NuTone IN-BUILT Food Center Combination Food Mixer, Blender and Sharpener recessed in any wood or steel kitchen counter top.

1. **NuTone In-Built Food Centers**
   Combination Food Mixer, Blender and Sharpener
   For only $150 list

2. **NuTone In-Built Exhaust Fans**
   For fresh clean air in kitchens and bathrooms
   $19.95 to 39.70 list

3. **NuTone In-Built Range Hoods**
   For good ventilation and sparkling beauty
   $22.50 to 59.50 list

4. **NuTone In-Built Ceiling Heaters**
   The world's safest heaters for toasty-warm bathrooms
   $24.95 to 64.95 list

5. **NuTone In-Built Door Chimes**
   "Cheerful Earful" at the door
   In tune with the modern trend
   $6.95 to 27.95 list

**FREE**
Catalogs, installation data... write
NuTone, Inc. Dept. AB-S Cincinnati 27, Ohio
A DISCRIMINATING BUILDER...

A discriminating builder is concerned with the quality of every product he uses. In automobiles, apparel and accessories he selects the finest. In building homes he uses the same discretion.

That's why discriminating builders everywhere are installing Kwikset’s “600” line locksets in the finer homes they build. They have found these handsome locksets offer dependable, trouble-free performance and are backed by Kwikset’s famous unconditional guarantee.

“ A Finer Lock for Finer Homes”

KWIKSET SALES & SERVICE COMPANY, ANAHEIM, CALIFORNIA
Brand NEW LINE at a real LOW PRICE!

THriftee Pak

SLIDING DOOR HARDWARE

ONE PACKAGED SET FITS BOTH 3/4" and 1-3/8" DOORS

Installs Fast! Quiet! Trouble-Free!

EXTRUDED ALUMINUM TRACK
HEAT TREATED FOR EXTRA STRENGTH

Doors can be hung with hangers attached, cannot jump track.

BIG 1" SELF-LUBRICATING NYLON WHEELS
HEAVY STEEL HANGERS

Slotted screw holes for easier, more exact adjustment to plumb doors.

STURDY STEEL AND NYLON DOOR GUIDE. Fastens to floor with just two screws. Two steel plates and three nylon guides supplied. Use short plate for 3/4" doors. Use long plate for 1-3/8" doors.

THE MOST SIMPLE SLIDING DOOR HARDWARE BY FAR

STERLING HARDWARE MFG. CO.
2345 W. NELSON ST. • CHICAGO 18, ILLINOIS

JOBBERS, order stock today!
THriftee Pak

LIST PRICES
504 for two 26" doors...........$ 5.50
505 for two 26" doors...........$ 5.80
506 for two 26" doors...........$ 6.20
507 for two 30" doors...........$ 6.90
508 for two 30" doors...........$ 7.00
509 for four 20" doors...........$11.00

less your discount

© 1956 STERLING HARDWARE MFG. CO., CHICAGO.
A profit in giving

More and more builders have discovered a good way to help their community as well as themselves: donate school sites to the town. Joining the growing list of those who have gone one step farther is Henry Alper of Detroit who offered two cottage-type schools to the Nankin Mills School District for which they will pay $175 a month in mortgage costs.

Good public relations

Local builder groups might take a tip from the Builders Assn. of Metropolitan Detroit which has a new service for home owners and prospective home owners. They have published a 34-page book designed to lead the novice through all steps—legal, financial and practical—of selecting, buying and taking care of a home.

OHI—a $10.5 billion bonanza

OHI opportunities look even better with the release of FHA figures showing that home modernizers are becoming better credit risks all the time. American Builder takes you an a city-by-city remodeling journey beginning on page 17. And in July, AB brings you a special “how-to-do-it” remodeling issue.

Seasonal opportunity

If you’re a year-round builder, plan completion of your house in areas favored by purchasers at various seasons of the year. A survey conducted by B. J. Bergton, Teaneck, N. J., broker shows dwellings in areas with nearby shopping and transportation have greater appeal in the winter; those with a more rural atmosphere and larger plots are more highly favored in warmer months.
Do you install the same window in all your homes? No. That's why Ceco has more windows for you to choose from than any other manufacturer. We know your problems. Whatever window you want, whatever your wall construction, Ceco has the answer for you. Here you get windows engineered for quick installation and lasting performance...windows, too, to meet changing demands. For the development of the Ceco line is a continuing process...moving through engineering, testing, manufacturing and coordinated delivery of quality-approved windows. You can be sure of helpful counsel from Ceco...for Ceco Windows truly are designed with you in mind. So call in your Ceco man today.

CECO STEEL PRODUCTS CORPORATION

IN CONSTRUCTION PRODUCTS CECO ENGINEERING MAKES THE BIG DIFFERENCE
READER'S GUIDE

MAY

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232 The Month Ahead
Big promotion sells this great name in birch flush doors!

Four color advertising in America's greatest home magazine

This advertising goes direct to the biggest group of home buyers in all America — a public 4 million strong — all willing and able to buy what you sell.

They're pre-sold and stay sold. Only Atlas Plywood doors are quality controlled from American forest to finished product — a big plus in your reputation as a builder.

Sell the door that gives you and the home-owner more. Order your complete Atlas Plywood promotion kit now. Write Dept. AB-9, 1432 Statler Bldg., Boston 16, Massachusetts.

Plus every merchandising help to get your share


Atlas Plywood Corporation
FROM AMERICAN FOREST TO FINISHED PRODUCT
Boston 16, Mass. Distributors in all principal cities
**READER'S GUIDE TO**  
Advertising

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

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<th>Globe Lighting Products, Inc.</th>
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<td>Kwisket Sales and Service Company</td>
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**Notes:**
- "Appears in Western edition only." is noted at the bottom of the page.
- The document appears to be a guide to advertisers, listing various companies and their associated products or services.
Here they are—“Heyday” and “Crackle”—the two great, new, G-E Textolite patterns you first saw previewed at the NAHB Show in Chicago last January. Like all G-E Textolite surfaces, they’ll stay bright and beautiful, because they resist heat, stains, and scratches. And, with Textolite on counters and walls—you can literally offer your prospects “years of wear—with minutes of care.” Textolite wipes clean in a jiffy . . . needs no special maintenance! So, whenever you want the practicality of plastic, plus long-wearing beauty—be sure to specify G-E Textolite surfacing.

OVER 75 PATTERNS AND COLORS are yours with G-E Textolite! Woodgrains, Marble designs . . . and special G-E patterns like Medley, Ming, and Cross Current, are all highly styled to appeal to your prospects—and to help make that sale—right in the kitchen.

GENERAL ELECTRIC
Constructive Gripe

Sirs: Thanks for your letter in reply to my gripe about advertising without prices. Perhaps I should say To Hell With Them but often we need just the product advertised NOW, but by the time you find out the price and where you can buy, the need has been satisfied by using some available product. . . . I think many manufacturers believe that the customer is still begging for them to sell, rather than realize we are in a buyer's market.

F. R. Gooding
Greenville, Del.

In his earlier letter Builder Gooding had written: "Do you ever get a spell of frustration at the Nth degree? If you were a builder trying to find out the price or who sells the products advertised in American Builder you would go NUTS too. . . . Two weeks or two months after writing we receive a copy of the same ad as printed in your magazine but never the price or name of the distributor. Two or three months after that a salesman may call with the inquiry notice which is so old that we have forgotten about it."

"In the construction business we need materials and equipment promptly and not after the job is completed. . . . If there is anything you can do to get your advertisers to list prices (FOB or subject to change or otherwise) and tell where available you will be doing a great service to your readers even if the advertiser does not need the business. Can it be that business is so good that advertising is just another way to reduce taxes?"

Next move: the advertisers!

Correspondence Closed

(Last January Mr. DeDoes questioned an AB statement, "According to the wiring people, electrical consumption in 1963 will reach one trillion kilowatt hours compared with the present 540 million kwh." The increase of 2000 fold was impossible, he declared. Now he clarifies further:)

Sirs: From power statistics of the month you will see that the present generation of electrical energy is not 540 million kwh per year but 500 plus billions. There's the error.

—A. DeDoes, City Hall
Kalamazoo, Mich.

For a while we felt like the bank that lost the million dollar note; now we've found our three decimals.

More Baths

Sirs: I have read American Builder for many years and the March issue I just received is very interesting and informative. May I suggest in your blueprint houses you carry some with 2 baths or 1 ½ baths. . . .

—James M. Hanlan, builder
Caldwell, N. J.

The trend is in that direction, clearly enough, and that's where we're going too.

A Wise Wire

Sirs: Congratulations on your technical guide feature driveway design March American Builder p. 245. Each year fatal driveway accidents occur involving small children. In the interest of safety requesting reprints to forward to all metropolitan Pittsburgh home builders. Advise.

—Joseph L. Walsh, rep. for
Harry C. Leezer, distributors.

An alert response in a good cause.

A Long-time Friend

Sirs: Enclosed you will find a copy of American Builder 1926 Specifications and Working Plans complete. I have been a reader of your magazine quite a long time and would like to see more complete Quality list of materials in your up-to-date homes so that a new builder or a prospective home owner knows what he is paying his hard earned money for.

—Bernard Knapp
Newark, N. J.

We try our best, as the current Blue Print House shows. We'd like to do the same with all the houses we print, but . . .

Mutual Admiration

Sirs: I have just looked over the March issue, and think that the wallpaper feature turned out very well. Especially the color lends itself particularly well to this type of presentation, and I congratulate your printers for having the color shots as much on registry as they are. It was nice working with you on this little project!

—George Bonham
Selvage & Lee New York

And riposte thanks to George for his help.

Impact

(Chalk photograph by Virgil Partch—courtesy Pomona Tile Manufacturing Co.)
CONDENSATION IS DESTRUCTIVE

Inflow or outflow of HEAT through roofs and walls causes discomfort, increases heating and cooling bills. Inflow in summer or outflow in winter of WATER VAPOR not only causes discomfort, but its condensation to liquid water fosters timber rot, peeling paint, cracking plaster, crumbling mortar, rust and corrosion. It can make sills, studs, beams and plates decay; necessitate costly recurrent repairs. Sufficient vapor is generated weekly in the average home by a family of four, to condense into 76 quarts of water!

Vapor flowing out of a building in winter also entails a heat loss. It takes 1,060 Btu's to convert 1 lb. of water to vapor. The same amount of heat (from only 1 lb. of vapor), will raise the temperature of the air in TWO 13' x 14' rooms, with 8' ceilings, from a cold 50°F to a warm 70°F.

DENSE MOLECULAR STRUCTURE

Because of their dense molecular structure, metals have a vapor permeability of almost zero; will permit little or no vapor to pass. Metals are the best vapor barriers.

Fortunately, there is available an effective and inexpensive metallic barrier to vapor, which is also a most efficient thermal insulation. It consists of successive sheets of aluminum, permanently air-spaced apart, in pre-fabricated form, which open up automatically as installed. It comes in continuous lengths up to 750'; with no "breaks" every few feet for accelerating the flow of heat and of vapor. Because of its scientific construction, condensation on or within it is minimized.

Each reflective surface of each sheet of aluminum has 97% reflectivity and 3% absorptivity and emissivity for Radiation or heat-rays. (Radiation represents 50% to 93% of all heat flow through building spaces, depending on direction.) Because of multiple air spaces of low density, heat flow through it by Conduction is slight. The multiple sheets of fiber and aluminum retard Convection.

NATIONAL BUREAU OF STANDARDS TESTS

The National Bureau of Standards conducted a remarkable series of tests to determine if condensation can form in or on reflective aluminum when exposed to considerable vapor as in crawl spaces. The results were published by the Technical Division of the National Housing Agency as "Technical Bulletin No. 38." Those interested in retarding condensation formation and the flow of heat and vapor, will find this booklet invaluable for study and reference. We will send a copy free if you'll fill in the coupon.

INFRA INSULATIONS CAN BE PURCHASED
from 3¢ to 12¢ per sq. ft. depending on the type.

Please send NHA's "Technical Bulletin No. 38."

NAME
FIRM
ADDRESS
The Building Outlook

SMALL TALK

AIR CONDITIONING
Predicts Mason M. Roberts, General Motors Corp. vice president and head of its Frigidaire division: "Both new and old homes without air-conditioning ... will be rendered completely obsolete throughout two-thirds of the country within ten years."

It is reported that FHA, which up to now has permitted installations of a permanent nature only, will relax its requirements on the use of room and window units.

MORE HARDBOARD
You can expect a 40 per cent increase in production facilities of the nation's hardboard makers within the next two years. In addition to expansion moves announced by present manufacturers, new companies are entering the field.

AUTOMATION IN GARBAGE
The time-honored profession of garbage collector is on the way out. More and more municipalities are passing ordinances that require new dwellings to have on-site garbage disposal facilities.

LICENSED BUILDERS
What's the outlook on rules regulating building? Many communities have passed—or are considering the passage of—licensing laws that require certain standards for builders. You'll find out how members of the industry feel about this situation in American Builder's survey feature appearing on page 25.

NORTHERN EDITION

SMALL BUILDERS ARE ALARMED over the scarcity of improved lots. From Detroit, Fred Morrelli, who builds about 25 houses annually, reports that small builders are being forced into the land development business. Some have kept going by banding together and financing a developer who sells them lots at market value with 30 per cent paid in advance.

WHO'S GOING TO BUILD ALL THE NEW HOMES needed this year and in the future? Earl W. Horttor, chairman of NAHB's labor committee is worried over lack of apprentices entering the building trades. He notes that only 75,000 to 80,000 men are currently being trained, not enough to keep abreast of the number who leave the industry's labor force each year. Even a minimum of 200,000 trainees would make no allowance for construction program needs predicted for the next decade.

SHORTAGES OF BUILDING MATERIALS, continue to plague the industry. An NAHB economic report, prepared by able economist Nat Rogg, sees prospects for a 15 per cent increase in cement capacity this year, but states that supply will certainly continue tight through mid-year. Not much improvement in the glass situation is expected unless automobile production continues to decline.

FUTURE OF GI HOME LOAN program, for veterans of World War II, is in doubt. The law doesn't expire until July 26, 1957, but an increasing number of persons are interesting themselves in its extension or expiration. Various members of Congress advocate an extension, but Rep. Teague of Texas, chairman of the house committee on veterans' affairs, recently stated he would like to see it expire. President Eisenhower's budget message indicated similar feeling. Korean veterans have until 1965 to apply.
Here's beautiful news!

New Flintwood "32"

... the only 32" asbestos siding
... in eye-filling two-tone colors ... with Wrap-Around Dura-Shield® Silicone Protection!

You've got to see it to believe it! For Flintkote's new Flintwood "32" offers you a brand new concept of color-tone, surface protection and proportion in siding!

Let's take the last-named advantage, first! A 32" length! You apply Flintwood siding across two studs which are normally 16" apart. You can apply it over insulation sheathing in new construction. And have all joints nailed into the studs ... doing away with special fasteners.

And that's not all! If you use Flintwood "32" in 16" width (as available in the East), much fewer units of siding are required per square. Only 30, in fact!

If you use Flintwood "32" in 9 5/8" widths, (as available now in the East and South), you still need only 32 units per square.

What colors ... and two-tone effects! What range! Dark brown ... light brown ... dark green ... light green ... white ... ivory ... and gray. Siding to please everyone!

And ... every individual panel of Flintkote Flintwood Asbestos-Cement Siding is completely protected with Flintkote's new "Wrap-Around" Dura-Shield Coating! Front ... back ... edges ... corners ... yes, even the nail holes. And the facing shield of silicone gives added protection against moisture and staining.

So take Flintwood "32" from here ... and use it to make homes more beautiful ... customers more satisfied ... and profits more gratifying. Ask your Flintkote Representative to show you Flintwood "32" siding today.

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

*not available in the East at present
Failure of March starts to rise as much as usual reflects pessimistic attitude about money. The steady business boom, causing keen competition for credit, indicates that consumer demand for housing will continue well ahead of available financing. Most of the increase in starts since January has been for conventionally-financed units.

**15 LEADING HOME BUILDING AREAS**

<table>
<thead>
<tr>
<th>City</th>
<th>Annual Starts</th>
<th>% Change 1954-55</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>102,720</td>
<td>n.e.</td>
</tr>
<tr>
<td>New York</td>
<td>96,637</td>
<td>+2</td>
</tr>
<tr>
<td>Chicago</td>
<td>60,062</td>
<td>+23</td>
</tr>
<tr>
<td>Detroit</td>
<td>40,511</td>
<td>-1</td>
</tr>
<tr>
<td>San Francisco</td>
<td>32,058</td>
<td>+13</td>
</tr>
<tr>
<td>Washington</td>
<td>22,215</td>
<td>-7</td>
</tr>
<tr>
<td>Miami</td>
<td>16,362</td>
<td>+1</td>
</tr>
<tr>
<td>Cleveland</td>
<td>15,718</td>
<td>+17</td>
</tr>
<tr>
<td>Baltimore</td>
<td>15,340</td>
<td>-1</td>
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<tr>
<td>Denver</td>
<td>13,091</td>
<td>+3</td>
</tr>
<tr>
<td>Atlanta</td>
<td>11,521</td>
<td>-8</td>
</tr>
<tr>
<td>Boston</td>
<td>11,444</td>
<td>+7</td>
</tr>
<tr>
<td>Buffalo</td>
<td>10,902</td>
<td>+23</td>
</tr>
<tr>
<td>Phoenix</td>
<td>10,130</td>
<td>+14</td>
</tr>
<tr>
<td>Seattle</td>
<td>9,874</td>
<td>-1</td>
</tr>
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</table>

**NEW RECORD** was set for building materials price index which rose to 130.4. Lumber, insulation were among higher-cost items.

**NEW PEAK** was reached for first-quarter construction. Business and community facilities gains offset home building drop.
LIGHT for Living in your model home is a traffic builder that goes to work with the flip of a switch. It's a "sales clincher" for any home.

Light for Living brings out the beauty of furnishings. It adds color and warmth. It makes the entire home more useful for all the family.

Right lighting, so vital to comfortable living, depends on your careful planning of wall lighting . . . and your selection of the correct lighting fixtures for your model home. The technique is "light-conditioning" . . . and here are two useful books to help light-condition your homes. These are just two of the many ways General Electric is working to help the building industry make the most profitable use of Light for Living.

WALL LIGHTING GUIDE—a colorful new book, with specific installation instructions, shows how to build more sales appeal into model homes by the effective use of lighted valances, cornices and wall brackets. Here is truly the decorative, the eye-catching phase of Light for Living.

LIGHTING FIXTURE GUIDE—40 easy-reading pages, designed to make the selection of fixtures as easy as possible. Builders who use it can put more sales value into their homes, and provide buyers with a visible guide to light-conditioning the home they select.

Send for your two books today! See how Light for Living can help you sell more homes, quicker, for better profits.

Progress Is Our Most Important Product

GENERAL ELECTRIC

Clip This Coupon and Mail It With 50¢ Today!

General Electric Co.
Large Lamp Dept. AB-5
Nela Park, Cleveland 12, Ohio

Please send me________copies of "Wall Lighting Guide" and "Lighting Fixture Guide" at 50¢ per pair.

NAME_________________________________________

STREET________________________________________

CITY _______ ZONE _______ STATE__________

The wall-to-wall lighted valance illuminates draperies and ceiling; and a lighted wall bracket dramatizes the buffet area. The hanging fixture combines pleasant upward light with spotlight sparkle for the table. This flexible lighting plan provides a mellow atmosphere for relaxed dining—and a strong sales plus for the builder's model home.
Tomorrow's House

This California prediction ...

... opens for business in June

Open space—planned for privacy

Our first Tomorrow's House is no longer dream stuff. It is about to be built as the showpiece of the Los Angeles Home Show, June 14-24. It offers no science-fiction copy, no revolving with the sun push-button gremlins; but a forward-looking use of outside space integrated with daily living.

Design is by Palmer & Krisel, L. A. architects; the model is to be built by Midwood Construction Co., headed by Jerome Snyder and Max Levene. Strategic partitioning wards off the curse of open planning: goldfish-bowl lack of privacy.

A garden court, secluded by a latticed fence, leads to the entry hall, with a short-cut sliding panel to the master bedroom. The compartmented master bath is reached from a passage between living area and bedroom, and from the dressing room. The second bath is between the small bedrooms, which have sliding window walls.

Wide overhangs and white chip feature the roof.

LEADING THE TARGET

The future is ahead of us, sure enough: it gets here before we realize it. American technology and our industry are both moving so fast that American Builder is bringing you a special page to report on the dream stuff that becomes reality even as we watch.

There are two shapes of the things to come: structural design and products-equipment.

The complex equipment of the home to come—solar batteries, heat pumps, cleaning, labor-saving, entertainment devices—will be operated from a central panel, says Pres. M. D. Hooven of American Institute of Electrical Engineers. You punch instructions for next day's program on a tape fed into the switchboard. Who decides? That's not science, but marital relations.

Experimenters on solar heat, which is closer to your business than you think, are now applying their techniques to increase efficiency of the heat pump. Philip Sporn of American Gas & Electric Co. was co-author of a paper on the problem at the International Symposium at Phoenix last November.

Polyurethane foam is good to fill the void between panels and insulate between floor joists. It has excellent adhesion properties and reduces noise and resists vermin. But you can't buy it yet, said Chuck Topping of du Pont who "cooked up" a loaf of it at the PHMI March meeting, told prefabbrers, "Builders should not think of using chemical products as direct substitutes for age-old materials... but only where their properties overcome the handicap of high cost per unit."
Across the country the facts are clear: houses offered with famed Alexander Smith carpeting sell faster. The most beautiful wall-to-wall carpeting can be included in the house mortgage for so little more a month your customer won’t even feel it. Customers no longer need defer buying—you make it possible for them to enjoy superb carpeting from the start.

All this—and you can save your customers money, too. For wall-to-wall carpeting permits installation of excellent plywood floors instead of costly hardwood, at savings of up to $4 a square yard.

Tell your customers this good news—show them the wide choice of carpeting they can enjoy—link your name to Alexander Smith—and lock up the sale.
SPECIAL REPORT:

Remodeling for profit...

If you've been wondering what is happening in remodeling all over America and how you can benefit locally, this eight-page report gives you the answers.

To put it together, American Builder editors selected ten cities where remodeling was really paying off. Some of the cities were selected because remodeling was profitably tied to a civic urban renewal program. Some were selected because local home builders associations had created special remodeling divisions. Some were selected because a few local builder remodelers seemed to have individual set-ups that were good models for other American Builder readers. Our report is therefore a cross-section of methods for implementing the Operation Home Improvement idea locally.

On the very last page, our editors have summarized their findings. You will find that summary helpful in making your own plans to tie-in with the big promotional barrage on remodeling this year.

HERE'S YOUR ORGANIZATIONAL WORKBOOK
January 16, 1956: Washington, D. C.

1—Understand what OHI means

American Builder editors were among the 472 people who met on the day Home Improvement Year was launched in the name of the President by Albert M. Cole, Administrator of The Housing and Home Finance Agency.

Mr. Cole's declaration was also the official opening gun for Operation Home Improvement, a year-long promotional push on the part of private enterprise to inspire Americans to improve their homes. OHI is sponsored nationally by the U. S. Chamber of Commerce.

The HHFA Administrator quickly pinpointed the government's interest in home improvement: "... municipal bankruptcy was facing the Nation ... the richest nation on earth would inevitably become the richest slum on earth unless the flood of new slums could be brought under control by rehabilitating middle-aged homes ... ." "It is in the older areas that more than half of the Nation's people live today. The total property investment is considerably in excess of $200 billion dollars."

Mr. Cole estimated that about $14 billion would be spent on improving some 20 million homes this year.

John R. Doscher, executive director of OHI, then pinpointed how the building industry tied-in:

PROFIT IDEA:
"... with new home building starts running at a relatively stable rate, home improvement is the one factor that will keep the building industry not only busy but expanding in preparation for the building boom in the 60's."

January 22, 1956: Chicago, Ill.

2—Don't get a black eye

Rehabilitation group hears of implementation-plan

ED GAVIN and members of his American Builder staff work with NAHB rehabilitation committee members during 1956 convention in Chicago.

PROFIT IDEA:
"Remodeling and urban renewal must be policed by legitimate builders to keep shyster operators from giving the industry a black eye." Editor Ed Gavin told a specially called meeting of the NAHB's rehabilitation committee. He then told of American Builder's plan to publish an organizational handbook in the May issue. It's purpose: to show the builder/contractor how to make his responsibility as a "re-builder" a profitable and pleasant business.

February 14: Boston, Mass.

3—Play up kitchens and baths

The nation's biggest merchant-remodeler, Peter Turchon of Homes, Inc., told an American Builder editor that home modernizers should concentrate major changes on kitchens and bathrooms. "Bring them up to date," he said, "and the whole house gets a completely new lease on life. Homes, Inc., which modernized 500 houses last year, buys groups of properties, reconditions them, then resells them on rent-like, easy-payment plans.

Other advice: try to avoid structural changes; don't go into remodeling on a shoestring; don't be too "artistic"; do a thorough cleaning job as the first step.

PROFIT IDEA:
Investigate modernization of neglected 2 and 3-family houses.
Louisville's Property Renewal Committee, a busy new Chamber of Commerce operation, is out to rehabilitate some 25,000 out-of-date houses by having the city set up good examples in housing areas near the heart of town. One area is white, the other Negro.

In each pilot-area, the first step towards rehabilitation has been taken by a new "pilot" corporation. It's called the Housing Renewal Corp. and it was formed by two builders (David H. Wilson and Herman L. Lodde) and a realtor (Michael J. O'Dea).

Mr. O'Dea is chairman of the Property Renewal Committee and Mr. Lodde is an active member; Mr. Wilson is a member of NAHB's rehabilitation committee. What they're out to prove in Louisville has national significance: they don't want FHA funds for rehabilitation. only FHA insurance backing. In short, they want to prove by what they have already done that such services as architectural planning, color design, proven building practices and adequate financing do not require government funds . . . only government faith.

Even now, they have gone one step further: a new Development Corporation has been established to raze and completely redevelop (with apartments) one area that was beyond rehabilitation of existing structures.

**PROFIT IDEA:**
A new corporation devoted to remodeling—perhaps one that includes a realtor who knows older housing areas—is a good "hedge" against the hard-sell of new homes.
bonded membership to “insure” customers, even develop standard contracts that eliminate all “fine print” clauses.

A major accomplishment of the new HICC was a “remodeling booth” at Chicago’s mammoth Modern Living Show on April 7. Members of the HICC took turns manning the booth; there was no “sell” other than the quiet selling of the integrity of HICC members.

About 250,000 Chicagoans attended the show.

As soon as the HICC considers itself mature enough, it will work with civic officials on Chicago’s urban renewal program.

Even now, the HICC is working with Chicago’s Metropolitan Housing Council on revisions of the city’s Code on Existing Houses.

EXECUTIVE COMMITTEE of Chicago’s HICC meets with American Builder editors to give them details of newly drawn Code of Ethics for remodeler-members.

March 15, 1956: Washington, D. C.

6—Start off with a bang
A dramatic rehabilitation builds prestige fast

Two good ideas for builders who want to branch into remodeling are working out well in Washington.

The first is the way a new remodeler selected a seemingly hopeless site, rehabilitated it completely, rented it profitably and made his reputation with it (see above). Remodeler Albert G. McCarthy, also a builder-realtor, now has his office in the project.

He financed all the work at Schott’s Alley himself and spared no luxury touches. Each house has two bedrooms and a bath upstairs and a living room, dinette and kitchen downstairs.

The second idea at work in Washington is a new company: Rebuilding, Inc. Its officers and directors include a banker, an architect, two builders, an insurance expert and a lawyer. They’re out to prove that rehabilitation or redevelopment is the function of private enterprise.

To accomplish this, the company offers remodeling services on a contract basis, extends credit if necessary, sometimes will buy property outright as an investment.

When an entire area is to be rehabilitated, the company feels that residents within that area should be stockholders. Thus 50,000 shares of its common stock are now up for sale for $250,000.

PROFIT IDEA:
Remodeling a little slum-pocket pays big dividends in publicity.
March 19, 1956: Los Angeles, Calif.

7—Know your local money men
Financial interests in L.A. are behind OHI

EXECUTIVE COMMITTEE members of the Modernization Chapter of BCA of California meet with American Builder editors to explain help extended by local money market.

Two groups in Los Angeles with a common interest in remodeling are both benefiting from the help of a common ally: the local money market. Executives in both the newly formed Modernization Chapter of the Building Contractors Association of California and the Los Angeles OHI committee told American Builder editors that they considered the cooperation of local lending agencies a model performance. Here are some examples:

When steering committees for both groups were setting themselves up in business, executives of the lending agencies offered their counsel.

The agencies have referred many inquiries on remodeling to the two groups.

Some have simplified lending procedures. The California Federal Savings and Loan, for example, gives accredited remodelers a deal that allows them to offer customers “package financing” for as much as $2500 on a five year repayment plan. One qualification is that the remodeler must open a savings account for $1000; but when each loan is approved and each job finished, the bank rebates two percent of each loan to the remodeler’s account.

PROFIT IDEA:
Most banks agree that they have plenty of “referrals” to offer but that their lists of “substantial” remodelers are short. Get on your local lists fast.

March 20: Rochester, N. Y.

8—Join a city-wide drive

Nearly 400 remodelers and building supply dealers met recently in Rochester, N. Y., with city officials and other business representatives to coordinate various local home improvement programs into one big city-wide drive.

Rochester’s Home Builder’s Association was one of many local groups that set up a budget of $25,000 as the target for initial advertising and publicity.

The HBA also proposed a “control center” where home owners could be referred to well-established remodelers. Also, some of the HBA members who have only engaged in new home building in the past are now considering ways to expand their activities to relieve what may turn out to be an acute shortage of responsible remodelers. Credit organizations will help in this attempt to protect both owners and remodelers from unqualified opportunists.

To encourage home improvement, a model house is being modernized. It will have cost $12,000 and will be equal to houses currently selling there for $15-$17,000.

PROFIT IDEA:
Check your local potential against Rochester’s; Census data show that 58% of Rochester’s 147,923 dwelling units were over 30 years old in 1950.
March 23, 1956: Buffalo, N. Y.

9—Rely on realtor-help
Builder-realtor tie-up sparks Buffalo's program

One of the highlights of Buffalo's recent Better Homes Exposition was the awarding of prizes in a highly successful "Idea Contest" on home and neighborhood improvement. The contest was sponsored jointly by the Niagara Frontier Builders Association and the Buffalo Real Estate Board in cooperation with the city school's Clean-up Campaign.

Fifty winners—25 in high schools, 25 in elementary schools—were selected from 91,000 entries; prizes worth $2,000 were given away.

That's merely one example of how Buffalo's realtors and builders are working together on OHI. Another: both local associations are sharing the responsibility of protecting the public from OHI fly-by-nights. The realtor-group refers all calls on remodeling (about 15 each week) to the builder-group, which keeps referral lists.

PROFIT IDEA:
An Idea Contest can give the OHI idea plenty of free advertising: all Buffalo papers played it up heavily and local TV donated about 50 hours of free time to promote it.

March 26: Corning, N. Y.

10—Bid a "package" job

An American Builder editor visited the firm of Smith, Langhans and McClaughlin, Inc., because they specialize in one phase of remodeling and because they plan to double their volume by playing up their ability to handle a complete remodeling package on any job.

The company specializes in kitchens and baths. Last year, they did 12 of each—as a sideline to their heavy construction work—at about $3000 per kitchen and $1500 per bath.

They estimate the whole package: subbing out plumbing and electrical work and using their own masons, carpenters and painters.

PROFIT IDEA:
Try to get franchises on lines of quality merchandise: wood and metal cabinets, for example.

March 28: New Castle, Del.

11—Give a good guarantee

If you're in an area that's besieged by fly-by-night remodelers, take a lesson from the Beatty Construction Co. Give a year's guarantee on every remodeling job.

Beatty says it's his strongest sales point in fighting fast-talking remodelers and their TV-ad bait: "It's common procedure for a customer to check our contract against a fly-by-nighter, who always quotes a lower price. But our guarantee saves many a job."

Another salespoint: the quality of Beatty's personnel. His manager is both a construction and a sales expert. Beatty says that accurate estimating is thus assured.

PROFIT IDEA:
Custom builders can get into remodeling most easily by starting with "additions": porches, extra rooms, garages, etc.

12—Start a Mediation Board

New Orleans is short-stopping any chance of having its rehabilitation program get a black eye in the courts: a Mediation Board has been set up by the city to iron out troubles between remodelers and property owners before they get that far.

The board consists of one paid member (an attorney), a staff member from the Housing Improvement office and a member of the Citizens Advisory Committee on rehabilitation. Their strongest weapon in enforcing their findings is to threaten to take a remodeler’s name off the “recommended list.” The city makes the list available to anyone who asks for it or who is ordered to update his house by building inspections.

**Profit Idea:**
A Mediation Board often works in favor of the contractor, saving him court costs and settlements.

March 30, 1956: Oakland, Calif.

13—Give the city support

There’s real profit in tying-in with city plans

Builders in the San Francisco Bay area—particularly those who are branching out into remodeling—are working closely through their trade association with Oakland’s Citizens Committee for Urban Renewal. Everybody’s benefitting:

The Citizens Committee has had a building expert—Jack Hennessy, executive vice president of the Associated Home Builders of The Greater Eastbay, Inc.—to give them counsel from the very beginning of their efforts at urban renewal. As early as May 23, 1954, Hennessy was a member of a 7-man steering committee that developed the formal organizational plan for the Citizens Committee.

Between then and now, the city has progressed far enough to have been selected as a “pilot city” for urban renewal by OHI and by Albert M. Cole, HHFA Administrator.

Recently, the builders tied-in once again with a rehabilitated model home (taken from the city’s first pilot area) at their Home and Garden Show in late April. The association will use the home to merchandise remodeling much the same way as automobile dealers merchandise cars: they’ll show a thoroughly remodeled house, not a stripped model; they’ll leave it up to customers to decide how much or how little to “buy.”

**Profit Idea:**
After the home show is over, the city will buy the remodeled home from the builders and move it back to the area it came from. There it will be a continuing display on remodeling as well as headquarters for renewal inspectors.
This checklist will help you cover all the bases

FIRST STEP: don’t go into remodeling on a shoestring and don’t consider remodeling unless you’re a craftsman or employ people who are. It’s tougher work than new construction and you can easily lose your shirt or your reputation. But there’s this advantage: competition—among top-flight remodelers—is light. Good remodelers seldom go after business; once the word about them gets around, business comes to them.

SECOND STEP: encourage your local builders’ association to develop a remodeling division and carefully screen the new membership to keep out fly-by-night operators. You’ll find that the public as well as lending agencies are anxious to locate lists of reputable remodelers.

THIRD STEP: work with your city government on urban renewal. Nothing will build your reputation for integrity faster. Also, whether you go into rehabilitation or the complete redevelopment of blighted areas, urban renewal can be profitable. It might be advisable to organize a special corporation for renewal work, perhaps sell stock to finance it.

FOURTH STEP: get to know your local money market on remodeling. In some areas, lending agencies have “package deals” on financing that are wasting-on-the-vine for lack of demand from reputable remodelers. Also, all lending agencies receive many inquiries for remodelers that they are anxious to turn over to the right people. What’s more, you cannot talk business to customers unless you have a second-nature insight into whether or not banks will support the amount of work that must be done.

FIFTH STEP: if Operation Home Improvement is a going-concern in your area, tie-in with it. You can get display material by sending $5 to OHI at 10 Rockefeller Plaza, New York 20, N. Y.

SIXTH STEP: work closely with reputable realtors. You can do this individually or by having your local builders’ association work with the local realtors’ association. If you plan to start a special corporation on remodeling, a realtor should be included.

SEVENTH STEP: get your feet wet in one of two ways. You can plunge into remodeling all the way by redeveloping a city eyesore (see WASHINGTON—page 20). Or you can slip into the business gradually: if you’re a custom-builder, “additions” to houses (porches, new rooms, garages) may be the best way; if you’re a contractor, specializing in kitchens and baths gives you plenty of quick volume. In any case, bid the job as a “package” and give at least a year’s guarantee on it.

EIGHTH STEP: watch for a new series of articles on remodeling in American Builder, including an 8-pager on estimating, and a special “how to” issue in July that covers everything from roofs to cellars.
PRESSTIME ROUNDUP

Should states license builders?...

Evidence of builders’ increasing desire for professional recognition is reflected in answers to the American Builder cross-country survey: “With the influx of new builders, do you favor state licensing laws requiring certain operating standards?”

In favor, T. V. Standard, president, HBA of Macon, Ga., maintains “the state license law is a must. If the home building industry is ever to attain the distinction of being a profession which it so justly deserves.”

“Builders must have the respect of government agencies and lending institutions,” he says, “in order to do a job. The home buying public deserves the protection of knowing that all licensed builders are honest, financially responsible and that they will take pride in every home they build, being sure to give the best value for every dollar.”

Taking an opposite tack, Albert White, president, and Walter Neller, national director, Michigan Assn. of Home Builders, report “directors and builders are unanimously opposed to any further restrictive legislation . . . Builders feel that in a community the size of Lansing, local codes and regulations, along with FHA and VA, give adequate control and protection to the public. State licensing would be a step down the road to governmental control and regulation. Let’s keep the building business a business of opportunity.”

But Robert C. Gerholz, president, Flint Assn. of Home Builders, points out that state directors “recently voted not to oppose a bill now before our legislature, requiring licensing of builders in counties with over 100,000 population. There is no doubt that state license laws are fairly administered, that they can do a great deal to keep the type of builder out that is not a credit to our business.”

... if so, what standards should be established?

Strongly for state licensing is Jerry A. Wendling, president of Wendling Bros. Co., Dover, Ohio, who suggests: 1. License review board composed of long-established builders, engineers, architects and state officials; 2. periodic review by board of yearly reports and references on builder’s operation; 3. at least five years’ experience as builder, or responsible position with other builders, required to obtain initial license; combination business administration and technical exam desirable. 4. License classified as to type and scope of operation builder is qualified to do.

Basic rules suggested by a Tri-Cities builder in the Iowa-Illinois area include: 1. knowledge of basic building codes and construction standards; 2. fundamentals of mortgage financing; 3. some basic real estate law; 4. builder must furnish labor and material, not labor alone.

A state license law “should require a contractor to have at least five years of carpentry and architectural experience combined,” reports Edwin J. Kotke, St. Paul.

J. F. Carabin, president, Cincinnati HBA, calls for some standards but warns against rules “so severe as to stifle initiative.”

Basic rules of good character and financial stability are suggested by J. R. Coarsey, past president, Nashville, Tenn., HBA. “Our legislature meets in January 1957. We plan necessary legislation then.”

A Wisconsin builder reports that his state, which attempted to pass a licensing law in 1950-52, might consider such a rule now to solve two problems. “What (or who) is a builder?” needs to be defined, he says, because of lawyers, real estate men and others entering the field without building knowledge and “casting doubt on values offered.”

In addition, he cites unfair competition by “weekend” carpenters contracting on their own, while working for an employer.

... are changes necessary where state law exists?

One of California’s largest builders, Richard S. Diller of Beverly Hills, finds the standards set by the State Contractors License Board “most efficient,” but thinks responsible builders would like a no-lien law by purveyors of materials, “so that many innocent contractors are not forced to pay doubly because they cannot watch all materials coming into their tracts.”

Virtually all Mississippi builders are subject to law administered by the State Real Estate Commission, with construction supervised by FHA, VA and city building department, financial responsibility checked by banks and title insurance companies. George Cain of Jackson, Miss., sees no additional control needed, saying: “It is hard enough to coordinate and comply with requirements of the authorities we are already dealing with.”
Builders offer additional features this year to capture their share of the housing market

Last year's gimmicks apparently are not strong enough to sell this year's houses. Many builders, in the campaign to fill their 1956 quota of new homes, are turning up more and better merchandising practices.

Answering an American Builder spot check on successful merchandising features, Edward Rose & Sons, Detroit, listed cathedral ceilings, one and one-half or two baths, garbage grinder, dressing table in bath, stove hood with built-in vent fan, full closet utility through use of by-passing doors, and circuit breakers.

But this year, Irving Rose points out his firm is adding slide-out shelves in kitchen and linen closet, and a built-in bread box. More four-bedroom houses are scheduled.

Clyde H. Smithwick of Jacksonville, Ark., who found colored bathrooms, colored all-electric kitchens, central heating and air conditioning most popular selling points last year, reports "for 1956 we are adding an extra full bath to our houses, plus patios."

Built-in appliances, sliding doors to terraces, more closet space are stressed by H. Dlugach & Co., Memphis, in newspaper advertising, billboards and brochures.

Fred P. DeBlase, Rochester, N.Y., anticipates featuring air conditioning this year: "In my opinion, it's the real "look-ahead" feature in home building."

Trade-ins push sales

A trade-in program is most successful "in terms of a very competitive, hard-sell situation," declares George M. Pardee Jr. of Pardee-Phillips Construction Co., Los Angeles. "If we can sell the potential purchaser's existing home we have a much better chance of selling him a new home."

"As far as our houses this year are concerned, we figure that the complete packaged kitchens are going to be the biggest selling feature. We are planning on complete built-ins: range, oven, washer, dryer, dishwasher, refrigerator, disposal, vent fan and hood; in other words, making the kitchen the focal point and interesting point of the house."

Additional space is foremost in the minds of many builders. "With today's larger family," declares George A. Donnay of Donnay-Reitz, Inc., St. Paul, "uppermost in our minds in developing the present house we're building, was space, square foot area. . . . We are including in this house a hood and fan and would like to include the built-in range and oven, but for fear of getting out of the price bracket we are not doing it today. We would also like very much to include, and know that it would have a lot of merchandising value, a shower compartment in connection with the half-bath."

Donnay reports the new plan has met with wide acceptance, with 50 sales to show by April 1.

In the Long Island small home field (up to $14,000), R. T. Watson of the Gulf Construction Linwood Corp., Babylon, N. Y., finds "emphasis is for maximum number of bedrooms, minimum three, four if possible; at least one and one-half baths. Kitchens are now receiving considerable attention, the tendency being to provide more cabinets, built-in ovens and broilers."

Howard Quinn, president of Quinn Home Builders, Inc., Chicago, is going all out for five-bedroom houses and is "bringing back" two-story colonial design to do it. He's also including ranch and split-level designs with three or four bedrooms in his new Beverly Terrace project, has sold 22 houses in six weeks.

Mrs. Henny Mollgaard of Milwaukee's Mollgaard Co. observes that "average Milwaukeans are not too demanding on air conditioning, built-in oven, automatic appliances, one and one-half baths, family room. Young people love these but cannot afford such merchandising features."

Her new models stress a vestibule, small covered porches, adequate dining area, sliding closet doors, double compartment sink, disposal, larger water heater, vanity. She banks on good construction and reputation as excellent merchandising features.

In St. Louis, Warren Vatterott is adding to his new models a playroom, half-bath, half-garage and room for an additional garage.

Effective use of signs

Signs play a big part in merchandising the new Gump & Gaynier addition at Dallas. Robert J. Gump reports the firm displays a series of "Burma-Shave" signs around the property, each highlighting some feature of location. A contest is held among salesmen to design clever window displays, changed each 30 days. "If a house is sold," Gump explains, "because some prospect came in the office as a result of seeing the display, the salesman is awarded $50."

In New Orleans, Morgan Earnest is equipping his homes for air conditioning or future air conditioning and tying in with a national promotion. He's also building up good will by donating prizes for a civic association landscaping contest in one of his completed developments.
Study three R’s of merchandising

The right place with the right house at the right price and terms—that’s the three R’s of merchandising new homes. 105 builders from 27 states and the District of Columbia learned at the first merchandising short course sponsored by the National Assn. of Home Builders and the National Housing Center in Washington.

The three-day seminar (tuition $135) was doubly oversubscribed and a second course was set for May 14-16.

Thomas P. Coogan, chairman of the Housing Center, advised the "class" to "determine your market:
don’t build to an arbitrary range. You’ve got to sell to people who can afford to buy your merchandise."

"Everyone is pressuring you," said Coogan, president of Housing Securities, Inc., and a former NAHB president. "Bankers prefer to service a $15,000 mortgage to a ’10.’ You yourself are prouder of the $20,000 houses you build than those that cost $15,000 or $10,000. . . . There’s a tendency on the part of FHA and other agencies to crowd you into larger houses, to urge people to want a family room, four bedrooms, etc.—teach everybody to want these things for which they cannot pay."

"Your job is to try to bring these people and the houses for which they can afford to buy together."

Importance of a good market analysis of a builder’s community, rather than complete dependence on national statistics was stressed by E. Everett Ashley 3rd, chief of the HHFA reports and statistics section.

He said such study should include inventory of unsold new dwellings, employment and income, population trend, migration and mobility, volume of new building and source of financing.

Edward R. Carr, former NAHB president, said: "Don’t mind paying through the nose to get a good location. You’ll get it back through quick turnover, added price, etc."

Emphasizing trees, he declared: "We carefully plan to save at least one or two good-size trees on each lot. Value of these trees is worth more than the $100 to $150 it costs us to save them. It’ll cost you from $50 to $100 to plant one tree."

Merchandising: the fifth ‘M’ of home building

The nation’s home builders, faced with the prospect of ever-increasing competition for the consumer dollar in the weeks and months ahead, are as a group paying more and more attention to merchandising their product. The few that are not probably will be shaken out of the industry in the not-too-distant future.

Competition in this free economy of ours is not to be feared. It is to be welcomed. It is good for the consumer and therefore, good for the industry. It does not necessarily mean a reduced sales volume, although those who find themselves out-distanced by their competitors obviously are going to be hurt. But for the industry as a whole, good merchandising practices can and will expand the market by whetting consumers’ new home appetites.

And that, if I read the signs correctly, is where much of the market is going to lie until around 1965 when new family formations will greatly expand the residential building horizons.

Merchandising—good merchandising, that is—is far more than just advertising and selling although these are, of course, two major ingredients. Good merchandising to be effective starts with sound market analysis and progresses through every step of the building process to and through post-sales service.

There’s an old axiom that cannot be repeated too often: Your best salesman is a satisfied customer. If he is happy with his new house, you can be sure his friends are going to hear about it. And by the same token, if he is unhappy you can be equally certain that everyone within shouting distance is going to know all about it. Good quality, good design, good value all are essential to good merchandising of houses.

One of the fundamental jobs of NAHB and its 250 local affiliated associations is to spot trends, analyze them and take whatever steps are necessary to meet the new developments. Thus, for the last several years there has been an awareness that the day was approaching when the forces of supply would spark a return to a highly competitive housing market. Accordingly, certain preparations were made.

Today, NAHB offers its membership a wide variety of merchandising aids—special courses of instruction, facilities for obtaining new and saleable designs, developments in new materials and techniques, promotional material, tips on land planning and use, a continuous flow of information on the various methods of financing and periodic reports on financial and economic trends.

Of the latter, it is important always to remember that local conditions can and do vary to a considerable degree from national trends. NAHB, therefore, is encouraging its local affiliated associations to conduct comprehensive local market surveys and to stay constantly on top of the economic and financial developments within their own area. A hike or a cut in mortgage discount rate; the building of a new factory, or a layoff of workers in an existing one; too many or too few houses built in a particular price bracket—all have an effect on the housing market and on merchandising.

There are today five basic elements in home building—market, money, materials, men and merchandising. I call them the five “M’s.”

All are interrelated, all are important. The builder who does a thorough job of analyzing and managing these elements is going to stay in business and make a profit. The builder who does not is headed for trouble and, more likely than not, already has encountered it.
VA to engage building analysts

What it considers an important step toward stricter compliance with minimum property requirements in the GI home loan program has been taken by Veterans Administration.

Each regional office has been instructed to appoint a qualified construction analyst to its staff. The analyst's primary duties will be to:
- Make on-site property inspection.
- Report on performance of each VA compliance inspector, including exhibits used by the inspectors.
- Determine adequacy and quality of materials and styles, sizes and patterns that are available.
- Evaluate adequacy and effectiveness of supervision by builders.

Names make news

Fred B. Morrison has succeeded Arthur W. Viner as executive secretary of the Voluntary Home Mortgage Credit Program. Morrison has been with VHMC as executive secretary of its Region IV committee.

William A. Ulman has resigned as the Housing and Home Finance Agency’s assistant administrator for Congressional liaison and public affairs, but will continue as a consultant.

Because of the illness of Charles S. Mattoon, Cyrus B. Sweet has been appointed to act as assistant commissioner for operations of Federal Housing Administration. Sweet will continue to serve as Assistant Commissioner for Title I, although active management of Title I will be directed by Leland McCallum, chief of field supervision for Title I.

John F. Austin Jr., president of T. J. Bettes Co., Houston, has been designated next president of the Mortgage Bankers Assn. of America.

Building Material Suppliers Assn. has elected Burton D. Ayers, Ayers Fuel & Supply Co., as president, succeeding Seymour S. Winokur.

James F. Steiner is new manager of the National Chamber of Commerce’s construction and civic development department.

PHMI ups ’56 goal

Expansion of production, research and services was a recurrent theme at the 13th annual meeting of the PHMI.

Effective displays: an aid to merchandising

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

Effective display of lumber yard products has assumed new importance because of five significant developments in the merchandising of building materials.

First of these developments is the fact that a large number of new or improved building products have come onto the market and need to be shown so that the trade, including carpenters and contractors, can become familiar with them.

Second is the fact that most dealers have begun to stock and sell more lines of products, and the new products cannot be expected to sell well unless they are put out on display.

Third is the tremendous promotion being given to the home modernization market through Operation Home Improvement and otherwise. Showing the home owner the variety of materials and styles, sizes and patterns that are available is one of the best ways to turn interest into action.

Fourth is the do-it-yourself movement, where it is essential to show the week-end carpenter what to do and how to do it.

Fifth, many dealers are trying to encourage a certain amount of self-service as a means of lowering sales expense and stimulating impulse sales of items that the customer can pick up and carry to the counter.

Because of these trends, four rules deserve special emphasis in lumber yard display, in addition to traditional rules that dealers observe:
- Every item on display should be plainly identified with a sign telling customers what it is, and how and when to use it, and why it is a good choice for the job at hand.
- Every item should be plainly priced so that the customer can judge its value. Pricing is imperative, if self-service is to take hold.
- Dealers should put their full line out on display. Unless customers know that the product is carried in stock, they aren’t likely to ask for it.
- Dealers should use all available display space to display the products they carry. This rule applies whether the store is large or small. In fact, the smaller the showroom, the more reason for using all available space effectively.

Using all available display space means placing attractive displays outside the store, in the windows, on the counter, along the walls, and out on the floor, so that customers will see product displays wherever they look while waiting to make their purchases or when looking around for good ideas.
Minneapolis plans regional sessions

A midwest housing conference directed to builders operating in seven states and central Canada, will be sponsored by the Minneapolis Home Builders Assn. Sept. 27-30 at the Leamington Hotel, Minneapolis.

W. D. Coffman, general chairman, reports the program will concentrate on mortgage problems peculiar to the northern area, business management, co-operative land development, heating, condensation and ventilation problems and a series of "how-to-do-it" sessions. In addition, a 90-boat exhibit area will be set up, while social functions and housing tours will supplement business sessions.

Co-chairman named include Q. A. Collins, exhibits; Henry T. Peterson, program arrangements; James T. Pearson, promotion; Harold R. Rosendahl, speakers; E. Harold Johnson, tours.

Cleveland gets 'green light'

After three years of governmental red tape, HBA of Greater Cleveland announced its plan to build apartments in the city's urban renewal area has received FHA approval under Section 220 and is ready to proceed. Alex A. Treuhaft, chairman of the three-year-old HBA affiliate, Private Enterprise Redevelopment Corp., said work is expected to start next month on an initial group of six two-story buildings containing 66 suites. He said:

"Our object is to demonstrate that organized home builders are prepared to do their part in redevelopment and have the know-how to lead the way. We want to set a pattern to show that private enterprise can rebuild a city without cost to taxpayers, after the land has been cleared and made available."

Chicago's Land Clearance Commission has announced plans to clear a 40-acre "severely blighted" area on the city's south side and put up the cleared land for sale by bidding.

Said City Housing Coordinator James C. Downs Jr.: "We believe we will get several redevelopment companies interested."

In Pittsburgh, 31 builders have joined a campaign of the Pittsburgh Press to promote 1956 "homes of safety" May 12-20. HBA of Metropolitan Pittsburgh's home show June 5-10 will feature a model town, with plastic replicas of homes now being offered by various members. George Wetzel, contractor in Pittsburgh suburbs, is supervising erection of a split-level home being built by members of North Suburban Lions Club. With donations of labor and materials coming in, club hopes to sell house for about $17,500, turn profit over to charity.

School controversy grows

School districts have no moral or legal right to force builders to donate land or cash for new schools, according to Mills Wilber, education consultant of Michigan's Department of Public Instruction. However, he told Detroit builders that he thought it good business on their part to set aside sites to be sold to a district at or near cost.

"I do feel," he said, "that the responsibility belongs to the entire school district, not just one corner of it. Too often people living in a suburban area think of newcomers as some kind of foreigners or another breed of cats."

Meanwhile, builders planning over 1,000 units in suburban Nankin Township, got this warning from the area planning commission chairman:

"We are not going to permit more homes to go up without provisions to educate the children they bring to us. . . . The building industry is getting a black eye here and elsewhere for this sort of thing, leaving us with a terrible problem. We have been considering a ban on new permits and unless you improve your public relations, we may be forced to take a drastic step."

HOMES FOR KOREA CHECK FOR $1,001, raised by HBA of Northern New Jersey, is presented by Fred R. Brunetti, president, to Joseph B. Haverstick, NAHB president, during 95-member tour through National Housing Center.

ALL ABOARD FOR EUROPEAN HOUSING TOUR: Some of the 39 builders and wives at start of two-week trip sponsored by HBA of Greater Cleveland to study housing in France, England and Italy. Another trip is planned for fall.
Selected NORTHERN HOUSE of

ARCHITECTURAL TEAM of E. P. Eroh, AIA, and H. A. Northron, landscape architect, worked with Qvale Associates, color coordinators, to produce this house. Builder wanted outdoor and indoor space to be carefully integrated.

Bruce Kinzler: he stockpiles topsoil, sub-heats garages, supplies marble thresholds and does a super job with...

“Sight-planning”—it

Drawing a direct bead on country-minded Detroiters, builder Bruce Kinzler of Bloomfield Hills, Mich., is offering forty Devon Brook houses, one of which is shown here. His aim is to provide the best looking and best-equipped packaged deal in the area—for $33,700.

The house is color-coordinated from top to bottom, inside and out. It has an acre of landscaping, a deep well and septic tank, terrace and play yard, garden, trees—and an eighteen-foot picture window view of the outdoors. And it has quality materials: Frigidaire fold-back range units, Briggs fixtures, Luxaire furnace, Sonoraire heating ducts, Alwintite and R.O.W. windows.

FULL CARPETING, random-length walnut paneling, painted beam ceiling and raised-hearth fireplace are features of living-dining area of Kinzler’s house.
sets this house apart

TO LIVING AREA of 1,757 sq. ft. is added 506 sq. ft. of sub-heated garage area. Built-in storage area is in family room.

WINDOW WALL, floor and footing section. Note rabbeting of sill, stops in jamb and header. Valance is built right in.

MAY 1956
Dur-O-wal Adds STRUCTURAL SOUNDNESS to Masonry Walls

Butt weld Dur-O-wal lies flat in the mortar bed . . . handles fast . . . provides crack control for every type of masonry wall.

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a big plus factor that sells houses . . . HABITANT

factory fabricated wood fence

The attractive "extra touch", the air of privacy and luxury that adds so much to the salability of any house, can be achieved easily with handsome Habitant Fence. You can use Habitant Fence in any manner you wish . . . for surrounding whole yards, or in limited segments as outdoor room-dividers. It's an ideal means of setting off patios, breezeways, house fronts. Habitant Fence is factory-fabricated to the exact ground plan and comes complete with gates and all hardware.

Habitant Fence around industrial buildings looks friendly and attractive . . . improves public relations. Surely too, the fence serves an important protective purpose . . . a firm barrier against intruders.

Shown here with extension arms and barbed wire, Habitant Fence is both a great landscaping and utilitarian asset.

In some selected areas, Habitant Fence dealer representation is still available . . . if you are interested, write for details.
Look at these early returns from
BETTER HOMES & GARDENS 1956
HOME IMPROVEMENT CONTEST
(All figures as of March 21, 1956)

120,469 ENTRIES
from
62,889 ENTRANTS
who've agreed to make a sizable home improvement in 1956. 28,459 of the entries are concerned with the kitchen-utility area!

Don't miss your opportunity to share in the excitement, the sales generated by BH&G's Home Improvement Contest. New thousands of homeowners from BH&G's 4,250,000 reader-families are entering every month. Help them plan their improvements around your merchandise! Make your store Contest Headquarters now by sending the coupon today!

Better Homes & Gardens
Meredith Publishing Company, Des Moines 3, Iowa

10,270 DEALERS
ALREADY PLUGGED IN
to the salespower of this great BH&G event, tying-in their stores as Contest Headquarters to garner these ready-made sales! And more dealers joining in every day!

114,120 pieces of literature ordered by contest entrants!

BH&G 1956 Home Improvement Contest, Dept. AB-2
1716 Locust Street, Des Moines 3, Iowa
Please rush me your free Contest Brochure and dealer's kit, so I can make my store Headquarters for your 1956 Home Improvement Contest.

Name ____________________________________________
Store Name _______________________________________
Store Address _____________________________________
City _____________________________________________ Zone ___ State ___
(Advertisers: Write on your letterhead for Contest details, or tie-in assistance, to the above address.)
The famous R·O·W lift-out window is now better than ever. An entirely new principle of window balancing — LIF-T-LOX — serves to make these pressure-tight windows easier to raise and lower. The exclusive new balance also makes removal easier, since it is now necessary to have only enough side pressure to insure a good weather seal. The entirely self-contained balance works independently, does not attach to the sash — does not interfere with immediate removal.
Any window with wood frame and sash provides better insulation against heat and cold than a metal window. So too, any operating window is more practical than fixed glass. Fresh air is pleasant, the year around—it’s a must during the seasons between heating and cooling. Of all operating windows, none are so trouble-free, so economical and so architecturally versatile as the double-hung style. Among double-hung windows, only R-O-W has the lift-out feature, plus the exclusive, new LIF-T-LOX balance.
The wise builder sees the big advantages of MALTA windows right in his bankbook. He knows he cuts construction time and selling time when he adds the eye-catching glamor of MALTA windows to every home he builds. He's providing future services, too. For every MALTA window is precision milled and quality constructed to provide a housetime of trouble-free service.

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Home buyers get top value at a truly economical price.

Write for literature and name of your nearest dealer.
You can put a CORBIN luxury lock on every door in the house — and still have the choice of two economy price ranges! CORBIN Defender and Guardian Locks provide all the most-wanted lock functions for normal-duty residential use plus literally hundreds of distinctive styling possibilities! Both of these outstanding lock values assure you easy installation, smooth operation, trouble-free service. Both are fully guaranteed. You'll see their basic designs, handsome new trim, and a few of their extra-quality features on this page. Write for full details on all their advantages.

low-priced
CORBIN Guardian locks
featuring new Rancho Trim!

- Exclusive "Spring Ring" inner rose plate maintains snug fit
- Screw Slots on inside rose plate speed assembly
- External Ports in wrought brass, bronze, or aluminum
- Internal Ports rust-resisting, precision-fitted, for long life
- 5 Residential Functions
Sad, isn’t it—when a modern home becomes electrically out-of-date through the addition of just one major appliance. Yet it happens every day all over the country!

Homeowners—more than 34,000,000 of them—have discovered how important it is to have a home wiring system that will stand up under the load of present-day electrical living. An adequate
homes grow old overnight!

service entrance, plenty of circuits and outlets and strong, copper wires all add up to a convenient, comfortable home.

Plan your own homes for power — and plenty of it. Specify at least a 3-wire, 100-ampere service. Remember to include an abundance of outlets. Insist on an adequate number of circuits — plus extra circuits for the house "to grow on!"

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Free Home Wiring Wall Chart! Send today for handy wall chart showing typical home circuit loads. Use it as a check list when planning home systems. Write Kennecott Copper Corp., Dept. AB, 161 E. 42nd St., New York 17, N.Y.

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SAVANNAH OAK PANELING
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HERE'S WINDOW BEAUTY
THAT WRAPS UP SALES
Andersen WINDOWALLS add a powerful sales feature to this home. Flexiview Units installed over operating Andersen Flexivents assure sunshine, fresh air, a view. Yet they close tight to form weathertight walls. They're windows and walls . . . Andersen WINDOWALLS of treated, insulating wood.

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

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NEW! International* 300 Utility Tractor
now with POWER STEERING

Up to 1,000 pounds greater built-in weight
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SCREEN DOOR GRILLES
Now come in
3 exciting finishes

ALBRAS Anodized Brass
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Striking New Beauty
FITS-ALL NO. 8
This graceful grille adds beauty to any screen door, designed to fit all standard doors and adjustable to many others. Packed in individual, colorful display carton with full instructions and necessary screws. Available in 3 finishes.

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Gracefully designed, yet fully adjustable for nearly all standard size screen doors. Easily installed on wood or metal combination doors. Each grille packed in attractive individual carton with complete instructions for installing and suggestions on how to arrange scrolls. Available in three finishes.

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Surface clamps are furnished FREE with Grilles No. 5, FS, 8 and 9. These clamps make it easy to install grilles on the surface rather than between stiles. Simply place clamp over each scroll as shown at right.

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Here is a popular grille that provides full protection for full-size panel screen doors. Fits-All No. FS can be adjusted to fit doors from 22" to 30" wide, and from 75" to 55" high between stiles. Available in Anodized Brass, Anodized Chrome and Alachrome finishes. Packed 6 grilles to a carton.

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SCREEN DOOR GRILLES

ALBRAS Anodized BRASS
A rich-looking, brilliant finish.
Never rusts, tarnishes or dulls.

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A bright, everlasting finish.
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A beautiful soft, silvery satin finish. Will not rust, tarnish or dull.

FITS-ALL No. 1
Instantly adjustable to all screen doors. Accordion-like action permits expansion from 16" to 30 1/2" in width between stiles and from 40 1/2" to 30 1/2" high. Squared up size is 30 1/4" x 30 1/4". Packed 12 to a carton, screws furnished.

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For lower section of door with cross-bar. Fully adjustable from 14" wide and 33 1/2" high between stiles to 25" wide and 25" high between stiles. 12 to a carton.

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For upper section of doors. Adjusts from 19 1/2" wide and 34" high between stiles to 33 3/4" wide and 20 1/4" high between stiles. Packed 12 to a carton.

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Adjusts from 14" wide and 33 3/4" high between stiles to 26" wide and 26" high. Squared up at 26" x 26". Packed 12 to a carton.

M-D PUSH GRILLES

M-D PUSH GRILLES No. 4
An expensive, graceful push grille 4" high for either 32" or 36" doors. Available in all 3 finishes. Packed 12 to a carton.

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Another handsome, low-priced push grille for aluminum or wood doors. 6" high for 21", 23" and 27" insert panels and for regular 32" or 36" doors. Packed 12 to a carton.

M-D PUSH GRILLES No. 15
A graceful addition to any combination door—wood or metal. 16" high for either 32" or 36" doors. Packed 12 to a carton.

M-D PUSH GRILLES No. 16
Made especially for combination doors—wood or metal. 15" high for 21", 23" and 27" insert panels and for regular 32" or 36" doors. Packed 12 to a carton.

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CREATE EXCITING ARRANGEMENTS
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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.

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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.

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This new Thor SpeedSaw is built for the kind of fast, accurate cutting which today's expert carpenters demand. Thor's super-power and all ball-bearing construction makes every sawing job a breeze.

Thor's new heavy-duty electric SpeedSaw delivers a full 1.75 h.p. to the blade—power aplenty to handle the toughest jobs. All this power comes packed in an easy-to-handle saw weighing just 14½ lbs. And you get Thor heavy-duty power and performance at just about half the price you'd expect to pay.

Standard equipment includes one combination blade, rip fence and 10-ft. cable with grounding connector. Steel carrying case and Thor special purpose blades are available at moderate extra cost. See your Thor electric tool dealer or write for information. SpeedWay Manufacturing Company, a division of Thor Power Tool Company.

Compare these features!

BLADE GUARD rides on ball bearings; can be withdrawn safely for plunge cuts.

GEARS are helical-cut alloy steel, completely sealed in special grease.

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ADJUSTMENTS are easy for depth of cut to 2¾" @ 90°, 1¾" @ 45°; angle cuts to 45°.

VENTILATION is positive, through the motor, for cool running. Sawdust blower keeps cut-off line clear.

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SINGLE LIGHT UNITS that permit any desired window arrangement...easily, quickly

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Put your homes in a class of their own. Turn-over your home construction dollar faster too... with cedar lined closets. They are bonus features home buyers are demanding today.

Aromatic Red Cedar Lined Closets add beauty and utility to any home. For example, the rich color of Aromatic Red Cedar adds quality and distinction to a once drab closet. It provides a solid base for accessories and because the finish is part of the wood, it never needs painting or patching... special features the home buyer is looking for today.

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This seal of quality identifies ready-to-use closet lining produced only by the Aromatic Red Cedar Closet Lining Manufacturers Association. It is your guarantee of quality.

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Here's exciting new variety for the bathrooms you install!

New ELJER Cynthia can be installed in any counter...16 inches or deeper

Eljer's graceful Cynthia lavatory meets every design need for countertop installations. Mount it back to the wall in a 16-inch-deep counter with side mounting strips. Or set it in a deeper countertop...and trim with a U-shaped rim.

The Cynthia is made of vitreous china. It is noncorrosive and will resist the effects of all ordinary acids. It is available in white or six lovely pastel shades...and color-matched to other fixtures in the popular Eljer line. Features concealed front overflow and integral soap dishes.

See your plumbing contractor for full information. Or write: Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pa.
New! The Sherman Major Power Digger

with Many Advanced Features to Increase Versatility and Earning Power

The all new Sherman Major Power Digger has been engineered to take full advantage of the ruggedness and economy of the Fordson Major Diesel Tractor. This heavy-duty unit will dig 12 feet below grade, reach 18 feet 3 inches behind the tractor rear axle, dig throughout a swing arc of 180° and will carry a full bucket to a height of 8 feet 8 inches for loading trucks.

Additional features of the new Sherman Major Power Digger include twin crowd cylinders, heavy steel plate construction, large diameter hinge pins, heavy steel castings, replaceable hardened steel bearings at hinge points, and a newly designed dipstick, boom, cylinders, bucket and sub-frame assembly.

Write for bulletin No. 741.

See the Sherman Major Power Digger soon at your local FORD TRACTOR DEALER.
Enameled Cast Iron Lavatory for Building-in

The popular Kohler Tahoe in the 24-inch size provides the selling appeal of a spacious basin, shaped for comfortable use, in a first quality built-in lavatory for cabinets and counters. Flat, true rims make it easy to fit and install.

Other attractive features include a front overflow with chromium-plated brass ferrule, two integral soap dishes, and the convenient Centra combination fitting with aerator and Synchro pop-up drain.

The sparkling Kohler enamel is fused to a base of non-flexing iron, cast for rugged strength and rigidity. Available in pure white and six pastel colors. Kohler fittings, made expressly for the fixtures, match in style, quality and serviceability.

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PLUMBING FIXTURES - HEATING EQUIPMENT - ELECTRIC PLANTS - AIR-COOLED ENGINES - PRECISION CONTROLS

58

AMERICAN BUILDER
WHEN YOU SEE THIS KIND OF WORKMANSHIP,

EXPECT TROUBLE...

Good workmanship is one of the most important factors in preventing leaky brick walls.

Good workmanship includes wetting the brick, securing full head and bed joints, backplastering the face brick—and laying the brick carefully to keep the bond. The position of the brick should never be shifted after the mortar has stiffened.

Expect trouble when brick are shifted or tapped into place after the mortar has stiffened. Cracks will result and the wall may leak.

Brixment mortar has high water-retaining capacity. It resists the sucking action of the brick. It stays plastic and workable longer. Brixment mortar therefore makes it easy for the bricklayer to lay the brick accurately, before the mortar has stiffened.

Brixment mortar has great plasticity, high water-retaining capacity and bonding quality, great resistance to freezing and thawing, and freedom from efflorescence. Because of this combination of advantages, Brixment is the leading masonry cement on the market.
Revolutionary Rheemaire
...a new kind of home air-conditioning system that cuts operating costs almost in half!

Here's the biggest news for builders and buyers ever! The Rheemaire—from Rheem—an entirely new kind of cooling for the homes you build. Complete home cooling you can install faster than ever before—and sell faster to all your buyers. For every objection to existing units is designed out of the amazing new Rheemaire.

It takes up no usable space indoors, eliminates the noise problem, and needs no costly recirculating system or cooling tower. It ties right into the existing ductwork of the homes you build with forced air heat, and adapts to others. One- or two-story homes, with or without basements.

Rheem did it all with a new Air-Film Condenser that nearly doubles compressor capacity, and new pre-charged refrigerant lines with quick-connect fittings. No flare connections—no system evacuation or charging—and no need for refrigeration mechanics.

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"Gold Bond LATH-and-PLASTER gives our homes the feeling of SECURITY people want"

"This is the time of the comparative shopper, as far as new development homes are concerned," says Mr. Bloom, builder of over 125 homes in the Akron area. "When people go from one group of homes to the next in looking for the best quality for the price, we've got to have quality construction that sells hard. We've found from experience that Gold Bond Lath-and-Plaster adds an atmosphere of security to our homes. Sturdy, fireproof walls and ceilings are natural insurance that a home is built to last."

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And consumers will know. About 3 million home buyers and home owners will read about the advantages and the extremely low cost of wire fabric reinforcement. They will read about it in advertisements in Better Homes and Gardens, and in Small Homes Guide. People buying new homes and people who are remodeling existing homes will want longer-lasting, better-looking, reinforced concrete inside and outside their homes. Give them this better concrete with American Welded Wire Fabric Reinforcement.

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What you can learn from the California proving ground today

Today, most prospects for the purchase of a new home know a good plan, recognize smart design and understand the value and reliability of branded building products. What’s more, most of these prospects are something more than just curbstone authorities on heating, lighting, structural soundness, new kitchen and bathroom planning and appointments, and other features that determine housing value and livability.

As a result, today’s prospect is looking for and expects originality in the selection and use of materials and appliances—in short, distinction in his new home.

I have just spent three weeks in California and I want to tell you this: California builders—north and south—are building-in distinction as easily as builders elsewhere are building-in wall ovens. I think our editors prove that point in the next 22 pages.

What’s more, I think you’ll see for yourself that much of that distinction (call it salesmanship) is as good in New England, the midwest and the south as it is in California.

As you read these pages, don’t stick your head in the sand and say “It can’t happen here.” Remember how you once reacted to California ranch houses, post-and-beam construction, sliding doors, patios and all the rest.

Instead, look at these ideas squarely and figure out fast how to adapt them to your own competitive situation. In just a few short years, what you’re reading about now will be common as dirt.

Ed Harris
LOS ANGELES, 1956
How you can deliver more living

Here’s a California builder who economizes with plan and plot to create a “Space Saver” house.

The basic idea in designing this house was to give it a feeling for space even though it might be relatively small in area. Called the “Space House,” it was built by The Century Company and designed to offer more space for the money. The builders knew that such a house would be a hot sales item. They opened the house to Nature with three separate outdoor areas, each fenced for privacy. They opened the kitchen to the family room, made the two areas work together. Realizing the importance of the outdoors in relation to the house, they called in architectural landscapers Eckbo, Royston & Williams. William F. Sigal, head of the company, with Robert Huston and Albert Sigal designed the “Space House” for their Century Woods development in Campbell, near San Jose. The house has 3 bedrooms, 2 ceramic baths, all-important family room, fireplace, landscaped outdoor living rooms, 2-car garage—a package that sells for $12,750, including lot.

1. BY EXTENDING INDOOR LIVING SPACE BEYOND WALLS

FAMILY ROOM has wall of glass overlooking the fenced terrace. Outdoor extension of interior areas doubles living areas. Even when terrace is not in use, glass walls create feeling of space beyond limits of the family room.

CONCRETE PATIOS, as an extension of indoor space, are provided by The Century Co. and are included as part of the $12,750 sales package. Aluminum sash used are by Sunview Metal Products. Steel sliding doors are by Arcadia.
SPACE HOUSE has a look of privacy about it. This house and others in Century Woods development were built in what was once a pear orchard. Builders saved every possible tree, opened development when the trees bloomed.

EASY TO BUILD, house is basically a simple rectangle. Note how family room assumes its role as center of house, how fencing delineates courtyards as extra rooms. Price includes hardwood floors, forced-air heat, summer cooling.

ALTERNATE PLAN is builder’s simple solution to the “cookie-cutter” look along street. Plan at left is merely turned on its side, garage is moved to front. Terraces and courtyards adapt readily to their new environment.

MAY 1956
2... BY FENCING OUTDOOR SPACE FOR PRIVACY

CONTROL-CENTER KITCHEN offers a full view of the family room for supervision of children's play. Housewife also has plenty of light, a view through glass doors to family terrace. Plumbing fixtures by Crane. Countertop: Formica.

4... BY BUILDING CABINETS THAT DIVIDE SPACE BUT DON'T

WOOD CABINETS define kitchen area, yet do not impede view of housewife toward family room or to hall. Two walls of kitchen are really no more than dividers, allow both rooms to work together. On floor: Matico asphalt tile.
3... BY LANDSCAPING OUTDOOR LIVING SPACE

The landscape development plan shown at the right is one suggested solution to the integration of the “Space House” with its lot. Builder Sigal has Eckbo, Royston & Williams make up a plot plan for each house in his development. Owners get a plan like the one shown at right.

Owner also gets list of trees, plants and shrubs recommended for shady or for sunny locations to fit with landscaping plan for his lot. In the plan at right: A: existing pear trees; B: large shrubs; C: medium shrubs; D: annuals; E: perennials; F: dwarf shrubs.

FULL FENCING around lot and fencing around courtyards is provided as part of the price package. View of living room, left, shows feeling of space yet privacy is achieved.

ISOLATE ROOMS

HOW TO BUILD CABINETS shown at left is illustrated above. Other equipment: U.S.G. sheetrock, Customaire furnace, Sylvania built-in radio system. “An item which we used for the first time and liked very much,” says Bill Sigal,

“was prefabricated metal frames for interior doors, made by Atlas-Universal Company of San Francisco. These come with butts attached and the carpenters found they saved a great deal of time in hanging doors.”

MAY 1956
THE 3-WAY FIREPLACE
3-way fireplace: new heart

The core of this house is the fireplace, around which all living activity centers. The fireplace really works in three ways: it services the living room, the family-activity room and the kitchen. On the living room side, there is a fireplace. On the opposite side there is a barbecue and wood box. The barbecue is very near the kitchen to make its use practical, but is still a part of the family room for convenient dining.

The house has three bedrooms, two baths, and a complete General Electric kitchen arranged in corridor efficiency that leads naturally to the family room. The house also has Schlage locks, Tuffy toilet seats, Stanthony range hood, Crane plumbing fixtures, Jensteel medicine cabinets, and Pierson sashless windows.

The house shown here is one of the model units in a 3,000 home project built by Stern & Price in Sacramento, California. The price of the house shown is $15,750. The architect was L. W. Gerhardt.

FAMILY ROOM AND KITCHEN, though separate rooms, lead easily, naturally from one to the other. Fireplace-barbecue acts as a natural extension of cabinets in kitchen. Note General Electric built-in refrigerator, Textolite countertops.
PLAN OF HOUSE illustrates how fireplace becomes core of the three activity areas. Room areas in house are exceptionally spacious. Exterior of house has brick veneer base, plywood upper walls, stucco on sides and rear elevations.

LIGHT AND LOW PITCHED, this house has plenty of space too, won an award from Parent's Magazine for the best house for children. To the right of the house is a courtyard for outdoor living created by fencing and garage.

of the house
GLASS WINDOW wall in gable end emphasizes house's post-and-beam construction as it is carried out beyond exterior wall, to create porch. This house was built by builder Lee Bolles, Jr. of Sacramento.

THREE BEDROOMS, 1½ baths (full bath is nicely compartmented), two-car garage, interesting kitchen, Chrysler Airetemp cooling make up Bolles' sales package for $23,000. Note good circulation.

POST AND BEAM moves outdoors to form a sheltered terrace for outdoor living—virtually another living room. Sales price of $23,000 includes lot, draperies, carpets. It also includes landscaping and fencing.

CALIFORNIA TRENDS FOR BUILDERS ANYWHERE:

The post-and-beam idea

DELUXE MODEL has 1,350 sq. ft., sells for $23,000. Bolles builds standard models with fewer extras, three exterior choices on owner's level lot for $15,750. Photos: Courtesy of U. S. Gypsum's Business of Building Magazine.
is moving outdoors

CROSS SECTION of house shown above indicates fenestration, and construction of post-and-beam. Numbers on illustration represent details drawn for you at the right margin. Bolles uses Arcadia doors, Crane fixtures, Soule steel sash and Weiser locks. He gives buyers choice of extras: like mahogany paneling for an extra $200.

MAY 1956
FREE-STANDING BENCH is one of the outdoor built-ins planned to augment use of chairs.

DETAIL of free-standing bench shows construction. Galvanized pipe is \(1\frac{1}{4}\)" placed 4' on centers. Seat is made of 1x2" redwood laminations separated by chalks.

CALIFORNIA TRENDS FOR

Built-ins:

PLANTER AND BENCH are combined here. Fencing behind serves as background for plants.

PLANTER SEAT is constructed same as free-standing bench above, but is supported by 2x4 redwood bench supports in concrete. Creosote wood exposed to soil.
FENCING FOR PRIVACY, to screen undesirable views is becoming standard built-in.

FENCING is made of redwood posts 8' on centers, 2x4 routed stringers hold 1x2 redwood combed paling as screening. Mudboard must be 2x12 redwood when retaining soil.

BUILDERS ANYWHERE

they’re moving outdoors, too

RAISED PLANTERS create interest through change of elevation, could serve as sandboxes.

DETAIL at right shows how to build planter. Outdoor built-ins were designed by Courtland Paul & Associates for L. E. Dixon Co. Rancho San Jose project Covina, Calif.
CALIFORNIA TRENDS FOR BUILDERS ANYWHERE:

There's a new look to the entry:

The trend toward greater emphasis on indoor-outdoor living is reflected in the entrance patio of this house built by George D. Buccola at his New Sherwood Forest development in Anaheim. The house is literally built around and over a patio. The effect is that the entry here takes on new meaning as a built-in garden. The ridge of the gable is directly over the patio entrance. The appearance of the street-front elevation is that of a very long, low-pitched and uninterrupted gable. It gives the house an expansive look. The roof above the patio is merely a framework allowing light and air to penetrate the patio-entrance. Buccola's house was designed by Smith and Williams of Pasadena and sells for $18,100. This includes a complete General Electric kitchen, with built-in range, oven, wall refrigerator, dishwasher, washer-dryer and disposer. It also includes Kwikset locks, Arcadia sliding doors, Tradewind fans, Minneapolis-Honeywell controls.
it's a built-in garden

MODEL SHOWN ABOVE is one of six builder-developer Buccola puts up in New Sherwood Forest. Interiors feature built-in dressing tables, pullman sinks with marble tops. Photos of Buccola house are by Julius Shulman.

MAY 1956
CALIFORNIA TRENDS FOR BUILDERS ANYWHERE:

"Flexibility" helped sell
300 houses in 3 months

There were 300 homes in the first tract of houses built by Trudy Richards Family Residences at Covina Knolls, California. The builders allotted themselves a full year to sell them—then sold them all in 3 months. Reason for the fast sales: flexibility. Buyers are tempted with 4 floor plans tailored to the family's needs. The living room can shrink or grow. Sliding doors (see cover) define a fourth bedroom or open to enlarge living area. Kitchens are color-matched with all appliances included except refrigerator. Buyers have a choice of 25 elevations. This means that there is less chance of the appearance of similarity in a Trudy Richards block of homes—always a good sales point. Buyers can purchase extras to add to basic house. They get a 2-car garage, fireplace, 2 luxury baths. Price of the Trudy

SLIDING DOORS make living room shrink or grow to fit the needs of the family. The extra room becomes a fourth bedroom or an extension of the living room.
Four different room arrangements were offered in basic house plan. Number 1 (left) shows double bedroom-playroom.

Bedroom or living room can shrink or grow with use of sliding doors (plan 2).

Basic plan of house is shown directly above with 4 bedrooms. Living room is core to planning of each variation.

Flexibility of plan is seen in plan 4. Family room was old living room, 4th bedroom becomes living area.
SLIDING DOORS between fourth bedroom and living room can be closed to separate the areas—one of the extras offered buyers. Fireplace is one of 4 available designs.

Richards basic house: $16,600. Extras are part of the package. Some extra luxury items that a buyer gets as part of the sales price are: 4 fireplace designs—choice of 2 locations for it; 25 exterior elevations; 4 floor plans: 2-car garage; ample lot; a TV jack metal mast holder—2 TV outlets. Buyer can purchase these extras: built-in refrigerator for $225 extra; patio for $140; parquet floors for $407. Buyer can also purchase complete redwood fencing.

BRAND NAME PRODUCTS USED

- American-Standard fixtures
- Caloric built-in gas oven and range
- Formica countertops
- Gladling McBean stainless steel kitchen sink
- General Electric built-in range, oven
dishwasher
- garbage disposer
- washer-dryer
- Textolite countertop
- Woodall Glide-All Sliding Doors

QUANTITY LIST OF MATERIALS ON PAGE 228

For information about complete one-quarter inch working plans of this house write American Builder Home Plans Service, 30 Church St., New York 7, N. Y.
PATIOS, OUTSIDE BARBECUES, as extra sales features, help beat down sales resistance. Houses are designed so fireplaces and patios can be placed to advantage on lot. This enhances exterior appearance of the many models available.

FLEXIBILITY continued

Buyers can choose from 25 styles

"What kind of a house do you want?" Trudy Richards, Inc., asks every model home visitor that question. They screen consumer opinion for ideas that will click design-wise with a homemaker's dreams and demands. The result has been that the builders offer 25 exteriors—a style choice for every buyer. There are five interesting architectural styles to choose from, three major variations in roof and ceiling construction. Type "L" has exposed 2-inch roof sheathing, 1/2-inch fiberglass insulation; post-and-beam construction; 1 1/2 pitch colored rock roof. Type "M" is the same as "L," except pitch is 2 1/2 12. Type "H" has red cedar shingle roof on a 4 3/8 12 pitch roof. Some of the architectural styles include: Hawaiian modern, California contemporary, rustic, traditional.

GABLE FRONT ELEVATION, shown above, is one of the popular models at Covina Knolls. At right are five typical examples of variety of exteriors offered buyers. Interiors, custom-color selections by C. Tony Pereira.
BUYERS LIKE TRUDY RICHARDS' KITCHENS IN COLOR...

Perhaps one of the best sales features in Trudy Richards Family Residences is the kitchen. The buyer is tempted to finalize his purchase when he or she sees these well-planned, colorful work areas. He notes the careful selection of quality products such as Caloric gas built-in ranges and ovens, GE built-in appliances, ceramic tile, Formica, Pionite or Textolite counter tops, Trade-Wind exhaust fans and Gladding McBean stainless steel sinks. He sees American Standard fixtures, Weiser hardware, Pioneer heating, Minneapolis-Honeywell controls and Woodall Glide-All sliding doors. These luxury details, plus the two bathrooms with spacious vanity lavatories and buyer's choice of planter dividers are attributes of better living buyers go for. Together with the flexibility of plan and the variety of elevations, they add up to a hot sales package that accounts for Trudy Richards' success in selling 300 houses in 3 months.

CALIFORNIA TRENDS FOR BUILDERS ANYWHERE

It adds up to a hot

Customers get luxury built-ins for bathrooms and a choice of planter dividers...

The lavatory and vanity are built into one of the 2 bathrooms and has plenty of storage, counter space.

The built-in oven is placed in wood cabinet at convenient height with storage space above, below.

Customer can choose one of these easy-to-build planter separators shown on this page or next.
EVERY APPLIANCE a buyer-housewife could possibly want is included in kitchens built by Trudy Richards Family Residences. General Electric built-in oven, range, dishwasher, disposer and washer-dryer are included. Refrigerator is extra.

STEP-SAVING LAYOUT of kitchen is U-shaped, has built-in desk, coffee bar, ample cabinet space, is color-styled with natural wood cabinets, GE "mix-or-match" colors. If a customer prefers, builder installs Caloric gas range and oven.

sales package

ACCOMPANYING DRAWINGS show you how to build units. This one is one of simplest.

PLANTER-SEPARATORS are used in Trudy Richards' houses to divide living-dining areas.

SECOND LUXURY BATHROOM has double lavatories built into pullman type cabinets.

WOOD CONTAINERS are used as planters in this divider made of random-width wood slats.
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Founded 1849—Every Hager Hinge Swings on 100 Years of Experience
THE EXTERIOR OF THIS NEW RANCH HOUSE PROVES A POINT: TODAY'S COLORFUL ASPENOS SIDING — APPLIED WITH UNDERCOURSCING — CREATES AS BEAUTIFUL, AS LUXURIOUS A SIDEWALL AS YOU WILL FIND ANYWHERE. NOTE HOW THE SOFT, GREEN COLOR BLENDS WITH ITS SETTING; HOW THE HEAVY SHADOW LINES CONTRAST DRAMATICALLY WITH THE TRELIS OVER THE OUTDOOR "LIVING ROOM." IN DESIGN AND OVER-ALL APPEARANCE, THIS HOUSE HAS REAL SALES APPEAL. AND REMEMBER: AN ASPENOS ROOF AND SIDWALLS PROVIDE A FIRESAFE, WEATHERPROOF, LOW-UPKEEP EXTERIOR THAT MEANS EXTRA VALUE.

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What a perfect setting for a sunny morning meal - a bedtime snack - or company in for Sunday brunch. And you can bet that every woman who sees this room in your model home will think the same thing . . . she'll get that "anxious-to-move-in" feeling.

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With all its advantages, Oak is priced within range of every home. It costs less than most floors, assures more buyer-appeal than any. No wonder 4 out of 5 builders and architects . . . as well as home buyers everywhere . . . prefer beautiful Oak Floors.

You know you’re RIGHT when you specify Oak Floors
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.
Bathroom accessories: sure sales dividends

Looking for a guarantee that your 1956 bathrooms will do their part in selling homes? Here's a "can't miss" formula for accessories, complete with checklists to measure your bathrooms against. Choose from the wide range of accessories: first, your standard bath needs (with an eye to convenience and quality); second, extra luxury touches for comfort and sales appeal. Result: a bathroom accessorized to please and sell. Added product information is yours by circling reply card, page 158.

CHECKLIST:

Standard bath set-up . . .

☐ TOWEL BAR: There should be at least two. For variation, there's the towel ring.

☐ MEDICINE CABINET: A most important "standard" now complete with self-lighting.

☐ SOAP DISH AND GRAB BAR: Safety combination goes on wall above the bathtub.

☐ ROBE HOOK: Small but vital bathroom convenience goes on door or near tub.

☐ TOILET TISSUE DISPENSER: Toilet paper can be concealed or on an attractive roll.

☐ SOAP DISH COMBINATION: Soap, water glass, toothbrushes all in one concealed unit.

FOR A LOOK AT STANDARD EQUIPMENT

CHECKLIST:

Sales building extras . . .

☐ TUB, SHOWER enclosures of matching Vinyl.

☐ TOWEL CABINET gives extra storage space.

☐ CABINET UNIT for separate shower use.

☐ RELAXATION UNIT holds magazines, paper.

☐ GLASS ENCLOSURE to fit the recessed tub.

☐ RECESSED HOLDER dispenses face tissues.

☐ BATHROOM VANITY, luxurious and practical.

☐ SHOWER CONTROL has built-in thermostat.

☐ RECESSED SHELF for bathtub necessities.

☐ SHAMPOO FITTINGS mounted above lavatory.

TURN PAGE FOR THE EXTRA EQUIPMENT
Here's a foolproof formula for

1. Choose top-notch "standard" accessories

**Towel Bar**
Double-duty basic towel bar has extender rods at either end to add to its towel-holding capacity. From F. H. Lawson, listed at about $6. (Circle No. 5001 on reply card, page 158).

**Soap Dish Grab Bar**
Standard safety accessory: a horizontal grab bar surmounted with soap dish to be placed above the tub or along the shower wall. Under $5.50. F. H. Lawson. (Circle No. 5002, p. 158).

**Toilet Tissue Dispenser**
Revolving hood on Hall-Mark's recessed toilet tissue holder lifts to expose paper for use. Chrome plated with solid brass hood. List: $10.50. (Circle No. 5003 on card, page 158).

2. Glamorize with some luxury "touches"

**Tub and Shower Enclosures**
Light but not sight admitted by folding curtains of Vinyl set on non-corrosive extruded aluminum frames. Made by Tubdor Inc. and listed at about $40 for any size. Curtains come in choice of decorator colors. (No. 5007, page 158).

**Shower Cabinet Unit**
best-selling bathrooms:

MEDICINE CABINET

ROBE HOOK
Simply styled standard accessory—a robe hook of chromium plate on solid brass, listed by Hall-Mack at $2.25. Also comes with diamond or square wall flange. (Circle No. 5005, p. 158).

SOAP DISH COMBINATION
Out of sight behind revolving panel of recessed lavatory unit are soap, water tumbler and toothbrushes. About $21.50 from Hall-Mack Co. (Circle No. 5006 on reply card, page 158).

GLASS TUB ENCLOSURE
Bathing comfort, draft free, from Shower Door Company of America's recessed double rollaway tub enclosure. "Permalume" line has semi-obscure glass, double bearing direct suspension, 60" height. About $160. (No. 5009, page 158).

SINGLE BOWL VANITY
A practical luxury, sales sure: National Vanity's new "Classic" vanity listed at under $50. Low price unit of firm's three lines, it features two cosmetic boxes, Formica surfacing, matching medicine cabinet. (No. 5010, p. 158).

MORE "LUXURY-TOUCH" ACCESSORIES AHEAD

MAY 1956
result: an accessorized bath to

Builder Charles Fry of Madison, Wisconsin banks on “luxury-touched” bathrooms (plus similar kitchen fittings) to sell his quality houses. On a $25,000 house, for instance, he invests from $800 to $900 on the main bath alone. Result: a real “best-seller” bath to be proud of.

As a luxurious yet practical background for his “accessorized bath,” Builder Fry used a copper tan ceramic tile for the walls and lavatory countertop, then matched it against light tan paint on the upper walls and a random ceramic tile on the floor. Cost of the tiling: about $45.

Selecting his “standard” accessories, Fry made one big departure: in place of the usual medicine cabinet he installed one large mirror, for about $75, over the twin lavatory (picture at far right), then finished it with overhead soffit lighting costing about $50. Storage drawers and cabinets are oak built-ins for which he paid about $85 installed.

“Luxury-touch” accessories play a vital role in selling the quality house, and as such Fry’s budget provided for quite a few. Such glamor items (highly practical, too) are pictured at right: built-in scales, pre-fab built-in “relaxation unit” (about $20), gooseneck reading light, exhaust fan and infrared heat lamp both installed in the ceiling. Details at right to add to your own “checklist.”

Photos: William Wollin

LESSURY-TOUCH ACCESSORIES CONTINUED . . .

**RECESSED TOWEL SHELF**
Decorate and add utility with a mirror shelf recessed above the tub. Chromium plated brass flange, by Hall-Mack, about $21. (Circle No. 5015, page 158).

**TOWEL, UTILITY CABINET**
Extra storage space, always a sales-getter, provided by Miami-Carey’s utility cabinet. Five glass shelves 6½” deep, 14x34” door. About $34. (Circle No. 5016 on card, page 158).

**RELAXATION UNIT**
Luxurious catch-all for toilet tissue, reading matter, ash tray, etc. gives extra comfort touch. Hall-Mack offers it in chromium-plated brass, for $21.50. (Circle No. 5017 on card, page 158).
be proud of

TWO-WAY READING assistance provided by Raymor Inc. with imported gooseneck light. Listed at about $17. (No. 5012 on page 158).


TISSUE HOLDER
Housewife appeal guaranteed with a recessed tissue holder. Removable face panel of chromium plated brass. By Hall-Mark Co., listed at $8.40. (Circle No. 5018 on reply card, page 158).

SHOWER CONTROL
Safety first, comfort second in a “Type H Hydroguard” with thermostatic control of shower temperature. Fittings accessible under dial. About $60. Powers Regulator Co. (No. 5019, p. 158).

SHAMPOO FITTINGS
Last-word luxury for $45: shampoo hose and fittings plus a non-scald mixer. Shampoo by Speakman Co. (No. 5020, page 158); mixer by Simmons Engineering (No. 5021, page 158).

MAY 1956

MORE BATHROOM ACCESSORIES ON PAGES 160-161
Custom pool, prestige item

A PLACE FOR GOOD LIVING is tone set by builder Vient-Petty with this 20,000 gal. gunite Landon pool put next to one of first homes in $30,000 range at La Canada, Calif. Result: houses sold, and 10% of buyers put in own pools.

Community pool for a subdivision

Pools: growing sales tool for

There's a coming market for swimming pools:

over 8 million American families now

have an income of $7,000-and-up per year.

Like air conditioning and TV, a private swimming pool is no longer Hollywood show-off stuff. Today it's a symbol of better living for the wide middle-income market.

Community pools have helped sell large developments (Levittowns, Bayberry in Westchester, N.Y.) for some time. But now, more and more builders are dipping their toes into the "private pools included" (or optional) venture. It's a logical move: While pushing dirt, why not dig for a pool?

What's more, you can honestly tell a prospect, "A pool will keep up the resale value, maybe reduce fire insurance, help keep the family together, and substitute for the vacations eaten up by the down payment."

Special know-how and equipment are needed for the various concrete pools (gunite, dry-pack, poured, pre-cast), so better not try one yourself, although some of the newer developments in prefabbled steel and wood forms, and prestressed blocks, open the way for increased builder participation. Likewise the simpler types—vinyl or fiberglass—permit more do-it-yourself by the builder.

Some manufacturers of nationally distributed pools like to take on builders as franchised installers, but busy seasons conflict. Some builders, like Anthony Brothers in California, do both. Some contractors have deserted home building in recent years for pool work, and happily ride the boom.

Over 30,000 pools in 1956, costing $325 million, are forecast by Bob Hoffman, publisher of the trade paper, Swimming Pool Age, of New York. Many of these will be family size, about 15x30, with 10,000 gallons. Prices on concrete jobs are being pushed down to about $3,000; fiberglass will go below that soon, and vinyl liner types with concrete block sides are about $2,000—all including the efficient filters which make the whole pool boom possible.

Two cautions: builders must seek engineering advice on costs and local ground conditions, since concrete must be thicker in the north than in non-frost areas. And they must tell buyers to expect $5 a week maintenance cost—chemicals, cleaning, etc.
DEDICATION DAY of piano-shaped 75x44 pool at Larrymore Lawns, 150-home Norfolk, Va. project. Builders Goldrich and Berger expect a similar Paddock pool to help sell an 800-home plan this year—plus a 10-acre private lake.

builders

SOME ANSWERS ON POOLS

Q Who does the installation?
A Usually, the local pool specialist. Some types permit do-it-yourself.

Q Don't pools use too much water?
A Not with filters, which clean water the year-round, no refilling necessary.

Q Isn't maintenance a nuisance?
A Backwashing, filter, sweeping, replacing chlorine and algicide take a couple of hours a week.

There's a wide choice in size, shape, price, and construction types; whatever your program, be ready for the growing demand . . .

May 1956

Individual pools in a development

All in the swim—Reliance Builders of Scottsdale, Ariz., included these $3,000 pools with ten $22,500 homes and stimulated sales. Big Phoenix tract man John Long includes $1,775 pool with 3 br., 2 bath homes for $9,725.
WHICH POOL IS BEST FOR YOU? HERE'S WHAT YOU SHOULD KNOW

CONCRETE is still the dominant material; gunite eliminates seams, permits free form.
Pressure-sprayed concrete over reinforcing rods, with rubber base or new epoxy surface, is popular for large and small pools. In poured types, new ideas are Refinite-Sheldon process (Ralston, Neb.), with simple flexible steel forms, and Rocform (Detroit), with prefabbed wood-panel forms. National (Birmingham) features precast block sides held by concrete poured in the block holes, and nuts tightened on vertical rod ends.

DURABLE FIBERGLASS, requiring no finish, is still new in pools, but promises well.
Color-fast and inert chemically, fiberglass pools will probably drop in price as the market grows. Installation can be learned by skilled home-building crews. A carefully fitted base of mixed cement and sand is usual in Florida; year-round retention of water is recommended to offset winter ground-heave. A 15x30 oval model was offered Buffalo Home Show visitors by Frontier Co. at $3150 complete with filter, 2-foot promenade.

VINYL LINER is a good way to open up the wide middle-income individual home market
The single thickness of cement block which frames the highly competitive vinyl liner is within the scope of trained masons, but must be put in solidly, with respect for local ground conditions, or there's trouble. Bare earth is tamped smooth for the floor. International of White Plains, N.Y., features the Esther Williams Pak, 15x30, 3 to 7 ft. deep, sells for $2,000. Paradise Pools get $1835 for 12x27, $2375 for 16x34.

PREFABRICATION, part of every building picture, is also prominent in swimming pool construction
Builders working on a tight time schedule may well look into metal and concrete prefab pools. Metal fabricators have manufacturing and shipping facilities for one-piece units, which retail at about $3900, without filter, for 16x30 size. Site work involves fitting the excavation, a six-inch layer of crushed rock for sure drainage, and piping for the filter system. Thorough paint job is important for metal, tight jointing for concrete prefabs.
ABOUT SIZE, SHAPE, PRICE AND HOW THEY'RE MADE AND INSTALLED

2 REINFORCING GRID in Paddock of Calif. job shows depth contour.

3 PRESSURE-SPRAYING is next step in another west-coast pool.

4 HAND TROWELING gives easy-to-clean surface. Shade helps curing.

2 PIE-CUTS overlap, are screwed and joint-smeared for tightness.

3 TESTING with water; note special backfill mix, joint seam, ribs.

4 SNOW TESTS American Pool Co.'s year-round work in Ardsley, N.Y.

2 BLOCK WALL and coping in place, men tamp earth floor smooth.

3 LINER SPREAD, the main drain to filter is filled and tested.

4 COMPLETE PAK includes filter, ladder, chemicals, vacuum, board.

2 STEEL POOL by Tower, Providence, R.I., is set into place.

3 PRESTRESSED factory-built wall by Amerete fits key in laid floor.

OFFER TO INCLUDE A POOL IN THE FINANCING DEAL!

Willingness of banks to finance pools is growing. You can turn "down payment blues" into a sales point. "Have that vacation after all—right at home, with a bank-financed swimming pool!"
If a components building system is going to pay off for the smaller builder, it has to do two things: give him close to prefab efficiency, still leave him flexibility in size and layout. The reasons for this are obvious: in an area of large developments, he has to compete on a dollars-and-cents basis with the big boys. And in an area where custom builders predominate, he has to match them in offering a variety of sizes and floor plans.

The house shown below is the first built from the newest of the component systems by Techbuilt, Inc., of Cambridge, Mass., and designed by Carl Koch and Associates. This layout offers 1050 square feet of living space plus a carport, and is expected to sell for around $12,000 and up, excluding land and depending on equipment and finish. It is probably the smallest practical house built by this system, particularly for a development model.
custom-build with stock parts

TWO beveled 4 x 12 girders carry the inside portion of the roof load, are themselves supported by 4 x 4 posts.

ROOF PANELS are four feet wide, use 2 x 4 rafters. They include sheathing, insulation, and finished ceiling.

FOUR FOOT solid wall panel is of 2 x 4 studs, plate and shoe. Grooved plywood is both sheathing and siding.

VIEW OF HOUSE from the rear. This model differs from exploded view at right by having carport at far end.

GABLE END frame panel. If this house had carport, this panel would be replaced by solid one and frame on top.

FOUR BY EIGHT outlooker is extension of beveled 4 x 4 plate, which is notched into it over end wall panel.

SIDE FRAME panels have plywood in bottom sections here, could also have fixed glass if it were wanted.

HERE'S HOW IT GOES TOGETHER
You build faster and easier

One of the biggest advantages of building with components is the ease and speed with which a house goes up. In the case of the one here, the panels arrived by truck in the morning in the middle of a snowstorm. Despite snow, sleet, cold, and a regular swamp of mud, the truck was unloaded and the side walls put up and plumbed by the end of that same day. By the end of the third day the roof was on. One more day’s work would have finished the glazing, and the rest of the work could have been carried on in comfort under cover. All of this was done by a crew of four, seeing the house for the first time.

One of the fine arts of setting up a components system is knowing where to stop: too much prefabricating of parts can mean loss of flexibility. By using roof panels of a set size, Techbuilt has limited itself to a 24 foot width, but the length can be run out indefinitely in four foot increments. Solid and window frame panels can be juggled around to give dozens of design combinations.

Interior partitions are not a part of the package; too many would have to be built to handle different plans. But closets and room dividers are included; they can go in rooms of almost any size and shape.

In theory, there is no limit to the size of house that can be built under this system. Actually, with a set width of 24 feet, anything longer than about 60 feet would look peculiar. To take care of this, a “Link section” 16 feet square can be set up between standard sections to make a really big house. As shown below, this breaks up the roof line and makes even an 30 foot house attractive.

Builders can offer dozens of different floor plan combinations to buyers.

Biggest model built so far by the new system is the plan shown above. The units at either end are built from the same parts used in the small model; the “link section” in the center is made of special parts. This house is a hillside model, has basement under the living section.

Long, low line and attractive handling of the roof profile are shown in this picture. At far right are two more floor layouts suggested by Techbuilt. All models may be built on a slab, crawl space, or basement. In the latter case, stairwell is built in utility room space.
with parts, not pieces

1. FIRST WALL PANEL is set into place. By the time truck carrying panels arrived, sills had been set and leveled. Note how panels were set around foundation in proper order for quick erection.

2. GABLE END WALL is plumbed and braced before sidewall panel is nailed to it. As with all such component systems, parts must be accurately plumbed and squared for everything to fit properly.

3. ROOF PANELS are sent up on one side of the roof, tacked down. Carpenter here is lining them up; when straight they will be spiked down with 60 d spikes. Panel bottoms are finished ceiling.

4. ROOF SHINGLES ARE READY to go on by afternoon of the third day. Note how girders and plate outlookers are carried out to support carport roof. Scaffolding is a help but not really necessary.

MAY 1956

HERE'S HOW IT STARTED
SECOND LARGEST MODEL in the two story series. Here, the idea of the split level house is carried to its ultimate and most efficient conclusion: the whole house is pushed down three feet, cellar and first floor become one.

COMPONENTS WORKBOOK continued

Here's a two story model

Techbuilt started business two years ago with a line of two story houses; the most popular model is shown here. Biggest feature proved to be size. By using two floors, and pushing the first floor part way below grade to utilize otherwise wasted foundations walls, this house provides a whopping 1900 square feet of living space.

Like its new baby brother, this house gives the builder a panelized shell to finish as he sees fit. Unlike the little house, the panels are not provided with finished exterior walls, but are merely sheathed; the builder adds shingles, vertical siding, brick or whatever he wants.

While this house proved popular with many custom builders, its distinctly contemporary appearance scared many buyers, and prevented it from becoming a good development house. Also, while the cost is comparatively low (under $17,000 in some areas) it is still high enough to keep it out of the mass market of the new, smaller house. It will probably continue to sell well to the buyer who wants low cost custom accommodations in a bigger house.

Products used: Teco split ring connectors; Visqueen vapor barrier; Roddis exterior doors; Reynolds aluminum windows; Lam Workshop electric fixtures; Alfoil insulation; Wasco plastic skylights; Geneva metal kitchen cabinets; Formica counter tops; Hotpoint appliances; Percol flash boilers; Thrush water circulating systems; Rittling baseboard convectors; U. S. Plywood.

REASON FOR THE POPULARITY of this house is easily seen: it offers 1900 square feet of space which can be laid out to any owner's specifications. Some builders sell this model for under $17,000 with two baths.
BUILD THIS COMPLETE SWIMMING POOL IN SEVEN DAYS AT HALF THE COST!

NATIONAL
Pre-Stressed, Pre-Cast, Concrete Unit
POOL

Complete “Package” Delivered Direct To Pool Site In Trailer Truck!
The NATIONAL POOL “package” is delivered to your pool site in a delivery truck and includes all fittings and filter system which purifies and keeps water safe for healthful swimming at all times. Construction requires no special equipment and can be done with local labor without previous experience. Specially designed interlocking precast concrete wall sections grooved to fit each other solve cost problem. Pool walls are scientifically prestressed to prevent cracking. New method of construction allows swimming pools to become within reach of all budgets.

Prices start at $1,300.00 for 16' x 34' Private Pool complete with Filter System, Pump, Motor and Fittings.

SAME BUILDING PROCEDURE APPLIES TO LARGEST TYPE POOLS AS WELL AS SMALL FAMILY TYPE PRIVATE POOLS

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NEW! LOW COST!
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GARAGE DOOR

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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.

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

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your home sales with
Hotpoint kitchens in 1956!

Time is money for the builder! The faster you sell your homes, the sooner your investment is returned—and the higher are your profits!

To help win immediate buyer approval, more and more builders are capitalizing on the powerful sales appeal of famous Hotpoint Kitchens.

The reason is simple. Your prospects know that the Hotpoint name means the BEST...in quality...in dependability...in beauty...and in exclusive automatic features. The HOTPOINT NAME enjoys immediate recognition through fine performance, as well as national magazine advertising and the "Ozzie and Harriet" television show.

Hotpoint popularity can work for you—as it did for Paulsen Brothers, Long Island. Complete Hotpoint Kitchens helped sell 54 of their Chapel Hill homes (priced at $11,990) in the first weekend offered!

According to Paulsen Brothers, "The kitchen is the ideal showcase for quality in a home. That's why we chose Hotpoint Colortone Appliances. The sales record shows it was a wise choice."

Hotpoint's complete line offers a kitchen combination for any home—regardless of its style or price tag! Hotpoint Appliances, of course, can be included in VA and FHA mortgages.
Now you can put the Built-In sell of

Hotpoint "Living-Room" Kitchens

in homes in All Price Ranges!

- **Widest variety of Models, Prices and Finishes** — Whether you build luxury homes or modest homes, you'll find the right combination of Built-Ins among Hotpoint's complete selection of models—in 5 beautiful colors and gleaming stainless finish.

**PLUS**

- **Maximum ease of installation** — Hotpoint Built-Ins are specially engineered to save you time, labor, and money.

- **Enthusiastic public demand for a famous brand name known as the "Finest."** Hotpoint's superior features and quality are sold to your prospects by powerful advertising—and proved by the outstanding performance of Hotpoint Appliances in millions of American homes. When prospects see Hotpoint Appliances in your houses, they know they're getting a well-built, well-equipped home.
- **Hotpoint Built-In Super Oven**—Big enough to cook meal for 24 people! Rota Grill for barbecue treats. Eye level controls include automatic timing clock and electrical time measure. Lower cost non-automatic model and de luxe double oven model also available.

- **Hotpoint Built-In Surface Cooking Units**—Feature Super "2600" Calrod unit that cooks faster than any other gas or electric unit. Available in 2-unit sections with remote-control, color-lighted pushbuttons, and 4-unit section with self-contained, rotary switches. Plug-In French Fryer, Griddle also available.

- **Hotpoint Built-In Refrigerator-Freezer**—Combines the beauty of a built-in with the convenience and big capacity (12 cu. ft.) of a free-standing unit. Less expensive to buy and install than other built-ins. Lower-cost, one-door models also available.

- **Hotpoint Built-In 24-Inch Dishwasher**—At the touch of a button—automatic pre-rinsing. Spot-Less Washing, with fresh detergent in each of 2 washes. Spot-Less Rinsing, with super wetting agent in final rinse to prevent spotting. Spot-Less Drying to a gleaming sparkle. 2 models.

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**In 1956, let Hotpoint "Living-Room" Kitchens speed up profitable home sales for you.** You'll be surprised how little it costs to take advantage of the sales appeal of America's quality line of built-ins. Hotpoint Built-Ins can be included in VA and FHA mortgages, so you can offer a complete Hotpoint Kitchen to your prospects for only a few dollars a month.

Get the details from your Hotpoint Distributor's Building Specialist soon!

---

for the finest—first!
Exclusively
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SPOT-LESS DISHWASHING
Outmodes All Other Methods—
HELPS SELL HOMES FASTER!

Every prospective home buyer wants this greatest of all dishwashers! Women are sold on the superiority of the Hotpoint Dishwasher—and they'll recognize it as a symbol of your home's high quality. And remember, there are more Hotpoint Dishwashers in use than any other brand!

- NEW 24" WIDTH
- NEW PUSHBUTTON CONVENIENCE
  Same large capacity
  Racks roll out separately
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Dishes Sparkle...Glasses Gleam...Silver Glistens...The Result of 2 Exclusive Hotpoint Features

TWO COMPLETE 5-MINUTE WASHES with fresh detergent each time

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!

TWO THOROUGH RINSES...with super wetting agent in final Spot-Less rinse

Everything is rinsed twice—and "Rinse-Dry," a super-wetting agent, is automatically injected in the final rinse. Results after ordinary rinsing...after Hotpoint Spot-Less rinsing...the automatic result of Spot-Less Washing, Spot-Less rinsing, and Spot-Less electric-heat drying!

Available in
5 COLORTONES,
COPPERTONE,
AND
CUSTOMLINE
(Satin Chrome Finish)
Hotpoint Dishwashers can be included in VA and FHA mortgages. Write Hotpoint, or call your Hotpoint Distributor.

Look to Hotpoint for the finest—first!
The Payoff

Departments

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Builders' Supermarket for new products and equipment, and for manufacturers' literature, on bathrooms, floors, walls, lighting, building specialties, etc. Just detach the handy reply card at the beginning of the Supermarket and go right on through, circling the items that can mean money in your pocket.

How To Do It Better....................... 206 ➞

Ideas for the man on the job, offered to builders by builders: Tricks with hot water heating, eliminating shimming on head jambs, reinforcing base to receive cleats, etc.

Ask The Experts......................... 212 ➞

Our staff of experts analyzes reader queries, and may have some valuable tips for your operation. This month, the experts discuss laying a foundation for brick veneer construction, pouring concrete under water, reducing sound transmission between two floors of a house, etc.

Keeping Up With The Law............... 216 ➞

The capital gains tax and the sale of land are brought into focus by American Builder's legal consultant.

Technical Guide.......................... 218 ➞

Detailed drawings and complete specifications tell you all you need to know about increasing sales by building lighting into your homes.

Better Detail Plate ...................... 222 ➞

This design for a cantilevered fireplace may fit into your next houses.

The Month Ahead.......................... 232 ➞

Things for alert builders to think about in the month of June.
The first and only automatic

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PRIMAR Y ALUMINUM WINDOW

Best-Vent's Double-Ventilating Action is the first basic improvement in window design in the last hundred and fifty years—a fool-proof, automatic provision for constant, gentle, draft-free ventilation! Just a touch opens top and bottom sash—instantly, simultaneously. Operation is smooth and effortless because the weight of the upper sash actually helps raise the bottom! Hot, stale air "piled up" at ceiling level is quickly released, instantly replaced by cool air flowing in at the bottom. Best-Vent is geared to modern methods of residential construction, designed in consultation with window-conscious builders and built to eliminate costly "call-backs." Best of all, Best-Vent is sensibly priced. And it's only one of the quality primary aluminum windows in the Per-Fit Line—double-hungs, sliders, picture windows, window walls. If your dealer isn't acquainted with them, let us know, or have him write to:

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Saves 25% to 50% in time-finished window

Best-Vent arrives individually cartoned, ready to install. Pre-glazed, or can be glazed on the job. Simply snap on pre-cut fin trim and lift window into place. No need to cut or trim—special trades eliminated!

Drive nail through sill fin and sheathing into framing; with nail as pivot point, level frame, square and plumb, and finish nailing around extra-wide fin trim. Practically rack-free construction.
double-ventilating window!

Aluminum interior finish trim or plaster trim fits quickly into place with no cutting necessary. No hardware to install, no final adjustments to make. Snap-on mullion covers unify multiple installations.

Just look at the work you save! Imagine—as many as twelve windows installed and finish trimmed in an hour! No separate sill, drip cap or side frame. No need to sand, prime, paint or clean glass.

MAY 1956

can be installed and trimmed in minutes!
Look what this Builder says about

REYNOLDS ALUMINUM Gutters and Downspouts

Flecker-LaBeau, Inc., have built hundreds of "Blue Ribbon Homes" featuring economical design and quality construction. Read their letter carefully...it proves what Reynolds Lifetime Aluminum Gutters mean both in quick-sale value and in permanent customer satisfaction.

Few other features you can specify make such a big impression at so little cost. The soft white gleam of aluminum at the eaves sets off a house. And homeowners have learned this gleam means freedom from rust...no painting.

Choose from the variety of styles, sizes and finishes listed below. Write for literature, including suggested architectural specifications.

Reynolds Metals Company, Building Products Division, 2003 S. Ninth Street, Louisville 1, Ky.

**NEW!** BUILDERS TYPE REYNOLDS ALUMINUM REFLECTIVE INSULATION

Lighter-grade, lower-cost insulation and vapor barrier developed especially for builders. Foil bonded to 40-lb. kraft paper. Rolls of 250 and 500 sq. ft., 25" and 36" widths, foil 1 side and 2 sides.

See "FRONTIER," Reynolds great dramatic series, Sundays, NBC-TV Network.
If you were to visit the new Armstrong plant in Macon, Georgia, right now, the girders you see above would be covered with brick. Inside, you'd see machinery being installed to increase the production of every building product in the Armstrong line. More material will soon be coming out of this new plant—so specify Armstrong Temlok Roof Deck, Temlok Sheathing, and Cushiontone for your 1956 homes now. Turn to the next page for full information on how just one of these Armstrong building products can help you build faster . . . and sell faster.
2. MORE TEMLOK ROOF DECK ON THE WAY

With an increased quantity of Temlok Roof Deck available soon, you can make plans now to use this modern cost-cutting material in your new homes. Temlok Roof Deck may simplify your roof and ceiling design...and will certainly reduce the amount of materials you'll need. Plan to use a flat or low-pitched roof with an exposed beam ceiling. Then forget about roofing boards, roof insulation, roofing paper, and ceiling finish. You'll get all these with Armstrong Temlok Roof Deck.

3. MODERN MATERIAL DOES FOUR JOBS AT ONCE

A glance below shows you how Temlok is a 4-in-1 material. (1) Temlok provides a strong, permanent roof deck that withstands 300 lbs. per square foot. (2) Multiple layers of asphalt-impregnated fiberboard give complete roof insulation regardless of climate. (3) The cement that laminates the layers acts as an efficient vapor barrier. (4) Two coats of light ivory paint applied at the factory create a beautiful ceiling finish.

BUILDS STRONG ROOF DECK

PROVIDES COMPLETE ROOF INSULATION

AND EFFICIENT VAPOUR BARRIERS

CREATES BEAUTIFULLY FINISHED CEILING
4. CUTS INSTALLATION TIME 50%

With Temlok Roof Deck, four men can cover a 30' x 40' roof in 7 hours, compared to 14 hours with conventional materials. Big labor savings are possible because 16 sq. ft. of roof deck, insulation, vapor barrier, and finished ceiling are installed each time a 2' x 8' Temlok board is nailed to the beams. Your savings with Temlok Roof Deck can cut your costs up to $250 per house.

5. HELPS YOU SELL
HOUSES FASTER

The attractive open beam ceiling created by Armstrong Temlok Roof Deck provides a distinctive appearance to your houses. It will appeal to modern and traditional tastes alike. Also, tell your customers that the insulating value of Temlok Roof Deck keeps fuel and air-conditioning costs low.

For free booklet that shows you how to build profitably with Temlok Roof Deck, write Armstrong Cork Company, 3505 Rider Ave., Lancaster, Pa.

Plan your 1956 homes with

Armstrong BUILDING MATERIALS

Temlok® Roof Deck * Temlok Sheathing * Temlok® Tile * Cushiontone® Ceilings
Now Certain-teed gives plasterers an entirely new kind of fibered gypsum plaster that helps them give you better plastering jobs at no extra cost!

Bestwall glass-fibered plaster is a new patented formulation employing textile glass filaments cut to a carefully controlled length best suited for plastering. Plasterers who have field-tested it report new, higher standards of performance and on-the-job workability. In down-to-earth plasterer's language, this means:

- TIME SAVED
  ... the glass fibers do not foul up mixer blades—or build up on the box, hoe or hod.

- FASTER, EASIER PLASTERING
  ... no "balling" of fibers with consequent grooving of plaster; less backtracking and smoothing are required.

- MORE UNIFORM SURFACE
  ... better base for finish coat.

- BETTER KEYING
  ... uniform distribution of individual filaments of carefully controlled lengths, with 30 to 40 times as many fibers as any other fibered plaster produces better keying on metal and perforated lath ... fewer plaster droppings.

Try the new Bestwall Gypsum Plaster for yourself. See if it isn't the best-performing fibered plaster you have used. Write us today or call your Certain-teed salesman or dealer for more information.
The upstairs bedroom is where most people want a second phone.

An outlet at a convenient height is ideal for kitchen installations.

Upstairs...downstairs...wherever the modern family sleeps, works, or plays, good planning calls for built-in telephone outlets...and concealed telephone wiring.

BELL TELEPHONE SYSTEM

Your Bell telephone company will be glad to help you work out economical concealed wiring installations. Just call your nearest business office and ask for "Architects and Builders Service. For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be."
Flexivents win
...help sell out project

...reports New Jersey dealer-builder team

From all sections of the country, Andersen Flexivents are winning praise from men who build homes for sale. They're turning to Flexivent as the ideal utility window for its extreme versatility, high quality, low cost and proven customer acceptance. For the next project you build or furnish look into the many advantages offered by Flexivent Windows.

For further information on Andersen Flexivents see your lumber and millwork dealer, Sweet's Light Construction File, or write Andersen. WINDOWWALLS are sold by established lumber and millwork dealers throughout the country, including the Pacific Coast.

ANDERSEN CORPORATION • BAYPORT, MINNESOTA

“I prefer Andersen Flexivents for ease of handling and practically complete lack of maintenance and adjustment problems,” says Sam Yarosh of Clifton, N.J., builder of 131-unit Rolling Hills project at Paramus, N.J. “Flexivents cut my installation costs to the bone.”

“I believe Flexivents have been a major help in increasing our business.”

View of homes nearing completion in Rolling Hills project indicates wide variety of window combinations possible with versatile Andersen Flexivents.
customer enthusiasm before completion

Shop assembly of Flexivent Units into larger window groups is method used on Rolling Hills project. Assembled units are trucked to building site as needed. "No unit so easy to stock as Flexivent," says Mr. Kramer.

Alternate method for combining Flexivents into large window groups is to build units up right in the window opening. Flexivents come completely packaged ready for immediate assembly and installation.

Andersen Windowalls
COMPLETE WOOD WINDOW UNITS

*TRADEMARK OF ANDERSEN CORPORATION
Economy-wise architects and builders, nationally, are specifying and using American Lustracrystal instead of costlier plate glass for many glazing applications. Builders following this practice have reported saving as much as 35% on glass costs.

Economy is only part of the Lustracrystal story. Greater strength, more resistance to wind pressure and impact, makes Lustracrystal a very dependable structural glass.

Lustracrystal provides unimpaired vision and is produced with a fire-finished luster that adds external beauty to modern structures.

Always specify and use AMERICAN for:

- True Economy
- Dependable Strength
- Crystal Transparency
- Lustrous Beauty
The only heavy-duty jig saw on the market able to cut bevels up to 45°! An indispensable tool for the professional builder.

Cuts practically any building material, even sheet steel. Equally efficient in hardwoods, Micarta, corrugated metal, etc.

NEW Black & Decker Heavy-Duty Jig Saw cuts to 45° angle...on either side!

An impressive B&D advantage—whole shoe swings right or left for bevel cuts! Cuts heavy stock—even 2 x 4’s—because it's powered by a custom-built B&D motor. Runs cool, without stalling. Faster cutting, too... full 1-inch stroke.

You’ll like the easy way this B&D Jig Saw handles—extra knob gives two-fisted grip, and unique reciprocating action means less vibration, smoother performance. Let your B&D dealer demonstrate its power, speed and versatility... show you exactly why it's already a favorite tool with builders everywhere. Or write: THE BLACK & DECKER MFG. CO., Dept. H-105, Towson 4, Maryland.

Ask your B&D dealer about the world’s most complete builder's saw line—B&D Heavy-Duty 6”, 6½”, 7”, 8” and 9” models—all power-built with B&D motors... all backed by the famous Black & Decker name!
“Surface beauty”
that goes pocketbook deep

These Frigidaire Fold-Back Surface Units let your kitchens present a beautiful expanse of unbroken counter space, which women love.

In addition, they mean you're offering a bonus of about 5 square feet more counter area, every minute they're not in use.

And you present this buyer-attraction with substantial advantages to you.

Installation is simple and fast. There's no separate wiring for controls required, and the Frigidaire unit has its integral controls out of reach and sight of toddlers.

Their continuing satisfaction is assured by the largest and best-organized service force in the field, with responsibility for service resting with locally available service facilities.

Here's another ultramodern Frigidaire Appliance, a strong buying incentive for house shoppers. In your kitchens, it will speed the sale of your homes.

FRIGIDAIRE

ELECTRIC WALL OVENS AND RANGES

Frigidaire Builds ALL "Heart of the Home" Appliances:
Sterling T-Frame
goes up fast,
prevents warping

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

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

“Every Sterling product is guaranteed to be good.”
John Sterling
President

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

STERLING HARDWARE MANUFACTURING CO. * CHICAGO 18, ILLINOIS
MAY 1956
A smooth-working team sparked the building of this handsome home. Advice on Insulite products came from Insulite's Edward E. Merrick (left). "The team work was simply unbeatable," says Builder Jed K. Giles (right), "and that's typical of all my dealings with Insulite."

Saves time, saves material . . . Bildrite Sheathing cuts easily, handles easily, goes up fast. It can cut sheathing time up to 46% when compared to wood. Virtually eliminates waste, too. Asphalt protected against moisture throughout, yet is permeable to vapor.
Builder-Engineer Jed K. Giles says, “The saving I made with Bildrite Sheathing was just like finding a nice crisp $100 bill . . . except that we knew just where and how to find it. The saving made us just as happy as the good-looking results we got on this $31,500 home, because every dollar bill counts in this market.”

This award-winning tri-level home, sheathed with Bildrite, was chosen for the award by House & Home magazine. Named most popular in the Parade of Homes by The Kansas City Star, it was sold within 3 days after its first showing. Design was created by Linscott, Kiene & Haylett, Kansas City architects.

Jed Giles, active NAHB member, has used the full line of Insulite products ever since he started business.

Want to figure your own savings with Bildrite? Write for free literature and cost-comparison forms.
Build more sell into your new homes with new Emerson-Electric attic fans

Prospects for your new homes more readily become buyers when they see that you are featuring Emerson-Electric attic fans as “standard equipment.” It gives them added assurance that you are offering quality throughout.

Here is the very best, yet a rock-bottom priced installation that pays large dividends in luxury living. It will help to close many sales. And, the long-life features of Emerson-Electric attic fans assure years and years of trouble-free summer comfort. They are designed for quick, inexpensive installation.

Write for complete data—ask for Fan Bulletin No. 1024
THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MISSOURI

New 24" and 30" ACTIVE-AIR attic fans. The 24" fan, 5200 C.F.M., list price is only $76.55, ceiling shutter list $27.85; list price of 30" fan, 7000 C.F.M., is $85.30, ceiling shutter list $31.00.

You put added “sales appeal” in your homes with the new 8" ACTIVE-AIR ventilator in kitchens, bath-rooms and utility rooms. For wall or ceiling installation, mirror-finish grille—list price $23.75.

All backed by the famous 5-YEAR factory-to-user guarantee at no extra cost!

Emerson-Electric
of St. Louis • Since 1890
Hey!

I just heard the Walloff project is all sewed up - contracts, materials, everything. That's one piece of business I wanted. Isn't anybody around here able to keep track of what's going on?

What's going on, he says. Does he think we're mind readers? If he'd use Dodge Reports he'd know what's going on.

I've been trying to sell the boss on Dodge Reports ever since he first heard rumors about Walloff. Maybe this will be a lesson to him.

See how Dodge Reports keep you fully informed. Send coupon today.

If you have a stake in new construction anywhere in the 37 eastern states, Dodge Reports will tell you daily what's coming up, the man to see, what the job requires, when bids are due, who gets the contracts. 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.

F. W. Dodge Corporation
Construction News Division
119 West 40th Street
New York 18, N. Y.

Dept. AB-556

Please let me see some typical Dodge Reports for my area. I am interested in:

- House Construction
- General Construction
- Engineering Projects

Area: _______________________

NAME: _______________________

COMPANY: ____________________

ADDRESS: ____________________

MAY 1956
Finer than ever!

New Speedmatic
with telescoping guard

It's here... the all-new Model 528 Speedmatic! And it sets wholly new standards of quality and performance in the heavy-duty professional saw field.

Model 528 retains all the outstanding advantages of the Model 508 which it replaces—and adds a host of new features of its own.

Bigger, more powerful motor... new, safer telescoping guard of patented design that won't bind or drag on angle cuts... exclusive calibrated depth gauge... big, 8¼" blade with Porter-Cable's exclusive Kickproof Clutch... and many more.

The Model 528 Speedmatic is precision-built throughout, for years of the hardest kind of service.

It's at your dealer's now—be sure to see and try it!

Model 528 Speedmatic Saw, $130. In handy kit with accessories, $145. Write for full catalog of the complete Porter-Cable line.

PORTER-CABLE MACHINE COMPANY
6015 N. Salina Street, Syracuse 8, New York

In Canada: write Porter-Cable, Ltd., Box 5019, London, Ont. Canadian prices slightly higher.
No home is modern today unless it is modern underground, too. That's why builders, architects, plumbers and sanitary engineers are recommending and using dependable, non-metallic Orangeburg Pipe. Rust-proof...root-proof...tough...resilient — Orangeburg lasts for years underground.

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

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

Go Modern Underground, ... With ORANGEBURG® ROOT-PROOF PIPE AND FITTINGS
PLANNED FOR YOU WITH YOUR HIGH STAKE IN HOME MODERNIZATION

new K&M products...
new K&M advertising...
more profits for all!

K&M IS A CO-SPONSOR of Operation Home Improvement (OHI)—the industry-wide year-long campaign to encourage more families to improve their homes.

POWERFUL K&M ADVERTISING at every level helps make your K&M-OHI selling easier... shows consumers how to make '56 the year to fix! K&M ads will be in—

- Better Homes & Gardens
- Home Modernizing
- Progressive Farmer
- Successful Farming

... and the great Colgate-Palmolive—Home Modernizing Contest will reach millions more customers!

OHI MEANS BETTER BUSINESS FOR ALL! Builders, contractors, architects tap a great market with modernization plans and products. Quality K&M materials make each OHI job a reputation-builder as well as a profit-maker!

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

New K & M asbestos-cement DECORATIVE SHEETS
Versatile, attractive, ribbed and fluted material ideal for outdoor and indoor application!

Their light-and-shadow textures improve any home's appearance! The sheets' natural color is gray, but painting will fit them into any color scheme. Can't rot, corrode, or burn. They're easy to handle and apply.
**IMPROVED K & M ROOFING SHINGLES**


First cost can be last when K&M asbestos-cement roofing shingles are used. They never burn, rot, or corrode—last for a lifetime—improve the home's value and appearance. K&M "Dualay" shingles can be applied either straight-butt or thatched-butt. Storm anchors keep the sturdy K&M roof on tight during the wildest weather!

**NEW Silicone-treated K & M SIDING SHINGLES**

Water balls up... then runs right off!

Increased resistance to dirt and moisture is a big selling feature of Silicone-treated K&M siding shingles. Water-borne dirt—the cause of streaks and discolorations around windows and trim—doesn't readily gain a foothold to mar the beauty of the house.

NEW COLORS! SUNTAN! APACHE GOLD! DOVE GRAY! TRUGREEN!

---

**KEASBEY & MATTISON**
COMPANY • AMBLER • PENNSYLVANIA

Send latest information on:

☐ K&M Roofing Shingles
☐ K&M Siding Shingles
☐ K&M Decorative Sheets

NAME: ________________________________
FIRM: ________________________________
ADDRESS: ____________________________
CITY: ___________ ZONE: ______ STATE: ______

MAY 1956
When modern gals inspect them
will your homes be selling you?

Easy-to-clean Milcor Casing Bead will please them

Who is more important to please in selling a home than the lady? No one — because she's the one who spends most of her hours there. She's the one who has to keep it neat, clean and liveable.

That's why she likes Milcor Casing Bead around doors, windows, and other wall openings. In the spirit of modern design, it blends into the plaster wall. It can't collect dust. And because it's made of steel, it can't crack, splinter, swell, warp, or mar under impact.

Savings in finishing make the final cost actually less than for wood casings. The finish requires no sanding, no filling, less painting.

Send today for Milcor Catalog No. 254.

INLAND STEEL PRODUCTS COMPANY
DEPT. F, 4025E WEST BURNHAM STREET • MILWAUKEE 1, WISCONSIN
Baltimore • Buffalo • Chicago • Cincinnati • Cleveland • Dallas • Detroit
Kansas City • Los Angeles • Milwaukee • Minneapolis • New York • St. Louis.
New cost-cutting construction
introduced by Styrofoam insulation method

Now Dow plastic foam insulation eliminates furring, lathing ... assures warm, waterproof masonry walls ... with construction method proved in low-temperature structures.

Authorities have been astonished recently to see how damp-free masonry homes can be erected in less time—without furring or lathing—by using the low-temperature method with Styrofoam® (a Dow plastic foam).

This rigid, water-resistant insulation bonds to masonry walls with portland cement mortar. Plaster keys directly to its surface. Time-consuming jobs are eliminated, and the result is a dry, well-insulated structure.

These are a few of the many reasons why experts agree that Styrofoam brings a new concept to home construction. Yet no special tools or training are required.

Proved best by industry—
Styrofoam has been manufactured in commercial quantities since 1943. In that time it has been used with exceptional success in industrial installations across the country. The list of foremost organizations that have used Styrofoam reads like "Who's Who"! Now increased production makes the unique advantages available to the builder field. Its low thermal conductivity, its high resistance to water and water vapor, combined with its exceptional strength and light weight, add up to make a superior insulation for all building needs.

Everyone benefits—
With Styrofoam the home owner enjoys the finest insulation—plus smooth, long-lasting plaster walls. The builder profits from the elimination of furring or lathing—plus exceptional ease of handling. And the architect is able to specify walls he knows will remain dry.

Brochure of architectural details is available at no cost from Plastics Sales Dept.

THE DOW CHEMICAL COMPANY,
Midland, Michigan.
Builder shows 4 steps to

1. **MASONRY** wall is erected according to usual practice...

2. **MORTAR** of portland cement is applied to Styrofoam...

---

**What do the unique advantages of Styrofoam mean to builders?**

One of the first concerns of every builder is to erect faster-selling structures—at lower cost. And Styrofoam now makes an outstanding contribution to help accomplish these twin goals. For instance—Styrofoam is so strong, so rigid that concrete floors are poured over it without additional support (so larger sections can be applied at one time!).

It is the lightest of all rigid insulations, weighing only 2.4 ounces per board foot (for easier handling on the job).

It is not affected by water or water vapor because of its noninterconnecting cellular structure. Even after a week’s immersion, only the open surface cells show any evidence of moisture (for dry living quarters).

The low thermal conductivity cannot be matched by any other insulation with comparable properties. The average “K” factor is 0.25 BTU-in./sq. foot-hr.—F. (for comfortable housing, winter and summer).

Exhaustive tests indicate Styrofoam lasts a lifetime (for higher-value structures and completely satisfied clients).

It is nondusting, nonflaking, and can be cut easily with common tools (for low investment).

It is clean, odorless and nonirritating to the skin (for contented workers).

Advantages like these can be turned to the builder’s profit—write for free brochure of architectural details and specify number needed. Address: Plastics Sales Dept. THE DOW CHEMICAL COMPANY, Midland, Michigan.
eliminate furring, lathing

3 STYROFOAM adheres readily to masonry without furring!

4 PLASTER keys directly to Styrofoam without lathing!

Styrofoam is readily adhered to masonry surfaces by portland cement mortar, cold-setting asphalts or roller-coat-applied hot melt.

comparative (u) values

<table>
<thead>
<tr>
<th>wall type</th>
<th>wall thickness</th>
<th>(u) values</th>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brick</td>
<td>8&quot;</td>
<td>A</td>
<td>.50</td>
<td>.30</td>
<td>.158</td>
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<tr>
<td></td>
<td>12&quot;</td>
<td>B</td>
<td>.36</td>
<td>.24</td>
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<tr>
<td>Brick</td>
<td>16&quot;</td>
<td>C</td>
<td>.28</td>
<td>.20</td>
<td>.123</td>
</tr>
<tr>
<td>Concrete</td>
<td>6&quot;</td>
<td>A</td>
<td>.79</td>
<td>.39</td>
<td>.180</td>
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<td></td>
<td>8&quot;</td>
<td>B</td>
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<td>10&quot;</td>
<td>C</td>
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<td>12&quot;</td>
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<td>.57</td>
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<td>.166</td>
</tr>
<tr>
<td>Concrete</td>
<td>8&quot;</td>
<td></td>
<td>.56</td>
<td>.32</td>
<td>.164</td>
</tr>
<tr>
<td>Block (styrofoam)</td>
<td>12&quot;</td>
<td></td>
<td>.49</td>
<td>.30</td>
<td>.158</td>
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<tr>
<td>Cinder</td>
<td>8&quot;</td>
<td></td>
<td>.41</td>
<td>.27</td>
<td>.146</td>
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<tr>
<td>Block (styrofoam)</td>
<td>12&quot;</td>
<td></td>
<td>.38</td>
<td>.25</td>
<td>.142</td>
</tr>
</tbody>
</table>

Where:
*A = plain wall
*B = furred, lathed and plastered wall
*C = 1" thick Styrofoam with plaster direct—no furring or lathing

engineering data

thermal properties
Thermal Conductivity (K factor) B.T.U./hr./ft./°F.
Linear Thermal Coefficient of Expansion
Specific Heat
Resistance to heat (maximum recommended temperature for continuous use)

0.23—0.27 at mean temperature of 40°F
0.0003 to 0.0004 in./in./°F. between . . . . 0°F and 80°F.
0.27 B.T.U./lb./°F at 40°F.

0.22—175°F.
Styrofoam 33—155°F.

physical properties
Density (lb./cu.ft.)
Compressive yield strength (p.s.i.)
Tensile strength (p.s.i.)
Shear strength (p.s.i.)
Flexural strength (p.s.i.)
Compressive modulus (p.s.i.)
Bending modulus (p.s.i.)
Modulus or rigidity (shear modulus)

Styrofoam 22
Styrofoam 33

1.6—2.0
1.7—2.3

0.70—1.25
0.75—1.30

1000—1600
1500—2000

1.00—1.25
1.25—1.76

0.10—0.12
0.12—0.15

1.0—2.0 grains/sq.ft./hr./in. of Thickness/in. of Hg. vapor pressure difference.

water resistance properties
Capillarity
Water absorption
When subjected to 90°F. 90% relative humidity for 15 days
Water adhesion
When completely submerged for one week

Less than 0.03% by volume

vapor transmission
When Styrofoam acts as a barrier between spaces having different atmospheric conditions.

1.0—2.0 grains/sq.ft./hr./in. of Thickness/in. of Hg. vapor pressure difference.

Copyrighted by The Dow Chemical Company 1955.

you can depend on DOW PLASTICS
Check these other applications where

**Styrofoam is superior**

**CAVITY WALLS** may be constructed with air space on either side of Styrofoam.

**WALL PANELS** with Styrofoam cores are available from several manufacturers.

**FOUNDATION AND SLABS**—Unusually satisfactory with wet-proof Styrofoam.

**ROOFS**—Exceptional strength is combined with light weight to reduce dead load.

**LOW-TEMPERATURE CONSTRUCTION**—Unique combination of properties.

**INDUSTRIAL EQUIPMENT**—Tanks, pipes and heat exchangers perform better.

---

**Free Brochure of Architectural Details**

A brochure of architectural details for various applications of Styrofoam is available to you without charge. Address: Plastics Sales Department, THE DOW CHEMICAL COMPANY, Midland, Michigan.
Ro-WAY Commercial Doors now available

with MASONITE® DORLUX® PANELS

No extra cost · Lifetime guarantee

Ro-Way commercial and industrial doors have always been noted for outstanding quality in design, materials, construction and performance.

Now Ro-Way adds another fine feature—Masonite Dorlux panels. Optionally available on any custom-built commercial model, Dorlux panels offer many advantages:

- A dense, grainless material with a strong, 2-ply finished thickness of ⅛”
- Impact strength equivalent to or in excess of ⅛” plywood
- Effectively resists knocks, bumps and other hazards
- Written guarantee not to split, splinter, crack or delaminate
- Maintains dimensional stability under all weather conditions
- Smooth surface takes and holds paint beautifully to look new longer

One more good reason to specify Ro-Way—for all your commercial and industrial overhead type door applications.

ROWE MANUFACTURING CO., 770 Holton St., Galesburg, Ill.
Beautiful Textures, Exclusive
Decorator Colors in
LINEN WHITE
SCULPTURED WHITE
WILLOW GREEN
SIERRA ROSE
PERFORATED WHITE
Standard Pattern
PERFORATED WHITE
Random Pattern

...for those "special" rooms
in new-home construction
or remodeling
Insulating Tile Board

Speeds Installation in New Construction and Remodeling Jobs!

Covers twice the ceiling area with each tile!

Celotex Twintex Insulating Tile Board provides an added selling feature for all your new home building ... with eye-appeal and construction advantages that help you make quicker, easier sales. For attractive, economical finishing of those "special" areas like TV rooms, recreation rooms, all-family all-purpose rooms! Excellent for your remodeling jobs, too.

Cross-scored to look like two square tiles, each Celotex Twintex Tile goes up in much less time than two square units. You reduce your costs through simpler application (one-trade, one-step), and because all finishes are pre-decorated.

Ideal for interiors of all kinds ... in a wide range of attractive colors and textures to meet every job requirement. Combines superior insulation value with truly outstanding decorative appeal. Available in new random perforated, standard perforated, linen white and sculptured types; or with plain surface in choice of smart decorator colors.

GET THE FACTS NOW!

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

Build Better ... Build with Genuine

CELOTEX REG. U.S. PAT. OFF.
BUILDING PRODUCTS

The Celotex Corporation, 120 S. LaSalle Street, Chicago 3, Illinois

May 1956
LAMINATED BEAMS
- maintain original beauty

No splitting, warping or twisting

"Exposed beam homes sold 6 times first day," report Hart & Weiss, architects on the Rilco Laminated Beam homes built for Westwood Estates in Strongsville, Ohio. These homes sell because their beauty is permanent. Rilco beams offer a fine machine finish and unlike solid timber, they will not split, twist or warp.

Individual plies of West Coast Douglas Fir are kiln dried to approximately 12 per cent moisture content before being glued into finished Rilco members — thus dimensional stability and permanent beauty are assured — an important factor in selling any home.

Available in sizes difficult or impossible to obtain in solid timber, Rilco beams can be flat, pitched or tapered for overhang. Erection is remarkably easy. Westwood Estates contractors, R. A. Koplow and I. W. Konigsberg found Rilco "plank and beam construction saved valuable time and money — it took only one hour to tilt up the post and beam frame."

Rilco laminated beams and arches are offering new design, beauty and economy for homes, churches, schools, commercial and industrial buildings. Built to precise specifications, they come on the job securely wrapped, ready for any wood finish. Rilco service engineers will gladly consult with you.

Write for information.

RILCO
works wonders with wood

RILCO LAMINATED PRODUCTS, INC.
2511 FIRST NATIONAL BANK BLDG.—ST. PAUL 1, MINN.

Contractors R. A. Koplow and I. W. Konigsberg erected these twelve Rilco post and beam frames in one hour. Pitched beams spaced 6' o.c. have a clear span of 21' 6" with a 3' 6" overhang.
Why use "Washington" plaster ground* track?

Because:
- saves time and labor
- easy to install
- eliminates wood trim
- can be used with wallboard or plaster
- completed installation has a clean, contemporary appearance.

Fasten Track to Header

Plaster Ground* Aluminum Track is attached to the header before the house is plastered. It is available in 2 sizes—No. 642 track for 3/4" to 6 1/2" by-passing wardrobe doors; No. 643 track, for 1" to 13 1/2" doors.

Apply Plaster or Wallboard

After track is attached to header, plaster may be applied right down to the bead on the track. Track channels are masked to prevent plaster from dropping into "V" groove. Remove masks when plastering is completed. If wallboard is desired, it also may be set flush with the plaster ground of the track. If wood trim is desired, it can be applied when used with wallboard.

Hang Doors & Fasten Guide

Next, hang doors. The Washington No. B666N double wheel hanger with pivoted cross-arms is suggested for use on 3/4" to 1 1/2" doors. No. B668N hanger for 1" to 1 1/2" doors. Double wheel hangers used with this aluminum track will accommodate doors weighing up to 100 lbs. Single wheel hangers can be used on these installations if desired.

"Washington" also manufactures Cabinet Hardware, Metal Accessories for wood cabinets, and Kitchen Handy cabinet attachments.

*Pat. Applied For
Six reasons why G-E built-in

California builder sold 132 homes in 22 days. He writes “G-E built-ins and color did it.” The response to these $13,500 to $17,500 homes at West Covina is one of dozens of examples of how colorful General Electric ranges help close the sale for builders.

“General Electric appliances are selling our homes” comes the enthusiastic report from 7 builders in the Chicago area. Here is a canary yellow General Electric built-in range in a Brynhaven Happiness Home. It styles up the kitchen, makes selling the rest of the house easy.

“Out of 36 homes, 30 ordered built-in ranges” wired salesmanager of Currey—a successful Denver, Colorado development. “And,” he adds, “only one specified white.” Home builders coast to coast agree G-E built-in ranges are selling homes almost on the strength of the kitchen alone.

5 Mix-or-Match colors
Mix-or-Match colors give the range and its surroundings an expensive "decorator" look that helps attract prospects. Ovens and surface units are also made in satin chrome and stainless steel.

Easily installed. Surface unit assembly fastens with a few thumb screws.

Spacesaving G-E built-ins don't take space for separate broiler. So they allow more storage room.

Twin oven-venting system keeps cabinets and walls from streaking.

Popular with women. 55 out of 100 questioned said they believe General Electric makes the best appliances.


NO OTHER BUILT-IN RANGE HAS ALL THESE FEATURES

Easiest built-in ranges to install!

Oven installs easily with only one rough-in opening in a 27-inch cabinet or is made to fit (and made to match) General Electric Cabinets. Put oven at any height, practically anywhere in the kitchen. And you can build luxury sales appeal into your homes by installing a pair of General Electric built-in ovens, above each other or side by side.

Same wide 21-inch oven as General Electric uses for all its ranges. Holds a huge meal. Lined with eye-catching "starlight" grey enamel. Calrod® bake units and "Focused Heat" broiler are enclosed. No old-fashioned open coils.

Install cooktop in minutes. Sealed-tight, sink-rims installation in a 36-inch base cabinet lets you mount cooking surface flush with countertop. The whole surface unit assembly drops neatly and quickly into place.

Install pushbuttons anywhere on wall.

Multiple-position pushbuttons can be mounted in front of cooktop cabinet, or in any back wall position. Switch box fits between studs on 16-inch centers. Special plug permits installation in the wall without disconnecting surface units.
one of 10 woods from the
WESTERN PINE region

Rugged strength, straightness, durability, high nail-holding ability—those are the traits that make Douglas Fir unsurpassed for heavy construction. It's an economical wood for residential and light construction, too, and much in demand for industrial uses, poles, ties, boxes and crates.

Douglas Fir comes in 3 select, 5 common, 3 structural, 4 dimension, 4 factory grades. It is available from most Western Pine Association member mills in straight or mixed cars—together with the other woods of the Western Pine region.

the Western Pines

the Associated Woods

get the facts to help you sell

IDaho WHITE PINE
PONDEROSA PINE
SUGAR PINE

DouGLAS FIR
LARCH
WHITE FIR
ENGELMANN SPRUCE
INCENSE CEDAR
RED CEDAR
Lodgepole Pine

Compensation fee: a Ceramic Tile Cement
with so many advantages

NEW MIRACLE flo-eze
CERAMIC TILE CEMENT

BETTER IN EVERY WAY POSSIBLE
Easier to trawel
Greater coverage
More waterproof

Insist On MIRACLE: The Adhesive with a twenty-year record of achievement in setting Clay Tile.

YOURS ON REQUEST: Authoritative manual effectively describes Miracle "Thin-Set" Method for setting tile. 20 full-size pages of facts, illustrations, and isometric drawings show how to install tile on new work and for modernization. Send for your free copy of this valuable brochure, without obligation. Write today. Dept. AB-5

MIRACLE
ADHESIVES CORPORATION
214 E. 53rd Street New York 22, N. Y.

take a good look at DOUGLAS FIR

Architect, Bond Marquis
You are entering the **American Builder**

**Supermarket**

Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas.

Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below... then drop it in the mail (no stamp needed).

AMERICAN BUILDER will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself...

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4 cents Postage will be paid by

Business Manager

**AMERICAN BUILDER**
30 Church St.
New York 7, N. Y.
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MAIL THIS CARD TODAY.— WE PAY THE POSTAGE

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SERVICE ON THIS CARD EXPIRES IN 90 DAYS — ACT NOW!
Latest built-in...a cleaning system

L

atest advance in home cleaning is a free-flowing tube vacuum system which is scarcely seen or heard, and vacuums wet as well as dry surfaces.

Vacu-Flo consists of a vacuum producer, no-thread zinc-coated slip-fittings and tube, and inlet valves, and is designed for building-into either new or existing houses.

All areas of a room can be reached from one inlet valve to which a lightweight vinylflex hose with attachments is connected. Inlets can also be located in basements or on outdoor porch or patio walls to take advantage of Vacu-Flo’s heavy cleaning abilities with coal dust, wood dust, puddles, etc.

Streamlined tubing connects with a stationary power unit mounted in the basement, garage, attic or carport. A cyclonic action, powered by a heavy 1 H.P. motor, deposits about 98% of the dust in a large receptacle at the base of the unit, then exhausts the fumes to the outdoors.

Vacu-Flo can be installed in a six-room house at a cost to builder of about $240 with a valuation when installed of about $400. Installation is estimated at $50 to $75, including labor and electrical work. Further information: H-P Products Inc., Vacu-Flo Division, Attn. Norman E. Hovey, Dept. AB, Louisville, Ohio.

Circle No. 5022 on reply card, p. 158

POWER UNIT is fitted with easily removable receptacle at bottom, and needs only infrequent emptying.

Light, strong, adaptable...a new concrete

A new lightweight concrete described as strong, self-insulating, highly moisture-resistant and adaptable to many uses is now on the market.

Elastizell is the name of the liquid chemical used as a base for making the concrete from universally available materials. The two basic ingredients of Elastizell, a foaming agent and a water-soluble plastic agent, are mechanically mixed with wet cement in a special mixer. The use of the plastic agent gives cells or bubbles a coating of high tensile strength. Result is a homogeneous bubble structure that is light in weight because of the high volume of air used.

Present applications of Elastizell-type Concrete: As a self-insulating floor slab on grade in home construction (because of its high moisture resistance it will “take” any kind of floor covering); in roofing, as an insulating, moisture-resistant roof fill and in the form of lightweight, precast floor panels.

SPECIAL MIXER is used to mix wet concrete and Elastizell. Result: a homogeneous cellular structure.

Also claimed: positive control of densities from 40-150 lbs. per cu. ft., and strengths from 600-3000 lbs. per sq. in. for floor fills, 300-600 lbs. per sq. in. for roof fills.


Circle No. 5023 on reply card, p. 158
REINFORCE WITH STEEL WIRE TO REDUCE MASONRY WALL CRACKS

Solution to a problem: cracks in masonry construction resulting from a combination of restrictive forces and shrinkage can be greatly reduced with the use of Keywall reinforcing, according to its manufacturer. Lateral strength of masonry walls may be increased from 25% to 65% depending upon the amount of Keywall used. Supplied in rolled form, the steel reinforcing is easy to handle. It can be cut and lapped at the corners without increasing the thickness of mortar joints at the corners. Keystone Steel and Wire Co., Dept. AB, Peoria, Ill.

Circle No. 5024 on reply card, p. 158

THE LATEST BATHROOM ACCESSORIES FOR 1956...

Stainless steel closet base
Sparkling cleanliness and extra sanitation for the bathroom are provided by Sani-Flor, a stainless steel closet base. Designed to fit all makes and styles of closets, Sani-Flor gives permanent protection against moisture, and deterioration of floors covered with linoleum, asphalt, rubber or plastic tile. Base is 26"x12", comes complete with template. List price: $13.65 from plumbing supply houses. Hollaender Manufacturing Co., Attn. John H. Hosking, Dept. AB, 3841 Spring Grove Ave., Cincinnati 23, Ohio.

Circle No. 5026 on reply card, p. 158

Towel ring in five finishes
General Chrome is introducing its towel ring No. 21 in five new finishes: bright brass, brushed chrome, bright black enamel, dull black enamel and bright copper. Designed to give a customized finish to both bathrooms and kitchens, ring is listed at $3.00. General Chrome, Attn. Herman H. Miller, Dept. AB, 1720 Mishawaka Ave., South Bend 15, Ind.

Circle No. 5028 on reply card, p. 158

New drape towelink
Miami-Carey presents a new double drape towelink to add extra interest to the bathroom. Made of brass covered chrome, the towelink comes in 30" length, list price: $7.35; and 36" length, at $7.70. Also available in single drape sizes. Distributed through hardware stores, plumbing suppliers, building jobbers. Information from L. C. Underwood, Dept. AB, Miami-Carey Div., Philip Carey Manufacturing Co., Lockland, Cincinnati 15, Ohio.

Circle No. 5027 on reply card, p. 158

Shell design in tiles
"Shell Caprice" tile by Pomona... a decorative touch to bathroom or kitchen with stylized seashell designs. Shells, on background of white Perma-glaze with blue touches, are in pink-beige, brown and black. Six designs in all, on 4½" tiles, may be used separately or as complete pattern. Distributed through company's 14 branch offices. Information from Dick Scherbacher, Dept. AB, Pomona Tile, 629 North Labrea Ave., Los Angeles 36, Calif.

Circle No. 5029 on reply card, p. 158
Louvered shades and privacy are provided by the tiny inch-wide horizontal louver bars set at a slight outward angle (17 degrees), almost 18 to the inch. Available in most widths from 18-42 in., also in 44, 46 and 48 in. Suggested price: 29 cents per sq. ft. From wholesale and local firms or, made up from screen manufacturers. Consumer Service Div., Dept. AB, Kaiser Aluminum, 1924 Broadway, Oakland 12, Calif.

Circle No. 5025 on reply card, p. 158

... CONTINUED FROM PAGE 105

Removable chrome ash tray

Gleaming new bathroom accessory: a lustre chrome ash tray. Attached to bathroom wall, the fixture has removable tray for easy cleaning. Lists at $1.98, distributed through housewares wholesalers. Inquiries to Lynn E. Richardson, Dept. AB, Autoyre Company, Oakville, Conn.

Circle No. 5030 on reply card, p. 158

Towel bar and lavatory legs

A new HS line of hexagon lavatory legs and towel bars is available from Reed Cromex. Engineered to fit all lavatories with patented Lok-flange on the escutcheon model (right) which features matching towel bar to the wall; and unifit adapter on regular lavatory leg (left). HS-25 with towel bar is for vitreous china lavatories, lists per pair at $12.50. HS-75 lavatory legs, to fit all cast-iron enamel lavatories, pair, $5.56. Both triple-plated with copper, nickel and chrome. Reed-Cromex Corp., Dept. AB, 492 South Green Rd., Cleveland 21, Ohio.

Circle No. 5031 on reply card, p. 158

Incandescent-lighted cabinet

Smartly-styled by F. H. Lawson...a new incandescent lighted bathroom cabinet, No. 3657-65. Features include chrome-plated light fixture which accommodates up to a 100-watt standard shape frosted bulb for better bathroom lighting; a 16"x24" plate glass mirror with stainless steel frame; rounded inside corners for easy cleaning; stainless steel toothbrush holder; two glass shelves. List price: $47.00. F. H. Lawson Co., Attn. L. F. Wilmhoff, Dept. AB, Cincinnati 4, Ohio.

Circle No. 5032 on reply card, p. 158

Wood-trimmed cabinet

A line of sliding, mirror-front bathroom cabinets, wood-trimmed to match other woods in the home, now offered by Tedrick Brothers. In maple, oak or Philippine mahogany trim, cabinet has all-steel interior with baked-on enamel, two 15" x 20½" mirrors which glide easily on steel and plastic tracks, three adjustable glass shelves which may be fixed at six different levels. Cabinet itself is 29½" x 21½" and weighs only 27 lbs. complete. List price: $35. Information from Tedrick Brothers Mfg. Co., Attn. Howard Kratzer, Dept. AB, Kent, Wash.

Circle No. 5033 on reply card, p. 158
Regal by Dexter

All Dexter Regal Tie Bolt Key-in-Knob Locks are Lifetime Guaranteed, available with pin or disc tumbler cylinders, deadlocking or spring latch. Solid brass exterior, cold-rolled steel interior parts. Knobs armored brass, steel reinforced. Locks reversible for any hand of door without disassembly. Requires only 1 ¼” hole through door. Standard or two tone finishes.

Attractive mounted displays available in Decorator colors: red, blue, green or ivory.

NO LOCK INSTALLS FASTER THAN A DEXTER

Dexter Lock Division

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

Sandpipers in the kitchen
Hermosa glazed ceramic tile now brings a decorative sandpiper design into the kitchen or work area. Price is $.95 for each 6x4½" tile. Two are required for a two-bird panel design; two for a three-bird panel. Plain tile used to complete background. Background is salt and pepper wih yellow, oatmeal and pink accents. Information from Gladding, McBean & Co., Dept. AB, 2901 Los Feliz Blvd., Los Angeles 39, Calif.

Circle No. 5035 on reply card, p. 158

New designs in wall covering
“Bayou” (above) is one of six new designs in Columbus Coated Fabric’s heavy duty Guard line. Available in off-white, grey and mocha. “Bayou” looks like grained wood. It is described as virtually indestructible, scuff-proof, stain-proof, fire resistant and washable and is recommended for heavy traffic areas such as stairways, corridors, below chair rails, etc. The entire line is textured or textured and printed clear vinyl plastic bonded onto heavy cotton fabric backing. Printed Guard of 48" widths retails at $4.02 a yd. Columbus Coated Fabrics Corp., Attn. William Burget, Dept. AB, 7th Ave. and North Grant, Columbus, Ohio.

Circle No. 5036 on reply card, p. 158

Aluminum foil for insulation
“Lumaskin,” a reflective insulation and moisture barrier is described by the manufacturer as reflecting 95% of all heat waves striking it. Compounded of aluminum foil, asphalt bonded to one or both sides of creped quality kraft, Lumaskin offers insulation without bulk, as well as an economical and flexible sheet which acts as an effective vaporsealing medium. Available in 25", 33" and 36" wide rolls, easy to handle and install. Price: about 3½ cents per sq. ft. More information from R. A. Mills, Dept. AB, Angier Corp., Framingham, Mass.

Circle No. 5037 on reply card, p. 158

Flexible strip block floor
A wood block flooring material designed specifically for school gyms, laboratories, vocational shops and similar uses is announced by the makers of Kreolite floors. Called “Flexible Strip End Grain. Wood Block Flooring,” it is made from 1½" or 2"-thick kiln-dried pine blocks, wire-trussed together to form end grain planks. Strips interlock with patented steel wire spline to make a splinter-free, resilient floor. Price: $1.10 per sq. yd. and up, depending on location. Information from T. V. Cherrington, Dept. AB, Jennison-Wright Corp., Post Office Box M, Toledo, Ohio.

Circle No. 5038 on reply card, p. 158
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.
Stacked by over 200 jobbers in the U. S. and Canada

Prices reduced 30 percent! Check with your jobber.

PRECISION PARTS CORPORATION
400-AB NORTH FIRST STREET NASHVILLE 7, TENNESSEE
For making homes sell faster, you can’t beat FOLDOOR by Holcomb & Hoke. These are the folding doors that operate easiest—with 61% less hinge friction. That look better—with exclusive cornice for a “finished” look. And that are sturdy—as proved in thousands of installations. That’s why Frematic Homes, Inc. of Anaheim, Calif. chose FOLDOOR by Holcomb & Hoke. That’s why, whether you’re building one home or 1,000 in 1956, it will pay you to investigate Holcomb & Hoke’s line of folding doors. Remember, only Holcomb & Hoke makes a complete fabric-covered line. Three price ranges for every home... a deal for everybody—a deal for you!

Frematic Homes Choose Foldoor!

INSTALLING DISTRIBUTORS IN ALL PRINCIPAL CITIES
In Canada: FOLDOOR OF CANADA, Montreal 26, Quebec

MAY 1956
Because of its high percentage of vinyl, the more dense surface of Bolta-Floor has greater wearability, easier maintenance ... will retain its rich natural lustre years longer, with or without waxing.

Bolta-Floor is produced in a full range of 22 fashionable decorator colors ... 5 solid and 17 marbleized, it's available in 4 tile sizes (6 x 6, 9 x 9, 12 x 12, 18 x 18), 2 roll widths (27" and 54") and in 3 gauges (13⁄4", 11⁄2" and .080 gauge).

To be sure of finest quality vinyl flooring with assured top performance, specify Bolta-Floor —another superior product of The General Tire & Rubber Co.

FOR HOSPITALS
SCHOOLS * OFFICES
THEATRES * HOTELS
MOTELS * APARTMENTS
BANKS * HOMES

WEARS LONGER,
WITH OR WITHOUT WAXING

The General Tire & Rubber Co.
Flooring Division - Akron, Ohio
BEST GROUND WORK FOR RADIANT HEATING!

Even the best-designed radiant heating system is only as good as its materials. That's why it's so important to use Chase copper water tube and solder-joint fittings. Whether the system is built into a slab floor or plaster ceiling, this combination of copper tube and fittings assures higher efficiency right from the start, peak performance over the years.

You can actually see why Chase copper tube and fittings perform so well together. Both tube and fittings are made to close tolerances. As a result, they allow complete flow of solder around every fitting, and assure leak-free connections! Corrosion-resistant, they need no extra precautions against rust—as with ferrous metals.

Chase copper tube and fittings are easier to handle, too! This lightweight tube comes carefully packaged in 60 or 100 foot lengths that require fewer joints. Soft temper makes the tube easier to uncoil on slab or ceiling, to bend without kinking.

Yes, Chase copper tube and fittings mean quality radiant heating installations at down-to-earth over-all costs!
Cork underlay cushions hardwood, flexible tile

"Cork-Tex Underlay" acts as a cushioning for a resilient hardwood or flexible tile floor when laid on concrete. Cork-Tex is made of milling cork. A 1/4-inch or 3/8-inch thick Cork-Tex Underlay permits fast handling and installation, yet gives resiliency and durability. Cork-Tex is laid on concrete, on grade or on suspended floors, and reduces impact shock, disturbing noise reflection and transmission. It is an integrated underlay permitting complete protection without cost of space-consuming sleeper or sub-floor, the manufacturer says. List price: .125 per sq. ft. LCL (for 1/4-in. thickness). Cork Sales Dept., Continental Can Company, Inc., Dept. AB. Bond Crown & Cork Div., Wilmington 99, Del.

Circle No. 5041 on reply card, p. 158

"Cork TILE" flooring now available in vinyl

Hako "Cork TILE" is now available in Vinyl as well as previously made asphalt tile. Vinyl floor tile is highly resilient, greaseproof, non-shrinking and non-curling, easy to cut and trim.
and can be laid over almost any sub-
floor. Both types of “CorkAtile” come
in three natural cork shades: light
medium and dark for interchanging.
Vinyl tile priced at 12 cents per tile.
Information from Carl Resnikoff,
Dept. AB. Mastic Tile Corp. of
America. P.O. Box 1151. Newburgh.
N.Y.
Circle No. 5042 on reply card, p. 158

SAFETY AND SOUND

Household fire station
in steel cabinet

A household version of a fire hose
cabinet is now offered by W. D.
Allen. Compact in size (14x12x4”),
hose is completely enclosed in steel
cabinet which can be wall hung or
recessed between studs. Hose lengths
vary from 30 to 75 feet, are placed
on instant release rack, with ad-
justable nozzle permanently at-
tached. Listed from $33.00 to $52.50
depending on hose length. Inquiries
to A. D. Symonds, Dept. AB. W. D.
Allen Manufacturing Co., 566 W.
Lake St., Chicago 6. Ill.
Circle No. 5043 on reply cord, p. 158

Hi-Fi system now ready
for building-in

Hi-Fidelity is available now to the
home builder as another “built-in”
extra for his houses. Music and
Sound’s system features an AM-FM
radio tuner, full 10 watt amplifier
and built-in preamplifier. Speaker
system installs in wall, covers four
rooms. One 12-in. co-axial Hi-Fi
speaker and three 8-in. speakers
used, all with volume controls. List
price: $239.50 complete for four
rooms. Inquiries to H. J. Lemmon.
Dept. AB. Music and Sound Inc.,
118 Leslie St., Dallas, Tex.
Circle No. 5044 on reply cord, p. 158
For Home Heating and Hot Water...

Why Use Two Units when One will do better?

Only

Metropac
WARM AIR FURNACES
with exclusive
BUILT-IN METRO-FIN HOT WATER
supply unit

can provide all these benefits

* Winter air conditioning with humidified filtered circulating warm air.
* Year round domestic HOT WATER supply.
* All season air conditioning with built-in hot water supply.
* One Unit money-saving installation.
* One Unit compactness to save space.
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* Dependable — long-life — trouble-free operation...available in capacities for any size home.

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For Every Need!

SPEED KING
fast new mixers

with long-proved Jaeger features

(1) Timken shaft bearings have lifetime seals. Used for years in Jaeger plaster-mortar mixers without a single instance of failure where grease seal has been maintained.
(3) Heavy duty engines (or electric drive). Shift lever engages, disengages power.
Send for catalog, low prices, name of dealer.

SPEED KING Manufacturing Co., 521 W. Spring Street, Columbus 16, Ohio
Division of The Jaeger Machine Company

NEW PRODUCTS
BUILDING SPECIALTIES

New non-shrink mortar pre-mixed, ready to use

New ready-to-use, non-shrink mortar, called Embeco Pre-Mixed Mortar, has been developed for many concrete repair applications and where resistance to water penetration is important. Contains specially prepared iron particles which serve to overcome shrinkage while mortar is hardening. Bonds tightly to old concrete and mortar. High compressive and flexural strength of product give it high wear resistance. Iron particles serve as reinforcement and make mortar extremely tough. List price: 8 cents per lb. and lower. FOB Buffalo, N.Y., depending upon quantity. Master Builders Co., Attn. D. C. Dressler, Dept. AB, 7016 Euclid Ave., Cleveland 3, Ohio.
Circle No. 5045 on reply card

Improved plaster base has strong fibrous backing

A new plaster base known as Slotted Steeltex Type A is designed for application over all types of framing. It is composed of a 2x2-inch mesh of 16-gauge electrically welded, galvanized steel wires to which is attached a strong fibrous backing. Backing has slots at intervals across the sheet and each row is staggered to permit easy location of supporting studs or channels. Furnished in sheets 30½x49¾ packed in cartons containing 50 sq. yds. Pittsburgh
New anchors designed for brick, wood, glass

New screw anchors for brick, wood, glass, plastic, masonry, metal, etc., now on the market. Named “Secrutite,” these self-expanding screw anchors are made of Tenite, are remarkably light yet far tougher than ordinary anchors. Tenite plastic used in Scru-tite is much more conformable than metal. Because of this and exclusive straight untapered design, Scru-tite anchors take a full, firm grip on side walls of any hole and once screw is in, their outer surface actually follows the crevices of the hole for a really solid permanent grip. In many sizes. Price of 8x1, $1.60 per 100. Mastercraft Plastics Co., Dept. AB, 95-01 150th St., Jamaica, Long Island.

New coated abrasive suited to dry-wall sanding

A new coated abrasive product, said to be particularly suited to dry-wall sanding is now available. Called “Fabricut,” the mesh-type material consists of silicon carbide mineral grains resin-bonded to a synthetic cloth backing. Usually used for dry-wall sanding in grits 100 or 120. “Fabricut” has an abrasive action that feathers tape and plaster seams smoothly and evenly. This type of coated abrasive gives longer life than other types for this operation because of mesh construction and double coating of mineral grains. Can be cleaned simply by tapping it. When one side is worn out, the material may be turned over and used on the other side. Minnesota Mining and Mfg. Co., Attn. David Farkell, Dept. AB, 900 Fauquier St., St. Paul 6, Minn.

The true quality of plywood sheathing isn’t always visible. What’s inside—glue quality...inner-ply quality—is all-important. *PLYSCORD® is quality-tested under established industry procedures, according to published Commercial Standards.

*Insist on DFPA-PLYSCORD® when you buy, specify, or use plywood sheathing!

Douglas Fir Plywood Association (DFPA), Tacoma, Wash.—a non-profit industry organization devoted to product research, promotion and quality maintenance.
YOU’LL PROFIT MORE ON ANY FLOOR
WITH AMERICAN

the Source for the No. 1 Floor Sander

whatever your job!

You can sand any floor, wood or composition, with stepped up speed and profit when you put an American Super 8 on the job! This high production sander tops them all with years-ahead features and performance. Cuts twice as fast as Standard machines ... keeps your work on schedule with no unnecessary downtime ... lowest maintenance costs ... longest service. No wonder it's the No. 1 Floor Sander everywhere ... preferred by leading floormen of the nation!

THE AMERICAN
FLOOR SURFACING MACHINE CO.

Write for catalog and no-obligation demonstration of the American Super 8 on your next job.

511 So. St. Clair St., Toledo 3, Ohio

Performance Proved Professional Machines for Contractor Use - World-Wide Sales and Service

Make the laundries of your homes more practical and attractive with sorting counters of Carrara Structural Glass

The modern homemaker appreciates a convenient sorting counter close to her laundry equipment. And she'll appreciate it even more when it's made of beautiful, practical Carrara Structural Glass. The smooth, even surface of Carrara is impervious to attack by water, steam, soaps or bleaches. It stays new and good-looking with just an occasional wiping.

PITTSBURGH PLATE GLASS COMPANY

172 AMERICAN BUILDER
New tool cuts switch-box holes neatly, quickly

The “Quickutter” is a new tool that cuts switch-box holes neatly and quickly in drywall. It comes complete with cutting heads for 2x3, 2x4, or 4-inch round switchbox openings. The new tool—by the use of cutting dies—cuts perfect openings in 3/4, 1/2 or 3/8 inch drywall that fit single, double, or multiple 2x3 switch boxes or 2x4 or 4-inch round boxes. Tool eliminates patching of irregular holes cut by conventional methods. Breaks away no excess drywall, every hole perfect in shape. List price: $24.95 complete. Hartmeister Mfg., Inc., Dept. AB, 2020 W. Barberry Place, Denver 4, Col.

Circle No. 5049 on reply card, p. 158

Trencher digs footings for 54 houses in one day

A Cleveland Trencher under the expert direction of a thoroughly skilled operator has dug footing trenches for as many as 54 houses in one day. The excavating job for each house includes trenches for interior and exterior walls and for house-service water lines as well, a total of over 300 lineal feet of trench per house, 13 inches wide by 12 inches deep. For more information, write to Cleveland Trencher Co., Dept. AB, 20100 St. Clair Ave., Cleveland, Ohio.

Circle No. 5050 on reply card, p. 158

BEST BUY FOR ROOF SHEATHING?

FIR PLYWOOD of course!

here’s why...

- Lower in-place costs (saves up to $2.50 per square)
- 25% faster application
- Grips nails firmly—will not pull loose in high winds
- Strong, braces building
- 3/8” panels on 24” centers meets FHA requirements
- Dry! Won’t shrink or swell
- Ideal base for shingle, composition or built up roofing
- Far less waste, fewer nails

FIR PLYWOOD

Genuine Douglas Fir Plywood

INSIST ON DFPA GRADEMARKS!

DFPA grademarks are your assurance of plywood quality. Specify PlyScord® grade for subfloors, wall and roof sheathing. Other grades for other jobs.

Plywood of other western softwoods available; look for this DFPA grademark.
Goldblatt dry-wall finisher tools

Do Fine Work Easier:

Trio virtually eliminates sanding of joints and nail spots. This 3-in-1 tool shears, feathers, and finishes with 3 interchangeable blades: 11" x 4" concave shearing curve; 11" x 4" straight working edge; 8" x 4" concave shearing edge. Comfortable plastic handle. Order No. Trio, complete with high carbon spring steel blades, $4.95. With rust-resistant stainless steel blades, $5.95.

New dry-wall hawk made of long-lasting stainless steel. Light, well balanced, easy to use. Try it and you'll never go back to a bread pan! Complete with sponge rubber callous preventer and comfortable, detachable handle. Order No. DWCH, $2.75.

C.O.D., check or money order. All Goldblatt Tools guaranteed.

FREE CATALOG—New 1956 Goldblatt Catalog of over 1,100 tools. Send name and address.

GOLDBLATT TOOL CO., Dept. TH-5
1912 Walnut St., Kansas City, Mo.

HOW TO PROTECT THE HOMES YOU BUILD FOR LIFE ... against the DESTRUCTIVE DANGERS of CONDENSATION and DAMPNESS!

In just a few minutes, at negligible cost, you can install Midget Louvers on soffits, gable ends, dormers, eaves or any face the menace of moisture. These inexpensive all-aluminum ventilating units are your fastest, cheapest, surest permanent protection. They will prevent the accumulation of heat and condensation, virtually eliminate point blistering, combat rot, maintain the efficiency of insulation. Made in 7 sizes (1" to 6") and 2 styles (with and without rain deflectors—both with insect screens).

WRITE for full information.

"A House That Breathes Is a Better House"
The aluminum louver is the original louver. Don't accept "second best" substitutes!

MIDGET LOUVER CO.
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Make your hotel reservations now for the INTN'L HOME BUILDING EXPOS.
MAY 12-20

A few steps from the COLISEUM

One of New York's finest hotels, overlooking Central Park from this fashionable mid-town location, two tree-lined blocks from the new Coliseum. World-famous Rumpelmayer's and the Cafe de la Paix serve Continental and Oriental delicacies in a delightful old-world atmosphere.

All guest rooms are newly redecorated, with private bath and radio, almost all are equipped with air conditioning and Television. Color Brochure "10" on Request.

SINGLE FROM $7.50 DOUBLE FROM $11.00 SUITES FROM $16.00

ST. MORITZ ON-THE-PARK
New York's only truly continental hotel
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A Wastemaster Adds More "Sell" to The Homes You Build!

- Immediate delivery!
- No vibration!
- Friend right!
- Easy installation!
- Exclusive "Shavitron" Shredder keeps drains clean and free...ideal for septic tank use!
- Umbrella Slinger keeps motor dry...always!

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WASTEMASTER DIVISION
LOCKLEY MACHINE COMPANY
310 GROVE STREET NEW CASTLE, PA

MANUFACTURE COMPLETE PREFITTED DOOR UNITS QUICKLY AND ECONOMICALLY

High speed trouble-free assembly of wood doors, sliding jamb and trim both sides can now be accomplished economically with Z & K Prefitting Door Manufacturing Equipment*. Machines are interchangeable and some preset as the first unit, every other unit is perfect, you can be the one in your area to offer complete precision units interior or exterior at an unbelievable low cost.

MASTER PRESHUNG DOOR EQUIPMENT
Z & K Tool Company
407 Sand Hill Road, Lebanon, Pa.

WRITE TODAY for complete information.
NEW PRODUCTS

WINDOWS AND DOORS

New Bar-Lock operator for Andersen window

Optional equipment for the Andersen Flexivent window now includes a new Bar-Lock operator, designed so that corners of sash close tightly and assure continued weather-tightness. Special spring deflection bar, 12 in. long, anchors Bar-Lock operator to Flexivent sash, eliminating leakage and providing extra strength. Arm is jointed into three sections to permit three open positions without extending into room. New pre-cut, toxic-treated Seal-Trim, including exterior casings, sub sill and flashing also available for Flexivent windows. Inquiries to Donald Wilson, Dept. AB, Andersen Corp., Bayport, Minn.

Circle No. 5051 on reply card, p. 158

Two-piece window bucks for easy installation


Circle No. 5052 on reply card, p. 158

FIR PLYWOOD

of course!

here's why...

-> 50% time and labor savings
-> Strong, solid, squeak-free
-> Won't warp, twist or cup
-> Fits standard joist spacing
-> Adds strength and rigidity
-> Fewer nails, less waste
-> Seals out drafts from below
-> Large, light, easy-to-handle

INSIST ON DFPA GRADEmARKS!
DFPA grademarks are your assurance of plywood quality. Specify PlyScord® grade for subfloors, wall and roof sheathing. Other grades for other jobs.

GenuineDouglas Fir Plywood

PLYScord

INTRERIOR TYPE GRADE 0 SHEATHING

Free! Fir Plywood Facts Book

MAY 1956
This Purex warehouse, made of Kaiser Aluminum, was designed by Dave R. Edwards Co. and erected by Columbia Structural Steel Co. Highly corrosion-resistant, it will never need painting or protective finish of any kind.

The entire warehouse is illuminated by natural light coming in through the monitor in the roof and reflected by the aluminum ceiling and walls. Note that overhead lighting is not being used.

Purex Corporation cuts costs with warehouse made of Kaiser Aluminum

"Kaiser Aluminum Roofing helped cut costs on our new warehouse," says Al Stoneman, Executive Vice President, Purex Corporation, Ltd., Los Angeles. "The corrugated aluminum resists corrosion so well that we don't need paint or other protective finishes, even though we are located in an industrial area where refinishing of other building materials is frequently required. Building maintenance costs are very low."

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


Kaiser Aluminum

Industrial Roofing and Siding
Self-contained curb and roof flange in skylight

Marcolite’s new line of skylights—of tough fiber glass reinforced translucent structural panels set in an extruded aluminum frame—includes the above model featuring a self-contained curb and roof flange. Curb construction and flashing eliminated with new design which requires only roof opening into which pre-assembled unit is set. Complete line of skylights features 24 standard sizes in each of two basic models. Prices from $30 to maximum $341 per unit. Information from Robert Slater, Dept. AB, The Marco Co., 45 Greenwood Ave., East Orange, N.J.

Pocket frame for doors to ease installation

New “No-Warp” pocket frame has been engineered by Standard-Keil for absolute trouble-free installation of in-the-wall doors. Exclusive feature is 1-piece integral aluminum track and header, which assures no track jumping, plus nothing to loosen or rattle. The ½” prime steel jambs replace the 2 x 4 studs. Also included: rustproof hangers of prime steel, new type single nylon guide. Jambs have wood inserts so that wall materials, either wet or dry may be easily applied. Cost: About $26. Information from Michael Klein, Dept. AB, Standard-Keil Hardware Mfg. Co., 2413 Atlantic Ave., Brooklyn, N.Y.

With American Builder’s new Supermarket, you can easily get more information on the products you like. See reply card on page 158.
How to Save
Over $200 per House

New Hough Door Construction System Saves and Sells

Actual on-the-job cost comparisons including paint, trim, labor, etc. prove that you can save hundreds of dollars with the Hough Door Construction System. The secret; using both Hufcor and Ra-Tex Fashionfold doors instead of space-consuming swinging and sliding doors. The floor plan above is an actual illustration of the system. Seven Hufcor doors, one Hufcor room divider and seven Fashionfold doors were used for a net saving of $323.79. Find out now how this system works. Ask the Hough distributor in your area to help you make a cost analysis of your own floor plans, or—

Write today on your letterhead for details of the Hough folding door Construction System.

Hufcor accordion doors with 5-ply semi-rigid laminated covers are built on the vertical pantograph principle. Designed to assure more sound reduction, these doors also have a trim-line architectural beauty and an inherent toughness that makes them the ideal folding wall or closure for kitchen, bedroom, bathroom and other openings.

Ra-Tex Fashionfold basswood slat doors are distinctively designed to add “places” to the decor of your homes. They save wall and floor space, provide full accessibility, provide needed closet ventilation, are easy to operate and withstand a tremendous amount of abuse. Ideal for closets, utility areas, room dividers.

Commonwealth thin fixture solves low ceiling problem

Holdenline Company's new “Commonwealth” unit, only three inches deep, was especially designed to solve a remodeling problem in low-ceilinged office building. Available in one to eight lamp size, with Corning #70 lens, ballast in end, with or without light panels at sides. Glass frame swings down for easy access and maintenance. Surface mounts easily, cuts installation costs. Prices range from $66.28 to $216.90 depending on size, no. of lamps, etc. Write E. M. Smith, Dept. AB, Holdenline Company, 2301 Scranton Road, Cleveland 13, Ohio.

Circle No. 5055 on reply card, p. 158

Switch glows in dark for many combinations

Roto-Glo quiet switch that glows in dark can be combined with other wiring devices to make thousands of combinations of switches, pilot lights, night lights and convenience outlets. Two or three devices can now be installed in space formerly taken by a single wall switch. Switch "turns on like a TV set, makes no noise, glows all night. Can be mounted in about 1/4 space of old-fashioned switches and outlets. List price: $88 per 100 for single pole switch, ivory. Information from T. A. Mager, Dept. AB, Pass and Seymour Inc., Syracuse 9, N.Y.

Circle No. 5056 on reply card, p. 158
The heads-up way to hang MENGEL DOORS

... for maximum merchandising benefit

You hang Mengel Doors the same way you hang other flush doors. With one notable exception. Mengel Doors, you know, are now trade-marked with the famous 'Mengel-Man' symbol permanently doweled into the stile.

So it's good head-work to hang Mengel Doors with the 'Mengel-Man' heads up. That's the way the public is used to seeing the 'Mengel-Man'. And they've known him (and respected the quality he represents) for many years—in Mengel Permanized Furniture.

For your pride and protection—and your customers' too—show the 'Mengel-Man' trademark. Let its nationally advertised name and fame work for you. Door Department, THE MENGEL COMPANY, Louisville 1, Ky.

Mengel Doors equal or exceed the requirements of Bureau of Standards specifications CS200-55

MAY 1956
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, 856 HUMBOLDT ST., BROOKLYN 22, NEW YORK, TELEPHONE: EVERGREEN 3-5510. Dept. AB

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TECO ROOF TRUSSES

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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.

Send for FREE Teco Trussed Rafter data for your specific jobs.

Timber Engineering Company
1319 18th Street, N. W., Washington 6, D. C.

I am planning to build houses. Please send FREE data on __________ foot span trussed rafters, with a slope of __________ in 12, also booklet on "How to Build Wood Frame TECO Trussed Rafters."

Name
Firm
Street
City Zone State

Pre-assembled metal chimney for "new-look" homes

New on the market is the Air-Jet "Contemporary" model, a pre-assembled metal chimney manufactured by General Products Corp. Features horizontal shadow lines machine-pressed into the outside surface of the chimney, for a new, low look. Of lightweight, all metal construction (weighs less than 100 lbs.), chimney takes one man hour for installation. UL approved for use with coal, oil, wood and gas. List price: $55. General Products Corporation, Attn. Ray C. Brillhart, Dept. AB, Fredericksburg, Va.

Ventrola introduces new line of ventilators

Ventrola's new Model 20 with automatic "Weatherlok" shutter is one of a completely new line of ceiling ventilators, wall ventilators and range hoods offered by the firm. Line is designed to harmonize with modern home decor, as well as offer cost and performance advantages to project builders. Model 20 list price: $35.95. Information from Albert A. Lipsitz, Dept. AB, Ventrola Mfg. Co., Owosso, Mich.

AMERICAN BUILDER
Better-quality concrete block for better homes

More homes are being built with concrete block masonry than ever before. And many builders are learning that concrete block made with Duraplastic® air-entraining portland cement are better in quality. They have more uniform dimensions, truer edges, are more cleanly formed, and generally better in appearance. Naturally, such block make better-looking masonry. In addition, Duraplastic-made block are more weather-resistant, and add durability to concrete block walls. For better masonry on your jobs, use concrete block made with Duraplastic cement.

Close-up of concrete block wall shows flush vertical joints, and tooled horizontal joints, to accentuate long wall lines. Concrete block painted with durable white portland-cement-base paint provides a decorative contrast to stone masonry. Cement paint increases both the attractiveness and weather-resistance of block walls. Above residence in Harrington Park, N. J.

UNIVERSAL ATLAS CEMENT COMPANY
UNITED STATES STEEL CORPORATION SUBSIDIARY
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Albany • Birmingham • Boston • Chicago • Dayton • Kansas City • Milwaukee
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AIR-ENTRAINING PORTLAND

Atlas® Duraplastic Cement

MAKES BETTER-QUALITY CONCRETE PRODUCTS

United States Steel Hour—Televised on alternate Wednesdays—See your local newspaper for time and station
When they ask about the roof...

Meet a pair of your prospects. They’re sold on the livability of this house...its color-matched kitchen...its carefully designed layout. Now they’re inquiring about construction fundamentals. For one thing, they want to know about the roof.

Give them the assurance of BARRETT Asphalt Shingles

Home buyers want proof of solid, lasting values before they take that step of a lifetime. One way to help bolster their confidence in a new house is to top it with a roof of Barrett Asphalt Shingles. Millions know the Barrett reputation for fine roofing and they’re immediately at ease on that score.

This ready consumer acceptance, reinforced by national advertising, is one of the important dividends you reap with Barrett Asphalt Roofs. You can make the roof a real selling point with stylish Barrett Shingles in new decorator colors.

Your Barrett dealer will show you the complete line of colors and styles in economical Barrett Asphalt Shingles.
"Features like these will help sell 250 Laurel Homes for us" says home builder R. L. Deman about Admiral.

**Admiral BUILT-IN ELECTRIC RANGES**

**UNLIMITED CHOICE** of Surface Unit Settings—from lowest simmer to fastest boil, and all "in-betweens."

**OUTDOOR-STYLE BARBECUING** and roasting right inside the oven with King-Size Rotary Roaster.

**CUSTOM OVEN** fits cabinet only 24" wide, yet is large enough to cook a 36-pound turkey automatically!

**"ELEVATOR" BROILER RACK** raises, lowers food at touch of a lever, without removing rack from oven.

**WON'T LET FOODS BURN,** won't scorch pans. "ATC" Cooking Unit makes every pot and pan automatic.

**KITCHENS STAY COOLER** with Super-speed "Microtube" Units. Super-fast (bacon sizzles in seconds).

"**ADMIRAL OFFERS MORE FEATURES** per dollar than any other competitive make," says R. L. Deman, builder of the 250-unit Laurel Homes Development in California. That is why Mr. Deman chose Admiral Built-In Electric Ranges.

**ADMIRAL BUILT-INS** add sparkling beauty to kitchens to help sell homes faster... cost less to install...offer greater flexibility to kitchen planning through a choice of three different cooking tops. Send coupon today for further details.

**COLOR AT NO EXTRA COST!** Big, feature-packed family size Admiral Refrigerator in Shell Pink, Sea Mist Green or Primrose Yellow at same low cost as in White (Model D800)! This bonus helps sell homes!

---

**Admiral Corp. • 3800 Cortland St. • Chicago 47, Ill.**

Please send me complete information on Admiral

☐ Built-Ins  ☐ Refrigerators  ☐ Freezers  ☐ Electric Ranges  ☐ Air Conditioners and Dehumidifiers.

Name ___________________________ Title ___________________________

Firm Name ___________________________

Address ___________________________

City ___________________________ Zone ___________ State ___________

No. of Units Planned ___________________________
The one big factor that makes a house sell!

BEAUTIFUL, UALCO ALUMINUM WINDOWS were selected for Green Acres by Franklin Builders

In the complete UALCO line you'll find the ideal window type...for every building plan. You can rest assured you'll find no finer windows...the lifetime, perfectly-blending aluminum finish will harmonize with any type of construction. Easy operation and guaranteed trouble-free maintenance are plus features you'll add to any installation.

FOR INFORMATION ON THE COMPLETE LINE OF UALCO ALUMINUM WINDOWS...write today for the big, new 44 page UALCO Sweet's Catalogue.
Architects and builders doing the BIG BUSINESS today are using GOOD WINDOW PLANNING as one of their strongest selling points! It makes good sense... it's what the home-buyer wants!

The price tag doesn't make a house a home! Today's buyers are looking for all their own personal and private ideas faithfully wrapped up in brick, wood, mortar, stone and glass.

They're looking for beauty of line... good use of materials and architectural planning. They're looking for livability... built-in charm, comfort and good arrangement. In fact, good planning at every stage rears up as the answer to every important detail.

Good planning makes a house a home... In the eyes of the buyer!

THE PART THAT WINDOWS PLAY is truly important. No other one factor enters so powerfully into the planning and building of today's houses. Look around you... look back over the years! Today's house is open... alight in the beauty and utility of good window planning! Today's house belongs to the whole area of living... indoors and outdoors.

GOOD WINDOW PLANNING BEGINS WITH UALCO WINDOWS of lifetime aluminum! With the complete UALCO line... double-hung, casement, ranch-wall, projected and awning types... you can create any custom window design you desire in the houses you plan and build. Every advantage of modern window engineering is built into the complete UALCO line... every pleasant concept of beauty in frame and sash construction... and every structural detail is perfectly designed for lasting quality and lifetime satisfaction.

SUBURBAN WILMINGTON'S MOST DRAMATIC NEW HOMES... each one a perfect example of good planning!

The builders of GREEN ACRES, high in the hills above Wilmington, Delaware, are Mr. Irving I. Hedgeren and Mr. Leon Weiner of Franklin Builders of Wilmington. Their architect is Mr. Theo Brand of Philadelphia.

When completed, GREEN ACRES will be a beautiful setting for 400 exquisitely planned homes. Each home carefully calculated to provide the utmost in modern livability... each adding to the distinction of an already distinguished community.

Mr. Leon M. Weiner
Mr. Irving I. Hedgeren

World's Largest Manufacturer of Aluminum Windows

Southern Sash
SALES & SUPPLY COMPANY, Inc.
SHEFFIELD, ALABAMA

WAREHOUSE AND SALES OFFICES: Canton, Ohio; Elizabeth, N. J.; Hialeah, Fla.; Florence, Ala.; Montgomery, Ala.; Van Nuys, Calif.; Greenbush, N. C.; Aurora, Ill.; Ruston, La.; Kansas City, Mo.

ENGINEERING PLANNING SERVICE: Specially designed to assist architects, engineers and contractors in making "take-offs" and solving their window problems.
QUIZ FOR TOP-FLIGHT

"DIRECT-TO-BUILDER"

MANUFACTURERS’ REPS

WHAT 8-LETTER WORD MEANS
ONE SOURCE, FOUR COMPLETE LINES
AND UNLIMITED OPPORTUNITIES FOR REPS?

Only NATIONAL offers top-flight manufacturers’ reps the opportunity to handle four outstanding lines, yet deal with only one source.

Only NATIONAL offers reps the opportunity to get in on the ground floor in select territories with an aggressive, hard-hitting company.

Only NATIONAL offers four completely new lines with every design and convenience feature imaginable to provide the rep with an opportunity to really earn what he’s worth.

Only NATIONAL offers the rep the backing of an experienced, sales-promotion minded company to help make his job easier . . . most profitable.

AND ONLY NATIONAL MAKES THIS OFFER: if you feel you can do a bigtime job with builders with these four new lines, get in touch with us immediately. We’re offering you an association with an aggressive, hard-hitting organization with the newest, most sought-after lines manufactured. What can you offer in return?

161 Ave. A, Bayonne, N. J. • HEmlock 6-8200

Write giving complete details.

The really aggressive Rep will telephone at once!
You'll find more than 30 catalogs of manufacturing firms listed below and on the following pages. For one-stop shopping use the reply card, page 158, and circle the items you want as you read.

RED CEDAR SHINGLES—Five new ideas on roof application of cedar shingles are now available in a colorful six-page folder. Featured in "Distinctive Roof Applications" are Dutch Weave, Thatch, Ocean Wave, Serrated and Pyramid roofs—all designed to add quality appearance at a minimum cost. From Red Cedar Shingle Bureau, Dept. AB, 5510 White Bldg., Seattle, Wash.

Circle No. 5059 on reply card, p. 158

BAKELITE PLASTICS, RESINS—New information about properties and uses of these materials. The 12-page booklet summarizes technical data about the wide range of special and general purpose Bakelite phenolic, vinyl, styrene, polystyrene, fluorothene, polyethylene, fluorothene, polyester, silicone and epoxy plastics and resins, and Krene film and sheeting. Bakelite Co., Dept. AB, 260 Madison Ave., New York 16, N.Y.

Circle No. 5063 on reply card, p. 158

POWDER-ACTUATED FASTENERS—Ramset has a new catalog including the following features: Fasteners are shown in full size and photographed. Fasteners are grouped with the tool for which they are intended, also divided into sections by surface. Guards are illustrated both photographically and in outline drawing. Olin Mathieson Chemical Corp., Ramset Fasteners, Inc., Ramset Div., Dept. AB, 12117 Berea Rd., Cleveland 11, Ohio.

Circle No. 5067 on reply card, p. 158

REVERE ON HOME BUILDING—Many virtues of copper, brass and aluminum as building materials for the home are presented in 2 colors in a 30-page booklet entitled "Building to Endure with Revere." Photographs and simplified detail drawings show specific applications in this field of these three metals. Revere Copper and Brass Inc., Dept. AB, 230 Park Ave., New York 17, N.Y.

Circle No. 5068 on reply card, p. 158

A BUILDERS’ PORTFOLIO—Richmond Radiator Co. has published a portfolio designed to serve as reference guide to plumbing fixtures. Included is a 32-page catalog on vitreous china and cast-iron plumbing fixtures, samples of colors in the Richmond line, individual sheets showing typical installations of fixtures and an "idea sheet" for bathroom decoration. Richmond Radiator Co., Dept. AB, P.O. Box 111, Metuchen, N.J.

Circle No. 5064 on reply card, p. 158


Circle No. 5069 on reply card, p. 158

NEW BUILDING PRODUCTS—Macklanburg Duncan’s 1956 catalog of quality building specialties is a 60-page booklet describing such products as weather strips, caulking compounds, moulding and trim, thresholds, screen door grilles, numbers and letters, sliding door hardware, aluminum levels, binding and edging. Macklanburg-Duncan Co., Dept. AB, Box 1197, Oklahoma City 1, Okla.

Circle No. 5070 on reply card, p. 158
Heavy duty builders saws
extra features... low prices

Here's a complete new line ... 3 heavy duty builders saws with new work-saving features and new money-saving prices.

8" H85, Now only $79.95, cuts 2½" at 90° 2½" at 45°
7" H70, Now only $69.95, cuts 2¾" at 90° 1¾" at 45°
6" H65, Now only $59.95, cuts 2" at 90° 1½" at 45°

Power plus protection!

Exclusive Stanley drive protects saw motor against impact shock when blade hits nails, etc., ensures full cutting power at all other times.

Extra, easy-to-use features of new Stanley builders saws are:
- Two position handle
- Polished dirt resistant finish
- Least blade exposure
- Stanley-made motors
- Anti-friction bearings

Ease of operation!

Exclusive Stanley blade guard makes starting cuts easy. Guard never sticks regardless of angle of cut . . . no "hang-up" or "drift" in starting.

Look for these fine saws at the Stanley Electric Tool distributor near you. For his name and address along with fully illustrated power tool catalog No. 12, write Stanley Electric Tools, 103 Myrtle St., New Britain, Conn.

Catalogs . . .


Circle No. 5071 on reply card, p. 158


Circle No. 5072 on reply card, p. 158


Circle No. 5073 on reply card, p. 158


Circle No. 5074 on reply card, p. 158

HINGES FOR MODERN BUILDINGS—A new 8-page catalog that describes and illustrates a representative variety of the hinges for churches, schools, hospitals, libraries and commercial buildings. McKinney Mfg. Co., Dept. AB, 1715 Liverpool St., Pittsburgh 33, Pa.

Circle No. 5075 on reply card, p. 158

PLYWOOD PRODUCTS—for builders and architects, describes standard fir plywood; construction plywood (interior and exterior); six decorative plywoods, and veneer faced plywood in birch, Philippine mahogany and knotty pine. Associated Plywood Mills, Dept. AB, P. O. Box 672, Eugene, Ore.

Circle No. 5076 on reply card, p. 158

Circle No. 5077 on reply card, p. 158

FENESTRA BASEMENT WINDOWS—Fenestra basement and utility windows, screens, storms and lintels are featured in a new 8-page, two-color folder. Twelve-gauge steel forms for installing Fenestra basement windows in poured concrete walls are also covered. Detroit Steel Products Co., Dept. AB, 3101 Griffin St., Detroit 11, Mich.

Circle No. 5078 on reply card, p. 158

SCREEN OR COMBINATION DOOR—Called “Com-o-dor,” products is described in a four-page booklet. For use in both Southern and Northern climates. Ideal as a screen door, it is easily converted to a perfect door for all weather use, by adding an “accessory” storm sash. Carr, Adams & Collier Co., Dept. AB, Dubuque, Iowa.

Circle No. 5079 on reply card, p. 158

GLASS FIBER PRODUCTS—New catalog with a complete, condensed explanation of firm’s many products and their applications. Describes and illustrates uses of Microlite and SuperFine blanket insulations for thermal and acoustical treatments, as well as Microflex compressed board, a resilient cushion material. Ask for Form WPD-11, L. O. F. Glass Fibers Co., Dept. AB, 1810 Madison Ave., Toledo, O.

Circle No. 5080 on reply card, p. 158

WARNING LIGHTS, BARRICADES—New 2-page catalog describes Flasher Safety Light traffic warning lights and barricades. The new 3-color catalog sheet is illustrated with action photos, line sketches and cutaway drawings. Ask for catalog LL-1677, R. D. Fageol Co., Dept. AB, P. O. Box 328, Kent, Ohio.

Circle No. 5081 on reply card, p. 158

FLUSH SECTIONAL DOORS—A colorful new 6-page brochure illustrates new line of Graham Flush Sectional doors. A specifications and installation chart provides a working plan for pre-planning. Graham Door Sales Co., Dept. AB, 6901 Carnegie Ave., Cleveland, Ohio.

Circle No. 5082 on reply card, p. 158

STANLEY Hardware

Key to easier installing of by-passing doors

Take a close look at the serrations, machine screw and lockwasher on the hanger pictured above. You can now use them to tremendous advantage in installing sliding doors. They'll let you make up to 3/8" vertical corrections without loosening the three installation screws!

The hanger itself is part of Stanley’s new 2800 hardware — one set designed for both 3/4" and 1 1/2" by-passing doors. This set is loaded with extras for the installer’s convenience — from the jump-proof track that needs only 1 1/8" head-room, to the adjustable floor guide to fit any width door.

These new sliding door tracks have built-in header trim, eliminating the labor formerly needed to install separate trim. Like the 2800, the sets are for 4’, 5’, 6’, or 8’ openings. 2804 for 3/4” by-passing doors, 2808 for 1 1/8” doors.

See these sets at your dealers now. Write Stanley Hardware, 105 Lake St., New Britain, Conn., for free copy of 8-page folder O-88.
LEARN TO ESTIMATE
You can estimate building construction costs quickly and accurately, and bid on profitable commercial and industrial jobs without worry about "What did I leave out?" or "Am I bidding too high, or worse yet, too low?". Become a successful building contractor by devoting some of your spare time to the study of our estimating course.

WHAT WE TEACH
We teach you to read plans, list and figure the cost of materials, estimate the costs of labor, and the other things that you need to know to bid on construction work with confidence. The labor cost data that we supply is not vague and theoretical—it is specific, complete, and accurate. It gives you the actual cost of labor required to do work in your locality at today's wage scales. We teach you to prepare estimates complete in every detail.

OUR GUARANTEE
Best of all you don't need to pay us one cent unless you decide that our course is what you need and want. We will send you plans, specifications, estimate sheets, cost data, and complete instructions for ten days study; so that you can see for yourself what this course can do for you. Mail the coupon today—we will do the rest.

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Send me your course on how to estimate building construction costs for ten days study. If I decide to keep it, I will send you $19.75 (payable in two monthly payments) as full payment. Otherwise I will return the course, and there is no further obligation.

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Address
City Zone State

Sasgen

"CAM-LOCK" SCAFFOLD WINCH
takes the FALL out of rope and fall swing staging:

- assures maximum job safety
- close-fits cornice hook
- eliminates ropes... cuts costs

PATENTED SASGEN CAM-LOCK AND PAWL DESIGN
- permits fast raising
- limits letdown to 30-40 RPM
- positively stops runaways

Sasgen 500-lb.capacity single line winch shown... holds fifty feet of 3/4" steel aeronautic cable. Long-famous Sasgen construction: all steel, bronze bushed drum and pinion shafts. Weight without ball and cable: about 10 lbs.

"Cam-Lock" Winch shown on new Sasgen Ball at right... can be furnished for use with old style ball. Write for data.

SASGEN DERRICK COMPANY
3103 GRAND AVENUE • CHICAGO 22, ILLINOIS

CATALOGS...


Circle No. 5083 on reply card, p. 158


Circle No. 5084 on reply card, p. 158

"MAGIC LINK"—A new 4-page, two-color brochure describes the new Modernaire Awning Type Convertible wood window with the "Magic Link" operator release. Brochure provides complete size, installation and accessory information. Modernaire Corp., Dept. AB, 8100 Kinsman Rd., Cleveland 4, Ohio.

Circle No. 5085 on reply card, p. 158

HEATING-COOLING CONDITIONER—A new 8-page illustrated bulletin is now available describing Webster Heating-Cooling Conditioners. Contains dimensions, heating and cooling capacities, control arrangements and specifications. Both air-cooled and water-cooled chillers and a water tower described. Warren Webster & Company, Dept. AB, Camden, N. J.

圈 Circle No. 5086 on reply card, p. 158

REINFORCED PLASTICS—American Cyanamid Co. is responsible for this 38-page illustrated catalog on the history and uses of reinforced plastics. Available from American Cyanamid Co., Plastics and Resins Div., Dept. AB, 30 Rockefeller Plaza, New York 20, N. Y.

Circle No. 5087 on reply card, p. 158

FOR SCHOOL BUILDERS—How to achieve more for your money with the modern wood school demonstrated in a 25-page booklet of the National Lumber Manufacturers. Progress in structural design with wood is one of ten fully illustrated features. National Lumber Manufacturers Association, Dept. AB, 1319 Eighteenth St., N.W., Washington 6, D. C.

Circle No. 5088 on reply card, p. 158

(Continued on page 193)
All is poised in anticipation of sampling a culinary triumph.
A sizzling, scorching, red-hot skillet is whisked from fire to tile top.
No need for worry! This kitchen deck surface, fashioned of Pomona Tile’s flint-hard Perma-glaze, really defies abrasions, highly potent acids, and red-hot temperatures. That’s why Pomona Tile is the natural choice for installations surrounding built-in ranges.
Color is Sandalwood, softly rich, handsomely textured in the popular 6”x4½” size. For client satisfaction, it’s always smarter to specify Pomona Tile.

Write for free catalog with actual tile samples of full line of colors.

POMONA TILE MANUFACTURING CO.
629 N. La Brea, Los Angeles 36, Calif. • Webster 8-3861
Seattle • San Francisco • Pomona • Long Beach • Arkansas City, Kan. • Houston • St. Louis
Phoenix • Salt Lake City • N. Hollywood • N. Kansas City, Mo. • Chicago • Denver • Dallas
Owens-Illinois Glass Block

and

Modular Brick

...building materials that "belong" together

Owens-Illinois Glass Block are handled in the same way as modular brick and concrete block—same mortar materials and similar laying technique...go in at the same time.

Glass block arrive on the job site packed in sturdy cartons of convenient size. Cartons can be opened as block are needed. No loose block for you to handle. Panels can be made to fit any size opening...no frame is necessary. Because Owens-Illinois Glass Block have a specially designed corrugated mortar-bearing surface, you benefit from cheaper and faster masonry construction. And only Owens-Illinois Glass Block have this design feature.

To save you additional time and money, all mortar-bearing surfaces on O-I Glass Block are pre-coated with a special grit material for easy installation and all exterior faces have O-I's "magi-clean" finish for easy cleaning.

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.
PRE-FAB MODELS—Pre-Bilt Construction Inc. offers a selection of literature on cottages, garages and their best-selling “Kent” model, a 3-bedroom house. Prices range from $7,000 to $12,000 complete. More information available from James Blum, Dept. AB, Pre-Bilt Construction Inc., Box 344, State Road Rte. 6, North Dartmouth, Mass.

Circle No. 5089 on reply card, p. 158

UTILITY CABINET — A new 4-page folder describes the many uses of Glidoor utility cabinets. These versatile cabinets can be used in laundry, game room, kitchen, powder room, workshop, bathroom, or dining room. Specifications and installation procedures are included. Tracy Kitchens, Div. of Edgewater Steel Co., Dept. AB, P.O. Box 1137, Pittsburgh 30, Pa.

Circle No. 5090 on reply card, p. 158

DAMP-PROOF PAINT—A new damp-proofing paint, “Vaportite,” which permits release of absorbed moisture but repels incoming water, is one of 13 products described in the Manual of Floor Patching and Underlayment Materials. Technical information on all sub-surfaces which require patching. Allied Compositions Co., Inc., Dept. AB, 11-15 44th Road, Long Island City 1, N.Y.

Circle No. 5091 on reply card, p. 158

COLD-APPLIED BUILT-UP ROOF—A 12-page catalog that includes detailed application instructions for putting on a new cold-applied built-up roof has just been issued. It also includes materials required for taking care of almost any type of roof or damp-proofing problem. Gedwin Industries, Inc., Dept. AB, 214 Spring St., Michigan City, Ind.

Circle No. 5092 on reply card, p. 158

ALUMINUM PIPE—A new 18-page booklet, “Aluminum Pipe and Fittings” describes the product’s characteristics and advantages for each of its major fields of application. Specifications, description of fittings, and methods of installation are included. Aluminum Co. of America, Dept. AB, 1501 Alcoa Bldg., Pittsburgh, Pa.

Circle No. 5093 on reply card, p. 158

Everyone in the building business knows the headaches, bad feelings and expense which can be caused when the careless use of ordinary nails results in stains and streaks on costly siding and trim.

Stormguard Nails are specialized stain-resistant fasteners that prevent these troubles for a cost at least one-third less than most non-ferrous nails. Designed in 85 sizes and types, Stormguards are engineered for specific nailing jobs with roofing, siding and trim; double-dipped in molten zinc to resist rust.

Stormguards drive well, hold anchor-tight and eliminate stains without counter-sinking or puttying. They are designed to meet FHA requirements.

Easy to stock, easy to sell, easy to use—Stormguards are packed in convenient 5 lb. cartons, clearly labeled to avoid mixing on the job and to reduce waste. They’re readily available in standard gauges and lengths, plain or anchor (ring) shanks. Sizes are right for each purpose, as recommended by trade associations.

Stock, sell and use Stormguards now. Order from your jobber, or write direct

WRITE FOR FREE HANDBOOK

Get all the facts in this handy booklet. Request a free sample of wind or any type or size. Get the full story.

W. H. MAZE COMPANY

PERU 3, ILLINOIS
1. **IT ALL STARTED IN CHICAGO** at the NAHB show. Thousands of builders heard Perfection's extra-profit story for the first time and the verdict was unanimous. "Here's a way to buy heating and cooling equipment that makes real sense!"

2. **PERFECTION'S "BIG BOOK" TOLD THE STORY** (the lady in white helped, too). The response to this new way to buy heating was so overwhelming that we're repeating it in these pictures.

**We repeat...**

**BUILDERS GUARANTEE THEMSELVES AN EXTRA PROFIT ON EVERY HOUSE!**

3. **STOP** trying to save a couple of bucks on buying furnaces. Start making a healthy profit on them instead. That's what Perfection says and here's the sure way to do it...

4. **PUT IN THE FURNACE YOU CAN MAKE MONEY ON** in more ways than one! That's a Perfection with Regulaire Modulated Heat... the only way to insure full-time comfort clear to the floor.

5. **THERE'S NO MYSTERY** about how builders can make extra profit with Regulaire. Houses equipped with Perfection furnaces bring a higher loan appraisal. You can figure out the profit for yourself.
6. BUILDERS CAN CASH IN ON THE SUMMER COOLING TREND, TOO. It's a big "plus"... a good tie-in sale. And besides, Perfection gives more cooling per kilowatt. Unique new method drastically cuts installation time and costs.

7. GREAT NEW HOME SELLING IDEA helps sell homes faster. "GUARANTEED COMFORT" assures prospects that their welfare is a prime consideration. Builders automatically qualify for this "hot" new promotion by using Perfection Regulaire equipment... engineered, figured, installed and serviced by local Perfection guaranteed dealers.

8. FEATURING A BETTER FURNACE can help you sell the house. It's happening every day with Perfection with Regulaire. And you get an extra selling push when you use the unique "Guaranteed Comfort" home-selling aids offered only through your Perfection dealer-contractor.

9. FIFTY PERCENT OFF. Perfection Regulaire furnaces and cooling units are furnished for model homes at exactly half the regular cost. (How many model homes will you have?) Simple story, isn't it? But a sweet one for every builder! What it adds up to is EXTRA PROFIT in your pocket on every Perfection Regulaire furnace you put in...

- A NEW HOME  •  A MODERNIZATION JOB

Start making money on the furnaces in your homes. See your Perfection dealer or write to Perfection Industries, Division of Hupp Corporation, 7707-B Platt Ave., Cleveland 4, Ohio.

TALK TO

Perfection

AUTOMATIC HEATING / SUMMER COOLING

MAY 1956

195
New! Improved!

GREATEST SKIL SUPER-DUTY SAW VALUES

Offer Better Performance, Easier Handling, Longer Service!

Increased power and speed—plus lighter weight—make SKIL Model 77 and 825 Saws the cutting champions! Now these famous SKIL Super-Duty Saws offer additional, brand-new advantages. New SKIL superiority that brings you even greater cutting smoothness, stamina, safety and handling ease!

SKIL assures unmatched new performance on all cuts, through all materials, in residential and heavy construction work. Try this unequalled super-duty cutting. Let a demonstration prove how these powerful yet lightweight saws give easier, faster, safer cutting—and keep cutting longer!

BIG SKIL INTRODUCTORY OFFER

$22.50 TRADE-IN ON YOUR OLD SAW!

It's the talk of the building trade! Your chance to make big savings on a matchless SKIL Super-Duty Saw value! A $22.50 cash allowance for your old saw—regardless of make, age, or condition—when you purchase SKIL Model 77 or 825! Exchange your old saw for the finest, most advanced saw you can own, and save $22.50! Hurry! Offer must close July 31, 1956!

SKIL Model 77 (7¼" Blade—Super-Duty)—Brand-new features mean smoother performance, easier handling, longer life. Speed already increased to 4500 r.p.m. and weight cut to 16½ lbs. Power output boosted 100%. Depth of cut 2¾"—bevel cuts 2" dressed lumber at 45°. Preferred for all-around carpentry—the standard for general construction. Cuts wet lumber and all other tough materials, such as metal, stone, compositions.

Price, Model 77 (less case) …………… $115.00
Trade-In Credit …………………….. 22.50
YOUR COST, ONLY ………………… $ 92.50

SKIL Model 825 (8½" Blade—Super-Duty)—Outstanding new features! Speed boosted to 4000 r.p.m. and weight reduced to 16½ lbs. Power increased 107%. Depth of cut 2¼". Bevel-cuts 2" rough lumber at 45°. A powerful, super-duty saw, ideal for use on either residential or commercial construction. Powered to cut 2" rough lumber easily—wet or dry. Also many other tough, resistant materials.

Price, Model 825 (less case) ……… $135.00
Trade-In Credit …………………….. 22.50
YOUR COST, ONLY ………………… $112.50
SKIL Introductory Trade-In Offer Good At All Authorized Distributors. Call the One Nearest You Today!

FREE! Mail Coupon Today!

SKIL Corporation, Dept. AB-56
5033 Elston Ave., Chicago 30, Ill.

I'm interested in $22.50 trade-in savings!

☐ Please advise name of nearest SKIL Distributor.
☐ Have a salesman call to make a demonstration.

Name
Company
Street
City Zone State
NEWLY DEVELOPED EVANS

CHALK line

PLUMB line

- precision engineered
- real professional’s tool
- a popular price

RETAIL ONLY $1.49

50 ft.

More features than any other Chalk Line made!

- Built-in Plumb Bob tip for easy one-man work.
- Slide action brake separate from rewind handle. Automatically unlocks on rewind.
- Sturdy die-cast aluminum case practically indestructible.
- Easy to fill — turn screw opening — won’t come loose accidentally.
- Hook ring for one-man chalking and plumbing.
- Rewind handle folds flush.
- Unconditionally guaranteed.
- Available with 50-ft. and 100-ft. lines.

STOCK EVANS CHALK CARTRIDGES

Spill-proof refills

Perfect for use in any Chalk Line. Retail 10¢ each — one full ounce and Evans Replacement Lines — wound on reusable plastic reel. 50 ft. 25¢ retail.

RETAIL ONLY $1.49

6 ft.

EVANS KING-SIZE 6, 8, 10, 12-ft. TAPES

Stand Up Straight for One-Man Measurements

Now, long upright measurements are easy and accurate with these new Evans King-Size Tapes. 3½” wider blade (full 4”) stays straight up — does not bend or buckle! Free belt clip for handy carrying, and Free Tenite Utility Case with every tape. Self-adjusting sliding end hook always starts at zero for accurate inside-outside measuring. Stock all four sizes for multiple sales!

FAMOUS EVANS DOUBLE MARKINGS

Work in feet and inches?
Read Here 1 2F 1

Work in inches?
Read Here 3 24 2

Evans RULE CO.

400 Trumbull St. • Elizabeth, N. J.

MULLER MACHINES

combine high quality with low price

Customers often express surprise that Muller Mixers and Power Trowels of such excellent quality can be sold for such low prices. There are four reasons: (1) Long experience (46 years), (2) specialization, (3) best materials, (4) best distributors.

PLASTER and MORTAR MIXERS

Five sizes, 2 to 10 cu. ft. Electric or gasoline. Muller Lifetime Paddle Shaft Seal. Power throwouts on smaller models, disc clutch optional.

CONCRETE MIXERS


Ask for prices and name of local dealer. You will be agreeably surprised with Muller’s low prices.

MULLER MACHINERY COMPANY, Inc.
Metuchen 4, N. J.
Cable Address MULMIX

GALvanized METAL BUILDING CORNERS

Made for the Job!

There’s a Kees building corner made especially for the job, whether the construction is of wood or hardboard siding.

Made of 28 gauge zinc coated steel, Kees corners make possible that “mitered look” without the slow, expensive work of cutting and fitting the ends of the siding. Metal corner is unnoticed after building is painted.

Lower flanges overlap and make tight joints. Joints can’t pull apart, and moisture can’t rot the corner because it is completely covered.

Sizes and patterns available for all widths and thicknesses of lap siding and various patterns of drop siding, in addition to sizes made especially for hardboard.

ORDER FROM YOUR JOBBER

Write P.O. Box 600 for Free Catalog

"Since 1874"

F. D. KEEs MFG. CO.
BEATRICE
NEBRASKA

AMERICAN BUILDER
Shure-Set...the hammer-in fastening method

Fasten to concrete or steel, to brick or block, in 1/2 the time and 1/3 the cost

**MAKES FASTENING JOBS EASY**

Now you can fasten wood and steel to concrete, steel, cement block and other hard materials—with a sure, easy, positive tool that holds fasteners firm!

Shure-Set uses no outside power; it makes your hammer power more effective. Just insert fastener in tool and drive it accurately in place. One tool sets any length fastener in two diameters, 1/4" and 5/16"—a duo-barrel tool!

Serves all fastening requirements which are too tough to nail and too light to require RAMSET®, the original powder-actuated fastening system. Especially suited for use in cement block, cinder block and in mortar joints between tile and brick. Sets fastener with pin-point accuracy.

**SAVES TIME AND MONEY, TOO**

Not only does Shure-Set anchor fasteners straighter, deeper and stronger—it does the job quicker and at 1/3 the cost of old-style methods.

It's a required tool for every construction job using light concrete or steel. Write today for details, prices, and the name of your nearest dealer:
DOUBLE-HUNG. The entire tension unit consists of an aluminum box installed on the left frame. All A.R.B. aluminum is smooth, for easy, silent window operation. Weather-stripping is not necessary.

GLIDER. Showing the upright aluminum weather seal, and the well braced aluminum combination track and sill protector. (The protector is provided with drain holes to prevent the accumulation of moisture.)

To disconnect the Balance (for window removal) the tiny plunger is pressed and held as the window is raised. To reconnect, the window is replaced and shut. The Balance spring is sound-deadened.

WOOD WINDOWS

Your reputation as a supplier of quality windows is safe with A.R.B. Sound design is one reason. Fine craftsmanship is another. The pictures at the left supply solid proof.

A.R.B. Wood Windows slide “smooth as silk”—and as quietly. To offset wood shrinkage and swelling, the positive adjustment—spring loaded metal screws turning in metal—is as easy as turning a key. Where a balance is desired, the “Finger Lift” is silent, simple, sure.

Craftsmanship has satisfied more than 1 1/2 million A.R.B. Wood Windows buyers. The building trades like them, too.

See your lumber dealer, or

WINDOW ARB SALES CO.

19433 John R Street
Detroit 3, Michigan

AMERICAN BUILDER
The homes you build are bound to sell faster when they include quality lighting fixtures by GLOBE. Here's why.
The lighting "plus" that Globe adds to your homes is just the thing to sell today's quality-conscious customers and keep them sold! Home buyers have learned that better lighting can make a world of difference to every room in their home.
And builders everywhere are finding that "better lighting by Globe" are just the buy-words to close the sale for them... What's more, it takes so little to add so much in style, in value, in saleability... with GLOBE.

FREE — Send for the new full color catalog featuring the complete and comprehensive Globe line. It's a portable lighting showroom that features nearly 200 fixture illustrations, many in colorful room settings.

GLOBE LIGHTING PRODUCTS, INC.
COMPLETE GLOBE LINE ON DISPLAY AT OUR NEW YORK SHOWROOM: 16 EAST 45th ST.
1710 FLUSHING AVENUE, BROOKLYN 37, N.Y.

MAY 1956
This brand name also brings you...

West Coast Hemlock
An ideal lumber for framing and sheathing

- In the Pacific Northwest grows a species of Hemlock that is superior to Hemlocks grown elsewhere in its yield of high quality, multi-purpose lumber.

To the natural superiority of this West-grown species, extra values are added by Weyerhaeuser processing. Through careful selection and logging... forest products research... modern milling equipment... scientific seasoning... our mills produce a wide variety of fine Hemlock lumber items.

Weyerhaeuser 4-Square West Coast Hemlock dimension is excellent for framing because it is strong and stiff. The stress grades of Hemlock dimension include 1600 f Select Structural, 1450 f No. 1 and 1100 f No. 2.

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Smart, handsome Virden lighting will help you sell your homes. Buyers today are style-conscious, and the more you put in your homes, at a reasonable cost, the easier they will be to sell.

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Write today for Miniature Booklet No. 56 showing all of the popular Virden styles, including the Virden line of pull-down fixtures and where to buy them.
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primed by Upson - uniform lengths - ready for finishing!

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Here’s how hot water heat reaches hard-to-get spots...

Baseboard convectors have proven to be one of the best and most popular ways of using hot water heating, but their construction often makes it difficult to install them in some parts of the house. The above photo shows one method of dealing with a typical problem.

The room above the floor is the kitchen; as is generally the case with modern kitchens, base cabinets take up most of the wall space, leaving no room for the baseboard convectors. Air circulating from adjoining rooms will not be sufficient to warm the kitchen.

In this case, the builder solved the problem by running the hot water return line under the kitchen, and far enough out from the wall to be beyond the front of the base cabinets. He attached fins at the points where the line ran between the floor joists. Hot air rising off the fins warms the pocket between the joists, and in effect, turns the kitchen floor above into one big radiant area. The fact that the water supply is from the return line means that the water will be relatively cool, and not overheat the floor.

One of the most useful applications of this heating idea is in split level homes where the living and kitchen areas are over a crawl space. The crawl space is usually cold, making a cold kitchen floor.

How to save on blocks

Here’s an idea that will stretch a few extra inches from a sixteen inch cinder or concrete block that has to be broken. Make the break on one side nine and three quarter inches from the end; then turn the block over and make a break the same distance from the opposite end. The result with be 19½ inches of block from one 16 inch unit. This idea is especially useful where openings have to be made in block walls for pipe or conduit.

N. Dolhaneryk, East Lansdowne, Pa.

Eliminates shimming head of jamb

When framing for steel casement sash that require ½” or ¾” margin all around for inside screen clearance, leave out the top cripples and run the trimmers clear up. After setting the frame, set a 2x4 flat on the top of the frame. This saves time shimming the head of the jamb. Inside doors can be framed the same way.

A. L. Bunker, Wilmington, Calif.

Wood gutters that won’t leak

A wooden gutter was used on an open flat deck. The deck was canvas covered, set in white lead, and the canvas was carried down over the edge of the gutter. Despite this, a leak developed between the gutter and the fascia. In a heavy downpour, the gutter couldn’t carry the water away fast enough, and it worked up under the canvas.

The above illustration shows how the problem was licked. The outer lip of the gutter was sawed off; now, in a heavy rain, the water overflows this edge before it can reach the edge of the canvas.

W. E. Bengston, Greenwich, Conn.
Here's a beauty treatment that will make you proud of the bathroom you design and build... year after year. Whether you are remodeling a "middle-aged" room — or planning a "new" bath, you'll find a fresh, bold beauty in every brilliantly polished Hall-Mack accessory that adds character and convenience to any bath. Hall-Mack gives you the best known name in bathroom accessories — over 30 years of quality leadership — complete lines to fit every budget — and a wide selection of new and unusual specialties that add "sparkle" to any bath. For quality, convenience and economy — you can always recommend with confidence Hall-Mack bathroom accessories.
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How to do it better...

(Continued from page 206)

**Finishing Novaply edge with screen molding**

Three quarter inch Novaply is often used for sliding doors in closets, and the raw edge can look unfinished. I find that a ¾ inch screen molding glued to the edge gives a finished and workmanlike appearance, and also adds somewhat to the rigidity of the door.

N. J. Mettelka, Manitowoc, Wis.

**Reinforces plaster for shelf**

When lathing closets to be plastered, I nail a piece of metal lath cornerite in the location on the walls where the shelf cleats are to be nailed later. In linen closets the cornerite extends the full height of the closet in the corners. This extra reinforcing will eliminate cracks in the plaster when nailing the cleats to the finished wall.

E. B. McFetridge, Apponaug, R. I.
FREE WALL CHART
to help you sell BESSLER DISAPPEARING STAIRWAYS quickly... profitably! easily...

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- for floor-level or raised-hearth installation

Majestic THULMAN FIREPLACE

This is the wood-or-coal-burning fireplace you've heard about that can be set on any floor and framed in with conventional construction — no masonry needed, and no fussy clearances because the clearance is built in! Made of durable aluminum-clad steel and cast iron and stainless steel, it can be placed at floor level or raised to any desired height, and finished in any choice of mantel treatment or facing material.

One man, in less than an hour, can put in a Thulman Fireplace. In another hour, the chimney—which goes between standard joists and rafters—is erected and the job is complete. The triple-wall ventilated casing and flue safely allow zero-clearance installation, since ample clearances are built in. Tested and labeled by Underwriters' Laboratories, Inc.

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MAY 1956
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H-P PRODUCTS, INC., LOUISVILLE, OHIO
DEPT. A

Please send me Vacu-Flo brochure and information.

Name
Address
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How to do it better...

(Continued from page 208)

Hole puncher and hammer for corrugated metal roofing

A little work can turn an ordinary ball peen hammer into an all purpose tool for installing corrugated roofing. The ball end of the hammer is ground off as shown above. One sharp blow punches a hole in the iron, the hammer is reversed, and the nail is driven.

Jay Fitzgerald, Lodge Grass, Mont.

Panels can be fixed without fasteners showing

We had a job of installing plywood panels to pilasters that were finished with 3/4-inch boxing that was not to be disturbed or damaged. The idea illustrated here was adopted by putting wood screws in the vertical edge of the panel. These were installed at regular spacings and holes similar to keyholes were made in the center of the pilaster boxing to receive them.

The screw heads are put in the corresponding holes and slipped into place. This method can be used in places where close assembling is required.

A. E. Crozier, Portland, Oregon

beckoning the home buyer...

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One setting gives you the marking for both plumb cut and mitre cut.

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MAY 1956
Adding brick veneer to an existing foundation...

**QUESTION:** I've been asked to build a new home over an existing basement residence. The owner would like a brick veneer exterior but the basement walls were not formed for the conventional brick ledge. Is there a practical way to get to this brick ledge without hand digging to the existing footing? The walls are 8 feet high, 8 inches thick and reinforced. I've had the suggestion of bolting a $4\frac{1}{2}$" x $4\frac{1}{2}$" x $\frac{3}{8}$" angle iron. Do you think this is ample?

**ANSWER:** The use of angle iron would be ample but it has to be designed to sustain the total weight of the wall. Since the foundation is already reinforced it might be practical to insert dowels in the concrete and pour a ledge about two feet below the top of the foundation to act as a brick ledge. Excavating to the top of the foundation footing is the best method of providing a ledge for the brick. An additional four inches of concrete should be poured and doweled to the footing as shown above. In case the brick veneer is carried over a frame wall, ties should be provided to anchor them together. In addition, it's a good idea to leave an air space between them and provide weep holes as shown. Otherwise moisture will cause trouble.

Pouring concrete under water

**QUESTION:** On page 360, paragraph 2 of your October, 1955 issue you mention a dry mix for pouring concrete under water. Would you please explain?

**ANSWER:** In pouring concrete under water one of the best methods is to use a tremi. This consists of a funnel attached to a pipe and inserted into a form which has already been placed under water. The pipe is lifted as the concrete begins to pile up in the form. The water is displaced slowly and the concrete is not permitted to segregate. A dry mix is one in which no water is added to the cement, sand and gravel. The mix is poured into the funnel and picks up the necessary water when entering the form.

Crack-proof swimming pool

**QUESTION:** A customer of mine wants an expensive swimming pool that can be left flooded in winter for ice skating. How should the concrete be reinforced to prevent cracking?

(Continued on page 214)
New ONAN CCK Electric Plants

MORE OUTPUT
per pound of weight!

MORE OUTPUT
per gallon of fuel!

MORE OUTPUT
per dollar cost!

Way ahead in performance and value! More powerful, two-cylinder, air cooled Onan gasoline engines of 4-cycle, horizontally-opposed design give smooth, quiet, effortless performance. Short stroke and moderate speed cut engine wear, give longer life. Quality features include rotating Stellite-faced exhaust valves, solid Stellite valve seat inserts, full pressure lubrication. Onan's exclusive Vacu-Flo cooling system available for difficult or "buried" installations.

Completely Onan-built, with Onan gasoline engines direct-connected to Onan all-climate generators in compact, rugged units. Available in stationary, portable and standby models with a wide range of accessories.

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Mail coupon to Indiana Limestone Institute, Bedford, Indiana, Dept. AB-5, for prompt attention.

Your building supply dealer will furnish Dayton Attic Fans and accessories for installing them; also all fans listed in our 1956 Fan Catalog. — Please ask your dealer for a copy.
Install this BASEMENT ENTRY in the homes you build!

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ALL WELDED CONSTRUCTION The Service-way is built of heavy gauge steel—electrically welded and reinforced to last as long as the house. Overlapping flanges on frame and door assure a snug fit—keep out rain, snow and wind. Slide bolts lock door securely from the inside. Service-way comes fully assembled, ready to install.

Write for folder and specifications to:
HEATILATOR INC., 565 E. Brighton Ave., Syracuse 5, N.Y.

Ask the Experts . . .
(Continued from page 212)
when the ice expands?
D. V. A., Trenton, N. J.

ANSWER: Arnold Sheldon of Clinton, N. J. has perfected a kidney-shaped pool with vertical sides. It can be poured with flexible steel forms, requires no skilled labor, ice damage in winter is said to be impossible. The pool costs around $3,000. For more about it write the Refinite Corp., 233 Broadway, New York, N. Y. See also Portland Cement Association's "Concrete Swimming Pools," 1955 Swimming Pool Data and Reference Annual and page 108 of this issue.

Roof deck for a porch floor

QUESTION: How can a flat roof deck be covered so it can also be used for an upstairs open porch? What kind of material should be used for roofing?
Lester A. Dunean, Palatine, Ill.

ANSWER: If the roof beams are strong enough you can put down 30 lb. felt over the sheathing and pour a 2-inch screed coat of concrete over the deck with an impregnated color pigment. Be sure to use No. 126 wire mesh or its equivalent in the concrete screed. Two other solutions are possible: You can use asphalt topping (if the heat of the sun is not too intense): or you can put down 30 lb. felt as before and cover it with asphalt or rubber tile. Be sure to use a water-proof adhesive.

Got a problem you can't solve? Write and "ASK THE EXPERTS." In addition to American Builder's own staff, your questions will be answered by Joseph Steinberg, head, and Martin A. Stempel, instructor, of the Construction Technology Department of New York City Community College.
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.

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Cooks food with amazing speed—without external heat. A revolution in cooking—offered first by Tappan!

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.

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KEEPING UP WITH THE LAW:

The capital gains tax
and the sale of land

By JOHN F. McCARTHY
Attorney-at-law

The struggle by taxpayers to achieve capital gains, and resulting lower tax rates, under the Federal Internal Revenue Code, for profits which they receive is unending. An interesting example involving sales of land, and resulting in a decision favorable to the taxpayer, is found in a recent decision of the Federal Court of Appeals in the case of Chandler v. United States, 226 F. 2nd 403.

In that case, many years ago, the taxpayer received three million acres of land in Texas as compensation for its construction of the state capitol building at Austin. Until 1912 the taxpayer used that land for raising cattle. At that time the taxpayer decided to liquidate its holdings. It sold, from 1915 through 1932, over 700,000 acres of land for approximately $10,747,000; from 1932 through 1941, over 187,000 acres for $1,291,000; and from 1942 through 1950, over 290,000 acres for $5,000,000. During the latter period, there were 536 separate sales transactions, an average of 59 real estate sales per year.

The Commissioner of Internal Revenue contended that the taxpayer had gone into the real estate business and was selling land in the ordinary course of trade or business, much as a merchant might sell his stock-in-trade. If so, any profits realized would have been regarded as ordinary income taxed at higher rates. On the other hand, the taxpayer contended that it was disposing of capital assets, similar to investments. On that theory any profits received would have been regarded as capital gains taxed at lower rates. The Federal Court of Appeals agreed with the taxpayer.

The Court pointed out that often the determination of whether moneys arose from the sale of capital assets was quite difficult. The Judge observed that quite frequently the ultimate decision depended on the precise facts of the particular case. The Court said: "Had the lands been sold in a single unit there probably would have been slight debate concerning their capital asset status. But the market place is hardly glutted with prospective buyers clamoring for million acre tracts. It seems odd to penalize this taxpayer because it actively sought to dispose of these holdings. Defendant would insist that Capital (the taxpayer) sit idle, wishing for a buyer or buyers, under the threat that any selling effort would result in deprivation of capital asset treatment. Despite the blurring, in relevant precedent, between capital gain and ordinary income we think the specific facts established in this case warrant capital gain treatment for taxpayer's transactions."

Ordinarily a taxpayer who sells large quantities of land over a long period of time has been thought of as one in the real estate business, and any profits realized have been regarded as ordinary income. This case indicates that such a conclusion does not necessarily follow, and that due regard for the facts of a particular case may effect a different result. In this connection, consideration must be given to Section 1237 of the new Federal Internal Revenue Code of 1954, which provides that an individual, who is not otherwise a real estate dealer, does not become such in disposing of a tract of land held for investment purposes by subdividing it in order to facilitate its sale.
"Yes, all the houses in this development are CONCRETE MASONRY"

"Believe me, there's a real competitive sales advantage in offering houses built of concrete masonry. All I have to do is point out the very obvious advantages of my concrete masonry houses—their long life, resistance to destructive attacks by decay, moisture, vermin, termites and fire. Customers are quick to realize the disadvantages of building with short-lived materials that require continuous and expensive upkeep and maintenance.

"Variety is mighty important to the builder and I get unlimited variety with one material—concrete masonry. That's because the block can be laid in many pleasing patterns and finished with portland cement paint in a wide choice of beautiful and long-lasting colors. And the wonderful part of it is that a two-coat paint job lasts for years.

"I get variety on the inside, too, by using concrete masonry walls and partitions. I take advantage of the popularity of this trend by stressing the acoustical, insulating and firesafe features of concrete masonry walls.

"Another trend I capitalize on is the fact that more and more families want the added space and convenience of a basement. My houses are easier to sell because concrete block basements give me this added space at low cost and buyers are attracted by this additional useful area for their workshop, laundry or storage.

"Yes, concrete masonry construction has given me many sales advantages. And I've had real help from the 'Concrete Masonry Handbook.' It's sent free, but only in the U.S. and Canada, by the—"
Built-in lighting, once a luxury item, is well on its way to becoming as standard as the built-in oven. People who work, study and play under new and improved methods of lighting in factories, offices and schools now demand better lighting within their homes. And that's why you, as a builder, now have a bright new sales tool.

Advances in the variety, sizes, light output, light control and diffusion of both incandescent bulbs and fluorescent tubes work to your advantage. Expanding varieties of lighting equipment are being designed to shield these light sources and to control their light output for the most useful and effective light distribution. The technical details on these pages can show you the most desired and most effective applications of new built-in lighting in your new homes.

The new concept of lighting calls for the coordination of lighting with living habits, building structure, materials and furnishings. It eliminates the traditional concept of an exposed light "fixture" and replaces it with the lighting element incorporated into the structure of the house itself. It is equally applicable to contemporary or traditional architecture.

A basic consideration in residential lighting is that of defining the areas to which the light for the specific job must be delivered. Each of these areas may be described by its size and location in the room. The actual surfaces to which the illumination is to be delivered may be flat or contoured, and may have varying depths. For the sake of simplicity, each area here is considered a plane. The positioning of these test planes is based on the average heights of men and women when standing and seated for the task to be performed.

If no part of the user's body, or any other obstruction, is between the lighting fixture and the job to be done, then the luminaire (lighting fixture) is well-designed and well-installed. Lighting delivered primarily to a visual task is known as local lighting; light that is distributed primarily throughout an interior is called general lighting.

The recommendations (continued on page 220)

ACKNOWLEDGMENT

Data for this article has been taken from "Recommended Practice for Residence Lighting," prepared by the Committee on Residence Lighting of the Illuminating Engineering Society. Copies of this book may be obtained from the Society, 1860 Broadway, New York 23, N.Y. Price: $1.00.
to add built-in lighting for sales

>- A LIGHT FOR READING IN BED

Variation in bed heights requires positioning of the reading plane and the luminaire with respect to the top of the mattress. Eyes should be 20 in. above mattress and allow desirable 15-degree tilt of reading matter, according to recommended posture practice. With wall-mounted luminaires, the lower edge of the shielding should be 30 in. above the mattress.

>- STANDING AT THE WORK COUNTER

The area to be illuminated at the work counter surface is 24 in. wide and 20 in. deep. It is located with its front edge along the work counter and is 36 in. above the floor. The lower shielding edge of wall mounted lighting units should be not higher than 38 in. above the floor. Data for this article was from information available from the Illuminating Engineering Society.

>- MAXIMUM ILLUMINATION FOR SHAVING

The details at left, above, represent the areas to be illuminated on the face, and the angles of illumination to be supplied. Shielded vertical brackets (minimum 700 lumens each) centered 60 in. above floor and 30 in. apart combined with a ceiling fixture (minimum 1300 lumens) mounted 12 to 18 in. out from the wall will supply 40 footcandles of light on the three planes.

>- MACHINE IRONING NEEDS LIGHT, TOO

The area to be illuminated is 30 in. wide and 14 in. deep. Its center is 31 in. above the floor and is tilted up 45 degrees, toward the eyes of the individual. Wall mounted lighting units should have their lower shielding edge not higher than 48 in. above the floor. Ceiling mounted units should be centered 5 in. back from the front edge of the illuminated plane, for best illumination.

>- A BETTER LIGHT FOR HAND IRONING

The area to be illuminated is 48 in. wide and 12 in. deep. It is 32 in. above the floor. If a wall mounted lighting unit is used its shielding edge should not be higher than 58 in. above the floor. Ceiling mounted units should be centered over the work surface as illustrated in the plan, below the illustration. This is one of the most difficult of all situations to light properly.

>- BETTER LIGHT FOR DESK WORK

The horizontal test plane is 3 in. back from the front edge of the desk. The selected eye height is 14 in. above the desk top. The indicated upper shielding limit of 15 in. above desk is the practical limit for best light distribution. Two luminaires provide more useful light than a single one, unless it is a linear luminaire above and parallel with the desk.
This FREE Book Tells You How to END DUST on: Unpaved Streets • Parking Areas • Driveways • Playgrounds • Tennis Courts . . . and any other Earth, Gravel, Unpaved Surfaces

SOLVAY Calcium Chloride is the inexpensive, efficient way to eliminate dust. This clean, odorless, economical material keeps all unpaved surfaces and adjoining areas healthful and free of annoying, germ-bearing dust.

Solvay Calcium Chloride is easy to use—requires no special equipment or knowledge. It can be applied quickly and easily. No experience or expensive equipment is necessary.

Send for FREE BOOK This highly informative book "END DUST" gives complete details on methods of application, quantities required, etc. It contains photos, illustrations, charts, and easy-to-follow, step-by-step instructions on how to end your dust problems.

DEALERS!
If you are not now handling Solvay Calcium Chloride, write for details, prices, advertising and promotion material.

TECHNICAL GUIDE: BUILT-IN LIGHTING

included here are practical and attainable for the majority of homes you build. Many of the sketches show a plan for mounting a ceiling luminaire in relation to the specific task. The dashed circle gives the position for incandescent lamps, while the parallel straight dashed lines show the position for fluorescent tubes.

The table below lists the most common home tasks involving critical vision, typical task areas and the recommended lighting for each. Near a window on a clear day, these requirements will usually be exceeded. As distance from the window increases additional electric light sources are required.

The requirements listed, as suggested by the Illuminating Engineering Society, are given in footcandles. One footcandle is equal to one lumen (a unit measuring light output) uniformly distributed over one square foot of surface. Data on the lumen output of typical residential light sources may be obtained from the catalogues of individual lamp manufacturers, or from the Illuminating Engineering Society's Light Sources Committee.

MINIMUM ILLUMINATION FOR HOUSEHOLD ACTIVITIES

<table>
<thead>
<tr>
<th>Activity or task</th>
<th>Footcandles</th>
</tr>
</thead>
<tbody>
<tr>
<td>READING</td>
<td></td>
</tr>
<tr>
<td>Prolonged periods, fine type</td>
<td>40-50</td>
</tr>
<tr>
<td>Casual periods, books, magazines</td>
<td>20-30</td>
</tr>
<tr>
<td>STUDYING</td>
<td>40-50</td>
</tr>
<tr>
<td>WRITING OR TYPWRITING</td>
<td>25-40</td>
</tr>
<tr>
<td>GAMES</td>
<td></td>
</tr>
<tr>
<td>Cards, general games</td>
<td>10-20</td>
</tr>
<tr>
<td>Table tennis, recreational</td>
<td>20-50</td>
</tr>
<tr>
<td>DRAFTING, OTHER DETAIL WORK</td>
<td>50-100</td>
</tr>
<tr>
<td>SEWING</td>
<td></td>
</tr>
<tr>
<td>Casual, on light goods</td>
<td>20-30</td>
</tr>
<tr>
<td>Prolonged, on light goods</td>
<td>30-50</td>
</tr>
<tr>
<td>Prolonged, average sewing</td>
<td>50-100</td>
</tr>
<tr>
<td>Fine needlework, on dark goods</td>
<td>Over 100</td>
</tr>
<tr>
<td>KITCHEN WORK</td>
<td></td>
</tr>
<tr>
<td>General</td>
<td>10-20</td>
</tr>
<tr>
<td>Sink, range, food preparation center</td>
<td>40-50</td>
</tr>
<tr>
<td>DINING</td>
<td></td>
</tr>
<tr>
<td>General</td>
<td>5-10</td>
</tr>
<tr>
<td>If table is used for reading or study</td>
<td>20-40</td>
</tr>
<tr>
<td>LAUNDRY (All laundry equipment)</td>
<td>40-50</td>
</tr>
<tr>
<td>MAKE-UP (Dressing tables and dressers)</td>
<td>20-30</td>
</tr>
<tr>
<td>SHAVING (Bathroom mirror)</td>
<td>30-40</td>
</tr>
<tr>
<td>BENCH WORK</td>
<td>30-50</td>
</tr>
<tr>
<td>GENERAL LIGHTING</td>
<td></td>
</tr>
<tr>
<td>Halls and stairs</td>
<td>4-8</td>
</tr>
<tr>
<td>General circulation in rooms</td>
<td>5-10</td>
</tr>
</tbody>
</table>

Please send me at no obligation your FREE BOOK, "END DUST."

Name
Company
Position
Address
City Zone State 34-5
How You Can Build Quicker Sales with MOUNT AIRY GRANITE ASHLAR

Here's the building stone that adds to your reputation as a better builder and makes quicker home and remodeling sales for you. Exterior facing of entire home with Mount Airy Granite Ashlar actually enhances its value as much as 20%—at no more than 8% above average cost to build.

What's more—Mount Airy Granite Ashlar offers you additional construction savings. It is cut to brick thickness in multiples of brick rises which means less skilled labor can easily knap the sticks into required lengths and set in the wall.

Prospective home buyers are sold at first sight on the dramatic beauty of this distinctively different, light-in-color granite which adapts itself to so many designs... and are more than pleased with its durable, maintenance-free characteristics. Mount Airy Granite Ashlar is most attractive, too, when used with brick homes for sills, lintels, steps and copings.

Before you build—Why not check the quick-sale advantages of Mount Airy Granite Ashlar? Write us for complete details.

NORTH CAROLINA GRANITE CORPORATION
Mount Airy, North Carolina

FREE BOOKLET TELLS YOU HOW!

Save time and money! Get practical, down-to-earth answers to "HOW TO CUT CHIMNEY COSTS"!

This booklet is packed with job-tested facts! Ways to eliminate costly operations... save on materials... build chimneys faster and at far less cost! Facts like this mean money in your pocket! Get your copy today!

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WATCH YOUR PROFITS GO UP—
WITH AIR-JET PACKAGED CHIMNEYS!

Cut costs in 3 big ways! Save time... labor... money!

FOR FREE BOOKLET WRITE

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PRODUCTS CO., INC.
Dept. AB-1 FREDERICKSBURG, VIRGINIA

FOR QUALITY, DURABILITY and LOW-COST
LOOK FOR WINFIELD WOOD SECTIONAL GARAGE DOORS
with Exclusive TAPE-R-TRACK!

WINFIELD DOORS will be on display at the 1956 International Home Building Exposition! May 12-20 at the N.Y. Coliseum BOOTH No. 3099

Please send me your new, complete brochure on these outstanding garage door values... WINFIELD!

NAME
ADDRESS
CITY STATE
SIGNATURE TITLE

WINFIELD Door Corporation
Muncy Ave., West Babylon, L.I., N.Y.—P.O. Lindenhurst, N.Y.
Slick way to cantilever a fireplace

- **M16" IRON PLATE 3" WIDE**
- **HEARTH METAL LATH — V2" at 1/2" 3/16" ANGLE**
- **EXTENDED INTO BRICK**
- **CANTILEVERED SLATE**
- **HEARTH SUPPORT**
- **SLIDING CABINET DOORS**
- **STOPPED-IN GLASS**
- **MILK GLASS STOPPED-IN**
- **PAINTED PLYWOOD**

**AMERICAN BUILDER'S BETTER DETAIL PLATE...NO. D-138: CANTILEVERED SLATE HEARTH**

**AMERICAN BUILDER**
hearth...

RAISED SLATE HEARTH is almost 10' in length. Angle iron support is tied to posts as well as brick fireplace.

One of the striking features of this Tacoma Master Builders' home-show house is the fireplace-cabinet separation between kitchen and living room. Cantilevered from the fireplace is a slate hearth with angle iron supports bolted to 4" x 4" and 2" x 4" framing members.

Metal lath is tied to the framework and then covered with mortar. In this bed of mortar are laid flagstone-like pieces of slate. The use of a fine cement-sand mix is recommended. The slate is laid so that the surface is flush all around.

The base counter is faced with plywood which is notched to fit around the hearth. If necessary, a strip of quarter-round may be used to finish off the joint.

Architect:
Robert B. Price
Builder:
Sherman Rowland
Tacoma, Wash.

MAY 1956

"The Heatilator Fireplace will uphold your reputation as a dependable builder"

Home Owners Prefer It...

3 to 1!

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...

The Heatilator Fireplace Unit...

... 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., 625 E. Brighton Ave., Syracuse 5, N. Y.

HEATILATOR® Fireplace
All new design!
Simple...Foolproof...Low Cost

1500 Watt Homelite Generator

As easy to move as an electric hand saw!

1. New Money-Saving features... No DC brushes; just two easy-to-get-at collector ring brushes... No commutator or DC windings... No intermediate couplings; armature keys directly to shaft. Fewer parts to wear out — longer trouble-free generator service.

2. Constant Voltage... less than 4% change from no load to full 1500 watt capacity... assures long service life for your electric tools... guarantees top performance at all times.

3. Overload Capacity... 1500 watt continuous duty with generous overload capacity prevents tool stalling under heavy loads... insures uninterrupted service even when starting loads exceed operating loads.

4. Compact and Lightweight... one man can easily carry this 90 lb. generator wherever you need electricity to power time-saving electric tools. No need for long, hazardous power-consuming cables.

Whatever tools you want to operate — electric saws, drills, floodlights, grinders, belt sanders, hammers, — the new Homelite 35A115 generator can save you money. For a free demonstration or additional information, call your nearest Homelite representative, or write:

**SAVE EVEN MORE!** New Homelite idle control unit, available as optional accessory, runs engine at idle speed when no current is drawn... automatically brings engine to full speed when load is applied.

Ask your Homelite representative to show you how this easily-installed accessory reduces engine wear... increases service life... cuts fuel consumption.

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Manufacturers of Carryable Pumps • Generators • blowers • chain saws
SELF-PRIMING CENTRIFUGAL AND DIAPHRAGM PUMPS
Sizes: 1/2" to 3" — capacities to 15,000 g.p.h. for dewatering and water supply.

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Complete range of sizes and voltages up to 5,000 watts.

LIGHTWEIGHT POWERFUL ONE-MAN CHAIN SAWs
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MEDUSA MASONRY PAINTS can solve every masonry paint problem. We offer you Portland Cement paints for prime coats, or for exterior and interior finishes in many attractive pastels; and Rubber Base paints, flat or gloss, for exterior or interior use, both in many beautiful colors. With Medusa clear Silicone, you can offer the new, modern way to make masonry water-repellent. All 5 products are tested and proven.

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Illustrated, colorful 28-page Book, plus elaborate Color Charts and other Aids, sent to you on request. Excellent material for sales work with your customers. Send for free copy now.

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Homes constructed by Palmer & Krueger, Kenosha, Wisconsin

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 20’ 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 form work at no charge or obligation. Our salesmen are always available for consultation and to give advice on form erection, pouring and stripping methods. Builders throughout the country use this service to their benefit and profit.

Rental—Symons Forms, Shores and Column Clamps may be rented with purchase option, all rentals to apply on purchase price.

Symons

SYMONS CLAMP & MFG. CO.
426 Diversey Avenue, Chicago 39, Illinois, Dept. £

Please send complete information on Symons Plywood Forms in Magnesium Frames.

Name

Firm

Address

City Zone State

MAY 1956
### QUANTITY LIST OF MATERIALS

For American Builder Blueprint House
No. 230
Trudy Richards Family Residence

<table>
<thead>
<tr>
<th>Material</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation</td>
<td>383 cu. ft.</td>
</tr>
<tr>
<td>Concrete Works</td>
<td></td>
</tr>
<tr>
<td>5-Inch House Slab</td>
<td>1,355 sq. ft.</td>
</tr>
<tr>
<td>4-Inch Garage Floor</td>
<td></td>
</tr>
<tr>
<td>Apron, Porch</td>
<td>525 sq. ft.</td>
</tr>
<tr>
<td>Sidewalks</td>
<td>none</td>
</tr>
<tr>
<td>Anchor Belts</td>
<td>65—1/2&quot;x10&quot;</td>
</tr>
<tr>
<td>Masonry</td>
<td></td>
</tr>
<tr>
<td>Chimney</td>
<td>165 cu. ft. brick</td>
</tr>
<tr>
<td>Flue Lining</td>
<td></td>
</tr>
<tr>
<td>1 Vitro 9&quot;x10&quot;—14'</td>
<td></td>
</tr>
<tr>
<td>Iron Work</td>
<td></td>
</tr>
<tr>
<td>Steel Mesh</td>
<td>6x6 #10 in concrete slab</td>
</tr>
<tr>
<td>General Information</td>
<td></td>
</tr>
<tr>
<td>Apron, Porch</td>
<td>525 sq. ft.</td>
</tr>
<tr>
<td>Sidewalks</td>
<td>none</td>
</tr>
</tbody>
</table>

### CEMENT WORK

- **Foundations**: 383 cu. ft.
- **Concrete Work**:
  - 5-Inch House Slab: 1,355 sq. ft.
  - 4-Inch Garage Floor, Apron, Porch: 525 sq. ft.
- **Sidewalks**: none
- **Anchor Belts**: 65—1/2"x10"

### MILLWORK

- **Windows**—Type
  - Jalousie, casement, No. 230
- **Concrete Work**:
  - Fixed plate
  - Trudy Richards Family Residences
  - 5-Inch House Slab
  - 1,355 sq. ft.
  - Material: Wood and steel
- **Garage Floor**:
  - 4-inch
- **Interior Walls**:
  - Apron, Porch
  - 525 sq. ft.
  - Material: Wood and steel

### EXCAVATING

- Trench for foundation: 255 lin. ft.
- Chimney and col. footings: 1 chimney and 11 piers
- Basement excavation: none

### EXTERIOR MILLWORK

- **Lattice**: 33 lin. ft.
  - 1"x12" bd. siding fence
  - 5'0" high and 2"x4" lattice
  - 12" e.c. vertical screen
  - 80" wide x 70" high

### DRIVE-IN MILLWORK

- **Roof Sheathing**: 5300 bd. ft.
  - 2x6'
- **Side Wall Sheathing**: 1700 sq. ft.
  - 2x6'
- **Roof Sheathing**: 1500 sq. ft.
  - 2x6'
- **Flooring**: 300 sq. ft.
  - Asphalt tile over slab
- **Fascia**: 225 lin. ft.
  - 2"x8'
- **Sheet Metal**:
  - **Flash Stop**: 225 lin. ft.
  - **Flashing**: at chimney
  - **Roofing**:
    - **Type**: 3-ply, built-up
    - **Area**: 26 squares
    - **INTERIOR WALLS**:
      - **Area to be covered**: 3000 sq. ft.
Pound for pound the most powerful truck V8's are Chevrolets!

They put out more horsepower per pound than any other V8 in any truck! That means greater efficiency, less dead weight, more pound-pulling power for you.

Here's proof of years-ahead engine design! These new Chevy V8's weigh up to 200 pounds less than competitive V8's, yet are fully comparable in power output. Every last ounce of "flab" has been eliminated—and what's left is the leanest muscled, best-performing powerplant the trucking industry has ever known!

One basic reason for this compact efficiency is short-stroke design—the shortest stroke of any leading truck V8. Shorter stroke, of course, means less piston travel, less engine wear, maximum pulling power from less fuel. But, when combined with Chevrolet precision engineering, it means even more. It makes possible, for example, a more compact cylinder block... shorter, more durable connecting rods... a crankshaft that is lighter in weight yet extremely rugged. Here, every component part reflects hair-splitting efficiency that wastes nothing!

To you, it means low-cost hauling, longer engine life, weight-saving power to pull beefed-up loads! See your Chevy dealer soon for all the facts about the right V8 for your job. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

NEW CHEVROLET
TASK-FORCE TRUCKS
Anything less is an old-fashioned truck!
FOREMOST SOURCE
for AREAWALLS
SAINT PAUL CORRUGATING CO.

Most complete line in U.S.A. Three shapes: Streamlined-straight, Round, Square. Special sizes our specialty.

CLASSIFIED
ADVERTISING

The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.

Rates—$7.50 minimum for 40 words or less. 15¢ for each additional word.

Display Classified—$15.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2¼ inches wide, 2 inches maximum. Signature cuts and trade names allowed.

MANUFACTURER’S REPRESENTATIVE
Manufacturer of Kitchen Ventilating Hoods has several openings, for manufacturer’s representatives. Competitively priced, Liberal commission. Write COLORTONE HOODS, INC., 101 E. Carleton Road, Hillside, Michigan.

MANUFACTURERS REPRESENTATIVE WANTED
Ten-year-old Michigan concern manufacturing all-steel folding closet doors and patented-type steel garage doors is seeking representation in most states. Direct inquiries to Stylecraft, Inc., Roseville, Michigan.

To sell more BUILDING PRODUCTS and EQUIPMENT pre-sell the BUILDER! American Builder reaches more builder-buyers than any other building publication!

SLOAN’S BUILDING BRACKETS
FOR SAFE CONSTRUCTION

Over 200,000 Sloan’s Brackets and Ladder Jacks in use today. Interchangeable folding Scaffold Bracket nails on or uses bolt hook attachment.

Notice Our staging equipment is one of the best if not THE best on the market today. A set of these brackets will pay for themselves on two jobs, and last a lifetime. For safety, compactness, durability, they have no equal. Each item is fully guaranteed.

DEALERS WANTED
Write for folders and price list
L. J. Sloan Scaffold Bracket Co.
P.O. Box 6399
Minneapolis 23, Minn.
A n all-expense-paid, fifteen-day three-country trip to Europe is being awarded as first prize in the national consumer contest sponsored by Weather-Proof Co. of Cleveland. The contest, to run from May 1 to June 30 also features a free European vacation for two for the dealer from whose store the first-prize winner gets his entry blank. Other consumer prizes include four Bermuda vacations for two and ninety-five Wepeco product prizes. . . . Thor Power Tool Co. has formed a construction equipment division to be headed by William J. Miller and Elmer R. Stitt, former president and vice-president of the Master Vibrator Co. . . . Frank G. Hough Co., Libertyville, Ill., is building a 55,000 sq. ft. addition to its plant, which, it reports, will make it the largest plant in the world devoted exclusively to manufacturing tractor shovel equipment. . . . Pomona Tile Manufacturing Co. will double production at its Arkansas City, Kan., plant through expansion of production facilities including added kilns. . . . Permaglas Division of A. O. Smith Corp. produced its 3,000,000th glass-lined water heater February 14. . . . A new source of supply for galvanized sheets opened with the start of a new continuous hot-dip galvanizing line by Jones & Laughlin Steel Corp. . . . James R. Maxim, who for the past ten years has been associated with Minneapolis Honeywell Regulator Co. as builder contact representative, is Builder Participation Coordinator for the 1956 International Home Building Exposition, May 12-20, at the New York Coliseum.

Harry C. Smith has been elected a director and appointed to newly created post of vice-president marketing, for Presidential Homes, Inc. . . . J. Louis Reynolds, vice-president of Reynolds Metals Co., has been elected executive vice-president, succeeding Marion M. Caskie. . . . New chairman of the board of directors of Carrier Corp. is Cloud Wampler, who is succeeded as president of the corporation by William Bynum. . . . Edward H. Peterson is the new treasurer of the Crane Co. . . .

Jack Stark has been named director of public relations, advertising and sales promotion of the Ludman Corp., according to an announcement by Max Hoffman, president of the Miami aluminum window manufacturing company. . . . Two appointments have been announced by the Atkins Saw Division, Borg-Warner Corp. B. L. Owens is director of sales and James E. Butler is sales manager for both industrial and hardware sales divisions. . . . David C. Slipher has been retained by the Frigidaire division of General Motors Corp. as a consultant on research, design and marketing of appliance and air conditioning products for the home building industry. Slipher is a member of the board of trustees of NAHB's Research Institute and is currently associated with the Fritz B. Burns organization. . . . Hotpoint Co. has named W. Sten Peterson manager of market research.

Merger of Rheem Manufacturing Co. and Richmond Radiator Co. calls for John J. Hall, president of Richmond, to become vice-president of Rheem in charge of a separate Richmond division. . . . As part of a general expansion program, John W. Parrish, president of Loxcreen Co., Inc., announced the acquisition of Southern Moulding and Manufacturing Co., Inc.

General Anthony C. McAuliffe, recently retired from the U. S. Army, heads the newly-created engineering and construction division of American Cyanamid Co. and in that capacity will be president of the company's engineering subsidiary, Chemical Construction Corp. . . . H. R. Bryant has been appointed sales manager of Westinghouse refrigeration specialties and C. W. Paulson was named manager of the company's room air conditioner department. . . . Expansion of the sales department of Tait Manufacturing Co. has resulted in the following promotions: Frank G. Hickey, Jr., is general sales manager in charge of domestic and foreign sales; James F. Pease is product sales manager; Melville Sorrell is marketing manager; and Brand Laseter is field sales manager. . . . C. Richard Sword has been appointed manager of sales of Aerovent Fan Co., Inc. . . . John D. Benedito has been named general sales manager of Bakelite Co., plastics division of Union Carbide and Carbon Corp. . . . Kwikset Locks, Inc., has announced the appointment of Robert T. Yerxa as general sales manager. . . . New general sales manager of H. C. Little Burner Co., Inc., is John V. Youngblood. . . . American Zinc Institute, Inc., has produced a 16 mm. sound and color motion picture, "Zinc Controls Corrosion," available to agricultural, industrial, technical and educational groups. . . . Robert E. Anderson, Sr., president of the Robertson Manufacturing Co. of Trenton, N. J., has been elected president of the Tile Council of America, Inc.

Changes at Philco Corp. came with the retirement of James H. Carmine, president, at the end of April. Board of directors had agreed informally, he noted, that James M. Skinner, Jr., presently a director and vice-president and general manager of the television division, will become president. Indications were that William Balderston would be reelected chairman of the board. . . . New assistant to executive vice-president and co-founder of Rheem Manufacturing Co., has been elected chairman of the board. . . . New assistant to executive vice-president of operations at United States Steel Corp. is C. D. King. . . . Rellectal Corp., architectural products subsidiary of Borg-Warner Corp., announced the election of Raymond G. Nordstrom as vice-president and general manager. He was formerly assistant to the president of the firm's Ingersoll Products division.
These are the things
of which sales are made

RAYNOR

GARAGE DOORS

The little extra that makes the difference
between the commonplace and the OUT-
STANDING
The additional quality that assures longer
years of SERVICE.
The greater distinction of design that swells
the pride of ownership.
These are the things of which Raynor Doors
are made.

Builders wise — “Raynorize” — and reap the
harvest of faster selling homes.

RAYNOR MANUFACTURING CO.
DEPT. AB    DIXON, ILLINOIS

Please Send Free Raynor Literature

Name
Address
County

City
State

Homes sell faster with

BUILT-IN
FRG
INSURANCE

CLAY FLUE LINING

Stops 1 out of 5 Fires at the Source!

It’s a fact! One out of every five
destructive fires starts in the chim-
ney. That’s why homes with the
built-in protection of Clay Flue Lin-
ing sell faster and easier.
Clay Flue Lining is 100%
fireproof. It does not crack
from heat, does not accu-
mulate dangerous quan-
tities of soot, never wears
out. Be sure to include this
easy-to-install, economical
sales feature in every home
you build!

WRITE FOR “Recommended Building Code
Text for Chimneys and
Flues” and for “Product
and Construction Data
Bulletin.” Both are
FREE. Both are helpful
to designers and build-
ers. If you need Clay
Flue Lining assistance—
sizes, installation, sup-
ply—call or write CFLI

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161 Ash Street, Akron 8, Ohio

CONTACT AN INSTITUTE MEMBER WHEN YOU WANT THE BEST
American Vitrified Products Co., Cleveland 14, Ohio
Dee Clay Products Co., Inc., Bloomingdale, Ind.
The Evans Brick Co., Uhrich-
ville, Ohio
The Kopp Clay Co., Malvern, Ohio
Malvern Flue Lining, Inc., Malvern, Ohio
Peerless Clay Corp., Toronto, Ohio.

CLAY FLUE LINING INSTITUTE
161 Ash Street, Akron 8, Ohio

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ville, Ohio
The Kopp Clay Co., Malvern, Ohio
Malvern Flue Lining, Inc., Malvern, Ohio
Peerless Clay Corp., Toronto, Ohio.

RAYNOR MANUFACTURING CO.
DEPT. AB    DIXON, ILLINOIS

Please Send Free Raynor Literature

Name
Address
County
City
State

230

AMERICAN BUILDER
The extra touch of CEDARCO cedar-lined closets turns lookers into buyers at small cost. Home buyers, on the alert for the right storage space, instantly recognize and want the luxury and protection of this genuine Tennessee Aromatic Red Cedar closet lining.

You can install CEDARCO easily and quickly over exposed wall studs, plaster or wallboard.

- tongue-and-grooved with matched ends for fast installation.
- machine spiral wrapped in cap sealed bundles for easy handling.
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MAY 1956
The Month Ahead

WEATHER TROUBLES?
Take a hint from Wichita builders. They're putting their spring home and garden show under roof—the University of Wichita fieldhouse. Des Moines did the same thing earlier.

START NOW
To get ready for their June opening Milwaukee paraders started way back in February, broke ground in March. If you plan to have an entry ready by fall, now's the time to get the ball rolling. And here's a tip from the MBA: don't put your $17,500 models next to a $27,700 house.

SPLITS OR RANCHES?
Madison, Wis., builders will open their parade May 26—weather permitting. In case you're toy- ing with the idea of entering a split level here's Madison's ratio of splits to ranches: 1:18. But elsewhere, of course, it will differ.

SUMMER COOLING
A great number of buyers are still hesitant about summer cooling, especially after the late winter we've been through. But you can still offer it as an extra. In fact buyers prefer it that way—they think they can always add it later. Sure bets, of course, are exhaust fans and built-in ovens and ranges. The same holds true of garbage disposers.

Selling is bustin' out all over
June is the payoff month. All your planning and building and winter work are at the mercy of your sales program. As you know by this time, building costs are up, which isn't going to please the buyer one little bit. He doesn't care how much you had to pay for two by fours, he just wants to be sure he gets his money's worth, which means your merchandising program had better be good. How about taking a ride around the countryside and seeing how your competition is doing it? You might get some ideas, and this is a nice time to ride around in anyway.

Keep 'em off the grass
How about your planting? April was the month when you should have started the lawn around your models, and transplanted the shrubs that will make it seem part of its site, but late May and early June are not too late. Do it now, and make sure that you give everything you plant lots of water. You don't want all that work burning up in July. And it isn't only the sun that can ruin a planting job; be sure you put up enough fencing to keep the kids out. A half dozen of the little dears can do more damage to your landscaping than a Sherman tank.

Estimating made easy
One of the nastiest jobs in the building business is estimating, and it's a place where you can lose your shirt if you're not careful. Beginning in June, American Builder will run a series of articles on estimating, from the excavation to the ridge. Also starting in June, American Builder's Blueprint Houses will feature a takeoff especially designed for easy figuring.
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