient Flintkote product. Stalwart Sheathing is both asphalt coated and impregnated. It adds structural strength to the house itself...is rigid...has high racking strength...and gives superior insulation.

Flintkote Thikbut Shingles

Flintkote Mist Grey and Shell White Thikbut Shingles are regarded as tops in value and looks by the builders of Country Club Estates homes. Thikbuts provide the equivalent of "two shingles in one." They are built with an extra layer of protective asphalt and fire-resistant mineral granules on the exposed portion of the shingle. The heavier butts assure dependable roof protection at a practical cost. They create beautiful shadows that will make your roofs standouts in appearance, too.

Style and Color Leader since 1901
Over ninety-eight thousand concrete blocks went into the building of Waco's Heart O' Texas Coliseum. The job was a big one, calling for good looks on a large scale. That's why concrete block made with Atlas Duraplastic air-entraining portland cement were used.

A good choice, too. Because Duraplastic makes a more compact, more cleanly formed block with greater resistance to the passage of water. For outstanding durability and good appearance, use Duraplastic-made block on your next project.


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*"Duraplastic" is the registered trade-mark of the air-entraining portland cement manufactured by Universal Atlas Cement Company.
Completing a Copper Tube Sanitary Drainage System in a Wilson home. Note the cast bronze solder-joint house trap—a recent addition to the Anaconda line of Drainage Fittings.

Anaconda Copper Tube Drainage Systems Save \( \frac{1}{3} \) in Installation Time . . . Speed Completions . . . Add Appeal

The first time plumbing contractor W. H. Dressel used Anaconda Copper Tubes for sanitary drainage piping he proved to his satisfaction, and the builder's, that with copper there are real advantages for all concerned—builder, contractor and homeowner.

In Builder Wilson's Sherwood Park Development of 150 low-priced homes at Torrington, Conn., Mr. Dressel is using copper tubes and solder-joint cast bronze drainage fittings for the complete drainage system—from roof vent to house sewer. Job time records are showing a saving of \( \frac{1}{3} \) in installation time as compared to similar installations using ferrous piping. But it isn't the time-saving feature alone which accounts for the swing in Torrington and hundreds of other cities to ALL-COPPER plumbing.

Advantages of Anaconda Copper Tubes and Fittings. Standard 20' lengths (all sizes) mean fewer joints. Shop-fabricated assemblies are easily handled and installed. Trim, compact fittings save space and carpentry—a 3” stack with fittings will fit within a 4” partition—no costly build-outs or wide plumbing walls.

“This is progress and we're all for it,” say Builder Wilson and Contractor Dressel. “The installation advantages are important to both the plumbing contractor and builder—but there are other advantages too. Home buyers recognize ALL-COPPER plumbing as a sign of quality and up-to-date construction. Copper has selling appeal and that's an advantage worth many dollars to the builder and his plumbing contractor.”

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

The experience of National Homes, largest producers of homes in the U. S., is a clear guide to better window buying for intrinsic value and customer appeal.

That's why National Homes' choice of Reynolds Aluminum Windows is important. Aluminum excels for rustproof permanence, freedom from maintenance and modern beauty. And Reynolds puts into its line not only superior window engineering but the know-how and facilities of a great aluminum company. "Reynolds Aluminum" on windows means quality is controlled all the way from base metal to final assembly. Write for catalog.

Reynolds Metals Company, Window Division, 2003 S. Ninth St., Louisville 1, Ky.
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MODEL GW-1 WITH 10" SAW. With 1 1/2 hp direct-drive motor, 120/240 voltage change switch, 10" saw blade cuts 3" 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. Weights only 183 lbs. $382.50 complete delivered.

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

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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 25c in coin.

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The modern, versatile, job-proved
De Walt Power Saw...

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.
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8. Reduces operator fatigue—operators like De Walt's easy handling.
9. Has big capacity in either size...with powerful, compact, direct-drive motor.
10. Completes in every way...sets up instantly on the job.
11. Conveniently lightweight...easily carries to any spot on the job site.
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.

MODEL MB-F WITH 9" SAW. Portable, with new 3/4 hp direct-drive motor, 120 V, 9" all-purpose saw blade cuts 2 1/2" deep, rips 24" wide, cross-cuts 15" wide on 1" stock. Safety key switch, safety guard, and anti-kickback device. Weights only 140 lbs. $239 complete delivered.
Remember... RO-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!

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Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way Distributor.
ERECTED interior panels shown here are now ready for wall surface treatment. Note how wiring runs behind baseboard. Plumbing is run through cavities of wall panels. BASIC UNIT is 4x8, but 7 erection, 5 trim, other odd-sized sections are available.

WITH THESE 4x8 PANELS . . .

You can build faster, easier

"Redi-Panl" and "Redi-Dek" building panels, consisting of hardboard and other "skins" bonded to a metal core, are available from the Home and Building Parts Company, Inc. Panels weigh 4 lbs. per sq. ft., and have an end load bearing strength of more than 20,000 lbs.

The core of the panels is aluminum, bonded on the crowns to hardboard or plywood by plastic, and reinforced with stapling 6 in. to a foot apart. A triangular stud is located at the edge of each 4-ft. skin and in the formed panel. The panels are slid together to form a 3x4 in. union, and are nailed or screwed in place.

Panels can be erected with regular carpenters' tools, and can be cut with a power saw. List price per panel: $29.76 per 4x8 section.

For more information about the product, or for franchising details, write to Home and Building Parts Company, Inc., Dept. AB, P. O. Box 12126, New Orleans 24, La.

CROSS-SECTION of "Redi-Panl" shows aluminum core construction trussed every 4 inches and shows end or joming studs.

DECEMBER 1955
All-metal radiant wall panel

The Chromalox Radiant Wall Panel combines extreme mounting ease with an unbreakable all-metal construction, giving protection against electrical shocks and moisture and rough usage. The heart of the element consists of a nickel-chromium register wire packed in a high density insulating refractory and enclosed in seamless tubing for electrical insulation. The panel may be surface-mounted on open walls or under windows in a matter of minutes. It may be recessed against wall studs or to a total depth of 2¾". Built-in, on-off switch and adjustable thermostat control, plus a limit terminal enclosure are contained in bottom panel frame. Edwin L. Wiegand Co., Dept. AB, 7500 Thomas Boulevard, Pittsburgh 8, Pa.

Circle No. 1 on Readers' Reply Card, p. 156

Has self-contained thermostat

The new model 1700 wall mounted panel for electric home heating has a self-contained thermostat for individual temperature selection. Uses 120 volts; can be mounted and connected to wall outlet without wiring for heavier voltage. Frame is of anodized aluminum, and glass is of tempered construction with electric heating circuit fused directly into glass on back. Specifications: 1000 watts, 120 volts, width 27¾", height 20½", shipping wt., 25½ lbs., UL approved. Allied Precision Industries, Dept. AB, 425 Stevens St., Geneva, Ill.

Circle No. 103 on Readers' Reply Card, p. 156

Electric baseboard heaters

Electromode electric baseboard heaters are now available in 900-watt and 1200-watt capacities in addition to the 600-watt models, according to Electromode Corp. Each capacity is made in models to operate on either 120, 240, or 208 volts. All basic units are 8½" high and 3" wide. Electromode baseboard electric heat is low-level perimeter heat that spreads warmth against cold walls from floor to ceiling. Heat is automatically controlled by wall-mounted low or line voltage thermostat. Electric wires are insulated and embedded within a finned aluminum casting which assures complete safety and spreads heat quickly. Electromode Corp., Dept. AB, Rochester, N.Y.

Circle No. 1204 on Readers' Reply Card, p. 156

New wall heater has anodized aluminum heating surface

The Marviray wall heater is shatterproof and unbreakable. It has a concealed element under an anodized aluminum heating surface. In comparison with other types of electric heaters, Marviray heaters show a very low initial inrush of current over their rated capacity, and deliver full heat quicker. They are available for surface mounting and recessing in walls in wattage ratings of 1250 and 750 for operation on 115, 208, 230, and 245 volts. Marviray, Inc., Dept. AB, 54 Clifton St., Newark 5, N. J.

Circle No. 13 on Readers' Reply Card, p. 156

Cost of Cavalier electric heat: about $540 for 6-room house

The cost of Cavalier Electric Baseboard heat for the average 6-room home (installation, baseboard and wiring) is about $90 per room or $540 for the home. It is said to be the only electrical heating system available with a surface temperature that stays below 125 degrees F. Cavalier’s zig-zag air passages channel the air over the heating elements, the reflective baffle increases the flow of warmed air, yet lowers the surface temperature of the baseboard. The result is wall-to-wall comfort. Temperature of each room equipped with Cavalier Electric Baseboard is controlled by an automatic thermostat. A thermostatic control section can be installed between any two sections of the baseboard. (See illustration above.) Available in two lengths—32 inches and 48 inches, 160 watts per foot. Cavalier Corp., Electrical Heating Div., Dept. AB, Attn. Melvin Wessel, Chattanooga 2, Tenn.

Circle No. 1206 on Readers' Reply Card, p. 156

Ceiling heater is installed between joists

Easy to install, Pryne’s new ceiling heater is a recessed fixture installed between ceiling joists. It is prewired to a built-in pull box and does not require a special circuit. Available in one-lamp and three-lamp units with either chrome or painted finish. The unit is quiet, has no fan or motor to service. It directs infra-red heat rays from ceiling to floor at the flick of a switch; no waiting for elements to heat up, or hot air to circulate. Pryne & Co., Dept. AB, 142 N. Towne Ave., Pomona, Calif.

Circle No. 1207 on Readers' Reply Card, p. 156

Radiant ceramic heaters use infra-red rays

Heatmore’s new Radiant Ceramic Baseboard Panels make use of infra-red rays to heat uniformly in all directions, within a few minutes, and continues for a half hour after it is turned off. The infra-red rays do not heat air but heat people and objects in the room. The use of ceramic as opposed to other materials provides added safety features, in addition to more effective rays. Shattering is
eliminated. More positive terminal connections are possible and the nichrome element cannot chip off to cause the cutting out of part or all electrical current. Heatmore, Inc., Dept. AB, 59 Throop Ave., Brooklyn 6, N. Y.

Circle No. 1208 on Readers' Reply Card, p. 156

New electric Glassheat panels reduce wall streakage

The electrically operated radiant Glassheat Baseboard Panel called "Footlighter" has a new feature in its hooded deflector, incorporated in the frame, eliminating the wall streakage which results from most baseboard heating units. Panels are constructed of specially tempered glass fused with aluminum strips. Its infra-red rays are projected by means of a metal reflector behind the glass. The Footlighter units may be mounted end-to-end in continuous fashion across the room. Even at the maximum temperature of 300 degrees F., no blistering results from direct contact with the panel, the manufacturers say. Frame size is 9x471/4 inches long. Glass size: 6x45 inches. 750 watt capacity. 245 volts, AC and DC current. UL approved. Continental Radiant Glass Heating Corp., Dept. AB, One East 35th Street, New York 16, N. Y.

Circle No. 1209 on Readers' Reply Card, p. 156

No furnace chimney, ducts, or piping required for this system

The Electrend electric air circulating heating system (see also p. 77 of this issue) is a metal duct 7 feet high, 8 inches wide and 3½ inches deep with openings covered by grilles at top and bottom. It fits between 16-inch studs. The unit draws warm air from ceiling out across the floor. Each room is controlled individually by a thermostat mounted at front of each unit. Duct work or piping connections are not needed. List price: $79.50 up. Available through electrical wholesalers. Donald D. Peterson, Electrend Products Corp., Dept. AB, St. Joseph, Mich.

Circle No. 1210 on Readers' Reply Card, p. 156

New electric baseboard heater is completely fireproof

The new Meier Baseboard Perimeter Heater is completely fireproof. To prevent the entrapment of heat from building up whenever drapes or curtains are down across the face of the heater, a thermal disc-type closeout or the current, thereby preventing scorched or burned drapes. Available in 3 sizes: 500, 750 and 1,000 watts. Compact panels are 6 inches high and 2½ inches deep. Btu capacity: approximately 840 Btu's per foot of panel. UL approved. Meier also manufactures radiant cable. Meier Electric and Machine Co., Inc., Dept. AB, Attn. R. D. Stump, 3525 E. Washington St., Indianapolis 7, Ind.

Circle No. 1211 on Readers' Reply Card, p. 156

Two complete heating systems combined into one unit

Electrovector units have two individual heating elements to assure modulated flow during moderate outside temperatures. Modulating thermostat regulates heat evenly in the coldest weather. Floor to ceiling temperatures do not vary more than two to three degrees. Electrovector Cabinet Heaters are available in three sizes to suit the needs of any size room. Electrovector, Inc., Dept. AB, 475 Flushing Ave., Brooklyn 5, N. Y.

Circle No. 1214 on Readers' Reply Card, p. 156

Raydiant surface panel

The new Dixie Raydiant surface panel with built-on thermostat can be mounted or hung on the wall without cutting or damaging the wall in any way. Panels are screwed on the surface of the wall protruding only 2½ inches. A built-on or a separate wall thermostat is used to control the panel in each room. Baseboard models and portables are also available. Dixie Raydiant Electric Heat Corp., Dept AB, Attn. Robert Turner, 66 11th Street, N.E., Atlanta, Ga.

Circle No. 1215 on Readers' Reply Card, p. 156

Ceiling heater has anodized reflectors

NuTone radiant heaters fit between standard 16" framing. Adjustable brackets permit fitting from 0"-3/4" ceiling. Has built-in outlet box with three knockouts. Automatic circuit breaker insures that the unit will not overheat. Safety cooling system gives instant heat to every corner of room. NuTone, Inc., Dept. AB, Madison and Red Bank Rds., Cincinnati 27, Ohio.

Circle No. 1212 on Readers' Reply Card, p. 156

New electric baseboard heaters

The new Berko Baseboard heating line is designed for heating a whole house or a room. It can also be used for supplementary heating of a "hard to heat" room. A thermostat in each room insures exact regulation of temperature. Designed for easy installation, Berko fits against the wall in lieu of the baseboard and is fastened in place by screws. No cutting of walls, no vents or ducts are required. Panels are 2½" deep. Joining and corner sections match the panel ends and make it possible to extend the baseboard panels in an uninterrupted line along two or more walls. Berko Electric Mfg. Corp., Dept. AB, 212-40 Jamaica Ave., Queens Village, N. Y.

Circle No. 1213 on Readers' Reply Card, p. 156

(continues on next page)
Electric heating and cold weather products

**Ceiling radiant heater has even heat distribution**

This new Ceiling Radiant Heetaire has “even heat” distribution, with a “plug-in” installation. The radiant heating element is sheathed in a nickel-chromium alloy that is said to arrest moisture action. The Heetaire is only 1 1/4 inches from edge to edge and is available in 1000 watts (model 261) and 1250 watts (model 282). Other features of the unit include thermal overload safety control, highly polished Nichrome flush rim, silent fan, plaster flange adjustable flush to 1”, built-in outlet box with eight knockouts. Markel Electric Products, Inc., Dept. AB, Buffalo 3, N. Y.

Circle No. 1216 on Readers’ Reply Card, p. 156

Electric heating panels of rubber glue to ceiling

The construction diagram, above, illustrates U. S. Rubber’s latest Uskon paste-up heating panel. Only 3/8 inch thick, these panels are composed of thin sheets of conductive rubber sandwiched between layers of thin plastic and aluminum foil. They contain no heating wires of any kind. The panels are glued to the ceiling with a special adhesive. They operate on a standard 230 volt system. They are controlled by thermostats in each room. Adequate heat is possible in 20 minutes, the manufacturer says. Installed cost of Uskon: Varies from 85 cents to $1.35 per sq. ft. of house area depending upon climate, insulation, etc. United States Rubber Company, Dept. AB, Attn. M. A. Cautela, 1230 Avenue of the Americas, New York 20, N. Y.

Circle No. 1217 on Readers’ Reply Card, p. 156

**Electric bathroom heater has automatic time-switch control**

The new Wessex 15-TH Electric Bathroom Heater features a built-in mechanical time-switch control to prevent wasted power. The timer may be set for periods up to one hour. Setting the timer assures that the 15-TH Heater will automatically turn off after the set time elapses and guard against wasting power through carelessness or oversight. The Wessex 15-TH heats by radiation plus convection and utilizes an electric chimney similar to those in major Wessex Heaters, to provide steady, even warmth as well as instant radiant heat. Approved by UL. Wessex Electric Heater Co., Dept. AB, 390 First St., San Francisco, Calif.

Circle No. 1218 on Readers’ Reply Card, p. 156

**Radiant heating system is invisible**

“Infraair” and “Infracable” are two new lines in a series of convection-type heaters and electric cable now being marketed by Infraglass Heater Co. The Infracable line consists of perfected electric heating cable made of specially insulated wire. It is stapled to rock lath in a scientifically determined pattern before plastering the ceiling. The entire radiant-heating system is imbedded in the plaster and is therefore invisible except for the thermostat. The new Infraglass line of convection-type heaters are available in three sizes and four styles—1, 2, and 3 column, with two 1-column heaters to answer varying demand. Infraglass Heater Co., Inc., Dept. AB, Pontiac, Mich.

Circle No. 1216A on Readers’ Reply Card, p. 156

**Infra-red radiant gas heater lets you work outside in winter**

The Infra-Rayhead heater is an infra-red radiant gas heater that operates on manufactured, natural gas or liquefied petroleum. It heats up instantly, directing a blanket of infra-red heat over an area of 80 to 100 sq. ft. Because it only heats objects which cross its ray, the heater does not raise air temperatures. The use of the heater permits outdoor construction work to continue on a year-around basis. Retail price of Model J-519L: $152, including carrier and 100 per cent safety shut off. perfection Stove Co., Dept. AB, Attn. J. F. Dahman, 7609 Platt Ave., Cleveland 4, Ohio.

Circle No. 1219 on Readers’ Reply Card, p. 156

**For better winter building—**


Circle No. 1220 on Readers’ Reply Card, p. 156

(continued on page 126)
UNCLE CURLY (HATES DRAFTS)
A drafty window is dangerous when it catches a guy with his hair down. That's why Unc wants Dura-seal equipped window units which afford 4 1/2 times better weather protection.

NEPHEW CHARLIE (PARTY BOY)
Charlie knows what it takes to get a head...and knows what makes the snowflakes clang. He loves those Si-Vel coated springs in Dura-seal—so quiet, so hushed... kinda spooky!

UNCLE KLONDIKE (NEEDS AIR)
By the blister-bright moon of the yammering Yukon! A man needs air! It's almost 60 degrees in here! Get those dad-blasted windows open! He's a card player and Dura-seal equipped windows don't take two jacks to open.

LITTLE ARBUCKLE (THE LOLLIPPOP KING)
This little repress can fall off the roof—unharmed—tumble into the well—whistling "Dixie"—but let him get into a draft and it's beddy-bed for a week. So his mother naturally insists on Dura-seal's wonderful protection.

AUNT BERTHA (DELICATE LIKE A HORSE)
If Bertha threw her weight around, every seismograph in the country would pop. Luckily, she thinks she's a frail, fragile creature. That's why she likes Dura-seal's sash balance that opens with the lightest, delicatest, ee-psey-ee-psey, tiny touch.

OLD MONEYBAGS (POPI)
Last on the list is the man with the money—or, at least, the man who has to pay. Dad's the one who likes Dura-seal because Dura-seal weatherstripping pays its way many times over on fuel savings...it's a good investment!

TYPICAL HOUSE BUYERS
(or How to Keep Peace in the Family)
Get the window unit that stops drafts, saves fuel and provides easy operation!

Weather-sealed windows all year around! Zegers Dura-seal equipped windows give 4 1/2 times better weather protection—and allow easy opening and closing no matter how the sash may expand or contract due to atmospheric conditions. Dura-seal pays for itself on fuel saved. If air-conditioning is used, Dura-seal seals out warm air, too. Send for complete information today.

Zegers, Incorporated
8096 South Chicago Ave., Chicago 17, Ill.

Zegers Combination Metal Weatherstrip and Sash Balance

Look For The Name On The Metal!
Facades and Marquees made with strong Kaiser Aluminum have an ideal variety of texture finishes...may be painted, anodized, embossed, enameled, lacquered, and porcelainized by standard methods. They weather uniformly, never rust, never stain—require minimum maintenance. Lightness lowers erection costs. Available in flat, corrugated or specially designed panels. Their application provides a distinctive quality to any building...and helps assure client satisfaction.

To improve your construction...

PROFIT FROM ALUMINUM'S "BUILT-IN" VALUES
- Lightness with strength
- Heat and electrical conductivity
- Beauty
- Economy
- Heat and light reflectivity
- Corrosion resistance
- Workability
Shade Screening made with Kaiser Aluminum keeps rooms up to 15° cooler. Tiny louvers set at an angle block hot sun rays. Protects furnishings from sun fading. Clean, modern design gives window exteriors new, fresh beauty.


Corrugated Roofing made with Kaiser Aluminum reflects heat...helps provide winter warmth, summer coolness. Light reflectivity brightens interiors. Needs no paint—requires minimum maintenance. Ideal for industrial or commercial buildings.

Window Jalousies made with Kaiser Aluminum resist corrosion—defy time and weather. Handsome, natural finish enhances building's appearance, complements any design. Easy to install. Simple to operate.

think of Kaiser Aluminum

Since World War II, aluminum has been used more extensively in the building industry than in any other civilian application.

This spectacular conversion is the result of aluminum's combination of "built-in" advantages—advantages that make possible new patterns of design, usually with substantial overall savings.

As a basic producer of aluminum our efforts are dedicated to the job of serving manufacturers—helping to improve their products and to reduce their costs.

Engineering assistance is available from our qualified aluminum engineers. Or for names of building products manufacturers who will be glad to work with you, contact the Kaiser Aluminum sales office listed in your telephone directory. Kaiser Aluminum & Chemical Sales, Inc. General Sales Office, Palmolive Bldg., Chicago 11, Illinois; Executive Office, Kaiser Bldg., Oakland 12, California.
Everybody knows where Grant's Tomb is...but do newcomers in town know where to find you...or what services you offer?

Tell them the quick, easy, 'Yellow Pages' way. Your advertising messages in the 'Yellow Pages' of the telephone directory give you two important advantages:

1. The 'Yellow Pages' go into practically every home, office and factory in town. They're everywhere your prospects are.
2. The 'Yellow Pages' work for you every day, all day — whenever a prospect is ready to build.

Turn newcomers into new customers...and remind old ones by having complete coverage in the 'Yellow Pages'—display ads and listings where prospects will be looking for you.

Salamander has 100% safety shutoff
One of the advantages of the No. 1415 Salamander is a pressure regulator mounted on it which makes it unnecessary to have cylinder nearby. It operates with over 50 feet of hose. The No. 1415 Salamander has advanced burner design providing complete combustion, quiet operation, and engineered heat distribution plus secondary heat reflector skirt that radiates heat upward. Has Btu input of 100,000 Btu per hour. List price: $66.00. Insto-Gas Corporation, Dept. AB, Attn. W. W. Steinert, 1977 East Woodbridge, Detroit 7, Michigan.

Circle No. 1221 on Readers' Reply Card, p. 156

Brick and block heater makes winter bricking a snap
Use of the Eclipse Brick and Block Heater permits a continuous flow of warm, dry materials enabling bricklayers to work bare-handed at sub-freezing temperatures. Temperatures can be controlled by adjusting heating torches and controlling speed of flow of materials. The heater is constructed of 3 parts: 1-piece hood with 2 free-swinging heat control doors, a ball-bearing conveyor, welded furnace base. Heater is portable, is easy to operate, may be fired with kerosene, light oil or bottled gas. Eclipse Fuel Engineering Co., Dept. AB, 1002 Buchanan St., Rockford, Ill.

Circle No. 1222 on Readers' Reply Card, p. 156

Concrete, plaster bonding agent
Kwik-Weld is a substance used to bond new concrete, cement or plaster to old or to any structural surface. Kwik-Weld is painted, rolled or sprayed on the surface prior to the application of the new cementous materials. Suggested retail price: $10.95 per quart, $3.18 per pint. Kwik-Weld, Chemical Products Company, Dept. AB, Attn. Wm. Majeske, P. O. Box 464, Aberdeen, Md.

Circle No. 1223 on Readers' Reply Card, p. 156
More and more quality-conscious home buyers are becoming "sold" on the strength, adaptability and beauty of lumber bearing the stamp of Grade-Marked Southern Pine Lumber. They know this stamp is the way to tell this superior, versatile wood . . . and to look for those who sell it. That's why you can build sales and reputation with Grade-Marked Southern Pine. More saleable . . . more available than ever.

**SOUTHERN PINE ASSOCIATION • NEW ORLEANS, LOUISIANA**

**Jiffy** gives you a *SAWHORSE* when you want it

Jiffy Brackets and 2x4s are all you need

- NO NAILS
- NO BOLTS
- NO SCREWS

All-welded construction. Use any 2x4s for legs, 2x4, 6, 8, 10 or 12 for crossbar.

Set up or knocked down instantly. Easy to move from job to job, and easy to store.

For sale by most hardware and building supply dealers. If your dealer cannot supply you, write us.

**CONTRACTORS, BUILDERS...**

**cut cement finishing time 1/2**

**AUTOMATIC ELECTRIC PONY TROWEL**

PAYS FOR ITSELF IN ONE-DAYS OPERATION

SAVE with this speedy cement tool. Job-tested two years and acclaimed nationwide. Floats and finishes complete to wall—gives smooth surface without topping.

Use own 1/2" or 1/4" drill. Includes handle, blades and ring complete. F. O. B. Muncie, Ind.

Extra Blades only $3.50

Write, Phone or Wire your order today.

**ELMO MANUFACTURING, INC.**

Dept. E-1 324 W. Howard St., Parker, Ind.

**BE PRECISE**

Say **STANLEY**

**IT'S A GOOD RULE**

96 inches of easy-to-read accuracy in an easy-to-pocket 2 inch case.

Model 1208W — only $1.19 at your favorite hardware dealer. See his display of Stanley Rules — each in a useful plastic box with magnifying lens. Select the rule that you need from 6 ft. to 12 ft.

Write Stanley Tools, 1012 Elm St., New Britain, Conn., for free booklet on measuring tools and how to use them.
Jaeger pays a bonus of 12 to 15 yards

With the automatic shaker hopper on the Jaeger 3½S Auto-Loader you can load and measure while you mix, then power-shake the new batch into the drum quick as a flash. It means 12 to 15 more yds. per day — the fastest mixer of its size. The huskiest, too, with machined steel drum tracks on ball bearing car-wheel rollers. Send for Catalog SM-2.

THE JAEBER MACHINE COMPANY 521 Dublin Avenue Columbus 16, Ohio
Sales, Rentals, Service in over 150 Cities of United States and Canada

PUMPS * COMPRESSORS * HOIST TOWERS * LOADERS

NEW...Brick and Block Heater for FAST, UNINTERRUPTED BRICKING in COLD, RAIN, SNOW, or ICE

$210.00 Cost of complete unit, without heater torch. Shipped fab. Rockford, Ill.

Masonry contractors and builders have increased their number of profitable working days by using this fast, convenient method of drying wet bricks and blocks. Brick layers have improved the quality of their work, and can now strike joints during cold and wet weather under conditions and speed equal to summer work. Unit assembly permits fast, easy "knock-down" and erection at job site. Territories open to dealers and distributors.

AMERICAN BUILDER NEW PRODUCTS

HARDWARE, HEATING AND BUILDING SPECIALTIES

New exterior nails are stain resistant

A new line of exterior nails combine the stain, streak and rust resistance of zinc with the strength of steel are now available. Called Stormguard, the new nails are designed for applying siding, roofing and trim. The new nails have a strong steel core, heavily overcoated with zinc. This steel core provides the necessary strength for driving without undue bending, breaking or heads popping off. The zinc overcoating insulates the steel core, protecting it from rust. W. H. Maze Co., Dept. AB, Peru, Ill.

Circle No. 1224 on Readers' Reply Card, p. 156

Aluminum and plastic used to create carport protection

"Penn-Port" is a carport with structural plastic roof and aluminum frame that is convertible to patio and other uses where outdoor canopy protection is desired. Overall standard Penn-Port dimensions: 10x20 feet and 7 feet 6 inches high. The corrugated structural plastic panel sheets are 26 inches wide and allow ample room to reach over end for drilling. Eight roof colors are available. The posts measure 2½ inches. Price of Penn-Port: $395 FOB. Pennsylvania Wire Glass Company, Dept. AB, 1612 Market St., Philadelphia 3, Pa.

Circle No. 1225 on Readers' Reply Card, p. 156
Are you building on a slab? . . . putting a concrete floor in the basement? . . . putting in concrete foundation walls? In any case, you'll build a good house above it. Make sure that basic concrete is just as good, just as durable as everything you put on top of it. The best assurance you have is to reinforce all your concrete with American Welded Wire Fabric. It costs less to build a reinforced concrete slab. Here's why.

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

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

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

DECEMBER 1955
Residence of J. C. Davidson, Manager, Application Engineering Department, Chrysler Corporation, Dayton, Ohio. Completely air conditioned with Airtemp equipment and Kno-Draft Overhead Air Diffusers.

Living room has two Kno-Draft Diffusers. Air distribution system and fan-coil unit are located in attic. The condensing unit is at rear of house.

Unlike grilles, which merely "dump" warm or cool air into a room, letting it mix ad lib, Kno-Draft Overhead Air Diffusers are true mixing devices. They do their job thoroughly, within inches of the diffuser and well above the living level.

Thus, there is no feeling of air movement, no drafts, and temperature is equalized throughout the area. And home owners also appreciate the clean, anti-smudge operation of Kno-Draft Diffusers and the freedom in furniture placement they allow.

From the contractor's point of view, the superior advantages of Kno-Draft Air Diffusers mean added sales appeal and a chance to get away from straight price competition. And Kno-Draft jobs are easy to figure, easy to install.


In the dining room and kitchen, Kno-Draft Air Diffusers with integral lighting fixtures are used. These are available in a variety of styles, and may also be adapted for dropped lights.

Move fixtures with ease with acoustical tile ceilings

Accesso suspension system offers a flexibility that permits moving lights and other ceiling fixtures in acoustical tile ceilings one module or a dozen in a matter of moments. Fully concealed system of steel channels and hangers permits easy installation with minimum labor. Air conditioning, telephone line, electrical ballasts are instantly accessible. May be repaired or moved without damage to a tile. Can be used with any size or make of tile. Accesso Systems, Inc., Dept. AB, 4615 8th Ave., N.W., Seattle 7, Wash.

Circle No. 1226 on Readers' Reply Card, p. 156

Lightweight cellular concrete

"National-Crete" is a process for making lightweight cellular concrete using preformed foam. This foam is produced by National-Crete apparatus using National-Crete foam liquid. A concrete mix is made in the usual manner. When cement, water and aggregate (if any) are thoroughly blended, the required amount of preformed foam is added through a nozzle under pressure and mixed. With air as an aggregate, the cellular concrete is light in weight yet strong, low in cost and its density easy to control, the manufacturers say. National Foam System, Inc., Dept. AB, West Chester, Pa.

Circle No. 1227 on Readers' Reply Card, p. 156
NOW—See For Yourself
WHY 4 Out of 5 BUY...

For Best Performance Demand the Saw with All These Features:

2. PRESSURE EQUALIZER — Patent spring—Cushions blade pressure and makes your blades last longer. Patented.
3. WET OR DRY PUMP and Patented Water Application gets the water to the cutting edge.
4. ADJUST-A-CUT—Frees the Cutting Head for finger-tip control at any desired height.
5. HEAD-LOCK—Turn the handle to hold Cutting Head—for fixed Diamond Blade Cutting.

To Cut Any Masonry Material

NEW Break-Resistant "POLK-A-DOT"

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

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

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Address _______________________
City __________________________ State ____________

DECEMBER 1955
**New Sliding Door Hardware**

**STANLEY**

2800

One Set Packaged For Both 
$\frac{3}{4}''$ and $1\frac{1}{8}''$ By-Passing Doors

Easy to Install

Stanley Quality at a Competitive Price

**HERE'S WHY:**
- Low headroom needed — only $1\frac{1}{8}''$.
- Jump-proof track — doors lift on or off without removing hangers — cannot be derailed in vertical position.
- Steel track press formed for perfect straightness, 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.
- $\frac{3}{8}''$ vertical adjustment with positive lock-in-place feature.
- Adjustable nylon floor guide. Only 3 screws required.

**VERTICAL ADJUSTMENT**

Specially designed hangers permit $\frac{3}{8}''$ vertical adjustment without loosening the three installation screws. Serrations, machine screw and lockwasher insure positive locking and minute adjustment. Unique design permits the use of the SAME hanger for both the $\frac{3}{4}''$ and $1\frac{1}{8}''$ doors by reversing both the bracket and roller on the REAR $\frac{3}{4}''$ door.

**STANLEY**

2804 and 2808

2804 for $\frac{3}{4}''$ Doors
2808 for $1\frac{1}{8}''$ Doors

See these new 2800 Series Sets at your hardware or building supply dealer. Check the ease of installation... low headroom... only $1\frac{1}{8}''$... doors lift on and off track without removing hangers... hangers adjust without loosening screws in doors. This is Sliding Door Hardware that's Stanley made to sell, to install and to operate easier.

For complete details write Stanley Hardware, 10D Lake Street, New Britain, Conn. Ask for 2800 Catalog No. G88.

---

**New Products**

**HARDWARE, HEATING AND BUILDING SPECIALTIES**

**Extended baseboard return air grille with maximum free area**

The Lima Series 77 is now being manufactured in both the 4-foot size with 52.2 sq. in. free area, and the 2-foot size with 26.6 sq. in. free area. The new Return Air Grille has permanent medium beige finish, modern horizontal louver design and easy installation features. It may be assembled in any multiples for continuous installations by using the special Lima joining connector. Lima Register Co., Dept. AB, Lima, Ohio.

Circle No. 1228 on Readers' Reply Card, p. 156

**Sink strainer features one-piece stainless-steel body**

The use of stainless steel in this sink strainer combines the advantages of leak-proof construction with the permanent wear-proof beauty of stainless steel. In addition the locking shell with a $\frac{1}{2}''$ jam nut eliminates need for special installation wrenches. Another feature makes it impossible to accidentally knock the strainer into either a closed or open position.


Circle No. 1229 on Readers' Reply Card, p. 156

How do you do it better? We'd like to know. See p. 172
For a K&M distributor’s building—
K&M APAC sheets, of course!

When a man uses the product he sells, you know he’s convinced of its merits. And in the picture above, you see K&M APAC Asbestos-Cement Sheets applied on the sidewalls of our Columbia, South Carolina, distributor’s building. Considering all the building materials this distributor can choose from, we feel that his selection of K&M APAC is high praise for this product.

And here are some of the features that make K&M APAC sheets so well thought of by those who use them as well as by those who sell them:

**Never need paint!** The smooth, good-looking APAC surface takes decorative colors well, but never requires any protective painting.

**Won’t burn or rot!** Made of asbestos and cement, K&M APAC sheets resist fire, won’t corrode. And vermin can’t harm them.

**Weather-resistant!** Extremes of weather—rain, sleet or snow—do not harm these sheets. They’re used outside as well as inside.

**Widely used!** Versatile K&M APAC sheets are chosen for office, factory, home, and farm—in a thousand and one uses. For more information on them, check Sweet’s Light Construction File and Sweet’s Architectural File. Your K&M distributor also has complete data. Write directly to us for his name.
Novafold
SOLID CORE PLASTIC DOORS
— space- and money-saving doors and room dividers

By saving the space a swinging door wastes, you increase the usable area of any room! The Novafold Solid Core Plastic Door provides this attractive sales feature—at a price 25 to 50% less than comparable Vinyl-covered doors.

Novafold folds to 16% of its expanded width in a flush-with-the-wall 4 1/2" stack. 4" leaves, in individual, full-length pockets in the Vinyl Plastic cover, give you a solid core door—room-to-room privacy—true accordion folding.

Smooth, silent operation is assured by self-lubricating Nylon slides. An exclusive Novafold feature is the linkage chain that gives even pleating when the unit is drawn.

Novafold is available in six colors—a wide range of sizes—affording unlimited application possibilities.

In Novafold, you have a top-quality product that is guaranteed for one year by the manufacturer against defects. This unit folds into the smallest space possible, thus increasing the usable floor and wall space.

Novafold affords the latest design features—in a wide range of size and color combinations—at a price 25 to 50% less than for doors of comparable quality.

Novafold is installed in 4 to 7 minutes. In new construction—no furring, trim or roughing is needed. There are no floor guides. With special track, Novafold is available for curved openings.

Colors: Beige, Dark Green, Chartreuse, Eggshell, Gray and Red.

May we send you color samples and specification data suggesting many applications of Novafold in the home? Please address your inquiry to Department M-11.

Extruded heavy-gauge aluminum track, fixed to the top of the opening. Self-lubricating Nylon swivel slide, fixed to metal plate riveted to leaf.

Easy-grip handle. Soft, Plastic beading affords silent closing and tight fit—door-to-door and jamb-to-jamb.

Fiberglas shower receptor
is 1-piece—joint free

A Fiberglas shower receptor in 5 sizes and 3 shapes is now available. Advantages to builder: quick installation, saving him money, and no complaints from homeowners for leaks or cracks says manufacturer. Cost of receptor, which eliminates paper or lead pan, is less than the price for average tile installed. Receptor has a non-skid base, shatter resistant surface, is easy to keep clean. Price of 32x32 Single Curb: $25.50. Dudley Corp., Dept. AB, Attn. K. I. Marts, P. O. Box 143, Santa Clara, Calif.

Circle No. 1231 on Readers’ Reply Cord, p. 156

AMERICAN BUILDER NEW PRODUCTS

HARDWARE, HEATING AND BUILDING SPECIALTIES

Deluxe ceiling exhaust fans

Clear-Aire Kitchen Exhaust Fans’ exterior frame, door, and hood guarantee life-long wear, manufacturer says. Fans are of 3-unit construction and require only about 1 sq. ft. of wall space. They can be installed over cabinets and through walls of any thickness. Fully automatic—either by regular wall switch or pull chain, they use less than a 40-watt bulb.

Sin-Jin Products Co., Dept. AB, 5250-40 Fairlawn Ave., Baltimore 15, Maryland.

Circle No. 1230 on Readers’ Reply Cord, p. 156

AMERICAN BUILDER
WHY IS GOOD MORTAR IMPORTANT?

Because of their size and weight, concrete blocks require mortar with "body", plasticity and water-retaining capacity. Brixment meets all these requirements. It has the body necessary to support the weight of the unit and hold it up to the line. It has the plasticity necessary to prevent the mortar from falling off the long head joint, while the block is being placed in the wall. It has high water-retaining capacity, which gives the bricklayer more time to shift and adjust the block to its final position before the mortar stiffens.

It is the combination of these characteristics that makes Brixment the leading masonry cement for concrete block as well as for brick.

Louisville Cement Company . . . Louisville 2, Kentucky
New foil-lined fibre ducts reduce heating installation costs

A lightweight foil-lined fibre duct has been developed which reduces heating installation costs. The manufacturer says that its International fibre duct work costs only half that of conventional materials. On installation costs are reduced because up to 80 percent of the time required for assembling is eliminated when full length fibre ducts are used instead of short lengths of metal, clay or concrete pipe. Fibre ducts can be cut to exact size with a handsaw and standard galvanized joints and fittings are used for assembly. The foil-lined ducts are so light one man can handle a 20-ft. length, yet strong enough to support over 200 lbs. per lineal ft. Ducts are made of tightly wound layers of fibre, laminated with waterproof glue. Outer layer is asphalt impregnated, ends are paraffin-dipped. Inner lining is pure aluminum foil. Standard sizes: 4-, 5-, 6-, 7-, and 8-inch diameters and 12-, 14-, 16-, 18- and 20-foot lengths. International Oil Burner Co., Dept. AB, Attn. Louis Heiman, Spring and Park Aves., St. Louis 10, Mo.
Every time you use Clay Pipe Heating Ducts, you're giving the home buyer real value, as well as protecting your own reputation for modern, sound, lasting work. Clay Pipe is permanent—it's sure to last as long as the house itself. And it offers all these additional advantages...

**LOWER COST**
Clay Pipe Heating Ducts save installation time and cost because they require no anchoring and do not have to be completely encased in concrete. Clay Pipe can't "float" when the concrete is poured—and only one pouring is needed. Clay Pipe Ducts save the home buyer money, too, by reducing his heating costs 20 to 30 percent!

**EASIER INSTALLATION**
Clay Pipe holds its shape when concrete is poured over it. Other duct material may squash-out under the weight of the slab. And while work is in progress, all the Clay Pipe needed is readily available to eliminate costly delay. The lengths are easy to handle, and a complete line of fittings permits a workmanlike job.

**TROUBLE-FREE SERVICE**
Properly installed, Clay Pipe Heating Ducts require no maintenance. They can't rust and are completely unaffected by temperature, humidity, or corrosive action of lime in the concrete slab. There's never any danger of having to tear up concrete slab floors to make expensive repairs.

**CLEAN, COMFORTABLE HEATING**
Clay Pipe Heating Ducts offer more selling features to present to prospects. Clay Pipe is dust-free and odorless... homes stay cleaner and more comfortable. It carries warm air through the concrete floor slab to the registers, combining all the advantages of radiant and circulating heat.

Write for information on the design and installation of Clay Pipe Heating Ducts.

**NATIONAL CLAY PIPE MANUFACTURERS, INC.**
1520 18th St. N. W., Washington 6, D. C.
311 High Long Bldg., 5 E. Long St., Columbus 15, Ohio
703 Ninth & Hill Bldg., Los Angeles 15, Calif.
100 N. LaSalle St., Rm. 2100, Chicago 2, Ill.
206 Connally Bldg., Atlanta 3, Ga.

“Alfol gives the most effective job... in the least man-hours of installation!”

Pacing the Cincinnati market for better homes, Raeburn Construction Co. specializes in low-slung, modern designs — low roofed and attic-less. Quality built throughout, Raeburn homes are insulated with Borg-Warner’s Alfol Reflective Insulation.

“For the type of homes we build,” writes owner Stuart L. Faber, “we wanted the best in winter insulation, along with a super-efficient summer insulation that cools quickly in the evening, won’t give off heat all night. Reflective insulation was the only logical choice.”

Efficiency the prime factor

“And in 10 years experience with various reflective makes, we have found that Alfol gives the neatest, most effective job... in the least man-hours of installation!”

Naturally, Mr. Faber also welcomes the initial savings provided by Alfol, and the handling ease made possible by its remarkable compactness. But the primary factor was efficiency: “Our Alfol choice has already been justified,” writes Mr. Faber, “by the comments of our new owners.”

Patented, the Alfol blanket consists of multiple aluminum foil sheets that space themselves automatically on application, reflect 95% of all radiant heat. A tough duplex and Kraft backing is built in to offer full application support, provide a positive vapor barrier.

Clean and non-irritating, Alfol takes the “itch” out of insulation. And its unique compactness (500 sq. ft. to the roll) minimizes handling and storage expense. That’s why Alfol usually costs less. Your dollar buys less labor, less “overhead”... more and better insulation.

Now you can lay carpeting like floor tile!

A four-by-four “tile” of “Pre-lay,” a prefabricated combination of conventional carpet, a latex foam underlayment and a base course of Masonite Tempered Preswood can be applied directly to subflooring. The giant tiles have wear-expectancy far greater than carpet without latex backing, according to the producer, Luxor Products Co. An overhang of the foam rubber and carpet produces seams under butt pressure. Screw-type nails are used. Their heads are concealed under the latex. Various colors and types of carpeting are available. Masonite Corp., Dept. AB, 111 West Washington St., Chicago 2, Ill.

Fiberglas-reinforced daylighting panels are fireproof

Molded of Fiberglas and Hetron, “Fire-Snur” panels are self-extinguishing and will not support combustion. Shatterproof panels are molded in flat sheets and in all standard building corrugations in lengths up to 13 feet and widths up to 42 inches. Available in pale green, ice blue, and semi clear. Listed by Underwriters’ Laboratories, Inc., and carries Underwriters’ label. List price: $1.31 per sq. ft. Resolite Corp., Dept. AB, Attn. J. F. Patruf, Zelienople, Penn.
Sell Air-Sweet Rooms
for Health and Comfort

New THERMADOR Ventilating Fans

For the newest, most efficient solution to the problem of ventilation for home or office, specify guaranteed Thermador Ventilating Fans... inexpensive... easy to install and clean... quiet... take less current than the average electric light bulb. They replace smoke, steam, stale air and odors with clean, fresh air that's good to breathe and enjoy. For both wall and ceiling installation. When building or remodeling, the ventilation answer is Thermador.

(Standard accessories available for 9" model: reducer; elbow; flush wall cap; automatic wall hood.)

Satisfaction guaranteed! For descriptive literature and prices, write Dept. AB1255.

THERMADOR ELECTRICAL MANUFACTURING COMPANY
A Division of Norris-Thermador Corporation
5119 District Boulevard, Los Angeles 22, California
The Sherman Front End Loader Gives You "REACH YOU CAN USE!"

The "secret" is proper location of the lift frame pivot point. Sherman keeps the bucket in close at grade level for better maneuverability and traction ... yet extends it to maximum distance from the tractor at loading and intermediate heights for extra loading reach.

This Sherman design feature gives you more usable reach than any comparable machine! It gives you loading height ... a full 10’10”. And it loads to the front end of an 8’ truck body from the rear. This practical combination of maximum useful loading height plus maximum useful loading reach is further combined with a "balanced design" for the utmost in operating stability.

Sherman’s husky main frame transmits loads to the tractor rear axle, giving greater traction and performance. Twin heavy duty tilt cylinders crowd buckets or attachments right in to do a real job on excavating, loading, bulldozing and a score of other jobs. All wear parts are heavy duty ... designed to stand up longer with minimum maintenance. Two models are available ... up to 2500 pounds bucket capacity, 4500 pounds breakaway capacity.

The Sherman Front End Loader is economical, easily installed, safe and easy to operate ... sold and serviced by your local Ford Tractor dealer. Ask him for an on-the-job demonstration today ... or write for Bulletin No. 717.

Shermans PRODUCTS, INC.
ROYAL OAK, MICHIGAN

POWER Diggers • FRONT END LOADERS • FORK LIFTS

© 1955, Sherman Products, Inc.
$6.25 per ton bagged f.o.b. factory.
Black White Limestone Co., Dept.
AB, Attn. Black, Front and 8th Sts.,
Quincy, III.
Circle No. 1237 on Readers' Reply Card, p. 156

New aluminum roofing eliminates side laps
Corrugated aluminum roofing which
unrolls across the roof in a single
sheet and covers full length of roof
is now available. QSM corrugated alu-
minimum comes in 28" and 48" widths
in three gauges—.019", .023" and
.032", and in 50- and 100-foot stand-
ard length rolls. Two finishes are
available: Mill Finish and Embossed.
Two sizes of corrugations are avail-
able L. 13/4" and 21/2". Quaker State
Metals Co., Dept. AB, Manheim Pike,
Lancaster, Pa.
Circle No. 1308 on Readers' Reply Card, p. 156

Use This Actual Job Story for an
Excavating Equipment Check List!
This one water line job demonstrates a combina-
tion of features that only the Sherman Power Digger offers every operator of excavating
and trenching equipment.

Check this performance: (1) The machine has under-dug the curb
without damage to the curb or sidewalk. (2) It has trenched through
rocks and roots. (3) It is digging a bellhole in the street. (4) The exca-
vation is 9 feet deep. (5) The tractor-mounted digger has operated over
the curb, sidewalk and street without damage to paving.

And the Sherman Power Digger offers even more advantages to the
operator who wants the savings of mechanized excavating. It's practical
even on the smallest jobs, since it releases heavier equipment for bigger
jobs... yet it digs at a fraction of the time and cost of manual labor.

The machine digs as deep as 10 feet below ground... in mud,
hardpan, shale, oiled roads, blacktop and stony ground. Initial cost is
surprisingly low, maintenance simple and inexpensive. Ask your Ford
Tractor Dealer for an on-the-job demonstration, or write us now
for Bulletin No. 721.
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 Roofing • Polished Blue Sheets & Culls
Sales Offices in Principal Cities
Fine flooring for every installation

MOULTILE asphalt tile.
Reinforced with plastic.

MOULFLEX vinyl plastic tile. In low cost standard gauge.

JUBILEE asphalt tile. Striking dots of color styling.

PARQUETRY asphalt tile. The rich effect of wood block at low cost.

Write for details
Dept. M5-12

MOULTILE inc.

MOULTILE asphait tile.
Reinforced with plastic.

MOULFLEX vinyl plastic tile. In low cost standard gauge.

JUBILEE asphalt tile. Striking dots of color styling.

PARQUETRY asphalt tile. The rich effect of wood block at low cost.

Write for details
Dept. M5-12

Moultile
FLOORING SINCE 1929

Joint. Ht. • Long Beach, Calif. • Newburgh, N.Y.

a MULKEY BELT CONVEYOR

Moves
30 to 40
tons of
gravel
per hour...

PLUS: Roll Roofing,
Insulation Sacks,
Boxes, and Bundles... from truck to roof in minutes.

- Can be operated by one man
- Releases manpower for other on-the-job work
- Balanced and Portable
- Accommodates 8 ft. extensions
- Continuous flow forward and reverse

SAM Mulkey co.

Write - Phone for additional information
P. O. Box 270, Dept. AB-12
Lee's Summit, Missouri

DECEMBER 1955
HIGH VELOCITY
NON-RECOIL

AIR DRIVE
SPOTNAILERS
FIRE LONG FASTENERS
INTO HARDEST WOODS
with 100 P.S.I. or less

All the heavy duty fastening jobs so
ably performed for years by manually
operated Spotnailers can now be
also done with the super speed and con-
venience of air.

The new Models PEL and PHL Spot-
nailers are beautifully balanced tools
which may be operated at arm's length
because no effort is required except to
position the gun and operate the trig-
ger—astonishing to those accustomed to
using air guns that must be held tightly
to the work. It opens up great new
opportunities for cost saving fastening.

See your local Spotnail Man.
His experience can help you.

- HIGH VELOCITY
- NON-BOUNCE ACTION
- LOW HANDLE—
- EXCELLENT BALANCE
- LIGHT WEIGHT—
- REDUCES FATIGUE
- DRIVES 16 or 18 GAUGE
- 1-3/16" LONG FASTENERS
- LARGER, INSTANT-LOAD
- MAGAZINE HOLDS 200 FASTENERS
- COUNTER SINKING TO
- SUIT—GLIDE PLATES

Most nailing jobs can be done more
PROFITABLY with Spotnailers.

American Builder
NEW PRODUCTS

TOOLS AND TRUCKS

All-angle drill solves
difficult drilling problems

This drill's chuck and handle are adjust-
able to various angles, making it
possible for the drill to assume prac-
tically any position and angle. The
0-in. to 3/4-in. capacity chuck swings
in a 270-degree arc, has a spring lock
that enables the user to change angles
with flip of thumb. Handle turns in
180-degree arc at right angles to
chuck movement, and is held in its
several positions by an adjusting
screw. Storage space is provided in
hollow handle for large assortment of
regular and high-speed drills. List
price: $4.95. Available through hard-
ware wholesalers and dealers, P & C
Tool Co., Dept. AB, Attn. Hale
Graves, P.O. Box 5926, Portland 22,
Oregon.

Circle No. 1243 on Readers' Reply Card, p. 158

Nixie the
porcupine
says:

THINK!

are you...

1. Through fooling around with experi-
mental gadgets and temporary
methods of bird control?
2. Wishing you could stop paying waste-
ful bills to clean up the mess caused by
pigeons and other obnoxious birds?
3. Tired of throwing away profit for un-
necessary maintenance of your building?
4. Ready to rid your building of birds?

then you...

are ready to install the recognized and
proven bird repellent:

Nixalite

It is the durable nickel and chro-
mium spring tempered rustproof stainless steel bird repellent that
is fabricated under
the most precise
and exacting engi-
neering controls.

write for 32 page illustrated
Know How Manual

NIXALITE COMPANY OF AMERICA
115-119 W. 3rd Street, Davenport, Iowa, U.S.A.

Nixalite
Counter and Wall Surfacing
G-E TEXTOLITE PLASTIC SURFACING
IS NOW AVAILABLE IN OVER
70
EXCITING PATTERNS AND
BEAUTIFUL PEACOCK COLORS!
G-E TEXTOLITE RESISTS
HEAT,
STAINS AND SCRATCHES
WRITE US TODAY FOR MORE
INFORMATION AND COLORFUL
PATTERN CATALOGUE.

Circle No. 1243 on Readers' Reply Card, p. 156
Gallons of water condense on joists and flooring annually from unprotected crawl spaces. Keep it out permanently with VISQUEEN film.

Banish water woes with VISQUEEN film

Dollar for dollar, nothing does as good a job of keeping moisture and water under control as light, tough VISQUEEN film. It’s the best permanent moisture barrier and waterproofing membrane under concrete slabs, around foundations or in crawl spaces. Prevents rot and musty odors. Keeps floors from warping. Lasts as long as the building.

Use VISQUEEN film as a temporary covering, too. It protects power tools and equipment, millwork, lumber, any material subject to moisture damage or soilage on the job. Use it again and again to cover uncompleted work, to close openings, to protect prefinished floors. Use it as a tent over an entire structure to keep out weather, speed winter work.

A roll containing 2000 square feet of VISQUEEN film 4 mils thick weighs less than 40 pounds.

Now, you can get VISQUEEN in widths to 32 feet.

Important! VISQUEEN film is all polyethylene, but not all polyethylene is VISQUEEN. Only VISQUEEN has the benefit of research and resources of the VISKING Corporation.

look for this name on the selvage!

VisQueen

For names of distributors near you, clip coupon, attach to your letterhead and mail.

DECEMBER 1955
Protect Your Paint Jobs with ARKANSAS SOFT PINE SIDING... it won't Bleed Through

Arkansas Soft Pine is free from pitch. There's nothing in the wood to bleed through.

It's A Natural

Priming penetrates the resin-free soft texture of Arkansas Soft Pine, becoming integral with the wood’s fiber. Finishing coats thus are brushed on and worked into the wood itself, not merely carried on the surface of the primer. This advantage minimizes paint checking or scaling.

Freedom from pitch spells soft texture that nails without splitting, even miters at all joints, no unsightly cracks, cornice moldings that stay put, which add up to maximum protection of paint.

Arkansas Soft Pine is available at lumber dealers east of the Rockies in standard patterns of drop, bevel and colonial siding; vertical boards and battens, along with dimension, sheathing and finish of the same superior soft textured stock.

For data on how to specify, illustrated grades, painting instructions, etc., ask for your copy of this complete Handbook for Builders.

ARKANSAS SOFT PINE BUREAU
1155 Boyle Building
LITTLE ROCK, ARKANSAS

Concrete vibrator

The Mall Model 8GV 21 concrete vibrator has a powerful gasoline engine, mounted on a 360-degree swivel base for handling ease, can be picked up and carried anywhere. It weighs only 38 pounds and can be used, with attachments, for surfacing, sanding, wire-brushing, grinding, grouting, pumping. Price of vibrator only with 2 h.p., 4-cycle, single-cylinder gasoline engine: $190. We, rubbing attachment: $113.25. Sump pump attachment: $45. Complete: $348.25. Mall Tool Company, Dept. AB, 7725 South Chicago Ave., Chicago 19, Ill.

Circle No. 1245 on Readers’ Reply Card, p. 156
Never before a Herman Nelson Portable Heater at this low price! The "Thrifty" is especially designed for smaller building jobs—framing, plastering, plumbing, masonry work. It offers outstanding economy—with low first cost, low operating cost. It may be used indoors or out, and canvas ducts may be used to spot heat where wanted. "Sealed flame" indirect firing insures complete safety and dependability. Fewer moving parts insure longer, trouble-free service.

The "Thrifty" operates continuously for 18 hours maximum without re-fueling. Oil-fired, it uses only 0.7 to 1.25 gallons of fuel per hour. Safety controls protect against overheating—flame failure—motor failure. Heat output can be regulated. Electric motor powered. Capacity 50,000 to 170,000 BTU per hour. No other unit at or near its price can match the performance and safety of the new Herman Nelson "Thrifty" Portable Air Heater!
CUT APPLICATION COSTS with GENUINE DOUGLAS FIR PLYWOOD PLYSCORD INTERIOR TYPE GRADE CO SHEATHING...
HEAT CONTROL—Owens-Corning Fiberglas Corp. has published a 20-page booklet illustrating and describing home design principles for maximum heat control, in summer and winter. Entitled “Insulation Design for the Air Conditioned Home,” many helpful suggestions are offered including 23 illustrations, 16 sketches and nine charts. Owens-Corning Fiberglas Corp., Dept. AB, Toledo 1, Ohio.

Circle No. 1251 on Readers’ Reply Card, p. 156

“HOMES OF PERMANENCE AND BEAUTY” is an 8-page brochure illustrating the application of glulam members to the post-plank-beam structural system of residential construction. Featured homes also illustrate use of heavy timber decking in place of conventional arrangement of sheathing plus insulation plus ceiling finish. The booklet also shows floor plans with structural schemes and photos of interiors and exteriors of eight different homes. Timber Structures, Inc., Dept. AB, P.O. Box 3782, Portland 8, Oregon.

Circle No. 1252 on Readers’ Reply Card, p. 156

LINE AND SURFACE LEVELS BULLETIN—Columbian Vise & Manufacturing Company offers a new catalog page describing Aluminum, Line and Surface, Pocket and Torpedo Levels. Illustrated with numerous product photos, the new bulletin outlines important features of 9 levels plus price data, dimensions and shipping information. Ask for Form LL-1838. The Columbian Vise and Manufacturing Co., Dept. AB, Cleveland 4, Ohio.

Circle No. 1253 on Readers’ Reply Card, p. 156

ARCHITECTURAL ALUMINUM DATA—The Aluminum Company of America has released two easy-to-read, illustrated instruction booklets which describe “Care During Construction” and “Cleaning and Maintenance” of Alcoa Architectural Aluminum. Both books list brand names of products used for the care of aluminum. Aluminum Co. of America, Dept. A.B., 1501 Alcoa Building, Pittsburgh 19, Pa.

Circle No. 1254 on Readers’ Reply Card, p. 156

DECEMBER 1955

How do you do it better? We’d like to know. See p. 172
Save Time - Save Money
Hang Doors 3 Times Faster
with McKinney NON-MORTISE HINGES

Here's a practical and proved non-mortise hinge you can depend on to make door hanging easier, faster and more economical—and give complete satisfaction.

8 BIG QUALITY FEATURES

1. Heavy 1/2" shoulder... means extra supporting strength.
2. E-Z-Out Pin... it comes out with a flick of the screw driver... at the top—for easy application.
3. Non-rising pin... pin stays in place... where you want it when door is hung.
4. Heavy gauge... not lightweight... made to carry a door 1 1/2" thick.
5. Staggered screw holes... regular drilling... won't split wood doors.
6. No special tools required... screw driver does the whole job.
7. No mortising... hang doors quicker... 3 times faster. And if door must later be removed—neither door nor jamb is permanently marred.
8. Self aligning... easy to use... no measuring or cutting.

Available in the popular 3 1/2 inch size... in your choice of three finishes—dull brass plated, bright nickel plated and bonderized prime coated.

Order now from your Building Supply Dealer or Hardware Dealer—or write for folder giving detailed information.

CATALOGS

REFLECTIVE INSULATION AND MOISTURE BARRIERS—A new pamphlet on reflective insulation and moisture barrier applications is now available, including photographs and diagrammatic sketches illustrating installation of Lumaskin in walls, ceilings and under floors for cutting heat loss and minimizing between-wall moisture penetration. Angier Corp., Dept. AB, Framingham, Mass.

Circle No. 1255 on Readers' Reply Card, p. 156

A WINDOW TO THE SKY—The Wascolite Airdome is called by its manufacturers "a window to the sky" because it provides daylighting plus ventilation from above. A new illustrated folder on the Wascolite Airdome and Wascolite Hatchway is available by writing to Wasco Products, Inc., Dept. AB, 93P Fawcett St., Cambridge 38, Mass.

Circle No. 1256 on Readers' Reply Card, p. 156

DESTRUCTIVE MOISTURE PROTECTION—A descriptive folder on "Sealtight Premolded Membrane" tells how to protect new home construction from destructive moisture with the help of photos and illustrations. W. R. Meadows, Inc., Dept. AB, 2 Kimball St., Elgin, III.

Circle No. 1257 on Readers' Reply Card, p. 156

"CABINETS FOR BUILT-IN EQUIPMENT"—the name of a new illustrated six-page catalog describing a wide range of cabinets manufactured for use with any of the gas and electric built-in ovens, ranges, and refrigerators. A cabinet for every type of built-in will be produced by manufacturer, BeautyCraft Kitchens, Div. of Miller Metal Products, Inc., Dept. AB, 2215 Russell St., Baltimore 30, Md.

Circle No. 1258 on Readers' Reply Card, p. 156

THE SAFE DRIVE TOOL—Complete line of Hilti drive tools described and illustrated in four page bulletin. Complete instructions on how to use this tool that is 10 times faster than conventional methods are included. Hilti Rapid Fastening Systems, Inc., Dept. AB 55 Van Dam Street, New York 13, N.Y.

Circle No. 1399 on Readers' Reply Card, p. 156

NEW IDEAS IN TILE—"New Ideas in Tile" is a new booklet designed to provide ideas and show the most up-to-date types of ceramic tile treatments that can be incorporated into homes of all sizes. American-Olean Tile Co., Dept. AB, 1000 Cannon Ave., Lansdale, Penna.

Circle No. 1260 on Readers' Reply Card, p. 156
Use economical LUSTRACRYSTAL for large openings

You can use plenty of glass and still keep your costs down by glazing your homes with LUSTRACRYSTAL. LUSTRACRYSTAL serves ideally for large openings and builders have found that they can realize considerable savings when they use ½" LUSTRACRYSTAL in place of ¾" plate glass. LUSTRACRYSTAL is a sheet glass of extraordinary flatness, clarity and brilliance.

In your next home, add glass—add beauty and still keep costs in line by using American's LUSTRACRYSTAL.
Plugmold
is 6 ways better
than any other type multi-outlet system

PROVED on thousands of installations!

1. Easiest to Install. Plugmold raceways can be attached to any surface. 1/2" knockouts located on approximately 8" centers permit the strip to feed anywhere along its length.

2. Fastest to Install. Snapicoil ready-wired receptacles snap into Plugmold raceway cover, provide a fast, quality installation in a continuous run.

3. Many More Outlets at Minimum Cost. Duplex outlets are conveniently located every 60", 30" or closer, in a continuous run. Proved in use to be the most practical multi-outlet surface raceway system ever devised for homes, offices, stores and industry.

4. Inconspicuous. No bulky feed boxes, no protruding receptacles. Unobtrusive Plugmold raceway can be painted to blend with color scheme of any room. Plugmold is "out of sight, never out of reach."

5. Permanent. Snapicoil receptacles are flush with the life-time Plugmold steel surface raceway. Nothing to protrude or break.

6. Provides Better Electrical Service. 3-wire duplex receptacles, with one side switched and one hot; 2-wire duplex receptacles, with both sides hot; NEMA 2-wire, grounded receptacles — all 3 services fit the one Plugmold raceway.

The services of our engineering staff are available to help with any wiring problem you have. Write to Dept. B12

CATALOGS

COOLING TOWERS—Bulletin 312 is a new 12-page booklet written for those who specify cooling towers and covers the complete line of standard atmospheric spray-cooling towers manufactured by the Binks Manufacturing Co. The bulletin contains new and simplified selection tables for determining correct tower sizes. Binks Manufacturing Co., Dept. AB, 3114-44 Carroll Ave., Chicago 12, Ill.

Circle No. 1261 on Readers' Reply Card, p. 156

CONVERTIBLE JET WATER SYSTEM—The Deming "75," a new low-cost convertible jet water system is described in Bulletin No. 4910. Designed for quiet operation in small homes, the self-priming "75" delivers up to 825 gal./hr. in shallow wells and 900 gal./hr. in deep ones. The Deming Co., Dept. AB, Salem, Ohio.

Circle No. 1262 on Readers' Reply Card, p. 156

DOOR CLOSING DEVICES—The expanded line of Norton door closing devices are described in a new catalog No. 54. Presented in a service manual form, the catalog describes 4 distinct lines of closers. Details include complete specifications, cutaway drawings and photos. The Yale & Towne Manufacturing Company, Dept. AB, Norton Door Closer Company Div., Chrysler Bldg., New York 17, N. Y.

Circle No. 1263 on Readers' Reply Card, p. 156

AIR CONDITIONING UNITS—A new 8½ x 11-inch 20-page catalog (Bulletin No. 8127) is now available describing a new line of central-station, cabinet-type air conditioning units. The illustrated catalog describes 3 types of air conditioning units for industrial and commercial applications. American Blower Corp., Dept. AB, Detroit 32, Mich.

Circle No. 1264 on Readers' Reply Card, p. 156

FLOOR AND WALL TILE—A 16-page booklet describing Matico floor and wall tile has been issued. The booklet shows, in color, a representative selection of Matico tiles as well as individualized floor installations. Mastic Tile Corp. of America, Dept. AB, Newburgh, N. Y.

Circle No. 1265 on Readers' Reply Card, p. 156

ELECTRIC HEAT—A new 12-page catalog is now available describing Cavalier Electric Heat. The catalog describes the manufacturer's line of baseboard and wall heaters as well as other electric heating units. Cavalier Corp., Dept. AB, Electric Heating Division, Chattanooga 2, Tenn.

Circle No. 1266 on Readers' Reply Card, p. 156

AMERICAN BUILDER
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 new 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 Gray
- Sunset Red
- Academy Blue
- Winter White
- Marine Blue
- Flame Orange
PORTABLE ELECTRIC 5 1/4" SAW

UL Approved

See The All-New Mall Portable Power Tools

CATALOGS

HEATING, AIR CONDITIONING—The Trane Company has revised its product bulletin PB-290, which is now available on request. All new Trane products as well as existing ones, with improvements, are covered. The Trane Co., Dept. AB, La Crosse, Wis.

Circle No. 1367 on Readers' Reply Card, p. 156

LABELLE CUT NAILS—A 12-page, illustrated booklet describing LaBelle cut nails is now available. These cut nails are recommended to lay hardwood flooring and to anchor wood to building blocks. They provide a 72 per cent tighter bond, the manufacturer says. For a copy of "LaBelle Cut Nails" write to: Wheeling Corrugating Company, Dept. AB, Wheeling, West Virginia.

Circle No. 1360 on Readers' Reply Card, p. 156

FOR A SLIGHT CHARGE . . .

50 HOMES DESIGNED FOR AIR CONDITIONING—The "Book of Air Conditioned Homes" contains 50 popular home designs complete with mechanical layouts for year-round air conditioning. For a copy of this 50-page booklet, send 25 cents with your order to Airetemp Division, Chrysler Corporation, Dept. AB, Dayton 1, Ohio.

NEW CATALOG OF 54 DIFFERENT HOMES—The entire line of Inland Homes Corporation's 54 different homes is described in its catalog. For a copy of this catalog send 25 cents to Inland Homes Corporation, Dept. AB, 501 So. College St., Piqua, Ohio.

PLYFORM AND OVERLAID FIR PLYWOOD—The new Plyform manual incorporates revisions of the directions on how to handle and care for plywood forms. Here is also practical information on how to design plywood concrete forms and how to use them intelligently. "Concrete Form Manual" is now available in quantity for $4 per 100 copies. Douglas Fir Plywood Association, Dept. AB, 1119 A. St., Tacoma 2, Wash.

RESIDENTIAL AIR CONDITIONING—A thorough description of air conditioning systems for new and existing homes, advice on selection of equipment and an analysis of proper home design for most effective and economical air conditioning are features of the 16-page booklet, "Practical Pointers on Home Air Conditioning." It is available at 25 cents a copy, from United States Air Conditioning Corporation, Dept. AB, 3211 Como Ave., S.E., Minneapolis 14, Minn.

owens-illinois Glass Block

Privacy

Give a customer plenty of light but none of the sight with a panel of No. 365. Owens-Illinois Glass Block have the insulating efficiency of an 8" brick wall . . . won't frost or sweat in winter.

Vision

For a "solid" wall she can "see through," use a panel of No. 367. You'll flood her kitchen with daylight, yet make it easy to keep spic and span. Soil marks, even grease, rub right off . . . a wipe renews their sparkle.

Beauty

Here's a use that's as practical as it is beautiful. These panels of No. 316 block do much to set off the doorway . . . help bring light to the hallway.

Let Owens-Illinois Glass Block help you sell your homes faster by adding visible evidence of extra value. For information or help with a specific problem write Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-12, Toledo 1, Ohio.

owens-illinois

GENERAL OFFICES TOLEDO 1, OHIO

AMERICAN BUILDER
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

Postage Will Be Paid by Address

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

Circle
ITEMS BELOW and MAIL this POSTCARD TODAY

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

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MAIL THIS CARD TODAY — WE PAY THE POSTAGE

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NAME
STREET
CITY
ZONE
STATE

PLEASE PRINT NAME AND ADDRESS

SERVICE ON THIS CARD EXPIRES IN 90 DAYS — ACT NOW
Homes Wired for Tomorrow... are 'Wired for TV' with mosley television lead-in wall plate sockets

COLOR Television demands a good outside antenna installation!
Modern homes are ready for this modern home need when they are equipped with MOSLEY AC/TV Wall Plate Sockets that permit plug-in connection of TV set to antenna at any one of several different locations.

MOSLEY Wall Plate Sockets are low in cost — easy to install to meet requirements of electrical code. They are TV Engineered for efficient performance and styled to harmonize with existing electrical wall plates.

Your clients will want their homes Wired For Tomorrow... Wired For TV with MOSLEY TV Wall Plate Sockets!

MOSLEY TV Wiring Devices are available coast-to-coast. Write for name of nearest supplier.

The Only Complete DISAPPEARING STAIRWAY Line!

AS LOW AS $53.00 LIST

Generous Trade Discounts!

Write for Free Catalog and Wall Chart

FREE CATALOG AND WALL CHART

MOSLEY ELECTRONICS, INC.
313/81 Mo.
BUILT ST. CHARLES ROCK ROAD, ST. LOUIS 14, MISSOURI

Mosley Electronics, Inc.

The magic of MALTA!

Know-how in blending produces fine cigars and smooth whiskey. When remodeling a home... MALTA wood windows blend with every type and style of architecture as a dramatic example of how the new goes with the old to produce greater charm.

These three distinctive designs provide beauty and adaptability for every type of architecture.

Malt-a-Matic popular double-hung unit with removable sash
Malt-a-Vent swing-out awning or casement type windows
Malt-a-Glide horizontal sliding unit with removable sash

REMOVABLE SASH...convenient to builder and buyer. Installation is easier, faster...means greater saving. Home buyers love the ease of MALTA "take-out" windows...lets them clean the outside, inside.

JAMB LINERS make it possible to adapt Malta frames to walls of varying thicknesses from 5/8" to 4 1/4".

For modernization that blends in new charm...it's MALTA. See your nearest dealer or write for complete information.

MOSLEY DISAPPEARING STAIRWAY CO.
1900-A East Market St., Akron 5, Ohio

Please send free Catalog, Wall Chart, Prices and Discounts

Name: ________________________________
Address: ________________________________
City: ____________________________ Zone: __________ State: __________

DECEMBER 1955
How this brand name on lumber helps build business for contractors

BUILDERS who use Weyerhaeuser 4-Square Lumber products in their construction find that this brand name helps them strengthen their position in several ways.

First, every piece of lumber bearing the Weyerhaeuser 4-Square brand name is kiln-dried— one of the features which contributes to the contractor's reputation as a reliable builder.

Second, consistent advertising over the years has made Weyerhaeuser 4-Square well-known and widely accepted by owners. It is easier to sell homes, for example, when they are constructed of quality products which buyers know and trust.

Third, the uniformly high quality of Weyerhaeuser 4-Square Lumber helps reduce waste and promote sound, efficient construction. This lumber is carefully milled, accurately graded, and loaded properly to prevent damage in shipment.

Fourth, builders offering their prospects designs from the 4-Square Home and Farm Building Services gain the benefits of our continuous advertising in major national magazines.

Your local Weyerhaeuser 4-Square Lumber Dealer is prepared to give you full information concerning the extra values of Weyerhaeuser 4-Square Lumber and the 4-Square Home and Farm Building Services which he offers for your use.
Prepaid-income tax amendments remove builders' advantages

By John F. McCarthy
Attorney-at-law

Recent amendments to the Federal Internal Revenue Code of 1954 have eliminated certain changes which had conferred tax advantages on builders. These amendments repealed the provisions of the Code which permitted taxpayers on an accrual basis to report prepaid income over a period of years, and also allowed them to take a deduction in the form of a reserve for certain estimated future expenses.

These changes were retroactive in effect, and thus require taxpayers, who deferred prepaid income or deducted for a reserve for future expenses, to file new returns and pay additional taxes. The new returns may be made, and the additional taxes may be paid, without interest or penalty, on or before December 15, 1955. In no event may interest be charged for any period prior to June 16, 1955, the time of the enactment of the recent amendments.

Prepaid income generally is a payment received in one year for services to be rendered or goods to be delivered over a period of time extending beyond the year of the receipt of the money. One example of this is an owner of property who leases the same and receives rentals in advance. Before the enactment of the Federal Internal Revenue Code of 1954, the whole of such payment was treated as income earned during the year of the receipt of the money. In other words, the payment could not be spread over the period of time during which the liability existed to render the services or deliver the goods. The new Code, in Section 452, gave taxpayers on an accrual basis an option to defer such income over the period for which it was earned but not longer than six years. The recent amendments have eliminated that option and restored the situation which existed before the enactment of the new Code.

An example of a reserve for estimated future expenses of the type under discussion is one set up by a home builder to care for minor adjustments or repairs on a house after its completion or sale, whether pursuant to some warranty or service policy or the established custom of the builder. Before the enactment of the Federal Internal Revenue Code of 1954, no deduction for such a reserve could be made. The new Code, however, in Section 462, permitted taxpayers on an accrual basis to take as a deduction a reasonably accurate estimate of future expenses attributable to the income of the trade or business during the taxable year. Again the recent amendments have eliminated that advantage and restored the situation which existed before the enactment of the new Code.

The recent amendments resulted from a fear that the new Code, in permitting deferment of prepaid income and a deduction for a reserve for certain estimated future expenses, would result in abuses by, and windfalls to certain taxpayers. However, under sound accounting and business practices, both deferment of prepaid income and a deduction for such a reserve should be allowed. It is hoped that in the near future the Code again will be amended to permit both practices with appropriate safeguards against abuses.
Simple, Modern Lines. Blends with any style of architecture, becomes an integral part of the house.

Finger-tip Operation. Double-acting springs counterbalance the door in any position.

Value-wise home buyers go for homes that offer the year-round convenience of the Service-way basement entry. It provides easy access, extra storage space in today's compact, space-saving homes... all at a practical cost.

The wide, single door swings up—stays up out of the way—offers an unobstructed pas sageway for bulky objects. Shortens the trip from laundry to clothesline. The problems of moving and storing tools, recreational and workshop equipment and other large items are easily solved with Service-way.

The Service-way is built of heavy gauge steel—electrically welded and reinforced for maximum strength. Overlapping flanges on frame and door assure a snug fit—keep out rain, snow and wind. Slide bolts lock door securely from the inside. The Service-way comes fully assembled, ready to install.

Write for folder and specifications to: Heatilator Inc., 2612 E. Brighton Ave., Syracuse 5, N. Y.

Gentlemen:
Please send me full details on the Gates Forming System.
Name.

Firm.

Address.

City. Zone. State.

Write for Further Information.

GATES & SONS, INC.
80 S. GALAPAGO, DENVER 23, COLO.
INTRODUCING

STORMGUARD

DOUBLE DIPPED TRADE MARK

IN MOLLEN ZINC

FOR EXTERIOR WORK

DOUBLE DIPPED IN MOLLEN ZINC

TO CHECK STAINS, STREAKS, RUST

At less cost per nail than non-ferrous nails, new STORMGUARD NAILS combine the stain, streak and rust resistance of zinc with the strength advantages of steel.

The result of 8 year's research and development by the Maze zinc coating department, STORMGUARD NAILS have a strong steel core for driving without undue bending, breaking or heads popping off. A heavy zinc over-coating applied by an exclusive Maze DOUBLE DIPPING process completely insulates this steel core, protecting it from rust, while being free itself of any tendency to form dark stains or streaks on surrounding surfaces.

THE IDEAL NAILS FOR

A stain-checking nail especially designed for exterior work, STORMGUARD NAILS are available in standard lengths and gauges, in all sizes needed for roofing, siding and trim. STORMGUARD NAILS check ugly stains, reduce repairs and painting, maintain a cleaner, neater appearance on every job.

Write for Samples and Prices!

A COMPLETE LINE OF NAILS

For more than a century, W. H. Maze Company has produced better nails for the better application of roofing, siding and trim. A complete line of top quality nails conveniently packed for shipment, display and use: Drywall, Flooring Underlayment, Roofing, Siding, Pallet, Lead Head, Screw, Ring Shank.

W. H. MAZE COMPANY ESTABLISHED 1848
PERU, ILLINOIS

Efficient kitchens and laundry rooms

The technical guide plates shown on the following pages are designed to serve as an aid in the proper planning of convenient, well equipped kitchen and laundry rooms.

The diagrams at the top of the facing page give the practical clearances which should be allowed when locating top cabinet units above the base cabinets or kitchen equipment. Where cabinets are located on facing walls (such as the "U" type kitchen) allow at least 4" between the faces of these units. This gives a comfortable working area for two people and will permit use of the drawers without interference.

The center portion of this plate shows the standards for counter heights in relation to stools or chairs. The 30" counter height is also ideal for the base cabinets as a baking center.

The details on the lower portion of this plate are to be used as an aid in the planning of dining areas and breakfast nooks. In planning dining areas with chairs, allow a minimum of 3'-6" from the edge of the table to the nearest wall to allow for convenient access.

The dimensions for built-in benches are adequate for proper seating comfort. When planning benches an allowance of 1'-10" in length should be made for each person seated. Breakfast table widths should not be made less than 24" and may not overhang the edge of the bench more than 2". It can be seen that a double-bench breakfast nook should not be less than 64" in overall width.

The following page details the standards for laundry equipment and will be helpful in planning this room.

The dimensions of the major appliances such as washer, dryer and ironer are composite and should be used only for general planning. Where space is at a premium or when these units are to be built into cabinets, the exact dimensions of these units may be obtained from the manufacturer.
KITCHEN PLANNING STANDARDS

CABINET HEIGHTS

ABOVE CABINETS
ABOVE RANGE
ABOVE SINK
HIGHEST SHELF

IDEAL COUNTER WORKING HEIGHTS

RANGE HEIGHT
HEIGHT FOR 24" STOOL
HEIGHT FOR CHAIR
HEIGHT FOR BAR

TABLE SIZES AND SEATING REQUIREMENTS

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DECEMBER 1955
LAUNDRY PLANNING STANDARDS

**Minimum work space for washer and dryer.**

**Minimum work space for ironer.**

**Minimum work space for ironing board.**

**BUILT-IN IRONING BOARD.**
Why every piece of PALCO* Architectural Quality Redwood must be certified dry.

Following a period of air seasoning, redwood on these kiln cars is shown entering one of 25 modern dry kilns for curing under rigidly controlled temperature, humidity and air circulation.

Certified Dry Palco* Architectural Quality Redwood offers permanent assurance of minimum swelling, shrinkage or other distortion, even under severe conditions of exposure.

When properly kiln dried, redwood has the lowest swelling and shrinkage of commercial woods. But air drying alone cannot be depended upon to reduce moisture content to that “point of no return” which assures permanent dimensional stability. That's why Palco* Architectural Quality Redwood always carries the Certified Dry label, your only assurance of controlled seasoning procedure and moisture content. Pacific’s kiln capacity is ample to cure accurately and completely all that part of production which merits the name Palco* Architectural Quality Redwood.

When you specify Palco* Architectural Quality Redwood for exterior or interior design . . . you can be sure that it is
- Certified Dry
- All Clear Heart or A Grade
- Highest uniformity of grade
- Vertical grain on all resawn patterns
- Where flat grain is specified, pattern is always cut from the bark side

Send for this free bulletin

THE PACIFIC LUMBER COMPANY
100 Bush St., San Francisco 4, Calif.

Please send me, without obligation, the new bulletin outlining basic redwood specification data, with charts showing standard Palco* redwood patterns, sizes, grades and grains.

Name ____________________________
Title ______________________________
Company __________________________
Address ____________________________
City Zone State

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION
DECEMBER 1955
For HEAT

where it's needed

...INSTANTLY!

Install THERMADOR

Bilt-in Electric Wall Heaters

Thermador Electric Wall Heaters satisfy all the heating demands of your buyers. A flick of a switch instantly delivers a surge of clean, healthful warmth. Scientifically designed heating element, fan and louvers direct the heat toward the cold floor. From there the heat rises, warming the “Living Zone”... quickly, safely, economically. Room-by-room heat control allows heating of just those areas where heat is desired. Heat your homes with Thermador... so efficient... so clean... so easy to install... and the fastest heaters made! There’s a type and size for every room.

FAN or Radiant Models • Convenient Top Switches • Optional Thermostat Control • Sun Bronze, White or Stainless Steel Finishes

On-Off indicator Lights » Approved by Underwriters’ Labs., Inc.

THERMADOR Electrical Manufacturing Co.

A Division of Norin-Thermador Corporation

5118 District Blvd., Los Angeles 22, Calif. • Dept. AB-1255


17%

SAID BUYERS WANTED

BETTER OUTDOOR PLANNING.

9% improved patios, provision for outdoor living,

5% wider, larger plots, and

3% better landscaping and yards.

As outdoor living becomes more popular, buyers expect more from the builder in providing for it. The cry for larger plots will be an increased worry for developers already feeling the land pinch.

14%

SAID BUYERS WANTED SPECIFIC CONSTRUCTION AND DESIGN IMPROVEMENTS.

4% more glass area,

2% more masonry, and

2% more natural wood finish, hardwood floors.

11%

SAID BUYERS WANTED GENERAL CONSTRUCTION AND DESIGN IMPROVEMENTS.

4% more modern design, and

3% more individuality.

The builders interviewed in this survey were selected at random from the lists of the F. W. Dodge Corporation, and represent a true cross section of the country’s operative builders who planned to build five or more light construction units in 1954. In many cases builders gave more than one answer to the survey question, so that percentages total more than 100%. American Builder plans to publish more results of this survey in the near future.

NRLDA elects Schaub; makes OHI plans
(Continued from page 26)

Frederick T. McGuire Jr., vice president, Ohio Assn. of Retail Lumber Dealers and head of the group financing Cleveland's "Operation Demonstrate," said 12 local homes were remodeled and a block of old homes painted to show how to improve a declining neighborhood. John R. Doscher, OHI executive director, said the improvement plan, "56—the year to fix," would be proclaimed January 16 by HHFA Administrator Albert M. Cole.

Hoosiers win AB Lu-Re-Co contest

The Em-Me-Co Corp. of Milford, Ind., won first prize in American Builder's National Home Week contest for retail lumber dealers franchised by Lu-Re-Co. The contest was run to encourage component fabrication as a dramatic part of National Home Week activities over the nation. Em-Me-Co is headed by L. S. Emmert.

Contest judges were Robert J. Tiernan, manager of sales promotion and merchandising of Better Homes & Gardens; Thomas F. Bright, advertising manager of the Saturday Evening Post, and Paul C. Fulton, manager of retail advertising of the Chicago Tribune.

Second prize went to the Seth Lumber Co. of Lincolnton, N. C. Third place went to the Central Lumber Co. of New Richmond, Wis.

Four honorable mentions included the Limoges Lumber Co. of Lewiston, Me.; Thompson Lumber Co. of Decatur, Ill.; Marshall Lumber Co. of Marshalltown, Iowa, and Okolona Lumber Co. of Okolona, Ohio.

THE NEW THERMADOR
MASTERPIECE

WORLD'S FINEST BILT-IN ELECTRIC OVEN

With Exclusive Ventilated Oven Door

The new fully automatic Thermador Masterpiece Oven offers the ultimate in efficiency, beauty and ease of installation. Note the extra-spacious interior—full 18" high by 18" wide by 19½" deep—yet fits into standard cabinets. And only the Thermador Masterpiece has the big, air-cooled oven door, plus many other exclusive features that insure lasting satisfaction and pride of ownership.

GREATEST ARRAY OF FEATURES

* Air-cooled oven door... never too hot to the touch!... with big, easy-to-grasp handle * Fully automatic controls... inclined control panel * Recessed Infra-Red smokeless broiler * Space-miser baking element, easily removed for cleaning * Lifetime stainless steel finish. Handle and controls trimmed in deep Midnight blue * Bright, stippled white acid-resistant porcelain interior * Full-width protective hood that deflects heat and vapors * Easily installed, at waist-height, in any standard 24" wide cabinet.

The MASTERPIECE joins the famous Thermador family of Bilt-in Electric Ranges, the Original and the Finest. A choice of 5 oven models with optional Easy View oven window, and twelve Bilt-in Electric Cooking Tops, offering a selection of models with the number of surface units to meet any need... with griddle and deep well cooker optional. Special models in a wide choice of colors, including popular Canyon Copper, with optional Easy View oven door.

Visit Booth 444 at the NAHB Convention
Sherman Hotel, Chicago

For full information and literature, write Dept. AB-1255

THERMADOR
ELECTRICAL MANUFACTURING COMPANY
A Division of Norris-Thermador Corporation
5119 District Boulevard, Los Angeles 22, California

DECEMBER 1955

**Advice on construction methods for roof over concrete slab . . .**

**QUESTION:** I am planning to construct a roof over a 24x14 foot concrete slab and tie it into the building. The roof is to be the heavy-beam type. Since I have never done this type of construction I shall need some help?

1. Have considered using 4x6 inch ceiling joists. How often would these have to be spaced?
2. The house roof is pitched 5/12. What pitch do you recommend for the terrace roof?
3. How many posts would be required over the 24 foot length of the terrace? What method do you recommend for securing these posts?
4. For an effect I am planning to put braces on each post and to the main header. Should these be notched into the posts and header?
5. What size main header do you recommend?
6. Would it be proper to rest the ceiling joist on a ribbon secured to the main header?
7. Can ordinary nails be used?
8. What precautions should I take to prevent an overload on the picture window?

**ANSWER:** Rafters 2x8 inch 16" o.c. covered by one inch sheathing should be a safe, economical roof. A flat roof with a 2" slope in 140" for drainage should look well and frame easily to your present 5/12 slope roof. If your walls are to be frame construction 2x4 studs 16" o.c. will give you all the rafter support necessary without posts. If it is to be an open structure I would use three 6x6 posts at 12°0" o.c.

**A new method of construction**

**QUESTION:** I intend to start building a ten unit program for a resort. I am trying to work out preliminary design and planning. The location will be in the Sierra Nevada mountains and a snow fall of six feet or more can be expected. Summer and winter occupancy is planned. I favor, because of simplicity, the post and beam type of construction.

1. Lay 14 or 16 foot 2x4s on edge (supported on ends only) in a laminated principle—each 2x4 nailed and glued on edge, making a roof approximately 4 inches thick, how can the live load and the necessary pitch for a roof of this type be figured? A nearly flat roof would be desirable. Would moisture be troublesome on the inside surface during the winter?

**ANSWER:** Find the live load that can be carried by a plank laminated with 2x4 and plywood covers. The section modulus of a 12" wide section is

\[ S = \frac{bd^2}{6} \]

where \( b = 12" \), \( d = 4" \), hence

\[ S = \frac{12x4x4}{6} = 32. \]

The moment for a plank supported on both ends is

\[ M = \frac{Wx12}{2} \]

where \( M = \frac{Wx16x12}{2} \)

\[ M = 24W \]

Also \( S = M \) where \( f \) is the fiber stress of the material

If a fiber stress of the material is taken as 1200, then

\[ f = \frac{S}{M} = \frac{1200}{32} = 37.5 \] 

But \( S = 32 \), hence

\[ 32 = M \]

\[ W = 1200 \]

\[ W = 1200 \] 

\[ 24 \]

\[ W = 1600\#, \] or the total load for 16' of plank which is 100# /ft.

If about 10# is deducted for dead load, then the live load is 90#/sq. ft.

No slope on the roof is necessary, however, if a minimum pitch is desired 1/4 /ft. can be used. Nothing will prevent moisture from forming on the ceiling. Some type of moisture proof coating would prevent the moisture from doing any damage.

**Where can this be bought?**

**QUESTION:** In the September 1955 issue of the American Builder mention is made of breathing-type louvers. I have searched in vain among your advertisers for a manufacturer who

(Continued on page 170)
There are many things you can learn about a tool right at a dealer's counter. You can judge its design, its special features, its "feel" and balance, the overall quality of its construction.

But the real test comes on the job. And it's on the job that Porter-Cable tools have made their reputation.

They're designed and built to fit the task. For example, a removable spade handle on this heavy-duty 1/2" drill permits you to drill between 16" centers. They make fast, accurate workmanship easy.

And they keep on doing it—through year after year of dependable service. That's the key to Porter-Cable's leadership—in quality, in economy of operation, in lasting value.

Model 516 Heavy-Duty 1/2" Drill, illustrated, $69.50. Write for free catalog of the complete Porter-Cable line, and the name of your nearest dealer.
You Can’t Miss With A WHITE

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 of know-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 4000 complete with tripod for only $199.50 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.

Do you want ALL the details? MAIL THIS COUPON TODAY.

DAVID WHITE COMPANY—Dept. 435
301 W. Court St., Milwaukee 12, Wisconsin

Yes, I’d like full details and prices on DAVID WHITE Instruments and name of nearest dealer.

NAME __________________________
ADDRESS _______________________
CITY ________ ZONE _____ STATE ______

Ask the experts...

makes these louvers. Will you kindly oblige me with the address of such a concern?


ANSWER: The breathing-type louver was recommended by Mr. Long of the Sherwin-Williams Paint Co., as a means of combating condensation problems. These can be purchased from the Cornwall Company, 1408 East 222nd St., Cleveland 17, Ohio.

Lets help the design

QUESTION: Will you suggest a low cost method of adding a 3 or 3 1/2 foot canopy to a plain stucco wall? The canopy will be continuous on the front of a motel to dress it up.

W. J. McK., Williams, Ariz.

ANSWER: This suggestion shown in the illustration employs the use of an upsweep soffit on the extended canopy. This soffit continues the stucco in the same type and color as the wall. The erection of this canopy assumes that the 2x6 and the 2x4 inch framing would be secured to the vertical wall, whether it is frame or masonry.

Controversies can be good

QUESTION: Sometime ago I got into a controversy on the question of using weep holes in a brick veneer wall. I maintained that weep holes were necessary. Could you tell me where it would be best to place them. Is it necessary to have some at the top?

J. R., Chicago, Ill

ANSWER: Weep holes should be constructed in the outer wall at the bottom of the cavity. This permits easy drainage of any water which may have entered through the outer wall. The weep holes are located in the vertical joints of the bottom course above the ground line and are spaced 20° apart. It is recommended that weep holes can best be provided by inserting approximately 24 inches of window cord which acts as a wick, in the vertical joints. This wick is cut flush with the joint after the mortar has set.

Magnesium Forms

Speed Work on Kenosha Jobs

Jim Krueger of Palmer & Krueger, Kenosha, Wisconsin says that after several days rain which left the ground muddy and substantial water in the excavation, his men were still able to strip Symons Magnesium Frame Plywood Forms from one job, load them on a truck, and take them to another job at the other end of town, unload them and set them up ready for pouring by 1:30 P.M.

ACTUAL SET-UP TIME—2 HOURS

The foundation was 30’ x 42’ with window bucks and brick ledge. Walls were 7 feet high and 10 inches thick. Jim Krueger credits the fast set-up to Symons Lightweight Magnesium Frame Plywood Forms and his crew of 4 experienced men.

90 USES PER SET PER YEAR

Palmer & Krueger has two sets of Symons Magnesium Frame Plywood Forms. They pour an average of 8 foundations per week. Before each use, the forms are oiled with a horse hair window brush that has a 6 foot handle. Forms set up one day are always stripped the following morning. Time required for stripping is approximately one hour.

FREE ENGINEERING SERVICE

Upon receipt of your plans our engineering staff, which is experienced with all types of forming, will furnish complete form layouts and job cost sheets on your form work—at no charge or obligation. Our salesmen are always available for consultation and to give advice on form erection, pouring and stripping methods. Builders throughout the country use this service to their benefit and profit.

Rentals—Symons Forms, Shores and Column Clamps may be rented with purchase option, all rentals to apply on purchase price.
Model 505...
SCALLOPED HI-SPOT
for R30 and 40 PAR LAMPS...

Dainty block lace design combined with rugged, precision manufacture.
Can is heavy gauge drawn aluminum.
Plaster ring and Greenfield included.

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Here's big news—in a compact, pocket-size package. The all-new Carlson SUPER-CHIEF Steel Tape Rule has 16 feet of wider, more rigid steel blade—designed into a pocket-fitting 2'/2" case that weighs only 6 oz. Best of all . . .

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Invaluable, because it takes the guesswork out of selecting the right hardware for the job.

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How do you do it better?

. . . . . OR FASTER?
. . . . . OR CHEAPER?

We'd like to know, and so would our readers

The purpose of this department is to pass along the tricks of the trade that you, as a builder, have come across or invented, used in the field, and found practical. These tricks range from footings to ridges, from hammers to power cranes; the only criterion is that they show other builders ways to build better, faster, or cheaper. You are American Builder's main source of these better building methods. We urge you, therefore, to send us your ideas. Sketches are particularly important. You don't have to be a draftsman, a free hand drawing is fine as long as it's clear. We'll be very grateful, and if we publish your idea we'll send you $25 for your trouble. Please include the items listed below.

SEND US . . .

- A brief written description.
- A simple sketch.
- Snapshots, if possible.
- A picture of yourself, and your name and address.

MAIL TO:
HOW TO DO IT BETTER, AMERICAN BUILDER
30 CHURCH ST., NEW YORK 7, N. Y.

Here's a sample:

Anchors door jamb bottoms to concrete

In work where interior or exterior door frames are to be placed in new or existing masonry walls with new concrete floor slabs, drill holes and insert steel pins or machine bolts in bottom end of jambs.

Paint the ends of the jambs with at least two coats of paint and set the frames so that the concrete floor, sill or ramp will encircle the pins. If the concrete is kept from direct contact with the bottoms of the jambs, the wood will not pick up moisture.

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How to do it better—

Chalk line holder eliminates nails

This chalk line holder for laying 8-inch concrete blocks or 8-inch hollow clay tile can also be made in a smaller size for laying brick.

You have one of these chalk holders on each end of the wall that is being laid up. To change to the next course, just loosen the wing nut and roll or unroll whatever extra length is required. No hammer or line pin is needed and there are no holes to fill in the mortar joints.

C. E. Saylor, Underwood, S.D.

Form holder for basementless houses

When building foundation forms for basementless houses on fairly level ground, I use this form holder that is made from 2x2-inch angle iron and welded as illustrated with pointed ends to make for easier setting. The width of these tie braces is determined by the width of the wall required and the form material used.

Our forms are made of the floor joist material and the need for heavy stakes is eliminated because these metal tie braces sit as far apart as you would use tie wires. Slip the tie braces over the form material and pour the concrete. After the concrete has set, remove the braces and strip the form material.

A. F. Taggart, Monrovia, Calif.
LaGasse Brothers Construction Co., Sarasota, Fla., reports:

“G-E Light Conditioning doubled our traffic, increased sales 50%”

Before their Sarasota homes were G-E Light Conditioned, LaGasse Brothers had between 1200 and 1500 people at an "open house."

After using G-E Lighting recipes, traffic jumped to 3,000. And, most important, sales went up 50%.

The LaGasse homes include three different applications of valance lighting; accent lighting over a painting in the living room; and floodlights on the outside to light the house at night. All floor and table lamps were positioned according to G-E Lighting recipes. Florida Power & Light Co., which cooperated with LaGasse Bros., is one of many utilities working with builders all over the country helping them use General Electric's light conditioning as a powerful sales tool. For more information on how G-E Light Conditioning can help you sell more homes, write to General Electric Large Lamp Department AB-12, Nela Park, Cleveland 12, Ohio.

LaGasse Brothers have built more than 300 homes in Sarasota, Fla. As a result of this experience with G-E Light Conditioning, they're using several G-E Lighting recipes in each new home.

This modern, G-E Light Conditioned house was built in South Gate subdivision, Sarasota, Fla., by LaGasse Brothers Construction Co. Prices range from $15,000 to $18,500.

This lighted valance is one of three in the model G-E Light Conditioned home in South Gate subdivision. It's a visible sales feature that has a strong appeal for women.
America's Taste in Houses, 1607–1955


To cover 348 years in 316 pages is to hop, skip and jump, which will please many readers whose main interest is sure to be in the last chapter.

By the time it is reached, most will agree with Andrews that "the most vital American architecture of any given time will usually be located in those communities where the most new money was being made and enjoyed."

Where is that today? Andrews says it’s California—where the population grew by 53.3% from 1940 to 1950. He calls California “the architectural center of the United States in mid-twentieth century.” He sees California as the main battleground of a great struggle between two opposed schools of house design.

The Veblenites

One school he names after the economist Thorstein Veblen. Here was a man who snarled at “conspicuous consumption” of luxuries in his famous Theory of the Leisure Class. He praised a mechanical conformity to logical concepts. His goal was impersonality in all things.

From this you can guess that Andrews applies the term “Veblenites” to members of the so-called International School—Walter Gropius, Le Corbusier, Mies van der Rohe, Marcel Breuer, Richard Neutra, Philip Johnson, and company.

The Veblenite house is one that many call too modern. It is apt to be stark, skeletal, cold, impersonal—glorying in its steel, glass and concrete. There is a precise, engineering use of materials, rather than a loving one.

If you had to pick one American house as a symbol of this type, you might pick the controversial Farnsworth house by Mies. It’s designed for production by machines—is it designed for living-in by people?

The Jacobites

The opposing school Andrews names after the philosopher William James, a pretty fair polar opposite to Veblen.

As opposed to the engineering insistence that right is right, James could say: “There is no complete generalization, no total point of view, no all-pervasive unity, but everywhere . . . some genius of reality that escapes from the pressure of the logical finger, that says hands off and claims its privacy and means to be left to its own life.”

Architects who will take no lip from engineering authoritarians, according to Andrews, are Frank Lloyd Wright, Bernard Maybeck, Charles and Henry Greene, Harwell Harris, William Wurster, and company.

Here are designers more concerned with the nature of materials, warmth, friendliness, human associations, the look of shelter (as in a broad, spreading, pitched roof, as opposed to a flat one).

Who’ll Win?

Andrews doesn’t try to say, though he admits that he personally is a rabid Jacobite. Of course, building wouldn’t be the horse race it is if some architectural form sheet could pick the winner every time.

On the other hand, Architecture, Ambition and Americans may be the most helpful effort yet to analyze the basic conflict in house design today. It won’t give you any answers, but it may help you ask some of the right questions when you roll out your crystal ball and look into what you’ll be building in the time ahead.
Modern Truck Features
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Chevrolet trucks have got it! A full list of modern features that mean better business—on the job today and at trade-in time tomorrow!

When you get right down to it, any truck without all of Chevrolet’s Task-Force features is still living in the past. Why risk losing money with an old-fashioned truck—both on the job and at trade-in time—when you can get a Task-Force model with the industry’s most advanced features?

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NEW CHEVROLET
Task-Force TRUCKS
Making the TV a part of the built-in
Now that television seems to have become a permanent fixture in most homes, builders who are aware of its importance are providing space for built-in units in their new homes.

In one of the Parade homes of the Houston Home Builders Association the fireplace in the living room is flanked by two full length wood cupboards. Both of these cupboards are divided into equal sections.

The cupboard on the left-hand side of the fireplace (which is closest to the dining room) was designated for the television set. The space for the set, a 21-inch RCA model, was allotted to the second section of the cupboard. This places the TV set at approximately 3' 6" above the floor, which is preferred viewing height.

As can be seen from the plate, the cupboard below the TV section is reinforced with 2 x 2 inch braces in the corners, to support the added weight involved.

A sliding carriage with mechanical slides is mounted on the floor of this section. This permits the television set to be pulled out or returned to its place easily. A ball bearing pivot in the center of the cabinet allows the chassis to be turned in either direction, for better viewing from any location.

For uniform appearance, all the doors for the full length cupboard are hinged on both sides and swing out from the center, except for the TV cabinet. These doors are supplied with continuous piano hinges in their center and on the right-hand side, with both folding on the right side. In this way they avoid being an interference with the viewing screen.

The doors and shelves of this cupboard are of 3/4-inch plywood, and the top and sides are of 1/2-inch plywood. The electric conversion outlet for the television set is located in the cupboard at the top of the section that holds the TV set, and well out of everybody's way.
Plasterers work on the coldest days, let the heater
Small and large operators like the savings of the
dry plaster overnight. 11 leaves no oil film on 8-100. 12c an hour keeps high-priced men on the
plaster, job without a break through the coldest days.

One small Master warms this 5-room house. You
can pour, finish and cure concrete all year long.

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Discounts ...
(Continued from page 23)

mortgage funds are short.” His answer: aggressive merchandising and
salesmanship at the investor level.

“Builders will have to be better
merchandisers in 1956,” warns
Charles C. Babcock Jr. of Miami’s
Babcock Co. In his area, he finds the
big stumbling block will be to obtain
property suitable in price for resi-
dential construction. The price situ-
ation is further aggravated, in his
opinion by labor and material costs.

Taking a completely different tack
is Kimball Hill, Arlington Heights,
Ill., builder, who during the past two
years has built over 1,000 low to
moderate-cost houses in an area
where the residents recently voted
in a city government. He feels build-
ers should adjust “their geared-up
operation to conform to a normal
declaration that will result from one
of, if not the lowest, family-forma-
tion years since the depression.”

Need for trade-in financing

Frank W. Sharp, of Houston,
whose Sharpstown project is
launched toward its goal of becom-
ing the nation’s largest single de-
velopment, proposes that the govern-
ment work out “a sound financing
plan by which older houses could be
traded in on new houses without a
down payment.” If this were to be
done, Sharp estimated “we have sev-
eral thousand customers available
now for new houses ... enough to
keep building crews busy for at
least three years.

“Combined with more liberal credit
approval, somewhat like that pro-
vided under Title I, such a plan ... would result in a general upgrading
of living conditions for the Ameri-
can people.”

Community facilities

Several builders insist their main
problem in 1956 will be community
facilities. Subscribing to this view,
John D. Harrison, former president
of the Builders Assn. of Metropoli-
tan Detroit, says that “new building
lots can only be produced by platting
raw acreage in areas, broadly speak-
ing, where there are no existing
schools or schools are already over-
crowded. Also planning officials are
hesitant to approve new subdivision
plats because of lack of adequate
sewer and water facilities. Parks,
recreation areas, police and fire pro-
tection also must be provided by
communities which are already over-
taxed and are frustrated as to how
these facilities can be obtained.”
Insure your profits by using this new estimating guide...

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The standard help for contractors and estimators. During 40 years, over 130,000 copies have been sold in its many editions. This new edition was revised from cover to cover and includes information on new and modern materials, tools and methods. No builder can afford to be without it if he wants to compete in today's price battles, yet protect his profits.

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**EXTRA ADVERTISING**—Consistent national advertising in America's leading home and farm magazines is keeping the Myers name a leader in the minds of prospective home buyers. Watch for Myers ads in Better Homes and Gardens, American Home, Household, Small Homes Guide, Home Modernizing, Successful Farming, Capper's Farmer and other leading publications.

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**TODAY'S SCHOOL CRISIS...**

(Continued from page 79)

The construction of the 8-room Edgelea school in Lafayette, Ind., in 21 days at $18,444 per classroom has received enough publicity to alert home builders all over the nation. In schools as in home building, prefabrication no longer implies "temporary" or "demountable," as it did in a long and honorable history of prefabricated temporary structures since before 1900.

The builder must take an active role if only in self defense. "Builders, keep out," some towns say. Others let the builder in and try to unload on him the cost of new community facilities, because local taxes are so tight.

The tax burden

So before a builder thinks of operating in the school field, let him operate hard as a citizen first. Of the $32 billion mentioned before as the sum needed for school construction, only $5.8 billion is potentially available under current laws limiting bonded indebtedness, according to the National Citizens Commission for the Public Schools. Traditionally we have depended on local real estate taxes to finance schools, eeked out by state aid and federal contributions to school lunches, vocational education, etc. The builder is especially sensitive to the causes of breakdown.

In our November issue, we mentioned the innumerable local authorities who try to maintain independent school systems on taxes from assessed valuation of real estate—usually homes only, since most "bedroom suburbs" have no industry to local commerce to levy on. The builder can lend his weight to such programs as metropolization, the combination of distinct communities to provide community facilities, with an eye to including local industry which benefits from extra-city light taxation.

The builder can also push studies of new types of taxation, as well as the new types of construction. Bond issues take different form when the building is less expensive, flexible, easily added to for future needs. Our cities offer numerous examples of half-empty large old buildings left behind in blighted areas as the people moved to suburbs. If crowded, these buildings cannot be given additions easily. Far better, for the near future, is the less pretentious structure with spare land included for addition of the new popular self-contained schoolroom unit, with lockers and
A few years ago his firm was kept pretty busy by its regular customers. So one day he decided, "We've got all the business we need—why look for more?"

Today he's out of business. He just wasn't aware of this vital statistic: 15% of most firm's customers turn over each year. Multiply this by 7 and see what can happen.

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Several Sales Territories Available!

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---

The present school age population of 28 million will be 48 million by 1965. Ten billion dollars was spent on education in 1950, but $17 billion was needed. At present rate, $15 billion will be provided in 1960, but $22 billion will be needed, according to Professor Harold F. Clark, of Teachers College, Columbia University. The National Citizens Commission figures it will cost $13.5 billion per year until 1965 only to meet the needs of changes in population; $17.1 billion if expenditures per pupil were increased to make the national average equal the level of New York State in 1954; $19.2 billion if expenditures rose to $400 a year per child, now a high local standard; $14.7 billion if expenditures in states now below average were lifted to present national average. And this sum would claim only 5% to 6% of the increase in national product.

**The job ahead**

We can pay for all the schools now needed, and more. The gross national product is $355 billion a year. Disposable personal income, left to spend after personal tax payments, is at an all time high. By 1965 the gross national product should be $525 billion, a 44% increase over last year.

Clearly, a way must be found to apply the funds that could be available. The National Education Association, the organization of teachers, calls for a Federal Aid program. The average percentage breakdown of the total school dollar last year was 2% from the federal government, 61% local, and 37% from the states. Delaware provided 89% of local school funds; New Hampshire and Nebraska state governments provided 5% or less.

**The money is there**

Finding the money

Last October the state of Missouri approved a new public school foundation plan and, by referendum, a cigarette tax of 2 cents a package to finance it. This will increase the state contribution from $45 million a year to about $70 million. During the last legislative session at least 28 states enacted one or more forms of new or increased taxes for general purposes, including schools.

The argument for broader support of schools is presented by Dr. Finis Idleman, Connecticut Commissioner of Education: "Neither wealth nor productivity is geographically associated proportionately with the school population. With local tax sources largely confined to real estate and with real estate wealth so unevenly distributed among taxing units, nothing could be more unfair than to demand that each school district carry its own financing." (NEA Journal, Oct., p. 397.)

In preparation for the White House Conference on Education, Nov. 28-Dec. 1, various state conferences were held, with delegates appointed by the governors. In New York a "grass roots revolt" cast aside the official committee's resolution and called for increased Federal aid. "In view of the grave educational crisis the states and localities cannot meet, we call upon the Federal government to help the states adequately to meet the crisis, but insist upon retention of state and local control—an essential American tradition."

**St. Louis HBA on record**

An example of organized builder cooperation in community affairs is the endorsement of a $39,712,000 bond issue by the Greater St. Louis HBA.

President Gene Vescovo stated, "We as home builders fully realize the necessity of project planning for community welfare. Specifically, we are aware of the need for improved and expanded community facilities and essential services... We are all at a point today where we must think about making the county a better place to live and work..."

**Call for increased base**

A resolution that may become historic was passed by the New Jersey HBA on Nov 4. It called for a State study commission to consider broadening the present tax base through creation of a Metropolitan School District encompassing all New Jersey municipal schools. The plan was outlined by Richard D. Hudson, retiring president, at the seventh annual meeting.

Under the plan, industry would assume a share of the school tax load now borne by residential property. Industrial taxes would be based on assessed valuation and number of employees, "since the workers in industry are often the people who create the need for additional schools."

At a panel on community facilities, Dr. Charles Boehm, school superintendent in Bucks County, Pa., explained a "master school site plan," used to cope with rapid growth of Levittown and Fairless Hills to 100,000 in four years. Land is reserved for public use until a County Planning Commission asks the local school board to take over the site.
NEW TRESTLES WITH 9 HEIGHT ADJUSTMENTS

FOR FAST MASONRY CONSTRUCTION, mason contractor L. Hubbard of Euclid, Ohio, uses new “Trouble Saver” Putlog Trestles on a project for Joe Miller Homes Co. The new Putlog Trestles are 5-long and provide nine height adjustments, ranging from 4’ to 6’. Masons set each Putlog on the top course, then brick is laid over them. Putlogs are pulled out of the wall and adjusted to new height as the job progresses. When a pin is removed, the new Putlog Trestle swings down flat for easy storage or shipping.

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SIMPLE STEPS for faster, lower cost finishing of concrete or masonry walls with wallboard or wood.

Dip small portion of adhesive from can with putty knife and spread on base of Gemco Anchor Nail as shown.

Drive Gemco Anchor Nails through furring strips then bend protruding nails over to secure strips.

Push Gemco Anchor Nail in place with twisting, twisting motion; remove briefly, then replace. Allow to dry.

Nail wallboard, plywood or wood panels to furring strips...and the job is done. It's just that simple!

HERE IS ALL YOU NEED

Gemco Anchor Nails have ample strength to hold sidewall loads in place securely. Easy to install. Anchoring is sure, safe, permanent. Great time and money-savers!

Tuff-Bond General Purpose Adhesive bonds the anchor nails securely to concrete or masonry; super-strength; waterproof. Also Tuff-Bond Quick Set for fast bonding to smooth surfaces.

GOODLOE E. MOORE, Incorporated, Danville 36, Illinois
Please send details and prices on Gemco Anchor Nails and Tuff-Bond Adhesives.

Name
Company
Address
City
State

NEWS (continued)

Industry home improvement drive may lead to permanent FHA Title I

Operation Home Improvement—the big 1956 campaign of the home building industry to instill in owners a desire to take as good care of their homes as they do of their other possessions—may lead to establishment of a permanent Title I program in the Federal Housing Administration.

Commissioner Norman P. Mason told 73 industry representatives at a New York OHI meeting sponsored by U. S. Plywood Corp. that FHA will recommend this action to the incoming Congress, and also urge that Title I home improvement loans be extended both in dollar limit and repayment time.

OHI is sponsored by the Chamber of Commerce of the United States, many manufacturers and trade associations, who beginning January 16, will unleash a large volume of publicity and advertising in national magazines, radio, television and special newspaper supplements. The seal and slogan in the adjoining sketch is expected to be used repeatedly throughout the year.

30 million units by '75?

A minimum of 30,000,000 new dwellings between now and 1975 will assure a continued strong market for the construction industry. That's the prediction made by Dr. Neal Bowman, staff speaker for the National Association of Manufacturers at the 48th annual convention of the National Association of Real Estate Boards in New York. NAM economists have found, he said, that record population growth would exercise continued demands on builders to step up the construction pace of recent years.

Clarence M. Turley, St. Louis, was named president, succeeding Henry G. Watemade, New York.

FHA Commissioner Norman P. Mason told delegates their best "extra-curricular" service would be to lead a concentrated effort to reclaim failing neighborhoods. "It has been estimated," he said, "that a million American homes slip into the slum category each year."

Name 'Center' architects

Architects have been named to design the initial 25 homes in Home-style Center Foundation Inc.'s research village to be built in Grand Rapids next year. Opening is planned for January, 1957.

Plans for the $2,000,000 center, which will ultimately consist of 50 fully-furnished and equipped houses in moderate to luxury price ranges, were announced early this year by the National Association of Home Builders. Nine 'omes are to be built in 1957 and eight each in 1958 and 1959. After completion of the 50 homes, ten will be replaced yearly.

Architects will be captains of a four-man design team designated for each house. An interior designer, landscape architect and builder from the same region as the architect will complete each team.

The architects, as announced by the center's design committee are: R. Buckminster Fuller, Geodesics, Inc., Raleigh, N. C.; George Nelson, New York City; Alden Dow, Midland, Mich.; Robert Little, Cleveland; Eliot Noyes, New Canaan, Conn.; Eldredge Snyder, New York City: Royal Barry Wills, Boston; Harwell H. Harris, Austin, Tex.; John E. Dinwiddie, New Orleans; University of Illinois College of Architectural Engineering, Urbana, Ill.; Carl Koch, Cambridge, Mass.; Paul Rudolph, Sarasota, Fla.; A. Quincy Jones and Frederick E. Emmons, Los Angeles; Painter, Weeks and McCarty, Knoxville, Tenn.; Ralph Rapson, University of Minnesota; Kazumi Adachi, Los Angeles.

The homes are to depict urban, suburban and farm living, pertaining to their region, location and climatic conditions.
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Where do you fit?

FOR "STANDARD HOUSE"

NO STANDARD PRICE

How much does it cost to build a "standard house"? According to an FHA survey, based on July 1 building costs, the price can vary by as much as $3,000. Here's the cost of a "standard house" in 70 cities. (The "standard house", by FHA definition, is a one-story frame structure of 897 sq. ft., excluding lot, heat, basement, garage, porch or landscaping.)

<table>
<thead>
<tr>
<th>City</th>
<th>Price</th>
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<tr>
<td>Cleveland, OH</td>
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<td>Phoenix, Ariz.</td>
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The Month Ahead

INSIDE JOB
If you're not ready for winter building outside (and you should be if you've read your October American Builder), think about advertising your services—right after Christmas—as a remodeler. Don't forget that next year is Home Improvement Year, by presidential proclamation.

BACK IN BUSINESS
American Builder's news editor, Garrett Winter, will be back at his old stand at The Hilton during the NAHB convention. His "Convention Daily" will be in your hands on opening day, January 22.

SCHOOLS AND YOU
Keep your eye peeled for news stories coming out of the White House Conference on Education. In many ways, American Builder has been saying all along in its series on Community Facilities, your responsibility as a development builder of new neighborhoods will be thoroughly thrashed out. (We'll cover the Conference thoroughly in January.)

PREFAB
First it was prefab kitchens and now it's prefab bathrooms. We understand bathroom manufacturers are just waiting for enough encouragement to put out 5x8' packages. (See our February prefab issue.)

Big breaks for small builders
A real highlight of next month's NAHB convention in Chicago (January 22-26) will be the many program features given over to the particular problems of small-volume builders. You won't want to miss the discussions on model-home merchandising, FHA and VA construction requirements, small-business management, financing and cooperative land buying. Small builders and big ones alike, of course, will get a lot out of the large general meetings on mortgage financing, community facilities, land development, the economic outlook and new merchandising techniques.

WASHINGTON PRODUCT IN JANUARY
Between meetings and show-shopping, make sure your local association has put the wheels in motion for next year's National Home Week Parade of Homes in your town. Many associations have already formed committees for 1956. Don't let January slip by without seeing to it that you're covered.

12 MONTHS IS A LONG TIME
Houston, Texas, whose Fall Parade of Homes was a huge success, has already laid plans for a Spring Parade. There's another idea to talk over with your local association next month.

BUSINESS AND PLEASURE
When you pull up stakes in Chicago next month and think about a few weeks of rest in Florida, think about resting where you can learn something: the new "gold coast" on the western side of the state, where retirement housing is booming. You can pick up many an idea to bring back to your own town for the new "vacation-now, retirement-later" kind of house. (American Builder for January has a five-page article on retirement homes.)
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National advertisements, such as this, tell your prospects about Eljer beauty and craftsmanship in dramatic fashion. Available from your plumbing contractor in cast iron, formed steel, and vitreous china. Eljer, Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pennsylvania.
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