American Builder

IN THIS CONVENTION ISSUE...

1957 PRODUCT SHOW

COMBINED GUIDE TO SHOW AND CHECKLIST ON PAGE 313

JANUARY 1957
You Never Tasted Hamburgers Like This.

The NUTONE Electric MEAT GRINDER* Does It

Good hamburger, like good coffee, should be freshly ground. But more important — it should retain all of its natural juices. Most old fashioned horizontal grinders mash the meat, squeezing out the nourishing juices that add so much flavor.

There's no meat grinder anywhere in the world that compares with NuTone's fabulous, new VERTICAL Meat Grinder. It cuts meat into light, tender morsels... retaining all the natural juices to make hamburger like you never tasted before!

Write NUTONE, INC. DEPT. AB-1, CINCINNATI 27, OHIO

NUTONE Food Center

* U.S. & Foreign Patents Pending.

Best of all — this exciting Meat Grinder is part of the NUTONE BUILT-IN FOOD CENTER... it's a Mixer, Blender, Sharpener, Juicer... and now an Electric Meat Grinder... all operating from ONE Built-In Motor. And the low price makes it your best sales-clincher for selling new homes faster. Try it in your 1957 model homes. Send for information about NuTone's special sample offer for Builders.

ONE MOTOR for
Meat Grinder
Food Mixer
Food Blender
Sharpener
Juicer
Nearly everybody

will be heading for Kwikset's Exhibit at the
N. A. H. B. Convention to see the introduction of an outstanding
new product line for the home building industry.

Booth No. 463-466, Sherman Hotel

"America's largest selling residential locksets"
Now Flintkote research and production skill have produced another superior product—one that’s exciting news for you, your men, your customers and home underwriters. It’s the new SEAL-TAB* Strip Shingle with these outstanding features—

**BIG NEWS from FLINTKOTE!**
the self-sealing, hurricane-resistant

**SEAL-TAB**
—a brand-new asphalt shingle with a brand-new idea that gives top protection for the homes you build!

Ask your Flintkote Representative to show you the new SEAL-TAB Strip Shingles today. They are available in a wide variety of beautiful colors.

For complete information write:
The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N.Y.

* A Trademark of The Flintkote Co. Patented—U.S. Patent 2,310,009—also patent pending

---

**1 SEALS ITSELF DOWN**
Each SEAL-TAB Shingle has a strip of carefully selected Flintkote-developed adhesive factory-applied on the underside of the shingle butt. The sun’s heat bonds SEAL-TABS together to produce a completely integrated roof, so tightly bonded that even winds of hurricane proportions can’t lift the tabs!

**2 TROUBLE-FREE APPLICATION**
The exclusive Flintkote aluminum strip retards the action of the adhesive until it is needed. In addition, this aluminum strip keeps the shingles free in the bundle...they do not have to be broken apart on the job. A SEAL-TAB roof is quick and easy to apply, guarantees greater customer satisfaction.

**FLINTKOTE**
Originator of the Asphalt Strip Shingle
The Opportunity Page

(Keynote page of the AMERICAN BUILDER, which is opportunity cover to cover, advertising and editorial)

An added pay-off
If you’re participating in “adequate wiring” campaigns being pushed by almost all local electric companies, you might interest them in a plan similar to one used by Commonwealth Edison Co. of Chicago. One thousand dollars worth of TV time is being handed out each week by the company in the form of nice, big commercials and personal appearances of builders who meet its requirements in electrical wiring and installations.

Two cars for every garage
You’ll be ahead of the game if your new home plans allow for two-car garages. Statistics show that 14 per cent of the nation’s car owners have two or more cars, with the proportion constantly rising. One automobile executive predicts that 50 per cent of our families will own two cars ten years from now. American Builder surveys show that buyers want two-car garages or two-car carports.

Locale is important
Sound community planning on the part of any successful builder must take into account the fact that shopping centers and other community facilities are a boon to new home sales. That warning comes from Arthur G. Pulis, jr., president, Franklin Capital Corp., Newark, N. J. A survey of tracts financed by his company shows the most rapid sales are made in developments near shopping centers.

Target for Tomorrow
You’ll hit the target of increased sales and profits if you aim for the five Ms of building (chosen as the theme of NAHB’s forthcoming convention). Markets, Money, Materials, Manpower and Merchandising are your key words for 1957. For those builders planning to attend the Chicago

convention, AB this month presents a preview of what you’ll see, do and hear. (Pages 75, 78) And for a guide to exhibits and personnel see page 309. If you aren’t able to attend, be sure to watch for AB’s convention roundup in the March issue.

Locale is important
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That personal touch
Looking for a way to inject the “in person” feeling into your classified ads? Take a tip from realtor Roland G. Milton, Providence, R. I., who includes the name of one of his salesman in his ads. This puts prospective purchasers more “at ease” and provides a friendlier atmosphere.

“The evil men do”
The best possible publicity you can have is the good opinion of those who have bought from you. Your old customers can sell your homes; so it pays to handle complaints at once, keep your buyers happy. The Greater Springfield (Mass.) HBA sagely points out: If you do something good, ten people might hear about it; if you do something wrong, 100 persons will know.
Attractive, practical family room features Textolite wall surfacing in warm walnut wood-grain pattern in this Canton, Ohio home.

General Electric Textolite plays 4 big roles in Ohio Idea Home

Ohio builder, E. J. Plott, chooses long-lived laminated surfacing for walls and work surfaces in family room, bath, laundry, and kitchen!

Rich wood-grain walls that never need refinishing! Colorful work surfaces that stay new-looking through years of family use! These are typical of the sales features that help sell many of E. J. Plott's homes before they are even completed. And Textolite surfacing made them possible!

Like Mr. Plott, you'll find that General Electric Textolite surfacing does a better selling job for you all through the house. Over 80 patterns and colors. Luxurious marbles...wood grains...distinctive patterns that women love...and behind all this the tremendous selling power and quality of the General Electric name!

Install General Electric Textolite surfacing...it sells!

GET ON OUR "NEW-IDEA MAILING LIST"!
General Electric Co., Dept. AB-1-7
P.O. Box 5911, Cleveland 1, Ohio

Please send me your new 1957 Pattern Folder, and add my name to your "New-Idea Mailing List."

NAME
TITLE
FIRM
CITY
ZONE
STATE

Modern kitchen has Textolite surfacing on counters, walls, and back-splashes. General Electric Textolite cleans with a swish—resists heat and stains—offers both Mix-or-Match and House & Garden colors. Send for new folder showing all patterns and colors. It's a must for your planning file!
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READER'S GUIDE TO

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

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Valley Metal Products Company's constant expansion program has revealed the widespread demand for a truly fine aluminum awning window. We are therefore proud to announce that the Tru-Seal Aluminum Awning Window has been added to the prestige line of Vampco Aluminum Dealer Products which includes: aluminum casement windows, aluminum basement windows, aluminum windows for glass block ventilators and aluminum intermediate windows.

Valley Metal Products Company purchased the Tru-Seal Window Division of the Industrial Machine Tool Co., Inc., Fenton, Michigan, last August and moved its entire manufacturing facilities to our Plainwell, Michigan plant where the Tru-Seal Windows are now being manufactured.

The Tru-Seal Aluminum Awning Windows are manufactured under patent rights and are ideally suited to both architectural and residential construction. Tru-Seal will be represented in Sweet's 1957 Architectural File Va over 17a immediately following Vampco's 48-page general catalog and also in the Light Construction File Va over 5a. These catalogs are now available to you on request... write today, Dept. AB-157
To The Editors:

American Builder
30 Church Street
New York 7, N. Y.

Homestyle Plans Copyrighted

Sirs: Home plans appearing in November issue on Homestyle Center are copyrighted by Home Research Foundation Inc. in behalf of commissioned architects. Plans or trade reference to Homestyle Center are protected under copyright—unless other use is authorized.

"Excellent . . . Reporting"

Sirs: We have studied your treatment of the analysis of our business (October) and are very pleased with the presentation. We are proud of our organization, and feel that you have done an excellent job of reporting.
—George W. Bertch, So. Pasadena, Cal.

The response to the October article was impressive: 468 requests for the forms, and still coming in.

Sirs: I received the Bertch remodeling forms last Saturday. Thanks. I can use most of them. Glad to see something that does not hold the contractor responsible for everything but earthquakes.
—Oscar West, Motor Rt., Bryan, O.

Packed with New Ideas

Sirs: I received the first edition of American Builder since sending in my subscription last month. The October issue is packed with new ideas and trends in building for the coming year. If the following editions are equal to this edition I am sure this will represent money very well spent.
—Arthur Piroller, Oak Park, Ill.

Impact

"Attractive, Liveable—under $8,000"

Sirs: I have been a constant subscriber to American Builder for more than twenty years. . . I have gotten more useable ideas from your magazine than any other . . . and so I am writing you in the hope that you will include . . . more of current interest and help to your readers who build attractive lower-priced homes not under FHA.

I build to order for retired persons. They come to this mountain country from all over the USA and require a home of from one to three bedrooms costing from $4,000 to $10,000 with most falling into the $6-8,000 bracket. Plans for these houses must be attractive, liveable, have plenty of storage and easy maintenance. They must in no way be the economical model of some builder's better line. They have to be genuinely first class and well conceived in every detail.
—H. McGuire Wood.
Black Mountain, N. C.

In his reply, our Construction Editor wrote: "... While conditions vary from area to area, it has been our experience that higher material and labor costs make the house you describe virtually impossible to build . . . if builders cannot build the house you describe, we cannot report on it . . . new materials and new techniques will enable the industry to reduce prices."

On Living Trees and Dead Cats

Sirs: Will you allow a reader to disagree with the experts? In October you advised on the flashing of a tree into a building: you should have headed it "How to kill a tree."

The best advice on enclosing a tree is, Don't. A tree moves, its roots expand, it needs water and eventually you hire a crane and remove it. Slitting the bark is the first step in killing the tree. The next step is using copper. A few copper nails in a tree will kill it. I would suggest that a conical flashing be made for the building that would not touch the tree, allowing space for movement and growth. The tree trunk could be skirted with canvas, held by a zinc coated nail and a tension spring. For caulking use grafting wax and periodically touch it up.

We specialize in screwy jobs of this sort, ranging from a copper coffin for a cat with kitty neatly soldered therein, to lightning rods. . . . Many inland practices simply won't work near the ocean.
—J. Carleton Esty, Lavallette, N. J.

A good expert to know!

(Cartoon by Virgil Partch—Courtesy Pomona Tile Manufacturing Co.)
Just on the market, this new tough barrier to heat flow, vapor flow, and condensation formation is ideal for insulating factories, residences, hospitals, schools, stores, warehouses, garages; particularly where the insulation is left exposed. It can take considerable abuse!

It is important to remember that reflectivity, absorptivity, and emissivity of heat rays or Radiation, are physical properties inherent in the SURFACES of aluminum or of any other material. Thickness is never a factor.

The surfaces of a sheet of paper, for example, have a low 6% reflectivity for heat rays and a correspondingly high 94% absorptivity and emissivity. By covering each side of kraft paper with aluminum foil, a TOUGH 3-ply laminate is produced which has the 97% reflectivity of aluminum, plus its 3% absorptivity and 3% emissivity. It also has 80% reflectivity for LIGHT RAYS; and when exposed, brightens interiors, reduces electric bills.

The laminated aluminum sheets have almost zero permeability to vapor. Infiltration under the flat stapled flanges is slight. Scientific aluminum insulation is prefabricated to open automatically, in one operation, into multiple layers of aluminum, fiber, and reflective air spaces. This type of construction minimizes condensation formation. Condensation promotes timber rot, peeling paint, cracking plaster, deterioration of brick, stone, and steel. Heat flow by conduction is slight because air spaces have low density. The layers of fiber and aluminum retard convection, inner and outer.


THERMAL VALUES, INFRA TYPE 4S

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<td>3/32&quot;</td>
<td>4 1/4&quot;</td>
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<td>1/16&quot;</td>
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*Non-metallic insulation based on limiting values of Fed. Spec. HH-1-521c

Cost installed between wood joists, material and labor, about 8¢ sq. ft.

Type 6 also available

Can be purchased everywhere through your preferred local dealer.

Infra Insulation Inc., 525 Bway., N.Y.C., Dept. B-1

( ) Send booklet "Radiation etc."

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ADDRESS______________________

AMERICAN BUILDER
SMALL TALK

PREFAB HOUSEPOWER

"A functional framework for electric living"—that's how tomorrow's house is described by Elmer L. Lindseth, president, Cleveland Illuminating Co. Wiring and electrical outlets will be prefabricated in the walls, he predicts.

HIDDEN TAXES

In case you're wondering why home costs rise so much, place a large share of the blame on taxes. Dow Service Building Reports show a laboratory test house of 1,100 sq. ft., priced at $20,850, including a modest piece of land, had $2,266 in taxes hidden in its price.

ONE-STEP WALLS

"Through-the-wall sandwich" units are the coming thing, according to Jerry T. McKnight, executive director, Indiana Lime stone Institute. The sandwich is a sort of prefab laminated wall. Viewed sideways, the unit will consist of three inches of stone, two inches of insulation and two inches of new material made from stone waste. Inside surfaces can be colored in fabrication to provide a finished interior surface.

OPTICAL ILLUSIONS

A natural trend back to the use of narrow bevel siding by home builders is noted by the lumber industry. Reason: small houses appear larger when four- and six-inch widths of this type of siding are used. Conversely, wide siding makes larger homes seem more compact and neater.

SAILING, SAILING

Watch for the growing popularity of boating in shore communities to make "boat garages" a must for houses built in those areas.

NORTHERN EDITION

FEWER HOUSES WILL BE SOLD as long as financially "eligible" buyers are frightened by "tight money" talk. One Milwaukee builder reports few shoppers at his model homes until his company advertised "mortgage money available." Then, they were flooded with purchasers.

CONVENTIONAL FINANCING will be used by more and more builders as the scarcity of FHA and VA-insured loans grows. And, even this type of mortgage is becoming "hard-to-get." In a recent NAREB survey, 27 per cent of the communities reporting said supplies of "conventional" funds for new homes were "ample," compared with 42 per cent in June; 49 per cent said supplies were "moderate," compared with 40 per cent in June; and 24 per cent replied "tight," compared with 18 per cent who answered in June. You can expect Congress to re-examine VA interest rates with a view to raising them in order to more favorably compete with conventional terms. FHA has already raised its rate to five per cent. (See page 24.)

NEW HOME COSTS ARE GOING UP AGAIN in 1957. But, reports NAHB, the rate of increase is slowing down. A median over $15,000 next year compared with $14,600 this year is the way the picture looks at the present time.

WHO'S RIGHT? A gradual recovery in housing construction is forecast by Associated General Contractors of America. They see an increase of 26 per cent in residential new construction from the 1956 estimated level of $15.8 billion to $19.9 billion in 1956. But, Harold P. Braman, executive manager of the National Savings and Loan League says housing construction will probably continue at current levels for several years in the future, due to a leveling off of the big post-war demand for homes. Another reason: An expected decline in growth of new household formations.
NATIONAL LOCKset ... skillfully styled for those who appreciate elegant simplicity ... precision engineered for positive security and quick installation. Best of all, NATIONAL LOCKset costs but a few pennies more than the cheapest, and dollars less than the highest priced lockset on the market. • No wonder it's widely recognized as America's Outstanding Lockset Value.

See NATIONAL LOCKset and other National Lock quality hardware for the builder ... NAHB Show, Space 765-766, Coliseum

NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION
Interpretation

Unexpectedly holding to a normal seasonal downturn, instead of dropping off more sharply, November housing starts indicate 1956 starts will probably total 1,125,000. This figure compares favorably with all years except 1950 and 1954-55. It is not expected that recent government moves to increase funds for mortgages will have any immediate effect on housing activity. Total FHA applications for all dwelling units in November was second lowest on record.

1. DROP OF 14% in housing starts from October to 80,000 units was about normal for the time of year. Seasonally adjusted annual rate leveled off at nearly 1,100,000 units.

2. FRACTIONAL DECLINE in material prices was caused by continued downward trend of lumber costs; most other commodities held firm or rose. October set a new high in earnings.

3. RECORD FIGURE of $3.8 billion, set in November for new construction activity, reflected over-the-year gains in all major types of work except housing and store building.
Builders have long insisted on wood windows for their own homes. Heat or cold goes through aluminum 260 times as fast as through glass of the same thickness.

Builders and Buyers know, too, that there's no substitute for R-O-W Lift-Out Windows. They can be washed or painted in half the time—inside the home.

Be sure to see the full line of R-O-W Windows in Booth 79, Conrad Hilton Hotel, and Booth 562, Sherman Hotel.
EXPRESSIMENT PROVES WOOD BEST INSULATOR

Wood panel (foreground) and aluminum panel of equal dimensions. Chilling Agent: Two 20-pound blocks of dry ice. One-inch insulation shields ice cream cones from direct cooling by the "outside" agent.

RESULT: Cone on aluminum panel was held in semi-frozen condition, aluminum being an excellent thermal conductor. Cone on wood panel melted rapidly—not appreciably affected by "outside" chilling agent. Tests demonstrate excellent insulating qualities of wood. Windows made of wood provide better protection, year-round.

R•O•W SALES COMPANY 1300 ACADEMY, FERNDALE 20, MICHIGAN

JANUARY 1957
Tomorrow's House

The X-100: a preview in steel

The use of steel in home building is still in the experimental stage; but this house shows that there's little question that a steel-framed house can be both practical and beautiful.

Built by Eichler Homes of Palo Alto, Cal., the X-100 serves both as a drawing card for the latest Eichler development, and as a "laboratory" for the testing of new construction concepts for the home builder of the future.

As shown in the picture, the frame is of steel columns 8' on center lengthwise, and 14' crosswise. There are no bearing partitions, allowing the layout freedom seen in the floor plan. The roof is steel decking topped with built-up roofing.

Of immediate interest are the plywood exterior wall panels, made of high-density overlaid fir plywood. The grain shows slightly through the
CONCRETE BLOCK is imaginatively used around the play areas.

BIG GLASS areas look out over the pool. Note heavy line of the overhang.

and plywood

flint-hard surface, and the tint is factory applied. Two sheets are set on either side of lumber strips, and the result is a 1½" plywood "sandwich" with an air space for insulation. Presumably, other insulation could be built in.

The detail drawings above show how the panels are held in place. They are set in mastic in the steel sections, and positioned and held with wood shims. Finally, steel angle stops are bolted into the columns to hold the panels firmly in place.

The X-100's construction holds great promise for the future, when house demand will be up, available labor down. Site work consists mostly of assembly. All steel and plywood is pre-finished, and is merely set up in the field. Eventually, a man with a can of gunk and a monkey wrench may be all the labor force you'll need.

ONE OF THE PLYWOOD PANELS is set into place on the outside wall. The shape of the structural members provides the back stop. House was designed by A. Quincy Jones and Frederick E. Emmons.
The enamel of Kohler sinks is acid-resisting clear through, easy to keep sparkling clean and fresh looking. It is fused to a base of non-flexing iron, cast for rugged strength and rigidity, that controls clatter and provides a solid mounting for disposal units. Construction is one-piece, without joints. Fittings are all-brass, chromium-plated.

Flat, true rims, free from warpage, make Kohler sinks easy to fit into counter tops. Utmost utility and convenience are assured by deep, roomy basins with Duostrainers that make them water-retaining, collect solid waste and drain freely; a full-length ledge with built-in soap dish; a high-arched spout that simplifies filling receptacles; and a sprayer for rinsing. Available in white or pastel colors.
"Pre-assembly cuts costs...

That important prefix "pre" is becoming an integral part of the home-building industry language. (Webster's New Collegiate Dictionary defines "pre" as a prefix denoting priority.) Whether they use "pre-fab," "pre-built," "pre-finished," "pre-assembled" or "pre-cut," more and more builders agree that "pre-construction" of some kind means lower costs, increased efficiency and other means to the goal of increased profits.

This opinion is summed up by Albert Balch of Seattle, one of the builders contacted in a press-time survey by AB to see just what inroads are being made by pre-assembly and prefab methods of construction. Said Balch: "We plan more pre-assembly, more sub-contracting... to control cost of labor and materials, increase efficiency, speed up operations, improve timing, cut interest charges, turn capital oftener."

Pointing out that his company's 1957 construction program will use pre-engineered component construction exclusively, Ralph Smykal, vice-president, Richard Smykal, Inc., Wheaton, Ill., observed: "Careful analysis reflects faster construction, lower job overhead and better job-cost control."

M. L. Bartling, Jr., of Knoxville, Tenn., is another builder who plans to use component-type construction completely during 1957. The past year, he says, has demonstrated the value of this approach. He'll use Lu-Re-Co panels for exterior walls.

...speeds up operations, improves timing"

"All builders must recognize time is a costly factor and strive to save it." That's why E. J. Plott of Canton, Ohio, continues to plan for more pre-assembly and pre-fabrication on items that permit convenient, economical handling. Going along with the idea that appreciable savings result from this method of building is George S. Goodyear of Charlotte, N. C., who plans to continue off-site building as he has done for the past few years.

Other builders who will use some sort of "pre" in their 1957 construction programs:

- Seaborn P. Collins, Las Cruces, N. M., plans to pre-assemble as much as possible. Collins reports all builders in his area are taking a second look to find ways and methods of building more efficiently at less cost.
- Ralph L. Shirmeyer, Ft. Wayne, Ind., will continue to build prefab homes as he has since 1940. "At least 70 per cent of all homes built here are prefab," he said.
- John Bauer, Indianapolis, Ind., intends to continue his prefab operations begun two years ago.

Determining how much off-site activity should be used requires a careful comparison of costs of investment in plant, transportation and handling costs versus differences in labor rates and completion time of on-site procedures. That's the opinion of J. Harold Genrich of the Buffalo firm, Genrich Builders, Inc. Genrich says that what his company does will depend on the volume required by sales—a large number of before-construction sales would put pressure on production and possibly require off-site assembly of frame sections. His emphasis, however, will be on pre-assembly and pre-finishing with component parts other than framing. "This will be extended," he notes, "as they prove economical, applicable and acceptable to the public."

Not all builders are completely sold on the idea of the "pre" in construction methods. Some take a middle-of-the-road approach. Others are not convinced that this type of construction is the answer to their problems.

Franklin L. Burns, Burns Vault (Continued on next page)
Pre-assembly, continued

Building, Denver, Colo., is a member of the middle-of-the-road group. While his company will pre-cut and bundle lumber, that’s the only off-site building they plan. They find that anything more is less economical and much less flexible, particularly in today’s ever-changing times and buyer-demand.

Because the labor market is good and because they feel such construction as yet limits design without cost savings in mass production, Hadley Cherry Inc., Los Angeles, is not planning more off-site or pre-assembly building in 1957. However, the company does encourage and test any technique which eliminates field labor for components and which affords savings and production control without limiting design and good variations, reports Ray Cherry.

Mortgage money, along with volume of building, seems to be a determining factor when a builder is considering whether or not to use these methods.

“Regular crews beat prefabs in tight money times,” believes Chester A. Hertz, Kankakee, Ill. Hertz will not use prefab assembly this year. He reports that his custom building is only keeping labor busy. Another custom builder who plans to continue building on-site is Irvin A. Blietz, Wilmette, Ill.

Going along with the theory that a small volume of building does not justify off-site and pre-assembly building are Savannah builders, who are moving cautiously on speculative houses, according to Cecil H. Mason, president of the local HBA.

Alan E. Brockbank, Salt Lake City, who builds brick houses, is not yet convinced that pre-assembly of floor panels and partitions is economical due to distribution costs. However, he does plan to assemble glue-nailed roof trusses and gables.

Fred C. Sproul, Jr., of American Builders, Inc., Albuquerque, N. M., last year reported his company was negotiating with prefab manufacturers with the idea that “one-third of our production (in Colorado Springs, Colo.) may become pre-fab in 1956.” This year Sproul reports: “We do not anticipate off-site pre-assembly or prefab building. We feel we can do a better job building on the job at less cost.”

Pre-assembly methods right on the job are paying off in Virginia. According to William A. Molster, Jr., executive secretary, Tidewater AHB, consensus of that area’s builders is that on-the-job, pre-assembly building can cut costs considerably. “One member company,” he states, “feels that there could be a trend towards off-site building if the tight money situation were to let up.” Lack of mortgage money is also cited by V. J. DeMeo, Miami Shores, Fla., as a reason for not doing any off-site or on-site pre-assembly. DeMeo does believe, however, that off-site assembly is conducive to lower costs and speeded-up construction. “We still have many kinks to iron out with our local building codes before prefabs as such can take hold in this area,” he remarked.

Whatever term is used—pre-fab,...
pre-assemble, pre-built, pre-finished, or pre-cut—these facts emerge: When mortgage conditions straighten out, when volume of building picks up and when labor is at a premium, the "pre" methods of building probably will gain in popularity. In next month's issue, American Builder will present the general situation as regards prefab manufacturers and builders using prefab or other "pre" methods of construction.

forecasts of Home Builders

proved the competitive position of FHA mortgages. What action Congress will take on the VA program remains to be seen. Certainly a continued disparity between the two interest rates would disrupt the mortgage market and perhaps permanently impair the VA program. It seems equally clear, however, that this increase alone will not solve the mortgage drought.

The fundamental problem during the coming year will still be the nation's insatiable demand for credit. Yet it is encouraging that at the same time the nation's savings continue to grow. In the second and third quarters of 1956 savings were running at an annual rate of $21 billion. This was the highest rate in history except for two periods during the Korean War. Other favorable factors for home building in 1957 are:

- Increases in new industries.
- General economic improvement in many areas.
- Completion of new community facilities and highways.
- Increasing consumer demand for new housing.

Coupled with the possibility of some slow-down in industrial expansion and a hoped-for improvement in the mortgage market before mid-year, the outlook for 1957, though uncertain, contains much to hearten the home building industry. If Congress and the administration promptly take measures to recognize and to remedy the most drastic areas of credit in the industry, 1957 may still become a year of substantial production for home builders.

Meet the Builder

M. L. Boswell, St. Petersburg, Fla.: Continued inflationary spiral of land and material costs will price small builders out of market. Answer may lie in cooperative land purchases by small builders.

D. J. Scholz, Toledo Ohio: Inadequate supply of mortgage money. Long-term solution is to provide first mortgage bond financing and free our operation from too low, fixed FHA-VA interest rates.

S. H. Brase—E. E. Roman, Seattle, Wash.: Financing and discounts. Preparing legislative program directed at establishing sound loan program, which possibly should be separate and apart from FRB.

George F. Panuska, Rapid City, S.D.: Prime concern is inadequate mortgage money. Present discount the worst. Unless secondary market opens up we may have to quit building.

Anthony Losordo, Quincy, Mass.: Our number-one problem will be land and community facilities. Solution will be to try to change zoning laws on the state level.

V. S. Gravlee, Birmingham, Ala.: Shortage of mortgage money. If Federal agencies don't take corrective steps, stop production plans of houses selling in mass market through FHA and VA.

Lawrence O'Donnell, Houston, Tex.: Main problem is to find qualified buyers and reduce brokerage on loans to make a profit. Must advertise and build more desirable homes: work at reducing down payments.

Anthony S. Zummo, Hempstead, N.Y.: Cost of labor and materials makes homes under $11,000 impossible. I expect to withdraw from that market and enter the $18,000 to $20,000 market.

Question:

What will be your number-one problem in 1957? What do you plan to do about meeting it?

What's Yours?

Do you have other problems, other solutions? AB would like to hear about them.
How to end the money squeeze

AN EDITORIAL . . .

The drop in home building in the United States can be blamed in a large part on one major mistake: the pegging of VA interest by Congress at 4 1/2 per cent. To builders, it is uncomfortably clear that the price of money like any other commodity, cannot be fixed by law.

Interest rates are higher because all of us, including veterans, are spending more than ever before, and the supply of money is being devoured by booming business. The government is paying more—the rate on recent U. S. short-term issues rose to 3.25 per cent, highest in twenty-three years.

It would be fine if veterans or other deserving groups could "buy" money at $4.50 a thousand. But no one wants to sell at that price. It might be nice, too, if they could buy shirts, shoes or 2x4's at the old wartime OPA prices—or would it? We suspect there wouldn't be any around, just as there is not any VA money.

Now Congress must do something about the VA interest rate or there will be no more VA houses built. It would be expecting too much, we suppose, for Congress to remove all controls, yet it would be even more foolhardy to establish a fixed rate.

We propose that Congress, instead, adopt the principle of a "flexible controlled" rate with the actual amount set from time to time by a five-man board of uncontroversial competence. This would include the heads of FHA, VA, Home Loan Bank Board, Federal Reserve Board and the Treasury. Such a board would be above politics. Its decisions on mortgage rates would be considered in relation to the whole economic picture, the money supply and the need for housing. Congress could define the upper limits. One sensible suggestion is that this point be established at 2 1/2 per cent above the current yield on long-term government bonds.

Surely this is a sensible approach. The board might also advise FHA on its rates, and thus perhaps avoid paralysis of action such as blocked the construction of thousands of needed new homes last year.

Building outlays may hit $46.5 billion

New construction outlays in 1957 are expected to total almost $46.5 billion, or about five per cent above the record $44 billion in 1956, according to estimates prepared jointly by the Commerce and Labor departments. (This figure is identical with AB's forecast published in November. AB predicted over-all 1957 construction expenditures at $64 billion, of which $17.5 billion would be for modernization, alterations, etc.)

Specifically, the joint forecast sees some expansion likely in most major types of construction, except new private housing. In private construction activity as a whole, the Labor-Commerce prediction calls for a total of $31.4 billion outlay this year, only a nominal increase over 1956. However, public construction spending will probably rise a substantial 12 per cent to $15 billion.

The departments' estimate is based on the assumption that the general level of economic activity will advance moderately, with employment continuing at record levels and personal income reaching a new high.

Regarding construction costs, the joint report says a continuing rise, but at a slightly lower rate than occurred in 1956.

NEW CONSTRUCTION IN CONTINENTAL UNITED STATES
1956 and Outlook for 1957*
(Millions of dollars)

<table>
<thead>
<tr>
<th>Type of construction</th>
<th>1956</th>
<th>1957</th>
<th>Per cent of change</th>
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<tr>
<td>TOTAL NEW CONSTRUCTION</td>
<td>44,125</td>
<td>46,400</td>
<td>+ 5</td>
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<tr>
<td>PRIVATE CONSTRUCTION</td>
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<td>Residential building (nonfarm)</td>
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<td>New dwelling units</td>
<td>13,370</td>
<td>12,700</td>
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<tr>
<td>Additions and alterations</td>
<td>1,385</td>
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<td>+ 8</td>
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<tr>
<td>Nonhousekeeping</td>
<td>445</td>
<td>500</td>
<td>+ 12</td>
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<tr>
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<tr>
<td>Stores, restaurants, and garages</td>
<td>1,935</td>
<td>1,800</td>
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<tr>
<td>Other nonresidential building</td>
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<td>Telephone and telegraph</td>
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<td>Other public utility</td>
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<td>4,275</td>
<td>+ 37</td>
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*Joint estimates of the Department of Labor and the Department of Commerce.
PRESENTATION of keys to the “Value House of 1957” to Mrs. Rufus W. Youngblood of Alexandria, Va. during annual meeting of National Lumber Manufacturers Assn. (l.) Joseph B. Mason, AB editorial director. (r.) builder Carl Freeman. The house was featured as AB’s November blueprint house.

HOUSING CENSUS: Builders will have a better idea of what’s needed in housing when Commerce Dept. report on national housing inventory is published.

POLISH housing officials at National Housing Center. (l. to r.) Maughan Gould, information specialist; Bernard Loshbough, general manager; and from Poland, Dr. Czeslaw Babinski; Wladyslaw Iwanowski; Dr. Waclaw Zenczykowski; Wladyslaw Podwajsinski.

PREFAB PIONEERS: Harry Steidle, retiring PHMI manager, receives a memento from Foster Gunnison at latter’s reception for prefab convention at St. Petersburg.
Door opened to easier credit

While the increase from 4½ to 5 per cent for FHA loans makes them more attractive to investors, it still leaves them "behind the market." That comment from John F. Austin, Jr., president, Mortgage Bankers Assn. of America, seems to sum up the general feeling of builders, realtors and mortgage men regarding the recent FHA rate hike.

While almost all persons connected with the industry applauded FHA's move as a step in the right direction, most all were agreed that more action would have to be taken before the mortgage-money problem would be solved.

Austin, for example, believes the ultimate solution lies in freeing interest rates entirely to allow them to seek a normal level in competition with other investment media for available funds.

NAHB president, Joseph B. Hav-erstick states the higher rate will prove helpful in planning next year's production. But, he adds, "No one solution will cure the tight mortgage-money situation."

Other anticipated results of the FHA action:

- Clarence M. Turley, outgoing president of NAREB, sees an end to discounts in most areas and a significant reduction in those areas where discounts have been exceptionally high.
- Robert H. Wilson, president of Percy Wilson Mortgage & Fi-nance Corp., predicts that "a lot of investors who have been holding off on making loans will now act."
- But, Wilson does not see an end to discounts on FHA mortgages, which he states, "even at the new rates are less attractive than many high-grade bonds at current prices."
- He does expect, however, that FHA loans will go at approximately two percentage points less discount than the VA loans.

Regarding VA, the feeling now is that Congress will have to boost VA rates to a corresponding figure. Agreeing that the higher FHA rate may have considerable bearing on the amount of money available for its loans, an agency spokesman said: "If the amount of money available for GI loans should shrink to harmful proportions, the agency will ask the President to recom-mend to Congress an increase in VA rates."

Individual builders also agreed that while the increase would be a help, mortgage money still would be scarce. The Wall Street Journal, making a spot check of builders, elicited these reactions:

- The boost in the FHA rate "will make it somewhat easier for the average home buyer to find money to finance his home, but the rigid ceiling of five per cent is only a partial answer toward revitalizing the home building industry."—William J. Levitt, president, Levitt & Sons.
- The higher FHA rate will probably make VA loans "completely unworkable" because of the size of the "discounts" mortgage lenders will demand.—Harry K. Madway, Wayne, Pa., builder.

Besides drawing money out of the market for VA loans, the new FHA rate will present a problem for FNMA. J. Stanley Baughman, FNMA chief, said the agency would have to decide what it will pay for five per cent mortgages, which the agency has never priced.

LUMBER DEALERS . . .

Kitchen remodelers can spark your sales


Dealer enthusiasm over the clinic on kitchen modernization held at NRLDA's Chicago Exposition is due to the fact that in many locations kitchen remodeling leads home improvement activity by a wide margin.

It leads for several good reasons. First, manufacturers of the parts that make up a kitchen have done a remarkable job of showing housewives how to make their kitchens more attractive, more convenient, and more efficient. The new model appeal, so largely responsible for the quick turnover in automobiles, is better adapted to the kitchen than to any part of the home.

Inasmuch as most housewives spend a large share of their waking hours in the kitchen, ideas for making kitchens more cheerful and easier to work in, plus ideas for cutting down the time that must be spent in them, are sure to receive sympathetic attention from the women.

A second reason why kitchen remodeling leads along home modernization jobs is that manufacturers have promoted their products on a broad scale in consumer publications. No other single type of home improvement has received a comparable volume of first-rate advertising. Thirdly, a kitchen modernization job is a big ticket sale for the dealer, one really worth going after.

The number of kitchen appliance and equipment manufacturers listed among NRLDA's 1956 exhibitors reflects the rapidly growing dealer interest in selling complete kitchen remodeling jobs instead of merely bidding for replacement sales of kitchen cabinets and floor and wall tile.

Whether they use crews of their own or call in specialized kitchen contractors, retail lumber dealers are finding this type of business especially profitable and worthy of strong promotion, because at least one housewife out of three can be turned into a customer for partial or complete kitchen modernization every few years as the new models roll out.

The housewives who attended the Women's Congress on Housing in Washington last spring labeled the kitchen the "core of the home." It can also be the core of the home improvement business for dealers who cultivate that market aggressively.
How far can builders go?
Possible federal post seen

A home builder as Secretary of Health, Education and Welfare? According to Tex McCrary, consultant to builder William J. Levitt, builders will have every opportunity to achieve that goal by 1960.

McCrary told members of the New Jersey (state) Home Builders Association at their annual convention they would have to start planning now “if you wish to enjoy on the national level the prestige you’ve enjoyed locally.”

The speaker, one of the prime movers in the initial drive to get Gen. Dwight Eisenhower to run for the Presidency in 1952, addressed the association during its five-day meeting in Atlantic City, Nov. 7-11.

A home builder, explained McCrary, could be promoted as a logical representative of all-around community interests.

More than 1,000 home builders and associate members attended the convention and inspected over 60 exhibit booths for the newest in building products.

Louis V. Bossert of Trenton, was elected president of the association, succeeding Earl R. Simpson of Brigantine.

Other new officers are: Charles A. Gemberling of Haddonfield, first vice-president; Gerrard Berman of Paterson, second vice-president; Samuel Sodowick of South Orange, treasurer; and William H. Oliver of Asbury Park, secretary.

The builders also named five regional vice-presidents: E. Finley Mixner of Goshen; Gerard Carr of Atlantic City; Leo Chmil of Plainfield; Willard Dellicker of Hacketstown; and Edward J. Godfrey of Mountain Lakes.

Other associations busy

Out in St. Louis, the home builders held their annual installation dinner and welcomed into office new president, Gerald F. Borgschulte.

In addition to the official installations, the Bildor “best citizen” trophy was presented to Gene L. Vescovo, retiring president of the association. He was chosen by a group of outside citizens.

The award was presented by Harold D. Carey, who said: "The committee selected Mr. Vescovo for his conscientious work towards the solving of industry problems and for his contribution toward a better understanding between builder and building officials. He also served his community not only through his work in the building industry, but in his endeavor toward better citizenship through financial and physical aid to welfare groups, both children and adult.”

Other officers installed with Mr. Borgschulte were: John B. Herdelin, first vice president; N. V. Bussmann, second vice president; Clarence T. Wilson, third vice president; William S. Cassilly, fourth vice president; Charles J. Sweeney, secretary; and Lee P. Campau, Jr., treasurer.

At its convention featuring a builder’s workshop the HBA of Illinois elected Ralph J. Finitzo, president.

Other new officers are: Scott Weller, Champaign, first vice president; John O. Summers of Macomb, second vice president; Fred J. Schotthofer, Peoria, treasurer, and Marvin Meyers, Rockford, secretary.

Long Island Home Builders Institute chose A. Sidney Roth of Massapequa first vice president. Roth who is also a member of the board of directors of the National Association of Home Builders succeeds Anthony S. Zummo of Queens Village, who becomes chairman of the board of directors.

Other officers elected were: Daniel B. Grady, Brookville, first vice president; Fred P. Goldhirsh of New York City, vice president for Queens-Brooklyn; Frank A. Clause, East Hills, vice president for Nassau; Nathan S. Siegel, Brightwaters, re-elected vice president for Suffolk; Eugene Romano, Riverhead, vice president for Eastern Long Island; Marvin S. Gilman, Bethpage, secretary, and Alexander Paulsen, East Williston, treasurer.

Clyde C. Carter of West Hartford, Conn., was elected president of the HBA of Hartford County, and Stanley J. Slote of White Plains now holds the office of president of the Home Builders Association of Westchester.

And in Rockland County, N. Y., James P. Inginio of Ramsey, N. J., was appointed executive director of the Rockland County HBA.

James R. Moody who had been serving in a part-time capacity as executive director, said that the rapid growth of the HBA in Rockland, and the many problems that arise in connection with development made it apparent that a full-time program was necessary.
TRADING HOUSES FOR PROFIT:

How to make money by swapping

Trading houses is the business of buying houses. When you trade you do not sell a new home but buy a used one. Appraise the used house as if you were buying and did not have a new home to sell. The primary purpose of trading houses is to trade for a lower-priced house that will appeal to a broader market and, consequently, to more prospects. Thus, you sell your new house in two stages by trading the first time and taking in a house that requires less down-payment and appeals to a larger market. There are several types of trade-in plans being used by builders over the country. (See AB, December 1956.) But, for the first half of 1957, the builder should try to keep his trading to equities—ones that do not exceed the down-payment on the new house. This cautious approach should be used at this time due to the difficulties and discount rates of the high loan brokerage.

The number one problem in trading today is that a builder will have too many prospects. Anyone will trade if given twice the value of their property. Most prospects are on a “fishing expedition” when they ask if you trade. Even in today’s slow market, there are too many prospects for the trader. He can only appraise and work so many prospects per salesman. His problem is to select the best prospects. It is like showing a new house to three couples at once. The salesman has to make a prompt decision as to which one he thinks is the best prospect.

The number two problem is valuations. One builder can offer $1,000 less than another builder, but give more value in his new house. It is impossible to compete with other builders unless you know all the pertinent facts concerning the trade-in house. We do not quote FHA valuation less 10 per cent because too many builders do that now. We give a flat trade-in allowance figure, taking into consideration repairs, sales expenses and the loan brokerage market. Or, the sales price of your new house can be inflated to take care of these allowances. The best procedure that we have found is to inflate the new house a few points and make fewer deductions from the old house. Another thing to remember: No details of your trade-in plan should be given on the telephone. If the prospect is not interested enough to come and look at your house, then you know he is merely “fishing.” Remember, in order to get the prospect conditioned for a trade that is satisfactory to you, you must first sell him on the new house and use trading as an important phase of your merchandising program.

Our trade-in plan falls into four major categories: (1) Selecting the prospect; (2) Evaluating the trade-in; (3) Closing the trade deal; (4) Selling the trade-in house.

1. Selecting the prospect:

The prospect must be interested in a particular house or plan of ours—just the same as if it were a cash deal. Be sure he knows the price, down-payment and monthly payments. Sit him down in your office and question him as to the physical description and surroundings of his house. At the same time try to impress on him the additional cost and monthly payments to see if they fit his budget. As you talk with him, you are trying to find out several things: Does he really like the new house? Is his equity sufficient for a down-payment and can he make the monthly payments? Can he qualify for the loan? Why does he want to trade? Will his trade-in house be easier to sell than your new one? By carefully talking with him, you may save yourself a lot of time.

2. Evaluating the trade-in:

In evaluating the trade-in house, you must bear in mind that you must sell it. You have not realized a profit
new houses for old

Lee Construction Co., Dallas, Tex.

on your new house until the trade-in house is sold. You can get help from realtors, mortgage companies and appraisers in valuing the trade-in house. But, doing it yourself is the most satisfactory way. You must have a feeling for valuation as to marketability as well as square footage, plus extras. Decide if you would give cash for the house if you did not have a new home to trade. If you are realistic, you will not take in a house that you hope might sell for more.

3. Closing the trade deal:

Closing the deal depends entirely on the individual prospect. As a general rule, if you are convinced he is a sincere prospect move quickly. With your lukewarm prospects you should not rush out and value their home immediately. Call them a few days later for an appointment to see if they have cooled off. Be sure the prospect understands the current sales market, loan discounts and other expenses of selling his old house. Apprise him of the good points of his old house, which he knows, as well as its poor features, which he also knows but does not like to recognize. Sell him on the idea that you know what you are talking about by giving him both sides of the picture. If he is unreasonable in his valuation, forget him. Sometimes those who are unreasonable can be switched to a different house with different terms with a greater mark-up of profit. This will enable you to sell more new homes and increase your volume. You will get more advanced sales, and contracts are easier to finance. You can build up a long-range income by keeping some trade-ins as rental properties and selling them on long-term contracts of sale. You offer a much needed service to your prospects. You can make additional profits by selling or chain-trading the trade-in house. If you have a real estate operation in conjunction with your construction operation it will give you the entree to make more profits both in selling and listing homes for sale.

There are also disadvantages to the builder. In each particular case these disadvantages must be weighed against the advantages. It takes more of the builder’s time. Used home selling employs different techniques than those the builder knows. You must keep abreast of the used-home market. It will take additional cash to handle your trades. For your repairs you must have access to a maintenance man who is a Jack-of-all-trades, as new home crews are too expensive. Keep your trade-ins moving. If you make a mistake in valuation, sell the old house quickly and take your loss.

Here are some of the ordinary pitfalls you will run into. (There are many others.)

(Continued on page 336)
Window beauty helped sell our Lyon Park project homes," says George E. Viall, Raleigh, North Carolina builder. "The ease of operation and eye appeal of the Flexiview and Flexivent Units are outstanding. What's more, we save $100.00 per house by eliminating call-backs."

"We use Andersen Windows exclusively because of their excellent acceptance by people we sell to," says Marshall Erdman of Marshall Erdman Associates in Madison, Wisconsin. "When we tell prospects about Andersen WINDOWALLS, they recognize a name that stands for quality."

"Andersen Windows add charm to any home," says Walter E. Crismer, president of Estates, Incorporated of Baltimore, Md. "We use Andersen Flexivents because they are easy to install, have outstanding modern design and flexibility. And they add livability to our homes."

These project Andersen Flexivents®

More home buyers and planners know Andersen WINDOWALLS by name than any other window on the market! These prospective customers prefer Andersen Wood Window Units by a margin of 7 to 1. This nationwide acceptance of Andersen quality and window beauty can be a sales stimulator for you... can help you sell the homes you build—fast! High in quality, low in cost, the versatile Flexivents are proving to be a prime selling feature for project homes in every price range. Look into the extra advantages of Andersen Flexivent Windows for the next project you build! Get complete information from your lumber dealer, see Sweet's Light Construction File, or write Andersen.

See the versatile Andersen Flexivent in our booth 571-574, Hotel Sherman, at the NAHB Convention, in Chicago.
"A pleasing variation in window treatment is easy with Andersen Flexivents," writes Mr. H. M. Abele, president of Atlas-Tennessee Corporation of Knoxville. "This variation helps us achieve interesting variety using a minimum number of different floor plans."

"We find Flexivents eliminate callbacks for servicing after owners have moved in," says A. S. Battiato of A. S. Battiato Construction Co., Omaha, Nebraska. "These units are a help in merchandising our homes to both men and women prospects."

"A mark of superior quality—that's what the Andersen name means to our customers," writes Saul Fox of Fox Brothers, Englewood, New Jersey. "Flexivents help establish ours as quality homes—and their horizontal lines blend with the 'long, low look' of the homes we build."

builders tell how help sell homes...fast!

Andersen Windowalls

ANDERSEN CORPORATION • BAYPORT, MINNESOTA
CONTEMPORARY MODEL'S front elevation has sweeping appearance of one-story house. Low-hanging roof, wide overhangs, and combination of clear cedar siding, plywood panels, and brick dramatize the exterior.

How to plan houses for

TRADITIONAL RANCH is another design in the $9-million development. To provide a large number of wooded plots the builders are maintaining a nursery and will transplant trees to each site to conform to the community.

GRADE LEVEL includes a 26-foot game room, space for future bedroom. Oscar A. de Bodgan was the architect.

MAIN FLOOR has 24-foot living room adjoining dining room, breakfast nook, and kitchen. Base price: $28,490.
Rear elevation of Contemporary shows how sloping plot allows for two-story effect, permits a full-floor grade-level layout. Cantilevered, covered raised deck opens off living room, providing covered porch.

a hillside

Contemporary design is not yet commonplace in Westchester County (N.Y.). But builders William Shroder and Richard Scheuer felt the terrain they had there was so natural, they decided to gamble.

On their 333-acre tract in Pleasantville they have emphasized this style among the 280 houses planned for their community, Old Farm Hill. (They did hedge their bet by including one ranch and two split-level designs.)

In the unusual site plan, each house will be set back at least 60 feet and similar models kept away from each other.

GRADE-LEVEL room arrangement varies with design in Contemporary. Roy Johnson was the architect.

MAIN-FLOOR layout of the Contemporary emphasizes complete fireplace walls with raised hearths, storage bins.
Florence WORLD LEADER

In BUILT-IN Gas Range Improvements!

$10,000 or $100,000 HOMES

There's a Florence That's Better For The Job!

7 DIFFERENT COUNTER UNITS!
With any feature or color combination desired!

4 DIFFERENT BUILT-IN OVENS!
With any feature or color combination desired!

OVER 1200 COMBINATIONS!

A Price for Every Need! ... A Model for Every Need!

SEE A DEMONSTRATION
Visit Space 793-4 — a MUST stop at the National Association Home Builders Show, Coliseum, Chicago, January 20-24! See how Florence “Custom-Craft” Built-In Gas Ranges can pay off for you on every home building project.

FLORENCE STOVE COMPANY • General Offices 1154F Merchandise Mart, Chicago 54, Ill.
The 1957 Hotpoint Line is the Builder's Line of Appliances!

Designed for Builders
Engineered for Builders
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Pre-Sold for Builders
Priced for Builders

Made to help you sell More Homes More Profitably!
in today's tighter market
the Hotpoint BUILDER PROGRAM offers you
maximum home selling support . . .
and maximum profit opportunities!

is going to be a good year for good builders—
because Mr. and Mrs. America want good homes—
homes that are well designed, well constructed, and completely equipped.

They have the money to buy quality—and the ability to appreciate it.

1957 will be a tough, competitive year—but it will be a profitable
year for builders who give home-buyers what they want.

That’s why successful builders—builders who are increasing their
1957 home production over 1956—are choosing Hotpoint—
The Quality Line—"The Builder's Line of Appliances."
only Hotpoint offers you all these advantages

superior product

- Public preference—the superiority of Hotpoint Appliances is an established fact. When home-buyers see the Hotpoint nameplate, they know you're giving them the very finest in engineering, design, and features.
- The greatest variety in the industry—no other manufacturer offers you Hotpoint's wide variety of models and prices.
- Fast, low-cost installation—every Hotpoint appliance has been "builder-engineered" for easy installation, minimum maintenance, and maximum buyer satisfaction.
- Efficient service—your Hotpoint Distributor's Builder Specialist backs up Hotpoint product superiority with service that helps you cut costs. He will expedite and simplify deliveries, scheduling, financing, and billing—to fit your operation.

superior merchandising

- Hotpoint merchandising support—helps "sell" your homes.
- Effective public relations support—gets your homes in print.
- Local newspaper, radio, and TV advertising—establishes you as a progressive home builder in your community.
- National advertising—pre-sells your kitchen appliances—your laundry appliances—and your homes.

superior profit potential

- Hotpoint builder prices—they're geared to today's building industry. Hotpoint wants your business—and Hotpoint has the prices to get it!
- Top evaluations—Horpoint Appliances get big evaluations from FHA, VA, and conventional lenders—vital factors to alert builders.
- Exclusive "sell-up" opportunities—only Hotpoint's builder line gives you the chance to offer all home buyers exactly what they want—plus the opportunity for you to realize maximum profits on every home sale.

For ALL these reasons, the Hotpoint Line is "The Builder's Line of Appliances." On the following pages, you'll see Hotpoint's Builder Designed Products—and when you talk to your Hotpoint Distributor's Builder Specialist, he'll give you the story on the merchandising and profit potential which only Hotpoint can give you!
For every home... in every price bracket...
there's a perfect combination
of matching Hotpoint Built-Ins

the Hotpoint line is "the Builder's Line"
Hotpoint offers builders the industry's widest, most profitable variety of models, prices, features, and colors!

The kitchen is the focal point of interest in a modern home and that makes the Hotpoint Built-In Cooking Center one of the most powerful sales assets in the building industry.

Styled and engineered to Hotpoint's famous high standards, these truly superior units have been pre-sold to your customers by powerful national advertising. Only Hotpoint brings you such a complete variety of models and prices. Only Hotpoint offers you a "home selling" combination for every type of house—in every price bracket.

- **Your choice of five ovens** . . . De luxe Bi-Level Double Oven Model and 4 single oven models—all fit into a 24-in. cabinet. There's a host of new women-wanted features—the Roast-Right Thermometer for perfect roasting of meat and fowl, Rota-Grill Rotisserie for "outdoor style" barbecues in the kitchen, Automatic Timer, Picture Window Door, Eye-Level Controls, Handi-Raise Broiler Racks, Calrod® Bake and Broil Units—and many, many more.

- **Your choice of seven surface cooking sections** . . . three 4-unit models including de luxe 30-in. Stack-On with pushbuttons and automatic controls, special 30-in. Drop-In, and special 21-in. Drop-In. There are three 2-unit sections with remote control pushbuttons, a plug-in automatic Golden Fryer, and plug-in automatic Golden Griddle.

- **Your choice of seven finishes** . . . Matching ovens and surface units are available in 5 glowing Colortones, rich Coppertone, and gleaming Stainless Finish.
When your home-buying prospects see these brilliantly styled Built-Ins—when they examine their modern features—they'll appreciate immediately that you're giving them a home that's truly designed for modern living. The clean, flowing lines and rich appointments of these Hotpoint units establish a new high in contemporary beauty.

Designed and engineered as true "Built-Ins," they're easy to install—requiring no special supports or separate compressor installation.

AND you can put all this unequaled sales appeal into your homes at the cost of many free-standing models!
Only Hotpoint offers all these outstanding advantages...

- Big capacity—sized for today's larger families.
- Compact design—requires only 36 in. of wall width and 24 in. of depth.
- Choice of models for de luxe or low-cost kitchens.
- Left- and right-hand doors at no extra cost.
- Your choice of 5 glowing Colortones, Copper-tone, and Stainless Steel.
- "Touch-open" safety door latches.
- Vacuum-sealed Thriftmaster units.
- 5-year protection plan.

12 cu. ft. REFRIGERATOR-FREEZER (at right above)—75-lb. True Food Freezer, Ideal-Humidity Refrigerator, Frost-Away Automatic Defrosting, Dairy-Stor, Aluminum Door Shelves, 4-Way Aluminum Shelves, Porcelain-Steel Crispers.

417-lb. FREEZER (at left above)—Double-Acting Freezing, Aluminum Door Racks, Juice Dispenser with 25 can capacity, Adjustable Shelf, Large Storage Basket.

10.8 cu. ft. REFRIGERATOR (at left)—49-lb. Freezer, Chiller Tray, 4 Deep Door Shelves, Full-Width Ideal-Humidity Crisper.

**COLORTONES**
Women lose their hearts to this handsome, modern combination of the very finest pushbutton appliances and colored cabinets—under one gleaming stainless steel countertop.

In modern styling—in compact work-saving efficiency—in superb performance—nothing equals the sales appeal of a 1957 Hotpoint Modular Kitchen!

Compact and efficient, Hotpoint Modular Kitchens are designed for fast, low-cost installation without tricky hookups. They save floor space—"enlarge" your kitchen—and give you greater freedom in kitchen planning! They’re the dramatic, economical solution to a small kitchen—the glamor highlight of a big luxury kitchen!

Capitalize on the most modern advances in the appliance industry—be the first builder in your community to offer Hotpoint Modular Kitchens—they’ll be the talk of the town!

9 FEET OF GLEAMING PUSHBUTTON LUXURY—
In one unit—a complete meal preparation and clean-up center
- Automatic Super Oven with Rota-Grill Rotisserie.
- 4 Calrod® Surface Cooking Units, including raisable automatic unit under deep-well cooker.
- Automatically-controlled Plug-In Griddle.
- De luxe pushbutton Dishwasher.
- Disposal® Food Waste Disposer (optional).
- One-piece, stainless-steel countertop and sink with Wonderflo single-control faucet.
- Pushbutton controls and appliance outlets.
- Roomy storage cabinets and drawers.
The 3 basic units pictured here are available with cooking center at left or right end of unit at no extra cost—enabling you to reverse floor plans and offer a limitless variety of kitchen layouts.

You can also offer the gleaming beauty, the lifetime durability, the work-saving convenience of Hotpoint's Modular Tops with natural wood cabinets of your choice. Available with cooking center at right or left at no extra cost. Hotpoint Modular Tops can be combined with any Hotpoint wall oven, dishwasher, and refrigerator.
HERE'S THE APPLIANCE THAT WILL HELP SWING HOME SALES YOUR WAY...

Roll-R-Racks roll out separately for easy loading—hold complete service for eight—and are preferred better than 4 to 1 over ordinary racks!
IT'S THE APPLIANCE THAT WOMEN WANT!

No other appliance . . . no other dishwasher . . . gives you such positive advantages over competition!

Offer home-buyers a Hotpoint Dishwasher and you tell them two important things about you.

- First, you've gone "all the way" in planning for their life-long comfort and convenience—without scrimping or cutting corners.
- Second, the superior quality you're offering in a Hotpoint Dishwasher is matched by equipment and construction of similar quality all through the home.

When your homes offer Hotpoint Spot-Less Dishwashing, they offer an important built-in value that every home-buyer understands and appreciates!

ENGINEERED for BUILDERS—for fast, easy installation—
All connections from front!

Just "rough in" plumbing and wiring . . . and shove the Dishwasher into place. Then all connections can be made from the front to save time, work, and installation costs. Hotpoint Dishwashers are 24" wide, 25" deep, 34½" high, fit into standard cabinet openings, and come in gravity-drain and pump-drain models. Operate on 115-volt, 60 cycle AC circuits.

8 Beautiful Finishes
White • Coppertone • Stainless Steel
and
5 COLOR TONES

Hotpoint Spot-Less Action makes dishes sparkle, glasses gleam, silver glisten, pots and pans shine!
BUILT-IN WATER HEATERS=
The Only Kind Of A Water Heater That Can Be Installed Anywhere In Any Home

Two big money-saving ideas for builders!
- You can eliminate long costly pipe runs by putting Built-Ins in any convenient place near their point of use—under kitchen counters . . . in bathroom closets . . . linen closets, etc.
- You can install Built-Ins in "dead corners" in "L"-shaped kitchens—and they cost less than a lazy-susan corner cabinet.

In 30, 40, 50 gal. sizes—34½ in. high to fit under counters. Base is 24-in. square to maintain safe distance from walls and cabinets. Can be installed behind any wood front, or behind Hotpoint porcelain-finish front (available as accessory).


Also available—free-standing round models and table-top models—and Quick-Recovery Super Speed units and cement-lined Perma-Stone models that can't rust.

Here's proof of Hotpoint superior acceptance and dependability. Almost ¾ of all electric heaters in use today are Hotpoint-made . . . and only 3 out of every 1,000 have ever needed servicing!
Give home-buyers the best-
Hotpoint DISPOSALL®
food waste disposers

they include these famous Hotpoint Appliances!

Low in cost . . . easy to install . . .
tops in prestige with buyers!

This beautiful, chrome-plated, combination cover and sinkstopper tells home-buyers two things—
- First, there's a famous Hotpoint Disposall® under the sink, ready to eliminate all food waste problems forever.
- Second, you're a quality builder who can be counted on for maximum value in every feature—all through the house!

Hotpoint Disposalls—famous for their outstanding performance, more thorough grinding, quiet operation, jam-free design and long life—are low in cost!

And they're the easiest-in-the-world to install, because plumbers helped design them to save installation costs. Both upper and lower housings turn a full 360 degrees—indeed, independently of each other—to line up drain connection easier and to simplify installation with a pump-drain dishwasher.

Food waste disposers are a "must" for the modern kitchen—so give your buyers the best—a new Hotpoint Disposal!
new homes sell easier and faster with the Pre-Sold appeal of Hotpoint HOME LAUNDRIES

The Hotpoint name is an old and trusted symbol of quality and reliability to home buyers everywhere. A Hotpoint Home Laundry in your new homes tells prospects they can buy with confidence, for here is a builder who offers the best!

Let this pre-sold popularity help you sell easier...faster...more profitably. Include a fully-automatic, style-matched Hotpoint Home Laundry Pair in every new home you build—it's the most effective way to reflect the quality of all your materials and workmanship. And the cost is surprisingly low!

Hotpoint All-Porcelain AUTOMATIC WASHER
- Wond-R-Dial Controls Normal and Delicate Washing Cycles
- Deluxe Thriftivator Water Action
- Spray Rinse * Deep Overflow Rinse
- Solid-Wall Spin Tub * One-Piece Construction
- Automatic Circuit Breaker with Reset Button
- All Porcelain Finish—Inside and Out

Hotpoint Air Blower AUTOMATIC DRYER
- Precision Electric Timer—Times Up To 90 Minutes
- Calrod® Heating Units * Wide 'N Deep Lint Drawer
- Fully Insulated One-Piece Chassis
- Safety Cut-Off Switch * Installs Flush-To-Wall
- Can Be Plugged In To 115 or 115/230 Volt Circuits
- All Porcelain Chassis and Drum

more Seeable QUALITY means more Sellable HOMES!

Use Hotpoint's top-quality features to help you sell your new homes. See your Hotpoint Distributor's Builder Specialist for complete feature and price information on sales-building Hotpoint Home Laundries.
Today's kitchen sells the home—and here's the "something unusual" that is pulling home buyers out to homes and into kitchens.

Hotpoint's new Electronic Cooking Center offers a revolutionary method of cooking that draws excited attention wherever it is shown. Through the miracle of microwave, it cooks in minutes instead of hours, seconds instead of minutes—automatically! Even more amazing, only the food gets hot; non-reflective cooking utensils—such as china, glass and paper—and the inner walls of the Electronic Compartment remain cool to the touch.

You can prove these startling facts—and give your prospects a treat at the same time—with crowd-pleasing demonstrations. For instance, cook frozen fish bits in just 30 seconds. The food is thoroughly cooked, too-hot-to-handle—but the plate is cool! And that is just one of the many ways you can create real excitement in your new homes with the Hotpoint Electronic Cooking Center.

All-Calrod' Companion Oven... while the balance of the meal is cooking in the Electronic Cooking Compartment, meats, fish or fowl can be quick-broiled in the All-Calrod Companion Oven. Broils 12 steaks to perfection in 10 minutes!

Put this traffic-building appliance to work selling your homes. Ask your Hotpoint Distributor's Builder Specialist for all the facts on the sensational Hotpoint Electronic Cooking Center. It offers the only really new cooking principle since the discovery of flame!
For complete information, specifications, and prices, contact your Hotpoint Distributor’s BUILDER SPECIALIST—

**ALABAMA**
Hotpoint Appliance Sales Co.
279 South 21st Street
Birmingham, Alabama
Graybar Electric Co., Inc.
701 N. Joachim Street
O. Box 1298
Mobile, Alabama

**ARIZONA**
Hotpoint Appliance Sales Co.
1102 N. 22nd Avenue
Phoenix, Arizona

**ARKANSAS**
Hotpoint Appliance Sales Co.
601 E. Markham Street
P. O. Box 1124
Little Rock, Arkansas

**CALIFORNIA**
Hotpoint Appliance Sales Co.
1234 “O” Street
Fresno, California
Hotpoint Appliance Sales Co.
500 Turner Street
Los Angeles 54, California
Graybar Electric Co., Inc.
1911 Unique Street
Oakland 7, California
Graybar Electric Co.
1500 Fourth Avenue
Sacramento 1, California
Hotpoint Appliance Sales Co.
500 Second Avenue
San Diego 12, California
Graybar Electric Co., Inc.
1750 Alaskan Way
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Hotpoint Appliance Sales Co.
2964 Main Street
Hartford 1, Connecticut

**DELAWARE**
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12600 Southfield Road
Detroit 23, Michigan

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Washington 17, D. C.

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Jacksonville 2, Florida
Hotpoint Appliance Sales Co.
270 N. W. Sixth Street
Miami 52, Florida
Hotpoint Appliance Sales Co.
P. O. Box 154
Orlando, Florida
Hotpoint Appliance Sales Co.
P. O. Box 143
Palm Beach, Florida
Hotpoint Appliance Sales Co.
604 Ellis Street
P. O. Box 1278
Tampa 3, Florida

**GEORGIA**
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412 Hoode Avenue
P. O. Box 310
Albany, Georgia
Hotpoint Appliance Sales Co.
110 Murphy Avenue
Atlanta 1, Georgia
Hotpoint Appliance Sales Co.
1447 S. 15th Street
Augusta, Georgia
Hotpoint Appliance Sales Co.
917 Old Louisville Road
Columbia, South Carolina

**IDAHO**
Graybar Electric Co., Inc.
1578 Idaho Street
Boise, Idaho

**ILLINOIS**
Hotpoint Appliance Sales Co.
845 S. Clinton Street
Chicago, Illinois
Hotpoint Appliance Sales Co.
411 21st Avenue
Rockford, Illinois

**INDIANA**
Graybar Electric Company, Inc.
2109 N. Faris Avenue
Evansville, Indiana
Hotpoint Appliance Sales Co.
2001 Broadway
Fort Wayne, Indiana
Hotpoint Appliance Sales Co.
1379 South Broadway
Indianapolis 2, Indiana
Hotpoint Appliance Sales Co.
9400 Burlington Drive
Muncie, Indiana
Hotpoint Appliance Sales Co.
406 Columbus
South Bend, Indiana
Hotpoint Appliance Sales Co.
641 Ohio Street—Room 37
Terre Haute, Indiana

**IOWA**
Rock Smith Co.
1213 E. River Drive
Davenport, Iowa
Hotpoint Appliance Sales Co.
17 Washington Avenue
Des Moines, Iowa
Hotpoint Appliance Sales Co.
1813 N. 38th Street
Sioux City, Iowa

**KANSAS**
Graybar Electric Co., Inc.
1500 Broadway
Topeka, Kansas
Hotpoint Appliance Sales Co.
616 S. Commerce St.
Wichita, Kansas

**KENTUCKY**
Graybar Electric Co., Inc.
160 Farmington Avenue
Louisville 15, Kentucky

**LOUISIANA**
Graybar Electric Co., Inc.
2442 Tred Homestead Avenue
Baton Rouge 1, Louisiana
Hotpoint Appliance Sales Co.
6 & 8 Brannan Street
P. O. Box 999
Monroe, Louisiana
Graybar Electric Co., Inc.
1116 Magnolia Street
New Orleans 13, Louisiana
Hotpoint Appliance Sales Co.
90 Fannin Street
Shreveport, Louisiana

**MAINE**
Hotpoint Appliance Sales Co.
819 180th Street
Auburn, Maine

**MARYLAND**
Hotpoint Appliance Sales Co.
1500 Barcroft Avenue
Baltimore 3, Maryland

**MASSACHUSETTS**
Hotpoint Appliance Sales Co.
145 N. Beacon Street
Boston 15, Massachusetts
Hotpoint Appliance Sales Co.
444 Washington Street
Springfield 1, Massachusetts
Hotpoint Appliance Sales Co.
163 Mechanic Street
Worcester, Massachusetts

**MICHIGAN**
Hotpoint Appliance Sales Co.
12600 Southfield Road
Detroit 23, Michigan
Hotpoint Appliance Sales Co.
206 Grandville Avenue
Grand Rapids, Michigan

**MINNESOTA**
Graybar Electric Co., Inc.
1372 W. Michigan
Duluth 2, Minnesota
Graybar Electric Co., Inc.
824 S. Fourth Street
Minneapolis, Minnesota

**MISSISSIPPI**
Graybar Electric Co., Inc.
154 E. Pizitz Street
Jackson 9, Mississippi

**MISSOURI**
Graybar Electric Co., Inc.
P. O. Box 856
Kansas City, Missouri
Hotpoint Appliance Sales Co.
2647 Locust Street
St. Louis 5, Missouri
Hotpoint Appliance Sales Co.
1153 E. Trask Street
Springfield, Missouri

**MONTANA**
Hotpoint Appliance Sales Co.
185 Jackson Warehouse
Bozeman, Montana

**NEBRASKA**
Hotpoint Appliance Sales Co.
1812 North 13th Street
Omaha, Nebraska

**NEW JERSEY**
Hotpoint Appliance Sales Co.
254 Elizabeth Avenue
Newark, New Jersey

**NEW MEXICO**
Hotpoint Appliance Sales Co.
210 N. First Street
Albuquerque, New Mexico

**NEW YORK**
Havens Electric Co., Inc.
31 Hudson Avenue
Albany, New York
Hotpoint Appliance Sales Co.
18 Hawley Street
Binghamton, New York
Hotpoint Appliance Sales Co.
585 Hudson Street
New York, New York
Paul Jeffrey, Co., Inc.
112 Baker Street
Industrial Park
East Syracuse, New York

**NORTH CAROLINA**
Hotpoint Appliance Sales Co.
24 Glenade Avenue
Asheville, North Carolina
Hotpoint Appliance Sales Co.
500 Tuckasegee Road
Charlotte 6, North Carolina
Hotpoint Appliance Sales Co.
461 Robinson
Fayetteville, North Carolina
Hotpoint Appliance Sales Co.
1211 Willowbrook Drive
P. O. Box 5423
Greensboro, North Carolina
Hotpoint Appliance Sales Co.
200 Hendon Road
Greensville, North Carolina
Hotpoint Appliance Sales Co.
801 W. Pointer Avenue
Raleigh, North Carolina

**OHIO**
Graybar Electric Co., Inc.
913 E. Tannahill Avenue
Akron 10, Ohio
Hotpoint Appliance Sales Co.
215 West Third Street
Cincinnati, Ohio
Graybar Electric Co., Inc.
1100 E. 25th Street
Cleveland 3, Ohio
Hotpoint Appliance Sales Co.
146 N. Third Street
Columbus 15, Ohio
Hotpoint Appliance Sales Co.
601 E. Third Street
Dayton, Ohio
Hotpoint Appliance Sales Co.
1723 Tenth Street
Pompton, Ohio
Graybar Electric Co., Inc.
602 West Raven Avenue
Youngstown, Ohio

**OKLAHOMA**
Hotpoint Appliance Sales Co.
1020 South Portland Avenue
Oklahoma City, Oklahoma
Hotpoint Appliance Sales Co.
1314 S. Sixth Street
Tulsa, Oklahoma

**OREGON**
Hotpoint Appliance Sales Co.
2900 N. W. 29th Street
Portland, Oregon

**PENNSYLVANIA** (Continued)
Graybar Electric Co., Inc.
188 W. 34th Street
Reading, Pennsylvania

**RHODE ISLAND**
Hotpoint Appliance Sales Co.
1186 Rhode Island Avenue
Worcester, Massachusetts

**SOUTH CAROLINA**
Hotpoint Appliance Sales Co.
2703 Seventh Street
Columbia 17, South Carolina

**SOUTH DAKOTA**
Graybar Electric Co., Inc.
100 S. Phillips Street
Sioux Falls, South Dakota

**TENNESSEE**
Graybar Electric Co., Inc.
601 E. Second Avenue
Nashville, Tennessee
Hotpoint Appliance Sales Co.
1314 N. McDonough Street
Nashville, Tennessee

**TEXAS**
Graybar Electric Co., Inc.
345 W. S. Treadway Avenue
Amarillo, Texas
Graybar Electric Co., Inc.
5760 S. Fannin Street
Beaumont, Texas
Graybar Electric Co., Inc.
3134 N. 19th Street
Laredo, Texas
Graybar Electric Co., Inc.
1217 West Main Street
Dallas 1, Texas
Graybar Electric Co., Inc.
1401 Callanwolde
Roswell, Georgia
Hotpoint Appliance Sales Co.
500 Dallas Avenue
Houston 5, Texas
Graybar Electric Co., Inc.
1401 Hackberry Street
San Antonio 8, Texas

**UTAH**
Graybar Electric Co., Inc.
136 N. Third West Street
Salt Lake City 13, Utah

**VERMONT**
Hotpoint Appliance Sales Co.
180 Flynn Avenue
Barre, Vermont

**VIRGINIA**
Hotpoint Appliance Sales Co.
2418 Grand Avenue
Norfolk, Virginia
Hotpoint Appliance Sales Co.
1503 Sherwood Avenue
Richmond 20, Virginia
Hotpoint Appliance Sales Co.
515 Norfolk Avenue, S. W.
Roanoke 16, Virginia

**WASHINGTON**
Hotpoint Appliance Sales Co.
1020 4th Avenue
Seattle, Washington
Hotpoint Appliance Sales Co.
North 412 Haven St.
Spokane, Washington

**WEST VIRGINIA**
Bluefield Supply Co.
116 Bluefield Avenue
Bluefield, West Virginia
Wheeling Kitchen & Equipment Co.
16th & McCollough
Wheeling, West Virginia

**WISCONSIN**
Hotpoint Appliance Sales Co.
130 W. Spooner Street
Appleton, Wisconsin
Hotpoint Appliance Sales Co.
540 S. First Street
Green Bay, Wisconsin

**HAWAII**
Honolulu Electrical Products Co., Ltd.
930 Clayton Street
Honolulu, Hawaii

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**LOOK TO HOTPOINT FOR THE FINEST... FIRST!**

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

HOTPOINT CO. (A Division of General Electric Company) 5600 Taylor Street, Chicago 44, Illinois
Albert H. Small of Southern Engineering Corp. has good reason to smile. Seventy-one-home Plyers Mill Estates, completely equipped with steel windows, sold out in a single weekend. Mr. Small says: "Steel sash is low in cost and easy to install. You have no trimming out or fitting problems. And steel windows operate smoothly; don't warp, swell or stick, even in damp weather."

Al Cissel, vice president of J. C. Conley Construction Co., Inc., reports: "We get the most window for the money with steel windows. Big ranch or picture windows add a lot to a house. We're using steel sash 100% at 134-unit Riverdale Woods, and have been using them regularly for the past five or six years. We find steel windows much easier to install than wood."

Ernest Cook (above) and his partner, Nathan Shapiro, are the builders of Holly Park, a group of low-cost homes near Washington. Mr. Cook says, "We've kept our costs down by using awning-type steel windows with steel surrounds. I like the way steel sash is quickly installed and can take rough treatment. Housewives prefer windows they can clean from the inside. No need for ladders."

Builders Simon Wolfman and Al Golden of Lynwood Homes have been using steel windows regularly for 15 years. Why? They explain it this way: "Steel windows are a cinch to work with. One-step installation. And you don't have to be so careful with them. Other metal windows scratch and scar too easily. The housewife has it easier with steel windows, too."

It's clear that builders throughout the Washington, D. C., area are sold on steel windows. They feel that with steel they get the most for the money and can give the public the best value. And they know that you can't beat steel sash with inside-outside trim for easy installation, as well as resistance to damage from the jolts and knocks that can't be avoided around a busy construction site.

The unequalled strength of steel sash comes from its rugged though slender framing members of specially rolled solid-steel sections. Many of the manufacturers of the country's best known windows use steel rolled by Bethlehem. See their catalogs in Sweet's.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation

"We like steel windows in Washington"

BUILD FASTER...SELL FASTER WITH

STEEL WINDOWS
McCALL'S USE-TESTED TAG
TO HELP YOU SELL

USE-TESTED
by McCall's

(BRAND NAME)
(PRODUCT)

The above findings are the result of actual use tests in McCall's Test Rooms.

"we used it and we like it!"
PROGRAM NOW EXPANDED
BUILDING MATERIALS!

In answer to repeated demands from manufacturers in many fields other than appliances, McCall’s has decided to extend the availability of its successful Use-Tested Tag program.

Now this familiar red-and-white tag, or label, will be used on many other products—including certain types of home furnishings and equipment, building materials and package goods!

During the past year McCall’s Use-Tested Tag gained quite a name for itself in the appliance field:

- More than 3,000,000 new appliances representing 73 different products of leading manufacturers, have featured it!
- Reports from retailers everywhere were highly favorable—telling one success story after another about the strength of McCall’s Use-Tested Tags as merchandise movers at the point of sale!
- Manufacturers of the various appliances tested have been enthusiastic in their approval of the tags as a new merchandising and selling aid!

- Consumers, impressed by the recommendation of McCall’s editors, have learned to rely on the feature-by-feature information contained in McCall’s Use-Tested Tags!

Here’s how the program works: Products which are allowed to bear McCall’s Use-Tested Tag or label must be subjected to a series of comprehensive use-tests in McCall’s super-equipped test rooms. The text for each tag or label begins: “We used it and we like it”, and then displays the brand name with a listing of specific brand features that McCall’s testing engineers and editors find especially advantageous.

This informative labeling by McCall’s is designed to serve three major selling purposes: (1) to give advertisers greater sales impact and results at the point of purchase; (2) to help consumers select and buy the right products for their needs; and (3) to assist retail sales personnel in explaining individual product features.

For information about how this exciting new point-of-sale merchandising program may be available to help sell your products, call for the man from McCall’s.
America’s Leading Builders

M-D
MAC KL ANB URG-DUNCAN CO.

Quality

WEATHER STRIPS

Nu-GARD
Automatic Door Bottoms

Nu-WAY
Weatherstrip For Doors and Windows.

Nu-CALK
Speed Loads For Calking Guns

Nu-GARD
Weatherstrip Bulk or Package Sets

Metal Casement Weatherstrip

Ni-ART
Extruded Aluminum Threshold with Vinyl Insert

Ni WAY
Door Bottom Strips

Calking AND Glazing COMPOUNDS

Ni-CALK
Calking Compound Knife or Gun Grade

Ni-CALK
Hand Squeeze Tube

Nu-Phalt
Plastic Asphalt Cement

CG-4
Speed Loader Calking Gun

CG-3
Standard Professional Calking Gun

Nu-Glaze
Glazing Compound

MACKLANBURG-DUNCAN CO.
OKLAHOMA CITY 1, OKLAHOMA

Leaders in the building specialty field for over 36 years
are SOLD on America's Leading Line of...

Building Specialties

MOULDING AND TRIM

**Nu-ART**

Metal Moulding and Trim Available in Alacrome, Stainless Steel and Brass.

SCREEN DOOR GRILLES

**Nu-ART** Grille Ornaments

AVAILABLE IN 3 EXCITING FINISHES
Anodized Albras, Anodized Albright, Alacrome (Brass finish) (Chrome finish) (Satin finish)

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

DEALERS
Order direct today! Your order shipped promptly. All M-D products are fast sellers, nationally advertised.

SLIDING DOOR HARDWARE

**Nu-ART** Numbers and Letters 3½", 2¾", 1¼" Stainless Steel, Brass, Bronze, Alblack

**Nu-LUME** Numbers and Letters 3¾", 2¾", 1¼"

MISCELLANEOUS BUILDING ITEMS

M-D Adjustable Shelf Supports
M-D Twist-on Sink Frames
No-Way Shelf Brackets
M-D Extruded Push Bars
M-D Foundation Vent Grilles
M-D Levels and Square-Evls
M-D Extruded Closet Rods
Extruded Building Specialties
To help you sell the house you...when all concrete is reinforced

BUYERS WILL ASK
"is it Reinforced?"
Porches, driveways, patios, and sidewalks will benefit from the extra strength and the extra durability when reinforced with welded wire fabric. They will resist cracking . . . will stay smooth and new looking much longer . . . will add to the lasting value of homes you build.

A SALEABLE BENEFIT . . .
The higher quality that you put in a house when you use reinforced concrete is quality that you can sell! Consumers—home buyers—are learning about the advantages of wire fabric in advertisements in Better Homes and Gardens and in Small Homes Guide. They are learning that the 30% more strength that welded wire fabric adds to concrete actually costs them less than 10% of the cost of the concrete—only about $25 in the average house. Your buyers are willing to pay that and more to assure long-term good looks for their property. They know reinforcement is one extra that they cannot add themselves.

TO HELP YOU SELL
Use concrete reinforced with wire fabric as an extra selling feature in your homes. Send for the free merchandising aids that will help you promote this feature. See your local building materials supplier, or send the coupon.

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

SEE The United States Steel Hour. It’s a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

USS American Welded Wire Fabric

FREE! Ad metal Handsome! Booklets! Envelope stuffers!
A COMPLETE MERCHANDISING KIT

American Steel & Wire
Rockefeller Bldg.
Cleveland 13, Ohio
Rush me free merchandising kit to help me sell the benefits of reinforced concrete in my homes.

Name ________________________________
Firm ________________________________
Address ________________________________________
City ________________________________
State ________________________________
Rough face
does a
smooth job

... and resawn-face redwood siding is only
one of many popular and handsome patterns of
CRA Certified Dry Redwood... the quality
trade-marked redwood lumber produced and
sold by the member mills of the
California Redwood Association...

ABCATA REDWOOD COMPANY
P. O. Box 218, Arcata, California

HAMMOND-CALIFORNIA REDWOOD CO.
417 Montgomery St., San Francisco 6, California

HOLLOW TREE REDWOOD COMPANY
P. O. Box 178, Ukiah, California

HOLMES EUREKA LUMBER COMPANY
1430 Russ Building, San Francisco 4, California

HULBERT & MUFFLY COMPANY, INC.
P. O. Box 356, Cloverdale, California

THE PACIFIC LUMBER COMPANY
100 Bush Street, San Francisco 4, California

THE PACIFIC COAST COMPANY
P. O. Box 611, Willits, California

ROCKPORT REDWOOD COMPANY
818 Crocker Building, San Francisco 4, California

SIMPSON REDWOOD COMPANY
3100 Russ Building, San Francisco 4, California

UNION LUMBER COMPANY
620 Market Street, San Francisco 4, California

WILLITS REDWOOD PRODUCTS COMPANY
Hobbs-Wall Lumber Company, Sales Agent
405 Montgomery St., San Francisco 4, California

Look for this sign of fine redwood...

CERTIFIED
CRA DRY
A-RWD

California REDWOOD Association
576 Sacramento Street, San Francisco 11, California
**JOHN DEERE Mobile Work Units**

**DO SO MANY JOBS SO WELL**

John Deere 4-roller crawler tractor (130 engine horsepower) leveling around new housing development. Owner: F. D. Sperry Co., Burlingame, California.

Excavating ... building ... landscaping ... whatever the job, you can depend on John Deere power to get it done when it should be done, and at rock-bottom costs.

With a modern, work-eating John Deere Tractor (crawler or wheel-type) you have a highly mobile unit that will do a man's work at boy's wages. For nearly 40 years John Deere-built tractors have earned a world-wide reputation for this big daily work capacity at low costs for fuel, oil, and maintenance.

Job-matching equipment makes short work of excavating, backfilling, clean-up and landscaping, solves materials-handling problems, digs footings, sewer, gas, and power trenches, and septic tanks. Compact design of tractor and equipment enables you to get into those tight places which are inaccessible to larger units.

Consult with your John Deere dealer ... his name is in the classified directory ... to see how John Deere Tractors and equipment can cut time and labor costs on your building jobs.

Crawler-loader—the little giant that's heavy on work output, light on your pocketbook.

Send for FREE Literature

JOHN DEERE + Industrial Division
Moline, Ill., Dept. D33E

Please send me your latest literature on the John Deere Crawler and Utility Tractors.

Name_________________________
Title_________________________
Firm_________________________
Address_______________________
City__________________________ State_________________________

Send for FREE Literature

NO. 47 MOWER ON "420" UTILITY

NO. 61 DOZER AND SCRAPER-SCRAPER

"420" CRAWLER WITH DOZER ON TRAILER

Backed by nearly 40 years of tractor manufacture for dependable service and quality.
VISQUEEN film has successfully passed the test requirements for Vapor Barrier Material established by the Federal Housing Administration, as evidenced by the letter of the United States Testing Company, Inc.

Use VISQUEEN film with utmost confidence that it will do everything a vapor barrier should.

Protect the homes you design or build from moisture damage for the life of the building.

Save up to 50% on your vapor barrier costs because VISQUEEN film is so inexpensive to install.

Many other uses for VISQUEEN film on every job. Use it again and again for temporary closures, equipment covers, all-weather protection for lumber and materials stored outside.

Only VISQUEEN film offers a width for every job. Check this list! 3', 4', 6', 8', 10½', 12', 14', 16½', 20', 24', 26', 28', 32'.

Important! VISQUEEN film is all polyethylene, but not all polyethylene is VISQUEEN. Only VISQUEEN, produced by process of U.S. Patents No. 2461975 and 2632206, has the benefit of research and resources of The Visking Corporation.
SLAB FLOORS—Cut your labor costs up to 50%, get permanent protection against moisture with tough, seamless VISQUEEN film under concrete slabs.

CRAWL SPACES—No moisture comes through VISQUEEN film to rot joists or subfloors. No musty odor—ever. This permanent protection costs amazingly little.

WALLS—VISQUEEN film on the warm side of the walls prevents condensation within studwall, cracking or peeling of paint, decay of wood.

Look for this name on the selvage

THE VISKING CORPORATION
World's largest producers of polyethylene sheeting and tubing
Plastics Division, Box 1410, Terre Haute, Indiana
IN CANADA: VISKING LIMITED, LINDSAY, ONTARIO
IN ENGLAND: BRITISH VISQUEEN LIMITED, STEVENAGE
Women across the nation said:
"Give us the kind of homes we want"

and here they are in the

Celotex 1957 Book of Homes

Based on Recommendations by The U.S. Women’s Congress on Housing,
with Cooperation of The National Retail Lumber Dealers Association,
Prominent Architects and Builders

See Plans Now At Your Celotex Dealer’s

Don't lose your Celotex Dealer’s

Booklet, the privilege of reviewing these plans

Send for 1957 Book Now!

The home illustrated is but one of several you
will soon see in your dealer. All are individual and
designed to fit existing new Celotex, “381 Book of Homes.” One more booklet than the
rest. Don’t miss seeing it, if you are planning to
build on shell home now, or in the future.

And see your Celotex Dealer:
He is the man who will show you everything about

of windows and walls preferred by many

your Celotex Building Products, to answer the most

and doors

of homes. Work hand-in-hand with your

questions.

Send Coupon for Your “381 Book of Homes”.
NEW INTEREST IN
HOME BUILDING

with New Big-Space Advertising in
LIFE and POST

Based on Home Building Ideas from
the U. S. Women’s Congress on Housing

New action on the new home building front! New stimulus for your prospects...to make them stop waiting and start buying—now! That’s what you can expect as a result of the Celotex national advertising campaign for ‘57...in the top-circulation magazines, LIFE and THE SATURDAY EVENING POST. Each ad emphasizes specific conveniences for better living that women asked for at the Women’s Congress on Housing...stresses sales points you can use to sell the homes you build!

This is a continuation of the Celotex national advertising program that aims to serve the entire building industry by helping to stimulate interest in home building throughout the country. The kind of advertising that for over ½ century has created national preference for the brand name Celotex.

Your Celotex Building Products Dealer has complete details on availability of plans for these Women’s Congress Homes. Ask him for the facts...as well as information on the Celotex Building Products. And tie in with this great new promotion by letting prospects know you build the kind of homes they want...with genuine Celotex Products.

Celotex “1957 Book of Homes” Features Houses Women Ask For!
Nineteen Celotex houses, including four based on recommendations of the Women’s Congress on Housing, are colorfully displayed and described in this big 32-page 1957 Book of Homes. Your local prospects will find it filled with houses that will excite their interest in home buying. It helps them select the type of home they want and gets them thinking of building, not “soon”...but now!

FEATURE THESE FAMOUS GENUINE CELOTEX PRODUCTS
IN ALL YOUR NEW HOME CONSTRUCTION

CELOTEX INSULATING SHEATHING—Builds stronger walls, insulates, and is moisture-proofed. Guaranteed for the life of the building.

CELOTEX ASPHALT ROOFING—To bring to homes Triple-Sealed protection of lasting durability, plus Color-Harmonized beauty.

CELOTEX MINERAL WOOL INSULATION—An investment in comfortable, healthful living...for homes that are warmer in winter, cooler in summer.

CELO-ROK® GYPSUM PRODUCTS—Wallboard, plasters, lath for better walls, partitions and ceilings in new construction or home remodeling.

Build Better...Build with Genuine

CELOTEX
BUILDING PRODUCTS

THE CELOTEX CORPORATION
120 SOUTH LA SALLE STREET
CHICAGO 3, ILLINOIS

JANUARY 1957
model house. Trusted brand names are proof of high quality...create confidence...help close the sale. The sign out front "featuring Orangeburg Root-Proof Pipe advertised in Life" shows that this model house is modern underground as well as above ground. Orangeburg's national advertising is pre-selling your prospects. Tell them you use Genuine Orangeburg...It will create confidence...help sell the house. Write dept. AB-17 for more facts.
MORE FOR THE BUILDER'S DOLLAR...

Glamor Styling for Custom Kitchens • quick installation
- lowest cost • gas or electric with identical dimensions
- Satin Chrome or Coppertone Porcelain Enamel

OVEN BROILER Automatic ovens, Electric clock, 4 hour timer, Kleer-Vue oven windows

COUNTER UNITS 2 burner and 4 burner units, 4 burner drop-in section with flush rim

Room cooling built-in where you need it — in one or more rooms.
Lowest cost air conditioning. Requires no duct work or extra space. Complete unit installs directly in wall. Only 16” deep.
Flush to wall inside and outside • Cools, filters, dehumidifies, ventilates, exhausts and heats

Available To Assist You — A NATIONWIDE SERVICE ORGANIZATION OF TRAINED SPECIALISTS
Contact Bilt-In Division, Welbilt Corporation, Maspeth 78, N. Y.

Welbilt. AMERICA'S LEADING BUILDER SUPPLIER
Boost-to-Business Ideas from

See how the FRIGIDAIRE

"SHEER LOOK"

...makes every corner count!

Highlighting many new advantages and benefits for builders will be three “Sheer Look” Idea Kitchens—the “Pink Cloud”, the “Nantucket”, and the “Magic Melody”. These will demonstrate how this all-new complete line of Frigidaire kitchen and laundry products has been designed to build in or blend in with standard wood or steel cabinets available anywhere. No curves. No gaps. Every corner is square. In addition, new heating and air conditioning units will emphasize the complete line of major home equipment Frigidaire now offers builders. For real Boost-to-Business IDEAS ...visit BOOTH 164—CONRAD HILTON HOTEL
New Idea Kitchens show how
"SHEER LOOK"
Fits in... Blends in... Builds in anywhere

Pictured at far left is one of three "Sheer Look" Idea Kitchens that will be seen in Chicago.

This "Sheer Look" Kitchen—The "Pink Cloud"—features Frigidaire Appliances and shows how one Frigidaire color—Mayfair Pink—complements a modern background of Ponderosa pine cabinets.

Note how the Frigidaire Appliances—Imperial Refrigerator, Undercounter Dishwasher, Food Waste Disposer and Imperial Range—give a built-in, blend-in distinction to this thrifty, modern, and functional kitchen.

At left is a close-up of the compact heating-cooling system in the "Nantucket"—another Frigidaire Idea Kitchen. Shown is a Frigidaire Furnace with Vertical Cooling Coil installed in the utility closet to provide Year-Round Air Conditioning comfort for the entire home.

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Frigidaire at N.A.H.B. Show

Ask about the "Keyword" Promotion Plan...as new and practical as "SHEER LOOK" Styling

The "KEYWORD" is the secret of the new Frigidaire BUILDER PROMOTION PLAN that will be introduced at the NAHB Show. It's a unique merchandising program developed to boost home sales for you—a real Boost-to-Business in 1957!
This can happen to any home where Cast Iron Soil Pipe is not specified

When the owner of a home that was bought from you has to keep on calling the root reamer service . . . dig up her lawn and garden . . . cut down trees and shrubbery . . . just how will she feel about you?

And when she tells her friends and neighbors about her drainage troubles—as you can be sure she will—how will it affect your reputation as a builder or developer of residential subdivisions?

When You Specify PERMANENT CAST IRON SOIL PIPE and fittings from roof to street sewer you are building a reputation, too!

Buyers of your homes will never have drainage troubles—and you will never have a backfire of complaints. Cast iron soil pipe will give them trouble-free service for the lifetime of their homes. Roots won't penetrate it. Heavy loads won't crush it. Moisture won't disintegrate it. Ground settlement won't break it. If your future depends on satisfied customers, specify it for every home drainage system.

Our Company does not manufacture pipe but has long supplied the nation's leading cast iron pipe manufacturers with quality iron from which pipe is made.
A Bermuda roof of Follansbee Terne will give your houses a distinctive beauty that prospective buyers can see—a visible quality that sells its value!

If you would like more particulars about the Bermuda roof of Follansbee Terne, we will be happy to send you additional information about installation and cost. Other data also appears in the Architectural and Light Construction Files of Sweet's Catalog.

...and a Terne Roof Will Sell Your Homes!

Normally, your prospective home buyers may not ask about the roof. But a Terne roof has a distinctive quality those buyers can see—and a feature you can sell.

They will be impressed to know that a Terne roof will last as long as the house stands...a Terne roof is fireproof, weather-tight, windproof and can be painted any color, anytime, to harmonize with the house exterior. And if the house is air conditioned, a light-colored Terne roof will reflect more of the sun's heat than any other type of roof.

The beauty and serviceability of a Follansbee Terne roof is that added attraction that will help you sell your homes quickly.

Roofing and sheet metal contractors everywhere will install Follansbee Terne Roofs.
Richmond plumbing fixtures gain further recognition by being chosen for installation in a growing number of famous buildings the world over. The same pattern of success is being repeated in the residential field. Here, Richmond’s engineered quality, distinctive styling and trouble-free performance are producing complete consumer satisfaction.

ILLUSTRATED:
The Empress "Hush Quiet" water closet with elongated or round front rim; The Richledge lavatory; The Shelton counter top ledge sink; The Breslin recess tub...in seven sparkling pastels or Richmond’s famous whiter-white.

Write for illustrated catalog
RICHMOND PLUMBING FIXTURES
Division of Rheem Manufacturing Company
16 Pearl Street, Metuchen, N. J.


Richmond Creates the Finest Bathroom and Kitchen Plumbing Fixtures, Heating + Cooling Equipment

Other Rheem Products: WATER HEATERS + WATER SOFTENERS + WEDgewood Gas Ranges And Clothes Dryers + Steel Containers
When it comes to Oak Flooring... always ask for DELFAIR
How builders can profit from big change in roof construction

roof deck over open beam construction increasingly popular with home buyers

1. TEMLOK ROOF DECK SAVES UP TO $250 PER HOUSE, SLICES LABOR TIME 50%

When you build with the new Armstrong Temlok Roof Deck, you're assured faster, simpler construction... with savings up to $250 per house. That's because Temlok Roof Deck is a 4-in-1 material. It provides strong decking, complete roof insulation, vapor barrier, and finished ceiling in one installation. Your men have less material to handle, do less sawing and nailing, leave less waste. As a result, a 30' x 40' roof can be applied in 12 man hours compared to 24 with conventional materials.

2. BEAUTY OF OPEN BEAM CEILING ATTRACTS BUYERS, SPEEDS SALES

Temlok Roof Deck does the same thing for your salesmen that it does for your carpenters—it makes their job easier. For Temlok gives them the powerful new sales feature of a beautiful open beam ceiling. Here is a rich-looking ceiling that prospects expect to find only in high-priced homes. It makes modern open-planned rooms look more spacious... yet blends equally well with both contemporary and traditional interiors. Temlok Roof Deck's insulation value also cuts heating and air-conditioning costs... and assures a strong, permanent roof that lasts the life of the house without cracking or warping.
3. NEW PROMOTIONAL PIECES TO HELP SALES MEN SELL

To help you and your salesmen make the most of the many advantages of Temlok Roof Deck, Armstrong has prepared the various promotional pieces shown below. Each has a specific job to do. All will help put prospects in a buying mood. And all four pieces are free.

**Personalized booklet for prospects**
Make sure every prospect that goes through your house gets the complete story on the advantages of a house built with Temlok Roof Deck. This personalized booklet has your name and the name of the project imprinted on the front of the book without charge.

**Selling portfolio for salesmen**
Your salesmen will often refer to this valuable portfolio. It provides space for data about all the outstanding features of your homes. A page on Temlok Roof Deck answers many questions about this beautiful, practical roof-ceiling material.

**Eye-catching display for model home**
This smartly styled table display points up the chief advantages of Temlok Roof Deck. An actual sample of Temlok shows the sturdy construction and attractive ceiling finish. Display it prominently in your model home. Your salesman will find it a handy selling aid when talking to prospects.

**Full story on roof deck construction**
This concise 24-page booklet gives your designer and carpenters complete product information, test data, beam size and spacing charts, floor plans, photos of step-by-step application, and construction details. Send today for your FREE copy of “How to Build with Armstrong Temlok Roof Deck.” For information on the promotional kit, write to the Armstrong Cork Company, 3701 Rider Ave., Lancaster, Pennsylvania.

Plan your fall homes with

Armstrong BUILDING MATERIALS

Temlok® Roof Deck * Temlok Sheathing * Temlok Tile * Cushiontone® Ceilings
It's show-time—and you can't afford to miss the greatest shows on earth! Every regional convention as well as the national shows feature all-stars—the latest building materials that make your jobs easier and more profitable.

Make it a point to attend as many conventions as you can. And while you're there, stop by the Long-Bell booths. You'll see such show-stoppers as Long-Bell Kitchen Cabinets, Flakewood and Ven-O-Wood. And Long-Bell representatives will be on hand to answer any questions you may have.

See Long-Bell at
NAHB Convention
Chicago, Illinois
January 20-24, 1957
Booth #577 and #578
because the ladies hate housework they love

MATICO® TILE FLOORS

and MATICO helps you sell the Missus

No question about it... ease of maintenance "sells" the ladies... but it's only part of the beauty of MATICO flooring! Watch women respond to MATICO's high-style colors, distinctively "different" patterns, its reputation for long, long wear. They've seen MATICO advertised in full-color full-page national ads... now let them see it in your homes. Install MATICO tile flooring in your next project — and sell both the Missus — and the home!

Mastic Tile Corp., of America, Dept. 5-1, Box 986, Newburgh, New York

Please send me free samples and full information about MATICO tile flooring.

Name
Address
City Zone State

JANUARY 1957
America's First And Finest
Name In...
Aluminum Windows
and
Curtain Walls

Arnold + ALTEX

It's now...

Arnold-Altex Aluminum
COMPANY
6721 N.W. 36 Avenue - Miami, Florida
125 Industrial Road - Summerville, South Carolina
Presenting a COMPLETE LINE of all type windows

3A company
Here's the curtain-raiser for Chicago in January

On exhibit at the 1957 NAHB convention: more ways to deliver better, more saleable houses

Our forecast for building next year, in a nutshell: successful builders will be the ones who can deliver bigger, better-equipped, better constructed houses . . . even if they are more expensive. They will also be better merchandised.

Our advice to builders: the best way to begin is with this issue of American Builder; then follow it up with the NAHB Convention and Exposition in Chicago, January 17-23.

Both this issue and the convention are loaded with ideas that should make this year a better one for building than last year: mainly, both are loaded with the latest in building products (over 400 manufacturers are covered in the next 127 pages, and most of them will have exhibits at the convention).

But there's more to help you build better in 1957. In this issue and at the convention you'll find the latest information on markets, money, methods, manpower and merchandising.

Get out your pencil. You'll want to take notes.
"Targets for Tomorrow," NAHB’s theme at its Chicago show, January 20-24, will be the "Five Ms of Home Building": Markets, Money, Materials, Manpower, Merchandising.

Here's what they'll talk about . . .

MONEY . . . 1957's Number 1 problem

Where's it going to come from? How much will it cost? Who'll pay for it? The lack of mortgage financing, currently home builders' biggest headache, will hog the spotlight. Panels, speakers, and forums will try to forecast the amount of money that will be available from the principal sources of mortgage credit. Special attention will be devoted to financing for the small builder. Also: differences between FHA and VA valuations and why . . . shop talk on conventional financing . . . procedures under VA and FHA financing . . . appraisals. There's little actual evidence that the mortgage credit situation will ease before spring at the earliest. But belief is growing that the government will act before it's too late to keep the home-building industry from serious damage. Authorities from various branches of government will spearhead discussions of the question.
MARKETS . . . what will be your best ones in 1957?

Their structure is changing; as a result, interest has shifted along with the relative importance of each segment. How much bigger will commercial construction get? Do you know your modernization, alteration, and maintenance market? To find some of the answers, major sessions have been slated on the subjects of: "People and Business;" "Impact of the New Multi-Billion-Dollar Highway Program on Future Home Building;" "Economic Factors in the 1957 Market and What They Mean to Home Builders."

MATERIALS . . . how will they change your methods?

What's new—or improved—will be amply shown and demonstrated. Sessions will cover: ways to cut your construction costs . . . better wiring design . . . developments in using air conditioning . . . what you should know about plastics in home building . . . masonry construction and hurricane design. Outgoing NAHB President Earl Smith will revive his popular shop talk in which he takes builders through the building of a house, from top to bottom. Once again there will be the "How-to-Do-It" circus. Another session will answer the problems involved in MPR compliance.

MANPOWER . . . costs . . . supply . . . unionization

There are myriads of problems facing builders—large and small. They will get a thorough going over. Discussions will deal with (1) their relation to the outlook for the construction industry as a whole and (2) their significance to home builders' own individual, local situations. Representatives of the National Joint Board for the Settlement of Jurisdictional Disputes in the Construction Industry and of the U.S. Labor Department's Bureau of Apprenticeship will lead sessions aimed at finding the solutions.

MERCHANDISING . . . what you must know in 1957's buyers' market

No one could possibly doubt it: your profit picture this year will largely depend on your know-how in every phase of merchandising—advertising, promotion, selling, public relations, publicity. During the past 12 months NAHB has been going all-out to educate builders merchandising-wise, and the convention program is loaded with sessions on the subject. Merchandising for the smaller builder . . . merchandising for project builders . . . shop talk for graduates of the association's merchandising courses . . . how to use the trade-in to build your business.

... here's what they'll look at
How to BUY BETTER
— BUILD BETTER

1957
PRODUCT SHOW

Index

1 Baths and plumbing ........................ p. 78
2 Doors, windows and hardware .......... p. 96
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10 Tools and equipment .................... p. 222
11 Guide to show, check list ............... p. 305

450 products ahead. Use reply card, p. 82

The trend

Specially styled for building-in

Vitreous china lavatory, "Cynthia" by Eljer is styled with a U-shaped rim for mounting in a counter, or with two side rims for mounting flush with back against the wall. Also has concealed front overflow. Seven colors.

Circle No. 1003 on reply card, p. 82.

Twin lavatories: double duty

Compartmentalized bath featuring twin lavatories, sectioned-off bath tub and sliding doors to close off water closet is suggested in this layout of Richmond fixtures.

Richmond Plumbing Fixtures Div., Dept. AB, P.O. Box 111, Metuchen, N.J. Booth Nos. 736-738—Coliseum.
Circle No. 1001 on reply card, p. 82.

Built-ins as space savers

Space below and around these built-in lavatories by American Standard can be used for linens, hampers, other storage. Wide-view mirror, compartmentalized shower.

American-Standard, Dept. AB, 50 W. 40th St., N.Y. 18, N.Y. Booth Nos. 133-141—Hilton.
Circle No. 1002 on reply card, p. 82.

Index

The trend
in baths: more built-ins

One-hand water control

New Uni-Dial on Universal-Rundle's lavatory allows temperature and water flow to be controlled with one hand. Tilts to "on", then left or right for desired temperature. Factory mounted, of bronze, brass, steel.

Universal-Rundle Corp., Dept. AB, P.O. Box 960, New Castle, Pa. Booth Nos. 8-10—Hilton.

Circle No. 1004 on reply card, p. 82.

Even TV is built-in here

Television set, large built-in mirror over large lavatory are among features of Gerber's bath above. Shelf divider separates tub and water closet; lower vanitory space goes into storage.

Gerber Plumbing Fixtures Corp., Dept. AB, 232 N. Clark St., Chicago, Ill. Booth No. 469—Sherman.

Circle No. 1005 on reply card, p. 82.

Shower doors fold away

"Tub-master" doors by Modernfold are for standard recessed tubs, fold compactly against walls at each end of tub for easy cleaning, more space, etc. Of high-impact plastic panels with plastic hinges. Easy to install.


Circle No. 1006 on reply card, p. 82.

Turn page for more on baths, plumbing
PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

Smartly styled baths
Bath fixtures which are designed to be more than merely functional are manufactured by Crane Co. The new line is created to fit modern decor and is available in popular colors. Photo shows one of many styles.


Circle No. 1007 on reply card, p. 82.

Protects new bathtubs
Thick, corrugated building paper forms this new super-tough tub protector. It's water-proof, comes in a two-piece unit tailored for complete protection against mars, scratches, dents. Installed in a few minutes.


Circle No. 1010 on reply card, p. 82.

Sliding door cabinet
"Features of the future" highlight the new 1957 Regency line of sliding door medicine cabinets. These include stainless steel frame, 20 gauge rust-proof body, double copper-backed mirrors guaranteed for life.


Circle No. 1008 on reply card, p. 82.

Faucet with sales appeal
Just one handle easily regulates water flow and temperature in this new spray model kitchen faucet. Stainless steel piston does the trick. Faucets are double sealed against leaks. Price range, $18 to $40.

Moen Valve Co., Dept. AB, 377 Woodland Ave., Elyria, Ohio. Booth No. 551—Sherman

Circle No. 1011 on reply card, p. 82.

Mirrors glide aside
Twin full-sized mirrors glide aside at a finger's touch in this versatile bath unit. It conceals recessed shelves, storage cabinets, access doors or even a ventilating fan. New line features a 3-part fold back mirror.


Circle No. 1009 on reply card, p. 82.

Eliminates costly framing
A new precast shower floor with threshold cast as an integral part cuts dollars off framing, plastering and tiling costs. Units are square, corner or rectangular, in selected colors, sizes 32 x 32 in. to 38 x 48 in.


Circle No. 1012 on reply card, p. 82.

Easy to build-in
The new 20 x 18 inch Piedmont lavatory is cleverly designed for building into 16" wide counters. It has a unique 16" front undercut to secure better fitting cabinetry. Also installed away from back wall.

Kohler Co., Dept. AB, Kohler, Wis. Booth Nos. 80-82—Hilton and No. 709—Coliseum.

Circle No. 1013 on reply card, p. 82.

Fold away tub enclosure
This clever new tub enclosure has two fold away glass doors which roll on nylon guides. They provide 100% access to the tub, move easily and silently. Doors are proofed against tarnish or peeling, fit recessed tubs.


Circle No. 1014 on reply card, p. 82.

Recessed vanity shelf
Another smart sales plus for the bathroom is supplied by this new concealed vanity shelf. It puts bathroom accessories out of sight, yet always within easy reach. Its long, low lines blend with any bath decor.


Circle No. 1015 on reply card, p. 82.
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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BUSINESS REPLY CARD
First Class Permit No. 133, Sec. 34.9, P. L. & R., New York, N. Y.

4 cents Postage will be paid by

Business Manager
AMERICAN BUILDER
30 Church St.
New York 7, N. Y.
CIRCLE items below
...and mail this postcard today

FREE INFORMATION . . .
on PRODUCTS & EQUIPMENT

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Lower priced fountain

New techniques have lowered the price of this redesigned stainless steel drinking fountain. Plumbing rough-in is now kept above the water level line. There are fully recessed models, semi-recessed and exposed units.


Circle No. 1016 on reply card, p. 82.

Preassembled plumbing wall

Plumbing installations are sharply simplified by this standard plumbing wall. It comes ready to set in place, with all plumbing pre-assembled, forms one bathroom partition. Lifetime copper tubing. Fits all standard baths.


Circle No. 1019 on reply card, p. 82.

New bathroom cabinet

Ventilator and vanity combined into one unit has two plate glass mirror doors suspended on nylon rollers. Air intakes are positioned below the lower panel. Unit can be placed in a 4" wall without sacrificing roominess.

Cole Products Corp., Dept. AB, P. O. Box 4182, Austin 51, Texas. Booth No. 710—Coliseum.

Circle No. 1022 on reply card, p. 82.

New non-sweating closet

Dri-Tank does not sweat because its inner tank is surrounded by a permanently sealed insulating air space. This eliminates hot-weather condensation that causes floor stains, buckling and rot. Comes in 5 pastel colors.


Circle No. 1017 on reply card, p. 82.

Copper tubing

Copper tube for radiant heating, hot and cold water lines and soil, waste and vent lines will be shown by Chase. A full-size mock-up of an actual installation of the new drainage tube will be featured.

Chase Brass & Copper Co., Dept. AB, 236 Grand St., Waterbury 20, Conn. Booth Nos. 35-36—Hilton.

Circle No. 1020 on reply card, p. 82.

Sliding tub enclosure

Showerwall's panels slide on separate tracks, lift out easily for cleaning tub. All metal parts are rust-proof extruded aluminum, available in anodized gold or silver finish. They wipe clean with a damp cloth.


Circle No. 1023 on reply card, p. 82.

Shower doors in color

Latest idea in tub and shower enclosures is doors in color. The new Anoroc line features sand-etched designs on glass, hand painted in pastel shades. Doors are extruded aluminum, glide on nylon bearings.

Anoroc Products, Inc., Dept. AB, 97-11 Northern Blvd., Corona 68, L. I., N. Y. Booth 916—Coliseum.

Circle No. 1018 on reply card, p. 82.

Chrome-trimmed accessories

Starfire bathroom accessories come in sets of four (as shown above) with matching towel bars. Trim will be of chrome. Available in all eleven Starfire colors to match tile with which they are to be used.


Circle No. 1021 on reply card, p. 82.

No-overflow jet closet

The one-piece Emperor model is built so it won't overflow; in addition it is quiet in operation, has a trouble-free working mechanism. The new design is massive, low and distinctively modern, topped with a plastic seat.


Circle No. 1024 on reply card, p. 82.
Designed to appeal to the women

The Clover, new L-plan P&H home is a 3-bedroom, open-plan home with 1½ to 2 baths. Finish above is Roman brick combined with vertical siding. From $13,500 to $14,500.

Circle No. 1025 on reply card, p. 82.

Homes of Douglas fir lumber

Farwest’s “Olympic 103” features 3 bedrooms, is shipped as far east as Ohio. Package includes pre-assembled exterior walls, pre-hung doors, trusses partially assembled.

› Farwest Homes, Dept. AB, Div., West Coast Mills, 555 State St., Chehalis, Wash. Booth No. 383—Hilton.
Circle No. 1026 on reply card, p. 82.

PREFABRICATED HOMES:

New models are low-pitched

Specially designed for working man

The 3-bedroom “Delray” by National Homes is designed for the working man with a selling price of $7,500, plus lot. Three bedrooms, large kitchen, 926 sq. ft.

Circle No. 1027 on reply card, p. 82.

“Space House” features storage wall

Storage wall helps unclutter family room in this “Space House” by Modern Homes. Three bedrooms, bath and lavatory in this $15,000 house. Total of 1166 sq. ft.

Circle No. 1028 on reply card, p. 82.
For living indoors and out

The "Imperial Woods" by Scholz has 1,342 sq. ft., three bedrooms, two baths, family room. Extensive use of windows and glass doors give open-air feeling.

Circle No. 1029 on reply card, p. 82.

and low-priced

Three and four bedroom homes, styled with low, sleek lines . . . the prefab forecast for 1957

Large window area

"Lake Forest Contemporary" by Manufactured Homes is a three-bedroom model with living room, dining area, kitchen. Priced at $16,000 to $20,000 exclusive of the land. A good price for the living space.

Circle No. 1030 on reply card, p. 82.

2 new split levels

Style-rite offers two new models, the "Triumph" and the "Trophy" designed for flat terrain. More than 2,000 sq. ft. of living space, open planning. Sells for approximately $5,500.

Style-Rite Homes Corp., Dept. AB, 659 Marion Rd., Columbus 7, Ohio. Booth No. 337—Hilton.
Circle No. 1031 on reply card, p. 82.

Low-lined series

Thyer's "Commuter" Series features low, sleek lines, plenty of windows. Three bedrooms, with or without basement or garage. Choice of seven different elevations in the model for variation.

Thyer Manufacturing Corp., Dept. AB, 2857 Wayne, Toledo 9, Ohio. Booth No. 204-205—Hilton.
Circle No. 1032 on reply card, p. 82.

Still more ahead on prefab forecast
Lightweight steel frame

A new approach to home building is embodied in this latest model prefab, the Steelaire. It employs light steel sections, with a 28 ft. clear span. The 44 x 28 ft. house has 3 bedrooms, 2 baths, a 16 x 20 ft. living room.


Circle No. 1033 on reply card, p. 82.

Spacious tri-level

The Windsor, a tri-level three bedroom home, has just been introduced. Features a 1510 sq. ft. living room plus a spacious family room. It is both expertly engineered and precision manufactured. Package: $4,573.


Circle No. 1036 on reply card, p. 82.

Tri-level with a flair

Here's a completely new tri-level prefab packed with sales ideas. The Triwood has 4 bedrooms, 3 baths, a huge activities room off the kitchen. There's a 15 x 22 ft. living room with beamed ceiling and balcony.


Circle No. 1034 on reply card, p. 82.

Four-five bedroom homes

Franklin Thrift Homes will be showing a line of pre-cut, factory built, customized homes. Many in the four and five bedroom size and in the $1,600 to $15,000 price range. To be distributed through franchised dealers.

Franklin Thrift Homes, Dept. AB, P.O. Box 631, State College, Pa. Booth No. 910—Coliseum.

Circle No. 1037 on reply card, p. 82.

Spacious living

Precision Homes' Franklin has three bedrooms, a bath and a half, well arranged living and dining areas and a convenient kitchen and utility working center. Abundance of closet and storage space. From $14,000 up.

Precision Homes Division, Dept. AB, 5235 Winthrop Ave., Indianapolis, Ind. Booth No. 210—Hilton.

Circle No. 1035 on reply card, p. 82.

Prefabricated house

Inland Homes' new C-410 Series offers a choice of five different front elevations and either wood floors with crawl space or slab construction. Priced to sell for about $10,500, not including lot. 1056 sq. ft.

Inland Homes Corporation, Department AB, 501 College Street, Piqua, Ohio.

Circle No. 1038 on reply card, p. 82.

Massive window wall area

In the Oakland, the living area is to the rear with massive window wall area affording an enjoyable view of garden and shrubs. Wide overhanging roof; central entrance hall. Can be built on slab, crawl space or basement.


Circle No. 1039 on reply card, p. 82.

Contemporary ranch house

The Royal is a house that will appeal to a growing family. Activity room as well as carport and garage can be added any time. Variations can be accomplished through changes in roof, overhang, siding, etc.


Circle No. 1040 on reply card, p. 82.

All glass gable end

The 801 Contemporary features a modern all-glass gable end. In the three bedrooms, living and dining rooms, a sloping studio ceiling (or Cathedral ceiling as it is called) is used with exposed beam construction.


Circle No. 1041 on reply card, p. 82.
101,000 HOME OWNERS CAN'T BE WRONG

You'll be right, too, when you select MASONITE® EXTERIOR PRODUCTS

here's why

JANUARY 1957
Enough design variety for hundreds of homes!

It’s happened! One of the most dramatic, far-reaching revolutions in the entire history of the home-building industry!

Old-time cost standards for application and finishing no longer apply.

Masonite exterior products have created new concepts of attractiveness in design, new economies in application, together with new assurances of lifetime protection and ease of maintenance. The problems caused by splitting, splintering, knots, and waste are gone.

These handsome Masonite exteriors carry out the intent of the modern-day house designer! They go up quickly; they present a broad choice of types and textures; they take beautiful paint or stain finishes and hold them longer.

It’s a big story, and an important one to every builder who wants to add sales appeal, more recognizable value to his product—and still keep costs in line.

So many ways to distinguish your homes!
Create Higher Standards of Beauty and Economy

The accent is on the vertical with MASONITE PANELGROOVE

Want to dramatize a short wall, an entryway or a window cluster? Looking for a distinctive treatment to combine with masonry?

Choose Panelgroove—it offers a refreshing contrast in design. It provides an unbroken sweep of \( \frac{3}{4} \)" wide, clean-cut vertical grooves, on 4" centers, 8" centers, or spaced in a random pattern. It brings you all the strength, the resistance to weather, impact and abrasion that characterize all Masonite panels. You cover a lot of wall fast...panels are 4' wide, \( \frac{5}{6} \)" thick and up to 16' long. Edges are ship-lapped to provide more weather resistance and conceal joints.

Double the appeal with the textured beauty of MASONITE RIDGEGROOVE

Here's an extra design feature to appeal to every discriminating homeseeker! Ridgegroove has the same vertical grooves found in Masonite Panelgroove, but has an over-all combed textured surface.

Paint and stain take to Ridgegroove...it has no grain or knots to rise and mar the finish. The combed surface takes stains exceptionally well...providing a striking, long-lasting finish.

Ridgegroove has the same protective and enduring qualities of all Masonite exterior panels.

More ideas for exterior designs...turn the page
This is the material—and the application method—that has swept the country with superlative new beauty and its slashing of application time and costs.

Think of it! No exposed nails to stain, discolor or "freckle" the smooth, trim attractiveness of the entire wall. A specially designed aluminum mounting strip is nailed to the sheathing...serving to automatically align the course as well as to hold the siding permanently in place without dips or waves. Every nail is hidden under the course above.

These aluminum strips create a deep, appealing shadow. They’re vented, too, to eliminate moisture traps. And paint jobs last years longer.

Joints are no problem. New metal fastener provides support, keeps joints permanently tight.

This tough, grainless hardboard siding is tempered to withstand winter’s wet and summer’s sun. Won’t split, splinter or crack—ever!

Many builders report savings of 33% and more in application costs. True-cut panels eliminate waste. Square factory-cut ends with no defects eliminate trimming. Panels are delivered with Primene®*, a factory-applied neutral gray first coat. Just one or two finish coats leave an enduring, attractive finish.

Masonite Shadowvent Siding is preprimed, 12" wide and in long, uniform lengths. Outside metal corners are available.
How about cost?...see for yourself!

In determining the cost of a siding, four factors must be considered:

1. Price of material
2. Amount of waste
3. Application time
4. Painting time

No factor by itself is sufficient to give you an accurate measurement or comparison of total finished cost. Use your own figures for cost of materials and labor. Your lumber dealer will be glad to give you the cost of Shadowvent Siding.

No test can be more fair. And, when you get the results, you will be amazed at how economical Masonite Shadowvent Siding is per 1,000 sq. ft. Think what it can mean to you on house after house. Don't put it off. Fill in the chart now.

### Analysis of siding costs for 1000 square feet of coverage...

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<td>1. Material Cost Per M. Ft.</td>
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<td>3. Material Cost Per M. Ft. Coverage</td>
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<td>5. Hours Per M. Sq. Ft.—Coverage®</td>
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* 1" lip plus waste
† 1 1/4" lip plus waste
® If one figure is changed, revise others proportionately

Strong, dense panels are easily cut and fitted with carpenter tools. No special equipment required.

Interlocking corner caps, of bonderized and primed metal, slip easily into place without nails. Weatherproof!

Painting is easier, smoother, quicker. Smooth, grainless surface means extra years between repainting jobs.
The home with a Masonite Ridgeline exterior reflects the good taste and careful materials selection of the builder... qualities so much sought after these days by discriminating home buyers.

The combed textured surface of Ridgeline heightens wall interest without being "fussy" or overly dramatic. It relieves the monotony of large wall expanses and it is especially appealing when used to frame an entryway, to accent a window area or a short run.

Both paint and stain may be applied to these handsome hardboard panels with gratifying results. Finishing on large areas is quick, economical and long-lasting.

Ridgeline panels are 4' wide, ¼" thick, and up to 16' long. Batten strips at equal intervals create stronger vertical emphasis.

You may also plan an exterior with Ridgeline's interesting texture in the form of shingles or lap siding. See small illustrations.

Your lumber dealer can tell you more about this economical material with the luxury appeal.

No special tools needed.
To set a home apart from its neighbors, not by a mere "different" look, but by a distinctive harmony of line and color... incorporate Masonite Tempered Presdwood into the design.

Not only are these rugged, smooth panels adaptable to almost any type of house, but they are most economical as well. Large panels save application time and money!

Most builders combine these 4' wide panels with batten strips at the joints and at random or evenly spaced distances along the face.

Tempered for extra hardness, extra resistance to surface abuse and extra long life, these panels are easily cut and fit with carpenter tools, take surface finishes and hold them—beautifully. For added effect, paint the batten strips a contrasting color.

Primecote is a factory-applied finish that saves you time and paint—it gives you a better looking, longer lasting finish. Ask your lumber dealer for Primecote Tempered Presdwood.
Strong, dense, smooth and grainless, Masonite Siding brings better looking, longer lasting exterior walls to homes in every price class. Defies time and the weather... reduces maintenance costs.

Strikingly handsome effects cost no more. Choose: - the conventional 12" - the wider 16" or - the extra wide 24" panel. Thicknesses are 3/4" and 5/16". Lengths up to 16'.

Lower costs, too. No dimensional loss—panels come in true-cut dimensions. Less lap loss when you use famous Shadowline wood strips that give deep, eye-pleasing shadows.

Wider widths at the same per sq. ft. cost! Choose 12", 16" or 24" wide Masonite Siding and cover a lot of area fast.

Specially designed wood strips give a deep shadow effect. With only 1/2" overlap, they put more of the siding to work.

You'll build better—sell homes faster—when you use Masonite exterior products—preferred by 101,000 home owners. Get full application details today—mail the coupon!

Masonite Corporation Dept. AB-1, Box 777 Chicago 90, Illinois

Please send me application details on:
- All Masonite exterior products
- Shadowvent Lap Siding
- Ridgegroove-Panelgroove
- Tempered Presdwood

Name...
Firm...
Address...
City......State...
Zone.....County...

MASONITE
PRODUCTS

© Masonite Corporation—Manufacturers of quality panel products.
For glare reduction, I’m using **American Lustragray**
sheet glass

"I like the soft, diffused light it gives my home"

American Lustragray—the new, neutral gray tint, glare reducing glass—is being used by progressive builders who are interested in modern glazing for modern homes.

**SEE OUR Lustragray Display**
**NAHB EXHIBIT**
**BOOTH 926**
**NORTH HALL, COLISEUM**

Visit our booth for samples
The most modern glass for your spring building program.

**Functional Features**
- Reduces glare approximately 50%
- Reduces solar radiation transmission approximately 33½%*
- Permits clear view
- True color transmission
- Neutral shade harmonizes with interior and exterior colors

**Enhances interior decoration by softening color contrasts**
- Creates restful atmosphere
- Non-fading
- Does not require the special installation handling of other tinted glass

American Lustragray is now available through more than 500 glass jobbers. Check your classified telephone directory for listing.
Packaged by-passing door unit

Ready to install in about 20 minutes is this packaged by-passing door unit. Comes complete with track and doors installed. Track has two-point bolt suspension.

Circle No. 1042 on the reply card, page 82.

Wood gliding windows come in many sizes

Available in sizes ranging from ribbon units to large operating picture-wall units is the improved “High Lite” gliding window by R.O.W. Priced from $25 up.

Circle No. 1043 on the reply card, page 82.
New slim-lined wood windows

Fixed upper sash, awning-style lower sash in a narrow wood frame. Comes in three heights. Factory-assembled and packaged. Picture size, left, is 62” high, combines three units.

Andersen Corp., Dept. AB, Bayport, Minnesota. Booth Nos. 571-574—Sherman.

Circle No. 1044 on the reply card, page 82.

Galvanized tubular steel used

New galvanized tubular steel prime windows by Rusco permit design versatility. Variety of types and sizes, all factory-painted, fully assembled with wood or metal casing.

F. C. Russell Co., Dept. AB, 1100 Chester Ave., Cleveland 1, Ohio. Booth Nos. 201-202—Hilton.

Circle No. 1045 on the reply card, page 82.

easier open planning ahead

Patio doors fit many uses

Vue-Lume rolling glass doors come in three basic models, two heights, ten standard widths. Extra heavy aluminum extrusions. PermaSatin finish gives metal permanent, soft lustre. All weathersealed.


Circle No. 1046 on the reply card, page 82.

Folding doors do double duty

Space-saving Modernfold doors also open up to give complete entrance to closets, open feeling between rooms. In decorator colors or woodgrain finishes. Closures come complete with hardware.


Circle No. 1047 on the reply card, page 82.

Designed for all climates

Sliding glass door with overhead suspension, protected rollers and track, double weatherstripping for all climates. Single or double doors, come 6’10” high, and in a choice of many widths.

Fleet of America, Dept. AB, 2015 Walden Ave., Buffalo 25, N. Y. Booth No. 461—Sherman.

Circle No. 1048 on the reply card, page 82.

JANUARY 1957
Horizontal sliding windows

The Kota slide horizontal twin sliding windows are of extruded aluminum; weatherstripping of stainless steel; combination weatherstripping and anti-friction sliding contact is zinc. Glass imbedded in sash.

Kota Products Inc., Dept. AB, Route 25A, Rocky Point, L. I., N. Y. Booth No. 327—Hilton.

Circle No. 1049 on reply card, p. 82.

Modernize old locksets

Modernization Kit, for conversion of old-style mortise locksets to modern locksets, has two trim plates 7 1/4" x 3"; strike plate 1 1/2" x 5"; latch plate 1" x 6". The kit, with locksets, sells from $6.75 to $11.


Circle No. 1052 on reply card, p. 82.

Power-flex operation used

Latest design in Alwintite aluminum awning windows features a sturdy torque-bar and flexible cable, powered by worm-gear action from a tilted rotary handle. “Power-flex” drive is concealed in jambs and lubricated.

General Bronze Corp., Dept. AB, 711 Stewart Ave., Garden City, N. Y. Booth Nos. 304-307—Hilton.

Circle No. 1053 on reply card, p. 82.

Aluminum sliding windows

Nylasint glides provide easy operation of Kewanee's aluminum horizontal sliding window. Vents can be removed easily for cleaning and complete ventilation; “tubular sill” provides maximum strength.


Circle No. 1050 on reply card, p. 82.

Laminated folding doors

The Hufcor laminated accordion door has all the advantages of a regular panel door plus the utility and space-saving features possible with folding doors. Available in ten colors to satisfy all color requirements.


Circle No. 1053 on reply card, p. 82.

Easy to assemble, install

Curtis Style-Trend Window features an outside casing of new design for masonry, brick veneer or frame construction without mitered corners. Sash is weather-stripped, made of Ponderosa Pine.


Circle No. 1056 on reply card, p. 82.

Prime sliding windows

A line of residential aluminum horizontal sliding windows, with a weather-tight, air-tight peripheral seal, also features the finger-tip action automatic lock. Lock is spring-loaded to act automatically.

Capitol Products Corp., Dept. AB, P.O. Box 69, Mechanicsburg, Pa. Booth No. 955—Coliseum.

Circle No. 1051 on reply card, p. 82.

Saves installation time

Combination door lock and pull, designed for quick and simple installation, available in non-locking pulls for passageway doors or various combinations of privacy locks. Units are reversible and adjustable.


Circle No. 1054 on reply card, p. 82.

Ball-bearing drawer slide

The K-V Under-Drawer Slide No. 1500 is made of heavy steel in zinc-plated finish, with ball-bearing rollers for smooth action. Stock sizes are 16, 18, 20, 22, 24, and 26 inch. Screws are included with each set.


Circle No. 1057 on reply card, p. 82.
NEW . . . FIRST IN THE FIELD!

Copper comes out of the kitchen! Dexter's new Contemporary Copper lock line brings new warmth to the entire home, traditional or modern. Exterior parts are all solid copper—not plated. They're finished in Dexter's new tarnish-resistant Brite Copper or Satin Copper. The 3½" roses are available in matching Copper or contrasting satin black finish. Accessory door and window hardware available in matching Copper finish.

The Lifetime Guaranteed tie bolt lock has pin tumbler cylinder, deadlocking or spring latch and "bull-nose" bolt. Available in key-in-knob models, passage sets and privacy sets. Easy to install, reversible for any hand door without disassembly. Requires only 1½" cross-hole.

CONTEMPORARY COPPER

BY DEXTER

NO LOCK Installs Faster Than A DEXTER

New fruitwood-finished mounted displays available

DEXTER LOCK DIVISION
DEXTER INDUSTRIES, INC. GRAND RAPIDS, MICHIGAN

In Canada: Dexter Lock Canada, Ltd., Guelph, Ontario
In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V., Mexico City
Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal.
**PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING**

**Fleetwood garage doors**

New 1957 line includes 72 single and 60 double-door combinations of style and size. Choice of from two to eight panels wide; from four to five sections high. Of Douglas Fir with plywood or composition panels.

> Crawford Door Co., Dept. AB, 20263 Hoover Road, Detroit, Mich. Booth Nos. 833, 864—Coliseum.

Circle No. 1058 on reply card, p. 82.

**Space-saving doors**

Folded doors, made of Masland Duran vinyl plastic, come in ten decorator colors. A 2'-8" door compresses to approximately 2'-11/2" stack. Steel suspension frames, steel track, 7-gauge steel ribs and nylon glides.


Circle No. 1061 on reply card, p. 82.

**New horizontal slider**

An entirely new aluminum horizontal sliding window will be introduced by the Winter Seal Corp. at the Convention exhibit, plus company's standard line of doors, windows, jalousies, screen and storm sashes.


Circle No. 1064 on reply card, p. 82.

**New lockset design**

Exclusive knob and rose design is introduced in "Melody," a smartly styled cylindrical lockset. Made of cast metals for heavy duty application; wrought metals for standard duty uses; a comfortable grip knob.


Circle No. 1059 on reply card, p. 82.

**Window-wall type windows**

All frame and sliding panel members of the window wall with sliding inserts are of extruded aluminum alloy; weather-stripping, stainless steel. Screens and storm sash are easy to install from inside.

> Ceco Steel Products Corp., Dept. AB, 5601 West 26th St., Chicago, Ill. Booth Nos. 105-107—Hilton.

Circle No. 1062 on reply card, p. 82.

**By-passing door hangers**

A new design in by-passing door hardware is featured as the Acme Dua Line. It permits the hanging of either 9'-4" or 1'-6" doors simply by switching the position of the sliding hangers.


Circle No. 1065 on reply card, p. 82.

**Folding steel doors**

A new line of folding closet doors of heavy-duty 24 gage steel are 1" deep. Design and construction features prevent jumping off track; assure effortless operation. Standard heights of 6'-8" with various widths.


Circle No. 1060 on reply card, p. 82.

**Precision steel flush doors**

High accuracy and precision are the features stressed by the manufacturers of this steel flush hollow metal door. Maintenance problems normally encountered in wooden doors are eliminated. Variety of finishes.


Circle No. 1063 on reply card, p. 82.

**Steel overhead door**

A steel overhead garage door that offers smooth, counterbalanced action, less headroom to operate in, and a price lower than average, is provided in the "Seven Won-Dor" put out by this manufacturer.

> Windsor Door Co., Inc., Dept. AB, 2284 Jericho Turnpike, Garden City Park, N. Y. Booth No. 958—Coliseum.

Circle No. 1066 on reply card, p. 82.
General means Reputation

— for maturity (48 years of leadership in producing quality windows)
... for judgment and ingenuity (first to introduce aluminum sliding windows, VIEWall windows, Fin Trim and other new window products)... and for dependable service to builders
(with responsible dealers and warehouse stocks in every area.)

Keep your reputation up there, among the top-rank, quality-minded builders, by never linking your hard-won advances to anything less. Stick to associates (dependable dealers and a manufacturer) whose leadership and experience must benefit you.

When it comes to windows and picture sliding doors, you promote yourself to consistent profits with the least worry when you stick to the "General."

* ADVANCED PRODUCT DESIGN that keeps you ahead of competition
* TROUBLE-FREE ENGINEERING that eliminates costly complaints
* SPECIALIZED SERVICE TO BUILDERS thru responsible local dealers
* DEPENDABLE DELIVERIES from warehouse stocks in every area
* CONTINUOUS ADVERTISING that creates ready customer acceptance

For latest catalog and name of your nearest distributor, write to Dept. AB-571.
Announcing

TRIMVIEW'S ALL-NEW SLIDING GLASS DOORS

More features! More sales appeal! Competitively-priced to meet your building requirements!

LOOK AT THESE FEATURES! New attractive handles inside and out • New flipper-type jamb latch is integral part of interior handle • New lever-type latch on meeting stiles of multiple vent doors • All panels slide • Wider top rail permits reversing of doors • Sloped sill with large drainage slots • Improved continuous weather-stripping • Satin-like alodized finish for high corrosion resistance • Easier frame assembly and glazing for quick installation • Mechanically fastened corners; concealed joint screws.

OPTIONAL FEATURES INCLUDE: Handsome aluminum-and-lucite handles • Cylinder key lock • Nail-on trim fin for brick veneer, wood siding, stucco, concrete block, plaster, dry-wall, plywood • Interior snap-on sill extensions • Exterior sill flashing • New flat sills for partition or interior application.

TRIMVIEW PACKAGE PLAN More than one dozen fine matching aluminum building products are available under Trimview's Package Plan: You deal with one company. You gain beauty and product uniformity. Your building schedules are expedited.

See the Trimview Package on Display NAHB Show, Booth 325, Conrad Hilton Hotel

New door handles
Conventional doorknobs are being replaced with new functional lever handles in the "House of Seagram" in New York. Designed by Architect Philip Johnson, the new handles may fortell new home designs.


Circle No. 1067 on reply card, p. 82.

Screen-storm door
Continental's "Quality Seal" aluminum combination storm and screen door is made of tubular extruded aluminum; provides a mar-resistant surface; corner reinforcement gussets make it sturdy.


Circle No. 1068 on reply card, p. 82.

Horizontal sliding windows
New windows with lightweight sash come in three series and incorporate the ultimate in easy installation design with fin trim, optional brick stop and integrated tracks for complete self-storing of screen and storm sash.

Beneda Textron Inc., Dept. AB, 39 James St., Girard, Ohio. Booth No. 964—Coliseum.

Circle No. 1069 on reply card, p. 82.
Vornado Residential Air Conditioner
...most practical, low cost, easily installed unit on the market today.

Proved in Thousands of Homes

Add-On Application
"We have looked for a long time for a central air conditioning unit we could add to our heating system without having to boost the price out of the range of the average buyer. By using the Vornado unit we have added very little to the monthly payment costs, and built a home that will have strong resale value for years to come." C. T. Wilson, Wilson Homes, Inc., St. Louis, Missouri.

Separate System Application
"We are very pleased to offer the people of Phoenix, Arizona, modern, three-bedroom, two-bath homes with family room complete with Vornado refrigerated central air conditioning...we have completed seventeen hundred homes, and are planning an additional thirty-three hundred." Mr. J. F. Long, President, J. F. Long Home Builder, Inc., Phoenix, Arizona.

Install Anyplace
Can be connected with the heating system or installed separately with prefabricated Vornadoduct.

Vornado
INSTALLS EASIER
PERFORMS BETTER

Complete Package. Vornado puts air conditioning in self-contained, air-cooled package. No extra plumbing, water connections, outside accessories.

Twin System. Two hermetically sealed, heavy-duty compressor units deliver unequalled capacity.


FHA-VA. Meets all FHA and VA requirements.

Vornado helps you sell your air-conditioned homes with dramatic...attention-getting...merchandising sales aids. Handout pieces, exterior signs, interior mobiles, decals, publicity stories, ad layouts.

The O. A. Sutton Corporation, Inc.
1812 West Second Street, Wichita, Kansas.

I want complete information on your new versatile low-cost Vornado Central Air Conditioners. It is understood there is no obligation.

send this Name ____________________________
coupon ______ Position ____________________________
today ______ Address ____________________________

City ____________________________ State ____________________________
Sliding glass door

The first showing of Nudor's new unit named "d'Cor" will be at the January NAHB show. The new sliding glass door will have sculptured styling and application for both residential and industrial buildings.


Circle No. 1070 on reply cord, p. 82.

E-Z Hung door unit

The "E-Z Hung" door unit includes door, jamb, casing and hardware—packed in a completely-assembled package. This unit can be installed in a rough stud opening in about 20 min. Builders' prices from $17.10.


Circle No. 1071 on reply card, p. 82.

New line of folding doors

A new line of moderately-priced steel folding doors has recently been introduced by Leigh Building Products. Leigh "Full-Vu" folding doors are twin panels, center-hinged to fold together as they glide aside.


Circle No. 1072 on reply card, p. 82.
Coming Next Month! A New Line of Builder Saws... by Black & Decker!

New Power

New Handling Ease

New Visibility

New Ruggedness

Next Month your dealer takes the wraps off these brand-new Black & Decker builder saws. Loaded with new, revolutionary features! Designed with you in mind.

Months of continuous on-the-job tests. The changes you've been asking for... waiting for... now all in one saw. New power! New visibility! New handling ease! New ruggedness! The greatest power saw advancement in twenty years. Backed by B&D's 46 years of leadership in the portable electric tool industry. See your dealer or write to: THE BLACK & DECKER MFG. CO., Dept. H-101, Towson 4, Md.

Look in the Yellow Pages under "Tools-Electric" for Nearest Outlet

Black & Decker®

World's Largest Maker of PORTABLE ELECTRIC TOOLS

See these new Saws at our booth 871 at NAHB Exposition, Jan. 20 thru 24.
Note—you’ve seen good sash balances—perhaps you’ve seen good weatherstrip—now Caldwell brings you a good combination unit.

**SPIRAFLEX**

*The T-Piece Weatherstrip with Spiral Balances*

The NEW SPIRAFLEX is the only Weatherstrip-Balance Combination that can offer ALL these features...

1. SPIREX SPIRAL BALANCES—Prevent creeping; assure smooth, easy operation.
2. FULLY ADJUSTABLE—Easily adjusted, if necessary, even after installation.
3. ENCLOSED BALANCES—Provides protection from moisture, and gives neat appearance.
4. 1-PIECE ALUMINUM JAMB STRIP—Eliminates need for individual parting bead, and assures plumb installation.
5. COMPLETELY PREASSEMBLED—Complete unit, weatherstrip, balances, stops, etc., preassembled in our factory. Reduces costly handling and installation time.
6. NOISELESS OPERATION—Assured by silent Spirex* balances. No messy flocking.
7. DOUBLE-RIBBED LOWER SECTION—Provides additional weather tightness and rigidity.
8. OUTSIDE PRESSURE FLANGE—Prevents sash from becoming paint-stuck and provides extra weather seal.
9. CONCAVE DESIGN—Compensates for swelling and shrinking of sash; assures snug fit at all times.
10. FITS STOCK FRAMES AND SASH—Requires no special frame members or machining, and fits ordinary sash with regular 3/8 x 3/8 spiral balance groove.

Spiraflex units are made in sizes to fit any window up to 6'6" in height (1 3/4" sash, 1/2" or 3/4" parting bead).

For a better job insist on Windows with SPIRAFLEX!

Caldwell Manufacturing Co.
68-E Commercial St., Rochester 14, N.Y.

Gentlemen: Please send me full description and details on your new Spiraflex.

FIRM NAME
ADDRESS
CITY & STATE
BY

Caldwell Manufacturing Co.
The Most Dependable Name in Sash Balances—Since 1888
PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

Vertical glide window
Quick and easy installation, self-storing insulating sash, and woven pile weatherstripping are important features of this aluminum vertical glide window just introduced. It comes as a complete packaged unit.


Circle No. 1073 on reply card, p. 82.

Automatic safety device
An automatic safety feature is offered by this manufacturer of radio controlled garage door openers. On contacting any object during descent, the door immediately stops dropping and rises to open position.


Circle No. 1076 on reply card, p. 82.

Deluxe locksets
Sunray deluxe locksets are designed for contemporary beauty and are priced to fit within the modest budget. Within the Deluxe series are nine types providing a lockset design for every door in the house.


Circle No. 1079 on reply card, p. 82.

Magnetic door catch
A six-degree adjustment in both vertical and horizontal planes allows this magnetic cabinet catch to make complete contact with its striker despite slight errors in door alignment, thus keeps maximum pull.


Circle No. 1074 on reply card, p. 82.

Quality door locks
The use of high-quality materials allows this manufacturer to guarantee unconditionally the locks it produces. Solid brass and bronze are used for exterior parts, and specially treated rust-resistant steel is used inside.

Weiser Co., Dept. AB, 8635 Otis St., South Gate, Cal. Booth No. 970—Coliseum.

Circle No. 1077 on reply card, p. 82.

Friction-free window
The "Triple-Slide" combination storm window, constructed with erayo metal tracks assures friction-free operation of the panels for the life of the window. Only one of the 11 different type storm enclosures.

Eagle-Picher, Dept. AB, 900 American Bldg., Cincinnati, O. Booth Nos. 380—Hilton; 525—Sherman.

Circle No. 1080 on reply card, p. 82.

Safety extension handles
Extension rods and plastic handles have been added to the safety hold-open catches on the steel cellar hatchways of Bilco Company. They permit the catches to be released without stooping.


Circle No. 1075 on reply card, p. 82.

Radio door lift
Push-button control for the home owner can be applied to garage doors with the "Genie" Lift-A-Dor. A push button on the car operates the door. Also, a lock switch on the garage wall can be used.


Circle No. 1078 on reply card, p. 82.

Smart threshold designs
Revolutionary concept in threshold design is incorporated in Duraflex thresholds. Consist of vinyl plastic arch and aluminum base. Positive sealing against drafts, rain and snow. Easily installed. Comes in six styles.

Duraflex Co., Dept. AB, 3500 N. W. 52nd St., Miami 42, Fla. Booth No. 768—Coliseum.

Circle No. 1081 on reply card, p. 82.

JANUARY 1957
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.
a crisp $100 bill

...That's what Kansas City builder calls Bildrite savings

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 better and save with

INSULITE

Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota
The book with the answers! AMERICAN BUILDER's April Marketing Directory & Technical Guide is full of problem-solving information for you. Why do your own research when AB's editors wrap it in one all-in-one-place reference book? Just look what they give you in this April issue...

Seven big technical sections help you plan, build and buy better. Six give detailed planning and designing information on every building problem...Structural Materials...Doors, Windows, Millwork, Floor and Wall Finishes...Hardware and Building Specialties...Appliances, Electrical, Heating and Cooling, Plumbing...Tools and Construction Equipment...Management and Business Reference-Prefabrication. The seventh, a Classified Buying Guide of Products and Equipment, lists over 5,000 manufacturers in over 1,000 product categories. The names and addresses of all the industry's suppliers, classified to save you time, trouble.

A reference file of free literature. Excellent source for more information. Describes and classifies all the catalogs and technical material available from building supply and equipment manufacturers. Free copies supplied through a convenient Reader Service postcard.

Building associations and societies. Let them help you. A classified list of organizations devoted to better, more profitable building. Includes name, address and executive officer of each so you can write direct.

Trade name index. Get the maker’s name fast. An alphabetical index of over 3,600 industry trade names giving name and address of each manufacturer.

All the reference data you need is right here. Use American Builder's Marketing Directory & Technical Guide. You'll plan better, build better, buy better...profit more. It's free (you get it as part of your regular subscription). Put it to work. You'll save time, trouble...money!

American Builder
Marketing Directory & Technical Guide

1957 PRODUCT SHOW

Prefab wardrobe header
Kenna-pak, a one-piece header with hardware for wardrobes using ¾” and 1¼” sliding doors, has an adjustable steel header plate with wood nailing strips, adjustable aluminum track and interchangeable hangers.
> Kenna Truck Corp., Dept. AB, P.O. Box 677, Elkhart, Indiana. Booth Nos. 86-87—Hilton.
Circle No. 1082 on reply card, p. 82.

Fabrics for folding doors
Luxury Fabric features a fiber glass backing which does not stretch or shrink and retains a good appearance. Has a nubby-tweed texture and is available in 10 soft shades; weighs 30 ounces to the lineal yard.
Circle No. 1083 on reply card, p. 82.

Pella casement windows
Pella casement windows have full 1¾” Western pine sash with steel frame around the four sides of window; complete with weatherstripping, hinges and hardware. Easy to clean, Rolscreens permanently installed.
Circle No. 1084 on reply card, p. 82.

New safety catch
An outstanding feature of Frantz 400 series garage doors is their newlydesigned safety catch. It holds the door securely in full open position. Prevents rebound guarantees clear opening with minimum of headroom.
Circle No. 1085 on reply card, p. 82.

AMERICAN BUILDER
You’ll sell More Homes and make More profit...

with PERMABILT®

Designed and engineered to attract home loving American families, and to add a “Touch of Gold” to your operation.

The new PERMABILT homes offer a home design and floor plan to meet every need and desire ... completely packaged for fast, on-site erection ... architect designed ... and built to last a lifetime.

There are territories available in Illinois, Indiana, Wisconsin, Michigan and Ohio to financially responsible builders who are anxious to profitably expand building operations. Write today on your letterhead, Manufactured Homes, Inc., AB-12 Kalamazoo Ave., Marshall, Mich.

A hard-hitting advertising program in magazines and papers presells your prospects on Permabilt Homes.

THE SARASOTA—A sleek contemporary design, 46' x 32' with 4 bedrooms and the open living area planning so in vogue today.

THE SUBURBAN—A modern 42' x 28', 3 bedroom home designed for a maximum of family living space.
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.
Full Line of Carryable Construction Equipment Now Offered by Homelite

Carryable Diaphragm Pump . . . This self-priming, 120 pound diaphragm pump will handle water in the thickest sand, mud, or mud. Capacity: 5,000 g.p.h. Size: 3". Complete line of centrifugal pumps are also available in sizes from 1½" to 3".

Chain Saws For Every Job . . . Now you can choose from a full line of lightweight, powerful Homelite chain saws. From 3½ to 7 horsepower . . . 19 to 29 pounds. Brush cutting and clearing attachments are available to handle all your cutting jobs.

One-Man Electric Vibrator . . . It takes only one man to place concrete with powerful, Homelite high-cycle or universal electric concrete vibrators. Carryable Homelite generator provides power for high-cycle vibrators and 110 volt DC for all universal vibrators, tools and floodlights.

HOMELITE
a division of Textron Inc.
PORT CHESTER, NEW YORK

1957 PRODUCT SHOW

Sturdy folding door
Here is a folding door that combines the flexibility of fabric and the strength of a solid core. A core of solid panels beneath the textured vinyl fabric gives the Grant folding door an uncommon strength.

Grant Pulley Corp., Dept. AB, 31-83 Whitestone Parkway, Flushing, N. Y. Booth Nos. 301-302—Hilton.

Circle No. 1086 on reply card, p. 82.

Distinctive doorware
New designs in doorware are offered in unusual combinations of wood, ceramics and metals. The knobs and escutcheons can be combined in a number of motifs suitable for new trends in interior decoration.


Circle No. 1087 on reply card, p. 82.

Two-color cabinets
Many new decorating ideas can be created with the new line of two-color steel kitchen cabinet hardware by this manufacturer. Some combinations are black and bronze, copper and brass, and two styles of door pulls.


Circle No. 1084 on reply card, p. 82.

No New home is completely modern without

Designed for new construction, to be built in the wall between studs. Gives interphone communication between master unit and any or all remote units. Master station includes fine AM radio and electric clock for automatic operation. Easy to install. Complete installation can be made in 30 minutes. Write for complete details and names of distributors.

TRANS-TEL CORP.
736 North Highland Ave., Hollywood 38, Calif.

10 DAY FREE TRIAL
WARREN-KNIGHT
TRANSIT-LEVEL

NEW DESIGN
There has never been a transit level like the 38-bf. Offers new usefulness almost indestructible.

Model 38-bf

You've never seen a transit level like the new Warren-Knight. It looks and is operated like a transit, yet it has the exclusive advantages of being adjusted like a Wye level and costs only one half as much as the average transit. The new design Model 38-bf is so sturdy that maintenance and repair charges will be practically eliminated during a LIFETIME OF SERVICE.

This expert new design includes such features as a steel center, coated optics, covered leveling screws, and limb vernier reading to one minute.

Why not get the full facts on this startling new instrument. Write for FREE Bulletin F-71.
Special HARBORITE.
specially-resistant to wear, weather and water!

Does the job better than other building materials...lasts longer...competitive in price!

Now it costs no more to build it better! Special HARBORITE has a new special purpose core and back..."C" grade veneers...and a single-sided overlay on a solid face. These innovations make a new low cost possible...yet you still get all the benefits of Harborite's famous super abrasion-resistant face.

Special HARBORITE has a superior painting surface...needs only two coats instead of three...requires less maintenance. Special HARBORITE defies grain-raise and checking...is easier to apply...ideal for exterior or interior. Single-sided Special HARBORITE is designed for use where it can be securely fastened to framing. Also available with overlay on both sides at comparable low cost.

HARBORITE Super-grade

HARBORITE is now available in two grades...Special and Super.

HARBORITE Super-Grade is the original overlaid fir plywood...the leader of its field...famous marine grade plywood with two-sided overlay. Ideal for all jobs that require a solid wood core..."B" grade veneers or better. Perfect for cabinetry, built-ins, doors.

Sales offices and warehouse stocks in:
Aberdeen - Atlanta - Chicago - Cincinnati - Houston - Indianapolis - Jacksonville
the miracle overlaid
fir plywood...now available in
NEW LOW COST GRADE!

Build it Better...Build it for Less!
Special HARBORITE saves time...saves money!
In addition to the uses illustrated, other uses include Board and Batten Siding, Outside Storage, Work Sheds, Fence Panels, Partitions, Roof Coverings, and many others!

SOLD BY LEADING LUMBER DEALERS
PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

**Sliding glass doors**

The Tropicana line of sliding glass doors offer quality at sensible prices. Units in custom and standard sizes are completely weatherstripped, and have two tracks for interior and exterior installations.


Circle No. 1089 on reply card, p. 82.

**Improved sliding glass door**

A door designed around the preferred specifications of both architects and builders has been announced by this manufacturer of aluminum sliding glass doors. Featured is improved weather-stripping.


Circle No. 1092 on reply card, p. 82.

**Hardware specialty**

A vulcanized fibre used for guides and tracks of sliding glass and door panels offers many advantages. Among the features of this material are hardness, smoothness, quiet operation, and resistance to wear and rust.


Circle No. 1090 on reply card, p. 82.

**4-D sash lock**

Four-way closing action is a feature of the new 4-D Sash Lock by National Lock Co. It raises the top sash, lowers the bottom sash and pulls both sash together in one operation. This assures positive weather-tight security.


Circle No. 1093 on reply card, p. 82.

**Practical screening**

Outstanding advantage of Chicopee Fiberglas screening is its practicality. It won't rust, rot, or corrode under any climatic conditions. Another advantage is that it increases visibility by eliminating metallic glare.

Chicopee Mills, Inc., Dept. AB, 47 Worth St., New York 13, N. Y. Booth No. 54—Hilton.

Circle No. 1091 on reply card, p. 82.

**Doors for building budgets**

The "Custom Line" of Flush Overdoors by McKee features a new method of core and facing construction and redesigned hardware that brings flush doors within the range of all building budgets.


Circle No. 1094 on reply card, p. 82.

**Steel Roly-Door**

Morrison Steel has a new Regent model added to their line of Roly-Door, all-steel sectional overhead doors for residential, commercial and industrial use. Available in stock sizes—8, 9, 10, 12, 14, 15, 16-ft.

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

Circle No. 1095 on reply card, p. 82.

**Silent sliding door**

The new Frank B. Miller sliding door is sound, wind, rain and dirt proofed with the use of continuous wool pile weatherstripping at the head, sill and closing jamb. Has extruded aluminum members.


Circle No. 1096 on reply card, p. 82.

**New panoramic door**

A new clear-vision aluminum garage door that is practically maintenance free is now available from Overhead Door Corp. The new door is called the Panoramic. It is said that the door reduces maintenance costs.

Overhead Door Corp., Dept. AB, P. O. Box 188, Hartford City, Ind. Booth No. 14—Hilton.

Circle No. 1097 on reply card, p. 82.
Cuts 7-10 times faster than power hand saws!

Portable De Walt® pays for itself on one job

A—De Walt's mechanical arm gang-cuts studs, braces, cripples, and headers... quickly, easily, accurately. B—Arm swings to miter position for mass cutting of common rafters from one marking—with straight-line materials handling. C—De Walt carries inside for finishing work, special built-ins—minimizes scrap. D—Converts mill-run lumber to perfect moldings, for added savings.

De Walt saves on practically every cutting job inside or outside. Arm raises, lowers, swings 360°. Powerful De Walt-built direct-drive motor rides on arm, rotates 360°, tilts down past 90°, accommodates any circular tool. Join the hundreds of builders who have learned a De Walt pays for itself on the very first job—in faster, more accurate work, reduced tool maintenance, greater operator efficiency—in dollar savings by the hundreds!

Job-size GW-I illus.—1 1/2 hp motor, 10" saw blade cuts 3" deep, rips 26" wide...$395. Smaller MB-F, with 3/4 hp motor, 9" blade, cuts 2 1/2" deep, rips 24" wide...just $239.

As little as 70¢ a day in monthly payments after 10% down puts a GW-I on your job. Use De Walt's Easi-Budget Payment Plan. See your supplier or send for FREE BOOKLET.
1957 PRODUCT SHOW

"Dura-seal" sash balance

Dura-Seal combines weatherstripping and sash balance for all-weather protection, easier window operation. Greater efficiency in both heating and air conditioning is said to be achieved with Dura-Seal's use.

Zegers, Inc., Dept. AB, 8090 South Chicago Ave., Chicago 17, Ill. Booth No. 11—Hilton.

Circle No. 1098 on reply card, p. 82.

Folding closet door

Full access to storage space, low installation cost, ultra smart appearance and a minimum of maintenance are claimed for the new steel folding closet door just introduced. Any finish may be used on the door.


Circle No. 1099 on reply card, p. 82.

Plastic folding doors

Only ten minutes and a screw driver are required to install this vinyl coated accordion folding door, according to its manufacturer. The door will extend three inches beyond its normal opening without damage.


Circle No. 1100 on reply card, p. 82.

SELECTED CEDAR FACTORY PRE-STAINED PROTECTIVE INSULATION

Sell your homes faster by applying Shakertown factory-pre-stained shakes. Made from top grade cedar for lasting beauty and complete homeowner satisfaction. Install them with Shakertown colored nails that give you a finished job—all in one application. Choose either Shakertown double-course Sidewall Shakes or the new extra long, extra handy Glumac Units. Both backed by Shakertown... the name that's first in sales throughout America.

Shakertown Double-Course Sidewall Shakes. Pre-stained in choice of 12 colors.


Shakertown FIRST NAME IN CEDAR SHAKES

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20310 Kinsman Road • Cleveland 22, Ohio
IT REDUCES COST
OF CONSTRUCTION......

Kaustine
HEATING

IT INCREASES VALUE
OF HOMES YOU BUILD!

Sounds impossible but KAUSTINE HEATING is doing it for builders every day and here's how:

FIRST... KAUSTINE QUALITY is nationally recognized... you can't buy better warm air heating at any price.

SECOND... KAUSTINE Engineering and Factory Assembly cut your installation costs... compact design saves valuable floor space, and... KAUSTINE furnaces are competitively priced.

THIRD... You offer exacting prospects a heating plant second to none in economy, efficiency and long life.

FOR FULL INFORMATION WRITE DEPT. AB-1

OIL-FIRED HIGH BOY
OR
GAS-FIRED HIGH BOY

A complete line of warm air units for every type of installation. Oil-fired models delivering from 75,000 to 250,000 B. T. U.'s. Gas-fired models delivering 64,000 to 90,000 B. T. U.'s. Every KAUSTINE furnace is backed by a 10-year warranty.

Kaustine
TOPS IN QUALITY

There is a Kaustine Furnace or Winter Air Conditioner for every type of home

JANUARY 1957
New casement window

A casement window unit has been added to the line of wood windows offered by the Silcrest Co. Called the “Crestline,” it was field tested for more than a year before being released for sale to the building market.

The Silcrest Company, Dept. AB, 100 Thomas St., Wasau, Wisconsin. Booth Nos. 536-538—Sherman.

Circle No. 1101 on reply cord, p. 82.

Pocket door T-frame

Simplicity in installing pocket doors is claimed for this T-frame assembly. It is designed for use in standard 2 x 4 walls, and can be used with either dry wall or full plaster construction.


Circle No. 1102 on reply cord, p. 82.

Steel exterior doors

What is believed to be the first all-steel residential exterior door is now being produced by this manufacturer. Warping, shrinking and swelling from exposure to weather is virtually eliminated with this construction.

Steelcraft Manufacturing Co., Dept. AB, 9017 Blue Ash Road, Rossmoyne, Ohio, Booth Nos. 55-56—Hilton.

Circle No. 1104 on reply cord, p. 82.

Pocket door T-frame

Simplicity in installing pocket doors is claimed for this T-frame assembly. It is designed for use in standard 2 x 4 walls, and can be used with either dry wall or full plaster construction.


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Steelcraft Manufacturing Co., Dept. AB, 9017 Blue Ash Road, Rossmoyne, Ohio, Booth Nos. 55-56—Hilton.

Circle No. 1104 on reply cord, p. 82.
The Contractor: The Webster Company, St. Paul, Minn.
The Job: Install an automatic lawn sprinkler system for a new school.
The Problem: Heavy rains which threatened to prevent completion of the job on schedule. Trenching machines clogged up and track-type dozers tore up the rough graded area.
The Solution: A lightweight Sherman back-hoe for the trenching with the ability to push itself along the ground with its dipstick. For backfilling and backgrading, the Sherman AJ 25 Loader on the dependable Fordson Major Tractor is used. Because of its mounting and leverage design, it transfers more weight to the big driving wheels of the tractor with resulting traction advantage. Easy steering is assured by the Sherman Power Steering unit.

Actually, the Webster Company has found its Sherman equipment profitable even on a rental basis where operators can be expected to give a rig all the abuse it will stand. Rugged, heavy-duty construction is a prominent feature of all Sherman Power Diggers, Loaders, Fork Lifts and other equipment. See them in action soon at your local Ford Tractor Dealer or write for Bulletin No. 760.

*Sponsored by Sherman Products, Inc., Royal Oak, Michigan. The unit is used to dig water main taps and sewer sections, to install fire hydrants, to load and backfill and to do many miscellaneous jobs.

Sherman Products, Inc.
ROYAL OAK, MICHIGAN
POWER Diggers® • FRONT END LOADERS® • FORK LIFTS
Cabinet hardware
Amerock's new "Contemporary" cabinet hardware is now offered in three finish combinations—ebony black with gold trim—satin copper with black trim—polished brass with black trim. Complement all decors.
Amerock Corp., Dept. AB, 416 South Main St., Rockford, Ill. Booth No. 64—Hilton.
Circle No. 1110 on reply card, p. 82.

Floating panel door
The floating panel design just introduced allows each panel to expand and shrink in varying humidity, independently of the rest of the door. Simplifies replacement of damaged panels and substitution of glass.
Circle No. 1113 on reply card, p. 82.

Glide wood window unit
New "Glide" wood window unit permits the sash to glide easily up and down and allows instant removal for cleaning. Manufactured in a wide range of sizes and design. Weatherstrip factory-applied.
Circle No. 1116 on reply card, p. 82.

Plastic-wood folding door
"Wovynfold" is a new folding door made of vertical wood slats interwoven with colored vinyl plastic fabric. Comes in 13 stock sizes from 2'2"x6'8" to 4'2"x8'. Retail prices range from $13.80 to $33.90.
American Bamboo Corp., Dept. AB, 175-35 Liberty Ave., Jamaica, L.I., N.Y. Booth No. 500—Sherman.
Circle No. 1111 on reply card, p. 82.

Balanced ventilation windows
New aluminum window, Best-Vent, features balanced ventilation at the touch of a finger. Known as a counterbalanced double hung, this sensibly priced window is offered in wide variety of sizes.
Per-Fit Products, Dept. AB, 1200 E. 52nd St., Indianapolis, Indiana. Booth Nos. 347-349—Hilton.
Circle No. 1114 on reply card, p. 82.

For many combinations
The Woodco Sectional, composed of single light units permits any desired window combination. This window is offered in three basic units which can be installed in hundreds of combinations to suit architecture.
Circle No. 1117 on reply card, p. 82.

Integralock in 3 metals
The new "Washington" design Integralock by Sargent is available in brass, bronze and aluminum in a wide choice of durable finishes. Small lock case cuts mortising time and labor. Factory-assembled in 3 units.
Circle No. 1112 on reply card, p. 82.

Stylized door hardware
New modern designed die-cast pulls and knobs now available. Both V-shaped pulls and die-cast knobs come in eight beautiful finishes. Knobs offered with bevelled edge, concave or flat back plates.
Penn-Akron Hardware Corp., Dept. AB, 32-01 57th St., Woodside 17, N.Y. Booth No. 816—Coliseum.
Circle No. 1115 on reply card, p. 82.

Unobstructed view window
New sashless window, a member of the "Picture window that opens" family, is double grooved for easy installation. Sets of unmounted crystal glass form an insulating air space to seal against elements.
Circle No. 1118 on reply card, p. 82.
In the national march to more modern homes, you as a builder are right in step with your customers. You have to be.

Similarly, Temco is in step with you and with them—offering the finest automatic gas heating units available—units that fit perfectly the latest architectural trends.

These two are special favorites of many builders:

Temco’s Automatic Gas Wall Heater!
Temco’s Automatic Gas Floor Furnace!

- Easily, inexpensively installed.
- No duct work or excavation required.
- Operate with equal efficiency on natural, manufactured, or L. P. gas.
- Carry written warranties on Temco’s Chemically Clean heat exchangers.
- Approved by A. G. A.

Specify Temco and keep in step with the growing popular demand for the best in completely automatic gas heat!

Temco, Inc., Department C-101
Nashville, Tennessee

Please send me catalog and full information on Temco Automatic Gas Wall Heaters and Floor Furnaces.

Name
Firm Name
Address
City ___________ Zone ______ State ______

JANUARY 1957
Polished plate glass door

The new "West Door" is ½” thick, of tempered polished plate glass and of unlimited design possibilities and unusual strength so that it can never sag, rack or get out of alignment. Held in a thin metal frame.

Pittsburgh Plate Glass Co., Dept. AB, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.

Circle No. 1119 on reply card, p. 82.

Sliding door hangers

These interior sliding door hangers feature large 1¾” nylon wheels. Doors glide quietly on wheels with solid steel axles. Wheels never need lubrication. Have special 18-gauge steel rail, galvanized to prevent rust.


Circle No. 1122 on reply card, p. 82.

Garage door designs

By repeating the Graham garage door designs on shutters and entrance door, you can achieve a blended effect in front elevations and eliminate "warehouse" appearance in attached garage. Result is a blended design.

Graham Industries, Incorporated, Dept. AB, 6901 Carnegie Ave., Cleveland, Ohio.

Circle No. 1125 on reply card, p. 82.

Warren folding doors

Warren folding doors offer space for living—or enclosed privacy—in homes, apartments, offices, motels. Made of durable basswood slats (⅝” thick and ½” wide) and hard twist seine cord, adds much floor space.


Circle No. 1120 on reply card, p. 82.

Bee Gee crank operator

A new crank operator for all Bee Gee windows—new or old—has been announced. It gives instant fingertip control of room ventilation. It is geared for easy operation with noneed to open the window screen.


Circle No. 1123 on reply card, p. 82.

Window lifts out

Among many new windows, doors and closets by Carr Adams and Collier at the NAHB show will be this new window which lifts out quickly and easily for painting and safer cleaning by the housewife.


Circle No. 1126 on reply card, p. 82.

Steel door catalog

The Steel Door Institute has a new 8-page brochure listing recommended specifications for flush-type interior steel doors, frames and sliding closet door and frame units. For copies of the catalog write to address below:

Steel Door Institute, Attn. Allen P. Wherry, Dept. AB, 2130 Keith Building, Cleveland 15, Ohio.

Circle No. 1121 on reply card, p. 82.

Slide-a-fold door

New slide-a-fold door principle allows use of new materials for interior doors—framed fabrics, woven wood strips, Plexiglas, West Indies and plantation shutters, wood, hollow plywood. Installed in 20 min.


Circle No. 1124 on reply card, p. 82.

Grape door designs

By repeating the Graham garage door designs on shutters and entrance door, you can achieve a blended effect in front elevations and eliminate "warehouse" appearance in attached garage. Result is a blended design.

Graham Industries, Incorporated, Dept. AB, 6901 Carnegie Ave., Cleveland, Ohio.

Circle No. 1125 on reply card, p. 82.

124

AMERICAN BUILDER
AN UNBEATABLE COMBINATION FOR Profit!

The Only POWER SAW Needed To Build A Home

For a real thrill in performance and handling ease, check the 6½" MILWAUKEE Model 650 before you buy your next saw. It's the ONE saw that makes every cut necessary to build a house ... even to the compound miter cuts. It's the kind of light-weight ... big capacity saw you have long wanted ... a saw that makes more cuts, faster, more accurately and with less effort ... A saw that's fully versatile ... that will handle all special purpose blades and abrasive cutting wheels and that can stand the gaff of all-day heavy duty use.

... with So Many Outstanding Features

... including EXCLUSIVE Free-Wheeling Clutch Drive

* Grease sealed ball and roller bearings throughout
* Helical cut heat-treated gears and drives for greater power efficiency, quieter running
* Built-in quick setting depth and miter and rip adjustment, fully lockable
* Telescopic and automatic retractable blade guard
* Instant release safety trigger switch
* Light weight, only 12½ pounds
* Perfectly balanced.

Still Only $66.50
(with handy Steel Carrying Case — $74.50)

... and the Famous 414 SAWZALL

Compact Electric Powered HACKSAW

A rugged dependable heavy-duty saw that fills perfectly every special sawing need. Zips easily through any sawable material, such as wood, metal, plaster, transite, embedded nails, wire, etc.

NEEDS NO STARTING HOLE . . .

... In Wood or Comparable Materials

- NOT AN ATTACHMENT ... but a complete HEAVY-DUTY sawing tool ... Easily maneuverable with one hand.
- RUGGEDLY BUILT ... powered by famous MILWAUKEE-Built 115 volt ac-dc motor
- Not an attachment ... but a complete HEAVY-DUTY sawing tool ... Easily maneuverable with one hand.
- Powerful ... 3/4" cutting stroke ... 2250 strokes per minute.
- Ball and roller bearings ... lifetime lubricated.
- Weighs only 6½ lbs. ... Just 14½" long.
- Sawzall blades ... available in types and lengths to suit every sawing need.
* Furnished complete with handy steel carrying case and full complement set of Sawzall blades.

Only $89.50*

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Milwaukee 8, Wis.

JANUARY 1957
The gateways of the World are
Swinging on Hager, too!

Big Profits in
HAGER

Suburban

hardware

Everything Hinges on Hager!* Garages or Barns or
country gates—whatever needs swinging—the swing is to Hager!

Hager Suburban Screw Hook and Strap, Bolt Hook and Strap,
Hager Strap and T-hinges, Hager Gravity-Type Gate Latch
and Hinge Hasps are skillfully made in many different
designs and finishes to meet every conceivable rural and suburban need.

Stock the Hager Suburban line. It's ruggedly
made of wrought steel to give long wear . . . weatherproofed
finished to take all kinds of weather.

Ask your jobber to show you the complete "Suburban" Line

No. 1973 Hager Suburban
Screw Hook and Strap Hinge.

No. 1934 Hager Suburban
Gate Latch.

The doorways and gateways of
the world swing on Hager Hinges

C. HAGER & SONS HINGE MANUFACTURING COMPANY • ST. LOUIS 4, MISSOURI
Lifetime aluminum windows
Modeled after its predecessor, the Ualco Series 200 awning window, the new sash is weatherstripped throughout with Koroseal. Frames are recessed on the inside to receive flush-fitting storm sash and screen.
Southern Sash Sales and Supply Co., Incorporated, Dept. AB, Sheffield, Alabama.
Circle No. 1128 on reply card, p. 82.

Combination storm doors
Feather-Lite's complete line of all-aluminum combination storm sash and doors offer the maximum in quality at minimum cost. Superior construction means ease of installation. Begin at $20 each.
Circle No. 1129 on reply card, p. 82.

Multiple awning window
Major features of new Armac window: 4 sizes of units with 1 glass height; storm pane is integral part of sash, is self-storing, removable; hardware is of all aluminum; screen is self-storing and of aluminum.
Armac Window Corp., Dept. AB, 208 So. La Salle St., Chicago, Ill. Booth Nos. 919-920—Coliseum.
Circle No. 1130 on reply card, p. 82.

USF's window wells, vents
Custom Quality Wells are made from 16-gauge copper-bearing steel, were formerly available in round and straight types only are now made in casement and accessway types and special shallow design.
United Steel Fabricators, Incorporated, Attn. E. S. Infield, Dept. AB, Wooster, Ohio.
Circle No. 1131 on reply card, p. 82.
Styrene plastic louvers spark fresh ideas for decorative lighting effects

The emphasis that architects place on lighting as a source of beauty as well as function is speeding the development of many new fixtures with wide design flexibility.

The most adaptable of these fixtures are made of styrene plastic. For example: American Louver Company’s (Chicago) “egg crate” louvers, made of Monsanto Lustrex® styrene.

These translucently white louvers provide maximum light transmission with a shadowless diffusion that eliminates sight fatigue. There’s a minimum of maintenance...

dirt or dust won’t cling to de-staticized surfaces. Styrene plastic construction resists scratching or chipping, is light in weight with high structural strength and dimensional stability. Design possibilities are many for these louvers— as individual fixtures, luminous ceilings, and in modular patterns.

The over-all role of plastics in construction is the subject of a structural plastics engineering group at Monsanto. Architects and builders are invited to write for counsel on technical aspects of plastics for building and construction.

A New Report “Plastics in Housing,” has recently been published by the Department of Architecture of The Massachusetts Institute of Technology. The M.I.T. study was made possible by a Monsanto grant-in-aid. Copies are available at $2.00 each. Address Monsanto Chemical Company, Plastics Division, Room 1306, Springfield 2, Mass.
Specify AMERICAN PLASTIC LOUVERS—
latest...lightest...strongest...finest lighting medium

For any installation you may be planning — individual fixtures, troffers, modular designs or over-all ceilings — specify AMERICAN Plastic Louvers.

They're easy to work with — can be easily sawed to fit anywhere, even around pillars and obstructions.

They're scientifically designed to provide the maximum amount of light, at minimum brightness, without trapping light. Cells are perfect cubes of 5/8", light cut-off is 45° x 45°.

They're de-staticized; dirt and dust fall through. They're easy to clean, tough and damage-resistant.

Strong, lightweight louvers do away with need for costly, heavy ceiling construction.

And — most important of all — there's practically no maintenance cost, to keep the utmost in appearance while insuring low cost to the consumer.

Exclusive process by American Louver Company

U.S.A. Patent No. 2,566,817  
U.S.A. Patent No. 2,607,455  
Canadian No. 484,346  
Canadian No. 497,047

For further information about the most modern and versatile louvers available, write to:

AMERICAN LOUVER COMPANY

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beautiful...yes, but
proficiency comes first
in the
Remington Rand®
Calculator That Prints

The sound functional design of the 99 Calculator That Prints will inspire operators long after initial aesthetic appreciation has vanished, simply because its fast and accurate operation makes all calculating work easier and faster than any other calculating machine.

Automatic multiplication, automatic division and high speed addition and subtraction are further enhanced by the 99's gadget-free 10-key keyboard. New square Dexterity Keys are the ideal size for easy touch...ideally spaced to afford ample room to work with speed and assurance.

Before you buy a calculator, see for yourself why the REMINGTON RAND 99 Printing Calculator, designed foremost for function, will best serve you and your business. Contact your Remington Rand Representative for an eye-opening office demonstration.

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For illustrated descriptive literature write for bulletin C1096, Room 1143, 315 Fourth Avenue, New York 10, N.Y.
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in store for Builders
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BILT-WELL

See our new and improved line of wood products at the N.A.H.B. Show in Chicago, January 20th thru 25th, in the following locations:

Complete Line of BILT-WELL Windows, Cabinets & doors

BOOTHs 558-59-60-61
SHERMAN HOTEL

FRIGIDAIRE KITCHEN
BOOTHs 166-167
CONRAD HILTON HOTEL
AMERICAN GAS ASSN. KITCHEN
BOOTHs 796-797, COLISEUM
The All New

...Fully Removable!
...Completely Weathertight!
...Perfectly Counterbalanced!

Now... At Last... a double-hung window that combines removability with absolute weathertightness!

The New BILT-WELL Super 7 Window has the famous BILT-WELL patented "thermostatic action" jamb liner weatherstrip that expands and contracts with temperature and humidity changes, keeping the window completely weathertight under all conditions.

The New BILT-WELL Super 7 Window is fully removable. Slight pressure on either side of window permits removal of the sash from the frame for convenience during installation and quick, easy cleaning by homeowner.

The New BILT-WELL Super 7 Window has a new flat overhead balance that is guaranteed for the life of the unit and has lifetime nylon counter-balance cables that assure finger-tip raising and lowering of the sash.

The New BILT-WELL Super 7 Window is economical. Designed for maximum efficiency in installation and operation, the new BILT-WELL Super 7 is the most inexpensive, fully removable, perfectly counterbalanced, completely weathertight window unit available.

SUPERIOR DESIGN and MATERIAL

Flat head is much easier to block in and insulate than old style overhead balance designs.

Specially designed flat overhead balances with built-in brake and nylon cable which tests better than steel in flexure and impact. Cable will not damage weatherstrip or injure hands during sash removal.

Made with 1\(\frac{1}{8}\)" thick jambs for greater strength.

Made of clear, kiln-dried toxic water-repellent treated Ponderosa Pine for a long, trouble-free life and more customer satisfaction.
PRESS TO ONE SIDE
Just press the window to either side of the frame from its automatically centered position.

TAKE OUT
Swing the free side into the room and take the window from the frame. Balance supports weight of sash during removal.

LOCK CABLES
Sash balance cables should be locked in place by moving the locking levers in the balances into locked positions.

READY TO CLEAN
A slight lift of the window releases cables from sash so glass can be cleaned on both sides with minimum effort.

FOR YEAR-ROUND SATISFACTION
Completely weatherstripped with the Patented BILT-WELL Stainless Steel Jamb Liner and anodized aluminum alloy weatherstripping to keep out drafts and dust.

NEW FLAT OVERHEAD BALANCE
The new BILT-WELL flat overhead balance is installed with just one screw and is further supported by a blind stop and a rabbet in the jamb.

STORM AND SCREEN UNITS
Famous BILT-WELL Storm and Screen Units will fit the BILT-WELL Removable Window perfectly—assuring a minimum heat loss in winter and cool summer breezes without pesky insects to bother you.
The modern, efficient way to build is with modular components and now you can offer maximum storage in your homes with minimum cost with BILT-WELL Storage Components. Whether you're looking for storage cabinets to use as dividing walls between bedrooms, as bedroom wardrobes against outside walls, as room dividers in the living room or dining room, as bathroom vanities, or as modern, efficient kitchen cabinets, BILT-WELL Cabinets are your best bet!

Manufactured in 3" modules from 12" to 48" from warm, clear Ponderosa Pine, versatile BILT-WELL Cabinets are designed to complement any and every room setting. A choice of lovely natural finishes harmonize beautifully with today's smart color schemes.

**BILT-WELL NEW ORLEANS DOORS WITH DECORATIVE GLASS PANELS**

Add a distinctive, smart touch to your new homes in 1957 with the BILT-WELL New Orleans, the last word in door design.

The all new decorative glass panels of the New Orleans doors with fired ceramic scrollwork give the effect of ornamental ironwork, so popular today, but eliminate the fuss and bother of removing grillework to clean glass.

The decorative glass panel is available in any of 3 different designs in the New Orleans model and in 2 different designs in the 3-panel Belvedere model.
Our Invitation...to Your Prospects!

Mr. Builder! We want to help you sell your houses fast! This spring, Wallpaper Council advertising in the five great national magazines above...reaching over 9,000,000 home-minded families every month...will invite everyone to visit their local model homes to see the newest ideas in home decoration.

As most builders already know, nothing helps sell a new house like the warm, "ready-to-live-in" look that only wallpaper can provide. If you are one of the few who have not profited by wallpaper's proven ability to close the sale, we urge you to write for our booklet, "Wallpaper Sells Homes". It tells how successful builders from coast to coast find wallpaper a powerful "silent salesman".

This is your campaign...designed to attract hundreds of new prospects to your houses. Cash in on it by papering the walls of every model house you build!

When in Washington, D.C., be sure to visit the Wallpaper Council Exhibit at the National Housing Center

WALLPAPER COUNCIL 509 Madison Ave., New York 22, N.Y.
ELECTRICAL EQUIPMENT:

**Electric extras double**

Multi-outlet system

Plugmold 2200, new combined multi-outlet system, electrical wiring system and steel baseboard provides outlets on 30" or 60" centers. Extra capacity for future expansion. Price: $1.00 per ft.


Circle No. 1132 on reply card, p. 82.

Step-saving intercom

Deluxe Model 1008 intercom system has master unit, five speaker-mikes with individual controls, front-door speaker. Radio as well as a phonograph outlet in master unit. About $150.


Circle No. 1133 on reply card, p. 82.

Movable outlets anywhere

Freedom of electrical arrangement with “Electrostrip.” Of vinyl plastic which attaches to wall or baseboard, strip puts movable electric outlets anywhere along wall. In neutral ivory color.


Circle No. 1134 on reply card, p. 82.
**Automatic appliance center**

Current for five appliances simultaneously provided by Automatic Appliance Center. Three pull-out cords, two outlets, automatic timer, selector dial. Priced at about $99.95.


Circle No. 1135 on reply card, p. 82.

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**Sales appeal in lighting**

Number of fixtures including two "spot light" types and side mirror lights suggested by Moe Light to add to convenience, sales-appeal of bath. Complete line of new '57 fixtures.


Circle No. 1136 on reply card, p. 82.

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**safety, convenience ... sales**

**Economy model intercom**

Challenger economy model intercom features master unit, five speakers, door answering, fire alarm, attachment for radio or phonograph. Price of $98.50 also includes installation materials.


Circle No. 1137 on reply card, p. 82.

**Timer is built-in**

New built-in timer mounted in junction box is designed for controlling electrical circuits in the home. Outlets on circuit controlled by timer turn appliances on or off automatically.


Circle No. 1138 on reply card, p. 82.

**Intercom has timer too**

Rangaire Model WR-550 intercom features clock timer controls as well as master station, four-room speakers, door speaker, radio, receptacle for phonograph. System lists for about $145.95.


Circle No. 1139 on reply card, p. 82.
**Timer thermostat**

It's two thermostats in one (one for night, one for day). Precision, spring-wound timer permits lowered sleeping temperatures and automatically raises heat next morning to daytime comfort.

*General Controls Company, Dept. AB, 801 Allen Ave., Glendale, California. Booth No. 878—Coliseum.*

*Circle No. 1140 on reply card, p. 82.*

**Power-groove fluorescent**

A new lamp said to have double the light output of present tubes of equal length is available. A series of dents or grooves along one side of the eight-foot-long tube creates more lighted tube surface, hence more light.


*Circle No. 1143 on reply card, p. 82.*

**Antique telephone units**

With built-in radio, these genuine antiques of the magneto type are completely finished in natural wood colors. Hardware is polished and plated. Hangs on wall, plugs into 110-volt receptacle. $72.50 up.

*Music & Sound Inc., Dept. AB, 118 Leslie St., Dallas 7, Texas. Booth No. 742—Coliseum.*

*Circle No. 1141 on reply card, p. 82.*

**High-styled thermostat**

Designed to look unlike most thermostats, the Fashion Thermostats conceals the dial and indicator and removes the mechanical appearance. It's color styled in beige, can be painted any other color.

*White-Rodgers Co., Dept. AB, 1209 Cass Ave., St. Louis 6, Mo. Booth No. 954—Coliseum.*

*Circle No. 1146 on reply card, p. 82.*

**Bubble light fixture**

New "Vinalier" bubble light is made of plastic shade with concentric ring design. It is joined with perforated polished brass finish band 17¼" in diameter. Comes equipped with bottom turn switch. About $47.85.


*Circle No. 1144 on reply card, p. 82.*

**Automatic phone answerer**

For offices, this instrument will answer telephones, take messages, and give out information 24 hours a day. Prerecorded message informs caller he is being answered mechanically. Later, message is played back.


*Circle No. 1145 on reply card, p. 82.*

**Airy chandelier featured**

A delicately scaled chandelier, with a finish of Italian bone white enamel and polished brass is designed for focal point lighting. Provides balanced illuminations, or indirect mood lighting. Adjustable for ceiling height.

*Lightolier, Inc., Dept. AB, 346 Claremont Avenue, Jersey City, New Jersey.*

*Circle No. 1147 on reply card, p. 82.*

**Silent flush switch**

New design mercury switch features completely silent operation. Available in single and double poles with optional wiring. Connections easily and quickly made. For extra convenience available with illuminated handle.

*The Bryant Electric Co., Dept. AB, Box D, Barnum Station, Bridgeport 2, Connecticut.*

*Circle No. 1148 on reply card, p. 82.*
Light control switch
A compact unit to replace the ordinary on-off switch in a wall. It provides just the amount of light needed for specific functions. Easy to install, the Luxtrol light control comes in a variety of finishes. About $33.
Circle No. 1149 on reply card, p. 82.

Pull-down fixture
New pull-down fixture for traditional dining room features brass mesh wire and Colonial brass finish. Device is 16" wide, has a maximum length of 54" and a minimum length of 18". Comes with three lights.
Jay Lighting, Dept. AB, Brooklyn 38, New York.
Circle No. 1152 on reply card, p. 82.

Overhead light fixtures
A new, streamlined overhead fluorescent light fixture for use over slide-door bathroom cabinets. It has outlet for electric razor, etc. In three sizes: 27½" (one 20-w. tube); 31½" (two 14-w.); 39½" (one 30-w.).
Circle No. 1155 on reply card, p. 82.

Lighting fixture
Dramatic three-light fixture has white cord and polished brass finish. Glass is white ceramic with crystal-clear lens. The fixture takes three 60-watt lamps, has an overall spread of 20", maximum drop of 36".
Virden Company, Attn. C. L. Smythe, Jr., Dept. AB, 6103 Longfellow Avenue, Cleveland, Ohio.
Circle No. 1150 on reply card, p. 82.

Claridge door chimes
Hand-picked wood laminates are used on this decorative item. Five-ply veneers and solid mahogany are finished in seven separate steps for durable, modern decor. American black walnut and limed oak.
Circle No. 1153 on reply card, p. 82.

Electri-Living town, U.S.A.
A model community of twenty-three regional homes exhibiting the latest in construction, design and equipment is sponsored by Living for Young Homemakers. Featured is the electrical up-dating of each home.
Living for Young Homemakers, Dept. AB, 575 Madison Ave., New York, N.Y. Booth No. 499—Sherman.
Circle No. 1158 on reply card, p. 82.

Interchangeable light switch
A new line of 20-amp., 120-277 volt, interchangeable Quiette light switches to meet the need for a small-size switch with additional capacity required by heavier lighting loads. Has alloy silver contacts.
The Arrow-Hart & Hegeman Electric Company, Dept. AB, 103 Hawthorne St., Hartford, Conn.
Circle No. 1151 on reply card, p. 82.

Combination radio-intercom
The SPR-M5 has seven switches for remote speakers. The master also has a selector switch and phono jack. Has three types of extension speakers: volume control for inside; no control for outside; two-control for privacy.
Flash Wall Radio Company, Dept. AB, 1012 Cleveland Street, Clearwater, Florida.
Circle No. 1154 on reply card, p. 82.

Wall pulley fixture
Wall pulley with polished brass hood is one of line of fixtures designed and installed for specific uses and activities. Comes with three-way switch and 12-foot, two-conductor, cotton-covered cord and plug. $52.30.
Circle No. 1156 on reply card, p. 82.

Heavy-duty switch-outlet
For use with portable power tools, air conditioners, other heavy appliances, this is a combination single-pole switch and U-ground outlet. Has oversize terminal screws with deep milled slots for easy installation.
Circle No. 1157 on reply card, p. 82.
“TWINDOW”... the world’s
brings many advantages

EVEN IN LARGE AREAS, the amazing insulating properties of Twindow—Pittsburgh’s windowpane with insulation built in—keep a room like this one more comfortable winter and summer. Twindow reduces window fogging and icing. It cuts heating and air-conditioning costs. And it provides the most convenient form of storm window insulation. Prospective home buyers and people interested in remodeling know that they are saved the labor of putting up storm windows in the fall and taking them down in the spring. Architect: Giorgio Cavaglieri, New York City.

THIS PATIO VIEW shows the clear vision possible with “the world’s finest insulating glass”—Twindow. More and more people are demanding the advantages possible with Twindow. And they are impressed with the fact that Twindow costs no more than single-pane windows plus storm sash.
finest insulating glass... to this beautiful home

TWINDOW, as demonstrated here, adds to the beauty of the home's design. It opens the rooms to the fullest enjoyment of the outside view—whether it's an exceptionally delightful one, as here, or a modest garden scene. Moreover, Twindow minimizes cold air downdrafts. It muffles outside noises.

TWO TYPES OF TWINDOW®

METAL EDGE. Ideal for large windows and where maximum insulation is needed most. Constructed of two panes of \( \frac{1}{4} \)" clear-vision Plate Glass, with a \( \frac{1}{2} \)" sealed air-space between. Exclusive stainless steel frame means no bare edges to chip or mar. It means easier, quicker, and safer handling for the builder, too.

GLASS EDGE. Constructed of two panes of \( \frac{1}{4} \)" Pennvernon®—the quality window glass—with a \( \frac{3}{16} \)" air-space between them. High insulating value makes these units ideal for modern window wall construction. Available in popular sizes for a variety of window styles.

See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass products.

Build it better with

Pittsburgh Glass

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

JANUARY 1957
New! Just $99.50!

World's only orbital-action bayonet saw!

Now—the first real improvement since portable jig saws were invented! It's Porter-Cable's revolutionary new Model 148—designed around a wholly new principle, guaranteed to outperform any other portable jig saw at any price.

Orbital action makes the difference. Blade teeth are in contact only on the cutting stroke—back away on the relief stroke. Harmful "drag" is completely gone—and performance reaches a new high.

By actual test, the Model 148 cuts up to 4 times faster than the best conventional up-and-down saws. It has a full 2" capacity in wood—3/4" in aluminum, 1/4" in steel. Its cool, comfortable grip and perfect balance make easy work of any job. Get the whole amazing story from your Porter-Cable dealer—or write today for full information.

PORTER-CABLE MACHINE COMPANY
7011 N. Solano Street, Syracuse 8, New York

saws • belt sanders • finishing sanders • drills • routers • planes
Setting the Style and Standard

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You are cordially invited to see the
NUDOR SLIDING GLASS DOOR
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ALUMINUM SLIDING GLASS DOOR

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JANUARY 1957
Richmond Homes has a new contemporary line of homes which you'll be proud to erect in the finest areas of your town. But, Richmond wants dealers with ingenuity and imagination for these homes. Each Richmond Contemporary is designed to permit you, the builder, to add the special touches - your own embellishments to make an even more personalized home.

These homes are available in ranch styles, bi-levels and tri-levels. Included in every Richmond Home Package are the best materials available, finest construction methods and best engineered floor plans. You sell practical use and beauty.

Write for complete information and prices on the Richmond Homes Contemporary Line! Use your imagination for greater pride and profit.

Builders of Contemporary and Project Homes.
NEW WARDROBE HEADER
To Be Demonstrated At N.A.H.B. Show

Series 1900

Kenna-pak
Trade Mark

Kenna-pak, prefabricated adjustable wardrobe header assembly, is complete with steel header, Scottie Series 2050 sliding door hardware and wood nailing strips for wardrobes using 3/4" and 1 3/4" sliding doors. Completely packaged, Kenna-pak cuts labor and installation costs while adding to the beauty of sliding door wardrobe installations.

CUTS COSTS — SAVES LABOR

Parts vs. Pieces
Kenna-pak means that you work with one prefabricated piece rather than many parts, which require costly on-the-job milling and assembly.

One Man Job
Kenna-pak header unit is easily assembled to side jambs. One man can set unit in rough opening and finish job.

Uniform Openings
Kenna-pak means one height from finished floor for all standard openings. Eliminates costly construction of special openings. Kenna-pak is installed directly to the side jambs. No head jamb required.

Eliminates Door Cutting
Buying doors 6'8"., use doors 6'8". Kenna-pak minimum headroom allows full use of standard 6'8" doors.

ADDS TO BEAUTY OF INSTALLATION

Eliminates Fascia
Kenna-pak is the long sought after answer to the fascia problem. The trim of your choice is nailed directly to Kenna-pak wood nailing. Leaves a normal 1/4" reveal to harmonize with other openings. Hardware is completely concealed even before the trim is applied.

Same Trim Height
With Kenna-pak, wardrobe height matches passage doors. Same trim height inside and outside wardrobe.

With Scottie Series 2050 hardware set to doors a neat installation is completed.

- SERIES 1900 for standard jambs.
- SERIES 1950 for adjustable jambs.
Modern Living takes to the simple elegance of hardwood floors.

Wood-Mosaic's distinctively designed hardwood flooring is easily adapted to a wide variety of today's interior schemes and architectural designs. Practical in every respect, these floors combine exquisite beauty with lifetime durability.

Wood-Mosaic floors are as economical as they are beautiful... shipped to your construction site ready for installation (pre-finished, waxed, and polished)... a time and money saver on any job. Consult your nearest dealer or write direct to

Wood-Mosaic Corporation
PARKAY Division LOUISVILLE, KENTUCKY
Maker of the World's Finest Hardwood Flooring Since 1883

OAK LAMINATED BLOCK
Stop and see us at booth No. 474-475
N.A.H.B. Convention, Sherman Hotel

ALL FROM ONE DEPENDABLE SOURCE

Reddi-Mount
The FREE-WHEELING LOCK
The only cylindrical lockset of its kind that installs as one unit!
Always in perfect alignment • 5-pin cylinder • Factory pre-assembled
Free-wheeling knob spins when locked • Fully guaranteed
Available with solid brass, aluminum or bronze trim
Unlocks automatically by turning inside knob
Also available with deadlatching feature
and long backsets from 5" to 18"

PAT. NO. 1,071,109 (OTHER PAT. PEND.)

MANUFACTURED BY J. CHESLER & SONS, INC. BROOKLYN 37, N.Y., U.S.A.
Cools whole house from any spot in it! From outdoors, too!

Central cooling that gives extra sales value to your homes out of all proportion to the low cost.

Exclusive! ONLY Polar-Pak has the unique ability to give truly satisfactory cooling when installed with existing heating systems. ONLY Polar-Pak meets the requirements of the exclusive Blend-Air pipe system. That’s why Polar-Pak can be installed in any part of the home where it can be connected to the heating ductwork. And no plumbing connections are needed.

Also can be installed with prefabricated or conventional ducts.

Exclusive! ONLY Polar-Pak ventilates as well as cools! When you install Polar-Pak in your homes, you give your buyers “three seasons” comfort. Cooling, dehumidifying and filtering in summer... ventilation for spring and fall. And Polar-Pak is actually TWO cooling units in one.

Turned to “Low Cool”, just one system works. On “High Cool”, both systems operate. Saves operating costs! Available in 2 and 3½ H.P.

Check Sweet’s catalog or mail coupon below.

The Coleman Company, Inc., Wichita, Kansas

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Tell me more about Polar-Pak—and how it can add value to the houses I build.
Ceramic tile goes almost anywhere

Homemaking center, above, features ceramic tile walls, floors and working surfaces. Colorful and ornamental, tile is also extremely durable, scorchproof, as well as waterproof. Makes excellent finish for many rooms.

Linoleum mixes with many finishes

Room with beamed ceiling and brick walls features a floor of Pabco linoleum in "Tweed" pattern. Textured linoleum comes in six color combinations.

FLOORs, WALLs, CEILINGS:

Individualize

Decorative room dividers of plastic

Acrylite panels for room dividers, ceilings and other uses are made of acrylic plastic sheets, embedded with natural leaves, butterflies, fabrics, etc.
New tile pattern has colorful effect

"Holiday" is a terrazzo-type dotted pattern in long-wearing asphalt tile. In 9 x 9” tiles, ¼” thick, it can be installed on, above or below grade, over wood, concrete. Finished effect is neat and colorful.


Circle No. 1162 on the reply card, page 82.

a room with new materials

Paneling on ceiling

Use of boards for finished ceilings as well as in new paneling patterns shown in room done in Southern Pine. Many other exposed structural uses are suggested for this quality, seasoned wood.


Circle No. 1162 on the reply card, page 82.

Tile goes on walls or floors

Terraflex tile of vinyl asbestos may now be used for walls as well as floors. In marbelized, spatter or cork patterns, many colors. Can be installed over almost any type of wall surface.


Circle No. 1164 on the reply card, page 82.

Wood drapery

A movable wall of woven wood is used here to cover a glass wall. Neutral colored woven woods blend with decor, have translucent quality, absorb heat thrown off by large glass areas.


Circle No. 1165 on the reply card, page 82.

JANUARY 1957

More floor, wall, ceiling products ahead
Plastic panels for baths

One compact package now brings the panels and all moldings for surfacing the three walls of a standard 5' recessed bathtub. Each marble-like plastic panel is 5'x5', three in a package, six popular colors.

Circle No. 1166 on reply card, p. 82.

"Cushioned" vinyl plastic

Mosaic Corlon, a new design in vinyl plastic has a "Cushion-Eze" backing of foam rubber material combining underfoot comfort and quietness with maintenance ease of resilient flooring. In seven patterns.

Circle No. 1169 on reply card, p. 82.

Steel edge guards

All-steel edge guards give protective edge at door jambs or window. Advantages include: improved kurling for greater adhesion; tapered edge providing more uniform thickness of spackle spaced farther from edge.

Circle No. 1173 on reply card, p. 82.

Protectively cartoned

Delfair Oakblok and Multi-wood Blok flooring is available in protective cartons along with Oak Stair treads and thresholds. Other Delfair extras include Woodlife protection and colorful, easy-to-read identification tape.

Circle No. 1167 on reply card, pp. 82.

Laminated block

Laminated block prefinished with a process making it water-proof and mar-proof, is unaffected by heat or cold. Made in oak, birch, walnut and cherry units 9x9" or 8x8". Easily installed over smooth sub-surface.

Circle No. 1170 on reply card, p. 82.

Star-studded linoleum

Starway—inlaid linoleum features three different sized modernized stars in three colors on solid ground. Design is non-directional, does not have to be matched when installed. Available in 6' widths.

Circle No. 1173 on reply card, p. 82.

Plastic-finished panel

A wear-resisting finish of plastic laminate fused to a base of tempered presdwood creates planking in a ¼" thick panel with a surface that will not chip, crack, peel or discolor, will not warp or buckle, is easily cleaned.

Circle No. 1168 on reply card, p. 82.

Finish flooring base

New 2.4.1 combination subfloor underlayment panel functions as solid one-piece base for any kind of finish flooring. The unsanded 1/8" seven-ply panel is smooth and rigid, goes down on floor framing fast.

Circle No. 1171 on reply card, p. 82.

Plastic takes to walls

A new adhesive, Formica Fast Dry Contact Bond Cement, provides a simple way to attach Formica sheets to walls. Easy-to-spread cement dries within 15 minutes after application. One gallon puts down 80-90 sq. ft.

Circle No. 1174 on reply card, p. 82.
Strip floor installation

The screeds-in-mastic method of installing strip hardwood floors over concrete slabs in slab-on-ground construction permits economies in time, labor and material through omission of complete wood subfloors.


Circle No. 1175 on reply card, p. 82.

Durable wall tile

A new 10" square vinyl wall tile offers durability and easy maintenance as well as beauty. Resists grease, oils, chemicals and stains, will not shrink, fade or peel. Can be used on almost any clean, dry surface.

Bakelite Co., Dept. AB, 30 E. 42nd St., New York 17, N. Y. Booth Nos. 844-847—Coliseum.

Circle No. 1176 on reply card, p. 82.

Resin-finished paneling

Craftwall paneling, durably finished with synthetic resin and ready to install, comes in eight genuine hardwoods including oak, walnut and mahogany. Available in ½" thickness in sheets 48x96", 16x96" and 32x64".


Circle No. 1177 on reply card, p. 82.

Giant-size wallboard

The ¾" six-ply laminated wood fibre wallboard is available in smooth, giant-size panels 8' wide, in lengths from 12 to 20' with a standard back for use on partitions and vapor barrier for exterior walls.

The Upson Company, Dept. AB, Stevens St., Lockport, New York, Booth No. 20—Hilton.

Circle No. 1178 on reply card, p. 82.

Fabric wall covering

Modernesque, one of 200 patterns in plastic coated fabric wall covering, is 24" wide, pre-trimmed and easy to install. It is rugged and durable, ideal for use with dry wall or plaster construction. Comes in three colors.

Standard Coated Products, Inc., Dept. AB, Buchanan, N. Y. Booth No. 404—Sherman.

Circle No. 1179 on reply card, p. 82.

Englemann Spruce

Englemann Spruce, one of ten wood species manufactured by mills of the Western Pine Region, is a uniquely light wood in both weight and color. Its working qualities have made it a popular building material.


Circle No. 1180 on reply card, p. 82.

Matched walls and fabrics

Durable, washable wall coverings are now manufactured by Columbus Coated Fabric Corp. in a matching fabrics line in which Wall-Tex patterns are matched in color and design with fabrics from textile houses.

Columbus Coated Fabrics Corp., Dept. AB, 7th & Grant, Columbus, Ohio. Booth Nos. 481-482—Sherman.

Circle No. 1181 on reply card, p. 82.

Prefinished wall panels

Hardwood interior wall panels, prefinished for easy installation, are available in blond cativo, walnut and cherry in 4x8' and 4x7' panels back sealed for stability. The ¾" thick hardwood needs no painting.


Circle No. 1182 on reply card, p. 82.

To improve garage interiors

Garage interior can be improved by covering studs with heavy-duty Masonite ½" tempered presdwood wainscoting and ½" "peg-board" panels that will support heavy lawn tools, ladders or shelves.


Circle No. 1183 on reply card, p. 82.
Pictured above are Charles H. Huber, Secretary-Treasurer, and Donald Huber, Executive Vice President of the H. C. Huber Construction Company, builders of Dayton's Modern Manor.

Aerial view shows extent of huge new Dayton community, Modern Manor. Here you see approximately 2200 homes, each featuring Truscon Steel Doors and Republic Steel Kitchens.

Value-loaded Huber Homes sell at the rate of 1000 per year. The company now is expanding its operations into other Ohio communities.

DAYTON BUILDER
...ALL EQUIPPED AND REPUBLIC

REPUBLIC
World's Widest Range of Standard Steels
SELLS 1000 HOMES A YEAR WITH TRUSCON® STEEL DOORS STEEL KITCHENS

2200—count 'em—2200 homes have been built in Modern Manor, Dayton, Ohio, by H. C. Huber Construction Company, Inc. Each home is equipped with a Republic Steel Kitchen, and with five Truscon Steel Swing Doors and five Truscon Steel Sliding Doors.

No cutting, planing or fitting is needed to install these Truscon Doors. They come complete with frame and all hardware, hang quickly and easily. The steel is reinforced to provide maximum rigidity and to assure that doors will never warp, twist, shrink or swell.

The flush, simple design of Truscon Steel Doors blends perfectly with any architectural treatment. And, every door is Bonderized, then finished with a baked-on prime coat of paint that provides a perfect base for painting to match room decorations.

For increased room space, and better closet arrangement, Truscon's Sliding Closet Doors are your answer. They glide quietly on nylon rollers, always operate smoothly. Women love them! Sound-deadened Truscon Swing Doors come in sizes for every room. See them at your building supply dealer's. Or, send coupon for complete catalog.

REPUBLIC STEEL KITCHENS HELP SELL HUBER HOMES

"Republic Steel Kitchens adapt themselves perfectly to the designs of our houses," states Mr. Donald Huber, Executive Vice President of Huber Construction Company. "They give us true flexibility—a real custom-design kitchen from stock units. What's more, I know they are one of the outstanding value features of our homes—our customers constantly tell us."

An attractive kitchen does put prospective homeowners in a buying mood, when you offer them the most for their building dollar. And, you can with Republic Steel Kitchens. Republic stock cabinets mean simpler installation in less time and at lower cost. You get real planning flexibility from this full line of cabinet sinks, wall and base cabinets, special-purpose units—all in a wide range of models and sizes—plus the beauty of Republic's Prelude Pink, Tempo Turquoise, Largo Yellow, and Classic White. See your Republic Steel Kitchens distributor or send coupon.

REPUBLIC STEEL CORPORATION
Dept. C-2513
3128 East 45th Street
Cleveland 27, Ohio

Please send me literature describing
☐ Truscon Steel Doors ☐ Republic Steel Kitchens

Name: ____________________________ Title: ____________________________
Company: __________________________
Address: __________________________________________________________
City: __________________ Zone: ______ State: ______

JANUARY 1957
Color-keyed textolite

Textolite laminated surfacing and wall material comes in flexible sheets color keyed to harmonize with kitchen units and surfacing. Available in 80 patterns and colors, Textolite resists heat, stains and scratches.


Circle No. 1184 on reply card, p. 82.

Unfinished oak blocks

Natural oak flooring blocks are now available unfinished for custom-finishing on the job, which is said to eliminate all surface grooves. Higgins' blocks are also often used for wall covering or for wainscoting.


Circle No. 1187 on reply card, p. 82.

Vinyl wall covering

"Contempo" a lower-priced line of three dimensional vinyl brick has just been introduced. Available in two popular patterns. Each is offered in four pastel decorator colors. Also features easy installation.

The Decowall Corporation, Dept. AB, 901 Nepperhan Ave., Yonkers, New York.

Circle No. 1190 on reply card, p. 82.

Custom-paneled look

Tilemaster Corp., is introducing a new 8 3/4" flat V edge panel tile. By using the flat V edge it now will be possible to grout the 8 3/4" panel tile to give walls a custom-paneled appearance.


Circle No. 1185 on reply card, p. 82.

Diagonal-cut tile

Gala-Cork is achieved by cutting existing patterned tile on a diagonal creating unlimited design. Available only in Vinyl-Cork patterns in 6x6", 9x9" and 12x12" sizes. List price: $.67.2 per sq. ft.


Circle No. 1188 on reply card, p. 82.

Wood-like tile

A simulated wood-grain ceramic tile has been developed. Both practical and decorative, it is ideal for domestic use. This tile is produced by a special photographic process exclusive with the manufacturer.


Circle No. 1191 on reply card, p. 82.

Rectangular tile

Rectangular shape of 12x16" Magna-Tile panels offers faster installation. Weighing about six pounds, the 3/4" tiles in 16 colors are suitable for any type wall installation, extremely durable in freezing temperatures.


Circle No. 1186 on reply card, p. 82.

Styling with tile

Ceramic tile for the bathroom is both practical and decorative. Color tiles add distinctive beauty, and yet are economical because the tile is permanent. The colors won't fade, stain or discolor.


Circle No. 1189 on reply card, p. 82.

Mammoth areawall

Mammoth areawalls outside the standard size range are available from St. Paul Corrugating Co. Imperial Lux-Right Areawall is 90" high, 79" wide with a projection from building line of 20".

Saint Paul Corrugating Company, Dept. AB, South End Waubasha Bridge, Saint Paul, Minnesota.

Circle No. 1192 on reply card, p. 82.
Approved
LASCOLITE
fiber glass building panels

UNIFORM STRENGTH in every panel
Shatterproof
Will not rust, crack, rot, sag or warp

UNIFORM COLOR
Diffuses more light
Up to 85% transmission

seven
standard shapes
provide a
LASCOLITE panel
for every need

Room Dividers

Skylights

Awnings

Partitions

12 DECORATOR COLORS TO CHOOSE FROM
translucent or opaque
HOME * INDUSTRY * EXTERIOR * INTERIOR

IT'S THE RESIN
THAT MAKES THE DIFFERENCE
Lascolite is a glass fiber reinforced Polyester resin material. The Polyester used is premium quality, weather resistant, color stabilized product, especially formulated for Lascolite translucent building panels.

LASCOLITE QUALITY
ASSURES CUSTOMER SATISFACTION
Lascolite is made from our own Glass Mat and fabricated from highest quality raw materials under extremely close tolerances.
Lascolite can be used in the same manner as plywood or corrugated metal. Its uses in the home, farm, commerce and industry are unlimited.

SEND FOR FREE IDEA FILE
MAIL COUPON for name of your nearest Lascolite distributor.
Check coupon for free AIA folder, color folder and idea file.

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2939 South Sunol Drive, Los Angeles 23, California
Please send name of Lascolite dealer in my area □
Please send me: □ AIA folder □ color folder □ idea folder
Name
Address
City State
Wood wafer paneling
A new interior paneling composed of wood wafers, Tenex can be used for furniture, wall panels, dividers and accents. In 4x8 sheets, 1/4" thick, it has solid edges requiring no special treatment, is worked like wood.

Pack River Tree Farm Products, Attn. R. J. Turner, Dept. AB, P. O. Box 1452, Spokane, Wash.
Circle No. 1193 on reply card, p. 82.

Wood-tone tiles
Woodgrain Kenroyal is a vinyl tile flooring in rich wood tones. The birch woodgrain has the caramel colors of birch hardwood and the mahogany woodgrain features warm dark graining. $50-$60 per sq. ft.

Circle No. 1196 on reply card, p. 82.

Micromatic veining in tile
Micromatic veining offers controlled marbleizing uniformly and artistically distributed throughout the tile. Features include durability, resistance to grease, and simplicity of maintenance. Available in 20 colors.

Circle No. 1199 on reply card, p. 82.

Heavy-duty floor covering
Heavy-duty vinyl Sandran floor covering is ideally suited for permanent installations; features easy cleanability, stain resistance. Pliable, easy to cut and handle. Available in 6' and 9' widths.

Circle No. 1194 on reply card, p. 82.

Overlay for plywood
Crezon, a plastic-like overlay for plywood helps reduce labor costs. Sheets of Crezon-fused plywood give fast and sturdy construction. For many house designs, it eliminates sheathing and bracing.

Crown Zellerbach Corp., Dept. AB, 343 Sansome St., San Francisco, California.
Circle No. 1197 on reply card, p. 82.

Parquet flooring
A parquet flooring designed for installation over concrete or wood, features ease of installation, strength, durability, warmth and resilience. Available in oak, maple and walnut in units 3/8 x 19 x 19".

Circle No. 1200 on reply card, p. 82.

Steel floor tiles
Strong construction, long life, low maintenance and safe floor surface are features of steel floor tiles available in 12x12" squares punched from 1/4" thick steel plate. Simple to install. Won't wear, crack or chip.

Bethlehem Steel Company, Dept. AB, Bethlehem, Pennsylvania.
Circle No. 1195 on reply card, p. 82.

Decorative stone
New Palos Verdes stone is decorative. The stone comes in a wide range of types and textures. Color provides interest in the stonework. Some types are solid, monochromatic; others are rippled. Available in seven types.

Palos Verde Stone, Dept. AB, Great Lakes Carbon Corp., 612 South Flower, Los Angeles, Cal.
Circle No. 1198 on reply card, p. 82.

Custom-designed floors
Custom-designed floors at a reasonable cost are possible with Custom-motifs vinyl tile. It is pre-cut to provide multiple designs from the same basic tile. Available in black and in white. Tiles are 9x9".

Circle No. 1201 on reply card, p. 82.
now, adding Cooling

to Williamson Heating
is as easy as installing
a telephone!

Yes, you can now delay that important "Year-Round Air Conditioning" decision until your home is completed and your buyer decides whether he wants cooling added to his heating equipment immediately or not. Simply install a WILLIAMSON Warm Air Furnace with a cooling coil enclosure— the latter at practically no extra cost. When the buyer decides on cooling it can be added almost as simply as adding a telephone.

Remember, Williamson has a size and a type of central cooling unit and furnace to fit any size home you are building. No water required—no costly plumbing.

See our 12 page insert in SWEET'S Light Construction File.

WILLIAMSON

THE WILLIAMSON COMPANY
3830-1-1 Madison Road, Cincinnati 9, Ohio

Send me further information on WILLIAMSON'S Plan for adding Summer Cooling.

Builder
Name________________________

Address______________________

City__________________________ Zone________ State________
Acoustical tile
A non-combustible acoustical tile with the appearance of stippled plaster is now available. This noise control product has a rough finish and when installed gives the appearance of a monolithic ceiling.

Circle No. 1203 on reply card, p. 82.

Noise minimizer
A pyramid-shaped acoustical unit is recommended to minimize noises. Composed of perforated aluminum backed with a 2" fiber blanket, the 28x24" unit weighs about 1½ lbs., is shipped flat, assembled at job site.

Circle No. 1203 on reply card, p. 82.

Wear proof laminate
A super-hard, high pressure Pionite wood grade resists stains from both foods and beverages. Also is a work-free product because it never needs polishing, painting or refinishing. Very decorative plastic laminate.

Circle No. 1204 on reply card, p. 82.

Textured effect walls
An interior wall surfacing, Lustro Panelok features a shiplap joint that merges with the striated design in the panels. Vertically striated Styrene creates textured effect. Wide range of colors available. Can be quickly applied.

Lustro Tile Products Corporation, Dept. AB, 1060 Home Avenue, Akron, Ohio.
Circle No. 1205 on reply card, p. 82.
month after month...

15½ million men and women “live by the book”
... and the book is Better Homes and Gardens

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After reading an average issue of BH&G, 6,950,000 readers reported taking over 27 million actions — clipping, buying, doing! 15,500,000 men and women read an average issue of BH&G. One third of the 123,800,000 people 10 years of age and older in the U.S. read one or more of every 12 issues. That’s 44,150,000 people who read Better Homes & Gardens — and over 40% of them are men! Meredith Publishing Company, Des Moines 3, Iowa.

during the year...

1/3 of America reads Better Homes & Gardens!

*A 12 Months’ Study of BH&G Readers, Alfred Politz Research, Inc., 1956
VENT HOOD: INCLUDES FAN, FILTER, LIGHT

Bel-Aire ventilating hood by Pryne comes complete with fan, filter, light and push-button switches. Axial flo-fan has multiple mesh filter, dismantles easily, cleans without tools.

HEATING, AIR CONDITIONING, VENTILATING:

Appliance-styled units

DESIGNED FOR BUILDING-IN

Wall-Slim room air conditioner, designed for builder use in built-in applications. Units can be installed factory-sealed in special sleeve set directly in wall during construction. Saves time, money when building.

Diffuser has own damper

Kno-Draft residential ceiling air diffuser model KH-D has a built-in damper, easy to operate and eliminating need for separate accessories. Damper is manually operated with small knob.

STYLED TO DECORATE

New built-in Thinline by G.E. is designed for zonal air conditioning with no ducts, pipes or waste floor space. Automatic 10-position thermostat control plus fan position are among the features.
Water heater takes on new look

Automatic storage gas water heater by Rheem, the X-56, is appliance-styled to match furnishings of kitchen or utility room. Full flexibility of color accents by changing bottom panel.


Circle No. 1210 on reply card, page 82.

Furnace can be converted to conditioner

For use as a conventional home heater, furnace can be converted to a year-round air conditioner with no outward change of appearance. Plenum acts as a part of the duct section.

Carrier Corp., Dept. AB, 300 South Geddes St., Syracuse 1, N.Y. Booth Nos. 401-403—Sherman.

Circle No. 1211 on reply card, page 82.

move out into the open

Unit vents two ways

Kitchen ventilator for cabinet or ceiling installations vents either horizontally or vertically. Twin-blower exhaust. Can be used with or without the range hood. Easy and economical to install.

Hunter Division, Robbins & Myers, Dept. AB, 2500 Frisco Ave., Memphis, Tenn. Booth No. 130—Hilton.

Circle No. 1212 on reply card, page 82.

Many uses for thin unit

New air conditioner design permitting installation in lower or upper window sash, built-in or portable use is Twin-Thin Vornado. Decorative room unit measures only 16" high and 16" wide.


Circle No. 1213 on reply card, page 82.

Exhaust blower in hood

New "Flair" hood saves cabinet space by placing 300 CFM exhaust blower completely within hood rather than in cabinet. Built-in tube light, completely assembled and wired among features.


Circle No. 1214 on reply card, page 82.

More of these products ahead
Expanded a/c line
To provide exact fit to need of home, Bryant announces its 560 condenser in 20-, 30-, 40-, 50-, and 60,000 Btu capacities, corresponding to 2-7 ton sizes. Cooling coils match compressor performance.
Circle No. 1215 on reply card, p. 82.

Spacesaver year-round a/c
All furnace models of Airetemp systems will be offered with matching cooling coils. Lo-boy output runs from 80-210,000 Btu; Hi-boy from 67-120,000 Btu. Air-cooled a/c units run in 2, 3, 5, 7½ hp size.
> Airetemp Div., Chrysler Corp., Dept. AB, 1600 Webster St., Dayton, Ohio. Booth Nos. 16-17—Hilton.
Circle No. 1216 on reply card, p. 82.

Compact room a/c units
Reduced in every dimension, 1957 models feature low, slim silhouette. Line of 16 models fits every room, a/c requirement and special instalations. Imperial models feature an electronic filter.
Circle No. 1221 on reply card, p. 82.

Re-designed fan line
A 20" electrically reversible, thermostatically controlled push-button model with a plastic diffuser-louvre grille is feature of completely restyled 1957 Air King line. Control panel is at top. Models carry 5-year guarantee.
> Berns Air King Corp., Dept. AB, 3050 N. Rockwell St., Chicago 18, Ill. Booth No. 360—Hilton.
Circle No. 1216 on reply card, p. 82.

New “high side” idea
Both intake and discharge are on the same side in the new Lennox HSA3 remote air-cooled condensing units, permitting the unit to be built into a wall with only one face exposed. In 3- and 5-ton capacities.
Circle No. 1219 on reply card, p. 82.

Hoods in varied sizes
Available to any submitted specifications and made to order on a production basis, new Mono hoods are any length through 42", any width through 14", without extra charge. Also universal shapes.
Circle No. 1222 on reply card, p. 82.

Under-window control unit
A new high velocity unit, Model CM, is for high velocity air delivery. The Uni-Flo adjustable grille assures rapid diffusion and draft-free distribution of conditioned air. Sloped front prevents obstruction.
Circle No. 1217 on reply card, p. 82.

External gas vent opening
An improved Belmont Top solves the problem of nesting birds and accumulating debris in external gas vent openings. An interior grille bars small birds and acts as filter; in sizes 3" to 8" diameter.
Circle No. 1220 on reply card, p. 82.

Compact bath ventilator
Only 5" high, Fasco model 650 fits inside 6" joists without protruding. Square housing is nailed directly to side of joist, adjustable support bracket extends to next joist. Rubber-mounted motor gives 100 cfm air delivery.
> Fasco Industries, Inc., Dept. AB, P.O. Box 509, Rochester 2, N.Y. Booth No. 450—Sherman.
Circle No. 1223 on reply card, p. 82.
Year-round conditioner
An all-new line of refrigerated-type, fully automatic air conditioners has two sections, the remote air-cooled refrigeration section, connected by pre-insulated refrigerant lines; and gas-fired furnace, blower, and coils.

Circle No. 1224 on reply card, p. 82.

Zone heating-cooling units
Built into an outside wall, high above floor level, In-the-Wall cooling unit has its own thermostat. Independently operated SelectTemp heating system in wall just above baseboard completes year-round system.

Circle No. 1227 on reply card, p. 82.

Pre-wired ventilator hood
Completely pre-wired hoods equipped with solid tops designed for easy breakouts accommodate Trade-Wind ventilator models 3501, 2501 and 1501. Electrical connection is simple after hood is in place.

Circle No. 1230 on reply card, p. 82.

Closet gas highboy furnace
Approved by AGA for closet installation, with closer than normal clearances, the Model JFG-0 highboy gas furnace has a 95,000 Btu input. It is sold exclusively through wholesalers.

The Hell Co., Dept. AB, 3000 W. Montana St., Milwaukee 1, Wis. Booth No. 767—Coliseum.
Circle No. 1225 on reply card, p. 82.

“Wet” heating-cooling
Water is used as controlling medium for heating and cooling filtered air by use of new room convectors. Boiler and chiller are housed in 24x24x36” table-top style cabinets, for horizontal or vertical mounting.

Combustion Engineering, Inc., Dept. AB, 911 West Main St., Chattanooga, Tenn. Booth No. 867—Coliseum.
Circle No. 1228 on reply card, p. 82.

Electric bathroom heater
Prominent in the complete line of electric heaters and heating systems is the Model WJA bathroom heater. It features a louvered grille engineered to direct fan-forced heat to floor; with sealed-in heating element.

Electromode Div., Commercial Controls, Dept. AB, Crouch St., Rochester, N.Y. Booth No. 451—Sherman.
Circle No. 1231 on reply card, p. 82.

Self-contained waterless a/c
A two-stage air conditioner may be installed in attic, crawlspace, basement or roof, and ties into existing forced, warm-air systems. The Polar Pak requires no refrigeration piping or plumbing connections.

Circle No. 1226 on reply card, p. 82.

Automatic ventilating hood
Simple thermostatic switch is actuated by heat rising from range to start exhaust unit. Electro-coated steel finish, aluminum foil washable filter, in wide range of sizes, 24” to 42” widths.

Ventilating Products Corp., Dept. AB, 705 Raymond St., Austin, Tex. Booth Nos. 485-486—Sherman.
Circle No. 1229 on reply card, p. 82.

Oil-burning wall furnace
Model R70, with an output of 55,000 Btu per hour, is a new oil-burning wall furnace intended for warm-climate homes up to 1500 sq. ft. Blower with 600 cfm circulates warm air. Fits wall opening 60” by 25½”.

International Oil Burner Co., Dept. AB, 3800 Park Ave., St. Louis, Mo. Booth No. 497—Sherman.
Circle No. 1232 on reply card, p. 82.
This is the booklet your customers are DEMANDING!
FREE...this eight-page, beautifully illustrated booklet which outlines in complete
detail the closet requirements for each member of the family. “We Planned Our
Closets” is available in unlimited quantities to dealers stocking Brown’s Super
Cedar closet lining.

Oil-fired boilers
Packaged hot water boiler completely assembled, wired and crated
at the factory is feature unit of new
16-model line. Includes a three gal-
mminute tankless heater and Delco
Model H-200 oil burner.
Delco Appliance Div., General Mo-
tors, Dept. AB., P.O. Box 230, Roch-
ester, N.Y. Booth Nos. 171-172—Hil-
ton.

Cooling for any furnace
Wethermatic cooling coil enclos-
ures make all Williamson furnaces
readily adaptable to future cooling.
Empty enclosure is inserted in dis-
tribution system when furnace is in-
stalled. Coil is added later.
Williamson Co., Dept. AB, 3500
Madison Rd., Cincinnati 9, Ohio.
Booth Nos. 769-771—Coliseum.

Two-speed window fan
All-metal 20” exhaust-type window
fan designed for quiet operation and
large air delivery will list at $39.95.
The 115V, 60-cycle motor will not
interfere with TV reception; has 3,000
and 2,350 cfm. NEMA rating.
Emerson Electric Mfg. Co., Dept.
AB, 8100 Florissant Ave., St. Louis
21, Mo. Booth No. 802—Coliseum.

ALLITH hardware works with equal efficiency on
either custom or mill-made doors. All working
parts simple and sturdy—no springs to stretch or
loosen. All hardware parts inside and protected
from weather.

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PROUTY, INC.
DANVILLE,
ILLINOIS

164 AMERICAN BUILDER
"Concealed telephone wiring is a 'must' for modern homes"

—says Mr. Robert P. Gerholz of Gerholz Community Homes, Inc., Flint, Michigan

"We're building 800 homes in our Westgate Park community," says Mr. Gerholz, "and in each of them we're providing several telephone outlets.

"In my opinion, concealed telephone wiring is a sign of a well-integrated, preplanned home. Home buyers are learning to ask for it, progressive builders are providing it. I think it will soon be difficult for any builder to sell a home that doesn't have concealed telephone wiring. It's a 'must' for modern homes."

Mr. Gerholz is the only man ever to have been President of both NAHB (1944) and NAREB (1950). In his 35 years as a builder he has built over 4200 homes. His Westgate Park community of homes in Flint, Michigan, has twice received the NAHB's Award of Merit, in 1954 and again in 1955. Like many other trend-minded builders across the nation, Mr. Gerholz knows the value of concealed telephone wiring as a modern sales feature.

Your nearest Bell Telephone business office will help you with concealed wiring plans. For details on home telephone wiring, see Sweet's Light Construction File, 81/Be. For commercial installations, Sweet's Architectural File, 32a/Be.
**Ionic purifier with a/c**

"Ionitron's" electrostatic air purifier generates negative ions for relief of hay fever, cleans air more efficiently than ordinary filters in room air conditioners; in 12 amp, 115 volt or 208/230 volt room model.


Circle No. 1236 on reply card, p. 82.

**Add-on air conditioner**

Type 923 summer add-on air conditioner is a self-contained unit designed for installation with any forced-air heating unit in any type of home construction. Freon-charged and completely pre-wired at factory.


Circle No. 1239 on reply card, p. 82.

**Electronic air cleaner**

A new line of electronic air cleaners with a greater range of air volume permits use with any size of residential or small commercial heating or cooling units. Remotely located power pack is wall mounted.


Circle No. 1242 on reply card, p. 82.

**Electrostatic filter**

Combination electrostatic filtering and activated carbon attracts, holds and deodorizes airborne dust and pollen particles. Unit is 31" by 25" and 18" high, plugs into 115V AC circuit; 2-speed motor and fan.


Circle No. 1237 on reply card, p. 82.

**Self-contained a/c unit**

Newport line of combined heating-cooling units is suited for modernization of hotels, etc., room-by-room. Heat comes from central steam or hot water system; cooling from self-contained hermetic refrigeration cycle.


Circle No. 1240 on reply card, p. 82.

**Pre-wired range hood fan**

Combination range hood saves up to one-third of on-job installation time with a factory-installed pre-wired fan. It is obtainable in 30", 36", 42" and 48" lengths, in white or copper enamel finishes, with grease filter.


Circle No. 1243 on reply card, p. 82.

**Basement-utility furnace**

Factory-assembled and wired, the new Luxaire gas-fired unit has close clearances at sides and rear. Matching return-air cabinet attaches to unit in basement; utility room unit increases 4" for each 25,000 Btu added.


Circle No. 1238 on reply card, p. 82.

**Convertible kitchen fan**

It takes only four minutes and a Phillips-head screwdriver to convert the Kitchen-Aire ventilating fan to a roof model. Roof-cover screws to modified motor cover. Impeller has increased number of vanes.

*Stewart Industries, Inc., Dept. AB, 320 East St. Joseph St., Indianapolis, Ind. Booth No. 490—Sherman.*

Circle No. 1241 on reply card, p. 82.

**Inexpensive exhaust fan**

Inexpensive automatic attic exhaust fan starts when temperature reaches 95°. Relieves attic heat by changing the air, and alleviates heat that would normally penetrate living quarters.


Circle No. 1244 on reply card, p. 82.
BUILDERS!
At last...here's a beautiful entrance door that won't warp, stick, swell, shrink or crack--ever!

The New STEEL Exterior Door by Steelcraft

Imagine! An entrance door that always can be opened easily by a child on tip-toes...winter or summer. This newest addition to the Steelcraft residential door line has all the welcoming warmth and distinctive appeal a homebuyer could want plus a perfect fit that lasts a housetime. And, thanks to the unchanging dimensions of steel, you can now eliminate all troublesome call-backs due to common door warpage.

The new Steelcraft exterior door is mineral wool insulated and bronze weather-stripped. To insure lasting beauty, the door is zinc coated, bonderized, and finished with a prime coat of baked-on enamel. Completely prepared for swift installation, the door “package” also includes a sturdy 16-gauge steel frame and a cut-to-size vinyl and extruded aluminum threshold. Steelcraft's exterior door, available in many tasteful designs, can be painted to harmonize with any entrance decor; or, you can order factory finishing in a wide choice of colors and wood graining.

WRITE TODAY FOR COMPLETE DETAILS AND PRICES.
An Airtemp installation does *double duty!* Ductwork and forced-air unit serve for both winter heating and summer cooling.

Airtemp helps *cut* building costs. Airtemp furnaces that cool are easy to install, take up so little space you can save on building costs—offer prospects more house, more comfort for their money.

Find out more about Airtemp Air Conditioning. Phone your nearby Airtemp dealer *today* . . . he’s in the Yellow Pages. Or write Airtemp Division, Chrysler Corporation, Dept. AB-1-57, Dayton 1, Ohio.

---

**Important Help for You!**

Discover, too, how complete, how powerful are the new ’57 Airtemp promotional plans! Big-scale national advertising! Market-tested merchandising. All-out effort to sweep you forward to new sales success in ’57!

---

**Sweep forward with CHRYSLER**

**FURNACES**

**THAT COOL**

**SELL HOMES**

**FASTER!**

Self-contained or remote Airtemp cooling unit is optional, and can be added to furnace at any time.
Modulating heat control

Permaglas heating and cooling units are compact, have either ceramic-coated or steel heat exchanger, and have control units that modulate flame instead of turning it on and off. Units convert easily from oil to gas.


Circle No. 1245 on reply card, p. 82.

Low-priced gas furnace

Compact model GFU is one of expanded line of “Silent Automatic” gas- and oil-fired heating and cooling equipment. New compact air-conditioning unit to be introduced at NAHB convention at a low price.


Circle No. 1246 on reply card, p. 82.

Ceiling Heataire

A new type of ceiling radiant electric heater is being manufactured by Markel. An important advantage is its “plug-in” installation; the housing is easily hung to joists and wired, the unit plugged in any time afterwards.

> Markel Electric Products, Inc., Dept. AB, Buffalo 3, N.Y.

Circle No. 1247 on reply card, p. 82.

Single system gas a/c

“Sun Valley” 3-ton all-year gas air conditioner has one system which heats and cools, uses one fuel. The three-ton size meets demand of average home; ready for utility connections, ducts and vents.


Circle No. 1248 on reply card, p. 82.

New zoned heat controls

A new system of continually "re-balanced" automatically controlled dampers between open and closed positions replaces previous on-off control methods in M-H warm-air control systems, for continuous comfort.


Circle No. 1249 on reply card, p. 82.

Twin-blower range hood

Swanson 400 has a twin-wheel centrifugal blower. Entire fan- and motor-unit can be unplugged and easily removed for servicing. Snapout washable aluminum filters trap all grease. In eight sizes from 24" to 48".


Circle No. 1250 on reply card, p. 82.

As a builder

How's your GRASP?

You work with complex ideas. Do you "see" them quickly enough? You can with the new NORMA Pen and 3-Pencil Combination. It writes in 5 colors of pencil and as a pen... gives greater visual clarity saves time! Guaranteed for mechanical perfection by NORMA, makers of quality Multicolor Pencils for over 25 years.

The New norma pen and 3-pencil COMBINATION
=604—in Chrome $5.95
INTRODUCTORY Offer! Extra ink refill FREE!

If not available at your dealer, order direct from:

NORMA PENCIL CORP., Norma Bldg., Dept. ER
137 West 14th St., New York 11, N. Y.

Please send... 604 NORMA PEN and 3-PENCIL COMBINATIONS at $5.95 each. I desire them engraved at 50c each.

NAMES FOR ENGRAVING: (please print)

NAME
ADDRESS
CITY ZONE No. STATE

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1957 PRODUCT SHOW
PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

In two installations: a complete kitchen

This nine-foot modular kitchen, Hotpoint’s KL10, together with the Customline refrigerator creates a built-in kitchen with only two installations. All in five color tones.

Hotpoint Co., Dept. AB, 5600 W. Taylor St., Chicago, Ill. Booth Nos. 68-69; 74-75—Hilton.
Circle No. 1251 on the reply cord, page 82.

KITCHENS, APPLIANCES:

Modular-type packaged kitchen

Wood doors on steel-wall cabinets; universal oven cabinet which accommodates 90 per cent of wall ovens; overall new color harmonizing—all by Youngstown.

Circle No. 1252 on the reply cord, page 82.

New lines simplify installation

“Masterpiece” built-in electric refrigerator-freezer designed for easy “slide-in” installation, organized storage, accessibility, simplified cleaning. About $790.

Circle No. 1253 on the reply cord, page 82.

Built-in look with straight lines

“Straightline” design to achieve the built-in look without building-in expense in G.E.’s new refrigerators. Recessed door hinges, “touch-action” to make food accessible.

Circle No. 1254 on the reply card, page 82.
Free-standing, built-in units combined

"Sheer Look" design by Frigidaire gives uncluttered built-in look to kitchen whether appliances are freestanding or built-in. Work peninsula raised on legs.


Circle No. 1255 on reply card, p. 82.

building-in for '57

Newly-designed appliances fit easily, less expensively into the built-in kitchen

Cabinets add conveniences

New cabinets by Kitchen Maid include a "Paper'n Pepper" base with twin slide-away wire cradles and sections for pots, pans, bags, paper towels, etc. Also new adjustable wood shelves, glass doors.


Circle No. 1256 on reply card, p. 82.

Unified gas exhibit

At least 18 appliance companies and makers of kitchen cabinets will participate in the Unified Gas Exhibit sponsored by the American Gas Association. Above, a typical "gas" kitchen.


Circle No. 1257 on reply card, p. 82.

Adaptable birch cabinets

Birch cabinets by Qualitybilt can be adapted to any size or shape kitchen. Made with modern flush look, featuring five-ply 1-1/16" warp-resistant doors. Pulls and hinges come with all units.


Circle No. 1258 on reply card, p. 82.

Turn page for more kitchens, appliances
PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

**Pass-thru featured**
New combination tray base as well as Maple topped bar, other cabinets, are part of Yorktowne kitchen display. Company will also unveil samples of its new line of bathroom vanity cabinets and other new products.

Circle No. 1259 on reply card, p. 82.

**“Vegi-Prep” sink**
Carrollton will show a full line of their Carlton stainless steel drop-in type sink bowls and will feature their “Vegi-Prep” (vegetable preparation) combination kitchen and vegetable preparing sink.

Circle No. 1262 on reply card, p. 82.

**Modern wood kitchens**
Morgan’s kitchens are available in birch or mahogany. Doors are of Tee-Cor construction, have door pulls, polished chrome finish with birch, polished chrome finish with mahogany. Each unit has complete instructions.

Circle No. 1265 on reply card, p. 82.

**Easy access to storage area**
Brammer sink base has peg-board doors which glide left or right, recessed knee and toe spaces provide comfortable work area, sitting or standing. Base can be painted to blend with over-all kitchen colors.

Circle No. 1260 on reply card, p. 82.

**Wall-hung kitchen nook**
The new Dormalux wall-hung kitchen nook will be featured in the NAHB exposition in Chicago. The unit has been popular with the builder because of its styling, economy of cost and easy installation.

Dormalux Co., Dept. AB, 50 Mechanic Street, Buffalo 2, New York. Booth No. 365—Hilton.
Circle No. 1263 on reply card, p. 82.

**High-speed range top**
Caloric’s built-in range tops will fit any kitchen cabinet base. The BR-2 is available in satin chrome finish or in porcelain enamel colors. It is obtainable with one burner thermostatically controlled.

Circle No. 1266 on reply card, p. 82.

**One of twenty styles**
Running the gamut from period Victorian to ultra modern, Mutschler kitchens feature adjustable, removable shelf trays, pop-up mixer bases, sit-down pastry centers, etc. Top materials include maple and Formica.

Circle No. 1361 on reply card, p. 82.

**36-inch matchless ranges**
Three new Florence ranges are now available in the low-price field. Model 62126, equipped with two 12,000 BTU and two 9,000 BTU Harper Wyman Onica burners, an electric clock and 60-minute timer, costs about $169.95.

Circle No. 1264 on reply card, p. 82.

**Built-in kitchens**
Complete built-in kitchens add quality to the home. These kitchens of modern styling are available in many colors to fit any decor. An outstanding feature of these functional units is their work-saving feature.

Beauty Queen, Div. of Toledo Desk and Fixture Co., Dept. AB, Maumee, Ohio. Booth Nos. 747-750—Coliseum.
Circle No. 1367 on reply card, p. 82.
**Automatic washers, dryers**

Frigidaire's new Imperial washer includes underwater bleach and detergent dispenser. Dryer has "hand-free" foot-pedal door opener, does not require venting or plumbing. Available in pink, yellow, green and white.

Frigidaire Div., General Motors Corp., Dept. AB, Dayton 1, Ohio. Booth Nos. 164-170; 189-194—Hilton.

Circle No. 1268 on reply card, p. 82.

**Easy-loading clothes dryer**

A fully-illuminated back panel and a time-guide line tells when drying will be finished. Automatic washers are equipped with Dispenser Wheel which dispenses water conditioner automatically into rinse water.


Circle No. 1271 on reply card, p. 82.

**Stainless steel sink tops**

Five new standard sizes are available in Just's line of Cabineteer stainless steel sink tops. This increases the number of sizes to 15, including 42" and 48" in single bowl, single drainboard styles.

Just Manufacturing Co., Dept. AB, 9233 King St., Franklin Park, Ill. Booth No. 933—Coliseum.

Circle No. 1274 on reply card, p. 82.

**Dirt and dust resistant**

Open-view plastisol-coated shelf is now being used by Geneva Modern Kitchens in all wall units. Manufacturer reports it will not chip or crack with age and the resilient surface will not chip or mar delicate glassware.


Circle No. 1269 on reply card, p. 82.

**Automatic oven operation**

When mounted in wall, "arRange-able" built-in gas cooking units, oven and broiler controls are at eye level. Roper "Tem-Trol" features controlled-heat top burners on their range units.


Circle No. 1272 on reply card, p. 82.

**Shaped-drawer cabinets**

Mengel cabinets are available in a wide range of types and sizes plus counter tops in eleven different patterns and colors. Features include pass-thru cabinets, sliding doors and mixer and vegetable bases.

The Mengel Company, Dept. AB, P.O. Box 660, Louisville 1, Ky. Booth Nos. 21-22—Hilton.

Circle No. 1275 on reply card, p. 82.

**Electronic range**

Kelvinator Electronic range cooks a five-pound roast in thirty minutes. Electronic thermometer insures perfect roast. For browning of meat, a browning element is provided. Microwave cooking refreshes stale foods.


Circle No. 1270 on reply card, p. 82.

**Free-standing oven-broiler**

Gas or electric units are designed for island or "built-in" installation. Unit stands 5' high, is 24" wide and deep. Back is recessed for use of flexible connectors. Matching snap-on rear panel available.


Circle No. 1273 on reply card, p. 82.

**Fuel can be changed**

Infra-Aire stack-on gas and electric ovens are built to standard 24-inch module to make fuel types completely interchangeable. This reduces installation problems and costs if fuel is changed at any time.


Circle No. 1276 on reply card, p. 82.
There are three tangible reasons explaining why more and more builders are installing Columbia Tubular Aluminum FRAME SCREENS in the homes they build:

**FIRST:** Low unit cost and ease of installation mean important savings to the builder. Designed for all types of windows, Columbia FRAME SCREENS are installed from either inside or out, "Quickie Brackets" making installation quick and sure, even for unskilled labor.

**SECOND:** Columbia FRAME SCREENS are precisely constructed for maximum service without "call-back" or repair. Heavy gauge aluminum, rugged reinforcement and attention to detail are factors which insure window screens that won't warp, retain their quality appearance over the years.

**THIRD:** Last, but most important, Columbia FRAME SCREENS are made by The Columbia Mills, Inc. With over 60 years experience in the manufacture of home window products, Columbia has a rocklike reputation for integrity of product, integrity in sales. Columbia stands behind its products... from warehouse to installation.

Columbia FRAME SCREENS are manufactured at the following conveniently located assembly points: Richmond, Va. * Atlanta, Ga. * St. Louis, Mo. * Los Angeles, Cal. * Minetto, N. Y.

For complete details on Columbia FRAME SCREENS, consult your Factory Service Dealer, who is your local lumber or building material dealer, or write:

THE COLUMBIA MILLS, INC.
Dept. 41F, Syracuse 1, N. Y.

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1957 PRODUCT SHOW

**New refrigerator-freezer**

A built-in combination refrigerator freezer in complete packaged unit now available. Among exclusive features are: compartmentalized storage door, unit requires no venting. Decor and styling of fronts are changeable.

*Sub-Zero Freezer Co., Inc., Dept. AB, P. O. Box 2017, Madison, Wisc.
Booth Nos. 887-888—Coliseum.*

Circle No. 1277 on reply cord, p. 82.

**Easy-to-load dishwasher**

In-Sink-Erator's dishwasher has vinyl-covered racks which glide on nylon rollers. Electric rod heater preheats tub, keeps rinse and wash water at proper temperature. Features: rotating impeller; hot-blast drying.

*In-Sink-Erator Manufacturing Co., Dept. AB, 1225 14th St., Racine, Wisconsin.
Booth No. 869—Coliseum.*

Circle No. 1278 on reply cord, p. 82.

**2-oven electric range**

Completely automatic, Tappan's 36-inch double-oven Meadowbrook has "set-'n-forget" controls. Lift-off doors and removable porcelain reflector bowls on surface units cut cleaning chores to a minimum.

*Tappan Stove Company, Dept. AB, 250 Wayne St., Mansfield, Ohio.
Booth No. 424—Sherman.*

Circle No. 1279 on reply cord, p. 82.
Sink-type waste disposers

All four models of National’s disposers feature Micro-Sizing grinding elements that grind and shred food wastes. National Imperial 727 has Power-Surge reversing and is priced from $115 to $120.


Adaptable oven cabinet

Available either in birch or rift grain fir, this built-in oven cabinet can be adapted to accommodate 60 of the built-in oven units now available. It matches the stock kitchen cabinets in the Long-Bell line.

The Long-Bell Lumber Co., Dept. AB, 926 Grand Ave., Kansas City, Mo. Booth Nos. 577-578—Sherman.

No installation problems

Amana’s “twin” built-in freezers and refrigerators may be installed side-by-side, one over the other or independently. They are of identical exterior dimensions and are finished in white, copper and pastel yellow.


Columbia-matic TENSION SCREENS continue to grow in popularity with builders from coast-to-coast. One reason for this is national advertising that has made the name Columbia-matic the recognized brand name in tension screens with consumers and builders. Another reason is the reputation of the manufacturer. The Columbia Mills, Inc. stands behind its products without qualification... has done so for over 60 years.

Still another reason lies in these remarkable cost-cutting features of the Columbia-matic itself:

- Requires no template, special tools to install.
- Installed from inside for easy access to all windows.
- Precision-made to your exact specifications.
- Aluminum, requires no painting, will not warp or rust stain your homes.
- Hardware can be pre set in regular production schedule.
- Sturdily packaged, 6 to carton.
- Easy to store, accurately labeled for quick identification.
- Cannot be removed from outside... your protection against loss or theft on the job.
- Once installed, require no further adjustment, remain drum-tight, eliminate expensive “service call backs.”

Columbia TENSION SCREENS are manufactured at the following conveniently located assembly points: Richmond, Va. * Atlanta, Ga. St. Louis, Mo. * Los Angeles, Cal. * Minetto, N. Y.

For complete details on Columbia-matic TENSION SCREENS, consult your Factory Service Dealer, who is your local lumber or building material dealer, or write:

THE COLUMBIA MILLS, INC,
Dept. 41T, Syracuse 1, N. Y.
More and more builders specify

RAYNOR
OVERHEAD GARAGE DOORS
to add prestige value to their homes

Only Raynor doors have these exclusive features...

1 FLOWING CARVED PANEL
The exclusive Raynor "Floating Panel" construction (pat. pend.) allows the panels to expand or contract under varying moisture conditions without separating or distorting stiles and rails.

2 RIGID "RAY-COR" CONSTRUCTION
Raynor's exclusive "Ray-Cor" construction (pat. pend.) provides greater rigidity to each section, prevents "ballooning." Laminated under great heat and pressure, no nails used to mar the appearance or cause unsightly rust stains.

RAYNOR MANUFACTURING COMPANY
Dixon, Illinois

One of Raynor's many carved panel designs

in Proper Home Ventilation

Lo Man Co SERIES 700

ROOF LOUVERS
Made of attractive rustproof, heavy gauge aluminum with tab-fold seams for added strength and rigidity. Improved design leaves three sides open for maximum ventilation—guard wall around base opening affords far greater weather protection than competitive models tested under exposure to extreme winds and rains. Built-in aluminum 8x8 mesh screens keep insects out... prevent clogging from leaves and bird nesting... tend to break up snow and rain... meet FHA requirements. Wide mounting flange makes installation faster and easier. Fits any type of roof... Gable, Hipped, Pitched or Flat—can be used equally well for venting attics, or with exhaust fans.

Cutaway illustrates construction detail... shows base opening with guard wall for weather protection.

Get all the facts about those new, attractive, durable, low cost Lo Man Co Roof Louvers. Ask your jobber or dealer, or write Louver Manufacturing Co. for complete information.

SPECIFICATIONS

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Overall Size Including Flanges</th>
<th>Sq. Inches Free Area</th>
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<td>12 1/4&quot; x 17 3/4&quot; x 4&quot;</td>
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<tr>
<td>750</td>
<td>15 3/4&quot; x 21 3/4&quot; x 5&quot;</td>
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<td>770</td>
<td>17 3/4&quot; x 23 3/4&quot; x 6&quot;</td>
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WORLD'S LARGEST EXCLUSIVE LOUVER MANUFACTURER

LOUVER MANUFACTURING & SUPPLY COMPANY
3609 Wooddale Avenue • Minneapolis, Minn.

AMERICAN BUILDER
STAPLING MESH for poured gypsum roof—When a St. Louis, Mo., company started fastening wire mesh for poured gypsum roofs with staples, instead of plier-fastened hog rings, installation time was cut in half. Using the Bostitch H2B Hammer, this company finds that the wire mesh no longer pops up during the pouring and drying process.

STAPLING METAL LATH in bathroom, this Dallas, Texas, tile contractor used to assign two men to install metal lath over sheet rock and studs in bathrooms. One man held the lath in position and held the nail while the other man hammered. With a Bostitch H2B Hammer, only one man is needed—and he does an even better job in one third the time.

**BOSTITCH STAPLING**

**TWO TO THREE TIMES FASTER**

These are two of the countless ways builders save time and money with Bostitch staplers... and get better results along with savings.

You can get the same benefits by switching to Bostitch. If you are now using other methods to install metal lath, roofing shingles, flanged ceiling tiles, insulation and flashing paper, or mesh for poured roofs, try stapling.

On bothersome small jobs, Bostitch tools help to simplify the transition from one to the other, cutting costly time lag. On big jobs, they make the work move fast, make crews more efficient.

Let us tell you more. Send the coupon for literature filled with ideas on making money with stapling.

---

**Fasten it better and faster with**

BOSTITCH
STAPLERS AND STAPLES

BOSTITCH, 821 Mechanic St., Westerly, R. I.
I'd like to know more about saving time and money on my building jobs with

☐ H2B Hammer  ☐ T5 Tacker

Name
Firm
Address
City  Zone  State
Nothing like it for selling homes
It's an exciting new concept in whole-house air conditioning—and it has everything it takes to make your homes more sell-able in the competitive period ahead. Big space magazine ads, local campaigns and publicity—all will give a big edge to the builder fea-

Progress Is Our Most Important Product

GENERAL ELECTRIC
ANNOUNCES ever in Whole-House Air Conditioning

BIG POWERFUL LOCAL ADVERTISING...featuring the Built-in Servants will go to work for you right where your houses are to be sold. And you'll have the benefit of publicity tie-ins and novel displays in the sellingest promotion program ever offered to the building field.

AT THE NAHB SHOW IN CHICAGO
BE SURE TO SEE

THE FABULOUS BUILT-IN SERVANTS

Visit General Electric Booths 97-98-99
January 20, 21, 22, 23, 24 CONRAD HILTON HOTEL
For moderate-priced homes

Futurama, a new line of natural red birch flush-front kitchens, includes sloped drawer-faces, fingertip grooves, post-formed, one-piece plastic work surfaces. Shelves of solid ¼" stock and ½" 5-ply plywood.


Circle No. 1283 on reply card, p. 82.

Utensil cabinet available

Wood-Metal is including a utensil cabinet in its kitchen cabinet line which can be purchased in contemporary or colonial design in any of the company's ten natural finishes, eleven "spice" colors or white.


Circle No. 1284 on reply card, p. 82.

Adaptable oven cabinets

American Kitchens' oven cabinets need only minor adjustments to accommodate other makes of built-in ovens. Offered in white or copper-toned finishes, they have adjustable steel supports to fit the oven feet.

American Kitchens Div., Dept. AB, Connersville, Ind. Booths No. 2-3—Hilton; 787-788—Coliseum.

Circle No. 1285 on reply card, p. 82.

1957 PRODUCT SHOW

4 heavy duty builders saws

6" to 8" . . . . $59.95 to $79.95

Every one of these fine heavy duty saws has ball bearings throughout, the new "Free-Start" Guard for maximum blade coverage and the exclusive "Motor-Saver" Drive that protects the Stanley-made motor against shock of impact against foreign objects like nails.

Perfect performance at fair prices

6" H65 cuts 2" at 90°, 1½" at 45° . . . only $59.95
6½" H68 cuts 2½" at 90°, 1¾" at 45° . . . only $64.95
7" H70 cuts 2¾" at 90°, 1¾" at 45° . . . only $69.95
8" H85 cuts 2½" at 90°, 2½" at 45° . . . only $79.95

And a kit for every saw

Kits include saw, extra blade, ripping gauge, lubricant and wrenches in sturdy metal carrying case with special compartment for storing accessories.

H665 with 6" H65 . . . . . . only $75.95
H668 with 6½" H68 . . . . . . only $80.95
H770 with 7" H70 . . . . . . only $85.95
H885 with 8" H85 . . . . . . only $97.50

See Stanley builders saws and other models at the Stanley Electric Tool distributor near you. For complete power tool Catalog No. 56, write Stanley Electric Tools, 101 Myrtle Street, New Britain, Connecticut.
**Completely new oven line**

Westinghouse's new 17-inch wide True-Temp oven is equipped with automatic timer, clock, signal-dial oven controls, all of which are located out of the heat zone. Available in the Spring for about $169.95.


Circle No. 1286 on reply card, p. 82.

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**Lid converts to tray**

Modern laundry tub with 21-gallon capacity is made of Fiberglas to resist wear and tear. Removable over-flow tub allows hand washing. Large storage area provides ample space for all washing supplies.


Circle No. 1287 on reply card, p. 82.

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**Birch kitchen cabinets**

Del-Mar's natural birch-type cabinet is featured among the company's new and extensive line of kitchen fittings. Cabinet line is newly designed to fit all kitchen requirements and is offered at low prices.


Circle No. 1288 on reply card, p. 82.
AT LAST—A WINDOW UNIT THAT IS TRULY WEATHER-TIGHT—YET EASILY REMOVED

CURTIS Style-trend

Here's what builders and home owners have long wanted: a top-quality removable window unit that's really weather-tight—pre-fit, ready to install with little time or effort—and priced economically!

Curtis has it today in a brand-new line—the Curtis STYLE-TREND.

Now you can offer superior features—Curtis craftsmanship—in a guaranteed removable window unit that's easy to clean, easy to decorate, easy to install and easy to pay for.

STYLE-TREND is the Curtis answer to builders and home owners who demand fine quality at a price that meets even the modest building budget. It provides an added sales feature for homes of any size.
WHAT'S BETTER ABOUT CURTIS
Style-trend REMOVABLE WINDOWS?

SUPERIOR WEATHER-TIGHTNESS
Completely weather-striped with new-design weather-stripping...air leakage reduced to a minimum...siding groove on sill seals out weather...STYLE-TREND allows less wind infiltration than other removable window units, as proved by actual tests.

TOP-QUALITY CONSTRUCTION
All members pre-fit...made of toxic- and water-repellent Ponderosa Pine...glass set in bedding adhesive for firm bond...sill pitch and drip groove for proper drainage...materials and workmanship GUARANTEED by Curtis. The Curtis name is on check rail of each top sash.

A COMPLETE UNIT
Ready to install, with screens and storm sash to fit...spring-type balances factory-applied...made in all popular sizes...adaptable to any type of wall construction.

EASILY REMOVED AND REPLACED
Sash easily removed by pressing sash gently toward left jamb and lifting out. Easy replacement—just place sash against left jamb, press lightly to compress weather-strip and move sash into position. Spring-type balance engages pin on sash.

MODERN STYLING
A distinctive outside casing of new design (pat. pending) for masonry, brick veneer or frame construction without mitered corners. Adds strength to frames, eliminates open joints. Designed for beautiful Curtis Miterite trim.

During construction, STYLE-TREND sash may be easel-primed and then safely stored till needed—finish painting also easy.

Easy to Paint  Easy to Install  Easy to Operate

CURTIS WOODWORK heart of the home

SOLD BY LUMBER DEALERS
The new STYLE-TREND windows—like all Curtis windows and woodwork—are available from lumber and woodwork dealers in most parts of the country. See your dealer soon.

At the NAHB Show
See the new STYLE-TREND window unit—and other Curtis Woodwork products—at the NAHB Show in Chicago, Curtis will be in the Sherman Hotel—Booths 581-582-583.

JANUARY 1957
In choosing plumbing fixtures...

LET ELJER'S

4 Plus Factors

help you meet today's tight competition

With competition tightening in the home-building field, it's time to look for the extras you get with plumbing fixtures. Here, for example, are 4 big extras you get with Eljer. No other major manufacturer offers all these plus factors to help you save more and sell more.

SEE ELJER AT THE N.A.H.B. SHOW, SPACES 94-95-96, CONRAD HILTON.

ALL MATERIALS!

- Formed steel, cast iron, vitreous china fixtures, plus renewable brass fittings.
- All materials color matched.
- Choose any combination of materials to suit your needs.
- Seven colors as well as white.

Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pennsylvania
KITCHENS, TOO!

- Kitchens and bathrooms from a single source.
- Formed steel kitchen cabinets feature contour styling, modern lines, quality construction.

QUALITY AND SERVICE!

- Four giant plants with up-to-date production machinery mean prompt delivery.
- Constant inspection and testing assure quality.

FRESH, YOUTHFUL NATIONAL ADS!

- Full-color national ads show glamorous bathrooms, help build reader-interest in a new home.
- Smart plaque for new homes points out Eljer fixtures as evidence of quality construction.
- For the full story, call your Eljer dealer or wholesaler . . . or write for condensed catalogue.

*ELJER—the only name you need to know in plumbing fixtures
A dramatic example of the versatility of Kaiser Aluminum in meeting the weight-saving, space-saving, maintenance-saving requirements of industrial structures.

This rolling door demonstrates many of the advantages aluminum offers for industrial structures.

For example, it weighs only one-third as much in aluminum as the same door made of steel. Yet, the Kaiser Aluminum used in its construction meets the most exacting strength and performance requirements.

Thanks to its light weight, the door may be easily operated manually. Or, when a power-operating mechanism is used, only a lightweight, economical unit is required.

**Bright... Attractive in Appearance**
A second advantage aluminum offers for industrial structures is its bright, natural look... a clean simplicity that conforms to modern design ideas. Whether concave or convex surface... box or flat-panel effect... virtually any styling gains appeal in aluminum.

Even in simple remodeling applications, a common door in aluminum goes a long way toward modernizing building appearance.

**Durable... Minimum Maintenance**
Outstanding among aluminum's unique combination of useful properties is its resistance to corrosion. Because aluminum requires no painting or rust-proofing, maintenance is practically eliminated. It resists both weather-wear and the corrosive attack of severe industrial atmospheres.

In this engineering-building "rolling door," interlocking aluminum slats coil like a window shade around barrel inside compact hood located above and behind doorway.
DOOR

window shade

In addition to this "rolling door," many other types of doors are helping contractors take advantage of aluminum's efficiency and economy. The four types shown below are recommended for specific applications.

***

For names of building product manufacturers and Kaiser Aluminum distributors who will be glad to work with you, contact the Kaiser Aluminum sales office listed in your telephone directory. Kaiser Aluminum & Chemical Sales, Inc., General Sales Office, Palmolive Bldg., Chicago 11, Illinois; Executive Office, Kaiser Bldg., Oakland 12, California.

THESE DOORS ARE TYPICAL OF MANY NOW BEING PRODUCED AND OFFERED BY MANUFACTURERS USING KAISER ALUMINUM

Sliding Doors of aluminum tubes and aluminum sheets roll sideways into compact pockets to allow maximum unrestricted indoor-outdoor space use.

Entrance Doors of aluminum assure lasting strength and beauty...will never rust...cannot warp...require virtually no maintenance.

Overhead Doors of aluminum permit flush exterior design with strength and simplicity that assures trouble-free performance in all climates.

Flush Doors of embossed aluminum facings laminated to hardboard and honeycomb core are built on high-strength extruded aluminum frame.

Kaiser Aluminum

See "THE KAISER ALUMINUM HOUR." Alternate Tuesdays.

NBC Network. Consult your local TV listing.
Economical built-in ovens

Obtainable in eight decorator colors or stainless steel, this Suburban line of electric ranges can be purchased with or without automatic top elements. Easily installed, they come completely wired to switch box.

Circle No. 1289 on reply card, p. 82.

Range includes rotisserie

Full fiber-glass insulation, clock-control ovens, automatic lighting are all featured in the new Modern Maid built-in range. New set-on griddles fit over burners, store away inconspicuously when not in use.

Circle No. 1292 on reply card, p. 82.

Colorful laundry trays

Available in the latest decorator shades of mint, coral, canary and white, new fiber-glass laundry trays are non-porous, will not chip or craze and are impervious to soaps, detergents and bleaches.

> The Selfridge Co., Dept. AB, 5606 Euclid Ave., Cleveland 3, Ohio. Booth No. 906—Coliseum.
Circle No. 1295 on reply card, p. 82.

Lifetime surfaces

Kitchen units with both interior and exterior surfaces of Nevamar are said to be non-penetrable by staining agents. Added features include flush-type doors, semi-concealed hinges, adjustable shelves and non-lob doors.

Circle No. 1290 on reply card, p. 82.

Space-saving "Kook" center

A vanishing grill with heat control indicator is just one of the many features of the new Western-Holly gas range. The fully automatic oven is equipped with a timed outlet and cooking clock.

> Western Holly Co., Inc., Dept. AB, 8356 Hays St., Culver City, Cal. Booth Nos. 824-825—Coliseum.
Circle No. 1293 on reply card, p. 82.

Birch kitchen cabinets

Featuring hollow-core door construction, Bronzeglow birch cabinets have dust-proof doors with rubber-roller catches, center-guided drawers which operate on nylon rollers. Made for all makes of units and ovens.

Circle No. 1296 on reply card, p. 82.

New drop-down door

Bilt-Well's cabinet oven unit 27-02 can be combined with any one of 57 different gas or electric built-in oven units. For use with short ovens, there is a cabinet accessory drawer which fits directly below the oven.

Circle No. 1291 on reply card, p. 82.

Silence is a virtue

Sound-absorbing insulation and "hush-cushion" mounts at noise-producing points are said to eliminate motor clatter, vibration and noises in this dishwasher. Single motor reduces service potential up to 50 per cent.

> Waste King Corp., Dept. AB, 3500 E. 50 St., Los Angeles, Cal. Booth Nos. 60-61—Hilton.
Circle No. 1294 on reply card, p. 82.

Oriental influence spreads

Included in this Eastern Horizons kitchen are a hot-food server, sit-down sink, midway units, storage pantry unit and storage areas for linen, silver and beverages. Also featured are sliding-glass doors.

Circle No. 1297 on reply card, p. 82.
You'll sign-up more buyers
with DIEHL ventilated homes

Diehl Attic Ventilators—a simple way to add more sell to any home.
No matter what size your operation—or the price-range of your homes, there's a size and type that will put plus value in the house and extra profit in your pocket. Colonials, Cape Codders, Moderns—all sell faster with built-in, nationally promoted, Diehl time-tested ventilation.

You can plan ahead with these advantages:
- Make a higher profit-ratio than from any other built-in feature.
- Economical to install, as standard, during framing or wiring.
- No dusting, no excessive labor or extra material costs.
- Easy to add as an extra, before final finish.
- Easy-to-show impressive air-moving action when sales-demonstrating home—at any time of the year.
- No after-installation service problem. Diehl's 69 years of know-how backs your reputation and guarantees customer satisfaction.

Your customer will buy these advantages:
- Healthier, year 'round living for all the family.
- Minimum running costs with no maintenance worries.
- Extends effectiveness of one-room air conditioners.
- No radio or TV interference.
- Five year, Diehl guarantee.

Diehl ventilation engineers will be happy to co-operate with all builders—whether they need only one or one hundred attic ventilators. Fill out the coupon for more information about the three types shown here. From the group of eleven Diehl attic ventilators, ranging in size from 24 to 48 inches in diameter, there's a type and size for every home—and all builders.

DIEHL MANUFACTURING COMPANY
Electrical Division of THE SINGER MANUFACTURING COMPANY
Makers of the World-Famous SINGER Sewing Machines
Finderne Plant, SOMERVILLE, NEW JERSEY

I'd like the DIEHL Attic Ventilator Bulletin AB 3530

NAME

COMPANY

STREET

CITY

ZONE

STATE

JANUARY 1957
MORE POWER
for bigger bites!

1957 International 350 Utility

Stepped up engine power makes still more effective use of greater built-in weight... gives the new International 350 Utility capacity unmatched in the utility tractor field!

Faster, easier operation steps up output. Power steering permits one-hand steering, leaving the operator's other hand free to control a heavy-duty front-end loader on-the-go. Torque Amplifier lets him boost pull or push-power up to 45 per cent, without stopping to shift gears. Choose gasoline, diesel or LP Gas engine for the fuel that costs you least. See how a new International 350 Utility can cut your costs... look in the classified directory, phone your nearby IH Dealer for a free demonstration on your job, today!

Up to 1,000 pounds greater built-in weight gives you full-bucket backhoe bite, compared with nibble-action of lightweight outfits... you trench faster to cut your costs!

Rams a half-yard loader bucket full on every pass, thanks to the greater traction provided by International 350 Utility balanced power-weight ratio.

SEE YOUR INTERNATIONAL HARVESTER DEALER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors... Motor Trucks... Crawler and Utility Tractors and Power Units—General Office, Chicago, Ill.
**6-element range top**

Chambers' new 42" stack-on type range top features two giant and four standard cooking elements. Optional feature: a "lift-off" griddle which clamps into position for cooking, can be stored in cabinet when not in use.


Circle No. 1298 on reply cord, p. 82.

**Thirty-inch gas range**

A new range scaled to smaller-sized kitchens contains all the virtues of a larger range. Features a vast oven, exclusive EconoMatic oven lighting, roll-out broiler, and Thermal-eye burner. Also is economical to operate.

*Hardwick Stove Company, Attention: Hayes Davis, Sales Manager, Dept. AB, Cleveland, Tennessee.*

Circle No. 1301 on reply card, p. 82.

**Sanitary laundry tubs**

The Deluxe Model 25 shown above has a flared overflow pipe for use with suds-saver washers. Cabinet has a high detergent-resistant, baked-enamel finish. Other models come in a range of colors or stainless steel.

*Active Quality Ware, Division of Active Tool & Mfg. Co., Dept. AB, 888 Clairpointe, Detroit, Mich.*

Circle No. 1304 on reply card, p. 82.

**Tomorrow’s kitchen**

Wide usage of plastics in kitchens of the future will include refrigerators, “cold” cooking units, drawers, shelving. Polyethylene piping will be used for both hot and cold water. Plumbing fixtures will be molded of plastic.

*St. Regis Paper Co., Dept. AB, 150 E. 42nd St., New York, N.Y. Booth Nos. 478-480—Sherman.*

Circle No. 1299 on reply cord, p. 82.

**KitchenAid dishwasher**

New line includes models in free-standing cabinet units or under-counter installation. Available in dishwasher-sink combinations and gravity drain, pump-drain, or portable models. Come in variety of finishes.


Circle No. 1302 on reply card, p. 82.

**Built-in gas range, oven**

Outstanding features include four handily placed burners, elevator mechanism, removable oven racks and broiler compartment, top-burner timer and temperature control, a large-size rotisserie.

*Utility Appliance Corp., Gaffers & Sattler, Dept. AB, 141 S. El Camino Dr., Beverly Hills, Cal.*

Circle No. 1305 on reply card, p. 82.

**Deluxe electric range**

Giant super heat oven is an outstanding feature of a newly designed 30"-range. Among other advantages are high-speed surface units, electric minute timer and automatic oven timer, plus full-width fluorescent light.

*Gibson Refrigerator Co., Division of the Hupp Corporation, Dept. AB, Greenville, Michigan.*

Circle No. 1300 on reply card, p. 82.

**Republic Steel sink tops**

A new line to answer growing demand for both flat-rim sink bowls and stainless steel sink tops and bowls. The 54" top has one large bowl and double drainboards. The 66" and 72" models have twin bowls and drains.

*Republic Steel Corporation, Attn. E. E. Bang, Department AB, Canton, Ohio.*

Circle No. 1303 on reply card, p. 82.

**“Balanced-design” kitchens**

Dwyer's new line for 1957 provides facilities for every kitchen function. They include undersink refrigerators, gas or electric ranges, two-burner ovens for baking or high broiling, built-in storage cabinets, sinks.

*Dwyer Products Corporation, Dept. AB, Michigan City, Indiana.*

Circle No. 1306 on reply card, p. 82.
Complete kit for patios

For more saleability, Alsynite offers a “Kool-E-Kit” with steel tubing, colored translucent fiberglass panels, metal wall brackets, hardware. Starts at $150.


Circle No. 1307 on reply card, p. 82.

Pre-fab fireplace is wood-burning

Full size, wood-burning fireplace complete with its own chimney can be installed in 4 to 6 hours without masonry work. Unit bolts to studding, against or recessed into wall.


Circle No. 1308 on reply card, p. 82.

PAINTS, BUILDING SPECIALTIES:

From paints to patios...

Pre-stressed, pre-cast concrete pool

Designed to simplify pool construction and bring down cost of unit to family means. National offers this pre-cast-pre-stressed swimming pool package to enhance any price home.

National Pool Equipment Co., Dept. AB, 2516 8th Court N., Birmingham, Ala. Booth No. 924—Coliseum.

Circle No. 1309 on reply card, p. 82.

Primes and fills simultaneously

Primafl goes on with brush, roll or spray on concrete, cinder and other aggregates. Primes and fills pores in interior wall construction simultaneously in one quick and easy finishing operation.

Pratt and Lambert Inc., Dept. AB, 320 West 26th St., Chicago 16, Ill. Booth No. 65—Hilton Hotel.

Circle No. 1310 on reply card, p. 82.
How to put up walls faster with fewer men

Rocform system of concrete forming features waler-tie rod hardware to produce better-looking basement walls, faster, and with fewer men. Panels for 1-man handling or larger ones for crane work.

More than 35 new ideas

All-fuel chimney

Packaged masonry chimney for all types of fuel, with fire-clay tile gas vent package, offered by Van-Packer. Pre-fab masonry chimney can be installed in less than three hours on average roof.

Wrought-iron carports

Carports in variety of designs with wrought iron or cast iron for supporting columns by Logan. Free-standing, (4 columns) or lean-to style (2 columns) are available, add decoration and usefulness to home.

Ripple texture finish

Ripple texture finish for one-coat coverage over interior dry-wall construction. Requires no sealer, hides minor surface imperfections, goes on easily and dries quickly. Final effect adds to wall interest.

JANUARY 1957
Lumber price calculator
This new device developed in collaboration with Weyerhaeuser Sales Co. gives direct reading in price per piece and lineal-foot price for many different pricing problems on lumber. Set arrow and read answer.

Circle No. 1315 on reply card, p. 82.

Stainless steel panels
First true curtain-wall construction ever used for this purpose is shown in Homestead District Works' new general office building, U. S. Steel. Over 1,000 all-steel panels went into the new structure.

Circle No. 1318 on reply card, p. 82.

Artwork services
To help you in your sales promotion and advertising, you can get renderings, miniature models, photo copies, and other architectural art services. Also advice in the selection of exterior and interior color schemes.

Circle No. 1321 on reply card, p. 82.

Packaged color schemes
Modular color scheme charts, with actual samples of roofing, siding, paint, flooring, cabinets, counters, tiles, etc., show proper relations. Home buyer sees actual colors on materials to be used.

Color Scheme Originals, Dept. AB, 250 Fifth Ave., N. Y. 36, N. Y. Booth No. 901—Coliseum.
Circle No. 1316 on reply card, p. 82.

Film vapor barrier
Applied over gravel base, polyethylene film is used as moisture-vapor barrier under concrete slabs. Easy handling is shown in 2,000-home Kendall Construction Co. development in Franklin Park, N.J.

Visking Corp., Plastics Div., Dept. AB, P.O. Box 1410, Terre Haute, Ind., Booth No. 879—Coliseum.
Circle No. 1319 on reply card, p. 82.

Wallpanel adhesive
Rubber-based adhesive for prefinished wallpanels, wood, wood products, decorative laminates, ceramic tile, various insulation materials, glass, metals, and certain types of rubber. Water- and heat-resistant.

Marsh Wall Products Incorporated, Dept. AB, P.O. Box 652, Dover, Ohio. Booth No. 32—Hilton.
Circle No. 1322 on reply card, p. 82.

Wood, masonry preservatives
A line of water repellents and decay preventives is available. Wood preservatives protect against weather, termites, rot, and other wood enemies while enhancing natural qualities. Masonry guard checks moisture.

Circle No. 1317 on reply card, p. 82.

Calking gun
Cradle calking gun is said to make calking easier. Slight pressure on the trigger forces a bead of "Weather-calk" into any opening between wood and masonry. Packaged in disposable cartridge holding 1/10 gallon.

Circle No. 1320 on reply card, p. 82.

Adhesive for ceramic tile
Helpful in remodeling, as well as in new construction, Roltite Ceramic Tile Adhesive reportedly eliminates base construction. Tile can be installed over nearly any smooth, sound surface and finished in one day.

Midcontinent Adhesive Company, Dept. AB, 70 Sunshine Dr., Grove City, Ohio. Booth No. 371—Hilton.
Circle No. 1323 on reply card, p. 82.
Smoke dome damper

To accommodate unusual types of fireplaces, this device provides a metal form around which masonry can be built. Throat construction is thus simplified and proper draft control assured. Seven sizes.


Circle No. 1324 on reply card, p. 82.

Pre-assembled metal chimney

A new design said to reduce sooting and improve drafting is available. All models of the Air-Jet are rain- and snow-proof. A stainless-steel pipe replaces the enameled porcelain smoke pipe. Installed in one man-hour.


Circle No. 1327 on reply card, p. 82.

Built-in vacuum

New H-10 model of Vacu-Flo vacuum producer unit for use with Vacu-Flo central built-in cleaning systems. This smaller size unit provides virtually as much vacuum power as the larger H-12 unit.


Circle No. 1330 on reply card, p. 82.

Contemporary mailbox

This letterbox is styled to harmonize with modern residential architecture. It's 16'' long, 7'' high, and 6'' deep, all metal with a dull black rust-resisting finish set off by solid, bright brass trim. $12.95.


Circle No. 1325 on reply card, p. 82.

Masonry water-repellent

Dri-Film 103 is a clean, transparent silicone resin said to impart water-repellence to above-grade structural masonry without changing its appearance. Prolongs useful life of the masonry, reduces maintenance costs.


Circle No. 1328 on reply card, p. 82.

Custom folding stairway

Designed for builders' special framing problems coincidental with trussed roofs and the home-improvement market, it can be built to fit any opening from 223/4'' to 36'' wide and 45'' to 62'' long.

EZ-Way Sales Inc., Dept. AB, Box No. 300, St. Paul Park, Minn. Booth No. 535—Sherman.

Circle No. 1331 on reply card, p. 82.

New home plan book

"Split Level Homes," a new publication, contains 41 split-level designs (29 are brand new) and 18 contemporary designs, many in full color. Two-, three-, and four-bedroom houses are shown, with blueprints.


Circle No. 1326 on reply card, p. 82.

Metal fold safety stair

This is a new, all-steel disappearing stair priced to compete with wooden stairs. It has one-piece die-formed side stiles with riveted treads that reportedly cannot warp, break, or come apart.

Huntington Industries Inc., Dept. AB, 2368 Prospect St., Memphis 9, Tenn. Booth Nos. 333-334—Hilton.

Circle No. 1329 on reply card, p. 82.

Prefabricated chimney

"Protecto Top" Chimney Top and Rain Cap is a new design. It is engineered to provide protection from wind and rain, eliminating down-draft, soot streaks, rain and condensation damage. Made of "aluminized steel."


Circle No. 1332 on reply card, p. 82.
To you who sell to the new construction industry

We find
needles in a needle stack

The old haystack routine was a snap — just probe around for the needle with a magnet. Trying to find the needle you want in a needle stack is something else ... that is what you're doing when you try to determine which prospect is active in construction and which is not. If this guessing game is running up your sales cost and flattening out your sales curve, we suggest you try Dodge Reports. For 65 years Dodge Reports have been finding more and better business for most of the leading firms and salesmen in construction — at lower cost than they can do it in any other way.

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Through the pages of Saturday Evening Post and Living for Young Homemakers consumers are reading about the Ponderosa Pine "Beauty Spots that Endure" ... the same components that make up the Ponderosa Pine Package ... they're looking for them in the homes they buy, or build, so be sure your homes contain this powerful merchandising plus. Furthermore, publicity and news releases are appearing in national magazines and daily newspapers featuring the economy, beauty and durability of Ponderosa Pine Woodwork ... all designed to help make your homes easier to build and easier to sell.

Ponderosa Pine Woodwork

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An association of Western Pine producers and Woodwork manufacturers.
Trade-Wind Motorfans, Inc.

198

AMERICAN BUILDER
By providing air circulation throughout the roof of a structure, Wilson Air-cor uses Nature's own *weather-air* to overcome the problems of weather. Regardless of the difference between inside and outside temperatures—Nature's own way turns out to be the surest protective system.

Wilson Air-cor banishes the problem of condensation, and now—after a year of widespread use—owners also report greatly reduced heating costs in Winter, and far cooler structures in Summer. The reason lies in the formidable array of insulating materials in Air-cor—most of all, *weather-air in motion*.

Each 2' x 8' panel consists of two pieces of Homasote Insulating-Building Board nailed and glued on three 2 x 2 wood members 12" o.c. A vapor barrier—\(\frac{3}{4}\)" of bart-type insulation—and a ventilated paper are on the lower inside. Each panel has an opening at the end 16" wide for air to flow through from panel to panel.

Wilson Air-cor's three-way protection against condensation, heat loss, and heat infiltration make it the reliable roof decking in any climate. For extreme conditions, forced ventilation may be used.

Complete data on Wilson Air-cor, from insulation factors to application details, are contained in the 68-page Homasote Handbook. On Pages 49-54 you will find results of the University tests of Wilson Air-cor, information about the special ridge panel, and complete specifications. As a finished ceiling, Air-cor offers three different surfaces—Standard Linen, Striated, or Wood-textured. The beveled tongue-and-groove provides a clean-cut V. For added strength, \(\frac{3}{8}\)" Homasote instead of Standard is available on the top side, and for fire protection Sote Asbestos Board can be supplied on the bottom. You specify nail holes predrilled for 32" or for 48" spans.

Complete practical detail is typical of each chapter in the Homasote Handbook. Now revised and in its third edition, this building manual should be in the hands of every architect, builder, and dealer. Kindly address your request for the Homasote Handbook—without obligation or cost—to Dept. A-20.

**Coming—a new Wilson Air-cor material to reduce air-conditioning costs.**
**Liquid bonding agent**

Thorobond, a liquid material that will bond all types of gypsum plaster and Portland cement to any structurally sound surface, is non-inflammable, non-toxic, and is not affected by freezing and thawing cycle.


Circle No. 1333 on reply card, p. 82.

**Fast paint remover**

A new fast-acting paint remover washes away old paint, with only a water-moistened cloth necessary to take off both the remover and the old paint. Effective on all types of surfaces, and is non-inflammable.

*Sherwin-Williams Co., Dept. AB, 101 Prospect Ave., Cleveland, O., Booth Nos. 512-513—Sherman.*

Circle No. 1336 on reply card, p. 82.

**Two-room fireplace**

Giving a view of the fire in two rooms and popular where there are no sloping walls to reflect heat, Model “D” Heatform is a complete form, heart to flue. It guides the masonry walls, eliminates faulty construction.

*Sheridan Fireplace Co., Dept. AB, 1708 East 15th St., Los Angeles 21, Calif.*

Circle No. 1341 on reply card, p. 82.

**Steel basement staircase**

Standard one-piece Trimco model fits 7” to 8” ceiling height; can be installed in a few minutes by two men, once sub-floor and stairwell are built. Self-leveling shoes give automatic adjustment. Fireproof, non-skid.

*Trimco Metal Products, Dept. AB, 6304 Olive Street Rd., St. Louis 5, Mo. Booth No. 329—Hilton.*

Circle No. 1334 on reply card, p. 82.

**Latex binder**

Developed primarily as a binder for exterior masonry paints, this new material can be formulated into latex paints for a broad range of interior uses also. Said to be weather-resistant, able to film quickly in cold.


Circle No. 1338 on reply card, p. 82.

** Alumni house numbers**

Cast aluminum numbers, 5/4” high, 1/4” thick, have beveled edges, black, baked paint finish which resists all weather. Each number is packed in individual bag containing screws and spacers for shadow effect. $ .75 each.

*Macklanburg-Duncan Co., Dept. AB, Box 1197, Oklahoma City 1, Okla.*

Circle No. 1342 on reply card, p. 82.

**Low-wall forming ties**

Two new base ties eliminate the need for nails and save on labor in low wall grade-beam forming, one tie for wood forms, the other for Symons magnesium and steel frame forms. Ties plus wedges secure top, bottom.


Circle No. 1335 on reply card, p. 82.

**Award-winning homes shown**

Color photographs of the houses that won merit awards in Parents’ Magazine’s annual builders’ competition will be on display. Homes were judged best built in year ended June 30, 1956, for families with children.


Circle No. 1340 on reply card, p. 82.

**For bonding plaster**

Plaster-Weld, patented bonding agent, is brushed, sprayed or rolled on surfaces to receive a finish coat of plaster, 1/4” thick. A free-flowing liquid, it covers approximately 500 sq. ft. per gal. Price: $10.50 per gal.

*Larson Products Corp., Department AB, 4934 Elm Street, Bethesda, Maryland.*

Circle No. 1343 on reply card, p. 82.
The Ultimate in Quality and Functional Beauty
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Vulcan TRIMLINE BASEBOARD

Selective “mortgage money” and better informed home buyers demand quality heating at lowest cost. You can meet the needs of both groups with VULCAN TRIMLINE BASEBOARD.

Yes — the “installed” cost of proved quality TRIMLINE Baseboard saves you money over the “initial” cost of other types of heating.

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The exclusive patented features of Milcor Super-Ex provide super-protection — extra assurance that your houses will continue to have a clean, fresh look that is a credit to your reputation.

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1957 PRODUCT SHOW

Precision cedar closet
For storing out-of-season clothes. Designed as a 4-foot modular unit with all 8-foot ceilings, singly or in groups. Made of Tennessee Aromatic Red Cedar. Panels are 3/4" thick, tongue and grooved. $225.
> Precision Parts Corp., Dept. AB, 400 W. First St. Nashville 7, Tenn. Booth Nos. 503-504—Sherman. Circle No. 1344 on reply card, p. 82.

Decorative expanded metal
For use as room divider, patio border, porch railing, sections of expanded metal fit in well with wrought-iron partitions and railings. Smooth, rigid panels produced by slitting and stretching solid steel sheet.
> Wheeling Corrugating Company, Department AB, Wheeling, West Virginia. Circle No. 1345 on reply card, p. 82.

Wood penetrating finish
Pentra-Seal protects interior wood; is not affected by water and alcohol. Fingerprints, heel marks, dried ink wipe off. Spreads quickly; comes in eight decorator colors, for flooring, doors, paneling, cabinets, furniture.
> American Floor Surfacing Machine Co., Dept. AB, 518 S. St. Clair St., Toledo, Ohio. Booth No. 195—Hilton. Circle No. 1346 on reply card, p. 82.

Lined fibre air duct
Plys of long jute fibre kraft are bonded with waterproof adhesive and outer ply is asphalt saturated. Aluminum lining helps provide heat flow of metal duct work. Fits all standard metal elbows and tees.
> Delta Co., Inc., Dept. AB, 333 West 24th Place, Chicago 16, Ill. Booth No. 870—Coliseum. Circle No. 1347 on reply card, p. 82.

In home planning, architects want flexibility in built-ins: Revco refrigerators and freezers provide not only flexibility, but color, beauty and convenience. No matter what arrangement your clients want, Revco's proved design keeps the units "built-in".

Here's a check list that will readily answer your questions on how Revco provides modern architects with ideal kitchen designs.

- Color Stainless steel, antique copper and wood finishes plus custom matched colors.
- Arrangement Horizontal or vertical freezer and refrigerator or in multiples or the new undercounter freezer.
- Models 8.4 moist-cold refrigerator—5.7 freezer—8.1 ice maker refrigerator.
- Capacity A typical vertical or horizontal installation of freezer and refrigerator gives 14.1 cu. ft. of storage space.
- Dimensions Designed to fit standard cabinet installations. 3 modules, 24" deep.
- Installation Separate units make Revco easiest to install in kitchens of any design.
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Get the complete Revco story today and have the information for your clients at your fingertips. Revco has prepared for you a special architect's file with all the information you need on built-in refrigeration to answer the questions your clients may have about new or remodeled kitchen designs.

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Please send me my free architect's information file on Revco Bilt-Ins.

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New General Electric "Straight-built-in kitchens without"

Your G-E distributor can give you so much help—from plans right through to sale!

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Line" Appliances give you the look of built-in expenses!

No rounded corners! No bulging sides! Every appliance fits flush.

That kitchen in the picture looks every inch a built-in. You can see that.

But there's one big difference: actually this kitchen is a grouping of easily installed free-standing components. All appliance sides are flat. All appliance corners are square. All appliances fit flush. This is the new General Electric "Straight-Line" appliance concept.

Think of what this means to your prospects: the latest in kitchens . . . with the brand name women prefer—General Electric.

You can start putting these kitchens in your houses tomorrow. No waiting. They'll suit "U", "L" or "Island" . . . or any layout you have in mind. They're available in a multitude of sparkling color and design variations. They'll fit any price house you are building . . . $9,600 to $96,000.

See your General Electric distributor or dealer—or write: General Electric Company, Home Bureau, Appliance Park, Louisville 1, Ky.

GONE IS THE OLD JIG-SAW LINE.
**BUILDING PRODUCTS DIVISION**

**STEEL, CAST, OR DOME DAMPERS**
Formed steel or cast-iron dampers designed with the mason in mind. Steel dome dampers for multi-opening fireplaces. All heavy construction, easy to install and operate.

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Neat, buried container keeps refuse out of sight—only the lid shows above ground. Convenient foot-pedal operation.

**YEAR-ROUND AIR CONDITIONING**
Gas-or-oil forced-air furnaces from 76,000 to 448,000 BTU output, with matching self-contained or remote cooling units for complete year-round comfort. Easy to install, quiet operation.

**THULMAN FIREPLACE**
Not just a form—a complete, U.L.-listed metal fireplace and chimney, ready to install and use. Accessories for raised hearth and facing available.

**CIRCULATOR FIREPLACE**
A heat circulating fireplace that serves as a masonry form. Expedites building, assures perfect operation. Full smoke dome. Exclusive Radiant Blades!

**INCINERATORS**
Complete indoor disposal of burnable trash and garbage. A full line from low-cost fuelless models to approved fuelled units.

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The all-metal chimney that hangs on joists for easy, economical installation. Chimney tops in several sizes, in aluminum that looks like red wire-cut brick. U.L.-listed for all fuels.

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Yorktowne Kitchens are designed and built by a manufacturer specializing in kitchen cabinet construction. They are available NOW in 175 different stock models to bring you the widest possible range of types and styles to fit your entire price scale... from modest-priced development jobs to large, exclusive homes.

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NONE OTHER LIKE IT! Exclusive Chicago Pottery design. All vitreous china tank has permanently sealed insulating air space which prevents sweating. Tank has same capacity as ordinary tanks.

WILL NOT SWEAT Does away with constant mopping of messy puddles. No need for unsightly drip pans or other gadgets.

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QUALITY CONTROLLED Each step of manufacture is rigidly inspected. Thorough inspection assures passage of "smoke tests" in the field; each unit is water tested on the production line for "paper catches", seal leaks, and proper flush; glaze is fired in electronically controlled tunnel kilns; and final inspection assures delivery of only the best.

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BESTWALL GYPSUM PRODUCTS

for better, more profitable building
FIRST TO BE REINFORCED WITH GLASS FIBERS

BESTWALL GYPSUM WALLBOARD

Reinforced with glass fibers for greater strength and better working properties, Bestwall Gypsum Wallboard comes with plain or predecorated finishes. For fire-rated construction with single-layer application, use Firestop Bestwall. ½ in. thickness gives 1-hour fire resistance. A complete line of finishing materials for wallboard also available.

BESTWALL GYPSUM LATH


BESTWALL GYPSUM PLASTERS

All Bestwall basecoat plasters, including fibered and unfibered and Lite Mix (mill-mixed with Per-lite), are “plastisized” for smoother working and longer storage life. Fibered basecoat plasters contain strong textile glass fibers for greater strength and easier working. Also available: Bestwall finishing, gauging and molding plasters; Bestwall Keene’s Cement and Lime; Bestwall Kalite Acoustic Plaster.

BESTWALL SHEATHING

Homes have greater structural strength and fire resistance when built with Bestwall Weather-Shield® Gypsum Sheathing reinforced with Fiberglas.* Tongue and groove V-edges. Water-repellent core and paper. Costs less than most other sheathings.

BESTWALL GYPSUM ROOF DECKS

For sturdy, long-lasting roof construction and fast, labor-saving application, use Bestwall Gypsum Plank—incombustible, precaut, low in cost. Also available: poured-in-place Bestwall Metro-Mix for use over Bestwall Formboard.

*Trade-mark OCF Corp.

Manufactured by Bestwall Gypsum Company—sold through

BESTWALL CERTAIN-TEED SALES CORPORATION
120 East Lancaster Avenue, Ardmore, Pa.

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Fireproof Gypsum

BESTWALL CERTAIN-TEED BUILDING PRODUCTS

January 1957

213
Custom appearance at a modest cost

Beauty, durability and high insulation value offered by red cedar shingles and striated shakes. Lifetime roof saves fuel dollars in winter, makes home cooler in the summer, gives custom appearance.

ROOFING, SIDING, INSULATION:

Double-duty materials

Heavily-reinforced aluminum insulation

Sisalation foil-type insulation for sidewalls, floors and ceilings, made of sheets of aluminum foil laminated to aluminum-coated kraft paper. Crossed fiber reinforced.


Circle No. 1349 on reply card, p. 82.

Roof deck combines 3 operations

J-M roof deck combines advantages of sheathing, insulation and a finished ceiling. Upper roof deck is smooth for finished roofing, under surfacing gives finished roof ceiling.

Johns-Manville Corp., Dept. AB, 22 East 40th St., New York 16, N.Y. Booth Nos. 84-85—Hilton.

Circle No. 1350 on reply card, p. 82.
Decking saves time, cuts costs

One material provides sturdy roof deck, insulation, and attractive interior finish. Units, easy to handle by one man, are flame-resistant, have finished textured surface, are simple to install.

Circle No. 1351 on reply card, p. 82.

Roll-on roofing

Galvanized, corrugated steel roofing in 31 ft. rolls is easy to apply, ideal for farm or home use. Nailing edge is crimped instead of corrugated for easy and secure nailing. A really quick roofing method.

Circle No. 1354 on reply card, p. 82.

Colored house siding

Autoclaved clapboard is a permanently colored house siding that will not burn or rot, shrink or warp. Comes in white or variety of modern colors. Clapboards are pre-cured under high pressure.

Circle No. 1354 on reply card, p. 82.

Thick butt shingles

Color styling and roofing beauty offered in Certain-teed Shadow-Cast thick butt shingles. Dark blended line at butt of shingle gives effect of soft shadows falling on the roof. Warmth, insulation offered, too.

Circle No. 1354 on reply card, p. 82.

Turn page for more of these products
Cedar shakes take new form

Shakertown Glumac Units are selected cedar shakes bonded to asphalt-impregnated insulation board into a panel 46¾" long. The 22 units in a square cover same area normally requiring 400 separate shakes.


Circle No. 1355 on reply card, p. 82.

New fireproof siding

Gold Bond Chroma-Shake siding is a fireproof product using "Surfaseal" finish coating that preserves the beauty of each color and protects the siding from weather. Available in 5 colors, with deep shadow line on each course.

National Gypsum Co., Dept. AB, 525 Delaware Ave., Buffalo 2, N.Y. Booth No. 13—Hilton.

Circle No. 1358 on reply card, p. 82.

Sealed-blanket insulation

Wood Conversion Co. will feature Balsam-Wood insulation with reflective liners and Nu-Wood random drill acoustical tile. Balsam wool with reflective liners has a sealed-blanket insulation for air-conditioning economy.


Circle No. 1361 on reply card, p. 82.

Reflectokraft does 2 jobs

Reflectokraft is a new product that is a reflective insulation and a vapor barrier. Made of aluminum foil laminated to kraft with asphalt laminant. Ideal for ceilings, walls, in frame, brick or veneer construction.

Delta Company, Dept. AB, 333 West 24th Place, Chicago, Ill. Booth No. 870—Coliseum.

Circle No. 1356 on reply card, p. 82.

Lumber items exhibited

The West Coast Lumberman’s Assoc. will exhibit a wide range of lumber items and booklets at the NAHB show. Forty-four page booklets on Douglas fir and West Coast hemlock will feature lumber grades.

West Coast Lumbermen’s Assoc., Dept. AB, 1410 Morrison, Portland, Ore. Booth Nos. 539-540—Sherman.

Circle No. 1359 on reply card, p. 82.

New spandrel glass

A new color-enamed spandrel glass with aluminum backing has been developed for the growing market in curtain-wall construction. The enamel gives color, the aluminum reflects heat. Product comes in 12 colors.


Circle No. 1362 on reply card, p. 82.

For sidewalls, roofs

Novapanel and Novaclip are described as your answer to the sidewall and roof problem. Novapanel are 4"x16"—exposure to weather is 15°. They are composed of No. 1 Novagrade Shakes glued to the underscore.


Circle No. 1363 on reply card, p. 82.
New B-H big six
A 6" spun mineral wool open-faced batt has been designed for air-conditioned and electrically heated homes by Baldwin-Hill. This new product provides a single batt that meets manufacturers specifications.

Baldwin-Hill Co., Dept. AB, 500 Breunig Avenue, Trenton, New Jersey. Booth No. 775—Coliseum.

Circle No. 1364 on reply card, p. 82.

Bermuda-type roof
A horizontal shadow line effect is created with Follansbee Terne on Bermuda roof which will be featured at the firm's exhibit. Follansbee Terne may be applied either in batten, standing or flat-lock seams.

Follansbee Steel Corporation, Dept. AB, Follansbee, West Virginia. Booth No. 776—Coliseum.

Circle No. 1367 on reply card, p. 82.

Steel base for slabs
A rigid-type centering material that acts as a permanent form for concrete floor and roof slabs poured over steel joists or beams, Ribform sheets are fabricated from high tensile steel in square-ribbed design.

Inland Steel Products Company, Department AB, P.O. Box 393, Milwaukee, Wisconsin.

Circle No. 1370 on reply card, p. 82.

Roof trusses fold up
Folding roof trusses using Teco Wedge-Fit split rings will be exhibited by Timber Engineering Co. at the NAHB show. Teco roof trusses can be folded into a compact package for more economical handling.


Circle No. 1365 on reply card, p. 82.

Asbestosized siding
Full production of new asbestosized insulating siding panels, Cypress Grain, is announced. They have durability and weather-resistance, are reversible to save labor and material costs. Wide range of colors.

Bird & Son, Incorporated, Dept. AB, 47 Wilson Street, East Walpole, Massachusetts.

Circle No. 1368 on reply card, pp. 82.

Low cost Harborite grade
“Special” Harborite overlaid fir plywood will be available with overlays on one or two sides. The new grade has overlay on one side and “C” grade veneers in the core; suitable for soffits, gable ends, siding, roofs.

Harbor Plywood Corporation, Department AB, Aberdeen, Washington.

Circle No. 1371 on reply card, p. 82.

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Harbor Plywood Corporation, Department AB, Aberdeen, Washington.

Circle No. 1371 on reply card, p. 82.

Self-sealing strip shingle
Seal-Tab shingle has an aluminum strip adapted to contact and protect the special adhesive on the next adjacent shingle in the bundle, and is thus nuisance-free to stock and apply. Resists hurricane winds.


Circle No. 1372 on reply card, p. 82.
Leading Builders' Success Formula:

"Give the Buyer What He Wants!"

These two leading builders have a simple formula for success: "Give the buyer what he wants!"

Specifically, that means giving him extra custom touches—and of course, ceramic tile. Today's discriminating house-hunters insist on the value that only ceramic tile offers.

Ceramic tile has both eye appeal and buy appeal: lifetime beauty, carefree maintenance and maximum durability. You'll sell homes faster by specifying ceramic tile for floors, walls, counter tops, window sills, towel niches, drainboards, rangebacks and splashbacks. Give

How adhesive installations cut your tiling costs

Mastic bed on dry-wall cuts down preparation time and costs.
Tiles are set quickly and easily on mastic bed.
Job clean-up time is held to minimum.

Use only adhesives bearing this seal—signifying that they meet minimum performance standards set by U. S. Department of Commerce.
Builder George D. Buccola's $18,000 Sherwood Forest homes in Anaheim, California, have many design features (such as paved patios and beautiful landscaping) that make outdoor living easy and pleasant. Custom touches inside include a separate family room which doubles as a children's playroom.

There's good reason why ceramic tile plays such an important role in the plans of these leading builders: ceramic tile helps sell their homes faster! IMPORTANT NOTE: Labor- and time-saving adhesive installation methods were used to install the tile in the bathroom of the Fischer & Frichtel home and on the entry floor and shower enclosure in the Buccola home.

your prospects ceramic tile in these “eye-buy” areas and your prospects will help you close the sale!

Advanced new adhesive techniques enable contractors to install ceramic tile faster and easier than ever before. The result is that you can now offer more tile “show place” areas at lower cost, put tile within the reach of every buyer. And the adhesive method offers additional opportunities to tap today's booming remodeling market. Be sure to consult your tile contractor on adhesive installations.
NEW TRESTLES WITH 9 HEIGHT ADJUSTMENTS

FOR FAST MASONRY CONSTRUCTION, mason contractor L. Hubbard of Euclid, Ohio, uses new “Trouble Saver” Putlog Trestles on a project for Joe Miller Homes Co. The new Putlog Trestles are 5'-long and provide nine height adjustments, ranging from 4' to 6'. Masons set each Putlog on the top course, then brick is laid over them. Putlogs are pulled out of the wall and adjusted to new height as the job progresses. When a pin is removed, the new Putlog Trestle swings down flat for easy storage or shipping.

THE STEEL SCAFFOLDING COMPANY
Telephone EV ergreen 3-5510 Dept. AB 856 Humboldt Street, Brooklyn 22, New York

$ INVESTMENT OPPORTUNITY

Make your money earn real profits for you by investing in EFCO Steel Forms for your concrete construction. Original cost is low. Lifetime steel faces should never need to be replaced.

Owners of EFCO Forms are furnished form erection drawings without cost. These forms are adaptable to wide use, including construction of house foundations, and other large and small form requirements. They are easily and quickly assembled, and can be moved economically from job to job.

Although EFCO Steel Forms are available only on a purchase basis, other forms from Economy are available on a rental basis. Write nearest office of Economy Form Corporation.

Home Office is in Des Moines, Iowa. Other offices in St. Louis, Mo.; Kansas City, Mo.; Lincoln, Neb.; Minneapolis, Minn.; St. Louis, Ind.; Milwaukee, Wis.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Middletown, N. J.; Rochester, N. Y.; Springfield, Mass.; New York, N. Y.; Washington, D. C.; Decatur, Ga.; Charlotte, N. C.; Dallas, Texas; Tulsa, Okla.; Houston, Texas; Los Angeles, Calif.; Oakland, Calif.; Denver, Colo.

CONTRACTORS!
Finish Your Cold-Weather Jobs ON TIME . . . with Handy SIMPLEX PORTABLE

HOT BLAST HEATERS
You’ll save the price of a SIMPLEX the first year . . . Speeding up drying of plaster, paint and varnish, keeping workers more comfortable, preventing freeze-ups—keeping work moving in coldest weather.

Smokeless, sootless, the HOT BLAST generates an intense blue flame on a mixture of kerosene and compressed air like a blow torch. Highly efficient, lightweight, sturdy, easily portable. Completely safe. Automatic Shut-Off control stops fuel supply if flame goes out. See your Builder’s Supply Dealer, or write for details and prices.

WESTERN METAL SPECIALTY
Division Western Industries, Inc.
Dept. A, 1211 N. 62nd St., Milwaukee 13, Wis.

1957 PRODUCT SHOW

Long-length gutters
Measuring up to 32' in the widest available range of sizes and gauges, gutter is supplied through jobber outlets. Besides 20', 25', 30', and 32' lengths of style K, Republic produces custom lengths in quantity.

Berger Division, Republic Steel, Dept. AB, 1038 Belden Ave., Canton, Ohio. Booth Nos. 494-496—Sherman.
Circle No. 1373 on reply card, p. 82.

New foil insulation
Insulfoil, a multi-layer accordion-type foil insulation is being unveiled by Reynolds. Big advantage is said to be the added efficiency produced by the dead air space between sheets of heavy gauge foil.

Circle No. 1374 on reply card, p. 82.

Natural veneer stone
Thin flagstone sawed from heavy stone blocks produced in company’s quarries are used for mantel shelves, hearth stones, coping, step treads, interior and exterior flagging. “Tenn- quartz” is natural colored.

Tennessee Stone Co., Inc., Dept. AB, 705 Broadway, N.E., Knoxville 17, Tennessee.
Circle No. 1375 on reply card, p. 82.

Shadow line siding
A new siding product with a shadow line color-toned on each shingle adds beauty, quality and solidarity to the home. Sold in five colors, shingles are washable, fire and weather-resistant. Ceramic finish never needs painting.

Circle No. 1376 on reply card, p. 82.
QUALITY

**Certain-teed®**

**CERTAIN-TEED ASPHALT ROOFING**
including the new Shadow-Cast Thick Butt

**CERTAIN-TEED FIBERGLAS® INSULATION**

**CERTAIN-TEED BESTWALL PAINTS**

**CERTAIN-TEED ASPHALT INSULATING AND ASBESTOS CEMENT SIDINGS**

**BUILDING MATERIALS**
for New Construction or Remodeling

Color-styled by Certain-teed, these beautiful shingles are big sellers for both new building and remodeling. Eight styles — including Woodtex, the distinctive shingle with built-up graining, and brand-new Shadow-Cast Thick Butts with the unique shadow line.

Fireproof Fiberglas is moisture resistant, rot-proof, will outlast the house. Available in rolls, batts (both regular and foil-enclosed), pouring wool, perimeter insulation; roof insulation for built-up roofs; also siding cushion.

Put the perfect finishing touch to walls and ceilings with sparkling new Bestwall Paints. Decorator colors in alkyd flat, semi-gloss and interior gloss enamels, latex, casein and texture paints.

Complete line of styles and colors, including new pastels. Handsome, durable, economical — never need painting or other maintenance. Asphalt Insulating Sidings come in shake, stone and brick designs; Asbestos Cement in shake, waveline and straight edge.

*Trade-mark OCFCorp.*

Products of Certain-teed Products Corporation
SOLD THROUGH
BESTWALL CERTAIN-TEED SALES CORPORATION
120 East Lancaster Avenue, Ardmore, Pa.
EXPORT DEPARTMENT: 100 East 42nd St., New York 17, N.Y.
ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT SHINGLES AND SIDING
FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION
PAINT PRODUCTS—ALKYD • LATEX • CASEIN • TEXTURE • PRIMER-SEALER

JANUARY 1957
New saw for light construction


Circle No. 1377 on reply card, p. 82.

TOOLS AND EQUIPMENT:

Best bet in '57: time saving,

Powder-actuated fastener

Ramset powder-actuated fastener utilizes the power supplied by a cartridge to drive a fastener into a variety of materials. Price for tool, kit, stud holders, etc.: $27.95.

Δ Ramset Fastening System, Dept. AB, 12117 Berea Road, Cleveland, Ohio. Booth No. 874—Coliseum.

Circle No. 1378 on reply card, p. 82.

Digger designed for tractors

Sherman major power digger is designed specifically for attachment to Fordson-Major tractors. Heavy duty, of rugged construction, with independent hydraulic stabilizer.


Circle No. 1379 on reply card, p. 82.
Wide range of staplers

Power-Line Sales offers staplers for butt joining, attached molding and sheathing, other operations. Machines range in size from 5/8" to 13/8" long. At left is PL-5 stapler at work.

Circle No. 1380 on reply card, p. 82.

Does work of 10 men

International's 300 Utility tractor, here equipped with Kirkhof fork lift, does work of 10 men supplying brick and mortar at building level. Gears are flopped to give 5 reverse speeds.

International Harvester Co., Dept. AB, 180 N. Michigan Ave., Chicago 1, Ill. Booth No. 960—Coliseum.
Circle No. 1381 on reply card, p. 82.

cost-cutting equipment

Trim kit for plastics


Porter-Cable Machine Co., Dept. AB, 1714 N. Salina St., Syracuse 8, N. Y. Booth No. 873—Coliseum.
Circle No. 1382 on reply card, p. 82.

Saw does heavy duty

A 61/2" heavy-duty saw that will cut a 2x4 at 45° with blade to spare, thereby permitting several resharpenings, now marketed by Black & Decker. Designed to handle even the toughest sawing jobs.

Circle No. 1383 on reply card, p. 82.

Finger-controlled sanding

Stanley's H36 orbital sander makes 4,500 orbits per min., is also designed for flushed sanding. Two handles, slide switch for finger-tip control of sanding action. Heavy duty tool. Priced at about $49.95.

Stanley Electric Tools, Dept. AB, 480 Myrtle St., New Britain, Conn. Booth No. 866—Coliseum.
Circle No. 1384 on reply card, p. 82.

JANUARY 1957

More tools, equipment on next page
Jeep-A-Trench

This Willys trencher mounted on the CJ 5 Jeep is capable of digging trenches or foundations at the rate of 800 feet per hour, in widths of 8-10-12-14 inches, depths of 3-5-6 feet. The unit is called the "Jeep-A-Trench."

> Willys Motors, Incorporated, 940 N. Cove Blvd., Dept. AB, Toledo 1, Ohio. Booth No. 810—Coliseum.

Circle No. 1385 on reply card, p. 82.

New floor-nailing machine

The Screw-Tite floor nailing machine makes it possible to lay t&g floors better, faster with savings in time and labor, and without dented edges and mashed tongues. Machine feeds nail at proper angle, drives nail.


Circle No. 1388 on reply card, p. 82.

New blade tooth form

A new "spiral-ground" tooth form combined with North American's Magni-sharp process is said to have effectively reduced tooth pressure with an indicated increase in tool life of over fifteen per cent.


Circle No. 1391 on reply card, p. 82.

Portable electric drill

Skil Corporation's standard-duty 1/2-inch Model 80 electric drill features a detachable rear handle, among other improvements. With handle detached, drill can be used in cramped spaces such as between studding.


Circle No. 1386 on reply card, p. 82.

Troweling machine

Four bladed trowelling machines available in 36 and 44 inch sizes have been newly developed. Features include reversible trowels, positive action clutch, and stationary guard ring for safety.


Circle No. 1389 on reply card, p. 82.

Materials handling truck

New 18 cubic foot, 1½-ton capacity construction materials handling truck with torque converter drive is said to be the first truck of its kind in the construction field that incorporates a hydraulic torque converter.

> The Prime-Mover Company, Attn. H. Wood, Department AB, Box 340, Muscatine, Iowa.

Circle No. 1392 on reply card, p. 82.

Dynamic power brake

A dynamic power brake which is said to eliminate “drift” time of the cutting tool after the electrical current is shut off has been announced by DeWalt Inc. Prices from $33.75 to $245.50.


Circle No. 1387 on reply card, p. 82.

Hammer tacker speeds job

Shake undercourseing can be applied easily and simply with the Duo-Fast Hammer tacker. Tool can be operated with one hand, so worker has one hand free to hold the shakes in position while tacking. About $17.

> Fastener Corporation, Attn. Harold Aranda, Dept. AB, 860 Fletcher St., Chicago 14, Illinois.

Circle No. 1390 on reply card, p. 82.

One-point cutting

Regardless of how the saw blade is adjusted for bevel angle, miter angle to right or left, or compound miter cross cut angle cuts, saw blade of the Uni-Point radial saw cuts through same point of fence center.

> American Woodworking Machinery Co., Attn. R. H. Byrne, Dept AB, 100 Liberty St., Hackettstown, N. J.

Circle No. 1393 on reply card, p. 82.
No Layout For This Way Out!

NEW

Bilco®

STAIR STRINGERS

The finished stairway with a BILCO all steel basement door — the sure sign of a well planned home.

- Quick, easy installation
- Saves layout cost
- Heavy gauge formed steel
- Sturdy and permanent

Here’s the answer to building your outside basement stairways quickly, economically. Bilco Stair Stringers go into place F-A-S-T to eliminate lay-out and forming time required for concrete steps. Stringers are cut out to receive standard 2” x 10” wood tread. Available in three sizes to fit masonry opening for each standard size Bilco Basement Door.

Be sure to see display at the NAHB convention.

Sold by Lumber & Building Supply Dealers.

THE BILCO CO., DEPT. 1098 NEW HAVEN, CONN., U.S.A.
Please send me complete information about BILCO Stair Stringers and Basement Doors.

I build □ 1-20 □ 20-100 □ 100-500 houses

NAME ____________________________________________
ADDRESS _______________________________________
CITY ___________________________ STATE __________

JANUARY 1957

Please send me complete information about BILCO Stair Stringers and Basement Doors.
AT THE LATHE, veneer is checked for uniform thickness. This provides correct moisture content, which permits optimum glue spread. At the drier, veneer is checked for correct thickness of finished panel and gives maximum dimensional stability and proper glue bond.

At the veneer grading belt, checks are made of both inner and outer plys for compliance with rigid industry and US Commercial Standards.

At the press, check for correct and uniform pressure and temperature; fully secure perfect glue bond. Correct time under pressure to secure perfect glue bond. Plywood samples tested must meet rigid American Builder standards.

In the DFPA Laboratory, independent glue-line testing of samples backs up mill inspectors. Plywood samples must meet rigid American Builder standards and U.S. Commercial Standards.
means dependable plywood!

by a rigid 8-POINT
-Industry quality program

DFPA grade-trademarks are for your protection—your sure guide to plywood of dependable quality and value. Here's why:

Before being licensed to use DFPA grademarks, every manufacturer under Douglas Fir Plywood Association quality control program must first pass rigid inspection and testing of current plywood production. Glues used in grademarked panels must also first pass DFPA tests under actual manufacturing conditions. Glue approval and use of grademarks may be withdrawn if quality is not satisfactory.

Mills must pass continuous inspection thereafter to maintain privilege of using DFPA grademarks. Each shift is checked several times each month by DFPA quality supervisors. Here, inner plys (unseen in the finished panel) are checked most carefully along with glue and outer plys.

Scientific testing in DFPA laboratories of thousands of samples of current production is a further check in determining glue-line quality and durability.

Only DFPA quality-tested panels bear DFPA grademarks. Don't be misled by imitations; look for letters “DFPA”

4 At the glue mixer, check for complete adherence to glue manufacturer's mixing directions. Special formulae developed by million dollar glue company research programs. Before any glue is approved for use in plywood, the manufacturer must submit products for performance testing under factory conditions.

5 At the glue spreader, check for precise amount and uniform coverage of adhesive. Check proper curing time, recheck veneer condition.

Registered DFPA grademarks appear on back or edge of panel. Letters “DFPA” indicate manufacture under industry quality program. In addition, symbols designate type and grade. DFPA owns grademarks, licenses its members to use them only as long as quality is maintained.
**Non-anchor spindle shaper**

New 3100 series spindle shapers have supporting column and drive motor designed so that they can be used anywhere without anchoring. Drive system makes possible motor installation without tools or bolts.

Boice-Crane Co., Attn. M. H. Buehrer, Dept. AB, 930 West Central Avenue, Toledo 6, Ohio.

Circle No. 1394 on reply card, p. 82.

**Electric generating plants**

Models 305CCK and 5CCK are the two newest electric plant series in Onan's modern heavy-duty line of generating equipment. Both models are powered by a 2-cylinder gasoline engine, compact in horsepower.

D. W. Onan & Sons Incorporated, Department AB, 2514 University Avenue, Minneapolis, Minnesota.

Circle No. 1397 on reply card, p. 82.

**Earthmoving equipment**

New design and engineering features have been applied to the "360" Full-Swing Hopto digger. Relocation of the two 5" hoist cylinders has given added power as well as improved the over-all appearance of machine.

Badger Machine Company, Department AB, 1124 West Fifth Street, Winona, Minnesota.

Circle No. 1400 on reply card, p. 82.

**Electrical cable staple gun**

Arrow has beveled the front end of its T-75 staple gun for electrical cable so that there is a natural tilt to just the right angle. Company has developed a new 3/8" short-leg staple for woods of extreme hardness.

Arrow Fastener Company, Inc., Department AB, One Junius Street, Brooklyn 12, New York.

Circle No. 1395 on reply card, p. 82.

**3-section leveling rod**

New leveling rod, graduated in feet, tenths and hundredths of feet, features a vernier on the target reading to 1/1000 ft. It is 10 feet long and has cast oval red and white enameled target with tension gib.

C. L. Berger & Sons, Incorporated, Department AB, 37 Williams Street, Boston, Massachusetts.

Circle No. 1398 on reply card, p. 82.

**New concrete mixer**

Muller's non-tilting concrete mixer has a drum 36" in diameter by 27" wide with a capacity of 3½ cubic feet of mixed concrete, plus ten per cent overload. Charging hopper is equipped with a sliding gate.

Muller Machinery Company, Inc., Department AB, P. O. Box 245, Metuchen, New Jersey.

Circle No. 1401 on reply card, p. 82.

**Portable heater**

Master's B-100 portable heater can be taken anywhere—upstairs, downstairs, on scaffolds. It weighs only seventy-eight pounds; burns kerosene or No. 1 or No. 2 fuel oil. Costs twelve cents per hour to operate.

Master Vibrator Company, Department AB, 1752 Stanley Avenue, Dayton 1, Ohio.

Circle No. 1399 on reply card, p. 82.

**Radial arm saw**

Consolidated's Comet "Clipper" model radial arm saw includes stepped-up horsepower, finger-tip controls and a new auto trailer with front-of-table crank for raising and lowering blade.

Consolidated Machinery Company, Department AB, 2033 Santa Fe Avenue, Los Angeles 21, Cal.

Circle No. 1402 on reply card, p. 82.
COMPARE
this weatherstripped AWNING WINDOW from WARE

low in cost—yet it meets the stringent A-A2 specifications of the A.W.M.A.T

WARERITE AWNING WINDOW

Some of its plus features are:
- Complete weatherstripping by premium vinyl locked in extruded channel, unexposed to weather
- Wide overlap of weathering members. Min. outside at jambs 5/16”
- Easy-to-clean ventilators have equal height and drop
- Attractive heavy-duty operator with tilt-in crank
- Solid aluminum 3/8” power bar
- Min. frame depth 1 7/8”, ventilators 1”
- Snap-on glazing bead available
- Engineered to save installation time and trouble

WRITE FOR ALL THE FACTS, then compare this budget-priced Ware Window with any other Address Dept. AB-1
Ware Laboratories, Inc., 3700 N.W. 25th St., Miami, Florida

Aluminum WARE Windows

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

in the kitchen, the laundry, the utility room helps sell the whole house!

It's the modern, economical, dependable fuel for

**COOKING**
Today's Gas ranges are faster, cleaner, completely automatic!

**REFRIGERATION**
Only a Gas refrigerator makes ice trays obsolete!

**WATER-HEATING**
Gas water heaters heat more water, work faster, too!

**CLOTHES-DRYING**
Gas dryers dry clothes like a summer breeze!

Only GAS

AMERICAN GAS ASSOCIATION
HOUSE-HEATING
Gas furnaces eliminate fuel deliveries!
They're cleaner, too!

AIR-CONDITIONING
A Gas air-conditioner cools the whole house... economically!

INCINERATION
Gas incinerators end smelly garbage cans forever!

does so much more—for so much less!

At the NAHB Show—See the New Freedom Gas Kitchen-Laundry® Exhibit at the Coliseum
Fastening with "Mighty Mite"
The new "Mighty Mite" Remington Stud Driver Model 456 was brought out to provide an inexpensive but efficient way to perform fastening jobs. Tool adapts itself to low-volume fastening output. Cost: $34.75.

Remington Arms Company, Dept. AB, Bridgeport 2, Conn. Booth No. 868—Coliseum.

Circle No. 1403 on reply card, p. 82.

Plaster-mortar mixer
This popular-priced mixer is offered with quiet double V-belt drive equipped with disengaging shift lever on either gas or electric powered models. Its 4 sets of 3-blade paddles are clamped to a squared shaft.

Speed King Manufacturing Co., Div. of Jaeger Machine Co., Dept. AB, Columbus 15, Ohio.

Circle No. 1406 on reply card, p. 82.

One-bag cement mixer
Transporting mixer, mixes, transports, and dumps hydraulically; no wheelbarrows needed, and no gears on mixer—friction off power take-off turns barrel, of full ¾ plate. Three blades give cement a double swirl.


Circle No. 1409 on reply card, p. 82.

Self-propelled compressor
Tractair 125 is a versatile tractor air compressor, with earth moving, material handling, air drilling, and other attachments. It has 42 hp engine and 5 traveling speeds, with an efficient 2-cylinder compressor.

Le Roi Division, Westinghouse Air Brake Co., Attn. Ralph Matson, Dept. AB, Milwaukee, Wis.

Circle No. 1404 on reply card, p. 82.

Rugged power loader
Added to Daybrook line of handling equipment by acquisition of Woodside Power Loader, the new loader permits use of standard grabs, hooks, etc. It fits any truck chassis and is operated from a power takeoff.

Daybrook Hydraulic Division, L. A. Young Spring & Wire Corp., Dept. AB, Bowling Green, Ohio.

Circle No. 1407 on reply card, p. 82.

Integral tractor-shovel
New Traxcavator integrates tractor and shovel design in Cat. No. 955. Operator to tilt the bucket when it is in any position, and as much as 40 degrees at ground line, and seat location is improved.

Caterpillar Tractor Company, Attn. C. J. Bachler, Dept. AB, 600 West Washington St., Peoria, Ill.

Circle No. 1410 on reply card, p. 82.

Master woodworker
Three-way 12-machines in one "Master" is equipped with overhead radial saw, underslung ripsaw, and jointer—all operated with only one power unit. "A complete woodworking plant in itself." Starts at $290.


Circle No. 1405 on reply card, p. 82.

Swivel wheel belt conveyor
A swivel wheel undercarriage assembly is a new feature of Mulkey portable belt conveyors. The entire unit can be propelled parallel to the job. The drive end portion of the swivel wheel for old conveyors.

Sam Mulkey Co., Attn. Tom Quickel, Dept. AB, P.O. Box 270, Lee's Summit, Missouri.

Circle No. 1408 on reply card, p. 82.

Shovel and crane combination
New machine with ¾ yard shovel and 18 ton crane just announced. Design and construction features include fast, easy convertibility of equipment, air controls, low maintenance and anti-friction bearings.

Marion Power Shovel Company, Attn. Dudley B. Reed Jr., Department AB, Marion, Ohio.

Circle No. 1411 on reply card, p. 82.
Inside or outside... E-Z Hung Doors are your best buy in ready-made door units. The Morgan-Wightman E-Z Hung Door is completely assembled, including all hardware... and can be installed in an average time of only 20 minutes! Both Interior and Exterior units are made of White Ponderosa Pine jambs and casing, with doors in the veneer of your choice. All units are precision built, insuring ease of installation and a finished opening deserving pride of the most exacting craftsman. And best of all, E-Z Hung Doors can be installed after all other work is completed... giving you clean and unmarred millwork. All units bear the label of the A. F. of L. Carpenters and Joiners of America.

SEND NOW FOR OUR LATEST CATALOG
No Cost—No Obligation

Morgan-Wightman Supply Co., Dept. 29
1541 Saltzman Ave., St. Louis 20, Mo.

Please rush me your new free catalog.
NAME
COMPANY
STREET ADDRESS
CITY ZONE STATE
Wheel type trenchliner
Advanced design, model 150 trenchliner digs up to twenty five feet per minute. Features tractor type crawlers, several operation speeds, hydraulic power, and exclusive tap-in tooth design.

The Parsons Company, Attn. R. E. Bansemer, Department AB, Newton, Iowa.
Circle No. 1412 on reply card, p. 82.

Small concrete vibrator
Stow's new lightweight concrete vibrator has a very small head, only 1½" in diameter. It is driven by a ½ HP universal motor at 12,000 RPM. It is especially designed for the building field. $170

Stow Manufacturing Company, Attn. C. Holchklis Jr., Dept. AB, 142 Shear St., Binghamton, N. Y.
Circle No. 1415 on reply card, p. 82.

Precision miter cutter
The Lion Trimmer, a high speed miter cutter, reduces job time and produces smooth ends. Gauges set for any angle and lock automatically. Has removable steel tool knives forstoning. For portable or bench use. $69.95.

The Pootatuck Corporation, Attn. A. Jewett, Dept. AB, Old Stratford Road, Shelton, Connecticut.
Circle No. 1418 on reply card, p. 82.

Versatile molding chisel
The "Li'l Jimmie" is a unique tool for removing baseboard, picture and floor molding without damaging surfaces. Handy tool is ideal for household jobs, as it is only ten inches long, with 3½" working edges. Price: $2.80.

Red Devil Tools, Attn. Robert P. Orr, Department AB, Union, New Jersey.
Circle No. 1413 on reply card, p. 82.

Contractors' level
The new model is constructed to withstand all climatic conditions. Telescope has coated lenses, internal focusing and is complete with dust cap and sun shade. Telescope and level vial mounted on revolving turret.

Bostrom-Brady Mfg. Co., Dept. AB, Stonewall and Bailey Sts., Atlanta, Georgia.
Circle No. 1416 on reply card, p. 82.

Gemco anchor nail kit
Now on the market is an anchor nail kit which makes it easy to attach furring strips to masonry and concrete walls for application of wallboard. Planking can be nailed to furring strips anchored to concrete.

Goodloe E. Moore, Incorporated, Attn. Harl E. Son, Department AB, Danville, Illinois.
Circle No. 1419 on reply card, p. 82.

Stapling hammer
Model H2BR stapling hammer drives a staple that is twice as wide as those used by conventional hammers. Provides increased surface contact for greater building power. Designed for applying insulation batten. About $20.

Bostitch, Incorporated, Attn. Sherman L. Smith, Dept. AB, 952 Mechanic St., Westerly, R. I.
Circle No. 1414 on reply card, p. 82.

Portable scaffold bench
Portable steel scaffold benches are lighter and yet stronger. Lightweight characteristic made possible by use of alloy steel tubing. Benches set up in seconds, lock securely, and are equipped with non-skid leg caps.

Goldblatt Tool Co., Department AB, 1910 Walnut Street, Kansas City, Missouri.
Circle No. 1417 on reply card, p. 82.

Convertible level-transit
A precision built level for builders is a simple and complete combination instrument for leveling and plumbing. The all-brass, dust-proof telescope is ten inches long and features an erecting lens. Price: $35.00.

Circle No. 1420 on reply card, p. 82.
Greatest freedom from shrinkage starts with Redwood itself—

—but it takes these extra steps in the manufacture of PALCO Architectural Quality Redwood to bring out this natural advantage

Redwood has less shrinkage and swelling—greater dimensional stability than any other domestic commercial wood—if it is properly dried. Drying down to about 28% moisture content merely removes free water in the wood cell cavities. The cell walls are still saturated.

Shrinkage starts at about 28% and continues until the point of equilibrium with air is reached. Air drying alone won't achieve this goal.

PALCO Certified Dry Redwood provides three extra steps to assure proper humidity uniformly distributed through each board.

1. Selective air drying up to 24 months according to green weight, bringing all lumber to a specified humidity range before it enters the kiln. (See example chart below).

2. Controlled kiln drying, depending on condition and thickness, from 6 to 25 days at specified temperature progressively applied.

3. PALCO goes one step further. When the center of the board approaches moisture equilibrium, surfaces are too dry, and would be distorted by re-absorbing moisture from air. PALCO Redwood is therefore left in the kiln for a final extra process to rebuild surface moisture to atmospheric equilibrium—producing the most stable lumber known. This is one of many premium PALCO features—at no extra premium in cost—and you know it will stay in place.

EXAMPLE: Selective air drying schedule for 2" lumber

<table>
<thead>
<tr>
<th>Classification</th>
<th>Average Green Weight</th>
<th>Approx. Air Drying Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIGHT</td>
<td>3 lbs./bd. ft.</td>
<td>9 to 12 months</td>
</tr>
<tr>
<td>MEDIUM</td>
<td>4½ lbs./bd. ft.</td>
<td>12 to 18 months</td>
</tr>
<tr>
<td>HEAVY</td>
<td>6 lbs./bd. ft.</td>
<td>18 to 24 months</td>
</tr>
</tbody>
</table>

See Sweet's Architectural File, or send coupon for your personal copy of this aid to redwood specification—and informative booklet "From Out of the Redwoods"
KOHLER ELECTRIC PLANTS

Portable, on-the-job power that cuts work time

Model 2.5M25, 2500 watts, 115 volt AC. Manual starting.

Compact, smooth-running, portable Kohler electric plants, insure maximum efficiency and reliability for drills, saws, planers, grinders, vibrators, pipe threaders and cutters wherever your work is done. Light-weight, low-cost 2500 watt model has 4 receptacles, carrying frame. Two-wheel, rubber-tired hand cart available. Other sizes 500 watts to 50 KW. Write for folder 6-A.

Kohler Co., Kohler, Wisconsin
Established 1873

KOHLER OF KOHLER

Mix it faster with a SPEED KING®

Fast, thorough mixing, clean discharge and long trouble-free service make SPEED KING mixers a top favorite. They also have many Jaeger-designed features never before offered in popular priced mixers.

SPEED KING plaster-mortar mixers have four sets of 3-blade paddles, give you faster, criss-cross mixing, produce smoother, more even tempered material than is easier to spread or spray. Available in 4 and 6 ft. sizes, with gas or electric drive and shift-lever power engagement. Timken shaft bearings have leak-proof seals for trouble-free life-time wear. Send for catalog, low prices, name of local dealer.

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

1957 PRODUCT SHOW

One piece vanity-cabinet

The Stanley Ensemble includes a vanity and medicine cabinet in one sturdy, laminated plastic unit which is easily tiled around. Newest sales idea is the Miramaid—a soap and toothbrush holder concealed behind a mirror door. Price, $175.

General Cabinet Corporation, Dept. AB, 1056 N. Wood St., Chicago, Ill.
Booth No. 934—Coliseum.
Circle No. 1422 on reply card, p. 82.

Sanitary drainage system

A complete rough-in layout of a copper tube sanitary drainage system to demonstrate economies in time of assembly, compactness and saving of space will be illustrated by transparencies showing pre-assembly steps.

Circle No. 1423 on reply card, p. 82.
4 NEW PRODUCTS

1. “PUSH-BUTTON” ELECTRIC STAIRWAY
   Fully automatic... Smooth operating, quiet. It's big, wide and beautiful. Eight inch treads. Precision engineered to last a lifetime and to give trouble-free operation. Complete new design. Many new uses!

2. NEW!
   Pre-fabricated Cedar Closet—For homes where quality counts. Made of ¾” tongue and groove Tennessee Aromatic Red Cedar. Reinforced with ½” Aluminum angle. Folding doors. Assemble in 30 to 45 minutes. Perfect for your quality homes. Truly a quality PRECISION product.

3. NEW!
   Completely assembled Closet Front—Just set in place. Doors operate on strong aluminum track (top & bottom). Nylon pivot bearings and guides for quiet lifetime service.

4. NEW!
   SUPER DELUXE folding STAIRWAY
   The ultimate in folding stairways as only PRECISION makes them. Bigger, sturdier. Wide treads. Hydraulic safety checks for easy, efficient operation.

For complete information on these NEW PRODUCTS write

PRECISION PARTS CORPORATION
400 North First Street • Nashville 7, Tennessee

Manufacturers of America’s most complete line of Stairways

JANUARY 1957
Individual room a/c control

Residential Remotaire room unit with individual rheostats uses hot water for heating and chilled water for cooling, from remotely located boiler and chiller. Two sizes, 150 and 300 cfm, free-standing or part recessed.

American-Standard, Dept. AB, 50 West 40 St., New York, N.Y. Booth Nos. 133-141—Hilton.

Circle No. 1424 on reply card, p. 82.

Thin-wall cooling unit

The ultra-slim design of this wall-mounted air-conditioning unit permits its installation without unsightly overhangs on either inside or outside. One sleeve accommodates ½, 1½ and 1 HP units.

Emerson Quiet-Kool Corp., Dept. AB, 46 Oliver St., Newark 5, New Jersey.

Circle No. 1427 on reply card, p. 82.

“Pancake” attic fan

Especially designed for houses with low-pitched roofs and minimum attic space, this new attic ventilating fan can be installed in a space only eight inches deep. Installation is especially simple.

The Diehl Manufacturing Company, Dept. AB, Somerville, New Jersey.

Circle No. 1430 on reply card, p. 82.

Bathroom electric heater

High safety-factor construction is stressed in this electric bathroom heater. Use of a fully insulated tubular heating element, like that of modern electric ranges, provides electric safety even if it is touched.

Edwin L. Wiegand Co., Dept. AB, 7500 Thomas Boulevard, Pittsburgh 8, Pa.

Circle No. 1425 on reply card, p. 82.

New boiler series

A new series of medium-priced, oil-fired cast-iron boilers is being offered by this concern. It is designed to fill the demand for a fully automatic unit in cast iron for smaller residences.

The Thatcher Furnace Company, Dept. AB, Garwood, New Jersey.

Circle No. 1428 on reply card, p. 82.

Soffit ventilator

This soffit ventilator is designed for quick installation by one man. It has a wide frame to cover rough opening, and fits flush to the soffit to prevent insect nests. Screen is an integral part of the unit.

The A and A Register Company, Dept. AB, 8327 Clinton Road, Cleveland 9, Ohio.

Circle No. 1431 on reply card, p. 82.

Portable space heaters

Seven additional improvements stressing safer operation and simplified controls are featured in the 1957 line by this manufacturer. Units from 50,000 to 450,000 Btu output are available.

American Air Filter Co., Inc., Dept. AB, 215 Central Ave., Louisville 8, Kentucky.

Circle No. 1426 on reply card, p. 82.

Flexible air conditioning

Compact installations and ease of change from heating to cooling are the important features of the “Homeaire” line of units. Switching just one valve changes the unit from heat to air cooling.


Circle No. 1429 on reply card, p. 82.

New louvred vents

Two new products have been added to the line of this manufacturer. Aluminum and galvanized rectangular louvers are available as either flush or recessed type. Also new is the foundation and cove vent.

Louv-r-Pak, Inc., Dept. AB, 3629 East First St., Fort Worth, Tex.

Circle No. 1432 on reply card, p. 82.
EASY WAY TO KEEP A CLOSE CORPORATION OPEN

STOCK CERTIFICATES ... A BUY AND SELL AGREEMENT ...
AND LIFE INSURANCE POLICIES are deposited by you and
the other stockholders of your close corporation with ...

Then, when one stockholder dies cash settlement is guaranteed
to the deceased's family and heirs, and control of the business is
guaranteed to the surviving stockholders.

Here's a diagram that explains simply how you can keep your close corporation open in the event of the death of a stockholder. The Ætna Life Business Insurance Plan is geared to cover all close corporation situations. Why not let your local Ætna Life representative give you the facts? Call him today.

Since 1853 ÆTNA LIFE INSURANCE COMPANY
Affiliates: The Ætna Casualty and Surety Co. • The Standard Fire Insurance Co. • Hartford 15, Connecticut

Why not mail the coupon for a copy of our new free booklet “Will This Man Take Your Business When He Dies?” It tells how business insurance can fit your individual situation. No obligation, of course.
Feature the Garage Door that sets the stage to SELL

Beautiful Full-Color Advertising Pre-Sells Home Buyers on the Value of The “OVERHEAD DOOR”

In 1957, more than 25,000,000 potential home buyers will be seeing and reading about The “OVERHEAD Door” in powerful consumer ads in national publications. You can cash in on this dramatic advertising—by featuring The “OVERHEAD Door” in homes you build!

For 36 years... more people have bought
the homes you build!

Brand name products help sell homes... The "OVERHEAD DOOR" is America's best known garage door. Feature it at your next OPEN HOUSE... use it to prove the quality of your homes!

Sales-wise builders know the value of famous name products—and capitalize on them. You can do the same—with The "OVERHEAD Door." As the largest moving part of the homes you build, its smooth action will serve to prove you build with the best products made! And that's only one of its advantages!

Overhead Door Corporation and its distributors assume complete responsibility for the satisfactory performance of The "OVERHEAD Door" in every installation. And it's backed with a one-year guarantee, service provided whenever needed, and parts available on 24-hour notice.

For information on how The "OVERHEAD Door" will help sell homes, contact your nearest distributor of The "OVERHEAD Door" or write us!

A complete line of doors, including Ultronic operation, in a complete range of styles and prices—by America's pioneer and leader in upward-acting garage doors.

OVERHEAD DOOR CORPORATION
Hartford City, Indiana
Manufacturing Divisions: Hillside, N. J. • Nashua, N. H. • Cortland, N. Y.
Lewistown, Pa. • Oklahoma City, Okla. • Dallas, Tex. • Portland, Ore.

than any other brand!
**Attic exhaust fan**
To meet the demand for attic exhaust fans in low-roofed ranch houses, this manufacturer is placing on the market a line of ceiling mounted attic fans, ranging in size from 24 inch blades to 42 inch blades.

> Dayton Electric Manufacturing Co., Dept. AB, 126 Oakley Boulevard, Chicago 12, Ill.

Circle No. 1433 on reply card, p. 82.

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**Furnace cooling units**
Three sizes of units, two-, three- and five-ton capacities, make up the line of this air-conditioning manufacturer. The units are designed for Temco furnaces, but may also be used with other brands of furnace.

> Temco, Inc., Dept. AB, Nashville 9, Tennessee.

Circle No. 1434 on reply card, p. 82.

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**Packaged fan unit**
Installation time can be cut in half, the manufacturer claims, with this packaged attic fan. The fan, suction box and ceiling shutter are pre-assembled in the factory, shipped ready to install.


Circle No. 1435 on reply card, p. 82.

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**Residential evaporators**
A new line of residential evaporators for use with hot-air systems is being marketed by this company. The systems range in size from 24,000 to 60,000 Btu per hour; extra safety measures are said to be included.

> Halstead and Mitchell, Dept. AB, Bessemer Bldg., Pittsburgh, Pennsylvania.

Circle No. 1437 on reply card, p. 82.

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**Through-the-wall fan**
The #700 Room-to-Room fan is designed to equalize room temperatures throughout the house, and thus to provide an increase of both the heating and air-conditioning efficiency of the house's heating unit.

> The Brown Manufacturing Co., Department AB, Hartford, Wisconsin.

Circle No. 1438 on reply card, p. 82.

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**Perim-A-Base panels**
Both heating and cooling can be done from the same baseboard panel with the Perim-A-Base unit. It operates both as a register, carrying hot or cold air over a long distance, and as a radiant heater.

> Berger Furnace Corp., Dept. AB, Fourth and Main Sts., Belle Vernon, Pennsylvania.

Circle No. 1439 on reply card, p. 82.

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**Electric baseboard heater**
According to the manufacturer, over a year of designing and engineering were required to prepare this electric baseboard heater for production. Units are available with or without thermostats.

> Sunwarm, Inc., Department AB, Post Office Box 263, Kingsport, Tennessee.

Circle No. 1441 on reply card, p. 82.
Your homes advertised in your local newspapers... engineering and layout service on your Delco Heating systems... model home display and promotion pieces all at no cost to you! They're all part of the BIG Delco Home Selling Program that has helped sell more than 40,000 homes for big, small and medium-sized builders all over the country!

Here's a sensational customized merchandising package that pays off for you in increased interest and traffic through your tract... helps you sell more homes faster, easier, and at more profit even in today's competitive home market!

Send the coupon today for the full story on the BIG Delco Home Selling Program, or visit the Delco Booth at the NAHB Show, Booth 171-172, Conrad Hilton Hotel, Chicago—Jan. 20 through 24, 1957.

MORE and MORE Builders Specify DELCO!

JANUARY 1957
How Gerholz makes a "Celebrity" his star salesman

There's magic in a national promotion: It sells the builder as well as the house.

"The House that Home Built" is a phrase familiar to most TV watchers (particularly women, and they buy houses). Bob Gerholz was selected as the builder of the "Celebrity" in the Flint, Mich., area; now that it's up, it's proven to be one of his best salesmen. The magic of the "Home Show" name lured dozens of curious people who had seen the house on the air and wanted to see it "for real"; many of these turned into buyers for other houses in the same project.
FIRST IMPRESSIONS ARE IMPORTANT, and this attractive front entrance makes a good one. Cars unload at the front door, or, when there's a pile of groceries, go to back door, which leads from carport to kitchen.

The “Celebrity” sold for $29,950 with air-conditioning, a complete modular-kitchen center (see next page) and laundry. Also included: carpeting, draperies throughout and a landscaped 75x150 site.

Bob Gerholz entered the “Celebrity” in American Builder's National Home Week Contest, went away with one of the Special Awards of Merit (see December AB). And by cashing in on the national promotion NBC's “House that Home Built” engendered, he got the people out to look—2,000 of them on opening day in spite of rain. Result: $100,000 in sales the first week.

Another purpose of a promotion like Gerholz’s is to promote confidence through the use of nationally known products:

Products used: Ruberoid roofing; U.S. Gypsum sheathing; Palco Redwood siding; Carr, Adams & Collier windows; Owens-Corning Thermopane glass; Hasko doors; Schlage hardware; Romany Ceramic Tile; Robbins floors; Huntington attic stairs; Fiberglas insulation; Dow slab insulation; Lyons metal kitchen cabinets; VisQueen vapor barriers; U. S. Gypsum wallboard; Permaglas hot-water heater; Coleman Blend-Air heat and air conditioning; Lightolier and Prescolite fixtures; Crane and American-Standard plumbing fixtures; Miami-Carey fans; Hotpoint Customline kitchen and laundry appliances; Adjusto shower faucet; Showerite tub enclosure; G. E. remote wiring; Bulldog breaker system; Musi-Kom system; Formica tops; Alsynite sky lights; Farley Loetscher vanities.

Here’s what the star salesman sells
COMPLETELY EQUIPPED KITCHEN, by Hotpoint, priced at $29,950 including land. Also included is air-conditioning, and a complete laundry.

Here are two houses that the "Celebrity" has helped Gerholz sell in Flint

UNUSUAL LOCATION of the family room is the chief feature of this plan, one of Gerholz's latest and most popular.

PRICE OF $21,750 FOR THIS HOUSE includes landscaping, appliances, some rugs and draperies. By shifting orientation and materials, Gerholz gets maximum variation with a minimum of plan changes.
ONE OF THE CHANGES made by Gerholz from the original plan was to move the fireplace from the outside wall to this position. The heating and air conditioning unit sits behind the wall grill, uses the same chimney.

GERHOLZ'S BIGGEST MODEL is the good-looking split, priced at $29,950. It has advanced design trends like single roof line, natural siding, is a far cry architecturally from the usual “pill box” split level.

KITCHEN POSITION is different from that of most splits, allows better circulation, opens living room onto private back yard.
The beauty and brawn of a Ro-Way Garage Door make a very persuasive salesman. Its combination of high style, smooth operation and rugged construction mark you as a responsible builder.

From the street a Ro-Way door shows clean, gracious, appealing lines. You can choose from more than 40 standard and decorative panels that permit unlimited design combinations. You’ll find one to satisfy each buyer’s desire for a distinctive personalized appearance.

In action the Ro-Way is unequalled. Easy up and down movement with Taper-Tite track, Seal-A-Matic hinges, ball bearing rollers and perfectly balanced Power-Metered springs.

Built-to-last Ro-Way doors have mortise and tenon joints both glued and steel doweled. Sections are rabbeted for weather-tight joints. Rowe-made hardware is Parkerized and painted for complete protection.

Get all the details from your Ro-Way distributor or write for free literature.
suburban built-in ranges save you money... and still help sell your homes faster!

Save on Installation! One-piece slide-in oven. Easy-to-use marking templates furnished with flush-mounted cook-tops.

Save Time, Labor! Both Gas and Electric units fit the same size openings.

Complete Color Choice! Stainless Steel, Copper-Tan plus seven decorator colors. Interchangeable color panels.


Your Prospects Want Suburban! More Wife-Saver features than any other built-in—widest cook-top line in the industry, Rotisserie, Thermal Eye, 40 features in all, plus extra broiler on Electric Models. Pre-sold by more national advertising, too!

NEW MODEL! Especially for Builders!

See the built-in surprise of the year—the great new Suburban built-in range designed with the builder in mind. Terrific value at a sensationally low investment. Top quality throughout—and the quickest, easiest installation in the industry! See it first in

SPACE 707-708 COLISEUM

JANUARY 1957
**GID WINDOWS — THE LINE DESIGNED WITH THE BUILDER IN MIND**

Aluminum Horizontal Sliding Window — Integral Fin-Trim Type. Pre-punched for fast, simple installation, no exterior trim necessary. Just set in rough opening, square, nail through integral fin-trim, bring sliding to trim stop and caulk. Ceco selection also includes Wood Buck Type, designed for wood rebates.

Aluminum Integral Fin-Trim Casements. In these Ceco feature windows, there are no fin or outside trim to attach. They are built into the frame, assuring quick installation, low construction cost, and extra strength. Also available in the Ceco line are Z-bar Residence Casements, steel or aluminum, with separate inside-outside steel trim, or inside casing only.

**Aluminum Double-Hung Residential Window Series 59-B**. Sash float on stainless steel weatherstripping, provide weather-tight fit. Invisible balances are built-in for smooth operation. Jamb's sleeve together in multiple openings, thus eliminating mullions. Separate exterior Fin-and-Trim and Inside Casings are also available.

**SOMETHING NEW—SOMETHING OLD...**

Ceco Offers Widest Variety of Modern Windows... Old-Fashioned Values and Services

"The Storehouse of Quality—Quantity—Creative Engineering"... that's the reputation Ceco has earned among builders. For Ceco provides a greater selection of steel and aluminum windows than any other manufacturer. However, you can still count on the same good old-fashioned craftsmanship and service. Here, truly, is the line offering the widest variety and versatility... windows to fit any type of wall construction... to fit any building budget.

The versatile Ceco line is complemented by the famous Ceco Economy Basement Windows. Special features include combination fin and masonry guide built into the jamb. Ceco Screens and Storm Windows are available for all Ceco installations. Ceco also offers Steel Interior Residential and Sliding Closet Doors... unequaled in Styling... Utility... Economy.

**AMERICA'S WIDEST LINE OF STEEL AND ALUMINUM WINDOWS AND SCREENS**

See the Ceco display at the National Association of Home Builders Show, Booths 106-107, Conrad Hilton Hotel, Chicago, January 20-24, 1957.
Weldwood paneling makes buyers out of lookers... fast! See how walnut paneling adds warmth to a modern setting... how mahogany paneling changes a plain attic into a boy's paradise... how Samara and cherry lend dignity to a room! And the cost is much less than you'd expect!

Weldwood paneling not only speeds sales for you, but it's also a breeze to use! And Weldwood's prefinished paneling ends expensive on-the-job finishing for you. Yet the cost is less than having your own men do the job! There's a wide choice of woods, and a wide range of prices. Remember, wood paneling is the quick, easy, economical way to close sales!

See Weldwood paneling at your Weldwood dealer's or visit any of our 87 offices in major cities. In Canada: Weldwood Plywood, Ltd.
take a good look at
Donley Steel Mortar Boxes

*Fast mixing and cleaning are assured... steel interior will not "dig up" or splinter... is free of rivets and other obstructions. *Leakproof construction provides accurate mix every time. *One piece (14 or 16 gauge) steel body with welded joints provides long service life. Entire top edge is angle-iron reinforced for rigidity and easy grip. Corners are rounded for safety. *Donley Mortar Boxes nest for storage... serve as weather-tight roof when turned upside down over perishable materials.

DONLEY BRICK CLAMP
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DONLEY MORTAR TUB
is all steel... ideal for plastering, tile setting or small-job masonry. Easy to handle and to step across when used on the scaffold. It is leakproof, cleans quickly and can be used to mix small batches.

SIZES, DIMENSIONS AND WEIGHTS
Note: Number of box indicates approximate cubic foot capacity.

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<th>Depth Inches</th>
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JANUARY 1957
Natural wood finishes: what types you should use, how to apply them

Natural finishes can be a big sales feature, but they can give you big headaches too. Here are some do's and don'ts from an expert on the subject

Written in collaboration with John Reno of The Pacific Lumber Company

Wide public acceptance of natural-finished siding has led to increasing demand by builders for technical information on what finishes to use and how they should be applied. In this article, John Reno, Utilization Director of the Pacific Lumber Co., has made available to American Builder data which should help the builder select and apply the best natural finishes in the best way.

What are the best woods to use?

California Redwood, Tide-water Red Cypress and Western Red Cedar are the best siding woods. They take and hold natural finish and paint best, suffer least when neglected, and their heartwood is most durable against decay. Also, they lay flattest on the wall.

Experience shows that natural finishes last longer on vertical siding; but if bevel siding is used, it should have vertical grain. All siding should be kiln dried, and kept dry on the job; if it gets rained on, it must be dried thoroughly before finishing. Nails should be aluminum, stainless steel, or hot-dipped galvanized to prevent staining and to insure long life.

What finishes are best?

There are several categories of natural finishes; selections from them will generally be made according to what the builder, architect or customer thinks will look best.

Among these different types are some that stand up better, are easier to apply. These are discussed below. There are also many brands in each category; those found satisfactory by Mr. Reno in tests he conducted for the Pacific Coast Lumber Co. are listed at the end of this article. The fact that a product is not listed does not necessarily mean it was unsatisfactory; its manufacturer may not have submitted it for testing.

Two exceptions may be noted...
for the list: first, a finish that doesn't contain a mildewcide might require its addition to work well in a wet climate; second, chemical fumes from some factories might cause failure. The area should be checked for this possibility.

**How about penetrating stains?**

Penetrating stains are the easiest of the natural finishes to apply and to renew. Other things being equal, the more pigment put in a stain, the longer it will last. Too much, however, obscures the wood grain, takes the finish out of the natural category.

**How can you apply the finishes?**

The first and most important rule is this: the manufacturer knows his product best; follow his instructions. This includes stirring, application temperatures, time between coats, thinners, wiping, etc. An exception: the table at the end of the article may recommend more coats than does the manufacturer. In that case, follow the table. If stirring is recommended, do it thoroughly with a stick at least one inch wide, and repeat during application. Thinners should be added only if the manufacturer so directs. If you save small quantities of finish, pour it into a small container with little air space and seal.

Do not apply finishes on a wet day or to wet wood. If possible, apply finish to a wall just after the sunshine has left it; follow the sun around the house.

Delay all except the prime coat until the plaster on the interior is thoroughly dry.

Use an oilless putty to plug nail holes. The California Redwood Association lists such products.

If rainstorms streak a fresh finish, hose it down from the top to bottom to restore its uniformity.

Most pigmented stains must penetrate the wood; thus use of a sealer for priming is not advisable.

It is better to apply three thin coats of sealer finish or varnish than one or two heavy coats.

It is a good idea to wipe off excess sealer that hasn't soaked into the wood a few minutes after application; otherwise it may build up into an undesirable varnish-like appearance. As a rule, varnishes are not wiped.

Varnishing over shellac is not recommended; also, shellac has not proven to be a good outdoor finish.

Linseed oil by itself is not recommended. It tends to pick up dirt and to mildew, and darkens excessively with age.

Two bleaches are listed as satisfactory finishes. They require both sun and water for best results; so occasional sprinkling can be helpful.

**What about glossy finishes?**

Glossy finishes are attractive to many people. They are a form of varnish, however, and thus pose some special problems. As is noted later, refinishing is difficult. Great care must be taken to keep water out of the wood by back priming and coating the board ends, since moisture will cause early failure of the finish.

**What about mildew and moisture?**

In humid climates, use a fungicide in conjunction with finishes to help prevent mildew. The water repellent preservatives in Table II can be applied prior to finishing, and will also help keep out moisture; they are not needed, however, for high or dry locations. Some finishes already contain fungicides, the label should tell this. In any event, priming the back and ends of the siding with a water repellent preservative will help keep out harmful moisture.

If a repellent preservative is to be used under the finished surface as a fungicide, follow this rule: for a penetrating finish, delay application for three months after the preservative is applied; for a varnish type, allow a week.

If the finish doesn't contain a fungicide, it may be added. Super Ad-It, distributed by Doggett-Pfeil Laboratories, Springfield, N. J., is such an additive.

If mildew has already formed, it can be removed by scrubbing with a soft brush and a solution of a half cup of Spic and Span in a gallon of warm water, then rinse with clear water and wipe dry. If this darkens the wood, it can be lightened with the solution of oxalic acid described below in "refinishing."

**How can you refinish?**

Refinishing is done when the appearance of the house demands it, generally on the south and unshaded walls first. If done promptly, only a thorough cleaning and one additional coat may be necessary. If deterioration of a varnish-type finish goes too far, it may be necessary to remove the entire finish—an extremely difficult job. Best removal tools are a power sander, or strong and sharp scraper.

If a new varnish coat is to go over an old one, rubbing with a stiff steel brush should remove the old gloss sufficiently for a new coat. If steel wool is used, all small particles must be removed or they will cause rust spots later on.

Conventional varnish removers may be used, but it's a long, hard job. Wash-away varnish removers such as TM-4 Wash-Away Paint Remover, and Schalk's Sure-X Paint and Varnish Remover are easier, but more than one application and vigorous rubbing are still necessary, and some spots may still require scraping.

If an old finish is to be covered with a new one of a different type or band, the manufacturer of the new finish should be consulted to make sure the two finishes are compatible.

Badly weathered redwood panels that were unfinished or finished with penetrating stain can be renewed with a solution of four ounces of oxalic acid in a gallon of water. A stronger solution and warmer water may be necessary for stubborn cases. The solution is applied with a cloth or brush. If a new finish is to be applied, the siding should be rinsed and wiped dry.

For tabular material, see page 308
How to estimate your

Data by JOSEPH STEINBERG, head, and
Construction Technology Department,

THIRD IN A SERIES

The house, and how it will be framed

The house to be used as the example in estimating framing costs is shown at the left. It is a gable roofed, one floor home with three bedrooms and one bath. It is built on a crawl space or a basement—the framing cost will be the same in either case. If it were a slab model, the sill would be figured, and then the flooring would be skipped altogether and the estimate picked up again at the sole plate.

In the case of a two-story house, Western framed, another deck could be built on top of the walls at the point where the wall section ends. The cost of balloon framing such a house would be approximately the same, but would involve techniques not covered here. Floor joists are 2x10, ceiling joists 2x8, and rafters 2x6, as in most codes. All walls, interior and exterior, are figured as 2x4's on 16-inch centers. This means that they too will pass all building codes. It is perfectly possible and sound to use lighter framing if codes permit, and the formulas shown can be shifted to include 2x3's.

The costs of lumber used here are merely examples based on average retail costs. They may vary widely depending on the locality, grades of lumber, and quantities purchased. Likewise, labor costs may vary widely. Here they are figured with the use of power saws on the job.

Sills: figured from the perimeter

The sill is generally made of 2x6's bolted to the top of the foundation wall. It should be set flush with the outside edge of the foundation, so that the sheathing and siding can lap down over it and insure against water being driven in between the sill and the foundation.

Two precautions should be observed here: the sill should be treated with a waterproofing wood preservative, since it is the wooden member closest to the ground, and thus the one most susceptible to moisture. (In old houses that are being remodeled, the sill is usually the first timber that has to be replaced.) And a termite shield should be set between the sill and the foundation; if termites haven't reached your area yet, do it anyway. They will. Materials may vary from metal to paper.

The length of the sill will be the same as the perimeter of the house—in this case, 132 lineal feet. To change to board foot measure, multiply the length times the width of the timber and divide by 12; thus 2 times 6 divided by 12 is 1, and 1 times 132 lineal feet is 132 board feet. At $140 a thousand, or 14 cents a board foot, materials will cost about $19.

Labor costs for a carpenter at $3 an hour and a helper at $2: 16 hours per 1,000 board feet, or for 132 board feet, 2.2 hours. At a total of $5 an hour, labor is $11. Total cost, $30.
The girder: it runs the length of the house

As a general rule, a girder, or girt, will run down the approximate center of the house on the long dimension. On narrow houses it is sometimes possible, with the use of extra heavy joists, to avoid the use of a girder, but in the house shown here, it would be necessary. And even on the narrow house, there might be too much deflection if the girder were not used.

A wooden girder is usually built up of two or three timbers of varying size, depending on the load and on the span between the columns supporting it. In this case, the girder will be three 2x8's spiked together. It is important that the butt joints of the individual timbers be staggered along the girder.

Girder length, and for that matter the length of any timber, is taken as the next highest even number of feet. In the sample house, length, deducting the thickness of the foundations, would be 38'-8"; it must be figured as 40 feet. There are then 120 lineal feet of 2x8's in the 3-ply girder. Multiply 2 times 8, divide by 12: the result, multiplied by 120 lineal feet, is 160 board feet. At 14 cents a b.f., material cost is $22.40.

Labor time will be about 12 hours, or $60 per thousand board feet for carpenter and helper. Thus here, labor cost will be $9.60. Total girder cost will be about $33.

Floor joists: in this house, 2x10's

Joists sizes will be determined by their span and their spacing. For the house in question, 2x10's will be used, spaced on 16-inch centers. The box header is nailed across the ends of the joists on the long dimension, and provides stiffness and a nailing surface for sheathing and siding.

It isn't practical to run joists the entire width of the house in one piece; any labor savings would be more than offset by the premium price for such long timbers. Joists should lap across the girder. It isn't necessary to cut them to size.

In the sample house, two 14-foot joists would be needed every 16 inches; they would lap about 2 feet. Thus each joist should be figured at 28 feet.

To find the number of joists, multiply the length of the house (40 feet) by 3, divide by 4, and then add 1. This house thus requires 31 joists, which is multiplied by 28 and gives 868 lineal feet. There are also 80 lineal feet of box girder, so the total is about 950 lineal feet, or about 1,600 board feet. At a cost of 14 cents a board foot, material cost is $224.

Labor time for laying joists is about the same as for sills: that is, it will take about 16 hours for two men, or about $80 per thousand board feet. For 1,600 board feet, therefore, labor is about $130. Total cost for the joists, $354.
How to estimate your

FRAMING COSTS: FROM THE FLOOR UP

Subflooring: plyscord or sheathing boards

There are two materials used for subflooring: plyscord, a rough interior fir plywood, and sheathing board, either 1x6 or 1x8 yellow pine, laid diagonally. Wood flooring may be laid directly over either one of these, but if asphalt or plastic tile is to be used, some sort of smooth underlayment should be put over the sub floor. This will not be included here, but it can be figured from its price per square foot for materials, and its labor cost, which will be approximately the same as for the subflooring.

While the cost of plyscord is somewhat higher per square foot, it requires less cutting and can be put down faster, and thus the final cost will probably be lower. Also, sheathing measured by the board foot covers less than plyscord by the square foot, so that there will be little difference in the final cost. For our example, plyscord will be used.

The house will require 1,040 square feet of subflooring. Using plyscord at 17 cents a square foot, material cost is about $180. Labor for two men will come to about $35 per thousand square feet of floor. Total, $215. If sheathing is used, add 1/3 to the area—1,390 square feet at 13 cents a foot, or $181. Labor, $50 per thousand square feet, about $50. Total cost, $231.

Tie plates, top plates, and shoes

Top plates, tie plates and shoes, or soles, are generally built as shown in the illustration. In the case of exterior walls which are framed with 2x4's, the plates and the sole will also be 2x4's. The same will be true of interior partitions, unless the wall is of 2x3's, in which case the plates and soles would also be 2x3's. In the event that trusses were used on the house, it might not be necessary to put both a top and a tie plate on the interior partitions, since they would not be carrying any load.

Still another exception would be a plate of the type used in the Lu-Re-Co system of construction: a pair of 2x6's set on edge in place of the tie plate.

In the case of the house used as an example, 2x4 walls are to be used throughout. The first step is to add up the length of all the exterior walls and partitions. The outside walls are 132 feet, and the interior walls, say, 200 feet, or a total of 332 feet. There will be two plates and a sole for all of this length, so 3 times 332, or about 1,000 feet of 2x4 will be needed. Two times 4 divided by 12, the result multiplied by 1,000, is 666 board feet. At 14 cents a foot, materials cost $94. Labor costs will be about $75 a thousand board feet, or $50. The total cost of all plates is $144.
Studs: the long and the short method

There are two ways of estimating stud costs, and they might be labeled the "long method" and the "short method." For the precise figuring needed to make up a lumber list, the long method would be preferable; for purposes of making a cost estimate like this, the short method is probably perfectly adequate in most cases.

The short method consists merely of assigning one stud to every lineal foot of partition length. In the sample house, therefore, there would be 332 studs. By figuring one stud to a foot instead of to every 16 inches, there should be just enough extra material to take care of jacks, cripples, headers, corner posts, and odd blocking.

Studs should be figured at 8 feet apiece, for although their final length will be somewhat less than that, they will have to be purchased as eight footers.

Multiply 332 studs by 8 feet, get 2,656 lineal feet of 2x4, or about 1,700 board feet. At 14 cents a foot, cost is $238. Labor cost will be about $70 a thousand board feet, or $119. Total costs for framing all walls, $357.

In the long method, figure a stud every 16 inches. Add two studs for every corner, three studs for every door opening, and four studs for every window opening.

The top: ceiling joists and rafters

In this method of estimating ceiling joists and rafter costs, it will be assumed that conventional construction is used. Actually the truss is becoming increasingly popular, but its savings vary considerably, from nothing at all in some operations to upwards of $100 in others. Because of this, and of the many different types of trusses, such costs will not be figured in this article.

Since the rafters and not the joists form the overhangs on this house, the ceiling joists will be the same length as were the floor joists, 28 feet, and there will be the same number of them: 31. Timber size will be 2x8. This comes to 868 lineal feet, or about 1,160 board feet. At a cost of 14 cents a board foot, materials are $165. Labor is about $80 a thousand board feet, or $93. Total cost, $258.

Assuming a 6-inch pitch roof and a 2-foot overhang, the rafter length will be about 17 feet, is thus figured at 18 feet. There will be twice as many rafters as joists, with a rafter on each side of the roof, or 62. This is 1,120 lineal feet of 2x6's, or 1120 board feet. Add 40 feet of 2x6 for the ridge and the total is 1160 board feet. Materials cost, $163. Labor cost is about $100 per thousand board feet, or $116. Total cost, $279.
How mechanized accounting

If you are looking for a new slant on cost control, take a look at this builder's mechanized accounting system for construction management that helped him save $300 a house.

Arters Brothers, Inc., of Lima, Pennsylvania, is a progressive residential builder with 20th-century ideas on housing development and over-all construction management. They constantly study ways and means of improving their operating methods. Latest innovation in the Arters organization is a mechanized-accounting system that enables the management to keep a close tab on costs.

To the builder who wants a practical view of the Arters accounting set-up, the system should be described in step-by-step fashion.

The most widely applicable parts of the Arters system are the payroll set-up and the method of handling accounts payable. Mechanized payroll accounting gives Arters a systematic way of keeping the company's voluminous payroll records. The accounts payable application furnishes a neat twist on cost distribution that gives Arters Brothers' management a series of snapshot pictures of operations. The complete cost picture is an important aid in future planning.

Accounts payable

The Arters Brothers' accounts-payable plan provides for posting the following records at one time: (1) The remittance-advice portion of the voucher check; (2) The work-in-process distribution ledger card; (3) The voucher register.

On payment dates, the check portion of the voucher check and the check register are also prepared at one time.

An actual posting run is made like this:

Invoices from suppliers and subcontractors are audited, coded, and matched with purchase orders and receiving slips. Invoices are then submitted to the office manager for approval.

An adding machine listing is made of the invoices. They are then posted to all pertinent records in one simple operation. As shown in Figure 1, the voucher check is posted and distribution made to the face of the work-in-process card, including voucher number and name of vendor or subcontractor. The work-in-process card is then "flipped over" and a breakdown by type of work done (decks, fabrication, interior trim, and so forth) is posted. The card in the illustration shows exactly what kind of carpentry was done on house 916 in the Riddlewood project, as well as the amount.

As postings are made, journal totals automatically accumulate. The total in the Amount of Invoice column must prove to an adding machine list of the invoices, run beforehand.

Note the "00" symbol in the proof columns of the forms. Zero proof is an automatic operation of the machine that proves all old balance pickups have been made correctly and that the amount vouchered was the amount distributed. This device gives precision to machine posting, and protects the operators against error.
keeps a close tab on costs

Invoices for each supplier or subcontractor are accumulated until they are due for payment. On payment dates, the voucher checks are removed from their file and invoices to be paid are verified with the amounts that have been previously posted. Checks are written on the accounting machine and the check register is made simultaneously (Figure 2). The checks are automatically dated, protected and consecutively numbered by the machine, a National "Model 31".

After posting is finished, totals are cleared from the machine and posted to their respective accounts. Total checks are a credit to the Bank Control; total discounts are a credit to the Discount Control; and the gross amount paid is a debit to the Accounts Payable Control.

Arters Brothers has found that this type of accounts-payable system fits like a glove in a contractor's office where the distribution is spread over a number of accounts, and a number of units under construction. The work-in-process ledger is always current, and the entire system provides an excellent record for audit.

Automatic repeating of the date and invoice number on both forms provides speed as well as accuracy, and zero proof means that errors are localized on the line on which they were made. The bookkeeping department is able to keep well ahead of the accounts payable work in much less time than it used to take under the old system. In addition, control of charges and determination of what items have been paid has been improved almost 100 per cent by the mechanized system. It is no longer necessary to prepare detailed listing of accounts payable. Records are neater, more accurate.

Advantages of this set-up are readily apparent when one realizes the drawbacks of the pegboard system formerly used by Arters Brothers. Although pegboard posting is a well-known manual system, it entails three separate hand entries. In each of these three separate operations, there is the possi-

(Continued on page 346)
Can an architect make

We asked a prominent architect* how his profession can help you. He came up with some answers you can’t afford to ignore.

Everyone knows that architects cost money, but there are lots of builders running around loose who don’t know that they can save money as well. Building isn’t a Sunday-school hayride any more. Most of the barbers and auto mechanics who got on for the gravy have fallen off, and now a lot of honest-to-goodness builders are dropping too. Sometimes it’s because their area is overbuilt, but more often it’s because they weren’t running an efficient operation, and because they weren’t building as good a house as their competition.

There’s been a lot of talk about financing killing the industry, and often it’s justified; but it’s also true that there’s still a strong, if not lush market waiting for the builder who runs his business efficiently and with imagination.

HOW CAN THE ARCHITECT KEEP YOU IN BUSINESS?

He can’t do it single handed, of course, but if he’s worked with project builders before, he can be an awful lot of help.

Let’s get that point cleared up first. There are architects and architects, and if you asked Frank Lloyd Wright to help you nurse your latest little split through the local FHA office, you’d probably get a drawing board hove at you. On the other hand there are many architects who in recent years have specialized in development building, and who will push your plans through the FHA, and do a lot of other unlikely jobs for you as well. And having specialized in such things as buying scotch for the local building inspector, they can do it a lot more efficiently than you can, leaving you free for your specialty, which should be building houses.

Take a look at the check list that follows. There are architects doing all of these jobs, and more. Many of them you don’t need, and others you can do perfectly well yourself; but it’s a good bet that you’ll find other tasks for the architect that will help you build better houses, and for less money.

WHICH OF THESE SERVICES WILL HELP YOU?

Part of the builder team

If you use an architect at all, he should sit in on every major conference with you. The design of a house affects and is affected by problems of land, landscaping, building, selling and financing to such an extent that it is all part of the architect’s province. And he probably has other experts in his firm who can help too.

Design the house

This, of course, is the architect’s most important job. In addition to designing an attractive, livable house, he also can site the house on its lot, and lay out possibilities for future expansion of the house and the grounds. But primarily, a house that is attractive to the market it’s aimed at is a house that will sell. The architect’s job is to make it attractive.

Choose color, decoration

Color, both inside and out, is a vital part of the house. Bright colors are more popular than ever, but a row of houses can look like an explosion in a paint factory if it isn’t planned by a color expert. Inside it’s usually up to the buyer, but the advice of an architect might prove to be an important merchandising factor.

Engineer the house

This is a broad category. It covers the drawing up of specifications, the planning of the construction process to fit the particular builder’s method of operation (pre-cut, prefab, components, etc.), and the making of the final working drawings. Done right, it can eliminate mistakes and lost time in the field.

Select the property

This is usually the job of the land-planning expert, but in many cases, particularly for the
you a better builder?

smaller project, the well-trained architect is entirely competent to do it. Biggest job is to make sure that there aren’t any hidden wallet wallopers like ledge, bad drainage, poor bearing soil, or an overall land tilt away from sewage facilities.

Plan the development

The builder who is creating an entire community absolutely must have competent advice in laying it out. The proper location of residential areas, shopping centers, schools, churches and recreation facilities will have a profound effect on the lives of hundreds of people; it needs an expert.

Analyze the community

More often than not, the builder will be working in an existing community. His architect may then analyze the town to see where the project will be in relation to schools, shopping, etc., and discover if existing sewer, water, gas, and other utilities will be adequate. If they have to be added to or built at the builder’s expense, it will affect the price of every house.

Work with FHA, VA

This work is expedited by experience, and the architect who has served many FHA and VA builders in an area will be familiar with the personnel of these offices, and with their peculiarities. Hence he will get work through them faster. He will also know ahead of time what is required and what isn’t, saving expensive redesigning.

Work with local officials

This can be ulcer-making in some localities where building officials don’t believe in new houses. Personal contact and familiarity can prevent many costly delays in getting approvals and permits. And if wholesale bribery is necessary, your architect should know just which palm to grease, and what is the minimum price to get the job done.

Interpret local codes

More than anything else, obsolete codes keep the cost of building high. The architect who has worked in the area for other builders knows what restrictions the local inspector insists on, which ones he can argue about if they’re foolish, and which ones he can ignore entirely. And most important, he knows the local building inspector by his first name.

Analyze the market

The architect who is familiar with the town and who has worked with project builders will have a very good idea of the type of housing most in demand. He will know what price range is most active, what the competition is doing, and what untapped markets and price ranges there are that have not as yet been exploited by other builders.

Help with remodeling

Here the architect can render yeoman service, for besides handling the redesign of older houses, he will be experienced in dealing with customers —a problem that gives many builders fits. If the builder takes trade-ins, an important factor for the future, the architect can assess their remodelling possibilities, too.

Plan the pilot model

This is the house that will make or break you; every dab of paint, piece of furniture and strip of drapery must be right. In addition, many architects can help in designing brochures and sales displays, may even be of service in handling the increasingly knotty problems of arranging for the financing of the house, both for the builder and the buyer.

Keep his eyes open

It’s a rare builder who has time to read all the magazines and financial pages, and generally keep up with the world of business and building. If, as some builders suspect, architects have all sorts of loafing time, they can at least loaf with a newspaper, and the information they dig up, from future lumber prices to government financial policy, can make a big difference to the builder who is watching pennies. And who isn’t these days?

* L. Morgan Yost, Fellow American Institute of Architects; chairman of the Committee on the Home Building Industry of the AIA.
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Styled by Paul McCobb, the Grant door has a solid core, ¾" thick/vinyl is permanently laminated to core/is sound-proof, light-resistant/can be trimmed with hacksaw/takes minutes to install/comes in four colors and a variety of sizes/is equipped with a friction catch/has new, fabric covered, fascia strip.

Write for your copy of the 108 page Grant Reference Catalogue. Important information on the full line of Grant Sliding Hardware. A reference book for all your sliding needs.

See these wonderful products and many more at booths 301 and 302 at the NAHB Convention.
The Payoff
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to look for
tomorrow's profits...
today?

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A reference file of free literature describes and classifies all the catalogs and technical material available from building supply and equipment manufacturers. Free copies supplied through a convenient Reader Service postcard.

Plus...A List of Building Associations and Societies with the name, address and executive officer of each...A Trade Name Index giving the name and address of each manufacturer.

Start planning for tomorrow's profits. Use AMERICAN BUILDER’s April Marketing Directory & Technical Guide. Keep it constantly handy. Your planning will be better...your profits bigger.
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**MULTI-STAGE VERTICAL JET**

The Rapidayton Super Champ is most outstanding high-quality deluxe pump on the market. Makes use of axial flow principle, is up to 20% more efficient. Has ALL-BRASS internal construction; brass ejector body. Two or three stages—pump only models. Develops up to 80 lbs. pressure; reaches 200 feet.

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**SINGLE OR TWO-STAGE HORIZONTAL JETS**

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**SHALLOW WELL RECIPROCATING**

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**DEEP WELL RECIPROCATING**

New Rapidayton "6000" deep well working head gives top performance in wells 25 to 200 feet, producing up to 462 g.p.h. Has 6-inch stroke. Pump body cast in one piece. Designed with fewer parts, insuring longer service and greater dependability. All parts readily accessible for easy adjustment and service.

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**BUILDERS** — In rural and suburban areas, the complete satisfaction of the home buyer, and your reputation as a builder, depend upon the proper selection and installation of a water system. Your installer will tell you that Rapidayton pumps and water systems are made better to give longer, more dependable water service. Features which make installation easy and save you money: many packaged models, interchangeable parts, easy convertibility to shallow or deep wells, exclusive Quick-Connect flange. There's a Rapidayton for every need. Get complete catalog.

Rapidayton Division THE DAIT MFG. COMPANY
Dept. 318, Dayton 1, Ohio
Established in 1908 as Dayton Pump & Mfg. Co.
BEFORE: TREELESS AND BARE. Builder Paul Schwendener, Jr., built "Springdale" in Western Springs, Ill., and called on Kluckhohn to handle the trees. Project is typical, in that to get greatest grading efficiency, most trees have to be knocked down before earth movers can come in, prepare individual house sites.

AFTER: THE "LIVED IN" LOOK. Here the trees have been moved in, and the bare, raw newness so often associated with new projects is gone. Normally, such tree moving would be prohibitively expensive, but with Kluckhohn's machines, cost can be as low as $30 per tree for all digging and moving, $2 to purchase the tree.

How to move trees for

SMALL BUCKET is shown here mounted on the front end of a small tractor. It is used to handle smaller trees.

BIGGEST BUCKET is mounted on a bulldozer tractor. With it one man can move a tree up to 2 feet in diameter.
$32 apiece

For the builder, money can grow on trees—if and when he can get the trees to the right place at the right time.

Moving trees of any size has always been a long and expensive process with conventional methods, but a Chicago earth-moving contractor, Edward Kluckhohn, has come up with a weird-looking bucket attachment that hangs off the front end of tractors and bulldozers and transplants trees faster than you can say “long leaf yellow pine.”

Mr. Kluckhohn has a patent on the tree mover, and hopes to market it for other earth-moving people this Spring. Its advantages are that it uses just one tool to dig the new hole, dig up the tree, move it, and drop it in its new location. The tree is dug up so as to preserve the roots directly below the tree, which are the most important. And it carries the tree without any chains, keeps injury to a minimum.

MEDIUM-SIZED DIGGER is set up on a rubber-tired tractor, better for road travel, and finished landscaping.

Here's how, step by step →
IN THIS PROJECT trees are being planted in precise locations before the site work is started. Man in foreground is watering a newly planted tree; note the "dish" around the base, which holds water for the first year.

HOLE IS DUG in the new location, will be just the right size to accommodate the earth ball on the tree.

STARTING TO DIG UP the tree. See how the bucket shape allows working without damaging the tree trunk.

BUCKET HAS CUT under the tree, freeing all roots, and is now ready to slide under and lift the tree out.

TREE IS OUT and ready for the trip to its new home. No chains are needed to hold it firmly in position.
extraordinary!

Now...the completely new

Forward Control 'Jeep' FC-150

- **New Forward Control design**
- **Maximum cargo space on minimum wheelbase**
- "**Go-anywhere**" maneuverability
- **Famous 'Jeep' ruggedness and economy**
- **4-wheel-drive traction and versatility**

Meet the world's newest, most exciting 4-wheel-drive Truck. New Forward Control design is the secret!

*It's the first time a 4-wheel drive truck has so effectively combined outstanding maneuverability with so much cargo capacity!* This newest truck concept puts a 74" pickup box on an 81" wheelbase to give you record-breaking cargo space per inch of wheelbase.

The new 'Jeep' FC-150 gives you safety-tested big-truck features with traditional 'Jeep' stamina and versatility. This newest addition to the famous 'Jeep' family, retains all the rugged, versatile, functional features you'd expect to find in any 'Jeep' vehicle.

Ask your 'Jeep' dealer for an on-the-job demonstration!

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The New Forward Control 'Jeep' FC-150, G.V.W. 5,000 lbs., powered by the rugged, economical engine that made 'Jeep' vehicles famous.
FLUSH DIGGING AND
200° OPERATING ARC ON
DAVIS 210 BACK-HOE

LOW-COST,
TRUCK-MOUNTED BACK-HOE

DISCOVER
DAVIS

THE EQUIPMENT THAT LEADS THE WAY
New Back-Hoes and Loaders for 1957

...make More Profits for You!

Here's good news for back-hoe and loader users. Davis opens a whole new era of profits. The New 210 Davis Back-hoe has three interchangeable mounting points so you can switch digging positions from center to side for flush digging alongside buildings, fences, etc... and an engineering achievement desired by all—but accomplished only by Davis—an exclusive hydraulic rotary boom swing cylinder that gives smooth, continuous 200° cushioned operating arc without ever changing a pin. Both the new 210 and the popular 185 have 7,000 pounds of breakaway power and an adjustable seat with extended foot rests.

Both models are now available as low-cost, truck-mounted units for any one-ton or larger flat-bed truck—self-powered, completely detachable, or attached in matter of minutes, and designed to fold into a compact package for easy transporting with everything being accomplished hydraulically. The Davis Loader, already the possessor of more "firsts" than any other make, has also been improved for even better workability. For better profits in 1957... for better equipment in earth moving and material handling, see Davis, America's premium equipment that sells for competitive prices.

Available for Most Popular Tractors
Davis Products are sold and serviced anywhere in the United States.
Write for your dealer's name, please specify make of tractor and equipment desired.

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Why we chose Gold Seal for our 500-

The focal point of the beautiful, modern Walnut Hill Acres kitchen is its colorful "Design X" floor. Bathroom floors are of luxurious looking Gold Seal Nairon® Standard plastic tile.

"Design X" in Gold Seal Inlaid Linoleum is a triumph in all-over design! Colors are true and clear—without the cloudiness usually found in this type of decoration. The pattern, though non-directional, is sharp and definite . . . has life and snap! It's the all-over design homemakers have been asking for! And "Design X" fully meets FHA Title I requirements. Just look at these other sale-clinching features:

- For any decor — The quiet beauty of "Design X" is right for any style home . . . for every room in the house. Random blending of basic colors, and multi-color accents provide virtually unlimited color themes for decorating.

- Easy cleaning — The satin-smooth surface seals out dirt and grease . . . spills wipe up in a jiffy! And scuffs vanish in the all-over design!

- Lasting beauty — Pattern and colors are inlaid—so "Design X" holds its fresh, clear beauty as it wears!

- Exclusive SuperFlex Backing — The patented felt backing adds flexibility and strength. It eliminates need for extra lining felt—cutting installation cost.

You can offer your customers "Design X" in 6 color choices. See them—and all the other selections in linoleum, plastics, rubber, vinyl-asbestos, cork and asphalt—at your Gold Seal Dealer. He's listed in the yellow pages of the phone book under "Floors" or "Linoleum." Whether you build 1 home or 1,000—in any price range—there's a Gold Seal floor that can help you sell homes faster! Visit your Gold Seal Dealer today!
... a reason-why report by Armand Ferland, President of Alphage Ferland & Sons, Inc., Pawtucket, Rhode Island.

Thirty years of large-scale building have convinced these prominent Rhode Island Builders that name brand advertised building products speed up sales!

"We've found," says Armand Ferland, "that in resilient flooring the Gold Seal name is easily identified and preferred by our customers. That's why we wanted Gold Seal Linoleum for our new Walnut Hill Acres development in East Woonsocket, R. I. And we hit the jackpot in our choice of pattern! Customer reaction to the Design X* Linoleum in our model has been very enthusiastic.

"Another big reason for our choosing Gold Seal Linoleum is the SuperFlex® backing. This exclusive feature eliminates the need for extra lining felt... cuts our installation time and cost. Yes sir, like our customers—we're sold on Gold Seal Inlaid Linoleum!"

The $12,000-$15,000 Walnut Hill Acres homes have the latest in decorating ideas. "Design X"—ideal for any decorative plan, any room—proved to be the perfect pattern choice!

12,000 square yards of Gold Seal "Design X" Linoleum will be installed in the 500-home Walnut Hill Acres development shown in this view.

FOR THE LOOK THAT'S YEARS AHEAD

Gold Seal
FLOORS AND WALLS

Visit the Gold Seal Display at The National Association of Home Builders Convention and Exposition, Sheraton Hotel, Rooms 420 and 471, January 20th to the 24th, 1957.

Mr. Felix has a special checklist of the most useful tax saving ideas and the most concrete real estate opportunities.

He signposts many types of tax situations which call for special alertness by builders.

The author gives a clear picture of the tax implications of raising mortgages, making exchanges, organizing sales, drafting leases, figuring income, expenses, and deductions.


New tools, materials and trends in architecture have completely changed the work of present-day cabinet makers.

The revised edition of this book provides a comprehensive discussion of the tools, materials, and practices now prevalent, which can be used in closely related fields, as building.

Veneers, plywoods, dense woods and imported woods, all used extensively in the building industry are thoroughly covered in the book.

Door and window standards, quality of glass, commonly-used hardware, and modular construction for store fixtures are discussed from the viewpoint of their practical use.

Visual aids for the reader include line drawings and photographs—used to make each explanation clear and concise.

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by J. Douglas Wilson and C. M. Rogers

Clear explanations of how to take off from a set of blueprints and specifications a bill of materials for the construction of a frame house. Arithmetical methods of accurately estimating and cross-checking against mistakes. Suitable for use of small contractors and lumber dealers. Widely adopted as a textbook for students. 5th edition. Pocket size. 304 pages. 123 illus. 60 tables. (105) $3.75

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A working reference for builders, contractors, architects, building materials dealers, carpenters, and building construction foremen. Conveniently arranged for easy use. Among its complete coverage of topics are waterproofing, building stones, fireproofing, paperhanging, plumbing, heating and ventilation, electric wiring, hydraulic. Glossary of engineering, architectural, and trade terms. 1,640 pages. Illus. (103) $9.95

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Points out rights and liabilities and the more common trouble spots in construction, engineering, and architectural contracts and in general how to protect your interests when entering into a contract and how to avoid legal difficulties. 5½ x 8. 453 pages. 1956. (107) $6.00

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A 15-sheet set of take-off forms for complete listing of material and labor costs involved in the construction of a house. (108) $1.00

The Business Law of Real Estate
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Simplified specification forms, which when properly filled out describe all materials, construction details, and quality of workmanship to be used in the erection of a home. Set of 14 different sheets. (109) $5.00

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A dictionary which includes also architectural symbols, plumbing symbols, pipe fittings, geometric figures, and an illustration of the 100 principal parts of a house. 421 pages. Illus. (111) $5.00

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by Frank R. Walker

Latest estimating and cost data on everything that goes into a house, apartment, or institutional, commercial, or industrial project. Fully indexed. 12th ed. 1,774 pages. Vest-pocket size Estimator, 220 pages, free with Reference Book. (104) $12.00

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buying ... building ... selling

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Let the magic of Virden's smart new fixtures help sell your new homes. Use them to glamorize dining areas, to add cheer to kitchens, to brighten your hallways and entrances. Available in black, brass, copper and polished aluminum, you'll find a Virden fixture to add just the touch you need. Your Virden distributor has them in stock now. Or write to John C. Virden Company, Dept. J-1, 6103 Longfellow Avenue, Cleveland, Ohio.

Going to the NAHB Show?
Stop in our Booth No. 351 at the Conrad Hilton. Let us show you the latest in residential fixtures!

A touch of the future today. A 150-watt bulb inside the frosted glass lights every corner of your kitchen. Tiny, sparkling holes in the brass, copper or aluminum metal twinkle and shine for that star-studded look.

Sign of welcome. This smart, modern outdoor fixture by your front door lets everyone know of your discriminating good taste. Frosted glass held in the flat black plate by a gleaming brass band.
Quick way to install horizontal blocking

One of the most tedious parts of applying interior wall finishes such as vertical knotty pine is the cutting and nailing of the short pieces of 2x4 between the studs. Here is a method that eliminates 90 percent of the cutting and allows the blocking lumber to be nailed on easily. Notice that every part of the wall has been furred out the same amount. Almost any type of board of the correct thickness will do the job; at least one inch stock should be used to insure good nailing surface.

The same method may be used for nailing vertical siding on the exterior of the house; the blocking boards can be nailed over the fiber sheathing.

Accurate door jambs

If a door is to hang properly, its jambs must be more than just plumb, they must lie precisely in the same plane. The drawing above shows a simple and accurate way of making them that way.

One side of the door framing is set up plumb, and strings are then tacked to the framing as shown. The other side of the door frame is then knocked into position so that the strings are just barely touching at their point of intersection.

When the jambs and stops are set up, the same method is used to insure their being in exactly the same plane. The doors should then hang perfectly.

John Mack, Elmira, New York

Rigid garage door header

This built-up girder makes an exceptionally rigid header for the long span of a two-car garage door. It will prevent any deformation caused by moisture, and prevent sagging which might crack and pull out of shape the siding and trim over the door. It would be

(Continued on page 282)
YOU CAN SEE THE
BREATHTAKINGLY BEAUTIFUL
NEW '57 MODELS
AT THE HOME SHOW
IN CHICAGO

Don't miss them!

Transportation from Scholz Booth, third floor,
CONRAD HILTON HOTEL

In three short years Scholz Homes has risen to second in the prefabricating industry in dollar volume of shipments.

Its two plants now provide complete coverage of the eastern United States. By late 1957 the west coast plant will provide coverage of the entire nation. These facilities are also backed up by assets in the millions of dollars making possible Land Development, Construction and Low Down Payment Permanent Financing assistance to its builders.

In addition to its highly successful contemporary homes, Scholz Homes will introduce and show for the first time:

1. A whole new line of luxury Colonial Homes breathtakingly beautiful in all of their authentic detail.

Both on Display at the NAHB Convention in Chicago.

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Toledo 7, Ohio
Phone: FR-1601

Foot of Christiana St.
Wilmington, Del.
Phone: OL 6-5481

Ranch Western
$12,000 Range

California Contemporary
$30,000 Range

American Colonial
$15,000 Range

Ranch Western
$19,000 Range

American Colonial
$18,000 Range

California Contemporary
$20,000 Range

California Contemporary
$25,000 Range

American Colonial
$19,000 Range

California Contemporary
$30,000 Range

Belle-Aire
$11,000 to $13,000 Range

California Contemporary
$20,000 to $40,000 Range

California Contemporary
$10,000 Range

Belle-Aire
$11,000 to $13,000 Range

American Colonial
$15,000 Range
How to do it better...
(Continued from page 280)

particularly valuable where the garage is in the cellar, and the header would therefore have to carry the full weight of the bearing partition over it.

For minimum deflection of the wood, the holes in both the timbers and the steel plate should be made as close to the size of the bolt shanks as possible. The plate will usually be drilled first, and it can then be used as a pattern to drill the 2x12's.

E. J. Michaud, Farmington, Conn.

Saw filing holder

If you’re as absent minded as the average man, someday you’ll find yourself with a dull saw and your saw vise back home in the cellar. But if you have a wooden miter box handy, you can make a couple of wedges and rig up a perfectly satisfactory saw holder as shown.

N. M. Pittman, Overton, Tex.

Revamped wrecking bar

Take an ordinary wrecking bar to a blacksmith. Have him bend the already hooked end to fit a 2x4, or any other timber. You will then have a tool that is excellent for straightening out twisted studs, joints and rafters.

The nail-pulling function of the bar also can be kept by increasing the bend in the other end and cutting a notch into the flat.

J. E. Vick, Austin, Tex.

(Continued on page 284)
A two-way home sales booster...

Low cost sound conditioning
...high-style beauty

In today's market, a new house has to have something special to make it move fast. Simpson's new Forestone Fissured Woodfiber Acoustical Tile is that something special. Forestone costs no more than popular thicknesses of perforated woodfiber tile, and its warm-textured flame-resistant finish is perfect with any home decor. It is the new product that can really sell new homes.

One large southern California builder recently used Forestone for its appearance alone ... to help him sell a tract of 214 homes. When you get ready for your next starts, get in touch with your nearest Simpson Certified Acoustical Contractor (see list on opposite page). He'll be glad to give you a free estimate and help you with your planning in any way he can.
Here's the tool to speed your new construction, maintenance and repair jobs—Shure-Set, the hammer-in fastener that drives like a nail, holds like an anchor in concrete, masonry or steel!

You'll be amazed how easy it is. Gone is the exasperation of concrete nails, the tedious work of drilling, filling, chipping and plugging in an effort to fasten to concrete. Replaces costly preset bolts, ordinarily required to anchor the plate shown above.

Shure-Set makes it possible to drive into hard, cured concrete. Uses no outside power, but makes your own hammer power more effective... guides fasteners with pin-point accuracy.

You can do in 30 seconds what once took up to 15 minutes! Many carpenters, electricians, and plumbers are already saving time and money with Shure-Set...a valuable companion tool to RAMSET powder-actuated fastening system.

Catalogs describing Shure-Set and RAMSET are yours for the asking. Write for both today.

How to do it better...
(Continued from page 282)

Hip roof sheathing

There can be a lot of waste when a hip roof is being sheathed, not only in material but in the extra angle cuts that have to be made. Here is a method that will save on both material and labor.

The first boards are laid on as shown in the lower part of the drawing. A power saw is then set to the proper bevel and the boards are trimmed along the line of the hip rafter.

Now the pieces of board that were cut off are turned over, and set down on the next section of roof, as shown. The bevel cuts will match perfectly. All that must be done now is to cut off the pieces so that the ends will fall on rafter centers.

It is best to cut off after about ten boards have been laid up. The boards are not nailed to the hip rafter until they have been cut, but they must be nailed before the corner is turned.

C. A. Tessmer, Princeton, Minn.

Can you do it better?
SEND US...
- A brief written description
- A simple sketch
- Snapshots, if possible

You are American Builder's main source of better building methods, so send us your ideas. Good sketches are most important; a free hand drawing is fine so long as it's clear. If we publish your idea, we'll send you $25 for your trouble. Mail contributions to: American Builder, 30 Church St., New York 7, N. Y. Sorry, but contributions cannot be returned.
On way to 460-home total, milling prospects at Winston Park had bought 169 houses by 10 A.M. Saturday. At right are builders David Muss and Norman Winston, sales manager Bob Richards.

How Alfol Insulation helped these men sell 460 homes in one weekend!

“Build better, then sell harder!”

In the Chicago suburb of Melrose Park, it was this formula that enabled master builders Norman Winston and David Muss to sell 460 new homes in a single two-day weekend!

Details of the “super” promotion of Winston Park Homes would fill an entire merchandising text. But the real key was superior construction.

Insulation merchandised

One of the many top features of these homes was full insulation — including sidewall protection with Borg-Warner’s ALFOL Aluminum Foil blanket.

As an index to quality, buyers were told the importance of wall insulation. How ALFOL, its foil layers reflecting 95% of all radiant heat, means greater comfort, extra savings . . . plus full protection against moisture condensation.

Unsurpassed efficiency

ALFOL excels in ceilings, too. Unsurpassed for year-round value, its amazing superiority in summer makes a difference your prospects can actually feel!

Why not investigate clean, easy-installing ALFOL for your next job. Learn why it can be your key to better construction, faster sales.

Send today for your free copy of the new 24-page ALFOL Data Book. No cost or obligation.

See ALFOL installed at the NAHB Show in Chicago

Booth 731, Coliseum

See for yourself how one easy installation can give you full insulation . . . plus a positive vapor barrier. Don’t miss the ALFOL demonstrations at Borg-Warner’s big NAHB exhibit in Chicago.

REFLECTAL CORPORATION

A subsidiary of Borg-Warner Corp.

310 South Michigan Ave., Dept. B-1, Chicago 4, Ill.

Export sales subsidiary:
Borg-Warner International Corp.
36 So. Wabash Ave., Chicago 3, Ill.
Amana Provides 3 High-GUARANTEED TO GIVE ANY

FLEXIBLE, BEAUTIFUL, HIGHEST QUALITY BUILT-IN FREEZERS AND REFRIGERATORS COMPETITIVELY PRICED

Now Amana — world’s most famous name in quality refrigeration products for the home — brings you the ultimate in Built-In Freezers and Refrigerators. Handsome, roomy units provide real buyer appeal. Help sell new homes, or modernization jobs. Both Freezer and Refrigerator are completely finished on all visible sides to provide complete flexibility of installation. Put them anywhere! Both units are entirely independent, contain their own refrigeration systems. All you need provide is space and an electrical outlet. No expensive specialized installation necessary. Conform to all standard builder and kitchen modules.

SPECIFICATIONS

Freezer—6.6 cubic foot capacity—totally usable space.
Refrigerator—6.8 cubic foot capacity—totally usable space.
(Equivalent to a conventional 9 cubic foot refrigerator.)
Dimensions; both units: 33” wide; 23¼” deep; 34¼” high.
Available in gleaming shasta white, lustrous copper-tone, pastel yellow and white with brushed chrome doors.

A REALLY ROOMY REFRIGERATOR!
Here’s magnificently usable storage space—equivalent to a conventional 9 cubic foot refrigerator!
Handy vegetable crisper . . . easy-reach meat drawer . . . sliding shelves . . . butter keeper . . . convenient egg compartment . . . generous cheese compartment . . . and large in-the-door freshener with sliding doors . . . short and tall bottle storage space. And of course, brilliant “stage-lighting” in both Freezer and Refrigerator!

A FOOD FREEZER THAT HOLDS 234 POUNDS!
All food is on, or directly below solid prime freezing plates. You get constant “even zero” temperature. Exclusive roomy Stor-Mor door offers you features galore . . . 20-can frozen fruit juice rack . . . automatic inventory frozen food package dispenser . . . sliced and cubed ice trays provide fast, abundant ice supply . . . five pint containers to transform left-overs into planned-overs. Supermarket food storage at your fingertips!

You’ll want to find out for yourself about special economy installations and flexibility of design for individual kitchens. Be sure to see these new units and pick up literature at the NAHB Show, Booths 907 and 908 at the Chicago Coliseum. Or fill in coupon on next page for profit opportunity with Amana Built-In Freezers and Refrigerators.
Profit Builder Products!

HOME IRRESISTIBLE SALES APPEAL!

NOW, AIR CONDITIONING FOR ANY HOME
AT REMARKABLY LOW COST

with the
IMPROVED
CENTRAL-SYSTEM
FROM
Amana

Real Low-cost Cooling Capacity!
Ultra-powerful 2- or 3½-horsepower models cool homes up to 2200 square feet in area. Double units provide ultimate in flexibility for larger homes.

Temperature Engineered!
Only the Amana Central-System increases in efficiency and BTU output, yet drops in running cost, as temperature rises.

Completely Air-Cooled!
No water supply needed. Cuts out cooling towers, water permits, expensive maintenance.

Pre-Fab Ductwork!
Cut into existing ductwork, or use highly flexible pre-cut and packaged Fiberglas air duct.

NEW! “SLIM-LO” FOR THROUGH-THE-WALL INSTALLATIONS
The new thinner than thin Amana “Slim-Lo” (15½” thin, 17” high and only 27½” wide) is lower than any comparable capacity unit on the market! Quieter, due to exclusive Amana squirrel-cage fan and 2-speed motor.

Utility rooms (or large closets) often make ideal hide-away locations for the new Amana Central-System Air Conditioning.

For basements, choose from many installations. Amana unit requires little floor space. Or suspends from ceiling!

Amana Refrigeration, Inc., Amana, Iowa

Gentlemen: I am interested in knowing more about:

☐ Amana Central-System Air Conditioning.
☐ Amana Built-In Freezers and Refrigerators.
☐ Amana Slim-Lo Room Air Conditioners for window or through-the-wall installation.

Please rush me spec sheets

Name

Company

Address

City State

JANUARY 1957
Winter Seal Corporation - Detroit 27, Michigan
Winter Seal of Canada - Toronto 15
Every Winter Seal product is of heavy-duty extruded aluminum construction, expertly fabricated and beautifully finished, assuring you of customer satisfaction and goodwill.

Winter Seal's outstanding line of aluminum windows and doors is available three ways; assembled, KD, or lineal extrusions.

- Aluminum Combination Windows
  - Two or Three Track
  - Jalousie Windows and Doors
- Aluminum Combination Doors
  - Deluxe—Economy—Round Top
  - Casement Storms and Screens

See Our Complete Line—Including the NEW HORIZONTAL SLIDING PRIME WINDOW at Booth 491 Sherman Hotel.
Waterproofing cellar against high water table

**QUESTION:** Since I built a cellar last spring, the water table has risen until I now have a problem in keeping it dry. Would waterproofing membrane be the solution?

**Robert Bucharan**
Vincentown, N. J.

**ANSWER:** We suggest that you bed the cellar down with a 6" layer of gravel or cinders. Pour hot tar over cinder bed. Roll out #50 lb. felt, tar it and overlap the joints. Place two heavy coats of tar over the paper. Place another layer of paper, then pour a 4" to 6" concrete slab using a 1-2-3 concrete mix with 6 gallons of water per sack and place #126 mesh in the concrete to reinforce the concrete slab and prevent cracking.

Two heavy coats of membrane waterproofing on the exterior walls would be effective.

This method, if followed carefully, should keep water out of the cellar.

---

**Soundproofing between floors**

**QUESTION:** I plan on building a two-story house, but the people want the upper floor to be fixed so that no noise will carry through from the upper to the lower floors.

**J. Arthur Kihle**
Minot, N. D.

**ANSWER:** Here is what we would suggest using available construction materials. We assume that your floor joists will be of white pine 16" on center. Lay your 1x6 sheathing diagonally (45 degree angle). This will increase the distance the sound will have to travel, also make the floor less rigid. Next cover the sheathing with asphalt felt roll roofing.

On top of it lay 1x2 furring strips, running them down the center, parallel to the joists. Then lay your flooring on top of this. Nail 3/4" plasterboard to the underside floor joists and use bituminous cement for fastening the acoustical tile. This should give you the quietest floor possible using conventional materials. For further sound absorption, you could add a heavy pad and carpet.

---

**How to color mortar black**

**QUESTION:** I am building a house of light-colored sandstone and would like to use black pointing. Can you tell me what to use since lamp black and cement turn gray?

**Chas. H. Seidel**
Birdsboro, Pa.

**ANSWER:** We would suggest that you use black oxide of manganese or mineral black. For the real dark shades take 11 lbs. of oxide for each bag of cement (oxide of man-
the Best Mid-American...
acknowledged leader in
DESIGN...QUALITY...SALABILITY

Financing available to qualified dealers through Best Finance Division.

MID-AMERICAN CLIPPER—This 3-bedroom home is being profitably built and sold in metropolitan areas for $8400 (plus land), with government approved financing.

THE BEST COMMUNITIES OF TOMORROW ARE BUILT WITH BEST TODAY!
JANUARY 1957

THE BEST COMMUNITIES OF TOMORROW ARE BUILT WITH BEST TODAY!
JANUARY 1957
A once-in-a-lifetime opportunity for substantial, successful men to start on the ground floor of a mushrooming business. You would become a franchised distributor of Esther Williams Swimming Pools, stocking and selling to dealers in an exclusive area.

The swing to backyard living has made swimming pools the second fastest growing industry in the United States. Esther Williams Pools are new-type, permanent, concrete, in-the-ground pools that sell as a package, including filter, diving board, ladder, etc. Durable, beautiful...the best pool value on the market...exclusive features make them easy to sell.

Esther Williams, the Biggest Name in Swimming Pools. Dynamic national advertising in magazines, television and newspapers—the biggest promotion in the industry—supports your efforts. Specialists help you set up dealers' sales, installation and promotional operations. Full local support for your dealers—advertising, sales aids and color movie of Esther Williams and the pool—builds volume sales.

Distributors Being Appointed Now. The biggest swimming pool season ever is just ahead. Quick action gets you started in time to make maximum profit the first year. Capital required: $10,000 to $100,000, depending on area potential. Write today for full information. Please give full details about past business success and area for which you could be responsible.

Dealer Openings
Our distributors are now lining up dealers. If interested, write to see if your area is open, giving qualifications. For fast action address "Dealer Director."

International Swimming Pool Corp.
Exclusive Manufacturer of the World-Famous Esther Williams Pools
Esther Williams, President
41 Court Street, White Plains, New York

Ask the Experts...
(Continued from page 290)

ganese). The oxide should be mixed thoroughly and you are cautioned not to use an excess of that amount. Any more would weaken the pointing. When mixing, mix the color with the cement first in the dry state. That will insure a uniform mixture.

Design for "I" beam
QUESTION: How heavy an "I" beam will be required to support a second-floor dwelling 25'x28' with a 1-12 pitch built up roof?
Roy B. Keener
Manheim, Pa.

ANSWER: This is a problem in design. We would suggest you contact a professional engineer. He will need more information to advise you on the size of the "I" beam. One of the questions he will ask you is how many posts you will be using. He will probably assume, as we have, that you will use two posts dividing up the 28 ft. distance into three spans.

We can give you a rule-of-thumb that can be used as a basis for figuring, but you are cautioned to have the stresses checked. This is just a general answer dependent upon the actual conditions at the job.

To arrive at the size of the "I" beam, you take 1/12 of the span. If the span is 10 ft., 1/12 of the 10 feet would be 10 inches giving you the size of the "I" beam.

Is a 3-inch roof deck slab sufficient?
QUESTION: We would like to know about the use of an insulated roof-deck slab on a beamed roof. Will it give satisfactory insulation for this part of the country? We had planned to use a 3-inch deck.
Les Hanson
Wallace, Neb.

ANSWER: An insulated roof-deck slab in the 3-inch thickness has a "U" value of 0.10. This is the rate of heat flow through the deck measured in Btu's per hour per square foot per degree fahrenheit. It compares very favorably with the usual well insulated conventional construction consisting of a sloping roof and separately constructed ceiling.

(Continued on page 294)
INLAND HOMES DELIVERS

Packaged Homes

A choice of over 80 different prefabricated models — sturdily constructed of top grade building materials. Fast to erect — under roof in a day with a crew of six.

Packaged Services

Competent Factory Representatives in your area to assist you in finding land, mortgage money and construction funds.

Mortgage money — construction funds or permanent financing for FHA, VA or conventional loans arranged through local lending institutions or the Inland Mortgage Corporation.

Two plants to serve you — located in Piqua, Ohio and Hanover, Penna. with a combined capacity of 32 houses per day.

Single source supplier — enjoy the convenience and economy of obtaining most of your building requirements from one place. Cut down on scattered details and extra bookkeeping.

Packaged Profit

Solid profit is wrapped in the Inland package. Inland homes are realistically designed and priced within reach of 90% of all prospective home buyers. For instance, the 4-bedroom D-235 package sells for $3130.

501 College St., Piqua, Ohio, Box 915 • Phone 3880
502 Diller Rd., Hanover, Penna., Box 137 • Phone 2-7279
A unique feature of this unit is the "Frost-Break" which eliminates condensation between outside and inside master frames and stops the conduction of cold or heat through the surrounding frames. Eliminates the inside build-up of condensation and ice so common with most metal windows.

Humphrey Tension-Sealed Windows are made to order for immediate installation. They save time and save money by speeding window installations.

PREMIUM PRODUCTS AT NO PREMIUM IN PRICE

Aluminum Doors

Also Available
Double-Hung "Double-Double" Units
"Tension-Sealed" features provide trouble-free service. These windows are self-adjusting on spring-loaded side channels. They cannot bind. Beautiful, slender aluminum frames, no screws, no hardware on outside. Extruded shapes for design and strength. Rolled shapes for precision, high temper, and "spring-ability."

Also a Complete Line of Aluminum Storm Windows

Windows Available
With Nail-On Trim Fin for quick, simple installation. A ¾" trim-fin and an 1½" nail-on-fin for frame construction. Also acts as a brick mold for masonry construction.

Underlayment for asphalt tile

Question: Would ¾-inch plywood be sufficient thickness for asphalt tile underlayment over ¾-inch shiplap subfloor?

I have built a house using the Lu-Re-Co system of four-foot wall panels. The instructions do not include any kind of diagonal wall bracing. Is this structurally sound?

Answer: Regarding your first question, ¾-inch is amply thick and the grade should be AD. However, you may use as an alternate ½-inch hardboard which would be less expensive. A better construction would be to eliminate the shiplap and underlayment and use Weldwood ½-inch underlayment plywood as your sub-floor.

Lu-Re-Co panels do not require diagonal corner bracing.
The only garage door with the patented SAFETY CATCH*

- The Frantz No. 400 Series has rapidly become a best seller everywhere—from coast to coast.

The exclusive Safety Catch provides the utmost in sectional overhead door convenience. Just a gentle lift starts the door up. At full open position the Safety Catch stops and holds the door firmly, securely. No banging or slamming! No rebound! Yet a slight pull releases it for closing when desired.

You’ll admire the 400’s for their fine appearance and fast installation, their quality and low cost. But their precision operation really sets them apart. It’s the extra appeal of something special—the Safety Catch—that makes this Series one of the most popular that Frantz has ever produced.

CATALOG NO. 303—Contains specifications and illustrations of 67 models and sizes of rigid and sectional doors. Write for FREE copy.

...still the leader for quality at a LOW PRICE!

Herman Nelson "THRIFTY" Portable Air Heater

- Better than ever—vastly improved design
- New all-weather overhead safety control
- 90-second starting cycle—even at sub-zero temperature
- Heat output can be easily regulated
- Fewer moving parts assure longer, trouble-free service

HERMAN NELSON
Best Known Name in PORTABLE HEATERS

Get Free Weather Forecast Service, Mail Coupon!

Ideal heater for Home Builders. Choose the portable heater that’s designed especially for your needs...the new Herman Nelson "Thrifty"! Gives you low first cost and low operating cost—gives you the safety and dependability of "sealed flame" indirect firing. Oil-fired, uses only 0.7 to 1.25 gallons of fuel per hour. Electric motor powered. The "Thrifty" may be used indoors or out, and canvas ducts may be used to spot heat where wanted. Also has provision for venting, when desired. New simplified control system has only one fuel control valve, one starting switch. Your Herman Nelson dealer offers you liberal trade-ins on your old job-worn heaters!
WIND

RUBEROID LOK-TABS NOW
FROM HURRICANES,
CERTIFIED AGAINST BLOW-OFFS CYCLONES, TORNADOS!

NEVER BEFORE A ROOFING SALES FEATURE LIKE THIS!

Now Ruberoid will back properly applied Lok-Tab asphalt shingles with a written warranty against wind damage! No other asphalt roof shingle gives you this powerful selling feature!

Remember too that Lok-Tabs are easier and more economical to apply: fewer shingles per square, self-aligning, fewer nails. With Ruberoid Lok-Tabs, you cut application costs and, at the same time, make the roof a big selling feature of any house.

See your Ruberoid dealer today. Learn the details of this new feature on the fastest selling roof shingle in the industry.

HERE'S HOW THEY LOCK!

The secret of Lok-Tabs is these two hidden tabs that interlock with the shingle below to hold the butt down securely. Thousands of Lok-Tab roofs were storm-tested safely in the hurricanes of '54 and '55. Lok-Tabs' performance — now backed by Ruberoid's written Wind Warranty — is the most powerful selling story in asphalt roofing today!

RUBEROID
ASPHALT AND ASBESTOS BUILDING MATERIALS

JANUARY 1957
Convention Calendar . . .


Jan. 15: Home Builders Assn. of Des Moines, 527 7th St., Des Moines, Iowa. Installation of officers; Kirkwood Hotel, G. R. Rex, chairman.


Jan. 20-24: Glendale - Burbank Chapt., Building Contractors Assn. of Cal., P. O. Box 215, Glendale 5, Cal. B.C.A. Congress annual meeting. T. B. Nichols, Jr., chairman.


Feb. 9-17: Home Builders Assn. of Greater St. Louis, 215 North Meramec Ave., St. Louis 5, Mo. Bildors home show; St. Louis Arena. Mel Doernhoefer, director.


Feb. 13-17: Home Builders Assn. of El Paso, P. O. Box 7356, El Paso, Tex. 1957 home show; Coliseum; Patrick J. O'Toole, chairman.


Feb. 16-24: Home Builders Assn. of Hartford County, 14 Oakwood Ave., West Hartford, Conn. Annual home show exposition; West Hartford Armory. Clayton W. Johnson, chairman.


Feb. 16-24: Contractors & Builders Assn. of Greater St. Petersburg, 800 49th St., North, St. Petersburg, Fla. Parade of homes and better living exposition. Lewis D. Williams, chairman.


KARYALL COMPARTMENTS
PROTECT YOUR TOOLS FROM DAMAGE OR THEFT
ON-THE-JOB OR IN YOUR PICK-UP TRUCK

GIANT SIZE
STORAGE BOX
made especially for builders and contractors who keep tools on the job for days or weeks. Theft-proof, water-proof for all around safety. Made of heavy gauge steel with reinforced handles and sturdy padlock hinge. Size 2 ft. x 2 ft. x 5 ft. Net weight 180 lbs., prime painted. Price $75.00 F.O.B. Cleveland.

SIDE COMPARTMENTS
FOR PICK-UP TRUCKS

Write to DEPT. A for details
Karyall BODY INCORPORATED
8221 CLINTON ROAD CLEVELAND 9, OHIO

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

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

another ATLITE designed for better lighting

PRE-WIRED ASSEMBLY
Fast, easy installation. Reduces inventory. Drive four nails—turn the screws. It's up—without carpentry! Available in six sizes. Carry only what you need.

Order from your jobber—or write for literature and competitive price list.

ATLAS ELECTRIC PRODUCTS CO.
319 Ten Eyck St., Brooklyn 6, N. Y.
Dur-O-wal preserves beauty, adds structural soundness and prevents cracking.

Trussed Design
Butt Weld • Deformed Rods

Dur-O-wal

Phone, wire or write Dept. 2F today for complete dealer information . . . you have a market for Dur-O-wal in your town. Act now.


Long on Quality ... Short on Price!
Evans L-O-N-G WHITE-TAPES
25 - 50 - 75 - 100 FOOT LENGTHS

Built-In HANDY HOOK-RING COMBINATION
For easy one-man measuring. Comes with every Evans Long White-Tape as a standard feature—
you pay not a penny more!

A FINE-QUALITY PRECISION MEASURING TOOL
- Snow-white Bonderized steel blade
- Stainless steel edge band
- Sharp jet-black precision markings— for clear, easy reading
- Double roller mouthpiece, recessed crank, winding reel
- All heavily chrome plated for rust resistance, handsome appearance
- FREE plastic utility case
- Unconditionally guaranteed

At Your Hardware Dealer — Now

Evans RULE CO., Elizabeth, N.J., Montreal, Que.

Strength, durability, structural utility come with

Douglas Fir

one of the dependable woods from
the Western Pine mills

This strong, tough, straight-grained softwood is a first choice for any lumber use where strength, stiffness, load-bearing capacity and nail-holding power are important. Popular, too, for interior trim and millwork.

Write for FREE illustrated book about Douglas Fir to: WESTERN PINE ASSOCIATION, Yeon Building, Portland 4, Oregon.

The Western Pines

Idaho White Pine
Ponderosa Pine
Sugar Pine

are manufactured to high standards of seasoning, grading, measurement

TODAY'S WESTERN PINE TREE FARMING GUARANTEES LUMBER TOMORROW
Open Your Homes
to modern indoor-outdoor living with

Fleetlite PICTURE-WALLS . . .
glamour feature for 1957!

The wall of glass blending indoor comfort with outdoor pleasures now is practical for Northern homes and promises to be the glamour feature to spark your 1957 sales. Leading the way toward a more casual, leisurely way of living, Fleetlite Sliding Glass Door and fixed panels provide ready access to garden, terrace or patio . . . expand any room as far as the eye can see. Fleetlite double, double hung and horizontal sliding windows brighten and beautify. And Fleetlite Jalousie windows and doors add extra months of usefulness to porches and breezeways. Here are America’s finest glass products to help you build prestige and irresistible sales appeal into your homes.

FLEET OF AMERICA, INC.
2009 Walden Avenue
Buffalo 25, New York

Distributed in Canada by:
Crusader (General) Industries, Ltd.
106 Adelaide St., W., Toronto, Canada

ALUMINUM WINDOWS

Gentlemen:
Please send complete information on:
Double, double hung Windows
Horizontal Sliding Windows
Sliding Glass Doors
Jalousie Windows & Doors

Name ____________________________
Company _________________________
Address __________________________
City ________________________________

Double, double hung windows offer a full double sash plus screening in a slender aluminum frame. Factory assembled and glazed. All sash are self-storing and removable from inside for cleaning. Low cost . . . minimum maintenance . . . completely weather-stripped.
COSTS LITTLE MORE THAN THE WALL IT REPLACES

Sliding Doors engineered for Northern weather are top-hung and completely weather-sealed, for maximum comfort and protection.
Rollers and track are fully guarded against water and dirt... flush sill design eliminates dirt-traps, simplifies cleaning.
Frames are factory assembled and shipped ready for you to glaze with full inch insulating or quarter inch plate glass.

WRITE FOR COMPLETE INFORMATION

Fleetlite Picture-Walls may be extended to any desired length by combining sliding doors and fixed glass panels.

AND DOORS

Double horizontal sliding windows... interior and exterior sash plus screening in a factory assembled frame. Durable construction... superior insulation... easy and economical installation. Complete range of sizes and types.

Jalousie windows and doors to provide maximum vision and ventilation as well as complete protection against any weather, any climate. Screen replaceable with storm sash. Trouble-free operation.

JANUARY 1957
SALES-CLINCHING

20-YEAR
FULL-VALUE BOND

Others can and do talk of 20, 25, even 30 years' service. Words, words, words! But FRY backs its product with a 20-year, full value surety bond—an unsurpassed advantage to those who sell FRY roofing.

FRY ROOFING . . .
THE PRODUCT ITSELF

FRY is the ONLY roofing manufacturer who can truthfully make this statement: "20 years with not even one blistered shingle, nor a single roof failure." None of your competitors has a product to equal that!

FULL-SCALE MASS MARKET
NATIONAL ADVERTISING

Dramatic, fact-packed advertisements in leading publications—mass circulation, selective readership, regional distribution—all at the peaks of your selling seasons! And all with sales-clinching messages that help make it easy for you to sell "top of the line" roofing—the kind that means most to you in satisfied customers, dollar-volume and actual, net profit.

COMPLETE PACKAGE OF LOCAL AND POINT-OF-SALE MATERIALS TO COVER YOUR OWN TRADING AREA

All advertising has to pay off on your books, or it represents money wasted. Therefore, FRY makes available to you every type of local tie-in material, from job signs to store and window displays.
You want every sale to net you these three advantages: (1) Maximum dollar-volume, (2) maximum net profit, (3) maximum customer-satisfaction. Good volume, full profit, the respect and good will of your customers—these are the foundation of a prosperous enduring business.

Such a foundation must be built on top quality products—not middle-of-the-line or low-end merchandise—because only the highest grade commands top prices (for dollar-volume), permits full mark-up (for profit), and assures long, trouble-free service (for customer-satisfaction).

Now FRY makes it easy for you to build your roofing business on this sound base. Never before has any roofing manufacturer offered you such an array of selling tools as those detailed on the opposite page.

Look at them! Then, if you decide that you'd rather sell WITH such sales advantages, rather than to try selling AGAINST them, fill in the coupon and mail it right now. You'll be glad you did!
Even in today's tight money market National Homes Acceptance Corporation has interim financing and mortgage money available in many areas . . . on the most favorable terms . . . to assure faster, more convenient financing.

You will need a ready-supply of financing because National homes are easier to sell than any other homes on the market. They have the beauty, livability and value people want . . . and they're available in styles and sizes for every purse.

What's more, National Homes Corporation provides far more help to its builder-dealers in closing sales. Liberal cooperative advertising plus company-paid magazine and newspaper advertising sets the stage for sales.

Today's National homes can be built faster. They are the most completely prefabricated homes ever offered. Many models can be erected—from foundation to finishing—in 4½ working days.

As a National Homes builder-dealer you can build more houses in less time . . . enjoy a faster turnover of capital and greatly increase your profit. National Homes representatives are specially trained to assist you in every phase of your building and selling program.

For complete information on how you can profit with the nation's most successful home building organization, see us at the NAHB convention or write to George A. Cowee, Jr., Vice President for Sales, National Homes Corporation, Lafayette, Indiana.

See this new National home on the Eighth Street Parking Lot when you attend NAHB's 1957 convention in Chicago and visit the National Homes exhibit . . . Space 62-63 . . . Conrad Hilton Hotel.
THESE '57 CHEVIES TURNED THE TOUGH ALCAN HIGHWAY INTO A TURNPIKE!

They took the "teeth" out of North America's toughest truck run in an amazing display of stamina and dependability! The Chevrolet Alcan test called for great truck components . . . and here they are, the same modern features you'll get in your '57 Chevy!

Modern high-compression 6's—a time-proved Chevrolet truck Thriftmaster 6 made the tortuous Alcan Highway test look easy . . . registered a high 18.17 miles per gallon!

Short-stroke V8 power—with the shortest stroke of any truck V8's, new Chevy engines stand first in their field for efficient load-pulling! Their great performance in Alaska proved it!

Safe, sure brakes now Alcan proved—in light-duty models, Hydrovac power brakes* supplied up to two-thirds of the braking effort!

Unit-design cab and body construction—Chevrolet truck cabs and bodies remained tight and solid on Alcan bumps, showed that they're built to last! Rugged Synchro-Mesh manual transmissions—they displayed never-say-die durability . . . came through with smooth, flexible, trouble-free performance!

Easy-going Hydra-Matic transmission*—it reduced driver's work immeasurably and it saved wear on drive-line parts, too!

Sturdy frames and long-leaf springs—these brawny chassis components proved they can take it when the going is roughest . . . took the Alcan's worst with strength to spare!

These Alcan-proved Task-Force 57 features and others like them (such as extra-heavy rear axles, new, improved tubeless tires and easy-rolling Ball-Gear steering) are ready to tame your tough truck runs too! Boost your hauling profits by seeing your Chevrolet dealer soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost.
If some building terms PUZZLE YOU . . .

BANK-RUN is not a panic.
BUS CONDUCTOR is not a fare grabber.
FISH PLATES are for beams, not brems.

this is a book you need!

By
Herbert R. Waugh
Nelson L. Burbank
Former instructors in construction and building trades, Bridgeport, Connecticut and Cincinnati, Ohio schools.

422 PAGES
OVER 12,000 TERMS
HUNDREDS OF ILLUSTRATIONS

BEING SURE of the correct meaning of any building term can often mean money to you! And with many thousands of such terms in use, not even the most experienced can be positive regarding the meanings of them all. The only safeguard is to turn to an accepted authority.

Such authority may be a regular dictionary, yet not even in Webster's Unabridged will you find many of the terms which are constantly cropping up in the building industry. That is why the authors, Waugh and Burbank, who knew that they and their fellow teachers needed a specialized book of definitions, decided to compile one. Then, while talking to contractors, builders and architects about the project, it was discovered that they, too, needed it just as badly. The result is The Handbook of Building Terms and Definitions, product of many years of painstaking research, compilation and careful cross-checking.

The Handbook of Building Terms and Definitions is a compact, deck-size book approximately six by nine inches. The part of speech and correct pronunciation is given for each word. At the low price of only $5.00 postpaid, this is a book which no one in the building industry can afford to be without. Order your copy today on the coupon below. Full refund will be cheerfully made if you are not completely satisfied that this book will prove useful.

AMERICAN BUILDER BOOKS
AB-157
30 Church St., New York 7, N.Y.

I enclose remittance of $5.00. Please send me postpaid, one copy of HANDBOOK OF BUILDING TERMS AND DEFINITIONS. I have 10 days to examine the book and, if not satisfied, can return it within that time for full refund.

Name
Address
City, state

AMERICAN BUILDER
Edward Rose & Sons feature Reynolds Aluminum

Edward Rose & Sons of Detroit have built over 12,000 fine homes in the past 34 years. They know the features that mean real quality... adding sales appeal while keeping costs down. The firm's founder and board chairman, Edward Rose, says:

"Reynolds Aluminum products never rust, give the homeowner a bonus of important maintenance savings every year. Buyers of Edward Rose homes get a one-year written guarantee against construction defects, so lasting quality is essential." And Sheldon Rose, Vice President, says: "We plan right down to the smallest detail. This means even buying aluminum nails." The result is the better value these builders advertise... "Builders of the Largest Home for Your Dollar." Write for literature on these home-selling products. Reynolds Metals Company, Building Products Division, 2003 South Ninth Street, Louisville 1, Ky.

REYNOLDS ALUMINUM REFLECTIVE INSULATION

Now in new builder's type... the low-cost, high-efficiency insulation that's the best vapor-barrier, too! Foil bonded to 40 lb. kraft paper... developed especially for professional use. Foil on one side and two sides, in rolls of 250 and 500 sq. ft., 25" and 36" widths.

GUTTERS

Now an established tradition in fine home-building... for better appearance, for rust-proof permanence without painting, for low cost. Ogee style, embossed finish in 4", 5", 6" sizes; half-round 5", 6".

FLASHING

Lowest cost of all rustproof flashing materials... best-looking, too. Easier to cut and handle... roofers prefer working with aluminum. .019" thick in 50' rolls, 14", 20" and 28" wide.

NAILS

Aluminum siding nails need no deep setting or puttying because they cannot cause rust stains. Aluminum is best for all exposed nailing. Wide range of types, sizes.

REYNOLDS ALUMINUM

See "CIRCUS BOY", Reynolds great dramatic adventure series, Sundays, NBC-TV Network.

JANUARY 1957
Among the natural finishes tested in the Chicago area, those listed below gave the best results. All the panels had south exposure and some have been on test longer than others. Additional finishes are in the process of being tested.

**Stain; glossy or semi-glossy**

1. One coat Behr Liquid Rawhide Redwood Color Fix #9
   Two coats Behr Liquid Rawhide Glossy Clear Redwood Finish
   On vertical siding, this finish caused the wood to turn whitish in color and is clean appearing after three years’ exposure. On boards run horizontally the finish appears whitish brown and looks fine after one year’s exposure. In each case the finish has lost all its gloss.
2. One coat Behr Liquid Rawhide Redwood Stain and Sealer #3
   Two coats Behr Liquid Rawhide Clear Glossy Redwood Finish
3. One coat Breinig Breicraft Redwood Stain
   Two coats Breinig Durable Woods Exterior Finish Clear Gloss
4. One coat Golden State Redwood Stain
   Two coats Golden State Redwood Glossy Finishing Oil
   Above three finishes needed refinishing after about 16 to 18 months’ exposure.
5. Two coats Cabot’s #825 Redwood Glossy Stain
   Was glossy when applied then became dull within 4 months. After 18 months’ exposure finish is dull but film is good. However, a little mildew is present.
6. Three coats Arm-R-Dux-Tox
7. Three coats Arm-R-Seal-Tox
8. Three coats Nelsonite #35
9. Three coats Nelsonite #35 P5
   After 3 years the above 4 finishes have brownish aged appearance—could be easily refinshed.
10. Two coats Masury Timberline Redwood Finish Exterior Clear Wood Sealer
    After 18 months’ exposure, the finish appeared completely worn off, but the surface looked clean and attractive and O.K. for refinishing.
11. Two coats Woodlife
    Tends to lighten redwood in color. Should refinish with one coat about every 18 months or when appearance indicates need.
12. Three coats Arm-R-Dux-Tox Redwood
13. Three coats Arm-R-Seal-Tox Redwood
14. Two coats Cabot’s #3625 Sequoia Red
15. Two coats Cabot’s #247 Bark Brown
16. Two coats Olympic California Rustic
17. Two coats Wesco Redwood Resin Finish
    Above 6 finishes are heavily pigmented and in good condition after 3 years’ exposure.
18. Two coats Behr Liquid Rawhide Redwood Color Preservative #4
19. Two coats Nat-U-Seal
    Above two finishes needed refinishing in about 18 months.
20. Two coats Breinig Durable Woods California Redwood Exterior Stain
    In fine condition after one year’s exposure.
21. Two coats Cabot’s #325
    This finish appears sort of brown when applied but soon turns pink in appearance.
22. Two coats Monsanto Redwood Res
23. Two coats Pigmented PAR
    Above three finishes needed refinishing in about 2 years.

**Bleaches**

24. Two coats Cabot’s Bleaching Oil #241
    Needed refinishing in about 18 months.
25. One coat Olympic Bleach-Tox
    Needed refinishing in about 2 years.

**Manufacturers of above products**

Linseed Oil Products Co., Pasadena 3, Cal.
Western Wood Preserving Co., Los Angeles 23, Cal.
Breinig Brothers, Inc., Hoboken, N. J.
General Finishes, Inc., Minneapolis 1, Minn.
Nelsonite Chemical Products Co., Grand Rapids 2, Mich.
John W. Masury & Sons, Baltimore 30, Md.
Olympic Stained Products Co., Seattle 7, Wash.
Wesco Waterpaints, Inc., Berkeley, Cal.
Rudd Paint & Varnish Co., Seattle, Wash.
Monsanto Chemical Co., St. Louis 4, Mo.

**TABLE 2**

**Water-repellent preservatives**

Woodox 120 & 130—Wood Treating Chemical Company, St. Louis 10, Mo.
Penta WR—Chapman Chemical Company, Memphis, Tenn.
Kenwood Seal S81V06—Sherwin Williams Company, Cleveland 1, Ohio
Cuprinol—Darworth, Incorporated, Simsbury, Conn.
Want to stop prospects in their tracks?

Just show them the new Westinghouse Built-In Refrigerator-Freezer! Either vertical or horizontal, it's the only built-in with all the deluxe features of the best free-standing refrigerator.

What's your building problem for '57?

Worried about square foot costs?

Your answer is the new Westinghouse Space Mates—the complete home laundry, Washer and Dryer, that fit anywhere in just 4 sq. ft.

Afraid to gamble with color?

You'll have no worries with the Westinghouse Undercounter Dishwasher. It has a wide selection of front panels in Confection Colors, Brushed Chrome, Antique Copper, prime coated steel and template with fittings for making wood fronts.

Need versatility in your kitchen plans?

With Westinghouse Built-in Ranges you can have just the combination you need to fit your plans. 17" and 24" Ovens can be used with either 2- or 4-unit range platforms. The platforms also offer a choice of integral or remote controls.

All Westinghouse Built-Ins are available in 5 Confection Colors. Many also come in metallic finishes. All have a family resemblance in design to give your kitchen that well-planned look . . . to make the difference between just showing and really selling! For full details, phone your Westinghouse Distributor or write: Contract Sales Department, Westinghouse Electric Corp., Major Appliance Division, Mansfield, Ohio.


YOU CAN BE SURE... IF IT'S Westinghouse
Manufacturers news...

Building associations are going full-force this month with elections and meetings. B. V. Hancock, executive vice president of Cascades Plywood Corp., was named president of the Douglas Fir Plywood Assn. Trane Co. and its Canadian subsidiary were elected to membership in the Air Moving and Conditioning Assn. National Assn. of Distributors and Dealers of Structural Clay Products, a new building materials association was organized. President is Harry M. Spaulding of Spaulding Brick Co. Other officials are: vice president, Durwood L. Boeglen; secretary-treasurer, John Donohue. The first annual Home Improvement Products Show will be held Feb. 4-6 at the Hotel Statler in New York.

William F. Jenike and Robert J. Moore were appointed to the sales department of the Building Materials division of Pease Woodwork Co. At the same time the company announced the appointment of Harry M. Mathis, jr. to the south-eastern sales department of Pease Homes division. Mastic Tile Corp. appointed John Thomas Benjamin as Matico sales representative for the state of Arizona.

David C. Lindsey was named by Sequoia Manufacturing Co. to head up the national sales organization the company planned for its vacuum system subsidiary. Gustavo Barshofsky, wood industry research scientist, joined the staff of Celotex Corp. Bell & Gossett Co. appointed Philip C. Kosch to a newly created post, manager, development builder department.

Harry W. Gerquest was appointed assistant New York district sales manager in charge of contract sales for the Gold Seal division of Congoleum-Nairn, Inc. George Bauman was appointed to field sales managing representative of the lock division of Penn-Akron Hardware Corp. He was formerly sales manager of Earle Hardware Manufacturing Co. Precision Homes, division of Acme Building Materials, Inc., announced the promotion of C. O. Christenson to sales manager. John L. Mohun was appointed to the new post of general manager of manufacturing of Baldwin-Hill Co. Michael H. Stevens was named director of sales training for American Kitchens division, AVCO Mfg. Corp.
BATHROOM VENTILATOR

Absolutely the Trimmest!

NEW-DIFFERENT-BETTER

TRIM Construction—
Only 5" High

TRIM Installation Costs

TRIMS All Other Models with More CFM per Dollar

Fits inside 6" joists without protruding... leaves ample space for insulation blankets between joists. The exclusive lower 5" depth also permits installation in shallow beamed cathedral ceilings or in bathroom walls framed out to 5" thickness.

No header necessary! Square housing is nailed directly to side of joist... adjustable support bracket extends to the next joist—3 nails and the job is done! This new unit is ideal for remodeling as well, as it installs neatly through a hole in the ceiling without dismantling. This easier-to-install feature trims installation costs by virtually eliminating time-consuming assembly or alignment problems.

The low unit cost plus the increased efficiency you get gives all other models a sound trimming. The large diameter squirrel cage blower wheel with special housing and entrance venturi delivers more air and gives excellent pressure characteristics. Its oversize motor is rubber mounted for powerful yet quieter operation. Circular louvers in grille give uniform draft-free air intake pattern through 360°.

Meets all FHA requirements for inside bathroom ventilators. 5 Year Guarantee, UL Listed.

SEE IT—AT FASCO BOOTH 438,
NAHB SHOW, HOTEL SHERMAN, CHICAGO
or send coupon for complete specifications.

FASCO Industries, Inc.

To: FASCO INDUSTRIES INC. 21 Augusta St., Rochester, N. Y.

Gentlemen:

Please send complete information and specifications on the new FASCO 650 BATHROOM VENTILATOR.

NAME ________________________

ADDRESS ________________________

CITY ________________________ ZONE STATE ________________________

TYPE OF BUSINESS ________________________

JANUARY 1957
for new or remodeled kitchens, furniture, or built-ins

Here's a sparkling new cabinet hardware line with scores of decorative possibilities. "Tempo" is different... distinctive... contemporary. Its finishes are beautifully modern. Basically, the "Tempo" line features two sizes of fitted cones and knobs, and two sizes of pulls and plates. These basic designs offer opportunity of creating many varied and balanced color combinations and transpositions.

"Tempo" also introduces Washington's widely-known 3/8" inset hinge (No. 1020) in a graceful "velvet-lustre" black finish, matching the rich black surfaces of the knobs, cones, pulls, and plates—balancing this new line completely in every detail. "Tempo" is gracefully ideal for new or refinished cabinets, furniture, and built-ins. Knobs, cones, and pulls are die-cast. Plates are of steel.

Here's still another way to gain additional color harmony

Use "Tempo" cones with FORMICA® or any plastic laminates to produce even more harmonious and pleasing kitchen cabinets, furniture, and built-ins. This adaptation demonstrates the ultimate flexibility of the "Washington Line" of cabinet hardware, expanding decorative horizons to literally thousands of color combination possibilities.

"Tempo" is a trademark of Washington Steel Products, Inc.

See "Tempo" at the NAHB Show in Chicago, January 20-24, 1957 at the Sherman Hotel—Booth No. 19.

WASHINGTON, LINE

FOR MORE INFORMATION, SEE YOUR DEALER, OR WRITE TO:
DEPT. AB-1, WASHINGTON STEEL PRODUCTS, INC., TACOMA 2, WASHINGTON
Combined Guide to Show...

...and Check List

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<td>Ador Sales Co.</td>
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<td>Hardware, bath accessories</td>
<td>Hilton 196 &amp; 197</td>
<td>K. L. Babcock</td>
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<td>Airtemp Div. of Chrysler Corp.</td>
<td>Heating and air conditioning equipment</td>
<td>Hilton 16 &amp; 17</td>
<td>F. J. Koechen</td>
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<td>Akron Products Co.</td>
<td>Building materials, specialties</td>
<td>Hilton 188</td>
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<td>Garage door openers</td>
<td>Coliseum 982</td>
<td>H. Vandergrift</td>
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<td>Allianceware, Inc.</td>
<td>Plumbing fixtures</td>
<td>Hilton 159 &amp; 160</td>
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<td>Allmetal Weatherstrip Co.</td>
<td>Sash balance, weatherstripping</td>
<td>Sherman 404</td>
<td>P. Collins, A. Cook, R. Beight, W. Schwachow</td>
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<tr>
<td>Alsynite Co. of America</td>
<td>Translucent plastic paneling</td>
<td>Sherman 506</td>
<td>E. M. Dowling, W. O'Morrow, G. Werts, T. Wright</td>
</tr>
<tr>
<td>Amana Refrigeration, Inc.</td>
<td>Air conditioners, freezers, refrigerators</td>
<td>Coliseum 907 &amp; 908</td>
<td>J. Guerin, E. Lyon, G. Brown</td>
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<tr>
<td>American Brass Co.</td>
<td>Copper tubing, sheet copper, gutters, flashings</td>
<td>Hilton 146 &amp; 146</td>
<td>W. Dowd, H. Voegel, S. Cook, E. Pierce</td>
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<tr>
<td>American Builder</td>
<td>Builders' magazine, Convention Daily and other books</td>
<td>Hilton 83</td>
<td>F. Clark, B. Sparks, W. Browder</td>
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<tr>
<td>American Floor Surfacing Machine Co.</td>
<td>Floor sanders, maintenance machines, industrial vacuums, portable electric tools</td>
<td>Hilton 196</td>
<td>K. Cummings, R. Bristol, R. Amos, J. Lynn</td>
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<tr>
<td>American Shower Door Co. Inc.</td>
<td>Shower enclosures</td>
<td>Hilton 359</td>
<td>H. F. Gildred, B. J. Barnett</td>
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☑ Check what you can't afford to miss; the better you buy, the better you build, the better you sell

*Part of American Gas Association Unified Gas Exhibit

JANUARY 1957
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<td>American Telephone &amp; Telegraph</td>
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<td>American Welding &amp; Mfg. Co.</td>
<td>Steel doors, frames and closet units</td>
<td>Hilton 177 &amp; 178</td>
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<td>Window glass</td>
<td>Coliseum 926</td>
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<td>Amcor Corp.</td>
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<td>Coliseum 741</td>
<td>H. Shank, H. T. Shank, T. C. Shank, C. F. Farrington, J. Johnson</td>
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<td>Flexibles, resin</td>
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<td>Beaulieu, Inc. &amp; Glamour Glass</td>
<td>Glass doors, windows</td>
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<td>Benida Div. of Textron, Inc.</td>
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<td>Doors</td>
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<td>Building Products</td>
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<td>Safety electric products</td>
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<td>Aluminum doors, windows</td>
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<td>Fans, heating, air conditioning equipment</td>
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<td>Home decoration service</td>
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<td>L. Childress</td>
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<td>Columbus Coated Fabrics Corp.</td>
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<td>W. Messer</td>
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<td>Garage doors, doors, and building specialties</td>
<td>Hilton 584</td>
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<td>Plumbing, metal products, sheet metal parts</td>
<td>Sherman 912</td>
<td>H. D. Wetherill, L. Miller, E. Miller, J. Miller</td>
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<td>Daryl Products Corp.</td>
<td>Heating and air conditioning equipment</td>
<td>Hilton 171 &amp; 172</td>
<td>H. M. Calkins</td>
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<td>Delco Appliances Div., General Motors Corp.</td>
<td>Kitchen cabinets</td>
<td>Hilton 961</td>
<td>H. Kirschen, J. Nixon</td>
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<td>Del-Mac Cabinet Co., Inc.</td>
<td>Insulation</td>
<td>Hilton 870</td>
<td>J. Abey, E. Finegan, J. Greene</td>
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<td>Delta Co.</td>
<td>Glass hardware</td>
<td>Hilton 889</td>
<td>R. J. Brink, P. Van Os</td>
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<td>Designware Industries, Inc.</td>
<td>Controls for refrigeration, air conditioning &amp; heating</td>
<td>Hilton 364 &amp; 365</td>
<td>R. S. Wells</td>
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<td>Detroit Controls Corp.</td>
<td>Power tools</td>
<td>Hilton 975</td>
<td>T. Jones, C. Snyder, R. Hummert, M. Boyer, F. Smith</td>
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<td>DeWalt, Inc.</td>
<td>Storm enclosures</td>
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<td>E. H. Bucknell</td>
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<td>F. W. Dodge Corp.</td>
<td>Bath enclosures, sliding glass doors</td>
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<td>Dorman Co.</td>
<td>Door hardware</td>
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<td>Dow Chemical Co.</td>
<td>Door hardware</td>
<td>Sherman 525</td>
<td>P. Erickson, A. Lee, R. Weiss, H. Gerrity, F. Viol</td>
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<td>Dixie Products, Inc.*</td>
<td>Home appliances</td>
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<td>Drywall Trim, Inc.</td>
<td>Wall and window trim</td>
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<td>Edwards Co., Inc.</td>
<td>Plumbing fixtures, kitchen cabinets</td>
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<td>Theodore Efron Mfg. Co.</td>
<td>Plumbing fixtures, stainless steel sinks</td>
<td>Sherman 784 &amp; 785</td>
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<td>Emerson Electric Mfg. Co.</td>
<td>Ventilating equipment</td>
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<td>C. A. Swayland</td>
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<td>Englewood Products Co.</td>
<td>Bathroom accessories, builders' hardware</td>
<td>Sherman 409</td>
<td>H. Scouka, D. Davidson, B. Burnaby, B. Schulte, B. Schulte, G. Fish, R. Elen</td>
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Check what you can’t afford to miss: the better you buy, the better you build, the better you sell

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<td>Florida Windows, Inc.</td>
<td>Windows</td>
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<td>E. Dunner</td>
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<td>E. L. Fair Lumber Co.</td>
<td>Windows, storm windows</td>
<td>Hilton 356 &amp; 370</td>
<td>J. D. Laraway</td>
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<td>EZ-WAY Sales, Inc.</td>
<td>Stairways, doors and door frames</td>
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<td>W. Bjorklund</td>
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<td>D. L. Fair Lumber Co.</td>
<td>Flooring and floor covering</td>
<td>Hilton 335</td>
<td>D. L. Fair, Jr., P. Holmes, H. Fair</td>
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<td>Farwest Homes by West Coast Mills</td>
<td>Pre-structured packaged homes</td>
<td>Hilton 333</td>
<td>E. Reiley</td>
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<td>Fedders-Quigian Corp.</td>
<td>Building supplies, heating</td>
<td>Coliseum 862 &amp; 863</td>
<td>T. L. Arnold</td>
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<td>Fenestra, Inc.</td>
<td>Windows</td>
<td>Hilton 72 &amp; 73</td>
<td>H. A. Kennedy</td>
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<td>Fiat Metal Mfg. Co.</td>
<td>Plumbing fixtures</td>
<td>Sherman 458</td>
<td>C. F. Laird</td>
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<td>Fleet of America, Inc.</td>
<td>Building specialties, windows and window frames</td>
<td>Sherman 461</td>
<td>T. Y. Smith</td>
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<td>Florida Windows, Inc.</td>
<td>Windows</td>
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<td>Franklin Thrift Homes, Inc.</td>
<td>Pre-cut factory built homes</td>
<td>Coliseum 910</td>
<td>C. Temple, D. Hewitt, W. Keller, Mr. Burkhart</td>
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<td>Frigidaire Div. of General Motors Corp.</td>
<td>Home appliances, heating and air conditioning</td>
<td>Hilton 184-176, 189-194</td>
<td>W. H. Smith, R. Weigel, R. Billett, W. Schrecksengat</td>
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<td>Gates &amp; Sons, Inc.</td>
<td>Concrete form ties and forming systems</td>
<td>Coliseum 774</td>
<td>G. Gates</td>
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<td>L. F. Garlinghouse Co., Inc.</td>
<td>Building plans service</td>
<td>Hilton 326</td>
<td>P. Graves</td>
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<td>General Bronze Corp., Alwinte Div.</td>
<td>Doors and door frames, windows and window frames</td>
<td>Hilton 304-307</td>
<td>D. Murphy, J. Hogan, R. MacDonald</td>
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<td>General Controls Co.</td>
<td>Lighting, heating, cooling equipment</td>
<td>Coliseum 978</td>
<td>F. Weldon</td>
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<td>General Electric Co.</td>
<td>Garage doors and operators</td>
<td>Sherman 492</td>
<td>E. R. Turzak</td>
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<td>Weathertron Dept.</td>
<td>Heating, air conditioning equipment</td>
<td>Hilton 100</td>
<td>A. Salviose</td>
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<td>Large Lamp Dept.</td>
<td>lighting equipment</td>
<td>Hilton 109</td>
<td>J. Jensen, R. Cookley, M. Peterson, W. Riddle, H. Green, A. Schmid, T. Mocky</td>
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<td>Laminated &amp; Insulating Products Div.</td>
<td>Wiring and electrical equipment</td>
<td>Hilton 110 &amp; 111</td>
<td>F. N. Kauthmann, Jr.</td>
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<td>Writing Device Dept.</td>
<td>Home electrical program</td>
<td>Hilton 112</td>
<td>D. O. Casey, R. Graham</td>
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<td>Appliance &amp; TV Receiver Dept.</td>
<td>Home appliances</td>
<td>Hilton 128-340, 355-357</td>
<td>E. Springer</td>
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<td>Live Better Electrically</td>
<td>Home electrical program</td>
<td>Coliseum 928 &amp; 859</td>
<td>F. M. Olsen, Jr.</td>
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<td>General Plastics Corp.</td>
<td>Thermoplastic sheeting</td>
<td>Coliseum 921</td>
<td>E. Erlewine, C. Richter, M. Owen, S. Helbert</td>
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<td>General Products Corp.</td>
<td>Packaged chimneys</td>
<td>Coliseum 521</td>
<td>H. McKean</td>
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<td>Gerber Plumbing Fixtures Corp.</td>
<td>Plumbing fixtures</td>
<td>Sherman 469</td>
<td>W. Falstein, O. Gerber, M. Lewis, E. Gray</td>
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<td>Gerity-Michigan Corp.</td>
<td>Bathroom accessories, plumbing fixtures, hardware</td>
<td>Hilton 58</td>
<td>P. L. Day</td>
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<td>Gerwin Industries, Inc.</td>
<td>Heating equipment</td>
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<td>Glass Shower Door Co., Inc.</td>
<td>Shower doors</td>
<td>Hilton 385</td>
<td>M. Grier</td>
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<td>Glissade, Inc.</td>
<td>Vanities and medicine chests</td>
<td>Coliseum 914-916</td>
<td>I. Liebman, A. Davis, R. Friedman, C. Deutsch, E. Kalle, H. Mills</td>
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<td>Grand Rapids Hardware Co.</td>
<td>Builders' hardware</td>
<td>Sherman 498</td>
<td>L. A. Dorr</td>
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<td>Grant Pulley &amp; Hardware Corp.</td>
<td>Building materials, doors, builders' hardware</td>
<td>Hilton 301 &amp; 302</td>
<td>A. Gruskin, W. Gunsaack, K. Klopstock, D. DeForest, W. Gibson, J. Hildebrand</td>
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<td>Gray &amp; Dudley Co.</td>
<td>Home appliances</td>
<td>Coliseum 811</td>
<td>L. C. Carroll, B. Bracy, J. Jennings</td>
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<td>H-P Products, Inc.</td>
<td>Built-in vacuum system</td>
<td>Sherman 429 &amp; 430</td>
<td>H. Bishop, N. Hovey</td>
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<td>C. Hager &amp; Sons Hinge Mfg. Co.</td>
<td>Builders' hardware</td>
<td>Hilton 161</td>
<td>C. Hager</td>
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<td>Hall-Mack Co.</td>
<td>Bathroom accessories and medicine cabinets</td>
<td>Coliseum 718</td>
<td>C. Baerorm, J. Bohan, G. Dunne, J. Hatfield, J. Milliken, F. Murphy, F. Rodgers, W. Schnieders, A. Haenens</td>
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<td>Harnischreger Homes, Inc.</td>
<td>Prefabricated homes</td>
<td>Hilton 183 &amp; 200</td>
<td>F. Samerdake, W. McAliff, R. Brint, E. Stupar, C. Landers, R. Hubbard, M. Smith, A. Travis</td>
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<td>Hell Co.</td>
<td>Heating and air conditioning equipment</td>
<td>Coliseum 767</td>
<td>K. F. Johnson</td>
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<td>Henry Furnace Co.</td>
<td>Heating equipment</td>
<td>Sherman 820 &amp; 821</td>
<td>J. Gerber</td>
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<td>Higgins Industries, Inc.</td>
<td>Flooring, wood paneling</td>
<td>Sherman 458 &amp; 454</td>
<td>G. Creast, G. Nightingale, J. Hamlin, T. Williams</td>
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<tr>
<td>Homasote Co.</td>
<td>Insulating, building boards</td>
<td>Hilton 23 &amp; 24</td>
<td>A. Harvey</td>
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<td>Home Guide, Inc.</td>
<td>Publication</td>
<td>Sherman 465</td>
<td>W. Wood</td>
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<td>Hotpoint Co.</td>
<td>Home appliances</td>
<td>Hilton 68 &amp; 69, 74 &amp; 76</td>
<td>H. Kendle</td>
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<td>Hough Mfg. Co.</td>
<td>Sliding, folding doors</td>
<td>Hilton 228 &amp; 229</td>
<td>C. Weber</td>
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<td>Hunter Div., Robbins &amp; Myers, Inc.</td>
<td>Fans, heating and air conditioning equipment</td>
<td>Hilton 130</td>
<td>K. Sparrer, J. Beattie, J. Gant, C. Emery</td>
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<td>Huntington Industries, Inc.</td>
<td>Stairways, fans, insulation, ornamental iron</td>
<td>Hilton 353 &amp; 354</td>
<td>H. Van Dresser, L. Rector, R. Langford, C. Jones</td>
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<td>Hydrotherm, Inc.</td>
<td>Heating and air conditioning equipment</td>
<td>Hilton 341</td>
<td>W. Hosmer</td>
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<td>Imperial Lighting Products Co.</td>
<td>Lighting fixtures</td>
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<td>G. Gould, V. Joseph, J. Geraci, L Wall</td>
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<td>Independent Nail &amp; Packing Co.</td>
<td>Nailing machines, hardware</td>
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<td>P. D. Stone</td>
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<td>In-Sink-Erator Mfg. Co.</td>
<td>Waste disposers</td>
<td>Coliseum 809</td>
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<td>Insultite Div. of Minnesota &amp; Ontario Paper Co.</td>
<td>Acoustical materials, insulation, wallboard</td>
<td>Hilton 116 &amp; 117</td>
<td>G. Hoppe</td>
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<td>International Harvester Co.</td>
<td>Earth-moving equipment</td>
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<td>J. Hanson</td>
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<td>International Oil Burner Co.</td>
<td>Heating, air conditioning equipment</td>
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<td>International Register Co.</td>
<td>Timing equipment</td>
<td>Coliseum 953</td>
<td>J. Vence, R. Bedford, W. Kealy, J. Kongo, H. Buchholz</td>
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<td>Johns-Manville Sales Corp.</td>
<td>Acoustical, roofing, siding, flooring materials</td>
<td>Hilton 84 &amp; 85</td>
<td>J. McCarthy</td>
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<td>Kelvinator Div. American Motors Corp.</td>
<td>Home appliances</td>
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<td>Kewanee Mfg. Co.</td>
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<td>Hilton 510</td>
<td>S. Becker, C. Kelly, W. Klug, H. Otto, G. Kiser, R. Evans, J. Hayward</td>
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<td>Kitchen Maid Corp.*</td>
<td>Kitchen equipment</td>
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<td>J. O'Harrow, J. Burchiel, E. Hallman, R. Cox, R. Fabian</td>
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<td>Plumbing and heating equipment</td>
<td>Hilton 80-82</td>
<td>A. Zibell, R. Angelbeck, H. Schrader, R. Eueslick, R. Allison, R. McCabe, F. Haake</td>
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<td>Kordite Co. Div. of Textron, Inc.</td>
<td>Insulation</td>
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<td>Hilton 537</td>
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<td>A. Sicko, S. Yeeva, J. St. John, M. Jones, Jr., H. Unite, W. Thomas</td>
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<td>Lau Blower Co.</td>
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<td>Thermopane windows</td>
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<td>A. Young, L. Scheenek, V. Weaver, G. Schuchman, G. Orenson, H. Ives, J. McHenry, R. Kaiser</td>
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<td>Magazine</td>
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<td>R. F. Ames</td>
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<td>Manufactured Homes, Inc.</td>
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<td>Marsh Wall Products, Inc.</td>
<td>Wall panels</td>
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<td>Frank B. Miller Mfg. Co.</td>
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<td>F. B. Miller</td>
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<td>Milwaukee Faucets, Inc.</td>
<td>Bathroom sink fixtures, pumps</td>
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<td>Mohawk Carpet Mills</td>
<td>Floor coverings</td>
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<td>Coliseum 772 &amp; 773 J. Sparkman</td>
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<td>Morgan Company</td>
<td>Millwork, Tee-Cor doors</td>
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<td>Monley Electronics, Inc.</td>
<td>Television accessories, etc.</td>
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<td>Music &amp; Sound, Inc.</td>
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<td>Coliseum 924</td>
<td>G. W. Rutt</td>
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<tr>
<td>National Veneer &amp; Lumber Co.</td>
<td>Lumber and finishes</td>
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<td>Navarre Manufacturing Co.*</td>
<td>Kitchen equipment</td>
<td>Coliseum 798 &amp; 799, 822 &amp; 823</td>
<td>R. Chapman</td>
</tr>
<tr>
<td>New Castle Products, Inc.</td>
<td>Folding doors</td>
<td>Hilton 76 &amp; 77</td>
<td>D. Danielson, W. Clements, R. Haugh, H. Young, R. Bettner, R. McConvilje, J. McIntyre, J. Kenison</td>
</tr>
<tr>
<td>Nordahl Mfg. Co.</td>
<td>Sliding door frames, wardrobe and cabinet hardware</td>
<td>Hilton 230 &amp; 231</td>
<td>A. Nordahl, O. Furnes</td>
</tr>
<tr>
<td>Nuform Mfg. Corp.</td>
<td>Doors, windows, hardware</td>
<td>Hilton 558</td>
<td>M. Spence, J. Dunham, R. Gelert</td>
</tr>
<tr>
<td>Nuform Mfg. Corp.</td>
<td>Doors, windows, hardware</td>
<td>Coliseum 940</td>
<td>G. Warrens</td>
</tr>
<tr>
<td>Oakland Foundry Co.</td>
<td>Ranges, heaters</td>
<td>Coliseum 982</td>
<td>K. Ehret, D. Abrams, E. Soiberg</td>
</tr>
<tr>
<td>O'Keefe &amp; Merritt Co.*</td>
<td>Kitchen appliances</td>
<td>Coliseum 827 &amp; 828</td>
<td>E. LaTourrette</td>
</tr>
<tr>
<td>C. A. Olsen Mfg. Co.</td>
<td>Air conditioning units, incinerators</td>
<td>Coliseum 800 &amp; 801</td>
<td>J. Garber</td>
</tr>
<tr>
<td>Olympic Stained Products Co.</td>
<td>Shakes, boards &amp; battens</td>
<td>Coliseum 848</td>
<td>B. Odell</td>
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<th>EXHIBIT PERSONNEL</th>
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<tbody>
<tr>
<td>Oregon Saw Chain Corp.</td>
<td>Builders' tools</td>
<td>Coliseum 872</td>
<td>G. Griswold</td>
</tr>
<tr>
<td>Overhead Door Corp.</td>
<td>Garage doors, garage door electric operators</td>
<td>Hilton 14</td>
<td>J. Lieber</td>
</tr>
<tr>
<td>Owens-Corning Fiberglas Corp.</td>
<td>Building materials, and panels, insulation</td>
<td>Hilton 78</td>
<td>F. Allen</td>
</tr>
<tr>
<td>Pakco Floor Covering Div., Fibreboard Paper Products Corp.</td>
<td>Floor coverings</td>
<td>Hilton 328</td>
<td>W. Riesing, S. Calkins, F. Didlick, W. Young, E. Geer, R. Hoover</td>
</tr>
<tr>
<td>Panelfold Doors, Inc.</td>
<td>Folding doors</td>
<td>Hilton 305</td>
<td>H. Wesley</td>
</tr>
<tr>
<td>Parents' Magazine</td>
<td>Magazine</td>
<td>Hilton 108</td>
<td>M. Livingston, M. Michels, E. Fryk, J. Bahn, E. Jones</td>
</tr>
<tr>
<td>Peck &amp; Sons, Inc. (Perma Products Corp.)</td>
<td>Ceramic-on-steel wall tile</td>
<td>Hilton 659 &amp; 660</td>
<td>P. Handley, F. Mears, W. May, Jr.</td>
</tr>
<tr>
<td>Peerless Corp.</td>
<td>Gas heaters</td>
<td>Coliseum 880</td>
<td>O. Muts</td>
</tr>
<tr>
<td>Penn-Akron Hardware Corp.</td>
<td>Builders' hardware</td>
<td>Coliseum 816</td>
<td>P. Robin</td>
</tr>
<tr>
<td>Per-Fit Products</td>
<td>Windows and window frames</td>
<td>Hilton 241-249</td>
<td>M. Versano</td>
</tr>
<tr>
<td>Peterson Window Corp.</td>
<td>Horizontal sliding aluminum windows</td>
<td>Sherman 493</td>
<td>G. Peterson, R. Buss, J. Dowling, A. Grant, H. Nichols</td>
</tr>
<tr>
<td>Ernest Pierson Co.</td>
<td>Windows</td>
<td>Coliseum 922</td>
<td>W. Pittman</td>
</tr>
<tr>
<td>Pioneer Plastics Corp.</td>
<td>Plastic laminates</td>
<td>Coliseum 903 &amp; 904</td>
<td>W. Tyrie</td>
</tr>
<tr>
<td>Place Homes, Inc.</td>
<td>Prefabricated homes</td>
<td>Hilton 240</td>
<td>V. Place, A. Place, J. Amst, J. Franock, O. Holmes, W. Yoon, M. Mathews, E. Wood, R. Place</td>
</tr>
<tr>
<td>Pireo Corp.</td>
<td>Ceramic-on-steel wall tile</td>
<td>Sherman 565</td>
<td>W. Kohl, J. Kohl, W. Leding, C. Pfeifer</td>
</tr>
<tr>
<td>Pepeca, Starfire Div., Porcelain Enamel Products Co.</td>
<td>Ceramic-on-steel wall tile</td>
<td>Sherman 659 &amp; 660</td>
<td>P. Handley, F. Mears, W. May, Jr.</td>
</tr>
<tr>
<td>Power-Line Sales, Inc.</td>
<td>Building tools</td>
<td>Sherman 444</td>
<td>B. McIntyre, J. Hart, J. Galiske, P. Laidlaw, M. Powers</td>
</tr>
<tr>
<td>Practical Builder Magazine</td>
<td>Building magazine</td>
<td>Hilton 323</td>
<td>J. Lange</td>
</tr>
<tr>
<td>Precision Parts Co.</td>
<td>Folding stairways, closets</td>
<td>Sherman 503 &amp; 504</td>
<td>H. Sherman, P. Harmon, Jr., N. Whitehouse, M. Mahoney</td>
</tr>
<tr>
<td>Precisionware, Inc.</td>
<td>Kitchen equipment</td>
<td>Hilton 324</td>
<td>D. Zeeke, B. Schwall, A. Schreub</td>
</tr>
<tr>
<td>Precisionware, Inc.</td>
<td>Kitchen equipment</td>
<td>Coliseum 852</td>
<td>H. Kennedy, W. Little, M. Martensens</td>
</tr>
<tr>
<td>Protectub, Inc.</td>
<td>Backpack protector</td>
<td>Hilton 239</td>
<td>A. Yorlz, A. Finkel</td>
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<tr>
<td>Protec Mfg. Co.</td>
<td>Weatherstripping, thresholds</td>
<td>Sherman 431</td>
<td>J. West</td>
</tr>
<tr>
<td>Pyrene-Rittenhouse Sales Corp.</td>
<td>Door chimes, electrical, heating, ventilating, air conditioning equipment</td>
<td>Hilton 57</td>
<td>R. Maynard</td>
</tr>
<tr>
<td>Pyramid Instrument Corp.</td>
<td>Remote control devices</td>
<td>Coliseum 809</td>
<td>M. Lorin</td>
</tr>
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<td>Rayco Corp.</td>
<td>Air filters</td>
<td>Sherman 416</td>
<td>R. Cook, N. Kaufman, G. Sel</td>
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<tr>
<td>RCA Service Co., Inc.</td>
<td>Appliances, television</td>
<td>Sherman 476</td>
<td>J. Elliott, R. Byrne, J. Walters, W. Sanders, E. Norton</td>
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<tr>
<td>RCA-Whirlpool-Segger Corp.</td>
<td>Home appliances</td>
<td>Sherman 721 &amp; 722</td>
<td>D. Harrison</td>
</tr>
<tr>
<td>Ready Hang Door Corp.</td>
<td>Doors and door frames</td>
<td>Sherman 553 &amp; 554</td>
<td>E. Ferraro</td>
</tr>
<tr>
<td>Red Cedar Shingle Bureau</td>
<td>Building materials, roofing, siding</td>
<td>Sherman 852</td>
<td>V. Peterson, R. Myers, M. Ritchie, H. Ross</td>
</tr>
<tr>
<td>Remington Arms Co., Inc.</td>
<td>Builders' tools</td>
<td>Sherman 888</td>
<td>F. Rives</td>
</tr>
<tr>
<td>Republic Steel Kitchens</td>
<td>Kitchen appliances</td>
<td>Sherman 894-896</td>
<td>H. Steinbrcamp, R. James, W. Scanlan, H. Martin, A. Butler, D. Voss, L. Crockett, V. McMillan</td>
</tr>
<tr>
<td>Reynolds Metals Co.</td>
<td>Building materials, garage doors, windows</td>
<td>Hilton 316 &amp; 316</td>
<td>T. Dyer</td>
</tr>
<tr>
<td>Rheem Mfg. Co.</td>
<td>Home appliances, heating and air conditioning equipment</td>
<td>Coliseum 756-758</td>
<td>L. Nordgren</td>
</tr>
<tr>
<td>Ridge Plastics Co.</td>
<td>Ridgeboard, ridgepale</td>
<td>Coliseum 808</td>
<td>D. Falkenberg</td>
</tr>
<tr>
<td>Robbins Floor Products, Inc.</td>
<td>Tile, plastic, rubber asphalt, steel, ceramic</td>
<td>Coliseum 848</td>
<td>G. Taylor</td>
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<tr>
<td>1) Roddis Plywood Corp.</td>
<td>Kitchen stove hoods and exhaust units</td>
<td>Coliseum 815 &amp; 814</td>
<td>J. Dodson, E. Herbert, M. Schmidt, J. Seel, J. Deapen</td>
</tr>
<tr>
<td>2) Rock Island Millwork Co.</td>
<td>Concrete form ties and forming systems</td>
<td>Sherman 464</td>
<td>A. M. Briggs, A. Augugliaro, F. Pauli, E. Steffy, G. Cole, R. James, F. Boland, G. Schier</td>
</tr>
<tr>
<td>3) Rockwell of Randolph, Inc.</td>
<td>Doors and windows</td>
<td>Sherman 566 &amp; 566</td>
<td>H. Kettick</td>
</tr>
<tr>
<td>4) Rockwell of Randolph, Inc.</td>
<td>Sectional wood windows</td>
<td>Sherman 565 &amp; 567</td>
<td>H. Kettick</td>
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<tr>
<td>7) Rockwood Co.</td>
<td>Gas ranges</td>
<td>Coliseum 751 &amp; 752</td>
<td>C. Edwards</td>
</tr>
<tr>
<td>9) Ruberoid Co.</td>
<td>Asphalt shingles, asbestos, cement, siding</td>
<td>Coliseum 719 &amp; 720</td>
<td>E. Kaitlon, R. Sweeney, R. Stanger, L. Madsen</td>
</tr>
<tr>
<td>12) Safety Bath, Inc.</td>
<td>Bath accessories</td>
<td>Coliseum 891</td>
<td>J. Tumas</td>
</tr>
<tr>
<td>15) S. Regis Paper Co.</td>
<td>Paneling, plastic laminates</td>
<td>Sherman 478-480</td>
<td>R. Bouduvance</td>
</tr>
<tr>
<td>16) Samuel Stamping &amp; Enameling Co.</td>
<td>Home appliances</td>
<td>Coliseum 707 &amp; 708</td>
<td>C. Hale</td>
</tr>
<tr>
<td>17) Sargent &amp; Co.</td>
<td>Builders' hardware</td>
<td>Coliseum 704 &amp; 705</td>
<td>S. Wilder</td>
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<tr>
<td>19) H. J. Scherich Co.</td>
<td>Kitchen cabinets, equipment</td>
<td>Coliseum 739 &amp; 740</td>
<td>H. Scherich</td>
</tr>
<tr>
<td>22) Scholes Home, Inc.</td>
<td>Prefabricated homes</td>
<td>Hilton 330 &amp; 331</td>
<td>D. Chambers</td>
</tr>
<tr>
<td>23) Seddon Co.</td>
<td>Building specialties</td>
<td>Sherman 526 &amp; 527</td>
<td>W. Seddon</td>
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<tr>
<td>24) Selfridge Co.</td>
<td>Laundry trays, equipment</td>
<td>Coliseum 900</td>
<td>J. Selfridge, John R. Selfridge</td>
</tr>
<tr>
<td>28) Shower Door Co. of America</td>
<td>Bath, shower enclosures</td>
<td>Sherman 456 &amp; 457</td>
<td>W. Richardson</td>
</tr>
<tr>
<td>30) Simonite Corp. of America</td>
<td>Home appliances, air conditioning</td>
<td>Coliseum 981</td>
<td>A. Seeds, L. Hitchman, J. Simons</td>
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<tr>
<td>31) Skill Corp.</td>
<td>Power tools</td>
<td>Coliseum 876</td>
<td>J. Dickinson</td>
</tr>
<tr>
<td>32) Slide-View Door &amp; Window Co.</td>
<td>Doors and windows</td>
<td>Hilton 211</td>
<td>F. Moore</td>
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<tr>
<td>36) Spl-Roll-Fin Corp.</td>
<td>Nailing machine, tools</td>
<td>Coliseum 936</td>
<td>P. Orr</td>
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<tr>
<td>41) Stanley Electric Tools Div. of the Stanley Works</td>
<td>Concrete form ties and forming systems</td>
<td>Sherman 480</td>
<td>R. Stewart, W. Wiesenberger, F. Rollman, E. Filkins</td>
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<tr>
<td>43) Steel Door Corp.</td>
<td>Garage doors</td>
<td>Hilton 131 &amp; 132</td>
<td>A. Horns</td>
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<tr>
<td>44) John Sterling Corp.</td>
<td>Door hardware</td>
<td>Hilton 226 &amp; 227</td>
<td>L. Lafoloe</td>
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<tr>
<td>45) Stewart Industries, Inc.</td>
<td>Ventilating fans and range hoods</td>
<td>Sherman 480</td>
<td>R. Stewart, W. Wiesenberger, F. Rollman, E. Filkins</td>
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<tr>
<td>47) Stiglitz Corp.</td>
<td>Home appliances</td>
<td>Hilton 377 &amp; 378</td>
<td>E. Stiglitz</td>
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<tr>
<td>48) Straits Products, Inc.</td>
<td>Accordian folding doors</td>
<td>Coliseum 815</td>
<td>D. Martin, M. McCandless, M. Justin</td>
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*Port of American Gas Association Unified Gas Exhibit*
Check what you can't afford to miss: the better you buy, the better you build, the better you sell

**EXHIBITOR** | **PRODUCT** | **LOCATION** | **EXHIBIT PERSONNEL**
--- | --- | --- | ---
Style-Rite Homes Corp. | Prefabricated homes | Hilton 887 | L. Albert, Jr., J. Grasso, W. Kuehnkel, T. Probst, K. Thorsch
Styron Corp. | All types of tile | Coliseum 760 & 761 | P. Herbert, L. Dabney
Sun-Sash Co. | Jalousies | Hilton 319 | S. Liberio
Swanson Mfg. Co. | | | F. Swanson, R. Swanson, W. Myers, L. Lindell, H. Palmer, J. Gulland
Swedish Crucible Steel Co. | Bathroom accessories, plumbing fixtures | Hilton 219-221 | O. Olson, W. Balfrey, N. Johnstone, P. West, S. Lachey
Taber, Bushnell & Co., Inc. | Braces, building specialties | Coliseum 890 | S. Taber, B. Taylor, R. Hutchinson, C. Rawland, C. Ambrose
Techbuilt Inc. | Prefabricated homes | Hilton 882 | P. Herrick
Tennessee Stove Works | | | R. Conley, Jr.
Ternes Steel Co. | | | J. Daisek
Textore Cabinet Co. | Cabinets | Coliseum 906 | J. Westbury
Thoro Bilt Homes | Prefabricated homes | Hilton 350 | C. Hutto, D. Koebl, E. Martin, W. Kamr
Tile Council of America, Inc. | Information on tile | Sherman 439 | G. Whaley
Tile-Tex Div., Flintkote Co. | Floor, ceiling tile | Coliseum 817 | J. Fox, P. Hayden, K. Wall, G. Theodour, S. Labahn
Toledo Desk & Fixture Corp.* | Kitchen, bath cabinets | Coliseum 747-750 | C. Cartwright
Touch-Plate Mfg. Corp. | Electrical equipment and lighting, low voltage switches | Hilton 155 | K. Cronk
Trade-Wind Motorfans, Inc. | Attic, kitchen and window fans | #444 | Mr. and Mrs. W. Mark, Jr., Mrs. W. Riebold, D. Sleight, G. Hill, J. Shaw, W. Moore, R. Davis, R. Biesk
Trailmobile, Inc. | Truck trailers | Coliseum 882 & 886 | K. Snyder
Trimco Metal Products | Specialties, doors, frames | Hilton 329 | D. Williams
Trimview Metal Products | Sliding glass shower and screen doors, traverse windows | Hilton 825 | P. Kelly
Trion, Inc. | Home appliances, heating, ventilating, cooling | Hilton 212 | E. Meyers, Jr., R. Swetzer, H. Fraz, J. Golden, R. Hengstler, C. Morsink
Tropicraft of San Francisco | Wood folding walls | Coliseum 925 | G. Cherry
Truscon Steel Div., Republic Steel | Building materials, doors and windows | Hilton 5-7 | P. Callahan
Unique Balance Co. | Saab balance | Sherman 566 | J. Perkins
United States Ceramic Tile Co. | Ceramic tile | Sherman 414 | H. Thomas
United States Gypsum Co. | Building materials, paints, roofing, wallboard | Hilton 128 | R. McClary
United States Motors Corp. | Garage door operator, electric tools | Coliseum 853 | L. Meeker
United States Steel Corp. (Home Div.) | Prefabricated homes | Hilton 16 | R. Dobell, R. Ritchie
Utility Appliance Corp. | Heating, air conditioning, gas kitchen | Hilton 374 | J. Hall
Valley Metal Products | | | G. Bateman
Vanity Fair Laminates, Inc. | Vanity lavatories | Coliseum 896-899, 900 | A. Petrilak
Van-Packer Corp. | Chimneys and flues | Hilton 124 & 125 | L. Brown
Vega Industries, Inc., Uni-bilt Div. | Unit-bilt fireplace and chimney | Sherman 510 & 511 | R. Swaney, F. Green
Vent-A-Hood Co. | Cooking ventilation equipment | Coliseum 971 | M. Woodall
Ventilating Products Corp. | Automatic ventilating range hoods | Sherman 485 & 486 | F. Gierspeck, F. Goode
Vikon Tile Corp. | Wall and ceiling tile | Hilton 320-322 | S. Drouillard, O. Beiter, B. Moore
John G. Virkeen Co. | Lighting fixtures | Hilton 361 | J. Jasin, M. Jasin, P. Smythe, B. Housel

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<tr>
<td>Virginia Metal Products, Inc.</td>
<td>Metal doors and frames</td>
<td>Coliseum 929</td>
<td>W. Scott, N. Gianakos, W. Rose, D. Stearns, J. Hicks</td>
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<tr>
<td>Viking Corp., Plastics Div.</td>
<td>Moisture vapor barrier, waterproofing</td>
<td>Coliseum 879</td>
<td>W. Heinenmann</td>
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<tr>
<td>Waco Mfg. Co.</td>
<td></td>
<td>Coliseum 938</td>
<td>R. Brown</td>
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<tr>
<td>Ware Laboratories, Inc.</td>
<td>Aluminum windows</td>
<td>Hilton 38</td>
<td>G. Munro</td>
</tr>
<tr>
<td>Waco Products, Inc.</td>
<td>Skylights, plastic panels</td>
<td>Hilton 368</td>
<td>R. Pillsbury, K. Harrison, S. Vivat, M. Kirkpatrick</td>
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<tr>
<td>Waste King Corp.</td>
<td></td>
<td>Hilton 60 &amp; 61</td>
<td>H. Fatt</td>
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<td>Weiser Co.</td>
<td>Door hardware</td>
<td>Coliseum 970</td>
<td>J. Titchwell</td>
</tr>
<tr>
<td>Welbilt Corp.</td>
<td>Welbilt-In gas and electric ranges, Welbilt-In air conditioners</td>
<td>Hilton 166</td>
<td>M. Morris, M. Col, H. Landis</td>
</tr>
<tr>
<td>West Coast Lumbermen's Assn.</td>
<td>Floors and floor covering, siding, wood paneling</td>
<td>Sherman 539 &amp; 540</td>
<td>R. Mahaffay, A. Zander, H. Bethell</td>
</tr>
<tr>
<td>Western-Holly Appliance Co.*</td>
<td>Ranges</td>
<td>Coliseum 824 &amp; 825</td>
<td>H. Honer</td>
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<tr>
<td>Western Pine Assn.</td>
<td>Millwork and building materials</td>
<td>Sherman 541-542</td>
<td>J. Shear, F. Freeman, C. Boardman, C. Raasman</td>
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<tr>
<td>Western Red Cedar Lumber Assn.</td>
<td>Revealed cedar siding</td>
<td>Sherman 567 &amp; 568</td>
<td>A. Ellsworth</td>
</tr>
<tr>
<td>Whirlpool-Singer Corp.</td>
<td>Washer-dryers, refrigerator, ranges</td>
<td>Coliseum 849-852</td>
<td>R. Criddle, Jr.</td>
</tr>
<tr>
<td>Williamson Co.</td>
<td>Heating and cooling equipment</td>
<td>Coliseum 759-771</td>
<td>G. Loyse, P. Jensen, C. Trotta, C. Fixman</td>
</tr>
<tr>
<td>Williams Div., Eureka Williams Corp.</td>
<td>Heating</td>
<td>Coliseum 894</td>
<td>J. Gieson</td>
</tr>
<tr>
<td>Willys Motors, Inc.</td>
<td>Trucks and equipment</td>
<td>Coliseum 810</td>
<td>S. Ford</td>
</tr>
<tr>
<td>Wingo Ventillator Co., Inc.</td>
<td>Ventilators and windows for use with glass block</td>
<td>Coliseum 905</td>
<td>W. Kabatak, T. Kabatak, R. Stuart</td>
</tr>
<tr>
<td>Windsor Door Co., Inc.</td>
<td>Garage doors</td>
<td>Coliseum 958</td>
<td>P. Grose, F. DeMaccio, P. Cardone</td>
</tr>
<tr>
<td>Winter Seal Corp.</td>
<td>Windows</td>
<td>Sherman 491</td>
<td>H. Berman</td>
</tr>
<tr>
<td>Wiremold Co.</td>
<td>Electrical equipment and lighting</td>
<td>Sherman 406</td>
<td>R. Murphy, A. Massey, P. Heimann, W. Killray, E. Wootton</td>
</tr>
<tr>
<td>Wood-Metal Industries, Inc.*</td>
<td>Kitchen cabinets</td>
<td>Coliseum 786</td>
<td>B. Fahrenberg</td>
</tr>
<tr>
<td>Yoemans Brothers Co.</td>
<td>Doors</td>
<td>Sherman 417 &amp; 418</td>
<td>R. Young, W. Boon, W. Bancroft</td>
</tr>
<tr>
<td>Young Door Co.</td>
<td></td>
<td>Sherman 11 &amp; 112</td>
<td>D. Packer</td>
</tr>
<tr>
<td>Youngstown Kitchens, Div. of American Standard</td>
<td>Home appliances, kitchen cabinets and equipment</td>
<td>Hilton 11</td>
<td>T. Koebel</td>
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**DON'T FORGET...**

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- Interior walls finished in plaster, in plywood
- Wall panels
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- Stair construction
- Windows
- Sash details
- Window framing details
- Doors and door trim
- Hardware used in dwellings
- Closets, shelves, built-in equipment
- Breakfast alcove
- Sewing room
- Flooring
- Chimneys and fireplaces
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- Garages
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American Builder

KEEPING UP WITH THE LAW:

1957 Congress will bring new building legislation

By JOHN F. McCARTHY
Attorney-at-law

With the publication of this article, the new Congress will be convening in Washington. At the same time, the newly elected legislatures will be meeting in most states. Literally thousands of measures will come forth affecting the building industry. There will be proposed legislation concerning every phase of mortgage finance, labor, land acquisition, taxes and community services, public housing and housing for the aged.

Most prominent on the list of subjects to receive Congressional attention is the matter of interest rates on FHA and VA mortgages. As this article is being written, FHA has authorized an increase in rates from 4 1/2 to 5 per cent. An increase in rates for VA mortgages, however, may occur only after passage of an act of Congress. Thus, early in the session, the whole problem of rates, whether fixed or flexible and whether determined by Congress or some administrative agency, will be subjected to thorough debate.

Attention to matters concerning mortgages will not be limited to a consideration of interest rates. Other problems will engage the attention of Congress. For example, the loan guarantee activities of VA are scheduled to expire in 1958. Congress must consider the ultimate disposition of those functions. This will require some decision concerning the expansion of the authority of Fnma or to create a central mortgage bank. This, it is said, will insure a more even flow of funds into home mortgages. Another question, raised during the last Congress and undoubtedly to be the subject of proposed legislation during the next Congress, is the expansion of the authority of federal savings and loan associations to include the financing of land acquisition and development.

President Eisenhower has indicated that he will suggest to the Congress certain revisions of the National Labor Relations Act or the so-called Taft-Hartley Law. These must be examined most carefully by builders. When the President previously made similar recommendations, it seemed to us that his suggestions were at the particular expense of the building industry. Thus he proposed that certain union activity, prevalent in the building field, be excluded from the concept of the secondary boycott and that the authority of the National Labor Relations Board to apply to the courts for an injunction to restrain secondary boycotts be made discretionary with the Board. He also proposed that the responsibility of unions for the activities of their members be defined further and be limited.

Of equal importance, and certainly never to be overlooked, are measures which will be proposed before the various state legislatures. For example, in Illinois, during the 1955 session of its General Assembly, 97 bills were introduced, the passage of which affected, or would have affected, the home building industry. These related to such matters as sales taxes, real estate taxes, tax sales, municipal planning, annexation, zoning, subdividing, streets, water, sewers, plumbing, mortgages, mechanic's liens, insurance, labor, unemployment compensation, workmen's compensation, schools and public housing.

All signs indicate an active and significant year-legislatively—for builders. They must be prepared to keep themselves advised and to act to protect their legitimate interests. They must support their trade associations and give their elected representatives the benefit of their experience and advice.
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are more numerous today than ever before and steadily increasing. To qualify you must know how to correctly read plans, list and price materials and labor in order to prepare a bid for profitable contracts. PROGRESSIVE BUILDING CONTRACTORS can't spare time to teach this subject, therefore many of them have purchased Tamblyn's Estimating Course to do this teaching for them. In a few short weeks Mr. Tamblyn passes on for you use his more than thirty years experience in contracting for small buildings and multi-story structures. There is no guess work in his instructions. Send postcard today for 10 day free trial offer and complete particulars on Tamblyn's Estimating Course or Tamblyn's Estimating Cost Manual for experienced estimators.

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They provide you with an important sales feature for your homes. They allow you to offer your buyers the convenience of the completely furnished kitchen as well as a package which can be financed as part of the house.

Installation of these units does not require any special craftsmanship because the manufacturers have simplified the installation procedure with a minimum amount of labor. Counter-top openings for ranges and wall or cabinet openings for ovens are all that is required except for the hook-up of the gas or electric lines.

Kitchen-cabinet manufacturers, too, have cooperated with appliance manufacturers. They have cabinets that allow you to use any of the types of built-ins available. You need only to specify the type of built-in range or oven you plan to use and he will find a cabinet available for that particular model.

Not only do many of the appliance manufacturers offer a complete line of kitchen cabinets to accompany their units, but there are also many cabinet manufacturers who furnish appliances as part of their kitchen package.

While the first built-in range and oven units were finished in stainless steel, color and other metallic finishes are now available. In addition to stainless and brushed-chrome plated steel, many manufacturers now offer built-ins in antique copper and many color tints in porcelain enamel to harmonize

**What you should know about**

**FULL RECESSED OVEN** is made to be completely enclosed in cabinets or wall.

**FOLD-BACK UNITS** are by Frigidaire. Available also in double (4) units.

**STACK-ON TYPE** can be insert type or can be with finished top, backsplash.
built-in ranges, ovens

or match the finishes of the enclosing cabinets.

How to install range units

Ease of installation is most important feature of either the gas or electric range units. While the openings in the counter top must be fairly accurate and according to the manufacturer’s directions, the rough opening is usually one inch smaller each way than the actual cooking top size. Some units have the overhanging flange as part of the cooking top that cover the edges of the rough opening. Others use various types of rims which are made to provide an adequate seal between the counter top and the unit as well as holding the range securely in place.

Those units that have the controls located in a panel below, or adjacent to the cooking top have provision for adjustments as well as a covering escutcheon which will conceal the edges of the rough opening.

Range units are made to fit the standard counter top of 25 inches in depth. Stack-on types and those with an integral back-splash, fit this area. The units that are made to drop into the top are approximately 22 inches in depth. Space requirements below the counter top rarely exceeds 6 inches. Exception: units which incorporate a deep-well cooker where a clearance of 9 to 10 inches may be required.

How high should counter tops be?

A standard height of 36 inches for counter tops has been established as a comfortable working level. This has also been the basic height for free standing ranges. However, the built-in range now gives

(Continued on page 328)
The following chart shows the major manufacturers of built-in ranges and ovens giving the basic types as well as showing the models available for gas or electric service.

As a key to this chart the letters at the heads of the columns indicate the following range types:

- **A**—Drop-in type
- **B**—Separate-control type
- **C**—Stack-on type

Built-in ovens are basically of two types:

- **A**—Recessed type
- **B**—Stack-on type

<table>
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<tr>
<th>Manufacturer</th>
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<th>OVEN UNITS</th>
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<td>Advinor Corp.</td>
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<td>3800 W. Cortland, Il</td>
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<td>American Kitchens Div.</td>
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<td>Avco Mfg. Co.</td>
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<td>Connover, Ind.</td>
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<td>Caloric Appliance Corp.</td>
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<td>Topton, Pa</td>
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<td>Chambers Ranges, Inc.</td>
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<td>2455 W. Merlton St.</td>
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<td>Indianapolis 8, Ind.</td>
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<td>Cribbin &amp; Sexton Co.</td>
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<td>Gibson Refrigerator Co.</td>
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POSITION

COMPANY

ADDRESS

CITY ZONE STATE

331
you the option of establishing a
counter height which can be cus-
tom-tailored to the individual
housewife. Basic counter heights
can be established by measuring the
distance between the housewife's
bent elbows to the floor. This dis-
tance, minus 6 to 9 inches is the
most comfortable working height.

Additional counter area should
be provided near to the range unit
for ideal working conditions. At
least 24 inches of counter space,
preferably on both sides of the
range, is a minimum requirement.
If you place range in a multiple
installation, allow at least 10 inches
between adjacent burners.

As all built-in range units are
adequately insulated from direct
contact with the cabinet or counter
top no separate provision needs to
be made for protection from the
heat. However, use heat-resistant
counter-top materials adjacent to
the unit to prevent marring or
scorching from hot utensils that
might be placed there.

Metal, ceramic tile and heat-re-
sisting plastic laminates are recom-
manded for this purpose. Hard-
woods, such as maple, ash, or
birch, can be used successfully pro-
vided they are protected with spar
wood tops protected in this man-
ner will resist the heat from a uten-
sil at 300°F.

What about built-in ovens?

A wide range of oven designs are
available for your selection. Some
have the broiler included in the
oven proper while others offer this
feature as a separate unit. A warm-
ing cabinet, too, is available from
some manufacturers as an added
feature.

Automatic controls, special ac-
dcessories and other features are of-
ered to make these units more
attractive to the home buyer. In
addition to the electronic oven
which features high-speed cooking,
at least one manufacturer offers a
unit which may be raised or
lowered into the counter top by a
push button.

While some manufacturers offer
double ovens as a complete unit, all
of the single-oven built-ins can be
installed in any variety of multiple
installations. Some even provide
mullion bars to facilitate either
horizontal or vertical placement of
two or more ovens.

Like the range units, the built-in
oven features complete insulation
throughout making it unnecessary
to provide any further insulation or
compartment lining of incombust-
ble material. Wood, plaster or
masonry can be used for the en-
closure as well as the facing surface
for the unit.

Rough openings need only be
slightly larger than the unit itself
with space needed only for sliding
in place, leveling or trimming. The
facing of the recessed units pro-
vides an overhang for the covering
of the edges of the rough opening.

What are the electrical
requirements?

All electric cooking top assem-
blies and ovens are wired for three-
wire single-phase, 60 cycle, A.C.,
115/230 to 120/240 volt circuits.
Some have junction boxes incorpo-
rated into the unit while others
leave this for the electrical contrac-
tor to supply.

Some wiring codes will require
that a separate circuit be led from
the main entrance panel to the
cooking top or oven. In other local-
ties, these units may be connected
in parallel. Because of the varied
requirements of local codes, all
electrical connections must con-
form with the local electrical codes
or ordinances. The utility company
serving the builder will cooperate
by supplying this information.

Most gas-oven units require an
electrical connection to supply
power for automatic timers and
interior oven lights. This can be an
ordinary appliance outlet as the
units are pre-wired to an appliance
plug.

What about gas connections?

It is recommended that ½-inch
or larger aluminum tubing be used
for natural, manufactured or mixed
gases, while ¾-inch copper or alu-
mium tubing will suffice for L. P.
gases. A ¾-inch galvanized or
black iron pipe can be used for all
gases. Most gas units are threaded
for ¾-inch inlet which allows for
standard connections.

For safety precautions install a
shut-off valve in the gas line where
the connection is made to the mani-
fold of the unit. This valve should
also be readily accessible.
**The Yees have it | National Association HOME BUILDERS**

**and MIRRO-CHROME CABINETS**

are Beauty On View

beauty

quality

priced right!

The striking elegance of MIRRO-CHROME picture frame moldings provide instant interest and you're well on the way to a big sale. Modern beauty AND design is the theme of the future — with Mirro-Chrome — the only sliding door medition cabinet line that sells itself and your entire house.

- 55 Distinct Models
- Rust-proof, quality construction
- Super-arc Fluorescent Fixtures
- Double Copper-Rhodium Mirror
- And, of course, THE PRICE IS RIGHT!

For complete information see us all at NABE SHOW, Booths 930 or write. Mirro-Chrome sliding door cabinets are sold exclusively through distributors.

MIRRO-CHROME CO., Inc.
250 WEST 57 STREET NEW YORK NEW YORK

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**Dayton Attic Fans**

**Favored by Builders & Users**

DAYTON gives you the simple, basic high-volume attic ventilating fan that can be easily adapted to any installation in new or existing attics or commercial buildings — at low cost to you. Available in ceiling and wall-mounted models with 24 to 48" blades.

A Dayton Fan is built to outlast the building it cools. See your dealer.

**DAYTON ELECTRIC MFG. CO.**
SALES OFFICE: 116 S. OAKLEY BLVD., CHICAGO 12

---

**Make $20 to $30 a Week Extra**

**FILING SAWS**

Turn your spare time into CASH—sharpening saws with a Foley Automatic Saw File pays up to $3 or $5 an hour. Start in your basement or garage — no experience necessary. "The first saw I sharpened with my Foley File came out 100%," says Clarence E. Parsons, 309 Washington St., Davenport, Ia. "I advertised in our local paper and got 17 saws!" With a Foley you can file all hand saws, also band and cross-cut circular saws.

FREE BOOK — "Money Making Facts" shows how you can get business from home-owners, farmers, contractors, schools, garages, etc. Free Book — no salesman will call.

FOLEY MFG. CO., 147-1 Foley Bldg., Minneapolis 18, Minn.
Send FREE BOOK "Money Making Facts"

---

**SONOAIR DUCT**

**FIBRE DUCT**

for warm air gas and oil fired slab perimeter systems!

Here's your chance to see the revolutionary, cost-cutting SONOAIR DUCT Fibre Duct for yourself! Used and approved by builders and contractors for over six years! SONOAIR DUCT is aluminum foil lined. Available in any length up to 50' and can be sawed to exact lengths on the job. 23 sizes, 2" to 36" I.D. Don't miss seeing it!

MADE TO COMPLY WITH MINIMUM PROPERTY REQUIREMENTS

SEE US IN CHICAGO or write for complete information!
It's good showmanship and salesmanship

Every room wins praises when you add this master decorator's touch that costs no more. Use a Pentra-Seal finish for panels, doors, cabinets, floors, all interior wood!

EASY APPLICATION • RAPID DRYING • NEVER ANY BRUSH MARKS

If you're building modern livable homes, make sure that all the interior wood is finished with American Pentra-Seal. This miracle wood finish offers amazing protection and beauty. Simple to apply with brush, mop or rags. It penetrates below the surface, seals in beauty, prevents oxidation and discoloring of the wood with age. Water and alcohol can't discolor, even dried ink wipes off! Touch ups don't show. Comes in 7 decorator colors and natural. In one-gallon, 5-gallon tins and up. A Pentra-Seal finish helps you sell any home sooner, at no increase in cost to you. Write for no-obligation demonstration.

See us at the NAHB Show, Chicago—Conrad Hilton, Jan. 20-24—Booth 195

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What makes Briar Hill Stone different? For those who think beauty and design... its delicate pastel shadings and its adaptability in harmonizing with all other materials. For those who look at cost and time... its arrival in near ready-to-set condition and its greater coverage. Write today for our STONE IDEA BOOK which shows colors, patterns, gives helpful estimating and setting information.

THE BRIAR HILL STONE COMPANY • Dept. F-7, Glenmont, Ohio
This water closet does not disturb your peace of mind

It's the famous, time-tested Case Non-Overflow One-Piece*™ water closet with the whispering flush.

Only Case manufactures colored fixtures which correspond in color to the colored fixtures produced by leading complete-line manufacturers, plus sparkling black and white.

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CASE MANUFACTURING CORPORATION
33 MAIN STREET, BUFFALO 3, N.Y.

* PATENTED

For BEAUTY, ECONOMY and SERVICE ... Specify WINFIELD WOOD-SECTIONAL GARAGE DOORS

With exclusive TAPE-R-TRACK hardware!

CARVED PANELS

Please send me your new, complete Brochure on these outstanding garage door values . . . WINFIELD!

NAME
ADDRESS
CITY . . . STATE . . . TITLE

WINFIELD Door Corp.
P.O. BOX 27
LINDENHURST, N.Y.

JANUARY 1957

Today it takes all three to sell new homes. Hydroguard, the tub and shower control used in trend-setting model homes throughout the country, has all three! Hydroguard features easy single dial adjustment with thermostatic control that holds temperature steady regardless of variations in temperature or pressure of the water supply. Parents will welcome Hydroguard's built-in protection features — safety limit and automatic shut-off that eliminate the danger of scalding. Women particularly admire Hydroguard's smartly styled chrome face plate.

□ SAFETY SELLS! □ COMFORT SELLS! □ STYLE SELLS!

□ AND ADVERTISING SELLS!

Your prospects have seen Hydroguard in all 23 Electri-Living Homes, in the 1956 House of Ideas, and in Research House—1956. It is advertised in Time, Living for Young Homemakers, House & Garden, and House Beautiful. Powers also supplies point-of-sale promotion material.

HYDROGUARD WILL HELP YOU SELL!

Send for a free copy of "Safer Showers" — the illustrated 8-page booklet that tells all about Hydroguard. Write today to

THE POWERS REGULATOR COMPANY
Skokie 19, Ill.

POWERS HYDROGUARD®
Steel posts support this wall bench

The picture and details on this page were taken from a house built in San Antonio, Tex., utilizing a steel-post framing system. The posts sustain a wood-beamed flat roof. At the living area they are left exposed and are utilized to support a built-in bench.

The bench is made of 2x4's on edge with 2x4 blocking 2 ft. o.c. between. A metal clamp fastened to 2½ o.d. column partially supports it.

The ceiling, of acoustical tile, is attached to the underside of the wood beams by means of a metal suspension system.

The wall to which the bench is fastened is hardwood paneled and encloses the kitchen. The white lines at the intersection of panels were created by applying a white plastic to the stud before nailing, leaving ¼ inch between panels.

Designed by
Valdez & Williams, Architects
San Antonio, Tex.
THE PERFECT FASTENER
To hold ANYTHING
Securely in Hollow Walls,
Floors and Ceilings

Unlike nails and screws, Molly allows you to in-
stall fixtures securely and exactly where you want
them—not where studs are. Molly ends loose fix-
tures, crumbled plaster, broken walls. Molly re-
forces the area in which used, won’t pull through.
Unlike other types of fasteners, Molly anchorage
is permanent—fixtures can be removed and re-
placed in the same anchor. Molly is inexpensive
and money-back guaranteed.

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STORM KING
Horizontal Sliding
Aluminum Windows

- DESIGN-PATENTED FLEXTRIP
- STAINLESS STEEL HARDWARE
- FULL RANGE of TYPES and SIZES

Write for complete information

STORM KING Corporation
Miamisburg, Ohio

YOU SAVE
HOURS
ON EVERY
JOB
WITH
ONAN PORTABLE ELECTRIC PLANTS

When you can’t use motor-driven
tools you lose profits fast. An Onan
Electric Plant gives you plug-in elec-
tricity anywhere, anytime . . . no wait-
ing for highline hookups . . . no long
extension cords to get fouled up.

Onan 4-cycle electric plants feature
split-second starting, long-life, and
all-round dependability . . . with a
big weight saving over usual 4-cycle
units. The model 205AJ-1P pictured
above delivers 2,500 watts . . . enough
for several saws, drills or other tools
and all the lights you need . . . yet it
weighs only 139 pounds. Model
10S5SK-1P delivers 1500 watts . . .
weighs only 125 pounds.

Onan portable units are completely
Onan-built with Onan engines direct-
connected to Onan all-climate gener-
ators. They are compact, sturdy . . . and
they run longer with minimum servicing.

WRITE FOR FOLDER SHOWING PORTABLE MODELS

D. W. ONAN & SONS INC.

LOW COST

STORM KING
Horizontal Sliding
Aluminum Windows

- DESIGN-PATENTED FLEXTRIP
- STAINLESS STEEL HARDWARE
- FULL RANGE of TYPES and SIZES

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You save time and effort with AMERICAN BUILDER’S 1956
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hardware & building specialties—plumbing, heating, venti-
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Make the most of it to make your
job easier.

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5. Architectural Products—Tools & Equipment
6. Architectural Products—Tools & Equipment

APRIL-1956
SELL HOMES FASTER!

STRONGER CLEANER CORNERS

BLUEPRINT HOUSE ESTIMATING GUIDE

(Continued from p. 247)

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation Footing</td>
<td>1290 sq. ft.</td>
<td>1290 cu. ft.</td>
</tr>
<tr>
<td>Pier Footings (7)</td>
<td>1032 sq. ft.</td>
<td>1032 cu. ft.</td>
</tr>
<tr>
<td>Spread Coat 2&quot; 1290 sq. ft.</td>
<td>214 cu. ft.</td>
<td></td>
</tr>
<tr>
<td>Garage Slab 4&quot; 244 sq. ft.</td>
<td>81 cu. ft.</td>
<td></td>
</tr>
<tr>
<td>Terraces Slab 4&quot; 252 sq. ft.</td>
<td>84 cu. ft.</td>
<td></td>
</tr>
<tr>
<td>Porch Slab 4&quot; 40 sq. ft.</td>
<td>14 cu. ft.</td>
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<tr>
<td>Concrete Piers</td>
<td>14 cu. ft.</td>
<td>14 cu. ft.</td>
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<table>
<thead>
<tr>
<th>Location</th>
<th>Actual</th>
<th>Actual — 3 per cent</th>
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<tr>
<td>Foundation Footing</td>
<td>1327 cu. ft.</td>
<td>1327 cu. ft.</td>
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<tr>
<td>Pier Footings (7)</td>
<td>1095 cu. ft.</td>
<td>1095 cu. ft.</td>
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<tr>
<td>Spread Coat 2&quot; 1290 sq. ft.</td>
<td>217 cu. ft.</td>
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<tr>
<td>Garage Slab 4&quot; 244 sq. ft.</td>
<td>84 cu. ft.</td>
<td></td>
</tr>
<tr>
<td>Terraces Slab 4&quot; 252 sq. ft.</td>
<td>87 cu. ft.</td>
<td></td>
</tr>
<tr>
<td>Porch Slab 4&quot; 40 sq. ft.</td>
<td>14 cu. ft.</td>
<td></td>
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<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation Wall 8&quot; concrete block</td>
<td>approx. 780 pieces</td>
<td></td>
</tr>
<tr>
<td>Brick Veneer 4&quot; brick</td>
<td>approx. 30 sq. ft.</td>
<td></td>
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<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Location</td>
<td>Description</td>
<td>Amount</td>
</tr>
<tr>
<td>Sill</td>
<td>2x4</td>
<td>160 sq. ft.</td>
</tr>
<tr>
<td>Girders (2)</td>
<td>2x12</td>
<td>168 sq. ft.</td>
</tr>
<tr>
<td>Girders (3)</td>
<td>2x10</td>
<td>35 sq. ft.</td>
</tr>
<tr>
<td>Floor Beams Lift 2&quot; 16/14 257 cu. ft.</td>
<td>81 cu. ft.</td>
<td></td>
</tr>
<tr>
<td>Floor Beams Lift at Cantilever</td>
<td>13/16 208 cu. ft.</td>
<td></td>
</tr>
<tr>
<td>Floor Beams Middle 2&quot; 20/14 434 cu. ft.</td>
<td>278 cu. ft.</td>
<td></td>
</tr>
<tr>
<td>Floor Beams Rear Right 2&quot; 11/10 110 sq. ft.</td>
<td>147 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Floor Beams Right 2&quot; 8/6 48 sq. ft.</td>
<td>64 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Box Header</td>
<td>2x6</td>
<td>160 sq. ft.</td>
</tr>
<tr>
<td>Bridging</td>
<td>1x3</td>
<td>64 sq. ft.</td>
</tr>
<tr>
<td>Bath Ceiling Joists</td>
<td>5/18 90 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Ceiling Joists Bedroom</td>
<td>13/14 168 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Ceiling Joists Bedroom</td>
<td>12/14 168 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Ceiling Joists Bedroom</td>
<td>13/12 144 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Ceiling Joists Den</td>
<td>7/12 84 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Living Room Girders</td>
<td>2&quot; 12/12 84 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Bathroom Studs</td>
<td>2x12</td>
<td>136 sq. ft.</td>
</tr>
<tr>
<td>Bathroom Plates</td>
<td>2x6</td>
<td>84 sq. ft.</td>
</tr>
<tr>
<td>Sheds</td>
<td>2&quot; x 4 12/10 1250 sq. ft.</td>
<td>834 sq. ft.</td>
</tr>
<tr>
<td>Plates</td>
<td>2x4</td>
<td>990 sq. ft.</td>
</tr>
<tr>
<td>Studs</td>
<td>2x4 290/6 2320 sq. ft.</td>
<td>1547 sq. ft.</td>
</tr>
<tr>
<td>Ridge Boards</td>
<td>2x8</td>
<td>144 sq. ft.</td>
</tr>
<tr>
<td>Rafters Lift</td>
<td>2x6 21/22 704 sq. ft.</td>
<td>504 sq. ft.</td>
</tr>
<tr>
<td>Rafters Right</td>
<td>2x6 23/30 640 sq. ft.</td>
<td>460 sq. ft.</td>
</tr>
<tr>
<td>Rafters Garage</td>
<td>2x6 16/16 356 sq. ft.</td>
<td>256 sq. ft.</td>
</tr>
<tr>
<td>Window Headers</td>
<td>2x8 8/8 64 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Garage Header</td>
<td>2x10 3/10 20 sq. ft.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Royal Sheathing 1 x 6 T &amp; Q 1840 sq. ft.</td>
<td>2024 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Roofing</td>
<td>210/2&quot; asphalt 1840 sq. ft.</td>
<td>2024 sq. ft.</td>
</tr>
<tr>
<td>Kitchen</td>
<td>1x6 Wood 160 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Kitchen</td>
<td>1x6 Wood 176 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Insulation Walls 2&quot; Batt 1500 sq. ft.</td>
<td>1450 sq. ft.</td>
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</tr>
<tr>
<td>Insulation Walls</td>
<td>2&quot; Batt 1500 sq. ft.</td>
<td>1500 sq. ft.</td>
</tr>
<tr>
<td>Siding</td>
<td>Textured 1-11 1500 sq. ft.</td>
<td>1500 sq. ft.</td>
</tr>
<tr>
<td>Plywood</td>
<td>1500 sq. ft.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ext. Trim</td>
<td>Location</td>
<td>Description</td>
</tr>
<tr>
<td>Faslin</td>
<td>1 x 8</td>
<td>270 Lin. ft.</td>
</tr>
<tr>
<td>Fascia</td>
<td>1 x 6</td>
<td>152 Lin. ft.</td>
</tr>
<tr>
<td>Flower Box</td>
<td>Wood 9/0&quot; long 1 Piece</td>
<td></td>
</tr>
<tr>
<td>Vents</td>
<td>Wood 12 Pieces</td>
<td></td>
</tr>
<tr>
<td>Jam Trim</td>
<td>Location</td>
<td>Description</td>
</tr>
<tr>
<td>Base</td>
<td>1 x 4</td>
<td>430 Lin. ft.</td>
</tr>
<tr>
<td>Cl. Pole</td>
<td>1½&quot; Diam.</td>
<td>22 Lin. ft.</td>
</tr>
</tbody>
</table>
**MOVING?**

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Changing a subscriber's address requires time; figure on four weeks as "par for the course." And be sure to give the old as well as the new address. Since stencils are filed geographically, we cannot identify your subscription without the old address.

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Bristol, Conn.

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NEATER CORNERS FOR DOORS AND WINDOWS

Every door and window opening is a good use for JambeX gypsum trim. The corners are neater and more modern in appearance with full assurance that they will give years of durable service.

A combination metal and paper trim that adheres to the drywalls itself to overcome cracking from stud or frame movement. JambeX is applied directly to the walls around doors and windows and inserted in a sawed kerf in the jamb stock. JambeX corners are quality corners that remain straight.

Write today for a FREE JambeX Sample  
Representatives' Inquiries Invited
How much did "Guesses" Cost you this year?

Can you afford it? Be honest now. No exact figures. Just rough estimates. But include everything, and add them up. Now, can you honestly afford to guess at the answers to building problems? Especially when all the planning, building, buying information you need is gathered in one place...AMERICAN BUILDER's April Marketing Directory & Technical Guide. If you're not using this time and money saver you're missing building's best bet.

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Full of facts. Seven big technical sections help you plan, build and buy better. Six give you detailed planning and building information on Structural Materials...Doors, Windows, Millwork, Floor and Wall Finishes...Hardware and Building Specialties...Appliances, Electrical, Heating and Cooling, Plumbing...Tools and Construction Equipment...Management and Business Reference-Prefabrication. One, a Classified Buying Guide of Products and Equipment, gives you buying information.

Flooded with extras. And that's not all...A Reference File of Free Literature showing the catalogs and technical material available from building supply and equipment manufacturers...A List of Building Associations and Societies with name, address and executive officer of each...A Trade Name Index with name and address of each manufacturer.

So why guess when this April issue has all the planning, building, buying information you need? It's a builder's bonanza...a technical treasury...a master minute and money saver. Use it!

American Builder
Marketing Directory & Technical Guide

TRADE-INS
(Continued from p. 27)

- Two-bedroom houses are becoming a drug on the market.
- The builder can be more eager to trade than his prospects and often over-values the trade-in house.
- Houses over ten years old may require too many hidden repairs. These take too much of the builder's time and money. He should limit himself to only painting and minor repairs.
- The financing of older houses can be difficult, and even though lower in price, may require larger down-payments than the builder's new house.
- Be sure you are not operating a free appraisal service.
- Avoid trading up. Keep your trade-in houses below a two-thirds valuation of your new homes.
- Avoid assuming loans. Take them subject to their present loan balance.

Remember, in trading you offer the prospect many advantages. He must want these advantages before he is a good prospect for trading. You offer him the right to live in his old house until his new one is completed and his family life is not disrupted. You offer him one move. He can still sell his old house and get any additional cash above your allowance.

We suggest that builders try a trade or two. Get your feet wet! Only experience will teach you. Find out for yourself if you are qualified to use this trade-in program as a merchandising tool. No one guarantees you a profit on your new homes, nor will they guarantee you a profit on your trade-in houses. Look at the trade as if you were buying it with no new house to sell. What would you give in cash for the old house? Be very careful on your first two or three deals. Make them good. If you lose money on your first deal or two, it will sour you on trading. You will eventually get a bad deal, but try to wait until you are playing on the other fellow's money.

The safest way to trade is to take in equities at first that will not exceed the down-payment on your new homes!

Leland G. Lee, Jr., skyrocketed in three years from the small-volume ranks into the 100-homes-a-year bracket, boosting his annual sales from $250,000 to $2,250,000. At the forthcoming NAHB convention, he will moderate the trade-in panel.
add "sell" to your new homes

with this appealing built-in feature

HERCULES WALL VAULT

- Recesses into wall between 16" joists
- Can be installed in minutes
- Heavy gauge steel—Thermo-Cel insulation
- Certified furnace-tested to 1700° F. for 3 hour
- Three-tumbler combination lock
- Fits flush behind picture
- Overall height 13 1/4", width 15 1/4", depth 8 1/2"

LIST PRICE $46 25

slightly higher west of Mississippi
Special quality discounts to builders
Write for catalog

STEEL SAFE COMPANY
DEPT. AB, TOLEDO 6, OHIO

CUT PERFECT OUTLET HOLES in dry wall...
Everytime with the
QUICK-KUTTER

- Eliminates repairs • Saves time • Always a perfect job

The Quick-kutter guarantees you flawless die-cut outlet holes in gypsum wallboard every time—without damage to the internal structure or the paper facing of the wallboard. It eliminates patching completely—saves you time and trouble! Available in 2" x 3", 2" x 4", and 4" round

HARTMEISTER MFG., INC.
2020 W. Barberry Place • Denver 4, Colo.

GUARANTEED DRIPLess

SINGLE HANDLE MIXING FAUCETS

FOR KITCHENS TUB & SHOWERS LAVATORIES

CONVENIENT DEPENDABLE ECONOMICAL MODERN

You sell more homes with exciting new BATHROOM BEAUTY that COSTS LESS!

meet the CHAMPION...the highest quality tub enclosure at the LOWEST MARKET PRICE

Now builders achieve a bathroom luxury-look with High-Quality, low-priced tub enclosures and stall shower doors by Anoroc.

CHAMPION FEATURES

- Speedy one-man installation—needs no drilling
- Two one-piece towel bars requiring no assembly
- Exclusive Red Nylon Rollers on stainless steel stud
- Rattle-proof sliding doors
- Polished fully extruded aluminum frame
- Available in 4'6"—5' and 5'6" for recessed tubs
- Glass panel doors with choice of sand etched patterns plain or in colors; yellow, green, blue or pink

Also Corner Enclosures and Stall Shower Doors. Every size is a stock size...immediate delivery GUARANTEED.

Bathroom Beauty Begins With ANOROC

ANOROC PRODUCTS, INC.
97-11 Northern Blvd., Corona, N. Y.

Factory Division: Norwood, Mass.

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see us at

Beeth 918
N.A. of Home Bldg. Show
Chicago Coliseum
Jan. 20, 21, 22, 23, 24

and see us at
Booth #18, H.J.P. Show
Hotel Statler, New York
Feb. 4, 5, 6
BUILDERS!
LOOK TO SUB-ZERO...

THE LINE FOR "COMPLETELY PACKAGED"
BUILT-IN FREEZER-REFRIGERATOR
EQUIPMENT—EASY INSTALLATION
—TO FIT EVERY KITCHEN SPACE

EXAMPLE:
Model 124 BIRF
"Over and Under Type," Refrigerator capacity 10.8 cu. ft., Freezer capacity 3.5 cu. ft.

Just place them...

AND PLUG INTO ELECTRIC OUTLET

There are no special cabinets to buy to house these Sub-Zero models and there is practically no installation expense. These cabinets are complete packages. Just place them in "roughed-in" wall opening and merely plug into 110 Volt, 60 Cycle, AC outlet. No expensive refrigeration service is required for installation.

AMERICA'S FINEST...Beautifully finished interior shelving and gold trim are anodized aluminum extrusions and will not change color, will never rust, and will indefinitely retain original beauty. Models available in Coral Pink, Pastel Yellow, Jet Black, Mist Blue, Sparkling White, Coppertone and Stainless Steel...left or right swinging doors.

Model Capacity | Height Width | Depth | Dimensions | Unit-Refrig. | Unit-Freezer
--- | --- | --- | --- | --- | ---
8 BIR (Refrigerator) | 8.5 Cu. Ft. | 36" | 36" | 23½" | 34" x 34" | 1/8 H.P. | 1/5 H.P.
8 BIR (Freezer) | 7.2 Cu. Ft. | 36" | 36" | 23½" | 34" x 34" | 1/5 H.P. | 1/5 H.P.
124 BIR (Refrigerator) and Freezer | 10.8 Cu. Ft. Réfrig. and Freezer | 36" | 36" | 23½" | 34" x 72½" | 1/8 H.P. | 1/5 H.P.
15 BIR (Refrigerator) | 15.8 Cu. Ft. | 36" | 36" | 23½" | 34" x 72½" | 1/5 H.P. | 1/5 H.P.
15 BIR (Freezer) | 14 Cu. Ft. | 36" | 36" | 23½" | 34" x 72½" | 1/4 H.P. | 1/4 H.P.
18 BIR (Refrigerator) and Freezer | 18 Cu. Ft. Réfrig. and Freezer | 36" | 36" | 23½" | 34" x 83½" | 1/8 H.P. | 1/8 H.P.
30 BIR (Refrigerator) and Freezer | 30 Cu. Ft. Réfrig. and Freezer | 36" | 36" | 23½" | 66" x 72½" | 1/5 H.P. | 1/4 H.P.

* Can be used as "stick-ons" or can be built into special cabinets.

See us at the NAHB Show Booths 887-888 Coliseum—North Hall, JANUARY 20 Through 24. Ask for this complete line folder.

SUB-ZERO
FREEZER COMPANY
Madison, Wisconsin

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NAHB convention highlights

- Thursday, January 17
  Executive Committee meeting
  Regional Vice Presidents Council
  Research Institute Board of Trustees meeting
  Convention Committee

- Friday, January 18
  Breakfast meeting of Division Chairmen and Committee Chairmen
  All-day meetings of standing committees

- Saturday, January 19
  Breakfast meeting of Executive Committee
  Registration
  Committee meetings continued
  "One-to-twenty" builder program
  Past Presidents' Council
  Meeting of 1956 Board of Directors
  Conference for Regional Vice Presidents, local association and state association presidents and executive officers

- Sunday, January 20
  Executive Committee Meeting
  Executive Officers Luncheon-Conference and Installation of 1957 Council Officers
  Opening of exhibits at Conrad Hilton and Sherman Hotels and Coliseum
  NAHB-Producers Council Joint Committee
  Nominating Committee (Open meeting)
  State association executive officers meeting
  Resolutions Committee (Open meeting)

- Monday, January 21
  Morning
  Nominating Committee (Open meeting)
  General session
  Dramatization: "I'm Going to Chicago"
  Summary of Convention: Leonard L. Frank, convention chairman
  Keynote Address: President Joseph B. Haverstick
  Large screen television broadcast of Presidential Inauguration ceremonies from Washington, D.C.
  Women's Auxiliary Board of Directors

(Continued on page 344)
LEX-PAK
PACKAGED
CAST IRON BOILERS
CUT INSTALLATION TIME FROM
days to hours!

Here, in one single package... at one purchase price... is a completely assembled, fully equipped, automatic oil fired hot water boiler that saves days and dollars of uncontrollable "on site" boiler and burner assembly time and cost. Lex-Pak Boilers eliminate the slow, costly physical activity of part-by-part boiler, burner and control assembly, confusing wiring diagrams, extra parts inventory, shortages and interruptions that cut deep into your profits. Just position the Lex-Pak Boiler, hook up radiation and fuel piping, connect electrical source to clearly marked terminals, and it's ready for dependable, fully automatic operation.

Lex-Pak Boilers are shipped in sturdy, skid-bottom type crates for fast, easy handling. Boiler is protected from dirt and moisture by plastic covering, assuring arrival in showroom condition.

See your DUNKIRK representative for details or write DUNKIRK for catalogs & prices. Gas, Oil and Coal Fired Boilers, Radiators and Accessories.

DUNKIRK RADIATOR CORP.
DUNKIRK, NEW YORK

Member of The Institute of Boiler and Radiator Manufacturers

Save Time and Money... Avoid Mistakes... Use

SIMPLIFIED
CARPENTRY ESTIMATING

HERE IS EVERYTHING YOU NEED to know to "take off" a bill of materials from set of plans and specifications for a frame house. Saves you time figuring jobs, protects you against oversights or mistakes that waste materials and cost money. Nothing complicated—just use simple arithmetic to do house carpentry estimating with this easy-to-use ready reference handbook.


1950. 5th Ed. 304 p. 123 illus. 60 tables. 5x8. $3.75
New Gold Bond Chroma-Shake Siding

offers natural beauty, texture, color

“Exciting new design and colors of Gold Bond Chroma-Shake Siding have helped me gain new customers,”
says: MELVIN D. MULLENAX, Kansas City, Mo.

A fresh new concept in siding! That’s what Mr. Mullenax says about Gold Bond’s new Chroma-Shake Siding—and builders can profit from this success story because Mr. Mullenax was one of the persons to give Chroma-Shake its first consumer “test run” in one of the country’s toughest competitive markets.

Chroma-Shake’s natural new design, colors and rugged texture give the appearance of the most expensive siding at a cost well within the reach of the average income,” continues Mr. Mullenax, owner of the T & M Roofing Co. “Its natural texture is strikingly different from any other asbestos-cement siding and actually conceals end joints.”

Even the names of the natural new Chroma-Shake colors will help you sell your homes: Emberglo Red, Birchbark White, Pinesmoke Gray, Sprucewood Green, plus a daring new idea in color ... Charcoal. All of these natural colors adapt handsomely to the new “deep shadow line” trend by using Gold Bond Shingle Backer.

For more information on what Chroma-Shake Siding can mean to your own selling story, see your Gold Bond® representative or write Dept. AB-17, National Gypsum Co., Buffalo 2, New York.

NAHB HIGHLIGHTS

(Continued from page 342)

Afternoon

Women Builders Program
General session
Targets for Tomorrow
1. “Life Tomorrow”:
   Speaker: Dr. Ralph Lapp
   Skit
2. “People and Business Tomorrow”
   Speaker: Dr. Philip Wernette
3. “Building Tomorrow”
Home builders tax problems
“One-to-Twenty” builder program
1957 board of directors meeting
Discussion Groups
1. Future labor problems in home building
2. Difference between FHA and VA valuations—and why
3. Ways to cut your construction costs
4. Better wiring design
5. Urban Renewal workshop
Resolutions Committee
(Open meeting)
Nominating Committee
(Open meeting)

Evening
Reception for the press
Convention and exhibitors dance and entertainment
• Tuesday, January 22

Morning
Breakfast meeting of presidents and past presidents of NAHB women’s auxiliaries
General session
Presentation of awards
Address: Impact of new highway program on future home building
NAHB design session
“Better Design Means Better Business”
Home builders tax problems
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Discussion groups
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Resolutions Committee
(Open meeting)
Nominating Committee
(Open meeting)
NAHB CONVENTION HIGHLIGHTS

(Continued from page 344)

Economic factors in the 1957 market and what they mean to home building

“One-to-Twenty” builder program (continued from morning)

Management and planning of home building as a business

Discussion groups
1. Masonry construction
2. Workshop on custom building problems
3. Basic problems in community facilities
4. Urban renewal for profit
5. Better landscaping for better sales
6. How to use the trade-in house to build your business

Election of National Officers

Evening

Spike Club Reception
- Wednesday, January 23

Morning

Joint breakfast meeting, executive and Resolutions Committee

General Session

“Money”

NAHB Women’s Auxiliary board of directors meeting

Discussion Groups
1. So you want to build a shopping center!
2. Work Shop—Procedures under VA financing
3. Shop talk session for graduates of National Housing Center merchandising courses
4. Labor conference: meeting secondary boycotts
5. Earl Smith shop talk
6. Meeting the school problem in new communities
7. MPR compliance problems and answers

Neighborhood and area renewal

field trip

Afternoon

Luncheon Meeting of 1956 and 1957 Regional Vice Presidents

1957 board of directors meeting

“One-to-Twenty” builder program

Discussion Groups
1. Community Facilities program
2. Workshop—FHA procedures and requirements
3. Merchandising shop talk for project builders
4. Successful ways to meet public housing
5. Solutions of tomorrow’s manpower problems
6. Profits in prefabrication
7. Know more about appraisal!

Evening

Annual banquet
- Thursday, January 24

Morning

“How to do it” circus

Urban Land Institute

Local association workshop on local FHA-VA committee procedures

Something NEW in a low-cost PACKAGE SYSTEM

Here at last is a complete high quality package water system for homes in the country that’s low in cost yet rugged enough to provide years of dependable service with plenty of pressure for even the most demanding automatic washers and garden sprinklers.

EASY TO INSTALL. Just add a few feet of pipe and plug it in like any modern appliance. Quick delivery to your supplier from our 12 factory branches.

_PREFABS...

featured in the

February

American Builder

UNIVERSAL MFG. CO.

3333 Eastshore Highway – Richmond, California
4108 Hoffmeister Avenue – St. Louis 23, Missouri

ALSO: Atlanta, Binghamton, Dallas, Louisville, Los Angeles, Minneapolis, Orlando, Portland (Ore.), Richmond (Va.), Toronto

JANUARY 1957
"We’ve Beat Competition by using Symons ‘Champ’ Forms"

"A new contractor can go in with a “green” crew and with Symons “Champs” can set up a foundation to compete with the best. I’m 100% sold on them."

Chuck Davy has already used one set of Symons “Champ” Forms 46 times and they’re still in good shape. Now, on a new 66-home project he plans to use those same forms again.

Symons “Champ” Form provides for Chuck Davy and all builders an efficient and accurate form at a cost approximately 20% less than Symons Standard Panel Form. Designed primarily for light commercial and residential construction, it is equally satisfactory for high pours, where strength and durability are “musts.”

A 2 x 4 frame with 2 x 4 cross members that lay flat against a 3/4” plywood face make up a Symons “Champ” Form panel. Cross members are placed on 12” or 24” centers. Chuck Davy is using the 12” O.C. panels. Rail plates like the one illustrated below, located at each end of the cross members, transmit the pressure directly to the tie.

Symons “Champ” Forms may be rented with purchase option.

ACCOUNTING
(Continued from page 261)

Payroll accounting

Payroll accounting for Arters Brothers was another tedious job that took enormous amounts of time under the old system. Formerly, checks had to be prepared on a typewriter; net amount due each employee was computed on an adding machine. Earnings record cards were kept by hand, and were added and balanced at the end of each month.

Under the new system, the machine operator, working right from the payroll schedule, lines the forms up in the machine and posts the data to the employees’ earnings record card, pay statement, check, check register and payroll journal all at one time (Figure 3).

Distribution of payroll is an outstanding example of what can be accomplished with a mechanized system. Time tickets for approximately 50 employees are received from construction foreman by the payroll clerk. The operator posts on the machine directly to the individual house-cost card. The house-cost card carries a record of the house number, the phase of operation, and entire cost of construction.

Use of the machine enables Arters Brothers to establish how many labor dollars have gone into each house, and what individuals were responsible for going over or under the Arters standard cost for that particular job.

Facility to control labor costs on a per-house basis has enabled
IF YOU ARE OVER 45 and your wife keeps insisting that you should have two chest x-rays every year... don't blame her. Thank her! Semi-annual chest x-rays are the best "insurance" you can have against death from lung cancer.

The cold fact is that lung cancer has increased so alarmingly that today you are six times more likely to develop lung cancer than a man of your age 20 years ago. Our doctors know that their chances of saving your life could be as much as ten times greater if they could only detect lung cancer before it "talks"... before you notice any symptom in yourself. That's why we urge you to make semi-annual chest x-rays a habit—for life.

To see our new life-saving film "The Warning Shadow" call the American Cancer Society office nearest you or simply write to "Cancer" in care of your local Post Office.

Arters Brothers to offer a bonus to employees for efficient work. If the actual costs of a job are under the Arters standard, the men responsible receive a bonus based on the amount of time each individual spent on the job.

Under the old system, costs were grouped by over-all classifications. This arrangement supplied no information to management as to how much specific jobs cost, and gave no indication whatsoever as to the efficiency of the workmen. The individual house-cost cards, which provide control for the bonus system, are practicable only with a machine system. This is an important reason the proper equipment was installed at Arters Brothers.

It is significant that this system, while simple, has been effective enough, in conjunction with improved construction techniques, to cut costs of each house an average of $300. Since Arters Brothers build approximately 150 units a year, the bonus incentive produces a total reduction in costs of approximately $45,000.

American Cancer Society
The Month Ahead

WINTER CHECK LIST
These items are all important to you as a business-man builder. See if they won't provide you with some constructive ideas for the winter months.

KEEPING THE BOOKS
Cost control is one of the most important and neglected aspects of building. At best, you may be spending unnecessary money through inefficiencies; at worst, you may actually be in the red without knowing where the money is being lost. If figures give you the cold shivers, look around for a local accountant to give you a hand. He'll charge you for it, but he may save you many times his fee.

WATCH YOUR PRODUCTS
Manufacturers are adding literally hundreds of new products to their lines each year, and most of them can help you save and sell. Check this issue carefully, and make sure you see the March AB, which will carry news from the NAHB convention on products and their uses.

PLAN YOUR PLANS
Each year, the best selling plans are those that represent definite improvement over the previous year. Make sure you're not building a year behind the times. Like the accountant, an architect costs money, but he can save money as well.

PARDON THE EXPRESSION
Sorry to bring this up, but tax returns have to be made out and winter is the time to do it. Next blizzard, get out the books and start. You'll feel better, if poorer, for having it out of the way.

Lost in the horse latitudes?
February used to be considered the doldrums of the building business. Everywhere but California and Florida, the snow or the mud forced builders indoors for remodeling jobs, or into just plain inactivity.

But as we've pointed out before, you can't get away with that sort of thing any more. Building is big business, and big business can't shut down for the weather and stay solvent. There are lots of products and techniques that will keep you going in most weather and in most places.

Sit down and think
But sometimes you just can't get out and work. Is there anything you can do besides pace the floor and drive your wife crazy?

You're darn right there is. You're running a business, and a business is a complex thing. It requires, among other things, that occasionally you put your feet up on the desk and think. And it requires that you do a certain amount of paper work, no matter how much you hate it.

On the left of this page is a list of items that are important to almost all builders. Look them over and see if there isn't something there that you've been neglecting. They're all things that can be cleaned up now, leaving you the balmy days to build.

Coming up—prefabs
Prefabs will be the entree on American Builder's February menu, and it's another thing you can be studying up on while the snow falls. We'll show you the newest models from the assembly lines, of course, and we'll also talk about the retail lumber dealer and what he's doing in the prefab and components line that can help you next year.

Legislation is for you
Keep an eye on congress. It's ten to one that home financing will be one of the early items on its agenda, and what it does may well have a tremendous effect on what you build next year.
You know Formica best as a counter top surface material. But the newest thing in home building is this same famous material on walls. Kitchen and bathroom walls are obviously made for Formica, but don’t stop there. Home buyers have already demonstrated that they love beautiful, easy-to-clean Formica on walls throughout the house. For example installations are being made in family and TV-rooms, in entrance halls, dining and living rooms too. Formica on walls can give your houses that extra appeal for better merchandising. New Formica Fast Dry Cement permits application of Formica sheets to nearly any surface “right on the job,” quickly, easily and economically.

FORMICA CORPORATION  Subsidiary of  CANAMID
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In Canada: Arnold Banfield & Co., Ltd., Oakville, Ontario

Demand This Certification

Customers buy Formica because it is a brand name they know and trust. We protect this faith in our product by certifying every sheet with a wash-off Formica marking. It is for your protection and guarantee that you are getting genuine Beauty Bonded Formica.
BALL-BEARING
DOOR BUTTS

assure a smooth, silent door swing!

Never a discordant
scratch or screech
can mar the built-in
precision action!

These fine finished butts are
designed for heavy duty and
make light work of handling
daily door traffic without the
slightest sign of wear. Architects
and builders recommend the
installation of three butts on
every door instead of two for
top efficiency.

A wide assortment of styles and
finishes are available in these
fine ball-bearing butts. Either
round or square corner butts are in this line and the Button Tip or
Ball Tip style can be furnished in 3½, 4 and 4½ inch sizes; they
can also be supplied in the template style.

All National Builders' Hardware products not
only look good but are actually as good as
they look. Over 50 years of fine service records
substantiate this claim.