Will plastics change building?

BRICK: new trends

What's happening to prefabs?
This NuTone "IN-BUILT"
...will help Sell Thousands of New Homes in 1956!

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.

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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 complete new small-appliance trend towards in-built construction—along with in-built ranges, refrigerators etc.

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Write for specifications and 4-color folder.

NuTone, Inc., Appliance Division, Dept. AB-2, Cincinnati 27, Ohio
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shape up faster!

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OAK FLOORING

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FROM OUR ROUTINE FILES
...AND WE GET 'EM
EVERY WEEK!

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Sanding and finishing costs run much less with
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Floors shape up faster!

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Cloud's Lockwood Oak Flooring has a special
nail groove milled in the top of the tongue. It
correctly positions nail for driving and it serves
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required, thus speeding installation.

SPLINTER CLIPPER

Oak flooring's common "chip" or "splinter"
often left by the end matcher grooving saw has
been eliminated in Lockwood brand with an
ingenious special saw that darts in and bevels
the grooved corner where this work-slowing
splinter normally is left.
easier installation... smoother performance for all sliding doors

GOES UP FAST
EXTREMELY QUIET
LONGER LIFE

600 SERIES
The Accepted Standard of Quality

700 SERIES
New, Low Cost Track and Hangers
Large 1" Nylon wheels with oiled-for-life bronze bearings. Single wheel hangers for doors of average weight. Twin wheel hangers for doors of heavier weight.

Send for our new 24-page catalog showing the most complete line of sliding door hardware and other builders' products or see our catalog in Sweet's Files.

"Every Sterling product is guaranteed to be good"

John Sterling
President

STERLING HARDWARE MANUFACTURING CO.
2345 West Nelson Street, Chicago 18, Illinois

© 1956 STERLING HARDWARE MFG. CO., CHICAGO.
New point of view

Houses near a major highway may not be as tough to sell as you think. The American Society of Planning Officials reported recently that a survey among homeowners showed that 65% felt that a nearby highway was a convenience—not a detriment—to the neighborhood. In one neighborhood, 68% of those who lived within 100 feet of a highway favored it; only 23% did not. Of those who lived 300 to 400 feet away, the ratio was 83% to 8%.

They're bullish

Your customers should be in a good frame of mind about buying. A recent survey made by the University of Michigan's Survey Research Center disclosed that 82.7% of people with incomes of $5000 and over expect good times to continue throughout 1956.

How to take up the slack

A sharp upturn in home modernization will more than offset the modest decline in new home building, says R. A. Schaud, president of the National Retail Lumber Dealers Association. To insure his prediction, the NRLDA has just issued a 16-page brochure on Operation Home Improvement that tells lumber dealers and builders how to develop more modernization-business. You can get a free copy by writing NRLDA, Washington, D. C.

Knock on wood

Lumber dealers should be happy: lumber is one of the few major building materials in plentiful supply. Also, it's the country's only renewable natural resource: today's current supply is amply backed up by an increasing surplus of forest growth over timber being cut. What's more, builders of today's best-selling "better" houses are using more wood than ever for "fine finish" effects inside and outside.

Don't be price-happy

An important new survey on "What People Want When They Buy a House," produced cooperatively by the Housing and Home Finance Agency, the University of Michigan and Better Homes and Gardens magazine, reveals that only 25% of prospective buyers list price as their prime consideration. A 75% majority are willing to spend more if a house gives them what they want: nearly 70% wanted basements; 75% wanted one-story houses; 33% wanted brick. You can get the survey from the U. S. Department of Commerce, Washington 25, for $3.

Something extra

Take a tip from a few alert builders who know that many a 1956 customer wants a decidedly better-built house: try using termite-proof lumber and sell it as an extra. The material will raise the cost of an average house no more than 2 or 3%, but an average home-owner will know that's a bargain he can't afford to pass up.

Opportunity on time

Cleveland builder Alex Bruscino's way of hurdling the problem of a would-be buyer with not enough money for a down payment: a savings account is opened for him; the buyer can add to the account for about a year; once the account reaches the necessary minimum, Bruscino starts construction on the pre-selected home. Meanwhile, the bank and builder take care of the title and preliminary paper work.
HERE'S WHAT PROGRESSIVE RESEARCH HAS DONE TO PROVIDE COMPLETE VERSATILITY IN THE WINDOW OPERATIVE HARDWARE FIELD

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Superior Adjustable Friction Hinge
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'QUALITY LEADERS IN SASH HARDWARE FOR OVER 50 YEARS'
**READER’S GUIDE**

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A Lupton Window is a two-sided beauty

On one side there's beauty through trim lines and good design. On the other, there's 'construction beauty' that means satisfied customers through long, trouble-free life.

Ruggedly built of sturdy metal, Lupton Windows are designed for quick, easy installation. Quality windows in every respect — mass production keeps prices low.

A complete range of sizes and types, in steel and paint-less aluminum, gives you wide variety for any need. Well stocked East and West coast warehouses help speed delivery. When you use Lupton Windows, you add the distinction of a quality product respected for fifty years. Contact your nearest dealer for more details on profitable-to-use Lupton Metal Windows.

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Warehouse and Sales: 2009 East 25th Street, Los Angeles, Calif.
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Winter Seal's "Slide-Tite" horizontal aluminum prime windows in KD form are profitable for everybody. These easy to handle, easy to warehouse, easy to install windows are available in a full range of sizes and can be assembled in just a few minutes with a screw driver.

For the modern home it's horizontal gliding windows—and for horizontal windows you can't beat "Slide-Tite." Built of heavy-duty extruded aluminum—lacquer coated for long life, these high quality, low cost units are all the name implies—easy sliding—tight fitting and weatherproof. Winter Seal Screens and ventilating storms are available for all "Slide-Tite" windows.

All holes in the integral nailing fin are properly punched and positioned for easy installation. For the profit package in horizontal aluminum windows write Winter Seal.

WINTER SEAL CORPORATION  •  14575 Meyers Road  •  Detroit 27, Michigan
For Forward Thinker

In this modern day of mass production, extended finance and mobility of populace, I think the home built in the past should be relegated to the past!

Why don’t we adopt a totally new concept usable modern today, time, depreciated, dismantled, then replaced”

If the construction industry, together with code authorities, would “modernize,” have totally “engineered” homes “today” at a cost which would permit amortization and replacement for a we could for twenty-five years!

We don’t keep our clothes or our cars down to the last stitch or bolt. Why less the should be practical with the center of family—our homes?

H. S. Bowser
Santa Barbara, Calif.

Many prefabbers use the same word to describe their products as reader Bowser does to describe his ideal: ”engineered” homes. Perhaps, then, he will feel that the articles on pages 69-88 reveal a movement in the direction he describes.

Builder’s Wife Crusades

... the money which we put into improving our own home where we live did not have (the same tax) write-off as if we were improving rental property for someone else ... maybe people who do more home remodeling if it were set up like property expense in taxes ... Mr. Ravekes specializes in home remodeling, so we are interested.

—Mrs. John Ravekes
Durham, Calif.

It seems to us that Mrs. Ravekes’ idea would make a wonderful gift for Operation Home Improvement to bestow on the millions of Americans who will be urged to modernize their homes in 1956.

Our Debt

... One point I feel is most important about prefabrication is that we can have mass produced housing without the development “cookie cutter” look. I think this is best described in one very active Real Estate advertisement which states: “Why live in a development?”

There certainly appears to be a trend toward this type of thinking. People who have live in developments have a fantastic desire to be disassociated from development living and I feel that prefabrication, with its economies, can give these people the opportunity to live in the type of area they would prefer ...

—Clinton G. Bush, Jr., Bush Prefabricated Structures, Inc.
Huntington Station, L. I., N. Y.

Don D. Peterson, Manager-Sales Promotion, Electrend Products Corp.

Yours For The Asking

I believe the American Builder’s usefulness could be doubled if periodically an index was published that listed beside each subject all of the issues and page numbers in which information about the subject may be found ...

—Henry C. Player, Jr.
Raleigh, N. C.

We’re happy to say that our new index for July through December, 1955, is now at the printer. You can have a free copy by writing: Research Department, American Builder, 30 Church Street, New York City. Because of space limitations, we do not plan to publish the index in our regular issues.

Something of a Record

I have read American Builder for forty-nine years: the world’s greatest building paper.

I am now fully retired and am therefore trying to get a much younger reader started.

Please find card and check enclosed. Thank you for 49 years of interesting reading.

—John L. Janotta
Norwalk, Ohio

American Builder has a full-page article on reader Bush’s theory on page 81 of this issue. We must admit that we killed our own headline, after receiving this letter, and substituted one that made the most of the catch-phrase that reader Bush so kindly supplied: “cookie-cutter.”

Amplification

We would very definitely like to compliment you upon having prepared a very fine article on electric heating (“Why Builders Are Warming Up To Electric Heat”) and its advantages ...

... the article mentions that electricity at 1.5¢ per kilowatt-hour is approximately three times as expensive as producing the same number of BTU’s with oil, coal or gas.

... this statement might be nearly true if it were necessary to produce as many BTU’s as (is) necessary with the other types of fuel. In the case of electricity, the (same) number of BTU’s is not required due the fact that certain heat losses do not exist ...

We’ll print them on this page if you write them in a letter.

Include photographs or drawings if you have them. We’ll not use your name if you feel strongly about it.
Five-way protection is required of an insulation against (1) **Condensation**, (2) **Vapor Flow**, as well as against Heat Flow by (3) **Radiation**, (4) **Conduction**, (5) **Convection**.

Scientific multiple aluminum provides this 5-fold protection. It is pre-fabricated to automatically create multiple alternating layers of air, aluminum and fiber as it is installed.

Against **Radiation** there is high (97%) reflectivity, low (3%) absorptivity and low (3%) emissivity for heat rays. **Conduction** is low because of preponderant compartmented air spaces of low density. **Convection**, outer and inner, is retarded by multiple layers of aluminum and fiber.

**Condensation Minimized**

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

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

The U. S. National Bureau of Standards has published an informative and authoritative report on "Moisture Condensation in Building Walls." This booklet explains the conditions under which condensation will take place in insulated as well as un-insulated walls; what part is played by effective vapor barriers such as metal foils; how to use and interpret thermal-resistance and vapor-resistance fractions. You can obtain it at our expense by sending us the coupon.

---

*Patent applied for.

Please send sample of new insulation □; Bureau of Standards Report "Moisture Condensation in Building Walls"—BMS63 □

Name__________________________
Firm__________________________
Address__________________________
The Building Outlook

NORTHERN EDITION

WHAT TO BUILD AND HOW TO BUILD IT?
The answer may very well be: build ranch or split level houses; build them larger; build them better. Many northern builders say that banks are more generous with mortgage money on ranches and splits because of their popularity today and high resale value tomorrow. Many builders also say that “better” homes—those with “extras” in equipment, built-ins and space—are moving faster today than they have in a decade.

DON'T EXPECT MIRACLES THIS YEAR on materials in short supply, notably steel, cement, gypsum and glass. An increase in construction in '56 could quickly eat up increases in production of scarce materials.

NATIONAL HOMES' JIM PRICE has a point: he says that tight mortgage money may actually benefit the prefabber. His reasoning: if “conventional” builders can't get financing, they may turn to those prefabbers who have their own acceptance corporations.

STATE OF THE UNION ON HOUSING: We think you should be reminded that the Administration wants a “firm program of public housing” (35,000 additional units in each of the next two fiscal years) “until the private building industry has found ways to provide more adequate housing for low-income families.” Eisenhower also wants: amendments to the National Housing Act “to meet the needs of the growing number of older people”; a more liberal Title I program; increases in the general FHA mortgage insurance authority; extension of FHA's military housing program (prefabbers: take note!). These are the most important aspects, for builders, of Eisenhower's State of the Union message. You should be thinking about sending your opinions to your Congressman.
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.

Other Ceco Windows include: Steel and Aluminum Casements; Aluminum Double-hung Windows; Ceco Economy Basement Windows; Aluminum Awning Windows; Steel and Aluminum Projected Windows.

CECO STEEL PRODUCTS CORPORATION
Offices, warehouses and fabricating plants in principal cities
General Offices: 5601 West 26th Street, Chicago 50, Illinois

IN CONSTRUCTION PRODUCTS CECO ENGINEERING
MAKES THE BIG DIFFERENCE

THE CECO-STERLING ALUMINUM SLIDING WINDOW

Ceco-Sterling Aluminum Double-Hung Window—built-in irreversible balance insure smooth operation. Jamb sliders together in multiple openings, eliminating mullions. All accessories for complete installation provided.

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.

Two other popular Ceco Windows
Here are
19 REASONS
why these new 1956
AMF DeWalt Power Saws
speed your cutting...
lower your costs

The modern, versatile, job-proved
DeWalt Power Saw...

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

Use your 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.

In Canada: DeWalt Canada Ltd., Guelph, Ontario
Please send me valuable Free 16-page Booklet on Job-Tested Methods for Cutting Building Costs.

MAIL THE COUPON TODAY.

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ADDRESS

CITY

ZONE

STATE

In Canada: DeWalt Canada Ltd., Guelph, Ontario
Please send me valuable Free 16-page Booklet on Job-Tested Methods for Cutting Building Costs.
□ Please send handy Common Rafter Meter. I enclose 25c in coin.
SUPERIMPOSED on the photograph of the living room, in one of the homes of the Crabapple Court tract, is a section of the radiant panel heating system. With radiant panel heating picture windows can be brought right to the floor line, allowing a free reign in interior decor and furniture arrangement. And with radiant heat there are no drafts, no hot and cold zones.

ONE OF THE MANY DESIRABLE FEATURES of enduring Revere Copper Water Tube is that it can be prefabricated in the shop, requires fewer fittings, which when properly brazed or soldered assure tight, non-leaking joints. Completed, prefabricated panels are then shipped to the job and installed, using separate circuits for each room.

CONTRACTOR FOR THE CRABAPPLE COURT tract is the THERMAL ENGINEERING COMPANY of St. Louis. Here you see M.R. L. VOLLMAN, Vice President of THERMAL, checking the bending of Revere Copper Water Tube in the shop. Tube was procured through the GRINNELL COMPANY of St. Louis.

BY BRINGING EACH HEATING PANEL individually to a common header, as shown in the boiler hook-up, and equipping each with its own valve, heat is easily and accurately regulated to suit individual room requirements.
Radiant heating with copper tube is the best way to heat the modern home, and is the only heating system we use—

Says CHARLES H. ELLABY
F.R.S.A.—A.S.C.E.
Builder of 152 homes in the St. Louis area during the past 6 years, ranging from $9,500 to $30,000.

There are five main reasons why we use copper tube in our radiant heating systems,” continued Mr. Ellaby. “First—copper tube doesn’t rust, rot or deteriorate, so we have no worry on that score. Second—a radiant system with copper tube is competitive in cost with other top quality heating systems for multiple home building. Third—copper tube is easier to work with... requires fewer fittings... can be prefabricated in the shop. Fourth—copper tube enables us to guarantee the home owner a trouble-free job. Fifth—copper tube, because of its proved, superb performance in radiant heating and hot and cold water lines, has unquestionable acceptance among prospective home owners... in many cases helps sell our homes.”

Take a tip from this successful builder of quality homes; don’t take chances, use Revere Copper Water Tube not only for radiant panel heating, but for hot and cold water lines, air conditioning lines, waste lines, vent stacks, and underground service lines.

So, when you write your next set of “specs” remember: there is no “or equal” for copper water tube. Keep out of trouble by using Revere Copper Water Tube.

And if you would like aid in the various methods of installing Revere Copper Water Tube, our Technical Advisory Service will be glad to help.

FREE!—For group showing—instructive 16 mm motion pictures in sound and full color. “THE ABC OF RADIANT PANEL HEATING” and “THE RURAL WATER SYSTEM.” Write Advertising Dept., for details.
You'll say "Marvelous!" Masterpiece Double Oven proves Thermador again first with the finest. Wins enthusiastic customer-acceptance. Builds your profit and prestige!

The greatest advance that's happened since Thermador originated the Bilt-in idea! Two mammoth, fully-automatic ovens are combined into a single unit to take care of all oven requirements simultaneously. While one oven broils, roasts, or barbecues meat or a 40-pound turkey for an entire "banquet" setting; at the same time, the other oven bakes cakes, pies, or breads to perfection. Each fully-automatic oven has more usable space than any other oven made—yet, together they require less than 45" of wall width and only one electrical circuit.

**Overall dimensions:** 44 1/4" wide, 28 3/4" high, 23 1/2" deep.

The removable, 3-spit rotisserie rack will broil up to 9 chickens at a time and barbecue many other foods. Use one, two, or three spits as desired. Fabulous Vari-Speed switch gives thousands of instant heat selections. Other Thermador features include air-cooled oven doors... easy-to-grip plastic handles...twin electric clocks and automatic timers...dual-range electric Teleminute Timer... full-length protective hood... in gleaming lifetime Stainless Steel.

**With Thermador Cooking Tops,**

Top-of-the-Range Cooking is Fast and Perfect

Companions of the great new Double Oven are twelve Bilt-in Electric Cooking Tops... the widest selection available. Any combination available—two to six fast heating elements. Models with giant middle griddle with Vari-Speed switch that provides a "thousand and one" heat selections, Duo-Cook deep well cooker that converts into an extra heating element. All cooking units tilt up for easy cleaning; drip pans are removable.

The Thermador Double Oven and Cooking Tops will be featured in full-page, full-color magazine advertisements:

- Saturday Evening Post, McCall's, House Beautiful, and Living for Young Homemakers.

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Thermador ELECTRICAL

THE ORIGINAL AND THE FINEST

AMERICAN BUILDER
MASTERPIECE

Bilt-in electric **Double Oven**
by **THERMADOR**

Two huge ovens, one with three-spit rotisserie, provide the ultimate in cooking convenience.

*In gleaming, lifetime stainless steel*

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**MANUFACTURING COMPANY**
A DIVISION OF NORRIS-THERMADOR CORPORATION
5119 DISTRICT BOULEVARD, LOS ANGELES 22, CALIF.
Talk window beauty... and close the sale with
Who wouldn't pause in such a room as this to hear you tell how you build finer homes with Andersen WINDOWALLS! The breathtaking view needs no selling, of course. But mention the beauty of the window trim, the easy-opening Flexivents, the snug protection from drafts, dust and moisture. WINDOWALLS do, indeed, close sales.

For information on Andersen's four basic types of complete wood window units, see your lumber and millwork dealer, Sweet's Light Construction File, or write us direct. There's a nearby stock of WINDOWALLS everywhere, including all Pacific Coast states.

ANDERSEN CORPORATION - BAYPORT, MINNESOTA
Only Water gives

In the sketch below, heating is provided by a B&G Hydro-Flo forced hot water system with baseboard panels. Cooling is achieved by circulating water from a B&G Package Chiller into a fan coil unit over a dropped ceiling in the hallway—no sheet metal ducts necessary. Snow melting panels are circulated with an anti-freeze solution from a heat exchanger connected to the boiler.

When you install a B&G Hydro-Flo System in a home, you have added not one, but five reasons why it is a better buy! This is the flexible system...the owner can start with the superior heating of forced hot water and add other Hydro-Flo features as his pocketbook permits. It's virtually a lifetime system—no frequent repairs and replacements. That's why Hydro-Flo equipped homes command more liberal mortgage terms—have greater resale value.

Only a water system can give a home all these comfort, economy and convenience features...

Heating—Radiant, draftless warmth, controlled to match the weather, produced at low cost.

Cooling—Separately engineered to more accurately answer the differing problems of heating and cooling.

Year 'round hot water—No separately fired heater needed—the same boiler that heats the house heats an ample supply of summer-winter domestic hot water for kitchen, laundry and bath.

Snow melting—Water in pipes is the only practical method to convey the heat needed to keep sidewalks and drives clear of snow and ice.

Zoning—Easy to divide the piping system into zones for better temperature control and fuel economy.

Bell & Gossett
Company
Dept. EF-11, Morton Grove, Illinois

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

American Builder
Domestic hot water B3G Hydro-Flo products

for heating and cooling with water

The label “B&G” is your assurance of the finest in water system equipment. Over a quarter century of continuous growth is sound evidence that Bell & Gossett products have won the approval and confidence of the building industry.

A complete line of water heating, circulating and auxiliary equipment enables you to specify B&G throughout...for an integrated installation carrying one manufacturer’s guarantee. B&G Hydro-Flo Products include—

Booster and Universal Pumps for heating and cooling systems • Industrial Centrifugal Pumps • Package Liquid Coolers • Refrigeration Components • Flo-Control Valves • Monoflo Fittings • Relief Valves • Reducing Valves • Self-filling Valves • Compression Tanks • Airtrol Systems • Air Vents • Comfort Control Systems • Motorized Valves • Indirect Water Heaters • Heat Exchangers

BELL & GOSSETT COMPANY

WOMEN WANT COLOR
IN THEIR BATHROOMS

And women everywhere respond to the distinctive colors of Briggs Beautyware...the many delightful decorative designs which they make possible

BRIGGS BEAUTYWARE

BRIGGS MANUFACTURING CO., 300 Buhl Building, Detroit 26, Michigan
Prefabrication is on the go...

Within five years, prefabrication will be playing a major role in home building in many high-cost areas around the country, according to the latest American Builder cross-country survey.

Builders questioned by this magazine felt that regions where full prefabrication has already gained a foothold will depend more and more on it to come.

"We believe that prefabrication will significantly gain in both public acceptance and builder use in Chicago suburban area this year and be used for 75 per cent of residential units by 1960," declares Ralph Smykal, vice president of Richard Smykal, Inc., Wheaton, Ill., builders and developers.

Pointing out that his firm used prefabrication, both wholly and in part, to build its latest 200 homes, he said: "Our continued use of prefabrication in current project in $25,000 and up bracket is entirely contingent upon suppliers' ability and willingness to make required changes in standard package to meet local preferences in design, which experience points up demand for."

Custom builder Chester Hertz in Kankakee, Ill., predicts prefabrication will increase 10 per cent in his city this year, 20 per cent by 1960.

Ralph H. Shirrmeyer, president of the Home Builders Assn. of Indiana, and builder of over 2,000 prefabricated homes in and around Fort Wayne, indicates that since about 80 per cent of all new homes there are prefabricated, this area has probably already reached a saturation point. With Indiana being a big producer of manufactured homes, similar conditions exist in several other heavily populated sections of the state.

There's another side to the story:

... but many builders are not yet convinced

There are many builders who see prefab making little, if any, headway; they predict no bright future for off-site-built homes in their area until the prefabrbers can oustdesign "conventional" competition; however, some are using prefab components.

Florida reports most deliveries by home manufacturers will be limited to northern counties. Says Vincent J. DeMeno of DeMeno Construction Co., Miami Shores: "Role this year in South Florida will be insignificant. Prefabrication has been tried here with indifferent success in the past and there does not seem to be any immediate or future threat to the overwhelming acceptance of concrete block and stucco (CBS) construction."

On the Gulf coast, Edward Riccio, president of the Edward Building Co. of Florida, replies from St. Petersburg: "Prefabrication in this area is about 2 per cent of all building. We use no prefabrication at all; don't anticipate any in the near future. Ninety per cent of all homes here are CBS. We expect a big year in CBS homes for '56."

From Houston, Texas, Raleigh Smith & Son, Inc., report that they use partial prefabrication methods, but Raleigh A. Smith, Jr. adds: "Prefabs cannot compete in design or in price with volume builders using this system (partial prefabrication)."

Canton, Ohio, builder E. J. Plott predicts the prefab will have an "uphill pull" in his area because "it must live down some earlier bidders of poor planning of site and plans, and shoddy construction. Our easy money market and conventional builders building in the same price class as most prefabricators make it appear unlikely we will have any great influx of prefabs before at least 1960. Improved design over some conventional will be major factor when it does arrive."

Still other builders were being admittedly cautious:

... others will watch and wait

Albuquerque, N. M., area expects no prefabs this year, but they may arrive by 1960, according to Fred C. Sproul, Jr. of American Builders Inc., a firm which, however, does make much of its own component parts. But near Colorado Springs, Colo., where the company began the area's largest subdivision a year ago, Sproul said: "We are negotiating with prefab manufacturers with the idea that one-third of our production there may become prefab in 1956."

Baltimore's Robert A. Breadly does not feel that complete prefabrication will increase materially around the Maryland metropolis, but says: "We use site prefabrication of sub-assemblies and precutting of all materials on the job. We purchase mill prefabricated stairways... complete window assemblies... all metal interior steel bucks and doors."

Although he does not use it or expect to use it, Floyd M. Martin reports that prefabrication will probably "hold its own at about 15 per cent of total construction" in the Portsmouth, Va. area that is the base of his operations.
'56 prefab shipments to rise 25%

The Prefabricated Home Manufacturers’ Institute predicts a record production in 1956 of 120,000 factory made homes. That would compare with the “nearly 100,000” homes shipped by the industry last year.

The prediction is based on many favorable factors, including expanding operations of leading manufacturers and new production facilities brought into the industry by both the established firms and newcomers.

An expansion of its industry’s 1956 share of the housing market to approximately 12 per cent of the single-family, non-farm housing starts, is expected by the Institute. "A survey of plans and prefabricators," its statement said, "discloses that the typical producer expects to increase his 1956 shipments over last year’s by 25 per cent. Some of the companies reported their target for 1956 as doubled sales."

(For more on prefab, see pp. 69-88.)

DIffERMAN’S COLUMN

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

Merchandising school planned at Housing Center

Now embarked on its first full year of service for all segments of the industry and the general public, the National Housing Center has 75 miles behind the “shakedown” period that followed formal opening last October and has proceeded to program a full schedule of interesting events for 1956.

The first of these, a highly successful meeting of 50 builders, government and monetary officials to discuss the 1956 housing outlook, was held in January. It touched off the series of seminars and roundtable discussions to be held at varying intervals throughout the year.

Arrangements now are in the process of being completed for a merchandising school, which will attract home builders from throughout the country: a round-table discussion on the underwriting of residential properties, including a long look at the current appraisal practices of the FHA and VA, and seminars on design in small home construction and rental housing.

Plastics talks listed

Attention also is being given to the importance of new products in the home building field, aside from the popular displays in the special “new products” section on the sixth floor of the Center. A round-table discussion on the use of plastics in residential construction is on the year’s agenda, together with an examination of new wood products in cooperation with officials of the Forest Products Laboratory. Other new products activities are still in the planning stage.

Augmenting these special programs will be the continuing series of monthly feature exhibits of the National Housing Center library which attracted considerable attention with its displays of books and pictures on “How-To-Do-It" techniques last December and on the split-level house in January.

The library, which now has amassed close to 3,000 volumes and over 15,000 periodicals and catalogues, is receiving an ever-increasing number of personal and mail inquiries.

Exhibits are popular

The pulling power of the well-designed, well-executed manufacturers’ exhibits and the attractive display of products for the home builder, home owner and home buyer has been reflected in the healthy volume of traffic throughout the Center. As good building weather approaches for many regions of the country, this volume will increase materially.

I have been pleasantly surprised at the number of compliments which the visitors to date have volunteered about the exhibits and the arrangements and decor of the entire building. "One of the most attractive buildings in Washington," is a comment frequently heard, together with numerous expressions that the "National Housing Center is fulfilling the long felt need of the home building industry for centralized service and display facilities."

Needless to say, we of the National Association of Home Builders are proud of the stature the National Housing Center already has assumed. And we are confident that it will in the future surpass the fondest expectations of those responsible for its inception.
National news

WCLA woods get new grading rules

New grading rules for West Coast lumber, intended to help the pur- chase buyer understand what he is buying, will be made effective March 15.

Under the new rule 15 of the West Coast Lumbermen's Assn., the grade name for what is now known as No. 1 common will be "construction"; No. 2 will be changed to "standard"; No. 3 to "utility" and No. 4 to "economy."

Reason for the change, explains H. V. Simpson, WCLA executive vice president, is "because we believe we can no longer continue practices which make the merchandising of lumber less orderly and less re- sponsible than the merchandising of other building products. Let me say quickly that the irresponsible mer- chandisers is only a fractional minority. Most lumbermen choose to, and do, sell the grades they buy. But even they are hampered by the reluctance of the consumer to purchase a "third grade" product for a home which he visualizes as "first grade" in every respect."

The new rules will cover Douglas fir, west coast hemlock, western red cedar and Sitka spruce. Select merchantable remains as the top grade in boards and select structural is the top dimension grade.

Fiber stress value of the present 1450f grade (No. 1) has been in- creased to 1500f and 1100f (No. 2) has been increased to 1200f. Thickness of boards and finish items has been reduced from 2½ to 3½-inch, "because half of these items sold today are in the 3½-inch thickness." Six-inch material will become 5½ inches instead of 5⅛, a condition which already applies to wider sizes: 7½, 9½ and 11½ inches.

Copies of the rules, reports WCLA, will be forward to retailers and users well in advance of the effective date. At that time, its West Coast Bureau of Lumber Grades and Inspection will be known by a shorter title: "West Coast Lumber Inspection Bureau."

Survey buyers' costs

To find out what closing costs and prepayable expenses in addition to downpayment characteristically are paid by mortgagors buying homes in FHA-insured transactions. Federal Housing Administration is conducting a survey in each of its insuring office jurisdictions. Results will be furnished to the housing subcommit- tee of the Senate Banking and Currency Committee.

VHMCP successful

Success of the Voluntary Home Mortgage Credit Program provides a "convincing demonstration of the ability of private lending industry to reduce the need for government participation in the mortgage lending field," according to Administrator Albert M. Cole of the Housing and Home Finance Agency.

Cole declared that the program, in less than 10 months, had placed more than $900 FHA and VA loans with private lenders for a total of $78 million.

Pointing out that about 16 per cent of the loans were for members of minority groups, he said it was "worth noting that every builder who has applied for assistance in financing housing projects available for minority occupancy had obtained sufficient mortgage loan commitments to begin construction."

Three new members were recently added to the National VHMCP Com- mittee: Walter C. Nelson, president, Eberhardt Company, Minneapolis, became representative of the Mortgage Bankers Assn., succeeding E. R. Halsey, Des Moines; Reg Dupuy, Long Beach, Cal., became representative of National Assn. of Real Estate Boards, succeeding Frank L. Whitlock, San Bernardino, Calif.; and Eugene M. Mortlock, president, First Federal Savings & Loan Assn., New York, became representative of the United States Savings & Loan League, succeeding Thomas T. Taylor, Salt Lake City.

More public units

President Eisenhower, in his state- of-the-union message to Congress noted that his administration will propose authority for contract of 35,000 additional public housing units in each of the next two fiscal years. Also, he said, several amend- ments to the National Housing Act will be recommended "to assist the private home building industry as well as charitable and non-profit organizations."

More specifically, the President recommended liberalization of the Title I program for improvements and modernization; increases in the general FHA mortgage insurance authority; expansion of FHA mil- itary housing program; increase in the authorization for urban planning grants and in the special assistance authority of the Federal National Mortgage Assn.; and continued support of the college housing pro- gram "in a way that will not dis- courage private capital from helping to meet the needs of our colleges."

Lumber use at peak

Last year's consumption of lumber is expected to have exceeded 43 billion board feet—the highest annual figure registered, since the data was first compiled in 1929. This total includes exports and imports and changes in distributor's stocks, ac- cording to the latest report of the Commerce Department's lumber sur- vey committee.

POINTERs on new lumber grade names are given to Howard L. Brown, superintend- eut of West Coast Lumber Inspection Bureau, by four models.
National news

Starts total 1,329,900 in 1955

... up 109,500 over '54 figure

Despite the tightening of mortgage money, shortages in building materials and higher costs during 1955, housing starts for the 12-month period totaled 1,329,900—109,500 units above the 1954 figures. Included were 1,310,800 new units by private builders, 19,100 for public housing. These figures compared to 1,220,400 units for 1954, of which 1,201,700 were private and 18,700 were public.

Figures released for December, '55 indicated a total of 75,000 starts, well below the 90,600 figure for December, 1954. Private units accounted for 72,000 starts in December, '55 compared to 89,900 in the same month of 1954. Public units started in December, 1955 totaled 2,800, as against 700 in 1954.

Seasonally adjusted annual rate was given as 1,187,000 units.

Expenditures up 12%

Spending for new construction in 1955 totaled $42,250,000,000, establishing an all time high for the ninth consecutive year. This was 12 per cent above the 1954 figure, according to preliminary reports prepared jointly by the U. S. Departments of Commerce and Labor.

Increased residential building was the largest single factor in achieving the record rate, accounting for two-thirds of the total dollar gain from 1954, the report stated.

Private residential building for 1955 reached a peak of $16.6 billion, 17 per cent above 1954, topping the previous year's high by nearly one-fourth. Public outlays rose by two per cent.

DEALER'S VIEWPOINT

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

OHI is potential gold mine for lumber dealers

Operation Home Improvement, the great year-long, industry-wide sales promotional program devised to stir up a huge wave of additional home repair and modernization work, is a gold mine of opportunity for the retail lumber dealer interested in developing this highly profitable phase of his business.

A brochure prepared by NRLDA to show dealers how to cash in on OHI recommends these five ways to make the most of this unprecedented promotion:

- Conduct a hard-hitting advertising and merchandising program featuring seasonal end-use home improvement packages.
- Use the OHI seal in advertising and in displays to identify your yard as the place to go in response to the great flood of publicity that will build up around OHI.
- Feature low monthly payments prominently in every advertisement and display so that everyone will know that home improvements don't require a large cash outlay.
- Make it easy for home owners to modernize their homes by helping them work out all of the details—planning, financing and labor, as well as materials—with a minimum of inconvenience.
- Promote a local Operation Home Improvement in each community.

Inasmuch as OHI is a powerful device for bringing new business into the retail lumber yard, it is only natural that retail lumber dealers should take the initiative in organizing local programs designed to add local promotion and publicity to that which OHI will receive nationally.

How to plan program

Dealers who do take the lead are quite sure to receive generous publicity which will repay them for their efforts. Getting the community organized to carry on a continuing improvement promotion involves these steps:

- Call a meeting of all interested persons, including civic leaders as well as all individuals concerned with construction and housing.
- Form a committee to carry out the local program, with a retail lumber dealer as chairman, if possible.
- Appoint a publicity committee to prepare publicity and speeches.
- Appoint a speakers' committee which will arrange for speakers to appear before local groups.
- Arrange for the mayor or other city officials to proclaim a local Home Improvement Week.
- Arrange to remodel some local home of historic significance to glamorize the possibilities of home improvement.
- Plan a series of how-to-do-it demonstrations at a lumber yard or other place to create added interest.

Modification Home Improvement is a carefully planned, well-financed sales promotion program, and the retail lumber dealer will be the main beneficiary of the great wave of publicity that will be inspired. Every dealer can cash in with these ideas.
Cleveland's goal: repeat '55 peak

Last year's record 13,000 housing starts in metropolitan Cleveland will be repeated this year, predicts Melvin F. Freeland, new president of the HBA of Greater Cleveland. “We may have a lull early in the year, but an increase can be expected later on if credit restrictions are relaxed,” he said at the annual installation dinner, after paying tribute to his predecessor, Marvin Helf, for leading the group through a year in which membership jumped from 452 to 720 builders and associates.

Major problems, he indicated, would be a lack of adequate utilities in outlying areas and lack of standardized building practices and methods “due to a great extent to unrealistic interpretations of the county building codes by some of our more than 60 communities.”

Cleveland also elected Joseph M. Siegler as senior vice president; Philip F. Marquard, Howard Wyles and Sol S. Biskind, vice presidents; Louis E. Molnar, treasurer; Edward F. Kovac, secretary.

Hit planning vacillators

Boston home builders are sponsoring state legislation to prevent local planning boards from revising rules after they have received subdivision plans for study. “Our bill,” reports Albert D. Cole, legislative committee chairman of the HBA of Greater Boston, “provides that a definite subdivision plan submitted to any planning board must be governed by the rules and regulations in effect at the time of the plan’s submission.” Another proposal backed by the Boston HBA would prevent zoning changes for five years after a subdivision plan was recorded, unless the land owner gave consent, “to protect long-range planning by builders and developers.”

Vandals caused $5,000 damage to a sample home in Philadelphia the day before it was to be opened for inspection by Tower Construction Co. (Albert Ostrow). “Live Today the Modern Way” is the theme for home show for Lansing HBA, Mich., to be held March 3-12. Fischer & Frichtel, Inc. and Melvin H. Glick are building display houses in the grounds of the St. Louis Arena to be featured during HBA of Greater St. Louis home show Feb. 4-12. HBA of Rhode Island president Burton P. Batty estimates his state gained 4,000 new houses last year, about 5 per cent more than in 1954, and predicts a similar amount will be built this year . . .

Sol Kuperman, 33-year-old head of the Kuperman Construction Co. of Spring Valley, N.Y., has been elected president of Rockland County (N.Y.) HBA, succeeding H. Eugene Ellish. His slate includes Anthony Linguanti and Michael Scales, vice presidents; William F. McNichol Jr., secretary, and Irving A. Carson, treasurer . . . HHFA has promoted Walter S. Fried from general counsel to regional administrator of Region I, which comprises all of New England and New York state . . .

1956 OFFICIALS FOR WISCONSIN AND NEW JERSEY BUILDING GROUPS

Charles W. George, new president of the Milwaukee Builders' Assn., reads a congratulatory note in presence of (from left) Carl Heaviland, secretary-treasurer; Roy F. Healy, executive vice president; Don Ganser, second vice president, and Joseph J. Mollica, first vice president.

Selections of Jersey Shore Builders Assn., chosen at Sea Girt, N. J., are (from left) Roy M. Hyde, first vice president; William H. Oliver, president; Fred C. Hamma, retiring president; Richard E. Sharpe, second vice president; S. S. Robertson, treasurer; Joseph F. Scalise, secretary.

FEBRUARY 1956

27-N
R-O-W Removable Sash Windows create satisfied customers—and they please the builder, too. They make homes easy to sell and easier to build. Actually, builders can save up to 50% in labor time alone by priming the removable sash and storing them until the job is ready for interior trim. No more paint-lock—no more ladders and scaffolding—nailing and insulation is easy from the inside of the house. You'll be glad you chose R-O-W.

See your local lumber dealer or write...
SELL FOR MORE

The R-O-W Removable sash story has been told to millions of prospective customers and will continue to be told. Customers are looking for the quality, warmth and service of the best removable wood window—R-O-W. You sell more—for less, when you feature R-O-W windows—and you build customer satisfaction for years to come. R-O-W leads the field in sales, quality and brand recognition. It pays to capitalize on the name—R-O-W.

See your local lumber dealer or write...

R-O-W SALES COMPANY, 1302 ACADEMY AVE. • FERNDALE, MICHIGAN
FEBRUARY 1956
A specially designed scissors truss is Alex Bruscino’s answer to the problem of gaining added headroom in a one-level house. It also enables him to provide greater roof support at lower cost. The truss, however, is only part of the story. Walls and roof of this Berea, Ohio, house are prefabricated—the product of welded steel jigs and fixtures. Time required for erection by a five-man crew: one day. The use of pre-installed windows and doors alone amounts to a saving of 30% in construction time, the builder says.

Bruscino’s Seaway model 2GF, a 38’ x 28’ house with double garage, is ticketed at $5,505, F.O.B. the Cleveland plant. To this basic package are added foil insulation ($45), Yorktown cabinets ($42), complete GE kitchen center, Formica sills, full basement, parquet flooring, concrete drive and a 60’ x 130’ lot—plus furnace, water heater, etc. All these up the price to almost $18,000—good for high-cost Cleveland.

EXPAN HOMES, INC. of Cleveland, Ohio, will truck components of this house anywhere east of Mississippi river. The builder has choice of exterior treatments: double-coursed prime cedar shakes, plywood with battens, V-jointed boards.
REDWOOD BEAMED ceiling of 23' living-dining area is important sales feature of one-level Berea, Ohio, pre-fab. House is part of Parkknoll estates, 200-home project by Alex Bruscino, pioneer pre-fabber in northeastern section of Ohio.

BRUSCINO VERSION of scissors truss and conventional bearing wall are shown here. Roof sheathing consists of 1" x 8" boards over 44" plywood. Plywood sheets are all pre-cut and laid according to plan, reducing on-site cutting and wastage.

ENGINEERED FOR 28' span, Expan Homes' truss is actually half scissors, half conventional in design. Where not required to give sloped ceiling, conventional Fink truss is used. Other ranch models use newly designed hip roof trusses.

truss on top

SEAWAY CONTEMPORARY plan is one of ten now being offered by Bruscino's firm. Home has 988 square feet of living space, may have either dry wall or plaster. With six different elevations, including brick or stone veneer.
Air Conditioning Demands the best in WEATHERSTRIPPING

That's Why more builders specify HETTINGER'S FAMOUS Metal Weatherstripping with Silent Glide.

Only Sash Balance That Properly Balances Windows—Stops Window Operation Noise

Triple Seal metal weatherstripping seals out drafts — winter or summer — and stops the air leaks that over-load 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.

Box packaged for easy installation. Your dealer can also furnish you windows completely assembled and equipped with Triple Seal and Silent Glide balances.

Ask your dealer for full information or Write Direct.

Weatherproof Products Corp. P.O. Box 8498, K. C., Mo.

FLEXIBLE!

Modular Homes permit “customized” builder’s service at Pre-Fab mass-produced costs. Investigate.

floor plan ... size of rooms ... size of home ... interior ... exterior ... all flexible ... easily adjusted to suit topographical needs and buyers’ preferences.

SUPERIOR DESIGN

Modular Homes are contemporary ... streamlined for enjoyable modern living ... designed to conform to proven modern consumer preferences. They are selling fast in city suburbs and small towns ... on individual lots or planned developments.

Write for dealership details.

IT’S REDWOOD — INSIDE AND OUT

BARRETT STATION & DOUGHERTY FERRY RDS.
ROUTE 13 DEPT. B
KIRKWOOD 22, MO.

AMERICAN BUILDER
Coming soon — very soon — the greatest residential business building drive the electrical industry has ever known.

Its theme? LIVE BETTER ... ELECTRICALLY.

Its objective? To sell all the benefits of electrical living, and increase development of the residential market for electrical products. This means creating a desire for homes designed for better living ... electrically! The LIVE BETTER ... ELECTRICALLY campaign will bring about an era of new freedom of design in residential architecture. It gives the builder a greater profit opportunity for merchandising electric homes.

You’ll be hearing more about it soon.
LIVE BETTER
BUILDER RUBIN GARFINKEL

Rents Apartments Faster with LEWYT built-in Wall Air Conditioner!

"Featuring the Lewyt in each master bedroom and living room at Royal York has given us a strong competitive advantage. As a result, our apartments have been snapped up—fast!"
—writes Rubin Garfinkel of Royal York Apartments, N.Y., N.Y.

You too, can enjoy the competitive advantage of built-in air conditioning ... for less than the cost of a window unit and less than half the cost of a central system.

The amazing Lewyt Built-in Wall Air Conditioner can be installed in one room or every room of apartments, homes, industrial and commercial developments. Best of all, the Lewyt can be installed during or after construction!

Only 15 inches deep each Lewyt is complete in itself with built-in controls and thermostat. It has a quiet, 2-speed motor and is available in 1/2, 3/4 and 1 H.P. models.

The Lewyt filters, dehumidifies and exhausts stale air—plus, many more exclusive features.
The "Original" CALKING LOAD

Dressed up in a

BRIGHT NEW LABEL!

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

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

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

CG-3 STANDARD for bulk or loads. Furnished with \( \frac{3}{8} \)" nozzle.
GLAZING COMPOUNDS

with BUILDERS and DEALERS

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

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

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

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

DEALERS
ORDER TODAY—your order will receive prompt shipment!

BUILDERS!
Sold by all Hardware, Lumber and Building Supply Dealers
The Hotpoint Kitchens
In These Chapel Hill Homes Include...

(1) Hotpoint Automatic Dishwasher
(2) Automatic Washer
(3) Automatic Dryer
(4) Super-Stor Refrigerator-Freezer
(5) Customline Oven
(6) Customline Built-in Surface Cooking Unit

Hotpoint Colortone Appliances Help
Paulsen Bros. Uses Them To Highlight Low-Cost

It's a matter of simple arithmetic in Chapel Hill. 5 Hotpoint Colortone Appliances . . . plus surface cooking unit in stainless finish . . . plus 5 other quality extras . . . plus a price under $12,000.00—equals 54 homes sold on the opening week-end!

The result of these mathematics came as no surprise to Paulsen Brothers, the builders who developed this attractive Long Island community. They planned it that way—by featuring a Hotpoint Colortone Kitchen in a house that offers 3 bedrooms, baseboard hot water heat, full basement, attached garage, and a large landscaped lot at $11,990.00 complete.

To fully capitalize on the kitchen's growing influence on selling the home, these three steps were taken: (1) because of their outstanding consumer recognition and acceptance, Hotpoint Appliances were specified; (2) Hotpoint Colortones were selected to complement the interior decorating; (3) and all advertising and literature stressed the “Hotpoint Home.” A simple plan, easily executed—with obvious success.

Chapel Hill is another example of what merchandising-minded builders all over the country are doing to attract more buyers . . . close more sales . . . and gain “plus” profits. And there are Hotpoint Appliances for every home, to suit every preference. The complete Hotpoint line of kitchen and home laundry equipment includes: conventional, “free-standing” models; built-ins, for ultra-modern beauty and efficiency; modular kitchens, incorporating various combinations of

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

Look to Hotpoint
Sell Fifty-Four $11,990 Homes In First Week-end Offered!

Homes In Chapel Hill Development

appliances in one sweeping counter-top cabinet; in a choice of traditional white, gleaming stainless, or 5 soft Colortone finishes.

Let a Hotpoint Kitchen visibly reflect the quality you build into your homes. See your Hotpoint Distributor—his Builder Specialist will be happy to help you create a kitchen that sells your homes.

Whether you are selling low-cost homes for the mass market, custom homes where "price is no object," or for the middle-priced range, be sure to include a full line of matched Hotpoint appliances in the kitchen.

"The kitchen is the ideal showcase for quality in a home. No other room is used more often, is more important, or comes under closer scrutiny by the prospect. That's why we chose to install and promote Hotpoint Colortone Appliances in our Chapel Hill homes."

"The sales record shows it was a wise choice..."

Paulsen Bros.

for the finest—first!

HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois
How much is it costing you to sand and finish floors on the job?

Bruce Prefinished Floors are saving builders up to $100 or more per house.

When it's laid, it's Finished.
Floors For 3½¢ a Foot

You get these PLUS values with Bruce Prefinished Flooring

like fine furniture
this flooring is finished at the factory with highest quality materials

its extra durability
is proved by the famous Bruce Scratch Test

consistent advertising
in leading magazines has created tremendous acceptance for Bruce Flooring
18 to 1 over next leading brand

Bruce PREfinished Hardwood Floors

Let us show you how to cut floor costs and please home buyers

mail coupon
E. L. Bruce Co.,
1524 Thomas St., Memphis 1, Tenn.
Please send information on Bruce PREfinished floors.

Name:
Address:
General Plywood Presents

Satin-Surface

the built-in polish that will SAVE
AMERICAN BUILDERS

millions

of dollars

in Flush Door Finishing Costs*

Manufactured by

GENERAL PLYWOOD CORPORATION
MARKET AT THIRTY-FIRST STREET
LOUISVILLE 12, KENTUCKY

Produced in compliance with CS-290-55 U. S. Dept. of Commerce

MEMBER NATIONAL WOOD-WORK MANUFACTURERS ASSN., INC.

LOOK FOR THIS LABEL ON EVERY FLUSH DOOR. IT WILL SAVE YOU TIME, MONEY AND TROUBLE
A Word About **SATHIN - SURFACE**

**WHAT "DOUBLE S" IS...**

At General Plywood's plants special equipment is used in an exclusive process that balances heat and pressure, that—in effect—welds wood fibres into a semi-glazed surface.

This newly created satin-smooth surface remains intact under the application of paint, shellac, varnish or lacquer.

This new process is not just an additional sanding operation and cannot be duplicated by any known sanding method. Patents are pending on all phases.

The "DOUBLE-S" process (Satin-Surface) begins after sanding operations that comply with U.S. Department of Commerce CS-200-55 standards are completed.

It does not involve the application of adhesive material or coating of any kind, the fibre welding being accomplished by the fusing and setting of the natural lignins within the wood.

**WHAT "DOUBLE S" WILL DO...**

1. It will, by reason of its satin-smooth surface, produce a finish of exceptional brilliance.
2. It simplifies the uniform application of stains and other finishing materials.
3. On-the-Job tests prove that labor costs of finishing doors are reduced 50%, materials 30%.

"DOUBLE-S" therefore accomplishes what all good builders are constantly striving for: Better Results and Quality at Lower Costs.

General Plywood Corporation

LOUISVILLE, KENTUCKY

MEMBER NATIONAL WOOD-WORK MANUFACTURERS ASSN., INC.

FEBRUARY 1956
The woman you want to sell is already sold on this monogram.

capture sales with the big plus that only G-E home heating and cooling gives you.

And add to this powerful selling tool, the fact that General Electric gives you unsurpassed choice in the variety of models it offers. Actually there are over 37 different units in the G-E line—upflow, downflow, horizontal, in both heating and cooling, plus air cooled and water cooled cooling units.

Your big plus will be the fact that your customers are already sold on General Electric. They know your houses offer more for the money in heating and cooling—backed by G.E.’s dependable warranty. So contact your G-E dealer. You’ll find him listed in the Yellow Pages of the phone book. Talk your language with him—and he’ll talk costs, savings, profits with you.

HOME HEATING AND COOLING DEPT., BLOOMFIELD, N. J.

Progress Is Our Most Important Product

GENERAL ELECTRIC

AMERICAN BUILDER
SALES SECRET:

Tell buyers it's WIND-SAFE

Hidden tabs lock down each shingle's bottom edge. Thousands of Lok-Tab roofs storm-tested in recent hurricanes. (Economical, too! Eliminates cementing thousands of tabs; fewer shingles; saves 5,000 nails in 20 squares alone.)

RUBEROID LOK-TAB Asphalt Shingles

ASPHALT AND ASBESTOS BUILDING MATERIALS

For more information, ask for LOK-TAB Kit #1334 — Write The RUBEROID Co., 500 Fifth Avenue, New York 36, N. Y.
Now you can add the selling punch of a complete dishwashing faucet to every kitchen—and still specify a favorite, name-brand sink fitting!

Here's how: Choose spray sink fittings made by any of the 40 leading manufacturers listed below—and specify that these fittings be equipped with Dish-Quik!

Here's why this is possible: These 40 manufacturers make 98% of all spray-equipped sink fittings. They all use built-in diverter valves and automatic plain-water sprays, created and supplied by Modern Faucet Mfg. Co. Dish-Quik, Modern's new automatic spray and dishwasher combined, is interchangeable with these plain-water sprays—on the same hose.

Dish-Quik is available either way: 1) Attached as standard equipment on many leading brands of sink fittings. 2) Separately as a replacement for automatic plain-water sprays—on new or old fittings. With Dish-Quik, you add a powerful, nationally-advertised sales feature to every new home or remodeling project... for a cost you will measure in fractions!

ORDER DISH-QUIK FROM YOUR REGULAR SUPPLIERS OF PLUMBING GOODS

Write direct for further information
THE DISH-QUIK CO. (Div. of Modern Faucet Mfg. Co.)
1700 E. 58th Place, Los Angeles 1

Fred Spallone of Spalmor Construction Company, Denver, has this to say about the Gates Forming Systems:

“My reputation as a builder naturally depends on quality construction. That’s why I rely on the Gates Forming Systems, not only for a top-quality job, but for increased construction, speed and overall savings in labor and materials.”

Thanks, Fred Spallone

That sums up what plenty of builders are saying about the Gates Systems. This photo, showing Spalmor Construction’s Broomfield Heights, Colorado, project, is an example of quick, efficient foundation forming with Gates Horizontal Rod Panels.

Gates Systems have been job-tested and accepted throughout the United States and Canada. They can help you on all types of construction, from foundations, retaining walls, culverts and bridge abutments, to high wall construction!

See your nearest Gates Dealer, or write for information to:

GATES & SONS, INC.
DENVER * SPOKANE

AMERICAN BUILDER
QUALITY HEATING
PUTS MORE "SELL"
into the homes
YOU BUILD!

Nationally advertised, universally accepted.

 Dependable, trouble-free, economical operation.

Compact designs that save valuable floor space.

Exclusive assembly features cut installation costs.

Complete line with models and sizes for every type of installation.

GET THE FACTS...
WRITE DEPT. AB-2

There is a Kaustine Furnace or Winter Air Conditioner for every type of home.
For kitchens, bathrooms, utility rooms, this new, popular-priced 8-inch Emerson Electric ACTIVE AIR ventilator, with its mirror-finish grille, strikes a popular note with home buyers.

Cooling breezes throughout the house; restful sleep on hottest nights—a strong selling "plus" for homes with these new 24-inch and 30-inch ACTIVE AIR attic fans. Can be installed in narrow hallways and low-headroom attics.

*—and, Custom-Built homes too!

Get "Sales Assurance"—specify Emerson Electric Fans with the famous 5-Year Guarantee.

Architects, builders, contractors want equipment with a reputation for quality and service, built for ease of installation, and at a price that is competitive.

Now you get all three with ACTIVE AIR Emerson-Electric Fans. It will pay in sales to add this 65-year quality reputation to your own. Send for fan bulletin No. 1017, today. The Emerson Electric Mfg. Co., St. Louis 21, Mo.

- The 8-inch ventilator has enclosed motor, pressure-type blades. For wall or ceiling installation.
- The 10-inch ventilator is ideal for larger kitchens. Quiet-type blades. Wall box and ceiling types.
- The 36-inch ceiling fan circulates 3800 cubic feet of air per minute; the 52-inch, 7000 C.F.M.

Backed by the FAMOUS 5-YEAR Factory-to-User GUARANTEE at No Extra Charge
Wall box and ceiling types, these Emerson-Electric 10-inch ACTIVE AIR ventilators do a really big job of moving hot air and odors out of kitchens, bathrooms, utility rooms.

More breezes in breezeways, porches or sunrooms. The "ever-reliable" Emerson Electric 36-inch and 52-inch ACTIVE AIR ceiling fans have a real comfort appeal to home buyers.
ExtrA STRONG

CHASE copper roofing products withstand the weight of snow and ice!

Snow, hail, rain or sleet—copper stands up in any weather. It can never rust, has proved its durability for centuries.

Chase Copper Roofing Products are exceptionally durable. Chase copper gutters, downspouts, elbows and shoes are made of 16 ounce copper or heavier, to withstand the ravages of weather, the weight of snow and ice.

Chase copper leaders have strong, expansion-proof seams—because they're made from generous, full-width copper strips. Corrugations are deep and ample, allow for extreme temperature changes.

Chase Copper Roofing Products can be handled easily, and can be joined by using standard soldering techniques.

Choose Chase Copper Roofing Products, and you're sure of a quality job—one that will last for years. Find out more about Chase Copper Roofing Products by sending for the free Chase Copper Roofing Products Booklet.

Chase Copper adds extra value to any home!

The Nation's Headquarters for Brass & Copper

Atlanta Chicago Denver Indianapolis Minneapolis
Baltimore Cincinnati Kansas City, Mo. Minneapolis New York
Boston Cleveland Los Angeles New Orleans
Charlotte Dallas Houston Philadelphia New Orleans
St. Louis San Francisco Providence

AMERICAN BUILDER
IMPOSSIBLE
FANTASTIC
CAN'T BE DONE

That's what everybody said
until they saw positive proof that

RHEEM GETS UP TO 95%
MORE COOLING CAPACITY
PER COMPRESSOR H.P.

Now turn the page and read what Rheem has ready now...
It's so important
so hard to believe
we'll say it again—
up to 95% more compressor h.p.—yours in
air conditioner

This is big news—big news for home buyers—and even bigger
news for builders from coast to coast. For now from Rheem
comes the answer to profitable, practical home air conditioning.
From Rheem comes a unit that answers every objection to
units already on the market—it costs less to buy, less to
install, much less to operate, meets all FHA requirements,
takes up no usable space in the house, eliminates the noise
problem. Just imagine this—competitive home air conditioners
on the market cost 50% more to operate than this amazing
new unit!

Designed for homes with forced air heat—but adaptable to
others—the new Rheem Home Air Conditioner cuts the cost
of cooling and almost doubles compressor capacity with a
patented, practical, workable way to cool the condenser with
a combination of air and water—without costly recirculating
system (actually uses much less water than a cooling tower).
Easily installed in one- or two-story homes—with or without
basement. Just think of the profit possibilities—you can offer
home buyers a completely air-conditioned home at a much
lower price than ever before—air conditioning that costs
less to operate than any other central-system unit.

The new Rheem Home Air Conditioner is ready now. It’s been
tested and performance-proved by the finest air conditioning
engineers, technicians, and consultants in the country. Every
unit is performance-bonded for $1000. So write to Rheem—
right away—for free booklet and complete facts about this
amazing new air conditioner. You’ll find out what the new
Rheemaire can mean for you.

You can rely on Rheem
RHEEM MANUFACTURING COMPANY
Seattle • Houston • Chicago • South Gate, California • Sparrow’s Point, Maryland
cooling capacity per
a revolutionary new home
...the Rheemaire!

Gives home builders
a great new
profit opportunity

PERFORMANCE BONDED FOR $1000

Here's complete protection—and positive proof—that the revolutionary new Rheemaire is fully perfected and thoroughly dependable. So carefully have these new units been tested that Rheem guarantees payment of $1000 if the Rheemaire doesn't operate satisfactorily at its rated capacity in any home. It's the only guarantee of its kind that you can offer prospective buyers of air-conditioned homes.

Write to Rheem on your company letterhead for full information about the amazing new Rheemaire. You'll receive an illustrated booklet with all the facts about this new home air conditioner.

Write to Rheem Manufacturing Company,
"Modular Measure was praised at a Washington Conference sponsored by AIA, Producers' Council, General Contractors of America and others. . . . speakers reported that this standardized method of dimensioning makes estimating easier and more exact, speeds operations, saves materials and cuts labor costs."

modular measure
steel doors and frames
fit each other
fit modern building materials
fit finest surroundings

Precision engineered and manufactured to high accuracy standards unmatched in the industry.

UNITED STEEL FABRICATORS, INCORPORATED
WOOSTER, OHIO

The merit of a window can be measured in many ways. There’s QUALITY, PERFORMANCE and STYLE for customer satisfaction and easier sales. There’s ECONOMY of labor in EASE-OF-INSTALLATION ...a direct result of SUPERIOR CONSTRUCTION and RIGID FACTORY INSPECTION.

Whether you use one or all of these yardsticks, you’ll find WOODCO E-ZEE Loc Wood Awning Windows not only measure up but surpass all others in every respect.

CHECK THE WOODCO E-ZEE Loc PATENTED FEATURES:
- EASY TO LOCK
- SEQUENCE AIR CONTROL
- TOXIC-TREATED TO PREVENT DECAY
- EXTRA HEAVY SASH and FRAME
- DOUBLE VINYL WEATHERSTRIPPING (Pat. Pend.)
- WATER-REPELLENT TREATED
- COMPLETELY ASSEMBLED

For further information see your dealer or write to
WOODCO CORPORATION
Formerly General Woodcraft Co., Inc.
North Bergen, N. J.

Branches:

FEBRUARY 1956 57
Stainless steel sinks belong in a modern kitchen. They match any color scheme. And they are easy to clean with no enameled surface to chip or crack... A stainless steel sink says you've built the best. Yet you can now install Carlton Stainless Steel Sinks at the low cost of ordinary cast iron. Carlton Sinks are guaranteed never to wear out. First cost is final cost—and that cost is now so low, you can afford to put a Carlton Stainless Steel Sink in even the lowest priced homes.

Don't overlook the special Carlton rubberized undercoating that cuts dishwashing clatter; changes garbage disposal noise from a growl to a purr! See for yourself how steel's extra resilience reduces dish chipping and breakage. Carlton's narrower wall between twin bowls almost eliminates the splash from a swinging faucet, while the deeper (7½") bowl allows up to a full gallon more water capacity.

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 57, illustrating complete line, and send the name of your distributor. Sink Division, Carrollton Mfg. Co., Carrollton, Ohio.

Mr. Contractor, Bostwick's great new door and window casings cut your casing costs in half. Here's how: First: Screed and trim are combined in one product. Second: There is only one installation operation. Third: Straightness and uniformity assure perfect corner miters and sure fit. Best of all your rooms will look bigger and have contemporary clean cut appearance.

These new casings will put more profits in your pockets. At your dealer's now or write to us for samples and Bostwick Bulletin, AIA-20.
1. Building ... to help you build

This steel framework is part of the new Armstrong plant in Macon, Georgia. When the new manufacturing facilities are completed this spring, production of every building material in the Armstrong Line will be greatly increased. To see how availability of these building products can make 1956 one of your most successful years, turn the page for information about just one of the Armstrong materials designed for contemporary homes—Temlok Roof Deck.
2. MORE TEMLOK ROOF DECK

Availability of Temlok Roof Deck means you can plan your 1956 homes with this modern building material. Builders who have used Armstrong Temlok Roof Deck are enthusiastic in its praise. For here is a material that helps them cut construction costs in contemporary home design . . . and at the same time, builds more beauty, comfort, and value into their homes.

3. 4-IN-1 BUILDING MATERIAL

Armstrong Temlok Roof Deck is a strong building product that combines roof deck, insulation, vapor barrier, and interior finish in one material. A roof built of Temlok Roof Deck needs only beams to support it and built-up roofing to weatherproof it. Strong Temlok Roof Deck withstands heavy work traffic and deep snow loads. Handsome interior finish is two coats of factory-applied light ivory paint.

Applied over beams, Temlok Roof Deck automatically creates a beautiful open-beam ceiling.
4. SAVES UP TO $250 PER HOUSE

When you use Temlok Roof Deck on low-pitched roofs, your men work with one easy-to-handle material instead of four or five cumbersome ones. Construction is simplified, too, because Temlok Roof Deck can be installed on beams 24", 32", or 48" on centers. This means less cutting and scrap material — and there's no dimensional loss with Temlok.

This simpler, faster handling cuts installation time by 50%. Four men can cover a 30' x 40' roof with Armstrong Temlok Roof Deck in only 7 hours, compared to 14 hours with conventional building materials. Total on-the-job savings run as high as $250 per house.

5. GIVES YOUR HOMES NEW SALES APPEAL

In addition to cutting your costs, Temlok Roof Deck adds value to your homes... and clearly demonstrates to prospects that you have something different and better to offer in contemporary design. Attractive open beam ceilings will appeal to modern and traditional tastes alike.

For free booklet that shows you how to build profitably with Temlok Roof Deck, write Armstrong Cork Company, 3702 Rider Avenue, Lancaster, Pennsylvania.

Plan your 1956 homes with

Armstrong BUILDING MATERIALS

Temlok® Roof Deck • Temlok Sheathing • Temlok Tile • Cushiontone® Ceilings
Patented Dur-O-wal Sets the Pace for Reinforcing Quality and Performance

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

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

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

Syracuse 1, N.Y. Dur-O-wal Products, Incorporated, Box 628
Toledo 3, Ohio Dur-O-wal, Incorporated, 165 Utah Street
Birmingham 7, Ala. Dur-O-wal Products of Ala., Inc., Box 5446
Cedar Rapids, Ia. Dur-O-wal Div., Dept. 655, Cedar Rapids Block Co.

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

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

This Edge—marked in feet and inches with foot markings at every inch.

This Edge—marked in inches from 1" to 120".

Whichever way you work, in inches or feet and inches, you read instantly without having to stop and figure.

The EVANS King-Size White-Tape is the Top 10-ft. Tape Value at only $239 at hardware stores everywhere in U.S.A.

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 1/2") stays straight up without bending or buckling. You get a free belt clip and Tenite utility case with every tape. Sliding end hook for inside or outside measuring and... it's marked so you don't have to figure! no other tape is marked this Evans way.

This L-O-N-G-E-R Now, a pocket steel tape that measures 12 feet—eliminates the inconvenience and inaccuracy of adding two measurements as you do with shorter tapes. Exclusive EVANS double markings (same as King-Size above). Chrome plated case is no bigger than cases for shorter tapes. Self-adjusting sliding hook for 100% accurate inside or outside measurements. Each tape packed in FREE transparent Tenite utility case.

Evans RULE CO.
400 Trumbull Street, Elizabeth, N. J., U.S.A.

AMERICAN BUILDER
Let us show you how the Cooper Homes "Profit Package" can earn more profit dollars with less capital investment. You can do it either of two ways:

Use the entire Cooper Homes "Profit Package". This includes finished homes, neighborhood planning—with color coordination, too, if you want it—and a complete interior and mortgage financing program.

Or...

Install our carefully engineered interiors in the homes you're now building. Our easily adaptable Stor-O-Wall Units include kitchen cabinets, storage walls, vanities, linen closets, heater closets, all hardware; in fact, everything but the perimeter walls. They're all furniture-quality Philippine Mahogany, and we'll design and manufacture them to fit your plan.

Whichever way you do it, you'll find that it takes less site labor and less supervision...one sure way of increasing your profits.

You'll find, too, that sales pick up in a hurry when prospects get a look at these smartly designed Cooper Homes—or the improved interiors you'll offer them with our Stor-O-Wall Units.

If you're doing business within 700 miles of Amarillo, get with us now. We've just recently expanded, and offer unlimited builder-dealer opportunities. Wire, write or call Cooper Homes, Inc. now. There's a representative near you, ready to explain the entire program and prove your profits on paper.
why
build to
BURN?
Fire safety costs so little. Actually, walls and ceilings of gypsum lath and plaster, reinforced with Keymesh, cost less than most substitutes. Just see how they multiply fire safety.

Take open-web steel joist floors and concrete slabs with gypsum ceilings, for example. With \( \frac{1}{2} \) inch of lightweight aggregate plaster, reinforced with Keymesh-like lath, a fire endurance limit of 3 hours and 28 minutes was obtained.\(^*\)

Without reinforcement, the limit was 55 minutes. Keymesh adds 2 hours and 33 minutes to the fire endurance limit because it holds the plaster in place. When lath and plaster were omitted, the fire endurance limit was only 7 minutes.

You'll find equally important protection when simple columns and beams of buildings are protected in this same way. It's so good that insurance companies cut their rates because of the greater fire safety. Actually, these lower rates quickly pay the cost of the lath and plaster.

Think of it. Greater fire safety. Acoustical properties, if you wish. Durability. Low maintenance. Beauty. Takes any decoration. Yet... this fire safe construction costs less than most substitutes. And it can slash insurance rates enough to quickly pay for the plastering.

---

**Actual Fire Test Shows Amazing Value of Keymesh-Type Plaster Reinforcement**

<table>
<thead>
<tr>
<th>Description</th>
<th>Fire Endurance Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ceiling of gypsum lath — Keymesh-type reinforcement and ( \frac{1}{2} )&quot; gypsum plaster with lightweight aggregate</td>
<td>3 hrs. 28 min.</td>
</tr>
<tr>
<td>Ceiling of gypsum lath and ( \frac{1}{2} )&quot; lightweight aggregate gypsum plaster</td>
<td>55 min.</td>
</tr>
<tr>
<td>Ceiling unprotected</td>
<td>7 min.</td>
</tr>
</tbody>
</table>

*See Building Materials and Structures Report 141, National Bureau of Standards; "Fire Endurance of Open-Web Steel-Joist Floors with Concrete Slabs and Gypsum Ceilings"*

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**KEYSTONE STEEL & WIRE COMPANY**

PEORIA 7, ILLINOIS

makers of Keymesh • Keybead • Keycorner • Keystone Welded Wire Fabric
Keystone Nails • Tie Wire • Keystone Non-Climbable and Ornamental Fence

---

Use these three keys to stronger plaster

- **KEYMESH** lath for overall reinforcement. Made of galvanized woven wire. Especially recommended for ceiling construction.
- **KEYCORNER** strip lath, pre-formed to fit snugly in corners. Lies flat when applied to joints. Galvanized to prevent rust streaks.
- **KEYBEAD** corner lath for outside corners. Open mesh fills solid with plaster. Galvanized nose, or solid zinc nose (Key 2 Bead).
More and more quality-conscious home buyers are becoming "sold" on the strength, adaptability and beauty of lumber bearing the stamp of Grade-Marked Southern Pine Lumber. They know this stamp is the way to tell this superior, versatile wood...and to look for those who sell it. That's why you can build sales and reputation with Grade-Marked Southern Pine. More saleable...more available than ever.

Model 505...
SCALLOPED HI-SPOT
for R30 and 40 PAR LAMPS...

Dainty black lace design combined with rugged, precision manufacture.
Can is heavy gauge drawn aluminum.
Plaster ring and Greenfield included.

Give the homes you build an extra touch of Sales Appeal with built-in dressing tables featuring tops of beautiful, durable ...Carrara Structural Glass

Carrara® Structural Glass is ideal for vanity tops. Its gleaming beauty is not affected by spilled perfume, nail polish or other cosmetics.

PITTSBURGH PLATE GLASS COMPANY

ATLAS ELECTRIC PRODUCTS CO.
319 Ten Eyck St., Brooklyn 6, N.Y.
OLIVER OC-12 delivers a basement every 5¼ hours!

That's the production record of Harry H. Meyer Co. on this housing project near St. Louis. Digging basements 40' x 26' x 6' deep, the Oliver OC-12, equipped with 1½-yd. loader, averaged 1½ of these excavations per day—only 3¾ hours each! That's low-cost dirt moving in anybody's language—and especially for exacting work of this kind.

No wonder the OC-12 is stepping into the picture and stepping out with bigger profits for its owners. Powerful, with 53 drawbar h.p. (either diesel or gasoline), this fast worker has the smooth, responsive control that lets you work more efficiently in close quarters. With heavier construction and many fine new features, the OC-12 is ready to handle your toughest assignments with greater speed and lower costs. Your Oliver dealer has the facts. See him today!

Full bucket loading is easier with the Oliver OC-12. Wide control range provides a big advantage in bucket rollback, digging depth and dumping height. Long track frame insures exceptional stability.
HERE'S HOW: Home-building plans converted to Customized, Factory-Built, Engineered homes... Constructed of top-quality materials... Direct from FACTORY to YOU...

- Eliminates Middle Man or Dealer Expense
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- Doubles Your Volume Capacity
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- Eliminates Waste of Materials
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- Avoids Excessive Labor Costs
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Texas Housing Company
9003 Denton Drive
Dallas, Texas

I am a builder interested in making bigger profits. Please have your salesman contact me at no cost or obligation.

NAME ____________________________
BUSINESS __________________________
ADDRESS __________________________
CITY ____________________________ STATE __________ PHONE NO. __________

YOUR PLANS—OR OUR PLANS—YOU BUILD BETTER, FASTER; INCREASE YOUR EARNINGS!

Builders... Architects: Texas Housing furnishes estimates on your plans and specifications within 72 hours. Write or Wire today!

Ready for 1956... and 1965:

Texas Housing has 162 different basic designs by Milam & Roper of Dallas and Chas. E. Armstrong of Ft. Worth, the Southwest's foremost architect-engineers. Beautiful three-bedroom homes... air-conditioned, color-conditioned... with years-ahead styling.

Texas Housing also provides builders with Interim and Permanent Financing PLUS assistance on FHA and VA procedures. Don't start your project without checking Texas Housing first! We show how to increase your homebuilding profits in 1956.

"Only Texas Housing Builds Texas Houses"

TEXAS HOUSING COMPANY
9003 DENTON DRIVE • DALLAS, TEXAS
What's "CONVENTIONAL" about home building today?

What we call conventional practice in home building today is the application of those innovations of yesterday that builders have tried and then adopted because they increase quality and cut costs.

Since new ideas, new materials and new techniques are being introduced almost daily in this dynamic light construction industry, "conventional building procedure" is a changing term. Much of what was sound conventional practice ten years ago is too slow and costly today; and much of what is conventional today will be dated ten years hence.

So, the builder who is going to survive in this, the period of most rapid change, must appreciate the changing nature of "conventional," and alter his thinking and operations accordingly.

That brings us to prefabrication, the most startling building development of this era, and its present and potential impact on all that is and has been conventional in distribution and construction practice. There is nothing new about the idea of prefabricating component structural parts for buildings. Some historians cite Biblical references to it. It is known that Hannibal carried prefabricated barracks to Spain when he invaded the Iberian peninsula in 231 B.C. There have been numerous attempts to establish prefabrication as conventional procedure in this country in the past 75 years, and one firm has been continuously in the business for more than fifty years.

But prefabrication never got off the ground until a long awaited symposium of transportation facilities, new markets, financing, production line machinery and merchandising techniques occurred. Prefabrication got off the ground a score of years ago, and each year since has been making steady and important gains. There is every indication that these gains will continue, and that great as they have been, the prefabricators have hardly started toward the fulfillment of their ultimate function.

There is no need for anyone to fear prefabrication. It is a logical and inevitable development, and one that in its finally refined form, should be a boon to retail lumber dealers, to development and custom builders and most importantly to the public. Prefabrication is here to stay, and as it evolves, may well be the conventional method of tomorrow.
Before you can know where you're going in building, you have to know where you are. You may not be a prefab builder-dealer (that is, you may not buy most of the product you sell from one factory), but you use prefabrication at every stage of the building process. Otherwise, you couldn't stay in business today.

The difference between the prefabber and what he calls the "conventional builder" is one of degree; it's not an either-or proposition, but "how much."Prefab manufacturers themselves don't agree on how much of the final house they should package and how much they should leave for the dealer to add on the site. But whether it comes on a trailer or is picked up locally, more and more of what goes into any house is prefabricated to some degree: packaged heating systems (which often include cooling and ductwork), flooring and structural members precut in the local lumber yard, drywall and sheathing.
prefab and conventional building?

panels, roofing and siding strips, eave louvers, preholed soffits, window units.

There's another trend narrowing the gap between the prefab dealer and the great majority of builders: the use of components—"parts, not pieces," as the prefab war cry goes. Larger builders have long been prefabbing their own components, either in a workshed or on site. Robert Gerholz of Flint, Mich., whose men are handing up the truss (above), declares, "I'm not a prefabber, and I don't like the term conventional; I want to be called an 'up-to-date' builder." Now smaller builders, the "under-twenty" group, can reap the same advantages of a prebuilt truss or wall-and-window panel.

The supplier of components may be a full-scale prefab factory with a sideline for smaller builders; an alert lumber dealer with a Lu-re-co or custom cutting operation; or a special component shop which does custom or catalog prefabbing.
NOT THE BUILT-IN PLUMBING, but the shape of this panel marks it as a component of a prefab house. It shows the roof pitch and beam slot of a typical Scholz design. Soil stack goes in with foundation, before floor is down.
Prefab panels are changing “conventional” building methods

The trend toward larger factory-made structural units is helping to break the barrier of local building codes and timid officials: specification rules that call for “2-by-4 studs no matter what” are giving way to performance codes that give more play to new materials and design.

The old rules, however, have been helpful in a way: they have pushed prefabrication into a public acceptance it might not otherwise have achieved so quickly. Forced to meet “standard” requirements and allay suspicion of new-fangled methods, prefabbers had to build houses which they could justly describe as “of conventional construction, with unsurpassed materials and workmanship.”

While they were doing that, however, they were part of an evolution that was changing the meaning of “conventional” construction. Their basic unit of construction, a wall-size panel, was developing a new kind of flexibility in building. For example: with either a truss or the newer post-and-beam, the weight-bearing outside wall now permits open planning for the interior, free placing of windows and doors and
PREFAB PANELS ARE CHANGING

"CONVENTIONAL" BUILDING (cont.)

a one-day closing-in of the exterior: storage walls, large glass areas and sloped ceilings with exposed beams are other "easy" dividends that builders now find in prefab construction.

The module is still basic in prefab, even though modern practice has far outstripped the early theory of on-site joining of similar-sized panels. Now larger multiples are made up on jigs in highly mechanized factories; indeed, the industry's new symbol has become a trailer that carries components as large as can be handled by two or three men. Modules guide width and placement of windows and wall elements.

But the module is now also serving as a design element for all builders, prefabbers or not; it is the principal key today to variety in plan and elevation. The Gerholz house pictured on page 71 is one of "several examples we built ranging in price from $13,950 to $42,500, in which the same building components were used throughout." A typical prefab report comes from Modular Homes: "Our house, which is made up from a selection of wall panel sections, is extremely flexible and has enabled our dealers to be competitive in the custom-built home field." (See picture on page 70.)

Prefabbers disagree about where the industry is headed. Some look toward increased centralization: "a more complete package for less money," as R. E. Hunsaker of Inland Homes told American Builder editors. Others, like Dale Byrne of Richmond Homes and Walter Taylor of Colpaert, believe they have hit a happy balance between factory and on-site work. Generally, those prefabbers who plan no departure from conventional rules expect only a slightly higher degree of packaging—perhaps "some type of ceiling and wall finishes and a better fabrication of inside walls," with storage wall closets, etc., as Milo F. Gonser of Semico reported.

But other prefabbers have more radical notions. Knox has been working on an improved utility core, and Scholz plans a new model for 1956 with plumbing and electrical conduit in the wall panels, built-up roof sandwiches consisting of plywood, rafters, insulation and drywall, and pre-applied ceramic tile on plywood sheets for bathroom floors and pre-applied plastic wall for bathroom sidewalls.

To overcome the finance barrier on such unorthodox construction, Scholz formed their own acceptance corporation, Precision-Built of Baltimore, which offers "a complete and assembled unit except for foundation, finish painting and finish floors," reports that the...
reluctance of secondary mortgagees is diminishing. Experimentation is going on all over the map. In Canada, Glenwal Ltd. of East Calgary reports use of a sandwich of gridwork containing insulation batts, between plywood sheets enclosing an aluminum foil vapor barrier. Semico combined the principles of solid construction and plywood lamination in the tri-lam panel of lower grade and short lumber, interlaying felt for windproofing. Wiring—generally omitted from the package—is incorporated in panels, where local rules permit, by Precision-Built, General Industries, Ford (“with Underwriters inspection and approval”). Others, like U. S. Steel, equip panels with fish wires; or, like W. G. Best, with conduits and outlet boxes.

methods build in high style at low cost...

... open floor is ready to receive them. C. Allen True, Ft. Worth builder, asked $11,500 for house-and-lot.

STORAGE UNIT incorporates kitchen cabinets, pass-through and snack bar, standard in Home Building Corp. model.

to “open up” the house to sunlight and air...

... large roof panels, which are positioned by H-bar and steel straps fastened to sections at factory.

INSIDE LOOKING OUT: large glass area brings kitchen-dining area close to patio of Richmond's contemporary Nassau.

SOME OUTDATED IDEAS ON PREFABS

1. “Crackerbox construction”: not true; prefabs meet or surpass code and financing requirements.

2. “They all look alike”: no longer true; see 1956 catalogs (p. 97) and dealers' custom treatments.

3. “Too cheap”: but new lines run from $6,000 to $60,000; and luxury models are selling well.
HERE'S WHERE PREFAB HOUSE-DESIGN STANDS TODAY:

Research is taking the gamble

A quick glance at the six houses on this spread will tell you that they are built around the same design-idea. It's the "forward look" in popularly priced prefabs for 1955-56. It's a one-level house with a low-pitched roof, attached garage, picture window and three bedrooms. It sells for about $13,000 and it's as hot as a pistol.

We could have shown you sixty similar models to prove our point: that prefab manufacturers must know a good thing before they invest thousands of dollars in putting it on the production line. They must know it as surely as Detroit must know it about automobiles. That's because they research it the same way and spend big money to have it designed right. Then they top it all off by using Detroit's mass production methods to give you top quality at low prices and by adapting Detroit's merchandising methods to help you sell it. Some prefabbers have even adapted Detroit's "acceptance corporation" idea to help your customers finance it.

Prefabbers put the same kind of research behind their glossier models, of course. And most prefabbers prefer to point to glossier models when they talk about design trends. So does Detroit, with its Cadillacs and Continentals and Corvettes.

But American Builder salutes them mostly for basic little models like those shown here. They are bread-and-butter models that please most of the people most of the time. Prefabbers and builders alike can be proud of them while they're making profits on them.

Interesting sidelight to the design-idea reflected in these six houses: when we asked prefabbers what kind of house-design they were emphasizing, most said "conventional appearance." Then they sent us photos of houses like these. We say they're being modest.

SIMPLE BUT VARIED lines, extra half bath make 3-bedroom Brookhaven the top Precision model.

RANCHER by prefab pioneer Iyon Ford breaks roofline at living room entry next to garage.

SIDE FIREPLACE STACK, side-on garage, repeated window give Page & Hill 340 unique design.

BRICK SPARKS UP facade of Modern Homes' Lauderdale. Overhang protects picture window.

PLAN of Lauderdale shows typical traits of the one-level prefab: entrance at corner of living room, car area with storage and entrance to kitchen, closet sliders, flexible layout.
out of choosing a model

Δ VERTICAL REDWOOD balances horizontal window accents and extended roofline in Thyer 25810, one of 31 basic models. Indianapolis house sold at $12,000 without lot.

CORONADO is most popular of U. S. Steel's 22 models, in 72 elevations. This house was sold by Union Supply Co., Pittsburgh, at $12,950, with lot and landscaping.

FEBRUARY 1956
Custom touches are taking away

BRICK—TRADITIONAL SYMBOL OF QUALITY—IS THE RAGE
A popular option in prefabs today, brick works well with white trim of Harnischfeger "Cody" to give it a new look.

STONE FACING AND ELL PLAN HELP SPELL "CUSTOM BUILT"
Scaled for generous lots, American Houses' "Cumberland" has as de luxe an effect as any fine "conventional" house.
"that prefab look"

There's hardly any visible difference today between pre-fabs and most "conventional" houses. Many prefabs are higher-styled at competitive prices. Here are the new trends:

YOU GET $50,000 STYLING IN A $15,000 HOUSE
"California Contemporary" design with distinctive Scholz open glass end (above) reappears in economy model (right).

ENTRIES AND GARAGES ARE GETTING GLAMOR TREATMENT
The trend toward wood for dramatic touches appears in open trellis on a Wadsworth Inc. modular house, Wichita.

BUILDERS ARE ADDING THEIR OWN CUSTOM IDEAS
Split or two-level plans adapt readily to special requirements, as in this National (see Blueprint House, p. 81).
Show off the room...and Sell the house

...with Gold Seal
NAIRON® TILE—CUSTOM AND OTHER
GOLD SEAL
ON-GRADE FLOORS

Whatever the type of on-grade installation—from volume market to custom home—there's a Gold Seal floor to increase its beauty, its value, its salability.

NAIRON Custom plastic tile is 1/8" homogenous plastic which carries its colors clear through the full thickness.

Styled with elegance for the custom built home, Nairon Custom adds a sales value that far exceeds its cost. A superior plastic product, it is stain and solvent resistant, amazingly easy to maintain, and resists the heaviest loads and wear.

Gold Seal Nairon Custom "Venetian," "Sequin" and "Marble"...three distinctive designs with a wide range of colors for today's home builder.

FOR HOME OR BUSINESS:

INLAID BY THE YARD—Linoleum • NAIRON® Standard • Nairontop®

RESILIENT TILES—Rubber • Cork • Nairon Custom • Nairon Standard

Vinylbest • Linoleum • Ranchtile® Linoleum • Asphalt

ENAMEL SURFACE FLOOR AND WALL COVERINGS—Congoleum® and Congowall®

RUGS AND BROADLOOM—LoomWave®

©1956 CONGOLEUM-NAIRN Inc., Kearny, N. J.
THE COOKIE-CUTTER LOOK IS DISAPPEARING

IN SUBDIVISIONS:

Prefabs give each lady what she wants

TRADITIONAL Cape Cod is a Hodgson trademark since 1892: recent display by Stratford Co. in Canton, O., with brick veneer for $15,900, without lot.

ADMIRAL transitional model was sold in Canton, O., with the Westway model, seen from increasingly popular fenced-in patio.

MODERN SYMBOL is the glass end of the Westway model, seen from increasingly popular fenced-in patio.

ON INDIVIDUAL LOTS:

Prefabs are styled from A to Z

Prefab promotion must appeal to two audiences: the buying public and the prospective builder-dealer. Both must be convinced that prefabs offer at least as good selling magic as "conventional" houses.

As we have seen, prefab construction permits a long count of attractive variations on a few designs. Most manufacturers offer at least a dozen basic sizes, each one easily modified as to facade and roofline. (General Industries' single Scotsman plan has 48 elevations.)

“There’s nothing wrong with the prefab industry that a few more builder-dealers won’t cure” was the by-word of the highly optimistic PHMI convention last November. So far most appeals for dealers stress conventional appearance and quicker profits: quicker capital turnover, less time lost for weather, less skilled labor needed, financial and advertising support. Others, in line with growing acceptance of prefabs as a result of performance and national advertising, stress quality: “not that they can save money by fabrication, but that they can make money with a good merchandising program incorporating a house accepted design-wise and a proven seller” (Scholz).

Most manufacturers seek builder-dealers within a 500-mile shipping radius of the plant; some prefer to work within a more limited area where they are familiar with codes, officials and popular tastes. Expansion in territory covered will mean not longer trailer trips but a branch plant. Some prefab designers do not manufacture directly but set up franchise deals, as Cliff May does with builders. Carl Koch receives orders from Techbuilt dealers and relays them to local independently owned factories. Although one prefabber is proud that his outstanding dealer was a butcher five years ago, most manufacturers look for recruits among established leaders in the building industry, especially since higher-priced and custom prefabs are gaining in importance.
What's Ahead in Prefabbing: Here are Some of the Major

You ask the questions...

**Q** What happens to local procurement of prefab building materials?

**A** Lumber dealers come into the picture not only with Lu-re-co plans and panels but also with builder-prefabbers like P. William Nathan of South Norwalk, Conn., who buys locally to insure service. He prefabbs his own developments, such as the Five Mile River Hills ($16,000 unit, right), and also sells components to other builders.

**Q** Do prefabbers have an advantage in buying furniture and equipment?

**A** Every item in this room is sold on the open market. The room is in a Precision-Built model, but the Vega "prefabricated" fireplace and the folding doors are widely advertised products, and the pass-through desk and cabinet can be easily duplicated. Not only such specialties but structural components also can be purchased.

**Q** How about prefab opportunities in the commercial building field?

**A** There is plenty of "commercial" prefab construction ahead. Motels with multiple-unit plans are natural extensions of prefab design, as shown by the Sunset Motel, Escanaba, Mich. It was built by Semico dealer William Burton, with 17 units, lobby and living quarters. Shopping centers, schools and churches are other prefab targets.

**Q** What has been the reaction to prefabricated churches?

**A** Congregations welcome the opportunity to offer their labor in putting up their own churches. Here is one of several made by U. S. Steel Homes for Mormon congregations in Texas and Kansas. A newer model was planned for the NAHB convention; designed by William M. Cooley, it is one of 15 new churches in the $15,000-$35,000 range.
What's happened to the small shell, the kind of house first fabricated?

Several prefabbers are returning to (or never left) the "second house" market. This "vacation cottage" by Techbuilt has its bigger brother's capacity for expansion and can be winterized as a sports cottage. It is also merchandised as a do-it-yourself project, costs as little as $1,250, FOB.

How are prefabs selling in the upper-price ranges?

Manufacturers are going into the luxury field. James Price's reports list prominent men who live in Nationals. The Pease Homes' "Broadwood," shown here, is claimed to be the largest factory-built home ever offered. It has a living room 19'3" by 24', a 2496 sq. ft. interior and can be made in X, T, or H shapes.

What help do builder-dealers get from prefab manufacturers?

Besides elaborate brochures such as the one shown, manufacturers contribute national or regional institutional advertising, as well as cooperative ads with the local dealer; 50% of cost up to $75 on purchase value is a common formula. See catalog list of prefab manufacturers, beginning on p. 97.

What is the new look in prefab design?

This Imperial model by Texas Housing Co., kin to the house that won American Builder's Best Model House contest, sums up the new look: low-pitch white chip roof over carport or garage, large glass area, fenced-in patio. Similar features are in models by Style-Rite, Virginia Lee, Precision, R. H. Best, Metropolitan, Farwest.
PREFAB VERSUS "CONVENTIONAL" BUILDING:

You can have your cake

This house successfully marries the best that exists today in prefabricating and "conventional" building.

Prefabricating gives it a basic high quality in construction and design that couldn't otherwise be had for $22,950, including land.

Conventional building methods give it compelling custom-touches that develop the prefab package even further as an unbeatable buy.

The house is one of 22 in Annandale, Va., just outside Washington, D.C. Its location is a significant fact in this whole story of how prefab and conventional building techniques were blended so perfectly: the builders wanted to attract medium-to-high ranking military personnel. That meant a quality house, near-to-glamorous living and a medium-price. They decided that prefab would be their cost-saver, "conventional" building their glamorizer. As
and eat it, too

DISTINCTIVE CARPORT-AND-TERRACE entry to the Hollybrook model was left “as is”; but inside the house, a basic change was made (see below) to meet demands of local taste: entertainment area was formalized.

IN NATIONAL HOMES’ PLAN, you enter into a kitchen-family room. These builders changed it; you enter into a dining foyer that separates kitchen (beyond) and living room (foreground). Local buyers prefer separate dining area.
authorized builder-dealers of National Homes. Paul I. Burman and Robert H. Anderson selected National's Hollybrook as their model. It gave them the basic package they needed to fill the requirements of what would be their "customized" Annanbrook:

- Contemporary use of space on main level. National's plan called for a living room and a combined kitchen-and-family room at the front of the house, three bedrooms and one-and-one-half baths at the rear. The new Annanbrook retained everything but the kitchen-family room. This space became a separate dining room and kitchen, with the dining room located between the kitchen and living room. The builders knew that their prospective customers were conservative enough not to want to walk from the living room through the kitchen to reach the eating area.

- Addition of a lower-level "activities" area. National's Hollybrook model is a two-level plan, with its stairway located between the kitchen and what became the Annanbrook's dining room. The builders designed their own plan for the lower level: recreation room, another bedroom, another full bath, plenty of storage space, plenty of space for furnace and laundry. They gave the recreation room easy access to the back yard and they ran windows for practically the full 44'-6" length of the house. In adding their own custom touches, they were careful not only to meet but to exceed VA and FHA requirements on grading, light, ventilation and the like.

- Individual sitting of each house to its lot. Builders Burman and Anderson knew that their prospective buyers would not even stop to park their cars at a cookie-cutter development. Each house had to possess an individuality of its own. National's Hollybrook fit the bill beautifully. By turning it this way and that, being dictated by the great trees that their site planners left standing, the Hollybrook never looked quite the same way twice. Site planners S. E. Sanders and C. H. Turrell & Associates further individualized the houses by giving each lot a carefully worked out landscaped plan. (Further details on the Annanbrook's landscape plan will appear in an early-summer issue of American Builder.)

- Dazzling backdrop for a superb model home. The Annanbrook's builders knew how they wanted to merchandise their 22 houses: they wanted a rapid turnover on their investment, but they wanted satisfied customers who would become word-of-mouth advertisements for future work in the An-

3 rules for customizing prefabs...

[Image: Bedroom, above, is part of lower-level addition to the house. Bedroom, bath and ample storage space, combined with recreation room...]

AMERICAN BUILDER
KNOW WHEN TO LEAVE WELL ENOUGH ALONE: builders Burman and Anderson did not alter distinctive living room of National Homes' Hollybrook model. Fireplace wall of old brick was emphasized by white-painted walls and ceiling.

...shown here, make the added lower-level a compact apartment for guests. Door at left leads to back yard.

KNOW YOUR CUSTOMERS' LIVING HABITS: kitchen in this customized prefab was moved away from main traffic-flow.
HAVE YOUR CAKE AND EAT IT, TOO

MASTER BEDROOM of National Homes’ Hollybrook model was not given any of the custom-builder touches that went into lower level. Builders Burman and Anderson merely emphasized quality of prefab room with quality furnishings.

National’s Hollybrook, customized into their Annanbrook model, would deliver the quality that their advertisements promised. The plan continued with signs scattered throughout the countryside: “Trees, trees, trees... come to Annanbrook”; they knew that the house was perfectly suited to their luxurious site and their expensive landscape deal. The plan was climaxed by a carefully laid-out “tour” of the house: you started at the front door and were guided, by taped passageways, through view after view of excellently planned and furnished rooms; you finished your tour at the back door of the lower level recreation room and were then guided past talking-signs into the sales tent. No salesman accompanied you; the house sold itself. Builders Burman and Anderson knew that their National package—plus what they would do on the lower level themselves—lent itself ideally to the restrained kind of sell that their prospects would insist on.

Result: in one week, 2000 visitors, 22 houses sold, back-orders on future projects.

Brand name products used

- Griswold range and oven
- U. S. Plywood Texture 1-11
- Pryne kitchen exhaust
- Glendura wallpaper
- Kentile vinyl Roaring
- Plywood Texture 1-11 James disposer
- Pryne kitchen exhaust Topcraft sanitaire
- Kentile vinyl Roaring G.M. Ketcham shower
- Frigidaire dishwasher and refrigerator

For complete one-quarter inch working plans of this house, write American Builder Home Plans Service, 35 Church St., New York 7, N. Y.

CHILD’S BEDROOM received just one custom-touch above and beyond what was supplied in National’s package: a perforated hardboard wall, shown here, that not only keeps toys in place but makes them decorative as well.
PROGRESS REPORT ON PLASTICS:

You’re in the middle of a quiet revolution

YOU’RE SPENDING A LOT OF MONEY ON PLASTICS.

If you’re the average builder, you put from a hundred to a thousand dollars worth of plastics into every house you build. The building industry as a whole is using a lot of plastics, too; about half a billion dollars worth a year.

TEN YEARS AGO, PRACTICALLY NO PLASTICS WERE USED IN HOUSE CONSTRUCTION.

This is what makes the relatively modest use of plastics at present significant. It’s obviously only the beginning. Without appreciable fanfare, the housing industry has slipped into the opening phases of a plastics revolution.

UP TO NOW IT’S BEEN THE HOME BUYER WHO HAS SPARKED THE PLASTICS BOOM.

He’s been sold on the durability and good looks of plastic products, has convinced himself they’re well worth the extra cost. In other words, plastics aren’t coming in as cheap substitutes, they’re riding on their own merits.

HOW DOES THE BUILDER HIMSELF FIT INTO THE PLASTICS PICTURE?

Will he use the new plastic products under the skin of the house? Yes, with two qualifications: the new material must prove itself dependable, and it must save the builder money. There are a few plastics in this category: they must be the beginning of a “builders’ phase” in the use of plastics in building.

IS THE “ALL PLASTIC” HOUSE JUST AROUND THE CORNER?

Probably not. Most plastics are still more expensive than the materials they would have to replace, and some have characteristics undesirable in building. But the picture could change overnight, and if the material for a certain job doesn’t exist today, it could be invented tomorrow. It’s been a rapid revolution. Here’s how it’s gone so far, and how it may go in the near future.
Plastics: the past.....

THESE PLASTICS ARE OLD FRIENDS

PHENOL AND UREA—THEY STICK TOGETHER

One of the earliest and biggest users of plastics has been the plywood industry. Through the use of waterproof synthetic resin adhesives, it has been able to market a product that is extremely strong, stable, and capable of standing up under extreme conditions of moisture and temperature without delaminating.

VINYL—JACK OF ALL TRADES

Vinyl is one of the materials chiefly responsible for the recent boom in plastics. As a flooring material, used in its pure form, laminated to other materials, or combined with asbestos, it has proven to be a tough, easily cleaned and attractive material. It is also excellent for wall coverings, folding door coverings, etc.

MELAMINE—TOPS FOR EVERYTHING

Probably the most spectacular success has been that scored by the melamine-surfaced laminates. Despite its high cost, the virtual indestructibility of this material has made it the quality standard for kitchen and bathroom counter tops. Probable big application for the future: an extremely hard wall covering.

POLYSTYRENE—THE WALLS HAVE IT

Polystyrene wall tile for bathrooms and kitchens is another plastic product that has skyrocketed in popularity. While its lightness, toughness and ease of installation have made the do-it-yourself market its biggest outlet, polystyrene is being used more and more by builders who want low cost wall tile.
...and present

THESE PLASTICS ARE FAST BECOMING STANDARD

**POLYETHYLENE SHEET—WATERPROOF COVERALL**

Polyethylene sheet has established itself as one of the fastest growing plastic products for the builder. It is used chiefly as a low cost water and vapor barrier. While it is also used to protect materials outdoors, deterioration under sunlight makes its life relatively short. A new black colored film improves this condition.

**METHYL METHACRYLATE—LIGHT BUBBLES**

While high cost and an easily scratched surface limit the use of this acrylic as a glass substitute, at least for the present, in such applications as domed skylights its high strength, low heat transmission, and the ease with which it can be molded into complex shapes makes it the ideal material.

**EXTRUDED POLYETHYLENE TUBING—FLEXIBLE**

In underground installations, where it is protected from sunlight, and where it is subjected to relatively low temperatures and pressures, polyethylene has made a permanent place for itself. It is most widely used where its resistance to soil corrosion can be utilized, such as for jet well pipe, or irrigation supply pipe.

**REINFORCED POLYESTERS AND ACRYLICS—COLORFUL**

Corrugated panels of acrylic or polyester, reinforced with glass fiber, are being used inside and outside where both strength and decorativeness are required. The material can be either transparent or translucent, and made in any color. The material is also widely used as shower or bath stall doors.
Plastics: the future

Here's how you may be using plastics in the future

Three-in-one core panels
Polystyrene foam has been used experimentally as an insulating and structural core for side walls. The future may well see modular panel sandwiches with perhaps plywood siding, a four-inch polystyrene foam filler acting as insulation, vapor barrier and stud wall, and an interior finish of plaster, drywall, or plastic.

Low cost domestic water pipe
New polyethylene formulas have produced tubing that can withstand the highest temperatures and pressures encountered in household water and heating systems. This material still must undergo tests for longevity, water hammer pressures, etc.; if it passes, plumbing costs may take a spectacular nosedive.

One piece roof covering
A plastic roofing material that could be made in rolls sixteen feet wide or more should cut roofing labor costs drastically. If that same material were to cost under ten cents a foot, the whole roofing process could be made much cheaper. If polyethylene sheet could be made impervious to sunlight, it might work.

Modular bathroom units
Bathroom fixtures of reinforced polyester would be strong, light, and might eventually be cheaper than present fixtures. Most interesting possibility: modular units incorporating both the fixtures and the walls in one piece. Massachusetts Institute of Technology has worked on the idea, made up scale models.
Prefab catalogs: yours for the asking

Although many prefab manufacturers plan to expand their distribution-areas in the near future, the majority will remain localized. American Builder will supply names of manufacturers in your area on request.

Address: Research Department, American Builder, 30 Church Street, New York 7, N. Y.

The catalogs of more than 70 prefabbers are listed in this issue. For more information, circle desired items on Readers’ Reply Card, page 216.

- CALIFORNIA

MODULAR HOMES—Floor-to-ceiling windows accentuate the spacious outdoors theme of these homes. Seven 1-story models, prefabricated in Northern California, are shown in the brochure. California Modular Homes Inc., Dept. AB, 3808 22nd St., East Del Paso Heights, Sacramento County, Calif.

Circle No. 2001 on Reply Card, p. 216

CLIFF MAY HOMES—Information on a variety of models with 2 to 4 bedrooms. Plants in Western duplex homes. Mobilhome Corp of its models completely assembled in the factory and moved to the site ready for occupancy. Canton, Ohio. Martin V. Ahl, Florida Builders Inc., Dept. AB, 700 43rd St. South, St. Petersburg, Fla.

Circle No. 2006 on Reply Card, p. 216

FACTORY FINISHED—Mobilhome on the West Coast offers real mass-production with its models completely assembled in the factory and moved to the site ready for occupancy. Catalog gives 12 models with floor plans; choice of 1 to 3 bedrooms, also duplex homes. Mobilhome Corp of America, Dept. AB, P.O. Box 3306, Bakersfield, Calif.

Circle No. 2003 on Reply Card, p. 216

THE BEST WAY TO LIVE—Westway Homes offers a new pamphlet describing 5 Westway homes. Company sells 6 basic models from $5,700-$13,500 in Farwest and Pacific states. Westway Homes, Inc., Dept. AB, 3430 State St., Santa Barbara, Calif.

Circle No. 2004 on Reply Card, p. 216

- FLORIDA

FOR FLORIDA MARKET—A 76-page catalog in 4 colors presents Florida Builders’ 16 basic models, mainly ranch and contemporary styles with a variety of floor plans and elevations. Prices from $7,000 to $12,000 with new "retirement" home planned for $6,000 on owners’ lots. Write Martin V. Ahl, Florida Builders Inc., Dept. AB, 700 43rd St. South, St. Petersburg, Fla.

Circle No. 2006 on Reply Card, p. 216

- GEORGIA

FOR THE SOUTHEAST—Information sheets on 5 new 1956 Knox models complete with sketches and floor plans. An 8-page catalog explains the company’s program for builders. Homes in 3 sizes from $8,500 to $17,000, marketed in Southeastern states. Knox Corp., Dept. AB, Thomson, Ga.

Circle No. 2007 on Reply Card, p. 216

- IOWA


Circle No. 2008 on Reply Card, p. 216

- ILLINOIS

W. G. BEST HOMES—Catalog on 10 basic models in ranch, contemporary and modern styles ranging from $6,000-$40,000. Marketed in Middle West, Arkansas and Oklahoma. Information from W. G. Best, Dept. AB, Route 45 S., Effingham, Ill.

Circle No. 2009 on Reply Card, p. 216

HOME-WAY HOUSING is the name of a folder that gives plans and specifications for a wide variety of homes using one basic plan. Priced from $6,500-$25,000 for Midwest market.

- CONNECTICUT

FROM NEW ENGLAND—Fabricators, Inc., presents 8 basic models with 3 to 4 bedrooms and a range of 950 to 1,500 square feet. Designed and prefabricated for flexibility, houses range from $24,000 to $50,000. Information from Paul Levine, Fabricators, Inc., Dept. AB, 132 Water St., So. Norwalk, Conn.

Circle No. 2005 on Reply Card, p. 216

- INDIANA


Circle No. 2007 on Reply Card, p. 216

EXPANDABLE MODEL—Seven models, including a 1½-story, expandable home with basement are included in Colpaert’s brochure. Marketed in Midwest principally, at a $6,000-$16,000 price range. Colpaert Homes Inc., Dept. AB, 445 N. Sheridan Ave., South Bend, Ind.

Circle No. 2013 on Reply Card, p. 216

PRE-FAB SCOTSMAN—Eight-page brochure on this 3-bedroom home floor plan, interior and exterior pictures. Marketed East of Rocky Mountains at prices ranging from $8,000-$9,000. General Industries Homes, Dept. AB, 3033 Wayne Trace, Fort Wayne 5, Ind.

Circle No. 2014 on Reply Card, p. 216


Circle No. 2015 on Reply Card, p. 216

CONTINUED ON PAGE 194
PLANNING YOUR 1956 BATHROOMS

Why do these bathrooms

**BUILT-IN** lingerie dryer has heating duct at floor level. Warm air circulates around clothing and out at register provided at top. Racks slide out.

**BUYERS WANT** bathrooms with extra heat. Baseboard unit blankets wall with warm air. Electric wall heater gives that double-duty heat for colder days.

...because bathroom heat does double duty...

**TWO WAYS** to direct heat beneath tub. Above, with grille for hair drying.

**OPEN DUCT** from perimeter heating directs warm air under tub and up open stud to warm wall, tub itself, prevents down drafts across bathroom floor.
help sell houses?

... because hot water heaters are big enough...

The important thing to bear in mind when selecting water heaters for new or old homes is the need for adequate capacity. In the 1920s, the average family found it possible to get along with a 20-gallon gas-fired automatic water heater. By 1950, the increasing need for hot water required by laundering equipment and dishwashers, had boosted the average heater capacity to 30 gallons. How large a water heater does the average American family need today?

The Gas Appliance Manufacturers Assoc. has set up this rule-of-thumb: for a house with 1 or 2 bedrooms and 1 bath—a 30 gal. water heater; for a house with 3 or 4 bedrooms and 1 bath—a 40-gal. heater; 2 or 3 bedrooms and 2 baths—a 40-gal. heater; 5 bedrooms, 3 baths—a 75-gal. heater. If automatic clothes washer and dishwasher are included, install the next larger-sized water heater.

... water softeners are part of the package...

There are two recommended systems for installing a water softener. System A provides complete softening of both hot and cold water at all outlets. The only exception is hard water for lawn sprinklers which by-passes the main incoming line before it enters the softener. System B softens both hot and cold water, with the exception of water for toilet flush tanks and outside lawn sprinklers.

Is it necessary to extend a separate cold hard water line to the kitchen for drinking and cooking? No. for soft water is as safe to drink as hard. However, some people prefer the taste of hard water. In this case, a second cold water line will have to be run to the kitchen. In areas where water is hard and has a very high iron content, incoming water must first go through an iron removing filter, then it should be directed through the softener.

... because it is well ventilated...

In these days of tightly insulated houses, proper ventilation of the moisture-laden air of bathrooms should be vented to the outdoors quickly. This applies whether the bathroom is an inside or an outside one.

Multiple-type spot ventilating units are available, such as those shown at the left, which will vent two bathrooms as well as a kitchen. Cost of such a unit (as shown, left) would be about $55.

FHA's requirements on mechanical ventilation of inside bathrooms specify a fan of 34 c.f.m. capacity operated in parallel with the light switch, noise not to exceed 50 decibels. A high wall or ceiling grille is required with louvers that close automatically when the fan is off. It should be adjusted to allow an air velocity not in excess of 600 c.f.m. Also required: louvers in bottom of door, or its equivalent.
Here's how lighting

Time was when a builder could put up a full wall-tile job and a fancy medicine cabinet in a bathroom and call it a luxury model. Lighting was just a fixture that hung from the ceiling at the center of the room. Not so today: that type of bathroom was yesterday's accepted standard. Buyers today are looking for standards in bathrooms that look like 1956 and more. Today's luxury model demands more planning for adequate lighting and takes more work on your part, but can more than justify the extra expense in the sales it promotes.

It is an easy thing to throw light fixtures around a bathroom, hoping they will land where they can do some good. It is something else again to plan the size and location of these fixtures so that they do an even and attractive illuminating job. Manufacturers of lighting fixtures are more than glad to suggest effective lighting arrangements; more and more builders are turning to them for advice. Write to American Builder's Reader's Service Dept. for names of firms who can supply you with literature or who can help you design for better lighting.

<table>
<thead>
<tr>
<th>WHAT YOU SHOULD KNOW ABOUT COLOR AND LIGHT IN THE BATHROOM</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COLOR</strong></td>
</tr>
<tr>
<td>1. Light reflected from colored walls is influenced by the wall color. Intense blues, greens, or yellow greens should be avoided on walls around or near face. They cause one to appear ill when viewed in mirror.</td>
</tr>
<tr>
<td>2. Deep or dark (low reflectance) walls cause a small bathroom to look dingy and smaller. Light gay colors produce opposite effect.</td>
</tr>
<tr>
<td>3. Wall reflected in mirror forms background for viewer. Should be complementary to appearance—Good idea to pretest before selecting color.</td>
</tr>
<tr>
<td>4. Light-colored counter surfaces are easier to keep clean and easier to live with.</td>
</tr>
<tr>
<td><strong>LIGHT</strong></td>
</tr>
<tr>
<td>1. Use Deluxe Warm White fluorescent lamps for best appearance of skin and hair.</td>
</tr>
<tr>
<td>2. Small bathrooms require as much and sometimes more light than larger rooms. Limited distance between wall surfaces reduces spread and inter-reflection of light.</td>
</tr>
<tr>
<td>3. Diffusing glass enclosures for incandescent fixture should be of a size sufficient to reduce the lighted brightness to a comfortable livable level.</td>
</tr>
<tr>
<td>4. The light reflected from the counter or basin surface supplies the &quot;fill in&quot; light for lighting the under surfaces of face, neck and chin.</td>
</tr>
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</table>

SOFFIT LIGHTING DOES THE BEST JOB...

SOFFIT LIGHTING is very effective on custom level. Simple scheme shown uses two 10-Watt, 18" fluorescent lamps.

WALL-LENGTH soffit uses 3 commercially available units, two 10-Watt, 18" units in each. Note side brackets.
SPOT LIGHTS LEAVE AREAS OF DARK...  

Proper mirror lighting for the lavatory is most important. It isn't easily attained by installing fixtures labeled for bathroom use without considering the job they are to do in lighting the entire mirror area. Lighting must provide accurate and easy seeing from many directions so that the complex angles of head and face may be seen by the viewer from every position. In photo at left, two small bracket lamps direct light upward to ceiling—not on face or on mirror.

NOTICE the man shaving in the photograph at left. The two 60-Watt filament lamps do not help much. His eyes, the top of his head, and his neck area are in shadow.

...BUYERS WANT FLOODS OF LIGHT

The two 60-Watt filament spot lights, shown in the photograph above, have been removed and have been replaced with two total-shielded 20-Watt, 24-inch Deluxe Warm White fluorescent tubes. The side wall brackets are spaced 30 inches apart, are centered 60 inches above the floor. A third fixture has been added to illuminate the mirrored area. A 20-Watt, 21-inch fluorescent tube has been placed on the ceiling centered in line with the front of the basin.

IN PHOTO at left, note smooth and glareless light thrown over head, face and neck equally. Photos on these 2 pages: Courtesy of G.E. Residential Lighting Lamp Div.

...IT'S A LUXURIOUS UTILITY BUYERS LIKE

HERE, a 3-lamp channel (1-Watt, 18°) for each lavatory. Corner, middle vertical units use two 20-Watt 24° units.

CUSTOM-BUILT dressing table has 2-light (1-Watt, 48°) units. Canopy is open at top for up light, too.

FEBRUARY 1956
Here's how sound control

Sound conditioning is nowhere more needed in a house than in its bathrooms. Manufacturers of bathroom fixtures continue to engineer more quiet into the operation of fixtures. But sound control for the bathroom is a builder's problem basically—a matter of construction and installation techniques.

Plumbing

Decouple stack from the floor construction by means of a resilient support, secured if possible to a masonry wall. This will help to reduce structure-borne noise.

Keep hot and cold water feed pipes and feed flush valves from touching the structural system. Secure on resilient mounts to a masonry wall if possible. Mount water closet on a neoprene pad.

Cabinets and switches

Recessed medicine cabinets used in back-to-back bathrooms, decrease a wall's sound insulation quality. Surface-mounted cabinets are quietest. Insulating the area behind the cabinet will help.

Mercury light switches help. The difference in cost will be nominal for an average house.

Floors

Hard floor surfaces are great sound transmitters. The best way to reduce noise is to cover the floor with a soft resilient material such as cork tile.

Basic sound insulation for the floor can be achieved by using a "floating" floor over the structural floor. For slab construction, this could be a wood floor nailed to sleepers.

For an upstairs bathroom, on ordinary wood-joist floor construction, use combination of floating floor and separate ceiling under it.

How acoustical ceilings sell bathrooms

**AcoUSTICAL TILE** is easy to install, can be attached with adhesive, as above, or nailed to sleepers attached to ceiling. Cost: about 50 cents a sq. ft.

**AcoUSTICAL TILE** is a handsome addition to bathroom, has sales appeal. For best results, part of walls can be covered. Photo: Acoustical Materials Assn.
simplifies sales...

How to sound condition bathroom walls...

The most important single factor in bathroom sound control is wall construction. Increasing the weight of the wall and use of double-wall construction are two basic ways of getting a wall with high sound-insulating efficiency. This is the lesson of the tests shown in the table at the right. Check your score for the sound-control properties of the type of walls you construct in your buildings. Which type of wall construction are you using in your bathrooms?

*Table: Courtesy Celotex Corp.*

How to sound-insulate bathroom doors...

DOORS to bath should be flush, solid core type, tightly fitted or weather-stripped. Drawing above shows how bath door may be sound controlled.

**TEST NO.** | **CONSTRUCTION** | **WEIGHT, LBS PER SQ. FT.** | **CLASS**
---|---|---|---
1 | \(\frac{1}{2}\)" INSULATING BOARD | 3.8 | FAIR
2 | \(\frac{3}{4}\)" INSULATING BOARD | 4.3 | FAIR
3 | \(\frac{1}{2}\)" INSULATING LATH | 12.6 | VERY GOOD
4 | \(\frac{1}{2}\)" PLASTER | 17.1 | GOOD
5 | 2" X 4" STUDS | 15.0 | FAIR TO GOOD
6 | 2" X 4" STUDS 4" O.C. ON 2" X 6" PLATE | 6.2 | VERY GOOD
7 | 2" X 4" STUDS 4" O.C. ON 2" X 6" PLATE | 14.3 | EXCELLENT
8 | 2" X 4" STUDS STAGGERED 4" O.C. ON 2" X 6" PLATE | 13.1 | EXCELLENT
9 | 2" X 4" STUDS 4" O.C. ON 2" X 6" PLATE | 18.2 | EXCELLENT
10 | 1 1/8" THICK MILLED SECTN | 8.2 | GOOD TO VERY GOOD
11 | 1/2" SOLID METAL LATH B PLASTER | 13.9 | POOR
12 | 2" SOLID GYPSUM TILE | 19.6 | FAIR
13 | 4" HOLLOW CLAY TILE | 27.0 | GOOD
14 | 6" BRICK | 88.0 | EXCELLENT
15 | 1/2" PLASTER | 52.0 | EXCELLENT

SEE TECH. GUIDE P. 225 FOR BATH PLANNING

FEBRUARY 1956
1956 PROMISES TO BE A BOOM YEAR FOR BRICK. HERE'S WHY:

33% of all houses today are brick
70% of all brick goes into houses
More people want brick houses
More people can afford brick now
Big brick market: $12,000 house
Big sales attraction: SCR brick

Statistics show that

With family incomes now averaging over $5,000 a year, people are changing their minds about housing. They want better houses, they want bigger houses—and a large percentage of them want brick houses. That's because they are familiar with the facts about brick: it lasts a long time; it requires very little maintenance; it has excellent trade-in value. For these and other reasons brick manufacturers have stepped up their production in anticipation of a heavy demand for at least the next five years.

Steel-strapped, 60-brick packages will soon be on the market to make the mason-contractor's job easier. Once a man uses them he won't want anything else. Also in the near future are new, more brilliant colors in reburned common brick. With all the varied textures and bonds currently available, brick truly has become a most versatile material.

Only a few years ago the Structural Clay Products Research Foundation announced SCR brick. Let's take a second look at this Norman-faced newcomer...

Over 24,200,000 SCR bricks were produced in the U.S. last year. Here are two success stories of builders using SCR...

"Our buyers put a brick exterior above everything else," says Gaspar Morell, builder of theFranconia, Va., house shown here. As for SCR brick itself, Morell is sold on it. "We love it," he says. "Our only problem at first was with the trades; the masons forgot to put in the furring clips—or didn't quite line them up right." Morell's TECO-trussed SCR brick rambler uses either wood or asphalt tile over a slab. "I was worried about cold floors," says Morell, "but the FHA took tests and found that when the room temperature was 72° the slab temperature was 69°. This ability to hold heat (Continued on next page)
builders are banking on brick

4-INCH MODULE of Morell plan reduces cutting of SCR brick to virtually nothing. Transite ducts in slab supply forced air.

MASON-BUILDER Eldon McDonald of Peekskill, N. Y. is another SCR brick booster. His rambler is similar to one above, undersells local frame rivals. McDonald’s not of the pick and dip school; he has his own method.
BUILDERS ARE BANKING ON BRICK

(or cold) evenly without peaks makes brick ideal for air-conditioning. Morell puts it in his house for an added $895.

Rose Hill Farms, Morell's development, has the distinction of being the first to use SCR brick in the Virginia-Washington area. Of the 1,200 homes planned, over 150 have been built and sold, mostly slab-on-grade ramblers, although Morell also offers two larger split level designs. Both are brick veneer combined with Texture 1-11 plywood. Other materials: Barrett asphalt shingles, Fiberglas perimeter insulation, National Gypsum wallboard, Kota aluminum sliding windows, Novaply sliding doors (finished with two coats of paint on both sides to prevent warping); Masonite flush doors, Lenox heater, American Standard plumbing fixtures. Average lot size for ramblers: 12,500 square feet, with 50-foot frontages.

The Morell organization includes Gaspar Morell, president; Frank Morell, vice president; Anthony F. Musolino, architect; Conway Anderson, project superintendent; and J. J. Martin, home owner relations. Morell's construction crew amounts to five or ten laborers only; all work is sub-contracted.

Eldon McDonald first saw SCR brick in Paducah, Ky. He took SCP's Plan B, added two feet to it to get bigger bedrooms and proceeded to Pepper Pekskill, N. Y. with SCR brick houses. He builds about 90 or 100 houses a year, using a 9-man mason crew for most jobs. Mac prefers tract to custom work, says they "don't spread me out all over." From a $17,900 rambler he's progressed to a higher priced split level—but he'll build almost anything you want—provided it's brick.

Brick beats frame's price

Mac's modified SCR plan B house is actually selling cheaper than a nearby frame of comparable size at $22,000. "Why should a buyer go that high when he can get mine for $3,000 less," Mac reasons. "And I've got plastered walls too," he adds. His SCR brick rambler also has a full basement and the usual kitchen built-ins, all of which, except for washer and dryer, are included in the sales price of $17,900. A section of the garage has plywood panel inserts; these can be removed in summer to give the effect of a patio.

SCR Type SM brick suits Mac's purposes to a T. He punches out the center hole for anchor bolts but otherwise uses it as it comes. The jamb slot, he feels, works fine for metal casements, but with wood windows (Pella) he ignores the slot. His sills are either slate or stone 1 1/2" thick; no variation in window or door heads is possible.

When furring a wall, Mac first has his foreman mark with crayon where each pair of clips (see page 108) are to be inserted. He then nails his 2x2's to the clips and to the top and bottom plates.

Eldon McDonald, mason turned builder, gives you his 5 tips

For the 6-inch solid brick wall to compete with frame on a cost basis requires something more than just the use of SCR brick. It calls for good workmanship, especially in such matters as the fully mortared head joint, adequate flashing and caulking. Or else it's no better than frame . . .
BY MID-MORNING of typical work day McDonald's crew has wall well up, ready for windows. Using SCR Type SM brick, crew can average about a house a day. Mac doesn't like to break up a crew, puts them on veneer houses in winter.

on building with SCR brick

1. "THE JAMB SLOT in SCR brick is fine for steel casements, but with wood windows you can do without it." Type of brick shown here is SCR regular, with several hand holes for mason. Mac uses SCR Type SM, with one hole.

2. "WHEN YOUR WINDOW FRAMES are in place set your sills by slipping them under frames—and shim them plumb." Mac finds this works better than when he sets the sill later. His foreman, of course, is the man who looks after this.
5 TIPS ON BUILDING
WITH SCR BRICK continued

3. "I LIKE A FURRING CLIP that takes a regular nail and won't let mortar clog it." This one has wood insert, is made by Union Clip Co., Long Island, N. Y.

4. "KEEP YOUR MASONS to the business of laying brick." Mac's foreman and key man, Vince Brighton, attends to all setting, shimming and plumbing of window frames.

5. "GET A GOOD scaffolding jack. One of the best ideas I've run into is the Waro jack." It takes five planks, weighs about 38 pounds and is easily raised or lowered.

BRINGING BRICK inside house was one of architect's aims. Brick wall divides kitchen from living room and thin brick slabs set in mortar are specified for corridor running from front entrance to rear walk.

Here's how to

Here's a 3-bedroom, 1,420 square foot home designed by architect George Mason Clark especially for SCR brick. One larger and two smaller versions of the "Oakmont" are also available.

Write the Structural Clay Products Institute, 1520 18th St. N. W., Washington 6, D. C. Include 50 cents with your letter and specify whether you want SCR brick, cavity wall or brick veneer construction.
ONE OF FOUR completely new brick homes developed by architect Clark. "Oakmont" has full basement and ample space for laundry, furnace and recreation rooms. While conforming to all FHA and national codes, house may not fit local ones. In this case builder should have architect or other qualified person to do any needed alterations.

get plans for SCR brick houses

REAR VIEW shows covered passage to garage with enclosed garden beyond. Three other model brick homes are also available: "Huron" (2 bedrooms, 918 sq. ft.), "Vassar" (3 bedrooms, 1,179 sq. ft.), and "Arcadia" (2,061 sq. ft.)
BUILDERS ARE BANKING ON BRICK

How to dress up a house with

**CONVENTIONALLY DESIGNED** El Paso, Tex., house has “hammered” brick effect (see detail, right). Builder J. W. Sheid says it is one of the most popular houses he ever built in this area.

**RANCHO VENTURA** design by Allied Construction Co. of Phoenix, Ariz. features “weeping” effect plus unusual bond (see detail, right). All brick and plaster construction is priced at a low $12,500.

**COMMON BRICK** and redwood siding are effectively combined in this split level by Luria Bros., of Washington, D. C. area. Priced at $17,900, house is located in Bren Mar, Va. on top of high hill.
new brick techniques

ROCK-FACED BRICK effect is achieved by hammering. Sheid says it's done at not too much cost.

WITH HIGH STONE WALL around $6,000 lot this house sold for $412,000, including air conditioning.

DETAIL OF HOW Rancho Ventura brick walls were laid. Note resemblance to standard Flemish bond.

TWO-TEXTURED BRICK house has 1,518 square feet of livable area and two ceramic-tiled bathrooms.

THREE-LEVEL PLAN of Luria Bros. house features 22-ft. living room and large concrete patio.

MORE NEW TECHNIQUES IN BRICK
NEW TECHNIQUES WITH BRICK, continued

Pre-fab uses partial brick veneer

ONE OF THREE plans by American Houses Inc., this split level has finished basement and recreation room.

WRAPPED-AROUND brick distinguishes this American Houses pre-fab and gives it a much more substantial look.

Pre-fab is completely brick-veneered

HUBER PACKAGED HOME is marketed by Dayton firm. One level plan (shown in reverse) has 52x26 foot area.

COMPLETE USE of brick in form of veneer marks exterior of this Huber pre-fab. Over 1,800 have been sold for price of $11,950.

More brick is being used with steel

STEEL-FRAMED BRICK house by Gaskin Brothers of San Antonio, Tex. House has 1,790 square feet of area.

SAN ANTONIO house by architects Valdez & Williams was designed for brick and steel. It sells for $20,500 on $2,000 lot.
More elaborate fireplaces and barbecues

BARBECUE PIT ON PORCH is part of luxury home marketed by both Frank Storer, Jr. and Don McGranahan, Toledo.

GLAZED BRICK BARBECUE and fireplace is feature of four-level house by builder Mario Porchetti in Columbus, Ohio.

Fireplace hearths are getting longer and higher

EL PASO, TEX. hearth by designer-builder J. W. Sheid extends up side of wall. Mantel is one course of brick.

COLUMBUS, OHIO, HEARTH is part of huge ceiling-to-floor fireplace in tri-level house built by G. Ray Mathers.

Structural brick walls work decoratively

CHICAGO SPLIT LEVEL by Winston Park Corp. has floor-to-ceiling fireplace wall and windows, sells for $28,500.

CINCINNATI RANCH by builder Andrew Wolf has centrally located fireplace wall separating kitchen from living area.
THE LUXURY LOOK

Give your homes the extra touch of luxury with Guaranteed Styron Plastic Wall Tile

The Luxury Look comes to any home quickly and easily with guaranteed Styron® plastic wall tile. An almost unlimited range of modern colors and shapes (popular king size squares above, interesting new brick shapes, left) give rooms the look of luxury that sells homes fast.

From a practical standpoint, you can profit more with Styron plastic wall tile. Walls need no expensive pre-preparation. Your crews can install Styron tiles more easily, more quickly, and finish with a handsome job every time. See your Styron plastic wall tile supplier today. He'll give you the same guarantee of quality that has made all America plastic wall tile conscious! THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Dept. PL 417M.
The Luxury Look adds charm and smart splendor to the bathroom. Prospects appreciate the tastefulness and practicality of Styron tiles—the way they clean so easily, stay lustrous for years. Here are fast-selling regular size tiles, available in more than 50* modern decorator colors. Mix or match them and watch your homes sell faster!

All through the house, you can add so much in real value to your homes with Styron plastic wall tile. It’s a blessing in the laundry, for instance... splashes wipe clean in a whisk. In recreation rooms, nurseries, powder rooms, utility rooms—anywhere you choose—Styron plastic wall tile is the year’s most exciting sales clincher!

Here are your guides to the right choice in Guaranteed Plastic Wall Tile

First thing to do is get in touch with a certified dealer of guaranteed plastic wall tile. You can identify him by the emblem at the left. He is a reputable businessman who will give you a written guarantee (center) that the plastic wall tile and mastic he sells you conform to quality standards established with the National Bureau of Standards. He can guarantee that tile adhesives and installation meet minimum property requirements for F.H.A. loans. The Styron label at the right identifies tiles made of dependable Dow polystyrene. When you install Styron plastic wall tile in the homes you build, you’re getting the benefit of the best-established prestige name in the industry. There’s the package: THE LUXURY LOOK, Guaranteed STYRON Plastic Wall Tile—and more profits for you!

*Color lines vary with tile manufacturers

you can depend on DOW PLASTICS
New Truscon Series 138 in large sizes is pretty as a picture, fits today's indoor-outdoor planning. You can offer outdoor beauty viewed from inside... large-view glass areas... open and close window convenience... stainless steel weatherstripping that cuts fuel bills and air-conditioning costs. It's true picture window beauty for year 'round enjoyment. What a sales feature!
Outstanding design, performance and utility have made the Truscon Series 138 Double-Hung Steel Window the largest selling window of its type in the world.

Now, Truscon is offering famous Series 138 features in new, large sizes. This window is big—up to 6' 5½" high. It's wide—up to 4'. It's handsome.

And, features! Lifetime stainless steel weather stripping already built-in. Stainless steel motor tape balances that are guaranteed. Trim, slim frames and muntin bars are electrogalvanized, Bonderized and prime coat painted. Hardware is solid bronze, custom designed to complement the window beauty. Completely factory-assembled, ready to install.

Easy to operate. Steel can't swell, warp, shrink, or rot. Fingertip control stays that way. Rattle-free, weathertight.


Yes, Truscon Series 138's in new, big sizes combine double-hung convenience, picture window beauty and harmony of color at no extra cost. Ideal for use with air-conditioning systems and window air conditioners, too. New full-color folder gives facts, applications, and types and sizes carried in Truscon warehouse stocks. Write today. Use coupon below.

MORE "NEW" PRODUCT NEWS FROM REPUBLIC

NEW—kitchens in color at no extra cost. The color news is "Harmony Hues"! Choose famous Republic Steel quality and design in new Prelude Pink, Largo Yellow, Tempo Turquoise. More than ever, Republic Steel Kitchens give you most for your money. Ask your distributor about these dramatic, wanted colors, or send coupon below.

NEW—interior steel doors in color. That's right! Truscon Interior Steel Doors and Frames now are available in your choice of any one of 28 colors. If you're building as few as ten houses, you can have this color feature. It's available in lots of 200 or more doors. Get the full story from your nearest Truscon District Office, or send coupon.
Win a trip to
in the big WELDWOOD BUILDER Contest

OVER 100 OTHER BIG PRIZES!

2 FIRST PRIZES: Winner in each classification will receive a 10 day TWA tour of London and Paris for himself and his wife.

2 SECOND PRIZES: In each classification, an RCA VICTOR 21" Color TV set. See the famous "Spectaculars" in glorious big color in your own home!

12 THIRD PRIZES: In each classification, in each of U.S. Plywood's 6 sales regions, a G-E portable TV set. Take it anywhere! It's the perfect "second set."

87 FOURTH PRIZES: One in each of the 87 U.S. Plywood branch areas - a G-E vest-pocket transistor radio. The newest electronic marvel! Carry entertainment with you.

Weldwood® BUILDER CONTEST
UNITED STATES PLYWOOD CORPORATION
Europe!

VIA TWA
Fly in luxury to and from Europe on a TWA Trans World Airlines world-proven Constellation! Exciting views—superb food—relaxing comfort.

Here's all you have to do: Smart builders know it pays to use Weldwood paneling. But here's an extra dividend! During 1956, the builders who install Weldwood paneling with the most imagination and ingenuity—and who most effectively merchandise the paneling in selling homes—will be flown to Europe via TWA as guests of United States Plywood Corporation.

Now's the time for your building imagination really to pay off! For Weldwood gives you better looking, quicker-to-sell homes, and a chance for a European holiday. There are dozens of ways to add extra sales appeal to your homes—at low cost—with Weldwood paneling. And hundreds of ways to use it in your promotion to help sell homes. Give your imagination free rein—in the paneling, and in the promoting. Remember, there's a trip to Europe waiting!

DON'T DELAY! RUSH COUPON TODAY FOR OFFICIAL RULES AND ENTRY BLANK!

CONDENSED CONTEST RULES:
(For complete rules, and Official Entry Blank, send coupon)
1. Established builders in the United States and Canada are eligible.
2. Homes entered in the contest must be finished during 1956.
3. Judging will be based on the use of Weldwood paneling, and the merchandising of paneling in the sale of homes.
4. Minimum use of Weldwood paneling to qualify will be one wall of any room.
5. Contest will be in two classifications: homes priced $18,000 and over, and homes under $18,000.
6. Prominent building experts serving as contest judges are:
   Bob Fawcett, Editor of "National Real Estate and Building Journal"
   Edward G. Gavin, Editor of "American Builder"
   James M. Lange, Managing Editor of "Practical Builder"
   Carl Norcross, Executive Editor of "House & Home"
   John Normile, Building Editor of "Better Homes and Gardens"

United States Plywood Corporation
55 West 44th St., New York 36, N. Y.

SEND ME the Official Rules and Entry Blank for the big WELDWOOD BUILDER Contest.
I build homes in the $____________ price range.

NAME ________________________________________

COMPANY _____________________________________

ADDRESS ____________________________________

CITY ________________________________ STATE ______

AB-2-56
CREATE EXCITING ARRANGEMENTS by combining stock-size PELLA CASEMENT WINDOWS.

Pella

WOOD CASEMENT WINDOWS
Eliminate these 6 window chores

1. PUTTING UP AND TAKING DOWN SCREENS
2. PAINTING AND REPAIRING SCREENS
3. STORING SCREENS
4. PUTTING UP AND TAKING DOWN STORMS
5. PAINTING AND REPAIRING STORMS
6. STORING STORMS

**ROLScreens** simply roll up and down like window shades...store in neat-compartments at window top. The home owner is forever rid of seasonal chores. And, no costly storage space is required.

**DUAL GLAZING**...the self-storing storm window... stays in place the year 'round. It insulates against summer heat as well as winter cold. Reduces street noises, too. A swing-out hinge allows exterior glass to be washed from indoors.

PELLA CASEMENTS are completely factory assembled, reducing installation costs. Wood-lined steel frames combine beauty, strength and insulating qualities.

Ventilating sash glass sizes up to 24" in width and 60" in height. Stainless steel weather-stripping seals out dust and drafts. See our catalog in Sweet's. Distributors in principal cities of United States and Canada.

WOOD CASEMENT WINDOWS

---

**ROLScreen COMPANY**, Dept. H-9
PELLA, IOWA

Gentlemen: Please send me:
☐ Free "Library of Window Ideas," a helpful 20-page booklet.

FORM NAME: ________________________________
ADDRESS: __________________________________
CITY: ____________________ ZONE: ________
ATTENTION NR: ________________________
Homes in the J. J. Swartz Co. Southland Heights Lu-Re-Co Project in Decatur.
Note wide variety of installations possible with the versatile Andersen Flexivent Unit.

"Flexivents® bring economy

says Decatur, Illinois, builder-dealer combine. "As builders," reports Carl E. Swartz, partner in J. J. Swartz Co., "we find Flexivents give the wide range of appearance in demand in today's homes. We've installed over 1600 units with no callbacks."

"As pioneers in working with Lu-Re-Co panels," says Robert S. Cutts, manager of Thompson-Decatur Lumber Co., "it's our experience that both public and builders realize the advantages of Flexivents."

For any type of construction Andersen Flexivents gain in popularity every day. Men who build homes for sale rate Flexivent tops for quality, low cost, versatility, and sales appeal. Look into the advantages Flexivents offer for your next project.

For more information see your lumber and millwork dealer, Sweet's Light Construction File, or write Andersen. WINDOWALLS are sold throughout the country including the Pacific Coast.
to Lu-Re-Co project homes

Robert Cutts (left) and Carl E. Swartz demonstrate 3 high Flexivent stack vents specially designed to fit perfectly in Lu-Re-Co panel system of construction. See how smoothly workmen slip Flexivents into place in Lu-Re-Co panel jig. Ease of assembly helps lower building costs and speed building schedules.

Flexivents are available in 16 stock sizes including Flexiview Picture Window Units. The 3/8" series is size designed to fit Lu-Re-Co panel system.
Your AIRTEMP DEALER now offers builders, large or small, the most effective SELLING PLAN ever—tailored to fit your home and your market!

It's the new Airtemp individualized selling plan for builders. Now you can harness all of the proved selling power of famous Airtemp Yearround Air Conditioning to help you sell your new homes faster!

This Selling Plan is available to all builders using Airtemp Yearround Air Conditioning. It was developed from knowledge gained by Airtemp specialists in every section of the country and tested campaigns. The Plan has everything you need to sell your houses faster...

11 selling helps to get live prospects to your model home...

8 selling helps to create maximum interest inside your model home.

It will pay you to have all of the details of the new Airtemp individualized Selling Plan for builders to shorten the time between completion and sale. Phone your nearby Airtemp Dealer (he's listed in the Yellow Pages).

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CHRYSLER CORP
DAYTON 1, OHIO

AMERICAN BUILDER
Simplest copy control ever... it's the DIAL THAT DOES IT!

New

ALL-PURPOSE*
COPY MAKER
...copies anything

IT'S THE BRAND NEW
APECO
Auto-Stat

Now get copies of anything written, printed, typed, drawn, photographed or blueprinted. All copies made the same easy way right in your own office.

Here is the one copy maker that fulfills all copying requirements of offices large and small. The new Apeco Dial-A-Matic Auto-Stat offers hundreds of money and time saving uses. It is so low cost it pays for itself in less than a year... even when less than 5 copies a day are needed. It's fast, economical, and so easy to operate with revolutionary finger tip dial control. It's light weight... compact to fit on the corner of any desk and styled in gleaming mirror finish stainless steel... free lifetime service guarantee.

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Your free copy of this new booklet is packed with pictures and details about this revolutionary new copying method. Tells what Apeco Dial-A-Matic Auto-Stat copies are and how you can use these copies in your business. You, as well as every executive member of your staff, should read this worthwhile informative, factual report on this important new copy maker. You will find out how you can save time and money by speeding production, by cutting costly office paper work, by expediting shipping and receiving and hundreds of other ways to increase the efficiency of your business.

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1920 W. Peterson Ave.

Chicago 26, Ill.

MAIL CARD TODAY for Free Booklet
When plumbing needs attention

**will your homes be selling you?**

they will — if you've built for the future with Milcor Steel Access Doors

Your good reputation depends on careful, complete planning for the home owner’s present and future needs.

Milcor Steel Access Doors cost very little, but they pay big dividends in good will when concealed plumbing or other walled-in utilities require maintenance.

Milcor Steel Access Doors actually cost less than doors of wood made on the job. They come framed, primed — need no cutting, fitting, sanding or filling. They can't warp, crack, shrink or rot. Installed flush with the wall — you paint or paper right over them.

Order Milcor Access Doors from your building supply dealer. Bulletin sent on request.

![Milcor®

Steel Access Doors](image)

Milcor Access Doors come in many sizes, for use with any type of construction.
The kind of heating home seekers want!

HEATING CHECK LIST
I want Thrush Radiant Hot Water Heat in my home because:

★ It provides constant radiant warmth without any temperature variation.
★ It is completely automatic the whole year through without attention.
★ It is quiet and clean, no noisy fans, no blowing dust, not hot and then cold.
★ The same heating boiler provides plenty of hot water for kitchen, laundry and bath.
★ It is not only low in installation cost, but much more economical in operation, too.

Home Owners are tired of drafty, dirty heating and high fuel costs....

THRUSH FORCED CIRCULATING HOT WATER HEAT IS YOUR ANSWER

Most of all, homeseekers want good modern heating in the home they buy. It’s not only important to every family’s daily comfort and health, but it will save them money in fuel costs for years to come. That’s why the trend is to Thrush Radiant Hot Water Heat.

Too costly for small homes? Not at all. New developments place Thrush Radiant Hot Water panel heat well within the budget of the smallest home as well as the largest. You can give your customers several forms of concealed or attractive heating units. Hot water heat is the mildest, cleanest, easiest-to-control automatic home heating yet devised. It’s what your customers want. You’ll sell more homes if you advertise Thrush Radiant Hot Water Heat as a feature.

For more information, see our catalog in Sweet’s or write Department G-2.

H. A. THRUSH & COMPANY
PERU • INDIANA
NOW... for the first time it is possible to select EXACTLY the type of window you require with Woodco 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 Woodco HOMESTEADER panel type window, then select Woodco 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 Woodco BOWBAY window, then choose Woodco SECTIONALS that flow into exactly the type of architectural line required.

There is a combination of Woodco SECTIONALS for any of hundreds of possible arrangements.

Write for further information, specifications and prices to:

ROCKWELL of RANDOLPH, Inc.
Manufacturers of Woodco Products and Stock Millwork
Randolph, Wisconsin
"dramatic new features in our 
IDEA HOME 
OF THE YEAR...

include 
reflective 
Gold Bond 
TWINSULATION"

says CHARLES C. LUCAS, of the Carolina Construction Company, Charlotte, North Carolina; Regional 
Vice President, NAHB, and former President, Home 
Builders Association of Charlotte.

"We've incorporated many unusual features in our 
Charlotte Better Homes and Gardens 'Idea Home of 
The Year,' including the best possible insulation— 
Gold Bond Twinsulation," says Mr. Lucas. 
"We're using nationally-advertised Twinsulation 
in all our other homes as well. We are sold on the 
double-action of rock wool plus the reflective cover-
ing of Twinsulation. We have the extra advantage of 
an excellent sales tool and talking point for all pros-
spects. It's easy to sell the idea of savings on fuel and 
power in heating and air conditioning."

"Our crewmen tell us that Gold Bond Twinsula-
tion is more rigid than other types of blanket insula-
tion and for that reason it is faster to handle and 
install. This means that we save money in application 
time. From every angle we are definitely sold on 
Twinsulation because it helps sell our homes faster 
as well as actually saving on construction costs."

Install dramatic new Twinsulation in your homes 
and watch prospect interest increase when they hear 
the money-saving Gold Bond Twinsulation story. 
Send for complete details on Twinsulation. Write:

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

Build better with 
Gold Bond 

ROCK WOOL INSULATION
These "commercials" are rugged Ro-Way overhead type doors. And they especially prove their inherent mettle on multiple installations.

Many doors usually mean heavy traffic. Repeated daily wear and tear. But Ro-Way doors stand up. They're precision-made from selected west coast lumber and heavy-gauge, Parkerized steel hardware. Have mortise and tenon joints, water-proof glued and steel-pinned. That's why Ro-Ways give year after year of smooth, quiet, dependable service.

Design-wise, too . . . Ro-Ways bear repetition. Side by side they satisfy your creative urge with clean, uncluttered lines. Yet you can freely express your ideas within the practical limitations of even modest budgets.

Logical conclusion: You can repeat "Ro-Way" in your specifications . . . and satisfy all your clients every time.

Also—a complete line of Ro-Way overhead type doors for 1- and 2-car residential garages. All available with standard or individualized decorative panels. Write for free literature.


Ro-We Manufacturing Co., 756 Holton St., Galesburg, Illinois

Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way distributor.
Give them more for their money with.

No other window line includes all the features of weather-tightness, operating ease and complete satisfaction found in Curtis Silentite double-hung windows.

No swinging... no rattling... plus maximum weather-tightness — these features make Curtis Silentite casements top favorites with home owners and builders. Heating and air-conditioning costs go down when these casements are used.

Used sideways as awning windows — upright as casement sash — Curtis Silentite Convertible windows provide more than 1000 window combinations. Lifetime-lasting Zytel nylon hardware is furnished.

CURTIS
A house is worth more—and you can prove it—when it has Curtis Silentite Windows. These perfectly engineered, preservative-treated wood windows have a combination of owner advantages no other windows can match. For instance:

**weather-tightness** Curtis Silentite Windows combine the natural insulating qualities of wood with special construction and weather-stripping features to reduce air leakage to a minimum...save money on fuel and air conditioning costs...increase livability.

**operating ease** Curtis double-hung Silentite Windows free owners from the annoyance of windows that stick, bind or jam. Curtis Silentite casements have a special operator that makes opening and closing them child’s play. Curtis Convertible windows combine weather-tightness and easy operation.

**beauty** In keeping with today’s demands for modern, trim design, Curtis Silentite Windows are streamlined to meet all architectural styles...frames and sash are slimmed down to add glass area. Special Mitertite narrow trim is a show-off for beauty.

**economy** With Curtis Silentite Windows, owners are guaranteed lasting value. Curtis uses only top-quality materials—the finest wood, specially designed hardware, and expert craftsmanship of 90 years’ experience in making fine windows. Remember, all Curtis windows are GUARANTEED.

**convenience** Curtis Silentite Windows come as complete units, pre-fit and packed ready for quick assembly in any home, any type wall. Every part of the complete unit is tailored at the factory to fit perfectly, thus cutting actual installation time to the bone—a welcome money-saver for you.
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.

Black & Decker Heavy-Duty Saws—6", 7", 8" and 9" models—are built for power, speed and accuracy, to help you do better, faster building. Built-in bevel adjustment with accurate, easy-to-read quadrant, PLUS larger wing nuts permit easy, instant cutting angles to 45°! Larger, sturdier shoe permits safe right or left hand operation. Line-of-cut is always visible, for hairline accuracy. Full finger protection with new, improved lift-lever on guard. Comfortable saw-grip handle and overall lightweight balanced power reduce operator fatigue. Specify Black & Decker Saws—power-built to last! Write to THE BLACK & DECKER MFG. Co., Dept. H-12, Towson 4, Md.

We don't buy motors—we build them!

The heart of your electric tool is the motor—completely built by Black & Decker! All the power you need and then some—because each motor is built for a specific tool and the job it must do! B&D motors stand up!
FOR YOUR CUSTOM-BUILT OR PROJECT HOMES WITH ANY BUILDING BUDGET...

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.

The Complete Line

- There's a Mor-Sun Warm Air Furnace and Air Conditioner for every home heating and cooling requirement... the right size... the right price... for new construction or modernization.
216,787,000 times in 1956 alone, the famous L·O·F label will appear in advertisements read by Mr. & Mrs. America.

Home buyers get a feeling of confidence when they see this reassuring label on the windows of your new houses. It says "quality" at a glance.

Order high-quality L·O·F Window Glass from your local L·O·F Distributor (listed under "Glass" in the yellow pages of phone books). Libbey-Owens-Ford Glass Company, 608 Madison Ave., Toledo 3, Ohio.
COOL COMFORT FOR EVERY HOME at lowest cost

You can now provide a modern and efficient cooling system for any type or size home without a burden of cost to you or the buyer. An easy-to-install Hunter Package Attic Fan will fill an entire home with refreshingly cool air. It quietly pulls in fresh, outdoor breezes as it forces out hot, sticky, inside air...causing room temperatures to quickly drop from 10 to 20°.

Hunter gives you all five of these features:

1. Adaptability to any home
   Five sizes available, with certified ratings from 5000 to 16,000 CFM.

2. Ease of installation
   The Hunter unit is complete, including automatic ceiling shutter.

3. Low initial cost
   A Hunter gives a home cool comfort at lowest possible cost.

4. Dependable service
   A Hunter is unexcelled for trouble-free operation year after year.

5. Guaranteed performance
   The fan unit is completely guaranteed 5 years; motor and shutter one year.

Mail for copy of "COOL EVERY ROOM WITH A HUNTER ATTIC FAN"
Hunter Fan and Ventilating Company
381 S. Front St., Memphis, Tenn.

HUNTER
Package Attic Fans
HUNTER FAN AND VENTILATING COMPANY
381 S. Front St., Memphis, Tenn.

SEE OUR CATALOG IN SWEET'S
The Thermoseal line of windows and doors is a complete line.

HORIZONTAL SLIDE WINDOWS. For one-story or split level homes. An ideal space saver for bedrooms or bathrooms where high-window treatment is called for. Available in both single slide and composite units.

VERTICAL SLIDE WINDOWS. The basic window in the Thermoseal line. Can be easily combined in twin or any other multiple combination.

FULVUE WINDOWS. Highly effective when used where "walls of glass" or any large glass area is wanted. Available in a wide range of sizes in 2-panel, 3-panel and 4-panel high units.

FULVUE SLIDING DOORS. The door that brings the outdoors in . . . latest trend in modern architecture. Fine for remodeling, too—makes old rooms look larger—makes old homes look newer.

COMBINATION WINDOWS. Patented Thermo-lok Closure Frame gives perfect, weathertight fit. Fiberglas screens end the problem of rusting, rotting, and corrosion—never need painting. Felt weatherstripping keeps out drafts.

SELF-STORING COMBINATION DOORS. A screen door, a storm door and a beautiful picture window—all in one. Fingertip ventilation control adjusts instantly to meet any weather condition.

For new homes or modernization—THERMOSEAL windows, doors, awnings, porch enclosures and jalousies!

With Thermoseal, you have a full range of home comfortizing products from one dependable source—for new home building or remodeling—backed by the F. C. Russell name—famous for 18 years. Home owners are better satisfied because of Thermoseal’s handsome appearance, built-in felt weatherstripping and Fiberglas screens that won’t rot, corrode or stain. For full information on the Thermoseal line . . . or profitable dealerships still available . . . call your F. C. Russell Thermoseal representative, or write...

Thermoseal Division
The F. C. RUSSELL Company
Dept. 10 AB 26 • CLEVELAND 1, OHIO • In Canada: TORONTO 13, ONTARIO
How to turn your kitchens into your biggest selling asset!

Get more out of every inch with flexible Youngstown steel Kitchens!

Now with the industry's widest range of units, you can turn small areas into complete kitchens that help sell homes. The kitchen above, for example, fits F.H.A. requirements and offers more of the features women look for!

- Mass production gives you top quality at the lowest possible price!
- 91 fully stocked warehouses give you delivery timed to meet your production schedule!

- The industry's largest advertising campaign pre-sells customers!
- Steel construction can never warp, rot, or swell ... gives lifetime satisfaction!
- Completely fabricated and painted units ... ready for immediate installation!

ALL IN COLOR AT NO EXTRA COST!

Your Youngstown Kitchens distributor will gladly help you plan kitchens to suit your needs! Call him, or write: Director of Marketing, Youngstown Kitchens, Dept. AB-256, Warren, Ohio.

This compact kitchen meets F.H.A. requirements for a 3-bedroom house!

<table>
<thead>
<tr>
<th>Item</th>
<th>Specification</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>- 36&quot; single-handle faucet Diana Cabinet Sink</td>
<td>7.5</td>
</tr>
<tr>
<td>2</td>
<td>Lineal feet, base</td>
<td>10.5</td>
</tr>
<tr>
<td>3</td>
<td>Lineal feet, drawer</td>
<td>25.0</td>
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<td>4</td>
<td>Lineal feet, shelving</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Corner top</td>
<td>12-25&quot; x 25&quot; corner top</td>
</tr>
<tr>
<td>6</td>
<td>Built-in oven and cooking top</td>
<td>29.0</td>
</tr>
<tr>
<td>7, 8, 9, 10, 11-18&quot; and 30&quot; high wall cabinets</td>
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</tbody>
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SOLD IN THE UNITED STATES, CANADA, AND MOST PARTS OF THE WORLD • MULLINS MANUFACTURING CORPORATION • WARREN, OHIO

FEBRUARY 1956
Here's the Opportunity of the year! SHARE IN

MAY ISSUE
Better Living
...in cooperation with the AMERICAN GAS ASSOCIATION

"New Freedom Home" featuring the latest in automatic GAS appliances.

More than 2,300,000 super market customers will read about RANCH WESTERN'S revolutionary new designs featuring the seven room, bath-and-a-half "Lincolnshire Model A". Averaging (with lot) in the $16,000 range, this house incorporates all of the latest concepts of fabrication and can be erected and finished within ten days!

National promotion, featuring six pages of editorial with full color illustrations, will include the location of every model and the name of the builder as a tie-in feature!

Local promotion by the A.C.A., acting thru your gas company, will produce a full scale campaign in your community to direct thousands of prospective buyers to your models!

The complete packaged house, including exact duplication of the furnishings and decor as shown in Better Living, will be delivered by Ranch Western Homes with provisions for FHA or VA financing through Scholz Homes Acceptance Corp.

You must act immediately! Make arrangements for your models now, in time to tie in with national and local cooperative advertising!

Bonafide Builders: Call collect for complete information.
TWO GREAT NATION-WIDE BUILDING PROMOTIONS!

JULY ISSUE
House & Garden
... featuring the

1956 "House with a Future"
... this 2500 sq. ft. luxury ranch home planned around patio living; designed by Will Mehlhorn, Architectural Editor of House & Garden, will be the center of one of the biggest custom quality home promotions in 1956. House & Garden will devote the entire July issue to this home... sure to be one of the outstanding ones of the year. You can be part of it—Full attention can be focused on your quality reputation with your name on the front cover of all July copies in your area... plus the immeasurable benefits of large scale local TV, radio, newspaper and store tie-ins. Scholz Homes offers all builders of custom quality homes an unparalleled opportunity to build this outstanding home in their community. You must act immediately! Scholz Homes will deliver the complete package exactly as it will appear in the July House & Garden feature, together with complete financing through Scholz Homes Acceptance Corporation. Bonafide Builders: Call collect for complete information.

“HOUSE and GARDEN” design
California contemporary

Scholz Homes, Inc. 2001 N. Westwood, Toledo 7, Ohio.
MARLITE WALLS AND CEILINGS

**dramatic way to put a “new look” in remodeling**

You can achieve some really exciting effects with new Marlite paneling. Result: Remodeled home interiors (like the one above) take on a bright “new look” that’s as practical as it is beautiful.

And you can cut days off completion time, too. Marlite Planks and Blocks with exclusive tongue and groove joint are easily installed... cover up old wall surfaces in a hurry... eliminate on-the-job painting and finishing. And Marlite’s melamine plastic finish resists moisture, smudges, and stains; wipes clean with a damp cloth.

Build real sales appeal into your next new construction or remodeling project. Plan on Marlite—prefinished in 10 “Companion Colors” styled by Raymond Loewy Associates, plus distinctive wood and marble patterns. See your building materials dealer, refer to Sweet’s File, or write Marsh Wall Products, Inc., Dept. 203, Dover, Ohio.

**that’s the beauty of Marlite®**

**PLASTIC-FINISHED WALL AND CEILING PANELING**

Another quality product of Masonite® research
Inland Homes are of conventional type construction and appearance. Erected in one day.

The Inland package contains exterior room size panels with double course cedar shakes factory applied. Windows, doors and all back-ups factory installed. Pre-assembled interior room sized partitions and complete trussed roof. All roofing material and complete floor systems pre-cut. One half inch gypsum board and interior finish supplied for field applications.

Over 60 different models let you offer a variety of homes, prevents the usual look of sameness found in many projects. Plan now on Inland and realize more profits in 1956. Write us for complete information using your letterhead. Wire or phone for appointment—phone 3880.
New... from the world leader in home comfort... a brand new kind of low-cost, quality, air-conditioning

LENNOX

Whole-house cooling at about the cost of heating

Self-contained unit... no plumbing necessary

Compact, 100% hermetic design... fully air-cooled

2, 3 and 5 ton sizes to fit any home
Compact, hermetic design for low-cost installation in any home

IN ATTIC WITH LOUVERS—Condenser inlet installed flush with wall. Exhaust louvers removed from unit and mounted in opposite attic walls. Condenser exhaust ventilates attic—cuts operating costs up to 20%!

IN BASEMENT WALL—Condenser half of unit projects outside of basements, with evaporator half inside. Ductwork ties into any type warm air furnace. (Can also be installed on slab outside of basement.)

OUTSIDE CRAWL SPACE—Ductwork feeds into horizontal-flow furnace in crawl space, or up into furnaces at main floor level. (Can also be placed half in and half out of crawl space.) Automatic damper available.

Call your Lennox dealer-expert about many other practical applications of the Lennox Stowaway

Advance-engineered for quiet, efficient, low-cost operation

NEW POWER PROP—Lennox exclusive new Power Prop pulls 25% more air through condenser. Unit can be mounted without regard for wind direction. Six overlapping steel blades pump air quietly, smoothly—at 10% less power cost!

TWO-STAGE COOLING—Two compressors provide custom comfort for up to 15% less cost than single stage design. One runs continuously for normal cooling; one is "on call" for extra-hot days, party nights. Manual or thermostat controlled.

PULL-THROUGH DESIGN—Air is pulled through condenser which traps rain—keeps unit and electrical components dry. Operation is quieter, efficient. Exhaust air can be discharged into attic for forced air circulation at no extra cost.

STOWAWAY AIR CONDITIONER

Look to Lennox for all your heating and air conditioning needs

Lennox manufactures the most complete line of warm air heating and central air conditioning equipment in the world. All sizes and types for all fuels, for all locations. More than 5,600 trained dealer-experts are ready to take over your heating and air conditioning problems; offer planning guidance, prompt installation and service, complete merchandising programs.

It's good business to buy Lennox through 5,606 dealer-experts

Lennox Industries Inc., founded 1885: Marshalltown and Des Moines, la.; Syracuse, N.Y.; Columbus, O.; Ft. Worth, Texas; Los Angeles, Calif.; Salt Lake City, Utah; Decatur, Ga. In Canada: Toronto, Montreal, Calgary.
10 BIG Reasons Why More and More Leading Builders Prefer Building National Homes

THREE OF THE COUNTRY'S LARGEST BUILDERS WHO NOW USE NATIONAL HOMES

Alan L. Carnoy, President
Carnoy American Building Corporation
White Plains, New York
(Westchester County)

D. C. Johnson, President
Reelin Johnson Development Co.
Terre Haute, Indiana

Percy Andrews
Andrews and Daggett
Tyler, Texas

Here are just a few of the competitive advantages that give National Homes builder-dealers an increasingly large share of the housing market.

- TRAINED ORGANIZATION to assist with land acquisition, site planning, and the dealer's entire building program.
- HOUSE PACKAGE that represents two-thirds of the building job. This is delivered to the site on schedule for the most economical use of local labor. There is no need for warehousing or inventory.
- FASTER COMPLETION TIME that means a more rapid turnover of capital and a higher dollar volume of profit.
- FAVORABLE FINANCING OF VA OR FHA-APPROVED MORTGAGES by the National Homes Acceptance Corporation and more than 600 leading financial institutions.
- ADVERTISING AND SALES PROMOTION, on national and local levels, of our brand-name National homes.

- HOMES PROFESSIONALLY DESIGNED by Charles M. Goodman, AIA, and color-styled by Beatrice West, both foremost authorities in the home field.
- DOZENS OF FLOOR PLANS and hundreds of exterior variations to suit every need and desire.
- HOMES PRODUCED BETTER and more economically . . . by the assembly-line methods of modern manufacturing . . . which means a lower selling price.
- MASS PURCHASING of brand-name materials results in higher quality and in important savings that are passed on to the home buyer.
- ALL THE ADVANTAGES of a 25,000-house-a-year builder regardless of the size or location of his community.

For more information on how you may join the most successful home building team in the country today with a National Homes builder-dealer franchise, contact me personally. James R. Price, President, National Homes Corporation, Lafayette, Indiana.

ONE OUT OF EVERY 48 HOMES BEING BUILT IN AMERICA TODAY IS PRODUCED BY...
**ENTIRELY NEW**
**AND WONDERFUL**
**WAY TO ENCLOSE**
**BATHTUBS**

*a sliding, folding*  
**tub-Shower door!**

**NEW FOLDING TUB-MASTER SLIDES SMOOTHLY, QUIETLY** for luxurious showering. Translucent doors let in plenty of light, keep out drafts. The bar that fastens enclosure forms a handy towel rack.

**TUB-MASTER IS MADE WITH HIGH-IMPACT DYYLENE PLASTIC.** Can't shatter or splinter... has no sharp corners to cut or scratch. Panels fit snugly into polished aluminum frame; won't warp or deteriorate.

**TUB-MASTER FOLDS BACK AND STAYS OUT OF THE WAY** for bathing children or washing bathtub. By-passes for easy entrance to tub; closes completely for shower. Dries immediately. Cleans like a breeze.

**Cleaner than a shower curtain • Safer than glass • Lovelier than either!**

Now—a really exciting innovation to increase the saleability of your houses—the most convenient bathtub enclosure ever made! MODERNFOLD's new Tub-Master has every desirable feature that home-buyers want in a custom-made bathtub enclosure; eliminates everything they don't want. (These photos just start the list!) And there's absolutely nothing else like it for glamorizing your bathrooms!

Tub-Master comes in beautiful decorator colors that go clear through—won't fade, mildew, chip, flake or peel. It increases the value of the homes you build...helps merchandise them. Call a MODERNFOLD Distributor, he is listed under "Doors" in the classified directory. Or send coupon for complete information.

**CAN BE INSTALLED QUICKLY**
Tub-Master comes complete in one package...is easy to lift and handle.

© 1956, NEW CASTLE PRODUCTS, INC.

**NEW CASTLE PRODUCTS, INC., NEW CASTLE, INDIANA • MANUFACTURERS OF MODERNFOLD DOORS**

**FEBRUARY 1956**

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Beautiful, powerful full-page color ads in LIFE and THE SATURDAY EVENING POST are telling millions of America's future home buyers the story of the Celotex "LIFE-OF-BUILDING" GUARANTEE. These ads explain that Celotex Insulating Sheathing is so strong, so effective, so durable . . . its performance is guaranteed for the entire life of the building. You can make good use of this guarantee to help you make sales to value-seeking home buyers.

What's more, this Celotex national advertising campaign in LIFE and POST helps to stimulate home ownership . . . thus aiding the entire building industry. This has been a constant Celotex advertising goal for a third of a century!

LET CELOTEX NATIONAL ADVERTISING DO THE PRE-SELLING FOR YOU!

Hard-hitting, effective Celotex national ad campaigns presell your prospects on the quality and value of Celotex Products. You can tie in with this month-after-month 1956 advertising by letting your prospects know you use genuine Celotex Products in the homes you build. Thirty-five years of national advertising has created nationwide preference for the brand name Celotex.

FOR COMPLETE INFORMATION, CONTACT YOUR CELOTEX DEALER
Build Better... Build with Genuine

CELOTEX

insulating sheathing

THE CELOTEX CORPORATION
120 S. LA SALLE STREET, CHICAGO 3, ILL.
Now—from
Frigidaire
comes the answer to the new
home-marketing challenge

The nature of the home-building field is changing. And this applies whether you build five houses—or fifty.

With the abnormal postwar demand for housing tapering off to more ordinary conditions, competitive pressure puts new emphasis on costs.

Intensified “shopping” on the part of prospective purchasers puts new emphasis on your merchandising—requires you to provide more buyer appeals in your offerings.

Frigidaire Division of General Motors will present you with the means—unduplicated in the industry—of meeting these new demands soundly and profitably.

To be specific:

1. A COMPLETE LINE of major home equipment—from heating and central air conditioning units to kitchen and laundry appliances—from a single manufacturing source.

2. TIMETABLED DELIVERY, installation and billing in step with your construction schedule.

3. DIRECT LOCAL SERVICING available on all units—handled by the most extensive and well trained service facilities in the field.

4. UNIQUE PRODUCT FEATURES that hold unduplicated buyer appeal—products not only stemming from Frigidaire’s engineering leadership, but backed by all the resources of General Motors Research and Styling sections.

5. PRODUCT PRESTIGE—constantly strengthened by new accomplishments and augmented by national advertising—for convincing evidence of the quality of your homes.

We believe you’ll find it wise, in your major equipment planning, to think first of Frigidaire. For you’ll see, in every step of the way, that Frigidaire has thought first of you.
ENAMELED IRON SINKS

for building-in

Check these advantages:

☐ Non-flexing enameled cast iron assures rugged strength, controls clatter, provides a solid mounting for disposal units. Constructed in one piece, without joints.

☐ Acid-resisting clear through the sparkling, easy-to-clean enamel—available in pastel colors or white.

☐ Easy to fit into counter tops, with flat, true rims free from warpage.

☐ Chromium-plated brass fittings match the sinks in style and serviceability. High-arched swing spout simplifies the filling of bottles and vases.

☐ Duostrainers make the deep, roomy basins water-retaining; removable cups collect waste.

Give your customers the benefit of Kohler quality, maintained by superior materials and workmanship, and thorough testing and inspections throughout every step of manufacture.
Houses really sell when you use

A BIG PICTURE WINDOW, like the one shown here, is a feature that home buyers demand these days. And the consistent, large-scale advertising carried on by Pittsburgh places further emphasis on the value of large glass areas, using Pittsburgh's Twindow—the window with insulation built in. As shown by the cutaway section illustrated here, Twindow consists of two panes of Pittsburgh Plate Glass with a sealed in air space between them. The entire unit has a stainless steel frame—an exclusive Pittsburgh feature—which protects the seal and glass edges and makes handling quick, safe and easy. Twindow units offer clear vision, keep rooms warmer in winter... cooler in summer. Cold air downdrafts are minimized, and condensation does not form as readily as it does with ordinary single-pane windows.

Every nickel you spend on glass shows. And the results far outweigh the cost.
plenty of Pittsburgh Glass

ONE FEATURE that helps you move your homes faster is the installation of wall mirrors made from Pittsburgh Plate Glass. When buyers see these mirrors in your homes, they know that they are receiving the best possible value; they feel that your houses are superior in workmanship and construction. What’s more, wall mirrors give any room in which they are installed the illusion of greater spaciousness. They add a touch of elegance and sparkle to living rooms, dining rooms, bathrooms, and bedrooms.

PITTSBURGH FULL-LENGTH DOOR MIRRORS will impress prospective buyers with the extra value your homes offer. This is a feature which pleases the home-maker. One or two door mirrors in your houses will help make your selling job easier and more profitable. Bedrooms, bathrooms, entrance-ways are logical spots for door mirrors. It takes but a few minutes to put up a Pittsburgh full-length door mirror. They’re available in five standard widths—16, 18, 20, 22, and 24 inches—and 68” tall.
Boards, Dimension and Timbers of Douglas fir, West Coast hemlock, Western red cedar and Sitka spruce will have new grade names instead of numbers beginning March 15, 1956.

**NO. 1** becomes **CONSTRUCTION**

**NO. 2** becomes **STANDARD**

**NO. 3** becomes **UTILITY**

**NO. 4** becomes **ECONOMY**

There is no change in the identification of Select Merchantable Boards, Select Structural Dimension and Timbers, or vertical grain Clears.

The top grade of flat grain Clears becomes **C&Btr.**

Your free copy of the new grading rules will be mailed to you soon after February 1. Watch for it.

**WEST COAST LUMBERMEN'S ASSOCIATION**

1410 S.W. MORRISON, PORTLAND 5, OREGON

All Grade Stamps shown are registered, U.S. Patent Office.
Excite your prospects with a **Tappan** built-in... 

the distinctive plus that closes your sale

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

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

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

*...loaded with sell-on-sight features*

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

Special deal for builders!

Call, wire or mail this coupon today

---

**New Tappan Electronic Range...**

*The amazing range of the future!*

Tappan is first again, with the revolutionary Electronic Range—proof of Tappan leadership and quality.

Choose electric, electronic or gas... please every buyer

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

---

Dept. A88-26, The Tappan Stove Co., Mansfield, Ohio

Please send me complete information and prices on the new Tappan **[ ]** gas, **[ ]** electric or **[ ]** electronic built-in ranges.

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[ ] I build homes [ ] I remodel homes
The Longwood ... one of 34 distinguished plans in the "Book of Pease Homes for 1956." Write or wire for your free copy, and complete data for builders.

PEASE WOODWORK COMPANY • Pease Homes Division
954 FOREST AVE., Hamilton, Ohio
SEVEN reasons why STEEL WINDOWS were selected for New York Housing Development

Mr. Fred. Wohlfert, Eastern Steel Sash Co., puts the finishing touches to one of the 24 light corner-angle living room windows. These windows measure 3'11" along one side of the angle and 4'11" along the other, and 4'9" high.

Mr. Seymour Kaplan, superintendent for General Contractors, S.S. Silberblatt, Inc., lists the reasons why steel windows were chosen for the Forest Houses development. "First," says Mr. Kaplan, "their cost. Steel windows are definitely less expensive than windows of other materials. Second, ease of installation. Steel windows go in in no time. Normally a three-man crew would finish an entire floor—56 to 62 windows—in four hours. Third, strength. Steel windows can take a beating; don't require kid-glove handling.

"Next," continues Mr. Kaplan, "we like their wearability. These steel windows will really wear; and are an important part of the complete fire-proofing program for the buildings. Fifth, storm-resistance. I've never heard of any storm damage to any steel windows. Sixth, repairs. On-the-job repairs are simple, inexpensive and few-and-far between. And seventh, manpower. Steel windows require fewer manhours to install, and don't need highly skilled labor. With all these good reasons, it's no wonder we used steel windows," finishes Mr. Kaplan.

More and more steel windows are coming to be the first choice of architects, builders, property owners and managers for large jobs like this. For steel is the more sturdy, versatile material for window construction. No matter what type of building you are designing or specifying, there's a steel window that's just right for it.

For more than forty years United States Steel has been supplying window manufacturers with special rolled sections of high-grade open-hearth steel.
During the past few years, an overwhelming demand for housing influenced many builders to adopt home designs which could be erected quickly and economically. Such designs often eliminated the basement. Slabs and crawl space were substituted. The basement today is actually not a basement at all but a "lower living room."

The importance of a good basement to sound planning for modern living continued to be apparent, however, as more and more homes were built. So much so that current building practice again emphasizes the basement as basic to a well-designed home. The new concept of a basement’s place in the home has much to do with this trend. No longer is the excavated area under a house regarded as a "cellar"... gloomy, poorly ventilated and usable only for furnace, water heater, laundry and odds and ends. The basement today is actually not a basement at all but a "lower living room." This change has come about through the use of modern scientific construction methods which keep the basement dry, cool and airy in summer and pleasantly temperate in the coldest weather. In consequence, living rooms, studios and even bedrooms are all on the below-ground level in many of the most attractive and comfortable homes being built today.

In the past, the economical construction of a dry, airy and cheerful basement was often a problem. With the increasing use of VIBRAPAC concrete block, this problem has ceased to exist. Produced by automatic machines, VIBRAPAC block is dense and uniformly textured. It is naturally water resistant and effectively sound proofed. Available in a variety of colors, sizes, and finishes, as well as in split-block innovations, VIBRAPAC block is easily adaptable to any type of architectural design not only for basement construction but for the entire home, as well as commercial and industrial structures of all kinds.

The home built entirely of VIBRAPAC block has long been recognized as one of the best and most attractive examples of good construction practice. And where cost is a major factor, the use of such block is especially desirable. This material can be handled and laid with ease, speed and accuracy, thereby providing marked savings in time and labor. The story of VIBRAPAC block is an interesting and profitable one for builder and home owner alike. Complete literature on request. Write BESSER COMPANY, Box 183, Alpena, Michigan, U.S.A.
Clearance of slums also clears the way to better living for all. Scene from new color cartoon, "Man of ACTION."

New ACTION film

A new tool in the drive of the American Council to Improve Our Neighborhoods against blight is "Man of ACTION," a 13½-minute color cartoon now available on free loan in 16mm. size to adult community groups, industry and television stations through Association Films' regional libraries.

Produced by Transfilm for the national citizen organization and contributed as a public service by the Continental Can Company, the film stars the "Devil's project supervisor, Division of Urban Destruction" as a symbol of the citizen apathy which has made housing decay the major social and economic problem it is today. Taking issue with him is an average home owner whose repairs turn back blight at his own front door and who goes on to organize his community to get rid of slums. When last seen, the villain is hopping a fast freight headed for another community.

NRLDA sponsors courses

For the ninth consecutive year, National Retail Lumber Dealers Assn. will sponsor courses in twelve colleges and universities for employees of retail lumber and building material dealers. The courses will show how to help home owners modernize their homes and how to distribute building materials efficiently and economically.

Curriculum for this year's courses includes subjects such as building product uses and characteristics, estimating building costs, blueprint reading, making it easy for the customer to build, mechanical handling of building materials, modern store merchandising techniques; and how to satisfy the do-it-yourself customer.

Participating institutions are Michigan State College, North Carolina State College, Ohio State University, Purdue University, Southern Methodist University, State University of New York College of Forestry, Pennsylvania State College, University of Manitoba, University of Massachusetts, University of Minnesota, University of Missouri and University of Washington.

Fill 3 FHA posts

H. Kingston Fleming of Baltimore is the new director of public information for the Federal Housing Administration. Formerly managing editor of the Baltimore Sun and general manager, Institute for Advanced Study, Princeton, N. J., he succeeds W. Herbert Welch, who was named assistant to the commissioner for congressional liaison and public affairs.

Two FHA promotions include Charles S. Mattoon, from director of examination and audit to assistant commissioner for operations, and Horace B. Bazan, from budget director to assistant commissioner for administration. Mattoon replaced Henry M. Day, who resigned to enter private business.
25 REASONS WHY BELONG IN YOUR

FOR NEW CONSTRUCTION AND REMODELING

Be sure your building plans for '56 include these and other Leigh products of proven quality. Whether you build new homes or take on remodeling projects, the Leigh line assures exceptional smartness, extra convenience, and added value — all at low cost to you.
IMPROVED SINGLE BORE

Lock opens with one-eighth turn up or down

Strike has elongated holes permitting adjustments

Fingertip slide lock on inside rose locks securely

No. 1100 with seamless knob

No. 1101 with French shank knob

Dexter Dialmatic Door Closer No. 80. Ideally suited for use with Single Bore or any Dexter screen and combination door lock.

Dexter's improved Single Bore Lock is better than ever. It's the ideal, easy-to-install lock for screen and combination doors. Installation requires only minutes ... just one 15/16" hole to bore. Exterior solid brass; interior parts cold-rolled steel. And the Single Bore is another Dexter® Lifetime® Lock.

Mounted counter displays at Dexter dealers
NO LOCK INSTalls FASTER THAN A DEXTER

DEXTER LOCK DIVISION
Dexter Industries, Inc. Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario
In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V., Mexico City

World's largest manufacturer of locks for screen and combination doors
New brick veneer... you can nail it on

Real brick, applied with nails and with joints mortared afterwards is now available to builders. Called "Nailon Face Brick" and produced by the Ludowici-Celadon Co., it is a real brick product—real in appearance, texture and size. Virtually indistinguishable from regular brick when applied, Nailon brick forms a veneer about 1 inch thick—about \( \frac{1}{3} \) the size of regular brick. Lighter in weight and non load-bearing, it does not require an extra-wide foundation to support it. Each brick is attached to any smooth nailing surface with 4d aluminum nails through holes perforated in the flange on the top edge and is self-positioning. Each brick course ship laps over the one below so nail heads are protected. Joints between courses, are filled with mortar. The mortar can be applied with a calking gun or tuckpointer's trowel. Because mortaring can be left until an entire wall is completed, the bricks can be applied in cold weather, mortared later when the weather moderates. Nailon bricks are available in 2 face sizes: \( 2\frac{1}{2}\times11" \) and \( 2\frac{1}{4}\times8" \) and in smooth, weathered or special finish. Price: about $0.60 sq. ft.

Nailon brick is ideal for new construction or remodeling. Remodeled house shown above was Nailon brick veneered over original clapboard surface.

NAILON BRICK is ideal for new construction or remodeling. Remodeled house shown above was Nailon brick veneered over original clapboard surface.
New packaged kitchens take up little space

The line of packaged kitchens made by General Air Conditioning Corp., includes models called the “General Chef Twin” units with range, oven, broiler, freezer, twin sinks and refrigerator. These twin units are available with garbage disposer. Units are also available as either gas or electric cooking and baking units. List of Model E-600 (not shown): $564.95 (F.O.B. Warehouse), General Air Conditioning Corp., Dept. AB. Attn. W. H. Laband, 4542 East Dunham St., Los Angeles, Calif.

Circle No. 2074 on Reply Card, p. 216

Cabineteer stainless steel sink tops increase line to 15

Five new standard sizes have been added to the line of Cabineteer stainless steel sink tops manufactured by Just Mfg. Co. This increases the number of stock sizes to 15, including 42” and 48” lengths in single bowl, single drainboard styles, 54”, 60”, 66”, 72”, 84” and 96” lengths in single bowl, double drainboard models and 48”, 66”, 72”, 84” and 96” lengths in double-bowl, double-drainboard models. Just Manufacturing Co., Dept. AB, 9234 King St., Franklin Park, Ill.

Circle No. 2075 on Reply Card, p. 216

Electronic range features cool cooking

A new electronic range that cooks by microwave energy is now available from the Tappan Stove Company.

Gibson built-in ranges have push button control

These built-ins by Gibson include a 6x24x20” oven featuring an automatic and minute timer and interior light. Gives thermostatically controlled heat to prevent under- and over-cooking. Range available with 2 or 4 units. All have push button controls. Gibson Refrigerator Co., Dept. AB, Greenville, Mich.

Circle No. 2076 on Reply Card, p. 216

Twelve-color choice in “new look” kitchen cabinets

Capitol’s steel kitchen cabinets have been completely redesigned and are available now in 12 colors plus white. Six are “color-flecked” finishes, a multi-colored effect with exceptional durability and easy maintenance. Interiors are in plain companion shades. New design features include self-closing drawers on nylon rollers, rounded corners inside drawers for easy cleaning, recessed sink fronts. Built-in oven and countertop range cabinets, roto-base corner cabinets and fan cabinets are among the feature units. Capitol Kitchens, Dept. AB, East First Ave., Roselle, N.J.

Circle No. 2078 on Reply Card, p. 216

Bathroom cabinet has twin recessed cabinets


Circle No. 2079 on Reply Card, p. 216

CONTINUED ON PAGE 166

For more helpful suggestions on planning your 1956 bathrooms, see, “Why Do These Bathrooms Help Sell Houses?” on pages 98-103...
DOOR PROBLEMS?

THE ANSWER IS AS CLOSE AS YOUR PHONE

SAVE TIME? One man can install 24 a day!
SAVE LABOR? One man does the work of 6 men!
SAVE MONEY? Reduces payroll and payroll taxes!
SAVE WASTE? Nothing is left over!
SAVE WORRY? Only one item to buy and nothing to fit instead of 6 items!
SAVE SKILL? Nothing to do but drive nails!
DO A BETTER JOB? Replaces handwork with machine precision!
QUICKER COMPLETION? Finish the job days sooner!
INSTALLS IN 20 MINUTES? Stops guesstimating - Figure 3 per hour!
BEFTER MATERIALS? You get the best in Ready Hung Doors!

PICK UP YOUR PHONE and call for READY HUNG DOORS

CALL YOUR LUMBER DEALER • READY HUNG DOORS MADE BY THESE LEADING WHOLESALERS!

ALBANY, N. Y. Lumber Wholesaler Co.
BOSTON, N. Y. New York Wood & Door Co.
BUFFALO, N. Y. Ready Hung Door Mfg. Co.
CINCINNATI, OHC. Ready Hung Door Mfg. Co.
DAYTON, OHIO Ready Hung Door Mfg. Co.
DENVER, COLORADO Ready Hung Door Mfg. Co.
GRAND RAPIDS, MICH. Ready Hung Door Mfg. Co.
LOS ANGELES, CALIF. Ready Hung Door Mfg. Co.
MARIETTA, OHIO Ready Hung Door Mfg. Co.
NEW YORK, N. Y. Ready Hung Door Mfg. Co.
OAKLAND, CALIF. Ready Hung Door Mfg. Co.
PITTSBURGH, PENN. Ready Hung Door Mfg. Co.
ROCHESTER, N. Y. Ready Hung Door Mfg. Co.
SAN ANTONIO, TEXAS Ready Hung Door Mfg. Co.
SAN FRANCISCO, CALIF. Ready Hung Door Mfg. Co.
SEATTLE, WASH. Ready Hung Door Mfg. Co.
SNYPER FALLS, B. DAVID.
ST. LOUIS, MISSOURI Ready Hung Door Mfg. Co.
ST. PAUL, MINNESOTA Ready Hung Door Mfg. Co.
TORONTO, CANADA Ready Hung Door Mfg. Co.
WACO, TEXAS Ready Hung Door Mfg. Co.
WASHINGTON, D. C. Ready Hung Door Mfg. Co.

Ready Hung Door Corp., Fort Worth, Texas
ARKANSAS SOFT PINE PANELING
Gives You 3 Grades To Choose From

That means you can now specify paneling in Clear, Knotty or, like the interesting installation above, in Character Marked. More than that, you have a choice of standard patterns (illustrated) in widths of 5 1/2", 7 1/4" and 9 1/2" for a wall of random or uniform widths.

Arkansas Soft Pine wall paneling is superior, because it has resin-free soft texture, fine grain and a pleasing natural figure which supplies beautiful decorative qualities under today's popular transparent finishes. These are evenly absorbed through the wood's satiny-like surface which is ideal for either dull or glossy effects.

Revised specifications for attractive new finishes in assorted up-to-date colors have been developed recently in collaboration with leading paint manufacturers and are available through authorized local paint dealers.

All necessary data for specifying, installing and finishing Arkansas Soft Pine paneling is contained in these comprehensive books which are yours for the asking. Just mail coupon now.

Arkansas Soft Pine paneling, interior trim, moldings, siding, sheathing and dimension are sold by local lumber dealers east of the Rockies.

PLYWOOD CORE MATERIAL
has bonding strength

Granite board, a new dimensionally stable core material for plywood and plastic laminates, is said to have bonding facility, bonding strength, and workability in every direction. Long-fiber wood is interlocked and distributed equally. Aetna Plywood & Veneer Co., Dept. AB, 1731 N. Elston Ave., Chicago 22, Ill.

Circle No. 2080 on Reply Card, p. 216

ALUMINUM CONSTRUCTION SHED
goes up in under an hour

The Aluma Shed, an aluminum construction shed, is a weatherproof construction hut that can be erected in less than an hour. Build of new corrugated sheet aluminum, aluminumized angle iron and zine-dipped bolts and nuts, the shed can be moved from job to job. Price: $129.50. Leighton Products, Dept. AB, 104 Greenleaf St., Rochester, N.Y.

Circle No. 2081 on Reply Card, p. 216

METAL CORNER FOR DRYWALL
available in 100 ft. rolls

Flex corner, a metal corner for drywall construction, is packaged in 100-ft. continuous rolls. Comes in a dispenser box which helps eliminate waste. Applied as ordinary paper tape. Reversible and flexible. Steel Corner Tape Corp., Dept. AB, 106-09 Rockaway Blvd., Ozone Park 17, N.Y.

Circle No. 2082 on Reply Card, p. 216
So you think you've seen

**BUILT-IN OVENS?**

You've never before seen an oven with The Magic Door. Press a button—the door opens. Press another button—it closes, automatically, tightly sealed. Or use it manually, if you choose. Look inside, the interior is Satin Chrome for easy cleaning and permanent brightness.

See the clever new sloped-front range control panel. All knobs are now in full view. No twisting, turning or bending to use the surface units.

Now, for more wonderful details that set NATIONAL Built-Ins way ahead of the field: Vented opening sloped downward to prevent discoloring cabinets and to provide uniform heat within. Easy to use front-to-back rotisserie in marvelous rotisserie holder. New Johns-Manville solid vat-type insulation. Thickest door on the market to prevent warpage and to withstand accidental abuse. And lots more that you can read about in our brand new colorful brochure.

NATIONAL Built-Ins are available in Satin Chrome or Antique Copper. It's the line that will make the kitchen by far the most exciting room in the house, because it will soon be the most talked-about built-in ever created.

Four models in gas or electric give you a wide choice for any home, no matter what the price range.

Write for complete color brochure with specifications,
Prefabricated homes are setting the pace...

in styling, planning, construction!

Designed by the nation's top architects, prefabricated homes are years ahead in styling and planning for modern living. Costs are accurately figured before you start construction. This simplifies financing, eliminates guesswork and cuts risks.

Compared to a 50% increase in total housing starts between 1948 and 1955, prefabricated home building increased well over 200%. Records show that builders who formerly put up 8 to 10 homes a year are now erecting prefabricated homes by the score.

Learn the advantages of a dealership. Write for a list of leading home prefabricators.

Built-in custom music and intercom system

Melody Master brings music to every corner of the home at the flick of a switch, through concealed speakers connected to a radio built into the wall. A complete intercommunication system enables a conversation to be carried on with any one room or all rooms at the same time. Also included is a front- or rear-door speaker which serves to identify all callers. List price for Model 700-1 (including intercom system and music system): $174.50; Model 700 (music system alone): $149.50. Quantity discounts available. Melody Master, Dept. AB, Attn: John E. Clemens, 312-14 Mt. Pleasant Ave., Newark, N.J.

Circle No. 2083 on Reply Card, p. 216

Folding building brackets fit on 16 in. studings

Built to fit on 16" studings, the Sloan line of wall construction brackets comes in 3, 4, 5-ft. sizes, and 4 and 5-ft. sizes for the lower rambler. The corner bracket comes in 4 and 5-ft. lengths. Scaffold brackets come with left- and right-hand sway braces. L. J. Sloan Scaffold Bracket Co., Dept. AB, 1715 West 72d St., Minneapolis 23, Minn.

Circle No. 2084 on Reply Card, p. 216
You, Mr. Builder, can cut piping and labor costs... save space and add a real selling feature to your homes by installing automatic Electric Water Heaters!

You're always interested in holding down construction costs and saving space in the homes you build—so you'll want to hear how thousands of builders do that by installing Electric Water Heaters.

They install this appliance near where the hot water is needed. They avoid long pipe runs, which saves on piping, time and labor. Because this type of water heater can be installed anywhere, it uses space to the best advantage. You see, there's no flue or vent to provide for. All of which means lower installation cost.

Home buyers like the Electric Water Heater, too. Its complete insulation—top, bottom and sides—(holds heat like a giant vacuum bottle) keeps water hot. Heat loss through piping is reduced to a minimum. Operating cost is kept low. Operation is completely automatic and trouble-free for years. So you have a real selling feature, as well as a saving. You have it, that is, if the water heaters are electric in the homes you build!

ELECTRIC WATER HEATER SECTION
National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

ALLCRAFT • BAUER • C-E HEATMASTER • CRANE SELECTRIC • CROSLEY • FRIGIDAIRE PAIRBANKS-MORSE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • JOHN WOOD KELVINATOR • LAWSON • MONARCH • NORGE • PEMCO • REX • RHEEM • SEPICO A. O. SMITH • THERMOGAY • WESTINGHOUSE

FEBRUARY 1956
Sales Start at Doorway
When Glass Greets Prospect

Continuing sales have proven to Fischer & Frichtel, St. Louis County builders, that today's home buyer is sold on contemporary design. And nothing is more modern than translucent glass. "Buying starts at the door", says Ed Fischer and "we found that Mississippi Bandlite helps dramatize the interior, set the stage for the sale".

Translucent glass floods interiors with flattering "borrowed light"... makes them appear larger, friendlier, more liveable. And glass adds an air of luxury, for it is modern, practical, beautiful. And glass is so easy to install and maintain. It eyes right and sells on sight!

Buyers want that "different look". See your nearby Mississippi distributor and select from a variety of patterns and surface finishes that can add extra sales appeal to your homes.

Utility trailer eliminates sheds and shanties

A mobile storage room which doubles as tool room, machine shop, field office or workman's change room is now offered by International Trailer (Model 17-U), in 17' size. Contains over 100 sq. ft. of floor area, 668 cu. ft. of storage space, metal exterior and door, 3 opening windows. Retail price: $900 complete. International Trailer Co., Inc., Dept. AB, 5712 Erdman Ave., Baltimore 5, Md.

Mississippi Glass Company

WORLD'S LARGEST MANUFACTURER OF ROLLED, FIGURED AND WIRED GLASS

Mississippi Glass Company
BB Angelica St.
New York - Chicago

World's Largest Manufacturer of Rolled, Figured and Wired Glass

Write today for free catalog. Address Dept. 34. Samples on request.

All-purpose paints for inside or outside use

A new line of paint called Sta-Dri Acrylicote for inside or outside use on masonry and all other surfaces is self-priming, self-sealing, non-toxic, non-fading, and quick drying. It can also be used on fabric, paper, stucco and asbestos shingles. The new paint is resilient and flexible so that it does not check or show hairline cracks. The American Sta-Dri Co., Dept. AB, Brentwood, Md.

Mississippi Glass Company

WORLD'S LARGEST MANUFACTURER OF ROLLED, FIGURED AND WIRED GLASS

Write today for free catalog. Address Dept. 34. Samples on request.
NEW guide to modern sheet copper practices

104 pages of detail drawings—recommended practices—suggested specifications

Many new drawings—latest information. This new book has the basic construction details previously issued—plus many new drawings and recommendations reflecting current trends in contemporary architecture. All details and specifications embody up-to-date knowledge concerning the use of copper in sheet metal work.

Easy to use. It opens easily, lies flat. The recommended practices and suggested specifications are on the page facing the drawing. Subjects are easy to find, as drawings are in a logical sequence according to type of detail.

Designed for the Architect, Specification Writer, Sheet Metal Contractor. The book is not a definitive text—but rather a practical guide with clear, brief suggestions for meeting everyday problems—on the drawing board, in specifications, on the job.

For your FREE copy send this coupon

The American Brass Company, Waterbury 20, Conn.

Please send me my copy of Publication C-1

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Please check type of business

☐ Architect    ☐ Builder    ☐ Sheet Metal Contractor

FEBRUARY 1956

for better sheet metal work use

ANAConDA® COPPER
New, Improved SIMPLEX folding stairway

QUALITY AT LOW COST

for effortless operation
Balanced Spring Action

- Simple and easy to operate
  No adjustments necessary. All parts interchangeable.

- Rugged and strong
  Manufactured of highest quality materials—No. 1 kiln dried lumber throughout. All hardware fabricated of heavy steel.

- Two standard sizes
  8'9" and 9'9". For ceiling heights 7'0" to 8'9", use 8'9". For ceiling heights 8'9" to 9'9", use 9'9". (Slight additional cost for 9'9" size.) Frame made to fit 26" x 54" opening in ceiling. Figure from finished floor to finished ceiling. Trim is not furnished.

- Shipped in one package—completely assembled
  Requires very little installation expense. Shipping weight, 8'9", 53 pounds; 9'9", 56 pounds.

- Manufactured in Precision's modern plant
  A Precision-built product engineered and built for ease of operation and for durability. All parts secured by bolts and screws—no nails.

Approved by leading architects, builders, and lending agencies.

Stocked by over 200 jobbers in the U. S. and Canada

Write for illustrated folder today! Dealer inquiries invited.

PRECISION PARTS CORPORATION

400-AB NORTH FIRST STREET NASHVILLE 7, TENNESSEE

- Don't overlook storage needs in building the modern home. The new, improved Simplex Folding stairway, built by Precision, is the most economical way of providing adequate storage space. Hundreds of thousands of Precision-built stairways are now used in homes throughout the United States and Canada.

Double hinges on each folding joint of the Simplex Folding Stairway make this stairway stronger and more rigid than ever!

One of the most outstanding improvements this year on the Simplex Stairway is a heavy duty swinging type door hinge. This hinge is completely concealed from view when the stairway is closed.

Another new feature offered with the Simplex Folding Stairway is the tie rod beneath each of the steps.

New Formica design suited to large wall areas

Milano, a new design in Formica, is produced by an exclusive new kaleidoscopic process that varies the pattern, never creates two sheets exactly alike. Used for large bathroom wall areas, as well as counter surfacing for kitchens, baths and built-ins, Milano comes in three muted colors: antique, gray, and pink. The Formica Co., Dept. AB, 4614 Spring Grove Ave., Cincinnati 32, Ohio.

Circle No. 2088 on Reply Card, p. 216

Vinyl-sheathed pool installed at low cost

The Award Pool, constructed of high-quality Boltaplex, can be installed at a price of about $1,695. The vinyl sheathing construction process is simple—only side walls of concrete, gunite, concrete block, or wooden frame are required. No franchise fee necessary. Award Pool Division, Davis Products, Inc., Dept. AB, 1631 Tenth St., Santa Monica, Calif.

Circle No. 2089 on Reply Card, p. 216

Filon plastic panels

Filon, a polyester thermosetting plastic panel, reinforced with Fiberglas and nylon has unlimited indoor and outdoor uses in homes, industry and commerce. It's shatterproof, diffuses light, weather and fire resistant, and comes in 20 translucent colors. Filon Plastics Corp., Dept. AB, 2051 East Maple Ave., El Segundo, Calif.

Circle No. 2090 on Reply Card, p. 216

PLASTICS
"Oh, kick me!" cries Merchant Neal,
In a posture hardly genteel.
He bought trucks in haste,
Then the costly fact faced,
That he'd missed the Dodge Dealer's Deal!

If you buy a new truck after looking at only one make, it's like making a deal in the dark. A smarter way to buy is to "spotlight" real truck value—weigh and compare competitive claims with these Dodge truck facts:

Most standard V-8 horsepower of all leading makes—½-ton through 3½-ton range. You'll make faster trips—get more work done!

Shortest turning radius. You'll maneuver in traffic, and park more easily.

Biggest cabs, with biggest wrap-around windshield. You'll enjoy more comfort, safer vision.

Highest payload capacities... pick-ups providing up to 22% more payload than others.

Prices down with the lowest.

Next truck you buy, don't deal in the dark. Turn a bright light on the facts. See Dodge before you buy.

Get the Dodge Dealer's Deal
Before you decide

Dodge Job-Rated Trucks
With the Forward Look
Another group of Fadco-built homes, Cincinnati, featuring Alfol in ceiling and sidewalls. Inset: E. B. Fadden, Pres.

"...'Fully-insulated with Alfol' is one of our top selling features!"

Just closing out a new 43-home project in suburban Cincinnati, Mr. E. B. Fadden, President of Fadco Lumber Fabricators, is a man who proves that it pays to build 'em better.

Every Fadco home ever built has been fully insulated—ceiling and sidewalls—with Alfol Reflective Insulation!

"...finest insulating comfort"

"This is one of our top selling features," writes Mr. Fadden, "since we can show prospective home buyers that they will have the finest insulating comfort, with economy, both winter and summer."

Fully insulating as he does, it is only natural that Mr. Fadden welcomes the savings provided by Alfol—and its remarkable speed of application. But his choice is primarily based on the selling advantage of delivering a better job of insulation!

Foil layers self-spacing

The Alfol blanket, "First in Reflective Insulation," consists of multiple aluminum foil sheets that space themselves automatically, reflect 95% of all radiant heat. A tough duplex-and-kraft backing is built in to offer full application support, provide America's finest vapor barrier.

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

Write for details.

Whether you build one home or a thousand, whether you install your own insulation or buy it contractor-applied... it will pay you to investigate Alfol. Write today. A detailed and illustrated pamphlet will be forwarded without cost or obligation.

ALFOL
ALUMINUM FOIL INSULATION

REFLECTAL CORPORATION
A subsidiary of Borg-Warner Corp.
310 South Michigan Ave., Dept. A-10
Chicago 4, Ill.

Circle No. 2091 on Reply Card, p. 216

Top efficiency, low weight for fiber insulation

Sealtite is a glass fiber insulation that is practically free from unfiberized particles, yielding more actual fibers per pound. It is offered in a distinctive dark brown color, is super-resilient, will not settle or pack, and is permanent. Sealtite Insulation Mfg. Corp., Dept. AB, Waukesha, Wis.

Circle No. 2092 on Reply Card, p. 216

TOOLS

Tractor utility blade has handy accessories

The Arps Heavy-Duty Utility Blade, tractor-mounted for landscaping, terracing, ditching, backfilling, snow removal, etc., is enhanced in utility by (1) a scarifier for very hard soils; (2) a backfill flap, which automatically moves to downward position; and (3) a float plank adapter for leveling. Arps Corp., Dept. AB, New Holstein, Wis.

Circle No. 2093 on Reply Card, p. 216
PREVENT
"ATHEROSCLEROSIS"* 
IN SUPPLY AND 
DRAINAGE SYSTEMS

How Mueller Brass Co. Streamline copper tube and solder-type fittings insure rust-proof, corrosion-proof, clog resistant systems

That the clogging of the human blood lines called "atherosclerosis" has its counterpart in the clogging of caulked-and-threaded plumbing systems is evidenced by this excerpt from a recent Associated Press dispatch . . .

*, . . . these heart arteries, along with others in the body, are susceptible to a clogging and narrowing process. Deposits of fatty material can form inside the artery wall, narrowing and impeding the blood flow, much like rust collecting inside iron pipes. This process is called "atherosclerosis," and is a form of hardening of the arteries.

In plumbing systems, you can avoid a condition similar to "atherosclerosis" by specifying Streamline copper tube and solder-type fittings for both supply and drainage. They won't clog, corrode, or leak, and their smooth-walled interiors insure a free-flowing system all the time. Mueller Brass Co. copper tube and fittings make a modern, attractive installation, and will ordinarily outlast the structure in which they are installed. Remember, too, that the compact stack goes into a standard 2" x 4" partition, without need for furring . . . an important consideration in cutting installation costs and obtaining more useable space in the home. Both you and your client will benefit if you specify Streamline . . . and eliminate the danger of "atherosclerosis" in the system.

MUELLER BRASS CO. PORT HURON 84, MICHIGAN
New Double-Duty

REMINGTON
STUD DRIVER

Sets both ¼" and ½" 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 ¼" and ½" 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!”

Remington

MAIL THIS COUPON TODAY

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

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

Name ___________________________ Position ___________________________

Firm ____________________________

Address ___________________________

City __________________ State ______

Scaffold winch lowers at maximum 40 RPM

Lowering speed on new safety “Cam-Lock” scaffold winch is limited to 30-40 RPM. If handle is turned faster or operator lets go, stage is stopped immediately. Winch can be raised as fast as desired. Sasgen Derrick Company. Dept. AB, 3123 Grand Ave., Chicago 22, Ill.

Circle No. 2095 on Reply Card, p. 216

Hack-saw attachment for air, electric drills

A new "SaberSaw" hack-saw attachment for air or electric drills is used in cutting wood, metal, plastic, etc. No. 567 attachment weighs only 3 lbs., 3 oz., is 8¾" long, and 2½" in diameter at widest point. Operates with an all ball-bearing reciprocator. Thor Power Tool Co., Dept. AB, 175 North State St., Aurora, Ill.

Circle No. 2096 on Reply Card, p. 216
Easy-to-use, reach-in closets are the kind of storage space today’s home buyers want... and Glide-All Sliding Doors are the simple, cost-saving means of providing extra space.

With Glide-All Doors you can easily and quickly build floor-to-ceiling, wall-to-wall expansive wardrobes, big closets in small rooms, narrow halls, confined entryways and playrooms.

Glide-All Doors are complete, ready to install, with built-in adjustment features. Their smooth, effortless action results from lifetime nylon rollers in overhead steel track. Panels are durable Masonite Duolux reinforced with steel tubing on all edges.

See “Sweets,” and write today for full details.

Glide-All Doors are available from distributors throughout the United States and Canada. For information write Plant nearest you.

GLIDE-ALL Doors make closets possible in limited space.

Wasted space areas can be handy closets with Glide-All Doors. As shown in the Hyland Manor Apartments, Hyland Builders Corp., Chicago.

Surety Builders, Elmhurst, Illinois, used Glide-All sliding panels to make spacious hallway wardrobes like this.
BEAUTIFUL THIN LINE SILHOUETTE
FINEST DOUBLE WINDOW PROTECTION
ULTIMATE CONVENIENCE OF SLIDING SASH
THE LOWER PRICE MEANS SAVINGS FOR YOU

Note These Features:
- TIGHTLY INTERLOCKING SASH
- MOHAIR WEATHERSTRIPPING
- FIBER GLASS SCREENS
- ALL SASH REMOVABLE FROM INSIDE FOR EASY CLEANING
- GLAZED WITH KOROSEAL
- NO PUTTYING OR PAINTING
- NOTHING TO RUST OR ROT
- LASTS FOR THE LIFE OF THE HOUSE

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.
CLIPPER Sells MORE...
Because CLIPPER Sells QUALITY!

CALL ME— I'LL HAVE A CLIPPER FACTORY-TRAINED REPRESENTATIVE ON YOUR JOB TO HELP YOU!

Mr. Clipper

BLADE for BLADE
CUT for CUT...
Your BEST BUY is CLIPPER!

- Clipper offers the only complete range of specifications in ABRASIVE, BREAK-RESISTANT and DIAMOND BLADES for cutting all masonry products...and only from Clipper can you get FACTORY-TRAINED REPRESENTATIVES to help you with your cutting problems. For FIRST QUALITY Products and FIRST QUALITY Service call Clipper...

You Cannot Buy
A Better Blade
than Clipper!

Remember...
CLIPPER Sells MORE
Because...
CLIPPER Sells QUALITY!

CLIPPER MANUFACTURING CO.
2808 N. Warwick • Kansas City 8, Mo. 315X

- Send complete information on NEW Clipper Triple-Reinforced Break-Resistant Blades. I'd also like to know about:
  - Clipper Diamond Blades
  - Clipper Masonry Saws
  - Clipper Concrete Saws
  - Clipper Abrasive Blades

Please have my FACTORY-TRAINED REPRESENTATIVE Call on me.

NAME
ADDRESS
CITY...STATE

FEBRUARY 1956
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.

Put more color in your kitchens with Hotpoint Dishwashers in

Colortones
Sunburst Yellow, Meadow Green, Coral Pink, Seafoam Blue and Woodland Brown

Coppertones or Customline
Stainless Satin-Chrome

Look to Hotpoint
**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.

   ![](image1)

   An equal amount of detergent is poured into both cups of Hotpoint’s automatic dual-detergent dispenser. Then the tank-type cover is cocked to seal one of the cups. During first wash, the detergent in first cup mixes with the swirling water. Meanwhile, water collects in both tanks. At the end of the first wash, it automatically drains out through a small hole in one of them. Weight of water in other tank causes cover to flip down, exposing fresh detergent for second complete wash—a Hotpoint exclusive!

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.

   ![](image2)

   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.

   ![](image3)

   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!**
Guaranteed

to be the smoothest, quietest sliding door hardware you've ever used. DOUBLE your money back if your own test shows otherwise!

Smooth, quiet operation is surely what really counts in sliding door hardware...it's your insurance against costly call-backs and complaints.

HAR-VEY HARDWARE
can now offer you GUARANTEED PERFORMANCE—proved by your own comparison test! You can't lose. Just install Har-Vey in your next home, and see for yourself how smoothly and quietly it works. If the Har-Vey Hardware in your test home is not the smoothest, quietest sliding door hardware you've used in that price range—you get double your money back!

PROVEN FEATURES like these enable us to make such a startling guarantee:

- Self-lubricating oilite bearing keep doors sliding smoothly for years—without maintenance
- Nylon rollers last a lifetime
- Extruded aluminum V-grooved track can't rust!

Low-cost Har-Vey Hardware saves you installation time, too. Ask your dealer, or write us for complete details. Department O-2

AMERICAN SCREEN PRODUCTS COMPANY

AMERICAN BUILDER NEW PRODUCTS

WINDOWS, DOORS, SCREENS

Aluminum jalousie door is fully weatherstripped
This aluminum jalousie door, 1/4-in. thick, with interlocking corner construction, gives over 16,000 lbs. diagonal corner strength. Features: complete weatherstripping; low double kick panel; key lock, and aluminum push bar. Retail price: $79.00. V. E. Anderson Mfg. Co., Inc., Dept. AB, Owensboro, Ky.

Circle No. 2099 on Reply Card, p. 216

Bemis curtains have
7 in. panel folds
Bemis folding curtains feature 7” panel folds which are chain-spaced to prevent complete extension. Each panel is supported by a steel top plate. Curtains operate on nylon wheels in enclosed tracks. Available in modern decorator colors. Bemis Bros. Bag Co., Dept. AB, 408 Pine St., St. Louis, Mo.

Circle No. 2100 on Reply Card, p. 216

Aluminum window features
double sliding vents
A completely assembled unit including glass, the new horizontal
sliding aluminum window shown, has double sliding vent with separate positive-action locks of new design at the jambs, nylon rollers, and interlocking meeting stiles with double weather-seal. Horizon Door Co., Inc., Dept. AB, Flower and Paula Sts., Glendale, Calif.

Circle No. 2101 on Reply Card, p. 216

Picture slide windows now at lower cost
Fleet of America has lowered the cost on a picture slide aluminum window by using regular double thick window glass for both exterior and interior sash. Design permits large unbroken glass areas (up to 10'). Interlocking meeting rails and weatherstripping on all sides block cold, heat, dust or rain. Price double picture sliding window, 3 x 6': $100. Fleet of America, Dept. AB, Attn. T. Y. Smith, 2015 Walden Avenue, Buffalo, N. Y.

Circle No. 2102 on Reply Card, p. 216

New window controls heat while admitting light
The Lura-Lite louvered window panel is designed to admit light while controlling heat and glare. The window, a one-piece louvered panel of molded plexiglas provides adequate light without glare and excessive heat by permitting only required amount of sun's rays to pass into room. Available to fit any specification. Price of 33\%\% x 37\%\% in., 125-thick Lura-Lite: $17. Luria-Cournand, Inc., Dept. AB, Attn. Paul Bish, Havre De Grace, Md.

Circle No. 2103 on Reply Card, p. 216

A Drill that's made to handle the Close Ones
Whenever you want a full-powered drill to use between studs, in crawl spaces, behind heavy machinery — or in any tight corner, you want one of these Stanley short drills. Both the 3/8' No. 383 and the ½" No. 123 pack plenty of power in less than usual length.

Measuring only a little more than 12 inches with handles attached, these two Stanley drills shrink to 9½" with "D" handles removed as shown at top ... and it's a quick, easy job.

These are good working companions for Nos. 123 and 383. High speed hole saw and "50-50" auger bit set equip the business end of your drills for the fastest, easiest kind of work.

Look for these Stanley Drills at the Stanley Electric Tool distributor near you. For his name and address and fully illustrated power tool catalog No. 12, write Stanley Electric Tools, 102 Myrtle St., New Britain, Conn.
McKINNEY Forged Iron
Ornamental Brackets
add saleable features to new homes...

The use of McKinney Forged Iron Ornamental Brackets in the homes you are building offer many opportunities to add unusual features, at low cost, that are appealing to home buyers.

They can be used for shelf supports (wood or glass), for lanterns, signs or house numbers, flower boxes, etc. McKinney Ornamental Brackets are designed to match other McKinney Forged Iron builders hardware exactly in texture and finish and are made with true McKinney quality of heavy gauge metal for maximum strength and durability. Three sizes are available (4”x3”, 6”x4½”, 8”x6½”) furnished with square head steel screws and clips for use with glass shelves.

Buy them now at your Hardware, Building Supply or Lumber Dealer.

Steel garage doors
coated with zinc
Strand all-steel garage doors are galvannealed against corrosion with a thick, oven baked coat of zinc "armor." Available in 8', 9', 16' widths, doors won't warp, swell, or stick. They have smart horizontal styling, and are a full 3" deep.
Strand Garage Door Div., Dept. AB, 2242 E. Grand Blvd., Detroit, Mich.
Circle No. 2104 on Reply Card, p. 216

Sashless window locks
when partially open
The Pierson Sashless Window is made of 2 solid pieces of ⅜” crystal glass sliding in a redwood frame. No edges or separations of metal or wood. There are no weights, balances or pulleys to install and maintain. Window locks when partly open. Ernest Pierson Co., Dept. AB, 4100 Broadway, Eureka, Calif.
Circle No. 2105 on Reply Card, p. 216

Single-hung aluminum window
has built-in fin-trim
A new single-hung aluminum window with built-in fin-trim has been announced by the Cupples Products Corp. Window requires just 4 nails to install. No fitting or adjusting is required. It comes completely assembled with installation hardware attached. Available immediately through building supply distributors in 33 standard stock sizes. List price depending upon size. Cupples Products Corp., Dept AB, Attn. D. H. Fulton, 2650 So. Hanley Road, St. Louis, Mo.
Circle No. 2106 on Reply Card, p. 216
Learn the money-saving method for better shower construction

The cross section sample being shown in the photograph above clearly and simply demonstrates why the FIAT PreCast method of shower floor construction is the answer to an age old building design problem. It takes but a few minutes to see how this one-piece floor has many, many advantages over old fashioned, built-on-the-job shower floor construction. It is immediately evident that this solid, monolithic unit does away forever with any problems of leakage. The cut-away view shows how the integral flange forms a watertight seal between the floor and shower wall material (whether tile, plaster, wallboard or structural glass). You can examine how the drain is cast permanently into the floor material and how the inclined floor and raised shoulders deflect water downwards toward the drain. You will appreciate the substantial savings of on-the-job labor and understand why the low installed cost of a PreCast FIAT Floor makes all other shower floor methods obsolete.

Bruce S. Blietz, V.P. of Irvin A. Blietz Organization, nationally known builders, takes 5 minutes to find out how FIAT Shower Floors make better showers possible at lower cost.
PROVEN PROFITABLE
IN THE FIELD

ROTO-GLO®
quiet switch

In home project installations ROTO-GLO switches have proven themselves to be profitable and again in two important ways. In addition to cutting installation time and costs, smart appearing ROTO-GLO switches with their modern performance features, also make homes easier to sell. ROTO-GLO switches are the part of the wiring job that home buyers see. They put in a good word for the quality of behind-the-wall wiring materials and workmanship. ROTO-GLO is fast becoming the “customer preferred” switch of home conscious America.

Here is a partial list of home projects where ROTO-GLO switches have been profitably used and praised by the builders themselves:

- East Ridge Homes & East Borough Subdivision, Lincoln, Nebraska
- Brookside Subdivision, Dearborn Township, Dearborn, Michigan
- Wedgewood Homes, Kansas City, Mo.
- Belvidere Heights Project, Kansas City, Mo.
- Terrace Lake Gardens, Kansas City, Mo.
- Joe Maroney Housing Project, Denver, Colo.
- Ray Mar Motel, Rochester, Minn.
- Thunderbird Inn & Restaurant, Oklahoma City, Okla.

Try them yourself! Your first installation will show you how ROTO-GLO Quiet Switches cut installation costs and help the builder sell homes faster and easier. Send today for complete information on the ROTO-GLO Quiet Switch and for a folder on modern Despard wiring devices, to Dept. AB-1.

PASS & SEYMOUR, INC.
SYRACUSE 9, NEW YORK

WINDOWs, DOORS, SCREENs

Ranch-type window ready to install
A Bee Gee Window is a complete unit, ready to install. It consists of frame, pre-fit glazed sash with the glass embedded in putty, a copper screen and all hardware applied at the factory. Made of quality kiln-dried pine, can clean the outside from the inside. Brown-Graves Co., Dept. AB, Akron, Ohio.

Circle No. 2107 on Reply Card, p. 216

Sliding aluminum window works quietly on rollers
New Arislide aluminum-sliding windows operate on principle of rollers, rather than by friction, giving smooth, quiet operation. Bottom rollers are nylon. Windows are weatherstripped on all 4 sides with double weatherstripping at head. Michel & Pfeffer Iron Works, Inc., Dept. AB, 212 Shaw Road, South San Francisco, Calif.

Circle No. 2108 on Reply Card, p. 216

Metal planter box has grapevine pattern
A new metal planter box with grapevine pattern of cast aluminum on all four sides is now available. It has a galvanized sheet-metal liner or dirt container used to hold permanent plantings or potted greenery. Retail price: 22-inch box, $19.95, 32-inch box, $23.95. Tennessee Fabricating Co., Dept. AB, Attn. Lewis Curtis, 1490 Grimes St., Memphis, Tenn.

Circle No. 2109 on Reply Card, p. 216
Building with new MALT-A-VENTS

is like being a VENTriloquist... you put "BUY" in your customer's mouth!

Build with new MALT-A-VENTS and you put words in your customer's mouth. Words like "beautiful" and "that's what I want". Here's beauty that blends with every type of architecture, style that adds charm you love to live with. Self aligning, the new MALT-A-VENTS easily combine into stacks, window walls or ribbon windows to achieve exciting window styles. Yes, they're the "vents" of MALTA quality built for a lifetime of convenience and service.

- Engineered for 3 positions—install as outswinging awning-type, inswinging hopper-type or outswinging casement window... without alterations to frame or sash.
- Full weatherstripping—metal weatherstripping contacts sash at all points... unit chemically treated to resist moisture. Four types of hardware to choose from.
- Cleans easily—glass surfaces may be quickly cleaned from the inside.

See your dealer or write for literature.
Vinyl compounds for radiant heating

Goodrich’s Geon vinyl electrical compounds for radiant heating have many advantages: wire is hidden, no registers, pipes or chimneys necessary; safety is assured, no danger of fire; clean, no circulation of dust; no maintenance is required; no noise is heard. B. F. Goodrich Chemical Co., Dept. AB, 324 Rose Bldg., Cleveland 15, Ohio.

Circle No. 2110 on Reply Card, p. 216

Polystyrene louver gives 45-degree shielding

A thinner, lighter feeling is obtained by a 1/8" “Poly-cube” polystyrene louver basket, providing 45° x 45° shielding. The appearance of a one-piece bottom is achieved in each 4' Skylouver, there being no visible supporting bar. Electro Silv-A-King Corp., Dept. AB, 1535 S. Paulina St., Chicago 8, Ill.

Circle No. 2111 on Reply Card, p. 216

Compact furnace installation available in two sizes

The “Specialine” gas-fired furnace by Armstrong is available in 2 sizes, 90,000 and 105,000 Btu per/hr. input. Stressing compactness, it is suited to alcove, closet, utility room or basement, for close clearance. It is completely assembled, wired, mounted. Armstrong Furnace Co., Dept. AB, 851 W. Third Ave., Columbus 8, Ohio.

Circle No. 2112 on Reply Card, p. 216

NOW! NEW!

pryne
rhymes with FINE

ROOM
RATED
PRY-LITES!

makes it easy to select... easier to specify!

Now, you can tell at a glance, from a simple square footage figure, the right recessed lighting for any room. And, Pryne's new “Room Ratings” do all the work for you! “Room Ratings” pre-calculate candlepower, cubic footage, room design and decor into the size and model Pry-Lite needed under actual on-the-job-conditions!

SCIENTIFICALLY TESTED AND APPROVED!

Pryne Room Ratings are computed by long-experienced lighting engineers, exhaustively tested with the finest of equipment in a modern new laboratory dedicated to better, easier to buy, easier to specify lighting!
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, 3 to 10 cu. ft. Electric or gasoline. Muller Lifetime Paddle Shaft Seal. Powers throwouts on smaller models, disc clutch on larger. Rubber scrapers blades optional. $180 to $995 FOB Factory.

CONCRETE MIXERS

POWER TROWELS

FREE CATALOG!
Gives you complete handy reference data on entire Bessler line, for quick selling or application to any stairway job. Write for it now! Ask for your FREE copy of the Bessler Wall Chart too.

BESSLER DISAPPEARING STAIRWAY CO.
1900-A East Market Street, Akron 5, Ohio

MULLER MACHINERY COMPANY, Inc.
NETUCHEN N. J.

FREE WALL CHART
to help you sell
BESSLER
DISAPPEARING
STAIRWAYS
quickly... profitably!

Here's a real 24-hour-a-day salesman for the famous line of Bessler Disappearing Stairways. Hang it anywhere in plain sight, for ready reference by you and prospects. Seven Bessler models to meet any home building or remodeling need.

 Millions of Bessler units now in use. Millions of homes, outbuildings, offices, commercial establishments need this efficient stairway. There's a big market for you in your community! Popular prices!

ONLY Pry-Lites OFFER...

- "Luxury Lenses" for dramatically effective interior and exterior commercial and residential lighting!
- Famed "Strato-Ray Lens" with Atozak reflector—the only recessed lighting fixture that bends light up and across ceiling and illuminates floor area with no glare in approach areas!
- Plus "ROOM RATING" to assure performance proven lighting—the quicker, practical way!

FREE CALCULATOR!

Translates candlepower, cubic footage and room conditions into the size and model Pry-Lite needed—from simple square footage figures!

pryne
rhymes with FINE

- PRY-LITES • INFRA-RED CEILING HEATERS

FEBRUARY 1956
Make it this easy... for
for prospects to find you

One way to increase business is to have your advertising in the right place at the right time...in the 'Yellow Pages' of the telephone directory.

It's a sure, economical way for people interested in home or industrial building and remodeling to find you easily when they want the type of construction you offer.

Radiant electric heat
in low cost units

Can Arm offers the latest in radiant heating using electric glass panels. Units come in surface or recessed models; in 2 sizes with 1,000 and 1,500 watts and 115 and 230 volts. Panels of strong tempered glass are infused with a thin aluminum element for converting electric power into infra-red radiant heat. "Magic Brain" thermostats guard heater from passing safety limits. Prices: from $80 to $109. Canadian Armature Works Inc., Dept. AB, 6595 St. Urban St., Montreal 14, P.Q.

Circle No. 2113 on Reply Card, p. 216

Double-roof ventilator
moves air faster

No. 410 double-roof ventilator that features a free area of 75 sq. in. is available. It is designed for jobs that require extra large ventilating areas and features 2 venturi openings, side by side in the base of the unit, assuring high volume air movement. The new roof ventilator claims all-aluminum construction with one-piece base that prevents leaks. List price: about $6.70. Leigh Building Products Div., Air Control Products, Inc., Attn. Sam K. Wilson, Dept. AB, Coopersville, Mich.

Circle No. 2114 on Reply Card, p. 216

For more information, get in touch with the Classified Telephone Directory Representative at your local Telephone Business Office.
A lifetime of protection in 6 captivating colors

K&M "Dualay" Asbestos Roofing Shingles
ADD VALUE TO ANY HOME!

You'll find it profitable to build the important sales features of "Dualay" asbestos-cement shingles into any home. There's a choice of six smart colors to add rich beauty and extra value.

One shingle—two effects. You can apply "Dualay" shingles either straight butt or thatched butt. Because of their large unit size and self-aligning design, they can be laid up quickly and easily.

Get all the facts. You'll find details on K&M "Dualay" shingles in Sweet's Light Construction File and Sweet's Architectural File. Further information will gladly be supplied by your K&M distributor. Or write directly to us for descriptive color folder. Literature on K&M siding shingles is also available.
Note from the above diagram that a 14-foot wall requires 3½ four-foot sheets, and there are three joints. At every joint it is necessary to use two rows of nails and a batten strip. With Homasote Big Sheets the wall is covered in one piece, there are no joints and only one-half as many nails are required. In the average house, Homasote Big Sheets eliminate 22 joints per thousand square feet of wall or ceiling surface. To buy molding strips for those joints, nail them on, countersink the nails, putty up the nail holes and paint, far exceeds the difference in cost of Homasote. Unquestionably, it is 'cheaper on the wall'.

This paragraph is immediately followed by data on the strength, moisture-resistance, weatherproofness and resistance to air infiltration which make Homasote both efficient and economical as an insulating-building board.

This constitutes one page out of 64. The Homasote Handbook took 20 years to write—based upon 46 years' experience in the making of quality materials.

Here are the answers to 100 construction problems — of value to every architect, builder and dealer. There are 200 listings in the Index. (We cut it down from 400 possible listings.)

We are proud of this book. We have confidence in its basic value. May we send you a copy—without cost or obligation? Kindly address your inquiry to Department B-8.
APPEARANCE
The coordinated design features of INGERSOLL fixtures give all your bathroom installations a modern, high-quality appearance. INGERSOLL Plumbing Products have been designed specifically to blend with both modern and traditional decor. Beauty of appearance means faster sales, more satisfied customers. Available in a choice of five lovely colors.

ECONOMY
Because INGERSOLL uses modern materials with modern, mass production methods of manufacture you get the most modern, most economical plumbing fixtures. Thus, INGERSOLL brings you fixtures designed of light-weight porcelain-on-steel. This means lower manufacturing costs, lower shipping costs and lower installation costs.

EASE OF INSTALLATION
Each INGERSOLL fixture has been designed specifically for extreme ease of installation. The Rio Grande bathtub, for instance, has an under-tub framework that allows the tub to rest on the floor without additional bracing or hanging. This excellence of structural design coupled with the light weight of all the bathtubs, kitchen sinks and steel lavatories mean simple, fast one-man installation.

Write for catalog on the modern, quality line.
“Sherman Loader Best Unit in the Business”

Stanley Lindholm, subcontractor from Welch, Minnesota, has many enthusiastic comments to make about his Sherman AJ-25 Front End Loader. When he decided to buy a loader for his Fordson Major Tractor, he looked at just about every model available. He saw them demonstrated, checked the specifications of each and compared the prices. "After all the checking I did", said Mr. Lindholm, "there was only one decision I could make—to buy the Sherman Loader. Since then I have used it on all kinds of jobs and can say quite frankly that for the type of work I do, it is the best unit in the business."

As a subcontractor, Mr. Lindholm is called out on all kinds of jobs, each with its own particular problems. He works very closely with many of the contractors in his area and most of his work is done for Ed Axelson, a plumber from the nearby town of Hastings. He digs basements, footings, and pipelines with his Sherman Digger and uses the Front End Loader for backfilling, (see photo above) and loading dirt and gravel in the trucks.

Mr. Lindholm is but one of the many contractors who are finding that the Sherman Digger-Loader combination is the most economical and productive unit in the business. Two Loader models are available . . . up to 2500 pounds bucket and 4500 pounds breakaway capacities. Sherman Loaders and Diggers are both sold and serviced locally by your Ford Tractor Dealer. See him today for a demonstration or write for free Bulletin No. 733.

Catalogs . . .

Prefab catalogs, yours for the asking, from your location. This listing began on page 97.
Also, see pages 69-88

NEW FOR 1956—Century features their new Chesterfield series in a 4-page picture pamphlet. Eighteen basic models in a second brochure. From 2 to 4 bedrooms in many variations, shipped from Indiana. New Century Homes, Inc., Dept. AB, Lafayette, Ind.

Circle No. 2016 on Reply Card, p. 216

PRECISION HOMES—Literature now available on new 1956 models, conventional and contemporary designs, many with 4 bedrooms. Prices range approximately from $9,900 to $11,900 on homes marketed mainly in Midwest. Precision Homes Division of Acme Building Materials, Attn. Russ Fletcher, Dept. AB, 5235 Winthrop Ave., Indianapolis 20, Ind.

Circle No. 2017 on Reply Card, p. 216

LUXURY MODELS—The 3-bedroom Nassau, offered in 2 sizes and a selection of elevations plus optional units for individuality. Four-page brochure describes the homes priced from $8,500-$22,000 for marketing East of Mississippi River. Richmond Homes Inc., Dept. AB, Richmond, Ind.

Circle No. 2018 on Reply Card, p. 216

KENTUCKY

FAIRLANE HOMES of Kentucky services the Midwest states with a wide line of pre-fab styles ranging in price from $10,000 to $15,000. Styles are conventional or contemporary and most conventional designs are convertible into contemporary models. Write to Fairlane Homes Inc., Attn. Jay D. Boher, Dept. AB, 489 Roberts Ave., Louisville 14, Ky.

Circle No. 2019 on Reply Card, p. 216

LOUISIANA

CONTEMPORARY DESIGN — Complete details, specifications and plans available describing Crawford
Homes. They are available in numerous basic floor plans, all reversible, in almost 100 exterior variations. Price range from $7,000-$50,000. Crawford Corp., Dept. AB, Attn. Ralph H. Sims, Baton Rouge 1, La.

MARYLAND

BEST-BILT HOMES—A 38-page booklet complete with models and floor plans on these pre-cut homes. Price range from $3,000 to $20,000 on contemporary and modern styles. Marketed within 250 miles of Washington, D. C. Write R. H. Best, Inc., Dept. AB, 1545 Rockville Pike, Rockville, Md.

Circle No. 2021 on Reply Card, p. 216

MASSACHUSETTS

BUDGET LUXURY—Franklin Homes service the New England area with 4 models in a price range of $9,000-$12,000. Twenty different elevations and 20 floor plans available in 1-story models. Information from Frank L. Sullivan, Franklin Homes, Inc., Dept. AB, 64 Dean St., Franklin, Mass.

Circle No. 2022 on Reply Card, p. 216

HODGSON HOUSES—Ten catalog models from 24' x 28' up, 1-story ranch and contemporary designs and 2-story colonials with specifications, plans and data outlined in literature. Price range from $10,000-$100,000, marketed in New England, New York and New Jersey. E. F. Hodgson Co., Inc., Dept. AB, Dover, Mass.

Circle No. 2023 on Reply Card, p. 216


Circle No. 2024 on Reply Card, p. 216

MICHIGAN


Circle No. 2025 on Reply Card, p. 216

Use This Actual Job Story for an Excavating Equipment Check List!

This one water line job demonstrates a combination of features that only the Sherman Power Digger offers every operator of excavating and trenching equipment.

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

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

The machine digs as deep as 10 feet below ground ... in mud, hardpan, shale, oiled roads, blacktop and stony ground. Initial cost is surprisingly low, maintenance simple and inexpensive. Ask your Ford Tractor Dealer for an on-the-job demonstration, or write us now for Bulletin No. 721.

Sherman PRODUCTS, INC.
ROYAL OAK, MICHIGAN
POWER DIGGERS® • FRONT END LOADERS • FORK LIFTS

*Designed, Engineered and Manufactured Jointly by Sherman Products, Inc., Royal Oak, Michigan.


Patent No. 2,302-822

Other Patents Pending

©1955 Sherman Products, Inc.
'56—the year to fix

Count on these 8 BASIC CERTAIN-TEED BUILDING MATERIALS
For a Profitable Home Improvement Year

CERTAIN-TEED ASPHALT ROOFING

Beautiful new shingle colors that help sell reroofing jobs. Seven styles—including Woodtex®, the distinctive shingle with built-up graining—all weather resistant, fire resistant, long lasting.

CERTAIN-TEED FIBERGLAS* INSULATION

Fireproof Fiberglas is moisture resistant, rotproof, will outlive the house. Cuts heating bills up to 40%. New Fiberglas foil-enclosed batts and blankets help cut air-conditioning costs.

CERTAIN-TEED GYPSUM WALLS

Recommend either strong, easy-to-decorate Bestwall® Gypsum Wallboard or easy-working Certain-teed Plasters over Beaver® Gypsum Lath. Both give beautiful, firesafe walls and ceilings.

CERTAIN-TEED BESTWALL PAINTS

Put the perfect finishing touch to walls and ceilings with sparkling new Bestwall Paints. Decorator colors in alkyd flat, semi-gloss and interior gloss enamels, latex, casein and texture paints.

CERTAIN-TEED SIDINGS

Asphalt and asbestos cement siding shingles... handsome, durable, economical. Colors include new pastels... never need painting or other maintenance. For best results use over Certain-teed Weather-Shield® Gypsum Sheathing.

*Trademark OCF Corp.

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

ASPHALT ROOFING • SHINGLES • SIDING • 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

Quality made Certain... Satisfaction Guaranteed
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.
BEST BUY FOR UNDERLAYMENT?

FIR PLYWOOD

of course!

here's why...

- Smooth, solid; stays flat
- Nails won't work loose
- Makes floor coverings look better; no seams or ridges to offer points of wear
- Easy to cut, fit, fasten
- Dry! Won't shrink or swell
- Cut costs by using as combined subfloor-underlay. Gives strength plus smooth surface

FREE FIR PLYWOOD FACTS BOOK


ALWAYS INSIST ON DFPA GRADEMARKS

DFPA grademarks are your guide, guard and assurance of plywood quality. Specify PlyBase or PlyPanel grades for underlayment. Other grades for other jobs.

Catalogs...

(Continued from page 195)


Circle No. 2026 on Reply Card, p. 216

"HOME BEAUTY that is more than skin deep"—A new illustrated catalog contains specifications, plans, and advantages of Semico buildings with tri-lam walls and tri-lam trusses. Prices from $9,000-$40,000 on 70 models marketed in Mich., Wisc., Ind. and Ill. Semico, Inc., Dept. AB, P.O. Box 3, Seney, Mich.

Circle No. 2027 on Reply Card, p. 216


Circle No. 2028 on Reply Card, p. 216

“LIVABILITY AT ITS BEST” — Plans and specifications of 6 models featuring double-wall construction and applied red wood cedar shakes, are available for these one-story packaged homes. Price range: $9,000-$14,000, marketed in Midwestern states and in New York. Universal Homes, Inc., Dept. AB, 3500 Guardian Bldg., Detroit, Mich.

Circle No. 2029 on Reply Card, p. 216

MINNESOTA PACKAGE HOMES—Precision-engineered packages of quality materials in 5 styles. Information on company's complete units which include windows, storms and screens, wall insulation, nails and hardware. For Upper Midwest market. Package Homes Inc., Dept. AB, 3 Sixth Ave. South, Hopkins, Minn.

Circle No. 2030 on Reply Card, p. 216
HERE'S WHERE YOU CAN SEE THEM ALL!

AMERICAN BUILDER leads again with the most complete Directories of Prefabricated Homes and Component Parts' Manufacturers. Just two of the hundreds of features you will find in the NEW Marketing Directory and Technical Guide for 1956 (April Issue).

DIRECTORY OF PREFABRICATED HOME MANUFACTURERS

Classified alphabetically by states, the important facts — things that builders want to know — about every prominent prefabricated Home Manufacturer in United States will be given. Pertinent data such as models, distribution, prices, financing and sales policies are part of each listing. In addition a brief description of the manufacturers' method of prefabricating with specifications all compiled to give builders the buying information they need.

DIRECTORY OF COMPONENT PARTS MANUFACTURERS

Classified by products such as wall panels, trusses, storage walls, plumbing assemblies, packaged heating and air conditioning units this Directory will be a register of the manufacturers who produce those components which become a structural portion, major division or a complete integral system within the home. Additional data will give the vital information about the product — how it serves the building industry — making for better and more economical construction.

American Builder
1956 Directory

FEBRUARY 1956
what does it take

to make more money
in the building industry?

The answer is as simple as this: to make more money you need to build more houses, better houses — and sell them at a profit. But profitable building and selling doesn’t just happen. Even in this housing boom year, biggest ever, successful building depends upon smart buying and rapid turnover of capital.

LFI helps you build profitably. At LFI you have a dependable source of quality materials — materials which have been engineered, pre-cut, assembled then promptly delivered to your building site. With LFI your costs can be accurately predetermined and there is little or no waste.

The uncertainties of conventional building, with which you are all too familiar, can be controlled. Labor, is no longer a headache. Much of the work is completed in the LFI factory under ideal conditions with precision machinery. Erection takes only one to three days — thus eliminating another bug-a-boo... weather. Rain or shine the LFI home is ready for occupancy on schedule.

A rapid turn-over of capital is the happy consequence of buying the LFI house package. LFI provides superior homes faster than any other building method.

When the ink is dry on the 1,300,000 contracts for new homes to be built this year, will you have completed your fair share of the contracts? Will the country’s peak building year be your peak profit year? It can be — when you build the LFI way.

LFI’s Home of Tomorrow... Today!

A complete line of standard models, fresh from the architect’s drawing board... outstanding contemporary designs ranging from low-cost economy models to luxurious homes. A home to suit every family’s individual requirements.

The architect’s styling has been deftly executed. The clean, crisp lines are characteristic of the best in contemporary architecture, assuring you of long-lasting design.

 Heating requirements and floor construction vary to conform with local building practices. Good news for the volume builder — some basic plans available in up to 240 variations!
does your program have these advantages?

Accurately predetermined cost control
Fast completion time regardless of weather
High return on investment because of rapid turnover of capital
Predetermined quality control of materials and workmanship
Easier financing because of recognized standards of quality
Mass purchasing and assembly line production
Virtually no waste materials / Minimum overhead for personnel
Adequate advertising supplemented by suppliers

Lumber Fabricators, Inc.  |  Fort Payne, Alabama
Home Buyers Want this BASEMENT ENTRY...

Let SERVICE-WAY add this sales appeal to your homes

Service-way is one of the most desirable convenience features you can include in the homes you build. Home-buyers like it because in no other way can they make full use of their basements. It provides direct access to the basement from outdoors for storage of garden tools, workshop and recreational equipment...shortens the trip from laundry to clothesline...saves tracking dirt through the house.

The wide single door swings up out of the way...locks in full open position. Provides an unobstructed opening for bulky objects.

**Built to Last**

Service-way is built of heavy gauge steel—electrically welded and reinforced to give a lifetime of service. Overlapping flanges on frame and door assure a snug fit—keep out rain, snow and wind. Slide bolts lock door securely from the inside. The Service-way comes fully assembled, ready to install.

*Write for folder and specifications to:*
Heataltor Inc., 562 E. Brighton Ave., Syracuse 5, N.Y.

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**Catalogs...**

**MISSOURI**

**HOME BUILDERS**—Detailed and illustrated brochure includes style selections, description of the HBC building method, and an explanation of the company’s engineering, financing and sales aids. Write Arthur Dahlman, Home Building Corp., Dept. AB, 303 North Park Ave., Sedalia, Mo.

Circle No. 2031 on Reply Card, p. 216

**MODULAR PRESENTS**—Three and 4-bedroom models, interiors and exteriors, described in a 6-page folder. Large glass areas, stone fire place, use of 30 kinds of wall panels, in models ranging from $14,000-$40,000. Marketed mainly in Midwest and Western states. Modular Homes, Dept. AB, Attn. G. W. Mefford, Barrett Station & Dougherty Ferry Rds., Kirkwood, Mo.

Circle No. 2032 on Reply Card, p. 216

**WILSON HOMES**—The new Wilson Home available in 78 home styles and 3 optional floor plans with full basement or concrete slab is described in an 18-page catalog. Units ranging from $11,500-$14,000 are marketed in Missouri and Illinois. Wilson Homes, Inc., Dept. AB, 10401 Trongate Place, Saint Louis County 15, Mo.

Circle No. 2033 on Reply Card, p. 216

**MONTANA**

**NATIONAL LOG**—“Air-Lock” logs precut in a choice of 4 exterior stains, lock into place with tongue and groove joint, have hollow center for wiring. Company precuts to customer’s plan for homes, motels, lodges, etc. Approximately $1.90 per sq. ft. floor space, marketed mainly in Far West. National Log Construction Co. of Montana, Attn. Stephen D. Babcock, Dept. AB, Thompson Falls, Mont.

Circle No. 2034 on Reply Card, p. 216

**NEW JERSEY**

**EXPANDABLE RANCHERS**, split levels and vacation homes are featured among 8 Presidential models. Information sheets have pictures, floor plans and material specifications. Presidential Homes, Inc., Attn. Albert Nyland, Jr., Dept. AB, Pemberton, N. J.

Circle No. 2035 on Reply Card, p. 216
PROFIT-MAKING HOMES OF Beauty!

Designed by leading architects for families in every income group, Lesco Homes provide your greatest profit opportunity on today's home-buying market. Available in over 30 different styles — with two, three and four bedrooms — every Lesco Home is created for beauty and maximum utility... “living-planned” with built-in kitchens, roomy closets, storage space galore! Top-quality famous-name materials are used throughout, precision-cut and assembled in sectional form at our plant and shipped direct to you for erection at less trouble, less cost. For a complete development or a single unit, Lesco Homes offer you and your customers the sale-closing combination of distinctive styling, living-planned interiors, superior construction, greatest dollar-for-dollar value. All Lesco Homes have been accepted without question for FHA, VA and conventional loans.

Write today for full details on why hundreds of builders today look to Lesco for homes of modern charm at modest cost. Write: Dept. AB-2

LESCO HOMES ARE PRICED TO SELL FROM $7,000 to $25,000

SAVE TIME

LABOR

MATERIALS

Our customers tell us they save up to four dollars per window opening using Hope's Residence Casements in Hope's Combination Inside-Outside metal trim. Our Inside-Outside trim entirely eliminates costly window stools, aprons, corner beads, outside mouldings and the labor costs of fitting all these items. Hope's Inside-Outside trim is easy to assemble and attach to Hope's steel casements. In less than 15 minutes the entire assembly can be completely installed in a rough opening in any type of construction... wood frame, brick veneer, masonry block... all that's left to do is run wallboard or plaster up to the trim on the inside and clapboards, shingles or brick to the trim on the outside. See Sweet's Files for additional details or write for our folder No. 132AB.

HOPE'S
JAMESTOWN, N.Y.

INSIDE-OUTSIDE METAL TRIM

STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH
Builder Robert P. Gerholz, Flint, Mich., adds the beauty of exposed beam ceilings to his 800 home Westgate Park development — and gets big savings, too! Insulite 3-in-1 Roof Deck saves 10¢ per sq. ft. on his cathedral ceiling homes with open beam construction. Mr. Gerholz is past President of NAHB and President of Gerholz Community Homes.

Today, consumer preference means Mr. Gerholz builds 9 out of 10 Westgate Park homes with Insulite 3-in-1 Roof Deck. No wonder his development has won two awards from NAHB — and now his home at left is featured on the February cover of LIVING For Young Homemakers.

Send for complete information now! Actual on-the-job pictures and construction details. Write Insulite, Minneapolis 2, Minnesota.

It's Insulation with vapor barrier. No need for other insulation. 2" Roof Deck is comparable to 2" wood deck plus 1" fiberboard insulation. Available in 3 thicknesses to meet insulation requirements in any climate. Absorbs sound better than wood or plaster. Exclusive vapor barrier protects against condensation within the unit.

It's roof deck — 2' x 8' units cut application time as much as 45%. Only one material to handle. New Insulite Roof Deck eliminates need for separate roof boards, insulation, lath and plaster and ceiling finishing. Insulite Roof Deck can save 12 man hours per 1000 sq. ft. of surface compared with 2" x 6" D&M roof sheathing.

Ano finished ceiling — The underside of Insulite Roof Deck is finished with flame-resistant surface. Lay Roof Deck over prefinished beams... and ceiling is done. No need to plaster, paint, stain, wax. Cuts labor and material costs. In 2' x 8' units, 1 3/4", 2" or 3" thick — with or without vapor barrier membrane (depending on climate).

build better and save with INSULITE

INSULITE, made of hardy Northern wood

INSULITE, Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota
If you’re building homes in this area...

in the $9,500
to $30,000
price range

GET THE COMPLETE FACTS on why more
and more builders are switching to

ADIMRAL HOMES

Today’s biggest
Building value

for the BUILDER:
- pre-determined costs—assured profits
- faster starts—quicker completions
- less overhead—prompt turnover
- cooperative advertising program

for the BUYER:
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- choice of more than a score of various models
- wide choice of optional features
- top quality materials and workmanship

Write, wire or phone today! Find out how you, too, can join the growing number of businessmen who worry less and profit more, building Admiral Homes.

Catalogs . .

NEW YORK

"FOR MODERN LIVING"—Alleghany’s
4-page pamphlet describes their 1956 line of prefab models including 17 floor plan variations. Prices of these homes range from $8,500 to $16,500. Marketed from New York State. Alleghany Homes Corp., Attn. Stanley Nadolski, Dept. AB, Box 36, Homer, N. Y.

Circle No. 2036 on Reply Card, p. 216

FOR WIDE VARIETY—American
Houses presents 5 models in many variations, ranging from luxury to minimum prices. Company markets total of 30 models, priced from $7,000-$40,000, in Eastern states. American Houses Inc., Dept. AB, 165 West 46th St., New York 36, N. Y.

Circle No. 2037 on Reply Card, p. 216

BUSH PREFABRICATED—Contract
wholesale manufacturer operating within 350 mile radius of Long Island. Also manufactures all types of panelized structures. Bush Prefabricated Structures, Inc., Clinton G. Bush, Jr., Dept. AB, 2nd St., and Lenox Rd., Huntington Station, L. I., N. Y.

Circle No. 2038 on Reply Card, p. 216

FEDERAL HOMES—Information, plans,
and specifications available describing factory "built" fabricated homes. Basement and basementless models available, priced from $10,000 up. Federal Homes Corp., Attn. C. D. Geisler, Dept. AB, 21 West Street, New York 6, N. Y.

Circle No. 2039 on Reply Card, p. 216

FORD FACTORY-BILT HOMES—A 12-page booklet describing Ford custom-built homes has been issued. A wide variety of Cape Cod and ranch type homes offered at prices from $8,000-$25,000 and up. Marketed in New England and Eastern states. Ivon R. Ford, Inc., Dept. AB, McDonough, N. Y.

Circle No. 2040 on Reply Card, p. 216

PRE-CUT HOMES BY NORGE—Informative literature describes pre-cut cottages, homes, and garages featuring interlocking system which forms a tight, weatherproof joint. Price range for cottages and garages: from $585-$4,795. Norge Cottages,
Owens-Illinois Glass Block

and Concrete Block

...building materials that "belong" together

Owens-Illinois Glass Block are handled in the same way as concrete blocks—same mortar materials and similar laying technique... go in at the same time. Glass block and concrete block "fit." Two 8" glass block equal a standard concrete block. When you use glass block in basements, you have no worry about joints at the grade line.

Glass block arrive on the job site packed in sturdy cartons of convenient size. Cartons can be opened as block are needed. No loose block for you to handle. Panels can be made to fit any size opening... no frame is necessary.

Owens-Illinois Glass Block are available in a wide variety of designs from super-clear that you can see through to those that restrict sight completely. Literature for any glass block application is available free of charge. For information or help with a specific problem write: Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.

OWENS-ILLINOIS GLASS BLOCK
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OWENS-ILLINOIS
GENERAL OFFICES - TOLEDO 1, OHIO
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 offered 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.

PETWAY Bilt-Ins...

7256 Second St., N.
Wisconsin Rapids, Wisconsin

CATALOGS...
CONTINUED FROM PAGE 206

Inc., Dept. AB, 21 West St., New York 6, N. Y.
Circle No. 2041 on Reply Card, p. 216

RANCH HOMES, two-story models. Cape Cods and split levels illustrated in 4 colors in a 44-page booklet, Catalog 54F. Units shipped from Glens Falls, N. Y. or Chambersburg, Pa., with prices from $2,043-$7,368. Northern Homes, Dept. AB, Glens Falls, N. Y.
Circle No. 2042 on Reply Card, p. 216

NEBRASKA

PERMAВILT HOMES—Offers information sheets on 8 basic models. Individual or project homes, furnished through builder-dealers, range from $10,000 to $35,000. Six to 8 state area serviced from Nebraska. Peter Holdorf, Permeo Mfg. Co., Dept. AB, Peru, Neb.
Circle No. 2043 on Reply Card, p. 216

INTERMOUNTAIN—Four floor plans with descriptions in a 4-page pamphlet on 2 and 3-bedroom units marketed in Utah. Intermountain Precision-Bilt Homes, Attn. Blaine Wade, Dept. AB, 124 18th St., Ogden, Utah.
Circle No. 2044 on Reply Card, p. 216

OHIO

HERITAGE HOMES—Fifteen floor plans and 40 elevations in contemporary, split level and rambler styles offered for distribution in Eastern and Midwestern states. Prices, including builder’s profit, range from $12,000-$36,000. Information from Independent Lumber Co., Dept. AB, Attn. Robert Grigsby, 16020 Nottingham Rd., Cleveland 10, Ohio.
Circle No. 2045 on Reply Card, p. 216

EXPAN HOMES—Ten models, each with 6 different elevations in both right- and left-hand plans, providing 120 different variations, presented in new brochure. All models are 3-bedroom modern ranch styles. Price range: $9,500-28,500. Marketed east of the Mississippi River. Expan Homes, Inc., Dept. AB, Attn. Alex Bruscino, 15411 Chatfield Ave., Cleveland, Ohio.
Circle No. 2046 on Reply Card, p. 216
Here's how

MODERN HOMES' LEADERSHIP

puts their franchised dealers out front in the profit parade!

Modern Homes leads the way to greater financial success for its dealers—here's how:

- Smart styling is based on a close and continuing study of home buyers' tastes in house design.
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- Modern's big national advertising program goes all out and pre-sells your prospect.
- Factory-developed local promotion hits your prospects again and again—directs them to the homes you're selling.

That's why it will pay you to get the whole Modern Homes story. Write today for this important information.

Modern Homes Corporation

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Top-ranked architects and designers on Modern's staff are in constant touch with what the home-buying public wants. Look at the record! Modern has already given you many solid-selling design advantages... thrilling open-planned interiors, push-button windows, acoustic tile ceilings to sound-condition rooms, and Modern-Span steel floor joists.
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ELECTRIC HAMMER DRILLS

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The only Electric Hammer Drill on the market with automatic rotation of drill bit. No tedious manual turning of drill chuck. 10 times faster than hand methods. Compact — powerful — electro-magnetic — operates from any standard lighting circuit. Models for light, medium or heavy work. Takes all the work out of drilling holes in concrete, brick, and stone.

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Belt driven—delivers full cutting power to blade—for cutting of wood, concrete, plasterboard.

SYNTRON COMPANY
618 Lexington Avenue
Homer City, Penna.

Catalogs . . .

ACACIA MODULARS—Folder features 11 models as well as information on company's fabricator used in their Ohio plant. Acacia Modular Homes, Dept. AB, 1522 N. Dixie Dr., Dayton, Ohio.

Circle No. 2047 on Reply Card, p. 216

SPACIOUS LIVING—Inland Homes includes pictures and descriptions of 11 homes (3 and 4 bedrooms, with or without basement), in their current brochure. Marketed east of Rocky Mountains at $8,000-$15,000 price range. Inland Homes Corp., Dept. AB, 501 College St., Box 915, Piqua, Ohio.

Circle No. 2048 on Reply Card, p. 216

BIG LITTLE HOUSE—International features Model X-42 Special with 4 bedrooms and a variety of elevations. Will sell for $11,500-$14,500 with attached garage. Information from E. B. Osterhout, International Homes, Dept. AB, 3896 Mahoning Ave., Youngstown, Ohio.

Circle No. 2049 on Reply Card, p. 216

"BETTER LIVING FOR MORE"—A six-page folder presenting split levels, ranch homes and other models of the Metropolitan line. Five basic models, ranging from $9,000-$20,000, marketed in Midwest, New York and Maryland. Metropolitan Homes, Inc., Dept. AB, Attn. Charles E. Fry, 721 West Columbia St., Springfield, Ohio.

Circle No. 2050 on Reply Card, p. 216

SUBURBAN DESIGNS—Thirty-one basic models including contemporary, distinctive, budget and suburban styles outlined in literature. Price range from $7,000-$19,000, marketed in Midwestern, Southern, and New England States. Thyer Mfg. Corp., Dept. AB, 2857 Wayne St., Toledo 9, Ohio.

Circle No. 2051 on Reply Card, p. 216

CUSTOM-BUILT HOMES—Four page brochures showing basic floor plan and model variations on a 3-bedroom home. Series 36 on a medium priced home; Series 42 on a deluxe model. Prices from $10,000-$20,000 on units sold in Midwest and Eastern States. Weakley Manufacturing Co., Dept. AB, South 26th St. & Buckeye Ave., Newark, Ohio.

Circle No. 2052 on Reply Card, p. 216

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FOREMOST SOURCE
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SAINT PAUL CORRUGATING CO.

and allied Economy Grades, made by the
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Areawalls. Most complete line in the U.S.A.

Steel Areawalls in any size, height or grade,
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Three Standard Shapes: Streamlined-
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The builder with a reputation to maintain won't risk it on anything but proved materials. He knows that the Heatilator Fireplace has been thoroughly proved over 30 years in 3 out of 4 homes with heat-circulating fireplaces—more than can be claimed by all other units combined. Here's why...

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... has lived up to every sales claim made for it... there are more Heatilator Fireplaces in use to prove those claims than all other makes combined.

... has kept in step with progress over the years. It has been steadily improved for more efficient operation. It is the only unit specifically designed for today's modern homes.

... is the only fireplace unit with a positive Pressure-seal Damper. By sealing off the chimney air-tight, it eliminates costly loss of heat in winter and of cooled air in summer.

... is sturdily constructed with fully welded seams throughout and a one-piece boiler plate firebox designed to last under even the severest usage.

Build with the Fireplace Unit That Builds Your Reputation
Heatilator Inc., 622 E. Brighton Ave., Syracuse 5, N. Y.

Catalogs...

MIDWEST MODELS—Twelve basic designs with floor plans in an 8-page catalog. Houses range from $10,000 to $25,000, are marketed in the Midwest area. Midwest Houses Inc., Dept. AB, P.O. Box 334, Mansfield, Ohio.

Circle No. 2054 on Reply Card, p. 216


Circle No. 2055 on Reply Card, p. 216

"BLUEPRINTS TO PROFITS"—Custom fabrication delivered in 3 separately scheduled units by Ray Mel Homes. Brochure has 3 designs plus complete specifications. Ray Mel Homes, Dept. AB, 500 Stanwood Ave., Columbus 9, Ohio.

Circle No. 2056 on Reply Card, p. 216

SCHOLZ HOMES—Offers information on California contemporary, ranch styles in 8 basic models ranging from $10,000 to $50,000. Marketed in Midwest, Southern and all Eastern States. Scholz Homes, Dept. AB, 2001 N. Westwood St., Toledo 6, Ohio.

Circle No. 2057 on Reply Card, p. 216

OKLAHOMA

"STURDYBILT PREFABRICATED HOUSES" is the name of a new illustrated 20-page catalog describing the wide range of houses, field offices, warehouses or field camps offered. Twenty models ranging from $8,000-$12,000 sold throughout entire Midwest. Southern Mill & Mfg. Co., Dept. AB, P.O. Box 1087, Tulsa, Okla.

Circle No. 2058 on Reply Card, p. 216

PENNSYLVANIA

ADMIRAL HOMES feature models in 1 or 2-stories, split levels and 1½ stories in their 28-page color catalog. Floor plans and pictures included. Prices range from $8,500-$20,000 on 20 basic models sold for Midwest, East Coast and New England. Admiral Homes, Dept. AB, 300 Mt. Lebanon Blvd., Pittsburgh 34, Pa.

Circle No. 2059 on Reply Card, p. 216
elementary...

Glazing still takes time, but with Arcadia's new Interchangeable Moulding Strips it takes far less than by other methods. Now, any Arcadia aluminum door can be glazed with either 3/4" plate or 1" insulating glass just by choosing the proper moulding strips. Takes no screws, special tools or skills. Strips snap easily in place, save glazier's time. And that saves installation costs, boosts profits on every job.

Simplified glazing is just one important point of difference between Arcadia and other sliding glass doors. For details on Arcadia steel and aluminum doors, see the Yellow Pages under "DOORS, Sliding."

60 yds. a day with Jaeger 65

This contractor's Jaeger mixer and 7 man crew (3 loading, 3 wheeling and 1 operating machine) averaged a batch every 1 3/4 minutes. You, too, can pour better concrete faster with a Jaeger. Famous "Skip Shaker" loader speeds batch into drum in 5 to 7 seconds. Extra big bucket and flight blades insure fast, thorough mixing action and quick discharge. Seconds saved on complete mixing cycle add up to more batches per day. See your Jaeger distributor, or write for catalog.

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PUMPS * COMPRESSORS * HOIST TOWERS * LOADERS

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HOME BUILDERS save time, material, and labor with TECO Trussed Rafters that are simple to fabricate, easily assembled, and quickly erected with minimum labor.

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Catalogs...

ACCENT ON FLEXIBILITY—Quality standards and maximum economy in a variety of flexible designs illustrated in a 12-page color catalog. Floor plans of 6 models with 2 to 4 bedrooms in Catalog 100. Prices from $7,900-$50,000 on models marketed principally in Midwest, Eastern Coast states. Crestwood Homes Co., Dept. AB, Greenville, Pa.

Circle No. 2060 on Reply Card, p. 216

TENNESSEE

FAIRHILL PACKAGE—"For the builder who wants to grow" this pamphlet gives a sample low-priced model with floor plan and price. Twelve basic plans ranging from 850 to 2,060 sq. ft. with prices from $6,000-$18,000. For marketing within 600 mile radius of Memphis. Fairhill, Inc., Dept. AB, 2165 Latham St., Memphis 9, Tenn.

Circle No. 2061 on Reply Card, p. 216

TEXAS

READY-CUT HOUSES—Six-page pamphlet features four 1-story models and a vacation cottage Houses, ranging from $3,600 to $10,500, are marketed mainly in the Southwest and are exported overseas. Houston Ready-Cut House Co., Attn. R. N. Barrett, Jr., Dept. AB, P.O. Box 124, Houston 1, Tex.

Circle No. 2062 on Reply Card, p. 216

FOR THE WEST—Twelve basic designs with pictures and floor plans featured in this Southwest catalog. Methods adaptable to any type project are detailed. Prices from $5,200-$16,000 on 20 basic models marketed in the Texas and Louisiana area. Southwest American Houses, Inc., Dept. AB, 1200 Givens St., P.O. Box 16, Houston 1, Texas.

Circle No. 2063 on Reply Card, p. 216

"ECOHOME"—Low-cost shelter units including vacation cottages, bunkhouses and institutional units described in a 12-page folder. Texas also offers contemporary and modern homes ranging from $5,000 to $14,000. Delivered in Texas, New Mexico, Colorado, Oklahoma, Arkansas, Louisiana and by rail anywhere in the country. Texas Housing Co., Attn. Sargent Hill, Dept. AB, 9003 Denton Dr., Dallas, Tex.

Circle No. 2064 on Reply Card, p. 216
This post card has been designed by the American Builder to help you get complete data about new product items and catalogs shown in this issue. All you need to do to get further information, is to circle the numbers listed on the reverse side of this card. Then mail the post card to us. No postage is necessary. We will forward your requests to the manufacturer. He will send you complete data.

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Cooper Homes offers their latest catalog featuring plans and pictures of a new 1956 line. For information, write Donald V. Livoni, Cooper Homes, Dept. AB, 820 Cleveland St., Amarillo, Tex.

Circle No. 2065 on Reply Card, p. 216

THE FABRICON SYSTEM of dividing one big room into smaller ones with assembled and finished wall storage units is explained in diagrams and pictures in an 8-page pamphlet. Fabricon, Dept. AB, 4601 E. Fifth St., Austin, Tex.

Circle No. 2066 on Reply Card, p. 216

WASHINGTON

VIRGINIA LEE HOMES—A descriptive folder on Virginia Lee Homes for 1956 is now available, including floor plans of the latest series of homes offered by the manufacturer. Each home has from 6 to 15 variations. Virginia Lee Homes, Inc., Dept. AB, P.O. Box 606, Kirkland, Wash.

Circle No. 2067 on Reply Card, p. 216

WESTERN VARIETY—More than 100 homes without duplication offered the project builder by Farwest Homes. Pamphlet explains construction details and service program. Models, ranging from 800 to 1,700 sq. ft., with 2 to 4 bedrooms, are shipped from Western Washington anywhere in the U. S. Write West Coast Mills, Attn. Eldon Reilly, Dept. AB, Chehalis, Wash.

Circle No. 2068 on Reply Card, p. 216

WEST VIRGINIA

PRE-ENGINEERED SCOTTS—“How to Build a Better Home” for housing or individual owners explained in a 16-page illustrated catalog. Scott Homes, Dept. AB, Wheeling, W. Va.

Circle No. 2069 on Reply Card, p. 216

WISCONSIN

FOR MORE SPACE—Quality P&H Homes feature more space and livability in their 3-bedroom designs. Information includes floor plans and sketches. Priced from $7,000-$20,000 and marketed east of Rockies. Harnischfeger Homes Inc., Dept. AB, 500 N. Spring St., Port Washington, Wis.

Circle No. 2070 on Reply Card, p. 216

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Name
Address

FEBRUARY 1956
219
CATALOGS...

CANADA

ENGINEERED HOMES in Canada offer 6 family-planned homes in variety of exteriors in their pamphlet. Information on industrial housing in a second pamphlet. Eight basic models ranging from $7,600-$13,000 sold for Western Canada. Engineered Buildings Ltd., Dept. AB, 504 4th St., S.E., Calgary, Alberta.

Circle No. 2071 on Reply Card, p. 216

GLENWAL PANELS are featured in 4 models illustrated with floor plans in a colored pamphlet. Advantages of panels in commercial buildings are detailed. Prices from $4,810 to $24,000. Models with up to 5 bedrooms marketed mainly in Canada. Glenwal Ltd., Dept. AB, Attn. L. E. Wade, 3601 Bonybrook Rd., Calgary, Alberta, Canada.

Circle No. 2072 on Reply Card, p. 216

FOR A SLIGHT CHARGE....


INDIVIDUAL HOMES—Complete line of Dixie homes described and illustrated in a 12-page catalog. Houses sold in Eastern states at range of $7,000-$18,000. Constructed so that additions may be mounted at a later date. Send 25 cents to Dixie Homes, Dept. AB, Upper Marlboro, Maryland.


HOW DO YOU DO IT BETTER?
SEE PAGE 233
NEW! LOW COST!
7-SECTION
GARAGE DOOR

the “NIAGARA” model
Morrison

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The NIAGARA is a quality garage door, designed and priced specifically for modest priced homes of every type. It allows you to offer your feature-conscious prospects all the advantages of an all-steel sectional garage door — not as an "extra" — but for the same cost to you as an ordinary wood or one-piece metal door. The NIAGARA's unbelievably low price is the result of expert design and modern mass production methods. There has been no compromise with materials or workmanship . . . the NIAGARA is fully guaranteed for one year.

The NIAGARA rolls up completely inside the garage at the touch of your fingertips. No awkward swinging out motion to avoid — no dangerous projection outside the garage.

If the garage door you're now buying does nothing more than close an opening in the garage, change to the NIAGARA. It comes in two popular widths — 8 and 9 feet — and two heights — 6 feet 6 inches and 7 feet. For complete information on the NIAGARA and other Morrison Roly-Door Models, look for the name of the nearest Morrison Roly-Door Distributor or Dealer-Installer in the Yellow Pages of your Telephone directory or write directly to Roly-Door Division, Morrison Steel Products, Inc., 644 Amherst Street, Buffalo 7, New York.

There's a Morrison Roly-Door for every overhead door application
RESIDENTIAL • COMMERCIAL • INDUSTRIAL
• Also manufacturers of MOR-SUN WARM AIR FURNACES and MORRISON SERVICE BODIES

IN CANADA — OVERHEAD DOOR SUPPLIERS, 1330 Bloor Street W., Toronto 4.
Congressional activity will affect building industry

By JOHN F. McCARTHY
Attorney-at-law

At the time of the writing of this article, the Congress is reconvening. Undoubtedly considerable legislation will be introduced and considered involving the building industry. We repeat the advice of a year ago that builders, both individually and through their respective trade associations, should be alert to advance their legitimate interests.

Increased federal financial aid for various community facilities, such as water, sewers and schools, will be among the chief topics for Congressional consideration. Federal aid to education now will extend to financial assistance for the building of classrooms. Community facilities have presented increasing problems so that legislation providing for financial assistance by the federal government in this field merits the active support of builders.

During the recess between sessions of the Congress, many investigations have been made into housing and related fields. Notable among these are the hearings conducted by a sub-committee of the Banking and Currency Committee of the House of Representatives, under the Chairmanship of Representative Rains of Alabama, and those conducted for the Committee on Banking and Currency of the Senate, under the Chairmanship of Senator Sparkman, likewise of Alabama. The Rains Committee conducted its hearings in major cities throughout the country, while the Sparkman Committee held forth in Washington. Each had as its principal purpose an investigation, first, into the effect of the tightening of credit on the home building industry; second, into the efficiency of the operations of local FHA and VA offices; and third, into the lack of progress in the field of urban redevelopment.

The reports of these Committees undoubtedly will be productive of considerable legislation affecting the home building industry. Included in this legislation, on the subject of mortgage finance, will be bills to extend the time within which the VA may guarantee loans in connection with the construction or purchase of homes. A substantial number of veterans in all sections of the country as yet have not used the privileges afforded them by the Servicemen’s Readjustment Act.

Labor will receive its share of congressional attention, and this could have important consequences for all builders. The Fogarty-Clements Bill of the last session may be pushed again. This provided for the payment of minimum wages in connection with the construction of homes financed by FHA or VA and it also required voluminous record keeping and reporting. Union welfare funds have been the subject of many inquiries and some investigations. Regulatory legislation in this field may be expected.

Public housing again will be in the limelight. Proponents and opponents already have issued statements outlining their respective positions—for many thousands of additional units, on the one hand, or for none, on the other hand. Some presidential aspirants already have had their say on the subject.

The foregoing is a brief resume of some of the expected highlights in the field of Congressional activity. Other examples might be given. But it is thought that enough has been said to indicate clearly that builders and their associations should pay close attention to the Congress.
The New

FASCO

CAB VENT

SAVES 60%
INSTALLATION
COSTS

Simple as ABC—(a) Remove thumb screw, cover. Loosen 3 keyway screws and remove motor, impeller. (b) Connect circuit to receptacle. Four metal screws secure cab vent to housing. (c) Replace motor, plug in lead, and replace cover.

Powerful TURBO RADIAL IMPELLER—a radical departure from the blower wheel—expels static air from intricate ducts by new power/pressure principle. Pulls greater volume of air at higher pressures.

SHALLOW DEPTH HOUSING—SAVES SPACE—Saves valuable cabinet space. Pleasing enclosed design, beautifully finished—only 8" x 14".

EASY ALIGNMENT...NO TEMPLATES NECESSARY—Simply pencil outline of housing in cabinet, cut vent hole anywhere in scribed area. 2 metal screws complete vent installation.

Where hoods are used...

Specify

FASCO ADJUST-O-HOOD

One Hood Fits Any Requirement 30" to 42"

Reduces Investment—Inventory—Storage. Adapts to compensate for cabinet misalignment due to non-square walls and warpage. Installs faster and easier than any other hood.

Available in 3 beautiful finishes:
Model 1066-W White Enamel
1066-C Copper Enamel
1066-S Stainless Steel

Write for complete catalog and specifications.

FASCO Industries, Inc. 21 AUGUSTA ST. ROCHESTER 2, N. Y., U.S.A.
The 1956 HENRY BACKHOE with Hydraulic Outriggers

A Henry digs wherever digging is to be done—in close quarters or the wide open spaces. It digs a full 10½ feet deep—loads 8 feet high.

With the new hydraulically controlled outrigger the backhoe and tractor level up on sloping ground in seconds to give straight down digging. This feature plus Henry's ability to dig at any angle within its 160 degree swing arc allows digging under otherwise impossible operating conditions.

Henry's hydraulically-operated telescopic boom stretches automatically when digging. Its parallel circuit control valve combined with a regulator valve that adjusts down-pressure to soil conditions gives smooth, fast digging and loading in one continuous motion.

Team this Henry Backhoe with the Henry Industrial Tractor Shovel and you get the world's finest digging and loading unit. Ask your implement dealer for more Henry facts, or write us today.

"YOU CAN DO IT BETTER WITH A HENRY!"

Planning for bathroom convenience

There are many factors to consider in the proper planning of this most important room of the home. Where limited space is available it is important that adequate wall space be provided for the essential fixtures as well as the allowance of sufficient area for convenient access and use.

The technical plate on the facing page shows the relationship of the basic bathroom fixtures to each other, and the minimum clearances that should be provided between the equipment and adjacent walls. The dimensions given are considered minimum for proper and comfortable use and should be increased wherever possible.

For the sake of clarity, the common recess type of bathtub is shown in relation to these space requirements. When planning for the use of other types of tubs (such as square or corner) the same minimum dimensions should be observed. Likewise, lavatories should be given the same consideration. Where the cabinet or counter-top unit is used, space in front of the cabinet should be increased to allow for door-swings.

Because of the variations in the size of plumbing fixtures no attempt has been made to give specific space dimensions for these. In planning the bath or toilet room it is advisable to check the actual dimensions of the equipment to be used.

The second plate of this series is reference material in planning for bathroom accessories. The establishment of fixed dimensions, of accessories, in relation to the major plumbing fixtures, allows for blocking and rough-in prior to actual installation of the finished wall surfaces.

In addition to the major bathroom accessories shown here, there are scores of other items which may be installed to make the bath more convenient. Information on these products may be obtained by consulting manufacturer's catalogs. For a list of the manufacturers of bathroom accessories write—Research Dept., American Builder, 30 Church St., New York 7, N.Y.
Bathroom Fixture Requirements

Water closet and lavatory

Minimum spacing for water closet

Water closet side by side

Shower and lavatory

Shower and water closet

Water closet and bathtub side by side

Water closet and lavatory facing bathtub

Wall and bathtub
Bathroom Accessory Standards

**Towel Rack.**

- Bath Towels: 24" x 10-1/4" x 5-3/4"
- Face Towels: 18" x 15 to 23" x 6-3/4"

Allow 27" rod space per person

**Water Closet**

- Minimum spacing for water closet

- Side view - Water closet

**Lavatory**

- Average lavatory counter height: 31" for adult use in master bath 34-36"
- Recommended spacing for Counter Twin Lavatory installations

- Clearance for lavatory with towel bars

- Shelf-Back Lavatory

**Bathroom**

- Paper Towel: 15" x 12"
- Hygiene Cabinet: 16"
- Towel Bar: 54" x 5-1/2" x 3-1/2"
- Soap & Grab: 6-0" x 6-4"
- Cabinet - Hooks - Heater

- Men: 5-6" x 6-4"
- Women: 5-6" x 6-4"

- Soap & Grab: 6-0" x 6-4"
- "L" or vertical: 24" x 2-2" x 2 or 3 tiles above bath

**Bathtub & Shower Stall**

- Bath Tub: 6-0" x 6-4" x 6-0"

- Shower Stall: 6-0" x 6-4" x 6-0"

**AMERICAN BUILDER**
Here is one of the brightest, brand-new ideas in the long history of home lighting! Virden has concealed the reel in the canopy.

Hanging 33 inches from the ceiling, the fixture spreads its beams over a wide area and can be pulled down instantly and easily to any desired length up to 53 inches, concentrating its beams in a smaller area.

Its generous 18-inch hood comes in a variety of finishes—brass, copper, pink, white or black. Three 60-watt lamps, shielded by a frosted glass diffuser, provide soft but efficient illumination.

The thin, strong cable—artfully hidden by the smart, coiled, black cord—disappears into the decorative ceiling canopy as the fixture is raised.

Shown here is but one of the many styles of Virden reel-concealed pull-down fixtures—all designed to blend skillfully with countless varieties of room arrangements and furnishings.

Write today for Catalog No. 56, showing in full color all of the popular Virden styles, including the Virden line of pull-down fixtures.

Member of American Home Lighting Institute
RICHMOND Homes’ New Champion

The Best Buy in its Class!

1 1/2 Baths
3 Bedrooms
28'8" x 40'8"
Over 1,150 Square Feet

Another Great Richmond Achievement in Low Cost Housing!

Now Richmond Homes has added the CHAMPION to its great group of Standard Line Homes. The Champ is a roomy, low-cost four-bedroom home with 1 1/2 baths. It is a house that offers greater privacy and traffic control to large family groups.

Like all other Richmond Homes, it is built with the finest of famous construction materials and workmanship. Framing is 2 x 4—16" o. c. with strong trusses bearing on outside walls. Fir and Hemlock No. 1 and better is used in all framing and trusses. Outside covering is factory applied and one day of field work is all that is necessary to put it under cover, with doors and windows secure.

The Champion Joins Two Other Great Individualized Low Cost Project Homes

The Challenger
28'8" x 36'8" — 4 Bedroom
Quality Construction

The Peerless
28'8" x 36'8" — 3 Bedrooms
Low Cost — Quality Materials

All Richmond Homes Are Conventional Construction
Precision Built with Nationally Recognized Quality Materials

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RICHMOND, INDIANA

A Complete Line of Traditional and Contemporary Homes Competitively Priced

- The Standard Line
  Low Cost Quality Homes
  Conventional Type Framing

- The Magic Circle Group
  Medium Priced Luxury
  Homes with Sales Appeal

- The Nassau Group
  Contemporary Designs—Strong,
  Quality Construction Throughout

The Quality Home, Factory Built for Particular and Capable Builders
Keeping the slab pour level when walls are up...

QUESTION: I am concerned about a four inch thick concrete pour that I have to make for a 30 x 60 area. A 50% moisture barrier and 6x6 6/6 reinforcing mesh will be laid down first, therefore I do not think it is practical to use wood screeds for levelling the surfaces. Walls of the building are already in place. Stakes at intervals are often used. Their tops are level with the floor. These are used as pivot points for swinging the striking-off board from one stake to another. What is the most practical grid spacing?

T. J. H., York, Pennsylvania

ANSWER: To screed a concrete floor in a building whose walls are already up, such as in the basement, the best method would be to work in two steps. First, put down screed boards along the center of the floor and along one wall. Finish the concrete in that half of the floor. After the concrete has set, pull out the screed boards and put down one board along the other wall, and work between this new board and the already set concrete. Putting down individual, small stakes and working between them will result in a wavy finish and therefore cannot be recommended.


Start fresh with a new field

QUESTION: A cafe in a rural area has trouble disposing of the dish water. As the water moves through the grease trap and on into the field tile it is not absorbed by the ground, but accumulates in this area and gives off a bad odor. What can be done?

W. A. E., Girard, Kansas

ANSWER: The ground that surrounds the tile has evidently become sour and is saturated with the chemicals from the dish-water. A solution would be to dig up all the old tile, turn over the surrounding ground and allow it to dry out, and then relay the tile in a fresh bed of gravel or crushed rock. The septic field should also be enlarged to handle the added load placed upon it.

Insulation in the right place

QUESTION: I bought a house with the roof and ceiling of the second floor insulated but not the walls. These walls are cold. What type of insulation do you recommend there? If the bedroom walls are insulated should the insulation be removed from the roof? Will condensation develop in the crawl space if the bedroom walls are insulated?

H. F. R., Massena, N. Y.

ANSWER: I would suggest that you add batt type of insulation to the vertical sidewalls. Place the blankets between the framing members with the vapor barrier toward the room. Leave the insulation between the rafters. If a careful job is done on the sidewalks, fitting the blankets snugly to the framing members, there should be no difficulty with condensation.

(Continued on next page)
NEW
HOMELITE
Diaphragm
PUMP

for All
Heavy-Duty jobs*

This new, job-tested Homelite diaphragm pump will handle all your heavy-duty jobs with greater ease and mobility.

Its new internal design not only pumps up to 5000 gallons per hour but handles sand, mud, solids and muck with equal ease. Because it weighs only 120 pounds, it goes anywhere quickly and easily . . . saves money in labor and haulage costs.

The entire unit construction is keyed to smooth, continuous performance. Flapper valves have special self-cleaning action to prevent clogging. The accumulator holds flow at a steady rate. Gears are totally-enclosed for full protection. Spring skids provide steadier footing, reduce vibration.

Write or call your nearest Homelite representative for complete information or a free demonstration.

*120 pounds for easier carrying
Model 20DP3 has guaranteed suction lift up to 28 feet and total head up to 50 feet, including friction.

HOMELITE
A DIVISION OF TEXTRON AMERICAN, INC.
502 RIVERDALE AVE., PORT CHESTER, N. Y.
**CAN STONE WALLS BE MADE TIGHT?**

**Question:** Has any method come to your attention which eliminated the objectionable condensation on stone walls? A 2x4 inch furring was used in the basement in finishing off a room in an old stone house. Cedar paneling was used, yet the condensation on the wall behind this cedar was so great that within a few days the bottom of the paneling was noticeably darkened by this moisture. The owner is willing to go to any expense to overcome this condition.

**Answer:** It is rather difficult to make this type of wall tight unless the outside surface from the top of the footing to the grade line is finished off with at least one inch thickness of a cement coating. A spray coat of a waterproof compound would assure a tight job.

**How to figure case work**

**Question:** Send me some information on how to measure and estimate upper and lower kitchen cabinets by the square foot method.

**Answer:** Standard practice is to figure custom case work on the square foot basis, with a unit price for upper and lower cases. To the base price are added as extras such items as finished ends, corner shelves, extra drawers, flour bins, bread boxes, etc. The cost would vary, depending on the species of wood used. Tops are figured as a separate unit. This square foot method is fairly successful on items like kitchen cabinets where the parts are more or less uniform.

**Ask the experts . . .**

*Continued from page 229*

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**Simple steps for faster, lower cost finishing of concrete or masonry walls with wallboard or wood.**

1. Dip small portion of adhesive from can with putty knife and spread on base of Gemco Anchor Nail as shown.
2. Push Gemco Anchor Nail in place with sliding, twisting motion; remove briefly, then replace. Allow to dry.
3. Drive Gemco Anchor Nails through furring strips then bend protruding nails over to secure strips.
4. Nail wallboard, plywood or wood panels to furring strips . . . and the job is done. It's just that simple!

**Here is all you need**

Gemco Anchor Nails have ample strength to hold sidewall loads in place securely. Easy to install. Anchoring is sure, safe, permanent. Great time- and money-savers!

Tuff-Bond General Purpose Adhesive bonds the anchor nails securely to concrete or masonry; super-strength; waterproof. Also Tuff-Bond Quik-Set for fast bonding to smooth surfaces.

**Goodloe E. Moore, Incorporated, Danville 36, Illinois**

Please send details and prices on Gemco Anchor Nails and Tuff-Bond Adhesives.

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If you have a building problem, write to Ask The Experts, American Builder, 30 Church St., New York 7.
Cabot's STAINS
the choice then...

For thirty years, this was the home of Paul Revere. It was here he created his beautiful works of silver, and from here he set forth on the famous night of April 18, 1775 to warn the countryside "the British are coming!" The narrow clapboard walls of the Paul Revere House have been treated with Cabot's Stains at 7 to 8 year intervals ever since 1892. Cabot's Stains were chosen because only Cabot's Stains

- are especially suitable on old weather-beaten surfaces
- penetrate deeply — actually dye the wood
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- preserve wood from decay, insects, weather
- will not crack, peel or blister
- cost less than ½ as much as paint

Available in 18 appealing colors

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... Cabot's Stains were chosen for this new house in Greenville, S. C. From the wide range of modern shades available, Cabot's PINT 51 Sage Brush Gray was used. Architect: W. E. Freeman, Jr., and Associates, Greenville, S. C.

Please send me information on Cabot's Stains

COST CUTTER
LION UNIVERSAL TRIMMER

Accurate, razor-like cut any way of grain. Quick adjustments to 45 degrees or 90 degrees. Miter, bevels, squares, chamfers—hundreds of uses! A time saver on every job.

WRITE FOR FULL INFORMATION

AMERICAN BUILDER
How to do it better
Ideas for the man on the job

GRACIOUS pattern of walls, above, was obtained by laying up concrete blocks in the manner illustrated by the detailed diagrams, below.

Pattern for a church wall...

A cross pattern was produced in the exterior walls of the First Congregational Church of Bakersfield, Calif., by laying up concrete block in the manner indicated here.

Although the walls appear as though there were crosses built into them, the effect was produced merely by recessing the concrete blocks in a repeated pattern over the entire wall area, creating shadows.

G. B. S.

Can you do it better... faster... cheaper?
We'd like to know about it...

SEND US...

- A brief written description
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- 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.
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**DIGGER - TRENCHER - SHOVEL - CRANE**

Does 101 jobs
in half the time...
at half the cost...
with lower equipment
investment!

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**MODEL**

120 TM-54

MOUNTS
ON ANY 1½ TON
OR LARGER TRUCK

Here’s profit-making utility in a versatile, low cost unit! HOPTO mounts on any 1½ ton or larger truck... one already charged off to depreciation! HOPTO gives you a mobile unit for handling bulk materials, pulling forms, spotting trusses and steel, excavating for footings and foundations! HOPTO does hundreds of jobs! Cuts labor costs in half or less!

**COMpletely HYDRAULIC... EASY TO OPERATE**

An average unskilled laborer can easily master the simple handling of a HOPTO in a few hours. Four valve control levers give HOPTO a 200° swing, 11-foot digging depth, 14-foot lift (24-ft. with crane boom), and control the dipper stick extension to permit vertical, straight-sided digging.

**UNEXCELLED UTILITY**

Unloading construction materials is but one of the hundreds of jobs that a crane-boom equipped HOPTO does more safely, in a fraction of the time! Crane boom, grapple hook, shovel buckets and back hoes in a variety of sizes and types equip the HOPTO for your kind of work. Units are easily interchangeable. Choice of power units, or HOPTO may be equipped to operate from the power take-off of the truck on which it is mounted.

**Check THESE PROFIT-MAKING FEATURES**

- No cables or chains to get out of order or be a hazard to safety.
- Easily interchanged units quickly adapt it for hundreds of uses.
- Digs 60° of 6° deep trench per hour in average units.
- Highly portable, Boom carried close-in as shown above.
- Long, high, deep reach and 200° swing gives large working area.
- Equip you to handle more jobs profitably at lower equipment investment.

In addition to the truck-mounted unit illustrated, HOPTO is available as a trailer unit, self-powered or power take-off operated, as unit for crawler tractor mounting, or as a complete self-powered, self-propelled unit. Badger also manufacture a full line of Badger Trenchers.

WRITE TODAY for complete information on the unit that best fits your requirements.

**BADGER MACHINE CO.**

WINONA, MINNESOTA DEPT. 23

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**How to do it better—**

Ideas for the man on the job

---

**One man can cut 8-foot panels on table saw**

With this simple combination support and guide, one man can cut as much as four feet from an eight foot panel without any extra help. The guide bars are clamped on to the table saw. The slide is graduated so that when the guide measures four feet from the saw, the four-foot mark will align with the groove in the saw table.

**Soffits over kitchen cabinets**

This way of building a soffit over kitchen cabinets can save as much as $75.

Most soffits are 13 inches deep, and overhang the 12 inch cabinet underneath. If this soffit depth is reduced to 11½ inches and the cabinet form extended ½ inch up beyond the top of the cabinet, there is no need to build a bottom on the soffit.

Furthermore, the extended cabinet lip will cover any imperfections in the plastering or sheetrock on the soffit, and simplify finishing.

**Provides fire stops between studs**

To reduce the rapid spread of fires to upper floors or attics, a good fire stop or draft stop is provided by stapling between the studs three plies of the asbestos paper that is used on furnace pipes. Double the paper back at each end for rigid stapling. This type of fire stop is easily penetrated if extra electrical wiring is required later.

Arthur N. Nelson, Kansas City, Mo.
SORRY JENKINS — CAN'T POSSIBLY DO ANYTHING NOW — MAYBE IF YOU'D TOLD ME YOU WERE FIGURING IT SOONER —

YIKES! THE OLD MAN IS TURNING DOWN YOUNG JENKINS — STILL FIGURES HE'S A SMALL OPERATOR. HELL NEVER COME BACK TO US AGAIN!

YOU SAID IT! THINGS CHANGE FAST IN THIS BUSINESS. GOSH, IF WE USED DODGE REPORTS WE'D KNOW WHO WE SHOULD PLAY ALONG WITH NOW — AND WHERE TO GO WHEN WE CAN HANDLE MORE WORK.

WANT TO KNOW HOW DODGE REPORTS CAN HELP YOU SELECT JUST THE JOBS YOU WANT? SEND COUPON TODAY.

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If you have a stake in new construction anywhere in the 37 eastern states, Dodge Reports will tell you what's coming up, whom to see, what the job requires, when bids are due, who gets the contract. They give you all the information you need to sell, to plan ahead, to pick and choose the jobs you want. Whether you want more business, better business, or more time to handle what you have, you can use Dodge Reports with profit.

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FEBRUARY 1956
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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. 110B, NEW HAVEN, CONN.

Please send me complete information on the BILCO DOOR, sizes, prices and dealers’ names.

I build __ 10 or less __ 10-100 __ 100-500 houses

NAME ____________________________
ADDRESS ____________________________
CITY ____________________________ STATE ____________________________

New storage cabinet holds everything for the sink

Where a sink faces a blank wall, this quickly built cabinet will provide storage space for soap and other cleaning supplies used at the sink. If not needed for utilitarian purposes the open shelf in the center might be reserved for a couple of small potted plants or knickknacks. Alternatively, a fluorescent lamp could be mounted there to put more light on the dishwashing chore. Hooks can be placed under the bottom shelf to hang brushes and utensils. Designs for this and other built-ins can be found in the book, "How to Build Cabinets for the Modern Kitchen," which was recently published by Simmons-Boardman.

In addition to its use over the sink, this cabinet might go at other spots in the kitchen for storage of cookbooks, housekeeping records, and perhaps a box of recipe filing cards.

Lay out the parts as shown and you will wind up with little waste. All parts go together with butt joints. If clamps are available, assemble the parts with glue and nails. If not, flathead wood screws will do a good job. Counterbore and fill the screw holes on visible faces of the cabinet. As shown, a couple of door knobs can be fashioned from the scrap material, making the operation even more economical.

The layout of parts illustrated above, incidentally, shows a planning step you should always take for other cabinets before starting work, in order to reduce waste.

MATERIALS:

1 panel 3/8" plywood, 4' x 4' 2 pair of hinges
2 cabinet catches
If you dare offer pre-fabs with INDIVIDUALITY... see HOME-WAY

- We furnish complete factory-built homes with flexible design to meet your customers' individual home needs. You handle erection, utilities.
- Meet requirements of modern building codes. Quality material, carefully processed, rapid delivery. Meet FHA, V.A. requirements.
- Personal dealer's service includes planning, estimating individual features into custom-designed "package". Cooperative advertising support.

HOME-WAY was featured by Look Magazine, Pre-Fab Inn., as one of top 15 firms in field.

We can help you get the "hard-to-sell" prospects and make better profits — easier!
GBH-WAY HOMES, Inc.
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ALUMINUM JALOUSIE DOOR
"THE DOOR THAT GIVES YOU MORE"

...as a Combination door...as a Prime Exterior Door

Complete with 7/32" Crystal Plate Glass — All Aluminum Screen (only 2 clips)—Fully Weatherstripped Jalousie—Weatherstripped Z- Bar Hanging Stiles and Header—1" Weatherproof Expander—Deluxe Key Lock—3 Online Bearing Hinge—Solid Aluminum Push Bar—Door Closer—Full 1¼" thick—Stainless Steel Lever-Type Operator—Box-Type Double Kick Panel.

WILL NEVER
- Need Painting
- Rot
- Swell
- Rust
- Shrink
- Warp

Patents Pending
Jalousies Tested By Pittsburgh Testing Laboratories

Priced to compete with wood! Cuts installation time in half!

BY ANDERSON MFG. CO., INC.
OWENSBORO, KY., BRADENTON, FLA.

Magnesium Forms
Speed Work on Kenosha Jobs

Jim Krueger of Palmer & Krueger, Kenosha, Wisconsin says that after several days rain which left the ground muddy and substantial water in the excavation, his men were still able to strip Symons Magnesium Frame Plywood Forms from one job, load them on a truck, and take them to another job at the other end of town, unload them and set them up ready for pouring by 1:30 P.M.

ACTUAL SET-UP TIME—2 HOURS
The foundation was 30' x 42' with window bucks and brick ledge. Walls were 7 feet high and 10 inches thick. Jim Krueger credits the fast set-up to Symons Lightweight Magnesium Frame Plywood Forms and his crew of 4 experienced men.

90 USES PER SET PER YEAR
Palmer & Krueger has two sets of Symons Magnesium Frame Plywood Forms. They pour an average of 6 foundations per week. Before each use, the forms are oiled with a horse hair window brush that has a six foot handle. Forms set up one day are always stripped the following morning. Time required for stripping is approximately one hour.

FREE ENGINEERING SERVICE
Upon receipt of your plans our engineering staff, which is experienced with all types of forming, will furnish complete form layouts and job cost sheets on your farm work—at no charge or obligation. Our salesmen are always available for consultation and to give advice on form erection, pouring and stripping methods. Builders throughout the country use this service to their benefit and profit.

Rentals—Symons Forms, Shores and Column Clamps may be rented with purchase option, all rentals to apply on purchase price.

Symons
SYMONS CLAMP & MFG. CO.
4261 Diversey Avenue, Chicago 39, Illinois, Dept. 8-6
Please send complete information on Symons Plywood Forms in Magnesium Frames.

Name__________________________
Address________________________
City__________________________Zone________State________

FEBRUARY 1956
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.

NEW!

AMERICAN SUPER SPEED ABRASIVE PAPER
One test will show you beyond all doubt the amazing superiority of the all-new American Super Speed . . . a paper produced on the newest and most modern making machinery in the industry. Try some Super Speed today . . . made for floor sanding by floor sanding experts. It costs no more. Send for price list and free sample sheet . . . no charge, no obligation.

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-2, 150 Causeway Street, Boston 14, Mass.
Are you cashing in on the trend to Asbestos Flexboard in board and batten construction?

- Fireproof
- Weatherproof, wears like stone
- Beautiful stone gray color
- May be painted any color desired*

* Most leading paint companies manufacture paint especially for asbestos-cement and masonry products. Flexboard is primed with base paints (containing Chlorinated rubber or Pliolite S-5) and a quality grade of exterior house paint is used for the finishing coats.

Asbestos Flexboard gives you color—beauty—the permanence of stone—all at lower cost!

- One of the most exciting developments in home building has been the use of Johns-Manville Asbestos Flexboard® in board and batten construction. This modern material meets every basic requirement for an exterior siding.

Made of asbestos and cement, it has the permanence of stone. Sheet sizes are from 4' x 8' up to 4' x 12', in 1/8", 3/16" and 1/4" thicknesses. Applied over J-M Weatherite Sheathing in conventional frame construction, it provides a finished exterior wall not only at lower construction cost but at lower maintenance cost to the homeowner. Flexboard can be painted* any color desired but never needs painting to preserve it.

Learn more about this new method of building with Flexboard. Send for the free booklet, "The Modern Trend in Home Design." Write Johns-Manville, Box 111, Dept. AB, New York 16, N. Y.
The revolving door is the key to this
remodeling

This is an alteration of one of the stores on the street level of New York City's Empire State Building. Fireproof construction was used throughout in the change-over. Due to the tremendous draft created by the high speed elevators in the building lobby a revolving door was necessary in this installation; otherwise papers and cards would actually be drawn into the lobby when the inside doors were opened.

The problem involved was to increase the size of the store, work around the existing column as it applies to the store front, arrange for the revolving door in the approximate center of the front, keep the actual remodeling to a minimum and yet produce an interesting front. All of these conditions have been well handled in the completed project, as shown at left.

The offside position of the revolving door, located at one side of the center structural column, is balanced by the adjoining marble panel which extends into the present show window left practically undisturbed. A protruding metal and glass display case is built into the marble panel. This is located on the opposite side of the structural column.

A free standing transom bar formed from a five inch channel covered with aluminized aluminum and pinned to top of door frame and mullions, ties the new units of marble panel, revolving door and new show window together.

The existing bulkhead is a recessed type with the floor 20" above the sidewalk. The granite face is about 12 inches back of the glass line. The new bulkhead 9 inches above the sidewalk is faced with granite which projects slightly in front of the glass. This planned variance has produced a well balanced and unified treatment. The metal used on this job is aluminized aluminum and the marble a grey texture interspersed with white.

-designed by: Louis J. Gluskin New York, N. Y.

**Screen Installation Champ 1956 Style**

This mighty midget makes it so easy to install Durall Tension Screens that a novice looks like a professional and a professional looks like a champion.

Tap it on the sill, drive one screw, “snap-in” the screen. It’s automatically adjusted...and you’ll have a perfect installation every time.

But that’s only the beginning of the big advantages of Duralls. Here are some more...

**LESS EXPENSIVE TO BUY**
They have no all-around frames, just top and bottom rails that hold the screen in the window under tension. They’re all aluminum and top quality throughout.

**COST LESS TO INSTALL**
It takes only 5 screws to install each Durall. A man can easily install one in five minutes from inside the building. And there are sizes for all stock frames so they fit perfectly, with no expensive and time-consuming fitting on the job.

**NO CALL BACKS**
Duralls put up nine years ago are still going strong...tight and secure against insects. And they’re made so perfectly there are no “call backs.”

**LOOK SO GOOD**
Fit in the window so taut and trim...they “look like a million.” Made of “Alclad” aluminum, Duralls never rust, stain nor streak the house. Buyers appreciate that.

**“SELL” SO EASILY**
Just tell ‘em they’re “Duralls”—that go up and down so easily, from inside...roll up to store away in a closet...and never need painting...Duralls, that are nationally advertised by brand name.

They’re perfect for porches and breezeways too—widths up to six feet—any height. Ask your dealer about them, or write to...

**Durall Products Company**
Sixth Ave., York, Penna.
Manufacturers of the Durall line of custom-made Screen-Porch Enclosures, Bermuda Screen Houses, Aluminum Combination and Screen Doors.
take a good look at **PONDEROSA PINE**

one of 10 woods from the **WESTERN PINE** region

Straight, close and uniform-grained, lightweight, light-colored, workable, nailable, paintable, Ponderosa Pine is the pick o' the pines! Suited for all residential and light construction use — for fine paneling, woodwork, windows and doors — for furniture and specialty cuttings.

Ponderosa Pine comes in 3 select, 5 common, 4 dimension, 4 factory grades. You can order it in straight or mixed cars—together with the other woods of the Western Pine region—from most Western Pine Association member mills!

**the Western Pines**

**the Associated Woods**

get the facts to help you sell

Write for the FREE illustrated booklet to
WESTERN PINE ASSOCIATION
Yeon Bldg., Portland 4, Oregon
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.

MANUFACTURE COMPLETE PREFITTED DOOR UNITS QUICKLY & ECONOMICALLY

Trouble Free Production of Unit With Door, Split Jamb and Trim Both Sides Ready For Installation.

With Z & K Prehung Door Manufacturing Equipment you can now make economical precision prefitted door unit with split jamb and trim, both sides ready to be installed. Machine takes up very little space and comes pre-set so the first unit and every other unit will be perfect.

Write today for further information.

PREFITTED DOOR MFG. EQUIPMENT
Z & K TOOL COMPANY
407K Sand Hill Road, Lebanon, Pa.

*Covered by Pat. & Pat. Pending.

WE SET YOU UP IN BUSINESS
Here’s A Real Opportunity

Read what Elmer L. War wrote us: "I have operated a Foley Saw Mill and a Reformer for over two years. I am a carpenter. When it will be hard for me to throw a hammer and put a saw, I will have a shop that will make me an easy living. I will see my machines my whole life, and they are paying for themselves as we go along."

Send for FREE 800K "MONEY MAKING FACTS"

Shows how you can start at home, make up to $5 or $5 on hour in your spare time. Send coupon today. No salesman will call.

FOLEY MFG. CO. 224-6 Foley Bldg., Minneapolis 38, Minn.

Name .................................................. Address ..................................................

NAME .................................................. CITY .................. ZIP ...

PETERSON WINDOW CORPORATION
1421 East 8 Mile Road, Farmington 21, Michigan

Please send me name of nearest Peterson Window dealer and further information.

NAME ..................................................

FEBRUARY 1956 243
Universal Level-Transit

everything you could ask for in a transit

Whatever you’re looking for in a transit... look no further... WHITE’S got it... and in good measure! More than 40 years of know-how assure you of ACCURACY... to within 5 minutes on the vernier. SIMPLICITY... designed without unneeded frills or gadgets for fast adjustability and easy reading. DURABILITY... built for tough going, winter or summer and for years on end. PRICE... model 3000 complete with tripod for only $199.50* is a value you can’t equal. Fill in coupon below for complete details and name of nearest dealer.

Robert Faegre is the new president and chief executive officer of Minnesota and Ontario Paper Co., Minneapolis. J. B. Faegre Sr., president since 1950, was elevated to board chairman. Harry B. Higgins, president of Pittsburgh Plate Glass Co. since 1944, has succeeded Clarence M. Brown as chairman, with David G. Hill promoted to president. Hill's post as vice president in charge of glass manufacturing went to Ralph V. Reisgen. Channing Way Jr., advertising administrative assistant at Saturday Evening Post has been upped to manager of promotion in the magazine's building products division. He'll also head promotion for plumbing, heating and air conditioning classifications. Merger of Rheem Manufacturing Co. with Richmond Radiator Co. has been jointly announced by R. S. Rheem and John J. Hall, company presidents, subject to approval of stockholders.

(Continued on page 246)
I was snowed under with purchasing headaches.

I was bogged down with design problems.

Construction supervision was time-consuming.

Inventory was a constant sore point.

Financing was difficult.

And my selling wasn't up to par.

...now I am going places with PLACE HOMES!

Free yourself from the shackles of design, purchasing, inventory and all the other harassing problems involved in today's home-building operations. Step out! Start going places as a Place Homes builder-dealer. Build more homes with the same staff at a greater profit than you ever dreamed possible. Place Homes give you top, award-winning designs . . . the finest planning and engineering in the industry ... plus the best available materials and sales-clinching features on your site when you need them. Best of all, you get complete financing — package, construction and final mortgage money through the Crown Mortgage Corporation—Place Homes' wholly-owned lending agency. That's right—it's time to contact Place Homes — today's fastest growing, pre-cut, packaged home manufacturer.

Place Homes, Inc.
1212A S. Walnut Street, South Bend, Indiana
Rush all data and specifications on nationally famous Place Homes.

Name

Address
Concurrent with merger of Square D Company and Electric Controller and Manufacturing Co., F. W. Magin has become chairman of Square D's board of directors and A. G. Patterson was named president. United States Air Conditioning Corp., Minneapolis, has purchased Floral City Heater Co., Monroe, Mich., reports David E. Feinberg, usARco president and Meyer Rosen, Floral City president. E. L. Garfield, president, Typhoon Prop-R-Temp Corp. of Florida announces the merger of that company with the Hupp Corp., Detroit. Merrill F. Yale has been named district manager of the new branch office and warehouse of Lincoln Electric Co. in Denver. Michael Flynn Manufacturing Co., Philadelphia, has opened a new sales office and warehouse in Los Angeles. . .

Hugh M. Lineweaver is new merchandising manager of Forest Fiber Products Co., Forest Grove, Ore. New manager of construction industry sales for Le Roi Division of Westinghouse Air Brake Co. is William F. Briney. Charles W. Hill has been appointed advertising manager of General Plywood Corp., Kayneer Co., Niles, Mich., has named Albert Stanley Fischer administrative assistant to director of research and development. Tom L. Kalahar has been appointed sales manager of Sterling Hardware Mfg. Co., New president of Macco Chemical Co. is H. Seymour Colton, who resigned as president of Colton Chemical Co. With retirement of J. Carlisle MacDonald as assistant to chairman of the board, in charge of public relations, U. S. Steel Corp. announces the following promotions: Phelps H. Adams, executive director, public relations, and assistant to chairman of the board; Charles W. Huse, director, public relations administration; and Fred LePell, assistant director, public relations administration.

SANI-FLOR is the ideal closet base for floors covered with linoleum, asphalt, rubber or plastic tile. It provides sparkling cleanliness around the base of the closet, protects floor and floor covering against saturation, offensive odors and deterioration of floor covering. Made to fit all makes and types of bowls. Simple, economical to install. Use SANI-FLOR on all your bathroom jobs. Write for literature.

Kennatrack
SLIDING DOOR HARDWARE

FREE!
Invaluable, because it takes the guesswork out of selecting the right hardware for the job.

Kennatrack Corp.
Elkhart, Indiana
Please send free BUYER'S GUIDE to:

NAME
ADDRESS
CITY STATE

Every Modern Bathroom deserves a SANI-FLOR stainless steel CLOSET BASE

The Market Place for buying and selling used construction industry sales for Le Roi merchandise, help wanted, positions wanted, and other classified listings.

Rate—$7.50 minimum for 40 words or less. $1.50 for each additional word.

Display Classified—$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2 1/2 inches maximum. Signature cuts and trade names allowed.

BUSINESS PROPERTY

GOOD GOING LUMBER, FEED & COAL YARD

In good farmers' village in Southeastern Wisconsin

*Main Building 15' x 25', Stoker Furnace, bar kitchen, large show-room, undeal feed car right into building. Two 1½ ton belt conveyor mixers, 75 horse blower, large silo, corn crib, feed elevator, siding shed 20' x 25', lumber shed 20' x 25', large corn crib, truck, feed elevator, scale, crews, feed unloader. Owner anxious to sell. For further information or appointment to see it, contact H. E. Gilbert, Realtor, Elkhorn, Wisconsin, Phone Parkview 5-2272.

BUSINESS SERVICES

DOUBLE YOUR INCOME, the way your newspaper advertising is using our low cost cartoons on Home Remodeling. Mats come in One or Two Columns sizes. For FREE proof & details write A1-AD CARTOON ADVERTISING, Box 167, Long Beach, Calif.
How to Use Scaffold Brackets

TO INSTALL window framing and siding on this home in Shaker Heights, Ohio, William F. Monroe, builder, uses safe, easy to install “Trouble Saver® Scaffold Brackets. These brackets are usually set in rows at levels of about 6 ft. Bearing on the house at three different points, each “Trouble Saver® Bracket provides maximum stability, permitting men to work faster in greater safety. Although made of strong rail steel, they are easily handled and can be installed in far less time than it takes to build a makeshift wooden scaffold. “Trouble Saver® Scaffold Brackets are available in 3 and 3½ ft. lengths for nail, studding or bolt attachment. Any one type can be converted to any other with “Trouble Saver® Bracket Attachments. THE STEEL SCAFFOLDING COMPANY, 636 HUMBOLDT ST., BROOKLYN 22, NEW YORK, TELEPHONE: EVERGREEN 3-5510. Dept. AB
PROFITABLE READING
Turn to page 97 and look up the catalogs of prefabbers who distribute their houses in your area. Then circle the right numbers on the reply card in this issue. Result: profitable reading during a time of the year when you can give the matter your fullest attention.

PLANNING AHEAD
Minimum-houses won't pull the business this year. You've got to plan on "extras" that you (and your customers) can point to with pride. Next month, American Builder will bring you 16 full pages of those "extras." Everything we show will have just been introduced at the Chicago NAHB convention.

NOW'S THE TIME TO...
If you haven't yet written to Joseph B. Haverstick of Dayton, O., and congratulated him on being the new president of NAHB, don't put it off another minute. He's working for you and deserves your acknowledged support.

NEW VISTAS
Get in your car and look for land that's suitable for vacation-housing. Then look for our March issue and a story on the rising popularity of the "second" house: here's a new kind of building opportunity that's going to get bigger and bigger.

IDES OF APRIL
You'll probably need six weeks, at least, to straighten out your income tax. Start the dismal chore not later than March 1 and call for expert advice if things look like they're going against you. Your local association lawyer may be the best man to talk it over with.

Get your foot in the door
March is the first big payoff-month for Operation Home Improvement. Don't lose another minute, between now and then, in setting yourself up as a modernization specialist. Get the OHI Advertising and Display kit by writing Operation Home Improvement, 10 Rockefeller Plaza, New York 20, and enclosing your check for $5. You'll also get 24 issues of the important OHI newsletter; it tells you what's going on: for example, 200 Oklahoma lumber dealers kicked off OHI—to their mutual advantage—at a banquet January 16. If business and building colleagues in your community have not geared the town to OHI, set up a similar affair to lay the groundwork right. Do it before March 1.

Take a tip from Cleveland
If you're curious about how much remodeling is going on in your town, now's the time to do a little checking. For example, F. N. (Nick) Molnar, chairman of the urban renewal committee of the Cleveland HBA, checked into building permits and found that the number issued for remodelings, on both one and two family dwellings, had increased (over 1954) 24% for the month of October, 1955. The value of remodeling permits for single family dwellings was up nearly 74% from where it was in 1954!

Buyers bloom in the spring
That old urge to live right hits most people just before grass turns green. The builder who builds the first and most attractive model usually gets the first cash-on-the-line buyers. Now's the time, in other words, to think about the advertisements, furnishings, brochures that will bring buyers to your model first.

Remember last year?
Just a word about the mud and miserable weather that always comes in March: check now on the products—like pliofilm—that will allow you to work between rainstorms.
So beautiful, so quiet... you can almost hear sales resistance drop

MATICO Vinyl Tile

Put a luxurious MATICO homogeneous Vinyl Tile floor in your model home.
Then watch when prospects see the lustrous, smooth surface... the rich, clear colors.
And watch when they first step on quiet, comfortable MATICO Vinyl Tile...
you can tell by their expression that MATICO'S a hit. And what housewife could help
but be sold on long, long wearing, easy-to-clean MATICO Vinyl Tile.

Yes, MATICO Vinyl Tile, a safe, trouble-free flooring, is a
real sales plus for your homes. Get all the facts today!

made by WRIGHT Manufacturing Company div of MASTIC TILE CORPORATION OF AMERICA
Houston, Tex. • Joliet, Ill. • Long Beach, Calif. • Newburgh, N.Y.
Brighten Every Installation

Presenting a wide assortment of styles of appealing beauty!

Streamlined and modern in design these lifts and pulls are further enhanced by attractive, lasting finishes that are easy to keep clean.

Installation of this hardware is simple and quick with all necessary screws included for completing a custom-built type of job. It is furnished in a wide variety of finishes.

Our new Catalog No. 26 is being mailed to all National Dealers. Be sure that you receive your copy of this valuable reference book.

No. 144 Cup Pull
Diameter hole, 1 3/4 inches

No. 142 Cup Pull
Diameter hole, 3/4 inch

No. 218 Door and Drawer Pull

No. 140 Flush Sash Lift

No. 217 Door and Drawer Pull

No. 218 Door and Drawer Pull

National MANUFACTURING COMPANY Sterling, Illinois