IN THIS CONVENTION ISSUE...

1956 PRODUCT SHOW

COMBINED GUIDE TO SHOW AND CHECKLIST ON PAGE 253

JANUARY 1956
NuTone Announces the WORLD'S FIRST
"IN-BUILT" Food Preparation Center!

1. It's a Large Mixer  2. It's a Food Blender  3. It's a Knife Sharpener

It's Here NOW!

THE KITCHEN APPLIANCE of the FUTURE
... saves precious workspace on kitchen counters

Here are the three most widely used kitchen appliances —
a Food Mixer - Blender - Knife Sharpener - all in-built
— completely recessed — fits flush with any counter space
— operated from one powerful, sealed-in motor. Stainless
steel counter plate holds the enclosed switch.

The Food Mixer is revolutionary in design — bowl is Anodized
Aluminum — motor-driven — full 3½ quart — unbreakable
— the world's finest mixer! ... The Powerful Blender has
6 speeds — stainless steel blades — sealed in for safety.
Women will love the unusual Electric Knife Sharpener —
guaranteed to give finest blades a long-lasting sharpness!

Guaranteed by NuTone — one of the most dependable names
in the Electrical industry. U.S. & Foreign Patents Pending.

A BIG, NEW FEATURE FOR YOUR 1956 HOMES!

This world's first — NuTone in-built kitchen appliance will
excite the enthusiasm of all home buyers. It will set a com-
plete new small-appliance trend towards in-built construction
— along with in-built ranges, refrigerators etc.

NuTone guarantees its Mixer-Blender-Sharpener to be
as good or better than any nationally known individual
appliance of its kind. We have independent laboratory
tests to prove this claim!

Write for specifications and 4-color folder.

NuTone, Inc., Appliance Division, Dept. AB-1, Cincinnati 27, Ohio
latest addition to the built-in trend

**Kwikset**

**SECURE-ALL SAFE**

Helps You Sell Your Homes

Here is a new luxury feature at a cost so low you'll want to use it in every home you build. It's a feature your customers can see and appreciate for the convenient protection it affords home valuables. Fire, water and theft resistant, the Kwikset SECURE-ALL SAFE is easy to install in any standard 4” wall, between 16” studs.

Inspect the Kwikset SECURE-ALL SAFE—you'll see that this safe offers sales advantages you can advertise and demonstrate. You'll also find that no other residential wall safe offers so much value at so little cost.

SEE THE KWI KSET SECURE-ALL SAFE AT BOOTH 462-3-4-5 NAHB CONVENTION

MANUFACTURED BY KWI KSET LOCKS, INC.
ANAHEIM, CALIFORNIA
Sterling T-Frame

goes up fast,
prevents warping

Simple in design—low in cost
Steel header and steel split jambs are easily and quickly set into rough opening.

Aluminum Track and Adjustable Hangers with Twin Nylon Wheels. Door is easy to hang with hangers attached.

"Every Sterling product is guaranteed."

John Sterling
President

See our catalog in Sweet's or write for complete details today

STERLING HARDWARE MANUFACTURING CO. • CHICAGO 18, ILLINOIS
Unique builders’ service

A new idea in trade-ins got started last month: the arrangement is made possible by a new corporation headed by Frank Kilbane, and formed by members of the Cleveland-Ohio Real Estate Traders Club. If a property traded in on a new house has not been resold by the Traders Club for the builder in 90 days, the corporation buys it outright, and gives the builder his cash. The club then tries to resell the trade-in at its own risk. They say the plan will prove a boom to builders who find themselves in a moderately “frozen condition.”

Knock on wood

Builders who find many materials in short supply next year may find it easier to build with lumber. According to the National Lumber Manufacturers Association, the logic of the new opportunity in lumber runs like this: two federal programs that may come to pass in 1956—an expanded highway program and more liberal federal aid to education, including federal subsidies for school construction—will both compete against each other (and other types of construction) for available materials. That kind of demand will make it tough to buy many materials even now in short supply... except, of course, lumber.

New kind of pitch

Prospects of further hikes in building costs and labor for 1956 make it advisable for potential home buyers to put down their deposits as soon as possible, says Leonard Kohl of Kohl and Feld, Inc., New York City, N.Y., and Montclair, N.J. Now there’s an idea for your next ad: tell them to act now and get, most probably, a better home today at a lower price than would be possible later on.

Demand from a new source

Urban redevelopment programs will play a much bigger part in creating a demand for new housing in 1956 than most of the forecasters appreciate. Take Worcester, Mass., as an example of what is happening in many, many cities: approximately one square block of inhabited residential units was recently razed to make way for city-owned garages; still more units were wrecked to allow an express highway to be extended to the heart of town; and still more blocks will be cleared for an urban renewal development. In all, 300 homes were torn down. When those 300 families seek new shelter, either by buying or renting, the eventual outcome—on the grade-up system—will be 300 new homes sold by Worcester builders.

Opportunity in odd places

Speaking of urban redevelopment, you may recall an American Builder article several years ago about an alert Toledo, O., builder: when a super highway program called for the demolition of a number of sound houses, he bought them and moved them off their foundations to a new suburban site. He then modernized them, inside and out, and sold them at a good profit. It’s still a good idea.

More about modernization

Dozens of magazines are playing up modernization starting now. One of the most ambitious magazine-programs is Better Homes & Gardens’ Home Improvement Contest: $25,000 will be given away in prizes during 1956 and the contest will be featured throughout the year in BH&G’s pages. You simply can’t afford not to hang out your remodeling shingle!
“and the builder said we can choose from—

over 70 patterns and colors!”

PLASTIC COUNTER AND WALL SURFACING

Ever stop to think how many new-home sales are clinched in the kitchen? More often than not, your "star salesman" is Mrs. Prospect, especially when the kitchen is equipped with long-wearing G-E Textolite counter tops!

G-E Textolite is designed to appeal to all your customers. There are over 70 breath-taking designs and colors . . . and because Textolite resists heat, stains and scratches, it gives "years of wear . . . with minutes of care!"

Why not give your kitchen that custom-made G-E quality look? Specify G-E Textolite plastic surfacing in your new homes—it's easy to work with—and easy to sell.

January 1956

3 The Opportunity Page
5 Reader's Guide
7 Reader's Guide to Advertising
9 Impact
11 The Building Outlook

News
23 National news
25 Dickerman's column
26 Northup's column
27 News of your region
302 Additional news

Houses & Plans
30 Regional house of the month
71 Editor's Choice: Four trend-setting houses for 1956
72 There's much more here than meets the eye
74 Will your next splits look like these?
77 Port prefab, port custom
87 Extra entrance helps sales
82 Retirement homes: a multi-million $$$ market
214 Blueprint House: This house says "yes" to a buyer's whims
221 Blueprint House: Quantity list of materials

Features
13 Is construction at its peak?
78 Try built-in TV for a sharper sales picture
80 They're finding an answer to the sewerage problem
283 Sink enclosures can be easy
284 Federal outlook for '56 + 5%
290 Add a lid-and-pan rock as a built-in bonus

NAHB CONVENTION
88 Here's what they'll talk about
90 Ideas to build with: 1956 Product Show
253 Combined guide to show and checklist

Departments
270 Legal: Zoning laws must not ignore economic "facts of life"
272 Technical Guide: Exhaust fans for ventilation control
278 Ask The Experts: Reader queries analyzed
286 How To Do It Better
294 Better Detail Plate: An economical face-lift for a store front
316 The Month Ahead

READER'S GUIDE TO ADVERTISING ON PAGE 6
Advertising

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

A

A. R. B. Window Sales Company ........................................ 115
Alliance Manufacturing Co., W. D. ......................................... 116
Allis Chalmers ......................................................................... 225
Allis Chalmers ................................................................. 178
American Hardware Manufacturers Association .................. 216
American Furniture Company ............................................... 191
American Linoleum Co., The ............................................... 192
American Hardware Corporation ............................................ 39
American Machine & Foundry Company, the DeWalt, Inc. ........ 401
American Telephone & Telegraph Co. ........................................ 163
Anderson Corporation .......................................................... 14
Anderson Mfg. Co., Inc. ....................................................... 246
Arcadia Metal Products ........................................................ 189
Armstrong Cork Company ................................................... 69
Atlas Plywood Corporation .................................................... 1073
AVCO Manufacturing Corporation ........................................ 40
B

Bar-Brook Mfg. Co., Inc. ....................................................... 284
Berger & Sons, Inc. C. L. ...................................................... 157
Berger Division, Republic Steel Corporation ......................... 250
Brooker Disappearing Stairway Co., The ................................. 270
Rley Co., The ....................................................................... 193
Black & Decker Mfg. Co., The .............................................. 223
Bostitch .............................................................................. 270
Briggs Manufacturing Co. .................................................... 308
Brown Company .................................................................. 224
C

Calvert Inc., Samuel ............................................................ 187
Callar Paint & Varnish Co. ...................................................... 182
Capital Products Corp. ......................................................... 282
Cary Mfg. Co., Philip, The .................................................... 44
Carver Institute, Inc. ............................................................. 11
Carwad Adams & Collier Company ......................................... 199
Carrington Manufacturing Co. .............................................. 106
Cassings, Inc. ....................................................................... 170
Ceco Steel Products Corporation ............................................. 282
Cedar Rapids Block Company, Division of, Dur-O-Wal ............ 133
Celeron Corporation, The ..................................................... 211
California-Pacific Products Corporation ................................. 74
Chicopee Mills, Inc., Lamide Division ..................................... 107
Classified Advertising ........................................................ 212
Clipper Manufacturing Co. ................................................... 221
Colorado Mills, Inc. ............................................................. 54
Condensation Engineering Corporation ................................... 173
Consolidated General Products, Inc. ....................................... 272
Construction Cost Institute .................................................... 272
Corbin Division, P. F. & F., the American Hardware Corporation 105
Crawford Door Company .................................................... 141
Crescent Pipe & Valve Company ........................................... 111
Curtis Companies Service Bureau ........................................... 208
Curtiss Corporation ............................................................. 172
D

DeWalt Lock Division, DeWalt Industries, Inc. ................. 91
Dodge Corporation, F. W. .................................................... 141
Donley Brothers Company, The ........................................... 133
Dow Chemical Company, The ............................................. 223
Drywall Trim, Inc. ............................................................... 282
Dur-O-Wal Division, Cedar Rapids Block Company ............... 133
E

Eljer Division of the Murray Corporation of America ............... 55
Elmo Manufacturing, Inc. .................................................... 279
Evans Products ................................................................... 16
Eureka Williams Corporation ................................................ 16
Evans Rule Company .......................................................... 109

*Appears in Western edition only.
| L | Levelland, Thom-Wood Company | 312 |
| L | Levy Air Conditioner Corporation | 57 |
| L | Libby-Owens-Ford Glass Co., Thermopane | 241 |
| L | Lif-Ad Cartoon Advertising | 312 |
| L | Lindemann & Hoverson Co., A. J., Subsidiary of Norris-Thermador Corporation | 309 |
| L | Long-Bell Lumber Company, The | 146 |
| M | McKinney Manufacturing Company | 308 |
| M | Mackay Company | 36, 37 |
| M | Magneto Division of Multifluid Mfg. Co. | 246 |
| M | Majestic Company, Inc., The | 47 |
| M | Malta Mfg. Co. | 315 |
| M | Masonite Corporation | 184, 185 |
| M | Maze Mfg. Co., W. H. | 240 |
| M | Mighty Masters | 288 |
| M | Mill City, The | 311 |
| M | Metamatic Mfg. Co. | 330 |
| M | *Michigan Air Products, Inc. | 324 |
| M | Midwest Adhesive Company | 304 |
| M | Milwaukee Electric Tool Corp. | 373 |
| M | Minnesota and Ontario Paper Company, Insulfite Division | 150, 151 |
| M | Miracle Adhesives Corp. | 69 |
| M | Morrison Steel Products, Inc. | 174, 213 |
| M | Muller Machinery Company, Inc. | 191 |
| M | Mullins Manufacturing Corporation, Youngstown Steel Kitchens | 180 |
| M | Music & Sound, Inc. | 119 |
| M | Mutchler Brothers Company | 282 |
| N | National Gypsum Company | 12 |
| N | National Hardware Corporation | 307 |
| N | National Lock Company | 307 |
| N | National Manufacturing Company | 187 |
| N | National Oak Flooring Manufacturer's Association | 153 |
| N | Nelson Portable Products Division, American Air Filter Company, Inc. | 154 |
| N | New Castle Products, Inc. | 239 |
| N | Niagara Furnace Division, The Forest City Foundaries Co. | 246 |
| N | Nichols Wire & Aluminum Co. | 285 |
| N | Nordahl Manufacturing Co. | 296 |
| N | Nordor Mfg. Corp. | 194 |
| N | Nortone, Inc. | 214, 225 |
| O | Oliver Corporation, The | 32 |
| O | Osmo & Son, Inc., D. W. | 123 |
| O | Orangeburg Manufacturing Co., Inc. | 58 |
| P | *Pacific Coast Company | 324 |
| P | Pacific Lumber Company, The | 227 |
| P | *Pacific Telephone | 128 |
| P | Perlis Products Company, The | 204 |
| P | *Pioneer Flourish | 187 |
| P | Pittsburgh Plate Glass Company | 158, 159, 187 |
| P | Porter-Cable Machine Company | 244 |
| P | Portland Cement Association | 191 |
| P | Precision Parts Corporation | 106 |
| P | Prefabricated Home Manufacturers' Institute | 98 |
| P | Prestay Inc. | 154 |
| P | Pryne and Co., Inc. | 124, 125 |
| R | Raynor Manufacturing Co. | 169 |
| R | Red Devils Tools | 106 |
| R | Refractofx Corporation | 147 |
| R | Remington Arms Co., Inc. | 307 |
| R | Republic Steel Corporation, Berge Division | 253 |
| R | Republic Steel Corporation, Truss Steel Division | 266, 267 |
| R | Reynolds Metals Company | 196 |
| R | Richmond Radiator Company | 249 |
| R | Ridge Door Company | 102 |
| R | Rikko Laminated Products, Inc. | 102 |
| R | Roberts Mfg. Co. | 102 |
| R | Rockwell Corporation | 179 |
| R | Rockwell of Randolph, Inc. | 199 |

**Roloscreen Company** | 164, 165

**Rowe Manufacturing Co.** | 8

**R. O. W. Sales Company** | 29, 21

**Russell Company, F. C., The** | 236

**Saint Paul Corrugating Co.** | 114

**Sandy Stamping & Engraving Co.** | 207

**Saturday Evening Post** | 35

**Scheuerle Co., H. J.** | 184

**Schuller Mfg. Co.** | 261

**Securit Mfg. Co.** | 217

**Shawnee Manufacturing Company, Inc.** | 139

**Skill Corporation** | 187

**Smead Master Sliding Glass Door and Window Co.** | 169

**Smith Corporation, A. O.** | 261

**Solvay Process Division, Allied Chemical & Dye Corporation** | 232

**Somco Products Company** | 102

**Specialty Tool Manufacturers** | 272

**Spotnails, Inc.** | 142

**Stanley Hardware, A Division of The Stanley Works** | 60

**Steel Sheet Indoors Co., The** | 178

**Sterling Hardware Mfg. Co.** | 1

**Sterling Insurance Company** | 162

**Superior Fireplaces Co.** | 45

**Sutton Corporation, O. A., The** | 49, 50, 51

**Symons Clamp & Mfg. Co.** | 142

**Temco Inc.** | 247

**Textile Division of General Electric Company** | 219

**Thermo-Ins Mfg. Co.** | 224

**Thompson Co., E. A.** | 335

**Thorn Co., F. S.** | 335

**Thor Power Tool Company** | 311

**Tiger Manufacturing Corporation, The** | 211

**Topcraft, Inc.** | 125

**Trade-Wind Motorboats, Inc.** | 187

**Triangle Aluminum Products, Inc.** | 269

**Truscon Steel Division, Republic Steel Corporation** | 266, 267

**Unihilt Division, Vega Industries, Inc.** | 231

**United States Plywood Corporation** | 135, 211

**Upson Company, The** | 245

**Utility Appliance Corporation** | 304

**Vega Industries Inc., Unihilt Division** | 231

**Vesto Steel Products Co., Inc.** | 134

**Vienna Co., The** | 295

**Vulcan Iron Products** | 295

**Vulcan Radiator Company, The** | 275

**W**

**Wallace Company, William, Metalbesto Division** | 296

**Ward-Laboratories, Inc.** | 46

**Warren-Knight, Inc.** | 146

**Warren Shade Co., Inc.** | 146

**Washington Steel Products, Inc.** | 238

**Waterline Boilers, Inc., a Division of L. O. Koven & Bros. Inc.** | 311

**Weatherproof Products Corporation, The** | 111

**West Coast Corporation** | 240

**West Coast Lumberman's Association** | 240

**Western-Craft Appliance Company** | 240

**Western Lock Mfg. Co.** | 129

**Western Metal Specialty Division Western Industries, Inc.** | 133

**Western Pine Association** | 201

**White Company, David** | 33

**Williamson Company, The** | 43

**Willys Motors, Inc.** | 101

**Woodco Corporation** | 192

**Woodward Iron Company** | 192

**Worthington Corporation, Air Conditioning and Refrigeration Div., 136, 157

**Z**

**Z & K Tool Company** | 224

**Zegers, Incorporated** | 61

© 1956 American Builder
The American Super 8 leads in performance with twice the speed of Standard machines. The vari-speed drum transmission and drum speed dial selector are typical ahead-of-the-times features by American engineers so you can sand any floor quickly and at a profit.

An exclusive line
For your convenience there is an American Distributor in every principal city, who specializes in American equipment, supplies and replacement parts. He's on the job every day to serve you!

Out on the job
A phone call will bring help from your American Distributor promptly... equipment, supplies or expert advice. You'll find that with American Distributors, service is not merely a word but an action!

Guaranteed repairs
Factory-trained mechanics can quickly restore your American Machines to tip-top working order. It's a good plan to bring them in regularly for a check up. This avoids loss of machine-time in your busy seasons, assuring maximum year round profits!

Write for catalog on American Super 8 and name and address of your American Distributor.

* See us at Booth 308
NAHB SHOW
Jan. 22-26

THE AMERICAN
FLOOR SURFACING MACHINE CO.
ESTABLISHED 1903
511 So. Clair St.
Toledo 3, Ohio

PERFORMANCE PROVED PROFESSIONAL MACHINES FOR CONTRACTOR USE
WORLD-WIDE SALES AND SERVICE
Looking Forward

I was very much interested in the "House of 1979" in the American Builder (August-1954), and we'd like to go into this idea further in connection with the 1956 Portland home show. Do you have any plans drawn for this type of house, or any further information on it other than that given in the "Builder"?

—Al Learman, Managing Director, Portland Home Show
Portland, Ore.

The house of 1979," theme for our 75th Anniversary Issue, was not an actual house. It was, however, a compilation of actual ideas in use in many houses: they were the most advanced ideas we could find and we brought them all together under one editorial "roof" in that issue. That's why no plans are available.

Still One Trillion!

Your December issue on page 3 (The Opportunity Page) reads One Trillion! "According to the wiring people, electrical consumption in 1963 will reach one trillion kilowatt hours compared with the present 540 million kwh." This means . . . an increase of 2000 fold. Impossible . . . where is your error?

—A. DeDoes, City Hall
Kalamazoo, Mich.

"If it sounds like Arabian nights, remember the electrical progress since 1935": that's a quote from the Washington (D.C.) Post, the newspaper that first published the story that went into our pages as an Opportunity item. And one trillion kwh is absolutely correct. An increase in the use of electrical gadgets will account for part of the seemingly fantastic statistic.

Here's Our Policy

... we would like to inquire about the possibility of securing reprints of the article, "Estate Planning for the Builder" (October American Builder, pp. 98-99).

New York, N. Y.

American Builder is always pleased either to make available reprints of popular articles or to grant permission to do the reprinting yourself.

That's Our Editor!

Dear Ed Gavin: After warning you that our speakers usually speak from twenty-five to thirty minutes, I was delighted that you kept them on the edge of their seats for a full hour. It is pointless for me to tell you how interested they were when you saw for yourself. However, "the most interesting speech I've heard" was a typical comment which came to me and you may not have gotten.

Our entire Association joins me in thanking you for taking the time to visit Charlotte. Undoubtedly it was one of the top programs we have ever had.

—Robert W. Barker, Executive Director, Home Builders Association of Charlotte, Inc.
Charlotte, N. C.

Naturally, we're happy to know that "A Plywood Workbook" rang a bell with you. It also rang bells with our builder-readers. In fact, we're now set to start a series on built-ins as a result of the popularity of our October issue. Look for the first article in February. —The Editors
Make this Test
for Heat Flow
in Buildings

Try this experiment. Take a piece of multiple accordion aluminum. (We'll send you some free samples.) Hold it very close to your cheek without touching. You'll be surprised! Notice how, in seconds, your cheek feels a glow of warmth. Why? Because the heat rays which are leaving your face (although without temperature), are being thrown back again at a 97% rate by this amazing insulation. Reflected to your cheek, the rays are now reabsorbed at a 90% rate and turned into heat.

THE BIG THIEF

The same thing happens in building spaces. This simple experiment illustrates an extremely important principle of heat flow. The greatest thief of fuel, of heat, and of comfort in buildings in winter, and of comfort and electricity for air-cooling in summer, is the flow of heat by Radiation.

Put multiple sheets of prefabricated accordion aluminum insulation inside wall and roof spaces, and you bar the path of this thief. For multiple accordion aluminum throws back, with 97% reflectivity, the heat rays that strike its surfaces. It also retards, most effectively, the flow of heat by Convection, Conduction, and Vapor Flow.

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

Where multiple 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 compared to aluminum, far greater than the required 5 to 1 ratio.

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

*Patent applied for.

How thermal losses can be reduced by successive sheets of metal and air layers is described in the booklet, "Insulating Effect of Successive Air Spaces Bounded by Bright Metallic Surfaces" published by the American Society of Heating and Air-Conditioning Engineers. This report is well worth reading. Obtain it free—Send the coupon.

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

Infra Insulation Inc., 525 Bway., N.Y.C. Dept. B-1
Please send □ ASHAE booklet, "Insulating Effect."

NAME __________________________
FIRM __________________________
ADDRESS ________________________

AMERICAN BUILDER
The Building Outlook

NORTHERN EDITION

EVERYONE'S TALKING ABOUT a new sewage treatment plant at Hampton Lakes, N.J., that may well be the solution that builders are looking for when they face the sewage problem "out beyond the mains." The plant consists of three structures and would occupy 1,300 square feet of land if Moss Brothers and Sons, builders, hadn't seen to it that 98 percent of the plant would be underground. Each structure, built of reinforced concrete, will go down 18 feet; the tallest will have only 10 feet showing above ground, another will be completely at ground level, the third will show only two feet above ground. (For other late developments in sewage treatment, see our article on Community Facilities, page 80.)

IS IT A BOOM THAT WILL GO BUST? Arthur O. Dietz, president of C.I.T. Financial Corp., says that although the economy has hit an all time high, its current level is merely a step in a long term growth-curve that will see its most powerful upsurges in the 1960's. But now let's listen to Howard C. Shepard, chairman of First National City Bank of New York: he says that our present business boom has got to slow down before it drifts into inflation and a cycle of boom and bust. "The boom cannot continue at the pace set this year," he warns.

BANKS ARE BEGINNING TO GET TOUGHER about extending mortgage credit to would-be home owners who are making heavy payments on new cars. A recent issue of U.S. News & World Report sums up the situation by quoting an El Paso, Tex., real estate broker: "The auto salesman is our biggest competitor." (American Builder has advised all along: get to your prospect before the auto dealers line him up for '56's).
Here's why Gypsum's short...

HOUSES ARE GETTING BIGGER—The average new house in '55 has 1 to 2 rooms more than the '40 model.

WALLBOARD IS GETTING THICKER—In '40, ¼" was standard; in '55 the trend is toward ½"—takes more gypsum and more time to produce.

AND BUILDING IS BOOMING...602,000 houses were built in '40; in '55 over 1.3 million units will be started!

and here's what's being done about it

NATIONAL GYPSUM SAW THE SHORTAGE COMING

STARTED TWO-WAY PLANNING TO EXPAND PLANTS AND DEVELOP NEW DEPOSITS

RECENT EXPANSIONS AT THESE 3 PLANTS HAVE INCREASED THEIR OUTPUT 33⅓.

JUST COMPLETED: $6 MILLION GYPSUM PLANT IN MIDWEST NOW IN OPERATION

WE HAVE MORE THAN DOUBLED OUR TOTAL GYPSUM PRODUCTION SINCE W.W.II AND THERE'S MORE COMING

THE NEXT STEP IN A NEW 5-YEAR $75 MILLION EXPANSION PROGRAM ARE THESE PLANTS, SOON TO START PRODUCTION

THE NATIONAL GYPSUM COMPANY, BUFFALO 2, NEW YORK

Gold Bond BUILDING PRODUCTS
Is construction at its peak?

By William C. Bober

If over-building worries you, read this analysis of our No. 1 Industry

Construction is today by all odds the biggest industry in the United States. In money expenditures, probably over $65 billions in 1956, it far outranks either agriculture or defense spending.

Its colossal size and its component parts are symbolized by the chart below. It shows that it is not merely a $44 billion industry. That total is for new construction only.

In addition to that sum, it is likely that over $821 billions will be spent in 1956 on modernizing, altering, maintaining and repairing the country's already existing 50 million dwelling units, plus the immense existing non-residential plant of every class and description. This huge market, which we may well call the "modernization" market, accounts for almost one-third of the grand total of the construction industry.

This modernization market has been consistently underestimated. It was not until the Census Bureau's nation-wide sample survey in 1954 that the first real light was shed on it.

(Continued on page 298)

How 65.5 billion dollars in construction will be spent in 1956

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private new residential</td>
<td>$16,500,000,000</td>
</tr>
<tr>
<td>Private new non-residential</td>
<td>$14,720,000,000</td>
</tr>
<tr>
<td>Public construction</td>
<td>$13,100,000,000</td>
</tr>
<tr>
<td>Modernization, alteration and maintenance</td>
<td>$21,200,000,000</td>
</tr>
</tbody>
</table>

Includes: one- and two-family dwellings; multi-family dwellings, dormitories, hotels.

Includes: industrial; educational; commercial; hospitals; religious; farm; social; utilities; all other private.

Includes: educational; hospitals; industrial; residential; military; conservation; highways; sewage; water supply.

Includes: Owner- and tenant-occupied dwellings; non-residential building; utilities; farm; highway; military; water supply and sewage disposal; all other.

Data by W. C. Bober based on estimates subject to change
Six of many project
Andersen Flexivents®

"Flexivents increased our sales, helped cut construction costs," says Milton Fox, builder of Brentwood Oaks on Long Island. "We have used Flexivent Windows exclusively. They have proved to be a great asset in the construction and sale of our homes in Brentwood Oaks."

"Flexivents supply variety of appearance to our houses," say Earl Griffith and Bruce Pollock of Griffith-Pollock Building Corp., Flint, Mich. "With their buyer acceptance and low servicing cost, we find versatile Andersen Flexivents make ideal windows for us."

"We found Flexivents to be complaint-free, no costly callbacks," says Robert R. Wirsching, builder of home winning the NAHB Merit Award for Design in Region 14. "I have used Flexivents for the past year. I'm completely sold on them for contemporary homes I'm building."

Andersen WINDOWALLS are known by name to more home buyers and planners than any other window brand. Nationwide surveys show Andersen Windows are preferred 7 to 1 over the next brand of windows by these home buyers and planners. All across the country men who build homes for sale are finding that the Andersen Flexivent's high quality and unrivaled consumer acceptance, make it a prime selling feature for their houses. Discover the advantages Flexivents can bring you in the next project you build.

See the versatile Andersen Flexivent in our booth 569-572, Sherman Hotel, at the NAHB Convention.
builders who find help sell homes faster!

"We chose Flexivents for versatility plus buyer acceptance," says Roy Spande, builder of Westwood Gardens in St. Paul, Minnesota. "We find Flexivents offer economy of assembly and installation plus consumer acceptance that helps to sell our homes faster."

"Flexivents bring economy to our Lu-Re-Co project homes," says Carl E. Swartz, partner in J. J. Swartz Co., Decatur, Illinois. "Andersen Flexivents give us the wide range of appearance so much in demand in today's homes. We've installed over 1600 with no service calls."

"Good design... easy construction, quick sales with Flexivents," says Edward W. Pratt, president of Wake-Pratt Construction Co., in Royal Oak, Mich. "We like the clean, horizontal lines of Flexivents that give the impression of length to our houses."

Andersen Windowalls

*TRADEMARK OF ANDERSEN CORPORATION

ANDERSEN CORPORATION, BAYPORT, MINNESOTA

JANUARY 1956
Williams adds strong Buyer-Appeal

Sealed in Steel from Top

THE GUARANTEE OF QUALITY
YOUR PROSPECTS WILL RECOGNIZE IMMEDIATELY!

"SEALED-in-STEEL" MEANS CLEANEST HEAT EVER!

Because the new Eureka Williams warm air units are completely sealed in steel — only filtered air can pass through the heat exchanger into the home. This prevents contamination from musty odors or basement dust...insures cleaner, more sanitary, more healthful warm air for the whole family's comfort and protection.

Williams Quality Features Give Double Values!

FOR BUILDERS
- Cost-Cutting, Labor-Saving Installations—Sealed in Steel Units need no grout work or expensive sealing-in.
- Quick, Easy, Sure Adjustments with the new Williams' Levelizer
- More Models to Choose From
- New Lower Unit Costs
- Added Appeals to House Buyers

FOR HOME BUYERS
- Automatic All-Weather Comfort
- New Lower Cost Operation
- Whisper-Quiet Performance
- Long-Life Dependability
- Advanced New Styling
- The Cleanest Heat Ever—Sealed In Steel From Top to Bottom

Visit us At The NAHB Show, Booth 834,
Chicago Coliseum or write for complete information.

Williams Helps You Sell!

Williams sells your market with an exciting new Advertising and Promotion Program—more pull-power for your best prospects!

Eureka Williams' recent multi-million dollar plant expansion gives you all the benefits of today's most modern production and service facilities!
to homes in every price range!

to Bottom...THE ALL-NEW, YEARS-AHEAD

1956 WILLIAMS LINE INTRODUCES THE CLEANEST LOW COST, AUTOMATIC HEATING AND COOLING EVER KNOWN!

Here's the most practical, complete line ever developed to help you move homes...completely flexible, completely versatile—designed to meet your requirements for gas or oil heating and summer cooling at low cost. Williams is on the move to help you move homes with profit building results! Have a Williams builder-specialist show you how much more Williams can do for you, before you start your next development!

EUREKA WILLIAMS CORPORATION, BLOOMINGTON, ILLINOIS
Also mfd. in Belleville, Ontario, Canada—and in Sweden, Denmark, France, England and Australia

JANUARY 1956
"We Cut Labor Costs 50% with our SKIL Radial Saw... and what's more, accurate SKIL cuts give us better quality work!"

Says Mr. V. K. Nelson, Home Builder
Speedway City, Indiana

Savings in time and labor! These advantages put builders and contractors "on record" in favor of SKIL Radial Saws!

SKIL gives you much faster cutting than any other radial saw on the market. Exclusive "Retracto-Glide" Arm provides clear work area, eliminates over-arm interference, reduces set-up time as much as 30% because cutting head retracts all the way. Controls are within easy reach of operating position. No time is wasted making adjustments.

Let SKIL break your wood-cutting bottlenecks, and improve the quality of your work, too! Quickly and easily sets up for bevel, miter, compound or any complicated cuts. See how a performance-proved SKIL Radial Saw can simplify your material handling, reduce costs and increase output for you!

NOW! AN ALL-NEW PORTABLE SKIL RADIAL SAW!

SKIL Model 649 delivers 25% more power to blade than any other 1 1/2 HP radial saw!

Lightweight, compact, versatile SKIL Saw goes directly to the job, eliminates material handling work. Can be carried through doors for trim cutting after framing is completed. More power, makes bigger cuts than any other radial saw in its class. Handles tough bevel miters even on 2 x 8's or larger. Makes every type of cut through all sizes of lumber used in home building, light construction and general woodworking. Operates from any AC or DC portable generator set of 1500 watts output. An excellent value for top efficiency at low cost!
Model 450
SKIL RADIAL SAW
Available from 2 to 7 1/2 HP.
Depth of cut to 5 1/2". 19" cut-off
capacity on 1" stock, 33" rip
capacity. Greater capacity at
optional cost.

LOOK AT THESE STAND-OUT SKIL ADVANTAGES!

Clear work table! Provides plenty of
layout room, more usable work
area than other tables. No blind
spots! No "ducking" under overarm!

Greater rigidity and support! Exclusive
wide spacing of 8 grease-sealed ball
bearings in the supporting head gives
maximum strength and support.

Easy cut changeover! Because of short
radius, cutting head is always moved back
of fence through complete 180° arc. Any
angle cut may be set up in one quick step!

Router-Shaper Attachment for 3 times faster routing and shaping!
Optional Accessories equip SKIL to cut metal, plastic, tile!

Convenient Controls!
Safety Switch prevents accidental operation!
Wrap-Around Upper Blade Guard
Anti-kickback articulated lower blade guard!

SKIL PORTABLE TOOLS
Made only by SKIL Corporation
formerly SKILSAW, Inc.
5033 Elston Avenue, Chicago 30, Illinois

Over one million SKIL Saws in use

FREE!
No Obligation!
This may bring you
important new benefits!

Mail Coupon
for on-the-job
demonstration!

SKIL Corporation, Dept. AB-16
5033 Elston Avenue, Chicago 30, Illinois

[ ] I would like a demonstration and FREE trial.
[ ] Please send literature on SKIL Radial Saws.

Name ___________________________
Address ___________________________
City __________________ Zone ______ State ______
Martha liked our SUBURBAN model so much, that she selected this model for our own new home.

We built 36 SUBURBANS last year with awnings in the kitchen. Martha had to have Gliders.

She insisted on REMOVABLE R.O.W. HI-LITE GLIDING windows for the west side of the den, too. That's her sister Mildred.
Martha personally "supervised" installation of the R.O.W. double-hung units in the bedrooms—POOR MIKE AND JOE!

R.O.W. SALES CO., 1301 ACADEMY AVE. • FERNDALE 20, MICH.

She's a great one to clean windows—often—so the R.O.W. removable feature was an absolute must.

Naturally she loves the new 'LIF-T-LOX' balance, makes raising and lowering a "finger pressure" deal.

R. O. W. SALES CO., 1301 ACADEMY AVE. • FERNDALE 20, MICH.
K&M also makes a variety of Asbestos-Cement roofing shingles you should investigate.

with K&M Nu-Grain Siding Shingles

six colors to put the gleam in a prospect's eye!

"We'll buy it" is a decision that can be powerfully influenced by the captivating colors of K&M Nu-Grain shingles. There's strong appeal, too, in the tasteful Nu-Grain wood-shake pattern, and in the horizontal shadow lines of the laid shingles. Shingles shown here are Nu-Grain Gray and Nu-Grain Brown. The other four Nu-Grain colors are Green, Red, Whitetone, and Canyon Coral. Choose any of the six exciting Nu-Grain colors—or combine two for siding that lends extra value and beauty to any home.

Beauty the years can't dim.
The color of K&M Nu-Grain Shingles is there to stay—defies sun and weather. Color is actually built in with ceramic granules imbedded into the shingles under hydraulic pressure. Nu-Grain Shingles won't burn, rot, or corrode—in fact, they become harder with age—because they're made of asbestos fiber and portland cement. A special silicone treatment resists water-borne dirt which ordinarily causes streaks under sills and other trim.

Get all the facts.
Check your Sweet's Light Construction File or Sweet's Architectural File for complete details on Nu-Grain Siding Shingles. Or write directly to us.

KEASBEY & MATTISON COMPANY • AMBLER • PENNSYLVANIA
Upgrading of MPRs approved—with strings... geared to price ranges, local conditions

While builders generally frown on Federal Housing Administration plans to step up its minimum property requirements another notch, an American Builder news roundup indicates that many are ready to give qualified endorsement if the upgrading process will:

1. Recognize different standards for various price ranges.
2. Permit changes to suit varying local conditions.

For instance, Mitchell Cope of Portland, Me., believes it to be in the best interests of the building business that a moderate increase in MPRs occur annually for these reasons:

"1. Per capita earning power increases in the United States from 2 to 3 per cent each year.

"2. It would assist in eliminating some causes of service calls for the builder.

"3. It would eventually prepare the way and form the basis for longer term mortgage financing."

However, before approving such FHA action, Cope suggests that "because of geographical location and soil conditions, the chief underwriter of each district should be able to qualify the requirements when necessary."

G. H. Wright Jr., president of Wright Construction Co., Raleigh, N.C., would take present controls as an average, keep them in effect for medium-price houses, lower them somewhat when dealing with low-cost homes and raise them for higher-price units.

Link valuation to quality

One of northern Indiana’s larger builders specializing in low-cost homes feels strongly that while FHA should raise its sights on quality in several lines, "the builders' biggest problem is to get FHA to increase the valuation of the house enough to cover the use of true quality materials."

"Requirements for heating, water heaters and wiring are not high enough," he believes. "To replace or repair these items at a future date is very costly for the home owner.

"There are still too many poor quality items of hardware, doors, windows, etc., accepted by FHA that should not be used by any builder."

On the other hand, he would relax FHA rules governing operations the buyer can easily add or do himself at a lower cost, such as painting gutters and downspouts, lawn seeding, use of concrete walks instead of stepping stones. For example, he points out that "a completed house could be given only two coats of paint on the exterior by the builder, while a third coat could be added a year later by the buyer, who could also paint the entire interior."

Pricing out of a market?

Several builders feel that new MPRs are out of line with the price of houses. "We are gradually pricing ourselves out of a market," declares Russell Showalter of Oklahoma City, newly elected president of the Oklahoma State Home Builders Assn.

"I do not think some of these requirements are properly thought out," he says, "with respect to cost in proportion to the benefit the home owner receives." In one such case, builders in his area sought a 60-day extension from FHA before it made effective a requirement to insulate under floors "in order to have time to get data to prove it was not necessary here."

Price appears to be the main reason why about half of the builders against any further advancing of the property requirement minimums. One developer in Louisiana reports that any more increases "would affect adversely the opportunities, and in some instances, even the possibility of home ownership."

Conflicting interpretations

A Texas developer now selling three to five houses a day with prices starting at $9,000, insists that current "requirements and other red tape imposed by FHA and VA have increased building costs tremendously."

Rather than change any more requirements, Dale J. Bellamah of Albuquerque, N. M., thinks that "far more important, from the position of the building industry, would be an authoritative clarification of conflicting opinion and interpretations of the present MPRs as now exist between different offices of the VA, between different offices of the FHA, and between offices of the VA and FHA..."

"After all, both agencies work from the same book. Why then, can't the interpretation be the same. I say 'more reason rather than more restrictions.'"

Bellamah points out that latest MPRs are at least as restrictive as most state and local building codes. Anything more stringent, he reasons, "would only increase the price of the dwelling, incommensurate with the increase in structural soundness or livability of the dwelling."

Each boost cuts out buyers

From Phoenix, Ariz., John C. Hall, builder of Hallcraft Homes, insists that too many people are already unable to own their own home because of the high cost of construction and property. "Increasing the minimum property requirements will increase the cost of the minimum house, thus making another group of families who are now in the marginal income bracket ineligible for home ownership."

On the side of those favoring upward revision of most standards and cutbacks in some is Val Zimmerman, whose Zimmerman Homes operate in several price ranges at Milwaukee. FHA should consider, in his opinion, "the varying conditions of different parts of the country, with assistance and consultation of reputable builders actually operating there."

Gale A. Goodwin of Rapid City, S. D., would like to see a standardization of the minimum requirements for various price ranges.
Will supply lines keep filled in ’56?

- Labor will be adequate, as will most materials
- In some areas, starts’ slowdown may automatically solve the materials problems
- In other areas, builders will order early, use substitutes, even change their construction plans, if necessary, to keep production humming

"Number of housing starts in 1956 will determine extent of shortages. We will continue to build as many houses as we can sell. We will attempt to minimize material shortages by placing firm orders with rated firms and obtaining firm commitments from manufacturers whenever possible."

This answer, from Lawrence J. Goldrich, president of the Leslie Construction South Corp. of Norfolk, Va., fairly typified the attitude of builders answering a nationwide telegraphic survey by American Builder, which asked: "Do you foresee any material shortages or labor problems to interfere with your operations this year?"

Many were confident they would obtain sufficient materials in their area, but some were not so sure, despite manufacturers of critical lines such as cement and gypsum board rushing additional facilities to completion, in time to pack up production schedules. Little worry over the labor supply was in evidence.

Considering the southeastern area, Goldrich reported "present indications and past experience points to shortages in gypsum products, fibreboard, wall sheathing and oak flooring."

Plan paving speed-up

"It wouldn’t be a normal year if we weren’t faced with some shortage of materials and labor difficulties," says Clair M. Wilson of the Wilson & Johnson Co., Omaha. "We expect some critical shortage in cement to develop sooner this year, probably late spring. Consequently, we plan to step up paving operations in our development." He anticipates a short supply of gypsum wallboard, but no labor problem.

From Tulsa, Okla., L. R. "Andy" Latch, head of the Metropolitan Building Co., declares: "We see no serious material or labor problems here to interfere with building operations. The mortgage picture is a most serious deterrent, but we are hoping the 1956 political situation will thaw this threat."

Will substitute, if necessary

Like many builders, Allen K. Davidheiser of Pottstown, Pa., is getting used to shortages. "Sure, there will be material shortages in ’56," he says. "We’ll substitute as in the past, will use a different type of construction or may cut down production, but only as a last resort."

From the nearby Philadelphia area, Ralph Bodek of Upper Darby could "not foresee any material shortages or labor problems at the moment."

Goal: sell more houses in ’56

"I’m very optimistic about the immediate future," is the word from Charles J. Lo Dolce at Berlin, Conn. He finds the material supply fair, although slightly more expensive, except for lumber prices, which are softening. As for labor: "men are available at higher hourly rates, but I’m concerned about carpenter labor next spring because of need of carpenters in rebuilding flood areas."

Lo Dolce, a transplanted Long Islander who turned to low-cost projects in the Hartford area several years ago, is most concerned about tight mortgage money. "Loosening of controls is very, very important; however, the market is very good and I should build and sell more houses in ’56 than in ’55 in spite of the fact selling prices will be higher."

Labor to ignore ‘drop’?

Labor may pose a problem on Long Island this year, believes Victor E. Kohn of the Winster Co., Huntington, N. Y., who believes "labor will ignore published figures of a drop in housing units and drum for a steady increase. He notes glass, "sheetrock," rocklath and plumbing china as "very tight"; adds ominously that "copper tubing and some other items are not really short, but in supply only to those willing to feed kitty."

(Continued on page 306)
1956: A year of challenge to nation’s home builders

The year ahead is going to be a good but highly competitive year for the home building industry. And like every year, it will produce its full share of problems. None appear insurmountable, but taken individually and together, they offer a formidable challenge to the industry and its spokesman, the National Association of Home Builders. The principal problems, as I see them, are:

Top problem: mortgage money

Tightness of the supply of mortgage money in recent months has been one of the most critical problems confronting the home building industry. As we move into the year, it looks as though the greatest limiting factor on home building will be the availability of mortgage funds.

The tight mortgage situation, evident since last spring, has been complicated both by expanding credit demands from all sectors of the economy and by the efforts of those responsible for monetary policy to cope with this through general controls such as the Federal Reserve rediscount rate. The decline in housing starts which we now are witnessing, and which mean we will move into 1956 at a volume rate substantially under that of 12 months ago, reflects adjustments which have been taking place in the free money market, and not the mid-year credit restrictions.

While I believe there are good reasons for hoping that credit managers will ease the money supply during the course of the next year, I also feel certain that new sources of mortgage money must be sought out. The further exploration and development of pension funds as one good, new source should be continued. As we all know there are many technical and legal problems in this area which only time and diligent effort will solve.

Credit restrictions

Because of the lag and lead time factor in home building, because there are many months of business activity preceding housing starts, control actions affecting our industry always are slow in making their effects felt. Higher down payments and lower amortization periods ordered by FHA and VA last July have not, as I have indicated, had any substantial direct effect on the market. When they do take hold, it will be on a declining market. It is to be hoped that officials responsible for the restrictions will recognize this situation and the hardships imposed and remove them before they have further adverse effects.

Rising building costs

I am deeply concerned about the continuing rise in building costs. New price increases of building materials are in the offing; money has become more costly in many areas; land prices have mushroomed upward; wages in the construction field are likely to increase in many cities. Repeated increases in construction requirements by FHA and VA and local communities also play an important role in pushing up ultimate sales prices.

Thus far, the home building industry, through improved techniques in planning, purchasing and construction, has been able to offset to a remarkable degree the steady rise in building costs. But this cannot continue indefinitely. As houses become more and more expensive, the industry and its associates move further and further away from the large market that exists in the lower income and minority housing fields. Ways and means must be found to bring decent economical housing within the reach of all of our people. This is not only an obligation but a necessity for our industry.

Community facilities

NAHB earlier this year designated community facilities as the “Number One Industry Problem” and there has been no reason to change that estimate of the situation. The need for good schools, roads, water and sewage facilities is greater than ever and poses a tremendous problem not only for builders but for the community. And, it is only by the efforts of all elements in the community that intelligent steps can be taken towards a solution.

Rehabilitation; legislation

The forthcoming year will see new and greater efforts to eliminate city slums and check deterioration of older urban areas. The problem is great and progress at best has been slow. Meanwhile, time is running on during which the industry and our communities must get this job well under way—and before the anticipated great new housing demand of the mid-1960’s absorb our men, material and energies.

With 1956 a presidential election year, housing is certain to be a major topic of discussion in Congress, at the national conventions and during the campaigns. Many of the problems I have already outlined will be aired and it is likely that the operations of the Federal National Mortgage Association (Fannie May) and the FHA will be carefully reviewed. In addition, an extension of the GI Bill of Rights and, of course, the perennial issue of public housing will be up for debate. Without doubt, there will be some rousing battles before the year is over.

Bright spot: continuing demand

One bright spot in 1956—and it’s very bright indeed—is the continuing demand of the American people for new and bigger houses. Here again, some refinement of mortgage credit devices and a more equitable flow of money will be necessary to meet this demand fully. From all present indications and the fine state of health of the general economy, builders can look forward to a good, albeit highly competitive market throughout the year.

Total housing will, in 1956, for the eighth consecutive year exceed one million starts. The consensus is an output of around 1.2 million units, a decrease of 30,000 to 100,000 units from the anticipated 1955 volume. Dollarwise—in view of increased building costs, bigger houses and increasing demand for more new expensive materials and equipment—1956 should be roughly equal to the $14.6 billion estimated for 1955, the best business year in the history of the industry.

GI loans at peak

Revised Veterans Administration reports showed the agency guaranteed 64,497 GI home loans in October, totaling $717,344,355, highest amount in the program’s history. These figures brought the total for first 10 months of 1955 to 527,918 loans totaling nearly $8.8 billion.
Battle continues on credit curbs

With all signs pointing to a continued high number of housing starts during 1956, the battle continues as to whether credit curbs are "good" or "bad."

Although he thinks housing starts on an annual basis of 2 million are "not out of the realm of possibility in the years ahead," Housing and Home Finance Agency Administrator Albert M. Cole is still engaged in carrying out the Eisenhower administration's policy to maintain starts on something like a 1.25 million basis in 1956.

Stating that his policy is one calculated to maintain a "high level" of starts in 1956, Cole indicated that 1.2 to 1.3 million is "high level" in the Eisenhower administration's book. He opined that there are neither funds nor market demand to sustain the 1.5 or 1.6 million starts which have been suggested for next year.

Cole's statements were echoed by federal officials appearing at a Senate Banking and Currency subcommittee hearing on government credit policies in housing and other fields.

Chairman William McChesney Martin, jr., Federal Reserve Board, joined the growing list of public officials who have said that credit restrictions are aimed at keeping inflationary pressures from getting out of hand. He conceded that general credit restraints as applied by the reserve board with increasing severity since April might have special effects on the housing industry, but said the board must keep its eye on the "general credit pool." Undersecretary Randolph W. Burgess of the Treasury also said he was not worried about the housing situation.

Levitt has other ideas

William J. Levitt, builder of Levittown, Pa., sharply disagreed, telling the group that current restrictions would cut his business by about 20 per cent next year. He said that general credit controls are not flexible enough to meet special demands of home builders.

DEALER'S VIEWPOINT

Many advertisers ignore 'tell customers where to buy' rule

A good many national advertisers who manufacture products commonly sold in retail lumber yards are disregarding one of the fundamental rules of good advertising. The rule in question is the one that says an advertiser always should tell the reader where he can purchase the product being advertised.

A survey of advertisements published in 10 consumer magazines revealed that only one-third of the 135 companies advertising products carried in retail lumber yards advised the reader to "See your retail lumber dealer" or "building material dealer" or something similar.

The others either didn't tell the customer where the product can be obtained, advised him to consult the classified telephone directory, invited him to write in for the name of the dealer, or suggested going to a hardware or department store.

Several outlets named

Oddly enough the list of manufacturers who did not refer the customer to his local lumber yard included six organizations producing wood or wood products. Possibly, these advertisers thought it unnecessary to tell the customer to go to his lumber dealer for something made of wood.

Quite a few advertisers named several types of outlets, suggesting, for example, that the customer go to his "hardware store, lumber dealer, or department store."

Some producers of standard lumber yard materials tell the reader to "See your (name of advertiser) dealer" instead of "See your lumber dealer."

Although the Saturday Evening Post survey showed that 82 per cent of the lumber dealers handle paint, only two out of a dozen paint manufacturers listed the lumber yard as the place to buy their product. Most of them said "See your paint dealer" or "See your hardware dealer."

Both sides can benefit

Those manufacturers who suggest the lumber yard as the source or as one source of their product undoubtedly sell more than they otherwise would and, in addition, they do the retail lumber industry a good service by reminding the public to visit their lumber yard where they also may find other things they want or need.

Those few extra words in a magazine advertisement might also win wider distribution for the products in addition to giving the lumber dealer a larger share of the demand. If enough people ask for a product that a dealer hasn't been handling, he sooner or later decides to stock it.
Scholz to build two show homes in 64 hours

In the last 64 hours before opening of the 1956 International Home Building Exposition May 12 at the New York Coliseum, Scholz Homes Inc. of Toledo plans to erect two houses, 1,692 sq. ft. and 968 sq. ft., complete to landscaping.

Following the signing of contracts, Donald J. Scholz, president, said that every newly developed technique would be used to get the job done on time, with construction, decorating, furnishing and landscaping teams being “stop watch scheduled” for maximum efficiency.

Robert A. Durk, managing director of the exposition to be held May 12-20, said negotiations are under way for two other houses to be erected within the same time limit. All are to be located on the coliseum’s second floor.

Albany to award showhouse

Home Builders Assn. of Albany, N. Y., plans to construct a house to be ready for inspection by February 15 and to be awarded as grand prize at its 1956 home show March 3-10, according to Harold Green, committee chairman. . . . Two 26-year-old architects, Richard Fleischman and James Hawver, won the $1,500 top award in the “Ohio Home” contest sponsored by HBA of Greater Cleveland. Their design will be built in Cleveland’s Public Hall as a feature of the annual home and flower show March 3-11.

Other upcoming home shows: St. Louis, February 4-12; Philadelphia, February 13-18; Milwaukee, March 3-11; Rochester, N. Y., March 10-17; Detroit, April 7-15; Boston, April 14-21; Providence, R. I., April 22-27. . . . Madison, Wis., has set third week in May as date for its spring Parade of Homes.

State groups elect

Earl R. Simpson of Brigantine, N.J., succeeds Richard D. Hudson as president of the New Jersey HBA. Other officers include Louis V. Borsert of Bordentown, first vice president; William Marlon of Elberon, second vice president; Joseph Goldman of Dumont, treasurer and Charles A. Gemberling of Haddonfield, secretary. . . . Ohio HBA elected Raymond Sharp of Cincinnati as president to succeed Mel Kimmey of Dayton. . . . W. Howard Parsons, veteran Erie, Pa., newspaperman, has taken over the post of executive director of the Pennsylvania State Assn. of Home Builders and is establishing a headquarters at Harrisburg. . . . Franklin B. Wimer, president of the Franklin Land Co., was installed November 14 as president of the HBA of Metropolitan Pittsburgh, with Calvin D. Crawford, first vice president; Russell T. Miller, second vice president; O. John Valentine, treasurer; Hayward V. McIntosh, secretary.

Long Island picks Zummo

Anthony S. Zummo of Queens Village, N. Y., NAHB labor committee chairman, takes office January 1 as president of the Long Island Home Builders Institute, while his predecessor, Emil M. Keen, becomes board chairman. A. Sidney Roth was elected first vice president; Willard L. Bergman, Daniel B. Grady, Nathan S. Siegel and William Hetzel, regional vice presidents; Lester M. Tobin, secretary, and Frank A. Clauson, treasurer.

HBA of Greater Kansas City installed its new president, E. R. “Gene” Elgin, at its annual Christmas dinner-dance December 2, along with other officers: Harry Steinbaum, vice president; John S. Kelly, secretary; George D. Mittong, treasurer. . . . Northern Illinois HBA also chose its Christmas party as occasion to install new officers: Lee Newman, director-chairman; John E. Birch, vice chairman; Merritt R. Evans, secretary; H. Victor Hoyer, treasurer. . . . Ralph Aldridge is president of the new HBA of Howard County, at Kokomo, Ind.
Bathtubs - Lavatories
Closets - Sinks

FOR THE FINEST HOMES AND APARTMENTS

Whether your demand is for sanitary fixtures in glistening gleaming white or for units of matched color in pink, tan, blue, green or grey, you'll find your choice in AllianceWare—the most complete line of formed metal sanitary fixtures—preferred by an ever-increasing number of progressive builders and plumbers from coast to coast.

BATHTUBS
5-foot tubs—eaves and corner models—of porcelain on steel each will prevent water leaks between tub and wall. The AllianceWare, exclusive patented method of installation keeps tub from settling and pulling away from the wall. AllianceWare design provides a "grab rail" the full length of the tub for greater safety in entering and leaving the bath.

All AllianceWare tubs are available in white, pink, blue, green, grey, and tan.

For modernization for a shower receptor.

The AllianceWare "Junior"—a 42" steel tub illustrated below—excellent for modernization jobs in limited space and for superior as a shower receptor.

LAVATORIES
Well-lung shelf-back lavatories of porcelain-enamel with or without overflow.

Flat rim lavatories with deep and generous bowl for tile or linoleum installations.

All AllianceWare lavatories are available in white and five colors.

CLOSETS
Close-coupled combinations—one a reverse trap, the other a wash down—types most popular in today's construction. Each style assures positive, quick flushing.

Available in white and five colors.

DELUXE SINKS
Porcelain-enamel finished from heavy, 14 gauge. These sinks have double bowls or single bowls. Sliding drain boards are optional on some models. May be mounted on standard sink cabinets. Several models may be installed on legs without cabinets.

FLAT-RIM SINKS
Single bowl or double bowl, with and without slop ledge. Also sink and tray combinations with and without slop ledge. The design of these sinks permits a continuous tile or linoleum drain-board top or finish with the edge of the rim.

Write for the complete AllianceWare catalog of detailed specifications and installation diagrams.

Visit our display NAHB Show, Booths 168-169—Conrad Hilton

ALLIANCEWARE, INC. • Alliance, Ohio
Plants in Alliance, Ohio, Colton, California and Kilgore, Texas

Bathtubs • Lavatories • Closets • Sinks
Builders everywhere are finding that houses actually do sell faster when they include such quality features as "Quality-Approved" aluminum windows. And that explains why aluminum windows are growing in popularity so rapidly.

A recent study of residential building by the U. S. Bureau of Labor Statistics shows that aluminum windows were used in 23.6% of the single-family houses completed during the first quarter of 1955 as against only 15.2% during the same period in '54.

The reason is quite clear. There is a definite trend to "Quality." Today's home buyers are looking for better value and more and more builders realize that "Quality-Approved" aluminum windows (double-hung, casement, awning, sliding, projected or jalousies) are a real sales asset.

To make your houses more salable, give them the magic Touch of Quality by including "Quality-Approved" aluminum windows, complete with screens and storm sash, all in a single-package mortgage.

For additional information consult Sweet's or any of the quality approved manufacturers listed below, or write direct to Dept. AB-61.

**Aluminum Window Manufacturers Association**

75 West Street, New York 6, N. Y.

**MEMBERS:**
- The Wm. Bayley Co., Springfield, Ohio
- Bourne Products, Inc., El Cajon, Calif.
- Ceca Steel Products Corp. (Sterling Aluminum Window Division), Chicago, Ill.
- Cupples Products Corp., St. Louis, Mo.
- Duralite Window Corp., Knoxville, Tenn.
- General Bronze Corp., Garden City, N. Y.
- Reynolds Metals Co. (Parts Division), Louisville, Ky.
- Universal Window Co., Berkeley, Calif.
- Ware Laboratories, Inc., Miami, Florida
- Windalume Corp., Kenvil, N. J.
For a sloping site, many builders would automatically reach for a split level plan. But H. V. McIntosh had a different idea. Knowing the inherent economies of the two-story, particularly in respect to framing, he stuck to a simple rectangular plan and gave his buyers certain options as to the number of bedrooms, amount of equipment, etc., they might require. He further departed from the traditional way of thinking by creating an upstairs playroom that leads directly to the back yard.

Considerable care went into the technical problems of this Alquippa, Pa. house—heating, lighting, garbage and trash disposal, etc. Its all-gas equipment includes the following:

- Dishwasher
- Range and oven
- Youngstown cabinets
- Water heater
- Incinerator
- Refrigerator
- Furnace
- Washer and dryer

The refrigerator is a Servel; range and oven, Chambers; washer and dryer, Hamilton. The buyer gets all—no strings attached—plus an 30' x 150' lot for $19,000. But McIntosh knocks $1,000 off the list price for a buyer who has his own lot and thinks he can do without the incinerator and dishwasher supplied by the builder.

In a further effort to give the buyer what he wants, McIntosh makes it easy for him to have a four-bedroom house instead of a three—simply by taking out the playroom and moving over the upper level bathroom. This cuts down the length of the master bedroom somewhat, but it's still ample in size (12' x 13') for most people.

A surprisingly large amount of storage space is to be found in this two-story. One reason is the large closet in the carport. It alone accounts for over 100 cu. feet of storage space.
TAKING LEAVE of the traditional all-brick front, builder Hayward V. McIntosh has varied lap siding with vertical, continued line of carport over front entrance. Street side of house is not too exposed, has Pella windows.

1. IT SMOOTH OUT A SLOPE
DIRECT ENTRY to house can be made from either front or rear—without climbing long flight of steps. Upper level has door opening directly off playroom. House has conventional 2" x 6" rafters and ceiling joist construction with 4" batt insulation. Lower level has a slab floor.

2. IT LIGHTS UP A LOW KITCHEN
NO PICTURE WINDOW is to be found in this kitchen, but it nevertheless has adequate daylight because of windows on two sides. Built-in equipment is all gas; cabinets, steel. One of optional extra sales features in house is incinerator, located in corner of utility room.

3. IT PUTS A PLAYROOM UPSTAIRS
UP WHERE IT WON'T INTERFERE with housekeeping, playroom is on second level at head of stairs. Master bedroom is 19' long, may be reduced in size to make room for fourth bedroom. Lot levels off in rear to provide good play yard for children. Upper level has total of five closets.

4. IT RESCUES BASEMENT SPACE
"MAINLINER" LOWER LEVEL plan has large utility room containing mechanical core of house. Incinerator, forced air unit and laundry are located here. In revised version of plan (not shown) utility room was made even larger by removal of closet, which is now located under stairway.
New Oliver Jet Trencher for OC-3 Loader hooks up or detaches in 90 seconds

Exclusive 2-point hitch does the trick!

This new Jet Trencher is the perfect addition to the famous Oliver OC-3 Loader. It digs to 12 feet and lifts to 11½ feet—adds extra versatility without limiting tractor maneuverability or loader operation.

The exclusive hydraulic 2-point hitch makes hookup and removal a simple, one-man operation from the tractor seat. When the trencher is removed, the hitch holds the loader counterweight or quickly takes a number of handy attachments—scrapers, scarifiers, etc.

All new in design and construction, the Jet Trencher places all stress and strain on the trencher frame, not on the tractor. Its new mounting, offset to the side of the tractor, gives unmatched visibility and permits close parallel digging to walls, foundations. Full 180° boom swing gives straight side dumping.

Working from the loader hydraulic system, the Jet Trencher has powerful down pressure for digging through tough soil. Hydraulic control gives smooth, cushioned operations and insures long-life, low-upkeep operation. See this new trencher and OC-3 Loader. Ask your Oliver Industrial Distributor for a demonstration.

Hydraulic 2-point hitch is adjusted to fit slots on sides of trencher as tractor is backed into position. Snap-on fittings connect hydraulic lines—seat is swung around and trencher is ready to operate. When not attached, trencher rests, as shown here, on stabilizer blade and bucket.
Inexpensive Luxury!

that is beautiful . . . yet so practical!
Now in your choice of
VINYL or ASPHALT

CorkAtile is a new type floor covering combining beautiful natural cork appearance with the durable and resilient qualities of Asphalt and Vinyl Tile.

A floor covering that is a natural setting for any room in the home . . . it's quiet dignity adds a warm and confident feeling to reception rooms, private offices, schools and churches.

All three cork shades naturally become a part of any decorating motif.

WELCOME TO THE
N.A.H.B. SHOW
JAN. 22 to 26

HACHMEISTER-INC.
PITTSBURGH 30, PA.

SINCE 1903

Guaranteed by Good Housekeeping

AT HAKO BOOTH: WIN A TRIP AROUND THE WORLD — SEND POST CARDS TO FRIENDS — USE OUR ELECTRIC VIBRATOR FOR WEARY FEET
modernizes an old art, terrazzo in resilient type tile

There's a joy in possessing an unusual floor covering and this is true of Poly-Krome in a superlative degree... especially a gay floor tile with toughness built into it. You're never at a loss for a festive floor tile of many exciting colors and interesting terrazzo design possibilities if you remember Poly-Krome in Vinyl or Asphalt. Poly-Krome Vinyl is resistant to grease, fats, oils, alkalies, gasoline, and naphtha and can be used anywhere. The smooth surface keeps dirt from wearing in and an occasional waxing keeps it sparkling bright.
The sign of merit!

As advertised in
THE SATURDAY EVENING
POST

Citation
FOR CREATING CONSUMER DEMAND

COMPANY
NAME

Look for this plaque at the National Association of Home Builders show to be held in Chicago, from January 22 to 26. It will appear only on the booths of those building-supply companies that advertise in The Saturday Evening Post. More top-grade building materials, equipment and fixtures are advertised in the Post than in any other general magazine. They're the best in any show!

See the Show-House exhibits at the show and you may see the world! Get full details at any Show-House booth.

The Saturday Evening
POST — gets to the heart of America

JANUARY 1956
America's Most Complete Line for WEATHER-SNUG HOMES

Quality Building Specialties

M-D MACKLANBURG-DUNCAN CO.

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

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

Numetal DOOR BOTTOMS

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

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

Easiest in the world to put on

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

NuGARD

Automatic DOOR BOTTOM

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

NuCALK CALKING COMPOUND

World’s best calking compound available in loads, with or without nozzle . . . hand squeeze tube . . . or 1/2 pt., pt., qt. and gal. cans. Also 5-gal. and 55-gal. drums—gun or knife grade.

Nu-Glaze GLAZING COMPOUND

You can recommend this glazing compound with complete confidence that it always stays put.” Packed in 1/2 pt., pt., and qt. cans, 25 lb., 50 lb., 100 lb., and 880 lb. drums.

Nu-Phalt PLASTIC ASPHALT CEMENT

Ideal for sticking down asphalt shingles and general repair work on roofs and flashings. Comes in handy loads, with or without nozzle; 1 1/2 lb. and 10 lb. cans; 50 lb. pails and 550 lb. drums.

MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

Leaders in the Building Specialty Field for 35 years!
One of the four basic designs of the new houses being built in the Longmeadow Community, Pikesville, Md. In all, 120 homes will be built here on a 72 acre area. Each home will have approximately 42 squares of Flintkote Tapered Strip Shingles. Houses sell from $33,000 to $45,000. Korb Roofers, Inc., of Maryland are the Roofing Contractors.

"Flintkote Roofing helps sell the house,"

says Mr. Gordon Sugar, designer and builder of the beautiful LONGMEADOW Development

"Today roof color is very important in selling a modern type ranch house," explained Mr. Sugar. "For the large roof area is one of the first things a prospect sees.

"So we decided to really dress the roofs of our Longmeadow Development. To make a wonderful first impression! And to do this we selected Flintkote Tapered Strip Shingles. In those beautiful light pastel colors.

"As for the long-lasting protection! Flintkote Shingles have always been well known for that, too!"

Designers, architects and builders in every section of the country evidently agree with Mr. Sugar. For the trend to Flintkote roofing is even more pronounced than ever.

Use Flintkote roofing on your own new houses. You'll sell them faster... therefore, more profitably. And you'll insure your reputation for quality.

FLINTKOTE

The exquisite pastel shades of Flintkote Shado-Kool Tapered Strip Shingles add charm and character to a house.

Flintkote Tapers are 25% to 33% thicker at exposed areas than ordinary shingles. They are constructed to lie flat for better protection.

THE FLINTKOTE COMPANY,
Building Materials Division,
30 Rockefeller Plaza,
New York 20, N. Y.

...Style and Color Leader since 1901
Here's top quality with a low price tag! It's the CORBIN Guardian — specifically designed to give budget-priced residential construction the extra luxury of CORBIN locks throughout.

No other lock in the low-price field matches the Guardian in appearance, performance, and economy. Its external parts are rich, gleaming brass, bronze, or aluminum; with roses and knobs unmarred by screws. Internal parts are rust-resisting, precision-fitted. There are no die-cast parts. It's fully reversible to fit any door. And advanced features like the "Spring-Ring" rose plate make it really troublefree. Yet — the Guardian costs so little, is so easy to install, that it actually saves you more on every door!

Guardian Locks are available in 5 functions to meet every residential requirement. They're backed by a full guarantee on all parts and workmanship. Ask your CORBIN dealer for Guardian whether you're planning a unit or a project. You can't buy a better lock to save your money.

P & F CORBIN Division
The American Hardware Corporation
New Britain, Connecticut, U.S.A.
"Pioneer" kitchens of birch, copper, and steel give $9,500 homes the luxurious look of homes costing several times as much!

"The luxury of American Kitchens proved to be our most reasonable expenditure," says Mr. Cates, President of the Hines Building Corporation of Dallas. "They have been our main and most accepted selling point, and give our homes a luxurious look seldom found even in homes costing several times as much."

The "Pioneer" by American Kitchens is dramatic, exciting, modern—a stunning combination of natural birch and antique copper on a steel frame. It's easy to install and truly versatile—the "Pioneer" is perfect whether you're planning a simple kitchen center or a complete kitchen with matching appliances.

Most important, the "Pioneer" is a sales-clinching feature that adds comparatively little to your costs. Whether your homes sell for $10,000 or $40,000, home buyers immediately recognize the "Pioneer" as the finest in quality and styling. Builders from all sections of the country have been delighted with the luxury look of the "Pioneer"—it sells homes faster!

So if you haven't already discovered the advantages of the "Pioneer" and other American Kitchens products, mail the coupon at the right. Let us prove to you that American Kitchens can sell your homes faster!
American Kitchens of copper and birch on rugged steel frame..."

says Mr. C. Grady Cates, Jr., President, Hines Building Corp., Dallas, Texas

Here is how HINES BUILDING CORPORATION used the "Pioneer."

This is the "Pioneer" kitchen of one of the 222 homes the Hines Building Corporation is building in Valwood Park, a $45,000,000 planned community near Dallas. The dramatic beauty of the natural birch and antique copper is a high spot of the home, blends perfectly with the overall design of the home.

For more elaborate kitchens, additional cabinets and accessories can be added, as well as matching antique copper appliances such as the famous American Kitchens "Roto-Tray" Dishwasher, the new American Kitchens "Set-In" Countertop Range, and the new American Kitchens "Set-In" Waist-High Oven. Both range and oven available in gas or electric models.

See the big American Kitchens display at the January Builders' Show, Conrad Hilton Hotel, Chicago!

The Pioneer by American Kitchens

DIVISION MANUFACTURING CORPORATION

SELLS YOUR HOMES FASTER!
SERIES 250-A For ¾” kitchen cabinet doors. Exclusive step-up design hides hardware.

SERIES 700 Deluxe double track for ¾” through 1½” wardrobe by-passing doors... adjustable hangers.

SERIES 300-A For ¾” through 1¼” open, and closed pocket doors. Minimum headroom required.

SERIES 400-A For 1¾”-1½” closed pocket doors. Deluxe track with heavy duty, ball bearing axles.

SERIES 600 Double track for 1¼” and 1½” wardrobe by-passing doors... adjustable hangers.

SERIES 750 Deluxe double track for ¾” through 1½” wardrobe by-passing doors. Extra strong hanger installation.

SERIES 350 For 1½” closed pocket doors - adjustable hangers. Popular with frame manufacturers.

SERIES 650 Double track for 1½” and 1¾” wardrobe by-passing doors. Minimum headroom required.

SERIES 800 Prefabricated, warp-proof, all-metal frame for closed pocket installations. Series 400-A track already installed.

SERIES 900 Prefabricated, all metal frame with 350 adjustable hanger already installed.

ACCESSORIES

WRITE KENNATRACK CORPORATION for FREE COPY BUYER’S GUIDE
KENNATRACK CORPORATION, ELKHART, INDIANA

see the latest developments in the one complete line

booth 105-126
NAHB
Main Exhibition Hall
Conrad Hilton Hotel

WRITE KENNATRACK CORPORATION for FREE COPY BUYER’S GUIDE
KENNATRACK CORPORATION, ELKHART, INDIANA

AMERICAN BUILDER
Builders can now choose from four compact WILLIAMSON Wethermatic Yearound Airconditioning systems ... the cooling equipment requires no floor space. Williamson Wethermatics are low cost, quickly installed and premerchandised with an all-round national consumer promotion in major shelter magazines.

**WILLIAMSON**

"WETHERMATIC" SYSTEMS CONSIST OF:
The "SPECIAL" Line—A Builders Type Warm Air Furnace

* New lower prices reflecting mass production savings
  * 20 gas-fired, 12 oil-fired models
  * 60,000 to 145,000 B.T.U. Range
  * Hi-Boy, Lo-Boy, Counterflow, Gravity and Horizontal Units
  * Pre-Wired, pre-Assembled, factory test-fired.
  * New color choice ... Gray Metalescent or Gleaming White

AIRrefrigeration Waterless Cooling—

* No floor space installations
* No costly sewer or water connections
* Internally factory wired, easily installed.
* 2, 3, 4, 5 or 7½ ton size models
* Console and suspended models where desired.

Prefabricated Duct Pipe & Fittings—For Heating and Cooling

* Die Cut, prefabricated, each fitting interchangeable with others
* Fittings shipped packed per house plan
* Tailor-made look, designed to fit within the joists
* Designed for minimum air resistance—maximum air flow efficiency.

See our 12-page catalog insert in SWEET'S 1956 Light Construction Files.

Visit Booth No. 839

NAHB Convention
CAREY covers home

with a wide line of quality construction

<table>
<thead>
<tr>
<th>FIRE-CHEX</th>
<th>CERAMO</th>
<th>CAREY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asbestos-Plastic</td>
<td>Colorful, Washable</td>
<td>Asbestos-Cement</td>
</tr>
<tr>
<td>ROOFS</td>
<td>SIDING</td>
<td>WALLBOARDS</td>
</tr>
<tr>
<td>MIAMI-CAREY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bathroom Cabinets,</td>
<td>CAREY</td>
<td></td>
</tr>
<tr>
<td>Accessories and</td>
<td>Fire-Guard</td>
<td></td>
</tr>
<tr>
<td>Ventilating Fans</td>
<td>BLANKET</td>
<td></td>
</tr>
<tr>
<td></td>
<td>INSULATION</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>DAMPROOFING</td>
</tr>
</tbody>
</table>

... and 827 other fine products, many in the home building field!

You'll build better, profit more

VISIT CAREY AT NAHB...Booths 21 and 22
Conrad Hilton Hotel - Chicago - January 22-26
Don't miss the Carey exhibit! See the latest in Carey building products...and, remember...While you're there REGISTER FOR YOUR FREE KIT of Carey builder promotion materials and sign up for the big SHOW-HOUSE TRIP AROUND THE WORLD!
building...
materials from one source!

with the Carey Line

Nationally advertised
to help you sell!

THE PHILIP
MFG. CO.     Dept. AB-1
LOCKLAND, CINCINNATI 15, OHIO

JANUARY 1956
ALUMINUM AWNING WINDOWS FOR EVERY NEED
now 100% weatherstripped

WHETHER IT'S A MONUMENTAL STRUCTURE, a fine
residence, or a low-cost project, chances are there's
a Ware awning window to suit your needs to a "T".

WARE MONUMENTAL AWNING WINDOW
* Designed to meet the most rigid requirements
* Perfected weathering — Koroseal weatherstripping im-
bedded in channel, perfect seating of ventilators
* Heavy Extruded Sections — 1 3/4" ventilator depth.
Minimum thickness of all structural members 3/8"
* All moving parts bushed in self-lubricating nylon
* Strip proof heavy compound operator concealed in center
of sill, synchronized distribution of load, unparalleled load
safety factor for aluminum awning windows

WARE AWNING WINDOW—Intermediate
* Smooth sturdy CENTER SILL operator—a compound
operator sealed and installed in sill at factory
* Weatherstripped by premium vinyl locked in extruded
channel unexposed to weather
* Wide overlap of weathering members. Min. outside at
jambs 5/16". Heavy reinforced sill
* Ventilators have equal height and drop, clean easily
* Engineered for simple, speedy installation, designed for
great diversity of application

ECON-O-WARE & ECON-O-WALL AWNING WINDOWS
* Best value on the market: low-cost with quality features
* Simple, attractive trouble-free design
* Variable sizes and mullion combinations
* Corners flash-welded — stainless steel bushings
* NOW 100% weatherstripped

Whatever your window needs, be sure to get all the facts on
the full Ware line . . . proven in thousands of installations
from coast to coast.

Dependable delivery assured thru regional warehouses in
HOUSTON, ATLANTA, CHICAGO, and NEWARK. All
windows manufactured in our giant 3½ acre plant in Miami.
Write Dept. AB-1

ALL WINDOWS CHEMICALLY CLEANED, ETCHED,
AND LACQUERED PER FHA REQUIREMENTS

Aluminum WARE Windows

Ware Laboratories, Inc., 3700 N.W. 25th St., Miami, Florida
Certain-Teed Asphalt Shingles come in a wide range of beautiful colors and blends, including pastels. For distinctive homes use Woodtex, the extra-rugged asphalt shingle with attractive built-up graining.

For lasting beauty, use Certain-Teed Asbestos Cement Siding Shingles. Handsome range of colors and styles—never need repainting. Certain-Teed Asphalt Shingle and Roll Siding available in a choice of designs and colors.

Certain-Teed Bestwall® Gypsum Wallboard comes with plain or predecorated wood-grain finishes. For fire-rated construction with single layer application, use Firestop Bestwall. 3/8" thickness gives 1-hour fire resistance.

Certain-Teed Fiberglas® Insulation—in batts, blankets, pouring wool, and in perimeter insulation—cuts heating costs up to 40%. Foil-enclosed batts and blankets for air-conditioned homes permit smaller units, help keep sales prices attractive.

For the perfect finishing touch to walls and ceilings—new Certain-Teed Bestwall Paints, including popular alkyd flats and latex. Decorator colors—quick drying—easy to clean.

For smooth, fast plastering, specify Certain-Teed Beaver® Gypsum Lath. Both plain and perforated. Strong—fireproof. Beaver Insulating Gypsum Lath with aluminum foil back provides insulation and an effective vapor barrier.

All Certain-Teed Plasters are "Plast-sized"® for easy working. Use these famous brands: Arme, Agatite, Beaver, Certain-teed, Pure-Wite, and Lite-Mix® for basecoat, finishing, gauging and molding plasters. Also Kalite® acoustical plaster.

Your homes will have greater structural strength and fire resistance with Certain-Teed Weather-Shield® Gypsum Sheathing. Tongue and groove V-edges—water-repellent core and paper. Actually costs less than most other sheathings.

Better looking, better built, more salable homes when you use Certain-Teed Building Products right down the line. See your supplier or write Certain-Teed direct for more information now.

CERTAIN-TEED PRODUCTS CORPORATION
ARMOMORE, PENNSYLVANIA
EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.

ASPHALT ROOFING • SHINGLES • SIDINGS • ASBESTOS CEMENT SHINGLES
GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS
FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION
PAINT PRODUCTS—ALKYD • LATEX • CASEIN • TEXTURE • PRIMER-SEALER
Why hibernate during winter months? Build continuously—snow and ice do not stop demand for good homes—in fact, it’s easier to sell when others have slowed down on construction.

The Inland package is under roof in less than one day. By advance planning, with foundations or slabs in place you can erect an Inland Home almost any day. You are building when there are fewer material shortages—when mortgage processing is handled faster.

Winter building with Inland Homes gives you tremendous advantages both sales and profit wise.

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

Statistics show that there has been a definite trend toward an increase in winter building, with housing starts during December 1954 and January and February 1955 up 26% over same quarter in previous year.

Get your share!

This means only one thing. If you are to get your share of sales, you must include winter building—and if you want to insure trouble-free winter construction, you must buy a package that has been tailored for winter erection. The Inland package is winterized.

IT'S A "MUST" TO HAVE OUR STORY
REVOLUTIONARY PACKAGED
HOME AIR CONDITIONER

...just cools BETTER

The most Sensational Advance in Central Cooling

- HIGH PERFORMANCE
  Twin systems with commercial compressors produce maximum cooling and constant humidity control.

- LOWER COST
  Self-contained, air-cooled unit, and exclusive new prefabricated duct drastically lowers unit and installation costs.

- FAST INSTALLATION
  Can be easily added to heating duct work, or a complete ready-to-assemble duct kit of Fiberglas is provided where needed.

- FULLY GUARANTEED
  Factory warranty (backed by the experience of building over 7 million Vornado cooling appliances) assures satisfactory service.

- FHA
  Designed and manufactured for use in FHA mortgage-insured properties.

Only Vornado has been successful in putting the practical features builders wanted in a low cost residential air conditioner. New engineering principles ... plus many years of manufacturing “know how”... have been combined to develop this amazing air conditioner for the building trade.

Here for the first time is a central air conditioning unit you can easily install... sell at a low price... and confidently know it will give years of carefree, troublefree, air conditioning in the homes you build.

Look at These Amazing Facts!

Products of
THE O. A. SUTTON CORPORATION, Wichita, Kansas
Specialists in the manufacture of comfort cooling appliances
**Vornado's GREAT NEW**

**Pre-Engineered - Pre-Packaged - Ready for the Job**

**LOOK AT THESE AMAZING VORNADO UNIT FEATURES**

- **EXCLUSIVE DIFFUSERS**
  Can be located any place in the ceiling area without affecting cooling efficiency. Unique fin arrangement allows direction of air any place desired.

- **TWIN COMPRESSORS**
  Two hermetically sealed, heavy duty compressor units. One compressor operates continuously ... maintains a cold evaporator at all times ... constantly removes humidity from the air. For economy of operation, second compressor "cycles" on and off as needed.

- **TWO HIGH CAPACITY EVAPORATOR BLOWERS**
  Each with twin air inlets ... balanced to the large coil area of the evaporator for quiet movement of a large volume of cool air.

- **COMPLETELY AIR COOLED UNIT**
  Requires no water connections ... completely eliminates expense of water systems and maintenance.

- **NO TROUBLESOME VALVES**
  Hermetically sealed unit eliminates costly "on the job" adjustments ... seasonal maintenance calls.

- **NO EXPENSIVE OLD FASHIONED PLUMBING**
  Eliminates complicated water controls, pumps, towers ... Stops Washington, D.C. maintenance expense.

- **ELECTRICAL CONTROL BOX**
  Is pre-wired for quick connection of manual 3-position switch or for automatic cooling with a thermostat.

- **CONDENSER FAN AND SLINGER RING ASSEMBLY**
  Pulls huge volumes of fresh outside air over condenser. One piece fan blade is perfectly balanced and tracked for vibration free operation.

- **IT'S FEATHER QUIET**
  Ductwork ... especially balanced to the unit ... completely eliminates any air "whistle". Millions of intertwining glass fibers form microscopic air pockets to absorb noises.

- **IT'S AIR TIGHT**
  Vornado duct is a full three-quarters of an inch thick, presenting a barrier to entry of hot, outside air keeping inside air cool longer.

- **IT WILL NOT SWEAT**
  Reinforced aluminum foil vapor barrier around the outside prevents "sweating" (condensation of air-borne moisture) which can ruin ceilings and walls.

- **IT'S FLAME RESISTANT**
  The hard finish, flame resistant coating of all Fiberglas ducting gives you vital protection while assuring the efficiency of maximum air velocity.

---

**Vornado Prefabricated DUCT EASILY INSTALLED**

- **COMPLETELY SELF CONTAINED**
  Vornado puts residential air conditioning in a "package" ... eliminates any extra plumbing ... piping ... water connections ... or outside accessories. Everything is housed in the one small ... compact ... sturdy package.

- **PRE-FABRICATED DUCTWORK**
  Vornado engineers successfully developed this low cost, prefabricated, insulated ductwork that drastically reduces your installation costs. Assembled by merely taping pre-scored sheets together ... it is one of the most amazing new developments in the air conditioning field.

- **SIMPLIFIED CONTROLS**
  One simple switch ... plus a thermostat if desired ... completely controls Vornado's powerful cooling operation. Can be set on "Hi" for extra hot days ... or reduced to "Lo" for mild days and more economical operation. During winter months just turn unit "Off" ... no start-up or pump-down problems.

- **LOW PRICE TAG**
  Vornado is the first truly low cost ... high quality air conditioner any builder can sell with confidence. You'll be amazed at the very few dollars Vornado adds to your construction costs.

---

**Dramatic Sales Promotion Aids**

Vornado helps you sell air conditioned homes with dramatic ... well planned ... attention getting ... merchandising sales aids. Handout pieces, exterior signs, interior mobiles, decals, publicity stories, ad layouts ... and many other promotional programs ... all designed to give your air conditioned homes ... excitement ... attention ... and extra sales appeal.
Here are the results of tests conducted in St. Louis by Dr. E. M. Brooks, Professor of Geophysics and Geophysical Engineering. They prove without a doubt that Vornado does an effective job of cooling regardless of outside conditions. Notice how inside temperatures remained at an even 70 degrees and how humidity never exceeded 50%. These tests were conducted under normal living conditions...families with children...doors being opened and closed.

Outside temperatures reached as high as 90 degrees with humidity reaching the 75% point during test period.

Here's the chart showing Vornado's performance while outside conditions shown above existed. Notice how the temperature remained at an even 70 degrees and humidity never exceeded 50%. Children were running in and out during this extensive test too.

YES! Vornado Just Cools Better!

TWO SIZES TO FIT AVERAGE
2-3- or 4-BEDROOM HOMES

Products of THE O. A. SUTTON CORPORATION WICHITA, KANSAS

SEND THIS COUPON TODAY

THE O. A. SUTTON CORPORATION
1807 West Second Street Wichita, Kansas

I want complete information on your new low-cost central air conditioners. It is understood there is no obligation.

NAME_______________________________________

FIRM_________________________________________

POSITION____________________________________

ADDRESS____________________________________

CITY_________________________________________

STATE_______________________________________

AB 156
Here's Why You Should Include the New Hotpoint Dishwasher in Your Plans

Your homes sell faster—with less selling effort and expense—when you include a Hotpoint Dishwasher in the kitchen. The reason: Hotpoint helps you pre-sell your homes by pre-selling your prospects. Today, there are more Hotpoint Dishwashers in use than any other brand! This unprecedented acceptance will continue to grow, stimulated by Hotpoint's aggressive national advertising in leading magazines, and on the Ozzie and Harriet television show.

You can take advantage of this tremendous demand. Give your prospects what they want—a Hotpoint Dishwasher, built into the kitchen. They'll appreciate the quality…the exclusive features…the easy living…and the convenience of including the dishwasher in the mortgage! Get the complete story on Hotpoint Dishwashers before you plan your next project or home. Write Hotpoint, or see your Hotpoint Distributor Builder Specialist.

Hotpoint Disposall® food waste disposers...
Kitchen Clean-Up Companions to Hotpoint Dishwashers

NEW PUSHBUTTON CONTROL
NEW 24-INCH WIDTH

- Some large capacity, rolls out separately, holds complete service for eight. And now, Pushbutton ease has been added. Some features available in 48-in. combination Dishwasher-Sink.

Here's Why You Should Include the New Hotpoint Dishwasher in Your Plans

Your homes sell faster—with less selling effort and expense—when you include a Hotpoint Dishwasher in the kitchen. The reason: Hotpoint helps you pre-sell your homes by pre-selling your prospects. Today, there are more Hotpoint Dishwashers in use than any other brand! This unprecedented acceptance will continue to grow, stimulated by Hotpoint's aggressive national advertising in leading magazines, and on the Ozzie and Harriet television show.

You can take advantage of this tremendous demand. Give your prospects what they want—a Hotpoint Dishwasher, built into the kitchen. They'll appreciate the quality…the exclusive features…the easy living…and the convenience of including the dishwasher in the mortgage! Get the complete story on Hotpoint Dishwashers before you plan your next project or home. Write Hotpoint, or see your Hotpoint Distributor Builder Specialist.

Hotpoint Disposall® food waste disposers...
Kitchen Clean-Up Companions to Hotpoint Dishwashers

LOW-COST MODEL MWT
- Takes food waste continuously
- Quick, quiet, efficient grinding
- Dependable 1/4 hp split-phase motor

Easiest of all to install!
1. A screwdriver and an end wrench are the only tools needed to mount the MWT securely to the sink.
2. Lower housing rotates through 360° to line up with existing drain opening.
3. Upper housing also turns through 360° to line up its knock-out plug exactly with the dishwasher drain line—greatly speeding up installation with a pump-drain dishwasher.

Put More Color in Your Kitchens with Hotpoint Colortones

The swing is to colors—and Hotpoint has 'em! Give your kitchen installations that added touch of beauty, with Hotpoint Colortones. Hotpoint Dishwashers are available in Sunburst Yellow, Meadow Green, Coral Pink, Seafoam Blue and Woodland Brown, as well as Classic White and Customline Stainless Satin-Chrome.
Action Outmodes All Other Methods homes faster!

Dishes Sparkle... Glasses Gleam... Silver Glistens

as a result of the combination of these two exclusive Hotpoint features...

1. Two complete Five-Minute Washes... with Fresh Detergent Each Time—to scrub away every trace of food soil, to remove every trace of dulling film, to make everything sparkle and gleam. This is Hotpoint Spot•Less Washing—World’s Cleanest Automatic Dishwashing.

An equal amount of detergent is poured into the two cups of Hotpoint’s automatic dual-detergent dispenser, and the tank-type cover is then cocked to seal one of the cups. During the first of the two complete washes...

the detergent in the first cup mixes with the swirling water. Meanwhile, water has collected in both tanks of the cover... but, at the end of the first wash, it automatically drains out through a small hole in one of the tanks.

Weight of the water remaining in other tank causes cover to flip down, exposing fresh detergent for second wash. Hotpoint’s two complete detergent washes get dishes cleaner than any other household dishwasher.

2. Two Thorough Rinses—with a Super Wetting Agent in the Final Spot•Less Rinse

Everything is rinsed twice—but now, drops of rinse water cannot cling to glasses or silver and deposit minerals that will spot them. “Rinse-Dry,” a super wetting agent, is automatically injected in the second rinse. This super wetting agent breaks the surface tension of the water, and drops cannot form to dry and leave spots.

This is Hotpoint Spot•Less Rinsing... the greatest dishwashing advancement since the development of the dual-detergent dispenser.

A few drops of “Rinse-Dry”—a super wetting agent—are automatically injected in the final rinse to provide Hotpoint’s exclusive new Spot•Less Rinsing.

Compare the Results: The glass at the left was rinsed in plain water—see the water-drops that will cause spotting. The glass at the right was rinsed the Hotpoint way—no drops of water, no spotting.

This is Hotpoint Spot•Less Drying—the automatic result of Spot•Less Washing and Spot•Less Rinsing, followed by pure electric-heat drying.

...the combination that makes Hotpoint Dishwashers a bigger attraction in your kitchens!

for the finest-first!
few builders can afford to overlook

Columbia-matic
TENSION SCREENS

THEY CUT COSTS
The Columbia-matic TENSION SCREEN reduces labor costs across-the-board! Installs faster ... requires no template, no special tools. Installs from inside for quick access to all windows. Cannot be taken down from outside... your protection against pilferage. Precision-made to your measurements, it fits exactly. Hardware can be preset in an uninterrupted production schedule ... simply leave Columbia-matics wrapped in cartons, safe from damage. Aluminum, the Columbia-matic requires no painting; yet costs no more!

CUSTOMERS LOVE 'EM
Your customer will love their Columbia-matics for many reasons. Exclusive automatic tension keeps Columbia-matics drum-tight under all conditions, eliminates maintenance call backs. Light-weight, easy to handle, full length, they won't swell, stick, warp or rust-stain houses. With heavier hardware and tension bars containing up to 50% more aluminum than similar screens, Columbia-matics are built to give extra years of trouble-free service.

NATIONALLY ADVERTISED... CONSISTENTLY
An aggressive, consistent advertising program pre-sells home-buying prospects in your area on Columbia-matic TENSION SCREENS. By way of high-impact ads in leading national magazines, Columbia-matic TENSION SCREENS have become a top name brand that your prospects recognize and want!

Plus... the best service in the industry!

The Columbia-matic FACTORY SERVICE DEALER is equipped to give you immediate service... help you "buy right." He carries a complete stock of wanted sizes and can provide emergency service on special sizes. An expert on builder screening needs, he will show you installation "short cuts" that will save time and money.

For complete details on the Columbia-matic TENSION SCREEN, see your local Factory Service Dealer, or write to:
THE COLUMBIA MILLS, INC., DEPT. 41 • SYRACUSE 1, N. Y.
SEE OUR COMPLETE LINE OF WINDOW SCREENS AT THE NAHB SHOW BOOTH 219 CONRAD HILTON
In the Presbyterian Village of Detroit...

Thoughtful design provides new comfort and safety for the aged!

Eljer fixtures play an important role in this totally new concept in "homes for the aged"!

Gone are the frightening, austere buildings...the impersonal dormitory life. In their place is a warm, inviting small-town atmosphere...a real community to brighten the "sunset" years of their lives.

Choosing the Eljer Legation Bath is typical of the advanced thinking that developed this project. The Legation permits a "sitting" shower, reclining bath and even a foot bath! The new 6"-wide side rim seat makes it easier and safer to enter and leave the bath.

Eljer fixtures in cast iron, formed steel, and vitreous china are used throughout the project. And you can be certain that after decades of use, they will still remain lustrous and beautiful.

When you consider plumbing for any need...look to Eljer. For specifications and facts on this job-proved line of fixtures and fittings, see your plumbing contractor or write: Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pennsylvania.

ARCHITECT AND ENGINEER
Smith, Hinchman and Grylls, Inc.
Detroit, Michigan

GENERAL CONTRACTOR
Walter L. Cause & Co.
Detroit, Michigan

PLUMBING CONTRACTOR
Griffin Bros.
Redford, Michigan

Fixtures for every plumbing need

ELJER
DIVISION OF THE MURRAY CORPORATION OF AMERICA

THE ONLY NAME YOU NEED TO KNOW IN PLUMBING FIXTURES

JANUARY 1956
Two favorable impressions are better than one. And that’s how Ro-Way garage doors can help you sell homes.

First, Ro-Way doors invite inspection of your entire property. Their clean, persuasive styling complements any architecture. Creates eye-catching interest. Attracts more than a fair share of home-buying prospects.

And when you’re closing the sale, Ro-Way’s smooth, quiet performance helps out again. Here’s easy action up or down—from a perfectly balanced overhead type door you open or close with little effort. Favorable impression No. 2.

We could go on. There’s Taper-Tite track and Seal-A-Matic hinges for weather-tight protection. Mortise and tenon joints both glued and steel doweled for extra strength and long life. And exclusive Ro-Way hardware, both Parkerized and painted to prevent rust and stain.

These quality features please home buyers, let them know you haven’t skimmed . . . anywhere. See your Ro-Way distributor now. Or write direct for free literature. You’ll like our line.
New York's Largest Builder...

USES LEWYT BUILT-IN WALL AIR CONDITIONER in 2600 HOME BIRCHWOOD PARK

Like builders, Sosnow & Schwartz, you too can sell houses faster with this totally new idea of built-in air conditioning! The revolutionary new Lewyt lets you offer built-in air conditioning in one room or every room—at no cost to you! Can be included in F.H.A. mortgage payments, for only pennies extra each month!

Only 15 inches deep the Lewyt fits anywhere in any outside wall with no unsightly "overhang" inside or out! Can be easily installed by your men during construction!

The Lewyt is a complete self-contained unit with built-in controls and thermostat! Needs no ducts! Needs no plumbing! Has a powerful 2-speed motor that is available in 1/2, 3/4 and 1 H.P.! Filters, dehumidifies and exhausts stale air, too! Plus—many more exclusive features—all for less than the cost of window units!

See the Lewyt at the NAHB Exposition Booth 854

MAIL TODAY! For complete details and specifications.

LEWYT AIR CONDITIONER CORP., DEPT. AB-1
57th St. and 1st Ave., Brooklyn 19, N. Y.
Please send me complete information on your revolutionary LEWYT BUILT-IN WALL AIR CONDITIONER.
Please check: [ ] Architect  [ ] Builder  [ ] Contractor
[ ] Other.

NAME

COMPANY

ADDRESS

CITY  ZONE  STATE

JANUARY 1956
No home is modern today unless it is modern underground, too. That's why builders, architects, plumbers and sanitary engineers are recommending and using dependable, non-metallic Orangeburg Pipe. Rust-proof ... root-proof ... tough ... resilient — Orangeburg lasts for years underground.

With 200,000,000 feet in use, Orangeburg Pipe is one of the famous brand names that help sell homes fast.

For house sewers, septic tank connections, storm drains and other outside non-pressure lines use Orangeburg Root-Proof Pipe with Taperweld joints that are scientifically designed to keep roots out. For septic tank disposal fields, foundation drains and wet spots in lawns or fields, use Orangeburg Perforated Pipe.

Go Modern Underground, ... With ORANGEBURG® ROOT-PROOF PIPE AND FITTINGS
THIS MAN WILL DISAPPEAR
... in less than 57 seconds!

Using only a hammer and eight nails, he'll install the above factory weather stripped aluminum casement window in less than one minute!

He bangs it, he hangs it, and he'll disappear as he moves on to another window.

Same thing can be done with Thorn ranch and rainshield windows, too. And the factory weather stripping is optional.

This is another exclusive by Thorn, the company with 78 years of experience in saving builders time and money.

Thorn, America's oldest manufacturer of steel and aluminum windows, invites you to see for yourself these labor-saving exclusive products.

Visit us at the NAHB Exhibition, Booths 30 thru 34, at the Conrad Hilton Hotel, Chicago, Ill. Or, if you can't attend the show, fill in the coupon and we'll be glad to send you complete information.

THORN
America's Oldest Name in Metal Windows • Since 1877 8501 Hegerman Street Philadelphia 36, Pa.
The Case of the Carefree Carpenter

The Case of the Carefree Carpenter

Here's the case and what's in it for you!
The Stanley No. 183 Builder's Kit contains a carefully selected, tested and proved collection of time-saving, cost-cutting door hanging equipment for the modern carpenter. Built around the versatile Stanley Electric Router, starring here as a hinge mortiser, this kit has what it takes for up-to-date door hanging.
The same 3/4 hp motor that powers the router at 22,000 rpm powers the new J48 16" jointer plane — a real work eater when it comes to fitting doors.

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

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

Here's Stanley's famous RD241 hinge.

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

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

Stanley Round Cornered Hinges are available in any size or finish desired, in plain joint or ball-bearing, either regular weight or extra heavy.
Your dealer has them, or write for details to Stanley Hardware, 101 Lake St., New Britain, Conn.

REMEMBER THREE HINGES TO A DOOR

THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT • HARDWARE

THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT • HARDWARE

60 AMERICAN BUILDER
Look at the windows when you look at a new home! From 30 to 70 per cent of a home's wall area is glass, and its use can mean a house that's dusty and drafty—or clean and comfortable. You are sure to get the best results with wood windows equipped with Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance. Dura-seal keeps out cold and drafts, keeps your home warmer and cleaner in the winter—actually saves up to 40 per cent in fuel! It protects against dirt and dust in the summer, seals the house perfectly for air conditioning. Windows equipped with Dura-seal operate silently and smoothly—at the touch of a finger.

When you go house hunting, look for the Dura-seal sticker on the window glass and for the name embossed on the metal strip.

CHECK FOR WEATHERSTRIPPING!
Try the match test—no flicker means good weatherstripping! Zegers Dura-seal gives 1 1/2 times better weather protection than prescribed standards.

CHECK FOR EASY OPERATION!
Concealed springs actually help you to operate the window smoothly and quietly!

CHECK FOR WOOD CONSTRUCTION!
Window units made of wood are naturally better...can't rust, won't sweat, cost less, blend perfectly with home's design inside and out.

When you go house hunting look for the Dura-seal sticker on the window glass and for the name embossed on the metal strip.

What every home buyer should know about windows

GET COMPLETE INFORMATION ON
The many advantages of using Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance

The powerful Dura-seal advertising program in LIFE and the big tie-in sales promotion program

ZEGERS, INCORPORATED
8090 South Chicago Avenue, Chicago 17, Illinois

GET THIS FREE BOOK
Write for copy of "What Every Home Buyer Should Know About Windows." Learn how a 60-second test can help you get more home for your money in all climates.

Look for the name on the metal strip...on the best wood windows

ZEGERS Dura-seal
NOW BACKED BY A 10 YEAR WARRANTY

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

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

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

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

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

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

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

GET THE FACTS...WRITE DEPT. AB-1

TOPS IN QUALITY
There is a Kaustine Furnace or Winter Air Conditioner for every type of home
In new construction, nailing is most economical. Simply fur out the joists, nail Cushiontone to furring, and your sound-conditioned ceiling is completed. No bother with plaster, gypsum board, or paint. In one fast installation, Armstrong Cushiontone provides a completely finished ceiling that won't crack.

New tongue-and-groove joint makes it easy to install Cushiontone by stapling it to furring. Nails can also be used. The snug-fitting joint assures a level surface with minimum effort and hides all staples and nail heads. Any carpenter can quickly install Cushiontone without special tools or training.

In remodeling, cementing is most practical if the old ceiling is sound. Prefinished Armstrong Cushiontone T & G offers a fast and economical way to cover cracked plaster ceilings. No preparatory work other than applying the cement is necessary. If ceiling is unsound, install 1" x 3" furring strips, then nail Cushiontone.

What's the best way to install sound conditioning?

Methods vary with the job, but all are quick, easy, economical when you use Armstrong Cushiontone tile.

You get a beautiful job, no matter which method you use. Cushiontone's smooth white finish and Full Random design add a fresh decorative touch to any interior. The combination of Armstrong Cushiontone's quiet and beauty gives your homes a valuable new sales feature. For free promotional material, see your Armstrong lumber dealer or write Armstrong Cork Company, 4201 Rider Avenue, Lancaster, Pennsylvania.

Nationally advertised in leading magazines, Cushiontone is known to millions of families who want quiet at home. Whether you build or remodel, you'll find new profits in Cushiontone sound-conditioning ceilings.
Yes There's a Lot of Difference in OAK FLOORING

IT MAY look alike in the bundle; seem all the same delivered on the job. But, right there the difference begins: in how it joins up for the floor layer, how smooth it is after sanding, how it takes sealer and finish, how stabilized it stays through the years.

**Royal Oak Flooring** supplies definite, affirmative qualification in each instance; with bundles prominently identified by authentic grade and registered trade marks; with engineered tongue and groove, precision machined to draw up without forcing; with advanced drying and seasoning to safeguard maximum stability and smoothness, free from cupping, buckling or shrinking; with texture of complete affinity for finishes that assure enduring beauty.

When the best in hardwood flooring is a "must," you can install Royal Oak Flooring, confident that these superiorities will hold in every installation, backed by Crossett's long and solid reputation for highest quality standards.

*For further information, address:*

**CROSSETT LUMBER COMPANY**  
A Division of The Crossett Company  
CROSSETT ... ARKANSAS

---

**Sensational new Dry Wall Adhesive**

**for bonding gypsum board to studs**

**Eliminates nail popping!**

**Uses 50% less nails!**

**Lessens racking!**

You speed dry wall installations, save substantially in time and costs. Taping and concealing are minimized, with so many less nail holes to fill! Racking, strain, and vibration are greatly reduced. Miracle Dry Wall Adhesive, formulated and developed specifically for installation of gypsum board to studs, does a better-than-ever dry wall job in every way!

Here's how: Before erecting gypsum board, Miracle Dry Wall Adhesive is applied to each stud full length, using a 2½ quart caulking gun with ½" nozzle. Gypsum board is put up and nailed 18" o.c., with one or two nails on center of intermediate studs.

**FREE:** Colorful, illustrated brochure describes dry wall method, details time and cost saving. Write for your free copy without obligation today.

**Miracle Adhesives Corp.**

214 E. 53rd Street, New York 22, N. Y.
HEATFORMS* and Superior FORM DAMPERS

FOR BETTER & TROUBLE-FREE FIREPLACES

Dealers, Architects, Engineers, Draftsmen,
Home Building & Masonry Contractors
WRITE TODAY
for Complimentary FILE KIT of literature on this
efficient and profitable line of Fireplace Equipment

HEATFORM consists of fireplace-box, throat, smoke-dome, and properly hinged and operated damper. It is a perfect guide for masonry—hearth to flue.

HEATFORM air chambers capture and circulate heat (otherwise lost up the chimney by the old-fashioned fireplace) heating entire room and warming ad-joining rooms.

HEATFORM adds but little to the cost of the finished fireplace, because it saves some materials and labor necessary in the construction of the ordinary fireplace.

SUPERIOR FORM DAMPERS

To be used only when the extra heat of the HEATFORM is not essential.

Thirty years ago, our engineers found the ordinary dome damper was unsatis-factory, as it gave no protection against smoke troubles, nor was there any provision made to absorb metal expansion to prevent cracking of the masonry. Therefore, we developed the Superior Form Damper. Its wide throat, high form, and properly hinged and operated damper avoid construction mis-takes and assure perfect draft.

SOLD ONLY THROUGH BUILDING MATERIAL DEALERS. PROMPT SERVICE FROM OUR TWO FACTORIES SERVING DISTRIBUTORS THROUGHOUT ALL TRADE AREAS IN U. S. A.

PLEASE IDENTIFY YOUR PROFESSION OR TRADE WHEN WRITING FOR FREE FILE KIT

SUPERIOR FIREPLACE CO.

Dept. AB-561
1708 E. 15th St.,
LOS ANGELES, 21, Calif.

JANUARY 1956
After it rains
will your homes be selling you?

Rain-carrying equipment costs little but makes a big difference!

Will the homes you build today help you sell more homes a few months from now — or will they begin to take on a run-down look — paint-streaked and discolored, siding rotting, foundations undermined?

Rain-carrying equipment protects your reputation. It keeps roof-contaminated rain water from streaming down the siding and eroding the soil at the foundations. It guards your home in a hundred ways against the insidious inroads of moisture.

Rain-carrying equipment is not a luxury, not an "extra" which home owners can do without. It is as important to a house as a windshield is to an automobile.

Milcor Galvanized Gutter and Conductor Pipe cost so little that you can’t afford to jeopardize your reputation by leaving them out. Besides, Milcor rain-carrying equipment has the extra strength of galvanized steel, is long-lasting and trouble-free.

Ask your building supply dealer — or write for Milcor Catalog No. 306.

**Milcor**

Galvanized Gutter,
Conductor Pipe and Accessories
NEW BILT-WELL "LIVING-CONDITIONED" KITCHEN
OFFERS HOME BUILDERS TOP SALES FEATURES FOR '56!

Plan now to build the BILT-WELL "Living-Conditioned" Kitchen into your homes this year and take advantage of the most dynamic kitchen promotion ever developed to help builders increase the sale of their homes!

More American women will see and read about the unique Living-Conditioned Kitchen this year in national advertising than any other kitchen ever designed!

This exciting and dramatic kitchen layout, scientifically planned by Living magazine to provide the housewife with the last word in kitchen beauty, convenience and utility, will carry the advertising weight of several different manufacturers who have combined their products to make this unusual kitchen "package" possible...BILT-WELL Cabinets—Thermador Ovens & Ranges—Formica Counter Tops—Elkay Sinks—Amerock Hardware—Insinkerator Dishwasher.

The Living-Conditioned Kitchen features BILT-WELL semi-assembled wood cabinets...the beautifully designed, modern cabinet line that has greater consumer acceptance than any other wood cabinet on the market today! And even more important, a complete kitchen of carton-packaged BILT-WELL cabinets can be assembled and installed in just a fraction of the time it takes to custom-build a kitchen...and at about half the cost!

Powerful Advertising and Merchandising Program designed to pre-sell the Living-Conditioned Kitchen to your home prospects!

1. Complete, detailed working blueprints on the Living-Conditioned Kitchen and its many variations available, free of charge to all participating builders. Professional consultation on construction details and decorating also available.

2. Living-Conditioned Kitchen Model Home Display Kit will be sent to all participating builders. Kit includes:
   - Living-Conditioned Kitchen signs for exterior and interior of model home.
   - Full-color "give-away" folders describing features of kitchen for model home visitors.
   - Easel-backed Living-Conditioned display for kitchen of model home.
   - Special ad mats, copy ideas, radio and TV spots for local advertising.

3. Dominant, full-color advertisements on Living-Conditioned Kitchen will appear regularly throughout 1956 in national magazines...Better Homes & Gardens—House Beautiful—Living for Young Homemakers. These ads will urge prospects to see the Living-Conditioned Kitchen and provide names of builders in the area who have the kitchen in their homes.

HERE'S WHAT AMERICA'S LEADING BUILDERS

CLIFF MAY
Cliff May Homes
Los Angeles, Calif.

"We have specified and selected BILT-WELL Cabinets for several reasons, one of which is the company behind them, and also the fine workmanship and packaging the cabinets have. Our CLIFF MAY HOMES dealers in California, Arizona and Nevada are very pleased with their installation."

C. E. BROCK
M. J. Brock & Sons, Inc.
Los Angeles, Calif.

"We have established a reputation for quality materials in residential construction and after using BILT-WELL Cabinets for better than a year, they have proven to be of the highest standard. We have found that the modern lines, rounded corners and beautiful finishes definitely make BILT-WELL Cabinets appealing to the customer. BILT-WELL Cabinets have been a distinct asset in the sales of our homes."

SEE THE 1956 LINE OF BILT-WELL NEW AND IMPROVED PRODUCTS AT THE BUILDERS' SHOW IN CHICAGO!
NEW LOUVER DOORS add distinctive charm to popular BILT-WELL Wardrobe Storage Cabinets and provide desirable air circulation.

BATHROOM

DECREASE YOUR LABOR COSTS!
INCREASE THE “SALEABILITY” OF YOUR HOMES...with BILT-WELL

Multiple-Use Storage Cabinet Units!

Why use one type of cabinet in the kitchen and different types in other storage areas in the house when you can solve all storage problems easily, beautifully and economically with the popular BILT-WELL line of modern wood cabinets?

All BILT-WELL cabinets are designed to fit the Lu-re-co construction system and only BILT-WELL has the 45” upper cabinets that run to the ceiling, eliminating the need for building a drop ceiling or soffit.

Pictured below are just a few of the hundreds of builders across the country who have found that they can cut down on installation time and labor costs and add to the sales appeal of their homes by using BILT-WELL cabinets in the kitchen, utility room, bedroom, bathroom and other storage areas throughout the house.

If you are being pressed between consumer demand for a higher quality home and steadily rising labor costs, it will pay you to investigate BILT-WELL K-D, easy-to-install wood cabinets.

Carr, Adams & Collier Company, Manufacturers of
BILT-WELL WINDOW UNITS—Awning, Double-Hung, Casement, Basement, Storm and Screen, Gable, Sash & Louvers... BILT-WELL CABINET UNITS—Kitchen, Wardrobe, Multiple-Use, Corner China, Mantels... BILT-WELL DOORS—Interior, Exterior, Combination, Garage, Screen, Flush, Entrances.

SAY ABOUT BILT-WELL MULTIPLE-USE CABINETS!

CHARLES E. ERDLE, Pres.
Erdle & Graves, Inc.
Rochester, New York

"Everyone knows that quality at low cost is what the home buyer is looking for today. The buyer wants a better way of living, with more conveniences and with lower maintenance costs. We feel BILT-WELL cabinets and other BILT-WELL products meet all these requirements. The range of products that BILT-WELL manufactures fit all our needs even though we do build modern, semi-modern and traditional homes."

ROBERT GERHOLZ
Gerholz Community Homes, Inc.
Flint, Mich.

"Our architect and construction superintendent are most enthusiastic about the BILT-WELL storage walls, kitchen cabinets and windows. I'm particularly impressed with the quality of the product and the realistic price tag. We've had marvelous public acceptance of these products."

50 TICKETS TO BROADWAY HIT SHOW
"PAJAMA GAME" TO BE GIVEN AWAY FREE!

See us at Booths Nos. 556, 557 and 558
Sherman Hotel
COMPLETE YOUR "LIVING-CONDITIONED" HOME WITH
BILT-WELL ROOM-ENGINEERED WINDOWS
AND FASHIONABLE BILT-WELL DOORS!

Proper light and ventilation conditioning are important attributes of the truly "Living-Conditioned" home. And you can add these important sales features to the homes you build when you choose from the complete line of BILT-WELL room-engineered window units. Highlight your "Living-Conditioned" home with decorator-styled BILT-WELL doors. Now, at last, you can have matching entrance and combination doors with the new BILT-WELL Com-o-dor screen or combination and its unique, harmonizing companion entrance door. Coupled with the famous Belvedere models, the BILT-WELL line of doors lend an air of distinction to any home!

THE POPULAR BILT-WELL
AWNING WINDOW FOR
MULTIPLE-PURPOSE USE.
Now the famous BILT-WELL Awn
ing Window is better than ever!
Adding to the sales appeal of this
popular unit is a new, attractive,
fool-proof operating lever and
double-insulating glass as an
optional feature.
No other Awning Window offers
such a combination of simple oper-
ation, maximum weathertightness
and utmost flexibility of unit
arrangement.

FASHIONABLE BILT-WELL
CASEMENT WINDOW
Precisely made of clear, kiln-dried,
insulating Ponderosa Pine, BILT-
WELL Casements are double weatherstripped and double glazed for year 'round comfort and convenience. Easy to install and easy to operate, they offer lasting satisfaction.

FAMOUS BILT-WELL
DOUBLE-HUNG WINDOW
Only the BILT-WELL Double-
Hung Window features built-in
"thermostatic control". Weather-
stripping is self-adjusting with changes in temperature and humidty providing constant, tight weather protection in all kinds of weather. Minimum friction plus perfect counter-balancing adds up to a window that is twice as weathertight with 1/10th the lifting effort.

BILT-WELL COM-O-DOR AND MATCHING ENTRANCE DOOR
Now it's available! An excitingly different screen or combination door with a specially designed entrance door to match. Com-o-dor comes with removable storm panels and unique decorative grilles. Together with its companion entrance door, the Com-o-dor permits unlimited decorating possibilities for both contemporary and traditional homes.

BILT-WELL BELVEDERE DOORS
Available in four different designs, the popular Belvedere door is the "high fashion" door of the industry. The Belvedere is made of the finest kiln-dried Ponderosa Pine. Stiles are of durable 5-ply construction.

Manufactured by CARR, ADAMS & COLLIER COMPANY
Established 1866
DUBUQUE, IOWA
EDITOR'S CHOICE:

The recent “Best Model Homes of 1955” contest by American Builder brought in so many good entries that the judges had a difficult time selecting the final winners. For this reason and in recognition of the many outstanding houses not otherwise honored, the editors have created a special award, “Editor’s Choice.” Among the first of those houses selected for this award (and the seal that goes with it) are these . . .

Four trend-setting houses for 1956

1. F. D. Kindred . . .

STYLED FOR OUTDOOR LIVING, this Lexington, Ky. house by F. D. Kindred represents brick cavity construction at its best. Kindred got six good prospects after opening house.

2. Westwood Properties . . .

MODULAR SPLIT LEVEL in medium price class by Virginia builder team of father and three sons hits new high in contemporary split-level construction.

3. Harvey Bream . . .

MINNESOTA BUILDER shows what happens when you set out to do something ultra special with a tri-level. Focal point of entire house is his family room. Big, roomy—with built-ins.

4. Modular Homes Inc.

IN TURNING OUT pre-fabs by the dozen this California company depends on the local builder to add the custom touch. That this can be done easily is evident in this award winner.
F. D. KINDRED, LEXINGTON, KY.

There's much more here than

This solidly built, $25,000 house is the work of F. D. Kindred, young president of the Lexington, Ky., HBA. Awake to the big trend towards more indoor-outdoor living, Kindred got architect L. Wayne Tune to design a one level, three bedroom house that would turn its back to the street and give its occupants a good chance to enjoy terrace living. The result is seen in the plan at the right and in the pictures shown here.

At no time did Kindred consider making the carport double as a terrace, as some builders try to do. To do so would have meant complete loss of privacy and would have been impractical as far as outdoor cooking is concerned. As it is, the owners of this house have a terrace easily accessible from both living and dining areas—plus a built-in oven and grill for outdoor barbecues.

The long, low roof line with its 11½:12 pitch, the row of clerestories, the flat-roofed carport and the breezeway-connected storage area in the rear—these are features worth studying. Of special interest is the carport, with its 3-inch steel columns imbedded in brick and the built-up roof beams (three 2 x 12's).

3-BEDROOM, 2-BATH plan is familiar L shape. There’s more storage behind carport, and utility room has 9-ft. storage cabinet. Fireplace has outdoor oven, grill.
meets the eye

CUT-THROUGH VIEW of Kindred's wall and foundation. Plywood soffits have 2-in. ventilating slots just behind fascia board. House is well insulated for Kentucky climate.

BUILT-IN BARBECUE oven and grill is at left of terrace, which gets good protection even in late fall. End wall, right, of bedroom is typical, finished to 9 inches thick.

TAPESTRY FINISH red brick exterior has contrasting white roof, V-groove vertical siding and white trim. Entrance door is red. Planters appear at entrance and on terrace.

NOTE:
MEMBRANE FLASHING (not shown) is carried above sole plate. Weep holes are provided for cavity immediately above flashing.
MODULAR HOUSE in McLean, Va. has exterior of common brick, plywood, with spots of architect-controlled color in window panels. Every effort was made by builders and architect to preserve sites, keep monotony out.

LOWSTUTER PLAN puts kitchen on central level, close to driveway, carport and main entry. Upper level is bedroom area. Lower level could be used as an apartment complete with living room, bedroom, bath and storage.

WESTWOOD PROPERTIES, McLEAN, VA.

A ny builder of split levels who still sticks to post-war designs should take a second look at the two houses shown here. They are about the truest contemporaries to come out of the Washington, D. C. and St. Paul areas. And although they represent two approaches to building—tract and custom—they have one thing in common—quality.

The Westwood Properties' house, above, is an engineer's dream. It's a tri-level built on a 4 foot module. Standard panels fit within this module with little or no cutting, and framing members around windows and entrances are left exposed and painted white to emphasize the module.

The Lowstuters (father and three sons), builders-owners of Westwood Properties, Inc., teamed with architect Richard L. Parli to produce a house that sells for $20,325, including half acre lot, black top driveway and landscaping. The Lowstuters bend over backwards to preserve trees. In fact, they pay almost as much attention to siting and land planning as to the houses themselves.

In architect Parli's tri-level plan the major emphasis is on the middle or work level. Here is where the kitchen, utility and dining-living room are located. Two sliding glass doors add to the heat loss of the house, but this is not excessive. In fact gas company estimates place the yearly heat bill at $155. The foil insulation in both ceiling and sidewalls helps to keep this figure down.
next splits look like these?

All the ideas builder Harvey Bream ever had about split levels are jelled in this one model. He has, for example, made the entrance stairway (below) a dramatic point of interest. He's turned the standard rectangular plan into an L, and he's done things with diagonals.

(continued on page 76)
REDWOOD 1 x 3's are used as battens over asbestos-cement panels for attractive, easy to maintain exterior. Small areas between windows are stereo. Roof pitches equally in both directions, has J-M Seal-O-Matic shingles.

HARVEY BREAM, ST. PAUL, MINN. continued

and angles that most builders would shy completely away from. The result is this tri-level, representing the best in contemporary construction. True, it's not in the same price class ($34,900) as the Lowstuter house but it's still an outstanding value.

Bream's big beef about split levels is that too often they are freakish in design, poorly sited and skimpy with materials. His house is none of these. His kitchen, for example, has the usual number of built-in appliances (Westinghouse) plus a Lazy Susan, pop-up mixer and sliding trays for pots and pans. His kitchen sink overlooks the breakfast area, which is separate from the dining room. His utility room off the kitchen has 14 feet of storage space. His fireplace wall is almost a story and a half high. And his ground level family room has a studio high ceiling of acoustical plaster. The room combines common brick, Corktone asphalt tile flooring and knotty ash paneling, and connects with a furnace room in the rear, storage and garage in the front, powder room and kitchen to one side. With the kitchen at one end of the L, Bream's family room has truly become the center of the house. Will this be true of the next split level you build?

LOWER OR GROUND level has garage and storage areas under bedrooms. Note angle of fireplace wall in family room.

UPPER LEVEL has separate dressing room off master bedroom, two baths. House was designed for a 100 x 180 foot lot.
PRICED AT $16,750, exclusive of lot, this California pre-fab is a good compromise between the hand-hewn look of the past with today's production methods. Builders have choice of plans, roof pitches, flooring and carports.

MODULAR HOMES INC., SACRAMENTO, CALIF.

Part pre-fab, part custom

Under the rough board and batten skin of this house lurks a pre-fab. Yet there's no "factory look" about it; in fact it looks custom-made. Cedar shakes and cut stone give no hint of the pre-fab panels and pre-cut posts and beams that lie underneath. Inside, it has nothing of a factory-built look, as you can see from the picture below.

A two-panel system is the basis of this house. The exterior system consists of 2 x 4's on 16-inch centers, with 1 x 12 redwood boards and battens. Interior panels are similar but finished with gypsum wallboard. Both types have fireblocking and let-in bracing. The house has the full approval of VA, FHA and the local Sacramento banks.

RANCH PLANKS are laid over conventional floor or slab. All wall panels have redwood sills as well as plates.

THREE BEDROOM plan has two baths, ample storage. Fireplace is optional. Double carport serves as terrace too.
Try built-in TV for a sharper

In a couple of years built-in TV wiring will be as standard as the bathtub. Right now it's a hot merchandising extra that too few builders are using.

A builder who fails to put enough electrical outlets in his houses might just as well hang up his hammer and go home; he's committing economic suicide. Today's homeowner either plans to or actually does own many electrical appliances: he expects the house he buys to make full provision for them.

With one exception: the television set. You can plug a TV set in any outlet, but the antenna is a different story. The average buyer expects either to call in a service man to put it up, or else to climb up on the roof and do it himself, at the risk of a broken leg and a leaking roof. And the final result is generally unflattering to the house.

Why shouldn't the builder include a built-in antenna system? It shouldn't cost more than sixty dollars at the most; at that price it's a merchandising bargain.

If the installation was made in a finished house, there would be little or no cost advantage in having the builder rather than the buyer do the job. It would be expensive, too, to put multiple outlets in walls already closed in. If, however, the system is put in while the house is being built, it's a relatively simple and much cheaper job.

There are three major points which will be of interest to the buyer:

First: the installation will be a clean one. Lead in wires will not run down the side of the house and in through a window, they will be neatly carried inside through a special fitting close to the mast. Only the antenna itself will be visible, and in strong reception areas it will often be possible to install it in the attic, completely out of sight.

Second: the use of multiple outlets gives the owner complete flexibility in the use of his set. Extra outlets permit it to be operated anywhere—in the family room, for instance, or in a bedroom if someone in the family is sick. And if there are two sets in the house, a special fitting will permit the use of both of them at the same time from the same antenna lead.

Third: the buyer whose house has built-in TV wiring will feel the same confidence in the system

It's cheap and easy to install in new construction

TYPICAL side wall installation. This method has the advantage of needing no supporting stays.

MOST COMMON type of roof installation. This method is the least unsightly when seen from the ground.

RIGHT and wrong techniques of hooking up outlets. Only one set at a time can be used from such a system.
that he does in the rest of the house; and should any defects appear, either in the installation or the equipment itself, he has the builder's guarantee to protect him.

A word of caution: Unless a builder plays with electronics as a hobby, he should have a television specialist make his installations. TV is tricky, and quite unlike conventional electrical work. For that reason the diagrams shown here are intended not as working drawings, but as rough sketches of the types of installations that are possible.

**Note:** TV lead-in wire is never installed in metal conduit. The current carried is so slight that there is no fire hazard. Special plastic conduit generally is used.

These are the fittings used in the installation of built-in TV wiring

- **LEFT:** Standard wall plate sockets. They are available in either brown or ivory.
- **RIGHT:** Combination wall plate, providing both antenna socket and electrical outlets.

- **LEFT:** Plaster ring for outlets can be used in walls that are up to 1½ inches thick.
- **RIGHT:** Black polyethylene tubing used for conduit. It has no effect on TV signal.

- **LEFT:** Through-roof fitting. It is available for both round and flat antenna wire.
- **RIGHT:** Exterior side wall fitting. It can be used with frame or masonry construction.

- **LEFT:** Match-coupler permits operation of two sets from the same lead-in wire.
- **RIGHT:** Three way fitting is both outlet and control switch for outlets in other rooms.
They're finding

Builders and health departments are doing some constructive worrying on the sewerage problem all over the country.

If it hasn't hit you yet, chances are you're still able to find land near sewerage facilities. Or, further out, you've been lucky enough to acquire land suitable for septic tanks.

But that kind of land is getting harder and harder to find. Even "marginal" land is getting scarce. Builders have to settle for "sub-marginal" land: it's either too heavy with clay or sitting on a stratum of limestone or a high water table: sewage either won't drain off at all or it will drain off right into a nearby well or underground reservoir.

That's why responsible health authorities will no longer automatically accept plans for septic tanks even where the usual minimum plot, 100 by 100, is allotted. And that's why the sewage aspect of the community facilities problem is perhaps the toughest and most expensive for the builder to solve. Often his only answer is this: he must create his own sewage-disposal system.

Why builders must take this decisive action on sewerage, and thus turn a bitter necessity into a public benefaction, is pointed up in recent statements by national and local authorities.

The problem

In the opening article of this series on Community Facilities last November we quoted Walter L. Picton, Deputy Director of the Division of the Water and Sewerage Industry and Utilities Division of the U. S. Department of Commerce. He said that the next ten years will see a population increase of 21 million that must be met by $15 billions in additional water and sewerage facilities. The more of this the builder can initiate in the normal course of his operations, the easier that problem becomes.

The need is growing. A report by Benn J. Leland, chief sanitary engineer of the Cook County (Ill.) Department of Public Health, at the eighty-third annual meeting of the American Public Health Association, is typical of many observations of the septic tank problem. Generally, a fourth of an acre or 10,000 sq. ft. is the permitted site size, but with the type of clay soils in the Chicago area, a sanitary and adequate septic system cannot be installed if the site also includes a well to provide household water.
an answer to the sewerage problem

A similar situation was reported by Dr. Earle Brown, Commissioner of Health, Nassau County, Long Island, New York, at a panel on Sewage Disposal at the last meeting of the New York State HBA. "The day of the $150-200 sewage disposal facility is no more. On the north shore, the common depth of clay is 60-80 ft. On the south shore of Long Island, there is a high water table. Most of the good land in the middle of the island is built up. Plans are now coming in for building on sub-marginal land."

The old ways, then, are getting harder to pass off on health department inspectors. To build at all, the developer must assume new responsibilities.

Meeting responsibility

It goes like this. Obviously, the "build-em, sell-em, and scam" type of builder who leaves wails and curses behind him can’t hang around long enough to set up, manage, and finally liquidate a long-term proposition like a sewage disposal plant. And builders who do get together to set up such a facility will find themselves growing deeper and deeper into the community.

Harry Goodwin and his sons Dick and Howard, developers of Kingston Estates and founders of the Delaware Township Sewerage Corporation, N.J. (the plant appears in the upper left) find themselves in constant friendly contact with the new civic league, and lend their organizational and political experience to build a close-knit community. In addition to their initial $135,000 investment to build the sewage plant for the first 300 homes, they brought in water a mile and a quarter from the Haddonfield system at a cost of $33,000. They instituted a bus service, offering a guarantee of $2,000. They offered ten acres for school facilities for the first new school in the township in a long time. And, by breaking the utility barrier, they opened up 1,000 acres in the adjoining township for development.

These builders are finding themselves the benevolent uncles in their "community of good neighbors in a good neighborhood." They contribute street speed control signs for the local association to put up. They offer prizes for Christmas decorations.

The Goodwins’ Kingston Estates plant is one of several similar operations designed by John Osier, professional engineer of Collingswood, N.J. After the first 300 homes were in, the plant was expanded to handle 300 more Kingston units and then 300 more in fellow-builder Will Switzer’s plan, and another 300 in Bob Scarborough’s, when the two latter entered agreements with the Delaware Township Sewerage Corp. Eventually the facility will make possible the occupation of 3,000 new homes.

Similar expandable plants were planned by Osier for Tom Edwards and his Stafford Sewerage Corp., which is also used by Blaise Ravikio, president of the Home Builders’ League of South Jersey; and for Harold Sarshik and his Woodcrest Colony, which that energetic young builder described at a panel of the N.J. HBA meeting in November.

It happens that all three of these are of the activated sludge type, because the basic problems were similar—to save initial capital expense, even at the price of later increased operation charges. But engineer Osler is careful to point out that the type of plant must be adapted to local conditions—"you don’t take the same pill for a headache and for diarrhea." He estimates that an average charge per home owner runs to about $44 a year to pay for construction and amortization of the plant. Thus the residents get sewerage service for less than any but the most ideal septic tank.

(Continued on page 261)

HOW SOME BUILDERS HAVE SOLVED THE PROBLEM:

1. Harry Goodwin, Kingston Estates, Camden County, N.J., shares his Delaware Township Sewerage Corp. with two other builders, opens up 1,000 acres of new land.

2. Robert Moss established a private water company in Ewing Township, Mercer County, N.J., cooperating with locality and state.

3. Julius Gaines set up both water and sewerage facilities for his 10,000-home Carol City in Florida, and is opening them for use by other developments at fair charges.

4. Harold Sarshik set up his own sewerage plant for 1,500 units at Haddonfield, N.J.

5. Couchois and Miller built $90,000 water system atHaslett, Mich., gave it to town when 100-unit plan was half completed, with everybody getting a good bargain.

6. Oscar R. Gieserke, Buffalo, got plans for a disposal plant for 350 units approved, will sell it to the town for $1.

7. Myrtle Grove, Fla., started with a plant for 80 homes, will handle over 1,200.
Building houses for older, retired people is a multi-million dollar new market. Maybe you know it and still shy away from it. Maybe you think it’s too complicated or too risky or too regional.

If that’s the case: the Florida tract shown here proves you wrong on the first two counts; and the Detroit development on the next spread proves that retirement houses are not always in balmy climates.

The Florida tract house sells for between $6500 and $9000, depending on how fancy the retired buyer wants it. The Detroit development rents its units for $65 to $80 a month. Neither had any trouble finding people to fill them.

That’s because a good part of our population over 65 years old does not have to live with its children or go to the poorhouse: a whopping 22.5 percent of our 14 million people over 65 have an income of better than $3000 a year; another 13.1 percent can count on between $2000 and $3000. Within those groups, there is a strong nucleus of couples and individuals who have a backlog of funds that came either from savings or from the sale of a house.

Much of that market is ready now to buy retirement housing. A few builders are ready for them. One such builder is George E. Beauchamp of the Orange Gardens Corp., operating in Kissimmee in north central Florida; it’s his tract house that we show on this spread. Here’s what he did:

How one builder did it

Beauchamp’s company bought 380 acres on the edge of Kissimmee for $200 an acre plus development cost. They knew that choice of the site for a retirement project was important: it should be close to existing public services and facilities; it should be near health facilities; since some buyers would be retired younger couples, possibly with children, schools should not be too far away.

As for the retirement house itself, Beauchamp developed the model and its variations with K. C. Moore, Jr., an experienced builder from nearby Orlando. Moore’s construction know-how was matched by Beauchamp’s knowledge of what older people wanted in a house and by his conviction that cooperative retirement housing is hardly what the “better-off” part of the market has in mind. In short: Beauchamp’s market would be like any other for housing: his buyers would want to see a model; if the model filled their particular needs, they would buy it.

Beauchamp’s thinking was right. A model was...
a multi-million $$$ market...

house gets its share

EASY MAINTENANCE is important in a retirement house. Terrazzo floor in living room is not only efficient but handsome. Screened porch beyond is highly popular.

RETIREMENT HOME in Florida's Orange Gardens avoids steps, noticeable inclines, thresholds (except at two exterior doors). Even ramp of drive rises only 8" in 30'.

DON'T MAKE IT TOO SMALL: Orange Gardens house has 868 square feet plus carport. Storage space is 450 cubic feet. All closets are 24" deep. House costs $6500-$9000.

SPECIAL SAFETY FEATURES ARE IMPORTANT

JANUARY 1956
SUPPORTS FOR BOLTS through towel bars and soap dishes are 2x6's; soap dish backs are put to rear of 2x4's; towel rod backs are put to front. Soap dish is recessed.

opened in February, 1955, and attracted some 4,000 visitors. Since then, houses have been going up at a steady rate of from five to ten at a time. Each house takes about two months to complete.

Because he knows that retired people have set tastes and are making a big adjustment, Beauchamp offers them a wide choice in details: they can extend the basic plan, omit the carport, fill in the porch with jalousies, finish the floor in almost any material, substitute casement windows for jalousies on the model. Result: the buyer has the pleasant feeling of achieving an individually-styled home at a price range from $6500 to $9000.

In selling the house, Beauchamp allows plenty of time for prospects to make up their minds about those details. He believes in having a hostess in the model who makes no effort to sell: she talks "detail" for as long as the prospect wants.

How to get mortgages

Beauchamp does not minimize the difficulties of getting mortgages for buyers over 60 years old. Lenders naturally resist old age because of what it usually means in terms of restricted income, the possibility of the death of the income-possessor, the lower equity that is built up by which to decrease the mortgage, the adverse public relations that can easily result from a default.

But here's what helps to salt down the loans: the larger-than-usual down payments, the reasonably stable incomes of prospects, the hospitalization coverage that the borrowers usually have, their usually adequate life insurance. Sometimes a collateral bondman on paper is the feature that does it. Also on the plus-side with the lender is the fact that older people do not usually go in for consumer credit and have enough time to maintain the property beautifully.

Downpayments at Orange Gardens are larger than you might expect: usually half the total price. The minimum downpayment is $1,250. In addition, Beauchamp agrees to handle any defaults for the lender. This has served not only to put a floor under prices in the tract but to encourage the lender to go along.

Mortgages are conventional, with a term of 15 years. Thus, on the typical loan of $4,000, monthly payments run about $30. Taxes, nominal on homes in Florida, are extra.

The result of it all: company profit is hitting five percent; Beauchamp considers that a good return on a low investment.

Safety features in the bathroom

Homes at Orange Gardens look much like any others built for small families. But they're not. Because of the age of their occupants, these houses are constructed with special safety features; and the room that gets the builder's first consideration is the bathroom.

This 5x7' room is small enough so that no matter where you stand, you can grab something solid in case you fall. Doors are 34" wide to accommodate a wheel chair, if necessary. Grab bars are essential, but they can be camouflaged. The only grab bar that looks like one in the bathroom shown above is the 30" bar installed vertically at the end of the tub; two towel bars over the tub and the soap dishes are also grab bars.

Other "must" features for the bathroom: toilet close to the tub so it can be used as a seat when filling the tub; bathroom faucets within easy reach; a large medicine cabinet; carborundum strips in the tub to prevent slipping; supports for bolts in bathroom bars; lavatory height of 34 or 35 inches; no glass or thin tubing used for towel bars.

RENTED HOUSES AND APARTMENTS are preferred by some retired people. Presbyterian Village, Detroit, offers two-bedroom apartment with safety features: no steps or thresholds; non-slip floors; grab rails in bathrooms.
OLDER PEOPLE WANT PLENTY OF LIGHT. Glass areas at Presbyterian Village, Detroit, are at minimum of 15 percent of floor area; open window areas are seven percent. Builders have also provided space for outdoor living.

... they'll retire to a row house

... HERE'S HOW TO BUILD IT RIGHT
COURT at Presbyterian Village is open and oriented toward a lively view. Residents don't feel cooped-in. Ideally, all apartments should face south or southwest. Site should be in residential area, near all community facilities.

ROW HOUSE RETIREMENT, continued

Presbyterian Village in Detroit offers both institutional housing and rowhouse single-family units on a semi-subsidized basis. But the basic idea of a planned community, attractively sited and intelligently built, is highly adaptable to any builder who wants to enter the market for retirement homes. The idea is highly useful in building not only for couples but for the single person: 24.8 percent of all people over 65 years old are alone. Presbyterian Village row houses are designed as two structures, one with four one-bedroom apartments, the other with two-bedroom units. Cost to build, including extensive landscaping and all kitchen equipment: about $12,000 per unit. Apartments rent for $65 and $80 a month. Presbyterian Village was designed by architects Smith, Hinchman & Grylls, Inc.

LAUNDRY service room in the building with two-bedroom units serves one-bedroom units as well. All units are brick veneer on concrete slab grade.

GROUPINGS are easy with two basic building types. Each provides warm air heating. Radiant heat in floor was not considered suitable for old people.
Extra entrance helps sales

The constant patter of little feet through the main rooms of the house is no problem in this split level. Reason: The recreation room boasts its own street entrance and lavatory.

Waxman Brothers are the builders of this house, which is one of their seven models at Seaview Village, a 2,000 unit development in the Canarsie section of Brooklyn, N. Y. Other features designed to sell Seaview include a sun deck, center hall entrance, cathedral ceilinged living room, and sliding door closets in the bedrooms. Morris Rothstein & Sons were the architects for the house.

BATHROOM features built-in 60 in. Vani- tory, with double sliding door mirrored medicine chests. Back splash is built up to meet frame of the mirror.

KITCHEN is highlighted by waist-high, fully automatic Martha Washington copper wall oven, with separate broiler compartment, four-burner countertop surface cooking unit. Natural birch cabinets with antiqued copper hardware blend with the rest of the room's decor.
NAHB’s great show in Chicago, starting January 22, is bigger this year in two ways: more exhibits (400-plus!) and more discussion groups, clinics, panels and demonstrations

Here’s what they’ll talk about...

BUSINESS . . . will it boom a little or bust a little?

If you're uncertain about your building prospects in 1956, particularly for the second half, the NAHB convention is a good place this year to get a grip on yourself, for better or worse. Top subject of several sessions is “what’s ahead?”. Don't miss the panel, headed by NAHB economist Nat Rogg, that will include top officials of the Treasury, Federal Reserve and FHA.

CREDIT . . . will U.S. “policy” relax?

Hottest topic in Chicago, as it is even now where builders gather, will be credit. Resentment is bitter over federal policy-makers’ attempt to curb inflation by curbing building through curbing credit. Count on this: builders will make themselves heard at the convention unless they get assurances of a new “easing-off” policy from government men invited to speak. Chances are, however, since 1956 is an election year, that kind words will be forthcoming.

NAHB PRESIDENT . . . who will be “the man who . . . ?”

It wouldn’t be a good convention without plenty of politics in the halls of the Hilton and in smoke-filled rooms at the Sherman. On those terms, 1956 should be one of the best conventions. Here are four strong contenders: Joseph B. Haverstick of Dayton, O., Paul L. Burkhard of Glendale, Calif., Leonard L. Frank of Long Island, N.Y., and Franklin L. Burns of Denver. Our bet: the man who best appeals to the rank-and-file of the small builders will get the nod.

SPLIT LEVELS . . . have they had it?

Hard-headed builders and top architects are scheduled to give you the low-down on what’s good for 1956 in house design. Don’t be surprised if you hear that splits and ranches may be giving way, in some parts of the country, to a new demand for the peace, quiet and traditional living of the house with a cellar, a first floor and a second floor up a traditional flight of stairs.
MATERIALS . . . will shortages get worse before they get better?

Talk is that materials in increasingly short supply right now may take a turn for the worse. Will the auto industry, for example, take even more glass and steel away from you in 1956? Top economists at the convention will give you the answers. And it almost goes without saying that the biggest group of producers of building materials and equipment in housing history will be on hand to report.

PLASTICS . . . is it sooner than you think?

The use of plastics in building is developing so fast that it's hard to keep up with the times. To see how plastics may affect your work next year (and ten years from next year), better attend a special convention panel-discussion on "New developments in plastics in building."

SMALL BUILDERS . . . will they have a big year?

There's a strong feeling that big-volume builders and high-powered money men have dominated NAHB policies. That feeling will be thrashed out behind the scenes in Chicago and small builders may find themselves sharing the cat-bird seat. On the national scene, small builders can't help but get a break next year from such convention panel discussions as "Cooperative land purchasing for home builders" and numerous sessions on financing and business management. There's even a "how-to-do-it-better" circus. Our advice to smaller builders: this year's convention should be a "hot" one for you.

FHA STANDARDS . . . will they be stiffened in the Spring?

Insiders say that FHA (and VA) standards will be made tougher, despite your thinking that they're tough enough now. Look for a sharp give-and-take discussion at the convention at a panel of builders and FHA-VA officials. You should come away with some answers about your 1956 building techniques.

BUILT-INS . . . will the clamor for them continue?

Experts tell us the business of built-ins is still in its babyhood. They have already revolutionized kitchen and bathroom planning, of course; but now they're ready to spread throughout the house. In Chicago, you will see the greatest collection of new built-in devices, equipment and furniture ever assembled. Experts will be there to discuss their effect on home planning and merchandising.

HOT IDEAS . . . what's really new under the sun?

There's a ferment of new construction ideas at work in the building business today and the very best will be shown in Chicago at the Coliseum. You'll see walls tilted, panels constructed, slabs waterproofed . . . all of this and more demonstrated in life-size, action-exhibits for the first time.

PREFABRATION . . . what's the youngster up to now?

Prefabricators are now accounting for ten percent of the home-building market and they look forward to gaining even a bigger share of it next year with new designs, new sales helps, new ideas for the small builder to use and profit by. Most of these will be covered in a major session on "Improving your business with prefab."

COMMUNITY FACILITIES . . . do you know where you stand?

What's called the "land crisis," which covers the whole problem of the growing shortage of community facilities, will get a thorough going-over in Chicago. If you don't know who should pay for new schools, where to get more land, how to develop it, what your responsibility is to a "new" neighborhood . . . and all the other questions that go with the problem . . . better not miss a meeting.

. . . here's what they'll look at
1956 may well be a critical year—critical because the way you buy will influence the number of sales you will make. Buyers have more houses to choose from now. They’re looking harder for the extras that make one house “interesting,” but yours a “seller.” It’s time to take a fresh look at the products you’ll build with in ’56. Remember, the better you buy, the better you build, the better you sell.
Right- or left-hand door

The aluminum DeVAC® combination door can be used as either a right hand opening door, or rotated 180 degrees, and used as a left hand opening door. New hinging eliminates screws. An aluminum bar, in corner sections, gives door added strength.

DeVAC®, Inc., Dept. AB, 3900 Wayzata Blvd., Minneapolis, Minn. Booth No. 392—Coliseum.

Check No. 1004 on reply card, p. 168.

Styrofoam prevents heat loss

Styrofoam, a perimeter insulation, is used around edges of concrete foundation of basementless structures, It prevents heat loss through the edge of the concrete. Waterproof and light, it is available in 9-ft. lengths which can be cut into many shapes.


Check No. 1005 on reply card, p. 168.

Metal, drywall trim

This all-steel corner guard for drywall construction features: nose of trim wider to space spackle further away from corner and its undercutting, providing a better grip; holes under the nose permit spackle to rivet itself into the nose.


Check No. 1006 on reply card, p. 168.

Low-cost hardwood flooring

Delfair Multi-Wood Blok is available in a new, medium-dark finish. Ideally suited for economical installation over concrete in homes, apartments, housing projects, commercial buildings, etc. The flooring is available finished only.


Check No. 1009 on reply card, p. 168.

35KW electric plant

This diesel-powered electric plant has a capacity of 35,000 watts A.C. Manufacturer recommends generating plant as a sole supply source for construction projects. Features remote-control electric starting, equipped with over-cranking protection.

Kohler Co., Dept. AB, Kohler, Wis. Booth No. 383—Coliseum; 94-96—Hilton.

Check No. 1011 on reply card, p. 168.

Flexboard for board & battens

Asbestos Flexboard in “board-and-batten” construction provides an exterior wall with emphasis on vertical lines. Standard sheets are 4' wide by 8', 10' or 12' high with thicknesses of ½", ¾", and 1¼". Presents a wall with permanence of stone.

Johns-Manville Sales Corp., Dept. AB, 22 East 40th St., New York, N. Y. Booth No. 15—Hilton.

Check No. 1012 on reply card, p. 168.
PRODUCTS SHOW: IDEAS TO BUILD WITH IN 1956

1500 remodeling kit
Series 1500 Remodeling Kit converts a swinging door to a sliding door. Complete package is available in all standard 1½ door sizes. Series 2700 sliding door hardware is included. Jams are reversible and may be used for either right or left hand openings.

Check No. 1014 on reply card, p. 168.

Casement has new features
Curtis Silentite wood casement windows can be cleaned from the inside. A special adjuster holds them rigid in any open position. They are also weather-tight, saving up to 16% of heating or cooling costs. No outside hardware to rust; no inside projecting hardware.

Check No. 1014 on reply card, p. 168.

Prefab chimneys: two types
Vitroliner prefab chimneys come in complete component form or tailor-made ready for installation. Sizes: 6, 7, 8, 10 and 12-ft. Types: “E”: ranch homes; “L”: 2-story homes and basement heating. Prices range from $50-$150.

Check No. 1015 on reply card, p. 168.

Flush doors in native birch
Atlas Plywood Corp. is now offering these flush doors, shown here, in beautiful native birch, ideal for any part of the house. They are available with Lauan and red oak faces, the company recently announced.

Check No. 1017 on reply card, p. 168.

Durable Fiberglas screen cloth
Chicopee Fiberglas screen cloth is strong and durable. Ideal for every exterior use, it can't stain sidewalks, rust, corrode or burn, and never needs a protective painting. Available in 24, 26, 28, 31, 36, 40, 42, 48, and 60-in. widths. Price, about 14¢ per sq. ft.

Check No. 1016 on reply card, p. 168.

Corbin cylindrical locks
Corbin's Defender and Guardian line of cylindrical locks offer builders a wide selection of designs and auxiliary trim combinations plus a choice of either two economy price ranges. Both are backed by a full guarantee on all parts and workmanship.

Check No. 1019 on reply card, p. 168.

Wall or window conditioner
The Airtemp "Imperial" can be built into the wall, or placed in a 28-in. or larger window, and mounted on hinges to swing in and out for window washing. Available in ½, 3½ or 1-horsepower capacities. Retail price: $310-$365.

Airtemp Div., Chrysler Corp., Dept. AB, Dayton 1, Ohio. Booth Nos. 16, 17—Hilton.
Check No. 1018 on reply card, p. 168.

Flush doors in native birch
Atlas Plywood Corp. is now offering these flush doors, shown here, in beautiful native birch, ideal for any part of the house. They are available with Lauan and red oak faces, the company recently announced.

Check No. 1017 on reply card, p. 168.

Corbin cylindrical locks
Corbin's Defender and Guardian line of cylindrical locks offer builders a wide selection of designs and auxiliary trim combinations plus a choice of either two economy price ranges. Both are backed by a full guarantee on all parts and workmanship.

Check No. 1019 on reply card, p. 168.

Durable Fiberglas screen cloth
Chicopee Fiberglas screen cloth is strong and durable. Ideal for every exterior use, it can't stain sidewalks, rust, corrode or burn, and never needs a protective painting. Available in 24, 26, 28, 31, 36, 40, 42, 48, and 60-in. widths. Price, about 14¢ per sq. ft.

Check No. 1016 on reply card, p. 168.

Casement has new features
Curtis Silentite wood casement windows can be cleaned from the inside. A special adjuster holds them rigid in any open position. They are also weather-tight, saving up to 16% of heating or cooling costs. No outside hardware to rust; no inside projecting hardware.

Check No. 1014 on reply card, p. 168.

Prefab chimneys: two types
Vitroliner prefab chimneys come in complete component form or tailor-made ready for installation. Sizes: 6, 7, 8, 10 and 12-ft. Types: “E”: ranch homes; “L”: 2-story homes and basement heating. Prices range from $50-$150.

Check No. 1015 on reply card, p. 168.

Durable Fiberglas screen cloth
Chicopee Fiberglas screen cloth is strong and durable. Ideal for every exterior use, it can't stain sidewalks, rust, corrode or burn, and never needs a protective painting. Available in 24, 26, 28, 31, 36, 40, 42, 48, and 60-in. widths. Price, about 14¢ per sq. ft.

Check No. 1016 on reply card, p. 168.

Corbin cylindrical locks
Corbin's Defender and Guardian line of cylindrical locks offer builders a wide selection of designs and auxiliary trim combinations plus a choice of either two economy price ranges. Both are backed by a full guarantee on all parts and workmanship.

Check No. 1019 on reply card, p. 168.

Flush doors in native birch
Atlas Plywood Corp. is now offering these flush doors, shown here, in beautiful native birch, ideal for any part of the house. They are available with Lauan and red oak faces, the company recently announced.

Check No. 1017 on reply card, p. 168.

Wall or window conditioner
The Airtemp "Imperial" can be built into the wall, or placed in a 28-in. or larger window, and mounted on hinges to swing in and out for window washing. Available in ½, 3½ or 1-horsepower capacities. Retail price: $310-$365.

Airtemp Div., Chrysler Corp., Dept. AB, Dayton 1, Ohio. Booth Nos. 16, 17—Hilton.
Check No. 1018 on reply card, p. 168.

Ranchtile floor covering
A new floor covering tile for on-grade installations over radiant heat in homes is now available. It will not soften or show permanent indentation. It will not curl or buckle. The covering is available in 15 bright colors, a company spokesman said.

Check No. 1021 on reply card, p. 168.
**Built-in kitchen**

This all-electric Westinghouse built-in kitchen has refrigerator, freezer, oven, and top surface range units, all finished in brushed chrome. Work surfaces finished in Miecarta ibinets u... disposer. Westinghouse Electric Corp., Dept. AB, #3 Gateway Center, Pittsburgh 30, Pa. Booth Nos. 55-56—Hilton.

**Aluminum sliding window**

This sliding window features glass dimensions in even inches reducing cost of glass from 15 to 30 per cent. An extruded vinyl channel-type glazing-seal permits bench glazing and eliminates the need for glazing compound. Ceco Steel Products Corp., Dept. AB, 5601 West 20th St., Chicago 50, Ill., Booth Nos. 40, 41, 42—Hilton.

**Display features B&D tools**


**Protective garage paper**


**Install-it-yourself linoleum**

Install-It-Yourself linoleum comes in 15 patterns in strips cut 24-in. wide. Long edges are trimmed to eliminate seam cutting. Prices per lineal ft.: light gauges, 45¢ to 48¢; standard gauges, 59¢ to 61¢.

**Concrete grinding attachment**

The 16-in. American Floor-King maintenance machine has a concrete grinding attachment which can be used on any stone-hard surface. Portable and electric, weighs 36½ lbs.; overall height: 47½ in.

**Lift-out wood window**


**New colorful folding doors**

Finishes add beauty to home

Attractive decoration is yours with "61" Floor Varnish as floor protection; with woodwork and trim finished with Vitalite, a long-lasting enamel, which harmonizes with walls painted with washable Lyt-all Flowing Flat.

Pratt & Lambert, Inc., Dept. AB, 75 Tonawanda Street, Buffalo 7, N. Y. Booth No. 65—Hilton.

Gerber Plumbing Fixtures Corp., Dept. AB, 232 N. Clark St., Chicago 1, Booth No. 896—Sherman.

New Ceramo siding colors

Philip Carey Mfg. Co. will show new Ceramo siding colors, a new concept in roofing and preview a new building board in the January NAHB Show. Carey will feature a new 20-foot exhibit as shown above.


Lavatory conserves space

A china lavatory, the Lincoln No. 300N, is designed to conserve space. It measures 16-in. by 12½-in. overall, and includes an ample splash back, a large bowl, and front overflow. Made for a 4-in. center faucet. Price: $16.25.

National Lock expands line

National Lock Co.'s new line of Deco-rator cabinet hardware has smartly-styled knobs, pulls, backplates, flush and offset hinges, are finished in dead black and brass combinations, have concave and taper designs.

Forced warm air furnaces

Challenger forced, warm-air furnaces include gas and oil Lowboys for homes with basements. Requires as little as 4½ sq. ft. of floor space. Three models. Capacities: 95,000 to 130,000 B.t.u. input for gas; 84,000 to 112,000 for oil.

Morrison Steel Products, Inc., Dept. AB, 601 Amherst St., Buffalo 7, N. Y., Booth Nos. 434, 435—Sherman.

Carbon steel cleanout door

Steel cleanout door in 8" x 8"-size features a recessed door with an integral hinge. Formed of carbon steel, the entire door has a green baked-enamel finish. Covers a chimney access hole 7½" square. Door frame is over 2½" wide. Price: 95 cents.


Gas-fired horizontal furnaces

Inputs of horizontal-flow furnaces range from 75,000 B.t.u. to 150,000 B.t.u. Belt-driven blowers are standard. Smallest unit is 46" long, 22½" high. Blower section can be clamped on to either end. Above, Lennox "Stowaway."

Lennox Furnace Co., Dept. AB, Marshalltown, Iowa, Booth No. 447—Sherman.

Nutone's modern chime

Nutone has two modern chime designs. Both sound two notes front door, one for rear. The K-17, "V-Tone," shown, comes in black and anodized aluminum or copper anodized; retail at $5.95.


Ornamental iron brackets

Ornamental bracket No. 15624 is sturdy made for maximum strength. Available in 3 sizes: 4" x 3", 6" x 4½" and 8" x 6", in 3 finishes. A 2-color box contains a pair of brackets, with 10 pair to a carton.


NuTone's modern chime

NuTone has two modern chime designs. Both sound two notes front door, one for rear. The K-17, "V-Tone," shown, comes in black and anodized aluminum or copper anodized; retail at $5.95.


Ornamental iron brackets

Ornamental bracket No. 15624 is sturdy made for maximum strength. Available in 3 sizes: 4" x 3", 6" x 4½" and 8" x 6", in 3 finishes. A 2-color box contains a pair of brackets, with 10 pair to a carton.


American Builder
Built-in wall air conditioner

This unit, only 15" deep, 141/2" high, 31/2" wide, has 2 speeds. Fits to walls of various thicknesses. Capacities of 1/2, 3/4 and 1 ton in 115, 208 or 250 volts: single phase, 60 cycles. Price: $225 to $300.

*Musit-Kom Deluxe* is a built-in radio-intercom system including music, radio, and phonograph in 6 rooms, intercom from any room to all rooms, fire alarm device, and door answering from 3 rooms. Price: $185.97.

Aawning-type window

Malt-A-Vent awning-type window can be used as a single unit or combined in groups. Available in both operating and fixed models to provide any desired pattern of ventilating sections. Frame can be adapted to walls of varying thickness of siding, brick or masonry.

New designs give better doors

Hinges and side lock for the line of Raynor doors have been redesigned, providing a more smoothly operating door. Side lock used only on models using a torsion spring or through shaft. Shown, the "Presidential".


Vapor Seal

Sealtight Premoulded Membrane is a semi-rigid board with low vapor permeance of .0066 grains per sq. ft. per hour. It gives a strong, permanent vapor seal that resists rotting of wood joists and sills in crawl-space type homes.

 Doors ready for installation

Ready Hung doors are packaged and ready to install. There is nothing to cut or frame. The jamb with casing, is made in 2 parts which slip apart for installation from opposite sides of wall opening. Jambs adjustable for wall thicknesses.

**Built-in intercom system**

"Musit-Kom Deluxe" is a built-in music-radio-intercom system including radio and phonograph in 6 rooms, intercom from any room to all rooms, fire alarm device, and door answering from 3 rooms. Price: $185.97.

**Tap-action wall switch**

Honeywell "Tap-Line" has concave flush-mounted wall plate, single button actuator switch. Light tap at bottom makes or breaks contact. UL approved. Price: $1.85 up. Screwless terminals assure positive contact.
**Products Show: Ideas to Build with in 1956**

**Fibre Tube for Pipe Sleeve**
Sonopipe Sleeve is designed for use in coring concrete floor slabs, walls and roof decks. Available with inside diameters ranging from 2" to 3½"; they are shipped in 36" lengths. Price: 4" size about 18¢ per ft. f.o.b. factory.


Check No. 1049 on reply card, p. 168.

**Built-in Gas Range**
New gas range features fully automatic cooking with controls at eye-level, is designed to fit into a 21-inch cabinet, is fully chrome-lined, 4-burner top unit fits a 21" space. $258 to $325.

*The Tappan Stove Co., Dept. AB, 250 Wayne St., Mansfield, Ohio, Booth No. 421—Sherman.*

Check No. 1052 on reply card, p. 168.

**Pocket Door T-frame**
The new 1200 Pocket Door T-Frame is all-steel, warp-proof. Designed to take any type wall material and to accommodate 1½" doors 6'-6" or 6'-8" high, single or in pairs for bi-parting installations. Price: $23.


Check No. 1050 on reply card, p. 168.

**Wide Panel Form**
A new wide panel form, designed for use with the new Symons flat-panel tie, can be stripped by disengaging connecting bolts and hinging form away from wall. Form is strengthened by H-frame construction.


Check No. 1053 on reply card, p. 168.

**Kitchen Ventilating Hoods**
Eighteen combinations of copper-and-steel kitchen ventilating hoods are now available. Hood is fabricated from Dowmetal, a laminated sheet of solid copper and steel, in lengths of 30, 36, 39, 42, and 48 in. Price: $48.


Check No. 1054 on reply card, p. 168.

**Residential Garage Door**
The “Niagara,” a 7-section residential garage door is all steel. Available in two widths—8’ and 9’ and two heights—6½” and 7”, it is made of 24 gauge steel, roll formed into 7 panels. Will not rot, warp or absorb moisture.

*Roly-Door Div., Morrison Steel Products, Inc., Dept. AB, 601 Amherst St., Buffalo, N.Y., Booth Nos. 434, 435—Sherman.*

Check No. 1055 on reply card, p. 168.

**All-Year” Gas Conditioner**
A new 3-ton single-coil air conditioner is direct fired, for heating and cooling entire home through single gas-operated heat exchanger. Unit needs no field assembly; servicing requires access on only one side. Schedule for production: mid-1956.


Check No. 1054 on reply card, p. 168.

**Rheem Oil-fired Counterflow**
Rheem’s oil-fired counterflow furnace is engineered for perimeter-type heating for best comfort in basementless homes. Unit has warm-air outlet at bottom. Can be converted for use with natural and mixed gases.


Check No. 1056 on reply card, p. 168.

**Weldwood Flexible Wood Trim**
Wood-Trim is an inch-wide tape of wood veneer on a latex-soaked paper backing for use on exposed plywood edges. Applied with glue, edges match plywood faces. No heat or clamping required. Available in many woods.

*U. S. Plywood Corp., Dept. AB, 55 West 4th St., New York 36, N. Y., Booth Nos. 147-149—Hilton.*

Check No. 1057 on reply card, p. 168.
HAVE YOU CHECKED
THESE Majestic products?

It's the Quick Way to BETTER PROFITS

Majestic's line of heating, air conditioning, and building products is the profitable line to handle. Check the items that interest you, write your name and address in the margin, then tear this page out and mail it to us for complete details.

HEATING AND AIR CONDITIONING DIVISION

Majestic SUMMER-WINTER AIR CONDITIONERS

Gas-or-oil winter conditioners and matching electric summer conditioners furnish year-round comfort in any home. A full line of furnaces with up to 400,000 BTU output, and system-matching air conditioners in 2, 3, and 5-ton capacities, in companion units or with remote air-cooled compressors, are available.

Majestic THULMAN FIREPLACE

A UL-approved fireplace, factory-fabricated with required clearances built in to save on both initial cost and installation time. Complete with its own Thulman Chimney, it can be installed on a wood floor and framed in quickly and easily by one man.

Majestic THULMAN CHIMNEY

The pace-setter in the modern chimney field, this steel-and-aluminum chimney hangs on joists for economical, time-saving installation. UL-listed for all fuels and for zero clearance from combustibles because it has ample clearance built in.

Chimney top housings are now made with realistic wire-cut brick design embossed into the metal and painted brick red with gray mortar lines. Tile-like metal rain cap adds to attractive appearance.

The Majestic Co., Inc.

300 Erie St., Huntington, Ind.

BUILDING PRODUCTS WHOLESALE DIVISION

Majestic INCINERATORS gas-fired and fuelless

For indoor disposal of trash basket waste and garbage—low-cost, waste-fired basement units and gleaming, gas-fired utility room models.

Majestic CIRCULATOR FIREPLACES

A fireplace that includes all necessary components, properly engineered, and serves as a masonry form. Circulates warm air into the room.

Majestic ASH DUMPS

Both steel and cast iron.

Majestic CLEANOUT DOORS

Rugged steel, tight, well-made and economical.

Majestic DAMPERS

Cast iron or breakproof steel, with patented Majestic poker control.

Majestic CAST IRON PRODUCTS

Bell traps, sewer tile strainers and other quality castings.

Majestic UNDERGROUND RECEIVERS

For hidden rubbish disposal.

see Majestic at BOOTH 436-37 HOTEL SHERMAN
There's pride in selling prefabricated homes

...and more profit, too!

Prefabricated homes are designed by the nation's leading architects. They're years ahead in styling. They're precision-engineered and produced to uniformly high standards of quality and workmanship.

You'll find prefabrication's mass production methods have many advantages for you. As one builder puts it, "You can build and sell three times more homes with one-third the overhead and one-third the grief." His statement helps explain why sales of prefabricated homes increased well over 200% between 1948 and 1955, compared to a 50% increase in total housing starts.

Write for a list of prefabricated home manufacturers serving your area.

1956 PRODUCTS SHOW

Magnetic catch

HALD magnetic catch has perfect alignment and maximum holding power, as claimed by manufacturer. Designed for both flush and lip doors. Price: about 39 cents each retail.

Stanley Hardware Div., Stanley Works, Dept. AB, 111 Elm St., New Britain, Conn., Booth Nos. 441-443—Sherman.

Check No. 1058 on reply card, p. 168.

Magic mirror door grille

Grille combines home safety with beauty allowing housewife to see callers without being seen. Precision cast of Zamak, triple-plated and polished. Protected with clear, baked hard enamel. Weatherproofed.


Check No. 1059 on reply card, p. 168.

Pocket door hardware set

A pocket door hardware set with super-strength split jambs provides added protection and is designed to prevent wall warping and sagging. Sets are available in five sizes for 2' to 3' doors.


Check No. 1060 on reply card, p. 168.
"Can't you figure out some way to cut down the cost?"

Architects or contractors are often asked that question, after final plans are drawn. Usually the home builder wants plans trimmed "where it won't show."

But recognizing their responsibility to clients, reliable architects and contractors refuse to cut down on essentials that are vital to the permanent protection of a home and its enjoyment by the owner.

They know, for instance, that it never pays to compromise on quality in plumbing drainage, which once buried in the ground or house is there to stay. That's why they specify permanent Cast Iron Pipe even where investment in the home is a very modest one.

Permanent Cast Iron Pipe costs a little more, but its first cost is final. It will last forever, never need root reaming or break down under heavy truck loads or ground settlement. Through the years it will perform its function —smoothly and without care or trouble.

When Cast Iron Pipe is specified — inside and out — there will never be any come-backs or complaints.

* * * * * * * * *

Our Company does not manufacture Cast Iron Pipe, but supplies many of the nation's leading foundries with quality pig iron from which pipe is made.
DON'T MISS
BOOTH 245
CONRAD HILTON HOTEL

Here's your chance to learn all about money-saving

SONOAIRDUCT.
Fibre Duct

See the revolutionary, cost-cutting SONOAIRDUCT Fibre Duct for yourself! Made to comply with F.H.A. Minimum Property Requirements — and used and approved by builders and contractors everywhere.

One type for slab-floor gas and oil fired warm air perimeter heating systems, where the duct is encased in dense aggregate concrete — and another type for crawl, basement and attic space! 2" to 36" I.D., up to 50' long.

A copy of our newly-published SONOAIRDUCT Installation Manual is yours for the asking at our display space — or write for complete information.

SONOCO
Products Company
Construction Products Division
Hartsville, S. C. — Main Plant
Los Angeles, Calif. — Montclair, N. J.
5353 South Western Ave.
14 South Park Street
Akron, Ind. • Brantford, Ont. • Mexico, D. F.

1956 PRODUCTS SHOW

Garage door operators
A completely automatic, radio-controlled model (Genie Model A) opens, closes door, turns light on and off, locks, unlocks door. Operates from dash of car and set with individual transmitter. $219.95.

> Alliance Mfg. Co., Dept. AB, Lake Park Blvd., Alliance, Ohio, Booth No. 874—Coliseum.
Check No. 1061 on reply card, p. 168.

Translucent fiberglass panels
The new Fiesta Line of fiberglass panels for residential use have armor plate surfacing and Filtron 25 which checks heat and light rays. Wide choice of decorator colors are available plus several soft-tone hues.

> Alsynite Co., of America, Dept. AB, 4654 de Soto St., San Diego, Calif., Booth No. 351—Hilton.
Check No. 1062 on reply card, p. 168.

"Amweld" folding door
New folding closet unit consists of 4 panels hinged in pairs. Doors fold to each side for full-width access. Unit is made in widths of 3', 4' and 5' in both standard, ceiling height. Units project from 5" to 9" into room. Prices: $25 to $35.

Check No. 1063 on reply card, p. 168.
4-wheel drive supplies the extra traction to transport men, equipment, tools through mud and loose fill, in all kinds of weather.
The Universal 'Jeep' carries up to 7 workers, up to half a ton of tools or supplies...pulls heavy trailer loads of materials.

How the Universal 'Jeep' saves you time and money

Only the 4-wheel drive Universal 'Jeep' spreads its cost over so many jobs. This vehicle transports men, tools and equipment; hauls trailers; and supplies mobile power for welders...compressors...trenchers...and other equipment.
The Universal 'Jeep' travels at highway speeds in conventional 2-wheel drive. When your work calls for travel over unpaved roads, through mud, sand, or loose fill, the extra traction of it's 4-wheel drive takes you where other vehicles can't go.
Operating economy, long life, low maintenance costs and high resale value make the Universal 'Jeep' your best single investment. Your Willys dealer can show you why. See him today, or write for more information.

4-WHEEL DRIVE UNIVERSAL 'Jeep'

WILLYS...world's largest makers of 4-wheel drive vehicles

WILLYS MOTORS, INC., TOLEDO 1, OHIO

JANUARY 1956
Never before so much hood quality for so little money! The Model UC-50 is an undercabinet hood with toggle switches, recessed light under frosted glass, and blade-type fan that removes greasy fumes at the rate of approximately 300 CFM. Exhaust unit hinges down for easy cleaning.

**Visit with us**

**BOOTH 879 — COLISEUM — NAHB CONVENTION**

See the complete line of Ranger Kitchen Stove Hoods and Exhaust Units including...

---

**ROBERTS MANUFACTURING CO., Cleburne, Texas**
The name on the door means a lot

Whether the door is for an office, a home or a public institution, it will reflect the taste and judgment of its owner. And you can depend on this — Atlas Plywood is America's most popular choice in flush doors. Here's why —

Atlas Plywood doors give guaranteed satisfaction. Easy to finish, easy to hang, they stand up under years of service. They are quality doors — quality-controlled in every step of manufacture from American forest to finished product. No chance of rejects caused by inferior adhesives, for instance. No chance of lost customers resulting from dissatisfaction after doors have been installed. Be sure that the name on the door you start with is Atlas Plywood.
Through these doors enter the greatest builder profits

Your prospective home-owners can depend on the quality of Atlas Plywood flush doors — and you can literally bank on the profits. That's the dependable beauty of Atlas Plywood flush doors.

Atlas Plywood stands behind its guarantee for gluing, trimming, trueing and sanding, because Atlas Plywood controls the quality at every step.

Sizes and Measurements
Thickness: 1 1/8", 1 3/8", 1 1/2".
Height: 6/0", 6'6", 6'8", 6'10", 7'0".
Width: Hollow Core Doors: 1'0", 1'8", 2'0", 2'2", 2'4", 2'6", 2'8", 3'0".
Solid Core Doors: 2'0", 2'2", 2'4", 2'6", 2'8", 3'0".
Stiles: 1 3/4". Rails: 2 1/4".
Double lock blocks: 20" x 4 1/2".
Faces: 3/20 or 3/4" three ply.
Frames permit trimming 1" top and bottom.
Special sizes, lights, louvers, kickplates and veneers to order.
Oversize Solid Core Doors — stiles 2" wide, rails 4 1/2" wide, double lock blocks 24" x 6 1/2".
(Available in birch, gum, oak and other popular woods)

Light Specifications for both solid and hollow core flush doors. (Special louvers and metal kickplates to specification.)

Free color folder brings you complete details on Atlas Plywood Flush Doors. For your copy address Dept. AB-5, 1432 Statler Bldg., Boston 16, Massachusetts.
3-Speed range hoods

"Push-A-Matic" ventilating range hoods with 3-speed push-button controls for fan and light are now available. Hoods come in standard lengths, designed to fit all cabinet depths, 11 1/2" to 12 1/2". Price: $32.60 to $59.50.

Berns Mfg. Corp., Dept. AB, 3050 N. Rockwell St., Chicago 18, Ill, Booth No. 365—Hilton.

Check No. 1067 on reply card, p. 168.

New design for locksets

Western Lock has a new design in locksets and matching cabinet hardware. Named "Sunray" the design features an inverted cone in the knob reflecting a geometrical pattern. Available in all standard finishes.


Check No. 1068 on reply card, p. 168.

3-Speed range hoods

"Push-A-Matic" ventilating range hoods with 3-speed push-button controls for fan and light are now available. Hoods come in standard lengths, designed to fit all cabinet depths, 11 1/2" to 12 1/2". Price: $32.60 to $59.50.

Berns Mfg. Corp., Dept. AB, 3050 N. Rockwell St., Chicago 18, Ill, Booth No. 365—Hilton.

Check No. 1067 on reply card, p. 168.

Worthington air-conditioning

The new Worthington Flexi-Cool Air Conditioning unit is self-contained, can be arranged horizontally or vertically. Available in 2, 3, 5, and 7 1/2-ton capacities, can be used with existing forced warm-air furnaces, with or without the fan section.

Worthington Corp., Dept. AB, Harrison, N. J, Booth No. 889—Caliseum.

Check No. 1069 on reply card, p. 168.

Porcelain-on-steel bathtub

Ingersoll T-106 bathtub is a 5' recessed unit with acid-resistant, stain-proof white porcelain finish that is not affected by medicines, soaps or bleaches. A high tilting-in flange assures waterproof seal.

Ingersoll Products Div., Borg-Warner Corp., Dept. AB, 1000 West 120th St., Chicago 43, Ill, Booth Nos. 712-720—Caliseum.

Check No. 1070 on reply card, p. 168.

New design for locksets

Western Lock has a new design in locksets and matching cabinet hardware. Named "Sunray" the design features an inverted cone in the knob reflecting a geometrical pattern. Available in all standard finishes.


Check No. 1068 on reply card, p. 168.

Worthington air-conditioning

The new Worthington Flexi-Cool Air Conditioning unit is self-contained, can be arranged horizontally or vertically. Available in 2, 3, 5, and 7 1/2-ton capacities, can be used with existing forced warm-air furnaces, with or without the fan section.

Worthington Corp., Dept. AB, Harrison, N. J, Booth No. 889—Caliseum.

Check No. 1069 on reply card, p. 168.

Garage door package

A customized design package is provided at no extra cost with each Crawford Door Co. door. In the package: 8 round rosettes and patented studs; larger round and square rosettes; various moldings, brads, glue.

Crawford Door Co., Dept. AB, 20263 Hoover Road, Detroit 5, Mich, Booth No. 837—Caliseum.

Check No. 1072 on reply card, p. 168.

Plate glass gives clear view

"Parallel-O-Plate" glass made by Libbey-Owens-Ford Glass Co. shows its clarity, as pictured on right of photo above. Two new grinding machines grind both surfaces of the glass, giving it surface parallelism, little distortion.

Libbey, Owens, Ford Glass Co., Dept. AB, 685 Madison Ave., Toledo 3, Ohio, Booth Nos. 27, 28—Hilton.

Check No. 1071 on reply card, p. 168.

Generator comes in 9 sizes

This electric hot-water generator by Precision is constructed of aluminum and copper and is available in nine sizes. It is designed for radiant panel, convector, baseboard and radiator type heating systems.

Precision Parts Corp., Dept. AB, 400 North First St., Nashville 7, Tenn, Booth No. 501—Sherman.

Check No. 1074 on reply card, p. 168.

Garage door package

A customized design package is provided at no extra cost with each Crawford Door Co. door. In the package: 8 round rosettes and patented studs; larger round and square rosettes; various moldings, brads, glue.

Crawford Door Co., Dept. AB, 20263 Hoover Road, Detroit 5, Mich, Booth No. 837—Caliseum.

Check No. 1072 on reply card, p. 168.

Folding door operates quietly

Pella wood folding doors operate quietly because of concealed spring connectors. Doors fold to a compact stack of only 2-in. or less for each foot of opening width. Nylon rollers add to its quiet operation by eliminating metal to metal contact.

Rollsreen Company, Dept. AB, Pella, Iowa, Booth No. 19—Hilton.

Check No. 1075 on reply card, p. 168.

Vinyl folding door

"Closer-Dor" is a heavy duty non-rigid folding door and fits up to a 32x80" opening. Door is electronically heat-sealed, has a steel leading edge with a security latch. Price of "Cloud White" embossed vinyl: $8.95.

Closures, Inc., Dept. AB, 533 E. Forest Ave., Detroit, Michigan, Booth No. 214—Hilton.

Check No. 1073 on reply card, p. 168.

Porcelain-on-steel bathtub

Ingersoll T-106 bathtub is a 5' recessed unit with acid-resistant, stain-proof white porcelain finish that is not affected by medicines, soaps or bleaches. A high tilting-in flange assures waterproof seal.

Ingersoll Products Div., Borg-Warner Corp., Dept. AB, 1000 West 120th St., Chicago 43, Ill, Booth Nos. 712-720—Caliseum.

Check No. 1070 on reply card, p. 168.

Worthington air-conditioning

The new Worthington Flexi-Cool Air Conditioning unit is self-contained, can be arranged horizontally or vertically. Available in 2, 3, 5, and 7 1/2-ton capacities, can be used with existing forced warm-air furnaces, with or without the fan section.

Worthington Corp., Dept. AB, Harrison, N. J, Booth No. 889—Caliseum.

Check No. 1069 on reply card, p. 168.

Folding door operates quietly

Pella wood folding doors operate quietly because of concealed spring connectors. Doors fold to a compact stack of only 2-in. or less for each foot of opening width. Nylon rollers add to its quiet operation by eliminating metal to metal contact.

Rollsreen Company, Dept. AB, Pella, Iowa, Booth No. 19—Hilton.

Check No. 1075 on reply card, p. 168.

JANUARY 1956
FOR A GRAND ENTRANCE

PORTRAIT design — diamond

PORTRAIT design — square

Regal

by DEXTER

All Dexter Regal Tie Bolt Key-in-Knob Locks are Lifetime Guaranteed, available with pin or disc tumbler cylinders, deadlocking or spring latch. Solid brass exterior, cold-rolled steel interior parts. Knobs armored brass, steel reinforced. Locks reversible for any hand of door without disassembly. Requires only 1½” hole through door. Standard or two tone finishes.

Attractive mounted displays available in Decorator colors: red, blue, green or ivory.

NO LOCK INSTALLS FASTER THAN A DEXTER

DEXTER LOCK DIVISION


In Canada: Dexter Lock Canada Ltd., Guelph, Ontario
In Mexico: Dexter Locks, Plato Elegante, S.A. de C.V., Mexico City

COLONIAL design
Clear P.A.R. water repellent

Clear P.A.R. is a penetrating water repellent for the protection of exterior and interior wood giving it a non-glossy appearance. Protects wood against discoloration, grain raising, swelling, shrinking, checking or warping. 1 gal. covers 150 to 200 sq. ft.


Check No. 1076 on reply card, p. 168.

Bathroom towel bar

A new bathroom towel bar has 11 in. extension on either or both ends that provides extra space. 24-in. bar length can be increased to 46 in. Bar is finished in lifetime chrome. Price: $5.50 to $6. Overall length: 26 inches.


Check No. 1077 on reply card, p. 168.

Winter air conditioner

The new "D" Utilaire features counter-flame metered-flow. Burner discharges flame downward distributing heat to heating element surfaces above and below. A round, high-boy style, available as gas or oil fired.

- Berger Furnace Corp., Dept. AB, 54 & Main Sts., Belle Vernon, Pa., Booth No. 800—Coliseum.

Check No. 1082 on reply card, p. 168.

Custom-built kitchen

Coppes Napanee kitchen features Cherry Maple finish. Each exclusively designed and completely custom built of maple, contains provisions for every type of built-in appliance on the market.

- Coppes, Inc., Dept. AB, Napanee, Indiana, Booth Nos. 489-490—Sherman.

Check No. 1077 on reply card, p. 168.

Prefinished flooring package

Flooring package is easy to stock, contains enough flooring to cover 20 sq. ft. The 60-lb. package is 8 ft. long. can be loaded into car by one man. Flooring is protected from dust, dirt and weather. Installation instructions included in package.

- E. L. Bruce Co., Dept. AB, 1648 Thomas St., Memphis 1, Tenn., Booth Nos. 66, 67—Sherman.

Check No. 1080 on reply card, p. 168.

Translucent plastic panels

Shatterproof, weather-resistant Allite panels transmit diffused light and retard heat intake in summer, heat loss in winter. In a variety of colors, weights, sizes, finishes, and degrees of light transmission.


Check No. 1083 on reply card, p. 168.

Radiant electric heater

"Tri-Core" a new heating element radiates heat directly into the room from 2 forward sides. Reflector circulates heat from third side. Made in both automatic and manual models, Guaranteed for 5 years.


Check No. 1078 on reply card, p. 168.

Vitreous china lavatory

The "Lindsay," is a lavatory with open-front design, is 20x18", is available for 4" centeret fitting or 8" combination fitting. Model includes deep "D" shaped bowl, anti-splash rim, twin concealed overflows.


Check No. 1081 on reply card, p. 168.

Fully-formed Micarta unitop

U. S. Plywood and Westinghouse Electric have joined forces to offer a plastic laminate in its popular forms—pre-bonded to Novoply or plywood and fully formed Micarta Unitop—to retail lumber dealers.

- U. S. Plywood Corp., Dept. AB, 55 W. 44th St., N.Y., N.Y., Booth Nos. 147-149—Hilton.

Check No. 1084 on reply card, p. 168.
Door fitting and hanging kit

New builder's kit that makes door fittings and hanging 10 times faster than by hand, includes a 1/2 h.p. motor, a router base for rapid mortising and a plane attachment for quick fitting of doors.


Check No. 1085 on reply card, p. 168.

Packaged air conditioner

The Weathermaker is a low-cost central duct system for commercial use. Return-air ducts are brought in at bottom as well as back of unit. Has multi-flow cooling coil, water-miser condenser, pre-wired electrical center.

Carrier Corp., Dept. AB, 300 S. Geddes St., Syracuse 1, N. Y., Booth Nos. 401-405—Sherman.

Check No. 1086 on reply card, p. 168.

Awning window

This all-weatherstripped aluminum awning window comes in standard, modular sizes. Effortless operation because of a strip-proof compound operator in the center of a torque resistant tubular sill.

Ware Laboratories, Inc., Dept. AB, 5700 NW 25 St., Miami, Fla., Booth No. 35—Hilton.

Check No. 1086 on reply card, p. 168.

Pull down light

New No. 3513 light is adjustable from 15° to maximum 34°. Spread is 13½°. Available in textured white and finishes in polished brass, polished copper, spun ray silver, and black and brass.

Imperial Lighting Products Co., Dept. AB, Loyalhanna Park, Latrobe, Pa., Booth No. 870—Coliseum.

Check No. 1089 on reply card, p. 168.

Horizontal windows by Etling

Etling's line of horizontal windows has sliding, stationary, jalousie sash, as well as wood louver ventilators, designed for the privacy of ribbon-type installations or may be joined to form picture windows.


Check No. 1087 on reply card, p. 168.

Door jig saves time, money

With the Master Door Jig, one man can fit and hang 30 doors in one day or pre-fit 80 doors. The unit enables doors to be jambed and hinged on the job or in the shop.

Z & K Tool Co., Dept. AB, 407 Sandhill Road, Lebanon, Pa., Booth No. 893—Coliseum.

Check No. 1090 on reply card, p. 168.
HAROLD A. ETLING, Board Chairman Weather-Seal, Inc.,
makers of ComforTroll Storm-Screen Windows, Barberton, Ohio

Harold A. Etling proves a point — “It’s the only material
having dimensional stability and flexibility.
That’s why it’s adaptable to any kind of unit.”

CHICOPEE
FIBERGLAS
SCREENING

Chicopee Mills, Inc., Lumite Division, 47 Worth Street, New York 13, N.Y.
NEW improved PRECISION STAIRWAY

STRONGER-MORE DURABLE-EASIER TO OPERATE

No Other Stairway Offers So Much

- Double hinges on each folding joint of the PRECISION FOLDING STAIRWAY make America’s No. 1 Stairway stronger and more rigid than ever!
- Another new feature offered with the PRECISION FOLDING STAIRWAY is the tie rod beneath each of the steps.
- Hinges on the door panel have been changed to a new “free-swinging” type, allowing for easier opening and closing.
- Hinges are completely concealed from view when the stairway is closed.

SEVEN EXCLUSIVE FEATURES

- Hydraulic Safety Checks
- Actuated by Counterweights
- Lifetime Roller Bearings
- Double Hinges on Joints
- New Swinging-Type Hinge
- Insulated Door Panel
- Full Width Safety Treads
- Fits Any Ceiling Height

Two Standard Sizes — 9"9" and 9"9"

AMERICA’S No. 1 STAIRWAY

WRITE FOR FREE ILLUSTRATED FOLDER TO

PRECISION PARTS CORPORATION

400 NORTH FIRST STREET • NASHVILLE 7, TENNESSEE

VENTILATOR AND VANITY

Cole Ven-ett is a 200-C.F.M. ventilator and vanity combined in one unit. Two large plate glass mirror-doors slide at a touch. Doors suspended on Nylon rollers operate in enclosed tracks at the top.

Caldwell Mfg. Co., Dept. AB, 64 Commercial St., Rochester 14, N. Y.

Check No. 1091 on reply card, p. 168.

WEATHERSTRIP—SASH BALANCE

Spiralflex makes use of a spiral-type balance, which is completely enclosed for protection from moisture. The weatherstrip is of one-piece aluminum with double-ribbed lower section.

Caldwell Mfg. Co., Dept. AB, 64 Commercial St., Rochester 14, N. Y.

Check No. 1092 on reply card, p. 168.

NEW LINE BY SHOWER DOOR CO.

Shower Door Co. introduced “ShowerGlass,” a line of shower enclosures. The same design principals as the “Permalume” line are incorporated, but “ShowerGlass” is in the moderate price range.

Shower Door Co. of America, Dept. AB, 1301 Chattanooga Ave., N.W., Atlanta, Ga.

Check No. 1093 on reply card, p. 168.
Evans King-Size 10-ft. Steel Tape
STANDS UP STRAIGHT for UPRIGHT MEASUREMENTS

Those long upright measurements are easy and accurate with this new EVANS King-Size 10-ft. White-Tape. The 33° wider blade (full 44°) stays straight up without bending or buckling. You get a free belt clip and Tenite utility case with every tape. Sliding end hook for inside or outside measuring and... it's marked so you don't have to figure! no other tape is marked this Evans way.

Whichever way you work, in inches or feet and inches, you read instantly without having to stop and figure.

The EVANS King-Size White-Tape Is the Top 10-ft. Tape Value at only $2.95 at hardware stores everywhere in U.S.A.

Dear Mr. Builder:
Now that it doesn't cost more, we've got to have this stainless steel sink in our new kitchen.

Homemakers like the modern luxury look, the satiny feel, the forever lasting beauty of Carlton Stainless Steel Sinks. That's why Carlton Sinks put extra sales appeal into your kitchens... People want that permanent sparkle—know that a stainless steel sink is so much easier to keep bright and clean. And their first cost is their final cost—for Carlton Stainless Steel Sinks can never wear out!

Don't miss BOOTHS NO. 379-380 CONRAD HILTON HOTEL
When you are in Chicago for the National Home Builders Show, January 21st-24th, we'll appreciate your stopping at the Carlton booth in the Conrad Hilton Hotel. Seeing our Stainless Steel Sinks is a lot more important than just reading about them!

Special Note to Builders, Wholesalers, Architects: A Carlton Stainless Steel Double Sink Bowl (32"x21") weighs only 17 pounds, makes installation much easier. Stainless steel, lighter than cast iron or porcelain on steel, saves you money on shipping costs, too. Write for free Catalog 56, illustrating our complete line, and send us the name of your distributor. SINK DIVISION, Carrollton Mfg. Co., Carrollton, Ohio.

Evans RULE CO. 400 Trumbull Street, Elizabeth, N. J., U.S.A.
WORLD'S LARGEST PRODUCER OF SLIDING GLASS DOORS PRESENTS...

...a new horizon in windows

the Rolls SLIDING ALUMINUM WINDOW

featuring:
- Two automatic locks
- Satin smooth, anodized finish
- Completely weathersealed
- Removable sash
- Rattleproof nylon guides
- Fast, nail-on installation
- Built-in grounds for plaster and stucco siding

MAIL COUPON TODAY!

HORIZON WINDOW COMPANY, INC. ABI
Flower & Paula Sts., Glendale 1, Calif.
Please send complete information about The
Rolls Window. I am a—
Builder Architect
Distributor Dealer
Name
Company
Street
City Zone State

Compare with any sliding aluminum window on the market—then compare prices!

BUILDER
Fast, 1-man installation. Nails to rough framing. A window of beauty that sells the house!

ARCHITECT
Designed and engineered to accent graceful lines, ease of operation and all-weather protection.
93 types and sizes!* 

DISTRIBUTOR & DEALER
Easy to sell custom quality at competitive prices! Ships KD with freight allowed. Full profit.

*Available from 2’0” x 2’0” to 12’0” x 8’0”, with or without picture window center section, and with or without all-aluminum screens.

1956 PRODUCTS SHOW

Metal folding door
The Splendette, a metal folding door is available in 8 standard door sizes, and 4 colors. Fire resistant, easily installed with nothing to rip or tear, it has finger-tip operation.

Splendor, Inc., Dept. AB, 1313 W. 29 St., Indianapolis, Ind. Booth No. 831—Caliseum.
Check No. 1094 on reply card, p. 168.

Aluminum awning windows
True-Seal aluminum awning windows for home, industrial use have full perimeter vinyl weatherstripping for perfect sealing of all vents. Each operating vent has a maximum opening of not less than 80-degrees.

Check No. 1095 on reply card, p. 168.

Prefab has three bedrooms
This prefab, 3-bedroom house, the "Lauderdale" features "broken" roof with extra-wide overhang shielding picture window. Has 1,248 sq. ft. with garage, and natural birch kitchen.

Check No. 1096 on reply card, p. 168.
New trademark, "Certi-Split"

Hand-split red cedar shakes, are now grade-marked, inspected and nationally advertised under a program adopted by the Red Cedar Shingle Bureau. A trademark "Certi-Split" label will be used to identify every bundle of shakes.

Red Cedar Shingle Bureau, Dept. AB, 5510 White Bldg., Seattle 1, Wash. Booth No. 542—Sherman.
Check No. 1097 on reply card, p. 168.

Copper drainage tube

Copper drainage tube (DWV) for soil waste and vent lines in 20-ft. lengths permits easier handling, eliminates many unnecessary joints. 3-inch copper stack fits in standard partitions, eliminates furring out of walls.

Chase Brass & Copper Co., Dept. AB, 236 Grand St., Waterbury, Conn., Booth Nos. 35, 36—Hilton.
Check No. 1098 on reply card, p. 168.

Wall-Tex

A variety of designs of the new Wall-Tex line carries patterns suitable for every room in the home. "Silhouette" is a formalized stencil like silhouette framed by tiny closely-packed marigolds.

Columbus Coated Fabrics Corp., Dept. AB, 7th & Grant Ave., Columbus 16, Ohio, Booth Nos. 341, 342—Hilton.
Check No. 1099 on reply card, p. 168.

EFFICIENT
AIR CONDITIONING
DEMands THE BEST
WEATHERSTRIPPING

That's Why
More Builders Specify
Hettinger's Famous
Triple Seal
Metal Weatherstripping
with
SILENT GLIDE

The Only Sash Balance On the Market That Absolutely Stops Window Operation Noise

Triple Seal metal weatherstripping seals out drafts—winter or summer—and stops the air leaks that overload air conditioning systems. If you build for air conditioning, or if your buyers plan to install air conditioning—combine Triple Seal Metal Weatherstripping and Silent Glide—the balance that goes up and down at a touch—quietly.

Easy installation and the unit package (everything for one window in one package) saves you time and money on the job. No material losses.

Ask Your Dealer About Triple Seal Or Write Direct

Weatherproof Products Corp. P.O. Box 8498, Kansas City, Mo.
PRODUCTS SHOW: IDEAS TO BUILD WITH IN 1956

Complete boring jig set
New lock installation tools are designed to facilitate operation. Exclusive arm with ollite bearings to guide bits insures positive positioning of holes. Adjusts to any thickness of door from 1 1/2" to 2 1/8".

Check No. 1100 on reply card, p. 168.

Ovens in porcelain enamel
The Easy-View oven comes in porcelain enamel colors and features an oblong window which allows cooking inspection without opening oven door. List price: $174.50.

Check No. 1101 on reply card, p. 168.

EZ-Way sliding stairway
EZ-Way's model No. 20 Sliding Stairway was developed by the manufacturers for the large-volume builder who wants a low-priced, easily installed, FHA-approved, disappearing stairway. Large access openings are not required.

E-Z Way Sales, Inc., Dept. AB, Box 300, St. Paul Park, Minn. Booth No. 543—Sherman.
Check No. 1103 on reply card, p. 168.

Space saving folding door
Veni-Flex woven wood, slat folding doors are made of durable basswood slats and seine twine. Slats are sawed to 1 1/2" x 5/8", double-sanded for smooth, durable finish. Available in 9 decorator colors.

Check No. 1102 on reply card, p. 168.

Kitchens by Republic Steel
Built-in appliances and colored cabinets are featured in 2 kitchens by Republic Steel Kitchens designed by two national consumer magazines. One is designed for the custom builder, the other for the budget-minded builder.

Check No. 1104 on reply card, p. 168.

Remote air conditioning unit
This remote room air-conditioning unit operates with a standard hot-water boiler for winter heating, and with the Brown water chilling unit for hot-weather cooling. It contains a fan and a dust-removing filter.

A. Brown Products Corp., 97-12 Metropolitan Ave., Forest Hills, N. Y. Booth No. 816—Coliseum.
Check No. 1108 on reply card, p. 168.

Shower head
Temple shower head has fingertip selection, permits user easy adjustment, from sharp needle spray to a flood-like spray. Needle spray uses only 1 1/2 gals. per minute. Plunger permits flushing of scaling.

Check No. 1105 on reply card, p. 168.

Wall-tile adhesive
This Rolite adhesive is designed for plastic and metal wall tile, is easier spreading, faster drying, has longer open can time—up to 4 hours. Both standard, super-bright white color are available.

Midcontinent Adhesive Co., 70 Sun- shine Drive, Grove City, Ohio. Booth No. 827—Coliseum.
Check No. 1106 on reply card, p. 168.

Nail-on aluminum casement
Quick, easy field installation with only a hammer is the feature of this aluminum casement window. Weatherstrip is factory installed, fin trim is installed in field after window has been nailed into place.

Check No. 1107 on reply card, p. 168.
Ventilator for ceiling, wall

Eight-inch ventilator for built-in wall or ceiling, features pressure-type blades, shallow housing, and mirror-finish grille. Delivers 700 cu. ft. of air per min. Guarantee: 5 years. List price: $23.75.

The Emerson Electric Co., Dept. AB, 5100 Florissant Ave., St. Louis 21, Mo. Booth No. 896—Coliseum.
Check No. 1109 on reply card, p. 168.

Glass bath enclosure

Made from lustrous, special finish aluminum, Showerite has sliding glass panels with two handy towel bars and brand new noise-proof vinyl plastic channeling to eliminate door rattle. 3 glass styles. Price: $69.95.

Check No. 1113 on reply card, p. 168.

Sit-down sink

Double-bowl stainless steel "sit-down" sink features a shallow bowl for sit-down preparation of food, and a regular size bowl. Available from 32" to 48". Counter tops may be of any desired material.

Check No. 1110 on reply card, p. 168.

Air conditioner

Bryant Model 555 summer air conditioning units are completely factory-assembled, "package type" central air conditioning units, featuring integral, air-cooled evaporative type condensing units.

Carrier Corp. Bryant Div., Dept. AB, 500 South Geddes St., Syracuse, N. Y. Booth Nos. 401-403—Sherman.
Check No. 1113 on reply card, p. 168.

Cooling and heating units

Westinghouse air conditioners remove humid air, provide indoor circulation and act as filters. The company also has an all-electric combination heat pump and air conditioning unit.

Check No. 1111 on reply card, p. 168.

Spun mineral wool insulation

B-H Perimwool, a new semi-rigid perimeter insulation, exhibits high thermal efficiency, serves as an expansion joint between slab and foundation. Composed of inorganic spun mineral wool fibers, it is impervious to soil acids.

Balduin-Hill, Dept. AB, 500 Breunig Ave., Trenton 2, N. J. Booth No. 820—Coliseum.
Check No. 1115 on reply card, p. 168.

Aluminum screens, doors

Vulco aluminum screens and doors offer beauty, protection, durability, low upkeep. Vulco screens are fabricated throughout the nation, offer many advantages over other types including lifetime value and service.

Check No. 1114 on reply card, p. 168.

Pin-tumbler cylinder locks

New line of pin-tumbler, heavy-duty, key-in-the-knob type locks are available in 4 different knob designs, 4 accessory trims, and 7 standard finishes. Locks have stainless steel retractor compression springs.

Check No. 1116 on reply card, p. 168.

Cabinet ventilator by Fasco

Fasco's Cab-Vent (model 1065) features Turbo Radial Impeller and scroll construction, giving high-air volume. It takes only 14" x 8", allowing ample cabinet space for storage. Finished in baked enamel.

Check No. 1117 on reply card, p. 168.
Oak Floors

for lasting beauty

Oakstrip
FINISHED OR UNFINISHED

Oakbloc
FINISHED OR UNFINISHED

Oakplank
FINISHED OR UNFINISHED

WRITE TODAY FOR MORE INFORMATION

D. L. FAIR LUMBER COMPANY
MEMBER NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION
LOUISVILLE, MISSISSIPPI

1956 PRODUCTS SHOW

Prefabricated church

Structural strength and economy are the principal features of this prefabricated church. The package includes everything except heating, plumbing and wiring, and can be erected completely in four days.

Check No. 1118 on reply card, p. 168.

Color-styled dishwashers

A wide range of decorator styling is a feature of the new Kitchen Aid automatic dishwasher. Available finishes include stainless steel, antique copper, white; custom factory finishes can also be provided.

Check No. 1119 on reply card, p. 168.

Vinyl-jacketed heating cable

Improved performance in soil heating, pipe heating, roof de-icing, and surface heating is provided with this cable, designed for applications involving temperatures up to 200°F. Output: 5 watts per lin. ft. Four lengths: 26, 40, 60, 100 ft.

General Electric, Wiring Device Dept., Dept. AB, Providence 7, R. I. Booth No. 97—Hilton.
Check No. 1120 on reply card, p. 168.
QUICK-LIFT-OUT
almost as easy as opening a door.

“MICROMETER” ADJUSTMENT
a thumb-and-finger twist stops rattles, sticking,
and drafts.

PATENTED BALANCE
so efficient that even big windows “Finger Lift.”

AND ALL FOR VERY LITTLE
MORE MONEY...

ARB Wood Windows
MORE THAN A MILLION IN USE

That's the whole story on A.R.B. Wood Windows. It's
why more than a million have been installed in just 5
years. It's why A.R.B. is now fourth in the industry.
And it's why A.R.B. will open up your window market
with more, solidly satisfied customers.

A cordial invitation, Space 547,
Sherman Hotel, N.A.H.B. Convention.

Lumber Dealers,
or

ARB Window Sales Company
19433 John R Street      Detroit 3, Michigan

JANUARY 1956
Merchant builders report homes sell better when they feature Fire Hose Station, household form of the fire hose cabinet used in major structures. "Most sales appeal I can get for $40," says one.

Private builders and even remodeling contractors find this novel and practical product brings extra profit. "Anyone will pay $100 for Safety," one states. "Especially in areas where it cuts insurance cost."

Fire Hose Station is a steel cabinet not much bigger than an album of phonograph records. It can be recessed between studs or simply wall-hung. Inside is 25 to 75 feet of fire-type hose on patented quick-release rack. Adjustable nozzle is locked on; valve at other end connects to standard cold water line. Door can match wall. By the leading manufacturer of Interior Fire Protection Equipment since 1887...

W. D. Allen Manufacturing Co.,
Allenco Bldg., Room 720
566 W. Lake St., Chicago 6.

**1956 PRODUCTS SHOW**

**Household thermostat**

Classic thermostat has dial arranged in horizontal position at eye level to prevent inaccurate reading. Timed cycling automatically cycles burner to maintain temperature constant within fraction of a degree.

**Plastic wall tile**

Glo-Sheen plastic wall tile doesn't look or feel like plastic. Tile has scratch-resistant matte finish. Note non-glare surface in photo (right) that demonstrates difference between Glo-Sheen and conventional plastic tiles.

**Wood, aluminum casements**

A T-shaped strip of extruded aluminum is a part of the mullions of this wooden casement window. The aluminum strip makes the mullion stiffer, and permits a narrower mullion with a result—improvement in appearance.

**Built in oven**

Dixie oven comes in one complete unit with insulation all enclosed. A 3-way vent system permits venting of oven through front grill, roof or outer wall. Entire oven is wrapped in a thick 2-inch blanket of fiberglass insulation.

**Infinite outlets possible**

Electrical outlets at any spot along the wall are possible with the use of Electrostrip. The vinyl strip will accept either fused or unfused outlet fittings, and can be used in new construction or remodeling.

**IN-THE-WALL MUSIC INTERCOM UNIT**

See it at the Home Show

**BOOTH 796 COLISEUM**

Distribution inquiries invited

**MUSIC & SOUND, INC.**
118 Leslie St.  *Dallas, Texas

**LASTING QUALITY
FAMILY SAFEGUARD
ECONOMICAL COST**

Superior quality means satisfactory home-owner service. This most powerful radio features 9-tube performance with two-way intercommunication from any room to all other rooms. You answer the front door or monitor the nursery from any room in the house. The system has a pre-amplifier for Hi-Fi record player, automatic clock control, appliance outlet, and speakers in FIVE ROOMS with volume control on each speaker, plus a FRONT DOOR speaker. New "Keep Clean" speaker grills don't require painting.

See it at Booth 796 Coliseum

**Superior quality means satisfactory home-owner service. This most powerful radio features 9-tube performance with two-way intercommunication from any room to all other rooms. You answer the front door or monitor the nursery from any room in the house. The system has a pre-amplifier for Hi-Fi record player, automatic clock control, appliance outlet, and speakers in FIVE ROOMS with volume control on each speaker, plus a FRONT DOOR speaker. New "Keep Clean" speaker grills don't require painting.**
The most overdue
improvement in any fine home
has just arrived in a package
marked

Delco-matic

How many fine homes reach the market with everything in them sparkling new and modern as can be—except the largest piece of moving equipment in the whole place, the garage door, which is still operated by hand, just as it was 20 years ago! And, the housewife will still have to get out of her car in rain, snow or midnight darkness to operate it! Can this be 1955?

GM-DELCO Delco-matic Garage Door Operator adds the final touch of modernity to ANY home. It eliminates the annoyance of an obsolete method and brings the garage door mechanically up-to-date with the rest of the home—as it should be.

Delco-matic is a new, simple, compact package unit with many wonderful features. It bears two famous names, General Motors and Delco, and it is sold, installed, warranted and serviced by Crawford, the nation's leading garage door specialists.

Responsible builders have a very special deal waiting for them at their local Crawford Door Sales Company, listed in the phone book under DOORS. Call now; it's worth while.

See the Delco-matic Display and get our Special Builder Offer
at Booth 837 (Coliseum) N.A.H.B. Show, Chicago.
New selling help for you!

"LIFE-OF-BUILDING"

on Celotex

REG U.S. PAT OFF.

INSULATING SHEATHING

Celotex Insulating Sheathing is so strong, so effective, so durable we guarantee its performance for the entire life of the building! That's why progress-minded builders are using this Guarantee to help them make sales to value-minded home buyers.

WITH THIS GUARANTEE, YOU ACCOMPLISH TWO THINGS:

1. You win your prospect's confidence and trust by demonstrating that you use only the best genuine Celotex Products... even where they can't be seen.

For only Celotex Insulating Sheathing is made from tough, interlocking, long Louisiana cane fibers (nature's "long-life" fibers), protected against dry rot and termite attack. Goes up 30% faster, with up to 15% less waste. Insulates and weatherproofs. Double-waterproofed... no wet-weather delays. And these are just a few of the practical job advantages that make so many builders specify Celotex Insulating Sheathing for every construction job.

Celotex National Ads do a brand name pre-selling job for you in LIFE and THE SATURDAY EVENING POST!

Throughout 1956... month after month... you'll see ads that really work on America's future home buyers... part of an unprecedented national advertising campaign to pre-sell your prospects on the quality and value of Celotex Products.

These are powerful, colorful full-page ads in LIFE and THE SATURDAY EVENING POST that appeal to prospective home owners. Tie in by letting prospects know your homes are built with genuine Celotex Products... the brand name with nationwide preference created by over a third of a century of national advertising.

FOR COMPLETE INFORMATION, CONTACT YOUR CELOTEX DEALER

118 AMERICAN BUILDER
GUARANTEE

Build Better... Build with Genuine

It's double waterproofed!

CELOTTEX
REG. U. S. PAT. OFF.
INSULATING SHEATHING
THE CELOTTEX CORPORATION
120 S. LA SALLE STREET, CHICAGO 3, ILL

JANUARY 1956
PRODUCTS SHOW: IDEAS TO BUILD WITH IN 1956

Gas-fired "Conditionair"
Model GBC 70-H gas-fired "Conditionair" delivers warm air to all rooms quickly, efficiently. Air control is easily adjusted to vary volume of air delivered. Available in 2-tone color combination—Sahara Tan, Cameo Beige.

Check No. 1127 on reply card, p. 168.

Bermuda house
The Warwick design of the Bermuda House is designed for use on existing patios or terraces. Construction is of specially extruded aluminum members and Al clad aluminum screening. Full size aluminum screen door is supplied.

Check No. 1120 on reply card, p. 168.

Copper built-ins by Chambers
The In-a-Top broiler-burner unit is finished to match the antique copper finish of the completely separate In-a-Wall oven by Chambers, featured in an "idea-home of the year" developed by a national magazine.

Chambers Ranges, Inc., Dept. AB, 2464 North Meridian St., Indianapolis, Ind. Booth Nos. 470, 471—Sherman.
Check No. 1132 on reply card, p. 168.

"View-catching" windows
Fenestra WindoWall units, framed in sturdy steel, have rain-shedding, awning-type ventilators. Units fit into custom-built, upper-bracket ranch-type home and low-priced project home of frame. In several standard sizes.

Detroit Steel Products, Dept. AB, 3101 Griffin St., Detroit, Mich. Booth Nos. 72, 73—Hilton.
Check No. 1128 on reply card, p. 168.

Sliding dual glass adaptor
Dual glazing can be used in sliding doors where the climate demands it with the Ador adaptor. The standard frame now permits use of either ½" single or 1" dual glaze, with the heavier glass kept over center of track.

Check No. 1131 on reply card, p. 168.

Heil conversion burner
Burner-mounted primary control on Heil conversion burners eliminates need for external line voltage wiring. Steel jacket contains transformer, relay, safety timer, ignition timer and other standard components.

The Heil Co., Dept. AB, 3000 West Montana St., Milwaukee 1, Wis. Booth Nos. 723, 724—Coliseum.
Check No. 1134 on reply card, p. 168.

Precast shower floor
Precast shower floor of terrazzo has integral threshold. Available in square, corner and rectangular styles. All have galvanized-bonderized tiling-in flange and wrought brass drain cast integral to form a complete, one-piece shower floor.

Check No. 1129 on reply card, p. 168.

Royal jet forced air furnace
"Budget Tailored" units to meet the particular home requirements; buyer can specify features desired, in Upflow or Counterflow models; features quiet performance, efficiency; glass-casting optional; approved for all types of gas.

Check No. 1132 on reply card, p. 168.

Fabric covered folding door
Foldoor provides about 7 sq. ft. of extra living space worth $80-90 around every doorway by eliminating swing space. Lifetime vinyl fabric is deep-textured and pliable. Washable and easy to paint. As low as $22.45.

Check No. 1135 on reply card, p. 168.
You can't job-build hardwood kitchens like these no more

Labor costs being what they are, it's downright uneconomical to keep your carpenters tied-up job-building cabinets . . . especially since I-XL hardwood cabinets incorporate every home-selling custom feature your customers want . . . and at a hefty saving to you. I-XL offers over 200 size and style cabinets, in any of 3 exclusive finishes. You can offer prospects convenience-features to suit their exact wants and be money ahead on the deal.

There's an I-XL dealer or distributor in your neighborhood that will bend over backward to help you plan your kitchen and make delivery to fit your schedule. Send the coupon for the full story — it's a sound dollars and sense proposition.

Action begins with this coupon

I-XL HARDWOOD KITCHENS

I-XL FURNITURE COMPANY
FACTORY AT GOSHEN, INDIANA
General Sales Office: 67 W. Division St., Chicago 10, Ill.

Nationally advertised in all influential building and modernizing magazines.

VISIT THE I-XL BOOTH 313-316 AT THE BUILDERS SHOW

JANUARY 1956
GRAND RAPIDS

HARDWARE COMPANY

THE ONLY MANUFACTURER
OF A COMPLETE LINE
OF OPERATIVE
WINDOW HARDWARE
FOR THE
RESIDENTIAL FIELD

GRAND RAPIDS HARDWARE CO.
GRAND RAPIDS 2, MICHIGAN

NEW YORK OFFICE
101 Park Ave., New York 17, N. Y.
Murray Hill 3-4555

LOS ANGELES OFFICE
3727 Broadway Place, Los Angeles 7, Calif.
Telephone Adams 2-6977

DANBURY WAREHOUSE
19 Bridge St., Danbury, Conn.
Phone Pioneer 8-2198

"Quality Leaders in Sash Hardware for Over 50 Years"
**Exterior design flexibility**

Starting with two basic floor plans, Precision Homes has used roof, carport and breezeway variations to achieve 37 different exterior elevations. Builders can use cellars or slabs under the houses. All have one and a half baths.

**Polkadot—new floor styling**

Polkadot is made of Lifetime Vinyl inset with vari-colored polkadots which fit tightly into the tile. They are held securely in place by the same adhesive used to install the tile. Polkadots are 3-inch squares, 5-inch thick.

**Low priced colored cabinets**

Geneva Modern Kitchens is offering steel cabinets in 6 colors besides white, and at the same cost. Shelves are of plastic, catches are nylon. Cabinets are available either as standard or custom-built units.

**Now...for less money**

*Put more cost-cutting, portable electric power on your jobs!*

That power-packed Onan Model 205Aj on the construction site above, delivers 2,500 watts of A.C. power, enough to operate several electrical tools or floodlights simultaneously. Powered by an Onan 4-cycle gasoline engine, it has all the 4-cycle advantages of quick starting, long life and easy maintenance, yet it weighs only 154 pounds, and costs less per watt of output than any electric plant in its size range.

This model and others in the new AJ and AK series, ranging in size from 500 to 2,500 watts, are all lighter in weight, more compact, and lower in cost than previous models. They are completely Onan built...powered by new, modern, short-stroke, single-cylinder Onan gasoline engines, direct-connected to Onan drip-proof all-climate generators.

Equipped with carrying frame or two-wheel Rubber tired dolly, these new electric plants can be taken anywhere...moved around easily on the job. Get all the facts on these new electric plants from your Onan distributor.

**NEW POWER-PACKED MODELS**

500 to 2,500 watts

<table>
<thead>
<tr>
<th><strong>A.J. A.C. MODELS</strong></th>
<th><strong>A.K. A.C. MODELS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1000 and 2,500 watts, 115 or 230 volts.</td>
<td>500 and 750 watts, 115 or 230 volts.</td>
</tr>
</tbody>
</table>

Electric Plants for every need—500 to 50,000 watts

Write for Special Folder!

**D. W. ONAN & SONS INC.**

2510 University Ave. S.E., Minneapolis 14, Minnesota
Here's the NEW Way...the Practical Way...to assure the Right Fan...the Right Light...for On-the-Job Conditions!

Pryne's Laboratory tested and approved "Room Ratings" translate ventilating fan CFM and lighting fixture foot candle power computations into actual in-the-home performance figures. Now, with Pryne Room Rated fan and light calculators you can quickly and easily select the right Blo-Fan or Pry-Lite to fit the job.
In exhaust ventilating, Pryne Room Ratings are your assurance of the required air change cycle... under realistic operating conditions. To select the right exhaust fan for any room all you need is the room square footage and the Pryne Room Rating Fan selector.

In lighting, Pryne Room Rating tells you quickly, from the room square footage, the exact lighting fixtures required to assure the proper level of illumination in every type of room.

The Room-Rated Fan Calculator translates room square footage into CFM ventilating requirements for every condition — and indicates the right size and type of fan to specify.

The Room-Rated Light Calculator translates room square footage into foot candles of illumination required for various conditions — and shows the right type of lighting fixtures to specify.

Meet MISS R.R. at the NAHB Convention, Booth 57 Lower Exhibition Hall, Conrad Hilton.
PRODUCTS SHOW: IDEAS TO BUILD WITH IN 1956

Gas units are built-ins

These built-in gas cooking units feature: automatic oven clock control; controlled top burner heat; seamless porcelain enamel oven and broiler; pyrex window in oven. Can be arranged in peninsula, island or straight-line counters. Available in color.

Check No. 1139 on reply card, p. 168.

Weatherstrip and balance

Both weatherstripping and spring-sash balances are provided in the Puraseal window unit. Spring housings are recessed into the sash, and provide pressure strong enough to be snug, but not so strong as to hinder sliding.

Check No. 1142 on reply card, p. 168.

Winter air conditioner

A counterflow type winter air conditioner designed for gas firing is available in 75,000, 100,000 and 125,000 Btu input ratings. Designated as model GCA, it's a fully assembled and wired unit.

American-Standard Air Conditioning Div., Dept. AB, 40 W. 40th St., N. Y. C. 18, Booth Nos. 139-141—Hilton.
Check No. 1140 on reply card, p. 168.

Positive fitting threshold

A compressible vinyl strip that is compressed by the door makes this threshold a positive weatherseal. Besides hinged doors, it can be used with overhead garage doors. When the vinyl strip becomes worn, it can be easily replaced.

The Duraflex Co., Dept. AB, 3275 N. W. 37th St., Miami, Fla. Booth No. 814—Coliseum.
Check No. 1143 on reply card, p. 168.

New saw is more powerful

An increase in power from ¾ to 1½ h.p. has been made in the 1956 “Power Shop” saw by DeWalt. Other improvements: an easier-to-read bevel scale, dust-proof electric boxes, a tamper-proof starting switch, and a newly designed combination blade.

Check No. 1141 on reply card, p. 168.

Hardwood block flooring

Precision-cut bonded hardwood-block flooring for concrete-slab and wood subfloors is not affected by heat and has super-thick selected red oak wearing surface; 9 x 9" blocks are cross-bond laminated for added strength.

Higgins Industries Inc., Dept. AB, P. O. Box 8169, New Orleans 22, La., Booth Nos. 549, 550—Sherman.
Check No. 1144 on reply card, p. 168.

Plastic-sealed windows

This aluminum awning window is low cost, has a highly effective vinyl weatherseal strip forced into channels in the metal frame. The window can be installed as it is delivered, with no vent adjusting on the job.

Check No. 1145 on reply card, p. 168.

Sliding-door pocket frame

Grant No. 500 Series packaged sliding-door pocket frame can accommodate doors of thicknesses from ¾" to 1¾". Any door height from 6' to 6' 8", or width from 2' to 3' may be used. Packed in easy-to-handle carton.

Grant Pulley & Hardware Corp., Dept. AB, 31-65 Whitestone Pkwy., Flushing 54, N. Y. Booth Nos. 391, 392—Hilton.
Check No. 1146 on reply card, p. 168.

Aluminum sliding glass doors

New Glamour units come in KD multiples of 3' or 4'. Overall height: 6' 10". No extra mullions needed. Units are architecturally symmetrical, designed with separate frame and 2 separate door panels for easy installation.

Glamour Glass Wall-Dor Corp., Dept. AB, 4723 N. Pulaski Rd., Chicago 30, Ill., Booth No. 810—Coliseum.
Check No. 1147 on reply card, p. 168.
NEW LOW COST FOLDING DOOR

ST FOLDING DOOR
Made of Colorful Hi-Impact Plastic!
Add sales impact for budget homes. Here now is an innovation in folding doors that helps you answer today's demand for functional design and roomier convenience in any price home. It's another Curtition model with quality that surpasses anything else on the market for the money.

Plastic creates strong appeal. With Curtition Decorfold you offer a door that's acid resistant, scuff proof...virtually damage proof...and easy to keep sparkling clean.

For standard openings and wardrobes. Curtition Decorfold opens with the most compact stacking of any folding door. Saves space in close quarters...provides full access to wardrobes and closets. Saves you money over sliding doors...with faster, simpler installations.

Doors are completely assembled with Nylon clip-glides and pull handles for both sides. Packaged with track, screws and friction catch — ready for installation.

Sizes to fit openings up to 10' in width, 2'-0" x 6'-8" door, only $21.50 retail

Send for our A.I.A. Brochure showing complete details and applications
See your nearest distributor or mail this coupon to:
Dept. AB-16, Curtition Corporation
2227 Sawtelle Blvd., Los Angeles 64, Calif.

NAME

COMPANY

ADDRESS

CITY ZONE STATE

JANUARY 1956

Simplified trouble-free design
No wobble or chatter because of newly engineered one piece nylon clip-glides. No moving parts to jam up or come loose, no warping. Decorfold is center-line suspended in a steel track. Finger touch to open or close.

A 24" door folds back to only 2"
Decorfold's compact stacking is unique in folding doors — 1" for every 12" of door. The slim line stack provides maximum clear opening and a rich, subtle pillar effect.

Fits new decorating trend
Curtition Decorfold's rich plastic surface provides a pleasing blend or contrast to soft fabrics, carpets, masonry and wood furnishings. Choice of soft colors; to fit any decorative scheme.
THE **HOMASOTE LINE**

**FOR 1956... INCLUDES...**

— whole-hearted support of the year-long OPERATION HOME IMPROVEMENT. Here is your opportunity — and ours — to assist in a nationwide, fully organized drive to divert a higher percentage of the consumer's "surplus" dollars into home improvement and maintenance.

—a year-round display of our products in the fabulous, new NATIONAL HOUSING CENTER. Your business will benefit from the operation and services of this Center. Make every effort to visit it. (The Homasote-Nova Exhibit is at the elevators on the Second Floor.)

— Homasote insulating-building boards in a still wider range of sizes, thicknesses and densities — plus the new Wilson Air-cor Roof-Decking that makes condensation a problem of the past.

— new and expanded services to architects, builders and dealers — prompt service on current problems — new, more efficient sales aids and literature. Write today for the new 8-page brochure "The Homasote Line Today" — and the new 64-page "Homasote Handbook" that took 20 years to write and 46 years of manufacturing quality products to make it possible. You will find value in both books. Kindly address your inquiry to Dept. A-7.

**HOMASOTE COMPANY**

TRENTON 3, NEW JERSEY
Weslock still leads as a style originator with SUNRAY, the newest and most beautiful creation in matching design residential locksets and cabinet hardware.

The secret is in the ingenious inverted cone design which reflects gleaming rays of light from any angle, and because the hand never touches the reflecting surface, the brilliance will last forever.
Flush-type steel door jamb

Special "plaster" bead on nailing permits joint compound to be floated flush to edge of jamb in finishing wall. Jamb mounts on 1/4" dry wall after wall is installed, can be installed singly or in multiple units.

Kelvinator's 1956 appliances

Kelvinator's 1956 line includes the "Foolarama," a built-in, 16 cu. ft. combination freezer-refrigerator, (pictures here). Four new ranges are all 40-in. wide. Built-ins include oven, surface cooking and griddle units.

Recess medicine cabinets

Four series of cabinets permit wide choice: sliding-door cabinets with picture-frame frames or with standard frames, 1" deep drawn seamless or formed and welded body cabinets. All models with or without fluorescent fixture.

One-story, prefab home

Starlighter, a prefab one-story house, features double-wall construction. Furnished and included in package price is fir framing lumber above floor joists and all rough and finish nails and hardware.

Window-operating push bar

Push bar, (above) furnished with window at no extra cost, and Roto adjuster, at $7 to $8 list, are interchangeable on Modernaire awning-type convertible wood windows. Button disengages sash to open to 130 deg.

Recess spring garage door

"Live shaft" torsion springs, as well as stretch springs for counterbalance, are a hardware feature in a redesigned line of residential overdoors; also new hinges, improved twin rollers, stronger trussing on two-car doors.

Horizontal cooling unit

Available in one and two h.p. sizes, the Type 911 air-cooled unit can be hung from the ceiling in a shop or from basement ceiling joists, in attic or crawl space and connected with forced warm-air system.

Southern pine lumber

Southern Pine lumber, adaptable for use under most severe exposure conditions, is being produced for the new exposure look in construction. Lumber is seasoned to minimize shrinkage.

Winter air conditioners

Automatic controls on Shana-Heat winter air conditioners regulate operation of furnace, supply right amount of heat to each room. Units include aluminum foil-faced glass wool blanket insulation; one-piece body construction.
MOVE DIRT FASTER

½ ton more built-in strength
to out-work...out-last them all!

with the NEW INTERNATIONAL® 300 UTILITY

Up to 1,000 pounds more built-in weight for push and pull-power keeps you moving dirt where lighter weight tractors slip and stall. With optional Torque Amplifier drive you get two speeds in each gear—you boost pull-power up to 45 per cent on the go without touching clutch, throttle or gear shift!

Your IH Dealer will demonstrate—see WHY the new International 300 Utility outworks them all! Look in the classified directory...phone him today.

See Your INTERNATIONAL HARVESTER DEALER
Cabot's STAIN WAX
for paneling, woodwork

Used by leading builders because it
- Saves time — requires only one easy operation
- Gives the rich color of a penetrating stain
- Has the soft lustre of wax
- Protects and brings out the beauty of the wood
- Is suitable for all types of wood
- Gives an easy-to-keep-clean finish

Comes in 9 appealing colors,
Black, White and Natural

A quality product from Cabot Laboratories
...manufacturing chemists since 1877

Write for further information and name of nearest distributor in U. S. or Canada.

SAMUEL CABOT INC.
124 Oliver Building, Boston 9, Mass.
Please send me a color card on Cabot's Stain Wax
Homes with fireplaces sell faster... and more builders use Donley SUCCESSFUL fireplace plans and equipment.

Recent surveys show that homes with fireplaces sell faster! And Donley is the builder's first choice for successful fireplace equipment. For over forty years, Donley has been the leader in the manufacture of metal components for successful fireplaces... fireplaces that when installed according to Donley plans assure trouble-free operation.

Send 75c today for the new 16th edition of Donley's "Book of Successful Fireplaces". Containing over 300 illustrations, this new 80-page book has complete step-by-step plans for building all types of fireplaces.

THE Donley BROTHERS CO.
13910 Miles Ave. Cleveland 5, Ohio

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

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

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

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

Butt-Weld • Trussed Design

DUR-O-WAL
the Backbone of Steel for EVERY masonry wall

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

SYRACUSE, N.Y. Dur-O-wal Products, Inc., Box 628
TOLEDO, O HIO Dur-O-wal, Inc., 165 Utah Street
BIRMINGHAM, ALA. Dur-O-wal Products of Ala. Inc., Box 546
PHOENIX, AZ. Dur-O-wal Div., Frontier Mfg. Co., Box 49
CEDAR RAPIDS, I A. Dur-O-wal Div., Dept. 658, Cedar Rapids Block Co.
1956 PRODUCTS SHOW

Ask us for more facts about

WINDOWS
by
VENTO
(STEEL OR ALUMINUM)

Exclusive Features in

VENTO Aluminum Awning Windows

AUTOMATIC LOCKING... No gadgets to turn, no gimmicks to operate, nothing to get out of order.
WEATHER TIGHT... VENTO alone keeps metal to metal contact plus metal to weatherstrip. UNLIMITED ADJUSTMENT... Unique in ability to be quickly returned to proper adjustment. POWER PLUS OPERATOR... Screw—not worm geared—operator working in self-lubricating nylon journals. EFFORTLESS OPERATION... Nylon roller blocks at all friction points permit finger tip operation.

VENTO Steel Casement Windows

All casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame to provide greater rigidity and stronger ventilators."

VENTO Bonderized "Champion" Steel Basement Windows

Effortless operation gives any of three ventilation openings, or sash removal. Sturdy 14 gauge jamb funs for easy installation in block or poured concrete walls. An improved cam latch and slotted opening allow greater tolerance, ensuring positive operation and latching under all conditions. Basement sash also made in Thrifty style in three standard sizes and in special sizes. Both Champion and Thrifty styles available in putty or puttyless glazing. For poured basement walls, window forms available for both Champion and Thrifty styles to suit individual specifications.

Please send further information on Vento Windows as checked.

AWNING TYPE ALUMINUM
INDUSTRIAL AND COMMERCIAL STEEL CASEMENT
STEEL BASEMENT FORMED STEEL LINTELS ULLTILITY
ARE YOU A 0 BUILDER 0 DEALER 0 ARCHITECT

NAME

STREET

CITY AND STATE

VENTO STEEL PRODUCTS CO., INC.
247 COLORADO STREET
BUFFALO 15, N. Y.

Cooling exhaust fans

The Ultra twenty has a sturdy all-welded steel frame with baked-enamel finish. The fan is electrically reversible with 3 speeds in each position. Thermostat starts fan and stops it automatically when desired.

Aluminum sliding glass doors

Slide-View aluminum sliding glass doors feature type 6063-T5 aluminum alloy extrusions with corrosion-resistant Alumilite finish. They are weather-sealed on all 4 sides with continuous mohair weather-stripping.

The Sherwin-Williams Co., Dept. AB, 101 Prospect Ave., N.W., Cleveland, Ohio, Booth Nos. 515-516—Sherman.
Check No. 1164 on reply card, p. 168.

House paint

SWP house paints are available in exterior velvet flat as well as regular gloss. With 91 new exterior colors to select from, the split pages of this Color Selector book help to choose the right go-together colors.

The Lau Blower Co., Dept. AB, 2001 Home Ave., Dayton 7, Ohio, Booth No. 856-B—Coliseum.
Check No. 1165 on reply card, p. 168.
EVEN ONE PANELED WALL HELPS SELL A HOUSE!

New cost-cutting installation method helps you add "sell" of paneled walls ...even to low cost housing!

WELDWOOD® CONTACT CEMENT PUTS UP PLYWOOD PANELS WITHOUT NAILS!

Bonds instantly on contact

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

Cash in on the increasing trend to paneled walls! The magic of Weldwood Contact Cement helps you! It's a revolutionary new concept in gluing that does away with clamps, presses, nails!

Weldwood Contact Cement is ready-to-use! In cans and drums at lumber yards, hardware and paint stores. If your dealer isn't yet stocked, write us for nearest source of supply.

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

UNITED STATES PLYWOOD CORPORATION
Dept. 150, 55 W. 44th St., N. Y. 36, N. Y. AB 1-6
☐ Send me information about Weldwood CONTACT Cement.
☐ Send information on FIRZITE and SATINLAC.

Company: ____________________________
Your Name: _______________________
Address: ___________________________
City: ___________________ State: ______
NOW GET ALL THE FACTS ON AIR CONDITIONING FIRSTHAND... talk to your

CLIMATE MAN'S "see-it-yourself" demonstration kit gives you a real preview of air conditioning for any type of home you sell. Full-color transparencies show how Worthington residential units will look... how they'll fit. And actual tests made on parts of the unit—like coils and filters—demonstrate the quality and operation of Worthington equipment. Kit proves it's easy to make Worthington air conditioning the big sales feature of your homes.
His unique "see-it-yourself" demonstration shows you how easy it is to air condition any home

You can't escape it! Air conditioning is the right sales feature for any new home.

But, before you make room for it in your plans, talk to the Worthington CLIMATE MAN. His unique demonstration will give you facts and figures that make it easy to include a Worthington residential unit in every home you build.

No matter what type of home you offer, there's a water or air-cooled Worthington unit to help you sell it faster. For limited space, the CLIMATE MAN can show you the remarkable new add-on FLEXI-COOL—that comes in sections, goes anywhere—even in a closet. And you'll learn all about Worthington's Year-Round Air Conditioner—the unit that provides summer cooling and winter heat in one compact cabinet.

Before he's finished, the CLIMATE MAN will map out an actual installation for any home you wish, showing where the Worthington unit fits...and how it will look. And he'll wind up the demonstration by showing you key parts that make up these dependable Worthington units.

Don't miss this demonstration. It's the quickest and most complete answer to all your air conditioning questions. Call your Worthington dealer and make an appointment today. Worthington Corporation, Air Conditioning and Refrigeration Division, Section A.6.53-AB, Harrison, N.J.

New Year-Round Air Conditioner—more compact and better looking—heats in the winter, cools in summer. Optional air conditioning slides in like a drawer, can be added at any time.

More than 3 million home owners will read about the CLIMATE MAN in the Post, House and Garden and Business Week. Campaign helps you sell Worthington air conditioned homes.

Air-cooled air conditioner, designed for installation where water is at a premium, is completely electric. It operates without a drop of water—and keeps hottest homes pleasantly cool.

See the Worthington Exhibit at the National Association of Home Builders Show, Booth No. 890
PRODUCTS SHOW: IDEAS TO BUILD WITH IN 1956

Brunch bar

This steel brunch bar offers space for working, eating and storing. Dimensions: 72" long, 21" wide and 26" high. Model X-151 lists at $122.35 (slightly higher in western states). Also offered with copertoned finish.


Check No. 1166 on reply card, p. 168.

Built-in range has griddle

Suburban's new built-in ranges and ovens are available in gas or electric. Griddle on range is easily removed to expose extra burner or element. When concealed by cover, griddle area provides working surface.

Samuel Stamping & Enamelng Co., Dept. AB, Chattanooga 1, Tenn. Booth Nos. 732, 733—Coliseum.

Check No. 1169 on reply card, p. 168.

Hunter Package attic fans

The Hunter Package attic fan is a cooling and ventilating system in one compact unit available in 4 sizes. Delivers 5,000 to 16,000 cu. ft. of air per min. Features automatic ceiling shutter that fits narrow hallways.

Hunter Fan & Ventilating Co., Dept. AB, 100 S. Front St., Memphis 2, Tenn. Booth No. 130—Hilton.

Check No. 1172 on reply card, p. 168.

Exposed beam pre-fabs

Shown is one of a number of sizes in the contemporary series of Style-rite homes, having exposed-beam construction, open planning with large rooms and closet areas. Also available: ranch designs.

Style-rite Homes Corp., Dept. AB, 69 Marion Rd., Columbus 7, Ohio. Booth No. 335—Hilton.

Check No. 1167 on reply card, p. 168.

Power saw cuts large sheets

New power saw, Long-Kut, features Servi ball-bearing carriage which, with motor and saw blade, travels from one end to other on widely spaced chrome-plated steel rails. Available in cutting lengths from 4' to 9'.

Servi Corporation, Dept. AB, 440 E. Water St., Constantine 1, Mich. Booth No. 659—Coliseum.

Check No. 1170 on reply card, p. 168.

BH&G Five-Star Home

Better Homes & Gardens Five-Star Plan Service is directed toward potential home buyers. Magazine offers promotion material: Five-Star catalogs, picturing homes and plans; building plans. Above: 5-Star Home 2509.


Check No. 1173 on reply card, p. 168.

Durable multi-use material

Versatile Panelyte in flat-cut walnut pattern on walls suggests wood; same material in white may be used for benches, chairs, Translucent grass cloth vinyl-plastic sheets make attractive partitions.


Check No. 1168 on reply card, p. 168.

100 wall-covering patterns

SuperSANITAS' new collection of plastic wall coverings has 100 patterns, including Paris scenes, rural settings, new knotty pine, come pre-trimmed, 24" wide or in 48" decorator widths.

Standard Coated Products Inc., Dept. AB, Buchanan, N.Y. Booth No. 409—Sherman.

Check No. 1171 on reply card, p. 168.

Balsam-Wool

New Balsam-Wool is available in time-saving 8' lengths eliminating costly measuring and cutting on the job. Offers greater reduction of heat and protects homes from moisture, wind infiltration. Money-back guarantee.


Check No. 1174 on reply card, p. 168.
One-piece water closets

Designed with horizontal hinge posts the No. 63 seat is made with a 7" center-to-center hinge spread. Made of solid Ohioite, the model has no cracks, seams, or joints, no sheet covering of any kind. More than 35 colors.

Pryne & Co., Dept. AB, 112 North Tanque Ave., Pomona, Calif., Booth No. 57—Hilton.
Check No. 1178 on reply card, p. 168.

Arcadia steel doors

Steel doors are manufactured in all types and sizes. Intermediate sizes, both in width and height, are available in all types illustrated for stock doors up to 24' overall width and 8'-4" height. Immediate delivery.

Arcadia Metal Products, Dept. AB, 301 South Acacia, Fullerton, Calif., Booth No. 503—Sherman.
Check No. 1181 on reply card, p. 168.

Ventilating hoods

Two new models tilt for easier cleaning, are quickly removable. Combining fan, light and hood, models are designed for installation under cabinets over the kitchen range without sacrificing cabinet space.

Pryne & Co., Dept. AB, 112 North Tanque Ave., Pomona, Calif., Booth No. 57—Hilton.
Check No. 1178 on reply card, p. 168.

Insulated gas-vent pipe

The JELCO sliding door unit allows 8 additional feet of usable floor and wall space. Nylon rollers need no lubrication. Track and hangars are hidden by metal valance. Available in paint, stain-grade gum, lauan, birch.

Check No. 1179 on reply card, p. 168.

Crank-operated awning units

These awning units stack one upon another or side by side, can form any combination of fixed and ventilating sash. Operating sash, crank-operated, open to 90°, available in 6 sizes; fixed sash in 3 sizes.

The Silverst Company, Dept. AB, 100 Thomas Street, Wausau, Wis., Booth Nos. 373-374—Sherman.
Check No. 1177 on reply card, p. 168.

Sliding-door unit

The JELCO sliding door unit allows 8 additional feet of usable floor and wall space. Nylon rollers need no lubrication. Track and hangars are hidden by metal valance. Available in paint, stain-grade gum, lauan, birch.

Arcadia Metal Products, Dept. AB, 301 South Acacia, Fullerton, Calif., Booth No. 503—Sherman.
Check No. 1181 on reply card, p. 168.

Tub enclosure easily set up

BEAUTI-DOR tub enclosures can be installed on any 3½" to 5½" recessed wall-to-wall tub in about 30 min. Made of rust-proof aluminum and double-thick translucent glass, can be set up any time during home's construction.

Check No. 1180 on reply card, p. 168.

Empire homes

Empire Homes have exterior walls built up of 2x4 studs 16" o.c. with ¾" plywood sheathing. Interior partitions are factory built. Roof structure is made up of clear-span trusses, Scheirich Kitchen or American Kitchen.

Empire Homes Sales Inc., P.O. Box 35, St. Louis, Mo., Dept. AB, Louisville, Ky., Booth No. 786—Coliseum.
Check No. 1182 on reply card, p. 168.

Air-cooled condensing unit

Kooler-air is remotely located and used in conjunction with a housed cooling coil. Unit consists of sealed compressor, motor, receiver and condenser coil. Copper tubing carries refrigerant.

U.S. Air Conditioning Corp., Dept. AB, Como Ave., Southeast at 33rd, Minneapolis, Minn., Booth Nos. 736-737—Coliseum.
Check No. 1176 on reply card, p. 168.

Empire homes

Empire Homes have exterior walls built up of 2x4 studs 16" o.c. with ¾" plywood sheathing. Interior partitions are factory built. Roof structure is made up of clear-span trusses, Scheirich Kitchen or American Kitchen.

Empire Homes Sales Inc., P.O. Box 35, St. Louis, Mo., Dept. AB, Louisville, Ky., Booth No. 786—Coliseum.
Check No. 1182 on reply card, p. 168.

Crank-operated awning units

These awning units stack one upon another or side by side, can form any combination of fixed and ventilating sash. Operating sash, crank-operated, open to 90°, available in 6 sizes; fixed sash in 3 sizes.

The Silverst Company, Dept. AB, 100 Thomas Street, Wausau, Wis., Booth Nos. 373-374—Sherman.
Check No. 1177 on reply card, p. 168.

Sliding-door unit

The JELCO sliding door unit allows 8 additional feet of usable floor and wall space. Nylon rollers need no lubrication. Track and hangars are hidden by metal valance. Available in paint, stain-grade gum, lauan, birch.

Check No. 1179 on reply card, p. 168.

Tub enclosure easily set up

BEAUTI-DOR tub enclosures can be installed on any 3½" to 5½" recessed wall-to-wall tub in about 30 min. Made of rust-proof aluminum and double-thick translucent glass, can be set up any time during home's construction.

Check No. 1180 on reply card, p. 168.

Insulated gas-vent pipe

The RV Metalbestos, a double-wall insulated gas-vent pipe, is a new venting system with a complete line of round fittings in all commonly-used sizes. It is designed to withstand severe abuse and is lightweight.

Check No. 1182 on reply card, p. 168.

Arcadia steel doors

Steel doors are manufactured in all types and sizes. Intermediate sizes, both in width and height, are available in all types illustrated for stock doors up to 24' overall width and 8'-4" height. Immediate delivery.

Arcadia Metal Products, Dept. AB, 301 South Acacia, Fullerton, Calif., Booth No. 503—Sherman.
Check No. 1181 on reply card, p. 168.
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 knowledge and experience assures you of ACCURACY, to within 5 minutes on the vernier.

SIMPLICITY, designed without unneeded frills or gadgets for fast, easy, and dependable operation.

DURABILITY, built for rough going, winter or summer and for years on end. PRICE...model 300 complete with tripod for only $9.50 is a value you can't equal. Fill in coupon below for complete details and name of nearest dealer.

DO YOU WANT ALL THE DETAILS?
MAIL THIS COUPON TODAY.
DAVID WHITE COMPANY—Dept. 156
301 W. Court St., Milwaukee 12, Wisconsin

NAME ____________________________
ADDRESS ____________________________
CITY _______ ZONE STATE ____________

*Prices subject to change without notice.

---

Frigidaire Holiday kitchen
This new kitchen has a complete complement of work-saving appliances. Among these are the French door wall oven, a 10½-cubic-foot Panoramic refrigerator and 6 cu. ft. drawer freezer located below.


Check No. 1184 on reply card, p. 168.

Single-handle mixing valve
The Moen 200B lets user regulate water volume and temperature with the same valve. Installation is the same as for conventional faucets and valves. Price: approximately $26.60, depending upon location.


Check No. 1187 on reply card, p. 168.

OVERdoor sections
Weather-King flush section is honeycomb core with hardboard adhesive bonded to the core, and aluminum channels bonded over edge of facing. Impregnated against moisture and decay. Bonding adhesives resist oil, moisture.

Barber-Colman Co., Dept. AB, Clifford Ave., Rockford, Ill. Booth Nos. 189-190—Hilton.

Check No. 1185 on reply card, p. 168.

Ceramic-on-steel tile
A true ceramic-on-steel tile at cost less than clay tiling was announced by Veos Tile. The new "Starfire" tile is installed directly on dry-wall, is guaranteed against cracking, crazing and color fading. All colors available.


Check No. 1188 on reply card, p. 168.

Glass sliding doors
Two aluminum sliding glass door models by Sun Valley are offered for either deluxe or low-budget installations. Both are of heavy extruded aluminum, with full jambs and full weatherstripping.


Check No. 1186 on reply card, p. 168.

Prefabricated fireplace
Vega Industries, Inc. have a prefabricated fireplace eliminating need for masonry. The "Uni-bilt" fireplace can be installed in 5 to 6 man-hours, can be mounted flush or recessed. Outer shell is steel, with ceramic firebox.


Check No. 1189 on reply card, p. 168.

---

1956 PRODUCTS SHOW
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.

It's downright risky to count on today's customers for tomorrow's business. Few can afford to stop adding new customers on a regular basis. But first you have to find them... and that's where Dodge Reports come in.

Dodge Reports tell you all you need to know about potential new customers—right in your own territory. These daily reports give you their names, show what they're in the market for, tell where to reach them and when to see them to close the business.

These people are going to be customers for someone... why not for you?

We'd like you to see some Dodge Reports covering construction in whatever area you do business—and will include our new booklet telling how men in your line use Dodge Reports to land profitable new customers.

Just mail the coupon today. No obligation, of course.

---

F. W. DODGE CORPORATION
Construction News Division

Dept. AB156, 119 West 40th St., New York 18, N. Y.

Please let me see some typical Dodge Reports on current selling opportunities in my marketing area. Our stake in the business is in—

☐ House construction ☐ General Building (not houses) ☐ Engineering construction

Name__________________________________________

Company________________________________________

Address________________________________________
1956 PRODUCTS SHOW

MODEL M
PUSH BUTTON—AIR DRIVE
Dependable pneumatic Spotnailer drives heavy gauge staples or pins in lengths up to 1¼ inches at high speed.

MODEL B
STANDARD HEAVY DUTY—MALLET DRIVE
For driving longer heavy-gauge staples and pins. Magazine holds up to 200 fasteners.

SPOTNAILERS
For Faster - Lower Cost NAILING and PINNING!

MODEL AF
STANDARD MALLET DRIVE SPOTNAILERS
Extremely dependable, medium duty machinery widely used for fastening millwork, floor underlayment, etc.

MODEL P
HIGH VELOCITY AIR DRIVE
Well balanced tool speeds fastening operations with a minimum of operator fatigue.

SPOTNAILS, INC. Evanston 6, Ill.

For Home Heating and Hot Water...

Why Use Two Units when One will do better?

Metropac WARM AIR FURNACES with exclusive BUILT-IN METRO-FIN HOT WATER supply unit

can provide all these benefits

★ Winter air conditioning with humidified filtered circulating warm air.
★ Year 'round domestic HOT WATER supply.
★ All season air conditioning with built-in hot water supply.
★ One Unit money-saving installation.
★ One Unit compactness to save space.
★ One Unit operation with any fuel — oil or gas.
★ Dependable — long-life — trouble-free operation ... available in capacities for any size home.

WRITE TODAY FOR FULL INFORMATION! Distributorships available in some territories

There's a METROPAC For Every Need!

METROMATIC MFG. CO. 15 Winchester Street Medford, Mass.

Indestructible tile

Vikon metal tile, properly installed, will weather the toughest treatment, as demonstrated in the picture above, which shows a kitchen ravaged by recent hurricane floods in Penna. The tile came through without damage.

Check No. 1190 on reply card, p. 168.

Indestructible tile

Vikon metal tile, properly installed, will weather the toughest treatment, as demonstrated in the picture above, which shows a kitchen ravaged by recent hurricane floods in Penna. The tile came through without damage.

Check No. 1190 on reply card, p. 168.

Packaged masonry chimney

A packaged masonry chimney combining economy of price, conventional brick "above-the-roof" appearance and cement-asbestos housing was developed by Van-Packer Corporation. Tile liner withstands 2,100° F.

Check No. 1191 on reply card, p. 168.

Cooking ventilation hood

Vent-A-Hood's new model, designed especially for cooking-island counters is 10" deep, 48" long, 26" wide, and features built-in 18" fluorescent lighting. Available in 5 metallic tones and in any gloss enamel.

Check No. 1192 on reply card, p. 168.
Much more in glamor, design, features too! Welbilt-In brings you the ‘new look’ that helps close sales quickly. It's the stand-out luxury built-in range designed to fit quickly and economically into all standard kitchen cabinets. Nobody knows builders’ requirements better than Welbilt. From Maine to California, with big and small builders, Welbilt outsells all other ranges.

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

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

Dimensions: Gas and Electric Oven-Broiler
Height 37\(\frac{1}{2}\)" • Width 20\(\frac{1}{2}\)" • Depth 23\(\frac{3}{4}\)"

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

Dimensions: Gas and Electric Top Cooking Unit
2 burner unit cutout 18\(\frac{1}{4}\)" x 12\(\frac{1}{4}\)"

AMERICA'S LARGEST RANGE SUPPLIER TO THE BUILDING INDUSTRY

Write For Full Details: Welbilt-In Division MB, Welbilt Corporation, Maspeth 76, N.Y. Builder's Models start at $132.50 complete.

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

Scheirich
Bronzeglow Birch
Cabinets
finished as fine furniture

on display at the Coliseum,
SPACE 780-781, January 22nd to 26th,
NAHB Convention and Exposition

Better bathroom living

Wasco has 2 new bathroom products of acrylic plastic. Airdome is a plastic bubble skylight, opened and closed by hand-operated chain. Showerwall makes bathtub into stall shower, is lightweight, strong, shatterproof.

Check No. 1193 on reply cord, p. 168.

"Ready-to-hang" doors

A new machine developed by Young Door Co. prepares a flush door to receive lock and hinges at the rate of one door per minute. According to the company, this will result in considerable savings in installation costs.

Check No. 1194 on reply cord, p. 168.

Overlaid fir siding

Overlaid exterior fir plywood siding provides a paint base giving protection against grain raise and checking, has a resin-impregnated fiber surface and is bonded with 100 per cent waterproof glue.

Check No. 1195 on reply cord, p. 168.
New Design Lowers Form Costs

It's SYMONS New "Champ" Form

The new Symons "CHAMP" Form brings to the builder an efficient and accurate form at a cost approximately 20% less than Symons Standard Panel Form. Although designed for light, commercial and residential construction, contractors report the "CHAMP" is equally satisfactory for use on high pours.

CONSTRUCTION FEATURES — The panel has a 2x4 frame with 2x4 cross members that lay flat against 3/4" plywood face. The cross members are placed on 12" or 24" centers depending on whether forms are to be used for residential or commercial construction. Pressure against form is transmitted directly to tie through rail plates which are located at each end of cross members and attached to frame.

INTERCHANGEABLE FEATURE — "CHAMP" Forms are made in the same sizes as Symons Standard Panel Forms—2 ft. wide, and 4', 6' or 8' long. Special sizes will be made to order. The hardware and ties used on Symons Standard Panel Form are also used on the "CHAMP" Form. This makes it possible to use Symons Standard and "CHAMP" Forms interchangeably.

"CHAMP" Forms may be rented with purchase option—all rentals to apply on purchase price.
DESIGNED for rugged duty

New Model 40-F is the ultimate in convertible Wye levels. Expert new design makes it easier to use, faster to set up, offers special new accuracy checks. This new convertible 40-F is so sturdily constructed that it is almost indestructible. New cast brass telescope, cast brass one-piece level bar and circle cover, steel center, covered leveling screws and heavy tripod plate, offer a lifetime of service. Every design factor has been especially studied to be sure that the Warren-Knight 40-F is the buy of a lifetime. Why not get the full facts on this startling new instrument? We'll send FREE Bulletin F-61 upon request.

Write for FREE Bulletin F-61. Get the full facts.

10 DAY FREE TRIAL
So sure are we of your reception to this magnificent new instrument that we offer it FREE for 10 days trial. No strings. No cost attached.

YOU'RE IN... through the ES-CO sliding DOOR
... the perfect Prefabricated Closet Door for homes, institutions, commercial buildings

Installs in 30 to 40 Minutes
Packed Complete In One Carton
With All Necessary Hardware—Novaply Core—With Natural Birch Veneer Face or Plain Novaply

Write for additional information and prices

1956 PRODUCTS SHOW

Straight shakes in a shake!
The Shak-A-Matic, an easy to operate, automatic course aligner, eliminates stapling of undercourse and use of a story pole, can be used with either shake or insulation board undercourse. Labor cost savings: 32.5 per cent.

Check No. 1196 on reply card, p. 168.

Amana freezer-refrigerator
This new freezer-refrigerator features the upper half as a full, family-size refrigerator and the lower half as an upright freezer that holds 297 lbs. of food. The 12” deep refrigerator/door contains 6 special removable features.

Check No. 1199 on reply card, p. 168.

Sliding window units
E-Z-Floating removable sliding window units are available in singles, twins and triples, completely weather-stripped and removable from inside. Top Weatherstrip has tubular track for side movement. Made of Ponderosa Pine.

Check No. 1197 on reply card, p. 168.

Harnischfeger home
This 26x36’ Cody home, one of 7 basic floor plans, is available in either slab, crawl space or basement models. Sizes range from 26x32x10’. “Major Circle” floor plan allows direct access to bath from both kitchen and bedrooms.

Check No. 1200 on reply card, p. 168.

Pic-A-Dor cabinets
Pic-A-Dor offers a standard-sized steel cabinet with sliding doors in a choice of decorative materials. Also available without doors, but fitted with grooves and runners for custom-made sliding doors.

Tracy Kitchens, Dept. AB, 3125 Preble Ave., P. O. Box 1137, Pittsburgh, Pa. Booth Nos. 118, 119—Hilton.
Check No. 1198 on reply card, p. 168.

Pre-wired switch system
Touch-Plate switch systems have a pre-wired relay control unit, operated remotely from their pilot-lighted master panel. Touch-Plate lets homeowners turn lights on, off at a touch or control all houselights from a master panel.

Check No. 1201 on reply card, p. 168.

AMERICAN BUILDER
“Alfol Insulation adds a big sales feature at no extra cost: superior summer comfort”

“In Cincinnati,” writes homebuilder Joseph J. Robers, Jr., “superior summer comfort is a feature that buyers really look for. By using Alfol Reflective Insulation, we have it. This adds substantially to our sales story . . . yet adds nothing extra to our costs!”

The “Cool Feel”

As Mr. Robers knows, Alfol provides effective protection against winter heat loss and delivers a substantial “bonus” in summertime efficiency. It actually makes a difference your prospects will notice! We call it the “Cool Feel.”

The original reflective insulation blanket, Alfol consists of multiple aluminum foil sheets that space themselves automatically, reflect 95% of all radiant heat. Application is fast, easy, almost foolproof. Kraft and duplex backing adds extra support, provides your FHA-required positive vapor barrier.

Free data book

Why not send today for a free copy of the new 24-page Alfol data book. Learn how you can add greater summer comfort to your sales package . . . with the Alfol “Cool Feel.”

Let the Alfol “Cool Feel” help sell your homes

- Prospective home buyers have been reading about the Alfol “Cool Feel” in LIFE (Dec. 19), SATURDAY EVENING POST (Dec. 24), NEWSWEEK (Dec. 19), TIME (Dec. 5) and U.S. NEWS & WORLD REPORT (Dec. 30).
- Learn about the “Cool Feel” firsthand at the Home Builders’ Show in Chicago. Look for Alfol Reflective Insulation at the giant Borg-Warner display, booth no. 712-720 at the Chicago Coliseum.
step right up...
and see the LONG-BELL exhibits
at the lumbermen's conventions
and the NAHB show!

SALES BOOSTER!

A new, improved and extended line of Long-Bell Kitchen Cabinets... high quality, low cost. Quick to install, adaptable to countless kitchen designs. Preferred by builders and architects!

PROFIT PULLER!

Distinctive FLAKEWOOD, the decorative panelling that builders and home buyers prefer for traditional or contemporary, residential and commercial interiors. Available in pine, maple, fir, cedar or Philippine mahogany.

VOLUME BUILDER!

Long-Bell Ven-O-Wood, a new product combining the beauty of domestic and foreign woods with the economy of Long-Bell manufacturing methods. High strength and low cost for residential, commercial and industrial uses.

The Long-Bell Lumber Company

Established 1875 - Kansas City 6, Mo.

DIVISIONAL OFFICES

EASTERN DIVISION - KANSAS CITY, MO. WESTERN DIVISION - LONGVIEW, WASH.
Panelfold doors  
Panelfold doors fit any solid wood panels with color-matched or harmonizing connectors of vinyl. Overhead “Hush Glide” travels on Nylon wheels to retract 6 running ft. of closure into a single foot.

Check No. 1202 on reply card, p. 168.

Double-hung steel windows  
Series 138 double-hung steel windows feature all-steel construction, that assure a weather-tight fit. The window is electro-galvanized, bounderized, and given a baked-on prime coat of paint. Won’t rattle, warp, stick, rot.

Truscon Steel Dir., Republic Steel Corp., Dept. AB, Youngstown, Ohio. Booth Nos. 5, 6, 7—Hilton.
Check No. 1205 on reply card, p. 168.

New Presdwood pattern  
Masonite Panelgroove is a 4/16” tempered Presdwood, has 3/8” wide and 1/16” deep grooves, which appear 4’’ over. Available in 4’6” panels or any combination cut from 16’ panel; 48” width allows for joints; about 25” sq. ft.

Cape Cod shingle siding  
Manufactured from #1 edge grain red-cedar Perfection shingles, Cape Cod Shingle Siding is re-edged and rebutted for fast, close, fits. Individual shingles are 18” long and random width, has linseed oil prime coat.

Capilano Timber Co. Ltd., Box 608, Dept. AB, Vancouver, B.C., Canada. Booth No. 768—Coliseum.
Check No. 1207 on reply card, p. 168.

Single-handle faucet  
With a single motion of one hand, Gyro single-handle faucets give temperature and flow wanted. Removable TwinDish and UniDish provide handy place for soap. Faucets are drip proof with no washers to wear out.

Check No. 1210 on reply card, p. 168.
Open-beam design
Roof Deck saves

It's Roof Deck... comparable insulation to 2" wood deck plus 1" fiberboard. Made in 2'x8' panels, easy to lift and handle. Cuts application time as much as 45%. Eliminates need for separate roof boards, insulation, lath and plaster and ceiling finishing.

It's insulation with vapor barrier... meets heat loss requirements for roof and ceiling in any climate. The built-in vapor barrier ends all worries about condensation. Absorbs sound better than wood or plaster. Remarkably tough, withstands roof-top traffic during construction.

And finished ceiling... interior ceiling of this Ray Hunke house shows how underside of Insulite Roof Deck requires no further finishing. White, flame-resistant surface is applied at factory. Lay Roof Deck over pre-finished beams and ceiling is done.

N.A.H.B. Convention
Stop in and see us, booth 116-117, Hilton Hotel
sells fast...Insulite up to $25 per sq.

"Buyers sure like high beamed ceilings," says Ray Hunke, successful young Wichita builder. "They regard them as a touch of real luxury. Yet with Insulite Roof Deck, I can actually beat conventional construction by about $15 per square. And compared with other open-beam methods, Insulite Roof Deck saves me $20 to $25 per square—that's $275 on a small home."

Hunke has now built and sold more than 600 homes—thanks, in large part, to his own smart design ideas. The trim, handsome home below features his highly popular exposed beam construction.

Want complete information on this modern roof-and-ceiling method? For easy-to-follow details, cost-comparison sheets and pictures, write Insulite, Minneapolis 2, Minn.

build better and save with

INSULITE
Made of hardy Northern wood
When you call for COLOR . . . call on CALBAR! Calbar Caulking Compound is now available in any color your job may require, including Brilliant Aluminum . . . to match every building material on the market. COSTS LESS . . . because it's permanently elasticized, goes on easier, stays on longer! Calbar colors are non-fading. In bulk and cartridges.

FREE! CALBAR CAULK COLOR CHART
Ask your jobber today

CALBAR PAINT & VARNISH CO.
Manufacturers of Technical Products
2612-26N. Martha St., Phila. 25, Pa.
Our 35th Year as the nation's leading Caulk Line

Plastic-coated panel form
New two-foot plastic-coated panel form designed for use with the Gates Horizontal Rod Forming System requires minimum erection time. Panels are lightweight, easy to handle. Plastic coating assures maximum pours.

Aluminum windows and doors
A variety of exciting new products will be featured by General Bronze Corp. in "The ALWINTITE House of Aluminum Windows and Doors" at the NAHB Convention. The exhibit will occupy approximately 750 sq. ft.

Savannah oak paneling
Savannah oak paneling is a hardwood paneling prefinished in rich-honey-tone requiring no added decoration. Provides a smooth wall surface permitting installation of moldings direct to face of paneling.

Operator-hinge set
A chain which becomes rigid when extended to open an awning-type window is an operator and hinge set for use on wood frame windows. Self-locking features eliminate need for separate window lock. Price: $10.50-$12.50.

Wall-hung kitchen nook
This new kitchen nook features hardwood frames, no-sag spring seats, rubberized hair filling and heavy gauge fabric. In charcoal, yellow, red, coral or Chartreuse dura tweed, $129.50 f.o.b. Buffalo.

“No noise” disposer
The Waste King Pulverator has “Hush Cushions” that eliminate metal to metal contact at the sink mounting and drain connection and absorb noise and vibration. Size of grind is always constant.

Contractors! Finish Your Cold-Weather Jobs ON TIME . . . with Handy SIMPLEX PORTABLE

HOT BLAST HEATERS
You'll save the price of a SIMPLEX the first year . . . Speeding up drying of plaster, paint and varnish, keeping workers more comfortable, preventing freeze-ups—keeping work moving in coldest weather. Smokeless, sootless, the HOT BLAST generates an intense blue flame on a mixture of kerosene and compressed air like a blow torch. Highly efficient, lightweight, sturdy, easily portable. Completely safe. Automatic Shut-Off control stops fuel supply if flame goes out. See your Builder's Supply Dealer, or write for details and prices.

OPERATOR-HINGE SET
A chain which becomes rigid when extended to open an awning-type window is an operator and hinge set for use on wood frame windows. Self-locking features eliminate need for separate window lock. Price: $10.50-$12.50.

Wall-hung kitchen nook
This new kitchen nook features hardwood frames, no-sag spring seats, rubberized hair filling and heavy gauge fabric. In charcoal, yellow, red, coral or Chartreuse dura tweed, $129.50 f.o.b. Buffalo.

“No noise” disposer
The Waste King Pulverator has “Hush Cushions” that eliminate metal to metal contact at the sink mounting and drain connection and absorb noise and vibration. Size of grind is always constant.

Contractors! Finish Your Cold-Weather Jobs ON TIME . . . with Handy SIMPLEX PORTABLE

HOT BLAST HEATERS
You'll save the price of a SIMPLEX the first year . . . Speeding up drying of plaster, paint and varnish, keeping workers more comfortable, preventing freeze-ups—keeping work moving in coldest weather. Smokeless, sootless, the HOT BLAST generates an intense blue flame on a mixture of kerosene and compressed air like a blow torch. Highly efficient, lightweight, sturdy, easily portable. Completely safe. Automatic Shut-Off control stops fuel supply if flame goes out. See your Builder's Supply Dealer, or write for details and prices.

OPERATOR-HINGE SET
A chain which becomes rigid when extended to open an awning-type window is an operator and hinge set for use on wood frame windows. Self-locking features eliminate need for separate window lock. Price: $10.50-$12.50.
STRIP OAK FLOORS OVER CONCRETE

Low-cost installation method
proven successful in thousands of homes

Short lengths of 2x4 screeds are laid in an asphalt mastic which anchors them to the slab. Strip Oak Flooring is nailed to the screeds. Sanding and finishing follow in the usual manner... or prefinished flooring may be used.

No other floor gives you ALL these advantages

More than 8 out of 10 home buyers, builders and architects prefer Oak Floors for their unmatched beauty, lifetime durability and easy maintenance. For slab foundation homes Oak Floors have these additional advantages that increase salability:

- Oak Floors have high insulating value... prevent costly heat loss through the concrete slab.
- Oak Floors have natural resilience that counteracts the uncomfortable hardness of concrete.

You know you’re right when you specify Oak Floors for slab-on-ground construction.

FREE MANUAL GIVES SIMPLE STEP-BY-STEP INSTRUCTIONS

If you’re building homes on concrete slab foundations, send for this free Oak Flooring installation manual. It shows you how to use the “screeds-in-mastic” method for laying strip Oak Flooring over concrete without the expense of a wood subfloor.

Builders throughout the country are using this fully-approved, economical method to give even lowest-cost homes the unequaled sales appeal of Oak Flooring. It may be used with any approved type of slab construction. No special tools are necessary. Carpenters or floor layers can do the job quickly, easily and successfully... without any previous experience.

MAIL COUPON FOR FREE MANUAL

National Oak Flooring Manufacturers' Association
860 Sterick Building, Memphis 3, Tenn.

Please send a copy of “How To Install Hardwood Strip Floors Over Concrete Slabs”

Name____________________________________________________________________
Address__________________________________________________________________
City_____________________________________________________________________
State___________________________________________________________________

NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION
Sterick Building • Memphis 3, Tenn.
As every home builder knows, the one best way to beat today's profit squeeze — and tomorrow's — is to make each unit of area, each man-hour of labor, each dollar of investment more productive. Whip-cracking won't do it, but careful planning will... planning based on accurate up-to-the-minute knowledge.

For example, if you have the facts on PREWAY, you know you can readily trim a hundred dollars or more from the cost of a modern kitchen by using Wallchef and Counterchef Bilt-Ins. These fully approved units, with patented features and all automatic controls, are the easiest to install. You gain time, save on labor! And because they are judged the world's most beautiful built-ins, available in a wide range of finishes, they add a special note of luster to the appearance of your kitchen.

Investigate the potential Wallchef and Counterchef units offer you. Plan to see them at the Chicago Show or at the distributor's display room in your area... and write today for product bulletins on the type that interests you — gas or electric.
Doors with **Visador** Lights and Louvers make IMMEDIATE, FAVORABLE impressions on home buyers...

that's why we say:

![Visador Lights](image)

**THE WAY TO GREATER HOME SALES**

- **SALES PERSUADERS:** home-buyers PREFER and BUY homes with Visador-equipped doors (they're practical and attractive).
- **VARIETY:** more than 500 styles in lights and louvers to key the door to every taste and design.
- **ECONOMY:** costs little to add this appealing sales-push to homes you build.
- **SPEED:** Visador lights and louvers are prefabricated for easy installation so dealers can furnish many of door styles desired the day order is received.

Only a few of hundreds of attractive door designs available...

**Ask your Building Supply dealer to furnish you with doors glazed with Visador Lights for superior beauty and finest quality.**

---

“**My Berger Convertible paid for itself on this one job alone!”**

says F. E. Fitzpatrick, Building Contractor, Westwood, N. J.

“When I signed the contract to build this house, I had my fingers crossed. The specifications gave me no leeway—grades had to be on the button. So I decided to take out "job insurance" by getting a transit level I could trust—a Berger Convertible. So far, I’ve used it for leveling foundations, setting forms, locating buried survey stakes, setting the first course of siding and establishing some tricky grades. Before this job was finished, my Berger Convertible paid for itself.”

That’s because the Berger Convertible is built for builders. The new, ultra-sharp, 22-power, 10½” internal focusing telescope gives you a crisp, clear, right side up image over long sights as well as at distances as close as three feet. Rugged brass and bronze construction—dust protected leveling, clamp and tangent screws—it takes the bumps in the field and stays on the job without time lost for repair.

---

**Why the new Berger Convertible with 3-ft. short focus is the best buy... Compare**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telescope</td>
<td>Short focus 3 feet; bronze; erect image; power 22 diameters; diameter of objective 35 mm.</td>
</tr>
<tr>
<td>Optics</td>
<td>Coated—brilliant, clear image</td>
</tr>
<tr>
<td>Foot Plate</td>
<td>Forged brass, trivet integral</td>
</tr>
<tr>
<td>Yoke Frame</td>
<td>Cast bronze</td>
</tr>
<tr>
<td>Horizontal Circle</td>
<td>Forged brass, with double vernier reading to five minutes</td>
</tr>
<tr>
<td>Vertical Arc</td>
<td>With double vernier reading to five minutes</td>
</tr>
<tr>
<td>Leveling Base</td>
<td>Four screws; nickel silver leveling screws with cold and heat-resistant heads</td>
</tr>
<tr>
<td>Spindle</td>
<td>Forged steel</td>
</tr>
<tr>
<td>Shifting Piece</td>
<td>For setting over a point</td>
</tr>
<tr>
<td>Tangent Piece</td>
<td>Brass</td>
</tr>
<tr>
<td>Telescope Clamp</td>
<td>Brass</td>
</tr>
<tr>
<td>Positive Locking Mechanism</td>
<td>Converts instrument from transit to level with ease and speed and stays in adjustment at all positions</td>
</tr>
<tr>
<td>Plate Level</td>
<td>In addition to telescope vial</td>
</tr>
<tr>
<td>Case</td>
<td>Mahogany transit case</td>
</tr>
<tr>
<td>Strap</td>
<td>Padded leather handle</td>
</tr>
</tbody>
</table>


Write for literature on the Berger Convertible, our 12” Dumpy Level, Service Transit-Level and Duplex Level. And ask about our Engineers’ Transits and Levels.


*F.O.B. Factory,
Home radio-intercom system
Two systems are manufactured for installation in a 4-inch wall, each a complete unit with a master and 5 additional remote speakers; with AM broadcast radio, input for record player, clock control, appliance outlet.

Music & Sound, Inc., Dept. AB, 118 Leslie St., Dallas 7, Texas, Booth No. 796—Coliseum.
Check No. 1220 on reply card, p. 168.

Acoustical tile
Textured Sonolaced Acoustical Tile can be washed and requires no painting maintenance. Has high-light reflection created by its white finish. Fire safe. Available in 12x12-in., 12x21-in. tile, 24x18-in. Ceiling Board.

Owens-Corning Fiberglas Corp., Dept. AB, Nat'l. Bank Bldg., Toledo 1, Ohio, Booth No. 224—Hilton.
Check No. 1223 on reply card, p. 168.

New residential locksets
Cylindrical locksets feature brass or bronze trim with all-steel internal parts, solid brass pin tumbler cylinder, attractive contemporary design. Decorative trim plates and 5” backset available. Self adjusting.

Check No. 1221 on reply card, p. 168.

Durable wall finish
A room setting with walls of factory-finished Craftwall by Roddiscraft is shown above. Craftwall comes in 9 woods, 3 styles and 3 sizes. The finish is durable and impervious to most chemicals.

Check No. 1224 on reply card, p. 168.

Lumber-grading rules
The new West Coast Grading Rules will highlight a colorful display of siding, paneling, and other lumber items. Effective date for the new No. 15 rules for Douglas fir, hemlock, red cedar, Sitka spruce to be announced.

West Coast Lumbermen's Assn., 1410 S.E., Morrison St., Portland 5, Oregon, Booth Nos. 537, 538—Sherman.
Check No. 1222 on reply card, p. 168.

Asbestos shake siding
Asbestos shake siding is shown alongside 12x24” shingle. Developed by the Ruberoid Co., the siding shown is in 2 widths, 8½-in. and 15½-in. Both are 48-in. long, a factor which speeds application.

Check No. 1225 on reply card, p. 168.

“Post-formed” vanities
Wide color range is stressed in the 160 styles and designs in the Glissade line of Formica vanities, with one-piece post-formed top with no-drip front edge and coved back; piano hinges are used, and handles match decor.

Check No. 1226 on reply card, p. 168.

Customline oven
Barbecue is combined with push-button comfort in built-in wall oven. Plug-in rotisserie will barbecue-broil 15-lb. roast or an 18-lb. ham. Push-button controls and automatic timers are installed at eye-level height.

Hotpoint Co., Dept. AB, 5600 West Taylor St., Chicago 44, Ill. Booth Nos. 84, 85, 102, 103—Hilton.
Check No. 1227 on reply card, p. 168.

To attach ornamental iron
For ease in attachment, a flat, welded-on-top piece with extending flange to screw into porch lintel, and a disc-shaped shoe which bolts into porch floor and is formed up in center to fit into post tubing are offered in the "Colonel Logan" line.

Logan Co., Dept. AB, 201 Cabel St., Louisville 6, Ky., Booth No. 360—Hilton.
Check No. 1228 on reply card, p. 168.
The woman you want to sell is already sold on this G-E Monogram... We know that 55 out of 100 women believe G.E. makes the best home appliances. This is based on an actual survey.

AIR-WALL saves floor space—lots of it! And here's another BIG PLUS... AIR-WALL air is clean, filtered. Saves housework time... cuts cleaning bills... fabrics and furniture stay fresh as new longer. Mister, have you any idea what this means to a woman? Why, it's the millennium!

AIR-WALL saves space, saving, cleanliness, comfort, youthfulness through better living. A woman is a woman with a heart overflowing for the man—YOU—who makes life easier.

She likes the smart, compact AIR-WALL register. She loves the way AIR-WALL actually blankets walls with warm air in the winter (this keeps cold outdoors)... and covers them with cool air in summer (this keeps heat out). Cozy idea, isn't it?

It's all automatically regulated by the G-E thermostat. (And only G.E. has Musitherm Heating Control.) No more furnace tending... husbands stay happier, more comfortable, too. Yes, they do-o-o! I KNOW!

MR. BUILDER... To sell women and men, check your G-E Heating Contractor today. Get the facts and selling features of G-E AIR-WALL system of Home Heating and Cooling.

VISIT US AT THE NAHB SHOW BOOTHS 98, 99, 100

If you can't make the show, be sure to write us for free booklet, "What Every Builder Can Learn About Women."

GENERAL ELECTRIC
Home Heating and Cooling Dept., Bloomfield, N. J.
3 builder-proven ways to put more "sell" into your homes

PITTSBURGH WALL MIRRORS, like the copper-back one installed in this bathroom, are sure to put more "buying urge" into your homes. Mirrors give a room a more luxurious and spacious look... make any home more attractive and "worth more" to the buyer.

PITTSBURGH FULL-LENGTH DOOR MIRRORS—in bedrooms, entrance halls, bathrooms, and other places in the homes you build—can do a lot, and at very little additional cost, to help you sign up buyers. A full 68" high, they are available in 16, 18, 20, 22, and 24-inch widths. They fit more than 90% of all interior millwork doors.

Every nickel you spend on glass shows. And the results far outweigh the cost.

Build it better with Pittsburgh Glass
BUILDERS ALL OVER THE COUNTRY have found that there's nothing like large glass openings—especially when they're glazed with Twindow®—the window with insulation built-in—to give homes the feeling of more-than-average value. They find that their homes sell faster, too. Twindow is practical for any home, regardless of its price class. Fact is, more and more home buyers are demanding Twindow units—not only for picture windows, but for all other windows as well. They know how much Twindow means in comfort and lowered heating and air-conditioning costs. There are fifty-seven Twindow standard sizes to fit almost any requirement.

THIS CUTAWAY VIEW shows the construction of a Twindow unit, using two pieces of Pittsburgh Polished Plate Glass. The hermetically-sealed air-space between these panes gives Twindow nearly twice the insulating value of single-glazed windows. An exclusive feature of Twindow is its stainless steel frame. This protects the seal and glass edges, makes handling quick, safe, and easy.

See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass Company products.
Aluminum clapboard siding
Resembling painted wood clapboards but with baked enamel finish, the Lyf-Alum siding eliminates problems of continuous maintenance. It comes in a choice of 4 colors.

Check No. 1229 on reply card, p. 168.

New floor tile styles
Two new styles have been added to Kentile asphalt and Kenflex vinyl asbestos tiles: Carnival, a multi-colored mottle effect, and Corktone; both are available in both asphalt and vinyl asbestos, in a wide variety of colors for both materials.

Kentile, Inc., Dept. AB, 38 2nd Ave., Brooklyn 3, N. Y. Booth No. 894—Coliseum.
Check No. 1232 on reply card, p. 168.

T & G hollow core panels
Rigid, hollow-core panels with plastic finish join the Marlite line, for installation over open framing or furring strips. Tongue-and-groove edges and ends and pre-drilled nailing holes speed application; in 2x4 and 2x8 panels, 5/8” thick, 55¢ per sq. ft.

Korelock, Marsh Wall Products, Inc., Dept. AB, P. O. Box 652, Dover, Ohio. Booth No. 29—Hilton.
Check No. 1230 on reply card, p. 168.

Shadow-line kitchen units
Swept-back door edges create a shadowy frame in the Nutmeg natural finish birch cabinets; also new adjustable shelf units, pull-out table, built-in refrigerator unit. Cabinets are also available in decorator colors and white.

Check No. 1231 on reply card, p. 168.

Built-in refrigeration
Shown is Sub-Zero Bilt-In combination freezer-refrigerator, 2-door model, in 1 cabinet with 2 separate condensing units. Other styles in a variety of sizes, colors; all available with right or left swing doors.

Sub-Zero Freezer Co., Inc., Dept. AB, P. O. Box 2017, Madison, Wis., Booth No. 829—Coliseum.
Check No. 1235 on reply card, p. 168.

Low-pitch gable louvers
Shipped knocked-down 2 per carton, the new louver is assembled in any of 3 ways to fit 2, 2 ½, or 3/12-pitch gable ends. Assembly time runs 5 to 8 min. Four sizes up to 12’ base available in aluminum or galvanized steel.

Check No. 1233 on reply card, p. 168.

Birch kitchen cabinets
Featuring hollow-core door construction, Bronzeglow Birch cabinets have dustproof doors, rubber-roller catches, 3 ½” shelves, center-suspension drawer glides; made for all makes of counter cooking units and built-in ovens.

Check No. 1236 on reply card, p. 168.

Durable finish doormare
Dual bearings on new Stilemanor knobs assure rigid knob assembly and prevent wobble. Non-cylinder models are 1-piece design. Knobs are made of wrought brass, bronze or aluminum, have concealed knob retainers.

Russell & Erwin Division, American Hardware Corp., Dept. AB, New Britain, Conn., Booths 474-475—Sherman.
Check No. 1234 on reply card, p. 168.

Single or multiple vents
Wall model kitchen vent for single or multiple intake includes built-in automatic back draft damper, grille, grille sleeve and double size 3-speed switch. Other hoods available in 6 finishes and 8 sizes.

Stewart Industries, Dept. AB, 320 East St., Joseph St., Indianapolis 2, Ind., Booth No. 480—Sherman.
Check No. 1237 on reply card, p. 168.
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!

MAIL COUPON FOR FREE LITERATURE

HERMAN NELSON PORTABLE PRODUCTS
American Air Filter Company, Inc.
Dept. 58, Moline, Illinois

Please rush complete literature on portable heaters. Also send me your monthly Weather Forecast Chart, at no cost or obligation to me.

NAME

COMPANY

ADDRESS

CITY Zone STATE

JANUARY 1956
More Living
Area In Every
Home You Build
...AT LESS COST!

WARREN FOLDING DOORS

as much as
$1,000
worth of floor space saved in every home by eliminating space wasted for storing doors...as high as 90 square feet made useful...with Warren Folding Doors.

Compare the Sales Appeal
The style and beauty of Warren Folding Doors will help sell your homes. Smart buyers will love the way two rooms can be made into one...the way a wadrobe closet is "wide-open" with the swish of a Warren Folding Door...and they'll love, too, the way corners are left clear for completing their decorating and furnishing schemes.

Compare the Cost
No precise fitting - no mouldings or hinges are needed. Warren Folding Doors glide on an overhead track that can be installed in minutes. Both ends can be left unattached for "Free-Swinging" doors. Warren Doors come complete with screws ready for installation.

Compare the Quality
Warren Folding Doors are fashioned from ¼" wide basewood slats tightly woven with heavy Seine Cord. Study moulding members are attached to the ends. Ten high-gloss special enamel finishes, plus natural, are available. There's a color that's right for every interior decor. Warren Folding Doors are perfect for wardrobes, closets, room dividers...at almost all inside entrances.

THREE SHIPPING POINTS
Faster Service—Reduced Shipping Costs
Write today to one of the Warren Plants, strategically located across the country, for more information about Warren Folding Doors.

WARREN SHADE CO., INC.
Dept. 1A
2903 E. Hennepin—Minneapolis, Minn.
917 Bransten Road—San Carlos, Calif.

1956 PRODUCTS SHOW

Louvered window hardware
New "Side-Seal" and cam-actuated pressure seal of glass to glass, are features of new stainless-steel lowered window hardware. Consists of 17 per cent chromium, 7 per cent nickel, 20-gauge stainless steel, #2 finish.

Check No. 1238 on reply card, p. 168.

Residential steel doors
An extensive line of both 1½" and 1¾" all-steel solid flush doors can be prime-painted or finish-painted in any desired color or with birch grain lacquered finish. Vision lights or brouers are available.

Steelcraft Manufacturing Co., Dept. AB, Blue Ash Road, Rossmoyne, Ohio, Booth Nos. 76-77—Hilton.
Check No. 1239 on reply card, p. 168.

Knobless door latch
Flush-mounted Lev-R-Latch opens a door with a flick of a finger. Face plate projects only one-half inch from door surface. Available 3½x8" in 8 metallic finishes with or without locking mechanism.

Soss Manufacturing Co., Dept. AB, 7777 Hoover Road, Detroit, Mich., Booth No. 812—Coliseum.
Check No. 1240 on reply card, p. 168.

Easily installed thresholds
Dust-proof and weather-proof, the new #888 Threshold has tube-shaped vinyl weatherstrip adaptable to large or small clearances under door. Eliminates under-door hook. Is reversible. Available in 36½" lengths.

Super Weatherstrip, Dept. AB, 6726 S. Ashland Ave., Chicago 38, III., Booth No. 813—Coliseum.
Check No. 1241 on reply card, p. 168.

Universal gas ranges
Universal In-a-Wall gas ranges feature: automatic lighting of top burners; oven Sig-Na-Lite, which lets the housewife know when oven has reached desired temperature; 2 giant and 2 regular burners; Fiberglas insulation.

Cribbin & Sexton Co., Dept. AB, 700 N. Sacramento Blvd., Chicago, Booth No. 722—Coliseum.
Check No. 1242 on reply card, p. 168.

Glide-All sliding doors
Glide-All sliding doors provide the finest floor-to-ceiling installations which provide more accessible storage space with less construction and materials. Doors may be finished to complement room decor.

Check No. 1243 on reply card, p. 168.
Modern homes have telephones where family members sleep, work and play.

Work center of the home is the kitchen, ideal place for a wall telephone.

Multiple telephone outlets and concealed telephone wiring are quality features in any home, large or small. Convenience-minded buyers are looking for them. Sales-minded builders are providing them. Both parties benefit.

Your Bell telephone company will be glad to help you work out economical concealed wiring installations. Just call your nearest business office and ask for Architects and Builders Service. For details on home telephone wiring, see Sweet’s Light Construction File, 8i/Be. For commercial installations, Sweet’s Architectural File, 32a/Be.
WOOD FOLDING DOORS

- Tension on new concealed spring connectors is uniform from one end of the door to the other
- Panels fold uniformly and come together flat
- Doors close quietly
- Panels can’t bunch up in one area and spread widely in another
- Stack is only 2” or less for each foot of opening width—more compact than ever before
- New, quiet, long-lasting Nylon rollers
- New latch with a neat, sure-grip handle

SEE NEW "1956"

at Booth No. 19
NAHB SHOW CONRAD HILTON HOTEL, CHICAGO

Also see long famous
Pella CASEMENT WINDOWS

- With self-storing Rolscreens and Dual Glazing
- Combine the beauty and insulating qualities of wood with the strength of steel
- Fit all types of wall construction...install quickly
- Completely assembled and prefitted at the factory
- Glass sizes up to 24” x 60”
Pella MULTI-PURPOSE WINDOWS

- New, all-aluminum Underscreen Sash Operator
- Pin-and-Socket device locks windows in many positions between fully open and fully closed
- All hardware of stainless steel and aluminum
- Now a total of 14 fixed and ventilating sizes combine into hundreds of interesting window arrangements
- Alternate all-aluminum screens now available at slight extra cost
- New Nylon Operator Guide...wear resistant, quiet, needs no lubrication

Mail coupon for folders

ROLSCREEN COMPANY, Dept. H-2
Pella, Iowa
Gentlemen: Please send free folders on Pella...
( ) Wood Folding Doors ( ) Multi-Purpose Windows
( ) Casement Windows ( ) Venetian Blinds

FIRM NAME
ADDRESS
CITY ZONE STATE
ATTENTION MR.

JANUARY 1956
**special for contractors!**

**WE'LL PAY YOU CASH WHEN YOU'RE OFF WORK**

because of accident or illness!

---

**Reversing action disposer**

Completely redesigned, the Model 77 In-Sink-Eator has dishwasher inlet to permit draining into disposer; it stresses automatic reverse action, continuous feed, quietness, simple self service, faster drainage.

> In-Sink-Eator Mfg. Co., Dept. AB, 1225 14th St., Racine, Wis., Booth No. 538—Coliseum.

Check No. 1244 on reply card, p. 168.

---

**Floor nailing machine**

Designed for use with hardened steel Screw-tite flooring nails, Screw-tite floor-nailing machine lays tongue-and-groove floors fast, without banged edges, feeds nail at proper angle, drives, sets it in one operation.

> Independent Nail & Packing Co., Dept. AB, Bridgewater, Mass., Booth No. 301—Coliseum.

Check No. 1245 on reply card, p. 168.

---

**Sterling Insurance Company**

Wide known for its fast, fair service, Sterling Insurance Company has paid more than $20,000,000 in claims. Sterling is a strong legal reserve company, with over $2,850,000 for policyholders' protection over and above all legal requirements. Sterling is a dependable company and has a reputation for giving good insurance value at low cost.

**New contractors' income plan protects you EVEN FOR LIFE!**

Here's a new, low-cost insurance plan that’s designed especially for prime and sub-contractors. It pays a substantial monthly income—even for life!—when you're laid up and off the job because of accident or confining illness. And, under this new plan, you are protected 24 hours a day—at work, at home, at play!

Nobody can guarantee good health—but this new Sterling Income Protection Plan can assure you that money will be available to pay bills. Income insurance safeguards your credit standing—protects your family's welfare and possessions.

You wouldn't be without protection against loss of your home or your car...so why leave your most valuable asset—your income—unprotected? Fill in the coupon below NOW and get complete details—without obligation—right away!

---

**Between-stud heating**

A thermostat in every room is the feature stressed by the Select-Temp heating system. Non-electric, the thermostat is attached to each room unit. The 18,000 Btu-unit is shown with copper steam lines, and returns.

> Iron Fireman Mfg. Co., Dept. AB, 5170 West 106 St., Cleveland 11, Ohio, Booth No. 555—Sherman.

Check No. 1246 on reply card, p. 168.

---

**1956 PRODUCTS SHOW**
FREE INFORMATION

About “Products Exhibit in Print”

The postcard below is designed to help the readers of American Builder get further information about the Products Exhibit in Print shown in this issue. This exclusive American Builder feature is published each year in conjunction with NAHB Convention Exhibit.

Keep your product file up to date. Get this FREE information. All you have to do is check the items below and mail the postcard to us. No postage necessary. We will forward your requests to the manufacturer, who will promptly mail you complete data.

Send Me More Information About Items Checked Below

MAIL THIS ENTIRE CARD - WE PAY THE POSTAGE

PRINT NAME AND ADDRESS

NAME

FIRM

STREET

CITY

ZONE

STATE
HERE'S REAL HELP for YOU

PRODUCTS EXHIBIT IN PRINT

Keep abreast of the constant changes taking place in the building field. The new and improved products shown in this issue are designed to help you do a better building job in 1956. Read the pages of this issue with care. Be sure to see your local LUMBER and BUILDING SUPPLY DEALER for all your building needs. If he doesn't carry the products you're interested in, here's a quick, easy way to get complete information. Just check and mail the postcard below. We'll do the rest.

BUSINESS REPLY CARD
First Class Permit No. 153. Sec. 34.9, P. L. & R., New York, N. Y.

4 cents Postage will be paid by

AMERICAN BUILDER
30 Church Street
New York 7, N. Y.
20-inch window fans

A new series of low-priced 20" window fans featuring clean styling has four models: in the J20 series: straight exhaust (J20); portable (JP20); reversible (JR20); and portable-reversible (JPR20); close spaced grilles.

International Oil Burner Co., Fan Div., Dept. AB, 3800 Park, St. Louis, Mo., Booth No. 54—Hilton.
Check No. 1247 on reply card, p. 168.

New telephone features

Color—8 hues—is prominently promoted for new telephone installations. Other features are hands-free speakerphone, automatic answering and recording devices, portable phones, illuminated dials.

Check No. 1248 on reply card, p. 168.

Rolling-door hardware

Rolling-door hardware is made in 2-track types; one has built-in plaster ground, permitting sheet rock or plaster to be laid at track edge; other has built-in fascia strip, eliminates need for track-front valance or trim.

Check No. 1249 on reply card, p. 168.
W. P. FULLER & CO. announces TRIMVIEW metal products

a new and complete line of aluminum components for glass

SLIDING DOORS  TUB ENCLOSURES
SLIDING WINDOWS  SLIDING DOOR SCREENS
WINDOW SCREENS  MEDICINE CABINETS
SHOWER DOORS  STORE SHOWCASES

See TRIMVIEW ON DISPLAY AT THE NAHB CONVENTION
BOOTH 391, CONRAD HILTON HOTEL, CHICAGO
JANUARY 22-26
Aluminum and glass have become the two brightest names in building products. Coupled together—in sliding doors, in windows, and in their many other uses for home and commercial building—they give economy, durability and easier installation. For these reasons, more and more builders, contractors, architects are specifying—aluminum.

Now comes TRIMVIEW. A new line of aluminum extrusions for glass—designed for the first time by glass men. TRIMVIEW METAL PRODUCTS offers you a complete line of aluminum components of unsurpassed quality and beauty of design; engineered by expert craftsmen to fit the exacting standards and requirements of the builder... competitively priced to meet your building costs.

Metal components for glass

TRIMVIEW METAL PRODUCTS
- COVINA, CALIFORNIA
Moisture-vapor barrier

Moisture penetration can be virtually stopped by using Visqueen film (of Bakelite polyethylene) as a moisture-vapor barrier under concrete slabs, in crawl spaces, over subflooring, on warm side of exterior walls.

Visking Corp., Dept. AB, P. O. Box 1410, Terre Haute, Ind., Booth Nos. 369-370—Hilton.
Check No. 1250 on reply card, p. 168.

Cool-air system

With this attic installation of Warren Webster cool-air system, 4 key rooms are supplied from single plenum chamber, with common return through ceiling grille. Individual ducts to separate registers eliminates supply plenum.

Check No. 1251 on reply card, p. 168.

Custom-designed kitchens

Wood-Metal Kitchens offer colonial or contemporary designs in 12 new decorator colors and 10 natural wood finishes. They are available in birch, knotty pine, or oak. Built-in equipment is easily accommodated.

Wood-Metal Kitchens, Dept. AB, Kreamer, Snyder County, Pa., Booth Nos. 739-740—Coliseum.
Check No. 1252 on reply card, p. 168.

Lavatory hanger

The "Uni-Lox" 1-piece hanger eliminates necessity of aligning separate hanger blocks for mounting vitreous china lavatories. Multiple screw holes make for secure fastening in any type wall construction.

Universal-Rundle Corp., Dept. AB, 217 N. Mill Street, New Castle, Pa., Booth Nos. 8, 9—Hilton.
Check No. 1253 on reply card, p. 168.

Taylor Made garage door

The Taylor Made garage door is a steel, zinc coated, receding type. It is available either as a package unit or completely assembled. Total assembly can be accomplished in 12 min. or less; 7x8 door is $55.00.

Check No. 1254 on reply card, p. 168.

Sliding windows

The Kota Casement Glider resembles a casement window, but ventilators slide, is fabricated of heavy extruded aluminum with custom trim. Other Kota products at Products Show include sliding doors and double-hung windows.

Check No. 1255 on reply card, p. 168.

Scholz package home

Scholz Homes offer a complete packaged home including pre-assembled and built-in plumbing, heating and electrical components, prefinished floor, wall and roof units and pre-applied bath tile panels. Many other features.

Check No. 1256 on reply card, p. 168.

Baseboard hot-air heat

The advantages of both a hot-air system and a radiant system are combined in Thermo-Base baseboard heating. Its area provides 20% or more radiant heat with the speed of hot air systems.

Gerwin Industries, Inc., Dept. AB, 214 Spring St., Michigan City, Ind., Booth No. 880—Coliseum.
Check No. 1257 on reply card, p. 168.

Prefab summer cottage

A summer cottage of attractive contemporary design is the latest in the Techbuilt line of prefabricated packages. A wide variety of sizes and the number of rooms and layouts is available.

Check No. 1258 on reply card, p. 168.

Prefab summer cottage

A summer cottage of attractive contemporary design is the latest in the Techbuilt line of prefabricated packages. A wide variety of sizes and the number of rooms and layouts is available.

Check No. 1258 on reply card, p. 168.
VITROLINER

Vitroliner Prefab Chimneys Offer Complete Flexibility

5 DIAMETERS—for all types of installations—from ranch houses to 2 story homes, commercial and industrial buildings.

FOR ALL FUELS—oil, gas, coal and wood.

SELECTION of DESIGNS—The STANDARD Top and Housing, for homes and buildings.

The "DE LUXE" Top and Housing for larger type homes and buildings.

THE STANDARD Housing is available in a Flat Surface Finish, factory painted a solid grey, or a red or buff "Brick Effect" Finish, that looks like real brick.

THE "DE LUXE" has a flat grey finish and can be painted to match the roof color on the job.

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

Visit our Booth No. 104 at the NAHB Jan. Convention

VITROLINER PROVIDES COMPLETE CHIMNEY FUNCTIONS.

Write for Literature

more and more builders are saying:

Wrought Steel Butts Cat. #329

"Let's use GRIFFIN"®

In Our Houses"

Here's the "dependable line of hinges to use in all light construction work"... that's the trade's way of saying, "We like to buy and use Griffin products."

A full line of wrought steel butts and all shelf hardware. Send for new catalog sheet on our #540 Builder's Special.

GRIFFIN®

"since 1899"

MANUFACTURING CO. ERIE, PA.

Topcraft helps you get TOP PRICES for your homes!

TOPCRAFT VANITIES AND MEDICINE CABINETS give your homes the PLUS that counts...yet, they're priced LOW. Write for literature of the complete TOPCRAFT Royalle line... SIX beautiful models, skillfully crafted of America's leading, nationally advertised laminates! State whether you're a builder, dealer, distributor, agent.

see FORMICA ad in September issue page 228 which features the beautiful Topcraft Vanity in full color.

Topcraft, Inc.

4207 Menlo Drive • Baltimore 15, Md.
New for '56!...

NEW MODELS  NEW FEATURES

MORRISON Roly-Doors

STEEL SECTIONAL OVERHEAD DOORS

NEW PRICES

Nationwide Sales and Service: Morrison Roly-Door Distributors and Dealer-Installers, located in all principal cities, offer prompt delivery and expert installation service on all Morrison Roly-Door models.

Look for the one nearest you in the Yellow Pages of your telephone directory or write directly to Roly-Door Division, Morrison Steel Products, Inc., 644 Amherst Street, Buffalo 7, N. Y.

Specially designed and built for deluxe installations, it is the finest residential garage door available.

When you want the very best, install the IMPERIAL...a garage door that will please the most discriminating home buyer. The IMPERIAL's clean, modern, strikingly simple lines enhance the architectural features of any fine home while keeping the garage door in its proper place.

Feather-touch ease of operation...the weatherproof durability of steel construction...the extra protection of bonderizing...strict adherence to exacting specifications and dimensions...and innumerable other exclusive features contribute added value and lasting beauty to your better homes. The IMPERIAL is available in over 100 standard sizes for every residential installation.

There's a Morrison Roly-Door for every overhead door
Now, you can add to the value and saleability of your lower priced homes with a NIAGARA. It costs no more than ordinary wood or one-piece metal doors...well within the limits of the most modest building budget.

This means you can offer today's feature-conscious home buyers all the sales-closing advantages of an all-steel, sectional overhead door. Economically durable, it won't rot, warp, shrink or absorb moisture. It's good looking and fits into any style or type of house. It can be painted any color and is guaranteed for one year.

Easy, convenient operation is the NIAGARA's biggest selling point. It goes up completely inside the garage, at a touch. No "shin-busting", swinging out motion to avoid, no dangerous, unsightly projections. Its horizontal design provides safe, convenient handholds anywhere on the door, eliminating pinched fingers, stooping and stretching. The NIAGARA comes in two popular widths—8 and 9 feet—and two heights—7 feet and 6 feet 6 inches.

If the garage door you're now using offers any less, change to the NIAGARA. Remember—it adds to the value of your houses and costs no more than an ordinary garage door.

For every application from refreshment stands and baggage counters to warehouses, loading docks and industrial plants.

Where maximum strength, minimum weight, easy operation, rugged durability and a neat functional appearance are required, you can't do better than the COMMERCIAL-INDUSTRIAL. They're built to withstand all kinds of weather plus the rigors of years of daily use. When open, they're up safely out of the way completely inside the building. They don't occupy valuable floor, driveway or loading space. Nothing is exposed to wind or weather damage. When they're down, they provide a weatherproof closure of maximum security.

Thanks to their unique design and construction, COMMERCIAL-INDUSTRIALS retain their ease of operation and distinctive good looks with minimum attention and maintenance. They can be operated manually, electrically or by remote control, and they range from 8 to 20 feet in width and from 6 feet 6 inches to 14 feet in height.
Products Show: Ideas to build with in 1956

Pre-wired furnace
Named the “Venko,” this heating unit is shipped completely wired. This eliminates delay in installation, reduces danger of missing parts. Its crate is designed so that one man can handle the package.

Check No. 1259 on reply card, p. 168.

Double-sealed insulation
Known as “Twinsulation,” this rock wool insulation is sealed to both sides of its covering. Aluminum foil serves as a heat reflector and vapor barrier on one side, and helps make the entire blanket more effective.

National Gypsum Co., Dept. AB, 325 Delaware Ave., Buffalo 2, N. Y. Booth No. 12—Hilton.
Check No. 1262 on reply card, p. 168.

Flexible suspension ceiling
The Accesso suspended acoustical ceiling permits ceiling tiles to be put in place as fast as they can be handled, and to be removed easily for maintenance of utilities above, or the installation of lights.

Check No. 1265 on reply card, p. 168.

Fluorescent shield
Manufactured from Bakelite vinyl, this new fluorescent light shield controls illumination and brings out the natural color and texture of objects lighted. The sheet will not shatter, and is flexible. It can be used for whole-ceiling lighting.

Check No. 1260 on reply card, p. 168.

Historic floor style
Parkay, Inc., has available luxury floors of historic significance in addition to their regular lines. Pictured above is the “Monticello,” patterned after one of the floor designs in Thomas Jefferson's home.

Check No. 1263 on reply card, p. 168.

Cabinets for built-ins
One cabinet that fits practically all built-in ovens and burner tops is achieved by adjustable oven supports to take care of vertical adjustments; the opening for the oven is scribed in the field, thus getting best work height for housewife.

Lyon Metal Products, Inc., Dept. AB, Aurora, Ill., Booth Nos. 768, 769—Coliseum.
Check No. 1266 on reply card, p. 168.

Sliding-door frames
This sliding-door package includes the door pocket, complete with all hardware, precut and ready to assemble jambs. Units are available for either lath and plaster, or dry-wall construction.

Check No. 1261 on reply card, p. 168.

New color service
In addition to their regular architectural rendering and scale-model service, this California firm now offers professional color consultation to builders, particularly those putting up large developments.

Check No. 1264 on reply card, p. 168.

Automatic dishwasher
A new undercounter automatic dishwasher with pushbutton control has lighted control dial to permit manual operation. Automatic device injects solution that "makes water wetter" into final rinse water.

Hotpoint Co., Dept. AB, 5600 West Taylor St., Chicago, Ill. Booth Nos. 84, 85, 102, 103—Hilton.
Check No. 1267 on reply card, p. 168.
Builders Like This Complete Plan Service

Helping your prospects find the right plan for their new home means easier selling for you . . . and Garlinghouse has the largest and finest selection of home plans . . . all styles and sizes . . . 1 to 4 bedrooms . . . many in full color.

Garlinghouse Plan Books show pictures and floor plans with square and cubic footage. Your prospects will like the ease and convenience of choosing their new home from them. A kit of these beautiful books kept handy at all times helps turn prospects into contracts.

Best of all, complete working plans, specifications, lumber and mill lists are available for each design—at low cost. These plan sets are a fine investment because they eliminate unnecessary planning costs and both you and your customer know in advance what is being offered—thus avoiding misunderstandings.

FAST SERVICE—Complete plan sets are sent by return mail (24-hour service) POSTPAID to avoid delays.

GUARANTEE—All transactions with the L. F. Garlinghouse Co., Inc., are on a money-back guarantee basis. Unused plans may be returned within five days for full credit on other plans or for cash refund.

Special Offer!
SAVE $2.75 BY ORDERING COMPLETE "Plan Library" OF 18 BOOKS — FOR $8.00

Gives you a complete showing for your prospects.

EXTRA WITH ABOVE OFFER
FREE Copy of New Book—"Plans for New Homes." This is a beautiful revised edition not included in Complete Set. Shows 86 plans, 23 in color.
"TROUBLE SAVER" Scaffolding Accessories

**Ladder Hooks**
Has pivot that allows ladder to be placed along the valley with complete safety and convenience. Plate protects roof. Weighs only 6 lbs.

**Adjustable Roofing Bracket**
Provides safe staging at any pitch. Suited to all kinds of jobs, any type of roofing. Holds 2' x 10' plank. Weight, 5½ lbs.

**One Man Jack**
Adjusts to any pitch on either side of ladder. Weight, 20 lbs. a pair.

**Trouble Saver Shinglers**
Two sizes. "Regular" holds a 2 x 4 staging edgewise. "Wide" holds it sideways. Held by just two nails. Can be removed without raising shingle.

**Rail-Type Jack**
Use of side rails of ladder for support provides extra safety. Weight, 24 lbs. a pair.

---

**THE STEEL SCAFFOLDING COMPANY, INC. Dept. AB**
856 Humboldt Street, Brooklyn 22, N.Y.
Telephone: EVergreen 3-5510

---

**ALLITH Pushover Garage Door Hardware**

**Use Your Own Or Any Standard Door**
**No Maintenance Costs**
**Simplified Installation**
**Adaptable For Any Type Garage**

ALLITH hardware works with equal efficiency on either custom or mill-made doors. All working parts simple and sturdy—no springs to stretch or loosen. All hardware parts inside and protected from weather. Unit shipped complete to the last screw. Quickly and easily installed. Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sizes available for openings up to 10' wide x 10' high. Write for details.

---

**1956 Products Show**

**All-aluminum Screens**
This all-aluminum window screen is made in sizes to fit all double-hung wood windows. A built-in template assures accurate installation; no fitting or painting, is non-staining. Put up from inside with 5 screws.

Rodger Lang Co., Dept. AB, 2701 5th St., Berkeley, Calif., Booth No. 346—Hilton.
Check No. 1268 on reply card, p. 168.

**Oil-fired Boiler**
An oil-fired boiler for residential use, the "Pilgrim," can be used with minor adjustment for steam- or water-heating systems. Ideally suited for small space installations in basements, utility rooms, closets.

Richmond Radiator Co., Dept. AB, P. O. Box III, Metuchen, N. J. Booth Nos. 797-798; 822-824—Coliseum.
Check No. 1269 on reply card, p. 168.

**Aluminum Window**
Best-Vent, an aluminum window features balanced ventilation. Known as counter-balanced double-hung, it is said to be easiest opening window on market. Offered in extra-wide widths, in a wide range of sizes.

Check No. 1270 on reply card, p. 168.
ROCFORM SYSTEMS

ASSURE
Greater Speed, Quality and Economy

ENDORSED BY PROGRESSIVE CONCRETE CONTRACTORS throughout the country

The Best
STEEL PLASTER GROUNDS
(FOR DOORS AND WINDOWS)

NO. 50 QUARTER-ROUND

FACTORY MITERED
Right hand miter one end; left-hand other

For COPED JOINTS here's how:
(No hemmed edge to interfere)

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

CASINGS INC.

2408 N. FARWELL AVE.
MILWAUKEE 11, WIS.

Conveniently Located Warehouse Inventories for Fast, Efficient Service:
No. Hollywood, Calif. • San Francisco, Calif.
Denver, Colo. • Orlando, Fla.
St. Paul, Minn. • Kansas City, Mo.
Helena, Mont.

Visit our NAHB booth #453

JANUARY 1956
How to build big-kitchen sales appeal in small-kitchen space

Flexible Youngstown steel Kitchens make it easy to satisfy the F.H.A., your prospects, and your budget!

Now you can turn even the smallest kitchen into a big selling feature!

Take the Youngstown Kitchen shown above. It fits easily into an eight-by-twelve foot room — satisfies F.H.A. requirements — yet offers enough plus features to sell any housewife. Big, beautiful Diana Cabinet Sink; rotary corner base cabinet; gorgeous color at no extra cost. We'll help you plan kitchens like this . . . give you sales appeal on a budget! And more . . .

- You'll save on installation — units are prefabricated, pre-painted
- You'll save on delivery time — 91 warehouses carry complete stocks
- You'll save on complaints — steel units won't warp, rot, swell, or stick

For information on how Youngstown Kitchens can help you sell, call your Youngstown Kitchens distributor; or write: Director of Marketing, Youngstown Kitchens, Dept. AB-156, Warren, Ohio.

This compact kitchen meets F.H.A. requirements for a 3-bedroom home!

<table>
<thead>
<tr>
<th>Lineal feet, base</th>
<th>Lineal feet, drawer</th>
<th>Lineal feet, shelving</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.2</td>
<td>9.25</td>
<td>28.80</td>
</tr>
</tbody>
</table>

1—Diana Cabinet Sink.
2, 3, 4—Rotary corner, 21" and 15" base cabinets.
5, 6—Rotary corner, 27" and 21" wall cabinets.
8—Wall cabinet, 42" wide, 18" high.

SOLD IN THE UNITED STATES, CANADA, AND MOST PARTS OF THE WORLD

MULLINS MANUFACTURING CORPORATION, WARREN, OHIO

AMERICAN BUILDER
**Improved door operators**

Electric operators for doors by Overhead, now have enclosed motors on all models. Insures trouble-free operation because of exclusion of dirt from operating parts. Variety of types offered. Shown here, Model G.

*Overhead Door Corp., Dept. AB, Hartford City, Ind. Booth No. 14—Hilton.*

Check No. 1271 on reply card, p. 168.

---

**Basement at grade level**

New Place home, the "Gradement," features a basement area at grade level. House is built and sold in unfinished form. It can be left this way and used as a basement, or it can be finished off and used as a playroom, hobby room.

*Place Homes, Inc., Dept. AB, 1212 So. Walnut St., South Bend, Ind. Booth No. 249—Hilton.*

Check No. 1274 on reply card, p. 168.

---

**Luxaire year 'round unit**

The Luxaire, a year round air conditioning unit, incorporates a 5-ton capacity cooling system and 175,000 Btu input heating system in the same cabinet. Measures: 51 in. wide, 50 in. deep, 68 in. high.


Check No. 1272 on reply card, p. 168.

---

**Kitchen stove hood**

The UC-50, a kitchen stove hood, UL approved, is low-priced undercabinet hood with blade-type fan, recessed light under frosted glass. In white or copper-tone baked enamel in 42-in. or smaller sizes. Other finishes, sizes available.

*Roberts Mfg. Co., Dept. AB, P.O. Box 177, Cleburne, Texas. Booth No. 879—Coliseum.*

Check No. 1275 on reply card, p. 168.

---

**Tem-Trol top burner**

The Tem-Trol top burner provides a wide range of cooking temperatures. Reaches desired cooking temperatures fast, and holds until foods are cooked. Temperatures as low as 150 degrees, can be maintained. Price: $245 to $385.


Check No. 1279 on reply card, p. 168.
BUILDERS AND ARCHITECTS are cordially invited to visit the KOHLER EXHIBIT at the National Housing Center, Washington, D.C.

The Kohler exhibit on the second floor of the National Housing Center displays a representative selection of Kohler plumbing fixtures and fittings, together with other Kohler products. Kohler Co. welcomes the opportunity, afforded by this new project, to provide builders and architects with information about its products and their functions, as well as evidence about Kohler quality. We believe you will find it interesting and instructive to stop at the Kohler exhibit when visiting this "show case" of American home building.

Be sure to visit our exhibit at the N.A.H.B. Convention in the Conrad Hilton Hotel—January 22-26.

Kohler Electric Plants, shown in the exhibit, provide a convenient, portable, cost-saving source of electricity for power tools and lighting used in home-building and other construction. Sizes from 500 watts to 35 KW include stand-by models for protection when central station power fails.
Filter purifies air

“Smog-free,” a portable filtering device filters air of all known gases, and other impurities that evade conventional air conditioning systems. Unit plugs in wall. Offered in 2 sizes. Retail for $79.50 and $119.50.

Radex Corp., Dept. AB, 2076 Elston Ave., Chicago 14, Ill. Booth No. 801—Coliseum.
Check No. 1280 on reply card, p. 168.

Gas kitchen and laundry

22 units are featured in a coordinated exhibit by New Freedom Gas Kitchen and Laundry Bureau, American Gas Assn., cooperating with leading cabinet, gas appliance manufacturers.

Check No. 1283 on reply card, p. 168.

Boltless Fiberglas tub

For counter-top installation, this 21-gal. fiberglass tub is impervious to soaps, detergents, mild acids, drain solvents; maintains blue-green color for life; is crack-proof. Mounted on grey enameled steel stand.

Check No. 1286 on reply card, p. 168.

Preway built-in kitchen

The Preway “Modular Kitchen Center” units are designed to accommodate the company’s line of Bilt-Ins. Consists of cabinet which holds counter-top unit, oven section, and a cabinet placed below oven. In both gas and electric.

Preway, Inc., Dept. AB, 1430 Second St., Wisconsin Rapids, Wis. Booth No. 76—Coliseum.
Check No. 1281 on reply card, p. 168.

Processed brick-tile

Wherever concrete is used on horizontal surfaces, Ornamented Concrete Process can be used making use of specially designed tools to form pleasing colored surfaces in various designs—brick, tile, etc.

Ornamented Concrete, Inc., Dept. AB, P.O. Box 3426, Carmel, Calif. Booth No. 830—Coliseum.
Check No. 1284 on reply card, p. 168.

Invisible water repellent

Thoroclear, a new clear silicone-base water repellent, for all types of brick, limestone, sandstone, concrete surfaces, does not change color or texture of masonry. Thoroclear was used on church shown above.

Standard Dry Wall Products, Inc., Dept. AB, Box X, New Eagle, Pa., Booth No. 152—Hilton.
Check No. 1287 on reply card, p. 168.

Aluminum hot-water heater

The “Alumilux,” an all-aluminum water heater, gives high-water temperatures up to 180 degrees, because aluminum can withstand hotter water than most materials. Aluminum won't rust, so no rusty water.

Check No. 1282 on reply card, p. 168.

Expansible pre-built

Shown is “Sun Valley,” one of Farwest Homes' expansible. Package consists of pre-assembled exterior walls, pre-hung mahogany doors, mahogany storage walls. Trusses, interior walls, trim partially assembled or pre-cut.

Farwest Homes, West Coast Mills, Dept. AB, Chehalis, Wash., Booth No. 371—Hilton.
Check No. 1285 on reply card, p. 168.

Single-hung window

New APCO window features Pullman stainless steel tape balances, built-in Schlegel aluminum-backed woven wool pile weatherstripping around entire perimeter of operating sash, twin locks, new integral nailing fins.

Aluminum Products Co., Dept. AB, 1901 Franklin, Houston 2, Tex. Booth No. 868—Coliseum.
Check No. 1288 on reply card, p. 168.
everywhere they turn...
more solid value from

**PRESWOOD** products!

Preswood means Progress in providing more home for the money! Strong, hard and entirely free of knots of grain, these durable panels work and fit like wood, take and hold surface finishes beautifully. Your lumber dealer can supply Preswood® for every panel need—more than 44 types, textures and thicknesses in all. Many are available in Primecote, a smooth, dense first coat sealed on at the factory to save your finishing time. Send coupon for free brochure.
Look for the man who makes the difference

Standard Presdwood
Ridgewood Walls
Built-ins

Temprtile

"interest Wall"

Dorlux® Flush Doors
Wardrobe Walls

Panelply Base for Laminates
Storage Walls
Panelwood Walls

Duolux® Sliding Doors

MASONITE® CORPORATION
Dept. AB-1, Box 777, Chicago 90, Ill.
Please send me your "Guide to Better Building."
I am particularly interested in .........................

Name ...........................................
Firm ...........................................
Address .........................................
Town ............................................ Zone
County ......................................... State

JANUARY 1956
Range hood, door chimes

Range hoods and a complete line of door chimes will be added to the list of products of the Progress Mfg. Co. early in 1956. The company presently manufactures all-purpose lighting fixtures, and ventilating fans.


Check No. 1289 on reply card, p. 168.

Non-mortise hinge

Non-mortise hinge for wood residential doors comes in sizes up to 1¾-in. thick. Only a screwdriver is needed to hang the door. Design assures exact ¾-in. clearance between door and jamb. Made in 3½-in. size.


Check No. 1292 on reply card, p. 168.

Weatherproof panels

A resin-impregnated facing on the outside surface makes Weldwood “Dura-ply” virtually weatherproof. The surface treatment keeps down grain, prevents checking, gives good results with 2 paint coats instead of 3.

U. S. Plywood Corp., Dept. AB, 55 West 44th Street, New York 36, N. Y. Booth No. 147-149—Hilton.

Check No. 1295 on reply card, p. 168.

Sliding-glass door unit

The Capri, a new-type sliding glass-door unit, suitable for installation in any area regardless of severity of cold or heat, is designed for 1" Thermopane insulating glass, with alternate version for ¾" plate glass.

T. V. Walker & Son, Inc., Dept. AB, P.O. Box 547, Burbank, Cal. Booth No. 479-480—Sherman.

Check No. 1290 on reply card, p. 168.

Water, heat piping

A complete line of red brass pipe and copper tubing will be shown at the convention by Anaconda. Included will be copper tubing for water supply and waste lines, and preformed copper heating panels.


Check No. 1293 on reply card, p. 168.

Super-fast dryer

A drying cycle of only 20 to 27 minutes is a feature of the new Bendix Super Fast Dryer. This speed is faster than most washer cycles, and will thus eliminate piling up of wet clothes between the 2 appliances.


Check No. 1296 on reply card, p. 168.

Factory-primed siding

Economy, durability and ease of application are claimed for this factory-primed siding. The prime coat is a synthetic resin emulsion that permits excellent adhesion and harnness of the second coat.

The Upson Company, Dept. AB, Stevens St., Lockport, New York. Booth No. 20—Hilton.

Check No. 1291 on reply card, p. 168.

Folding stairway

Double hinges on folding joints have been added to Precision & Simplex folding stairways. The double hinge makes the stairways strong and rigid. Bolted braces beneath each of the steps have also been added.

Precision Parts Corp., Dept. AB, 400 North First St., Nashville, Tenn. Booth No. 501—Sherman.

Check No. 1294 on reply card, p. 168.

Lockset finishes

Kwikset offers 7 different “400” line color combinations. Available in brass and black, bronze and black, bronze and aluminum, chrome and black, aluminum and bronze, aluminum, black and solid black.


Check No. 1297 on reply card, p. 168.
Add extra charm and extra Sales Appeal with window sills of . . .

Carrara Structural Glass!

Carrara® Glass Window Sills can add an extra touch of beauty and practicality to the homes you are building. Carrara Glass has a beautiful, polished surface that will not be affected by water, moisture, condensation or cleaning compounds.

NOW! UNEXCELLED PERFORMANCE FROM

INSTO-HOT

AND INFRARED HEATERS

Accepted and Approved By Thousands of Users!

INSTO-HOT No. 1405 CYLINDER MOUNTED

No. 1405 Cylinder Mounted Salamander when attached to the No. 35 Insto-Gas Cylinder makes a self contained unit, that is easy to carry anywhere. No pressure regulator required. Maximum BTU input over 150,000 per hour.

INSTO-HOT No. 1410 FLOOR-TYPE

No. 1410 Floor-type Salamander is attached to the cylinder by means of high pressure Insto-Gas Hose. No pressure regulator required. Maximum BTU input over 150,000 per hour.

INSTO-HOT No. 1415 WITH AUTOMATIC CONTROLS

No. 1415 Salamander is equipped with 100% safety shutoff valve with Thermopilot (AGA Approved Controls). The New No. 1415 has a pressure regulator mounted on the Salamander which makes it unnecessary to have cylinder near by. Perfect operation with over 50' of hose is assured. Maximum BTU input 100,000 per hour.

INSTO-HOT INFRA-RED HEATERS

No. 1420

Sunrays are now duplicated by this revolutionary heater that has scored tremendous success in Europe. The ceramic catalyst burners give off intense infra-red heat energy. Just like sunrays, these Infra-red rays will heat ANYTHING, ANYWHERE, ANYTIME.

Write TODAY for complete information:

INSTO-GAS CORPORATION • DETROIT 7, MICHIGAN

In Canada: W. H. CUNNINGHAM & HILL LTD., Toronto 2, Canada

INSTO-GAS CORPORATION, Detroit 7, Michigan

Send facts on INSTO-HOT SALAMANDERS and INFRA-RED HEATERS.

NAME ________________________________

ADDRESS ______________________________
PRODUCTS SHOW: IDEAS TO BUILD WITH IN 1956

Accordion folding door

Straits' accordion-fold door consists of a rust-resistant steel frame of interlacing collapsible and extensible hinges having a pantograph action. Frame is a durable, sunfast, flame-resistant, mildew-proof Terson vinyl plastic fabric.

> Straits Products Inc., Dept. AB, 2700 Franklin St., Detroit, Mich. Booth No. 803—Coliseum.
Check No. 1298 on reply cord, p. 168.

Sectional doors

"Insul-Core" flush sectional doors are flush, smooth-looking doors which can be custom-built to blend with any style of architecture. Dead-air space is trapped between 2 plywood sheets providing a natural heat-loss barrier.

Check No. 1301 on reply cord, p. 168.

Built-in stove, oven

Utility Appliance Corp. presents its first built-in models featuring top burner timer, Char-Glow Hi-Broiler, rotisserie and the new Oven Sentinel that automatically times roasts. Delivery: early 1956.

> Utility Appliance Corp., Dept. AB, 4651 South Alameda St., Los Angeles, Calif. Booth No. 392—Hilton.
Check No. 1299 on reply cord, p. 168.

Sectional doors

"Insul-Core" flush sectional doors are flush, smooth-looking doors which can be custom-built to blend with any style of architecture. Dead-air space is trapped between 2 plywood sheets providing a natural heat-loss barrier.

Check No. 1301 on reply cord, p. 168.

Built in cooking units

Home-'N-Ranch oven-broiler unit is a one piece seamless tank-type oven that has all corners rounded for easy cleaning. Oven racks adjustable to 4 heights, are of non-tilt type when withdrawn.

Check No. 1302 on reply cord, p. 168.

Built-in stove, oven

Utility Appliance Corp. presents its first built-in models featuring top burner timer, Char-Glow Hi-Broiler, rotisserie and the new Oven Sentinel that automatically times roasts. Delivery: early 1956.

> Utility Appliance Corp., Dept. AB, 4651 South Alameda St., Los Angeles, Calif. Booth No. 392—Hilton.
Check No. 1299 on reply cord, p. 168.

Built in cooking units

Home-'N-Ranch oven-broiler unit is a one piece seamless tank-type oven that has all corners rounded for easy cleaning. Oven racks adjustable to 4 heights, are of non-tilt type when withdrawn.

Check No. 1302 on reply cord, p. 168.

Magnetic catch

Ra-Tox Fashionfold wood folding doors feature a magnetic catch as an integral part of the handle. It contains 2 floating units which hold door closed even when door post and jamb are not perfectly aligned.

> The Hough Shade Corp., Dept. AB, 1023 S. Jackson St., Janesville, Wis., Booth Nos. 287-238—Hilton.
Check No. 1300 on reply cord, p. 168.

Washable interior paint

A washable, ready-to-use interior paint that requires no mixing and has a built-in primer, sealer and undercoat combines latex and alkyd resin materials. The washable paint is non-porous and non-absorbent.

Check No. 1303-A on reply cord, p. 168.

Automatic thermostat

New thermostat insures complete automatic summer-winter temperature control. Two dials allow setting of desired heating and cooling temperatures. Case is "twin silhouette" of satin-finished stainless steel.

> General Controls Co., Dept. AB, 801 Allen Ave., Glendale 1, Calif. Booth No. 368—Hilton.
Check No. 1302-B on reply card, p. 168.

Aluminum window

The "Flex-a-lite" aluminum window may be used in walls of windows, in ribbons of windows, for single openings or conventional size openings. Unit is made in one basic size and four variations. It is completely weatherstripped.

Check No. 1302-C on reply card, p. 168.

Tub enclosure

The American Maid No. 3 is manufactured with nylon rollers in the header for silent operation. It can be installed in less than half an hour. Each unit is individually packaged containing all necessary parts.

Check No. 1302-D on reply card, p. 168.
announcing for 1956

America's finest, Arcadia's newest aluminum sliding glass door is now available in 27 stock sizes - priced to bring Arcadia quality within reach of all building budgets. Aluminum or steel, custom or stock, single or double glazed...there's an Arcadia door to meet your needs. See Arcadia's new Stock Aluminum Door at the NAHB Convention in Chicago...or contact your nearby Arcadia distributor for complete details.

arcadia sliding glass doors

ARCADIA METAL PRODUCTS • FULLERTON, CALIFORNIA

Help build a better America...See an architect

ARCADIA DOORS featured in these award winning NAHB HOUSES for '56:

GEORGE D. BIXBY, builder, Phoenix, Arizona • Roy Flash, architect
DAVID D. BOHANNON ORGANIZATION, Santa Clara, California • Mogens Møgensen, architect
EICHLER HOMES, Palo Alto, California • Joseph E. Eichler, builder, Jones & Emmons, AIA, architects
GERHOLZ COMMUNITY HOMES, Flint, Michigan • Robert P. Gerholz, builder, William K. Davis, architect
P. WILLIAM NATHAN, INC., South Norwalk, Connecticut • P. William Nathan, builder, and designer

Distributors in Canada, Puerto Rico and throughout the U.S. See Yellow Pages under "Doors, Sliding". National Member Producers' Council, Inc., and National Association of Home Builders.
Oven and range cabinets
Hardwood cabinets to accommodate every size and shape built-in oven and range are available. All units are available in Centennial, Sea-Mist and Burch-Lure lines. Four basic cabinets fit all needs.

Windows and conditioning
Anderson, manufacturer of Window-walls, has a booklet showing the importance of windows in residential air conditioning. Exterior shading of windows and optional natural ventilation through operating windows are keys to economy and comfort.

Two-cycle washer
Two-speed, two-cycle action is a feature of the new Whirlpool automatic clothes washer. In addition to the regular washing cycle, there is a slower, shorter cycle for nylon and other delicate fabrics.

Curtain-wall fenestration
Glide Gridwall presents a new concept in curtain-wall fenestration. Design offers flexibility in selection of combination of panels, fixed glass, and sliding glass. Almost any module desired may be used.

Wiring guide
Catalog and Wiring Guide No. 20 by Wiremold includes many new fittings designed to help do better wiring jobs. Plugmold, the continuous outlet system provides all outlets needed exactly where they are wanted.

One-coat textured enamel
"Plextone," is a one-coat enamel with a multicolored, textured finish. The single coat is sprayed on, and Plextone's surface is reported to be sufficiently hard to withstand sanding without harm.

Reinforced panels
New, larger sized corrugations are shown this year in the Span Lite fiber glass panel line. Now available are 1 1/2", 2 1/4" and 4 3/4" corrugations in both 4' x 8' panels, and in 150' by 5' rolls.

Vermiculite-concrete roof
Especially adaptable to hot-weather climates, Zonolite's Concrete "Bermuda" roofs offer excellent insulating qualities. In addition they are fireproof, easy to maintain, and much lighter than other tile roofs.

Rustic-surface siding
New uses for Western Red Cedar siding will be shown at the convention, among them a rough-sawn bevel siding made to fill the demand for a rustic appear-surface. The application of this surface to the weather will be shown.

Air-refiner
The Conco Mark IV Air-Refiner, by Conco Engineering Works, is designed to help do better air conditioning through the use of air-refiners. D.W. Onan's 3500-watt A.C. unit with D.W. Onan's 3500-watt A.C. unit provides; in 115 and 230 volts.

Space-saver door
Lattisidor is made of alternating widths woven together with strong cotton cord. It folds up compactly with minimum of space. Available in 6 colors and 5 furniture shades. Comes in single units or pairs.

Reflecting insulation
Known as "Red Top Insulating Wool with the Silver Shield,” a new USG insulating blanket has a cover of aluminum insulating foil. It is particularly recommended for use in air-conditioned homes.

Glass fireplace screen
The Thermo-Rite fireplace screen is a two-door glass screen that increases the efficiency of any fireplace. By controlling air flow, it controls the burning rate, and also prevents sparks from causing rug damage.

Durable cut-off wheels
Made of sharp aluminum oxide or silicon-carbide grain, cotton fibre and a resinoid bond, the Metalite and Carbic general-purpose cut-off wheels handle plunge-cuts with light pressure. Speed to follow for best results is marked.

Portable electric power
Electric power on the job is available with D. W. Onan's 3500-watt A.C. unit, easily wheeled by one man; gives instant plug-in power for electric saws, planers, etc. 4 convenient power outlets provided; in 115 and 230 volts.
The old saying, "Work well begun is half done," is especially true in laying up concrete masonry walls. Laying a quality concrete masonry wall begins at the corners. If you lay the corners with care it is much easier to get the rest of the wall plumb, level and straight. This is the best way to do it:

1. Lay the first course of block at the corner in a full bed of mortar. Make sure that the block are in horizontal alignment, at proper grade and plumb.

2. Above the first course, form bed joints by applying mortar only to the top horizontal face shells of the block in the last course laid. Form head joints by buttering vertical face shells of either the block to be placed or the previous one laid. In the first method you save time by setting three or four block on end and buttering all in one operation. Some masons butter the vertical face shells of both the block to be laid and the one last laid to insure well-filled head joints.

3. The corners of a concrete masonry wall must be built first, usually four or five courses higher than the center of the wall. As you lay each course check it with a level to be sure it is in perfect alignment.

4. Make a second check with the level as you lay each course of block at the corners to be sure that it is level.

5. Make a third essential check with a level on each corner block so you know it is plumb on both sides of the corner.

6. As you proceed each way from the corner use a level to make certain that the block faces all are in the same plane.

7. Use a course-pole, or story-pole (a board marked at 8 in. intervals) to assure that each course is laid at the right height.

8. To keep horizontal spacing accurate place level diagonally across courses. Corresponding block corners should be in line.

For more information write for a free, illustrated booklet, "Recommended Practices for Laying Concrete Block." Mailed only in U. S. and Canada. Address Dept. 1-3.

**PORTLAND CEMENT ASSOCIATION**

33 W. Grand Ave., Chicago 10, Ill.

A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work.
1956 PRODUCTS SHOW

smart builders choose—

"The Ridge Door"

Builder Norman Kasmonoff selected Ridge Regency Doors for his development at Millburn, N. J. because they offered maximum value at a minimum of installation and maintenance costs. They made a big hit with the new owners too, because their customized, decorator styling blended so well with the distinctive architecture of the houses.

THERE IS A RIDGE DOOR FOR EVERY HOUSE, TASTE and BUDGET—ENGINEERED TO GIVE YEARS OF TROUBLE-FREE OPERATION and CUSTOMER SATISFACTION.

CONTRACTORS — DEALERS

Write today for a full color illustrated brochure and information on how you can establish a profitable business as an authorized Ridge Door agent or dealer in your area.

Ridge Door Company
Box A.B.
Monmouth Junction, N. J.

Send me complete information on how I can establish a dealership for the Ridge Door Company in my area.

NAME ________________________________
COMPANY ________________________________
ADDRESS ________________________________ CITY AND STATE ________________________________

192

RIDGE DOOR COMPANY
Monmouth Junction, N. J.

Air conditioning unit

Vornado complete home air conditioning units are available in 2 hp and 2½ hp size for 2, 3, or 4-bedroom homes. Units use no water. Insulation prefabricated duct work requires no sheet-metal work. Has twin commercial compressors.

THE O. A. Sutton Corp., Dept. AB, Wichita, Kansas.
Check No. 1315 on reply card, p. 168.

Solar screen

Nine times greater corrosion-resistance is offered by this new type of solar screening. Koolshade Type RS consists of tiny horizontal louvers set at precise angle to screen out solar heat and glare. Room temperature is reduced up to 15 degrees.

Reflectal Corp., Dept. AB, 310 South Michigan Ave., Chicago 4, Ill.
Check No. 1316 on reply card, p. 168.

Lucke tub hanger

Lucke leak-proof bathtub hanger protect tubs after they are installed. The hanger seals the tub, as well as supports it, against leaks or cracks at tub edge. Dirt, grease or germs cannot lodge in cracks. Guaranteed for the life of the building.

William B. Lucke, Inc., Dept. AB, Wilmette, Ill.
Check No. 1317 on reply card, p. 168.
Muller’s objective—the best contractors equipment for the lowest price—is achieved by: (1) specialization, (2) careful selection of materials, (3) experienced workmanship, (4) sound distribution methods.

PLASTER and MORTAR MIXERS
Five sizes, 2 to 10 cu. ft. Electric or gasoline. Muller Lifetime Paddle Shaft Seal. Powers throw or on smaller models, direct clutch optional. $180 to $299 FOB Factory.

CONCRETE MIXERS

POWER TROWELS
Sizes 24”, 29”, 34” and 44” dia., B&S Engines. Stationary guide ring. Clutch and speed controls on handle.

Send for information and name of local dealer.

MULLER MACHINERY COMPANY, Inc.
METUCHEN N.J.
CABLE ADDRESS—MULMIX

PACKAGED BASEBOARD HEATING from Boiler to Baseboard—
HYDRO-PAC
BY HYDROTHERM

Now you can build-in luxurious hot-water heat for the cost of ordinary warm air systems. Capacities from 200 to 680 square feet of installed radiation. Includes everything needed for complete installation. Immediate delivery!

HYDROTHERM
Compact, cast iron gas hot-water heating boilers designed and made exclusively for gas hot-water heat.

HYDROFLOOR
Baseboard radiation with non-ferrous heating element in attractive sheet steel enclosure.

HYDROFLOW
Circulator, Fill & Relief Valve, Expansion tank, and Operating Controls.

Yes Sir — just 10 minutes or less that’s how little time it takes me to assemble and set a Bilco Door ready for pouring the concrete. And it’s my best selling feature!

Cost? None at all. I save money by cutting down man hours during construction with that direct opening to the basement.

A must for rumpus room or work shop.
For satisfied customers and faster sales install

Bilco® AMERICA’S FINEST BASEMENT DOOR

Sold by Lumber & Building Supply Dealers.

THE BILCO CO., DEPT. 109B, NEW HAVEN, CONN.

Please send me complete information on the
BILCO DOOR, sizes, prices and dealers’ names.

I build [ ] 10 or less [ ] 10-100 [ ] 100-300 houses

NAME __________________________________________
ADDRESS _______________________________________
CITY ______________ STATE ____________

JANUARY 1956
See Nudor Exhibit at N.A.H.B. Convention and Exposition Jan. 22-26, 1956 Conrad Hilton Hotel, Chicago 3rd Floor—Booth #376

Sparkling... Clear... Plexiglass Handle
A Luxury Handle for a Quality Door

The plexiglass door handle, so completely functional, is designed with simple dignity to add beauty to any decor. Its beveled edges and highly polished surfaces lend a luxurious touch... smooth as a lovely hand of a lovely lady. • Now standard on all NUDOR Aluminum Sliding Glass Door Installations... with or without cylinder lock.

Specify

NUDOR

 Classified for NUDOR Distributor or mail this coupon.

NUDOR MFG. CORP.
Please send free literature:

NUDOR Sliding Door
NUDOR Horizontal Sliding Window

Name
Address

City Zone State

Manufactured by NUDOR MANUFACTURING CORP., 7326 Fulton Ave., No. Hollywood, Calif. "Member of the Sliding Glass Door and Window Institute"
Leveling instrument

Levelall, a precision leveling instrument, is a 75' transparent plastic tube with shut-off valves, mounting brackets and filled with Level-Flo, a special, free-flowing freeze-proof liquid. One man can do the job without a transit. Price: $12.95.

The Thom-Wood Co., Inc., Dept. AB, 106 Webster St., Rockland, Mass.
Check No. 1318 on reply card, p. 168.

Functional bath vanity

Queen bath vanity comes in any combination of standard colors. Interior is finished with durable plastic to prevent warpage; top is one piece, fully-formed Formica with no metal edges. The Queen bath vanity is available in the following sizes: 35½", 41½", 47½".

Topcraft, Inc., Dept. AB, 4207 Meda Drive, Baltimore 15, Md.
Check No. 1321 on reply card, p. 168.

Bathroom accessory

Completely recessed and flush with wall this new unit provides toilet paper holder, place for cigarettes and matches, place for ash tray, and racks for magazines and newspapers. The chrome-plated brass frame and bars match the gleaming chrome trim on the fixture.

Hall-Mack Co., Dept. AB, 1330 West Washington Blvd., Los Angeles, Calif.
Check No. 1319 on reply card, p. 168.

Convertible Wye level

Warren-Knight Convertible Wye Level is redesigned for use where instrument is to be used most times as high-grade level but with possibility of use for turning and measuring accurate angles, sighting above and below horizontal.

Check No. 1322 on reply card, p. 168.

Easily worked plywood

Klinki, light-weight plywood, is readily bendable for custom forming, glues well, holds any type of fastener. Pictured is a kitchen in which the plywood cabinets are taffy-colored woodgrain.

The Pacific Coast Co., Dept. AB, Plywood Div., Sonoma, Calif.
Check No. 1370 on reply card, p. 168.

Convertible water system

The self-priming Deming "75" delivers up to 825 gals. per/hr. in shallow wells or 900 gals. per/hr. in deep wells. It operates continuously, is completely automatic. Tanks are full-weight galvanized steel, test to 75 lbs. working pressure.

The Deming Co., Dept. AB, Salem, Ohio.
Check No. 1325 on reply card, p. 168.

Rapid set-up trencher

New all-hydraulic attachment, Jet Trencher, features a 2-point hitch permitting operator to hook up or remove trencher in 90 seconds without leaving tractor. Produced for use with Oliver OC-2 loader.

Oliver Corporation, Dept. AB, 400 West Madison St., Chicago 6, Ill.
Check No. 1373 on reply card, p. 168.

Folding doors save space

Warren Folding Doors cut construction costs because there is no precise fitting or moulding necessary. The overhead glide track can be installed in less than 30 min. As high as 90 sq. ft. of floor space can be saved by use of these doors.

Warren Shade Co., Dept. AB, 2905 East Hennepin, Minneapolis, Minn.
Check No. 1324 on reply card, p. 168.

Covered track and hanger

A watershed track (No. 109) designed to handle doors weighing up to 350 lbs. has an interlocking joint for perfect alignment; no brackets needed. Hanger (No. 66) has pressed steel wheels with roller bearings. Vertical and lateral adjustments can be made.

Check No. 1326 on reply card, p. 168.
First Order 1,400...
Builder to continue with
REYNOLDS ALUMINUM WINDOWS

See why J. P. Megill backs up his choice of Reynolds Aluminum Windows by using 1,400 throughout his latest development—with more to come. Read his letter.

These are Reynolds Aluminum casement windows and casement-picture combinations. They are distinguished by their "satinized" finish and by many superior design features including watertight lip and flash-welded corners.

In addition Reynolds Aluminum Windows are produced in these types: Traverse (horizontal sliding), Double-Hung, Awning, Basement and Utility. Quality controlled by Reynolds from prime metal to final assembly. Write for complete catalog. Reynolds Metals Company, Window Division, 2003 South Ninth Street, Louisville 1, Kentucky.

Note that all Megill Homes also feature...
REYNOLDS ALUMINUM
REFLECTIVE INSULATION

Superior efficiency at much less cost than most bulk insulations. Embossed foil on both sides (Type B) or one side (Type C), of tough kraft paper. In rolls of 250 sq. ft., 25", 33" and 36" wide. Reynolds Metals Company, Building Products Division, 2003 South Ninth Street, Louisville 1, Kentucky.

See us at the NAHB Show—Booths 227, 228, 229

REYNOLDS Aluminum
BUILDING PRODUCTS

See "Frontier," Reynolds Great Dramatic Series, Sundays, NBC-TV Network.
now offer....

holly

QUALITY

FORCED AIR HEATING
and AIR CONDITIONING too

Even the smallest homes sell faster with year 'round weather control. Holly Forced Air Furnaces now have “Air Conditioning Compatibility.” This means you can offer homes designed for optional choice of heating...heating and air conditioning...or heating Now and air conditioning Later, at very minimum cost.

The compact size and engineered quality construction of Holly Forced Air Furnaces mean builders use less floor space for installation, yet get maximum performance. For information on Holly Forced Air Gas Furnaces and how they are designed to prepare your house for air conditioning, see your nearest Holly dealer or write

HOLLY MANUFACTURING CO.
885 SOUTH ARROYO PARKWAY, PASADENA 2, CALIFORNIA

JANUARY 1956
Flexible pipe insulation

A specially compounded polyvinyl chloride outer finish with an integral Fiberglas liner provides vapor barrier plus insulation in 1 package, has the FlexiGrip zip-on feature. It comes in sizes for every service from ½" tubing up.

> Miracle Adhesives Corp., Dept. AB, 214 E. 53rd St., New York 22, N. Y.
> Check No. 1327 on reply card, p. 168.

Slumpstone for beauty

Slumpstone can be used inside and outside the home for half the cost of ordinary stone. Its texture and shape fit the styling associated with gracious living. Comes in 5 colors separately or combined to create distinctive effects.

> Gen. Concrete Products, Inc., Dept. AB, 15025 Oxnard St., Van Nuys, Calif.
> Check No. 1330 on reply card, p. 168.

Window fan line

The 1956 line of Bar-Brook Fans includes a 22-in. window model with 2 speeds and instantly reversible electrically. A safety grille serves as a protector. Has certified air delivery ratings and carries UL approval. Similar fans also available in 30-in. models.

> Check No. 1333 on reply card, p. 168.

Rustproof aluminum flashing

Strong, specially tempered aluminum is used to produce a complete line of rustproof aluminum flashing, available in 3, 4, 5, 6, 7, 8, 14, 20 and 28-inch widths in 50-foot continuous coils. Uses include flashing over doors and windows, termite shields, roof valleys.

> Nichols Wire & Aluminum Co., Dept. AB, 1725 Rockingham, Davenport, la.
> Check No. 1328 on reply card, p. 168.

Versatile hand tool

New hand tool consists of heavy-duty permanent magnet, manual-control lever and hand grip; automatically picks up small parts, nails, screws, metal scrap; designed for rapid operation handling small ferrous material.

> Check No. 1331 on reply card, p. 168.

High temperature insulation

Kaylo-20 withstands temperatures up to 1,800°F. A new insulation product, it is used primarily as covering for pipes. Kaylo-20 is a hydrous calcium silicate material, is colored fingernail pink to distinguish it from standard Kaylo, which is effective up to 1,200°F.

> Owens-Illinois Glass Co., Dept. AB, Toledo, O.
> Check No. 1334 on reply card, p. 168.

Crawl-space door

New Donley door for basementless homes provides easy entry to crawl space under the floor. Door can be completely removed from frame. Frames are made of ½-inch steel tees. Door is 16-gage steel with edges turned for strength.

> Donley Brothers Co., Dept. AB, 13968 Miles Ave., Cleveland 5, Ohio.
> Check No. 1329 on reply card, p. 168.

Vent control louvers

Louver with vent controls can be used at end of round heating ducts; installed in wide overhang of houses; ventilating bathrooms, storm windows, gable ends of houses, or over laundry in cellar so moist air can escape.

> Midgert Louver Company, Dept. AB, 6-8 Wall St., Norwalk, Conn.
> Check No. 1332 on reply card, p. 168.

Storm, screen unit

This aluminum combination window "Slide-By" is a storm and screen unit for sliding prime windows. Consists of 2 storm sash and 1 screen panel. Completely self-storing, homeowner never has to shift storms and screens when seasons change.

> Alumaric Corp. of America, Dept. AB, 2001 S. 56 Street, Milwaukee, Wis.
> Check No. 1335 on reply card, p. 168.
NOW... for the first time it is possible to select EXACTLY the type of window you require with Woodeco SECTIONAL Windows for the Beautiful point-of-view...

SINGLE LIGHT UNITS that permit any desired window arrangement ...easily, quickly

If you desire the dramatic sweep of a straight Woodeco HOMESTEADER panel type window, then select Woodeco SECTIONALS that blend into an exciting gallery of light and ventilation.

GLAZED WITH DOUBLE-STRENGTH "A" QUALITY GLASS (Insulating Glass Optional)

If your plans call for the graceful curve of a Woodeco BOWBAY window, then choose Woodeco SECTIONALS that flow into exactly the type of architectural line required.

There is a combination of Woodeco SECTIONALS for any of hundreds of possible arrangements.

Write for further information, specifications and prices to:

Woodeco Products
ROCKWELL of RANDOLPH, Inc.
Manufacturers of Woodeco Products and Stock Millwork
Randolph, Wisconsin
We have a New Product too......


Improvement of Quality is Progress

The principle of progress in the manufacturing of any product is improvement of quality. Change for change’s sake is not in itself progress. American Builder is ever advertent of its service pledge to the building industry in contemplating any progressive step in publishing philosophy. We take justifiable pride in the fact that our annual Catalog Directory has always been the most complete of its kind ever published in the building industry. To maintain the leadership we have enjoyed in this field; we, like every other successful manufacturer, have spent thousands of man-hours in improving the quality of a recognized, reputable product. That is why the 1956 April issue has that “forward look” on its covers, and, between these covers is the meat of American Builder Catalog Directory’s real progress: up-to-the-minute estimating, designing and buying information unequalled anywhere in the building industry.
show “do-it-yourself” prospects and customers

Western Pine’s new film

"OPERATION ATTIC!"

The story of how a young couple find more space for living by transforming their unfinished attic into a useful upstairs.

Show how the retailer assists his customers in selecting the right materials for building.

Show how to prepare materials for paneling and installation.

Show carpentry tips, and methods of finishing.

All included in “Operation Attic,” a full-color, 16-mm., 20-minute sound film. (Black-and-white prints available for showing on television.) Available on loan basis.

To arrange a booking, just fill out the coupon below. Because of demand, we ask that you give us 30 days’ notice.

Western Pine Association
510 Yeon Building, Portland 4, Oregon

Please send a print of “Operation Attic” to:

Dealer’s Name

Address

City __________________________ State __________________________

I plan to show this film on the following dates:

__________________________ __________________________
PRODUCTS SHOW: IDEAS TO BUILD WITH IN 1956

**Portable heater**

“Thrifty,” a low-priced portable heater has an indirect fired air heater. The heater is fired with ordinary fuel oil, but will burn gasoline when outdoor temperatures fall below the firing range of fuel oils. Heating capacity: 50,000 to 170,000 Btu per hr.

> American Air Filter Co., Dept. AB, Louisville 8, Ky.

Check No. 1336 on reply card, p. 168.

**Drives wide-wire staples**

The H2BR stapling hammer is designed for tacking jobs where a broad surface contact is needed to hold soft materials. The crown of its .02” x .030” staples gives holding power on light materials. Recommended for applying roof felt, flashing and building paper.

> Bostitch Inc., Dept. AB, 952 Mechanic St., Woonsocket, R. I.

Check No. 1337 on reply card, p. 168.

**Convertibles transit level**

A completely redesigned optical system with 3-ft. short focus for close quarters surveying is featured in this model builders’ convertible transit-level. Has an internal focusing 10” telescope with 22-power optics. Retail price: $219, f.o.b. factory.

> C. L. Berger & Sons, Inc., Dept. AB, 37 Williams Street, Boston 19, Mass.

Check No. 1339 on reply card, p. 168.

**Caulking gun is time-saving**

An air pressure caulking gun that applies caulking compounds in half the time normally required with hand-operated guns, is on the market. Called the Calbar 255, it is of all-metal construction, and polished with rustproof finish.


Check No. 1342 on reply card, p. 168.

**Roofing for low pitches**

Bird Ranch Roof is designed for roof pitches 3-in. or less. Features shingle weight construction, double coverage over entire roof. Available in colors and blends; has soft weather-tex designs; rolled on, and has top wind resistance.

> Bird & Son, Dept. AB, 47 Wilson St., East Walpole, Mass.

Check No. 1340 on reply card, p. 168.

**Sliding door hanger**

National’s line of sliding door hardware features Model No. 182, an interior sliding-door hanger. A non-adjustable type, except for the slotted mounting screw which allows for simple adjustment. Has 15/8” diameter nylon wheels which roll on a solid axle.


Check No. 1340 on reply card, p. 168.

**“Northern Lights” stains**

“Northern Lights” stains, available in 5 colors can be used on any firm surface. They will give an opaque or transparent effect, depending on procedure used. These stains give different effects and degrees of brilliance when viewed from different angles.

> Samuel Cabot, Inc., Dept. AB, 141 Milk Street, Boston 9, Mass.

Check No. 1343 on reply card, p. 168.

**Disappearing stairway**

The Bessler Disappearing Stairway is a safe flight of stairs for one or 2-story buildings, providing stair access to an upper floor. When not in use stair slides up through the ceiling out of the way. Available in a number of sizes and models.

> The Bessler Disappearing Stairway Co., Dept. AB, 1900 East Market St., Akron 5, Ohio.

Check No. 1341 on reply card, p. 168.

**Measuring tapes: 3 lengths**

The Carlson “Star Chief” white steel measuring tapes come in 25, 50, and 100-ft. lengths. They can be taken apart for cleaning or tape replacement. Stud marks appear at 16” centers the full length of the 5” wide tape.

> Carlson & Sullivan, Inc., Dept. AB, 1617 California Ave., P. O. Box 329, Monrovia, Cal.

Check No. 1344 on reply card, p. 168.
Not one penny more for you to put this dramatic, most-wanted, de luxe feature in your homes! Harmony Hues in Prelude Pink, Largo Yellow, or Tempo Turquoise... the kitchen colors that blend with appliance colors... whether you select them or your customers buy them later. In contemporary or traditional homes, these new soft shades were created to go well with today's decorating materials.

Your Republic Steel Kitchens distributor can give you the complete story... or write direct to Republic Steel Kitchens, Builder Sales, 1022 Belden Avenue, Canton 5, Ohio.

SEE REPUBLIC STEEL KITCHENS AT THE NAHB CONVENTION

CHICAGO, January 22-26
BOOTH 833 AND 735
AT THE COLISEUM
PRODUCTS SHOW: IDEAS TO BUILD WITH IN 1956

Chevrolet trucks

These Chevrolet trucks have wider front treads, straight frame side-members, and improved suspensions. Highlights include more compact design, most wheelbases have been reduced; wider panel bodies and more load space.  
Chevrolet Motor Div., Dept. AB, General Motors Corp., A-227 General Motors Bldg., Detroit. 
Check No. 1345 on reply card, p. 168.

Master generators

A new line of AC and DC portable engine-driven generators are available in capacities of 750x, 1500x, 3kw and 5kw. Engine and generator are direct-connected in all models. All models have inherent voltage regulation. The model shown is driven by a Wisconsin engine.  
Master Vibrator Co., Dept. AB, 1752 Stanley Ave., Dayton, Ohio. 
Check No. 1348 on reply card, p. 168.

Vinyl threshold

Available in sturdy extruded Alumi-noon, the M-D threshold features a tough vinyl insert that can be easily replaced. Threshold is 3½" wide overall, ½" high to top of threshold with overall height of 5/8", including vinyl, and 2½" wide across top.  
Macklanburg-Duncan Co., Dept. AB, Box 1197, Oklahoma City, Okla. 
Check No. 1351 on reply card, p. 168.

Folding attic stairs

Atlas folding attic stairs are easily installed and easy to operate. Has balanced spring action and disappears into ceiling out of way. Available in 54" and 60" standard and special sizes. Shipped completely assembled in one carton.  
Marvin Co., Dept. AB, Cayce, S. C. 
Check No. 1346 on reply card, p. 168.

Milwaukee electric drills

1/2" capacity (1/2" in wood) 2000 rpm all ball-bearing Hole-Shooter with built-in quality has advanced In-Line design and new palm push grip. Gears are all steel helical-cut and hardened for smoother, quieter operation and longer life. Price: $29.60.  
Milwaukee Electric Tool Corp., Dept. AB, 5316 W. State St., Milwaukee, Wis. 
Check No. 1349 on reply card, p. 168.

Tractor attachment

A highly mobile outfit for spray painting fences, buildings, etc. and other surfaces far from an electrical power outlet is provided by a De Vilbiss air compressor, Fast-Hitch mounted on new International Cub Lo-Boy tractor. Compressor V-Belt driven.  
International Harvester Co., Dept. AB, 180 North Michigan Ave., Chicago, Ill. 
Check No. 1352 on reply card, p. 168.

Stud driver by Remington

Model 455 Stud Driver has interchangeable barrels which adapt tool to standard or heavy-duty jobs. It accommodates 25 types of quarter-inch studs ranging in length from 1 inch to 3½ inches. It is constructed of polished aluminum and hardened steel. 
Remington Arms Co., Inc., Dept. AB, Bridgeport 2, Conn. 
Check No. 1347 on reply card, p. 168.

Tilting concrete mixer

The yoke supporting the drum of the 6-S Tilting Type Concrete Mixer as well as the main frame has been redesigned, resulting in a stronger structure and more rigid and reduced vibration. Capacity of 9 cu. ft. of loose material.

Muller Machinery Co., Inc., Dept. AB, Metuchen, N. J. 
Check No. 1350 on reply card, p. 168.

Hand-held welding torch

Reflected heat as high as 400 deg. F. outside and cooling water inside focus a two-pronged attack on the water-jacket adaptor of powerful hand-held welding torch. Use of Bakelite fluorothene to combat both heat and water solved this serious problem.  
Linde Air Products Co., Dept. AB, 646 Frelinghusen Ave., Newark, N. J. 
Check No. 1352 on reply card, p. 168.

Check No. 1352 on reply card, p. 168.
FOR THE HOME BUYER WITH DISCRIMINATING TASTE...

There's nothing finer than

Shakertown Sidewalls

Yes, there's powerful sales magic in Shakertowns. It's the all-important plus a builder gains in color-styling homes with these ever-popular, factory-stained cedar shakes. The handsomely-grooved natural wood surface gives full play to the deep shadow-lines and inviting charm of authentic cedar shake sidewalls. Application is simple... big, easy-to-handle GLUMAC Units made of famous Shakertown Sidewall shakes offer you more striking beauty through neater, more uniform application... added protection... durability... more value. See the Yellow Pages under "Shingles" for name of your nearby distributor.

THE PERMA PRODUCTS COMPANY, CLEVELAND 22, OHIO


FIRST NAME IN CEDAR SHAKES Shakertown
Two-wheel hydraulic scraper

Two-wheel hydraulic scraper for mounting on "30" Utility Tractor has a capacity of 5½ yd.; is hydraulically controlled from driver's seat. The 66" wide cutting blade extends beyond wheels and sides of scraper enabling unlimited digging depth. Weight: 900 lbs.

Check No. 1354 on reply card, p. 168.

Wind-free plummets

An optical-type and a telescopic-rod type plummets are automatic, wind-free, designed to fit both European and American tripods. The optical model is self-leveling, with a double-image sighting system. The rod model has an 8 minute level vial.

> David White Co., Dept. AB, 315 W. Court St., Milwaukee 12, Wis.
Check No. 1357 on reply card, p. 168.

Fireplace unit

Three-Star Heatilator Fireplace with Pressure-Seal Damper is designed for air-conditioned homes. Damper prevents escape of summer cooling by sealing the fireplace throat. Dome design is easily adapted to any size or shape flue. Helps reduce sharp angles.

> Heatilator, Inc., Dept. AB, East Brighton Ave., Syracuse, N.Y.
Check No. 1355 on reply card, p. 168.

Key-in-knob lock design

Styling feature of new Portrait design of Dexter's Regal line is the 5½" square escutcheon, mountable as either diamond or square. It has a 5" backset, is available with pin or disc tumbler cylinder, deadlocking or spring latch. Solid brass exterior.

Check No. 1358 on reply card, p. 168.

Pre-pasted vinyl wall tiles

Expanded color line of Bolta-Wall vinyl tile has bamboo-textured pattern in turquoise, yellow, beige, light blue, deep green, natural, white, grey, tea rose, also in mahogany texture in five shades. Size 8x8, installed simply by wetting with water, pressing on surface.

Check No. 1356 on reply card, p. 168.

New laminate pattern

Eight decorator colors are available in the new Catalina pattern of the Lamin-Art plastic laminate line, in 24 sheet sizes for economy in fabrication of sink and counter tops and other surfaces. It comes in satin and gloss finishes, regular and coving stock.

> Fabicon Products, Dept. AB, 6430 East Slauson Ave., Los Angeles, Calif.
Check No. 1359 on reply card, p. 168.

Hardboard as concrete liner

Machine-striated Forestex Forest Hardboard was used as a concrete liner to provide an ashlar stone finish for Disneyland building. Wood strips were nailed to the hardboard to create a mortar joint effect. Form oil was applied before pouring concrete.

> Forest Fiber Products Co., Dept. AB, P.O. Box 68, Forest Grove, Ore.
Check No. 1360 on reply card, p. 168.

Greaseproof floor tile

This plastic-asbestos tile can be installed on, above, or below grade and over wood or concrete. Vitachrome is formulated to meet the Interim Federal Specification SS-T-307 (CSA-FSS). It comes in standard 9 x 9 and special 12 x 12, 5 ½" and 3½" thick.

> The Flintkote Co., Tite-Tex Div., Dept. AB, Chicago Heights, III.
Check No. 1361 on reply card, p. 168.

Triple dry-wall tool

Three blades fit into an aluminum blade clamp with plastic handle in this dry-wall finishing tool which uses shearing action to virtually eliminate sanding of joint and nail spots. Three blades include 8 x 4 curved-edge blade and 11 x 4 straight-edge blade.

> Goldblatt Tool Co., Dept. AB, 1960 Walnut St., Kansas City 8, Mo.
Check No. 1362 on reply card, p. 168.
Glamorous Suburban Built-in Ranges Like This are Your Strongest Silent Salesmen (Cabinets by Menge!)  

New 1956 suburban — Best Deal Yet for Builders!

Save on Installation! One-piece slide-in oven. Easy-to-use marking templates furnished with flush-mounted cook tops.

Save Time, Labor! Same size cabinet opening for both gas and electric ovens.

Complete Color Choice! Stainless steel plus seven smart decorator colors in lifetime porcelain enamel—including the exclusive Suburban Copper-Tan... with all the luxury of copper—none of the upkeep. Interchangeable color panels.

Competitively Priced!... Yet Quality-Built—America’s finest.

Cash in on Consumer Acceptance! More wife-saver features than any other built-in—and pre-sold by more national advertising, too!

suburban  
America’s Finest Built-In Range  

FREE!  At the SUBURBAN Booth,  
NAHB Builders’ Show  

Win a Week’s vacation in Miami for two!  
Seven nights and eight days for 2 at this amazing Miami Beach resort—the fabulous Hotel Fontainebleau... round trip air passage... free rental car in Miami... $100 cash for entertainment... all FREE!

Nothing to buy. Get a free ticket at the Suburban Space, 782-783, Coliseum. Drop the stub into the container. The winning ticket will be drawn and announced after the show. You need not be present to win a free Miami Beach vacation from Chicago, New York, Dallas, St. Louis or any intermediate point, so see Suburban at

SPACE 782-783
Here's a simple way to achieve window variety in the homes you design or build—with Curtis Silentite Convertible windows. You can use the Convertible as an awning window, as a right- or left-swinging casement—for window walls—and in endless other arrangements. You can have Curtis Convertibles with or without accompanying louvres, with or without operators, as operating windows or as stationary sash. All in all, there are more than a thousand window combinations possible with Curtis Convertibles—adaptable to any type of wall.

What a bundle of advantages you'll find in Curtis Silentite double-hung windows. Here is a complete window unit offering finger-tip operation throughout its life, maximum weather-tightness, easy installation, and with a frame adaptable to any type of wall construction. Known as “floating” windows, these double-hung windows have self-adjusting weather-strips that assure year-round comfort and economy. Like all Curtis Silentite wood windows, they are preservative, water-repellent treated for long life. Many different sash designs to choose from.
It's a 90-year-old habit with Curtis—designing and producing wood window units that make news. Every Curtis window type contains a hatful of exclusive features. Features, for instance, that make operation practically effortless. New ways to provide better, more efficient weather-tightness. New adaptability. And new economy, too!

If you think that's inclined to be boastful, we invite you to look into these wood windows for yourself. They're fully described in Sweet's—and available for inspection and sale at leading lumber and building materials dealers throughout the country. We think you'll agree that Curtis introduces a new conception of livability—into its Silentite window line.

For more complete information and literature, write Curtis Companies Service Bureau, Clinton, Iowa.

Designed to banish "casement blues." Curtis Silentite casements forever end the annoyance of sticking, swinging, slamming or rattling. Here is a complete pre-fit unit we believe to be the most weather-tight casement ever made—saves up to 17% of heating or air conditioning costs. No outside hardware to rust—no inside hardware projecting to get in the way. Curtis Silentite casement locks securely in any open position—allows ventilation with safety for young children and discouragement for prowlers. Ideal for use with picture sash as shown here.

Two events to mark on your calendar—the Curtis exhibit at the N.A.H.B. show in Chicago and the permanent Curtis woodwork exhibit at the National Housing Center in Washington. Photo shows part of the permanent Curtis display in new housing center. N.A.H.B. Show—Sherman Hotel, Booths 579-580-581. Also Booth 746, Coliseum.
**PRODUCTS SHOW: IDEAS TO BUILD WITH IN 1956**

---

**Recessed fluorescent light**

A flushed recessed fixture with dropped plexiglass diffuser is called Atlas Model 62. Designed for easy maintenance, the unit has all wiring connected to a removable panel, independent of the housing. Available with 14, 15, 20, 49-watt fluorescents.

>_Atlas Electric Products Co., Dept. AB, 319 Ten Eyck St., Brooklyn 6, N.Y._

Check No. 1363 on reply card, p. 168.

---

**Introduces 3-inch fittings**

These 3-inch quarter bends and tees are used for storm drains, overflow lines and other non-sanitary conductor lines. Will adequately handle at 1 1/2 grade, the run-off of 822 sq. ft. of roof based upon a maximum rate of rainfall of 4-in. per hour.

>_Orangeburg Manufacturing Company, Dept. AB, Inc., Orangeburg, N.Y._

Check No. 1366 on reply card, p. 168.

---

**New borers by Mall**

This Mall underwalk and driveway borer, bores holes 4 to 10 times faster than other methods. Has a gasoline engine, and without removing any soil will make a 2-in. diameter hole. Portability provided by its rubber-tired wheels, which allows it to be rolled.

>_Mall Tool Co., Dept. AB, 7725 South Chicago Ave., Chicago 19, Illinois._

Check No. 1369 on reply card, p. 168.

---

**Barbecue controls heat**

The proper cooking temperatures can be maintained by turning a crank which raises or lowers the fire basket to any position 3° to 30° from the meat. Cooking surface is 19 x 20, outside measurement of frame 24 x 23, retail price $19.95. Chrome-plated spit extra.

>_Grillcraft Co., Dept. AB, 477 E. Seventh St., St. Paul, Minn._

Check No. 1364 on reply card, p. 168.

---

**Lux-Right steel areawalls**

Lux-Right steel areawalls for basement and window wells come in a wide range of sizes. Widths vary from 31-in. to 91-in. in 8 standard heights. Sturdiness and durability are assured by use of 14 and 16-gauge copper-alloy steel.

>_Saint Paul Corrugating Co., Dept. AB, South End Wabasha Bridge, Saint Paul 1, Minn._

Check No. 1367 on reply card, p. 168.

---

**Chalk line reel**

The Evans chalk line, also designed to be used as a plumb bob, has a flush rewind handle, mechanical brake, and combination hook and ring securing device. Also new is a cartridge with 5/4 mouth for spill-proof reloading. One ounce refills are marked with color.

>_Evans Rule Co., Dept. AB, 400-416 Trumbull, Elizabeth, N.J._

Check No. 1365 on reply card, p. 168.

---

**L-shaped prefab series**

Basement equipped, these prefabricated Inland homes in the No. 820 and 820-L series have 1,114 sq. ft. of living space, with bath and a half, plus 36x24-ft. basement, attached garage, three bedrooms. One elevation shows fireplace, another a front porch.

>_Inland Homes Corp., Dept. AB, 501 College St., Box 915, Piqua, Ohio._

Check No. 1371 on reply card, p. 168.
TEXTURED WOODS

Give homes new beauty, a new kind of appeal with Weldwood textured woods... at a cost as low as $24 for an 8' x 12' wall!

Weldtex—patented by Weldwood. Only from Weldwood can you get the original striated paneling that started the textured wood trend: fine for natural or painted finish. Comes also in exterior grade for siding; striations assure no grain raising or checking. Thickness: interior 5/16", 3/8" in fir only; exterior 3/8".

Planktex combines the striations of Weldtex with alternate bands of smooth wood. Comes unfinished or completely pre-finished ready to apply. Thickness—5 1/16".

Sea Swirl and Surfwood look like weathered driftwood; fine for dens, playrooms, cabins; texture hides nail holes. Thickness—5 1/16".

V-Plank features vertical grooves that give the effect of random planking. Comes already pre-finished by skilled woodcraftsmen. Thickness—1/4".

New low-cost hardwoods include beautiful mahogany-toned Samara and blond Nakora (1/4" and 3/8" thick). Both woods have unusual swirly grain patterns that give a dramatic look to any room. And look how little they cost: Samara—$24** and Nakora—$34**.

All panels available in standard 4' x 8' sheets, as well as other sizes.

Send coupon for more details or see your lumber dealer. To see the complete Weldwood line visit any of our 87 branch offices in principal cities.

*Trac Mark

WELDWOOD TEXTURED WOOD PANELS

Weldwood—The Best Known Name in Plywood

United States Plywood Corporation
Weldwood Building, 55 West 44 St.
New York 36, N. Y.

Send me your FREE home decorating book " Beautify Your Home with Weldwood Paneling" and your "Contractor's and Builder's Handbook."

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

211
Get more SALES-BUILDING FLOOR APPEAL with 5 NEW decorator colors in Gold Seal INLAID LINOLEUM

1730: BEIGE, accented with coral, green, and brown.

1728: CHARCOAL, accented with pink, white, and black and green.

1718: YELLOW, accented with white and brown.

1720: PINK, accented with rose and white.

1725: MIST GREEN, accented with brown and white.

Now you can offer a big selection of 16 color themes in famous Sequin® inlaid linoleum. This feature can help you sell more homes faster in a market that is becoming more and more selective. Now your buyers can custom-design their floors!

Long wear, easy care! Colors in “Sequin” are inlaid clear through to the exclusive Gold Seal Superflex® backing—for years of wear! The satin-smooth surface seals out dirt and grime—and it’s so easy to keep clean and sparkling!

These exciting new colors in “Sequin” are now being seen by the 18 million home-minded readers of “Better Homes & Gardens” and “Progressive Farmer.”

Be prepared for prospects pre-sold on “Sequin”! Contact your Gold Seal Dealer today!

Visit the Gold Seal booths, Numbers 420 and 421, Hotel Sherman, NAHB Convention, January 22 to 26.

CONOLEUM-NAIRN INC. Kearny, N.J., Cpr. 1956

FOR THE LOOK THAT'S YEARS AHEAD Gold Seal FLOORS AND WALLS
New cooling units

Two and three ton unit, air-cooled and water-cooled, for both residential and commercial installation, are being added to the line of Perfection Industries. The residential models use a centrifugal type blower. Air-cooled units have a remote condenser.

Perfection Store Co., Dept. AB, 7609 Platt Ave, Cleveland 4, Ohio.
Check No. 1372 on reply card, p. 168.

Convecto coil in heater

This winter air conditioner, The Challenger, is a furnace with a built-in hot-water system. It features the Metro-fin Coil Unit, a fin-type convector coil which surrounds the hot-water jacket, and almost doubles recovery rate of water tank with no extra load on heater.

Check No. 1373 on reply card, p. 168.

Sliding glass doors

Slide Master's new engineering process provides a weather seal and prevents rattle or side play. Sliding glass doors have no bind, no warp, no painting, repairing or adjustments required; give silent, smooth action.

Slide Master Glass Door & Window Co., Dept. AB, 9015 Wilshire Blvd., Beverly Hills, Calif.
Check No. 1374 on reply card, p. 168.

Low-cost circular saw

New bench model tilting 10-inch circular saw, provides a large capacity low-cost portable "second" saw for builders, etc. Saw cuts stock up to 3/4", weighs slightly over 200 lbs., is operated by 1-hp motor.

Check No. 1375 on reply card, p. 168.

Completely assembled lowboy

The gas fired automatic lowboy winter air conditioning furnace uses the most efficient Kaustine single-port up-shot mushroom type gas burner. The G72LB is rated at 72,000 Btu at bonnet, the G90LB at 90,000 Btu at bonnet, guaranteed 10 years.

Kaustine Furnace & Tank Co., Dept. AB, Perry, N.Y.
Check No. 1376 on reply card, p. 168.

New design for living

This built-in range and oven has work-saving convenience: a large low-temp. oven at easy viewing height with automatic signal lights and clock timer, broiler and rotisserie. Cooking top has automatic top-burner control and comes in 32" or compact 30" sizes.

Check No. 1377 on reply card, p. 168.

Pool package

A complete pool package, delivered to the pool site includes all fittings and a filtration system. Construction requires no special equipment. Has precast concrete wall sections precast to fit into each other. Walls are prepressed to prevent cracking.

National Pool Equipment Co., Dept. AB, P. O. Box 538, Birmingham, Ala.
Check No. 1378 on reply card, p. 168.

Plywood filler

Damaged plywood can be saved with the use of Miracle Wood. By filling in the damaged spots and power sanding, the plywood can be used as a new production piece. Advantages: can be power sanded, planed and will readily accept a stain.

Check No. 1379 on reply card, p. 168.

5600 home designs

Best Homes for 1956 will feature "The Silent Architect"—an unusual visual demonstrator that permits choice of some 5600 possible "Freestyle" home designs. Many features are included such as deluxe kitchens with built in waist-high ovens.

W. G. Best Homes Co., Inc., Dept. AB, Effingham, Ill.
Check No. 1380 on reply card, p. 168.
PLAIN TINTED wall surfaces of stucco on concrete blocks, an economically framed gable roof, a pleasing arrangement of openings, an effective plan and good color treatment, make for a well designed house.

This house says "yes"
to a buyer’s whims

This house gives a buyer what he wants, even if he wants to turn the floor plan around. The house can turn its back to the street and give the owner relaxed living with a rear-yard view. Or it can face the street—a traditional front elevation. The design is so versatile that fabrication costs remain constant whatever the buyer’s choice.

Exterior and interior of the model house shown here can be varied by a switch in the position of the major rooms; thus virtually a brand new model is created without altering the roof profile. Shown here is the rear living room; but living room, dining room and kitchen can be located in reverse order with a large bank of windows toward the road.

Straight line partitioning permits this “flipover;” that is, the end cross walls of these rooms are continuous. Thus the changeover can be made without encroaching on surrounding rooms. The bedrooms too can be flipped either way so that the master can have a choice of exposure. The solid wall between bedrooms two and three can be replaced with a folding partition if necessary.

This spirit of variety is also manifested in the floor materials, with 9 x 9 inch parquet squares in quarter-sawed oak for the bedrooms and terrazzo for the others, except the kitchen where rubber tile is used.

Space and flexibility are the keynote of this South Florida house. An additional lift is given to the living room by the sloping cypress ceiling. A two-level effect is obtained by the drop in the dining room ceiling and the light cove above. The solid glass wall with its sliding panel literally makes one large area of the living room and the adjoining porch.

A feature of this house is the fact that it can quickly adjust to changes. In the event the installation of a pool is considered, then bedroom number four and its adjoining bath can be converted to serve as a “cabaña.” This can be done by substituting a door for the window in the bath to permit bathers to take a shower before entering the house. Otherwise the room and bath in this wing is ideal as a guest room or den.

This latest “Hallmark” home that is currently shown, contains four bedrooms, three baths and a load of unusual features. It can best be described as Florida at a high level . . . at moderate cost.
A feeling of space is obtained in the living room with the all glass wall to porch, half of which is a sliding glass door, and the full length jalousie openings to terrace. The ceiling following the slope of the roof is covered with cypress. Walls are plastered.

This colorful kitchen is compact, yet provides plenty of work area. The drop leaf table provides space for a quick snack. The area in back of the cabinets, which is part of the kitchen, is used for storage with the laundry equipment at the far end.

**BRAND NAME PRODUCTS USED**

- Hotpoint appliances
- Modernfold doors
- Pryne bath heaters
- American-Standard plumbing
- General Bronze patio doors
- Congoleum rubber tile
- Davis double seal jalousies
- Nutone kitchen fan and hood
- Lightolier fixtures
- Bruce parquet flooring
- Royal heaters
- Daryl shower doors

For complete one-quarter inch working plans of this house write American Builder Home Plans Service, 30 Church St., New York 7, N.Y.
FOUNDATION PLAN

DESIGN NO. A.B.227
AMERICAN BUILDER BLUE PRINT SERIES
DESIGNED BY
HARRY E. PENNY
ARCHITECT
SOUTH MIAMI, FLORIDA

Simmons Boardman Publ., Corp 30 Church St., New York 7, N.Y.
THE OPPOSITE END of the living room contains the fireplace with the masonry wall extending out into the terrace. Visually, this treatment gives the terrace and the living room an undeniable feeling of unity.

Quantity List of Materials
For American Builder Blueprint House No. 227

Harry E. Penny, Architect

<table>
<thead>
<tr>
<th>GENERAL INFORMATION</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>House—Type</td>
<td>masonry and stucco</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area</td>
<td>1,752 sq. ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cube</td>
<td>19,272 cu. ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carport—Area</td>
<td>468 sq. ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cube</td>
<td>5,148 cu. ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Porch—Area</td>
<td>188 sq. ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Terraces—Area</td>
<td>164 sq. ft.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXCAVATING</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Trench for foundation</td>
<td>386 lin. ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chimney and column footing</td>
<td>1 fireplace footing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Some fill under slabs may be required)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CEMENT WORK</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundations</td>
<td>350 cu. ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Concrete work</td>
<td>2,400 sq. ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(incl. carport, terraces, etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thickness</td>
<td>4&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waterproofing</td>
<td>Integral in slab</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>6&quot;x6&quot;x10&quot; wire mesh reinforcing throughout; porch and terrace to be colored concrete; 315 sq. ft. terrazzo finish on concrete slab.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MASONRY</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
<td>concrete block</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walls</td>
<td>2,300 sq. ft.; 60 sq. ft. face brick at fireplace</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Window sills</td>
<td>material not indicated</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chimney</td>
<td>3&quot; dia. flue</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FIREPLACE</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Flue lining</td>
<td>metal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lintel</td>
<td>for gas log</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1 precast concrete window frame; 8&quot;x16&quot; concrete block reinforced lintels over all openings; 2½&quot; dia. x 4' long corner rods in all corners; 3½&quot;x10&quot; anchor bolts for ceiling plate.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MILWORK</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Windows—type</td>
<td>jalousies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Windows glazed including trim</td>
<td>material not indicated</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Windows glazed and trimmed to size</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2—22; 12—24; 1—28; 5—23; 2—33; 4—36; 1 fixed light 36&quot;x72&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exterior doors</td>
<td>wood and aluminum</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2—26&quot;x68&quot;; 1—3&quot;x68&quot;. Alum-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>inum slide door size not given</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1—26&quot;x68&quot; with jalousie</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exterior windows</td>
<td>1—60&quot;x68&quot; with mesh and jalousie</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flower boxes</td>
<td>included in masonry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interior doors, including jamb and trim</td>
<td>3—20&quot;x68&quot;; 2—24&quot;x68&quot;; 4—26&quot;x68&quot;; 3 sets sliding doors on wardrobes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special interior doors</td>
<td>folding on closet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 sliding door with fixed section in living room, size not given</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special interior millwork</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fireplace mantel</td>
<td>wood shelf</td>
<td></td>
<td></td>
</tr>
<tr>
<td>living room bookcase, kitchen cases, bathroom cases, dining room screen</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CARPENTRY</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Beams and girders</td>
<td>3—2&quot;x12&quot;—14'0&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Studding and plates</td>
<td>190—2&quot;x 4&quot;—8'0&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ceiling joist</td>
<td>150 lin. ft. 2&quot;x6&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roof rafters</td>
<td>72—2&quot;x8&quot;—18'0&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roof sheathing</td>
<td>3,900 b.f.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Furring</td>
<td>1,600 lin. ft. treated 1&quot;x2&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Joist strap anchors</td>
<td>58</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flooring—hardwood</td>
<td>500 sq. ft. parquet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exterior material—sahfite</td>
<td>800 sq. ft.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exterior grade plywood</td>
<td>500 lin. ft. 1&quot;x10&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soffits</td>
<td>150 lin. ft. 4&quot; wide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perches</td>
<td>aluminum columns, screens, and door</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SHEET METAL</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Drip and gravel stop</td>
<td>256 lin. ft. metal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roofing</td>
<td>asphalt and gravel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Type</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area</td>
<td>31 squares</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INTERIOR WALLS AND CEILINGS</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Area to be covered</td>
<td>5,800 sq. ft.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
NOW!

STYROFOAM

brings entirely new type of perimeter insulation to homes!

No other material like it! An expanded plastic, its remarkable insulating properties provide lifetime protection against cold

Styrofoam® (a Dow plastic foam) is the same insulation that's proved so outstandingly effective in industrial refrigeration work. Field tests and actual use by building contractors and architects prove it's just as permanently effective, just as economical in perimeter application!

Look at these outstanding advantages!

HEAT WON'T READILY PENETRATE IT ... Styrofoam has a low "K" factor (0.25). And it stays low indefinitely.

DOESN'T ABSORB WATER ... Because it has a non-interconnecting cellular structure. Here's the secret of its constantly low "K" factor. No exterior coatings needed, either.

RESISTS ROT, MOLD, VERMIN, DETERIORATION ... Styrofoam has no food value so it's vermin and fungus resistant ... won't rot, either. It lasts and lasts.

LIGHTEST RIGID INSULATION EVER MADE ... Has an average density of 1.8 lbs. per cubic foot ... can be installed in large pieces, cutting labor costs.

HIGH COMPRESSIVE STRENGTH ... Average strength of 3,000 lbs. per square foot. Concrete floors can be poured right over it.

EASY TO HANDLE ... It's light, clean ... can be cut and shaped with ordinary tools ... easily bonded to itself and other materials.

ECONOMICAL ... Its ease of handling cuts time and installation costs. Its constantly low insulation value brings lower fuel bills.
Here's how Styrofoam is used in perimeter applications

Styrofoam is being used in a vertical position for perimeter insulation. It can be adhered in place or held by back fill. Minimum F.H.A. requirements in vertical position are one to two inches thick from floor line to a depth of 12'-24' below grade line depending on climatic conditions.

In this perimeter heating application, Styrofoam is used both vertically above grade and horizontally from outer edge of slab on the grade. One inch thick Styrofoam perimeter insulation in a 1'-1½' combined vertical and horizontal width is accepted by F.H.A. for perimeter, radial and radiant slab heating systems.

Styrofoam used in a horizontal position for perimeter insulation. One to two inches of Styrofoam is used for a distance of 12'-24' from perimeter, meeting F.H.A. minimum requirements in various climatic areas. Due to the strength and moisture resistance of Styrofoam, the concrete floor can be poured directly over it without compressing the Styrofoam.

For further information on Styrofoam send in the coupon below or contact your nearest distributor of Styrofoam.


DOW PLASTICS

See the Dow Booths, 383 and 384, at the NAHB Show in Chicago, January 22-26, Conrad Hilton Hotel
10 MILLION FAMILIES are reading Bermico advertisements this year! That's going to make a lot of your customers ask about "Today's pipe for tomorrow's homes." Make the most of this new Bermico promotion. Sell Bermico for repeated sales and steady profits. Brown Company, Dept. HB-1, 150 Causeway Street, Boston 14, Mass.

To Bermico Dealers—Send your name and address and we will ship you brand new sales literature to give prospects and to increase your sales. We will refer direct inquiries in your territory to you.

10 MILLION FAMILIES are reading Bermico advertisements this year! That's going to make a lot of your customers ask about "Today's pipe for tomorrow's homes." Make the most of this new Bermico promotion. Sell Bermico for repeated sales and steady profits. Brown Company, Dept. HB-1, 150 Causeway Street, Boston 14, Mass.

To Bermico Dealers—Send your name and address and we will ship you brand new sales literature to give prospects and to increase your sales. We will refer direct inquiries in your territory to you.
Black & Decker Heavy-Duty Saws are POWER-BUILT to last!

Professional builders everywhere depend on Black & Decker Saws—6”, 7”, 8” and 9” models—for power, speed and accuracy. They know that Power-Built Black & Decker Saws mean better, faster, less expensive building.

And they know that a B&D Heavy-Duty Saw lasts and lasts—stands up to toughest abuse, under all job conditions, for years of highly satisfactory service. They like the features: easy bevel adjustments; larger steel shoe for safe right or left-hand cuts; overall balanced power and comfortable saw-grip handle for less operator fatigue. Do as other experts do—specify B&D Heavy-Duty Saws. For more information write to: The Black & Decker Mfg. Co., Dept. H-11, Towson 4, Maryland.

Service ... one of 42 Black & Decker factory service branches is located “next door” to you. Staffed by experts to give fast, efficient service, genuine replacement parts.

We don’t buy motors —we build them!

More than enough power for the job your B&D Saw is designed to do! Each motor built specifically for the individual tool—compact, rugged universal type motors completely built by Black & Decker!
The New

**Fasco Power-Hood**

Model #1075

The Most Advanced Ventilator
In Home Building History

The Vent Is In The Hood — Not In The Cabinet
One Hood Adjusts To Fit Any Size Cabinet From 30” to 42”

* Self-Contained Unit —
Hood, High-efficiency Ventilator, and 3-Speed Push-Button Control all in one, easily-installed unit. No cabinet cutting — no loss of cabinet space by ventilator or duct installation.

* Adjustable Modern Hood —
Adjusts to fit easily in any space 30 in. to 42 in.—exclusive design allows perfect fit to non-plumb installations where walls or cabinets are not exactly square.

* Unique Drop-In Ventilator —
Fasco's exclusive high efficiency radial impeller wheel plus heavy-duty motor draws more vapors with whisper quiet. Gives high volume... even on long duct installations.

* Push-Button Control —
Fingertip control of ultra high, normal and low ventilator speeds; plus under-hood light.

* Installation Time Slashed —
Needs only duct opening and six sheet metal screws. Light and ventilator pre-wired—just pull in BX and make one installation.

* Unmatched Consumer Appeal
Modern curved contour design... no sharp, dirt catching edges. Large, adjustable grease tray traps grease from stove vapors ... lifts out for easy cleaning. Available in Kitchen White or Colonial Copper finishes; or Stainless Steel.

See POWER-HOOD and other FASCO “FIRSTS” at the NAHB SHOW, HOTEL SHERMAN, BOOTH 438.

OR WRITE FOR COMPLETE DETAILS AND SPECIFICATIONS.
To simplify specification of

**PALCO**

Architectural Quality Redwood

**SEE THIS HELPFUL NEW BULLETIN NOW**

IN THE 1956

SWEET'S ARCHITECTURAL FILE

—or send coupon below for your free personal copy

Because redwood grows differently — behaves differently — and should be manufactured differently from any other wood, it possesses certain highly desirable qualities. But these advantages can be realized fully only when specifications call for the grade and type best suited to the intended service. In brief, simple form, The Pacific Lumber Company has outlined some basic considerations not generally known — and fully recognized only recently even by the Redwood industry itself. This information is now available to the builder or architect who specifies redwood in Section 5a-Pa of the 1956 Sweet’s Architectural File — or as a direct reference bulletin available on request. Send the coupon at right for your personal copy.

Specify the best in Redwood **PALCO**

**THE PACIFIC LUMBER COMPANY**

Since 1869 • Mills at Scotia, California

100 Bush St. 35 E. Wacker Drive 2185 Huntington Drive
San Francisco 4 Chicago 1 San Marino 9, Calif.

*Trade Mark ®

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

JANUARY 1956

Along with highest uniformity of grade, Palco Architectural Quality Redwood offers an exclusive combination of advantages which assure full benefit from redwood’s inherent premium qualities. But because The Pacific Lumber Company has developed the most modern manufacturing facilities and procedures, you can specify this premium quality in premium wood — at no extra premium in price!

SEND FOR THIS FREE BULLETIN or refer to it in your 1956 SWEET’S ARCHITECTURAL FILE

**THE PACIFIC LUMBER COMPANY**

100 Bush St., San Francisco 4, Calif.  AB-1

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__________
Airtemp EXPERIENCE is your best guarantee of trouble-free installations!

It's true! In air conditioning, as in building, there is no substitute for experience! And when you specify Airtemp, engineered by Chrysler, your Airtemp Dealer brings you the benefit of Airtemp's 21 years of specialized experience in residential air conditioning.

A factory-trained air conditioning specialist, your Airtemp Dealer is thoroughly familiar with builders' problems. From the flexible Airtemp "Spacesaver" line, including waterless and water-cooled equipment, he can meet every requirement of your site, plan and budget. He will efficiently handle every detail—from initial layout to final testing. And he will even supply service whenever it's needed after a house is sold!

Your nearby Airtemp Dealer not only offers you the greatest help you can have to simplify your air conditioning installations. He now offers you, in addition, a Merchandising Program individualized to your homes and your market to produce the quickest sales ever. This comprehensive program includes personalized builder literature, personalized announcement cards, publicity kit, newspaper mats, product easel cards, billboard design, individual benefit display cards and a builder-tested co-operative plan. Call your Airtemp Dealer (he's listed in the Yellow Pages) for all the details.

THE FORWARD LOOK IN

THE FUTURE - LIVING...THE FORWARD LOOK IN

AIR CONDITIONING • HEATING FOR HOMES, BUSINESS, INDUSTRY

AMERICAN BUILDER
Best way to put up ceiling tile: Use a Bostitch T5-8 Tacker with Bostitch 9/16” or 1/2” staples. Press nose of tacker firmly into cove formed by tile flange. Squeeze the lever. You can drive three staples 4” apart in about three seconds and go on to next tile. You never mar the face of the tiles, and you can wear gloves to keep them clean.

Fastest way to apply insulation: Use either the Bostitch T5-8 Tacker or H2B Hammer, with Bostitch 3/8” staples. The hammer is faster with a little practice. You can drive staples with a flick of your wrist—much faster than hammer and nails. One hand is free to position the insulation. Available at your building supply dealer or local Bostitch office.

Install ceiling tile and insulation the way leading manufacturers approve

In co-operation with leading makers of ceiling tile and insulation, Bostitch has prepared a booklet which gives detailed instructions for installing these materials. The following firms have contributed important information for this booklet and approve this method of installation.

- Armstrong Cork Company
- The Celotex Corporation
- Infra Insulation, Inc.
- Minnesota & Ontario Paper Company
- National Gypsum Company
- Reynolds Metals Company
- United States Gypsum Company
- American Sisalkraft Corporation
- Wood Conversion Company

makers of Temlok® Tile, Temlok® Plank and Cushiontone®, makers of Celotex Tile Board and Finish Plank and Celotex Regular and Reflective Rock Wool Blankets.
makers of Infra Multiple Aluminum Thermal Insulation.
makers of Insulite Tile Board, Plank, and Interior Board.
makers of Gold Bond Insulation Board Products and Rock Wool Insulation.
makers of Reynolds Reflective Aluminum Insulation.
makers of Sisalkraft and Sisalation.
makers of Balsam-Wool and Nu-Wood Ceiling Tile.

Fasten it better and faster with

FREE BOOKLET — SEND COUPON FOR YOUR COPY

BOSTITCH, 821 Mechanic Street, Westerly, R. I.
Please send me your free booklet describing the best way to install ceiling tile and insulation.

Name
Address
City
Zone
State

JANUARY 1956
More power, comfort and capacity

Up to 44% more USABLE POWER than any comparable truck

For ready, responsive power that saves road time . . . for rugged power that makes long tough pulls easy . . . GO FORD in '56! Ford's new F-100, for example, delivers more usable power than any other ½-tonner—up to 44% more. Only a Ford Pickup gives you a choice of Short Stroke engines: new 133-h.p. Six or new 167-h.p. Y-8. Short Stroke design means more miles per gallon . . . less engine wear per mile!

YOU'LL FIND ALL THESE MONEY-MAKING FEATURES ONLY IN THE '56 FORD TRUCKS

Most power per dollar—proved by comparisons of net horsepower and suggested list prices of all truck lines!
Highest compression ratios in any trucks, stretch gas mileage. Short Stroke power standard in every 1956 Ford Truck!
Biggest brakes in the ½-ton field—179 sq. in. lining area. New thicker, longer-lived linings last up to 33% longer!
than any other Pickup—'56 Ford!

Biggest body in the ½-ton field—new Ford 8-foot Pickup

Want the room to haul bigger loads and handle long, bulky objects with ease? This new 8-footer's got it! It gives you up to 19.6 cu. ft. more loadspace than any other ½-tonner. And don't be afraid to pile on the load. Ford's F-100 has the sturdiest chassis in the ½-ton field!

Ford's new F-100 8-ft. box (shown) is mounted on a 118-in. wheelbase chassis. Standard 6½-ft. box is mounted on a 110-in. wheelbase. Custom Cab shown is available at extra cost.

DRIVER TIME and ENERGY SAVED with exclusive DRIVERIZED CAB; New LIFEGUARD safety, too

Only one cab offers such driving ease and safety—the '56 Ford Driverized Cab! It has a new full-wrap windshield...the widest of all standard rear windows (with full-wrap rear window available)...exclusive seat shock snubbers and level-action suspension. Plus Lifeguard safety features! Take a Test Drive today—and feel the difference in the new '56 Ford Trucks!

New tubeless tires standard on every model. Run up to 25° cooler, give extra miles, resist punctures and blowouts!

Lifeguard steering wheel helps protect driver from steering column in case of accident. Only Ford has it!

Lifeguard door latches give extra protection against doors springing open on impact. Only on Ford Trucks!

Fordomatic Drive (available at extra cost). Pays for itself in time and work saved, eliminates shifting, makes driving a pleasure.
The Door that Gives You More—of Everything!

Beauty — the Frantz No. 566 Sectional Overhead shown above, with its smart modern lines, is the finest in garage door design. It’s the door that is made for ranch-style homes—the last word in streamlined beauty!

Quality — Compare the 14 construction features, many of them exclusively Frantz and available nowhere else...the patented brakes, the 2-way Spring Adjustment, Automatic Latch-Lock, Cross Angles, and other advancements. Doors are 1½” thick, of kiln dried lumber, with ½” fir plywood panels. All hardware, except springs and angles, is zinc plated to prevent rust—the outside handle is chrome-plated.

Easy Operation, Installation

The exclusive Glide-O-Matic action opens the door with a turn of the handle. There is no rebound, thanks to the patented adjustable brakes! Parts are prefitted for easy assembly and fast installation. Standard headroom 13½”—or with low headroom device—6” for single opening sizes and 8” for double width doors.

Low Cost—in spite of the luxury and prestige of the Frantz No. 500 series, modern production techniques have brought the cost to within easy reach of the modest homeowner. Other models cost even less.

Variety — the Frantz 500 series is available in various sizes for single and double width openings. Other Frantz models in sectional, rigid (one-piece) types, and Frantz hardware sets, provide one of the widest and most complete lines of new anywhere! Write for Catalogues No. 302 and 107 today.
New Prefabricated Fireplace

No masonry required
Installs in 4 to 6 man-hours:

Never before has it been possible to install a real wood-burning fireplace so easily and economically. Costly fireplace and chimney masonry becomes a thing of the past. No reinforcing of floors or walls is necessary. Complete in itself, it does not need to be enclosed in a mantel or other expensive finishing materials. Can be installed by semi-skilled workmen in 4 to 6 man-hours.

The Uni-bilt Fireplace provides a high prestige feature in the homes you build. Blends with any style architecture ... can be painted to harmonize with any color scheme. Adds value the buyer can actually see at a price he can afford.

Underwriters' Approved! Uni-bilt Fireplace is approved by Underwriters' Laboratories for installation directly against any wall, floor, ceiling or roof material with complete safety.

- See the Uni-bilt Fireplace at the 1956 NAHB Exposition
  Booths 508-509 Hotel Sherman ...Chicago

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

Send complete information on the new Uni-bilt Fireplace.
Name
Company
Street
City Zone State
While attending NAHB's 1956 annual convention be sure to visit National Homes' new Gilmore, pictured above.

For greater Volume Profits

BUILDERS ARE USING NATIONAL HOMES

National homes are a brand-name product purchased by one out of every 48 of today's home-buyers. Demand for our homes is increasing and we have expanded our facilities to produce 290 homes a day — 37,500 houses more a year!

We are now ready to expand our organization. We want project builders who will concentrate on the budget-priced Pacemakers, other builders to specialize in either Custom-Line or Luxury homes, and still another type of builder whose operations are suitable to scattered lot construction.

National Homes builder-dealer franchises are non-exclusive and our experience has shown that more than one can profit in an area. Indeed, increased public attention and interest in the added operations quickly result in a greater volume of National homes sold and built.

Investigate the advantages offered you by a National Homes builder-dealer franchise—wide public acceptance, assistance in financing through National Homes Acceptance Corporation, two open house promotions each year backed by powerful advertising, quick turnover of capital, volume profits, counsel and help with codes, zoning, etc.

Qualified conventional builders can get in on the ground floor of the most successful building operation in the country! For more details on how you may profit, contact me personally. James R. Price, President. National Homes Corporation, Lafayette, Ind.

Country's Largest Builders Now Use NATIONAL HOMES

Here are three of the country's largest builders who have recently become National Homes Builder Dealers

N. D. Woods
Oklahoma City

Wallace Johnson
Memphis, Tenn.

J. A. Peterson
Kansas City, Mo

Copyright 1956, National Homes Corporation

Be Sure to Visit National Homes Exhibit at NAHB
Space 62-63 Conrad Hilton Hotel

ONE OUT OF EVERY 48 HOMES BEING BUILT IN AMERICA TODAY IS PRODUCED BY...
ideas for using the new "Washington"

PLASTER GROUND ALUMINUM TRACK

Labor costs cut substantially with this track that becomes an integral part of the door frame. When used in combination with the new "Washington" double-wheeled hangers, this Plaster Ground track will carry doors weighing up to 100 lbs., and is ideal for dormitory or commercial installations.

Used with plaster or wallboard, this track eliminates the necessity for a valance or facia strip, although if one is preferred, the alternate method of using wallboard with wood trim is suggested.

WALLBOARD WITH METAL TRIM

PLASTER WITH METAL BEAD

ALTERNATE HEADER DETAIL

WALLBOARD WITH WOOD TRIM

For a complete catalog on "Washington" Rolling Door Hardware, fill out the coupon at right, and mail to the manufacturer.
WELCOMED BY ARCHITECTS \ DESIGNED BY BUILDERS \ DEMANDED BY HOMEOWNERS

For Multiple Combinations

FLEXALITE
ALUMINUM AWNING-VENT
AND FIXED TYPE WINDOWS

ONLY A MINIMUM STOCK AND STOCK SPACE REQUIRED

ALTEX ENGINEERING COMPANY • 125 INDUSTRIAL ROAD • SUMMERVILLE, S. C.

NOW... EXTRA PROFITS
ON EVERY HOUSE YOU BUILD!

FREE BOOKLET!

Time means money—you'll save both when you get this booklet, "How to Cut Chimney Costs." It's designed for you—to help you build chimneys faster—at much less cost!

We went to builders for down-to-earth facts—then compiled these practical suggestions as to how you can make bigger building profits by cutting your chimney costs.

This information means money in your pocket. Up to the minute data on JOB-TESTED, time saving techniques and developments. Ways to eliminate costly operations—save on materials—make the most of available space!

This is a booklet you can't afford to be without!

AND IT'S A FACT!

AIR-JET PACKAGED CHIMNEYS GIVE YOU A FIVE-STAR SAVING!

- Save TIME—Install in one man-hour!
- Save MONEY—No special tools for installation!
- Save LABOR—No assembling. Factory painted!
- Save WORRY—UL approved. FHA accepted!
- Save SPACE—Enough for a linen closet!

ASK ABOUT AIR-JET—THE LAST WORD IN PACKAGED CHIMNEYS!

GENERAL PRODUCTS COMPANY, INC.

FREDERICKSBURG, VIRGINIA

236 AMERICAN BUILDER
A "Living-Room" Kitchen

with Hotpoint built-in electric appliances

puts SELL in any home!

With Hotpoint built-ins, you can offer kitchens that are as warm and friendly and beautiful as the other "living" rooms in your homes—kitchens for living in and entertaining in, as well as kitchens that offer the very latest in convenience.

The "living-room" kitchen is what this year's home buyers want—and the builder who gives it to them will be the builder who sells his homes the fastest.

Build this extra sell into your new homes with the exciting new 1956 Hotpoint line of built-in ovens, surface cooking units, refrigerator-freezers and dishwashers. New models, packed with new and exclusive selling features, are available in your choice of gleaming stainless finish or any of 5 beautiful colors.

And, the new low prices make Hotpoint built-ins the outstanding values in the industry. See them soon!

SEE THE COMPLETE LINE OF Hotpoint Built-in Appliances FOR '56 AT THE NAHB CONVENTION AND SHOW, JANUARY 22-26—Booths 84-85, 102-103—Exhibition Hall—Conrad Hilton Hotel

OR

Contact your Hotpoint Distributor Builder Specialist

OR

Write, wire, or phone us direct for complete details

HOTPOINT CO. (A Division of General Electric Company) 3400 West Taylor Street, Chicago 44, Illinois

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

Look to Hotpoint for the finest—first!
Pictured here is a typical example of the attractive new Rusco Multi-Lite Window,
Rusco's Screen and Storm Door Combination and the all-metal Door Canopy.

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 FREE Rusco Prime Window liter-
ature if you'll write to me at the address
below—or call your nearest RUSCO MAN!"

THE F. C. RUSSELL COMPANY
Dept. 7AB 16, Cleveland 1, Ohio • In Canada: Toronto 12, Ontario

FREE LITERATURE available on Rusco Awnings, Door Canopies,
and Screen and Storm Door Combination.
Are your closets merchandising your houses?

Modernfold openings are the last word in convenience...cost no more than awkward conventional doors and require no servicing

You know it's a woman who decides on the house. These completely accessible, roomy Modernfold closets offer luxury she wants and can brag about! That's merchandising you can't afford to miss. And it's a fact you spend no more—could be less. Figure it for yourself. Count costs of hardware, time and installation labor on conventional sliding doors. You get Modernfold closures complete, in decorator colors or even wood-grain finishes—ready for easy, quick installation. Lifetime quality. They can't warp, crack or jam...so you save the cost of servicing. You owe it to yourself to get all the facts. Call a Modernfold Distributor, or send the coupon—today.

PRIVACY OF AN EXTRA ROOM—ANOTHER BIG SALES-POINT

This complete access to closets with floor-to-ceiling Modernfold Doors instantly catches a woman's eye...their sound, trouble-free construction pleases the men.

NATIONALLY ADVERTISED MODERNFOLD CLOSET OPENINGS HELP CLOSE SALES!

NEW CASTLE PRODUCTS, INC.
Dept. A21, New Castle, Indiana
Please send complete information on Modernfold Doors.

© 1956, New Castle Products, Inc.
ANNOUNCING
NEW NAMES* FOR
WEST COAST
LUMBER GRADES

Douglas Fir • West Coast Hemlock • Western Red Cedar • Sitka Spruce

WATCH FOR
NEWS OF THE
EFFECTIVE DATE,
AND YOUR
FREE COPY OF THE
NEW GRADING
RULES WHICH WILL
BE MAILED TO YOU.

WEST COAST
LUMBERMEN'S ASSOCIATION
1410 S. W. MORRISON, PORTLAND 5, OREGON
Now we sell homes complete with carpet and sell twice as many,” says Donald Scholz of Toledo, Ohio.

Top Michigan builder calls carpet “The best silent salesman.”

“Carpet sells homes faster” says leading Dallas builder.

“Homes sell faster when you include carpet in the price” says leading California builder.

Pittsburgh builder offers carpeted homes to bring out 15,000 prospects.

Hundreds of builders are proving it:

you can sell homes faster with carpet in the package

All over the country, builders have learned that they sell homes much faster with carpet included in the purchase price of the home.

The builders you see here...and many, many more...are cashing in on the great desire people have for carpet. They know that carpet is one of their best selling tools.

Why? Because surveys show women prefer carpet 13 to 1 — for its beauty, comfort, quiet, safety, warmth and easy care. But when they’re buying a new house, their cash and credit are tied up. They feel they can’t afford carpet.

And that’s how smart builders cash in. They include carpet in the purchase price and a sale is made.

Get together with your local carpet retailer to see what carpet can do for you. Or write the Carpet Institute for information on selling homes complete with carpet.

Home means more with carpet on the floor — more quiet • comfort • beauty • safety • easier care

Buy carpets designed and made for the American way of life by these American manufacturers:

Artloom • Beattie • Bigelow • Cabin Crafts-Needlepoint • Downs • Firth • Gulistan • Hardwick & Magee • Hightstown

Holmes • Karastan • Lees • Magee • Masland • Mohawk • Nyes & Moge • Philadelphia Carpet • Roxbury • Sanford • Alexander Smith

CARPET INSTITUTE, INC., 350 Fifth Avenue, New York 1, N. Y.
THESE 4 IMPORTANT FACTORS
WHEN YOU SPECIFY GLUED LAMINATED WOOD MEMBERS?

PRODUCT QUALITY No matter how hard we try—we can’t say it better than this contractor who wrote, “Our contract will be more profitable to us because accurately fabricated Rilco members were assembled and erected with surprising speed.” Rilco quality also contributes to a “good job” and helps assure “owner satisfaction.”

SERVICE Detailed drawings are provided to speed field work—save erection costs. Experienced Rilco service engineers are available to give bidding and on-the-job advice.

DELIVERY delays cost money and create ill will. Rilco plants are strategically located for shorter hauls and complete assurance of delivery when promised.

PRICE initially is seldom the true factor in determining the final cost. Considering all of the above advantages, completed cost is lower with Rilco.

Your reason for ordering Rilco arches, beams, rafters or trusses for your next school, church gymnasium, store, commercial or industrial building could be any of the above. Together they add up to an important ingredient... integrity.

For more information contact:
SIX IMPORTANT FACTS
TO KEEP IN MIND ABOUT

Thermopane®

(Made in the U. S. solely by LIBBEY · OWENS · FORD)

1 Thermopane is a registered trade-mark of the Libbey-Owens-Ford Glass Company.
2 Only Libbey-Owens-Ford makes Thermopane insulating glass.
3 Only Libbey-Owens-Ford can use Thermopane in connection with transparent insulating units.
4 Only Thermopane has the Bondermetic Seal® which bonds the panes of glass into one unit to prevent dirt and moisture from entering the dry air space.
5 The name "Thermopane" can and should be used when referring to the Libbey-Owens-Ford product only.
6 The word "Thermopane" can never legally be used when referring to any other brand of multiple-glazing construction.

We make these statements because the function of a trade-mark is to identify unequivocally the manufacturer of a product . . . to eliminate the possibility of confusion in the mind of the public concerning the producer of a specified product . . . to assure that the customer gets what he orders.

We are sure that architects, contractors and others who are familiar with the superiority and advantages of Thermopane will welcome these statements . . . will refrain from using our trade-mark in referring to any construction or product not made by the Libbey-Owens-Ford Glass Company.

We believe that our readers will understand L·O·F's pride in Thermopane and our sincere desire to have Thermopane continue to enjoy its individuality. Libbey-Owens-Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.

LIBBEY·OWENS·FORD

. . . a Great Name in Glass

JANUARY 1956
"EVERYTHING HINGES ON HAGER!"
NEW SOFFIT SAVINGS!

Soffits, Carport and Porch Ceilings delivered
cut-to-size, primed . . . ready to apply!

These are real savings for today's large scale builders! It comes down to this: Upson can precision-cut to size and prime All Weather Panels for soffits, carport, porch ceilings for far less money than these same operations would cost on the job.

And Upson's cutting and prime coat are far superior to boot!

Picture this. Soffits complete, ready to apply. Even with ventilating holes if desired when ordered in quantity. Just nail in place and apply finish paint! No waste. No prime paint to buy or apply.

Similar savings on carport or porch ceilings, too!

So contact Upson today and fit these savings into your building plans.

Full details and free sample, mail coupon today!

UPSON
PROVEN QUALITY YOU CAN TRUST

Super-Strong 6 plies of wood fibers—welded and laminated together—full 3/8" thick.

Waterproofed by exclusive Upson Curaseal® process. Every fiber waterproofed.

Toxic-Treated to resist mold, fungi, termites.

Meets and exceeds F.H.A. minimum construction requirements.

THE UPSON COMPANY
811 Upson Point, Lockport, New York

Please rush FREE details and samples on cut-to-size Upson All Weather Panels for Soffits and Exterior Ceilings.

Name

Name of Firm

Street

City  State
NIAGARA has a 100,000 BTU CAPACITY FORCED AIR FURNACE

in its ALL NEW Series 70 LINE

Fully Automatic GAS or OIL MODELS

HIGH BOY—DOWN FLOW—BASEMENT MODELS
to fit ANY HOME HEATING REQUIREMENT

15 DIFFERENT GAS-FIRED MODELS
FROM 50,000 BTU to 140,000 BTU

9 DIFFERENT OIL-FIRED MODELS
FROM .75 g.p.h. to 1.5 g.p.h.

NEW CONSTRUCTION FEATURES

NEW HEAT EXCHANGER
Cylindrical in shape—made entirely of 14 gauge steel

SELECTION OF CONTROLS
Choice of A.G.A. approved Honeywell, Standard or Self-generating controls.

DIRECT OR BELT DRIVEN BLOWERS

Oil models equipped with famous NIAGARA OIL BURNER with the SUPER-FLAME HEAD

Solve your heating problems with a NIAGARA SERIES 70 FURNACE

For Complete Information and Specifications Write or Phone

NIAGARA FURNACE DIVISION
The Forest City Foundries Co.
2500 West 27th St. • Tower 1-5040 • Cleveland 13, Ohio

NIAGARA—the word for maximum heat at minimum cost.
Builders who specialize in slab foundation homes have found that here's the perfect answer for their heating requirements—the Temco Gas Wall Heater that fits right into the wall between standard 16” studding. For that matter, the Temco Wall Heater is the ideal low-cost automatic heating unit for all types of homes:

Economically installed upstairs or down...
no costly excavation . . . saves floor space.
Approved by A.G.A., guaranteed by Good Housekeeping.
Written warranty on Temco's Porcelain Enamel Heat Chamber.

Smart Builders everywhere know that, regardless of type construction, they're building sales from the ground up when they install Temco Gas Wall Heaters.

Temco Inc., Department B-801
Nashville, Tennessee

Please send me catalog and complete story on Temco Gas Wall Heaters.

Name ___________________________ 
Firm Name ________________________ 
Address __________________________ 
City _____________________________ Zone State ________
New! Just $99.50!

World's only orbital-action bayonet saw!

Now—the first real improvement since portable jig saws were invented! It's Porter-Cable's revolutionary new Model 148—designed around a wholly new principle, guaranteed to outperform any other portable jig saw at any price.

Orbital action makes the difference. Blade teeth are in contact only on the cutting stroke—back away on the relief stroke. Harmful "drag" is completely gone—and performance reaches a new high.

By actual test, the Model 148 cuts up to 4 times faster than the best conventional up-and-down saws. It has a full 2" capacity in wood—3/4" in aluminum, 1/4" in steel. Its cool, comfortable grip and perfect balance make easy work of any job. Get the whole amazing story from your Porter-Cable dealer—or write today for full information.

See the New Model 148 Demonstrated at NAHB Convention Booth 871, Chicago Coliseum, January 22-26, 1956
The 1500 homes of Pittsburgh's suburban Garden City...

Plumbing Fixtures and Heating Equipment by

RICHMOND

Prices—$12,500 to $22,500
Builder—Sampson-Miller
Associated Companies
Architect—Richard B. Benn
Land Planner—Jennings F. Stright
Plumbing Wholesaler—Glenn Plumbing
and Heating Supply Company
Plumbing Contractor—Paul Sekel

TYPICAL RICHMOND PRODUCTS FOR GARDEN CITY HOMES

Write for new illustrated catalog.

SEE US AT THE CHICAGO COLISEUM NAHB SHOW!

JANUARY 1956
It had to happen—the Ceco-Sterling Aluminum Sliding Window with the Wide Look gets wide acceptance. That’s because Ceco Wide Look design and the long, low, sprawling concept of today’s contemporary homes go well together. Builders across the nation now are putting this newest Ceco window creation in the homes they build. They know features sell homes, and they realize customer benefits like these make the Ceco-Sterling Aluminum Sliding Window a wanted feature: Easy operation—sash slides in anti-friction sill track; easy to clean—sill track is removable—an exclusive feature; high window placement affords privacy. Here’s a window that’s easy to install—just set it in the rough opening, square it, and nail through the integral fin-trim, bring siding to trim stop and caulk. Glass dimensions are in even inches, thus reducing glass costs up to 30%. The sash can be bench glazed without mastic and easily inserted in window frame after installation. On your next building project consult Ceco, makers of the widest line of windows in the market. You’ll find what you need—better engineering, too, for better performance. Send for free brochure, fully detailing all information on the new Ceco-Sterling Aluminum Sliding Window. See the Ceco Window line displayed at the National Association of Home Builders Exposition—Conrad Hilton Hotel—January 22–26—Booth 40–42.

CECO STEEL PRODUCTS CORPORATION
Offices, warehouses and fabricating plants in principal cities
General Offices: 5601 West 26th Street, Chicago 50, Illinois

THE CECO-STERLING ALUMINUM SLIDING WINDOW


The Ceco Residential Casement, available in both steel and aluminum. Slender frames provide up to 30% more light. Easy to install—no fitting necessary—all hardware included—controlled ventilation.
Mor-Sun Warm Air Furnaces and Air Conditioners are designed with the builder in mind. There's a model for every size and price of house. They're high quality units, competitively priced for added home value within the limits of your building budget. They're compact to save valuable living space and attractively finished for maximum eye-and-buy appeal. Mor-Sun Furnaces burn gas (including LP) or oil. They're easy to install and owner satisfaction is assured by a 10-year written guarantee. Mor-Sun Air Conditioners are water or air-cooled and are perfectly matched with Mor-Sun Furnaces for complete year-round comfort, convenience and economy. Home buyers are "pre-sold" by a strong, consistent national and local advertising and sales promotion program.

All this adds up to more homes "SOLD" when you install Mor-Sun.

Before you build another house or plan another project, get all the facts about Mor-Sun from your Mor-Sun Distributor or Dealer who is listed in the Yellow Pages of your telephone directory—or write directly to Mor-Sun Furnace Division, Morrison Steel Products, Inc., 605 Amherst Street, Buffalo 7, New York.
This gleaming, modern coal preparation plant at Valier, Illinois, made of Kaiser Aluminum, was built for The Old Ben Coal Corp. by the McNally Pittsburgh Mfg. Corp., Pittsburgh, Kansas.

"No building maintenance problems with Kaiser Aluminum roofing and siding"

says Mr. J. W. MacDonald, Vice-President Engineering,
The Old Ben Coal Corp., Christopher, Illinois

"Fumes and gases seem to have no effect on our corrugated aluminum coal-preparation plant. It is completely rust-proof and never needs painting or any other expensive upkeep.

"That's particularly important in the coal industry where building maintenance is often a major item of cost.

"We like the way that aluminum keeps the interior cool on hot summer days.

"In our opinion, aluminum is the ideal building material for coal-processing plants. A recent contract for another preparation plant will again require provision of corrugated industrial aluminum roofing and siding."

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


Kaiser Aluminum
Industrial Roofing and Siding

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

Strong—The increased depth (7") of the corrugations of Kaiser Aluminum sheet provides greater load carrying capacities over the longer spans of modern industrial construction.

Corrosion Resistance—High resistance to most industrial fumes.

Can't streak with red rust. Maintains attractive appearance indefinitely.

Low Maintenance—Never needs painting. Resists heavy winds and hail.

Cooler, Brighter Interiors—By reflecting hot sun rays, aluminum keeps interiors as much as 15° cooler. Aluminum's high reactivity insures extra interior light.
Combined Guide to Show...

...and Check List

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>EXHIBIT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. R. B. Window Sales Co.</td>
<td>Double hung wood window units</td>
<td>SHERMAN 547</td>
</tr>
<tr>
<td>Acme Appliance Mfg. Co.</td>
<td>Builders' hardware</td>
<td>SHERMAN 450</td>
</tr>
<tr>
<td>Adams Mfg. Co., The</td>
<td>Prefabricated Allen chimneys</td>
<td>COLISEUM 793</td>
</tr>
<tr>
<td>Ador Sales, Inc.</td>
<td>Sliding glass doors</td>
<td>HILTON 367</td>
</tr>
<tr>
<td>American-Standard Air Conditioning Div.</td>
<td>Air conditioning equipment</td>
<td>HILTON 139-141</td>
</tr>
<tr>
<td>Air Control Products, Inc.</td>
<td>Awnings and canopies; sliding doors</td>
<td>HILTON 204-205</td>
</tr>
<tr>
<td>Airtemp, Div. of Chrysler Corp.</td>
<td>Heating and air-conditioning equipment</td>
<td>HILTON 16-17</td>
</tr>
<tr>
<td>Ajax Hardware Mfg. Corp.</td>
<td>Builders' hardware</td>
<td>COLISEUM 845</td>
</tr>
<tr>
<td>Akron Products Co.</td>
<td>Building materials and specialties</td>
<td>HILTON 196</td>
</tr>
<tr>
<td>Alcaso Products, Inc.</td>
<td>Aluminum casement, basement and sliding windows</td>
<td>COLISEUM 773</td>
</tr>
<tr>
<td>Alliance Mfg. Co.</td>
<td>Alliance Lift-a-dor</td>
<td>COLISEUM 874</td>
</tr>
<tr>
<td>Allianceware, Inc.</td>
<td>Plumbing fixtures</td>
<td>HILTON 168-169</td>
</tr>
<tr>
<td>Allmetal Weatherstrip Co.</td>
<td>Sash balance and weatherstripping</td>
<td>SHERMAN 408</td>
</tr>
<tr>
<td>Alsynite Co. of America</td>
<td>Fiberglas, fiberglas structural panels</td>
<td>HILTON 351</td>
</tr>
<tr>
<td>Altax Engineering Co.</td>
<td>Aluminum windows</td>
<td>SHERMAN 410-411</td>
</tr>
<tr>
<td>Aluminum Products Co.</td>
<td>Aluminum windows</td>
<td>COLISEUM 868</td>
</tr>
<tr>
<td>American Bamboo Corp.</td>
<td>Building materials, specialties, doors</td>
<td>HILTON 389</td>
</tr>
<tr>
<td>American Brass Co., The</td>
<td>Copper tubing, sheet copper, gutters, flashings</td>
<td>HILTON 145-146</td>
</tr>
<tr>
<td>American Builder</td>
<td>Builders' magazine, Convention Daily, and other books</td>
<td>HILTON 83</td>
</tr>
<tr>
<td>American Cabinet Hardware</td>
<td>Builders' hardware</td>
<td>HILTON 64</td>
</tr>
<tr>
<td>American Floor Surfacing Ma-</td>
<td>Floor sanders, maintenance machines, industrial</td>
<td>HILTON 308</td>
</tr>
<tr>
<td>chine Co., The</td>
<td>incentives, industrial vacuums, portable electrical tools</td>
<td>COLISEUM 891</td>
</tr>
<tr>
<td>COMPANY</td>
<td>EXHIBIT</td>
<td>LOCATION</td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td>American-Standard</td>
<td>Kitchen equipment and cabinets, plumbing fixtures, heating and air conditioning equipment</td>
<td>COLISEUM 743-744</td>
</tr>
<tr>
<td>Caloric Appliance</td>
<td>Home appliances; waste disposal units</td>
<td>COLISEUM 736 &amp; 753</td>
</tr>
<tr>
<td>Colonial Products Co. (Yorktown kitchens)</td>
<td>Wood kitchen and bathroom cabinets</td>
<td>COLISEUM 741-742</td>
</tr>
<tr>
<td>Cribben &amp; Sexton Co.</td>
<td>Gas ranges</td>
<td>COLISEUM 752</td>
</tr>
<tr>
<td>Dixie Products, Inc.</td>
<td>Home appliances</td>
<td>COLISEUM 747</td>
</tr>
<tr>
<td>Florence Stove Co.</td>
<td>Ranges</td>
<td>COLISEUM 750</td>
</tr>
<tr>
<td>Kitchen Maid Corp.</td>
<td>Kitchen cabinets and equipment</td>
<td>COLISEUM 701-702</td>
</tr>
<tr>
<td>Lyon Metal Products, Inc.</td>
<td>Kitchen cabinets</td>
<td>COLISEUM 708-709</td>
</tr>
<tr>
<td>Magic Chef, Inc.</td>
<td>Ranges, broilers, ovens</td>
<td>COLISEUM 745</td>
</tr>
<tr>
<td>Mutschler Bros. Co.</td>
<td>Kitchen and office tables</td>
<td>COLISEUM 710-711</td>
</tr>
<tr>
<td>Phillips &amp; Butterf Mfg. Co.</td>
<td>Ranges</td>
<td>COLISEUM 749</td>
</tr>
<tr>
<td>Republic Steel Corp.</td>
<td>Home appliances; kitchen cabinets and equipment</td>
<td>COLISEUM 734-735</td>
</tr>
<tr>
<td>Geo. D. Roper Corp.</td>
<td>Gas ranges</td>
<td>COLISEUM 748</td>
</tr>
<tr>
<td>Tappan Stove Co.</td>
<td>Home appliances; kitchen cabinets and equipment</td>
<td>COLISEUM 751</td>
</tr>
<tr>
<td>Toledo Desk &amp; Fixture Corp.</td>
<td>Bathroom accessories, kitchen and laundry equipment and cabinets; plumbing fixtures</td>
<td>COLISEUM 703-704</td>
</tr>
<tr>
<td>Tracy Kitchens</td>
<td>Kitchen equipment and cabinets</td>
<td>COLISEUM 754-755 &amp; 778-779</td>
</tr>
<tr>
<td>St. Charles Mfg. Co.</td>
<td>Steel kitchens</td>
<td>COLISEUM 746</td>
</tr>
<tr>
<td>Western-Holly Appl. Co.</td>
<td>Built-in cooking equipment</td>
<td>COLISEUM 739-740</td>
</tr>
<tr>
<td>Wood-Metal Industries</td>
<td>Wood metal kitchens</td>
<td>HILTON 2-3</td>
</tr>
<tr>
<td>American Kitchens Div., Avco</td>
<td>Kitchen appliances</td>
<td>HILTON 364</td>
</tr>
<tr>
<td>American Shower Door Co., Inc.</td>
<td>Shower enclosures</td>
<td>HILTON 324</td>
</tr>
<tr>
<td>American Sisalcraft Corp.</td>
<td>Building materials; insulation; waterproofing materials</td>
<td>HILTON 133-138</td>
</tr>
<tr>
<td>American Radiator &amp; Standard Sanitary Corp.</td>
<td>Kitchen equipment and cabinets, plumbing fixtures, heating and air conditioning equipment</td>
<td>HILTON 181-182</td>
</tr>
<tr>
<td>American Welding &amp; Mfg. Co.</td>
<td>Steel doors, frames and closet units</td>
<td>SHERMAN 369-372</td>
</tr>
<tr>
<td>Andersen Corp.</td>
<td>Andersen windowwalls</td>
<td>SHERMAN 503</td>
</tr>
<tr>
<td>Arcadia Metal Products</td>
<td>Metal products</td>
<td>COLISEUM 817</td>
</tr>
<tr>
<td>Arco Co., The</td>
<td>Wall and house paint</td>
<td>HILTON 25-26</td>
</tr>
<tr>
<td>Armstrong Cork Co.</td>
<td>Acoustical materials, building materials; floor covering and insulation</td>
<td>SHERMAN 412-413</td>
</tr>
<tr>
<td>Arnold Products, Inc.</td>
<td>Jalousies; window and window frames; jalousie doors</td>
<td>HILTON 156</td>
</tr>
<tr>
<td>Artcrest Plastics Co., Inc.</td>
<td>Plastic wall tile</td>
<td>COLISEUM 875</td>
</tr>
<tr>
<td>Associated Plumbing Supply Co.</td>
<td>Plumbing fixtures</td>
<td>SHERMAN 491</td>
</tr>
<tr>
<td>Atlas Plywood Corp.</td>
<td>Doors and door frames</td>
<td>COLISEUM 888-889</td>
</tr>
<tr>
<td>Bank'site Co.</td>
<td>Vinylite</td>
<td>COLISEUM 820</td>
</tr>
<tr>
<td>Baldwin-Hill Co.</td>
<td>Blanket insulation</td>
<td>HILTON 189-190</td>
</tr>
<tr>
<td>Barber-Calman Co.</td>
<td>Garage doors</td>
<td>HILTON 232</td>
</tr>
<tr>
<td>Barrett Div., Allied Chemical &amp; Dye Corp.</td>
<td>Building materials</td>
<td>COLISEUM 811</td>
</tr>
<tr>
<td>Beadex Sales, Inc.</td>
<td>Building materials; building specialties</td>
<td>COLISEUM 800</td>
</tr>
<tr>
<td>Berger Furnace Corp.</td>
<td>Heating and air conditioning equipment</td>
<td>HILTON 365</td>
</tr>
<tr>
<td>Berns Mfg. Corp.</td>
<td>Fans, heating, ventilating and air conditioning</td>
<td>HILTON 203</td>
</tr>
<tr>
<td>Better Hames &amp; Gardens</td>
<td></td>
<td>SHERMAN 460</td>
</tr>
<tr>
<td>Bianco Mfg. Co.</td>
<td>Breakfast nooks, kitchen nooks, ready-built nooks</td>
<td>SHERMAN 520</td>
</tr>
<tr>
<td>Bilco Co., The</td>
<td>Doors, basement, metal</td>
<td>COLISEUM 873</td>
</tr>
<tr>
<td>Black &amp; Decker Mfg. Co.</td>
<td>Portable electric tools</td>
<td>COLISEUM 712-720</td>
</tr>
<tr>
<td>Borg-Warner Corp.</td>
<td>Bathrooms, clothes dryer, water heater, roof decking</td>
<td>COLISEUM 737</td>
</tr>
<tr>
<td>Brandes Co.</td>
<td>Warm air baseboard</td>
<td></td>
</tr>
</tbody>
</table>

Check what you can't afford to miss: the better you buy, the better you build, the better you sell.
<table>
<thead>
<tr>
<th>COMPANY</th>
<th>EXHIBIT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Briggs Mfg. Co.</td>
<td>Bathroom accessories; plumbing fixtures, kitchen equipment</td>
<td>HILTON 106-107, 124-125</td>
</tr>
<tr>
<td>A. Brown Products Corp.</td>
<td>Air conditioning units, chillers, baseboard radiation</td>
<td>COLISEUM 816</td>
</tr>
<tr>
<td>E. L. Bruce Co.</td>
<td>Flooring</td>
<td>HILTON 66-67</td>
</tr>
<tr>
<td>Bryant Div. of Carrier Corp.</td>
<td>Gas heating equipment</td>
<td>HILTON 120-121</td>
</tr>
<tr>
<td>Burnham Corp.</td>
<td>Radiant baseboards, gas broiler, oil heating unit</td>
<td>COLISEUM 763-764</td>
</tr>
<tr>
<td>Building Products</td>
<td>Safety electric products</td>
<td>COLISEUM 805</td>
</tr>
<tr>
<td>Bulldog Electric Products Co.</td>
<td>Sash balances, window hardware</td>
<td>COLISEUM 861</td>
</tr>
<tr>
<td>Caldwell Mfg. Co., The</td>
<td>Building materials; insulation; roofing; siding</td>
<td>COLISEUM 787</td>
</tr>
<tr>
<td>Philip Carey Mfg. Co., The</td>
<td>Kitchen cabinets; millwork; wardrobes and closets; windows and window frames</td>
<td>HILTON 21-22</td>
</tr>
<tr>
<td>Carr, Adams &amp; Collier Co.</td>
<td>Heating and air conditioning equipment</td>
<td>SHERMAN 556-558</td>
</tr>
<tr>
<td>Carrier Corp.</td>
<td>Kitchen cabinets and equipment; kitchen sinks</td>
<td>HILTON 379-380</td>
</tr>
<tr>
<td>Carrolton Mfg. Co. (Sink Div.)</td>
<td>Doors and door frames; windows and window frames; metal lath and accessories</td>
<td>HILTON 40-41</td>
</tr>
<tr>
<td>Ceca Steel Products Corp.</td>
<td>Acoustical materials; gypsum products</td>
<td>HILTON 4</td>
</tr>
<tr>
<td>Celotex Corp.</td>
<td>Warm air furnaces and air conditioning</td>
<td>COLISEUM 852-853</td>
</tr>
<tr>
<td>Century Engineering Corp.</td>
<td>Building and roofing materials; siding, wallboard</td>
<td>HILTON 246</td>
</tr>
<tr>
<td>Certain-Teed Products Corp.</td>
<td>Built-in ranges</td>
<td>COLISEUM 815</td>
</tr>
<tr>
<td>Challenger Lock Co., Inc.</td>
<td>Copper tubing and supplies; roofing; screening</td>
<td>SHERMAN 470-471</td>
</tr>
<tr>
<td>Chambers Ranges, Inc.</td>
<td>Bathroom accessories; fans, heating and air conditioning equipment</td>
<td>HILTON 214 PLUS</td>
</tr>
<tr>
<td>Chase Brass &amp; Copper Co.</td>
<td>Heating, ventilating and air conditioning equipment</td>
<td>SHERMAN 482-483</td>
</tr>
<tr>
<td>Closures, Inc.</td>
<td>Kitchen cabinets and equipment</td>
<td>HILTON 42-47</td>
</tr>
<tr>
<td>Cole Mfg. Co. of Austin, Inc.</td>
<td>Tension screens, shades and doors</td>
<td>HILTON 194-195</td>
</tr>
<tr>
<td>Coleman Co., Inc., The</td>
<td>Wall covering, fabric</td>
<td>HILTON 219</td>
</tr>
<tr>
<td>Colonial Products Co.</td>
<td>Aluminum combination storm windows and doors</td>
<td>HILTON 341-342</td>
</tr>
<tr>
<td>Columbia Mills, Inc.</td>
<td>Heating, ventilating and air conditioning equipment</td>
<td>COLISEUM 881</td>
</tr>
<tr>
<td>Columbus Coated Fabrics Corp.</td>
<td>Chimneys and flues</td>
<td>HILTON 18</td>
</tr>
<tr>
<td>Con-Miracle Products Co.</td>
<td>Floor covering and wall covering</td>
<td>HILTON 104</td>
</tr>
<tr>
<td>Conco Engineering Works</td>
<td>Residential ceiling air diffusers</td>
<td>SHERMAN 420-431</td>
</tr>
<tr>
<td>Condensation Engineering Corp.</td>
<td>Venetian blinds, folding doors, fans, alum. siding</td>
<td>COLISEUM 832</td>
</tr>
<tr>
<td>Corguloseum-Nairn, Inc.</td>
<td>Plastic laminate, wallboard</td>
<td>HILTON 300</td>
</tr>
<tr>
<td>Conner Engineering Corp.</td>
<td>Millwork</td>
<td>SHERMAN 481</td>
</tr>
<tr>
<td>Consolidated General Products</td>
<td>Kitchen cabinets and equipment</td>
<td>SHERMAN 567-568</td>
</tr>
<tr>
<td>Consoweld Corp.</td>
<td>Locks and builders' hardware</td>
<td>SHERMAN 489-490</td>
</tr>
<tr>
<td>Continental Screen Co.</td>
<td>Heating and air conditioning; kitchen equipment; plumbing fixtures; water heaters and softeners</td>
<td>SHERMAN 518-519</td>
</tr>
<tr>
<td>Coppes, Inc.</td>
<td>Garage: doors, doors and building specialties</td>
<td>HILTON 48-53</td>
</tr>
<tr>
<td>P &amp; F Corbin Div., American Hardware Corp.</td>
<td>Home appliances</td>
<td>COLISEUM 837</td>
</tr>
<tr>
<td>Crane Co.</td>
<td>Kitchen cabinets; millwork</td>
<td>HILTON 158-163</td>
</tr>
<tr>
<td>Crawford Door Co.</td>
<td>Accordian folding doors</td>
<td>SHERMAN 579-581</td>
</tr>
<tr>
<td>Creasley-Bendix Appliance Div., Ace Mfg. Corp.</td>
<td>Water heaters, furnaces, air conditioning units</td>
<td>COLISEUM 847</td>
</tr>
<tr>
<td>Curtis Companies, Inc.</td>
<td>Heating and air conditioning equipment</td>
<td>COLISEUM 840</td>
</tr>
<tr>
<td>Curtiss Corp.</td>
<td>Controls for refrigeration, air conditioning, heating</td>
<td>HILTON 174-175</td>
</tr>
<tr>
<td>Day &amp; Night Div., Carrier Corp.</td>
<td>Doors and door frames; windows and window frames</td>
<td>HILTON 386-387</td>
</tr>
<tr>
<td>Delta Appliance Div., Gen. Motors Corp.</td>
<td></td>
<td>HILTON 75-73</td>
</tr>
</tbody>
</table>

✓ Check what you can't afford to miss: the better you buy, the better you build, the better you sell.
<table>
<thead>
<tr>
<th>COMPANY</th>
<th>EXHIBIT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>DeWalt, Inc.</td>
<td>Power tools</td>
<td>COLISEUM 872,</td>
</tr>
<tr>
<td>Dixie Products, Inc.</td>
<td>Home appliances</td>
<td>HILTON 32</td>
</tr>
<tr>
<td>F. W. Dodge Corp.</td>
<td>Construction news and marketing specialists</td>
<td>COLISEUM 760-761</td>
</tr>
<tr>
<td>Dormer Co., The</td>
<td>Kitchen nooks</td>
<td>HILTON 133-154</td>
</tr>
<tr>
<td>Douglas Fir Plywood Assn.</td>
<td>Plywood and building panels</td>
<td>SHERMAN 404</td>
</tr>
<tr>
<td>Dow Chemical Co., The</td>
<td>Styrofoam (low-pressure insulation)</td>
<td>HILTON 37</td>
</tr>
<tr>
<td>Duraflex Co., The</td>
<td>Thresholds and weatherstripping</td>
<td>COLISEUM 383-384</td>
</tr>
<tr>
<td>Durall Products Co.</td>
<td>Tension screens, aluminum screen doors</td>
<td>HILTON 10</td>
</tr>
<tr>
<td>Drywall Trim, Inc.</td>
<td>Aluminum storm enclosures</td>
<td>HILTON 337-338</td>
</tr>
<tr>
<td>Eagle-Picher Co., The</td>
<td>Building specialties; door chimes; fire alarm for home</td>
<td>SHERMAN 492,</td>
</tr>
<tr>
<td>Edwards Co., Inc.</td>
<td>Glass bathtub enclosures and shower doors</td>
<td>HILTON 385</td>
</tr>
<tr>
<td>Theodore Effron Mfg. Co.</td>
<td>Bathroom accessories; home appliances; electrical equipment and lighting; heating</td>
<td>SHERMAN 414-415</td>
</tr>
<tr>
<td>Electromade Corp.</td>
<td></td>
<td>SH-R MAN 439</td>
</tr>
<tr>
<td>Eljer Div. of Murray Corp.</td>
<td>Plumbing fixtures, kitchen cabinets</td>
<td>HILTON 80-82</td>
</tr>
<tr>
<td>Eljay Mfg. Co.</td>
<td>Plumbing fixtures, stainless steel sinks</td>
<td>COLISEUM 730-731</td>
</tr>
<tr>
<td>Emerson Electric Mfg. Co., The</td>
<td>Ventilating fans</td>
<td>COLISEUM 896</td>
</tr>
<tr>
<td>Empira Homes, Inc.</td>
<td>Prefabricated homes</td>
<td>COLISEUM 786</td>
</tr>
<tr>
<td>Engineered Products Co., The</td>
<td>Bathroom accessories; builders’ hardware</td>
<td>COLISEUM 794</td>
</tr>
<tr>
<td>Everkia Williams Co.</td>
<td>Home heating and cooling units</td>
<td>COLISEUM 824</td>
</tr>
<tr>
<td>Engineering News-Record (Mc-</td>
<td></td>
<td>COLISEUM 877</td>
</tr>
<tr>
<td>Grow-Hili Publishing Co.)</td>
<td>Disappearing stairways; doors and door frames</td>
<td>SHERMAN 486</td>
</tr>
<tr>
<td>Estudoor, Inc.</td>
<td>Flooring and floor covering</td>
<td>SHERMAN 543</td>
</tr>
<tr>
<td>Es-Way Sales, Inc.</td>
<td>Doors and door frames, kitchen cabinets, millwork</td>
<td>HILTON 339</td>
</tr>
<tr>
<td>D L Fair Lumber Co.</td>
<td>Pre-structured packaged house</td>
<td>SHERMAN 577-578</td>
</tr>
<tr>
<td>Farley &amp; Laetscher Mfg. Co.</td>
<td></td>
<td>HILTON 371</td>
</tr>
<tr>
<td>Farwest Homes, Mfg by West</td>
<td></td>
<td>SHERMAN 438</td>
</tr>
<tr>
<td>Coast Mills</td>
<td></td>
<td>SHERMAN 437</td>
</tr>
<tr>
<td>Fascia Industries, Inc.</td>
<td></td>
<td>SHERMAN 425</td>
</tr>
<tr>
<td>Fiat Metal Mfg. Co.</td>
<td></td>
<td>COLISEUM 725</td>
</tr>
<tr>
<td>Fleet of America, Inc.</td>
<td></td>
<td>HILTON 170-171</td>
</tr>
<tr>
<td>Follansbee Steel Corp.</td>
<td></td>
<td>HILTON 172, 173,</td>
</tr>
<tr>
<td>Formica Co., The</td>
<td></td>
<td>176-180, 197-202</td>
</tr>
<tr>
<td>Frigidaire Div., General</td>
<td></td>
<td>SHERMAN 523,</td>
</tr>
<tr>
<td>Motors Corp</td>
<td></td>
<td>HILTON 56</td>
</tr>
<tr>
<td>Gate City Sash &amp; Door Co.</td>
<td>Windows and window frames</td>
<td>COLISEUM 756</td>
</tr>
<tr>
<td>Gates &amp; Son, Inc</td>
<td>Concrete form ties and forming systems</td>
<td>HILTON 304-307</td>
</tr>
<tr>
<td>General Bronze Corp</td>
<td>Doors and door frames, windows and window frames</td>
<td>HILTON 368</td>
</tr>
<tr>
<td>General Controls Co</td>
<td>Electrical equipment and lighting, heating, cooling</td>
<td>SHERMAN 426</td>
</tr>
<tr>
<td>Gen Door Div., Pick Mfg Co</td>
<td>Garage doors and operators</td>
<td>HILTON 97-100,</td>
</tr>
<tr>
<td>General Electric Co</td>
<td>Home appliances, electrical equipment, heating and ventilating</td>
<td>SHERMAN 510</td>
</tr>
<tr>
<td>Geneva Modern Kitchens</td>
<td>Kitchen cabinets and equipment</td>
<td>HILTON 347-248</td>
</tr>
<tr>
<td>Georgia-Pacific Plywood Co</td>
<td>Building materials, panels, specialties, plywood</td>
<td>SHERMAN 496</td>
</tr>
<tr>
<td>Gerber Plumbing Fixtures Corp.</td>
<td>Plumbing fixtures</td>
<td>HILTON 58</td>
</tr>
<tr>
<td>Gerity-Michigan Corp.</td>
<td>Bathroom accessories; plumbing fixtures, hardware</td>
<td>COLISEUM 880</td>
</tr>
<tr>
<td>Garwin Industries, Inc.</td>
<td>Thermo-base system of warm air distribution</td>
<td>COLISEUM 776</td>
</tr>
<tr>
<td>H S Getty &amp; Co., Inc.</td>
<td>Casement window hardware (wood and metal)</td>
<td>HILTON 60-61</td>
</tr>
<tr>
<td>Given Mfg. Co.</td>
<td>Home appliances</td>
<td>COLISEUM 810</td>
</tr>
<tr>
<td>Glamour Glass Wall Door Corp.</td>
<td>Glass walls and doors</td>
<td></td>
</tr>
</tbody>
</table>

☑ Check what you can’t afford to miss: the better you buy, the better you build, the better you sell.
<table>
<thead>
<tr>
<th>COMPANY</th>
<th>EXHIBIT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holly Mfg. Co.</td>
<td>Shower doors</td>
<td>SHERMAN 467</td>
</tr>
<tr>
<td>Gloss Shower Door Co.</td>
<td>Built-in appliances and kitchens</td>
<td>COLISEUM 862</td>
</tr>
<tr>
<td>Globe American Corp.</td>
<td>Builders' hardware</td>
<td>COLISEUM 878</td>
</tr>
<tr>
<td>Graham Industries, Inc.</td>
<td>Building materials; doors; builders' hardware</td>
<td>SHERMAN 492-494</td>
</tr>
<tr>
<td>Grand Rapids Hardware Co.</td>
<td>Bathroom accessories; builder materials; hardware</td>
<td>HILTON 301-302</td>
</tr>
<tr>
<td>Grant Pulley &amp; Hardware Corp.</td>
<td>Central built-in vacuum cleaning system</td>
<td>SHERMAN 495</td>
</tr>
<tr>
<td>Gyro Brass Mfg. Corp.</td>
<td>Floor covering</td>
<td>COLISEUM 898</td>
</tr>
<tr>
<td>H-P Products</td>
<td>Builders' hardware</td>
<td>SHERMAN 487</td>
</tr>
<tr>
<td>Hochmeister-Inc.</td>
<td>Strip flooring, paneling, moldings</td>
<td>SHERMAN 461</td>
</tr>
<tr>
<td>C. Hager &amp; Sons Hinge Mfg.</td>
<td>Prefabricated homes</td>
<td>SHERMAN 544-545</td>
</tr>
<tr>
<td>Hardwood Corp. of America</td>
<td>Heating and air conditioning</td>
<td>HILTON 13</td>
</tr>
<tr>
<td>Harnischfeger Homes, Inc.</td>
<td>Bathroom accessories, building materials and specialties; builders' hardware</td>
<td>COLISEUM 723-724</td>
</tr>
<tr>
<td>Hall Co., The</td>
<td>Floor covering</td>
<td>HILTON 372-373</td>
</tr>
<tr>
<td>Herbert Metal Products Co., Inc.</td>
<td>Oak block flooring and wood paneling</td>
<td>HILTON 211</td>
</tr>
<tr>
<td>Hewitt-Robins, Inc.</td>
<td>Stairway and folding doors</td>
<td>SHERMAN 549-550</td>
</tr>
<tr>
<td>Higgins Industries, Inc.</td>
<td>Heating, ventilating and air conditioning</td>
<td>HILTON 164-165</td>
</tr>
<tr>
<td>Holcomb &amp; Hoke Mfg. Co., Inc.</td>
<td>Insulating and building boards</td>
<td>HILTON 212</td>
</tr>
<tr>
<td>Holly Mfg. Co.</td>
<td>Music-radio intercom</td>
<td>HILTON 68-69</td>
</tr>
<tr>
<td>Homanase Co.</td>
<td>Prefabricated homes</td>
<td>HILTON 312</td>
</tr>
<tr>
<td>Home Music Systems, Inc.</td>
<td>Music-radio intercom</td>
<td>HILTON 84, 85, 102, 103</td>
</tr>
<tr>
<td>Hotpoint Co.</td>
<td>Sliding or folding doors</td>
<td>COLISEUM 762</td>
</tr>
<tr>
<td>Hough Shade Corp., The</td>
<td>Storm windows, doors, awnings</td>
<td>HILTON 237-238</td>
</tr>
<tr>
<td>Humphrey Products, Inc.</td>
<td>Electrical equipment and lighting; fans; heating, ventilating and air conditioning equipment</td>
<td>COLISEUM 723-724</td>
</tr>
<tr>
<td>Hunter Fan and Ventilating Co.</td>
<td>Fans, insulation; ornamental iron; disappearing stairs</td>
<td>HILTON 357-358</td>
</tr>
<tr>
<td>Huntington Industries, Inc.</td>
<td>Heating and air conditioning equipment</td>
<td>HILTON 345</td>
</tr>
<tr>
<td>Hydroterm, Inc.</td>
<td>Inconeloid lighting fixtures</td>
<td>COLISEUM 808</td>
</tr>
<tr>
<td>Hy-Plane Mfg. Co.</td>
<td>Steel medicine cabinets</td>
<td>HILTON 225-226</td>
</tr>
<tr>
<td>Illinois Bell Telephone Co.</td>
<td>Waste disposers</td>
<td>COLISEUM 870</td>
</tr>
<tr>
<td>Imperial Lighting Products</td>
<td>Acoustical materials; insulation; wallboard</td>
<td>COLISEUM 864</td>
</tr>
<tr>
<td>Independent Nail &amp; Packing Co.</td>
<td>Plastic paneling</td>
<td>COLISEUM 856</td>
</tr>
<tr>
<td>In-Sink-Erator Mfg. Co.</td>
<td>Fans; heating and air conditioning</td>
<td>HILTON 116-117</td>
</tr>
<tr>
<td>Insulite Div., Minnesota and Ontario Paper Co.</td>
<td>Self modulating zone heating</td>
<td>HILTON 327-328</td>
</tr>
<tr>
<td>International Molded Plastics</td>
<td>Kitchen cabinets and equipment</td>
<td>SHERMAN 555</td>
</tr>
<tr>
<td>International Oil Burner Co.</td>
<td>Heating and air conditioning equipment</td>
<td>HILTON 313-316</td>
</tr>
<tr>
<td>I-XL Furniture Co., Inc.</td>
<td>Heating and air conditioning equipment</td>
<td>SHERMAN 555</td>
</tr>
<tr>
<td>Janitrol Heating &amp; Air Conditioning Div., Surface Combustion Corp.</td>
<td>Assembled door and window units</td>
<td>COLISEUM 785</td>
</tr>
<tr>
<td>Jenkins Lumber &amp; Mfg. Co.</td>
<td>Ventilating equipment</td>
<td>COLISEUM 770</td>
</tr>
<tr>
<td>Jenn-Air Products Co., Inc.</td>
<td>Acoustical and building materials, roofing, siding</td>
<td>HILTON 15</td>
</tr>
<tr>
<td>Johns-Manville Sales Corp</td>
<td>Home appliances</td>
<td>HILTON 1</td>
</tr>
<tr>
<td>Kelvinator Div., American Motors Corp.</td>
<td>Sliding door frame</td>
<td>HILTON 105 &amp; 126</td>
</tr>
<tr>
<td>Kennatrack Corp.</td>
<td>Kentile, rubber tile, resilient floorings</td>
<td>COLISEUM 894</td>
</tr>
<tr>
<td>Kentile, Inc.</td>
<td>Doors and door frames, windows and window frames</td>
<td>HILTON 310</td>
</tr>
<tr>
<td>Kewanee Mfg. Co.</td>
<td>Sheathing blanket and insulation material</td>
<td>COLISEUM 777</td>
</tr>
<tr>
<td>Kimberly-Clark Corp.</td>
<td>Kitchen cabinets and equipment</td>
<td>SHERMAN 446</td>
</tr>
<tr>
<td>Kitchen Aid Home Dishwasher Div., The Hobart Mfg. Co.</td>
<td>Assembled door and window units</td>
<td>COLISEUM 785</td>
</tr>
<tr>
<td>Kitchen Aid Home Dishwasher Div., The Hobart Mfg. Co.</td>
<td>Ventilating equipment</td>
<td>COLISEUM 770</td>
</tr>
<tr>
<td>Kitchen Aid Home Dishwasher Div., The Hobart Mfg. Co.</td>
<td>Home appliances</td>
<td>HILTON 1</td>
</tr>
<tr>
<td>Kitchen Aid Home Dishwasher Div., The Hobart Mfg. Co.</td>
<td>Kentile, rubber tile, resilient floorings</td>
<td>COLISEUM 894</td>
</tr>
<tr>
<td>Kitchen Aid Home Dishwasher Div., The Hobart Mfg. Co.</td>
<td>Doors and door frames, windows and window frames</td>
<td>HILTON 310</td>
</tr>
<tr>
<td>Kitchen Aid Home Dishwasher Div., The Hobart Mfg. Co.</td>
<td>Sheathing blanket and insulation material</td>
<td>COLISEUM 777</td>
</tr>
<tr>
<td>Kitchen Aid Home Dishwasher Div., The Hobart Mfg. Co.</td>
<td>Kitchen cabinets and equipment</td>
<td>SHERMAN 446</td>
</tr>
</tbody>
</table>

✓ Check what you can't afford to miss: the better you buy, the better you build, the better you sell.
<table>
<thead>
<tr>
<th>COMPANY</th>
<th>EXHIBIT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knape &amp; Vogt Mfg. Co.</td>
<td>Building specialties; builders' hardware</td>
<td>SHERMAN 514</td>
</tr>
<tr>
<td>Kohler Co.</td>
<td>Plumbing equipment</td>
<td>COLISEUM 885</td>
</tr>
<tr>
<td>Koto Products, Inc.</td>
<td>Horizontal slide windows, doors, jalousies</td>
<td>HILTON 317-319</td>
</tr>
<tr>
<td>L. O. Kaven &amp; Brother Inc.</td>
<td>Heating boilers, baseboard radiation, water heaters</td>
<td>COLISEUM 838</td>
</tr>
<tr>
<td>Kwikset Sales and Service Co.</td>
<td>Builders' hardware</td>
<td>SHERMAN 462-465</td>
</tr>
<tr>
<td>Lau Blower Co., The</td>
<td>Home appliances; electrical equipment and lighting; heating and air conditioning</td>
<td>COLISEUM 856-8</td>
</tr>
<tr>
<td>Lennox Furnace Co.</td>
<td>Heating, ventilating and air conditioning</td>
<td>SHERMAN 447</td>
</tr>
<tr>
<td>Leslie Welding Co., Inc.</td>
<td></td>
<td>SHERMAN 502</td>
</tr>
<tr>
<td>Lewyt Air Conditioner Corp.</td>
<td>Air conditioning equipment</td>
<td>COLISEUM 854</td>
</tr>
<tr>
<td>Libbey, Owens, Ford Glass Co.</td>
<td>Thermopane windows</td>
<td>HILTON 27-28</td>
</tr>
<tr>
<td>Liebman Bathroom Specialties</td>
<td>Plumbing equipment</td>
<td>COLISEUM 850-851</td>
</tr>
<tr>
<td>Living For Young Homemakers</td>
<td>Magazine</td>
<td>SHERMAN 517</td>
</tr>
<tr>
<td>Lockwood Hardware Mfg. Co.</td>
<td>Builders' hardware</td>
<td>SHERMAN 484-485</td>
</tr>
<tr>
<td>Logan Co.</td>
<td>Ornamental iron</td>
<td>HILTON 360</td>
</tr>
<tr>
<td>Lang-Bell Lumber Co.</td>
<td>Kitchen cabinets, millwork</td>
<td>SHERMAN 575-576</td>
</tr>
<tr>
<td>Ludman Corp.</td>
<td>Awning window</td>
<td>HILTON 122</td>
</tr>
<tr>
<td>Lumite Div., Chicopee Mills, Inc.</td>
<td>Screening</td>
<td>HILTON 59</td>
</tr>
<tr>
<td>Lyf-Alum, Inc.</td>
<td>Aluminum clapboard siding</td>
<td>COLISEUM 795</td>
</tr>
<tr>
<td>Maas &amp; Waldstein Co.</td>
<td>Points, varnishes, enamels</td>
<td>SHERMAN 451-452</td>
</tr>
<tr>
<td>Majestic Co., Inc.</td>
<td>Chimneys and flues; fireplaces; heating, cooling</td>
<td>SHERMAN 436-437</td>
</tr>
<tr>
<td>Malta Mfg. Co.</td>
<td>Wood windows</td>
<td>SHERMAN 561-562</td>
</tr>
<tr>
<td>Marsh Wall Products, Inc.</td>
<td>Prefinished wall panels</td>
<td>HILTON 29</td>
</tr>
<tr>
<td>Marvel Metal Products Co.</td>
<td>Steel kitchens</td>
<td>COLISEUM 784</td>
</tr>
<tr>
<td>Masonite Corp.</td>
<td>Building materials and panels</td>
<td>HILTON 30-31</td>
</tr>
<tr>
<td>W. R. Meadows, Inc.</td>
<td>Insulation; roofing materials; waterproofing materials</td>
<td>HILTON 374</td>
</tr>
<tr>
<td>Melody Master</td>
<td>Inter-com systems</td>
<td>COLISEUM 772</td>
</tr>
<tr>
<td>Mengal Co.</td>
<td>Doors; kitchen cabinets; wardrobes and closets</td>
<td>HILTON 142-144</td>
</tr>
<tr>
<td>Metalbestos Div., William Wallace Co.</td>
<td>Vent pipes and fittings</td>
<td>HILTON 363</td>
</tr>
<tr>
<td>Midcontinent Adhesive Co.</td>
<td>Rollite adhesives</td>
<td>COLISEUM 827</td>
</tr>
<tr>
<td>Midwest Houses, Inc.</td>
<td>Prefabricated houses</td>
<td>COLISEUM 769</td>
</tr>
<tr>
<td>Milwaukee Faucets, Inc.</td>
<td>Bathroom, sink fixtures and pumps</td>
<td>SHERMAN 466</td>
</tr>
<tr>
<td>Minneapolis-Honeywell Regulator Co.</td>
<td>Electrical equipment and lighting; heating, air conditioning; fire alarm</td>
<td>SHERMAN 505-507</td>
</tr>
<tr>
<td>Minnesota Mining &amp; Mfg. Co.</td>
<td>Building materials</td>
<td>HILTON 303</td>
</tr>
<tr>
<td>Modern Homes Corp.</td>
<td>Prefab homes</td>
<td>HILTON 221-222</td>
</tr>
<tr>
<td>Modernaire Corp.</td>
<td>Awning-type convertible windows</td>
<td>HILTON 336</td>
</tr>
<tr>
<td>Moe Light Div., Thomas Indus-</td>
<td>Electrical equipment and lighting</td>
<td>SHERMAN 445</td>
</tr>
<tr>
<td>tries, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Moen Valve Co., Div., Ravenna Metal Products Corp.</td>
<td>Bathroom accessories; plumbing fixtures</td>
<td>SHERMAN 552</td>
</tr>
<tr>
<td>Monsanto Chemical Co.</td>
<td>Millwork, Tee-Cor doors</td>
<td>COLISEUM 892</td>
</tr>
<tr>
<td>Morgan Co.</td>
<td></td>
<td>SHERMAN 527-530</td>
</tr>
<tr>
<td>Morrison Steel Products, Inc.</td>
<td>Garage doors; heating, ventilating, cooling</td>
<td>SHERMAN 434-435</td>
</tr>
<tr>
<td>Mosley Electronics, Inc.</td>
<td>TV wiring materials</td>
<td>SHERMAN 405</td>
</tr>
<tr>
<td>Mueller Climatrol Div.</td>
<td>Heating, ventilating, and air conditioning; home appliances</td>
<td>HILTON 113-115</td>
</tr>
<tr>
<td>Worthington Corp.</td>
<td></td>
<td>COLISEUM 796</td>
</tr>
<tr>
<td>Music &amp; Sound, Inc.</td>
<td>Intercom systems</td>
<td>HILTON 213-216</td>
</tr>
<tr>
<td>McKee Door Co.</td>
<td>Garage door</td>
<td>HILTON 217</td>
</tr>
<tr>
<td>McKinney Mfg. Co.</td>
<td>Mortise hinges, forged iron hardware, butt hinges</td>
<td></td>
</tr>
</tbody>
</table>

☑ Check what you can't afford to miss: the better you buy, the better you build, the better you sell.
<table>
<thead>
<tr>
<th>COMPANY</th>
<th>EXHIBIT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Chemical &amp; Mfg. Co.</td>
<td>Paints, varnishes, enamels</td>
<td>COLISEUM 504</td>
</tr>
<tr>
<td>National Disposer</td>
<td>Garbage disposer</td>
<td>SHERMAN 553-554</td>
</tr>
<tr>
<td>National Electric Products Corp.</td>
<td>Electric plug-in strip</td>
<td>SHERMAN 440</td>
</tr>
<tr>
<td>National Gypsum Co.</td>
<td>Building materials and panels; acoustical materials; insulation; paints, varnishes, enamels</td>
<td>HILTON 12</td>
</tr>
<tr>
<td>National Homes Corp.</td>
<td>Prefabricated homes</td>
<td>HILTON 62-63</td>
</tr>
<tr>
<td>National Lock Co.</td>
<td>Builders' hardware</td>
<td>COLISEUM 765-766</td>
</tr>
<tr>
<td>National Oak Flooring Mfrs. Assn., Inc.</td>
<td>Bathroom accessories and kitchen equipment</td>
<td>COLISEUM 865-867</td>
</tr>
<tr>
<td>New Castle Products, Inc.</td>
<td>Sliding or folding doors</td>
<td>SHERMAN 535-536</td>
</tr>
<tr>
<td>Nordahl Co.</td>
<td>Sliding door frames and wardrobe hardware</td>
<td>HILTON 86-87</td>
</tr>
<tr>
<td>Norris-Thermador Corp.</td>
<td>Home appliances; attic, window and kitchen fans</td>
<td>HILTON 239-240</td>
</tr>
<tr>
<td>Nudor Mfg. Corp.</td>
<td>Sliding or folding doors, builders' hardware, windows</td>
<td>SHERMAN 444</td>
</tr>
<tr>
<td>Nutone, Inc.</td>
<td>Door chimes; fans; heating, ventilating and air conditioning; range, hoods, pushbuttons, transformers</td>
<td>HILTON 376</td>
</tr>
<tr>
<td>C. A. Olsen Mfg. Co.</td>
<td>All-year air conditioning units, incinerators</td>
<td>HILTON 323</td>
</tr>
<tr>
<td>Olympic Stained Products Co.</td>
<td>Shakes, boards and battens</td>
<td>COLISEUM 758-759</td>
</tr>
<tr>
<td>Ornamented Concrete Inc.</td>
<td>Processed colored brick-tile</td>
<td>774-775</td>
</tr>
<tr>
<td>Overhead Door Corp.</td>
<td>Garage doors; garage door electric operators</td>
<td>COLISEUM 853-B</td>
</tr>
<tr>
<td>Owens-Corning Fiberglas Corp.</td>
<td>Building materials and panels; insulation; screening</td>
<td>COLISEUM 830</td>
</tr>
<tr>
<td>Palaco Products Inc.</td>
<td>Floor covering</td>
<td>HILTON 14</td>
</tr>
<tr>
<td>Pak-Cel</td>
<td>Linoleum and floor tile</td>
<td>HILTON 324</td>
</tr>
<tr>
<td>Panaview Co. and Glide Windows, Inc.</td>
<td>Folding doors</td>
<td>COLISEUM 899</td>
</tr>
<tr>
<td>Panelfold Doors, Inc.</td>
<td>Folding doors</td>
<td>COLISEUM 855-A</td>
</tr>
<tr>
<td>Parents' Magazine</td>
<td>Hardwood and parquetry floor patterns</td>
<td>SHERMAN 431</td>
</tr>
<tr>
<td>Parkay, Inc.</td>
<td>Building materials; pre-fabricated homes</td>
<td>SHERMAN 855-B</td>
</tr>
<tr>
<td>Pease Woodwork Co.</td>
<td>Paints, varnishes, enamels, waterproofing materials</td>
<td>COLISEUM 830</td>
</tr>
<tr>
<td>Pecora Paint Co., Inc.</td>
<td>Builders' hardware</td>
<td>HILTON 101</td>
</tr>
<tr>
<td>Penn-Akron Hardware Corp.</td>
<td>Stoves</td>
<td>SHERMAN 472-473</td>
</tr>
<tr>
<td>Perfection Industries</td>
<td>Windows and window frames</td>
<td>HILTON 250</td>
</tr>
<tr>
<td>Per-Fit Products Corp.</td>
<td>Prefabricated homes; building panels</td>
<td>HILTON 309</td>
</tr>
<tr>
<td>Perma Products Co.</td>
<td>Building materials and roofing materials</td>
<td>COLISEUM 828</td>
</tr>
<tr>
<td>Peterson Window Corp.</td>
<td>Windows</td>
<td>COLISEUM 887</td>
</tr>
<tr>
<td>Philco Corp.</td>
<td>Refrigerators, freezers, air conditioners, ranges</td>
<td>HILTON 352-354</td>
</tr>
<tr>
<td>Place Homes</td>
<td>Prefabricated homes</td>
<td>SHERMAN 422-423</td>
</tr>
<tr>
<td>Porter-Cable Machine Co.</td>
<td>Portable electric saws, belt sanders, finishing sanders, drills, planes, routers, yard and garden tools</td>
<td>COLISEUM 791</td>
</tr>
<tr>
<td>Pratt &amp; Lambert</td>
<td>Color styling and interior decoration; paints</td>
<td>COLISEUM 863</td>
</tr>
<tr>
<td>Precision Homes</td>
<td>Prefabricated homes</td>
<td>HILTON 249</td>
</tr>
<tr>
<td>Precision Parts Corp.</td>
<td>Folding stairways</td>
<td>COLISEUM 871</td>
</tr>
<tr>
<td>Preway, Inc.</td>
<td>Electric and gas built-in ovens, ranges, heaters</td>
<td>SHERMAN 501</td>
</tr>
<tr>
<td>Price Fireplace Heaters &amp; Tank Corp.</td>
<td>Outdoor fireplaces, circulating heaters</td>
<td>HILTON 218</td>
</tr>
<tr>
<td>Progress Mfg. Co., Inc.</td>
<td>Ventilating equipment</td>
<td>COLISEUM 767</td>
</tr>
<tr>
<td>Protection Products Mfg. Co.</td>
<td>Building materials; paints; waterproofing materials</td>
<td>COLISEUM 768</td>
</tr>
<tr>
<td>Protech Inc.</td>
<td>Bathtub protectors and porcelain repair kit</td>
<td>COLISEUM 721-722</td>
</tr>
<tr>
<td>Pryne-Rittenhouse Sales Corp.</td>
<td>Door chimes, electrical equipment and lighting; fans; heating, ventilating and air conditioning</td>
<td>SHERMAN 533</td>
</tr>
<tr>
<td>Quincy Stove Mfg. Co.</td>
<td>Kitchen equipment</td>
<td>COLISEUM 821</td>
</tr>
<tr>
<td>Qvale &amp; Associates</td>
<td>Sales aids</td>
<td>HILTON 57</td>
</tr>
</tbody>
</table>

☐ Check what you can't afford to miss: the better you buy, the better you build, the better you sell.
<table>
<thead>
<tr>
<th>COMPANY</th>
<th>EXHIBIT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cj Rodex Corp.</td>
<td>Dustronic electrostatic filters</td>
<td>COLISEUM 801</td>
</tr>
<tr>
<td>Raynor Mfg. Co.</td>
<td>Garage Doors</td>
<td>SHERMAN 499-500</td>
</tr>
<tr>
<td>RCA Service Co., Inc.</td>
<td>Multiple installation antenna, intercom equipment</td>
<td>SHERMAN 582</td>
</tr>
<tr>
<td>Ready Hung Door Corp.</td>
<td>Doors and door frames</td>
<td>SHERMAN 531-532</td>
</tr>
<tr>
<td>Red Cedar Shingle Bureau</td>
<td>Building materials; roofing materials; siding</td>
<td>SHERMAN 548</td>
</tr>
<tr>
<td>Republic Steel, Berger Div.</td>
<td></td>
<td>COLISEUM 833</td>
</tr>
<tr>
<td>Reve, Inc.</td>
<td>Home appliances; kitchen cabinets and equipment</td>
<td>HILTON 355-356</td>
</tr>
<tr>
<td>Reynolds Metals Co.</td>
<td>Building materials; garage doors; windows and window frames</td>
<td>HILTON 227-229</td>
</tr>
<tr>
<td>Rheem Mfg. Co.</td>
<td>Built-in range; dryers; air-conditioning; water heaters,</td>
<td>COLISEUM 733-733</td>
</tr>
<tr>
<td>Richmond Radiator Co.</td>
<td>Kitchen and laundry equipment and cabinets; heating,</td>
<td>COLISEUM 797-799</td>
</tr>
<tr>
<td>Ridge Plastics Co.</td>
<td>Ridgeboard, ridgetile</td>
<td>822-824</td>
</tr>
<tr>
<td>Roach &amp; Musser Co.</td>
<td>Millwork, garage doors and window units</td>
<td>COLISEUM 804</td>
</tr>
<tr>
<td>Robbins Floor Products, Inc.</td>
<td>Tile, plastic, rubber asphalt, steel, ceramic</td>
<td>SHERMAN 559-560</td>
</tr>
<tr>
<td>Roberts Mfg. Co.</td>
<td>Kitchen stove hoods and exhaust units</td>
<td>HILTON 377-378</td>
</tr>
<tr>
<td>Recform Corp.</td>
<td>Concrete form ties and forming systems</td>
<td>COLISEUM 879</td>
</tr>
<tr>
<td>Rock Island Millwork Co.</td>
<td>Doors, millwork, windows and window frames</td>
<td>SHERMAN 453</td>
</tr>
<tr>
<td>Rockwell of Randolph Inc.</td>
<td>Doors and door frames</td>
<td>SHERMAN 565-566</td>
</tr>
<tr>
<td>Rockdis Plywood Corp.</td>
<td>Multi-purpose window</td>
<td>SHERMAN 524-525</td>
</tr>
<tr>
<td>Ralscreen Co.</td>
<td>Millwork, sash balances, weatherstripping, windows</td>
<td>HILTON 166-167</td>
</tr>
<tr>
<td>R-O-W Sales Co.</td>
<td>Heating, ventilating, and air conditioning equipment</td>
<td>HILTON 19</td>
</tr>
<tr>
<td>Royal Jet, Inc.</td>
<td>Asphalt shingles, asbestos cement siding</td>
<td>SHERMAN 526</td>
</tr>
<tr>
<td>Rub TARGET Co.</td>
<td>Builders' hardware</td>
<td>SHERMAN 55</td>
</tr>
<tr>
<td>Rudiger-Lang Co.</td>
<td>Builders' hardware</td>
<td>COLISEUM 728-729</td>
</tr>
<tr>
<td>Russell &amp; Erwin Div., The American Hardware Corp.</td>
<td>Builders' hardware</td>
<td>HILTON 346</td>
</tr>
<tr>
<td>F. C. Russell Co.</td>
<td>Windows and window frames</td>
<td>SHERMAN 474-475</td>
</tr>
<tr>
<td>Sager Weatherstrip &amp; Caulking</td>
<td>St. Regis Panelyte for vertical and horizontal surfaces</td>
<td>HILTON 209-210</td>
</tr>
<tr>
<td>St. Regis Paper Co.</td>
<td>Home appliances; heating, ventilating and cooling</td>
<td>COLISEUM 813</td>
</tr>
<tr>
<td>Samuel Stamping &amp; Enameling</td>
<td>Builders' hardware</td>
<td>SHERMAN 476-478</td>
</tr>
<tr>
<td>Sargent &amp; Co.</td>
<td>Kitchen cabinets and equipment</td>
<td>COLISEUM 782-783</td>
</tr>
<tr>
<td>H. J. Scheirich Co.</td>
<td>Builders' hardware</td>
<td>COLISEUM 772</td>
</tr>
<tr>
<td>Schlage Lock Co.</td>
<td>Weatherseal assemblies in metal and plastic</td>
<td>COLISEUM 780-781</td>
</tr>
<tr>
<td>Schlegel Mfg. Co.</td>
<td>Prefabricated homes</td>
<td>HILTON 127</td>
</tr>
<tr>
<td>Schels Homes Inc.</td>
<td>Building specialties, waterproofing materials; paints</td>
<td>HILTON 347-348</td>
</tr>
<tr>
<td>Seddon Co.</td>
<td>Plastic laundry trays</td>
<td>SHERMAN 521-522</td>
</tr>
<tr>
<td>SelfRidge Co.</td>
<td>Home appliances; all-year air conditioner</td>
<td>COLISEUM 857-8</td>
</tr>
<tr>
<td>Servel, Inc.</td>
<td>Electric and gasoline powered saws and grinders</td>
<td>HILTON 185-188</td>
</tr>
<tr>
<td>Servi Corp.</td>
<td>Air conditioning units</td>
<td>SHERMAN 416</td>
</tr>
<tr>
<td>Servo Industries</td>
<td>Fork lift, power digger, front end loader</td>
<td>COLISEUM 792</td>
</tr>
<tr>
<td>Shanna Mfg., Inc.</td>
<td>Color styling and interior decoration</td>
<td>SHERMAN 435-836</td>
</tr>
<tr>
<td>Sherman Products, Inc.</td>
<td>Bathroom accessories; shower enclosures</td>
<td>SHERMAN 515-516</td>
</tr>
<tr>
<td>Sherwin-Williams Co.</td>
<td>Sliding or folding doors; glass; plumbing fixtures</td>
<td>SHERMAN 455-456</td>
</tr>
<tr>
<td>Shower Door Co. of America</td>
<td></td>
<td>SHERMAN 511</td>
</tr>
<tr>
<td>Shower Enclosures, Inc.</td>
<td></td>
<td>SHERMAN 573-574</td>
</tr>
<tr>
<td>Silcrest Co.</td>
<td></td>
<td>COLISEUM 849</td>
</tr>
<tr>
<td>Skilt Corp.</td>
<td>Power tools</td>
<td>HILTON 233</td>
</tr>
<tr>
<td>Slide View Door &amp; Window Co.</td>
<td>Sliding or folding doors; window and window frames</td>
<td>SHERMAN 454</td>
</tr>
</tbody>
</table>

☑ Check what you can’t afford to miss: the better you buy, the better you build, the better you sell.
<table>
<thead>
<tr>
<th>COMPANY</th>
<th>EXHIBIT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. O. Smith Corp.</td>
<td>Heating, ventilating, air conditioning; water heaters; oil and gas-fired furnaces</td>
<td>COLISEUM 841-844 SHERMAN 512-513</td>
</tr>
<tr>
<td>Senoco Products Co.</td>
<td>Building specialties; concrete form ties and forming systems; ducts, fibre</td>
<td>HILTON 245</td>
</tr>
<tr>
<td>Sess Mfg. Co.</td>
<td>Hinges, latches</td>
<td>COLISEUM 812</td>
</tr>
<tr>
<td>Southern Pine Assoc.</td>
<td>Building materials</td>
<td>SHERMAN 541-542</td>
</tr>
<tr>
<td>Splendor Sales Div.</td>
<td>Splen-door</td>
<td>COLISEUM 831</td>
</tr>
<tr>
<td>Spun Lite Corp.</td>
<td>Fiberglas reinforced plastics</td>
<td>COLISEUM 789</td>
</tr>
<tr>
<td>Standard Coated Products, Inc.</td>
<td>Fabric wall covering</td>
<td>SHERMAN 409</td>
</tr>
<tr>
<td>Standard Dry Wall Products, Inc.</td>
<td>Waterproofing materials; masonry points</td>
<td>HILTON 152</td>
</tr>
<tr>
<td>Stanley Electric Tools</td>
<td>Power tools</td>
<td>COLISEUM 860</td>
</tr>
<tr>
<td>Stanley Hardware, Div., Stanley Works</td>
<td>Garage doors; sliding or folding doors; builders' hardware; cabinet hardware</td>
<td>SHERMAN 441-443</td>
</tr>
<tr>
<td>Steelcraft Mfg. Co.</td>
<td>Metal windows, doors, sliding closet doors</td>
<td>HILTON 70-71</td>
</tr>
<tr>
<td>Steel Door Corp.</td>
<td>Garage doors</td>
<td>HILTON 131-132</td>
</tr>
<tr>
<td>Sterling Hardware Mfg. Co.</td>
<td>Garage doors; doors and door frames, closets</td>
<td>HILTON 233-236</td>
</tr>
<tr>
<td>Stewart Industries, Inc.</td>
<td>Ventilating fans and range hoods</td>
<td>SHERMAN 488</td>
</tr>
<tr>
<td>Stewart-Warner Corp.</td>
<td>Heating equipment</td>
<td>HILTON 39</td>
</tr>
<tr>
<td>Stiglitz Corp.</td>
<td>Home appliances, building specialties; electrical equipment</td>
<td>HILTON 381-382</td>
</tr>
<tr>
<td>Straits Products Inc.</td>
<td>Accordion folding doors</td>
<td>COLISEUM 803</td>
</tr>
<tr>
<td>Style-Rite Homes, Inc.</td>
<td>Tile—plastic, rubber asphalt, steel, ceramic</td>
<td>HILTON 335</td>
</tr>
<tr>
<td>Stylan Corp.</td>
<td>Built-in refrigeration equipment</td>
<td>COLISEUM 771</td>
</tr>
<tr>
<td>Sub-Zero Freezer Co., Inc.</td>
<td>Jalousies</td>
<td>COLISEUM 829</td>
</tr>
<tr>
<td>Sun-Sash Co.</td>
<td>Windows and window equipment</td>
<td>HILTON 329</td>
</tr>
<tr>
<td>Superior Window Co.</td>
<td>Bathroom accessories; plumbing fixtures</td>
<td>COLISEUM 825-826</td>
</tr>
<tr>
<td>Swedish Crucible Steel Co.</td>
<td>Electrical equipment and lighting</td>
<td>HILTON 229-231</td>
</tr>
<tr>
<td>Swivelier Co. Inc.</td>
<td>Concrete form ties and forming systems</td>
<td>HILTON 241-242</td>
</tr>
<tr>
<td>Symons Clamp &amp; Mfg. Co.</td>
<td>Radio intercom systems</td>
<td>COLISEUM 807</td>
</tr>
<tr>
<td>Tappan Stove Co.</td>
<td>Garage doors</td>
<td>COLISEUM 846</td>
</tr>
<tr>
<td>Taylor Made Garage Doors</td>
<td>Prefabricated homes</td>
<td>HILTON 157</td>
</tr>
<tr>
<td>Techbuilt, Inc.</td>
<td>Stoves</td>
<td>COLISEUM 897</td>
</tr>
<tr>
<td>Tennessee Stove Works</td>
<td>Glass fireplace enclosure</td>
<td>COLISEUM 790</td>
</tr>
<tr>
<td>Thermo-Rite Mfg. Co.</td>
<td>Window and window frames</td>
<td>HILTON 330-334</td>
</tr>
<tr>
<td>J. S. Thorn Co.</td>
<td>Prefabricated homes</td>
<td>HILTON 183-184</td>
</tr>
<tr>
<td>Thyer Mfg. Corp.</td>
<td></td>
<td>SHERMAN 449</td>
</tr>
<tr>
<td>Tile Council of America</td>
<td>Plastic tile</td>
<td>COLISEUM 882-883</td>
</tr>
<tr>
<td>Tilemaster Corp.</td>
<td>Timber connectors, framing anchors</td>
<td>HILTON 33-24</td>
</tr>
<tr>
<td>Timber Engineering Co.</td>
<td>Electrical equipment and lighting; low-voltage switches</td>
<td>HILTON 155</td>
</tr>
<tr>
<td>Touch-Plate Mfg. Corp.</td>
<td>Kitchen equipment and cabinets</td>
<td>HILTON 118-119</td>
</tr>
<tr>
<td>Tracy Kitchens</td>
<td>Attic, window and kitchen fans</td>
<td>SHERMAN 448</td>
</tr>
<tr>
<td>Trade-Wind Motorfans Inc.</td>
<td>Sliding glass, shower and screen doors, traverse windows</td>
<td>HILTON 391</td>
</tr>
<tr>
<td>Trimview Metal Products</td>
<td>Building specialties; doors and door frames</td>
<td>HILTON 340</td>
</tr>
<tr>
<td>Trinco Metal Products</td>
<td>Home appliances; heating, ventilating, cooling</td>
<td>HILTON 220</td>
</tr>
<tr>
<td>Trian, Inc.</td>
<td>Awning windows, window wall</td>
<td>SHERMAN 429-430</td>
</tr>
<tr>
<td>Tru-Seal Window Div., Industrial Machine Tool Co., Inc.</td>
<td>Truscon building materials, doors and door frames; windows and window frames</td>
<td>HILTON 5-7</td>
</tr>
<tr>
<td>Truscon Steel Div., Republic Steel Corp.</td>
<td>Sash balance</td>
<td>SHERMAN 551</td>
</tr>
<tr>
<td>Unique Balance Co.</td>
<td>Heating, ventilating and air conditioning</td>
<td>COLISEUM 726-727</td>
</tr>
</tbody>
</table>

☑ Check what you can’t afford to miss: the better you buy, the better you build, the better you sell.
<table>
<thead>
<tr>
<th>COMPANY</th>
<th>EXHIBIT</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States Ceramic Tile Co.</td>
<td>Ceramic tile</td>
<td>COLISEUM 809</td>
</tr>
<tr>
<td>United States Gypsum Co.</td>
<td>Building materials, points, roofing materials, wallboard</td>
<td>HILTON 128</td>
</tr>
<tr>
<td>United States Motors Corp.</td>
<td>Garage door opener, portable electric generator plants</td>
<td>COLISEUM 884</td>
</tr>
<tr>
<td>United States Plywood Corp.</td>
<td>Cement applied panels</td>
<td>HILTON 147-149</td>
</tr>
<tr>
<td>United States Steel Corp.</td>
<td></td>
<td>HILTON 349-350</td>
</tr>
<tr>
<td>Universal-Rundle Corp.</td>
<td></td>
<td>HILTON 8-9</td>
</tr>
<tr>
<td>United States Steel Homes Inc.</td>
<td></td>
<td>HILTON 20-208</td>
</tr>
<tr>
<td>Upson Co.</td>
<td></td>
<td>HILTON 392</td>
</tr>
<tr>
<td>Utility Appliance Corp.</td>
<td></td>
<td>SHERMAN 468-469</td>
</tr>
<tr>
<td>Van Ness Louvre Co.</td>
<td></td>
<td>SHERMAN 534</td>
</tr>
<tr>
<td>Sun Valley Sliding Door Co.</td>
<td></td>
<td>HILTON 150-151</td>
</tr>
<tr>
<td>Vanity Fair Laminates, Inc.</td>
<td></td>
<td>SHERMAN 508-509</td>
</tr>
<tr>
<td>Van-Packer Corp.</td>
<td></td>
<td>COLISEUM 818-819</td>
</tr>
<tr>
<td>Vega Industries, Uni-Bilt Div.</td>
<td></td>
<td>SHERMAN 458-459</td>
</tr>
<tr>
<td>Vesco Tile Div., Porcelain Enamel Products Corp.</td>
<td>Ceramic on steel wall tile, honeycomb panels</td>
<td></td>
</tr>
<tr>
<td>Viken Tile Corp.</td>
<td>Metal wall and ceiling tile</td>
<td>HILTON 320-322</td>
</tr>
<tr>
<td>John C. Virden Co.</td>
<td>Lighting fixtures</td>
<td>HILTON 375</td>
</tr>
<tr>
<td>Visking Corp.</td>
<td>Moisture vapor barrier, waterproofing membrane</td>
<td>HILTON 369-370</td>
</tr>
<tr>
<td>Vulcan Metal Products</td>
<td>Aluminum windows, doors, screens</td>
<td>COLISEUM 849</td>
</tr>
<tr>
<td>T. V. Walker &amp; Son, Inc.</td>
<td>Sliding glass doors</td>
<td>SHERMAN 479-480</td>
</tr>
<tr>
<td>Ware Laboratories, Inc.</td>
<td>Aluminum windows</td>
<td>HILTON 38</td>
</tr>
<tr>
<td>Wesco Products Inc.</td>
<td>Plastic skylight</td>
<td>HILTON 366</td>
</tr>
<tr>
<td>Washington Steel Products, Inc.</td>
<td>Doors, builders' hardware, kitchen equipment</td>
<td>SHERMAN 419</td>
</tr>
<tr>
<td>Weather-Seal, Inc.</td>
<td>Prime windows</td>
<td>HILTON 193</td>
</tr>
<tr>
<td>Warren Webster &amp; Co.</td>
<td>Heating, ventilating, and air conditioning</td>
<td>HILTON 108</td>
</tr>
<tr>
<td>Welbilt Corp.</td>
<td>Home appliances; heating, ventilating, cooling</td>
<td>COLISEUM 788</td>
</tr>
<tr>
<td>Wessels Co.</td>
<td>Kitchen cabinets; laundry and plumbing fixtures</td>
<td>SHERMAN 402</td>
</tr>
<tr>
<td>West Coast Lumbermen's Assoc.</td>
<td>Floors and floor covering; siding, wood paneling</td>
<td>SHERMAN 537-538</td>
</tr>
<tr>
<td>Western Holly Appl. Co.</td>
<td>Built-in cooking equipment</td>
<td>COLISEUM 900</td>
</tr>
<tr>
<td>Western Lock Mfg. Co.</td>
<td>Builders' hardware</td>
<td>SHERMAN 433</td>
</tr>
<tr>
<td>Western Pine Assoc.</td>
<td>Millwork and building materials</td>
<td>SHERMAN 539-540</td>
</tr>
<tr>
<td>Western Red Cedar Assoc.</td>
<td>Siding, interior paneling</td>
<td>SHERMAN 546</td>
</tr>
<tr>
<td>Westinghouse Electric Corp.</td>
<td>Home appliances, fans, heating ventilating, and air conditioning; laundry equipment</td>
<td>HILTON 88-93</td>
</tr>
<tr>
<td>Weyerhaeuser Sales Co.</td>
<td>Knotty cedar plywood</td>
<td>COLISEUM 895</td>
</tr>
<tr>
<td>Williamson Co.</td>
<td>Warm air heating and cooling units</td>
<td>SHERMAN 563-564</td>
</tr>
<tr>
<td>Whirlpool Corp.</td>
<td>Washer-dryers, iron, cooling, refrigerators, ranges</td>
<td>COLISEUM 839</td>
</tr>
<tr>
<td>Willys Motors, Inc.</td>
<td>4-wheel drive Jeep</td>
<td>SHERMAN 432</td>
</tr>
<tr>
<td>Winco Ventilator Co., Inc.</td>
<td>Ventilators and windows for use with glass block</td>
<td>COLISEUM 848</td>
</tr>
<tr>
<td>Wiremold Co.</td>
<td>Electrical equipment and lighting</td>
<td>COLISEUM 886</td>
</tr>
<tr>
<td>Wood Conversion Co.</td>
<td>Acoustical materials, insulation and wallboard</td>
<td>SHERMAN 405</td>
</tr>
<tr>
<td>Woodall Industries, Inc.</td>
<td>Doors, wallboard, closets; plastic laminates</td>
<td>SHERMAN 497-498</td>
</tr>
<tr>
<td>Worthington Corp.</td>
<td>All-year air conditioning</td>
<td>HILTON 191-192</td>
</tr>
<tr>
<td>Yale &amp; Towne Mfg. Co.</td>
<td>Builders' hardware</td>
<td>COLISEUM 890</td>
</tr>
<tr>
<td>Young Door Co.</td>
<td></td>
<td>HILTON 23-24</td>
</tr>
<tr>
<td>Youngstown Kitchens</td>
<td></td>
<td>SHERMAN 417-418</td>
</tr>
<tr>
<td>Z &amp; K Tool Co.</td>
<td></td>
<td>HILTON 74-78</td>
</tr>
<tr>
<td>Zegers, Inc.</td>
<td>Weatherstripping</td>
<td>COLISEUM 893</td>
</tr>
<tr>
<td>Zenalite Co.</td>
<td>Insulation, aggregates, acoustical plastic</td>
<td>HILTON 11</td>
</tr>
<tr>
<td></td>
<td></td>
<td>COLISEUM 806</td>
</tr>
</tbody>
</table>

☑ Check what you can't afford to miss: the better you buy, the better you build, the better you sell.
SCHOLZ HOMES, INC., 2001 N. WESTWOOD, TOLEDO 7, OHIO
SEWERAGE PROBLEM . . .

(Continued from page 81)

would cost, and the local and state governments benefit from public utility taxation.

A much larger but essentially similar venture is Julius Gaines' 10,000 unit Carol City, 15 miles northwest of downtown Miami. A completely planned community, Carol City has its own schools, churches, and shopping centers. When completed in three years, it will be Florida's ninth largest city.

The Dade County Commission encouraged the private financing of the utility. The first section was completed at a cost of $450,000. The total cost will be $4 million, to be passed on to the homeowners. The Carol City Utility, Inc., has two plants, one to soften, filter, and chlorinate water, the other to treat sewage for Carol City and about 5,000 homes of other subdivisions nearby. The disposal plant is of the activated sludge type. The water is taken from wells 65 ft. deep and is pumped into the 150,000 gallon tank at 350 gpm.

The utility cost is in line with that of neighboring municipalities. Monthly sewage rates are $2.50 for one bathroom, $3 for two-bathroom homes. The cost of water for two adults and two children comes to about $1.10 a month, at 10,000 gallons.

Dade County, as Public Works magazine reports (Aug. 1955, p. 81), has growing pains, and there is no central authority responsible for utilities. But a study by the Metropolitan Municipal Board, an advisory body, recommends a merger of all county services under a metropolitan government. Septic tanks are probably doomed in the Miami area, and Gaines' Carol City is a good example of builder leadership.

Another example of the trend toward metropolitanization mentioned several times in this series is the setup of Indianapolis and Marion County, Ind. All the city and county public health activities have been consolidated in a new municipal corporation which has all the powers of the usual municipality. It can make and adopt ordinances, levy taxes, buy and sell property, issue bonds, etc. It has a five man board, three from the city, two from the county, at token salaries. The local health boards have been dissolved.

Another procedure

The utility plant was handled somewhat differently from the public utility technique in a Michigan town recently. Couchois and Miller began construction last spring of 400 homes in the $15,000 range in Haslett's suburbs, east of Lansing. The firm built a water pumping station and distribution system designed to supply 600 homes.

After completing 200 of the homes the builders turned over the system to Meridian Township officials without charge. The cost of $90,000 will be charged against the cost of improving the lots in the subdivision which will benefit.

The promise of "city water service in the country" appealed to home buyers. Deeding the system to the local township relieved the builder of responsibility after the ball was started rolling. Officials were happy to own a debt-free water district, which is expected to show a profit within three years. The town's only capital expense was the cost of $30 to set a meter for each customer. Homeowners have a rate 50% under that of the township's other district, L. T. Miller, partner in the building firm, points out that some version of the plan will be necessary wherever FHA officials require a public water system for lots narrower than 100 ft., to avoid locating wells and septic tanks too close together.

The cost of the water system divided among 600 users came to $150 each—much cheaper than the cost of separate drillings.

Cooperation is the key

"Builders should get together, four or five at a time, to command enough credit to finance and build a sewage disposal plant." That was the advice of Oscar R. Giesecke of Buffalo at the panel of the New York State HBA mentioned above, a couple of hours before he was elected president for the coming year. He narrated his own experiences in planning and getting approval for a plant for a subdivision. His wait from January to September, with four revisions of plan required, he accepted philosophically as part of the process of getting new procedures accepted. Eventually he plans to sell the plant to the town for $1, having passed on the cost of $70,000 for 350 units to the home buyers.

Another speaker on the panel, William D. Jones, acting regional administrator, New York, of the Community Facilities Administration, FHA, reminded the builders of Law 560, 83d Congress, which authorizes HHFA to advance funds to public bodies for the planning of public works. Usually the priority is given to sanitation works.

An interesting technical development (Continued on page 310)

COMPACT sewage treatment plant set up as the Carol City Utility, Inc., to serve Julius Gaines' 10,000-home development.

Water plant may be seen in center background. Carol City will be Florida's ninth largest city.
no other home equipment is used so much!

be sure your homes use the glass-lined water heater that has 17 years of proof behind it

Permaglas

• The ONLY water heater you don't need to hide in a closet.
• The ONLY stylized water heater—and the ONLY one in aqua-and-copper.
• The ONLY water heater with EYE-HI temperature control. No more stooping!
• The ONLY water heater with patented HEETWALL. Safer—more efficient.
• The ONLY glass-lined water heater with 17 years of success behind it. Permaglas is the ONLY proved glass-lined water heater.

Through research — a better way

A.O. Smith Corporation
Permaglas Division, Kankakee, Illinois
International Division, Milwaukee, Wisconsin
Color Style your homes

with these standard REPUBLIC STEEL products

...with Truscon "paint to match" Steel Windows

...with new contemporary colors of Republic Steel Kitchens

...with Truscon Steel Doors in your choice of colors

REPUBLIC

World's Widest Range of Standard Steels
Steel makes the ideal window. It can't warp, swell, shrink or rot. Steel is quick to install and to adjust. And, you simply paint steel windows to match both interior and exterior colors. Paint them right along with walls and trim. All types of Truscon Steel Windows come to you in prime condition for painting. Truscon Steel Double-Hung Windows are electrogalvanized, Bonderized and prime coat painted. Stainless steel weatherstripping and motor type spring balances are built in. Now available in window sizes up to 6'5 1/2" high and 4' wide. Truscon Steel Casements and Ranch Windows offer the same "paint to match" features. All immediately available from Truscon warehouses all over the country. See your dealer or Sweet's File for more facts.

Now! Republic is introducing "Harmony Hues." Three lovely colors at no extra cost. Color style your kitchens in Tempo Turquoise, Largo Yellow, Prelude Pink—colors carefully selected to harmonize with all major appliances ... whether you select them or your customers buy them later. In contemporary or traditional homes, "Harmony Hues" were created to go well with today's most fashionable decorating materials. Republic Steel Kitchens, more than ever, give you and your buyers most for your money. More than ever you can create customized kitchens using standard Republic cabinets. Put this dramatic, wanted feature in your homes at not one penny more! See your distributor for quick-to-the-site delivery.

Now! Truscon can offer interior steel doors finish-painted in your choice of any one of 26 contemporary colors! If you're building as few as ten houses, you can take advantage of this color feature available in lots of 200 or more swing or slide doors. Truscon Steel Doors save you dollars on framing, fitting, hanging and finishing. They're quick and easy to install. No cutting, planing, sanding needed. Now, finish-painted in color means more savings. They refuse to stick or bind because steel can't swell or warp. Truscon Interior Swing Doors are sound-deadened. Sliding Doors glide noiselessly on nylon rollers. Both types are flush, trim, modern. Get the Truscon color story from your nearest Truscon District Sales Office or send coupon below.

REPUBLIC STEEL CORPORATION
3128 East 45th Street, Cleveland 27, Ohio
Yes, I'm interested in color styling. Send me more information describing:

☐ Truscon® Steel Windows  ☐ Truscon Interior Steel Doors
☐ Republic Steel Kitchens  ☐ All three

Name ___________________________ Title ___________________________
Firm ____________________________
Address __________________________
City __________________ Zone ______ State ______
JANUARY 1956 267
More and more, the home-buyer today is looking
at windows. He seeks performance, quality and
style all through the house. WOODCO E-ZEE Loc
Wood Awning Windows suit his point-of-view.

from any point of view...

Then there's your point-of-view which is best
represented by easier, faster sales. Economy of labor
is provided for by ease-of-installation and
prompt delivery to building site of completely assembled
units. WOODCO E-ZEE Loc Awning
Windows suit your point-of-view.

CHECK THE WOODCO E-ZEE Loc PATENTED FEATURES:

- EASY TO LOCK
- DOUBLE VINYL WEATHERSTRIPPING (Pat. Pend.)
- SEQUENCE AIR CONTROL
- WATER-REPELLENT TREATED
- TOXIC-TREATED TO PREVENT DECAY
- COMPLETELY ASSEMBLED
- EXTRA HEAVY SASH and FRAME

STANLEY L. REBER residence
Avon-by-the-Sea, New Jersey
ROMOLO BOTTELLI, Jr., architect

WOODCO CORPORATION
Formerly General Woodcraft Co., Inc.
North Bergen, N. J.

Branches: Schenectady 3, N. Y.; Lowell, Mass. • Factories: Miami 47, Fla.;
and Rockwell of Randolph, Inc., Randolph, Wisc.

268 AMERICAN BUILDER
If you are a window dealer or distributor—or a building supply house—here is your opportunity to become a window manufacturer... FOR LESS MONEY THAN YOU PRESENTLY HAVE INVESTED IN INVENTORY!

For a rock-bottom cost, we set up an entire window manufacturing plant for you... install all the machinery necessary to manufacture windows!
We train you at our own Miami manufacturing plant where you learn how to produce a better quality jalousie window priced to sell below dealer-distributor competition! When your plant is set up, you receive a fully protected territory... as much as an entire state or more!

HERE’S HOW WE SAVE YOU MONEY... HELP YOU BEAT THE COMPETITION!

- **QUANTITY BUYING**... Effect substantial savings on aluminum poundage alone at today's prices. This means that you can buy small quantities of extrusions and still get huge co-op buying prices on raw material.

- **ENGINEERING KNOW-HOW**... You get a top quality designed window with no costly investment in design, drawings, or plant set-up.

- **NO HEAVY INVESTMENT IN MACHINERY**... You don’t have to amortize machinery or dies because we put the machinery right in your plant at no cost to you and you have the use of the mechanical dies free of charge.

- **FREIGHT SAVINGS**... You have no freight costs resulting from shipping windows in from several states away. This savings when passed on to the customer beats competition.

- **SIMPLIFIED MANUFACTURE**... Simplified manufacturing procedure eliminates the need of costly inventories. You can run standard or special sizes at the same price. Using streamlined procedures you need not keep heavy "personnel" payrolls going, thus keeping your variable costs in line with your sales so you always operate at a profit.

- **NATIONAL ADVERTISING**... When our campaign is started you get the benefit of BRANDED MERCHANDISE, and a name that is known. Leads from builders, architects, dealers, and consumers in your area are supplied to you free of charge.

**THAT’S THE STORY IN A NUTSHELL**

Find out more about this low investment—big profit deal and write, wire, or phone Tapco now.
LEGAL:

Zoning laws must not ignore economic "facts of life"

By John F. McCarthy
Attorney-at-law

In a recent decision, the Supreme Court of Illinois considered the problem of zoning for the purpose of reducing traffic and avoiding congestion on streets and highways. This is a widespread metropolitan problem and the Court's observations are quite timely. For the case itself, see The Exchange National Bank of Chicago v. The County of Cook, 129 NE 2nd 11.

This case involved a tract of vacant land on the west side of Cicero Avenue near 76th Street just outside the limits of the City of Chicago. The property was zoned for single family dwellings. The owners sought a reclassification of the property for use for industrial purposes. It appeared that the owners had entered into a contract to sell the land to a corporation which planned to use it as a truck terminal. The County Board refused the zoning change.

The evidence showed that plaintiff's land, although zoned for single family dwellings, was surrounded completely by heavy industrial areas. The Court concluded that it would be both practically and economically unsound to develop the land for residential purposes. The County attempted to justify its refusal to reclassify the property on the ground that it would increase traffic and congestion on Cicero Avenue. It was not disputed that Cicero Avenue was a main, heavily traveled congested artery of traffic. Witnesses testified variously that between 30,000 and 50,000 vehicles per day passed plaintiff's land.

The Court held that the County should have permitted the zoning change to industrial that had been requested. The Court observed that zoning laws and regulations must be reasonable. It agreed that municipalities must have a wide discretion in the development of an area and in the adoption of zoning regulations. This discretion, it said, must not be interfered with unless exercised in a clearly arbitrary and unreasonable manner.

The Court held that zoning for the purpose of reducing traffic and avoiding congestion was permissible, but that regulation for such a purpose must be guided by the same considerations as governed zoning generally. It pointed out that such regulations were invalid where the public interest was insignificant or non-existent and the private interest would suffer.

Applying those principles to the evidence before it, the Court observed that the daily flow of vehicles on Cicero Avenue would not be increased greatly by the operation of the proposed truck terminal on plaintiff's land. On the other hand, the Court pointed out that if the County continued to enforce the residential classification, the plaintiff's property might be useless and plaintiff's damages would be considerable. The Court concluded "that the plaintiff's property is wholly unsuited for residential purposes, that to so restrict its use has the effect of destroying substantial values and that the public interest which will be subserved is so insignificant as to render the ordinance unreasonable and therefore violative of due process and equal protection guaranties."
ALL NEW DESIGN!
Simple...Foolproof...Low Cost
1500 WATT HOMELITE GENERATOR

As easy to move as an electric hand saw!

1. New Money-Saving features... No DC brushes; just two easy-to-get-at collector ring brushes... No commutator or DC windings... No intermediate couplings; armature keys directly to shaft. Fewer parts to wear out — longer trouble-free generator service.

2. Constant Voltage... less than 4% change from no load to full 1500 watt capacity... assures long service life for your electric tools... guarantees top performance at all times.

3. Overload Capacity... 1500 watt continuous duty with generous overload capacity prevents tool stalling under heavy loads... insures uninterrupted service even when starting loads exceed operating loads.

4. Compact and Lightweight... one man can easily carry this generator wherever you need electricity to power time-saving electric tools. No need for long, hazardous power-consumbing cables.

Whatever tools you want to operate — electric saws, drills, floodlights, grinders, belt sanders, hammers, — the new Homelite 35A115 generator can save you money. For a free demonstration or additional information, call your nearest Homelite representative, or write:

SAVE EVEN MORE! New Homelite electronic idle control unit, available as optional accessory, runs engine at idle speed when no current is drawn... automatically brings engine to full speed when load is applied.

Ask your Homelite representative to show you how this easily-installed accessory reduces engine wear... increases service life... cuts fuel consumption.

HOMELITE A DIVISION OF TEXTRON AMERICAN, INC.
501 RIVERDALE AVE., PORT CHESTER, N. Y.
Manufacturers of Carryable PUMPS • GENERATORS • BLOWERS • CHAIN SAWS
Pour faster with a Jaeger

Look how this mixer puts out stiff concrete as fast as you can take it. You charge in only 5 to 7 seconds with Jaeger's "Skip Shaker" loader. You mix and remix more thoroughly with Jaeger's cross-action, then discharge in another 5 to 7 seconds with Jaeger's big bucket and flight blades and special "catch all" spoon.

Available in 3½, 6, 11, and 165 sizes. Ask for Catalog M-10.

THE JAEGER MACHINE COMPANY 521 Dublin Avenue Columbus 16, Ohio

LEARN TO ESTIMATE
You can estimate building construction costs quickly and accurately, and bid on profitable commercial and industrial jobs without worry about "What did I leave out?" or "Am I bidding too high, or too low?" Become a successful building contractor by devoting some spare time to the study of our estimating course.

WHAT WE TEACH
We teach you to read plans, list and figure the cost of materials, estimate the costs of labor, and the other things that you need to know to bid on construction work with confidence. This course is practical and theoretical—it is specific, complete, and accurate—giving you the actual cost of labor required to do work in your locality at today's wage scales. We teach you to prepare estimates complete in every detail.

OUR GUARANTEE
Best of all you don't need to pay us one cent unless you decide that our course is what you need and want. We will send you plans, specifications, estimate sheets, cost data, and complete instructions for ten days study, so that you can see for yourself what this course can do for you. Mail the coupon today—we will do the rest.

CONSTRUCTION COST INSTITUTE
Dept. A156-Box 8783
University Station—Denver 10, Colorado

Send me your course on how to estimate building construction costs, for ten days study. If I decide to keep it, I will send you $1.75 (payable in two monthly payments) as full payment. Otherwise I will return the course, and there is no further obligation.

Name ________________________________
Address ________________________________
City ________ State ________

272 AMERICAN BUILDER

The "Improved Handy"

ASBESTOS SHINGLE CUTTER

Available In Four Models

Model Capacity Material Weight Prices
"E" 27 inch Gray Iron 47# $27.20
"L" 32 inch Gray Iron 54# 29.75
"A-32" 32 inch Aluminum 31# 35.55
"T-36" 36 inch Aluminum 37# 49.50

F.O.B. Belleville, Illinois

Distributed by Asbestos Shingle Manufacturers and Dealers

For complete information write

SPECIALTY TOOL MANUFACTURERS
732 S. Illinois St. Belleville, Ill.

Exhaust fans for ventilation control

Controlled ventilation by means of exhaust fans is becoming a must in the modern home. Even in the air conditioned home a well ventilated kitchen is a definite requirement. Not only does the kitchen fan remove cooking odors and heat, but it also plays a large part in the removal of excess moisture from food preparation. Thus reduced is the load of dehumidifying from the air conditioning plant. Likewise it is important to consider this type of fan for bath, laundry and other rooms where controlled ventilation is a factor.

Generally there are two major types of kitchen fans—wall and ceiling—and some of these can be used in either position. Another type, also available, is designed to be mounted outside the building, either in the wall or roof, and more than one room may be exhausted by the same fan. Thus by means of ducts and operating grills, one fan may serve the kitchen, bath and laundry.

Increasing in popularity among builders is the combination range hood and fan. Designed to harmonize with the decor of the kitchen, these units consist of a metal hood with built-in fan and light.

On the facing page are construction details showing the various installation practices which may be followed if the fan must be located where the discharge carries through ducts to the exterior of the building. These details also apply to the installation of range hoods.

The second data page in this series is provided as an aid to the installation of the attic type exhaust fans. In addition to construction details this chart also gives general recommended locations as well as the formulas for estimating the size fan necessary to exhaust a given space properly.

Where ventilation requirements exceed the capacities of the fan desired it is wise to install two units. For example: a rambling type home may be better served by installing fans at opposite ends of the building, thus obtaining a more even air movement through all rooms.
KITCHEN & BATHROOM VENTILATING FAN INSTALLATION

GENERAL INSTALLATION RULES

Kitchen ventilating fans should be installed as close to the range as possible. Ceiling fans directly over the appliance; wall fans should be located 12 to 18 in. above the top of the range.

Where discharge ductwork is necessary ducts should be as large as the fan outlet opening throughout. For best results limit ducts length to 10 ft.

Elbows tend to restrict air flow. Keep runs as direct as practical.

For best results install fan that will change air in the room every two or three minutes. The following formula aids in estimating fan size needed.

\[
\text{CFM Fan Capacity} = \frac{\text{Cu. Ft. of Room}}{\text{Minutes Air Change}}
\]

INSIDE WALL

OUTSIDE WALL

---

JANUARY 1956
ATTIC & EXHAUST FAN INSTALLATION

GENERAL INSTALLATION RULES
Where fans are installed to discharge directly to outside they should be located with prevailing winds. Fans discharging directly into attic should be centrally located if possible. Flat roofed buildings without adequate attic space should be provided with a penthouse for fan location. Either vertical or horizontal units may be used. Provide adequate protection against fire in all installations. Various devices are available to insure fan cut-off and closing of intake louvres.

MINIMUM AREAS FOR DISCHARGE OPENING

<table>
<thead>
<tr>
<th>TYPE OF OPENING</th>
<th>SQUARE FEET PER 1000 CFM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wood louvres backed with ½&quot; hardware cloth. 40% minimum free area</td>
<td>2.27 Sq. Ft per 1000 CFM</td>
</tr>
<tr>
<td>Metal louvres backed with ½&quot; hardware cloth. 50% minimum free area</td>
<td>1.82 Sq. Ft per 1000 CFM</td>
</tr>
<tr>
<td>Plain opening covered with ½&quot; hardware cloth. 80% minimum free area</td>
<td>1.14 Sq. Ft per 1000 CFM</td>
</tr>
<tr>
<td>Automatic or manual shutters. 90% minimum free area</td>
<td>1.01 Sq. Ft per 1000 CFM</td>
</tr>
</tbody>
</table>

ESTIMATING FAN REQUIREMENTS
The following formula will aid in determining the size of the fan required to adequately ventilate a given area:

*Cu. Ft. Volume of Area = CFM (Fan Capacity)
**Rate of Air Change
*When estimating cubic feet contents, closets, and other unoccupied areas may be deducted.
**Select rate of air change according to locality from map at the right.

Example:
Volume: 15,000 Cu. Ft.
Desirable air change: 1½ Minutes

\[
\text{CFM} = \frac{15,000}{1.5} = 10,000 \text{ CFM (Fan Capacity)}
\]

FAN LOCATIONS

SUCTION BOX
ATTIC STAIRWAY
GABLE INSTALLATION
ATTIC WALL
PENT HOUSE
BASEMENT
VERTICAL DISCHARGE

The installation of attic fans generally follows the three methods shown at top of page. In homes with basements it is sometimes practical, and equally effective, to install the fan in a compartment beneath the basement stairs allowing the discharge to exhaust directly into the basement proper. Intake and discharge louvres should follow the same rules that apply to attic installation. The same precautions should be taken against fire.
GRAHAM SECTIONAL GARAGE DOORS ARE "ARCHITECTURALLY CORRECT"

Custom Designed
TO THE ARCHITECTURE
OF YOUR LOCALITY

You get so much more with a Graham Door!

Priced as low as ordinary looking doors!
ARTISTICALLY DESIGNED to erase the "warehouse look" from your beautiful homes.

House sales start at the curb. Your front elevation is your best advertisement to "cruising shoppers". Don't spoil the looks of your homes with ordinary, warehouse-type garage doors. Catch the shopper's eye, install "custom-designed" GRAHAM flush, sectional doors. Then... whether you build in Maine or Michigan, Florida or North Dakota, you'll be sure your homes are ARCHITECTURALLY CORRECT!

FREE: Write today for new brochure with dozens of illustrations showing importance of garage doors in today's architecture. Also ask for folder on "architecturally-correct" commercial doors with Graham, "Insul-Core" construction.

Successful Builder Cuts Heating Installation Costs with VULCAN TRIMLINE Baseboard

... improves quality, efficiency and salability!

Nat Siegel, Long Island builder, cut heating installation costs, improved quality, efficiency and salability by selecting VULCAN TRIMLINE for his 200-home development at West Brightwaters, L. I. Here's how he did it:

- Less materials used because TRIMLINE requires fewer parts (one-piece back and top).
- Simple method of installation saved man-hours — fewer joints, less fittings and cover snaps on — quick!
- TRIMLINE is I-B-R rated for top efficiency, a vital selling factor, seal of approval.

Learn How You Can Cut Your Costs With Trimline

Write today for VULCAN's free Catalog 54 that tells you how you can cut installation costs.

Originators of Fin-Tube and Baseboard Radiation in America

the VULCAN Radiator Co., 775 Capitol Ave., Hartford, Conn.

JANUARY 1956
Increase your know-how with these practical books covering all phases LIGHT CONSTRUCTION

ESTIMATING

2. SIMPLIFIED CARPENTRY ESTIMATING*  
   By J. W. Wilson and C. M. Rogers  
   $1.00

3. BUILDING ESTIMATOR'S REFERENCE BOOK  
   VEST POCKET ESTIMATOR  
   By Frank R. Walter  
   Two companion books containing latest estimating and cost data on everything that goes into a house. Most complete available. $12.00

4. CONTRACTOR'S MATERIAL LIST  
   A 10-column take-off form for complete listing of materials and labor costs. $1.00

5. SPECIFICATIONS  
   Full set of detailed house specifications (and item index) with spaces for inserting pertinent descriptive data. $3.50

BRICKWORK & MASONRY

6. ART OF BRICKLAYING  
   By J. E. Ray  
   Basic bricklaying sub instruction. Many illustrations, glossary, special scaffolding and cement block chapters. $4.90

7. MASONRY SIMPLIFIED VOL. I  
   (Tools-Materials-Practice)  
   By Doolittle and Townsend  
   Practical masonry procedures in the various phases of construction from concrete forms to fireplaces and septic tanks. Includes discussions of new products such as glass blocks, waterproofing mixtures and insulating blocks. Each vol. $5.00; $10.00 for both.

HEATING & PLUMBING

9. HEATING, COOLING AND AIR CONDITIONING HANDBOOK  
   Handy reference manual and practical instruction book. 756 pages; 251 illustrations. $4.00

10. HOW TO DESIGN AND INSTALL PLUMBING  
    By A. J. Matthias, Jr  
    Every step in the design and installation of the plumbing system to fulfill blueprint requirements and specifications. $4.25

ELECTRIC WIRING

11. INTERIOR ELECTRIC WIRING AND ESTIMATING  
    By W. C. Nelson and Dulaney  
    How-to-do-it book of wiring and estimating. $4.25

12. WESTINGHOUSE HOME WIRING HANDBOOK  
    By A. C. Bredahl  
    Guide for planning wiring of moderate-priced homes. With emphasis on safety, effectiveness and efficiency. $1.00

PLAN BOOKS

13. HOMES FOR LIVING*  
    By Samuel Poul, Architect  
    While designed for prospective homeowners in the "dreaming" stage, builders find this book useful as a source of ideas and suggestions to customers. Sketches and detailed floor plans for 50 houses in a wide variety of popular styles, divided into three general price brackets according to family income. Complete plans and specifications for these houses are also available. $3.95

14. SUNSET WESTERN RANCH HOUSES  
    Authoritative book on the California ranch house, with thorough pictorial descriptions, floor plans and site drawings. $3.00

15. DUPLEX AND APARTMENT HOUSES  
    By J. W. Lindstrom  
    Floor plan sketches and brief descriptions of 35 duplexes, 11 four-apartment buildings, and five larger ones ranging from six to twelve apartments. $1.50

MISCELLANEOUS

22. PRACTICAL ACCOUNTING AND COST KEEPING FOR CONTRACTORS  
    By Frank P. Walker  
    Complete instructions and examples showing proper methods of keeping time and compiling costs on all classes of construction work. $3.00

FREE with orders of $5.00 or more

25. Modern Methods of Home Heating*—J. L. Shank  
    Standard heating systems illustrated with 17 floor plans with heating outlets; 40 photos of equipment and installations; 25 boiler and piping diagrams; 11 heat loss calculating tables. $2.25

*Certified books were our publications sold with 10-day inspection privilege with full refund.

AMERICAN BUILDER BOOK SERVICE, 30 Church St., New York 7, N. Y.

Send book indicated by circled numerals. I enclose $ ________, including 10¢ per book postage.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Name
Address
City, State

FREE with orders of $5.00 or more

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Name
Address
City, State

AB 1-56 AMERICAN BUILDER
easy to apply... economical, too...

**hpi HARDWOOD PLYWOOD** wall paneling
to satisfy your customers!

Yes, Mr. Builder, you can readily satisfy your customer requests for beautiful Hardwood Plywood wall paneling without frightening them over estimate figures. Your time and labor savings with Hardwood Plywood panels will often offset the slight additional materials cost, and prefinished panels offer big savings, too.

HPI Hardwood Plywood is available in Birch, Cherry, Gum, Mahogany, Maple, Oak, Walnut and other handsomely grained species. Each of your homes can have individual beauty—each distinctively different. And Hardwood Plywood is sturdy, trouble-free—will cut upkeep and maintenance costs—last as long as the house. You'll be pleased and satisfied, too, with the amazing difference a paneled room or even a dramatic Hardwood Plywood accent wall can make in the appearance of your finished house. The beautiful results will lead to additional home sales wherever you build.

Write for your free copy of "A Treasury of Hardwood Plywood," filled with practical ideas and information on selection and use of Hardwood Plywoods.

**CONSISTENT QUALITY . . . CUSTOMER-PLEASING BEAUTY**
The HPI seal, advertised nationally to your prospects in top-circulation consumer magazines, identifies American mills operating under a rigid quality control program. It is your assurance of uniform grading, highest standards.

**HARDWOOD PLYWOOD INSTITUTE**
Debt. AB, 600 So. Michigan Ave., Chicago 5, Illinois
Gentlemen: Please send, free of charge, your builder's guide to selection and use of Hardwood Plywood, "A Treasury of Hardwood Plywood."

<table>
<thead>
<tr>
<th>NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADDRESS</td>
</tr>
<tr>
<td>CITY</td>
</tr>
</tbody>
</table>

JANUARY 1956
**Framing a barn roof for maximum capacity...**

**QUESTION:** I would like to know the plumb cut, side bevel, top cut and side bevel and the length of the rafters for the gable of a gambrel type barn roof in which the upper rafters rise nine inches per foot. This rafter is attached at its lower end to the gable rafter, and at the upper end to the ridge pole extended.

O. W., Bryan, Ohio

**ANSWER:** The drawing above covers the details on this type of barn roof. The rafters spaced 20" on center provide 500 square feet of mow cross sectional area. This design has been checked for the following conditions of loading:

1. Wind blowing at an angle of 90 degrees to the side wall, with a velocity of 70 miles per hour.

2. Wind of same velocity blowing against the end of the barn where the large hay mow door is open into the wind.

3. Hay track load of 1000 pounds at the peak of the roof.

Overcoming spring in joists

**ANSWER:** The plan that you suggest is satisfactory if cross bridging alone will not eliminate the springing of the joists. A solution to supporting the underhung beams to the new girders is shown in the drawing. A plan of the new beams is also shown.

Wrong slope to porch floor

**QUESTION:** If we are faced with a problem wherein a porch floor slopes toward the house instead of away. The slope is only 1/2" in 6' and we would like to know how to put a topping on the porch floor, reversing the slope without breaking in the concrete.

I. R., Cranford, New Jersey

**ANSWER:** The problem of placing a new topping on the concrete porch floor depends primarily on how much room is available at the threshold. Since for structural reasons you do not wish to cut away the old concrete, the new topping, designed to pitch away from the house, must be at least 2 1/2 in. thick at the base of the house and graduated downward to 1 1/2 in. thick at the outer edge. The surface should be roughened with a pick or grinding tool.

**Which is the best way?**

**QUESTION:** Please tell us the best way to fasten 4"x10" rafter beams to a 4"x14" ridge beam. The roof pitch is 2:12. Construction is 2"x6" planking, 2" insulation and a built up roof. The rafter beams span 14'0" and are 60" o.c. The ridge beam spans (Continued on page 280)
Build Ford's exciting, new split-level homes that give you the opportunity of providing a 6-room home PLUS garage in the foundation area of the home alone. Bedrooms located away from active living areas, giving added privacy. Basement area provides extra living and recreation space, combined laundry and workshop. Easily financed. Approved by leading Building Code Authorities.

AND DID YOU KNOW—
Ford lays the finish floors—applies the drywall—hangs the doors—trims the openings and primes all exterior trim.

FORD FACTORY-BUILT HOMES
Manufactured by IVON R. FORD, INC.
McDonough, New York

AMAZING, SAVING NEW WAY TO
CUT CEMENT FINISHING TIME 1/2
AUTOMATIC ELECTRIC ELMO ALUMINUM PONY TROWEL
(Pat. Pending)
ONLY $49.50 Less Drill
F. O. B. Muncie, Ind.

Pony Trowel's engineered blade arrangement takes the gamble out of cement finishing. It's the Automatic Trowel that works wet or dry mix at the start—dependably gives a harder, denser, smoother surface without topping under even difficult weather conditions. Durable aluminum alloy frame with 20" ring. Same set of steel blades both float and finish complete to wall. Use your own ½" or ¾" drill. Competitive to engine driven trowels in every way except price. Gives better jobs quickly!

Extra Blades $2.75 set
WIRE BRUSH ATTACHMENT AVAILABLE
Thoroughly cleans any cement slab. Clips on easily.

One-man operation—no experience necessary

See your dealer or order direct
ELMO MANUFACTURING, INC.
Dept. I-2 324 W. HOWARD ST. PARKER, INDIANA

7 BESSLER DISAPPEARING STAIRWAY MODELS TO MEET EVERY NEED!

AS LOW AS $53.00

Generous Trade Discounts!
Write for Free Catalog and Wall Chart

FREE CATALOG AND WALL CHART

BESSLER DISAPPEARING STAIRWAY CO.
1900-A East Market St., Akron, Ohio

Bessler Disappearing Stairway Co., 1900-A East Market St., Akron 3, Ohio
Please send free catalog, Wall Chart, Prices and Discounts

Name
Address
City
State
Zip

Free Catalog
279
DOUBLE DIPPED
IN MOLten ZINC
TO CHECK FORMATION
OF STAINS, STREAKS
AND RUST

• Reduce Maintenance • Keep Property Neat, Clean
• Save on Painting • Uphold Property Value

The savings just begin when you use Maze STORMGUARD NAILS to apply roofing, siding and trim. Especially designed to check formation of ugly stains, streaks and rust at less cost per nail than non-ferrous nails, they reduce building maintenance and painting costs—offer substantial first cost savings.

Developed through 8 years of research and testing, STORMGUARD NAILS have a solid steel core for strength—a heavy zine coating for corrosion resistance, applied by an exclusive Maze DOUBLE DIPPING process. STORMGUARD is the new choice in a stain-checking nail for exterior use.

THE IDEAL NAILS FOR

ROOFING SIDING TRIM

For roofing, siding and trim... to check formation of stains, streaks and rust.... there are STORMGUARD NAILS in standard lengths and gauges; all required sizes.

A COMPLETE LINE OF NAILS

W. H. Maze Company produces a complete line of top quality nails, conveniently packed for shipment, display and use: Drywall, Flooring, Underlayment, Roofing, Siding, Pallet, Lead Head, Screw, Ring Shank.

Write for Samples and Prices!

W. H. MAZE COMPANY ESTABLISHED 1848

Peru 3, Illinois

Ask the experts...

(Continued from page 278)

240°. We would prefer to fasten the beams without fasteners or ledger board. The beams are all exposed.

R. J. A., Topeka, Kansas

ANSWER: The examples above indicate the customary way in which this problem can be solved. Fig. 2 indicates a steel plate placed on top of the rafter and the ridge beam. This is nailed to the wood members from the top. Fig. 3 shows a ledger board nailed to the side of the ridge beam which in turn supports each rafter. Fig 4 is to support the rafters on steel joist hangers. This is the most economical method. Toenailing the 4x10's to the 4x14 ridge rafters is possible but very impractical. 8-50 penny-weight spikes would be required at each end. Prebored holes would be required for each nail which would destroy the effectiveness of the rafter.
Your PICK-UP truck will do double duty with KARYALL COMPARTMENTS

Increase profits by keeping truck bed clear to haul more payload. Cut your costs by keeping tools organized to avoid tool damage and loss.

KARYALL COMPARTMENTS convert any 1/2, 3/4 or 1 ton pick-up truck into a handy mobile workshop. KARYALL COMPARTMENTS are better built for less money. They are built in 78”, 88”, 96” sizes. Shipped complete with mounting brackets for easy installation. Model H-78 for 1/2 ton unit shipped prime painted and crated f.o.b. Cleveland, Ohio (including Federal Excise Tax) $124.20 per pair. Other models price proportionately.

MAIL THIS COUPON TO DEPT. A FOR COMPLETE DETAILS

NAME
ADDRESS
CITY... ZONE... STATE...

MY PICK-UP TRUCK IS A:

SIZE MAKE

Telephone Atlantic 1-0470
8221 CLINTON ROAD CLEVELAND 9, OHIO

DRYWALL TRIM, Inc.
2408 NORTH FARWELL AVENUE, MILWAUKEE 11, WIS.

These warehouses in addition to our factory inventory:
No. Hollywood, Calif. • San Francisco, Calif. • Denver, Colo. • Orlando, Fla. • St. Paul, Minn. • Kansas City, Mo. • Helena, Mont. • Brooklyn, N. Y.
These adjustable, sliding shelf/trays (exclusive with Mutschler) now make kitchen storage completely adaptable. They may be removed with contents and carried like a tray, and rearranged for height of storage without tools. Extra shelf/trays available to add at any time. This is an important selling point to families that are growing up and expanding.

MUTSCHLER BROTHERS COMPANY
Department 106, Nappanee, Indiana

Please send information about Mutschler hardwood kitchens. I am builder, architect.

NAME
ADDRESS
CITY
STATE

Builder's kitchen for a young family

See it at Chicago
— during N.A.H.B. convention
exhibit space 710-711
Chicago Coliseum

Designed by Mutschler in cooperation with Redbook magazine, this New Freedom Gas Kitchen is really more than a kitchen. It's a multi-purpose room that incorporates kitchen, laundry and living area for growing families ... the big market for builders.

Cabinetwork is in fruitwood finish, with French blue countertops. Featured are built-in gas appliances, including the regular model gas refrigerator in a brick alcove. Also, a large table that pulls out from a floor cabinet, adjustable shelf/trays as described at left, sliding wire vegetable bins and many other fine Mutschler features.

If you are building quality homes, you'll want to investigate the advantages of Mutschler hardwood kitchens ... with design, plan and decor tailored to your particular needs. And, they are inexpensive, too!

See us at the N. A. H. B. show in Chicago, or send coupon at the left for further details.
Sink enclosures can be easy

Enclosing a sink with a cabinet not only provides additional storage space, but also improves the appearance of the kitchen. How to do this is just one of the many ideas to be found in “How to Build Cabinets for the Modern Kitchen,” recently published by Simmons-Boardman.

The above plan proposes that the upper edges of all four cabinet walls fit inside the recess formed by the roll rim. This will allow the rim to overlap the cabinet on all sides. However, if cabinet width and length are slightly increased, the sink can be made to rest on the bottom edge of the rim.

If the cabinet is to provide full sink support, it would be advisable to use 3/4” plywood for all four sides. Otherwise, lesser material might be chosen. Use nom. 1” x 4” pine for the base and nom. 1” x 2” and nom. 2” x 2” for the framing.

Other sink ideas:

A kitchen sink doesn’t always have to be backed up to a wall. It may be located in a “peninsula” of cabinets jutting from the wall or in an “island” in the middle of the room. Before using such a location, be sure that piping water and installing drain will present no difficulty or costly plumbing problems.
Federal outlook for '56 + 5%

A record-breaking sum of $44 billion for new construction spending is expected in 1956, 5% above the $42 billion peak for 1955, according to estimates prepared jointly by the Labor and Commerce Deps.

Private construction outlays in 1956 are set slightly above 1955's $30 billion total. Public construction will rise 10% in 1956.

The value of private nonfarm residential construction will stay near the 1955 level of over $16 billion. A decrease in the dollar value of new home building will be largely offset by greater outlays for remodeling of older homes and for construction of motels and other nonhousekeeping residential units.

Most of the increase in private construction between 1955 and 1956 is anticipated from the rise in spending for new nonresidential buildings to $8.7 billion, with industrial building showing the largest relative gain —17%—over 1955.

Spending for stores and other service establishments in 1956 will rise to $234 billion, 17% over 1955's total and 80% above that for 1954. A record $850 million is seen for religious buildings in 1956.

### NEW CONSTRUCTION IN CONTINENTAL UNITED STATES

<table>
<thead>
<tr>
<th>TYPE OF CONSTRUCTION</th>
<th>1955 (Millions of dollars)</th>
<th>1956 (Millions of dollars)</th>
<th>PERCENT OF CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total new construction</td>
<td>$42,000</td>
<td>$44,000</td>
<td>+ 5</td>
</tr>
<tr>
<td>Private construction</td>
<td>$30,000</td>
<td>$30,850</td>
<td>+ 3</td>
</tr>
<tr>
<td>Residential building</td>
<td>$16,245</td>
<td>$16,300</td>
<td>+ 1</td>
</tr>
<tr>
<td>New dwelling units</td>
<td>$14,765</td>
<td>$14,300</td>
<td>- 3</td>
</tr>
<tr>
<td>Additions and alterations</td>
<td>$1,250</td>
<td>$1,500</td>
<td>+ 20</td>
</tr>
<tr>
<td>Nonhousekeeping</td>
<td>$330</td>
<td>$400</td>
<td>+ 21</td>
</tr>
<tr>
<td>Nonresidential building</td>
<td>$7,630</td>
<td>$8,700</td>
<td>+ 14</td>
</tr>
<tr>
<td>Industrial</td>
<td>$2,400</td>
<td>$2,800</td>
<td>+ 17</td>
</tr>
<tr>
<td>Commercial</td>
<td>$3,045</td>
<td>$3,475</td>
<td>+ 14</td>
</tr>
<tr>
<td>Warehouses, offices and buildings</td>
<td>$1,125</td>
<td>$1,225</td>
<td>+ 9</td>
</tr>
<tr>
<td>Stores, restaurants and garages</td>
<td>$1,920</td>
<td>$2,250</td>
<td>+ 17</td>
</tr>
<tr>
<td>Other nonresidential building</td>
<td>$2,185</td>
<td>$2,400</td>
<td>+ 11</td>
</tr>
<tr>
<td>Religious</td>
<td>$740</td>
<td>$850</td>
<td>+ 15</td>
</tr>
<tr>
<td>Educational</td>
<td>$500</td>
<td>$525</td>
<td>+ 5</td>
</tr>
<tr>
<td>Social and recreational</td>
<td>$245</td>
<td>$275</td>
<td>+ 12</td>
</tr>
<tr>
<td>Hospital and institutional</td>
<td>$350</td>
<td>$350</td>
<td>0</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$350</td>
<td>$425</td>
<td>+ 21</td>
</tr>
<tr>
<td>Farm construction</td>
<td>$1,400</td>
<td>$1,350</td>
<td>- 4</td>
</tr>
<tr>
<td>Public utilities</td>
<td>$4,465</td>
<td>$4,450</td>
<td>- 0</td>
</tr>
<tr>
<td>Railroads</td>
<td>$340</td>
<td>$400</td>
<td>+ 18</td>
</tr>
<tr>
<td>Telegraph and telegraph</td>
<td>$700</td>
<td>$775</td>
<td>+ 11</td>
</tr>
<tr>
<td>Other public utilities</td>
<td>$3,425</td>
<td>$3,275</td>
<td>- 4</td>
</tr>
<tr>
<td>Local transit</td>
<td>$25</td>
<td>$25</td>
<td>0</td>
</tr>
<tr>
<td>Pipelines</td>
<td>$325</td>
<td>$350</td>
<td>+ 8</td>
</tr>
<tr>
<td>Electric light and power</td>
<td>$1,800</td>
<td>$1,700</td>
<td>- 6</td>
</tr>
<tr>
<td>Gas</td>
<td>$1,275</td>
<td>$1,200</td>
<td>- 6</td>
</tr>
<tr>
<td>All other private</td>
<td>$160</td>
<td>$150</td>
<td>- 6</td>
</tr>
<tr>
<td>Public construction</td>
<td>$12,000</td>
<td>$13,150</td>
<td>+ 10</td>
</tr>
<tr>
<td>Residential building</td>
<td>$250</td>
<td>$275</td>
<td>+ 10</td>
</tr>
<tr>
<td>Nonresidential building</td>
<td>$4,320</td>
<td>$4,225</td>
<td>- 2</td>
</tr>
<tr>
<td>Industrial</td>
<td>$705</td>
<td>$475</td>
<td>- 33</td>
</tr>
<tr>
<td>Educational</td>
<td>$2,450</td>
<td>$2,700</td>
<td>+ 10</td>
</tr>
<tr>
<td>Hospital and institutional</td>
<td>$330</td>
<td>$275</td>
<td>- 17</td>
</tr>
<tr>
<td>Other nonresidential building</td>
<td>$735</td>
<td>$775</td>
<td>+ 5</td>
</tr>
<tr>
<td>Military facilities</td>
<td>$1,320</td>
<td>$1,500</td>
<td>+ 14</td>
</tr>
<tr>
<td>Highways</td>
<td>$4,100</td>
<td>$4,600</td>
<td>+ 12</td>
</tr>
<tr>
<td>Sewer and water</td>
<td>$1,080</td>
<td>$1,200</td>
<td>+ 11</td>
</tr>
<tr>
<td>Miscellaneous public-service enterprises</td>
<td>$280</td>
<td>$350</td>
<td>+ 25</td>
</tr>
<tr>
<td>Construction and development</td>
<td>$600</td>
<td>$675</td>
<td>+ 13</td>
</tr>
<tr>
<td>All other public</td>
<td>$150</td>
<td>$175</td>
<td>+ 17</td>
</tr>
</tbody>
</table>

1 Joint estimates of the Department of Labor and the Department of Commerce.
2 Change of less than one half of one percent.
Modern living demands Running Water. It's one of the first considerations when building beyond city mains.

Make sure the water systems you specify, or buy, are right for type and capacity. Make doubly sure they are built for dependable, low cost operation, easy maintenance and long life.

Every condition—every requirement—can be met exactly when you STANDARDIZE on the Deming line. This concentrates responsibility in one complete reliable source. It's a sound policy that pays off for builders, sellers and buyers of homes beyond reach of city water.


REMEMBER: May is National Water Systems Month

THE DEMING COMPANY
563 BROADWAY
SALEM, OHIO

JANUARY 1956
How to do it better

Ideas for the man on the job

Reinforce front porch concrete slab...

When we have a concrete front porch slab to pour for a new house, we carry the load as shown in the above drawing.

First, a pocket is formed in the foundation block wall by laying up a course of 3-inch block at the point where the porch slab is to tie into the house. Then, before backfilling, we go down into undisturbed soil and lay up two cinder block piers dry. These are braced temporarily during backfilling. Then a grid of steel reinforcing rods is set up across the piers and the pocket and the concrete poured, on top of the fill. All wood in contact with the concrete is treated with a preservative.

J. Mack, Elmira, N. Y.

Can you do it better... faster... cheaper?

We'd like to know about it...

SEND US...
- A brief written description
- A simple sketch
- Snapshots, if possible
- A picture of yourself, and your name and address

You are American Builder's main source of better building methods, so send us your ideas. Good sketches are most important; a free hand drawing is fine so long as it's clear. If we publish your idea, we'll send you $25 for your trouble. Mail contributions to: American Builder, 30 Church St., New York 7, N. Y.
STATIONARY HOOD
This is the popular Trade-Wind design which can be used with any kitchen decorating scheme and materially increases the efficiency of the ventilator. Available in both copper and stainless steel with brushed finish. Includes the exclusive baffle for even distribution. 30", 36", 39", 42", and 48" lengths.

NEW! SALEM HOOD
Rich, stunning, and distinctive with the look of true hand craftsmanship. This is Trade-Wind's striking new early American ventilating hood, made in exclusive Duomet—two sheets of genuine copper and stainless laminated together. 30", 36", 39", 42", and 48" lengths including baffle. Underhood light available. Com- petitively priced.

THE HITS OF THE SHOW...
FROM TRADE-WIND

STATIONARY HOOD
MODEL 2501 & 1501 VENTILATOR
425 & 300 CFM

MODEL 3501 VENTILATOR
550 CFM
Recognized as the only complete system. Two inlets—one under the hood and the second at ceiling level. Both inlets equipped with washable filters. Powerful dual centrifugal blowers 4-speed switch. Use with any of the striking Trade-Wind hoods.

MODEL 1701 LIGHT/VENTILATOR
Another exclusive Trade-Wind design providing both ventilation and light in the bathroom. Mounts flush in ceiling. Beautiful chrome and glass grille. 100 CFM ventilator with built-in backdraft damper. Uses 2 75W lamps. Time delay switch available.

Trade-Wind Motorfans, Inc. 7755 PARAMOUNT BLVD., DEPT. AB, RIVERA, CALIF.

JANUARY 1956
**How to do it better—**

**Ideas for the man on the job**

Better framing detail over door

Here is a better way to frame over all door heads, regardless of whether the partitions are bearing or non-bearing. When this practice is followed, there are less chances for cracks in the walls around the door openings.

W. F. Weaver, Baltimore, Md.

---

Vertical "I" beam provides extra rigidity for concrete block wall

When laying up concrete block foundation walls in heavy clay soils that hold moisture and produce lateral pressures, a four-inch steel "I" beam placed vertically against the inside of the wall will add rigidity to the wall. Concrete block wall spans over 20 feet will hold back clay soil pressures when reinforced this way. The bottom of the steel "I" beam is embedded in the poured concrete footing, trued up, and braced before the concrete blocks are laid.
Financing Service. Your local Thyer Factory Representative will be glad to help you arrange construction and permanent financing for FHA, VA or conventional loans.

Local Field Service. Thyer Factory Representatives located in 33 states are ready to assist you in land development, arranging financing, erecting and planning local advertising and model home showings.

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

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

"You can spot a Thyer open house a mile away!... brilliant Thyer pennants and streamers mark the beginning of a banner year.

And behind every Thyer "open house" lies weeks of carefully planned local promotion guaranteed to put house hunters in a buying mood. Newspaper ads and radio or TV commercials, plus display cards, mailing pieces, etc., all help to pre-sell your local market.

Any or all of this material is available through your nearest Thyer Homes representative. Get together with him soon and let him show how Thyer promotional support can help to make this year your biggest ever for sales and profit.

THE THYER MANUFACTURING CORPORATION
2854 Wayne Street
Toledo 9, Ohio

515 E. Yazoo Street, Dept. 5
Jackson, Miss.

Promotion Makes the Big Difference
Progressive builders and contractors know a good thing when they see it. That's why STRUCTOGLAS is their first choice in reinforced plastic building panels.

Produced by an exclusive molding process, STRUCTOGLAS panels feature outstanding uniformity of color, thickness, corrugation, glass fiber dispersion and strength. Rigidly controlled quality cuts installation time and costs to a new low.

It also means that controlled light, eye-catching colors and tremendous buy-appeal can be added to buildings of all types . . . with fewer headaches and greater profit . . . when you install STRUCTOGLAS translucent plastic panels.

Add a lid and pan rack as a built-in bonus

A kitchen with convenient utensil storage means a home with added sales potential. This lid and pan rack, placed near the range and or in the mixing center, is one of many built-ins described in the book recently published by Simmons-Boardman, "How to Build Cabinets for the Modern Kitchen." Lids and flat pans are stored upright. Bins of two different widths provide for pans and lids of different thickness. Rear downward slant of shelves prevent round tins from falling out.

To make: Cut 3/8" x 3/4" rabbets in the ends of top and bottom pieces to take side pieces. Rabbet all four pieces 1/4" x 3/8" for the 1/4" plywood back. Cut 3/8" dadoes 1/4" deep in the sides for two shelves, slanting them as shown. Stopped dadoes are indicated in top and bottom surface of upper shelf for the partitions, but they can be full dadoes. Corresponding dadoes are needed in the 8" bottom shelf and under side of the cabinet top. Cut partitions 1/4" off square as shown. To get exactly the same angle on all partitions, clamp together and cut all at once. After fitting partitions into dadoes, position shelves between sides of cabinet for rear downward slant.

MATERIALS:

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/4&quot; plywood (4' x 4' panel) to make back.</td>
<td>1 pc.</td>
<td>18 1/2&quot; x 29 1/2&quot;</td>
</tr>
<tr>
<td>2 pc. 12&quot; x 30&quot;—sides.</td>
<td>5 pc.</td>
<td>9&quot; x 10 1/2&quot;—lower partitions.</td>
</tr>
<tr>
<td>2 pc. 12&quot; x 18 1/2&quot;—top and bottom.</td>
<td>5 pc.</td>
<td>9&quot; x 12 1/2&quot;—upper partitions.</td>
</tr>
<tr>
<td>1 pc. 12&quot; x 18 1/2&quot;—top shelf.</td>
<td>1 pc.</td>
<td>2 1/4&quot; x 15&quot;—rack front.</td>
</tr>
<tr>
<td>1 pc. 8&quot; x 18 1/2&quot;—bottom shelf.</td>
<td>1 pc.</td>
<td>2&quot; x 15&quot;—rack bottom.</td>
</tr>
<tr>
<td>1 pc. 16 1/2&quot; x 28 1/2&quot;—door.</td>
<td>2 pc.</td>
<td>3/8&quot; x 1 1/2&quot; x 30&quot; pine—front facing strips.</td>
</tr>
<tr>
<td>2 pc. 2&quot; x 2&quot;—rack ends.</td>
<td>1 pc.</td>
<td>3/4&quot; x 1 1/2&quot; x 19 1/2&quot; pine—top facing strip.</td>
</tr>
<tr>
<td>1/4&quot; plywood (4' x 4' panel) to make—</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Mail the Coupon FOR FACTS ABOUT
CLIPPER
MASONRY SAWs and BLADES

Mail the Coupon FOR FACTS ABOUT
CLIPPER
MASONRY SAWs and BLADES

Mr. Clipper

Clipper made the world's first masonry saw, nearly 20 years ago... Clipper makes the world's finest masonry saw today. Let Clipper's famous 5-Day Free Trial prove it to you!

FREE TRIAL...
You be the judge — try this new Clipper Free on your job.
The outstanding policy of Free Trial has been in effect since Clipper invented the World's First Masonry Saw nearly 20 years ago. Only through Clipper's Free Trial are you guaranteed Actual Test on the Job — Full Satisfaction — No Obligation.

CLIPPER MANUFACTURING CO.
2808 N. Warwick
Kansas City 8, Mo.

Clipper makes the world's finest masonry saw today. Let Clipper's famous 5-Day Free Trial prove it to you!

MAIL SELECT-A-NOTCH
Clipper's deep seating notches always guarantee true cutting head alignment. Patented.

MAIL ADJUST-A-CUT
Pull knob to release head for height adjustment, release knob, head locks in position. Patented.

MAIL SELECT-A-NOTCH
Clipper's deep seating notches always guarantee true cutting head alignment. Patented.

MAIL WATER APPLICATION
Supplies water to cutting edge, insuring longer blade life. Patented.

MAIL WET OR DRY PUMP
Clipper's Sealed Water Pump needs no extra motor — no electrical connections.

MAIL PRESSURE EQUALIZER
Makes blades last longer because Equalizer cushions blade pressure. Patented.

MAIL HEAD LOCK
Turn handle to lock cutting head in fixed position for diamond blade cutting. Patented.

MAIL CLIPPER BLADES
FOR ANY JOB!
Look for the bright orange centers and the trade-mark "Clipper" which identify genuine Clipper Blades.

MAIL BREAK RESISTANT
Triple Reinforced... in specifications to cut every masonry material...HARD to SOFT. A CLIPPER First! Polk-A-Dot design reduces side friction, delivers maximum power to cutting edge. Break resistant — safer — lower cost.

MAIL DIAMOND
Clipper sells more because Clipper sells Quality. Blade after blade, on tile to block. Clipper Diamond Blades outperform, outcut and outlast any other blade. Dependable... consistent quality.

MAIL ABRASIVE
Hard—Soft—Porous—Dense... Wet or Dry, there's a special Clipper Abrasive Blade to cut any masonry material, faster, better, with guaranteed lower costs. Clipper quality is your Best Buy!

MAIL CUT YOUR CUTTING COSTS WITH CLIPPER
Cut in 5 Seconds with a...

MAIL Clipper's famous 5-Day Free Trial
You be the judge — try this new Clipper Free on your job.

MAIL You be the judge — try this new Clipper Free on your job.
The outstanding policy of Free Trial has been in effect since Clipper invented the World's First Masonry Saw nearly 20 years ago. Only through Clipper's Free Trial are you guaranteed Actual Test on the Job — Full Satisfaction — No Obligation.

MAIL CLIPPER BLADES
FOR ANY JOB!
Look for the bright orange centers and the trade-mark "Clipper" which identify genuine Clipper Blades.

MAIL BREAK RESISTANT
Triple Reinforced... in specifications to cut every masonry material...HARD to SOFT. A CLIPPER First! Polk-A-Dot design reduces side friction, delivers maximum power to cutting edge. Break resistant — safer — lower cost.

MAIL DIAMOND
Clipper sells more because Clipper sells Quality. Blade after blade, on tile to block. Clipper Diamond Blades outperform, outcut and outlast any other blade. Dependable... consistent quality.

MAIL ABRASIVE
Hard—Soft—Porous—Dense... Wet or Dry, there's a special Clipper Abrasive Blade to cut any masonry material, faster, better, with guaranteed lower costs. Clipper quality is your Best Buy!
AN UNBEATABLE COMBINATION FOR Profit!

MODEL 650
6800 RPM
BLADE SPEED

6 1/2" High Speed HEAVY-DUTY SAW

The Only POWER SAW Needed To Build A Home

For a real thrill in performance and handling ease, check the 6 1/2" MILWAUKEE Model 650 before you buy your next saw. It's the ONE saw that makes every cut necessary to build a house...even to the compound miter cuts. It's the kind of light-weight...big capacity saw you have long wanted...a saw that makes more cuts, faster, more accurately and with less effort...A saw that's fully versatile...that will handle all special purpose blades and abrasive cutting wheels and that can stand the gaff of all-day heavy duty use.

...with So Many Outstanding Features

...including EXCLUSIVE Free-Wheeling Clutch Drive

- Grease sealed ball and roller bearings throughout
- Helical cut heat-treated gears and drives for greater power efficiency, quieter running
- Built-in quick setting depth and miter and rip adjustment, fully lockable
- Telescopic and automatic retractable blade guard
- Instant release safety trigger switch
- Light weight, only 12 1/2 pounds

*For bigger capacity High Speed saw ask to see the Model 700 with 7" blade or the Model 825 with 8 1/2" blade.

Still Only
$66.50
(with handy Steel Carrying Case — $74.50)

...and the Famous 414 SAWZALL

Compact Electric Powered HACKSAW

A rugged dependable heavy-duty saw that fills perfectly every special sawing need. Zips easily through any sawable material, such as wood, metal, plaster, transite, embedded nails, wire, etc.

NEEDS NO STARTING HOLE...

...In Wood or Comparable Materials

- NOT AN ATTACHMENT...but a complete HEAVY-DUTY sawing tool...Easily maneuverable with one hand.
- RUGGEDLY BUILT...powered by famous MILWAUKEE-Built 115 volt ac-de motor
- can also be operated from portable electric generating equipment.
- POWERFUL...3/4" cutting stroke...2250 strokes per minute.
- BALL and ROLLER BEARINGS...lifetime lubricated.
- WEIGHS only 6 1/2 lbs...Just 14 3/4" long.
- SAWZALL Blades...available in types and lengths to suit every sawing need.

* Furnished complete with handy steel carrying case and full complement set of Sowzall blades.

The perfect tool in remodeling work — Breezes right through plaster, wood and nails.

For Demonstration...SEE YOUR DEALER...Or Write Today To...

MILWAUKEE ELECTRIC TOOL CORP.
5356 W. State St. Milwaukee 8, Wis.
YOU can always depend on ALWINTITE for leadership in design, engineering and precision manufacture. ALWINTITE was FIRST to introduce the low-cost aluminum residential window; FIRST to bring out an aluminum horizontal sliding window; FIRST to introduce an aluminum VIEWall window unit.

ALWINTITE window and door products are engineered to enhance your reputation as a quality-minded builder,— to save you many hours of installation time,— and to give years of trouble-free service. That's why you can always depend on ALWINTITE—products of General Bronze, world's foremost producer of aluminum windows and curtain walls.

ALWINTITE distributors—selected for their reputation for service, dependability and integrity—are located in every important area. They maintain complete warehouse stocks and are anxious to serve you. For latest catalog, write to ALWINTITE DIVISION, GENERAL BRONZE CORP., Garden City, N. Y. Attn. Dept. AB-561.

aluminum WINDOWS and DOORS

by GENERAL BRONZE CORPORATION

ALWINTITE DIVISION — GARDEN CITY, N. Y.
An economical face lifting for a store
Plain wall surfaces that extend from the sidewalk to the roof-line is the order of the day in the remodeling of this outmoded commercial building shown in the plate at left.

The all-glass front, entrance and side street return is completely surrounded with a marble veneer, this includes the old column supports, effectively worked into the revised store front plan. The inside of these columns are faced with hardwood veneer in the same manner as the inside of the show windows.

The entire surface above the first floor is faced with a series of individual 16-gauge porcelain enamel pans. These are set in groups of three horizontally and then separated with anodized aluminum divider strips of 16-gauge, recessed one inch back from the face of the metal pans.

The divider strips and pans are rigidly secured to wood blocking attached to the old masonry wall. Space is allowed in the setting for ample caulking.

In the new front, the display signs are considered an integral part of the overall design. Letters vary from 4 to 8 inches in depth. These are of a porcelain enamel channel type, with multiple neon tube inserts in each letter.

Windows above the first floor level have always been a necessary adjunct to the successful operation of an upper level sales area. Air conditioning has done away with them, and has given the designer unlimited scope with respect to the design of the front, and in the use of new and more economical materials with low maintenance.
This Year
achieve greater sales appeal
and more liveable space by making
every interior door a

Architect:
"How can I plan for
the most efficient
venting system?"

Builder:
"What type of vent is
best for both economy
and buyer satisfaction?"

Client:
"How can I be sure of
a safe and durable
gas venting system?"

Get the
latest
facts
about
gas venting

This new, specially prepared 16-page book is full
of all the latest facts and helpful information
about correct gas venting — its design, planning
and installation. You'll find it an important, up-
to-date addition to your information file, one that
can save you considerable time and money.

write for your
free copy today

NORDAHL MANUFACTURING CO.
180 W. Almeda Ave., Burbank, California

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

Check these NORDAHL features:

* BALL-BEARING ROLLERS
  Kilian Nylon—Cadmium plated—greased with Baum's castorine

* SIMPLE FOOL-PROOF INSTALLATION  * LIFETIME GUARANTEE

* OVERHEAD SUSPENSION  * REINFORCED JAMBS
  An extended aluminum track  Aluminum—permanently rigid

For Wardrobes, Kitchen Cabinets, and Storage Closets, use

NORDAHL

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

For information write
NORDAHL MANUFACTURING CO.
180 W. Almeda Ave., Burbank, California

Metalsbestos Division
William Wallace Company · Belmont, Calif.

Offices in Beloit and Glendale, Calif., Seattle, Denver, Dallas, Des Moines,
Blue Springs, Mo., Minneapolis, Chicago, Atlanta, Akron, Louisville, New York,
Buffalo, Westport, Conn., Richmond, Va.
Stocked by principal jobbers in major cities. Factory warehouses in Atlanta,
Dallas, Philadelphia, Des Moines, Chicago, New Orleans.
LEAD TO EASIER SALES

For Builders All Over America

The entrance of the home you build makes that important first impression on your prospective home buyer. You make it a good impression when you dress up your homes with Capitol Doors. Here's protective beauty, superior styling and outstanding quality your customer can see... even before he enters the house. It's this first impression of Capitol Doors that helps make your selling job easier. Builders all over America have discovered that Capitol eye-appeal means more buy-appeal in the homes they build. Capitol Doors offer you a complete selection of styles, models and sizes for every building need. Write for name of Capitol Distributor in your area.

CAPITOL DOORS ARE SOLD BY LEADING LUMBER YARDS AND BUILDING SUPPLY DEALERS

DISTRIBUTORS & DEALERS: A request on your business letterhead will bring you complete merchandising plans on Capitol Doors.

CAPITOL PRODUCTS CORP.
Mechanicsburg 19, Pa.
World's Largest Manufacturer of Quality-Tested Aluminum Doors
Contractor Edward Krist standardizes on McKinney Non-Mortise Hinges for lower time and labor costs.

WITH McKinney NON-MORTISE HINGES

Door hanging time and labor costs were drastically cut during the construction of 257 homes in suburban Los Angeles tracts by builder Edward Krist. Two carpenters with power screw drivers—the only tools needed—averaged hanging 90 doors in an eight-hour day using McKinney Non-Mortise Hinges.

McKinney Non-Mortise Hinges eliminate mortising of doors and jambs with no chiseling, no cutting. The self-aligning hinges are simply screwed on the surface of the edge of the door and jamb. In addition to speeding up the job of door hanging they provide strong, durable, easy-acting hinges for every door, exterior and interior. Available in three quality finishes—dull brass, bonderized prime coat, and bright nickel. Order now from your Building Supply or Hardware Dealer.

See this unique Non-Mortise Hinge in the McKinney Booth #217
Conrad Hilton Hotel, at the N.A.H.B. Show

BOBBER FORECAST . . .
(Continued from page 13)
its immense size. The Survey makes compulsory a mental readjustment which hasn't taken place as yet with most of us. In 1956, almost 88 billion may be spent in the owner-occupied residential modernization market alone. Around 2.8 billions may be spent in the tenant-occupied sector.

We must therefore cease to speak of construction as a $84 billion market. It is, or in 1956 will be, a $65 billion market.

The growing family

We have now had a number of years of very active construction. Yet the industry keeps surging, year after year, onward and upward to ever higher levels. What makes it tick that way?

First of all, above all other reasons, the immensity of the change in population growth since before the War. Our birthrate since the 1930's has risen 50%. In that decade our population increased by about 9,000,000. In this decade it will be about 27,000,000—an almost incredible increase. We are headed towards a population of 200,000,000 by approximately 1968 which is only a dozen years hence. Families with 3 or 4 or even more children are becoming a natural concommitant of our prosperity and the American standard of living.

But even these figures fail to give adequate expression to the dynamic impact of population-growth on our economy. It is necessary to understand how enormously that impact has increased since a year or so before Pearl Harbor.

In the 1920's and 1930's the future of our country, and of course the construction industry with it, was threatened by a slowdown in the birthrate that would have sent us tailspinning into a stationary and ultimately declining population.

Our potential market

By 1948 we had actually half a million fewer children under 15 than two decades earlier. Then came the great reversal. Shortly before Pearl Harbor the birthrate suddenly surged upward at a spectacular rate. Ever since, it has stayed on a lofty plateau. Instead of declining by another half million as in the preceding 20 years, the number of children in this country will have increased from 1940 to 1960 by no less than 21,000,000!

That has changed everything—absolutely everything. And there we have the most fundamental differ-
ence between the business boom of the Twenties and that of today.

Never in the history of the world has so immense and so sudden a population-reversal been recorded. These children, or almost all of them, are rapidly growing up into adult producers, consumers, and home-wanters. In only a few more years, the vanguard of this mighty flood of young adults will reach market after market.

And the result is that everything in the U.S. is rapidly becoming too small—literally everything, from our factory plant to our housing plant and everything that lies between or is remotely connected with the requirements of people. And that, of course, is the construction industry's meat.

At the same time, technological progress is advancing at an accelerated rate the like of which no age has even seen. Only yesterday the annual increase of the output per man hour of the American economy was rated at 2%. Now it is 3% compounded annually, an almost incredible rate of acceleration in a period of less than a decade. And in manufacturing the rate is rising to 5 and even 6% per year—a rate of change that is something new in even our national experience. To summarize:

Expansion means construction

Population growth is making everything too small. Technological progress is making everything obsolete. Technology is placing into our hands the power to satisfy the ever-increasing demands of a spectacularly growing population. Add these things together and you get the main reason why we are in the midst of the greatest era of expansion in all our history.

And of course, expansion means construction.

Our present era of expansion is not approaching its end as happened to the boom of the Twenties in 1929. On the contrary, it is just hitting its stride. Major expansion lies ahead, not behind. It could not be otherwise. The flood of children that is now pouring thru our schools has not yet had time to transform itself into a corresponding flood of adult producers, consumers, and home-wanters.

The year 1956 must therefore be seen in its proper historical setting. It is not at the beginning of the period of postwar expansion because ten years of boom lie behind it. And as business prosperity never advances in an unbroken line, we could have a dip in some business sectors, if for no other reason than that the boom must occasionally come up for air and catch its breath.

But, far less, is 1956 at the end of a period of expansion. It is not even well along towards the middle. To repeat myself, there can be no end to expansion until the torrent of children has fully reached adulthood, and that will only begin to happen in another five years or so.

There are some differences between this year and last. The stock market break, which is rapidly repairing itself, may or may not cause some deferment of projects. Automobiles had a tremendous year in 1955 that will be hard to duplicate in 1956. We have tighter money than a year ago, and this is having minor effects in the home building market. We have had a very rapid rise in consumer-debt and the rate may require some temporary slackening.

Yet so powerful is the surge of the business tide that it is more than likely that 1956 will sweep aside all obstacles. Our money managers, the Federal Reserve System, are as interested as anybody in keeping prosperity at the highest possible level (Continued on following page)
commensurate with the need to hold inflation in check. There are already small but definite signs that credit is in the first stage of being eased in the vitally important home building sector.

It is often said that the home-mortgage debt is too high. But let's look at it objectively. In 1945, at the end of the War, about 51½% of all our occupied non-farm homes were owner-occupied. By 1955 that percentage had risen to 55. Of our total of 44,000,000 non-farm homes, over 24,240,000 are now owner-occupied. If the percentage had stayed at 51 it would only have been 22,440,000.

Thus, as a result of the increase in home ownership and the relative decline in tenancy, we now have 1,000,000 more owned homes than we would have had at the old ratio. As these homes carry an average mortgage debt of $8,000 the aggregate mortgage debt has naturally increased by $14.4 billions.

But the rental liability has been reduced proportionally as people move into homes. Today it makes very little difference, financially whether they pay for occupancy in form of monthly home-ownership payments or monthly rental installments. In effect, people have used the money they save on rent to pay for homes. But home-ownership debt is recorded as debt and looks big whereas rent-liability is not so recorded and almost never publicized.

The migration factor

Every year since 1949 we have had a more-than-a-million-new-homes year. We will continue to have such years because population growth, demolition, and housing obsolescence demand them. In 1956 at least 800,000 new homes will be required for new family formation in the non-farm areas. True, farm families are decreasing; but abandoned farm dwellings don't add to the housing supply where needed, which is in the cities and suburbs. We are now demolishing homes at the rate of 250,000 to 300,000 a year. Thus, mere family formation and demolition combined will require considerably over a million new homes next year.

We started about 1,250,000 new homes in 1955. It may be a little less in 1956, between 1,200,000 and 1,100,000. But that will merely build backlogs for the following year.

The fact is that family formation is by no means any longer the only big factor that makes for housing demand. One of the very biggest factors is migration. People continually pour out of the older parts of the United States—the New England, Middle Atlantic, and part of the Prairie States—into the newer and less developed regions in the South and West, and the Great Lake cities with their enormous industries.

So great has been this flood of people that considerably over half of all new families erected in 1954 were in the South and West. And undoubtedly the same will be true of 1955, 1956, and thereafter. The growth of these regions is an immense construction stimulus.

But the greatest flood of migration is to the suburbs. In the 5 years between April 1950 and April 1955 the country's 168 standard metropolitan areas accounted for almost its entire population growth. But that growth was seven times as fast in the suburbs of these metropolitan areas as in the old central cities.

**Home replacements**

The result is that you can have heavy vacancy ratios in the old central cities side by side with a ceaseless intense demand for new homes in the suburbs. And that, in fact, is what we are getting.

It is only in areas and regions that people move to, not in areas and regions people move from, that rising vacancy ratios have any real significance. An empty house in Portland, Maine does not add to the housing supply if the direction of migration is towards Portland, Oregon. And empty dwellings in the central cities do not add to the housing supply for people seeking homes in the suburbs.

In areas and regions where people move to, vacancy ratios remain abnormally low. This insures further massive homebuilding.

For the first time in our history we are developing a true home replacement market—not so much thru demolition of old homes as by people moving out of these into new homes. For the first time in our history the average American family can afford a new home. The average annual family income is now $4,400. That is enough to carry payments on a new house costing $12,500, which is what we are getting.

**Average income rise**

In a couple of years or so, unless we get a general business decline of which there is today no sign, fully half of all American families will have an annual income of $5,000 or over. That carries a $12,500 new dwelling. And for that price the typical American builder is giving his customer something so attractive that it is pulling people out of old homes into new at a spectacular rate.

Thus, the postwar distribution-of-income pattern operates as a mighty engine of homebuilding activity. Add to that family formation which will keep climbing ever higher as our innumerable postwar youngsters start getting into the adult age-groups, the migratory instincts of our people, the modernity with which modern homes are now designed and hence the rapidly growing obsolescence of existing dwellings. The answer is an annual demand for new homes that will soon reach 1½ million a year, plus an almost staggering demand for modernization to bring the existing housing plant up to date. Fortunately, because of our spectacular population growth, there will be a vast market for both the new and the modernized old.
Here are

19 REASONS

why these new 1956
AMF De Walt Power Saws

speed your cutting...
lower your costs

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

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

MODEL GW-I WITH 10" SAW. With 1½ 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. Weighs only 183 lbs. $382.50 complete delivered.

Larger sizes available.

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

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

MAIL THE COUPON TODAY.

AMF DeWalt Inc., Dept. AB-56-1, Lancaster, Pa.
In Canada: DeWalt Canada Ltd., Guelph, Ontario

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

Name ____________________________
Company ________________________
Address __________________________
City ___________________ State ______

Please send handy Common Rafter Meter. I enclose 25c in coin.
Urban renewal is urged on cities

Any city which fails to get an urban renewal plan under way in the near future will "face municipal bankruptcy by 1965," warns Administrator Albert M. Cole, Housing and Home Finance Agency.

Citing the farm-to-city trend, Cole predicted that city and town population will be higher by 25 to 28 million persons in ten years.

"What we have to do is renew our urban pattern," he noted. "We must gradually reshape ... until decent living has become a reality for all. But a gradual transition does not mean an easy transition. It does not mean that a city can renew itself at its convenience. ... Urban renewal can be successfully accomplished only on an area-wide basis."

Rehabilitation loans

Meanwhile, Federal Housing Administration has advised its field office directors that consideration may be given to insuring mortgages under provisions of section 207 of the National Housing Act "on any building which might be deemed eligible for rehabilitation by reason of location and convenience and prospective occupancy appeal."

At least 25 per cent of the proceeds of these loans must be devoted to new physical improvements.

High lumber output

Leo V. Bodine, executive vice president, National Lumber Manufacturers Assn., is another who believes credit would seem to hold the key to the pace of new construction during 1956, especially in home building.

Particularly because this is an election year, we may expect prompt easing of present reins in home mortgage activity if home building shows signs of falling off, he noted.

Bodine foresees a market for some 12 billion board feet of lumber—or roughly a third of the association's annual production in recent years—in estimates of approximately 1.2 million non-farm housing starts in 1956.

He also noted that 1955 production of hardwood flooring gained 15 per cent over 1954. Output totaled 958 million board feet in the first nine months of 1955. This compared to less than 836 million board feet in the corresponding 1954 period.
Right for relaxation — styled for comfort — and built for SALES ... Hall-Mack's completely new Relaxation Unit is designed for greater beauty and improved utility. Completely recessed — flush with the wall, its gleaming chrome-plated brass frame and bars that hold magazines match the chrome trim of the bathroom plumbing fixtures. Interior finish is a beautiful metallic hammertone texture. Easily installed — the new Relaxation Unit creates fresh interest — adds sales appeal to any bathroom — and provides real bathROOM Service!

This modern recessed unit provides ample space for...

- CIGARETTES, MATCHES AND KNUCK-KNACKS
- ASH TRAY
- MAGAZINES
- NEWSPAPERS
- TOILET PAPER

Sold by leading plumbing, tile & hardware dealers everywhere

HALL-MACK COMPANY

1380 WEST WASHINGTON BLVD., LOS ANGELES 7, CALIFORNIA
7455 EXCHANGE AVENUE, CHICAGO 46, ILLINOIS
1000 MAIN AVENUE, CLIFTON, NEW JERSEY
You are cordially invited to view this functional appliance package at BOOTH 392 Conrad Hilton Hotel... a joint creation of Utility Appliance Corporation and its affiliate, Mission Appliance Corporation.

UTILITY APPLIANCE CORP.

4851 South Alameda Street, Los Angeles 38, California
TO: ALL BUILDERS, BUILDING SUPPLY DEALERS AND TILE CONTRACTORS

SUBJECT: NEW ROLTITE PLASTIC WALL TILE ADHESIVE

Encouraged by the success of Roltite Cement in revolutionizing the installation of decorative laminates, we decided to spread the magic of Roltite to other jobs in the building industry. A wall tile adhesive was one of the first projects we selected. But we were determined not to bring such an adhesive onto the market until we were sure that we had a product at least as good as the one really satisfactory wall tile adhesive previously available. After five years in the laboratory and two years in the field, testing more than 8,000 formulas, we finally have the product—not just as good—but actually better than the previous best...

1. SPREADS EASIER — not stringy, no thin ridges.
2. DRIES FASTER — you can start the job sooner.
3. LONGER OPEN TIME — up to 4 hours.
4. LESS ODOR — almost none at all.
5. WHITER — Standard grade OK for most jobs — Super-Bright White available where exceptional whiteness is required.
6. NO BLEEDING to adjoining surfaces.
7. Of course it surpasses all requirements of Industry's Commercial Standards #CS - 168 - 50.
8. Will not support bacteria or fungus and is not attacked by insects. (At one point, certain tests were delayed for three months while we located a supply of the right species of ant for test purposes.)

There are two more reasons why we are confident that you will quickly come to prefer it over any other brand. One is absolute uniformity, batch to batch and can to can. The other is Roltite’s emphasis on giving you all the information you need to get the most from the product. Complete specifications and technical data in the Roltite Technical Bulletin. Complete instructions for using it right on the label and in the illustrated instruction folder which is supplied free with every can. (There's a free spreader with every can, too.)

Ask your Roltite dealer or distributor to show you this helpful literature and to give you the complete story on new Roltite Wall Tile Adhesive. Or drop us a line and we'll send you all the details plus the name of your nearest source.

Cordially,

J. W. Perkins, President

Adhesives Since 1928

JANUARY 1956
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 about this cost-saving fastening method.

"If It's Remington—It's Right!"

Supply Lines—
(Continued from page 24)

In St. Paul, Minn., Harvey B. Bream of M. B. Bream & Son, expects a low supply of cement and gypsum products; reports that "these are items which are impossible to stock and we frankly do not have a solution. We will probably be at the mercy of their market."

Slowdown will level supply

Jack B. Bracy, whose Bracy Homes, Inc., erects modern low-cost units in Little Rock, Ark., predicts that "supply of both labor and material will probably improve in the months ahead as a result of a slowdown in housing starts."

W. D. Jemison Jr., of W. D. Jemison & Sons, Memphis, agrees that a slowdown will take care of material scarcity, indicates that manpower is adequate in his territory, with no excessive wage rise in prospect.

Only one possible shortage comes to mind to George Brown of the Brown & Vaughn Development Co., Pittsburgh; steel I beams. "I do not know how serious it might develop."

No problems at all are anticipated during the early part of the year in the growing Corpus Christi, Texas, area, reports R. O. Woodson, local home builder association president.

Loans priced at 98%

Recent average typical prices being offered for FHA-insured mortgages ranged from 97.6 to 100 per cent of the outstanding amounts of the loans involved. National average was 98.2 per cent, compared to 99.5 per cent at beginning of 1955.

Commissioner Norman P. Mason also released figures showing that quotations were at a par generally in the North: 97.6 per cent in the Northeast; 97.6 per cent in the South; 97.6 per cent in the Midwest; 97.6 per cent in the Southwest; and 97.6 per cent in the West. He emphasized the quotations are the generally recognized local market and not based on FHA records of actual transactions.

Debt rate up sharply

Outstanding debt on one-to-four-family, non-farm houses rose to a record annual rate of about $13 billion during 1955's first three quarters, according to the Federal Reserve Board. This compared with $9.5 billion in the first three quarters of 1954 and $7.5 billion in the like 1953 period.
Introducing...

Decorator
by National Lock

Decorator... for the homeowner who wants the very latest in modern cabinet hardware. This distinctive new line by National Lock includes Knobs, Pulls, Backplates in concave and taper designs. Inset hinges for 3/8" flush or 3/8" offset doors. Finished in striking Dead Black and gleaming Brass combinations, Decorator cabinet hardware lends pleasing appearance to both natural and painted surfaces. Ideal for use in kitchen, living room, den, game room and other rooms in the home. Individually packaged... quickly and easily installed. Modest price and high quality make Decorator an outstanding value.

See it...
NAHB EXPOSITION
Space 765-766 Coliseum

NATIONAL LOCK COMPANY
Rockford, Illinois
Merchant Sales Division

JANUARY 1956
COLOR IS THE KEYNOTE FOR 1956 BATHROOMS

Briggs Beautyware features New Models, New Arrangements and New Decorative Color Treatments.

BRIGGS BEAUTYWARE
SEE OUR PRODUCTS

BRIGGS MANUFACTURING CO.
300 Buhl Bldg., Detroit 26, Mich.

AMERICAN BUILDER
the Mammoth New L & H "CLASSIC" Oven

Designed to fit any kitchen plan, the complete line of L & H "Custom-Bilt" Electric Ranges offers choice of 5 cooking tops with optional griddle and deep-well cooker. Four oven models, optional Easy-View oven window model, separate warming drawer, Special porcelain enamel decorator color line, including the stunning new Canyon Copper.

Wait'll you see it! This magnificent L & H Classic... the newest addition to the famous L & H line of "Custom-Bilt" Electric Ranges. 6500 cubic inches of usable oven space. It's fully automatic, satiny-smooth in gleaming stainless steel and just the ticket to send sales soaring! It's designed for America's growing families—no cramped quarters here—this Classic is high (full 18”), wide (full 18”), deep (19½”), and handsome as a stack of shining, new silver dollars. Fits into standard 24” cabinet. Take a look at this new Classic... you'll get a totally new two-way concept; what a built-in oven should be... and the profits you can build by featuring this magnificent built-in oven. There's a lot more than beauty—check these features: perfectly balanced air-cooled door, recessed infra-red smokeless broiler, space-saver baking element, Dual-Range Electric Timer, slanted control panel, heat deflecting hood... but why go on—see it for yourself! Your L & H distributor will provide you with literature and further information.

Visit Booth 129 at the NAHB Convention, Conrad Hilton Hotel, Chicago
Think of it: a double picture window—interior sash—exterior sash—full height screen at each end—with Fleetlite engineered construction—all at a lower cost than you usually figure for a picture window.

When ventilation is required both side windows can be opened completely. On rainy days open the outside window on one side and the inside window on the other to provide ventilation without danger of water damage to walls or furnishings.

Send for literature and builders’ prices on Fleetlite Sliding, Picture Slide and Double Hung Windows.
SURE, it's beautiful to look at... in grain and figure, in warm, light, modern color. Glamorous rotary-cut Gold Coast Cherry is the new beauty star in flush doors.

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

Price? Actually lower than many domestic hardwoods!

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

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

Door Department, THE MENGEL CO., Louisville 1, Ky.

Mengel Doors equal or exceed the requirements of
Bureau of Standards specifications CS200-55
VENKO
GAS or OIL FIRED
PACKAGED UNIT

What better way to save valuable on-the-job time than with the quickly installed gas or oil fired packaged unit by KOVEN. Completely wired and assembled, VENKO arrives ready for immediate installation — ready to provide the economical heat and hot water, the dependable, long-lasting service builders know and recommend. But see for yourself. Order VENKO now and learn how years and years of careful planning and research have made this gas or oil fired packaged unit a real homeowners' dream come true.

PLENTY OF HEAT
AND HOT WATER

FUEL-SAVER —
economical to operate

FULLY WIRED
AND ASSEMBLED
(as illustrated)

FITS THROUGH A
30 INCH DOOR
in easy one-man
handling crate

BUILT TO FIT THE
MODERN HOME

NATIONALLY ADVERTISED

WATERFILM BOILERS, INC.

a division of L. O. KOVEN & BRO., INC.
154 Ogden Ave., Jersey City 7, N. J.

LEVELALL

LEVELALL, 84A Webster St., Rockland, Mass.

"better than any transit!"

"When it comes to accuracy, the Levelall is better than any transit, ..." writes Mr. Richard S. Otto, LEVELALL is a 75' transparent plastic tube with shut-off valves, mounting brackets and filled with a special anti-freeze liquid ... a precision leveling instrument for only $12.95. With it, one man can do the job of two men and a transit.

Send today for your FREE copy of "On the Level," a booklet that tells and shows how to use the Levelall.

LEVELALL
84A Webster St., Rockland, Mass.

Please send free booklet, "On the Level." [Mail me the 75' Deluxe LEVELALL at $12.95] [Regular 50' model at $9.95] [Ship prepaid full price enclosed]

Name
Street
City Zone State
Check these profit-making features!

NEW! THOR POWER TROWEL

Does a better, safer job with less crew time!

- Light weight . . . completely portable
- Blade tilt for floating or finishing work adjustable by large wheel operated by hand or foot . . . no time-consuming blade changes
- Safest trowel on the market . . . non-rotating guard ring protects worker, permits work closer to walls
- Nationally serviced Briggs & Stratton 4-cycle engine
- Direct, vertical drive—no belts to wear, slip or replace
- Automatic clutch stops blades at idling speed
- Drive connection is at blade center . . . for best efficiency and balance
- 29" guard diameter permits access through standard doors, into basements, etc.
- ¾" tubular, one piece frame . . . extremely durable

For complete specifications, demonstration and price . . . contact your nearest Thor distributor or the Thor branch in the city nearest you shown below.

THOR POWER TOOL COMPANY, AURORA, ILL.

Atlanta Cincinnati Los Angeles Pittsburgh
Birmingham Cleveland Milwaukee St. Louis
Boston Denver Newark San Francisco
Buffalo Detroit Long Island City, N.Y. Seattle
Chicago Houston Philadelphia Toronto, Canada

Export Division, New York City

JANUARY 1956
FOREMOST SOURCE
for
AREAWALLS

SAINT PAUL CORRUGATING CO.

IMPERIAL
Lux-Right
The Nation’s Best
and Allied Economy Grades
made by
The Originators and Largest
Producers of Steel Areawalls

Most complete line in U.S.A.

Steel areawalls in any size, in
any height, in any grade, sturdy,
bright galvanized, ONE-piece
areawalls with Hug-Tite
Flanges. Lux-Right, the pace-
setter, is handled by distribu-
tors coast-to-coast. We have a
Lux-Right areawall for your job.

THREE STANDARD SHAPES:
Streamlined-Straight, Round,
Square. Please see our folder.

Special sizes are our specialty.

We PREPAY freight on 12 units or more. Dealers Everywhere.
FREE illustrated folder shows Sizes, Heights, Grades. Phone
your Dealer, or Distributor, or write us.

SAINT PAUL CORRUGATING CO.
Expert Fabricators of Sheet Metal Products for 71 Years
SOUTH END WABASH BRIDGE • SAINT PAUL 1, MINN.

(Co ntinued from page 310)

b) supervision and approval of
water company financing
c) supervision and approval of
rates
d) supervision of rules and regu-
lations of water utility
e) supervision and controls of
water utility system of ac-
counts
f) general supervision of all utili-
ty business.
The specific steps are:
1) secure a competent attorney and
engineer and with them;
2) from the local government body
get permission to incorporate;
3) from the local government body
get franchise to use streets;
4) from the Board of Public Utility
Commissioners get approval of
franchise to use streets; from the
State Water Policy Commission
get permission to drive your well
or tap your stream; from the
State Water Policy Commission
also get permission to divert and
use the specific quantity of water
you will require as determined by
the engineer; also from the State
Board of Health get approval of
your water supply and approval
of plans and specifications for the
water supply and equipment.
All the items listed as step 2-4 should
be done simultaneously because each
department requires the previous ap-
proval of the other departments.
This apparent impossibility is solved
by cooperation between departments.
5) At any time after the Board of
Public Utilities Commissioners
have approved the above men-
tioned franchise to use the streets,
you request from the Board of
Public Utilities Commissioners
approval of the water company
financing.
6) You request of the Board of
Public Utilities Commissioners
approval of your water rates. If
when you file the water rates with
the Board of Public Utilities
Commissioners there is no ob-
jection made, you are in business-
provided construction is com-
pleted and all the previously
referred approvals have been
obtained.

This has been the third in American
Builder’s series on Community Facil-
ities. Future issues will contain
further material on this subject.
These "Little People" mean **BIGGER BUSINESS** for the future

Build sales-appeal with MALTA windows. A club house today, homes of their own tomorrow... and for every home, dozens of MALTA windows. The children of the past decade... the record-breaking rise in population guarantee a big boom in building for years to come. With this building will come even greater demands for the fast-moving, high volume line of MALTA wood windows. See the complete line of MALTA wood windows on display in booths 561-562 at the 1956 NAHB convention in the Hotel Sherman.

Malta windows save builders time and money with their easy-to-remove jamb liners. Permits adapting frames to walls of varying thicknesses from 5 1/4" to 4 1/2".

**MALT-A-MATICS** — **MALT-A-VENTS** — **MALT-A-GLIDES** — **MALT-A-MASTERS**... a line that brings versatility, style and economy to every type of home. Write for literature, today, and the name of your MALTA jobber.
The Month Ahead

TRAVEL FOR PROFIT
If you're planning a late-January and early-February vacation, why not include a tour of some of America's outstanding home projects. NAHB headquarters can help you route your trip. And American Builder can also give you leads.

MORE POWER TO YOU
As you can see in this issue, or at the Chicago NAHB show, 1956 will see striking progress in new tools, power equipment, machinery for speeding up construction. February is a good month to overhaul and tune up what you have and to place orders for new items that you will want on hand for an early Spring start.

HOW'S YOUR OHI?
When the government kicks off Operation Home Improvement this month, better take a look at your own office or displays. Do they indicate that you house your own business in the way you expect your customers to house themselves? Appraise what you have and if it doesn't look top-notch, start your own OHI in February.

NEW BUSINESS
Speaking of OHI, you may not know that many consumer shelter-magazines are tying-in to the campaign in a big way. House Beautiful, for example, will devote its entire February issue to modernization. So be prepared next month for many inquiries from new customers.

Better business ahead
We told you early in December that the government would ease up on credit when it began to look like starts next year would drop to less than 1.25 million. We said that the first sign would be a return to the 30-year maximum repayment period on home loans backed by FHA and VA. Between the press date of our January issue and the time you read this paragraph, that "first sign" may have occurred; if it has not, look for it very soon, certainly by next month. We do not think that the new down payment requirements, imposed July 30, will be eased at the same time; we think that will come later, when election year politics go into high gear. In the meantime, our advice for February: be ready for increased demand from those customers whose monthly incomes would not stretch far enough to cover the higher monthly payments of the 25-year repayment term.

Deadline
February should be your absolute deadline for anticipating your needs for materials that may be in short supply next year; you should begin to get commitments on them next month. That's because, if the money market turns soft (as we think it will) and Operation Home Improvement gets off to a flying start (as we think it will), shortages will be even more acute than you had feared.

Do your share
Title I is due to expire next September. Join the strong move that will start next month to push legislation for a permanent Title I. Do this by writing to your congressman. Make it short, but make it clear why you think a permanent Title I would be a good thing. Follow up your letter every month thereafter with a postcard.
Your prospects will be asking for
the new luxury look of Formica Milano

When this bathroom is shown to millions of prospective new home owners, Formica pattern, Milano, will be on its way.

Milano will appear in full color ads in bathrooms and kitchens in many national magazines in the coming months. You’ll want to know about it first.

Produced by Formica’s exclusive Kaleidoscopic process the beautiful design never repeats itself but gives millions of different subtle color shadings in an ever-changing pattern.

Milano will be introduced to the builders and to the press at the Chicago N.A.H.B. show at the Conrad Hilton Hotel. Be sure and visit us at space 170-171 and see this newest pattern and more than 70 other colors of the world’s most famous laminated plastic.

Because their customers know and trust the Formica brand name, builders the country over use it to help create profitable sales.

If you would like to have plans for the Vanity unit illustrated, send to

FORMICA
4514 Spring Grove Ave.
Cincinnati 32, Ohio

In Canada:
Arnold Banfield & Co. Ltd.
Oakville, Ontario
Our new catalog No. 26 now being mailed to our dealers. There is a copy reserved for you.

SERVES EVERY THICKNESS OF DOOR... EASY TO INSTALL!

The interior sliding door has won popular acclaim for its convenience and space saving features. Each door glides into its own recessed pocket instead of swinging out into the room like the conventional hinged variety of door.

Hangers are made in two popular styles, the No. 185 2-wheel, adjustable type, and the No. 182 single-wheel design. Large Nylon wheels 1½ inches in diameter carry the door load with ease, and require fewer revolutions in operation. Never need lubrication.

Track is 16-gauge Steel, Hot Galvanized and is furnished in 44, 56, 60 and 68 inch lengths. Track fits every door thickness.

No. 185 Sliding Door Hanger Adjustable

View showing complete assembly of No. 182

National MANUFACTURING COMPANY Sterling, Illinois